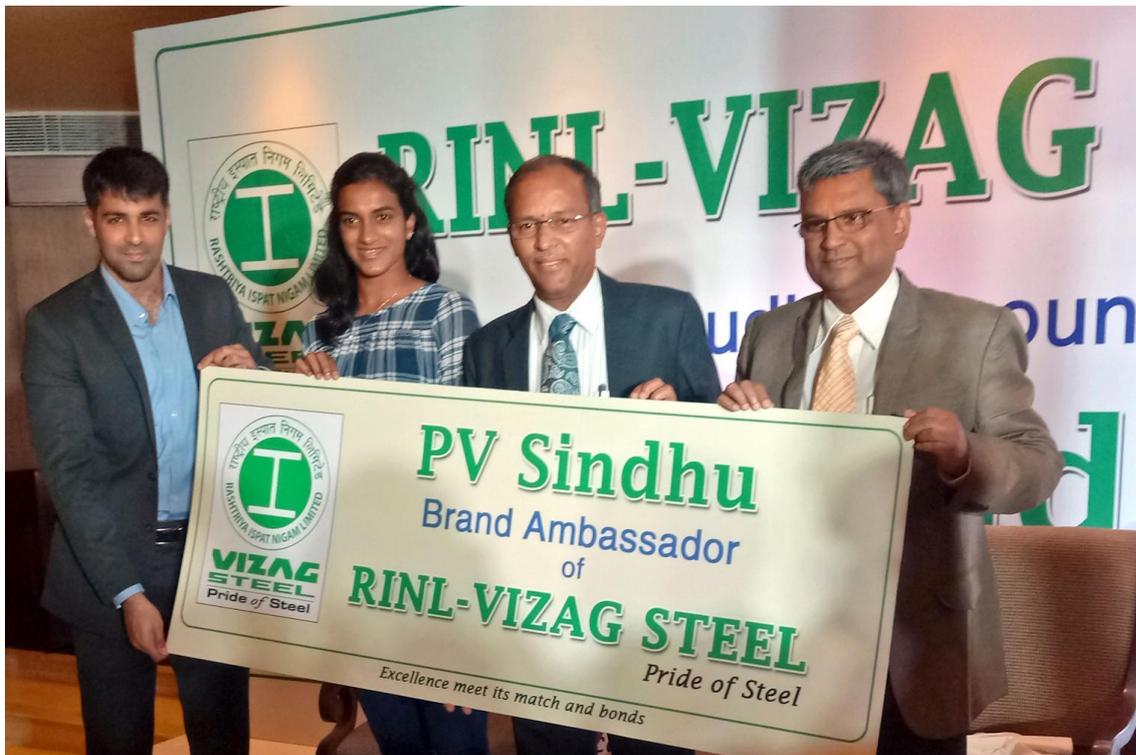


Dated : 08-Oct-2016

## Vizag Steel signs up with Olympic Silver medalist PV Sindhu

PV Sindhu - Brand Ambassador for Vizag Steel Rashtriya Ispat Nigam Limited, the corporate entity of Vizag Steel has roped in top ranked Indian Badminton Player PV Sindhu as its brand ambassador. The deal facilitated by Baseline- a sports marketing and a brand licensing firm will see Vizag Steel become the major partner of the athlete and will also have the brand logo on the top chest of Sindhu's playing jersey in international and domestic tournaments under the aegis of Badminton World Federation Events (BWF) and Badminton Association of India sanctioned events respectively. The event was held at a glittering function in Hyderabad today. Sindhu, currently amongst the top 10 ranked players in the world is the first Indian female athlete to win the Olympic silver medal at the Rio Olympics and she is also the first athlete to win back-to-back medals at the World Badminton Championships. The endorsement is the first of many for PV Sindhu post her Olympic exploits.



PhotoCaption:

Speaking on the association, PV Sindhu said, "This is one of the first of many major brand associations I have signed post Olympics and I am extremely thankful to Vizag Steel for associating with the sport through me. Badminton calendar has expanded with at least 3 major international events happening every month and it is important to choose the right events to improve rankings and also avoid fatigue. An association from a trusted brand certainly helps me concentrate on my game and relieves me of all the off-court concerns." Sri P Madhusudan, CMD, RINL said, "In PV Sindhu, we see our unique value system: IDEALS (Initiative, Decisiveness, Ethics, Accountability, Leadership and Speed)- everything that our products convey. Both, Sindhu and Vizag Steel, are priceless assets of India and this bond will make them famous far and wide and do the country proud. We are sure that the "Vizag Steel- Sindhu" association will

be a fruitful one and will go a long way in imprinting in the minds of the people the attributes of toughness, resilience, endurance and quality that symbolise our traits." Mr. Ramakrishnan R, Director & Co-Founder-Baseline Ventures stated, "Sindhu is an incredible and a powerful player who in fact started creating permanent dents in the Chinese wall which has paved way for other Indian players to make a mark at international events. The association with Vizag Steel will certainly give her much needed nerves of steel to close out the big games. More importantly, Vizag Steel had reposed faith on Sindhu even before her Olympic 2016 journey as we had started discussions with this steel major before the start of the Olympics." About Vizag Steel: Vizag Steel is the country's first shore based integrated steel plant at Visakhapatnam, Andhra Pradesh, with a capacity of 6.3Mtpa of liquid steel. With modernisation and up-gradation of existing units, RINL will add additional 1 mt, taking the capacity to 7.3 mtpa. RINL's products have wide acceptance in the market as they are made from 100% virgin steel, with stringent tolerances in both physical & chemical properties. With more than 75% of value added products in its basket, RINL has a wide marketing network spread across the country. About PV Sindhu: The youngest Padma Shri recipient and the youngest Indian to make a podium finish in an individual event at the Olympics is being seen as a natural fit for Vizag steel's vision "to be the most efficient steel maker, having the largest single location shore based steel plant". Sindhu's laurels and global presence resonate with RINL-VSP's long list of awards and market presence as leader in long steel bars used in significant primary and secondary industries like infrastructure, manufacturing, construction etc. The alliance is expected to inspire millions of Vizag steel customers who believe in quality work.



PhotoCaption:

Corporate Communications Dept.  
RINL - VSP.