



# BROADCAST

MONTHLY NEWSLETTER

APRIL 2025

## IN THE SPOTLIGHT - MOMENTS THAT SHAPE OUR JOURNEY

### BUILDING BRIDGES: INDUSTRIAL MEET AT HALDIA ZONE

As part of the Haldia Sanskritik Utsav 2025, the Haldia Development Authority (HDA) hosted a seminar at K.C. Jana Auditorium. Industry leaders and stakeholders came together to discuss inclusive growth towards 'Unemployment & Poverty-Free Haldia'. Mr. Rajesh Roshan, the Plant Head of Electrosteel-Haldia Works was felicitated by HDA for driving local employment and economic development.



### NURTURING YOUNG INNOVATORS: TITLE SPONSORSHIP AT GURU NANAK DENTAL TECH FEST

As the title sponsor of the two-day Tech Fest at Guru Nanak Institute of Technology, Sodepur, Electrosteel helped create a dynamic space for students from various colleges to showcase innovation and teamwork. The initiative reflects Electrosteel's dedication to supporting young talent and shaping the future of technology.

## JAL SADHANA - HONOURING OUR COMMITMENT TO WATER SUSTAINABILITY

### VOICING WATER STEWARDSHIP: ELECTROSTEEL AT ICC'S INDIA WATER SUMMIT

The India Water Summit 2025, organised by the Indian Chamber of Commerce, brought together a diverse group of stakeholders including policymakers, industry leaders, academics, and innovators to discuss the theme: "Building Water-Secure Viksit Bharat through Innovation, Investment & Governance." The event focused on strategies to achieve nationwide water security through sustainable solutions, smart investments, and strong governance frameworks.

As a Platinum sponsor and panel member, Electrosteel actively contributed to these critical conversations. Mr. Atindra Narayan Dey, Associate Vice President - Technical Marketing, enlightened the audience on 'The Importance of the Right Pipe Material for Efficient Water Supply'. He emphasized on the importance of building long-lasting, sustainable water infrastructure using superior quality materials that reduce lifecycle costs. His insights, along with perspectives from leaders like P. Narahari, IAS, reinforced the role of innovation and collaboration in addressing India's water management challenges. Electrosteel's involvement highlights its ongoing commitment to enabling a water-secure future for the nation.



## HEARTS IN ACTION - SMALL ACTS, BIG IMPACT

### A SHELTER OF FAITH: SUPPORTING EDUR VILLAGE TEMPLE

In response to a heartfelt appeal from Edur village near the Electrosteel-Elavur Works, a 27' x 27' A-frame shed was built for a local temple. What was once an open space exposed to harsh weather conditions, is now a sheltered area where rituals and gatherings can continue – in rain or shine – upholding both tradition and community spirit.



### INSPIRING YOUNG MINDS: BOOK DONATION TO MEDHIPALAYAM'S P.U. MIDDLE SCHOOL

Electrosteel marked the Annual Day at Medhipalayam's P.U. Middle School with a meaningful gesture – donating Thirukkural books and notebooks to students. The contribution, made at the request of the former village panchayat president, added joy to the UKG graduation and sports award distribution, showing the company's continued support for education and empowering the future of the country.

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

### POILA BOISHAKH: NEW BEGINNINGS, TIMELESS TRADITIONS

Team members and their families from Electrosteel's different units in West Bengal celebrated Poila Boishakh, the Bengali New Year on April 15 with festive spirit, traditional attire and heartfelt rituals. The celebration was filled with poetry, songs and cultural performances, creating moments of joy and connection.

With puja, arati, prasad offerings and recognition of talented performers, the event was marked with unity, warmth and the values that bind Electrosteel.



## INTERVIEW SKILLS TRAINING: HIRING FOR CULTURE AND CAPABILITY

Interview skills training was organised at the Electrosteel Head Office and Khardah Works to help build a talent-driven organisation. With insights drawn from big companies, the sessions highlighted culture fit, skill fit and growth mindset as the three key pillars in hiring, stressing that even the highest level of skill cannot compensate for a misfit to the company culture. Participants were also introduced to the STAR method (Situation, Task, Action, Result) to assess candidates more effectively and hire for the long-term success of Electrosteel.



## ETHICS FIRST: WORKMEN TRAINED IN VALUES & CULTURE

Workmen across departments participated in a training session on 'Ethics & Work Culture', led by GM-HR, Mr. Sanjay Kr. Gupta and MT-HR, Ms. Anuradha Chakraborty. It focused on key workplace values like teamwork, safety, ethics and professional behaviour, with a self-assessment exercise on real-life dilemmas.

Team members also shared powerful stories of ethical choices at work, with contributions from Bigam Thapa (DIW Finishing), Piyush Kanti Biswas (DIW Electrical), and Ajay Kumar Jena (LMW CPP), reinforcing that small, right actions shape a stronger workplace.



