



PRESENTS

Two white, stylized muscular arms are shown flexing, one on the left and one on the right, framing the central text. The text 'SABSE STRONG COUNTER 2025' is written in a bold, uppercase sans-serif font. 'SABSE STRONG' is in a smaller font size than 'COUNTER', which is the largest word. '2025' is in a medium font size. The text is set against a yellow, irregular, cloud-like background that has a slight gradient and a drop shadow.

SABSE STRONG COUNTER 2025

“Maithan Ke Saath Dikhao Apne Counter Ka Jalwa!”

Contest Deadline : 31st July 2025

ABOUT THE CONTEST

Maithan Steel proudly announces the Sabse Strong Counter 2025 - a nationwide competition that invites our valued retail dealers to showcase their most creative, impactful, and powerfully branded counter displays.

This is your opportunity to transform your counter into a bold visual statement. Because when it comes to strength -
“Strong Matlab Maithan Steel”, both online and online.

HOW TO PARTICIPATE

Step 1 : Register

Sign up through your Maithan Steel Sales Officer or online at:
www.maithansteel.com/contest

Step 2 : Design Your Display

Use official Maithan branding materials such as:

Dealer Boards

Valid Dealer Certificates, Maithan Steel TMT Bars
Display Units, Wall Art, Cut-outs, Danglers
POP Materials & Trophies (if applicable)

Step 3 : Capture & Share

Record high-quality photos or videos of your counter and share via:
Email: digital@maithansteel.com

 **9046038126**

Post on Facebook/Instagram and tag with:

#SabseStrongCounter #StrongMatlabMaithan #MaithanJaisaStrong

Step 4 : Build Engagement

Encourage customers and followers to like, comment, and share
your post for better reach and higher scoring.

Step 5 : Stand Out

Top entries will be shortlisted, and winners will be announced on
Maithan Steel's official social platforms.



EVALUATION CRITERIA

Counter Branding Excellence: **Up to 50 Points**

Social Media Post :

For 25 comments + 100 likes = **10 Points**

For 35 comments + 200 likes = **15 Points (Max)**

Engagement Performance : **Up to 15 Points**
(25 Shares = 5 pts | 50 = 10 pts | 100+ = 15 pts)

Bonus Points : Up to 20 Points

Total = 100 Points

REWARDS & RECOGNITION

15 Winners will get “Surprise Brand Boxes”.



Let's build the strongest display - the Maithan Way