

A
Training Project Report
On
“A study of Brand Equity of Birla Uttam in Distinct
City of Hadoti”



A Training Project Report
Submitted in partial fulfillment of the requirements for the
Award of the degree of
M.B.A.
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Maharishi Arvind International Institute of Technology, Kota.
(Approved by AICTE, Affiliated to R.T.U, Govt. of India)

MAHARISHI ARVIND INTERNATIONAL INSTITUTE OF TECHNOLOGY, KOTA

(Affiliated to Rajasthan Technical University, Kota, Approved by All-India Council for Technical Education-Government of India)

CERTIFICATE

This is to certify that **Mr. Riyaz Ahmad** student of MBA II year at Maharishi Arvind International Institute of Technology, Kota has submitted Training Project Report entitled “**A study of Brand Equity of Birla Uttam in Distinct city of Hadoti**” The project report has been completed after studying for one year in MBA course and for partially fulfilling the requirements for award of degree of Master of Business Administration of Rajasthan Technical University, Kota.

The Training Report has been completed under the guidance of Mr. Sohan L. Sharma faculty of MBA of MAIIT and is as per norms and guidelines provided.

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The Training Report has been evaluated and viva-voce conducted by the undersigned panel of examiners. The project has been found satisfactory/unsatisfactory and is recommended / not recommended for acceptance.

Prof.:

Prof.:

Internal examiner

External examiner

KOTA

Date:

DECLARATION

I **Riyaz Ahmad S/O Noor Ahmad** hereby declare that the presented report entitled “**A study of Brand Equity of Birla Uttam in Distinct city of Hadoti**” is based on the original work and indebtedness on other work \ publication has been duly acknowledged at relevant place.

Riyaz Ahmad
MBA Part-IIIrd

ACKNOWLEDGEMENT

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Riyaz Ahmad

PREFACE

Good decisional research project result in helping to make the best decisions that can be made at the least cost of making it.

Marketing is a subject for all people and all seasons. We all live be exchanging something so marketing is the study of exchange process, how transactions are initiated, motivated, facilitated and consummated.

Marketing management deals with how organizations and people can better manage their exchange activities to produce income for themselves and satisfaction for others. Marketing consist of asset of principle for choosing target markets, evaluating customer needs, developing wants satisfying products and service, and delivering value to customers and profit to the company. Effective marketing decisions are based on sound information; the function of marketing research is to provide information that will assist marketing managers in making decisions.

Today, in the period of down swing of the economy, I have decided to do research work on cement industry as it effects directly to economic growth of a nation. The impact of decisions can be seen clearly in the cement industry so going through detailed study of the Mangalam Cement Ltd. I have tried to make this report readable by suggesting techniques to overcome this depression.

Riyaz Ahmad

EXECUTIVE SUMMARY

The word 'Cement' may be defined as a substance, which can join two or more pieces of some other substance together to form a unit mass. Cement is a fine powder which when mixed with water, allowed to set and harden can join different components together to give a strong structure mechanically. Thus, cement can be used as a binding material for bricks or for founding solid particles of different sizes (rubble masonry) to form a monolith.

Cement is an essential commodity, which is available in two types, the OPC and the PPC. India is the second largest producer of cement.

In Rajasthan, Mangalam cement limited, a unit of B.K. Birla group of companies is having its monopoly in both, the market shares as well as the customer confidence. This is because of its superior quality product and excellent customer services. The company runs round the clock and its policy of maintaining is helpful in providing better quality clinker. The company is having its own limestone mines, which are spread in the area of 10 sq. Km.

The company is maintaining its TPM (total productivity maintenance) policy TPM of each and every activity in the industry with special care for profitability with the investment of employees.

The assigned title of the project is "A study of brand equity of Birla Uttam in distinct city of Hadoti" that focuses over the brand image of Birla Uttam cement in Hadoti. It also focuses over the various factors like demand, sale, quality, reliability and consumer expectations etc. The researches descriptive in nature for this purpose questionnaires and direct communication with all the competitors as well as dealers and retailer is to be used. Beside response of contractors and builders is also considered for determine the purpose of research.

At least the project will be beneficial both for company as well as reader who to gain inside knowledge about current position of brand equity of Birla Uttam cement in market.

The questionnaire and direct interview are used as the sources of data. The current problem that the company is facing is also identified with their probable suggestion are included in the report. This report will be beneficial for company and for those who want to gain knowledge about the cement industry and its prospects.

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CHAPTER – I

CEMENT INDUSTRY – AN OVERVIEW

INTRODUCTION

What is Cement?

Cement is a very important part of constructions, it is necessary material to make buildings like rock strong. The word “cement” is of ancient Origin, the Roman made a kind of structural concrete composed of broken stone or similar material with burned lime as binding medium. This form of construction was called “*Opus caementium*”. Later on the term *caementium* was used to denote those admixtures.

Mr. Joseph aspadin of England first of all patented the manufacture of an improved type of cementations material for construction of building in the year 1842 and gave it the name “Portland cement”. This was because of the fact that hardened stone from the cement, Joseph aspadin invented resembled “Portland stone” found in England. However some other a different process of manufacturing “Portland cement” was adopted on modern lines, as we know it today.

Portland cement are made of grinding a mixture of limestone and clay matter, burning the mixture at a very high temperature, cooling the resultant product called “clinker” and then grind the same to an impalpable powder. The essential constituents of Portland cement are lime, silica, alumina and iron oxide, some gypsum is also added during the final grinding operation.

Different types of cement

There are different varieties of cement based on different compositions according to specific uses & requirements. Portland cement are made of grinding a mixture of limestone and clay matter, burning the mixture at very high temperature, cooling the resultant product called “clinker” and then grind the same to an impalpable powder. The essential constituents of Portland cement are lime, silica, alumina and iron oxide, some gypsum is also added during the final grinding operation. Usually Portland cement is divided into the following classes.

