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WeAlsoMakeTomorrow

**TATA**  
**TISCON**  
JOY OF BUILDING

GET THE POWER TO  
**DREAM  
MORE**



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SOCIAL MEDIA HANDLE - TATA TISCON WORLD



**TATA**  
**TISCON** 550SD



## THE SUPERBRAND REBAR

Tata Tiscon, the nation's first GreenPro certified rebar brand, has led the rebar revolution in India. It has set the best quality standards and the best practices. Starting from Fe 415 to Fe 500D to the Super Ductile 500SD, Tata Tiscon has been a roaring example of innovation. And now it has taken the biggest leap of advancement ever with their latest launch of the super ductile Tata Tiscon 550SD.

The most trusted rebar of the nation, every year 5 lakh homes are built with Tata Tiscon.

## TATA TISCON 550SD The Rebar that offers much more

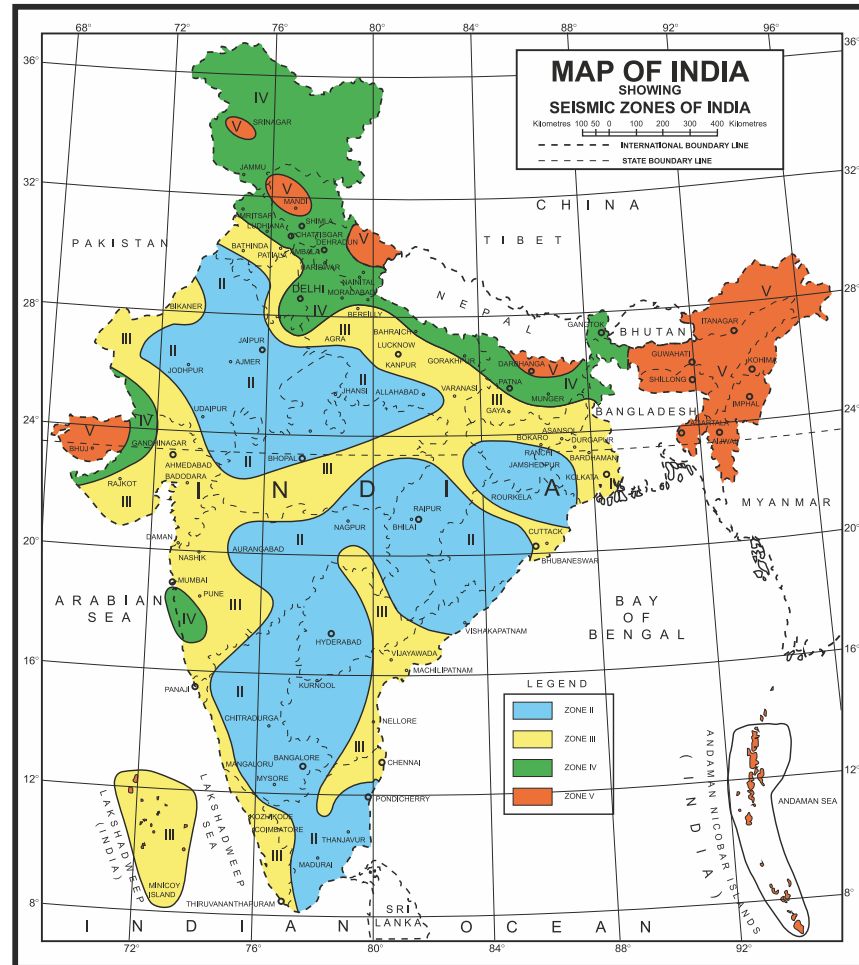
Welcome to the next generation of rebars with stronger steel, better flexibility and GreenPro certification.

Welcome to the age of Tata Tiscon 550SD. It is a product that stands for everything more from countless benefits from Tata Basera and Tata Steel Aashiyana to expert guidance from Customer Service Engineers.



# NEED FOR SPECIAL QUALITY REBARS IN EARTHQUAKE PRONE AREAS

Some earthquake prone countries like Japan, New Zealand, Australia, Mexico and parts of the U.S.A. have learnt to design and construct their buildings in a manner that minimises the damage caused by earthquakes. While the design is important, the quality of the construction material used, particularly the rebars, which hold together the entire structure, is of vital importance. In these countries, Super Ductile rebars have been



The boundaries of India as depicted are neither authentic nor an accurate depiction of the actual borders.

developed and institutionalised for zones vulnerable to earthquakes.

