



BROADCAST

MONTHLY NEWSLETTER

MARCH 2025

HAPPENINGS

BEYOND RULES, INTO PRACTICE: NATIONAL SAFETY WEEK

National Safety Week at Electrosteel was more than a campaign - it was a call to action! From awareness walks to hands-on fire drills and mock challenges, every moment was thoughtfully planned to reinforce vigilance.

Safety-related quizzes and poster-making competitions drew active participation, while street plays by MTs, DETs and GETs brought crucial safety lessons to life, making the message unforgettable.

All in all, it was more than just a week of activities - it was a collective pledge to make safety an everyday habit at Electrosteel.



JAL SADHANA



ENSURING CLEANER SHORES & CLEARER WATERS: BEACH CLEANUP DRIVE

Electrosteel marked World Water Day 2025 with action - organising a Cleanup Drive at Bakkhali Beach, West Bengal. Team members from different locations joined forces to collect litter, plastic and other non-biodegradable waste, taking a step towards reducing water pollution while also ensuring cleaner, healthier surroundings for visitors and locals.

This initiative is an embodiment of our dedication towards environmental stewardship and responsible action towards

EUSA UNVEILS A NEW LOOK @ PACIFIC WATER CONFERENCE

Electrosteel USA revamped its brand identity as per Electrosteel's overarching brand guidelines, and introduced it alongside new and innovative water management solutions at the Pacific Water Conference, Honolulu. The rebranding not only modernized the company's visual presence but also signalled a new era of innovation and forward-thinking infrastructural solutions.

While engaging with industry leaders at the event, EUSA's dynamic new look seamlessly aligned with the conference's focus on collaboration and progress.



CSR

CHAMPIONING YOUNG TALENT @ U-14 FOOTBALL TOURNAMENT

Electrosteel proudly supported the future of Indian football by sponsoring an exciting two-day Under-14 tournament in Bansberia, hosted by Sarbapally Yuba Sangha. Eight teams from across West Bengal showcased their skills, with Khamarpara Sishu Sangha emerging as champions after a thrilling final against a Behala-based academy.

The event was graced by esteemed guests, including the Chairman of Bansberia Municipality, five-time national Karate Champion Mr. Ayan Sil, and renowned football coach Arindam Deb.

By sponsoring such initiatives, Electrosteel is not just promoting sports at a community level, but encouraging the passion, discipline and dedication towards a brighter, more dynamic tomorrow.

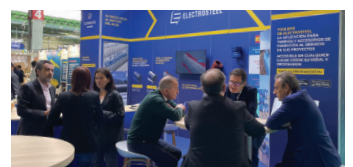
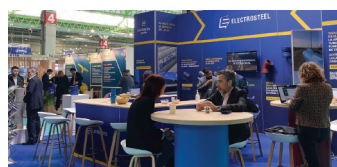


ENVIRONMENT & SUSTAINABILITY

A PLATFORM FOR PROGRESS: ECL SPAIN @ SMAGUA 2025

Marking its 50th year, SMAGUA 2025, a leading water and environment trade show held in Zaragoza, Spain, brought together industry leaders from across Europe. Electrosteel Spain, together with representative(s) from Electrosteel India, seized this pivotal biennial occasion, fostering crucial connections with clients and distribution partners from the Spanish and Portuguese markets.

The team engaged with key partners while presenting its portfolio of safe, trusted, high-performance products. Beyond the exhibits, the event sparked meaningful discussions on water management and solutions, while also solidifying Electrosteel's commitment to a more sustainable future.



WE THE PEOPLE

'ELECTRO-STREES': THE STRENGTH BEHIND ECL

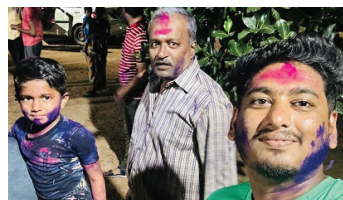


International Women's Day at Electrosteel was a chance to recognise the undeniable force behind our progress - our female workforce, the '*Electro-Strees*'. They were celebrated for their dedication that fuels our workplaces, their resilience that drives us forward, and their presence that makes Electrosteel stronger every day. Beyond our teams, we also honored the women who stand behind the scenes, shaping lives with their indomitable strength, diligence and boundless support.

This day wasn't merely a commemoration, but a heartfelt acknowledgment of the multifaceted contributions of women - within our offices, the broader Electrosteel family and beyond - highlighting their integral role in our society's collective success and well-being.

Embracing the spirit of our '*Electro-Strees*', we are delighted to welcome a new source of strength to the Electrosteel family, Mrs. Sangeeta Singh as our newest Independent Director. Her journey, commencing with the Indian Revenue Service in 1986 and enriched by an M.Sc. in Public Economics from the University of Birmingham (UK), along with M. Phil. and M.A. degrees from Jawaharlal Nehru University, reflects powerful dedication and intellect.

With extensive experience at the highest levels of tax administration, including her tenure as Member of the Central Board of Direct Taxes (CBDT) and holding charge as Chairperson, CBDT, Mrs. Singh's strategic insight will be invaluable in strengthening Electrosteel's path forward. Welcoming Mrs. Singh marks another step in Electrosteel's journey of empowered leadership.



CELEBRATING THE COLORS OF UNITY: HOLI @ ECL

At Electrosteel, Holi became more than a festival of colors - it wove new connections. Amidst laughter and vibrant *gula*, colleagues and families came together, blurring workplace boundaries and strengthening bonds. Beyond the festivities, the day embodied the spirit of renewal, harmony, and the joy of shared celebrations - values that define the Electrosteel family.

QUIZ TIME

QUESTION OF THE MONTH

Why was the company named “Electrosteel”?

Send your answers to: 25yearsofdipipes@electrosteel.com

LAST MONTH'S WINNER

Oops! Nobody cracked this one!

Correct answer for last month: 23rd August 1965!



INTERESTING FACT

Electrosteel wasn't always Electrosteel! It was originally incorporated as Dalmia Iron & Steel on November 26, 1955. Then, on August 23, 1965, it officially became Electrosteel Castings Ltd., marking the beginning of a new era!

MONTHLY MOTIVATION

“

Dripping water hollows out stone, not through force
but through persistence!

- OVID

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