

Nagpur Steel Limited

Nagpur



Case Synopsis

Nagpur Steel manufactures 5 and 6 ridges corrugated colored profile sheets from HR and CR coil made by Jindal. These sheets are used in PEB, roofing, cladding and other applications.

They have an existing channel of distribution in MP and Chattisgarh but their channel in Vidarbha is not performing very well. Their offtake in Nagpur is also a cause for concern.

Besides they expressed a desire to sell brand "Colorpro" rather than the commodity called steel.

Key Deliverables

1. Total data collection of channel partners in Central India. (11 districts)
2. Market survey of Nagpur market in terms of secondary and tertiary sales
3. Business opportunity meets of applicators and structural consultants / architects
4. CEO mentoring and coaching

Footprint

Central India, MP, Chattisgarh