



STEEL FOR GROWTH

IDEAS TODAY. A STRONGER TOMORROW.

01

GROWTH CRM

Turn opportunities into long-term growth.



02

DEALER PLATFORM

Stronger relationships. Greater together.



03

CORPORATE WEBSITE

A stronger brand for a bigger tomorrow.



04

SOCIAL MEDIA ENGINE

Stories that build trust and value.



PEOPLE | PARTNERSHIP | PROGRESS

01

Growth CRM

A smarter way to manage leads, dealers and drive growth.



Problem

Leads come from website, calls, dealers and exhibitions, but tracking and follow-up visibility is limited.



Solution

A centralized CRM for lead assignment, RM tracking, dealer onboarding and conversion monitoring.



Business Value

- ✓ No lead leakage
- ✓ Faster follow-ups
- ✓ Better conversion tracking
- ✓ State-wise sales visibility

Explore CRM Demo



02

Dealer Platform

Engage. Enable. Grow Together.



Problem

Dealer engagement happens manually and marketing materials are distributed individually.



Solution

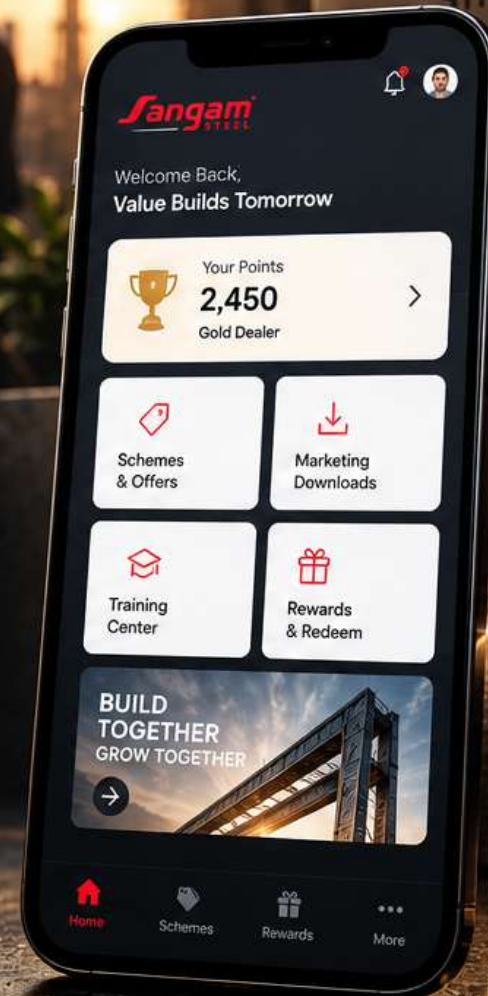
A dedicated dealer platform with loyalty program, marketing downloads, training content and rewards.



Business Value

- ✓ Higher dealer engagement
- ✓ Increased repeat business
- ✓ Stronger dealer loyalty
- ✓ One-click access to marketing assets

Explore Dealer Platform →



03

Website Phase 2

A powerful digital experience that reflects our strength, scale and vision.



Problem

The current website is informative but does not fully reflect Sangam's scale, capabilities and brand strength.



Solution

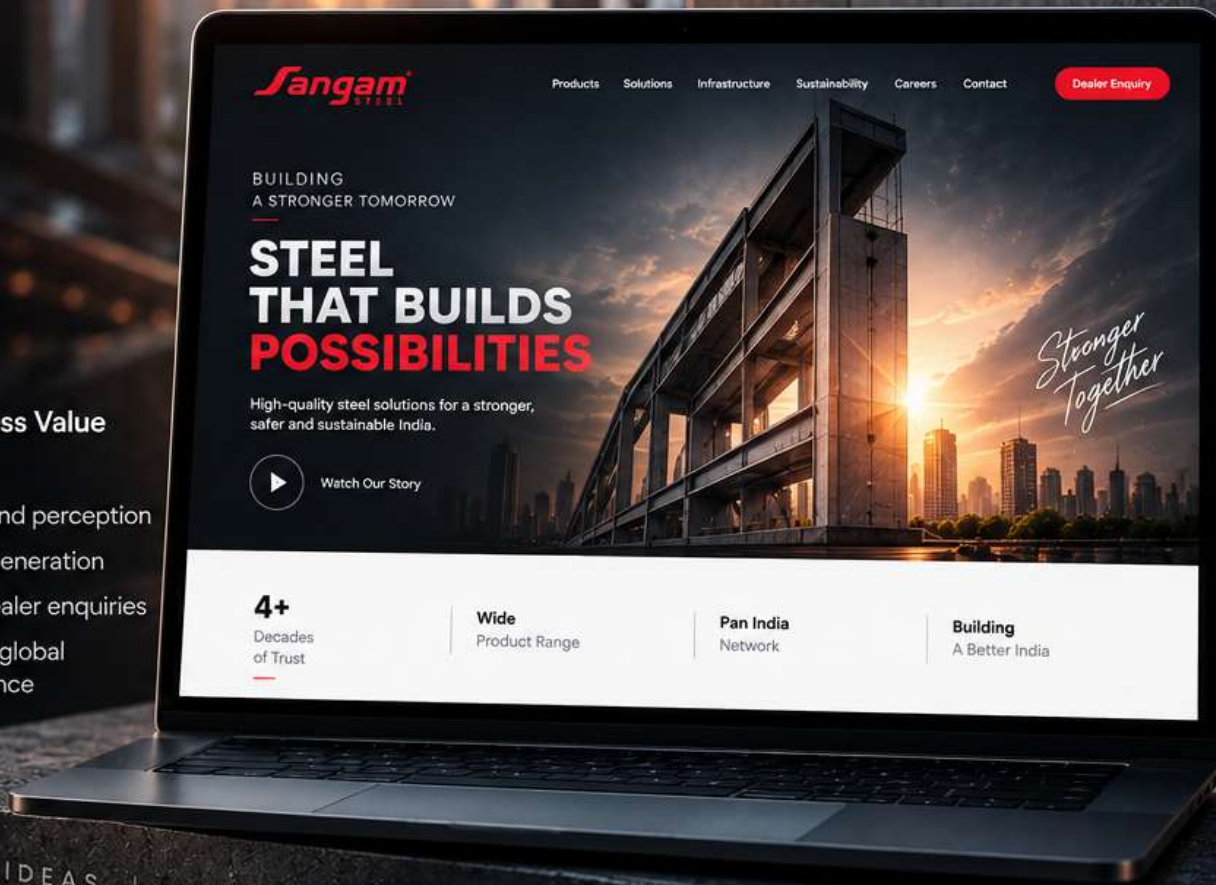
A premium, experience-led website with powerful visual storytelling, product showcase and dealer acquisition funnels.



Business Value

- ✓ Stronger brand perception
- ✓ Better lead generation
- ✓ Increased dealer enquiries
- ✓ Modern and global digital presence

Explore Website Preview →



IDEAS
INTO
INFRASTRUCTURE



IDEAS | STEEL | STRUCTURES | A STRONGER TOMORROW

04

Social Media Engine

A consistent and impactful content engine that builds brand authority and market presence.



Problem

Most steel industry content looks repetitive and product-focused, with low engagement.



Solution

A structured content system with inspiring, educational and engaging campaigns across platforms.



Business Value

- ✓ Higher brand recall
- ✓ Better engagement
- ✓ Industry authority positioning
- ✓ Consistent digital visibility

Explore Social Media Plan →



*Real Stories
Real Progress*



IDEAS | PEOPLE | STEEL | A STRONGER TOMORROW