Ordinary Portland cement (O.P.C.)

The basic raw material used in the manufacture of O.P.C. is 95% clinker & 5% gypsum. Clinker is a mixture of limestone, silica, alumina, iron etc. Gypsum is improves setting time, it is also improve strength.

Pozolona Portland Cement (P.P.C.)

It is a mixture of 80% clinker, 15% fly ash & 5% gypsum. Fly ash is a mixture of 50% alumina & 50% silica, this mixture is also called “Pozolona”. It is cheaply manufactured because it uses fly ash which is burn coal waste as the main ingredient, it has lower heat of hydration this helps in preventing cracks where large volume being cast. Other of cement classes are given below –

- * Moderate heat Portland cement
- * Rapid hardening cement
- * Low heat Portland cement
- * Sulphate resisting cement
- * Oil well cement
- * White cement

The method of manufacturing of all the types of Portland cement is practically the same; they vary only in chemical composition to impact the desired properties of a particular type.

CEMENT INDUSTRY IN RAJASTHAN

Position of cement industry in Rajasthan, the manufacture of cement of recent development in India. The increasing home market due to increased activity in building construction and new uses of concrete has led to considerable expansion.

The choice of location for the manufacture of cement is generally influenced by transport cost where the raw material used is bulky, there is a tendency for the industry to be located near the source of raw materials so that the heavy transport costs on material could be avoided for the manufacture of 100 tons of cement, 160 tons of limestone, 38 are bulky in weight and cheap in price hence, cement industry is generally seen out cropping in places but it does not rise more than a few meters above the plain area.

Before independence, Lakheri was the popular place, which is still famous for its quality cement. At present these are the following cement industries functioning in Rajasthan.

MAJOR CEMENT INDUSTRIES WORKING IN RAJASTHAN

1. ACC Ltd. Lakheri, Bundi
2. Birla cement works, Chittorgarh
3. Aditya cement works, Chittorgarh
- 4. Mangalam cement Ltd. , Morak, Kota**
5. Shree cement, Beawar
6. J.K. cement Nimbahera
7. J.K. Corporation Ltd. Sirohi
8. Shriram cement, Shriram Nager, Kota
9. Binani cement Ltd. Sirohi
10. Bangur cement, Beawar
11. Ambuja cement Ltd. Rebriyavas, Dist. Pali
12. Cemento cement, Beawar

As far as cement production in Rajasthan is concerned Shree cement, Beawar tops in the list, according to the production. Now Birla Uttam also tries to increase its capacity by generation electricity through their own thermal power plant. The total capacity of Birla Uttam is 4500 MT/day.

CEMENT INDUSTRY IN INDIA

According to ICRA report “With the economy looking up the cement industry is likely to grow at 8 percent in the next couple of months even as the aggregate earnings might not improve drastically”. The fundamental look bright and the cement demand in the medium term are expected to grow at around 7-8 percent. “ICRA has also predicted a supply ‘surplus’ situation for the industry in the near to medium term.

The cement companies are expected to continue to face the problem of rising input cost, as they do not have control on external cost elements such as energy and freight. “The earning of cement industry on an

aggregate may not improve significantly, there may be select players in the industry, who may show improve earning". ICRA said.

This would include players who are constantly focusing on raising operating efficiently, have high economics of scale and are not dependent on few regional markets above have good distribution logistics and process a good brand name, cement sector is expected to witness a consumption growth in tune with the overall economic growth because of the strong correlation with GDP. ICRA pointed to ongoing road and housing projects to be the main driver of future demand of cement.

The infrastructure sector grew by 5.9% in January 2004 against 4.9% in the corresponding period last year. However, the growth was at the same level as in December 2003. The index of the six infrastructure industries (crude, petroleum, petro refining, coal, electricity, cement, steel) which accounts for almost 27 percent of the industrial production index (IIP) went up by 4.7 percent in the first ten months of 2003-04 against 5.8 percent in April to January 2003-04.

Indian cement industry has posted a healthy growth rate of 7.81 during the year 2004-05. Cement production increased from 117.50 million tons in the fiscal 2003-04 to 125.86 million tons in 2004-05 and the installed capacity of the industry increased from 146.38 million tones on March 2004 to 152.09 million tons in March 2005.

IMPORTANCE OF CEMENT INDUSTRY IN INDIAN ECONOMY

Cement plays a crucial role in the building operation. Almost every phase of human activity involves construction work and the industrial development and progress of a nation is directly related with the extent of its construction activities, which are mainly based on the consumption of cement. The importance of cement industry may be given as under:

- * Basic ingredient in construction work
- * Generation of employment
- * Contribution to national exchequer
- * Contribution to Indian railways revenues
- * Helpful in the development of other industries

In a nutshell, the cement industry plays a pivotal role in the national economy. The consumption of cement is the key indicator of the country's prosperity, development and constructive activities. If proper steps were taken for the sound development of the industry with the latest technology the industry is sure to serve the people and nation in a better way. It is a

matter of pleasure and satisfaction that the government is alive on the issue and is keen to better the position of the industry with a realistic and balanced development strategy so that the industry may be brought out of the whirlpool of stagnation.

PROSPECTS FOR DOMESTIC CONSUMPTION GROWTH

International experience suggests that the per capital consumption of cement increased dramatically in the early stages of development of a nation and as the nation develops it reaches a plateau. I have all the advanced nations have reached a plateau. The per capital cement consumption of the less developed countries (LDC) are well below the world average, given the fact that India's per capital income is well below the world average the future prospects for growth of the cement industry appear bright. Firstly, at the existing level of per capita consumption, total cement consumption will grow in line with per capita consumption; total cement consumption will grow in line with per capita income. Secondly, as suggested by the experience of other countries, the cement intensity of the economy is higher at higher levels of per capita income. Both this factors supports the optimistic assessment of prospects of domestic's consumption growth.

