



# BROADCAST

MONTHLY NEWSLETTER

NOVEMBER 2025

## IN THE SPOTLIGHT - MOMENTS THAT SHAPE OUR JOURNEY

### ELECTROSTEEL SHINES AT ISO PLENARY MEET

Electrosteel participated in the ISO Plenary Meeting in Chengdu, China, where global experts collaborated on advancing standards for Ductile Iron networks. Led by Mr. Cyrille Hahang, the French delegation represented our shared expertise alongside AFNOR Group and delegates from across the world. Mr. Maxime Manceau (Electrosteel France) was recognized and awarded a Certificate of Excellence for his key contribution to drafting the new ISO 7035-2 standard, an achievement that reflects our commitment to quality, innovation, and leadership in ductile iron infrastructure.



### PLATSKY GOLF EVENT SPONSORSHIP, USA

Electrosteel was proud to be a key sponsor of the prestigious Platsky Golf Event in the USA, represented by Mr. Danny Swalley and Mr. George Olsen. The event provided an excellent opportunity to strengthen our distributor partnerships and engage with the wider industry community. With a strong brand presence and promotional visibility, Electrosteel's participation highlighted our commitment to building meaningful connections beyond business. This blend of professional collaboration and personal engagement truly reflects the Electrosteel spirit.

## JAL SADHANA - HONOURING OUR COMMITMENT TO WATER SUSTAINABILITY

### AAPKA AANCHAL: WHEN COMMUNITIES RISE, EARTH HEALS

In the water-stressed landscapes of Munger and Begusarai located in Bihar, India, where fields long struggled against scarcity, Aapka Aanchal dared to reimagine what community action could achieve. What began as a mission to revive dying water sources soon grew into a movement of hope, resilience, and collective determination.

Facing the challenges of shrinking groundwater and declining agricultural productivity, the organisation mobilized local women, empowering them to lead change from the frontlines. Together, they dug over 1,500 water conservation pits, built perennial ponds, and undertook the laborious task of manually clearing invasive water hyacinth choking the Ganga distributaries.

Through these efforts, irrigation returned, organic farming flourished, and water security strengthened, restoring both livelihood and dignity to the communities they serve.

Electrosteel proudly honoured Aapka Aanchal, a symbol of grassroots leadership and a beacon of sustainable water stewardship, with the Jal Sevak Samman Award 2025.



## EUSA MADE ITS FIRST APPEARANCE AT THE MICHIGAN SECTION AWWA CONFERENCE

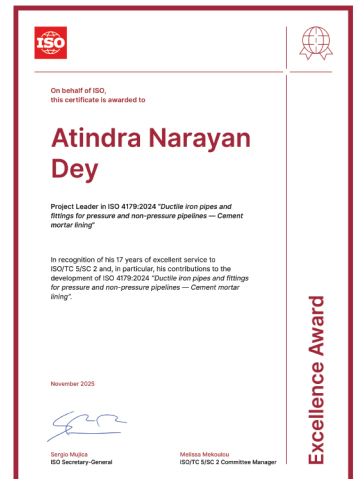
Electrosteel USA marked its first appearance at the Michigan Section AWWA Conference, showcasing the brand's growing presence and expanding product portfolio. The event provided an excellent platform to highlight Electrosteel's commitment to the Great Lakes region and engage with key industry stakeholders. Attendees showed great enthusiasm for the company's rebrand updates and marketing materials, helping Electrosteel forge new relationships and enhance its visibility among regional decision-makers.



## WE, THE ELECTROSTEEL FAMILY - WHERE PEOPLE MAKE LEGACIES

### HONOURED BY ISO, CELEBRATED BY ELECTROSTEEL

We are proud to share that Mr. Atindra Narayan Dey- Associate Vice President, Technical Marketing, has been honoured with the prestigious Excellence Award by the International Standards Organisation (ISO). This recognition celebrates his remarkable 17-year journey of contribution, dedication, and leadership in the formulation of international standards. His commitment to advancing global best practices reflects the values we uphold at Electrosteel and continues to inspire our entire family.



