

# **Summer Internship Project Report**

**On**

**“Effectiveness of Internet Advertising on  
Consumer Behavior”**

**By**

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**Roll No: 2019MBA004**



**Under the Supervision of**

**Mr. Praveen Arora**

(Submitted in partial fulfillment of the requirements for MBA degree)

**Institute of Management  
JK Lakshmipat University, Jaipur  
(2019-20)**

## DECLARATION

I Aditya Gupta solemnly declare that the project report titled “Effectiveness of Internet Advertising on Consumer Behavior” is based on my own work carried out during my internship of two months under the supervision of **Mr. Siddharth Vashisth, Brand Manager, JK Lakshmi Cement Ltd Limited**. I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

The work contained in the report is original and has been done by me under the guidance of my company mentor.

This work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.

I have followed the guidelines provided by the university in writing the report.

Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them in the text of the report and giving their details in the references.

**Name: Aditya Gupta**

**Roll No: 2019MBA004**

**Pinnacle MBA**

## CERTIFICATE

It is certified that the Summer Internship Report titled **“Effectiveness of Internet Advertising on Consumer Behavior”** submitted by **Aditya Gupta** is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide

**Mr. Praveen Arora**

## ACKNOWLEDGEMENT

The success and outcome of this project required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

I respect and thank **Mr. Siddharth Vashisth**, for providing me an opportunity to do the project work in **JK Lakshmi Cement Limited** and giving me all support, guidance and who took keen interest on my project work and guided me all along, till the completion of my project work by providing all the necessary information and encouragement for developing a good system. He also shared some life experience which made me complete the project duly. I am extremely thankful to him for providing such a nice support and guidance, although he had busy schedule managing the corporate affairs.

I am thankful and fortunate enough to get constant encouragement, support and guidance from all other staff of different departments which helped me in successfully completing this project work.

I would also like to put forward special thanks to **Mr. Praveen Arora, Professor of Finance at JK Lakshmipat University, Jaipur** and my internship mentor to make me understand how the cement market progresses.

**Aditya Gupta**  
**Pinnacle MBA 2019**

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## NOTE

Due to lack of data and **Covid** scenario there was no physical marketing activities in the last 3 months. Therefore, the following aspects of the study were not completed:

### 1. SCOPE

- Digital Marketing or Traditional Marketing: Which is more cost effective?

### 2. METHODOLOGY

- Calculate the ROI (Return on Investment) on both the approaches, Traditional and digital marketing.

### 3. OUTPUT

- Recommendations of type of advertisement that can relate/ connect with people.

## 1. INTRODUCTION TO JK LAKSHMI CEMENT LTD

**JK Lakshmi Cement Ltd is part of JK Organization (ez)** which is multinational group head-quartered in India with a heritage of more than 125 years. The Group has multi-business, multi- product and multi-location operations, with its footprints in various countries across the globe. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE.

Products of the **JK Organization (ez)** have a strong brand recall and enjoy a significant market share in their respective segments. The strong brand equity of the Group has been built through use of latest technologies, continuous research & development and innovation. The Organization has set up highly reputed Research and Development Institutes in various fields.

**JK Lakshmi Cement Limited**, a renowned and well-established name in the Indian cement industry, now in its 36th year, has a formidable presence in Northern, Western, Central and Eastern India's cement markets. Its current capacity stands at 13.3 Million MT per annum. It has a strong network of about 7000+ cement dealers spread in the states of Madhya Pradesh, Chhattisgarh, Rajasthan, Gujarat, Uttar Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Jammu & Kashmir, Maharashtra, Jharkhand, Odisha and West Bengal.

## PRODUCTS

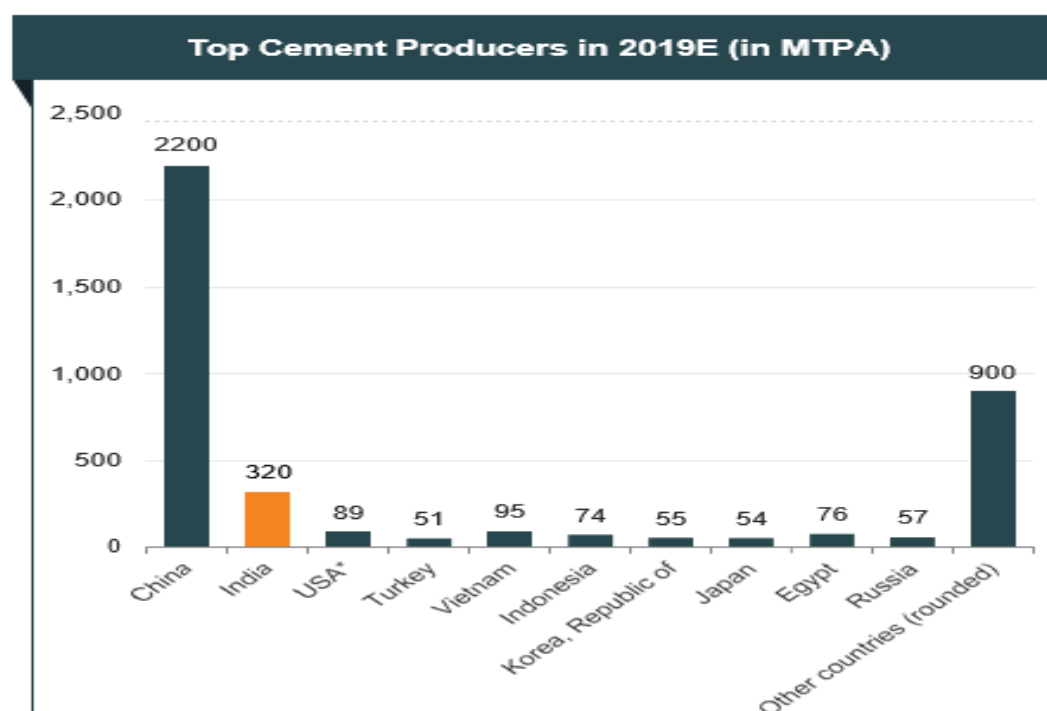
1. Platinum Heavy Duty cement
2. JKLC Sixer
3. JKLC (Mazbooti Guaranteed)
4. JK Lakshmi PRO+ Cement
5. JK Lakshmiplast Gypsum Plaster
6. JK Lakshmi Power Mix (Ready mix concrete)
7. JK Smart BLOX (Autoclaved Aerated Concrete)

## 2. INTRODUCTION TO THE INDIAN CEMENT INDUSTRY

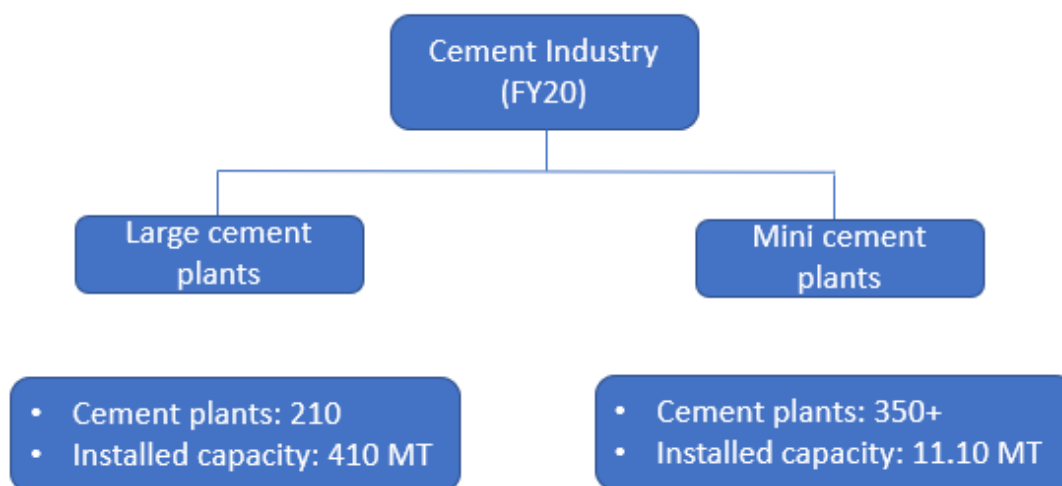
India is the second largest producer of cement in the world. Indian cement industry plays a vital part in India's economy, providing employment to more than a million people, directly or indirectly. Since the time it was deregulated in 1982, the Indian cement industry has pulled in immense ventures, both from Indian and foreign investors. As infrastructure and construction sectors are growing at a great pace the cement sector is expected to largely benefit from it. Recently we have seen government focusing more on construction of roads, highways and bridges throughout the country. These initiatives will provide a great boost to the cement industry.

Indian government even have policies that support the foreign players in the Indian market like **Lafarge-Holcim**, **Heidelberg Cement**, etc. which have invested a significant amount in the industry. To drive any industry the main things that are required are raw materials. India possesses a huge stock of raw materials cement like limestone and coal.

Of the total production capacity, 98% lies with the private sector and the rest with the public sector. The top 20 companies account for about 70% of the total production. The demand of cement industry is expected to achieve 550-600 million tonnes per annum constantly by 2025.