The development economical noted that the cement industry witnessed recessionary trends. During the last few years the prime reasons for such situation. Were substantial back, particulars in govt. of take of cement and industry crunch in the market.

But now govt. bold & pragmatic liberalization policy coupled with structural changes has brought India on the threshold of a new are of economic progress.

Recently our prime minister has amended to create concrete roal in over India. Govt. has provided special to infrastructure sector and Housing Corporation, so this will create new demand in cement industry. Housing Corporation is providing loan from house on low rates, which will enhance the demand of cement and may after reason like earthquake in Turkey and Kargil incident etc.

CLOSURE OF CEMENT PRODUCTION

Fifteen large cement plants are closed or have stopped production due to various reasons such as technological obsolescence and economic non-viability. Out of fifteen cement plants, three are in Madhya Pradesh, two each in Uttar Pradesh, Haryana, Karnataka and Gujarat one each in Andhra Pradesh, Bihar, Maharashtra and Rajasthan. The govt. has taken a number of steps for revival of sick industries units. These include guide lines of Reserve Bank of India to banks, amalgamation of sick unit's with healthy units and setting up of board for industrial and financial reconstruction (BIFR) under sick industrial companies act, national renewal fund, national equity funds etc.

Export and domestic demand of cement

The total quantity of various types of cement produced on the country and exported during the last three years as under:

As per the task force report on cement industry for the ninth plan there are bright prospects for exports particularly to countries in the Indian sub-continent, middle and Southeast Asia.

Financial problem in cement industry

Inter regional price of cement vary on account of factors such as local demand and supply, distance of market the cement producing centers etc. on account of demand recession, at present there is a mismatch between the existing production capacity and demand of cement. Since there is excess capacity at present, there is a major capacity expansion plan on avail by the cement industry.

CHAPTER – II

COMPANY PROFILE OF MCL

MANGALAM CEMENT LTD.

(An ISO 9001:2000 – Company)

An Introduction:

Manglam cement ltd. belongs to the B.K. Birla group companies. Manglam was incorporated in 1978 and commercial production was started in 1982. The total capacity was 4500 tones\day. It was established at Morak, dist. Kota.

It is professionally and well-established cement manufacturing company which has a strong commitment for producing best quality cement, it is also satisfy its consumers by its superior product and excellent customer service.

The company has established its new cement plant, name of plant was “Neer Shree Cement plant” at the existing at Morak, Kota. The company uses new German technology for producing capacity of 7 lacks tones per annum.

The MCL has made collaboration with German company which is known as Krupp plying & its counter parts Krupp industries India Ltd. to produce Birla Uttam Premium, 43 grade & 53 mpa Portland cement using ultra modern technology. The MCL is committed for producing quality product by ensure this entire manufacturing process has been automatic and following latest equipments are use to achieve this goal.

- **Vibrating screen:** - commencing with a 500 tph crusher with latest vibrating screen to ensure that only very clean stone goes in manufacturing process.
- **Stacker Reclaimer:** - to perfectly homogenize the main raw material i.e. Limestone.
- **X-Ray Analyzer:** - for quick and accurate analysis of all the raw material, clinker and cement.
- **Computerized central control room:** - for stable and efficient operation.
- **Vertical roller mills:** - latest roller mills for coal grinding and roller presses for clinker grinding to ensure uniform particle size of cement for greater strength.
- **Electronic packing:** - for consistent results and prompt delivery.

Main Objectives of MCL

- To achieve their goals by making a continuous efforts to sustain and improve the quality and productivity levels and attain consistent results.
- Maximum utilization of available resources.
- To adopt the knowledge and skill of new technological development.
- To making a healthy working environment & encourage teamwork for finding solutions to the problems of quality and productivity and their implementation leading to enhanced commitment.
- Excellence in all spheres of management through consensus, consultation, system perfection, delegation, decentralization and human resources development for knowledge integration and skill development.

CORPORATE PHILOSOPHY OF MCL

- To adopt, the concept of total productivity management in all spheres of excellence in the quality management, for attaining perfection.
- To derive, the advantage from the synergies of the group companies.
- To incorporate within the group a common business philosophy and management practices.
- To aim at various strategies for growing challenges and opportunity.
- To promote friendship and camaraderie at all levels of individuals of group companies.
- To decentralize decision and delegate authority for freedom of value added activity. Shouldering more responsibility to participate in decision-making process with at all levels.
- To produce quality cement and render services to entire satisfaction of the valued customers and diversification of business.

MARKETING POLICY OF MCL

- Cover more market share
- Always stay in profitability
- Maximum consumer satisfaction
- Make our brand more visible & different in the market
- To create market demand & proper supply

Total Production Maintenance (T.P.M.)

TPM is a maintenance program, there is done maintenance of each & everything & activity in the industry with the involvement of all employees.

Main concept of TPM

- Building up more effective maintenance
- All workers participation
- Culture preventive philosophy
- Automation & unmanned plant operations

ORGANISATION SET UP OF MANGALAM CEMENT LTD.

Location	:	Morak 65 km form Kota
Year of incorporation	:	Mangalam Neer Shree 1978 1992
Commercial production	:	Mangalam Neer Shree 1982 1994
Total project cost	:	400 Crores
Capacity	:	Mangalam Neer Shree 1200 MT/day 3300 MT/day
Man power	:	750 workers 320 Staff employees
Brand name	:	Birla Uttam
Product manufactured	:	Birla Uttam cement OPC 43 Grad PPC 53 Mpa
Registered office and plant	:	P.O. Aditya nagar Morak Distt. Kota (Rajasthan)
Head Office	:	9/1, R.N. Mukherjee Road Kolkata - 700001

policy to achieve the objective of environmental commitment by management.

