BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR
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Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Study of Dealers' perception at "My Home Industries":
A quantitative Analysis

SUBMITTED BY

Ankit Pattnayak
MBA Batch: 2022-24
University Regn. No: 2206258095

Faculty Guide

Prof. Naveen L
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Corporate guide

Mr. Sanjeev Gupta
Vice President,
"My Home Group"

DECLARATION

I, Mr. Ankit Pattnayak Bearing university registration no. 2206258095 (2022-24 batch), hereby declare that the project report titled "Study of Dealers' perception at "My Home Industries": A quantitative Analysis" is based on my internship at "MY HOME GROUP", during the period 1.09.2023 to 1.10.2023 and is an original work done by me under the supervision of Mr. Sanjeev Gupta (Corporate Guide) and Mr. Naveen L (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date: Ankit pattnayak
Place: Signature

CERTIFICATE OF INTERNAL GUIDE

This is to certify that Mr. Ankit Pattnayak bearing university registration no. 2206258095 of 2022-24 batch, has completed his summer internship at "My Home Group" from 1.09.2023 to 1.10.2023 under the supervision of Mr. Sanjeev Gupta (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would like to thank the entire Management of "My Home Group" for giving me the wonderful opportunity to work on a 30 Days internship project in their esteemed organization. I am highly obliged to Mr. Sanjeev Gupta (Vice President) for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

Place: Bhubaneswar

Name: ANKIT PATTNAYAK
University Regd. No.: 2206258095

Preface

It is a great opportunity for me to pursue my MBA in BIITM under BPUT, Rourkela, Odisha. In the accomplishment of Summer Internship Programmed, I am submitting a report on "**Study of Dealers' perception at "My Home Industries": A quantitative Analysis"**

Research conducted was descriptive in nature. Descriptive research helped to develop the concept to clearly establish priorities, to divulge adequate information which helped in decision making and thus essential for making the study a success.

A structured questionnaire was used to obtain required information and to assess the dealers prospect and to find the ways through which the company can come up to the expectation of dealer so that the optimum satisfaction level can be achieved. Simple random sampling is opted for this study. A sample size of 100 respondents was taken from Bhubaneswar. Data and every question in the questionnaire were critically analyzed and then given the managerial implication. From this collected data we calculate average/ mean and total score of each brand obtained from its parameters. Later on the information were compiled to form a presentable report. Along with this, learned the basic information about the marketing support, distribution channel etc. A better strategy to satisfy distributors is only the way to gain attention and to penetrate more in own catchment area. This report comprises of various things and knowledge I have got during my summer internship at My Home Group.

The objectives of preparing this report are as follows:

1. To Understand about the products and quality of products
2. To study the distributors mind.
3. To know that the product is Value for Money.
4. To understand the variety of products.
5. To analyze competitors' product.

CONTENT

EXECUTIVE SUMMARY

The title of the SIP **"STUDY OF DEALERS' PERCEPTION AT "MY HOME INDUSTRIES": A QUANTITATIVE ANALYSIS"**

The study was conducted in between 1st September – 1st October during summer internship training at My Home Group in Bhubaneswar. Primarily the study aims to give the reader an insight into the Indian cement industry. Understanding what your customers think about you and your competitors is crucial to your success. To understand the thoughts and behavior of consumers. To gain insight into their competition. Understand the gap in the market. Regular reviews to determine market changes and new trends.

The following study was conducted in between 1st September – 1st October during summer internship training at My Home Group in Bhubaneswar.

CHAPTER – 1

- **Introduction**
- **Objective of the study**
- **Scope of the study**
- **Research methodology**

INTRODUCTION

The cement industry stands as a cornerstone of modern infrastructure, essential to the construction of buildings, roads, bridges, and countless other structures that shape our urban landscape. As an intern in this dynamic sector, I have had the privilege of gaining firsthand insights into the intricate workings of an industry that is not only vital for economic development but also has significant environmental and sustainability implications.

This report not only serves as an exploration of the cement industry but also as a testament to the importance of research and data-driven decision-making. In the course of my internship, I conducted quantitative research and surveys with cement dealers, aiming to delve deeper into the challenges they face, their preferences for cement brands, and their perceptions of sustainability practices within the industry.

By incorporating quantitative research methods, we've sought to provide a more granular understanding of the industry dynamics. Through surveys administered to a representative sample of cement dealers, we aimed to collect valuable data on their buying patterns, factors influencing their choices, and the extent to which environmental considerations impact their decisions. This quantitative data adds a critical dimension to our report, allowing us to complement qualitative insights with statistical analysis and empirical evidence.

Our investigation will encompass various aspects of the cement industry, from raw material extraction and production processes to distribution networks, environmental considerations, and emerging trends. Through a combination of research, analysis, and practical experiences during my internship, this report aims to provide valuable insights into the cement industry's operation, its economic significance, and its role in addressing global sustainability goals.

In the following sections, we will embark on a comprehensive journey through the cement industry, utilizing the findings from our quantitative research to shed light on the dealer's perspective. We will examine the historical context, current status, and future prospects of the industry. Additionally, we will consider the industry's environmental impact and explore the measures being taken to mitigate it, as informed by the quantitative data gathered.

By the end of this report, I hope to offer a comprehensive picture of an industry that plays an indispensable role in shaping the built environment and discuss how it can align with the demands of a more sustainable future. The inclusion of quantitative research data enriches our analysis, providing a more robust foundation upon which recommendations and insights can be built, ultimately contributing to the informed decision-making processes that drive this industry forward.

In this report, we embark on a comprehensive exploration of the cement industry, enriched by the valuable insights gained through a combination of hands-on experiences during my internship and data-driven research methods. Notably, our research journey was punctuated by the implementation of quantitative research techniques and surveys, aimed at capturing the nuanced perspectives and preferences of cement dealers, a crucial link in the industry's supply chain.

Quantitative research is a powerful tool for understanding industry dynamics and trends with a high degree of precision. It allows us to move beyond anecdotal evidence and draw robust conclusions from systematically collected data. To this end, we administered structured surveys to a representative sample of cement dealers, strategically selected from diverse geographical regions and market segments. The goal was to gain a deeper understanding of their operational challenges, brand preferences, and their perspectives on sustainability practices within the cement industry.

The surveys were meticulously designed to cover a wide spectrum of topics. Dealers were queried about their procurement strategies, including factors influencing their choice of cement brands and suppliers. We delved into their experiences with distribution networks, examining the efficiency and reliability of the supply chain from their standpoint. Moreover, we explored their views on sustainability, aiming to gauge the extent to which environmental considerations influence their purchasing decisions.

Quantitative data collected from these surveys will serve as a critical foundation for our analysis. Statistical analysis of this data will enable us to identify trends, correlations, and patterns that can inform our understanding of the industry's dynamics. It will provide empirical evidence to support our qualitative findings and lend credibility to the insights we present in subsequent sections of this report.

In the following chapters, we will navigate through the cement industry's historical context, current status, and future prospects. We will explore its operational intricacies, the economic significance it holds, and the pivotal role it plays in addressing global sustainability goals. Furthermore, we will discuss how the industry is responding to environmental challenges and adapting to emerging trends, as informed by the quantitative data gathered from dealers.

By the conclusion of this report, we aim to offer a comprehensive, data-driven perspective on an industry that shapes the built environment. The inclusion of quantitative research and survey data enriches our analysis, providing a nuanced understanding of the dealer's perspective and equipping industry stakeholders with actionable insights to enhance their strategies and practices.

OBJECTIVES

- **To Conduct a MARKET RESEARCH** which leads to Gain a comprehensive understanding of the market dynamics, including customer preferences, competitor offerings, and emerging trends.
- **To Analyze the CONSUMER INSIGHTS and Evaluate** the specific needs and expectations of cement dealers, helping the company tailor its products and services to meet these demands effectively.
- **To understand the BRAND PERCEPTION and a**ssess how dealers perceive the company's brand and products in comparison to competitors, identifying areas for brand enhancement or improvement.
- **To Evaluate the PRICING STRATEGY** adopted by both the company and competitors in Cement Industry.

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Scopes

1. **Market Analysis:** Scope your internship to include a comprehensive analysis of the local, regional, or national cement market. This can involve studying market size, growth trends, and demand drivers.
2. **Competitor Analysis:** Focus on evaluating competitors within the cement industry. Examine their product offerings, pricing strategies, distribution networks, and market positioning.
3. **Dealer Relationship Management:** Concentrate on building and maintaining strong relationships with cement dealers. This scope involves regular communication, addressing their concerns, and ensuring smooth transactions.
4. **Customer Satisfaction:** Evaluate customer satisfaction levels among dealers and identify areas where improvements can be made in terms of product quality, service, or support.
5. **Sustainability and Environmental Focus:** If sustainability is a priority for the company, your scope could involve assessing dealers' views on eco-friendly cement products and practices, and proposing strategies to promote sustainability.
6. **Supply Chain Optimization:** Work on optimizing the supply chain from the perspective of dealers. Identify areas where logistics and distribution can be improved to enhance dealer satisfaction.
7. **Geographical Scope:** The Study is conducted in vicinity of selected cities of Odisha namely Bhubaneswar, Cuttack and Berhampur.

Research Methodology

Research	**Quantitative**
Research Design	**Descriptive Study**
Data Collection	**Primary Data**
Sample Area	**Bhubaneswar, Cuttack, Berhampur**
Sample size	**80 Dealers**
Sampling technique	**Convenience**
Research approach	**Survey method**
Research Instrument	**Questionnaire**
Sampling Tool	**Structured Questionnaire method**
Analytical Tool	**Rating Scale Method**

Here are key research methodologies commonly used in the context of the cement industry:

Surveys and Questionnaires:

- Surveys and questionnaires are valuable tools for collecting quantitative data from a wide range of stakeholders. When conducting surveys in the cement industry, consider the following:
    - **Sampling:** Ensure that your survey sample is representative of the target population. For example, if you're surveying dealers, select a diverse group that reflects different regions or market segments.
    - **Question Design:** Craft clear and concise questions that are relevant to your research objectives. Use a mix of closed-ended questions (e.g., multiple-choice) and open-ended questions to gather both quantitative and qualitative data.
    - **Data Analysis:** After collecting survey responses, analyze the data using statistical software to identify trends, correlations, and significant insights. Create visual representations like charts and graphs to present your findings effectively.