## 2.1. Market Size



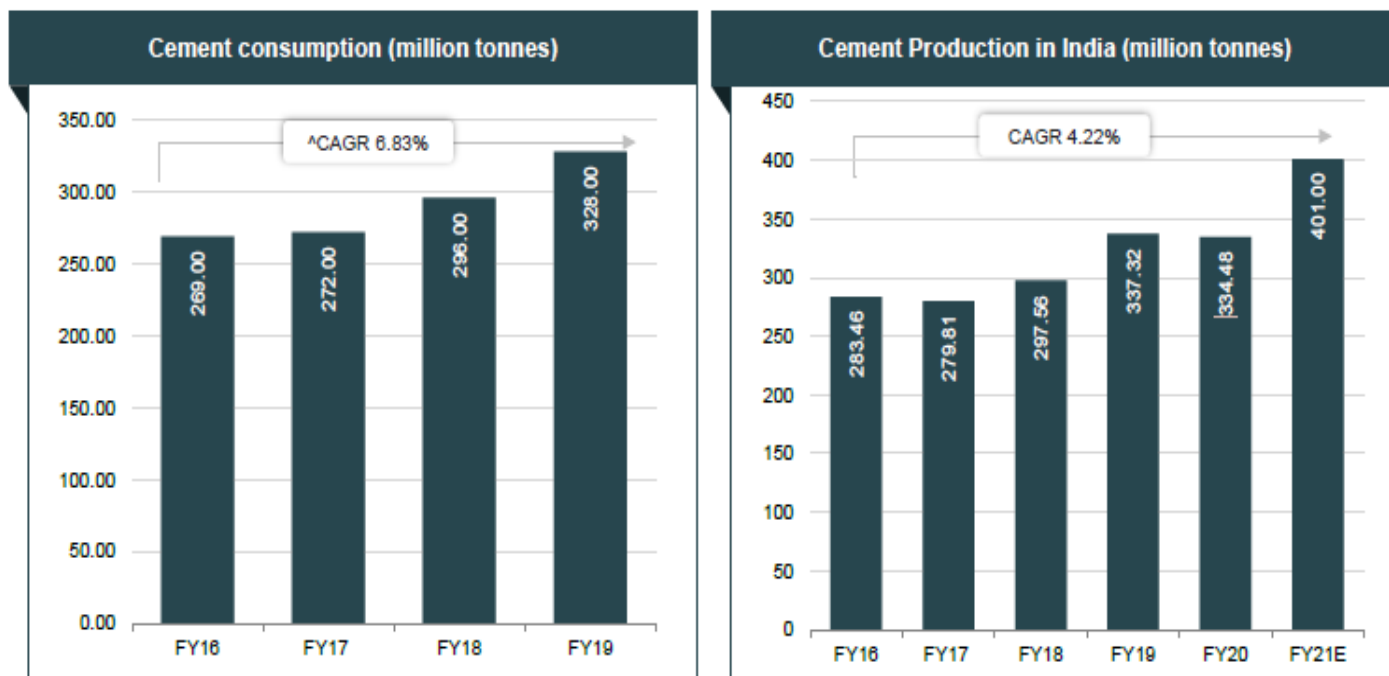
- Source: India Brand Equity Foundation (IBEF), Cement Manufacturing Association (CMA).

Cement demand in India is expected to increase due to government's push for large infrastructure projects and giving boost to affordable housing projects (Schemes like Housing for all). The government is investing more than ever in developing the rural areas, this has also led to the increase in the consumption of cement. The demand of cement industry is expected to reach 550-600 Million Tonnes Per Annum (MTPA) constantly by 2025.

To meet the rise in demand, cement companies are expected to add 20 million tonnes (MT) Capacity from FY19-FY21. The cement production capacity in India may register a growth of 5-7 per cent by next year end.

Out of the total 210 large cement plants in India, 77 are situated in the states of Andhra Pradesh, Rajasthan & Tamil Nadu.

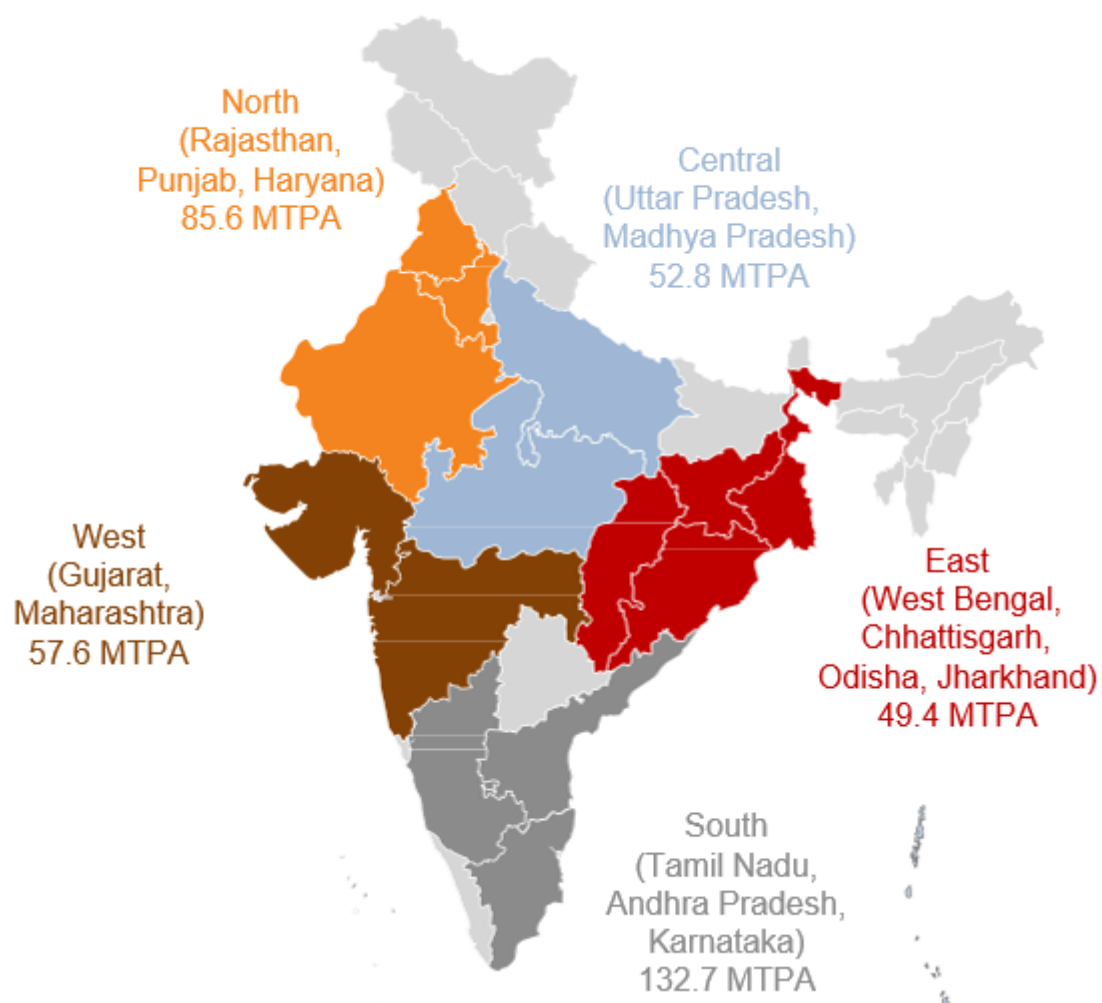
## 2.2. Production and Consumption of Cement



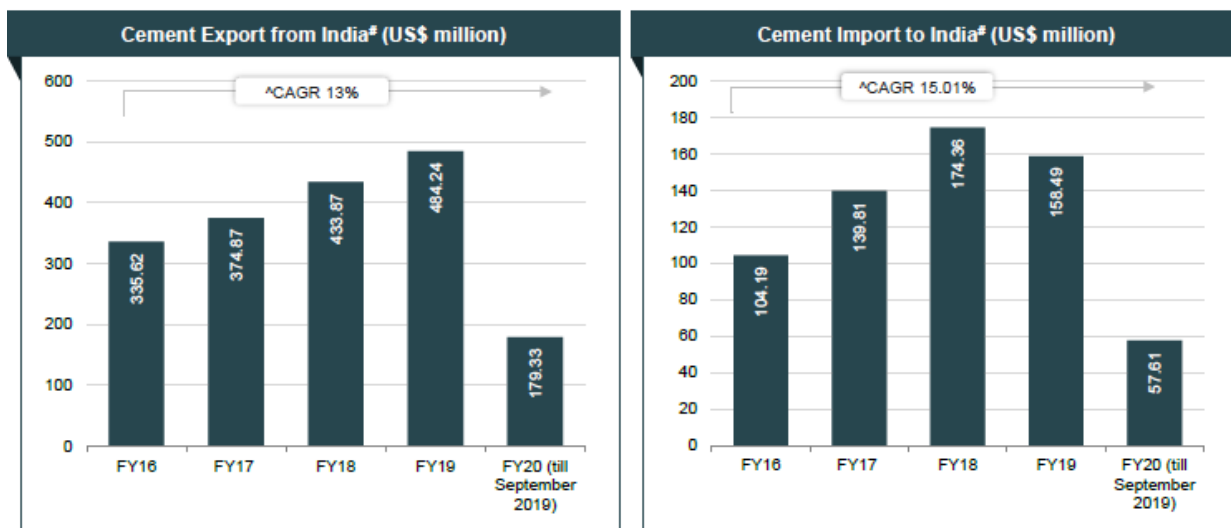
With 520 million tonnes (MT) of cement production capacity, India is the second largest cement producer in the world and accounts for 8 per cent of world's cement output.

Of the total capacity, 98 per cent lies with the private sector and the rest with the public sector. The Indian cement industry is dominated by a few companies. The top 20 companies account for around 70 per cent of the total production. Limited access to limestone reserves (key input) also acts as a significant entry barrier.

### 2.3. Installed Capacity State Wise:



## 2.4 Export and Import



**Source: IBEF (Indian Brand Equity Foundation)**

India's export of cement, clinker and asbestos increased at a compounded annual growth rate (CAGR) of 13 percent between FY16-FY19. In FY20 (till September 2019), it reached US\$177.93 million. During the same period, import of cement, clinker and asbestos increase data CAGR of 15.01 percent and reached US\$57.61million.

