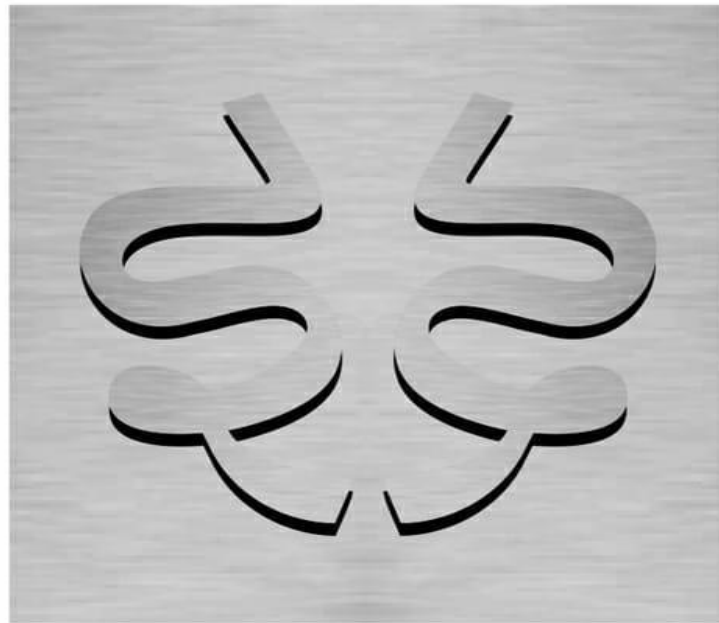


A collaborative branding campaign named "Ispati Irada" was launched at the Chintan Shivir by unveiling its logo. This campaign aims at promoting appropriate usage of steel in the country and promoting role of steel in bringing strength to the society. This brand will be open for use by stakeholders in activities which syncs with the purpose of event.

## Ispati Irada Logo



इस्पाती इरादा