

Summer Internship Project Report

On

**Marketing Areas of Cement on Meera Cement Pvt Ltd**

By

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Under the Supervision of

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(Submitted in partial fulfilment of the requirements for BBA/B. Com degree)

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## DECLARATION

I declare that the project work titled “Marketing areas of cement on Meera Cement Pvt Ltd” is towards the partial fulfilment of the university regulations for the award of degree of Bachelor of Business Administration by JK Lakshmipat University, Jaipur.

I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institute.

## **Certificate**

It is certified that the summer internship project report on “Marketing areas of cement on Meera Cement Pvt Ltd” submitted by Keshav Bansal is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide  
(Dr. Sheetal Mundra)

## Acknowledgements

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

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# Project Summary

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This study was conducted at Meera Cement Pvt Ltd and its aim is to determine the new sales and marketing areas of the company.

The report gives an overview of the various aspects of the Cement industry of India. In this report you will find different types and grades of cement. And also the different stages of the cement industry. Some information about the mini cement plants is provided.

This report also contains the qualitative survey reports for the different uses of the 43 and 53 grades of cement. This is the grade of cement which is manufactured by the company i.e. Meera Cement Pvt. Ltd.

This study is important to know the consumption and different areas of sales concerned with the company and how the company can increase the sales.

The report mainly focuses on the new market determination of the cement of the company and the different uses of cement. Then the analysis of the mini cement plant-based markets and the major uses of the grades produced by mini cement plants. In last we will know some new possibilities where the company can increase its sales and market capture.

## **INDUSTRY AND COMPANY OVERVIEW:**

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India is the second largest cement producer in the world, as of 2019. India's cement production capacity is expected to reach 550 million tonnes by 2025. Of the total capacity, 98% lies with the private sector and rest with the public sector. 210 large cement plants accounts for a cumulative installed capacity of over 410 million tonnes, while over 350 mini cement plants have an estimated production capacity of nearly 11.10 million tonnes. Of the total 210 large cement plants in India, 77 are situated in the states of Andhra Pradesh, Rajasthan & Tamil Nadu.

## **About Indian Cement Industry**

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Cement Industry is one of the largest industries of the world and occupies predominant place as one of the basic industries for development and its employment generation capacity. Cement ranks next to steel in construction material and so is the basis of all modern construction.

### ***First Cement Factory of India***

India entered the Cement Era in 1914, when the Indian Cement Company Ltd. started manufacturing Cement in Porbandar in Gujarat.

However, even before that a small cement factory was established in Madras in 1904 by a company named South India Industrial Ltd.

Indian Cement Company Ltd produced only one type of cement which was designed by the British standard committee as "Artificial Portland Cement". This company marketed its product in Mumbai, Karachi, Madras and other parts and became a financial success.

At that time India had to import cement from England. The price of the imported cement was higher. Some other factors such as increase in domestic demand, reduction in supply from abroad (due to war), availability of Indian Capital, ample raw material, Cheap labour, support of the government etc. made it a leading industry in India in a short period of time.

- In January 1915, a cement unit was started at Katni in Madhya Pradesh
- In December 1916, another unit at Lakheri in Rajasthan was started.

During the First World War period, cement production in these three important factories was taken under control of the government and later the control was lifted once the war was over. After the war, 6 more units were launched in India.

In 1924, India's cement production was 267000 tons. However, initially this increased production could not reduce the imports and the industry suffered a rate war. This led to closure of many indigenous units. The Indian companies which were away from ports or commercial centres faced the locational disadvantage.

The above incidents led to the industry stakeholder approach to the government for protection. The British government constituted a Tariff board, which recommended protection of the indigenous industry against the dumping of the imported cement. It recommended raising of the customs duty to 41% which was around 15% at that time, but this recommendation was not accepted by the government.

### ***Key Other Landmarks in History of Cement***

- In 1925, first association of the cement manufacturers was formed as “**Cement Manufacturers Association**”.
- It was followed by “Concrete Association of India” in 1927.
- In 1930 “Cement Marketing Company of India” was started and this was followed by a quota system based on installed capacity of the factories.
- In 1936, all the cement companies except one i.e. Sone valley Portland Cement Company agreed and formed **Associated Cement Companies Ltd. (ACC)**. This was the most important even in the history of cement industry in India. Many more companies were established in the following years.