Market Research:

- Market research involves analysing external data sources and industry reports to gain insights into the broader market conditions. Here are some considerations:
    - **Secondary Data:** Gather data from industry reports, government publications, trade associations, and market research firms to understand market size, growth projections, and competitive landscape.
    - **Competitive Intelligence:** Explore competitors' strategies, market share, pricing, and product offerings to inform your company's market positioning.

Data Analysis:

- Analyse existing data sources, such as sales data, production data, and customer feedback, to identify patterns, trends, and areas for improvement. This can involve using statistical analysis software.

Market Research:

- Perform market research using secondary data sources, industry reports, and market intelligence to understand market size, growth potential, and competitive dynamics

The chart that we have prepared for one on one survey of dealers is as follows;

DEALER FEEDBACK SURVEY

NAME OF THE DEALER :

AREA :

CONCERN PERSON :

MOBILE NO. :

Please rate the following brands in the scale of 1-10

PARAMETERS	BRANDS						
	ACC	DALMIA	KONARK	RAMCO	SOLID HD+	SHREE	ULTRATECH
PROFIT MARGIN							
CREDIT							
AVAILABILITY							
REWARDS							
QUALITY							
BRANDING							
REPUTATION							
SALES SERVICE							
ACCOUNTING & DOC.							
MKTG. SUPPORT							

TOTAL							
AVERAGE							

CHAPTER – 2

- **Company profile**
- **Industry Analysis**

COMPANY PROFILE

About Company:

My Home Industries Pvt. Ltd, part of a leading 4000cr business conglobed ate My Home Group headquartered at Hyderabad. My Home Industries, manufacturer of world- class Maha Cement, isa renowned name in the industry. To suit various construction needs of different geographies, Maha Cement has various brands under its name. All the products surpass the standards set by Bureau of Indian Standards (BIS).

At My Home Industries Pvt. Ltd. (MHIPL), every process is closely monitored and controlled, right from the selection of raw materials each process is cautiously carried out through each and every stage until the finished product is packed and dispatched. The product ensures easier workability, lesser permeability, guards all the structures against nature's fury, shields against corrosion and promises longer life.

MHIPL has a joint venture with CRH Plc Ireland, the international leader in building materials. The growth and success of CRH is founded on its exceptional commitment and capabilities. Sharing the common vision of excellence, MHIPL and CRH as one entity, is fast emerging as a leading force in the Indian cement Industry.

MHIPL has grown from an annual capacity of 0.2 million tonnes to a staggering
8.4 million tonnes within a short span of 15 years. The company is planning to increase its annual capacity to 10 million tonnes in the near future.

Vision Statement:

"At “My Home Industries”, we envision a future where every home is a place of comfort, sustainability, and innovation. We strive to be the driving force behind the transformation of houses into havens, by crafting high-quality, eco-friendly products that enhance everyday living. Our vision is to set new standards of excellence in the home industry, making homes more functional, beautiful, and environmentally responsible."

Our vision is to continue to develop solutions that make "living better", be it through Construction of "World Class" Living and Working Spaces or illuminating households through generation of power or manufacturing products like quality cement to build dream homes or enriching lives through imparting quality education.

Mission

Our mission is to contribute to building the future by social and capital infrastructure development by providing all kinds of cement that are environmentally efficient, enhance our competitive position and bring value to our customers, shareholders and employees through creation of an environment of empowerment with respect for company's values.

1. **Innovative Excellence:** We constantly innovate, design, and manufacture products that not only meet but exceed our customers' expectations. Our commitment to quality ensures that our products are durable, reliable, and aesthetically pleasing.
2. **Environmental Responsibility:** We prioritize sustainability in every aspect of our operations. From sourcing eco-friendly materials to minimizing waste and energy consumption, we aim to reduce our ecological footprint and contribute to a greener planet.
3. **Customer-Centric Approach:** Our customers are at the heart of everything we do. We actively seek feedback, listen to their needs, and adapt our offerings to provide tailored solutions that enhance their homes and lives.
4. **Employee Empowerment:** We believe that our dedicated and talented team is our greatest asset. We provide a supportive and inclusive work environment that encourages creativity, collaboration, and personal growth.
5. **Community Engagement:** We are committed to giving back to the communities we serve. Whether through charitable initiatives or supporting local businesses, we aim to make a positive impact beyond our products.
6. **Ethical Business Practices:** We conduct our business with integrity and ethics, fostering trust among our stakeholders. We adhere to the highest standards of fairness, transparency, and accountability.

Our Research

Maha Cement is marketed through a wide network of 5000+ dealers. The company is spread all over the country with 20 regional offices and 170+ depots. Maha Cement has achieved phenomenal success in the states of Andhra Pradesh, Telangana, Tamil Nadu, Orissa, Maharashtra, Bihar, Jharkhand, Chhattisgarh and West Bengal. With our recent acquisition of Sree Jaya Jothi Cement Ltd, our footprint has further increased in Karnataka and Kerala. Company has a dedicated fleet of more than 1200 trucks and bulkers that ensure prompt delivery of Maha Cement to the customers. Recently, the company has also forayed into international markets by supplying cement and clinker to Sri Lanka and Bangladesh.

Our products

Maha Cement OPC 43 Grade

Maha OPC 43 grade cement, is manufactured by grinding the high-quality clinker with superior quality gypsum in optimum quantity. This is the most common type of cement used for construction purpose. It is ideal for RCC, PCC, all types of masonry work and finishing work like plastering etc.

Maha OPC 53 grade cement

is a high strength, best quality cement designed to 3(Jit the modern construction practices. It is manufactured with excellent quality clinker, containing high percentage (56-60%) of Tri-calcium Silicate (CYS), and optimum quantityof gypsum, this cement is ideal for designing high strength high performance concrete usedin high rise buildings, bridges, flyovers, pre-stressed concrete applications under water concreting, concrete roads etc. Due to its uniform and consistent 28 days' compressive strength 60 MPa Maha — OPC 53 is the most preferred brand by Ready Mix Concrete manufacturers and infrastructure project engineers.

Maha Cement PPC

Maha Portland Pozzolana Cement (PPC) is premium blended cement manufactured by inter-grinding the high-quality clinker with superfine processed fly ash. The clinker used here is specially made with high percentage of Tricalcium Silicate C3S (58-60%). Only high-quality fly ash from select chambers of Electrostatic Precipitators (ESPs) are extracted and transported in closed bulkers is used to manufacture Maha Cement. Clinker and fly ash with desired proportion of gypsum is inter-ground in high efficiency closed circuit ball Mills. The "O-Sepa" and SKS separators used in the mills enable us to maintain high fineness (about 350 m2/kg) and good particle size distribution (PSD). Maha Cement thus manufactured surpasses the compressive strength requirement of OPC 53 grade at 3, 7 and 28 days while enabling you to get excellent durability in concrete

Maha Cement PSC

Maha Portland Slag Cement (PSC), conforming to the IS 455-1989, is manufactured from high quality clinker and superior quality granulated blast furnace slag. The slag used contains more than 95% glass content the most desired parameter to manufacture PSC. The unique feature of our Grinding Units used for manufacturing this cement is the Vertical Roller Mills (VRM) the most modern technology imported from Germany. The clinker and slag are separately ground to reach high fineness level and then blended in a high efficiency mechanical blender. This has not only enabled us to achieve high fineness (Blaine 3700+ cm2/g) in our Maha Cement but also steep particle size distribution (PDS) which helps Maha Cement achieve high early strength and excellent durability properties in concrete.

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The advantages of using Maha — Portland Slag Cement (PSC)

- Higher strength and high durability
- Improved workability and consistency
- Progressive increase in strength over the years
- Higher resistance to corrosion
- Maximum resistance to alkalis and sulphates attack

Maha Solid HD

Maha Solid is manufactured from specially prepared clinkers of high C3S(Tricalcium silicates) content and carefully selected high glass content GGBS. Owing to advanced technology of "separate grinding and blending". Maha solid has high fineness and optimum slag and clinker content, which ensure excellent early strength and durability properties.

5 advantages of Maha Solid

- Solid strength
- Solid technology
- Solid consistency
- Solid workability

- **Maha Solid HD+**

Maha Solid HD' comes with dual promises of High Durability and High Design ability. Corning from Vizag Grinding Unit, a unit set up with state-of-the-art technology from Germany, Solid I-ID' gives long-term strength. Due to balanced chemical composition, it also gives superior resistance to corrosion from hazardous chemicals prevalent in the environment.

Additionally, due to high fineness, the concrete is highly workable and give desired finish, catering to the increasing demand for beautiful buildings. With proper water-cement ratio, Solid HD+ Cement can make amazing concrete structures. The structures formed are free from common defects like honey combing, etc.

Owing to its high performance, Solid HD + can be used for all the applications residential buildings, infrastructure projects and industrial usages. Additionally, due to lesser tendency to form cracks, the cement can be used for building dams and canals.

With a temper-proof packing, Solid HD+ comes with the assurance to the customers that they are receiving factory fresh cement at their door step and there is no adulteration.

ORIGIN OF THE COMPANY:

My Home Industries Pvt. Ltd has a joint venture with CRH Plc Ireland, the international leader in building materials. The growth and success of CRH is founded on its exceptional commitment and capabilities. Sharing the common vision of excellence, MHIPL and CRH as one entity, is fast emerging as a leading force in the Indian cement industry.