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Environment Awareness Programs

MCL realizes that investments only in pollution control equipment are not likely to bring desired results, until this is matched by a will to operate them efficiently. Towards this end, environmental awareness amongst its employees is going to be a major factor.

Celebration of Environmental day

World Environmental Day, Mines Environment and Mines Safety & Environment Week and Plant Safety Day, Fire Day, World Health Day & Energy Day are regularly celebrated at various units and associated townships of MCL. Various workshops, seminars, competitions and nature walks, etc. are organized during these celebrations.

Training Programs

Various Training Programs are being conducted by Internal & External Agencies on regular Basis.

ISO 14001 Certification

Implementation of ISO 14001 is currently underway at our plants.

Air Policy

EMISSION FROM POINTSOURCES:

Particulate matter generated in different sections was controlled efficiently by installing efficient & adequate numbers of pulse jet type bag filters and Electrostatic Precipitators.

Investment of more than Rs. 12 crores was made on installation of 33 numbers bag filters, 8 numbers Electrostatic Precipitators.

All the pollution control equipments are well maintained and the emission level remains under the norms.

* Performance of all Pollution Control Equipments is monitored by a qualified team having latest monitoring equipments.

* All equipments are designed and located to adhere the noise norms in order to avoid noise pollution.

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OTHERS:

1. Create environmental awareness through Environment Weekend and Water Conservation Week celebration.

2. Prepare Environmental Statement Policy.

3. Eco-friendly mining practices are adopted at limestone mines for environment protection.

Eco-Friendly Mining Practices Adopted at Morak limestone mines For Environment Protection

1. Systematic storage of topsoil and its utilization.

2. Systematic reclamation of Mined out area.

3. Selected waste dumpsite judiciously & stabilized scientifically.

4. Systematic development of Green Belt.

5. Water harvesting through storing of water in mined out area and. It is judicious utilization.

6. Systematic marking of blast holes for control blasting.

7. Proper maintenance of bench height.

8. Regular water spraying on haulage roads and conveyor belts etc. to arrest

9. Dust generation.

10. Proper maintenance of haulage roads and all approach roads.

11. Regular maintenance of HEMM to arrest noise and smoke emissions.

12. Noise generating equipment is being maintained within standard level.

13. Installed effluent treatment plant.

14. Mineral conservation by adopting proper blending ratio of limestone.

15. Social obligation being met for surrounding village.

16. Regular Monitoring of All Environmental parameters.

17. Adopted wet drilling system.

Water Policy

One sewage treatment plant (STP) having capacity 20 M³/Hr is installed to collect and treat the domestic waste generated from colonies. The treated water and manure is being used for tree plantation.

No liquid effluent is generated from the process.

Water used from cooling machineries is cooled and recycled.

Method adopted by Mangalam Cement for augmenting ground water storage and water harvesting this work is being done in two phases

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Phase I

Collected surface runoff water from surrounding catchments area through natural seasonal water stream and water being stored in mined out pit.

Made two anicut in downstream side on the both seasonal nala to check the excess quantity of drain out water. By this process doing rehabilitation of mined out area and recharging the ground water table of the surroundings.

Phase-II

Under this phase, only roof top rainwater harvesting practice is under implementation for directly recharging a running dug wells and tube wells. Any surplus roof top rainwater is proposed to be recharged through a trench constructed around the wells so that it could recharge the area soundings the wells.

Greenery Policy

Greenery Development

With its vast land holdings, Mangalam has taken up massive tree-plantation drives in the areas available for greening efforts.

Focus in this area is on:-

- * Rehabilitation of mined out areas
- * Waste dump rehabilitation
- * Nursery development
- Greenery on filled up ash ponds
- * Greening of townships
- * Green belt around the industrial sites
- * Avenue plantation

1. Extensive tree plantation is carried out in plant, PWD roads, Mines and Residential colonies and surrounding areas.

2. More than 40% area is covered by greenery.

3. Plants are developed in own nursery and distributed to colonies residents, schools and villagers to encourage them.

4. Gardens are developed in plant, colony and temple premises and mine area.

5. A beautiful garden is developed around the chairman bungalow.
6. A thick forest is developed in a corner of residential colony.

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7. Environmental awareness programs are conducted among children, employees and housewives.
8. MCL has adopted a positive approach that maximum employees and their family members, persons from nearby village are involved

Natural resources Conservation

- Use of limestone is minimized by increased use of fly ash.
- Hazardous waste like oil and sludge generated from plant machineries are being burnt in kiln.
- Adopted best storage and handling practices for oil, grease and HSD oil in order to eliminate wastage.
- Minimizing energy consumption in each stage of manufacturing by adopting updated technology. Energy
- Consumption pattern unit wise achieved is given below.
- Construction of Concrete roads & cleaning by vacuum sweeping machines.
- Adopted drip irrigation system for plantation.
- Periodically leakages have properly checked.
- 2 Kgs. Seedling / year was also done in Mines and nearby areas for 3 years.
- Survival rate is more than 85 %.
- Tree guards are also provided on every small tree.
- Arrangement for replenish the trees care made in time.
- 2 water tankers are engaged for watering throughout the year.