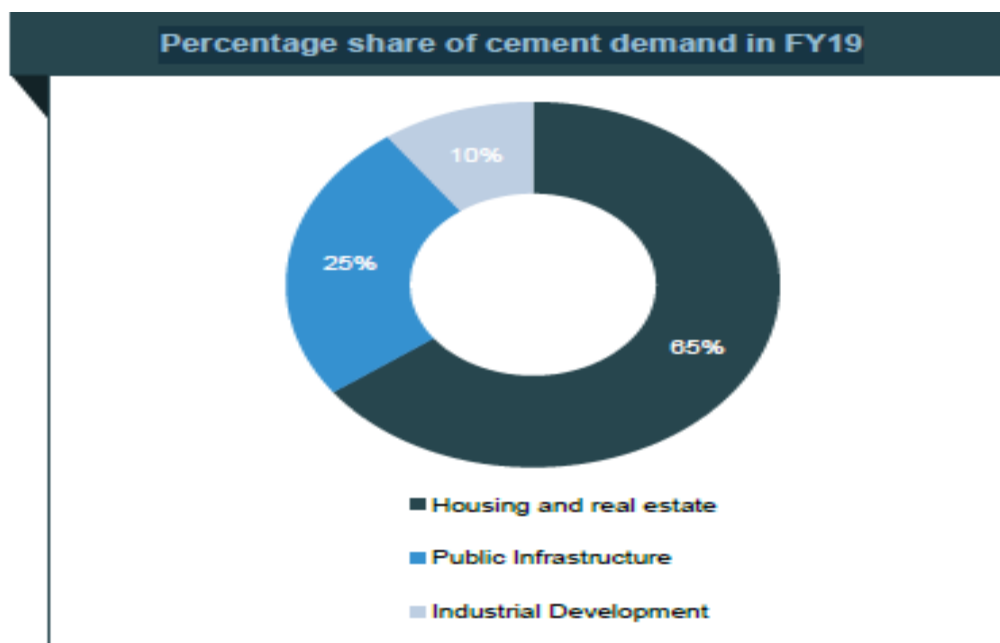
The country's top export destinations for cement, clinker and asbestos in FY19 were Nepal, SriLanka, USA, Maldives and UK.

The country's top five import sources for cement, clinker and asbestos in FY19 were Pakistan, Bangladesh, Japan, Vietnam and Thailand.

Indian exports have declined for the year 2019-2020, it may be because of the environmental issues being raised in Raxaul, Bihar. The local residents are not happy with the rising dust of clinker causing environmental problems for them.

Indian imports have also declined, the reason for this could be the increase in the production of cement in India itself.

## 2.5 Market Share



Source: IBEF (Indian Brand Equity Foundation)

### a) Housing and Real Estate

Housing sector acts as the principal growth driver for cement. Government initiatives like "Housing for All" will push demand in the sector.

Real estate market in India is expected to reach US\$ 1 trillion by 2023 and attract investment worth Rs 46,000 crore (US\$ 6.5 billion) in 2020.

Strong growth in rural housing and low-cost housing to amplify demand.

### b) Public Infrastructure

As per Union Budget 2019-20, the government is expected to upgrade 1,25,000 kms of road length over the next five years.

Projects like Dedicated Freight Corridors and ports are under development.

Metro rail projects already underway in most major cities.

Government of India's push with Smart Cities Mission and AMRUT.

### c) Industrial Development

Industrial sector has also emerged as demand driver.

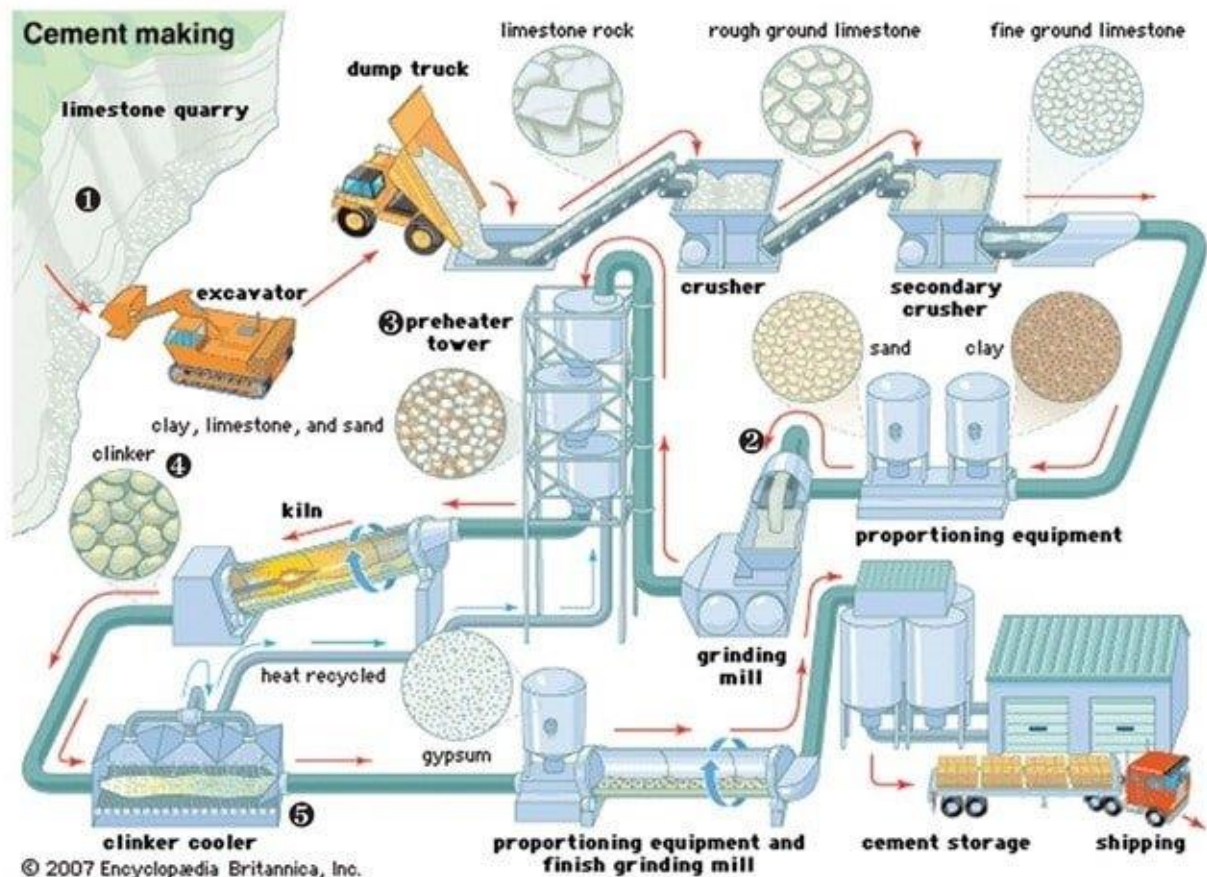
Strong economic growth is expected to lead to growth of the industrial sector and in turn increase in demand in the long run.

## 2.6 Top Cement Companies in India

| SrNo | Company name               | Revenue (CR) | Production capacity (MTPA) | Employees | Market Share: | Market Cap | Stock P/E | Dividend Yield | ROCE    | ROE     | Sales Growth (3Yrs) | Promoter Holding | Debt to equity | Price to Book Value | Assets    |
|------|----------------------------|--------------|----------------------------|-----------|---------------|------------|-----------|----------------|---------|---------|---------------------|------------------|----------------|---------------------|-----------|
| 1    | UltraTech Cement Ltd       | Rs 38,657    | 102.75                     | 120000    | 21.4%         | 107,207    | 35.61     | 0.29 %         | 10.22 % | 8.58 %  | 14.12 %             | 61.68 %          | 0.80           | 3.78                | 50,346.38 |
| 2    | Ambuja Cements Ltd         | Rs 26,646    | 29.65                      | 5180      | 6.2%          | 39,187     | 15.76     | 0.00 %         | 15.03 % | 10.59 % | 40.26 %             | 63.11 %          | 0.00           | 1.70                | 20,194.08 |
| 3    | ACC Ltd                    | Rs 15,398    | 28.4                       | 6731      | 6.0%          | 27,886     | 16.00     | 0.94 %         | 16.06 % | 15.28 % | 8.13 %              | 54.53 %          | 0.00           | 2.54                | 8,570.87  |
| 4    | Shree Cement Ltd           | Rs 12,555    | 37.9                       | 6299      | 7.0%          | 64,420     | 56.41     | 0.32 %         | 12.61 % | 12.30 % | 31.56 %             | 64.79 %          | 0.29           | 6.66                | 13,311.00 |
| 5    | Dalmia Bharat Ltd          | Rs 9,642     | 26.5                       | 5634      | 5.5%          | 16,343     | 40.15     | 0.24 %         | 4.14 %  | 1.76 %  | -                   | 54.26 %          | 0.55           | 1.54                | 7,474.00  |
| 6    | Birla Corporation Limited  | Rs 6,778     | 15.5                       | 5776      | 3.2%          | 4,307      | 13.79     | 1.34 %         | 8.02 %  | 5.70 %  | 26.07 %             | 62.90 %          | 0.90           | 0.96                | -         |
| 7    | India Cements Ltd          | Rs 5,770     | 15                         | 4300      | 3.0%          | 2,462      | 123.54    | 10.07 %        | 4.62 %  | 0.38 %  | 5.75 %              | 28.21 %          | 0.65           | 0.47                | 7,328.90  |
| 8    | The Ramco Cements Limited  | Rs 5,310     | 16.45                      | 3034      | 3.0%          | 17,090     | 29.83     | 0.41 %         | 13.64 % | 11.87 % | 12.93 %             | 42.75 %          | 0.36           | 3.83                | 5,374.05  |
| 9    | Orient Cement Ltd          | Rs 2,570     | 8                          | 1500      | 1.6%          | 1,838      | 21.02     | 0.84 %         | 8.26 %  | 4.58 %  | 19.92 %             | 37.36 %          | 1.22           | 1.74                | 2,146.32  |
| 10   | HeidelbergCement India Ltd | Rs 2,182     | 5.4                        | 1100      | 1.1%          | 4,357      | 17.53     | 2.08 %         | 24.83 % | 19.90 % | 8.98 %              | 69.39 %          | 0.44           | 3.72                | 1,141.01  |
| 11   | JK Lakshmi cement          | Rs 4000      | 12.5                       | 1757      | 2.7%          | 3041       | 12.25     | 0.97%          | 9.27%   | 2.78%   | 15.15%              | 45.93%           | 0.87           | 2.69                | 4,455.00  |

