

## EXPRESSION OF INTEREST

# DISTRIBUTORS TO STRENGTHEN PRESENCE OF TMT REBAR IN RETAIL SEGMENT

**Vedanta Iron & Steel Limited**, a subsidiary of Vedanta Resources Limited, is an integrated iron and steel enterprise with a diversified portfolio spanning iron ore, steel, pig iron, ductile iron pipes, TMT rebars, wire rods, ferro alloys, and cement.

**ESL Steel Limited**, a subsidiary of Vedanta Iron & Steel Limited, operates a 1.5 Million Ton Per Annum (MTPA) integrated steel plant near Siyaljori village in Bokaro district, Jharkhand. The company is committed to strengthening its product portfolio and expanding its market presence through a robust, customer-focused distribution network.

As part of its market expansion initiative, ESL Steel Limited invites Expressions of Interest from established and capable distributors for the distribution and retail market development of TMT rebars across the states of **Jharkhand, West Bengal, Odisha, and Bihar**.

## PROFILE OF A PREFERRED DISTRIBUTOR

- ✓ Strong financials with minimum ₹100+ crore FY'26 revenue preferred.
- ✓ 5+ years' experience in TMT rebar retailing/distribution preferably of primary steel brands.
- ✓ Existing network of minimum 50+ active dealers and strong expansion capability.
- ✓ Organized sales team with 5+ ASOs and customer support resources.
- ✓ Adequate covered warehousing, logistics, and bending facility infrastructure.
- ✓ Proven ability to promote premium products and grow market presence.
- ✓ Strong relationships with engineers, architects, contractors, and builders.
- ✓ Commitment to comply as per company guidelines and transparency in sharing data and information.

Interested organizations having relevant experience and resources are invited to submit their Expressions of Interest on or before **10<sup>th</sup> October 2026** through the application form available at **<https://forms.cloud.microsoft/r/iiYxYNaV5m>** or scan the QR code provided in this communication.

For any queries or support, please reach out to: **[contact.esl@vedanta.co.in](mailto:contact.esl@vedanta.co.in)**