Tree plantations

Up to year 1996 Approximate 2 lacks tree planted in plant, mines & surrounding area

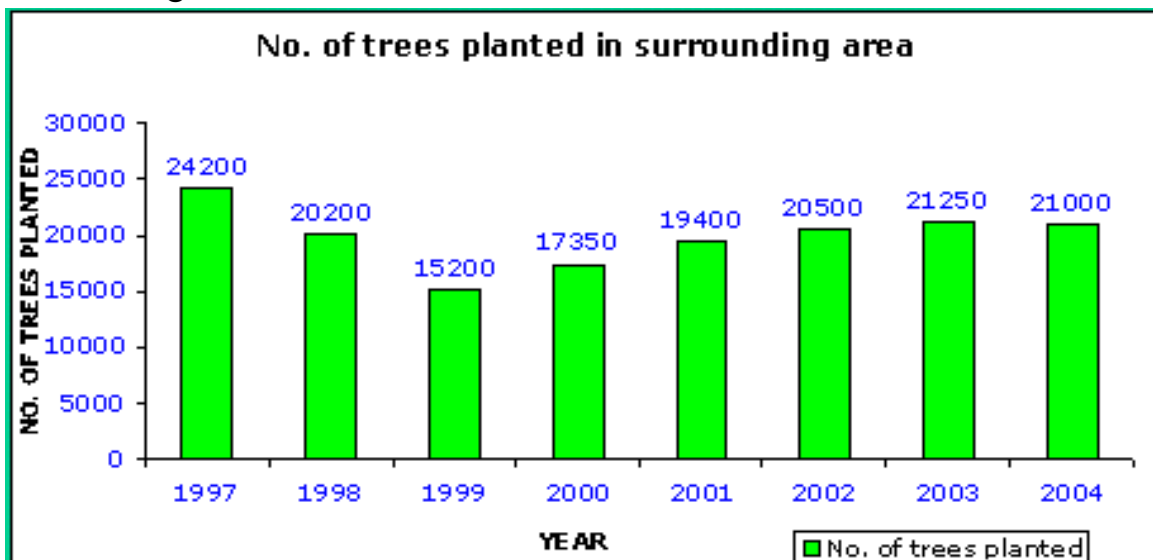


Figure - 1

SAFETY, HEALTH & POLLUTION FREE ENVIRONMENT POLICY

PREFACE

Mangalam Cement Limited firmly believes that the most valuable asset it possesses is its manpower. Thus it commits itself to ensuring a healthy environment conducive to human safety and dedicated to the welfare of all its employees.

This policy sets-forth the company's basic program on Safety, health and Environment free from any kind of pollution. It also reflects the concern of Management for the safety of their employees.

We wish it to be known that this program will become a basic part of our Management philosophy and will govern our action to ensure safety and good health of our employees in a pollution free environment.

PURPOSE

The Management holds in high regards the safety, health, welfare and clean environment for its employees. In recognition of this, we will constantly work towards.

A. The maintenance of safe and healthy working environment.

B. Consistent adherence to proper operating / working practices and procedures designed to prevent accidental injury and illness.

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RESPONSIBILITY

Department heads and supervisors are responsible for the prevention of accident in their departments.

They are directly responsible for maintaining safe working conditions and practices and for the safety of all men working under their supervision.

Good house-keeping is not only essential for safety but also indicative of an efficient department as cleanliness leads to efficiency.

Each supervisor is responsible for proper training of the workers reporting to him. Job hazards and safe procedures should be fully explained to each worker before he begins his work.

It is also supervisor's responsibility to see that required personal protective equipment is used in accordance with safety rules and practices.

Department Heads will schedule departmental safety meetings as often as necessary to effect safe practices at work. They should encourage employee safety suggestions and give them immediate consideration.

Department Heads/Managers/Dy. Gen. Managers will enforce all general and departmental safety rules and regulations. They must see that all accidents are reported and that first aid is rendered in case of injury. First-aid kits should be available at all places and periodical checks be carried out ensuring their availability.

The Safety Officer delegated by the Management has the responsibility to provide advice, guidance and any such aid as may be needed by supervisors or department heads in preventing accident including:

- a. Safety meeting planning and assistance
- b. Supplying information and educational material for meetings.
- c. Accident investigation follow-up
- d. Statistical reporting and study
- e. Periodic safety inspection of the department
- f. Arranging suitable training program for workers.

g. Co-coordinating with all Department Heads in regard to accident prevention, safe operations, safety training.

h. Conduct safety committee meetings and promote the public relation aspect of the safety program.

i. Ensuring efficient and constant working of all pollution control devices.

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Employees are responsible for exercising maximum care and good judgment in preventing accidents as they only can contribute the most in averting accidents.

No job shall be considered efficiently completed unless the worker himself has followed every precaution and safety rules to protect himself and his fellow employees.

Unsafe conditions, equipment or practices should be reported to the Management by one and all as soon as possible.

COMMITMENT

The Company is committed to always endeavor to maintain a safe, healthy and pollution free environment. It will provide safe working equipments necessary for personal protection and in case of injury, the best possible first-aid and medical service. In adherence to this the company has installed the most modern and the state-of-the-art technology pollution control devices. Environment protection and safety is not complete without growing plants and vegetation. The Company has planted thousands of trees on this land, in the plant, colonies and surroundings and is going to plant more and more trees year after year. It also sunk tube-wells and dug wells for water for drinking, sanitation and plantation and there is no water shortage felt even at peak summer and potable water is available throughout the day. All these, for a clean, healthy, pollution free and safe environment.

