

KEY MARKET SEGMENTS

	MARKET SUB-SEGMENTS (CUSTOMER GROUPS)	PRODUCTS & BRANDS
 <p>Construction</p> <p>A comprehensive range of products and techniques to create value for the construction industry and support sustainable development.</p>	<ul style="list-style-type: none"> Individual House Builders (B2C) Rural Roofing (B2C) Infrastructure (B2B) Housing and Commercial (B2ECA) 	<ul style="list-style-type: none"> Tata Tiscon (Rebars) Pravesh (Doors & Windows) Tata Pipes (Plumbing Pipes) Tata Shaktee (Roofing sheets) Nest-in (Housing, Water ATMs, Ezyneest Toilets) TMT Rebars (Higher dia rebars, Corrosion resistance steel) Tiscon Readybuild (Cut & Bend Bars)
 <p>Automotive</p> <p>Automotive applications is one of the focus areas of Tata Steel's Research & Development, aimed at giving the Group a competitive edge in the automotive market.</p>	<ul style="list-style-type: none"> Auto OEMs (B2B) Auto ancillaries (B2B, B2ECA) 	<ul style="list-style-type: none"> Hot rolled, Cold rolled, Coated Steel Coils & Sheets Hot rolled, Cold rolled, Coated Steel Coils & Sheets Precision Tubes Tyre Bead Wires Spring Wires Bearings
 <p>General Engineering</p> <p>A range of steel products, encompassing hot rolled and cold rolled sheets, wire rod and wire, sections, plate, bearings and tubes, which serve a multitude of small engineering companies.</p>	<ul style="list-style-type: none"> Panel & Appliances (B2ECA) Fabrication & Capital Goods (B2ECA) Furnitures (B2ECA) 	<ul style="list-style-type: none"> Tata Steelium (Cold Rolled) Galvano (Coated) Tata Astrum (Hot Rolled) Tata Structura (Tubes)
 <p>Industrial</p> <p>A range of products to support industrial processes and applications.</p>	<ul style="list-style-type: none"> LPG (B2B) Welding (B2B) Process industries (e.g. cement, power, steel) (B2B) 	<ul style="list-style-type: none"> Hot Rolled Wire Rods Tata Tiscrome (Ferro Chrome) Tata Ferromag (Ferro Manganese) Boiler Tubes
 <p>Agriculture</p> <p>High quality agricultural implements making it the first choice in India's rural markets.</p>	<ul style="list-style-type: none"> Agri equipments (B2B) Fencing, Farming & Irrigation (B2C) 	<ul style="list-style-type: none"> Bearings GI wires Agri & Garden Tools Conveyance Tubes