My Home Industries Pvt. Ltd, part of a leading 4000cr business conglomerate My Home Group headquartered at Hyderabad. My Home Industries, manufacturer of world-class Maha Cement, is a renowned name in the industry. To suit various construction needs of different geographies, Maha Cement has various brands under its name. All the products surpass the standards set by Bureau of Indian Standards (BIS).

MHIPL has grown from an annual capacity of 0.2 million tonnes to staggering 8.4 million tonnes within a short span of 15 years. The company is planning to increase its annual capacity to 10 million tonnes in the near future.

1. National and international base

My Home Industry is an Indian base company. The company has created a new idiom in the art and craft of construction. Dotting the skyline of Hyderabad city, its projects have a rare quality and a unique aesthetic appeal.

MY HOME INDUSTRY Pvt Ltd. Has Four Plants in Indian base Those are: -

Mellacheruvu Cement Works

Surya pet District, Telangana State:

This plant is the mother plant consisting Of three units with combined installed capacity of 2.87 million tones per annum clinker. All three units are located in the same premises.

The cement plant is supported by three captive cement grade limestone mines located within the vicinity of cement plant units. The plant is also supported with two coal based captive power plants with 15 MW and 60 MW capacities, located within the cement plant complex. A separated railway siding is established from Mellacheruvu Station connecting Jaggayyapet Station for transporting raw materials and products.

The plant and mines are certified as per international standard ISO 9001:2008 and ISO 14001:2004 and OSHAS 18001:2007.

Yanakandla Cement Works

Yanakandla (V), Banaganapalle (M), Kurnool District, Andhra Pradesh

Sree Jayajothi Cement Limited was acquired by MHIPL in 2013. The plant is having clinker and cement manufacturing capacity of 1.82 million tons per annum and 3.2 million tons per annum respectively.

Mellacheruvu Cement Works

Vizac Grinding Unit

Mulakalapalli (V), Yelamanchili (M), Visakhapatnam District, Andhra Pradesh

Mulakalapalli (V), Yelamanchili (M), Visakhapatnam District, Andhra Pradesh

It was established in 2009 with capacity of 1.5 MTPA and upgraded to 2.0 MTPA in 2012. The Plant is endowed with advanced technology of Vertical Roller Mill for slag grinding supplied by Loesche, It was established in 2009 with capacity of 1.5 MTPA and upgraded to 2.0 MTPA in 2012. The Plant is endowed with advanced technology of Vertical Roller Mill for slag grinding supplied by Loesche, Vizac Grinding Unit Plant and Gypsum from Coromandel Fertilizer, Vizag. The plant implemented integrated management system and is certified as per international standards ISO 9001:2008, ISO 14001:2004 and OSHAS 18001:2007.

2. Area of Operation

- Telangana
- Odisha
- Jharkhand
- Calcutta

SOLID HD+

Solid comes with dual promises of High Durability and High Design-ability. Coming from Vizag Grinding Unit, a unit set up with state-of-the-art. technology from Germany, Solid HD+ gives long-term strength. Due to balanced chemical composition, it also gives superior resistance to corrosion from hazardous chemicals prevalent in the environment.

Additionally, due to high fineness, the concrete is highly workable and give desired finish, catering to the increasing demand for beautiful buildings. With proper water-cement ratio, Solid HD+ Cement can make amazing concrete structures. The structures formed are free from common defects like honey combing, etc.

Owing to its high performance, Solid HD+ can be used for all the applications residential buildings, infrastructure projects and industrial usages. Additionally, due to lesser tendency to form cracks, the cement can be used for building dams and canals With a tamper proof packing, Solid HD+ comes with the assurance to the customers that they are receiving factory fresh cement at their doorstep and there is no adulteration.

Services Provide by Solid HD+

A. Technical workshops/Seminars

MHIPL conducts technical meetings and training sessions for the people in the construction industry regularly. Some of the programs conducted are:

Awareness programs to masons on good construction practices

- Technical meetings on modern concrete technology and use of blended cement for sustainable development for engineers, architects, consultants, etc.

- Technical meetings on modern concrete technology and use of blended cement for sustainable development for engineers, architects, consultants, etc.
- Meetings with wholesalers and retailers to educate them about new trend in cement.

B. Meetings with Individual House Builders

- Meetings with IHBS are conducted to create awareness about good construction practices.
- Awareness programmers about building practices are conducted in rural areas.

INDUSTRY ANALYSIS

My Home Industries Private Ltd (MHIPL) is one of the largest cement companies in South India registering high growth during last 19 years, now touching an installed capacity of 10 million Tons per annum. The company has ambitious plans to expand its capacity rapidly in the near future. MHIPL is part of the My Home Group which is a Rs.36 billion conglomerate, headquartered at Hyderabad, Telangana, India. Founder and promoter of the Group Dr. J. Rameswar Rao is a visionary who began his journey by venturing into Real Estate business in the year 1981.Today, under his able leadership, the Group has grown with a strong presence in residential and commercial Constructions, Cement, Power, Transportation, Consultancy in Power & Constructions and Education. During the year 2008-09, MHIPL entered into a joint venture with CRH PLC, global leader in building materials for cement production. CRH plc is an internationally reputed group, having presence in 31 countries with a turnover of euro 27 Billion in 2016. CRH is the second largest building materials company in the world. The Company's cement is marketed under the brand "MAHA", which is highly reputed in South India. The company has established very wide market network with 5000 dealers and regional offices in the State(s) of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Orissa, Maharashtra, Kerala, West Bengal, Chhattisgarh, Jharkhand, Bihar and Union Territory of Pondicherry. The brand MAHA Cement has been well accepted and acknowledged as a premium brand. My Home Industries Private Limited has built a formidable reputation by way of winning prestigious national awards for quality, reliability and energy efficiency. The quality parameters followed by My Home Industries Private Limited have led to the company being awarded the ISO 9001-2008, ISO 14001-2004 and OHSAS 18001-2007 certification and India's Most Promising Brand for the Year 2015.

Market Overview:

The India cement market size reached 3,644.5 Million Tons in 2022. Looking forward, IMARC Group expects the market to reach 4,832.6 Million Tons by 2028, exhibiting a growth rate (CAGR) of 4.94% during 2023-2028. The rising government initiatives and investments in infrastructure projects, ongoing innovations in cement production techniques, and the increasing awareness of environmental concerns and regulations related to carbon emissions and sustainability are among the key factors driving the market growth

Report Attribute	Key Statistics
Base Year	2022
Forecast Years	2023-2028
Historical Years	2017-2022
Market Size in 2022	3,644.5 Million Tons
Market Forecast in 2028	4,832.6 Million Tons
Market Growth Rate 2023-2028	4.94%

Cement is a crucial binding material extensively used in construction and engineering applications. It is primarily composed of calcium, silicon, aluminum, and iron oxides combined through a complex chemical process known as calcination, where limestone and clay are heated at high temperatures. This process results in the formation of clinker, which is then finely ground to produce the powdered substance called cement. It plays a pivotal role in creating concrete, the most widely used construction material globally. When mixed with water, cement undergoes a chemical reaction known as hydration, where it forms a paste that binds aggregates, such as sand and gravel together. Cement finds applications beyond concrete, including in the production of mortars for masonry, rendering, and plastering.

The rising government initiatives and investments in infrastructure projects, such as highways, railways, airports, and public buildings, are driving the global market. Moreover, the health of the real estate market, including residential and commercial properties, can impact cement consumption. Positive trends in real estate can lead to increased construction activities, leading to higher demand for cement. A growing population leads to increased demand for housing, schools, hospitals, and other infrastructure, which in turn augments the need for cement-based construction. Besides, ongoing innovations in cement production techniques, such as the development of more sustainable and eco-friendly cement formulations, can impact market demand as construction practices evolve. Furthermore, the increasing awareness of environmental concerns and regulations related to carbon emissions and sustainability can influence cement production methods and consumption patterns. This can drive the adoption of greener alternatives or more efficient cement production processes.

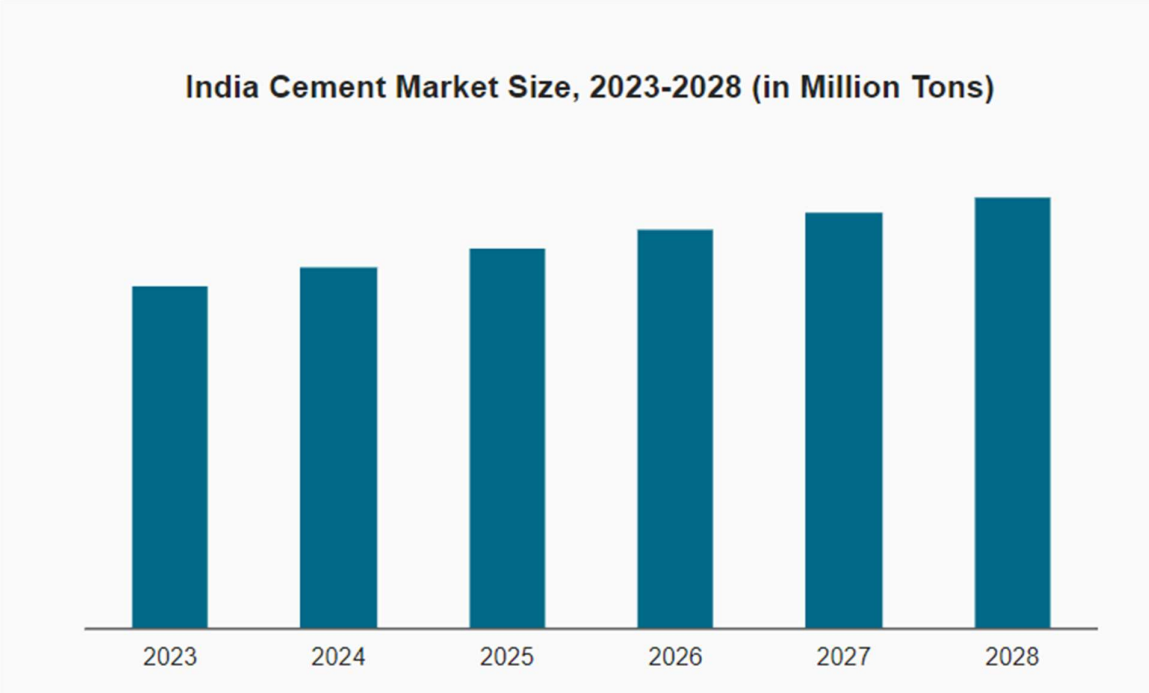
India Cement Market Trends/Drivers:

