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## **TATA BlueScope to launch color coated steel in Kashmir**

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Rising Kashmir reported that TATA BlueScope Steel, a JV between TATA Steel and BlueScope Steel, will soon launch its color coated steel sheets in the retail segment. Branded as Durashine, the new range of color coated steel products is set to be introduced this month.

Mr Mohmamad Ismail Beig of Sheyrub Agencies, authorized distributor of TATA Steel, told Rising Kashmir that the product will be available to Valley customers soon. He said that “The offer includes aesthetic color coated roofing and walling profile options adding apart from this high strength galvanized Durashine purlin and Guard Huts will also be available besides, accessories such as fasteners and ridge caps.

Mr Vikas Pundir GM (Distribution) of TATA BlueScope Steel Limited Pune told Rising Kashmir that Durashine range of products in addition to their aesthetic appeal also provide strong credentials such as greater durability, strength, light weight, superior corrosion resistance, better thermal efficiency and easy installation.

Mr Pundir said that for the valley region, generally a pitch roof is required to take care of water discharge. Coated steel sheeting is the preferred product for roofing and wall cladding.

Explaining some of the key features of the new product, Mr Pundir further added that Durashine roofing, walling and tile profile are manufactured from zinc - aluminium alloy coated steel which provides long life ( 2-4 times more than conventional zinc-coated steel in similar environment). He said that Durashine roof and wall profile is designed, tested and proven profile.

Mr Pundir said that “It’s greater width profiles cover wider area, require less number of sheets and saves on costs and labor adding that the wider valley of the profiled sheets ensures higher water discharge and anti-capillary groove makes the building leak-proof.”

He said that this product will be efficient in snowy regions as it uses high strength steel that is more durable and resistant to corrosion than the normal zinc coated steel.

(Sourced from Rising Kashmir)

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