# As on September 2019 (Grey Cement)

## 2.7 Cement Manufacturing Process



### Step 1: Mining / Extraction

The cement manufacturing process starts from the mining of raw materials that are used in cement manufacturing, mainly limestone and clays. Mining of limestone (Raw material for cement) requires the use of drilling and blasting techniques. Blasting produces materials in different sizes from approximately 1.5 meters in diameter to small particles less than few millimeters in diameters. Material is loaded into trucks to transport to the crushing plant. Through a series of crushers and screens, the limestone is reduced to a size less than 100mm and stored until required.

### Step 2: Proportioning equipment:

In this system, clay and sand are added in a proper concentration and then passed to the grinder.

**Step 3: Grinding:**

The mixture is then moved to the grinder where the size is further reduced to less than 80 mm. It is important that the mixture does not have large particles, in order to complete the chemical reactions in the kiln and ensure the mixture is homogeneous.

**Step 4: Preheater Tower:**

The preheating process burns off the impurities. As we know, if we heat any mixture immediately there is a possibility that its chemical properties might change, or the mixture might burn. So, we heat the mixture upto 900 degree Celsius before it enters the Kiln.

**Step 5: Kiln:**

Hot gases are passed in the kiln to remove the moisture from the mixture. The temperature inside the kiln reaches about 1450 degree centigrade. We heat the mixture so that we can attain a homogeneous composition. The mixture obtained after this process is called clinker.

$\text{CaCO}_3$  (limestone) + heat  $\rightarrow$  CaO (lime) +  $\text{CO}_2$

**Step 6: Clinker cooler**

After the heating process, clinker is passed from the Kiln to a cooler where its temperature is reduced.

**Step 7: Proportioning equipment and finish grinding mill**

In this step, gypsum is added to the cooled clinker in a proportional manner and what we get is what is called Cement. Gypsum is added during the grinding process to provide means for controlling the setting of the cement. Once again grinding takes place to maintain the size of the cement particles.

**Step 8: Cement storage and packaging**

Now this cement is moved to a storing facility, packed and transported whenever required. Cement extracted from storage unit is conveyed to the automatic electronic packers where it is packed in 50 kg bags and dispatched in trucks.

## 2.8 Types of Cement Used in India

| SR NO | CEMENT                            | CODE  | USES                                                                                                                                                            |
|-------|-----------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | ORDINARY PORTLAND CEMENT-33 GRADE | 269   | General construction work where high strength Concrete is not required, plastering finishing Works etc.                                                         |
| 2     | ORDINARY PORTLAND CEMENT-43 GRADE | 8112  | Used in plastering, tiling, brick and stonework, flooring, pathways, also used in finishing of bridges and other construction sites                             |
| 3     | ORDINARY PORTLAND CEMENT-53 GRADE | 12269 | Used in Column, Beam and Slabs                                                                                                                                  |
| 4     | WHITE PORTLAND CEMENT             | 8042  | Used for providing a fine, precise and desirable finish to the structures                                                                                       |
| 5     | PORTLAND POZZOLANA CEMENT         | 1489  | It has replaced 33 Grade cement because of the corrosion resistant quality and other qualities as well                                                          |
| 6     | RAPID HARDINING CEMENT            | 8041  | Used in repair and rehabilitation works and where the speed of construction and early completion is required due to limitations of time, space or other reasons |
| 7     | PORTLAND SLAG CEMENT              | 455   | It provides better protection against chloride and sulfate attack                                                                                               |
| 8     | MASONARY CEMENT                   | 3466  | Used in brick, concrete block and stone masonry construction                                                                                                    |
| 9     | HIGH ALUMINA CEMENT               | 6452  | Used in cold water and under sea water.                                                                                                                         |
| 10    | SUPERSULPHATED CEMENT             | 6909  | Used in foundations where chemically aggressive condition exists                                                                                                |
| 11    | HYDROPHOBIC PORTLAND CEMENT       | 8043  | It is manufactured under the special requirement for high rainfall areas to improve the shelf life of cement                                                    |

## 2.9 Factors That Influence the Cement Industry

1. **Economic scenario-** Phases of growth in the economy are positively linked to cement company growth.
2. **Cost structure and completeness:** There is not much that cement companies can do regarding the cost structure because the margins are comparatively less. Cost advantages are usually due to companies having access to a cheaper power source, a quality limestone reserve, or being close to bigger markets.
3. **Legal, regulatory and environment scenario:** The cement industry is affected by regulatory norms. This adds to the company's costs.
4. **Technological advancements:** A disruptive innovation can give the innovating company an advantage.

**Example:** when companies moved from the wet manufacturing process to the dry manufacturing process, there was cost saving of 5-10% of the overall cost structure.

5. **Geographic advantages:** It is an advantage for companies to be near limestone mines or waterways. Ease of transportation is another advantage.

### 3. SCOPE

1. To understand and evaluate the social media presence of various cement companies in the country.
2. To compare the impact on the brand image in terms of positive vs negative comments on social media.
3. Digital Marketing or Traditional Marketing: Which is more cost effective?
4. To compare and check the effectiveness of various advertisements/Campaigns of cement companies.

## 4. METHODOLOGY

1. To focus and compare the social media pages of the last 3 months.
2. Divide positive and negative feeds into different categories and calculate the percentage of recommendations.
3. Calculate the ROI (Return on Investment) on both the approaches, Traditional and digital marketing.
4. Use different analytical tools to identify the customer behavior on the website or social media pages.

## 5. OUTPUT

1. Recommendation of a possible social media approach that will focus on increasing B2B sales.
2. Recommendation of steps taken to increase the effectiveness of JK Lakshmi cement Limited at social media platforms.
3. Recommendations of type of advertisement that can relate/ connect with people.

## 6. ANALYSIS

### I. Social Media Analysis

#### Objective:

To compare JK Lakshmi cement Ltd with its major competitors based on social media platforms and websites.

| SR NO | Social Media Platform | JKLC Followers | Ultratech Followers | Ambuja Cement Followers | ACC Cement Followers | Shree Cement Followers |
|-------|-----------------------|----------------|---------------------|-------------------------|----------------------|------------------------|
| 1     | Facebook              | 3,69,394       | 2,06,212            | 1,29,649                | 5,15,735             | 16,810                 |
| 2     | YouTube               | 5.41K          | 178k                | 12.8k                   | Not Available        | 3.96k                  |
| 3     | Instagram             | 628            | 4,484               | 3,864                   | 609                  | 98                     |
| 4     | Twitter               | 3,020          | 18,000              | 839                     | 46                   | 2,261                  |
| 5     | LinkedIn              | 35,530         | 1,03,311            | 57,593                  | 73,934               | 30,704                 |

From the above table, we can see the different social media platforms and the followers of each cement company corresponding to it.

- **ACC Cement** has the highest number of followers on Facebook then its competitors.
- **Ultratech cement** has a good social media presence than any other cement company.
- **JK Lakshmi cement Ltd** could start focusing more on other platforms except Facebook to reach to the maximum number of people that it can.

| LINKEDIN                     | JK Lakshmi Employees | Ultratech Employees | Ambuja Cement Employees | ACC Cement Employees | Shree Cement Employees |
|------------------------------|----------------------|---------------------|-------------------------|----------------------|------------------------|
| Employees                    | 1,779                | 8,526               | 5,309                   | 10,314               | 4,399                  |
| Followers                    | 35,530               | 103,311             | 57,593                  | 73,934               | 30,704                 |
| Employees to Followers Ratio | 5%                   | 8%                  | 9%                      | 14%                  | 14%                    |

- From the table above, we can see that, **Acc Cement** has the highest number of employees reported on LinkedIn and **JK Lakshmi cement Ltd** has the lowest.
- From this analysis we can conclude that, **JK Lakshmi cement Ltd** can encourage its employees to show that they work in their company on LinkedIn.
- This will in turn increase the awareness of the brand in employees and increase its followers as well.

