

**GOVERNMENT OF INDIA  
STEEL  
LOK SABHA**

STARRED QUESTION NO:439  
ANSWERED ON:09.12.2010  
EXPANSION OF DEALER NETWORK BY SAIL  
Sivakumar Alias J.K. Ritheesh Shri K.

**Will the Minister of STEEL be pleased to state:**

- (a) whether the Steel Authority of India Limited is expanding its dealer network so as to make easier availability of items of mass consumption;
- (b) if so, the salient features of the scheme;
- (c) the number of dealers appointed by the SAIL in the country, State-wise;and
- (d) the extent to which the expansion of dealer network by SAIL is likely to benefit in improving its performance?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF STEEL (SHRI VIRBHADRA SINGH)

(a)to(d): A Statement is laid on the table of the Lok Sabha.

STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (D) OF THE LOK SABHA STARRED QUESTION NO. 439 FOR ANSWER ON 09/12/2010 TABLED BY SHRI K. SHIVAKUMAR ALIAS J.K. RITHEESH, MEMBER OF PARLIAMENT, REGARDING EXPANSION OF DEALER NETWORK BY SAIL

(a) Yes, Madam. With a view to widen the reach of its steel products, the Steel Authority of India Ltd. (SAIL) is in the process of expanding its dealer network extensively. As on 1st December, 2010, the SAIL dealership network consists of 2582 dealers spread over 630 districts. As per SAIL Dealership Policy, dealers are required to stock Thermo Mechanically Treated (TMT) Bars, Galvanised Plain / Galvanised Corrugated (GP/GC) Sheets and other items required by the common man and sell to customers at prices fixed by SAIL. Appointment of dealers in various districts/blocks is aimed at making steel items of mass consumption available near the consuming points in remote areas at competitive prices.

(b)&(c) The salient features of the SAIL dealership scheme is given at Annexure-A. The state-wise list of dealers appointed by SAIL under the scheme as on 1.12.2010 is given at Annexure-B.

(d) The Dealership scheme is a key marketing strategy tool of SAIL for achieving the objectives of greater penetration into the domestic steel market, promoting higher usage of steel particularly in rural areas, popularizing SAIL products and improving SAIL's brand image.