LOCATION OF SALES OFFICE IN INDIA

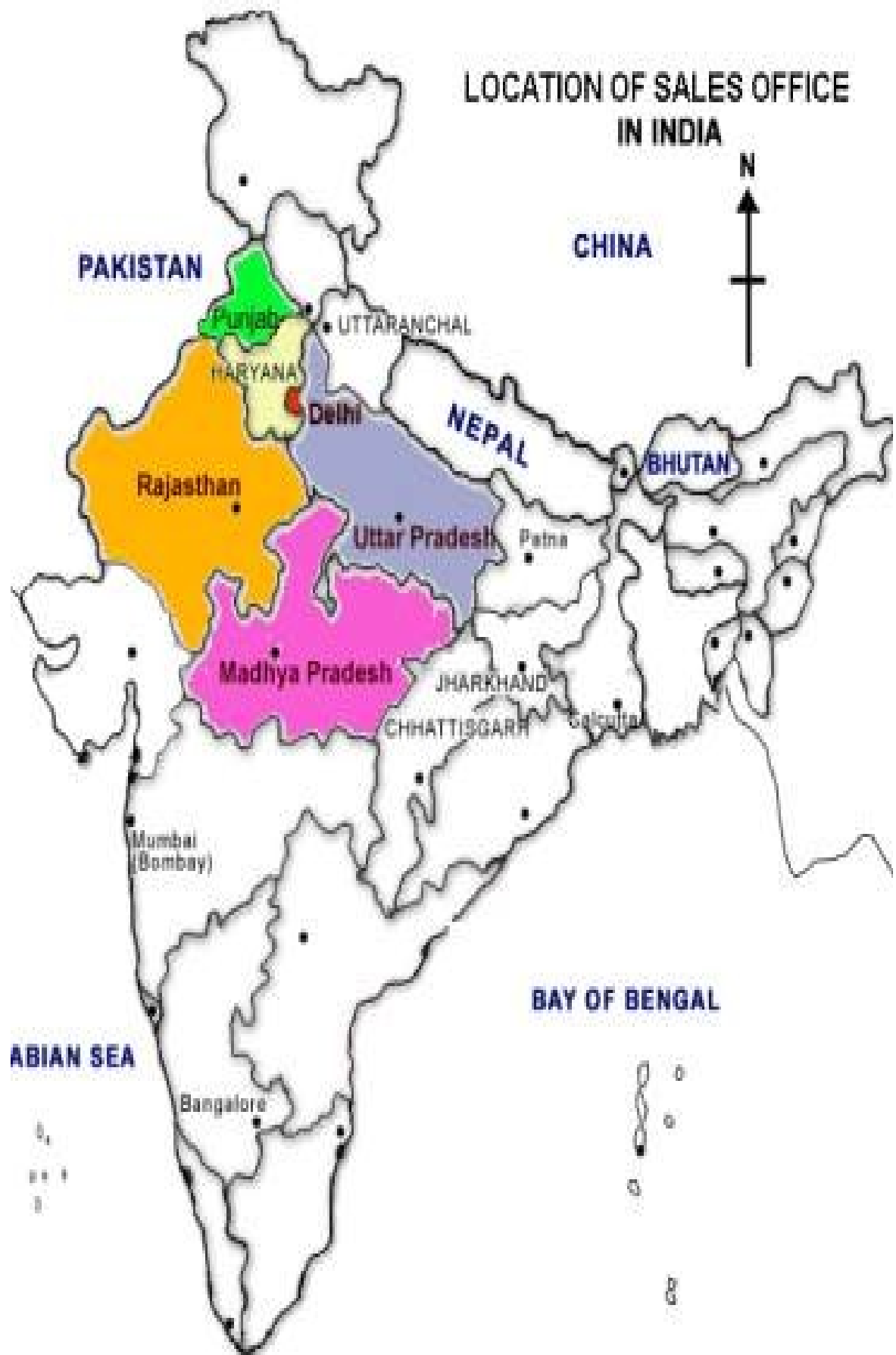


Figure – 2

RAJASTHAN			
Sr.no	Name of Officers	Address	Contact No.
1.	Shri Sumit Sharma	30, Shrirampura Colony, Suraj Nagar (East), Civil Lines, Jaipur- 302006	93514-68020
2.	Shri Sanjay Joshi	14,Jawahar Nagar, Chittorgarh	93514-68065
3.	Shri D.C. Taparia	Opp. Union Bank of India, Station Road, New Mandi, Bharatpur	93514-68067
4.	Shri G.S. Nigam	1st Floor, 7 Shree Parshwanath Jain NearSubhash Garden Ajmer	93514-68024
5.	Shri K.D. Sharda	Mangalam House, 93, Dashera Scheme, P.O. Dadabari, Kota	93514-68022
6.	Shri Rajeev Kapoor	21, Durga Colony, Behind SBBJ Bank, Hanumangarh Jn	93514-68100
HARYANA			
Sr.no	Name of Officers	Address	Contact No.
1.	Shri Ajay Bhogal	Bihariji Agencies, 36, Behind Anaj Mandi, Sonapat	93155-59552
2.	Shri Atul Dhar	M/S Nikunj Udyog,Railway Road, Opp. Sector 4, Gurgaon	93131-88034
UTTAR PRADESH (U.P.)			
Sr.no	Name of Officers	Address	Contact No.
1.	Shri Atul Jauhari	Ist Floor, III N-23, Ambedkar Road, Ghaziabad	93131-88038
2.	Shri Anil Kant	52, Civil Lines (South), Opp. Govt. Inter College Muzaffar Nagar	93199-68041
3.	Shri K.C. Sharma	C-62, Gandhi Nagar,Moradabad	93199-68050
4.	Shri S.L. Singhanian	3, MIG New Flat, Jeoni Mandi, Agra - 282004	93199-68028
5.	Shri Vikas Bansal	Madar Gate, Aligarh (U.P.)	93199-68042
6.	Shri Shyam Mantri	Mandi Choraha, Nr. Brijwasi Hi Tech Delhi-Agra Bye pass Road, Mathura	93199-68046

MADHYA PRADESH (M.P.)			
Sr.no	Name of Officers	Address	Contact No.
1.	Shri M.C. Modani	Shree Vardhan Complex, 35, U.G. Floor, 4, RNT Mo, Opp. Indore University, Indore	93297-68040
2.	Shri K.K. Malpani	126, Station Road, Hotel Ashirwad Palace, Ratlam	93290-22201
DELHI			
Sr.no	Name of Officers	Address	Contact No.
1.	Shri Anoop Kumar Walia	Uco Bank Building 4th Floor, 4, Parliament Street New Delhi 110001	9313188006

ROLE & FUNCTION OF MARKETING DEPARTMENT

In the hierarchy of marketing department overall control lies with the president. He forms the policies, takes decisions on the key issues like prices, dispatch transportation realization, outstanding etc. He also interacts and is answerable to the board of directors.

