

Shri T.N. Natarajan Takes Charge as Director (Commercial) of SAIL

Posted On: 20 MAR 2026 8:29PM by PIB Delhi

Shri T.N. Natarajan has assumed the charge of Director (Commercial) at Steel Authority of India Limited (SAIL) on 19th March 2026. Shri Natarajan brings over 32 years of leadership experience across production, logistics, and sales. Since joining SAIL as a Management Trainee in 1993, he has held key roles spanning manufacturing operations, supply chain management, and strategic marketing.



He has a proven track record of delivering sustained growth and market expansion. This includes scaling regional sales, strengthening key account relationships, and driving significant gains in high-value segments such as infrastructure, fabrication, and oil & gas. He has been instrumental in transitioning SAIL's marketing approach from commodity-based selling to solution-oriented engagement, which included the establishment of innovative, customer-centric service models.

Shri Natarajan is also recognized for building high-performing teams, strengthening distribution networks, and enhancing brand visibility through strategic initiatives. His leadership has consistently contributed to improved market share, profitability, and customer loyalty.

Known for his dynamic leadership, strategic orientation, and execution excellence, Mr. Natarajan continues to be a key contributor to SAIL's commercial growth and long-term value creation.

(Release ID: 2243168) Visitor Counter : 94

Read this release in: Marathi , हिन्दी