Infrastructure Development and Urbanization

As the country experiences rapid economic growth and urban migration, the demand for robust infrastructure and modern urban living spaces has increased. Urbanization is a defining phenomenon, with millions of individuals relocating from rural areas to cities in search of better employment opportunities, education, and improved lifestyles. This mass movement has led to an increased need for housing, transportation networks, healthcare facilities, and educational institutions. Also, the government's various mission reflects this shift, aiming to transform numerous cities into technologically advanced, sustainable, and liveable urban centres. This initiative encompasses a wide spectrum of projects, from building efficient public transportation systems and waste management solutions to creating green spaces and digital infrastructure. All these endeavours are underpinned by the pivotal role of cement as a primary construction material.

Industrialization and Commercial Construction

As industries expand their operations, the need for modern, well-equipped industrial facilities has risen substantially. Moreover, the influx of multinational corporations and the growth of domestic businesses have strengthened the demand for commercial spaces. From corporate offices to retail outlets, the requirement for well-designed and functionally efficient structures has intensified. This demand extends beyond metropolitan areas, as smaller cities and towns also experience a rise in commercial and industrial activities. Cement, as the foundational material for construction, has become a linchpin in these endeavours. Industrial facilities require cement for their heavy-duty flooring, structural elements, and machinery foundations. Commercial spaces necessitate cement for their durability and adaptability to diverse architectural designs.

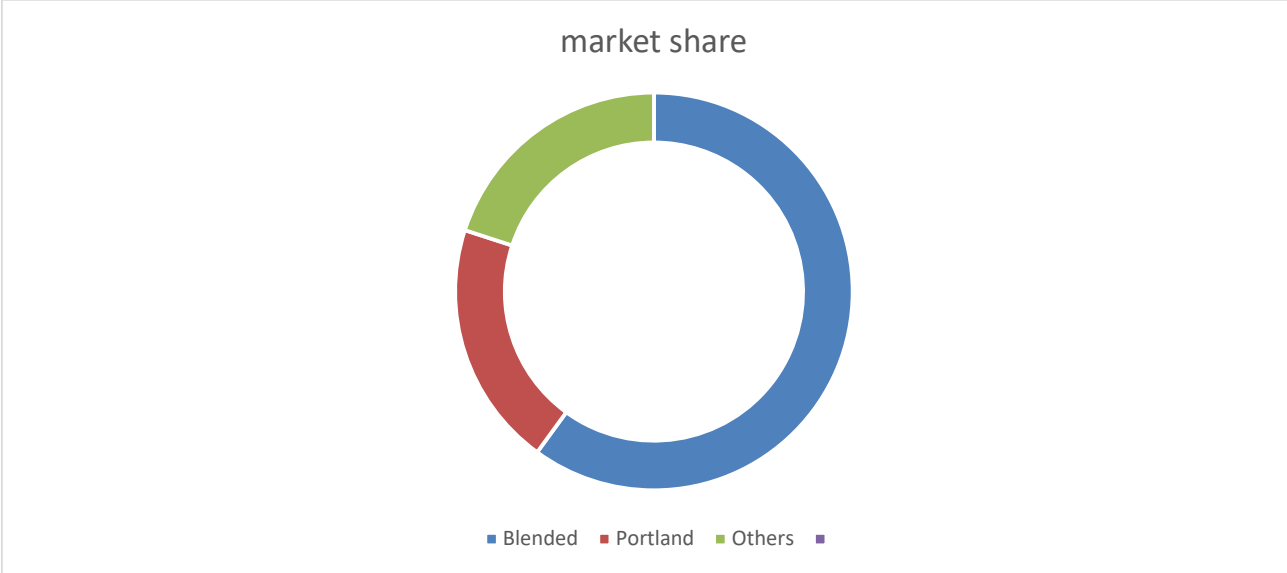


India Cement Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India cement market report, along with forecasts at the country and regional levels from 2023-2028. Our report has categorized the market based on type and end use.

Breakup by Type:

Indian cement market share by type in %



Portland holds the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the type. This includes blended, portland, and others. According to the report, portland represented the largest segment.

The prominence of portland cement can be attributed to its adaptability across a spectrum of applications, from residential buildings and commercial complexes to infrastructure projects and industrial facilities. Its inherent strength, ability to set and harden underwater, and compatibility with various supplementary materials make it a preferred choice for construction professionals and engineers worldwide. The broad range of Portland cement variations, including Type I, Type II, Type III, and Type V, tailored to specific requirements such as rapid setting or sulfate resistance, further underscores its flexibility. The demand for Portland cement is supported by its established performance history, reliable characteristics, and compliance with construction standards. Moreover, its ubiquity is supported by the extensive distribution networks and manufacturing capabilities of cement companies globally. As the construction industry continues to evolve, Portland cement's legacy endures, playing a pivotal role in shaping the physical landscapes of cities and nations.

Breakup by End Use:

- Residential
- Commercial
- Infrastructure

Residential holds the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the end use. This includes residential, commercial and infrastructure. According to the report, residential represented the largest segment.

As populations continue to grow, urbanization accelerates, and economic conditions improve, the demand for housing increases. Cement, being a vital ingredient in the creation of strong and resilient structures, is the linchpin of residential construction projects. From the foundation to the walls and roofing, cement ensures the structural integrity and longevity of residential buildings

Furthermore, the versatility of cement facilitates diverse architectural designs, enabling the construction of single family homes, high-rise apartment buildings, and innovative sustainable housing solutions. In regions prone to earthquakes and adverse weather conditions, the durability and seismic resistance of cement based structures provide essential safety to residents. Cement's ability to contribute to energy-efficient designs through thermal mass properties further enhances its significance in modern residential construction. As economies flourish and living standards rise, the demand for aesthetically pleasing and technologically advanced residential spaces also increases.

Breakup by Region:

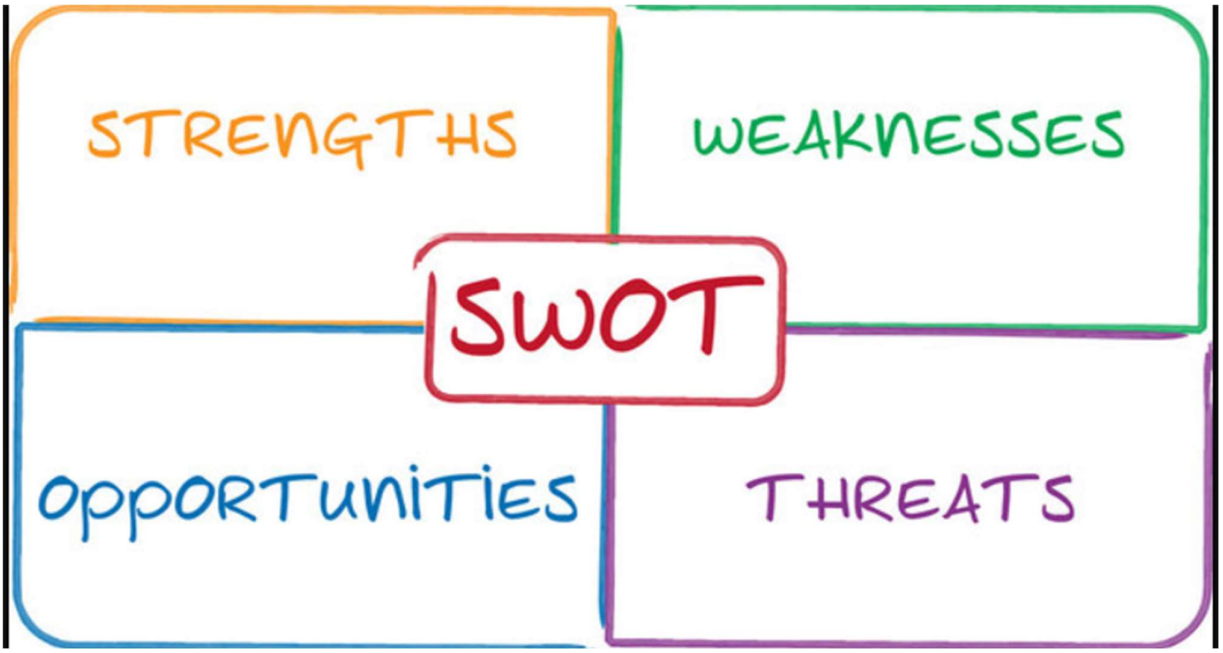
- North India
- West and Central India
- East India
- South India

West and Central India hold the largest share in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include the North India, West and Central India, South India, and East India. According to the report, West and Central India represented the largest share.