A large part of India lies in seismic zone 3, 4 & 5. Given map signifies the same.

BIS has released a standard called IS:13920 "Ductile Design and Detailing of Reinforced Concrete Structures subjected to seismic forces – Code of Practice." In simple words, the code elaborates on practices and material required for construction in seismic zones 3, 4 & 5.

Keeping in mind this code, Tata Steel has developed Tata Tiscon 550SD rebars with SD standing for super ductile.

During an earthquake, frequent shaking of the ground and its amplitude may generate stresses that exceed the rebars Yield Strength (YS). To prevent the collapse of buildings, it is necessary that even when the stress exceeds the Yield Strength, it should not exceed the Ultimate Tensile Strength (UTS). This has been further enhanced with the development of high strength Tata Tiscon 550 Super Ductile rebars, designed to have a much higher UTS/YS ratio compared to ordinary rebars. In other words, they can be plastically deformed to a much larger extent without crossing their Ultimate Tensile Strength. This prevents any sudden collapse of buildings.

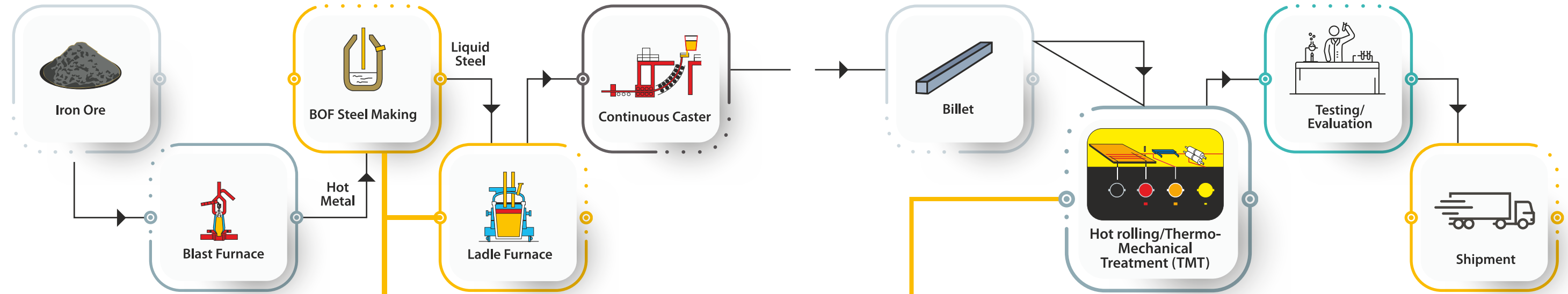
## HOW DO SUPER DUCTILE REBARS WORK?

**TATA**  
**TISCON 550SD**



# MANUFACTURING PROCESS

Tata Tiscon 550SD rebars are produced in state-of-the-art plants under close supervision of our frontline metallurgists and engineers. The entire manufacturing is done following sustainable and green processes.



## CHEMISTRY ENRICHMENT & PROCESS CONTROL

Addition of Ferro Alloys (advance analytical models calculate optimal levels of Carbon, Manganese & Silicon addition) + Impurity control (Desulphurisation process & controlled processing to bring down sulphur and phosphorous respectively below the allowable maximum limit)



## ROLLING

The billets are rolled through tungsten carbide rolls with all PLC drives to ensure very close dimensions, prominent rib pattern and surface finish.



## QUENCHING, SELF-TEMPERING & ATMOSPHERIC COOLING

Processes ensure that the final structure of rebar consists of an optimum combination of a strong outer layer (Tempered Martensite) with a ductile core (ferrite-pearlite). This gives Tata Tiscon 550SD its unique combination of higher strength and ductility.

PLEASE SCAN FOR THE VIDEO OF OUR MANUFACTURING PROCESS



# PRODUCT BENEFITS: EXPERIENCE MORE OF EVERYTHING

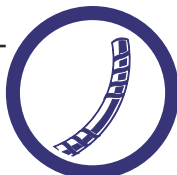


## MORE STRENGTH

More load carrying capacity of rebars. For a given design load, need fewer rebars or reduced diameter.

