

**GOVERNMENT OF INDIA
STEEL
LOK SABHA**

UNSTARRED QUESTION NO:4085
ANSWERED ON:19.04.2000
SAIL
SULTAN SALAHUDDIN OWASI

Will the Minister of STEEL be pleased to state:

- (a) whether Steel Authority of India propose to go in for e-commerce;
- (b) if so, whether SAIL is planning to enter into partnership for this purpose;
- (c) if so, the details thereof; and
- (d) the manner in which this strategy is likely to help SAIL?

Answer

MINISTER OF STATE FOR STEEL

(SHRI DILIP RAY)

(a) Steel Authority of India Limited (SAIL) is currently making an assessment of the emerging importance of e-commerce in the Steel Industry and its relevance to SAIL. SAIL is considering to go in for e-commerce to optimise its business operations.

(b)&(c): Exercising the option of entering into partnership in the e-commerce area by SAIL is dependant on the overall economic benefits which are likely to accrue in such an arrangement.

(d) The adoption of e-commerce solutions in SAIL could help, inter-alia, in increasing its marketing network on account of the following :

- i) information on SAIL`s product mix and availability of SAIL`s products would be easily available to potential customers.
- ii) customer reach is likely to increase, particularly in the export area.