## TRAINING PROGRAM ON COMMUNICATION, INTERPERSONAL, & LISTENING SKILLS

Electrosteel held a training session on Communication, Interpersonal, and Listening Skills, with many employees participating to enhance their behavioral abilities. A key part of the training involved group activities, culminating in each group presenting their findings and proposed action points. The program emphasized a proactive approach to improving communication in all aspects of life.

## MENTAL WELL-BEING MATTERS: WORLD MENTAL HEALTH DAY

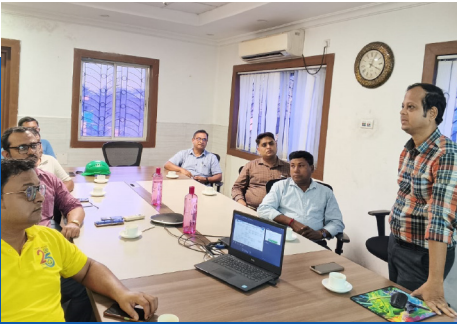
Electrosteel marked World Mental Health Day at Srikalahasthi Works by promoting self-care and employee well-being. Team members received 'Positivity Check-In' cards to track their daily positive habits, and were invited to a three-month challenge to foster mindfulness and personal growth. This initiative highlights Electrosteel's commitment towards a supportive and compassionate workplace culture.





## EMPOWERING MINDS THROUGH WHY-WHY ANALYSIS

A training and awareness session on Why-Why Analysis was conducted by Mr. Kuntal Pradhan (TPM Cell) for Electrosteel members at Bansberia Works. The programme introduced this simple yet powerful problem-solving method: repeatedly asking “why” (typically five times) to uncover the true root cause of an issue. By helping participants look beyond surface-level symptoms and focus on underlying causes, the Why-Why approach enables more effective and long-term solutions.



## PRIORITISING FITNESS FOR THOSE WHO PROTECT US

A Physical Fitness Test Program was conducted to assess the physical readiness and well-being of our security personnel, ensuring that they remain fit, alert, and prepared for their critical responsibilities. This underlines Electrosteel's commitment towards those who safeguard our premises every day.

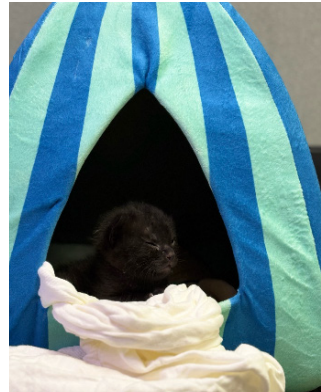
## BUILDING WEALTH BEYOND SALARY: WORLD SAVINGS DAY

On the occasion of World Savings Day, an insightful seminar titled “Smart Money Moves – Building Wealth Beyond Salary” was organized for the employees at Electrosteel, Srikalahasthi Works, by a well-known Chartered Accountant and Company Secretary, Mr. Kodandapani. An interactive session on financial insights on investment planning and financial discipline was held, emphasizing the importance of thoughtful savings and responsible money management.



## SHOP KITTEN: A HEART-WARMING MOMENT FROM THE SAVANNAH DEPOT

During a visit to the Savannah Depot, Electrosteel USA Sales Representative Marissa Hires found a tiny, three-week-old kitten in need of help. Thanks to a quick, compassionate response, the kitten was rescued and is now fostered by our Customer Service team. Nicknamed the “Shop Kitten,” it has become a source of joy and morale, reflecting Electrosteel’s caring and resourceful culture, always ready to help, both at work and beyond.



## QUESTION OF THE MONTH

# QUIZ ELECTRO

In 2021, Electrosteel conducted an activity inviting employees to share heartfelt incidents that made a meaningful impact on them. What was the name of this activity?

- A. You Matter
- B. Chu Kar Mere Man Ko
- C. Time Capsule

Send your answers to: [25yearsofdipipes@electrosteel.com](mailto:25yearsofdipipes@electrosteel.com)

## LAST MONTH’S WINNER



**Mr. D Eswaran**  
(Electrical, Elavur Works)

Congratulations on your outstanding contributions!

**Correct answer for last month:**

**A. Aapka Anchal – Designed sustainable village-level water models in Bihar**