West and Central India are home to abundant limestone reserves, a primary raw material in cement production. The proximity of these reserves to major cement manufacturing hubs ensures a steady supply chain, minimizing logistical complexities and reducing production costs. This competitive advantage gives manufacturers in these regions the ability to produce cement more efficiently, contributing to their dominance in the market. Furthermore, the region’s well-developed transportation networks, including road, rail, and port facilities, facilitate the seamless distribution of cement products across the country. This logistical superiority enhances the accessibility of West and Central India's cement offerings to a broader market, encompassing not only local construction projects but also those in distant states. The concentration of infrastructure development and urbanization activities in these regions further solidifies their leadership. West and Central India's dominance is also underpinned by their proactive approach to adopting advanced technologies and sustainable practices in cement production.

SWOT Analysis:



Strengths

- Production Capacity: Indian Cement Industry is the second largest in the world, next to only China, with 545 million tonnes of cement production capacity. It accounts more than 8% of the total installed capacity in the world.
- Relatively Low energy cost: The main cost other than the raw material for any industry is the energy consumption. The Indian Cement Industry is one of the most energy efficient industries of the world.
- Attractive Profit Margin: The profit margin in the cement industry is particularly very high. This is because of the low-cost manufacturing of the raw materials. This helps to increase the mid and small level enterprise which produce cement.
- Government Support: Because of the government support and tax-free environment, the industry is thriving.

Weaknesses

- High Oil Prices: The increasing oil prices also increases the transportation and production costs.
- Lower cost export markets: Markets like Egypt and Turkey have low export cost. This increases the competition in both the local and export market.
- Multiple players in the Regional Industry: The industry is highly fragmented. There are many small and medium enterprises, but these enterprises are not capable for economy of scale.

Opportunities

- Smart Cities: Indian Government wants to focus on infrastructure boost, which will give the boost to the economic growth of the country. For that, government is willing to convert the 100 cities into smart cities. For the smart city projects, the cement will be an important raw material for the infrastructure building.
- Increasing per capita income: The per capita income of the Indian population is increasing which will boost the spending in the domestic infrastructure. This will also lead to a growth in cement consumption in India.

Threats

- Oil-price volatility: Biggest contributor of the cement industry costing is dependent on the oil price. Because of the political turf in the global politics the prices of oil are very volatile. This directly impacts the prices and profit level of the cement industry which at the end hampers the growth of the sector.
- Over-Supply situation: Because of the relaxations from the policy sides the multinational companies are willing to invest in India's Infrastructure dream. The increased capacity of the MNCs and local players may create a situation of oversupply to create a massive price fall for cement.

CHAPTER 3

- **Competitor Analysis**
- **Porter 5 forces Analysis**

Competitive Landscape:

Companies are actively engaging in a multitude of strategies to navigate challenges, seize opportunities, and maintain their competitive edge. Efforts to reduce carbon emissions, optimize energy consumption, and enhance waste management practices are becoming integral components of their operations. Investments in research and development have led to the development of alternative cementitious materials with lower carbon footprints, demonstrating their commitment to environmentally responsible production. Companies are also expanding their product portfolios to cater to diverse market needs. They are introducing specialized cement variants designed for specific applications, such as high-strength cement for critical infrastructure projects and blended cements with added durability for coastal regions. This flexibility allows them to address varying customer requirements and seize niche markets. Furthermore, market leaders are focusing on enhancing their distribution networks to ensure the availability of their products across the country. Strategic collaborations, partnerships, and investments in infrastructure are enabling them to penetrate both urban and rural areas efficiently.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

1. **Ultratech Cement**
2. **Dalmia Cement**
3. **ACC Cement**
4. **Shree Cement**

Ultratech

UltraTech Cement Limited is the cement flagship company of the Aditya Birla Group. A USD 7.1 billion building solutions powerhouse, UltraTech is the largest manufacturer of grey cement and ready-mix concrete (RMC) and one of the largest manufacturers of white cement in India. It is the third largest cement producer in the world, excluding China. UltraTech is the only cement company globally (outside of China) to have 100+ MTPA of cement manufacturing capacity in a single country. The Company's business operations span UAE, Bahrain, Sri Lanka and India.

UltraTech has a consolidated capacity of 119.95 million Tonnes Per Annum (MTPA) of grey cement. UltraTech has 22 integrated manufacturing units, 27 grinding units, one Clinkerisation unit and 8 Bulk Packaging Terminals. UltraTech has a network of over one lakh channel partners across the country and has a market reach of more than 80% across India. In the white cement segment, UltraTech goes to market under the brand name of Birla White. It has one White Cement unit and two Wall Care putty unit, with a current capacity of 1.5 MTPA. With 170+ Ready Mix Concrete (RMC) plants in 70+ cities, UltraTech is the largest manufacturer of concrete in India. It also has a slew of speciality concretes that meet specific needs of discerning customers. Our Building Products business is an innovation hub that offers an array of scientifically engineered products to cater to new-age constructions.

UltraTech pioneered the UltraTech Building Solutions (UBS) concept to provide individual home builders with a one-stop-shop solution for building their homes. This is the first pan-India multi-category retail chain catering to the needs of individual home builders (IHBs). The purpose of this initiative is to engage with home builders at all stages of the construction cycle, empower them with quality construction products and services, and assist in the completion of their dream homes. Today, UBS is the largest single brand retail chain with over 3000+ stores across India. UltraTech is a founding member of Global Cement and Concrete Association (GCCA). It is a signatory to the GCCA Climate Ambition 2050 and has committed to the Net Zero Concrete Roadmap announced by GCCA. UltraTech is focused on accelerating the decarbonization of its operations. It has adopted new age tools like the Science Based Targets Initiative (SBTi) and Internal Carbon Price as well as set ambitious environmental targets through both EP100 and RE100. UltraTech is the first company in India and the second company in Asia to issue dollar- based sustainability linked bonds. UltraTech works to actively contribute to the social and economic development of the communities in which it operates in. The Company's social initiatives focus on education, healthcare, sustainable livelihoods, community infrastructure and social causes. UltraTech reaches out to more than 1.6 million beneficiaries in over 500 villages in 16 states across India.

Dalmia

Dalmia Founded by Mr. Jaidayal Dalmia in 1939, Dalmia Cement is one of India's pioneering homegrown cement companies. Headquartered in New Delhi, the company operates as Dalmia Cement (Bharat) Ltd, which is a 100% subsidiary of Dalmia Bharat Ltd and is listed on the National Stock Exchange and the Bombay Stock Exchange. The company operates a manufacturing capacity of 35.9 MnT per annum (MTPA), across 14 cement plants and grinding units which are spread across 10 states. With over 33,000 dealers and sub-dealers, the company presently services more than 22 states and is among the leading players in every region where it is present in. To scale the business as well as venture into new geographies, both, acquisitions and greenfield expansions have been key for the company. Dalmia Cement is the only company with at least one plant in each of the four key eastern states of West Bengal, Bihar, Jharkhand and Odisha. The company offers a range of cement variants through its brand portfolio of three marquee brands: Dalmia Cement, Dalmia DSP and Konark Cement. These brands are available as Portland Pozzolana Cement, Portland Slag Cement, Composite Cement and Ordinary Portland Cement in select markets. Dalmia Cement is India's largest manufacturer of slag cement and is a category leader in super-speciality cement used for oil wells, railway sleepers, and airstrips. Dalmia Cement works with engineers and technocrats around the country to develop a wide variety of customized cement which is manufactured for specific engineering and construction needs.

The company invests heavily in research and development, operating three R&D centers equipped with cutting edge robotic labs (called Dalmia Cement Future Labs) at its regional hubs. For nearly eight decades, Dalmia Cement has delivered value-added products and reliable post-sale services. It has played a catalytic role in India's infrastructural growth.

As a prominent Indian cement manufacturer and thought leader, Dalmia Cement continues to aspire to enhance value in a sustainable way for all its stakeholders. Dalmia Cement is 13.3 times water positive and will be 20 times water positive by 2025. The company's commitment towards environmental protection reflects in its achievements. The company has the lowest carbon footprint in the cement world globally. It has also been ranked No. 1 in the global cement manufacturing sector by the Carbon Disclosure Project (CDP) for business readiness of lowest carbon transition. With 11,286 crores in revenue and 280.3 billion market capitalizations, the company is building a beautiful tomorrow with a 'Future Today' thought process.

ACC

Acc network of over 6,400 employees, 17 cement manufacturing sites, 80 concrete plants and a nationwide presence of over 56,000 channel partners help us serve our customers. The brand ACC is a hallmark of quality and durability in cement and ready-mix concrete - to build homes for all Indians, across cities, towns, villages as well as enduring structures for infrastructure and industry. Our success over the years can be attributed to our unrelenting focus on customer centricity, ethical business practices and sustainable development. Our differentiated offerings are the result of our deep understanding of every home builder's needs. This approach makes our portfolio dynamic - spanning cement, construction chemicals, dry mix products and ready-mix concrete. ACC's brand architecture comprises the Gold range and Silver range of products assuring superior quality for general construction as well as for specialised applications and environments. Our Leak Block range of construction chemicals help provide 360 ° water resistance to structures.The Dry Mix range is designed to address key pain points of retail consumers. With consumer-friendly packaging and ease of usage, these aim to make the journey of home building easier. The ready-mix concrete product range provides one-stop solutions from basic requirements to high grades of concrete to build the country's tallest structures and contribute to India's progress.

ACC has been among the first Indian companies to include commitment to environmental protection as one of its corporate objectives. Since inception, we have integrated this commitment into all activities of our value chain, from mining to sales to promoting the use of alternative fuels and resources, resulting in one of the lowest carbon footprints in the cement industry.

Shree Cement

Shree Cement Limited is one of India's Top three cement producers and among the fastest growing, with an installed capacity of 43.4 million Tonnes Per Annum in India and 47.4 including overseas. Be it OPC/PPC/PSC, Bag packing or loose cement in bulkers
- our products meet the requirements of different customer segments. Shree also has an installed Power Generation Capacity of 752 Mega Watts which includes Waste Heat Recovery Power, Solar Power, Wind Power along with others. Known for innovation in marketing by creating new segments, quick rollout of distribution networks closes to markets, Shree is consistently winning trust of customers.

