



Ref: JSWSL: SEC: MUM:SE: 2018-19
November 22, 2018

1. National Stock Exchange of India Ltd. Exchange Plaza Plot No. C/1, G Block Bandra – Kurla Complex Bandra (E), Mumbai – 400 051 NSE Symbol: JSWSTEEL Kind Attn.: Mr. Hari K, President (Listing)	2. BSE Limited Corporate Relationship Dept. Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001. Scrip Code No.500228 Kind Attn: The General Manager (CRD).
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**SUB: JSW STEEL IMPLEMENTS TOM AT VIJAYANAGAR WORKS UNIT TO
STRENGTHEN OVERALL CUSTOMER SERVICE ORIENTATION**

Dear Sirs,

Enclosed herewith is a press release dated 22.11.2018 on the above subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,
For **JSW STEEL LIMITED**

Lancy Varghese
Company Secretary





FOR IMMEDIATE RELEASE

JSW Steel implements TQM at Vijayanagar Works unit to strengthen overall customer service orientation

On Track to implement TQM at Dolvi & Salem units by 2020

BANGALORE - November 22, 2018: JSW Steel, India's leading steel company and flagship business of the US \$13 billion JSW Group, has implemented Total Quality Management (TQM) at its Vijayanagar Works steel-making unit as part of its journey towards quality excellence. TQM implementation has enabled JSW Steel, over the past five years, to drive operational efficiencies and strengthen its customer service orientation.

Commenting on JSW Steel's TQM focus, Mr. Seshagiri Rao, Joint Managing Director of JSW Steel and Group CFO, said, *"Our TQM implementation has been specifically focused on building and strengthening the problem-solving capabilities of our employees at Vijayanagar. The Deming Prize that we won is a testimony of our journey and the milestones achieved by the team in ensuring that we create a Better Everyday for our customers. We will continue to focus on setting new benchmarks, going forward."*

Dr. Vinod Nowal, Deputy Managing Director of JSW Steel, said, *"We have a strong proactive customer oriented quality assurance teams across our manufacturing units. Our holistic TQM framework with a robust strategy management system alongwith 100% employee engagement ensures breakthrough thinking. In all, our organization ensures quality at every touchpoint to every customer and stakeholder."*

In October 2018, JSW Steel's Vijayanagar Works unit in Karnataka was awarded the highest global quality honour, The Deming Prize, for its TQM practices. The company now intends to implement TQM across all its steel manufacturing units. TQM implementation at its Salem Works in Tamilnadu is on track and its implementation at Dolvi Works in Maharashtra is expected to be completed by 2020.

