

GOVERNMENT OF INDIA  
MINISTRY OF STEEL

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1413**  
FOR ANSWER ON 07/03/2018

**MARKETING POLICY OF SAIL**

1413. SHRIMATI SASIKALA PUSHPA:

Will the Minister of STEEL be pleased to state:

- (a) whether Steel Authority of India Limited (SAIL) proposes to put in revamped marketing policy with a view to grab a larger share in the market;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

**ANSWER**

THE MINISTER OF STATE FOR STEEL

(SHRI VISHNU DEO SAI)

(a)to(c): According to domestic consumption data given by Joint Plant Committee (JPC), market share of Steel Authority of India Limited (SAIL) during April-Dec.'2017 was 14.9%. SAIL's marketing policies are, inter-alia, focused on maximizing revenue and minimizing inventory. Strategies are formulated and initiatives are taken from time to time in this direction. With the increase in production, SAIL is geared up to increase its market share.

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