Since our founding year in 1979, we have been committed to the cause of sustainable, inclusive growth and this has been possible by building a culture that promotes continuous improvement, innovation, care and collaboration, through which we drive operational excellence in products, processes and people. This has made us a company that cares for its customers and has enabled us to serve markets across India and the Middle East. Shree Cement has a consolidated Cement Production Capacity of 47.4 Million tonnes per annum (including overseas) and a Power Generation Capacity of 752 Megawatts. Our operations span across India and the UAE with 4 integrated plants in India, 1 in UAE and 9 Grinding Units. Shree Cement was also among the industry pioneers for the use of alternate fuel resources in the production of cement and today we have the highest installed capacity of Waste Heat Recover Power plants in the world, second only to China. While our past performance has been among the best in the industry, we don't believe in resting on laurels since it breeds complacency. Instead, we take pride in a culture that encourages taking opportunities as challenges and pursuing them to build a competitive edge. And that enables us to continue to break new grounds, create new synergies and set new benchmarks.

RETAILER'S RELATION

Large manufacturers depend on dealer to sell their products, therefore good relations are most important to them, every manufactures thus wants to motivate his distribution channel to sell more of his own products. Here the manufacturer must realize that dealers are themselves business men and must be viewed as customers and human beings rather than mechanical entities for inflow of their products.

The retailer interested in maximizing their profits thus good dealer relations can be promoted if the manner is fair to his dealers in his behaviour for example- salesmen of some manufactures dump products on dealers through aggressive selling. Thereafter, the dealer finds stocks are laying at heavy on his hands and he cannot sell those products by adequately. Advertising products in the area concern the manufacturer should provide his dealers with promotional literature; he should correspond them as frequently as necessary to show that the manufacturer is there to help the dealers to sell all and thus makes profit for them. He may offer adequate trade discount, provided display facilitate and even arrange contests among the dealers to motivate them towards better results. The manufacture should realize that the company dealers are more important assets. If they are assisted with promotional help. They will appreciate effort and would be more in demand to support the company campaigns in advertising.

Porter Five Forces Analysis:

Porter's Five Forces Analysis is a framework developed by Michael E. Porter that helps organizations assess the competitive forces in their industry, enabling them to make informed strategic decisions. This analysis examines five key factors that affect the industry's competitiveness. Let's apply this framework to the cement industry, which produces one of the most widely used construction materials.

- **Threat of New Entrants:**
  - The cement industry typically has high barriers to entry. Establishing a new cement manufacturing plant requires substantial capital investment, access to raw materials, and compliance with various environmental and regulatory requirements. Furthermore, economies of scale are crucial in this industry, making it difficult for new entrants to compete with established firms.
- **Bargaining Power of Suppliers:**
  - The cement industry relies on raw materials such as limestone, clay, and gypsum. The bargaining power of suppliers can be significant if there are limited sources of these materials. However, this power can be mitigated if there are multiple suppliers, and the industry players can easily switch between them
- **Bargaining Power of Buyers:**
  - The buyers in the cement industry are mainly construction companies and contractors. Their bargaining power can be high if they purchase in large volumes or have several alternatives for cement suppliers. This power can influence the pricing and terms of the contracts.
- **Threat of Substitutes:**
  - In the cement industry, substitutes are alternative construction materials like steel, wood, or composite materials. The threat of substitutes depends on factors such as cost, performance, and customer preferences. A high threat of substitutes can affect the demand for cement.
- **competitive Rivalry:**
  - The cement industry is highly competitive. Numerous companies compete for market share, and the intensity of competition is often driven by factors like price, quality, and innovation. High competition can lead to price wars, reducing industry profitability.

CHAPTER 4

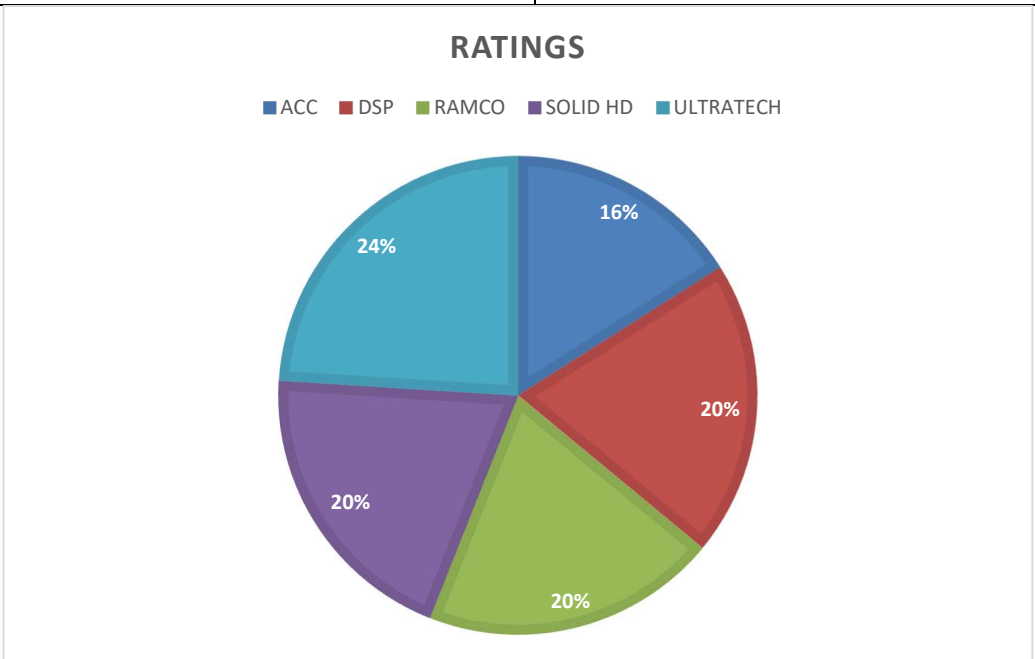
- **Data analysis & interpretation**
- **Findings**
- **Recommendations**

➢ Data analysis and Interpretation

As Per the Discussion we had, we divide certain brands and rate them with certain parameters so we have to take one on one interview of dealers and asking them questions.

1. Which Cement Gives More Profit margin?

Name of Brand	Ratings (1-10)
ACC	4
DSP	5
RAMCO	5
SOLID HD+	5
ULTRATECH	6



Interpretation: There is not much difference in brands related to the parameters profit margin because almost every brand has equal amount of profit margin since UltraTech cement offers lot more along with profit, it ranked as 1st.

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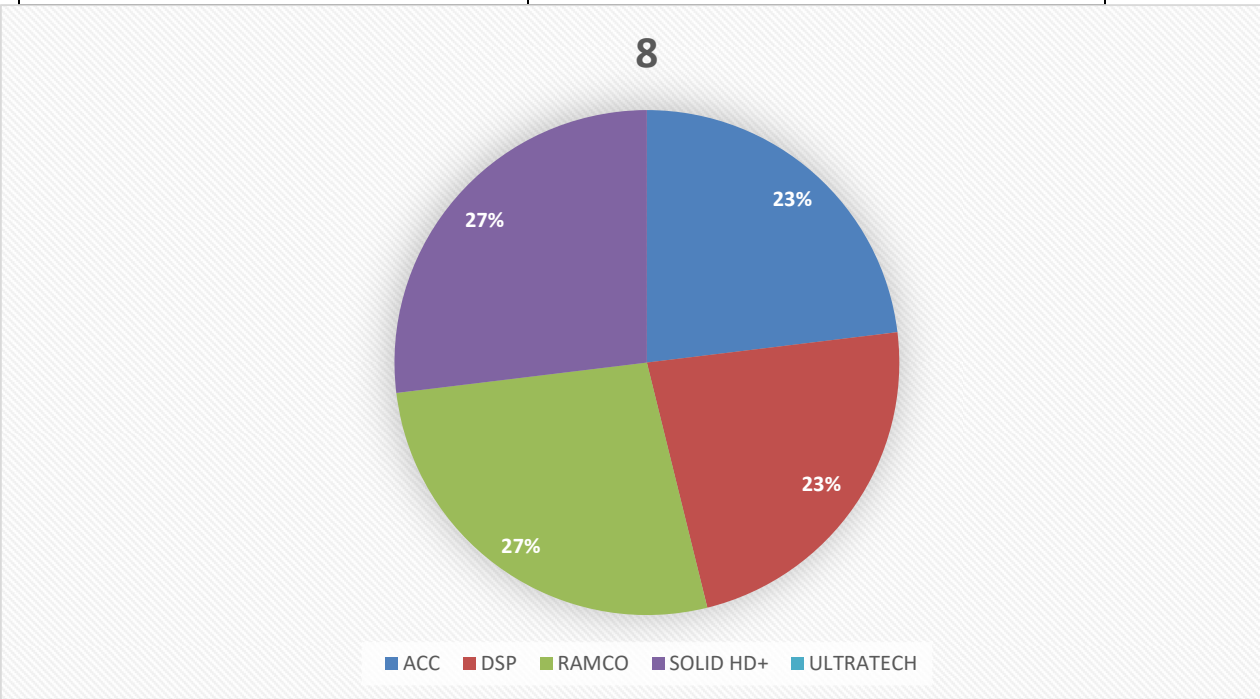
2. Which Cement Gives Best Quality?

