



A Flagship  
Conference-Cum-Exhibition  
of the Ministry of Steel

16-17 APRIL, 2026

BHARAT MANDAPAM,  
NEW DELHI

<https://bharat.steel.gov.in>



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30.12.2025

### **Expression of Interest - Inviting Media Partners for Bharat Steel**

Bharat Steel is an international conference-cum-Exhibition, being organised by the Ministry of Steel, Government of India, scheduled to be held on 16-17 April 2026 at Bharat Mandapam, New Delhi. The event is envisioned as a premier global platform that brings together policymakers, industry leaders, technology providers, investors and international stakeholders to deliberate on the future of the steel sector in India and globally.

The conference aims to showcase India's steel vision, policy direction and investment potential, while facilitating meaningful engagement between the Government of India and the global steel ecosystem. High-level participation is expected from the Hon'ble Prime Minister of India, Ministers of key Ministries such as Steel, Mining and Commerce, Chief Ministers of various States, senior officials of the Government, CEOs and top leadership of leading Indian and international steel companies, global technology players, financial institutions, trade bodies and international delegations. Bharat Steel is expected to witness important policy deliberations, industry announcements, business collaborations and knowledge-sharing sessions focused on sustainability, innovation and the long-term growth of the steel industry.

Given the scale, significance and international participation of the event, Bharat Steel is expected to generate wide national and global interest.

The Ministry of Steel, on behalf of Bharat Steel, intends to partner with leading media organisations to ensure comprehensive and impactful collaboration and coverage of the conference across print, digital, television and social media platforms. Media partners will play a crucial role in amplifying key messages, policy initiatives and industry perspectives emerging from the event.

Media organisations partnering with Bharat Steel will receive opportunities for enhanced visibility, access to senior government and industry leaders, exclusive content, interviews, press briefings and on-ground coverage during the conference. The partnership will also enable media houses to engage closely with one of the most important government-led industry platforms in the steel sector.

Media houses interested in associating with Bharat Steel as Media Partners are invited to express their interest by sharing their profile on these emails:

1. [bharatsteel2026@gmail.com](mailto:bharatsteel2026@gmail.com)
2. [bharat-steel@gov.in](mailto:bharat-steel@gov.in)
3. [siddharthgautam@tantraa.net](mailto:siddharthgautam@tantraa.net)

For more details, Please contact Mr. Siddharth Prahladan on +91-9911773993 or Mr. Siddharth Gautam on +91-9899134806.



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## **Tentative Expectation from Media Partners - Bharat Steel**

The Ministry of Steel expects the following deliverables from the Media Partner for Bharat Steel, subject to timely provision of requisite content and creatives by the Ministry:

### **Web & Digital Promotion (For Digital Media Partner) - Steel & Mining Industry**

- Placement of a dedicated web banner related to Bharat Steel on the official website of the media partner.
- Display of the Bharat Steel banner on the social media platforms of the media partner.
- The banner shall remain live from December till the conclusion of the event.
- Coverage of articles, Interviews and press releases related to Bharat Steel on the web platform of the media partner.
- 2 social media posts on their social media handles/channels on weekly basis

### **Print Advertisement (For Print Media Partner) - Steel & Mining Magazines**

- Publication of Bharat Steel advertisements in the January, February, March, and April issues of the magazine.
- Advertisements shall be placed within the first 5 pages of each issue.
- Advertisements shall be positioned prior to other scheduled advertisements and preferably on the right-hand page to ensure optimum visibility.
- Advertisement material shall be provided by the Ministry.
- Publication of different articles and news related to Bharat Steel in all editions, including a cover story, Interviews, Curtain Raiser coverage, and post-event coverage.



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### **Newspaper Publication (For Print Media Partner)**

- Publication of advertisements related to Bharat Steel in leading newspapers during the pre-event and event period, as per mutually agreed schedule.
- Placement of advertisements in prominent positions to ensure maximum visibility.
- Publication of news articles, features, and press releases related to Bharat Steel in relevant editions.
- Coverage to include Curtain Raiser articles prior to the event and post-event news coverage highlighting key outcomes and major developments.
- Advertisement material and editorial inputs shall be provided by the Ministry of Steel.

### **Electronic / TV Media Coverage (For Electronic Media Partner)**

- Broadcast of promotional content related to Bharat Steel prior to the event.
- Coverage of Bharat Steel through news features, discussions, Interviews or short segments during the event period.
- Telecast of post-event highlights showcasing key outcomes, major announcements, and industry perspectives.
- Coordination for interviews, sound bites, and byte-based coverage with key officials and speakers, as facilitated by the Ministry.