## II. Facebook Page Comparison of Various Cement Companies

**FACEBOOK ( 15th June-15th July, 2020)**

| Company                | Fans    | No of Likes | No of Comments | Total Reactions, Comments, Shares | Engagement (%) | Post Interaction (%) | Page Performance Index (%) | Avg Weekly Growth (%) |
|------------------------|---------|-------------|----------------|-----------------------------------|----------------|----------------------|----------------------------|-----------------------|
| ACC                    | 510,626 | 213         | 6              | 268                               | 0.0%           | 0.02%                | 1.0%                       | - 0.03%               |
| Ambuja Cement          | 125,991 | 2,335       | 136            | 2,819                             | 0.08%          | 0.17%                | 2.0%                       | 0.0%                  |
| Dalmia Cement          | 140,240 | 573         | 224            | 954                               | 0.02%          | 0.08%                | 1.0%                       | - 0.01%               |
| HeidelbergCement India | 13,671  | 870         | 47             | 1,099                             | 0.3%           | 2.1%                 | -                          | -                     |
| JK Lakshmi cement      | 368,615 | 617         | 4              | 793                               | 0.01%          | 0.04%                | 1.0%                       | 0.01%                 |
| Shree Cement           | 16,276  | 806         | 40             | 1,037                             | 0.23%          | 1.28%                | 6.0%                       | 0.07%                 |
| The India Cement       | 35,866  | 91          | 9              | 154                               | 0.02%          | 0.43%                | 1.0%                       | 0.0%                  |
| The Ramco Cement       | 28,417  | 1,975       | 531            | 3,640                             | 0.46%          | 0.25%                | 19.0%                      | 0.35%                 |
| UltraTech              | 200,437 | 10,987      | 217            | 12,550                            | 0.22%          | 0.78%                | 4.0%                       | 0.03%                 |

**Source: FanPageKarma**

### Different Metrics and what do they mean:

**Post interaction :** It shows how active the fans engage with a post of a page. It shows the average amount of all interactions (likes, shares, comments) for each fan per post. As opposed to the Engagement Rate, the Post Interaction ignores days without any posts.

**Social media engagement** measures the public shares, likes and comments for an online business' social media efforts. Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales.

**The Page Performance Index (PPI)** is a combination of engagement and growth. It combines both figures to provide an estimate value for a page's success and is based on the average growth and engagement values.

**The growth rate** is the average weekly increase in the number of fans in a given time period.

**From the above table we can take the following points:**

- We see that **ACC Cement** has the highest number of followers (510,626) followed by **JK Lakshmi cement Ltd** (368,615).
- **Ultratech Cement** has the most number of likes (10,987) and **Ramco Cements** has the most number of comments (531).
- **Ultratech Cement** has the highest number of Total Reactions, Comments and Shares (12,550)
- **Ramco Cements** engagement % with its followers is the highest at 0.46%.
- **Heidelberg Cement** has the highest post interaction percentage of 2.1% followed by 1.28% for **Shree Cement**. But I think the best is **Ultratech Cement** (0.78%) if we compare the number of followers.
- **Ramco Cement** has the highest number of page index percentage of 19%. Page index tells the overall success of the Facebook page. So, compared to any other cement company Facebook page **Ramco** is doing a great job.
- **Ramco Cement** has the highest average weekly growth percentage of 0.35%. It means the fan base of its page is constant growing at a rate of 0.35%.

#### **CONCLUSIONS :**

- Although **ACC Cement** has the highest number of followers but, they are not able to keep them engaged on their page. One of the reasons, why their followers are decreasing.
- **Dalmia cement** also has lost its followers as well because of not able to keep them engaged.
- **JK Lakshmi cement Ltd** has good number of followers compared to other cement players but, it needs to work on the engaging of its followers.
- **Shree cement** is currently doing good with the number of followers it has but need to increase the number of followers.
- **Ramco cement** has been the most successful in keeping its limited followers engaged on its page. It can now focus on increasing its followers even more.

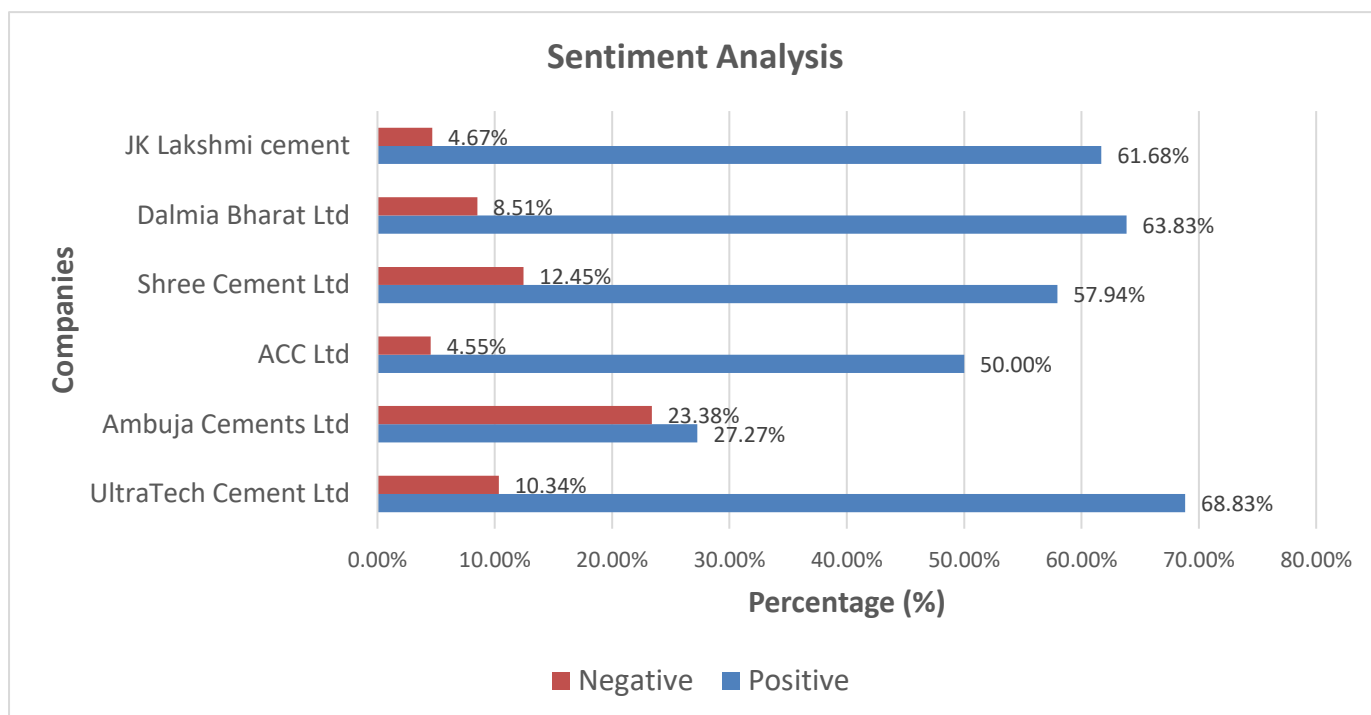
### III. Using Different Social Media Tools

#### 1. MEDIATOOLKIT (30/04/20 – 31/05/20)

|       |                       |                |                            | Mentions by Sentiments |          |
|-------|-----------------------|----------------|----------------------------|------------------------|----------|
| SR NO | Companies             | Total Mentions | Growth in total mentions % | Positive               | Negative |
| 1     | UltraTech Cement Ltd  | 677            | 23.54%                     | 68.83%                 | 10.34%   |
| 2     | Ambuja Cements Ltd    | 154            | -45.39%                    | 27.27%                 | 23.38%   |
| 3     | ACC Ltd               | 22             | 10%                        | 50.00%                 | 4.55%    |
| 4     | Shree Cement Ltd      | 233            | -30.45%                    | 57.94%                 | 12.45%   |
| 5     | Dalmia Bharat Ltd     | 47             | -63.28%                    | 63.83%                 | 8.51%    |
| 6     | JK Lakshmi cement Ltd | 107            | -30.52%                    | 61.68%                 | 4.67%    |

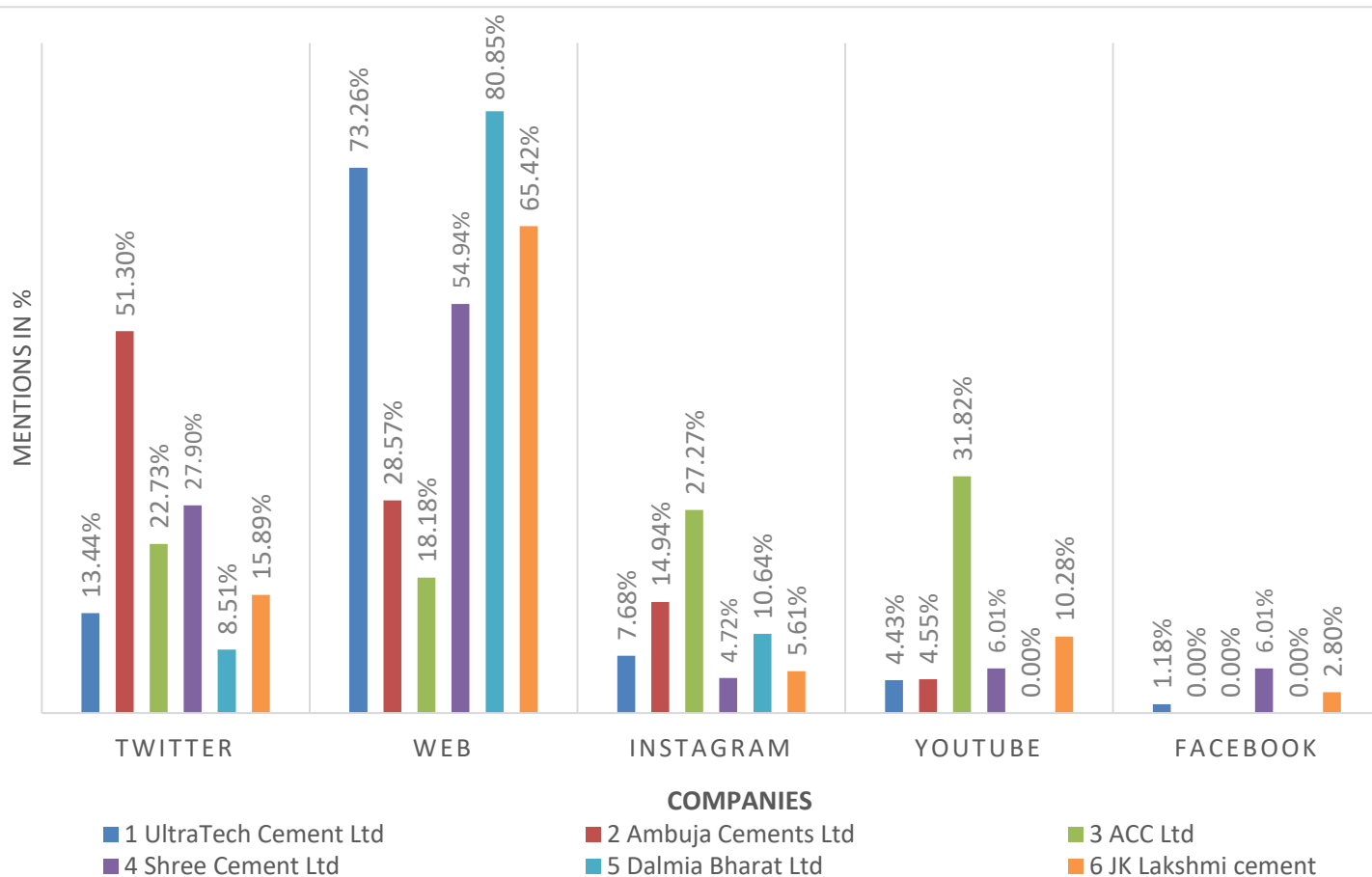
From the above table, we can say:

- **Ultratech** has the highest number of mentions followed by **Shree Cement** on social media. That means it is one of the most discussed and popular brand among the masses.
- **Ultratech, Dalmia and JK Lakshmi cement Ltd** have good percentage of positive mentions than their competitors.
- **JK Lakshmi cement Ltd** has shown a negative growth in the monthly total mentions in line with the other companies.



**From the graph above, we can say the following things:**

- The percentage of positive comments for **JK Lakshmi cement Ltd** is in line to its competitors.
- **Ambuja cement** has been getting significant number of negative comments on social media among its competitors.
- **JK Lakshmi cement Ltd** has less percentage of negative comments.
- If we combine all the results, we can say that overall JK Lakshmi cement Ltd has a good reputation among the people who use it, as the negative mentions in all the mentions contribute about less than 5%.



**In the above graph**, the total mentions on all the platforms, the percentage is calculated with respect to each platforms and compared with different companies in percentage form.

- The number of mentions on different platforms for **JK Lakshmi cement Ltd** is comparatively less than its competitors.
- If we want to increase the awareness of the brand online this is one attribute that we can work on. The more a brand is discussed, the more it reaches to the people.

## 2. SOCIAL BUZZ

| Sr No | Company Name                | Mentions | Users | Sentiment |
|-------|-----------------------------|----------|-------|-----------|
| 1     | UltraTech Cement Ltd        | 553      | 273   | 9:1       |
| 2     | Ambuja Cements Ltd          | 596      | 315   | 9:1       |
| 3     | ACC Ltd                     | 475      | 230   | 4:1       |
| 4     | Shree Cement Ltd            | 372      | 209   | 9:1       |
| 5     | Dalmia Bharat Ltd           | 291      | 126   | 9:1       |
| 6     | Birla Corporation Limited   | 188      | 124   | 9:1       |
| 7     | India Cements Ltd           | 540      | 338   | 9:1       |
| 8     | The Ramco Cements Limited   | 173      | 89    | 4:1       |
| 9     | Orient Cement Ltd           | 317      | 201   | 4:1       |
| 10    | Heidelberg Cement India Ltd | 103      | 74    | 4:1       |
| 11    | JK Lakshmi cement Ltd       | 241      | 102   | 9:1       |

**From the above table we can say the following:**

- **Ultratech, Ambuja and India cement** have the highest users that are mentioning about them.
- If we see the sentiment analysis, **JK Lakshmi cement Ltd** is in line with its competitors. It has satisfied its users to whom they have reached.

### 3. SOCIAL MENTION

| Sr No | Company Name                | Strength | Sentiment | Passion | Reach | (Avg Time / Mention) |
|-------|-----------------------------|----------|-----------|---------|-------|----------------------|
| 1     | UltraTech Cement Ltd        | 2%       | 3:1       | 58%     | 19%   | 20 hrs.              |
| 2     | Ambuja Cements Ltd          | 0%       | 2:1       | 84%     | 5%    | 2 days               |
| 3     | ACC Ltd                     | 1%       | 12:1      | 63%     | 17%   | 8hrs                 |
| 4     | Shree Cement Ltd            | 2%       | 8:1       | 68%     | 13%   | 1day                 |
| 5     | Dalmia Bharat Ltd           | 1%       | 4:0       | 36%     | 16%   | 1 day                |
| 6     | Birla Corporation Limited   | 2%       | 16:1      | 77%     | 7%    | 4 hours              |
| 7     | India Cements Ltd           | 0%       | 1:0       | 63%     | 13%   | 13 hrs.              |
| 8     | The Ramco Cements Limited   | 6%       | 7:0       | 58%     | 7%    | 3 hrs.               |
| 9     | Orient Cement Ltd           | 2%       | 11:1      | 65%     | 13%   | 2hrs                 |
| 10    | Heidelberg Cement India Ltd | 0%       | 21:0      | 49%     | 23%   | 18hrs                |
| 11    | JK Lakshmi cement Ltd       | 0%       | 19:0      | 55%     | 8%    | 1 day                |

From the above table we see the following:

- **Strength :-** It is the likelihood that a brand is being discussed in social media. As we can see that Ramco cement has the highest strength about 6%, it is the most discussed brand on social media.
- **Sentiment:-** Number of positive comments divided by negative comments gives us the sentiment analysis of a brand. It is clear from the table that Heidelberg, JK Lakshmi, Birla Corporation Limited are the most trusted brands.
- **Passion:-** It is a measure of a group of people talking about your brand repeatedly. The lesser it is, the better. We see that, JK Lakshmi cement Ltd has better passion % compared to its competitors.
- **Reach:-** It is the number of unique authors referencing your brand divided by the total number of mentions. The more it is the better. We

can say that JK Lakshmi cement Ltd has a comparatively lesser reach than its competitors.

- **Average Time per Mention:-** We can see that, the number of mentions for JK Lakshmi cement Ltd over social media is more than its competitors.

| SENTIMENT |                             |          |         |          |
|-----------|-----------------------------|----------|---------|----------|
| Sr No     | Company name                | Positive | Neutral | Negative |
| 1         | UltraTech Cement Ltd        | 30%      | 58%     | 12%      |
| 2         | Ambuja Cements Ltd          | 8%       | 87%     | 5%       |
| 3         | ACC Ltd                     | 75%      | 19%     | 6%       |
| 4         | Shree Cement Ltd            | 63%      | 29%     | 8%       |
| 5         | Dalmia Bharat Ltd           | 9%       | 91%     | 0%       |
| 6         | Birla Corporation Limited   | 77%      | 19%     | 5%       |
| 7         | India Cements Ltd           | 53%      | 44%     | 3%       |
| 8         | The Ramco Cements Limited   | 22%      | 78%     | 0%       |
| 9         | Orient Cement Ltd           | 74%      | 19%     | 7%       |
| 10        | Heidelberg Cement India Ltd | 27%      | 73%     | 0%       |
| 11        | JK Lakshmi cement Ltd       | 35%      | 65%     | 0%       |

**From the above table we can say:**

- **ACC, Birla and Orient Cement** have the most positive mentions.
- **JK Lakshmi, Heidelberg, Ramco and Dalmia** have a very good reputation as there are no negative comments for the number of mentions that they have.

#### 4. WEBSITE GRADER

| OVERALL SCORES |                           |                     |                  |          |             |               |
|----------------|---------------------------|---------------------|------------------|----------|-------------|---------------|
| Sr No          | Company Name              | Overall Score (100) | Performance (30) | SEO (30) | Mobile (30) | Security (10) |
| 1              | UltraTech Cement          | 71                  | 11               | 30       | 20          | 10            |
| 2              | Ambuja Cement             | 70                  | 5                | 30       | 30          | 5             |
| 3              | ACC                       | 55                  | 15               | 30       | 10          | 0             |
| 4              | Shree Cement              | 62                  | 12               | 25       | 20          | 5             |
| 5              | Dalmia Bharat             | 55                  | 15               | 25       | 10          | 5             |
| 6              | Birla Corporation Limited | 77                  | 17               | 25       | 30          | 5             |
| 7              | India Cement              | 68                  | 3                | 30       | 30          | 5             |
| 8              | The Ramco Cement          | 38                  | 8                | 30       | 0           | 0             |
| 9              | Orient Cement             | 57                  | 7                | 30       | 20          | 0             |
| 10             | Heidelberg Cement India   | 38                  | 13               | 25       | 0           | 0             |
| 11             | JK Lakshmi cement Ltd     | 40                  | 5                | 25       | 10          | 0             |

**From the above Table we can see that,** other companies have websites which are maintained better and have a greater functioning than JK Lakshmi cement Ltd.