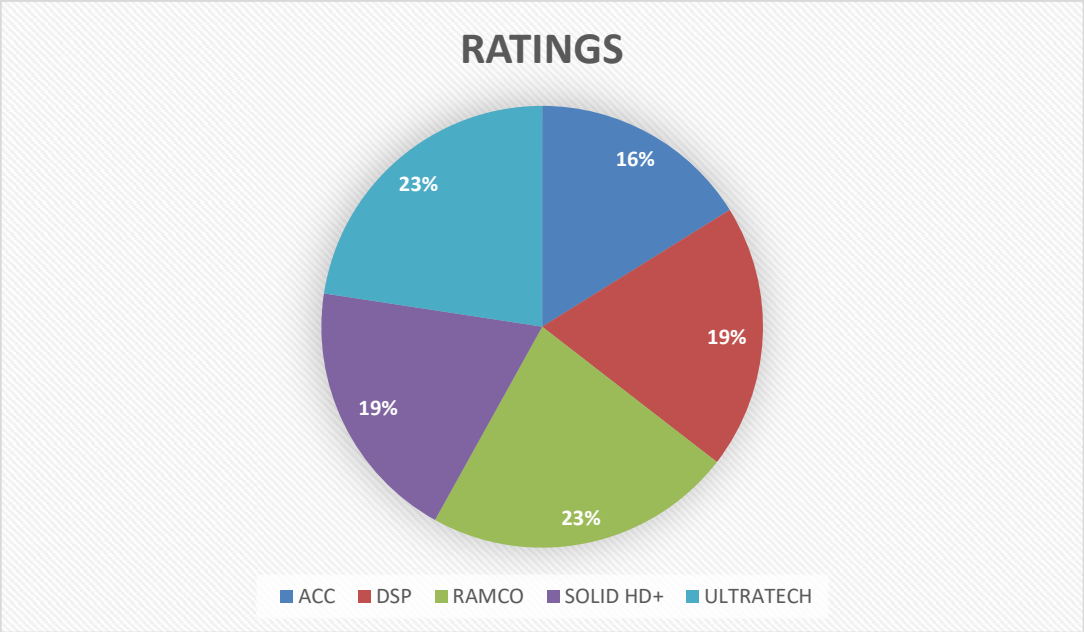
Name of Brand	RATINGS
ACC	8
DSP	6
RAMCO	5
SOLID HD+	7
ULTRATECH	7



Interpretation: From the data it is shown that ACC cement which has a variant of F12 has the best quality. Then dealers prefer UltraTech and Solid HD+ as equal probability.

3.Which Brand offers best credit policy?

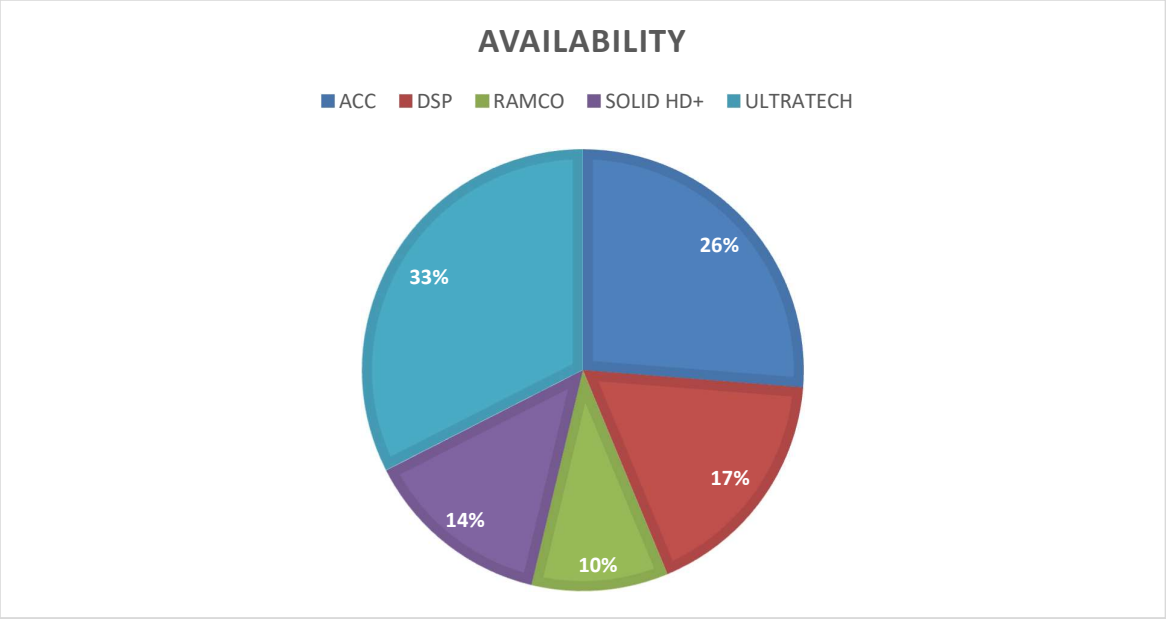
Name of the brand	Ratings
ACC	5
DSP	6
RAMCO	7
SOLID HD+	6
ULTRATECH	7



Interpretation: From the above data it is clear that RAMCO Cement and UltraTech Cement ranked as number 1 as per credit policy given. But as far our findings it is shown that the credit policy varies from brand. it varies between 4-7 days.

4.Which Brand is mostly available?

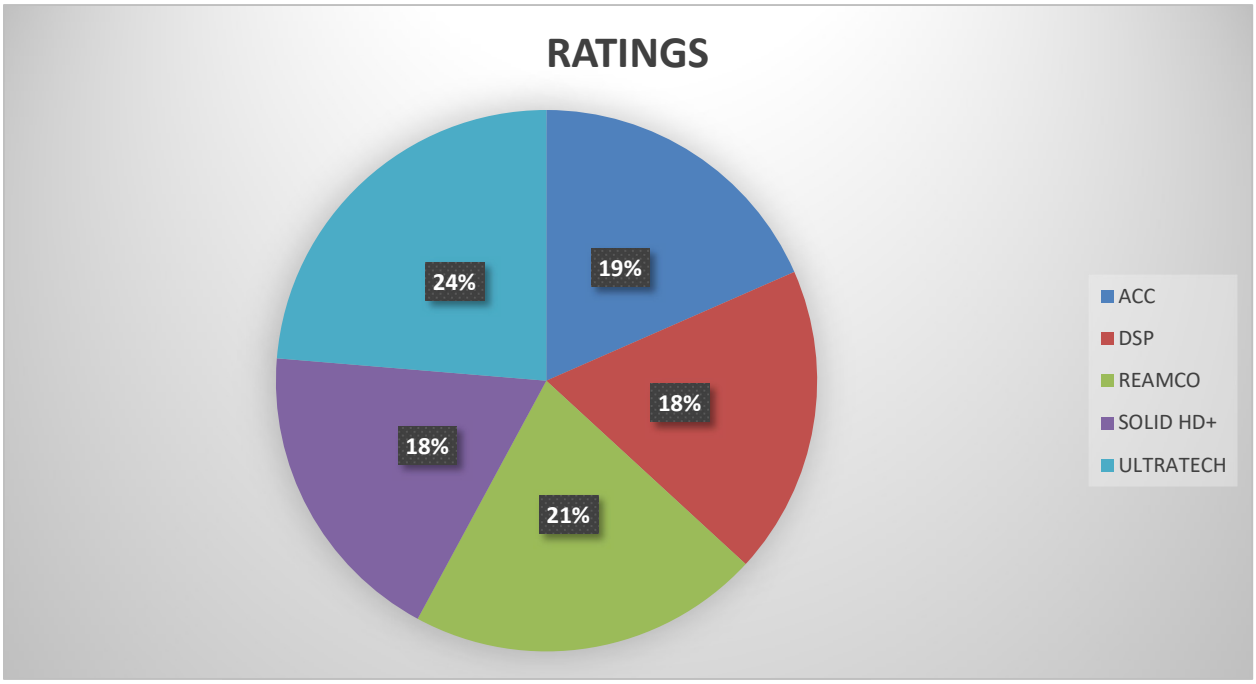
Brand Name	Availability
ACC	21
DSP	14
RAMCO	8
SOLID HD+	11
ULTRATECH	26



Interpretation: Most of the dealers prefer UltraTech cement as their first choice because of overall service provided by that particular brand and hence it ranks first.

5.Which Brand provides rewards?

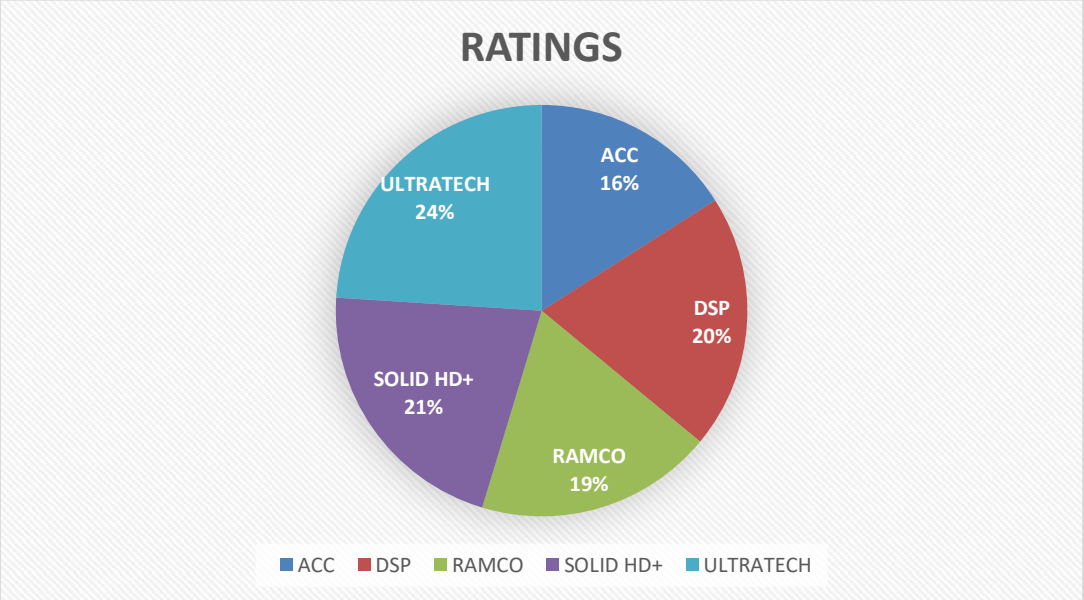
Brand Name	Ratings
ACC	7
DSP	7
RAMCO	8
SOLID HD+	7
ULTRATECH	9



Interpretation: In terms of rewards we have heard from many dealers that UltraTech is the best in case of providing incentives rewards and also foreign tours for the betterment/Learnings. Solid HD+ has also been good while coming to rewards.