The joint president carries out the policies framed by the president & reports directly to the president.

Under president, two AVPs marketing look after the day-to-day functioning of the marketing department who are in direct control of the marketing staff. In addition to carrying out the policies of the company the GMs are responsible for sending the feedback from the market to the joint president and the president. The AVPs also look after the welfare of the staff & their families, and to send the sales reports to the head office.

Manager sales report directly to AVPs marketing & look after the day-to-day functioning of the department and the field staff under them, they implement the policies formulated by higher management and are responsible for the smooth functioning of the marketing field staff.

Manager (Sales) also looks after the quality complaints and interacts with the other department field staff in directly involved and is in regular contact with the end users for marketing of product, for solution of problems, getting feedback from the customers, assessing the marketing

potential & reporting it to the higher authority, lessening with government and private builders, sales promotional activities and collection of payment.

Planning

For marketing of cement, planning for dispatch is being on month-to-month basis looking to the demand & supply scenario, previous dispatch trend and forth coming major projects.

Reviewing

To review the present market position of Mangalam cement is using the following internal reports which they are reviewing time to time.

Bulk lifting charts of dealers	Monthly
Pending order list	Daily
Outstanding position	Daily
Review of cement deliveries	Daily
Net realization basic	Fortnightly

Feed back

For a company, customer feedback is very important as it gives the idea about the product so that if market demands a company can improve its products. Mangalam cement has a system of customer satisfaction feedback. It gets the feedback through customer satisfaction feedback from, through dealers meet & through mason meet.

MANAGEMENT

1.	Mr. O.P. Gupta	Chairman
2.	Mr. T.S. Vishwanath	Director – Nominee of UTI
3.	Mr. N.G. Khaitan	Director
4.	Mr. K.K. Mudgil	Director
5.	Mr. Aruna Makhan	Special Director Appointed by BIFR
6.	Mr. K.C. Jain	Managing Director

KEY MANAGEMENT PERSONNEL

1.	Mr. K.C. Jain	Managing Director
2.	Mr. Yashwant Mishra	Sr. Vice President (Marketing)
3.	Mr. S.S. Khandgra	President (Tech.)
4.	Mr. R.C. Gupta	President (F & A) and Co. Sec.
5.	Mr. S.K. Agarwal	Joint President
6.	Mr. G.S. Chandak	AVP (Marketing)
7.	Mr. Anoop Walia	AVP (Marketing)
8.	Mr. Anil Mandot	Vice President Commercial
9.	Mr. G.S. Nathawat	AVP (Stores)
10.	Mr. R. Giri	AVP (Elect.)
11.	Mr. R.K. Sodhani	AVP (Production)
12.	Mr. J.R. Mehta	AVP (Purchase)
13.	Mr. D.D. Dutta	AVP (Civil)
14.	Mr. N.K. Maheshwari	General Manager (P & A)
15.	Mr. S.B. Sharma	AVP
16.	Mr. K.D. Sharda	Marketing Officer

ACHIEVEMENTS

During mines environment and mineral conservation week (2005-06)

- Overall performance – **Third Price**
- Reclamation, rehabilitation, restoration of land – **Second Price**
- Air pollution control - **Third Price**
- Poster competition – **Second Price**

During mines safety week (2005)

- Transport road and dust suppression – **Second Price**
- Welfare amenities and protective equipment, publicity propaganda and housing keeping - **Second Price**
- Opencast working places and supervision – **First Price**

SWOT ANALYSIS

Strengths:

- It is the best quality manufacturer of cement.
- One of the best technologies in Rajasthan.
- Neer Shree latest technology is given the best output.
- It is attributed by healthy work environment and sound management system.
- Goodwill of B.K. Birla group is also strength of Mangalam cement ltd.
- Its site selection is in a way its biggest strength for there is easy access to the raw material, manual labour and electricity.
- Mangalam cement limited is an ISO 9001:2000 certified company.
- Its strong dealers and retailers network is also its strength.
- Superior strength of its products.
- Superior fineness & consistent quality of its cement.
- Durability and soundness.
- Optimum setting time of cement.
- Ideal water cement ratio.
- Flexibility in design and usage.
- Specification in accordance with BIS standards.
- Electronic packaging system for prompt delivery.
- Sales depots and offices for prompt delivery and immediate attention for customer grievances.

Weaknesses:

- Worsening power situations, facing companies to invest huge amounts in captive power plants.
- Infrastructure bottlenecks like transportation for raw material, fuel support and cement.
- Improper supply to the dealers/retailers.
- Inadequacy of finance for modernization.
- Increasing freight prices.
- Continuous loses may affect its goodwill and market value of its shares.
- Improper supply & distributor chain.

Opportunities:

- Its superior quality attracts brand loyal and quality conscious customers.
- Expected infrastructure growth will add to the current demand.
- By establishing their own power plant, cost of production will be minimized.
- Mangalam cement limited can get profit by controlling its cost of production.
- Experts quote that; only those companies will survive in cement industry, whose cost of production is minimum.
- By increasing its investments in promotional activities, it can enhance its market share.

Threats:

- Large companies are coming up. This may put pressure on realization in central north India.
- Cement industry is facing price war; it may compel Mangalm cement limited to reduce its cement price.
- Company has improper supply to the dealers/retailers; it may affect the goodwill of the company & due to this reason company bear the heavy loss in future.
- There is depressed market condition cause by demand recession and commissioning of large capacity in cement, resulting in higher competition.
- If excess supply conditions persist, it may lead to shut down of various cement plants.