- Minimum YS of 570\*MPa (More than IS 1786: 2008 - 550MPa)
- Easily carries design load without any structural cracks
- Optimized design leads to reduced steel consumption
- Up to 6%^ savings on steel quantity

\*Typical value as obtained in 95% of the cases



## MORE SAFETY

### Enhanced Earthquake Resistance

- Minimum UTS/YS ratio of  $\geq 1.15$  (Matching IS13920:2016 -  $\geq 1.15$ )
- Higher gap between YS and UTS results in higher ductility
- Minimum Total Elongation of  $\geq 16\%$  (More than IS13920:2016 -  $\geq 14.5\%$ )
- Ability to stretch more before fracture at room temperature
- Minimum Total Elongation at max force (UTS)  $\geq 5\%$  (Matching IS1786:2008  $\geq 5\%$ )
- Delays localised necking of rebar at room temperature



## MORE ECO-FRIENDLY

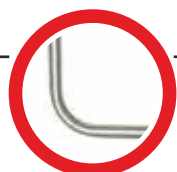
### India's First GreenPro Certified Rebar

- Our sustainable manufacturing practices have reduced the environmental impact of our rebars
- GreenPro Ecolabel enables you to make an informed and sustainable choice.



## MORE POWERFUL BONDING WITH CONCRETE

The rib pattern of Tata Tiscon 550SD rebar is specially designed to bond best with concrete. The carefully designed ribs and uniform replication of the same during rolling through the length of the rebar is ensured through cutting roll passes with auto-programmed CNC machines only.



## MORE BENDABLE

The special microstructure of Tata Tiscon 550SD results in a rebar with excellent bendability. The rebar can be bent easily. Tata Tiscon 550SD can be bent to the exact angle unlike ordinary rebars as desired by the design around mandrels.



## MORE WELDABLE

Tata Tiscon 550SD, due to its low carbon equivalent, has weldability which is superior to ordinary rebars.

# TECHNICAL SPECIFICATIONS TABLE

## TATA TISCON 550SD: MECHANICAL PROPERTIES

Mechanical Properties	IS1786: 2008	IS1786: 2008	IS13920: 2016	TATA TISCON 550SD
	Fe 550	Fe 550D	Fe 550	<b>Fe 550D</b>
Min. YS (MPa)	550	550	550	<b>570*</b>
Max. YS (MPa)	N.S.	N.S.	660	<b>660*</b>
Min. UTS (MPa)	6% Higher than YS but not less than 585 MPa	8% Higher than YS but not less than 600 MPa	N.S.	<b>15% Higher than YS but not less than 655</b>
Min. UTS/YS Ratio	1.06	1.08	1.15	<b>1.15</b>
Max. UTS/YS Ratio	N.S.	N.S.	1.25	<b>1.25*</b>
Min. Total Elongation (%)	10.0	14.5	14.5	<b>16.0</b>
Min Total Elongation at max force (%)	N.S.	5.0	N.S.	<b>5.0</b>

\*95% values are within this limit

N.S.: NOT SPECIFIED

## TATA TISCON 550SD: CHEMICAL PROPERTIES

	IS1786: 2008 Fe 550D	TATA TISCON 550SD
CHEMICAL COMPOSITION	SPEC	<b>HIGH STRENGTH SUPER DUCTILE</b>
% CARBON, MAX	0.25	<b>0.25</b>
% SULPHUR, MAX	0.04	<b>0.035</b>
% PHOSPHORUS, MAX	0.04	<b>0.035</b>
% (S+P), MAX	0.075	<b>0.070</b>
% CARBON EQUIVALENT, MAX	0.61	<b>0.61</b>

## PRODUCT RANGE

Tata Tiscon 550SD rebars are available in the following sizes at the retail/distribution network across India:

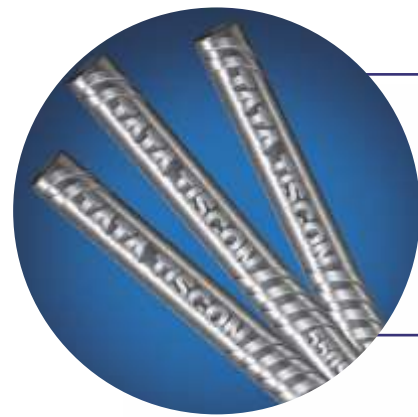
6\*, 8, 10, 12, 16, 20, 25mm.

\*6mm is currently available in Tata Tiscon 500SD.