#### Recommendations:

- Can improve the overall performance of the website
- Can make website more mobile friendly
- Can improve the overall security of the website

| Company Name            | PERFORMANCE    |               |                   |                 |                        |            |                     |              |
|-------------------------|----------------|---------------|-------------------|-----------------|------------------------|------------|---------------------|--------------|
|                         | Page Size (MB) | Page Requests | Page Speed (Secs) | Browser Caching | Minimal Page Redirects | Image Size | Minified JavaScript | Minified CSS |
| UltraTech Cement        | 4.9            | 79            | 11.1              | Pass            | Pass                   | Fail       | Pass                | Pass         |
| Ambuja Cement           | 4.6            | 198           | 22.9              | Pass            | Pass                   | Fail       | Pass                | Fail         |
| ACC                     | 2.4            | 97            | 8.1               | Pass            | Pass                   | Pass       | Pass                | Pass         |
| Shree Cement            | 1.5            | 22            | 9.9               | Pass            | Pass                   | Fail       | Fail                | Fail         |
| Dalmia Bharat           | 1.5            | 165           | 11.1              | Pass            | Pass                   | Pass       | Pass                | Pass         |
| Birla Corporation       | 3.2            | 44            | 5.2               | Pass            | Pass                   | Fail       | Pass                | Fail         |
| India Cement Ltd        | 7.5            | 163           | 45.8              | Pass            | Pass                   | Fail       | Fail                | Pass         |
| The Ramco Cements       | 6.5            | 60            | 8.3               | Pass            | Pass                   | Pass       | Fail                | Pass         |
| Orient Cement           | 4              | 98            | 13.6              | Pass            | Pass                   | Fail       | Fail                | Fail         |
| Heidelberg Cement India | 3              | 97            | 15                | Pass            | Pass                   | Pass       | Fail                | Fail         |
| JK Lakshmi cement       | 6.5            | 201           | 28.3              | Pass            | Pass                   | Pass       | Fail                | Fail         |

**From the Above Table we can recommend the following:-**

- **Page Size:** It should be <3 MB so that the page can load faster. It can be done by compressing the size of images and videos on the site.
- **Page Requests:** As we can see that for JK Lakshmi cement Ltd the number of page requests is maximum, it should be reduced. The more HTTP requests your website makes, the slower it becomes. Combining files can help reduce the number of requests, these requests should be <30.
- **Page Speed:** The ideal page speed should be less than <5.3 seconds. Can be done by lightning the website, that is, reducing the size of images and videos.
- **Minified JavaScript:** JavaScript should be compressed
- **Minified CSS:** CSS should be compressed.

|      |                         | SEO                 |                  |                 |                       |
|------|-------------------------|---------------------|------------------|-----------------|-----------------------|
| SrNo | Company name            | Permission to Index | Meta Description | Content Plugins | Descriptive Link Text |
| 1    | UltraTech Cement        | Pass                | Pass             | Pass            | Pass                  |
| 2    | Ambuja Cements          | Pass                | Pass             | Pass            | Pass                  |
| 3    | ACC                     | Pass                | Pass             | Pass            | Pass                  |
| 4    | Shree Cement            | Pass                | Fail             | Pass            | Pass                  |
| 5    | Dalmia Bharat           | Pass                | Pass             | Pass            | Fail                  |
| 6    | Birla Corporation       | Pass                | Fail             | Pass            | Pass                  |
| 7    | India Cements           | Pass                | Pass             | Pass            | Pass                  |
| 8    | The Ramco Cements       | Pass                | Pass             | Pass            | Pass                  |
| 9    | Orient Cement           | Pass                | Pass             | Pass            | Pass                  |
| 10   | Heidelberg Cement India | Pass                | Fail             | Pass            | Pass                  |
| 11   | JK Lakshmi cement       | Pass                | Fail             | Pass            | Pass                  |

**From the Above Table we can recommend the following:-**

**Meta Description:** Add a meta description to the <head> section of your page.

| SrNo | Company Name                | Mobile            |             |            |
|------|-----------------------------|-------------------|-------------|------------|
|      |                             | Legible Font Size | Tap Targets | Responsive |
| 1    | UltraTech Cement Ltd        | Pass              | Fail        | Pass       |
| 2    | Ambuja Cements Ltd          | Pass              | Pass        | Pass       |
| 3    | ACC Ltd                     | Pass              | Fail        | Fail       |
| 4    | Shree Cement Ltd            | Fail              | Pass        | Pass       |
| 5    | Dalmia Bharat Ltd           | Fail              | Fail        | Pass       |
| 6    | Birla Corporation Limited   | Pass              | Pass        | Pass       |
| 7    | India Cements Ltd           | Pass              | Pass        | Pass       |
| 8    | The Ramco Cements Limited   | Fail              | Fail        | Fail       |
| 9    | Orient Cement Ltd           | Pass              | Fail        | Pass       |
| 10   | Heidelberg Cement India Ltd | Fail              | Fail        | Fail       |
| 11   | JK Lakshmi cement Ltd       | Fail              | Fail        | Pass       |

**From the Above Table we can recommend the following:-**

- **LEGIBLE FONT SIZE:** Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px.
- **Tap Targets** (e.g., links and buttons): These should be at least 8px apart from each other, and at least 48px wide and 48px tall so they are clickable for mobile users. Mobile-friendly pages perform better in search results.

| SrNo | Company Name                | SECURITY    |                             |
|------|-----------------------------|-------------|-----------------------------|
|      |                             | HTTPS       | SECURE JAVASCRIPT LIBRARIES |
| 1    | UltraTech Cement Ltd        | Secured     | Protected                   |
| 2    | Ambuja Cements Ltd          | Secured     | Not safe                    |
| 3    | ACC Ltd                     | Not Secured | Not safe                    |
| 4    | Shree Cement Ltd            | Secured     | Not safe                    |
| 5    | Dalmia Bharat Ltd           | Secured     | Not safe                    |
| 6    | Birla Corporation Limited   | Secured     | Not safe                    |
| 7    | India Cements Ltd           | Secured     | Not safe                    |
| 8    | The Ramco Cements Limited   | Not Secured | Not safe                    |
| 9    | Orient Cement Ltd           | Not Secured | Not safe                    |
| 10   | Heidelberg Cement India Ltd | Not Secured | Not safe                    |
| 11   | JK Lakshmi cement Ltd       | Not Secured | Not safe                    |

**From the Above Table we can recommend the following:-**

- **HTTPS:** Some resources should be converted to HTTPS from HTTP.
- **SECURE JAVASCRIPT LIBRARIES:** JavaScript library should be removed or updated with a security patch.

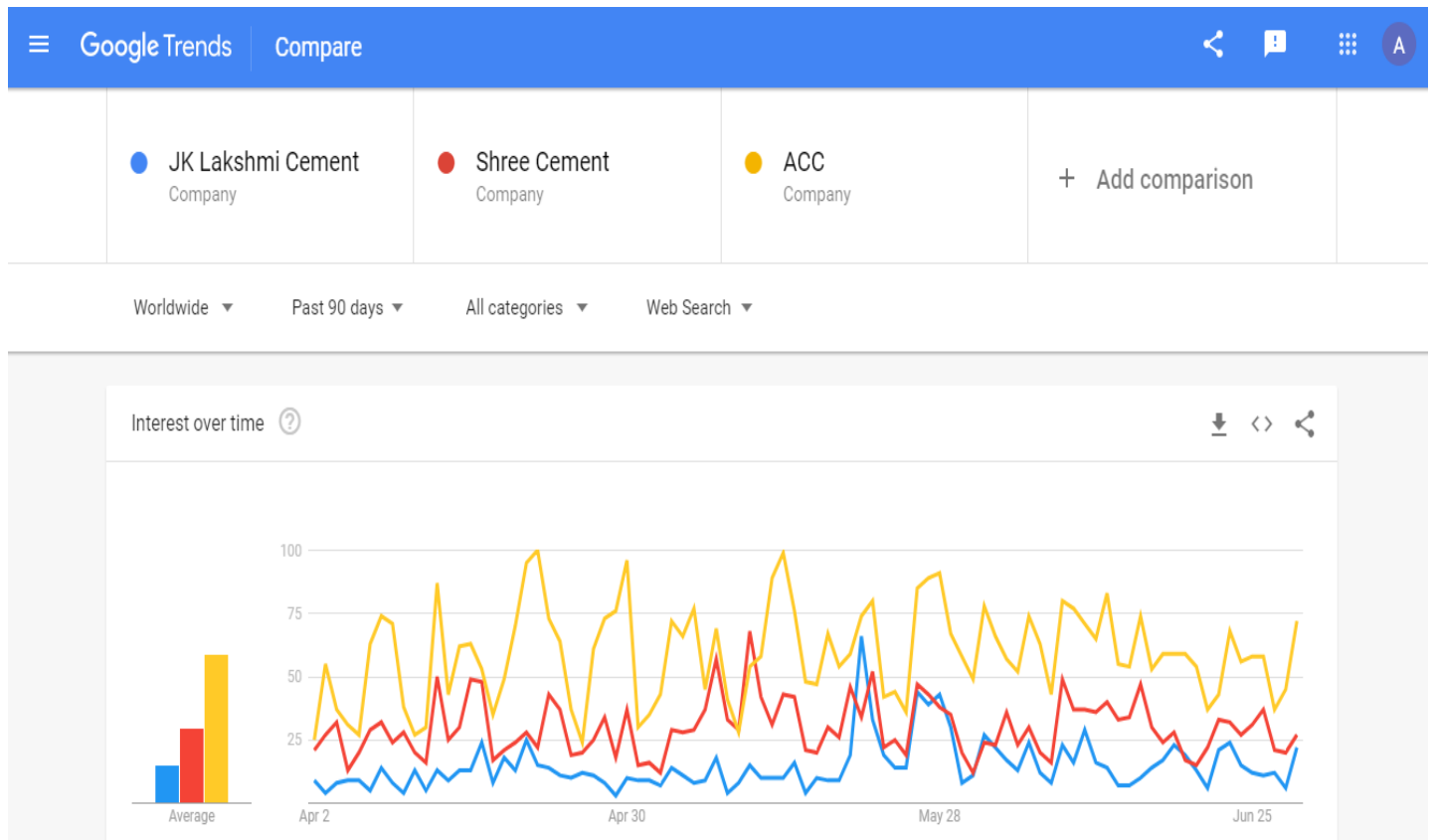
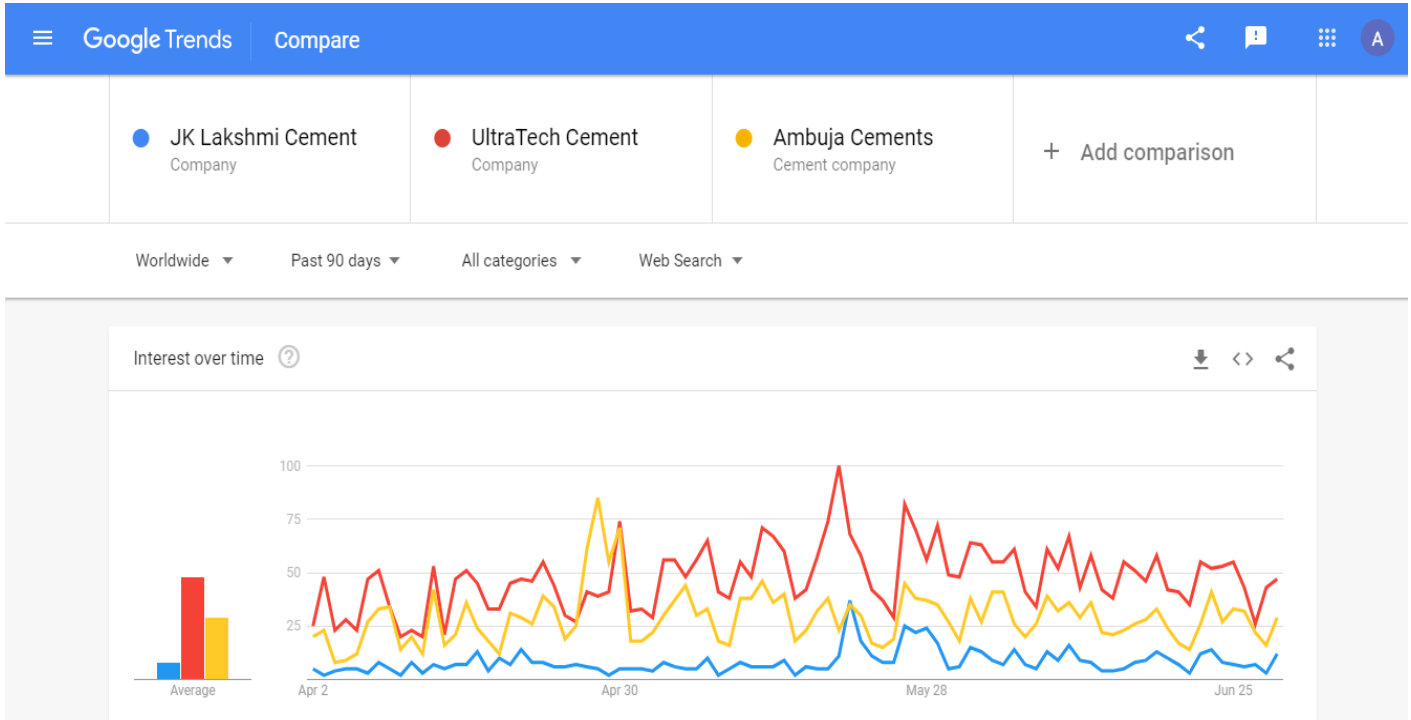
## 5. CRUNCHBASE