- Before partition India had 24 factories, out of which India retained 19 factories, which annual production of 2.1 million tons. Pakistan faced a problem at the supply side as it had problem of disposal of the cement produced and India faced a problem in demand side as production fell to 2.1 million tons from 2.7 million tons.
- After Independence, the partition of the country had a bad impact on the cement industry.

### ***Cement Expansion Scheme***

In 1948, the government adopted the **Cement Expansion Scheme** which envisaged new factories to increase the production. New factories were established at Bagalkot, Jaipur, Orissa, Travancore etc. In 1950-51, there were 22 operating units with an installed capacity of 3.3 million tons. Cement industry was given a great importance in all the initial five-year plans. The target of the first five-year plan was to raise the installed capacity to 5.4 million tons which was achieved. The industry has grown to manifold since then.

## **Mini Cement Plant**

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Under the rules of the industrial promotion system in India, all plants with a capacity of 200 tonnes per day or less are classified as mini cement plants. To take advantage of concessions allowed to mini cement plants, a number of rotary kiln plants have been established over a past few years, despite the fact that existing technology was not economically feasible to start rotary kiln with a capacity less than 300 tonnes per day. The following are the broader objectives of mini cement plants:

- To Utilise the scattered small deposits of raw materials like limestone, marl and kankar.
- To reduce burden on the transport infrastructure because of a reduced market radius.
- To reduce packing and distribution cost due to selling unpacked cement directly to local consumers.
- To lower capital investment i.e. lower capital output ratio.
- Greater employment per unit of investment i.e. lower capital labour ratio.
- A shorter gestation period i.e. one year which is 3 to 5 years for large plant.

- To reduce Need for skilled personnel because of simple Technology requirements of mini cement plants.

The vertical shaft kiln (VSK) Technology for mini cement production is the development of the late 19th Cement lime kiln.

In India, experimental trials on the VSK was started in 1948 at the Sangli Works of Deccan Cement Co. Today more than 385 registered mini cement plant exist.

VSK Technology is widely used over to manufacture cement. In India, there are four organizations claiming to have developed the technology for mini cement plants based on VSK. They are:

- The Cement Research Institute of India, now known as National Council for Cement and Building Materials
- Regional Research Laboratory, Jorhat (Rajasthan)
- D.P. Saboo, and
- Appropriate Technology Development Association (ATDA)

# Meera Cement Pvt Ltd

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Meera Cement Pvt Ltd is one of the few mini cement plants operating in Rajasthan. The company was started off by businessmen who had a decade of experience in the cement business. Meera Cement Pvt Ltd was incorporated on 07 August 1990. It is involved in manufacture of non-metallic mineral products. It is the subsidiary of Agarwal Cement handled by Agarwal Group. The Directors of Meera Cement Pvt Ltd Are Deen Dayal Agarwal and Ramesh Chand Agarwal. Currently, the company runs with an annual production capacity of 15000 metric tons, having production capacity of 50 Mt. per day. The company manufactures only Ordinary Portland cement of two grades namely 43 grade and 53 grades.

**Vision:** Working towards the development of the society through sustainable growth and high-quality performance.

**Mission:** Provide satisfaction to customers, an enjoyable work environment for the employees & to create value for the stakeholders.

## Product Offering

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Meera Cement Pvt Ltd only offers a single type of cement of different grades such as 43 and 53 grades. The product offered is:

**Ordinary Portland cement:** Ordinary Portland cement Type-II is the most common type of cement in generally used around the world as it is a basic ingredient of concrete, mortar, stucco and most non-specialty grout. It is a fine powder produced by grinding Portland cement clinker (95%) and a limited amount of Gypsum which controls the setting time. It conforms to the Indian BIS standards.

# Objective

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To analyse the marketing areas of mini cement plant.

To find out the new marketing opportunities for mini cement plant i.e. for Meera Cement Pvt. Ltd.

# Methodology

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This report has been completed by taking information from different relevant sources given below. Some accounts have been taken by observing and working with the company itself. However, the report also consists of significant amount of data obtained from both primary as well as the secondary sources of data.

## ***Primary Data:***

- Discussions and meeting with the customers of Meera Cement Pvt. Ltd.
- Discussions with the employees of Meera Cement Pvt. Ltd.

## ***Secondary Data:***

- For the secondary data, databases of Meera Cement Pvt Ltd has been used to gather data.
- In addition, some information has been also taken from internet as well.

