

Rashtriya Ispat Nigam Limited  
Visakhapatnam Steel Plant  
Visakhapatnam  
Corporate Communications Department  
Media Release

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## **RINL achieved a step forward in ERP implementation**

As a step forward in the implementation of ERP (Enterprise Resource Planning) in RINL, Sri P Madhusudan, CMD, RINL launched Customer Relationship Management (CRM) module today. Speaking on the occasion, Sri Madhusudan stressed the need to focus on customer requirements in a time bound manner in order to accrue the benefits to the customers. He complimented the ERP, Wipro and Marketing teams for launching the module on CRM.

Using the features of Customer portal, the customers will be able to access the relevant information on-line, can now view their balances, requisitions, materials and participate in e-auctions. The initiative is expected to increase customer satisfaction.



Photo Caption: Sri P Madhusudan, CMD, RINL launching the Customer Relationship Management (CRM) module today. RINL Directors and CVO and others are seen.

The module also provides for customers to buy steel on - line through E - sales. In this feature, apart from the existing customers, new customers also can register through the portal and will be able to generate a quotation on their own and send RTGS payment to RINL to get the steel. There is also a provision to view the general and relevant content by any user, wherein they can see the standard terms and conditions, various sales policies and whom to contact across the country for their requirements.

Sri PC Mohapatra, Director (Projects), Dr GBS Prasad, Director (Personnel), Sri DN Rao, Director (Operations), Sri TVS Krishna Kumar, Director (Finance), Sri B Siddhartha Kumar, IFS, CVO present on

the occasion.

Earlier, Dr SN Rao, GM(ERP & Corporate Communications) while welcoming the dignitaries explained the progress on ERP stabilization and benefits accrued through ERP implementation. He also mentioned that for the first time the RINL's annual accounts of 2014-15 were prepared through ERP system successfully.

Sri R Shankar, ED(Marketing), General Managers of Marketing Department, Wipro Project Manager, senior officials of ERP and Marketing present on the occasion.

Corporate Communications Dept.  
RINL - VSP.