| Sr No | Company Name                 | Monthly Web Visitors | Website Ranking Globally |
|-------|------------------------------|----------------------|--------------------------|
| 1     | UltraTech Cement Ltd         | 83,592               | 456,325                  |
| 2     | Ambuja Cements Ltd           | 34,940               | 747,724                  |
| 3     | ACC Ltd                      | 21,857               | 1,006,289                |
| 4     | Shree Cement Ltd             | -                    | 16,074,368               |
| 5     | Dalmia Bharat Ltd            | 34,937               | 666,271                  |
| 6     | Birla Corporation Limited    | 8,802                | 2,116,843                |
| 7     | India Cements Ltd            | 6,992                | 2,453,044                |
| 8     | The Ramco Cements Limited    | 13,687               | 1,566,250                |
| 9     | Orient Cement Ltd            | 4,694                | 3,056,438                |
| 10    | Heidelberg Cement India Ltd  | 82,061               | 346,646                  |
| 11    | <b>JK Lakshmi cement Ltd</b> | <b>11,524</b>        | <b>1,336,104</b>         |

From the above table we can conclude the following:

- **Heidelberg, UltraTech and Dalmia cement** companies have the maximum website visitors among the lot.
- Also, these companies have their website designed in the best way possible as compared to the others as they have a higher global ranking.
- **JK Lakshmi cement Ltd** has lesser monthly visitors on its website than its competitors.
- Also, the global ranking of the website is not so good comparatively.

#### IV. How has consumer interest trended over time (past 3 months) for JK Lakshmi cement Ltd with respect to others?



- From the above graph we can see that, there is a huge difference of interest shown by the consumers for **JK Lakshmi Cement Ltd** VS other cement companies in India and other countries as well.
- By comparing even further, we came to the conclusions that **Ultratech Cement** is the most trending cement company for the given time period.

## 7. CONCLUSIONS

1. **JK Lakshmi Cement Ltd** has the second highest number of followers after **ACC cement** on Facebook among other cement companies.
2. On other social media platforms, it has comparatively less followers and can work on it.
3. It has the lowest **employees to follower ratio** on **LinkedIn**.
4. The **engagement** of its followers on Facebook is less than its competitors.
5. Most of the companies have shown a negative growth in the number of mentions. It might be because of the **Covid Virus**. As there was lockdown everywhere and there was not so much consumption of cement.
6. The percentage of positive comments for JK Lakshmi cement Ltd is in line to its competitors and have very less percentage of negative comments.
7. The **number of mentions** on different platforms for JK Lakshmi cement Ltd is comparatively less than its competitors.
8. The average number of mentions with respect to time is more for JK Lakshmi cement Ltd as compared to its competitors. The lesser the time, the more is the brand being discussed.
9. JK Lakshmi cement Ltd is one the **most trusted and reputed** brand in the market .
10. They have **lesser reach** than their competitors.
11. The website of competitors of JK Lakshmi cement Ltd have higher **overall performance** and **security** of the website. Moreover, they are even more **mobile friendly**.
12. They have lesser monthly visitors on its website than its competitors.
13. The **Crunchbase global ranking** of the website is not so good as compared with the other cement companies.
14. From **Google Trends** report, we see that JK Lakshmi cement Ltd is the least discussed company when compared with its competitors.

## 8. RECOMMENDATIONS

### Social Media

1. Except Facebook **JK Lakshmi cement Ltd** should start focusing on other platforms to reach maximum number of people that it can. This will in turn increase the brand awareness.
2. Can encourage its employees to mention that they work for their company on **LinkedIn**. This will in turn increase brand awareness among employees and followers on LinkedIn.
3. They should find ways to **engage people** on their social media platforms. Some of them are as follows:
  - Can upload brain storming sessions of the problems faced in the cement industry or any other cement related topic for awareness (Technical skills).
  - Conduct webinars
  - Future technologies and its uses in cement industry can be discussed.
  - Can ask different types of questions or make a poll for the audiences to share what they think about any topic.
  - Can organize different kinds of campaigns.
  - JKLC greatest advantage in terms of marketing is collaboration with Indian Premier League (IPL) (2018, 2019 -Rajasthan Royals, 2020- Sunrisers Hyderabad). People in India connect immediately with whatever is linked with cricket. Moreover, IPL is one of the greatest leagues in the world. We can connect with the youth of India and can post cricket related challenges to engage them.
  - Can post about interns and internship opportunities, to attract students.
  - Can post about milestones achieved.

- Can post about financial results.
  - Many customers post videos of JKLC comparing with others, we can post the links of these videos to our social media pages.
4. Can use customers good **tweets** about the company on hoardings for promotion.
  5. Can add **WhatsApp chat feature** on the social media pages, so that anybody can ask their doubts by just messaging it personally.
  6. Can make an **app for dealers** in which they can post their queries and get all their answers. They can also get all the updates from JKLC directly. This will in turn result in strengthening the bond between dealers and the company officials as it is more Business- Business (B-B).
  7. They have less number of **mentions** on social media compared with others. To improve that they can work on engaging more and more people.
  8. As they have very less negative comments about their brand. This means people are satisfied with the products that they are offering. They can now work towards **reaching more and more people** to gain market share.
  9. Can solve **problems or queries** of people as soon as they are posted and work on negative product reviews.
  10. Can use **analytics** to keep track of customers and what they are doing on the social media pages of the company. This will allow the company to gather information about the interest of the followers.

## Website

1. Ultratech cement uses **short ads** on the opening page of their website. These ads relate to the common people immediately and generate a sense of emotional care. We can do a similar thing.
2. Can add **journey** of JK Lakshmi cement Ltd in a map form. Can show the milestones that it has achieved on the way.
3. **Page Size:** It should be <3 MB so that the page can load faster. It can be done by compressing the size of images and videos on the site.
4. **Page Requests:** As we can see that for JK Lakshmi cement Ltd the number of page requests is maximum, it should be reduced. The more HTTP requests your website makes, the slower it becomes. Combining files can help reduce the number of requests, these requests should be <30.
5. **Page Speed:** The ideal page speed should be less than <5.3 seconds. Can be done by lightning the website, that is, reducing the size of images and videos.
6. **Minified JavaScript:** JavaScript should be compressed
7. **Minified CSS:** CSS should be compressed.

## 9. REFERENCES

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12. SOCIAL MENTION
13. WEBSITE GRADER
14. CRUNCHBASE
15. GOOGLE TRENDS