## Survey from Retailers and Customers of company:

### **Retailers:**

| <b>Name</b>     | <b>Purpose of Consumption</b> | <b>Area / Location</b> |
|-----------------|-------------------------------|------------------------|
| Surender        | Reselling                     | Basni Seja             |
| Ramesh          | Reselling                     | Bilara                 |
| Sumit           | Reselling                     | Borunda                |
| Lokesh          | Reselling                     | Mundwa                 |
| Rajeev          | Reselling                     | Riyan Badi             |
| Ramavatar       | Reselling                     | Bilara                 |
| Rajkumar        | Reselling                     | Gotan                  |
| Ramniwas        | Reselling                     | Borunda                |
| Rakesh          | Reselling                     | Merta Road             |
| Bhawani Singh   | Reselling                     | Riyan Badi             |
| Lal Singh       | Reselling                     | Mundwa                 |
| Rajender Prasad | Reselling                     | Harsolao               |
| Mahaveer        | Reselling                     | Borunda                |
| Sanjay          | Reselling                     | Bilara                 |
| Buddha Ram      | Reselling                     | Borunda                |
| Kailash         | Reselling                     | Merta City             |
| Surender        | Reselling                     | Mundwa                 |
| Sujeet          | Reselling                     | Basni Seja             |
| Ashok           | Reselling                     | Bilara                 |
| Gopal           | Reselling                     | Riyan Badi             |

## Survey from Retailers and Customers of company :

### Customers:

| Name     | Purpose of Consumption | Area / Location |
|----------|------------------------|-----------------|
| Rahul    | Boundary of Plot       | Gotan           |
| Abhishek | For making shop        | Bilara          |
| Aditya   | For Walls              | Bhopalgarh      |
| Mahesh   | For Floor              | Borunda         |
| Amit     | For making shop        | Beetan          |
| Yash     | For House              | Merta City      |
| Rohit    | For the roof           | Ghagrana        |
| Ankit    | For Boundary           | Mundwa          |
| Shyam    | For House              | Riyan Badi      |
| Deepak   | For Floor              | Harsolao        |
| Aryan    | For making shop        | Gotan           |
| Raj      | For Floor              | Mundwa          |
| Arjun    | For Walls              | Riyan Badi      |
| Manoj    | For Walls              | Gotan           |
| Ankur    | For Floor              | Basni Seja      |
| Aakash   | For House              | Mundwa          |
| Karan    | For House              | Gotan           |
| Rakesh   | For making shop        | Riyan Badi      |
| Ashish   | For Walls              | Harsolao        |
| Naveen   | For House              | Gotan           |
| Pranav   | For Floor              | Basni Seja      |
| Raghav   | For House              | Mundwa          |
| Rishabh  | Boundary of Plot       | Gotan           |
| Raju     | For House              | Riyan Badi      |
| Sanjay   | For Walls              | Harsolao        |
| Varun    | Boundary of Plot       | Gotan           |
| Abdul    | For Floor              | Beetan          |
| Mohit    | For packing holes      | Gotan           |
| Shashank | Boundary of Plot       | Basni Seja      |
| Nikhil   | For House              | Mundwa          |

# Analysis of the Company's Survey Report:

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## Analysis:

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1. There is a good demand of cement of Meera Cement Pvt. Ltd.
2. MCPL is having the business model of B2B as well as B2C.
3. The customer base of the company is good as the company is operating in that area since 1990.
4. The company doesn't have a good brand image as many people in that area doesn't know about the company.
5. The cement of MCPL is mostly used for the purpose of making shops, house, floor, roof, etc. by the people who cannot afford the high cost cement from big companies.

## Observations:

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1. Company don't have a great marketing idea to showcase its presence in the market.
2. Customers buys the product only because it is affordable for them.
3. The product is mostly used by the lower and lower-middle class people.
4. Presence of small and mid-size cement players across region is increasing, which is a further problem to the company.
5. Company's executives think that without the benefits provided to them they can't survive in the market left alone to compete.

# Observations and Discussion

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During the period of my internship at MCPL, I found some critical areas of the company while working with them. I took these observations into consideration and suggested some recommendations to the MCPL authorities so that they aware of a thirds person's point of view, which they might want to work with in the near future to bring about some improvements in their working areas.

## ***Observation 1: No company specific website***

While searching for the website of company I realised that MCPL don't have it's own specific website but is integrated with the Agarwal group's website.