^Savings % based on study done for 500 and 550 grade rebar for typical RCC frame (SMRF) configurations like G+1, G+2, G+3 and floor areas of 250 & 500 sq yd located in seismic zone IV

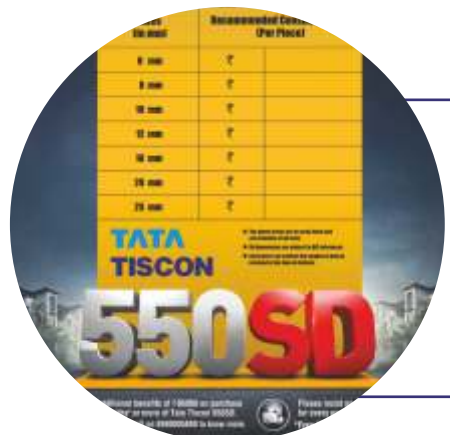
# BRAND BENEFITS

When you buy Tata Tiscon 550SD, you get an array of brand benefits to enable you to build your dream home



## SELLING BY PIECE

Every Tata Tiscon 550SD rebar is sold in a standard length of 12 metres thereby removing the hassle of weighing.



## RECOMMENDED CONSUMER PRICE (RCP)

Tata Tiscon 550SD rebars are sold at RCP for better transparency. The RCP is displayed at all dealer outlets.

## FREE HOME DELIVERY\*

On minimum purchase of ₹40000, Tata Tiscon 550SD rebars are delivered by the dealer at the work site of the customer free of charge.



\*Within a radius of 5kms.

## TAG OF TRUST

Every bundle of Tata Tiscon 550SD rebars comes with a Tag of Trust that ensures the authenticity and quality of all Tata Tiscon products. This holographic tag forms a bond of trust between Tata and its esteemed customers. Make sure all the Tata Tiscon products you purchase possess this Tag of Trust.



## GOLDEN HOME CONSUMER

Enter the Golden Home recognition programme on purchase of ₹2.25 lakh or more. Get your queries solved by experts during the recognition programme. Also, get superior offers on Tata Basera.

## TATA BASERA

Become a part of the Tata Basera family upon purchase of ₹75,000 or more. Avail benefits up to ₹86,000 by giving a missed call on 89800 05890. Enjoy exclusive offers from Tata Group brands.



## ASK OUR EXPERTS

As a Tata Tiscon customer, get expert technical guidance of our Customer Service Engineers (CSEs). Get onsite visits and advice on material estimation, construction practices, rebar usage and other queries, too.



## TATA STEEL AASHIYANA

One-stop home building website to make your homebuilding journey more joyful. From Inspiring Home Designs, Verified Experts, Material Estimation to Online Purchase - Aashiyana has it all.

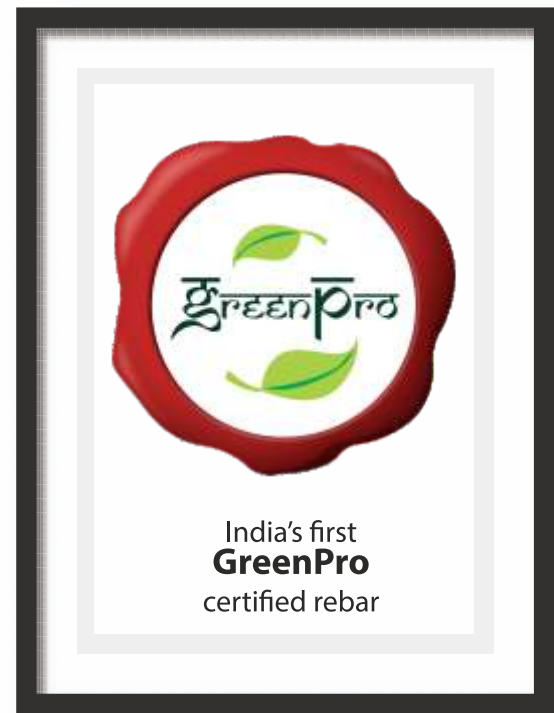


# EXPERIENCE THE NATIONWIDE PRESENCE OF TATA TISCON

6000+ dealers serving 10000+ pin codes.



## AWARDS & ACHIEVEMENTS



# CHANNEL PARTNER CONTACT POINTS

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9934121111

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97344 96994

### MR. SAJAL KUMAR DE DESON MARKETING PRIVATE LIMITED

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### MR. SUDHIR AGARWAL PASA RESOURCES PRIVATE LIMITED

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