6.Which Brand Advertise itself Better?

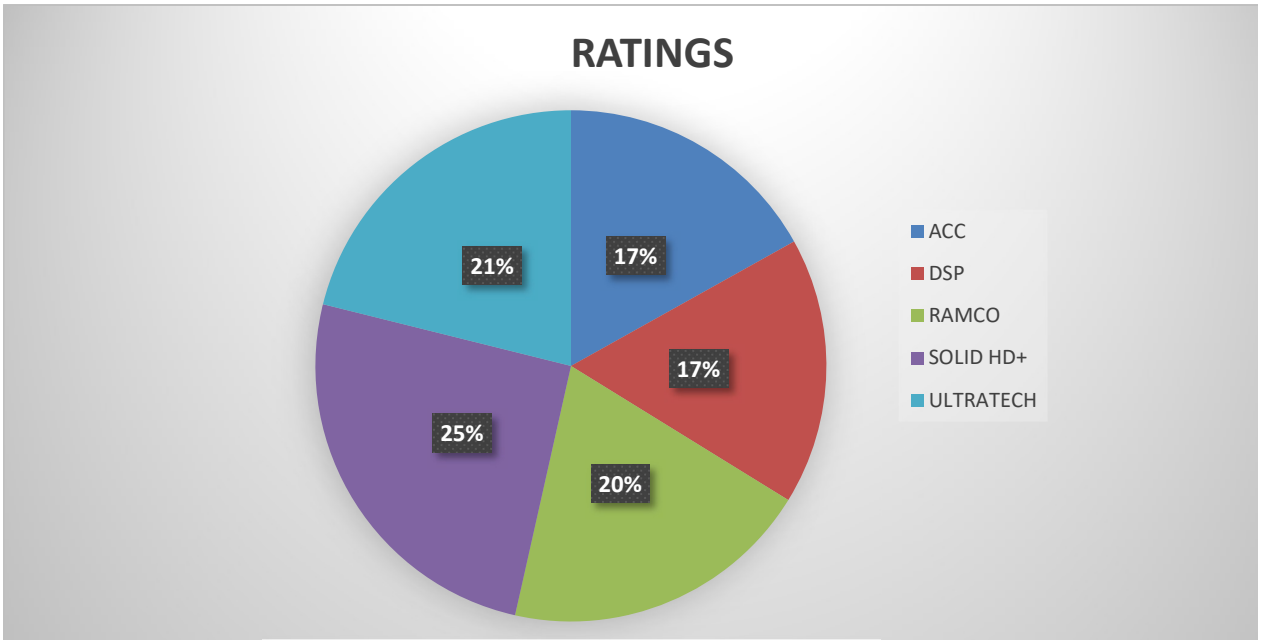
Brand Name	Ratings
ACC	6
DSP	7.5
RAMCO	7
SOLID HD+	8
ULTRATECH	9



Interpretation: From the above data it is clear that , UltraTech again is successfully advertise itself in a better way as compared to any other brand. May it display advertise or through media UltraTech and Solid HD+ are success in case of Branding/ Advertising **.**

7. Which brands Sales service And marketing Support are Better?

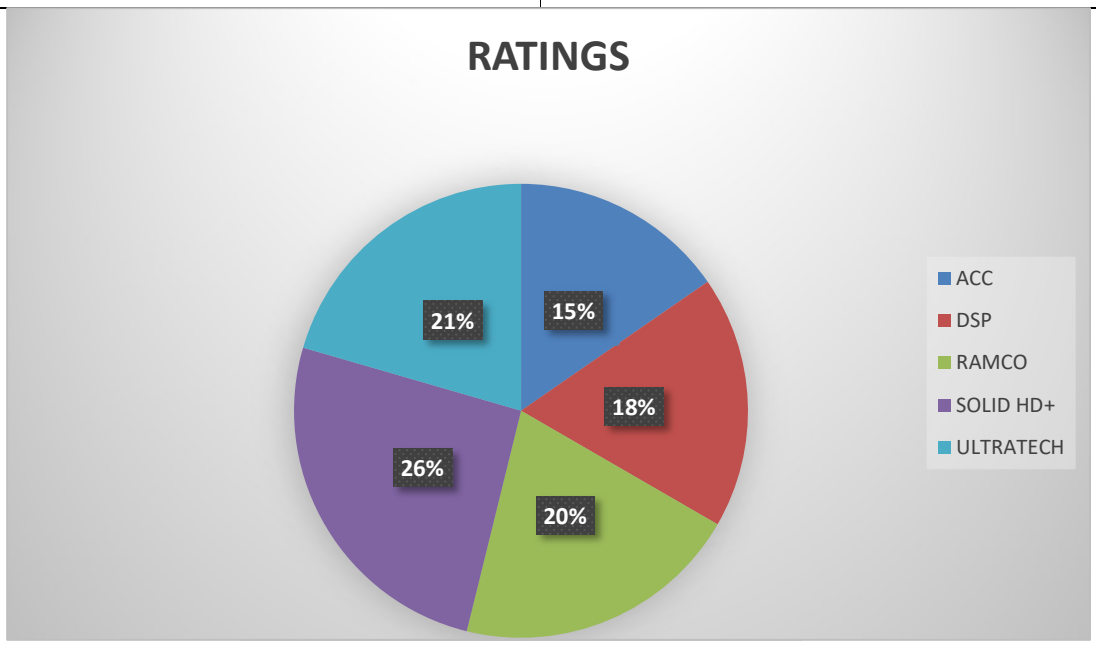
Brand Name	Ratings
ACC	6
DSP	6
RAMCO	7
SOLID HD+	9
ULTREATECH	7.5



Interpretation : From above figure it is clear that Solid HD+ ranks First for Marketing Support and Sales service while Ramco And Ultratech are coming under 2nd and 3rd Respectively.

8. Which Brand Has the best Accounting Policy?

Brand Name	Ratings
ACC	6
DSP	7
RAMCO	8
SOLID HD+	10
ULTRATECH	8



Interpretation : When it comes to accounting policy and documentation Solid HD+ Ranks 1st and best amongst all while UltraTech and Ramco comes as 2nd and 3rd respectively.

Findings

1.By conducting market research

- We found that in order to sustain the current market share all current market players have to struggle a lot, they have to keep strong distribution channel to reach the product in each placeof the country and UltraTech become successful to do this.
- Most of the dealers have 6 to 10 years of experience in dealership among that they are dealing with Solid HD cements above 10 years
- Most of the dealer rated that the quality of Solid HD is very good.

2. After analyzing the Consumer Insights

- Consumer preferences mainly relies upon price, quality and sustainability.
- Gained Insight into how consumers perceive the company's brand, including its reputations, trustworthiness, and overall image in the market.
- Understood the Various influencers that impact consumers purchasing decisions, such as contractors, engineers and Govt. Regulations.

3. By Understanding the Brand perception

- How dealers Perceive the company's brand and products in comparison to competitors.
- How it differentiates itself from competitors.
- Insights Into brand perceptions, how it aligns with consumer preferences.

4. By Evaluating the Pricing Strategy

- We Got to know about the cost analysis and pricing to ensure that it is competitive while also allowing for a reasonable profit margin.
- Access the impact of pricing on overall profitability, considering factors such as production costs, and market demand.

Recommendations

- The price offered for solid HD is need to be monitored due to the challenges arises and several consumers tend to find that has best price for value for them. So it is needed to do benchmarking on challengers price strategy.
- At this time it has been seen that the delivery commitments on the side of the company is not prompt, this create the mean again business lost.
- Reach to the rural area market need to be strengthened.
- More Transportation facility& Incentives need to be provided to the retailers for strengthened thebrand for better performance in market.
- On interviewing dealers the most important thing they said about the price flexibility, they Want the company should give price flexibility to play in the market.

CHAPTER 5

- **Conclusion**
- **Bibliography**

Conclusion

Finally, we conclude that of pricing strategies, setting the price for the company's products and services are a vital roles and important parts for our business success, through the understanding the distinct between cost and price which company charge the appropriate and best price which means customer is willing to pay a price to your products then can maximize sales volume and profit margin. Additionally, different pricing strategies can be used at different times to fit with changes in marketing strategies, market conditions. and product life cycles.

To attain the objective of the project detailed information was collected from the market of Bhubaneswar. The market research has revealed many facts and figures about the cement scenario in the market prevailing. In the market, SOLID HD cement is well known brand of cement. This is the result of the good quality of the SOLID HD cement along with their effective marketing efforts, which covers the whole market customers of SOLID HD cement is highly satisfied with the use of it, as they do not face any problem after using it.

There are seven major players in the market but the major competitor is between the two brands of cement. But because of good marketing efforts, SOLID HD cement is able to grab some share of various other brands.

The market survey undertaken shows that effective marketing efforts play a vital role in creating the goodwill for the brand. The distribution channel of cement industry must be well designed and made effective this ensures timely availability of cement to customers.

Good marketing creates good image i.e.-Brand Building. Solid HD cherishes the Goodwill created by My Home Industries Pvt.Ltd.

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