### ***Recommendation:***

MCPL should focus on having its own individual website. I shared some of my ideas with the team members regarding some of the things that they could so that their website can come up with a better webpage. With the widespread availability of the internet, everything is just a click away from us and the webpage of a company creates the first impression about the company in the customer's mind.

## ***Observation 2: NO IT department***

MCPL don't have IT department. Whenever they face some technical problem and error they require an outside technician help.

### ***Recommendation:***

MCPL should consider having an IT department as one of the basic departments for the company. IT department can handle company's web portal and also lead to smooth working of the technological operations.

## ***Observation 3: Externals having lack of knowledge about Meera Cement***

Meera cement is not doing enough marketing of themselves. They even don't have an attractive budget to carry out these activities. Judging from an external point of view, I feel that company should put more stress on reaching out to their customers and informing them about their business. Before joining MCPL, I did not know more than half of the things that I know after

working with them. By neglecting these little things, MCPL may get lost among the mist of so many other homogenous and big cement companies that they may lose out on their customers.

***Recommendation:***

For fast implementation, I have suggested some ideas to the marketing team of the company to address this problem. To start with, Meera cement should start doing online advertising and start making targeting calls. MCPL should promote their core features of functional benefits in their advertisements so that the customers know that the company may be small but they do not compromise on the quality of their products.

***Observation 4: Absence of recognition programs for the employees***

During my period of internship in Meera Cement Pvt Ltd, I noticed that although the working environment of the company is very pleasant, and the employees are satisfied with their pay and the facilities that the company provides for them, however I observed that there was an absence of recognition programs for the employees. It is very important for the employer of an organization to recognize the efforts of an employee and appreciate his work. This not only helps to improve the relationship between an employer and an employee, but it also helps an employee to understand the pace of his work compared to that of his co-workers. In this way the employees will also be more satisfied with their jobs and ultimately, it will be beneficial for the organization in terms of high productivity. Skills and performance-based performance appraisal programs should also be introduced in the organization.

***Recommendation:***

As mentioned earlier, the HR department is in the growth stage and they are open to new ideas to improve their department. I suggested the HR manager to introduce some programs for their employees that would recognize their efforts and hence they will be rewarded for their performance. This is most likely to motivate the employees to work harder which would result to an increase in productivity of the company. Such programs should be introduced not only in the corporate office of MCPL but also in their factory. Employees and workers may be rewarded for meeting a target, small crests or certificates could be given to rank the best employee/factory worker of the month etc.

***Observation 6: Working environment in the factory***

During my visit in the factory of MCPL, I noticed that the working environment in the factory is quite organized. The factory workers also seem to be happy with the condition of their work environment. However, a very minor matter caught my attention. Cement is a dusty product and for this obvious reason, there is a lot of dust everywhere around the factory. Although it is an observation of a couple of hours but however, I noticed some of the factory workers having serious hearing problems while grinding the unpacked cement. This can lead to a negative affect the health of the workers which may lead to hearing problems; resulting to a fall in the level of productivity and a creation of an unhealthy working environment in the long run.

***Recommendation:***

To deal this with this situation, I suggested a very simple idea to the Operations manager of the company. From my memory of watching a part of an advertisement of a foreign cement company, I suggested the factory supervisor to provide the workers, especially the ones who are likely to have health issues with some ear covering equipment. These equipment are not only widely available but are also very affordable and useful to prevent oneself from hearing problem. I also discussed about this issue with one of the HR personals and suggested him to implement and add this point to the code of conduct or to the policies of that of the factory workers.

# Recommendations

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1. Government of India is providing initiatives like housing for all to push the demand in the sector, company can join hand with house developers.
2. Company can increase it's focus on trading if they are unable to achieve direct industry contracts.
3. Company can have tie ups with real estate developers to boost their sales.
4. Company can set up some retail outlets nearby as such the company is operating from last 30 years which helped the company to gain a good retail market nearby.
5. Company should come up with a good marketing idea so that they can show their presence in the market.
6. The company should make its brand image which will help the company soon. As everyone is knowing the company by the Agarwal Group and not by it's name MCPL.
7. The company has achieved a good level of cost cutting but now company should focus on sales is now more important and company should make targets for its sales force to achieve them.
8. Company can start loyalty program for its customers to gain the loyalty.
9. Company should start motivating its employees as they are not confident enough about the future aspect and situation of the company.
10. The company should increase its production capacity as 9 of 12 months the demand of the company is more than its installed capacity. It will help the company in its growth.

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