## TRAIN TO PERFORM: GERMANY TEAM TRAINS WITH ELECTROSTEEL EXPERTS

Marouane Bennouna, from Electrosteel Germany, hosted a virtual training session for members of our exclusive partner in the region. It focused on equipping the team with deep technical knowledge of Electrosteel pipes and fittings through insightful discussions and Q&As. Kudos to all participants for their enthusiasm!



## WELLNESS MATTERS: CELEBRATING WORLD HEALTH DAY TOGETHER

Commemorating World Health Day, an awareness session was organised for employees. Dr. Rajib Biswas, Consultant at the Occupational Health Centre, Electrosteel-Bansberia Works, addressed key issues related to occupational illnesses, with team members participating enthusiastically in the discussion. The event drew much-needed emphasis on how employees' well-being is at the heart of a thriving workplace.

## NEW BEGINNINGS - EXPANDING DREAMS, ONE STEP AT A TIME

Starting this month, we are excited to bring you stories of growth, new initiatives and milestones in Electrosteel's ever-evolving journey.

### PUNGANUR STORY: A NEW FRONTIER UNFOLDS

Electrosteel celebrates a new milestone with the launch of the advanced Rubber Gasket Manufacturing Plant in Punganur, Andhra Pradesh. This new facility marks a leap toward operational independence and ensures timely, top-quality gasket supply for the pre-established Ductile Iron pipe network. A bold move today, to fuel progress tomorrow!



### FRESH FACES, NEW ENERGY: WELCOMING OUR NEW JOINERS

Electrosteel welcomed a batch of talented individuals this month, each one brimming with new ideas and enthusiasm. As they begin their journey with us, we look forward to the ideas they will spark, the impact they will create and the dreams we'll chase together!



**Mr. Anujit Singh**  
Deputy Manager-  
Finance



**Mr. Chayan Chakraborty**  
Executive-Exports



**Mr. Sanjeeb Prusty**  
Deputy GM-  
New Project



**Mr. Snehasis Mondal**  
Engineer - Fittings



**Mr. Nitin Joshi**  
Asst. Manager-  
Domestic Sales  
(New Delhi)



**Ms. Subham Kumari Thakur**  
Asst. Manager - Fittings



**Mr. Arabinda Mishra**  
Sr. Executive - Despatch



**Mr. Dipak Kr. Rai**  
Asst. Manager-  
Domestic Sales  
(New Delhi)



**Mr. Manas Roy**  
Asst. Manager -  
Fittings



**Mr. Raj Kr. Gupta**  
AGM - Valve



**Mr. Rahul Bhattacharya**  
Sr. Manager- Design



**Mr. Sarbendu Bhattacharyya**  
Deputy Manager - DIW



**Mr. Debasish Ghosh**  
Sr. Manager -  
Materials

### BONJOUR DANIELE, ALESSANDRO, AND MATHIEU! A NEW CHAPTER BEGINS IN ITALY AND FRANCE



**Mr. Daniele Balzani**



**Mr. Alessandro De Nicola**



**Mr. Mathieu Raviart**

Electrosteel is delighted to announce three dynamic additions to our overseas teams – Mr. Daniele Balzani as Sales Director, Italy, Mr. Alessandro De Nicola as Technical Director, Italy, and Mr. Mathieu Raviart as Deputy Commercial Director, France. Their forward-thinking vision and expertise promises new energy and deeper partnerships across the continent.

Taking another step forward, with strengthened purpose!

# QUIZ

## ELECTRO

In which year did Electrosteel launch its Ductile Iron (DI) fittings unit?

A) 1994 B) 1998 C) 2001 D) 2005

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

## WINNER OF THE MONTH



S. Supriya (HR, Srikalahasthi Works)

### Correct answer for Last Month

The name Electrosteel Castings Limited reflects the company's early manufacturing process. In its initial years, the company produced steel grinding media balls using an Electric Arc Furnace. Combining the terms 'Electric' and 'Steel', the name 'Electrosteel' was coined.

## QUIZ WINNERS OF THE FINANCIAL YEAR 2024-25

A big round of applause to all the winners of our monthly quizzes from the last financial year.  
Your sharp minds and quick answers kept the spirit of curiosity alive.



April  
Vikash Sharma  
(Exports Dept.)



May  
Manoj Kr. Dutta  
(Sr. Executive-Administration, HO)



June  
Ms. Mousumi Guin  
(IT Dept.)



July  
Mr. Dileep K.  
(Store Dept., SW)



August  
Mr. Shiva Prasad Dontala  
(SW)



September  
Mr. Menti Mahesh  
(Finance & Accounts Dept., SW)



October  
Mr. Saroj Kanta Dash  
(HR Dept., L&D, SW)



Nov-Dec-Jan  
Mr. Menti Mahesh  
(Finance & Accounts Dept., SW)



February  
Mr. Sudhir Challa  
(Finance & Accounts Dept., SW)

## MONTHLY MOTIVATION

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“Confidence is the main thing which a person needs to solve any problem.”

- Late Shri Ghanshyam Kejriwal  
(Our beloved 'Bada Sahab')

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