CHAPTER – III
PROJECT PROFILE

BRAND EQUITY - OVERVIEW

Brand equity is anything and everything that influence how brand or a company is perceived by its target constituencies or even a single customer. Brand image is a combination of tangible and intangible traits – An idea, Belief, Value, Prejudice, Interest, features etc.

Brand image is a mirror, which shows how much a company put efforts to achieve its target. Image of particular brand visually & collectively represent all internal & external characteristics –

- * Name
- * Symbol
- * Packaging
- * Signs
- * Transportation etc.

Brand image is not limited to the consumer but company should maintain image of its brand in the eyes of consumer as well as customers.

Brand equity cover –

1. How are we perceived relative to other brand in the market? Which brand is most like is and which do we complete most close?
2. Which image attributes derive customer loyalty?
3. How does our brand perform on key statistics relative industry norms?
4. What are the strength & weakness of our brand?
5. How do our customer perceptions of competition affect their buying behavior?
6. Which image attributes should be we be focusing or in our advertising?
7. How do what people think about our brand affect whether or not they will continue to purchase our brand & switch to other?

BRAND EQUITY – BRAND IMAGE

Most of the aspects of any business are intangibles including its base of loyal customer brand, symbol, slogan & the brand underlying image, personality identity, attitude, familiarity, association.

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The assets- along with patent, trademark and channel relationship comprises brand equity. By developing strong and consistent image well-regarded brand generate hidden assets or brand equity, which give them distinct advantage. Brand equity is for wealth than closely related to what accountants call **goodwill**.

Brand equity plays an important role in creating an image in market of particular product. Brand image of a particular product helps a company to achieve its target efficiency. Distinct feature of a product which is not available in other brand but essential for customer create image in the eyes of customer.

Positive brand equity helps to generate a high level of a customer loyalty similarly negative brand image reduce customer loyalty which directly affects the sale of product so every company should try to generate a positive brand image to generate loyal customer to achieve financial target.

For a company to create a good image or say goodwill & maintain it very different job, just because of high competition & availability of large number of brand in market is important for a company to create brand image.

Brand image creation is an essential for a company to get success in market. Brand image of a product is created on the basis of various features such as product quality.

Product
Price
Place (distribution)
Promotion
Packaging

All these five P's are the base of creating positive image in the eyes of retailer/dealer as well as in the eyes of builder(end user) all five P's are major characteristics of marketing-

1. **Product (quality):-** Product, whose quality is best one, play an important role for creating a positive image, cement is the product which is mainly known on the basis of quality.

2. **Price:** - price is the amount of rupee, which a company recovers from purchaser for its product. Present generation are price conscious large number as fluctuation in price create problem to sale a particular product. In India, most of the generation is comes under middle class, which give first preference to price & than quality.

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3. **Place:-** (Distribution strategy):- This also helps to create goodwill in the eyes of in the eyes of retailer/dealer as well as in the eyes of end users timely availability of product will help to generate an image in market.

4. **Promotion:** - This is fourth important factor that affects the brand image. Various promotional activities such as:

For: Dealer/Retailer

Stationary	Gifts	Meeting
Scheme	Cash amount	direct contacts

For: End User

Sample	Additional gifts	direct contacts
Price beneficial on bulk		

Promotional activities help to create awareness of a brand in market, which later on generate positioning which at the end helps to create image. Advertisement is also part of promotion.

5. **Packaging: - Packaging** of a product should be informative as well as attractive package should be protective. If all these are present in a packaging of a brand than it will also help to generate an image of a brand in manner. Packaging exhibits the quality of product as well as price suitable for it. For different product, packaging is different.

All five P's of marketing helps a company to generate an image in market.

EFFECT OF BRAND IMAGE ON SALE

Brand image helps to generate demand of product. Brand image as product whether positive of negative effect highly on the sale of product brand image give support to a company to sale product e.g. two well known coffee brands (1) Bru (2) Nescafe are major competitors brand image of both are different in market for end user Nescafe is better than Bru just because of quality as well as price for that quality Nescafe is older brand

and promotion strategy of Nescafe is effective than Bru due to this Nescafe is highly sellable brand in coffee product.

Creating of brand awareness and give all information about band generate position in the mind of user motivate him to purchase a particular product. Positive brand image helps to generate high sale.

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CHAPTER – IV

RESEARCH METHODOLOGY

INTRODUCTION

Research methodology is a framework, a blue print for the research, which guide the collection and analysis of data.

Research methodology is being framed in order to achieve the research objectives. It is an expression of what is expected of the research exercise in terms of result and the analytical input need to convert data into research findings.

Research methodology minimized the degree of uncertainty involved in the management decisions. Research lays the structure for decision-marketing.

Objectives of the study

- To find the perception of dealers & retailers
- To find out the way of creating brand image
- To analysis the comparative study of various brand
- To suggest the activities which play an important role in creating brand image
- To find out the effect of brand image on sale
- To know the promotion and discount schemes of various brand
- To know stocking pattern of the sub dealers of various brand and get the feedback about performance of Birla uttam cement.

Research design

- **Type of research:** this research is descriptive in nature.

Descriptive research includes surveys and fact -finding enquires of different kind. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variable.

- **Research instrument:**

In the survey method I have used questionnaire as a research instrument this is written & organization format contemning the entire question relevant to solicited he required information.

Because of its flexibility, the data is collected from large population about this awareness attribute, opinion past present behavior to check that the

questionnaire surveys the necessary purpose it should be tested as a limited scale and this is technically known as pilot survey.

This questionnaire consist multiple choices and come this close-ended structured question are easy to summarize and there is no scope for misinterpretation.

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DATA COLLECTION

The decision-making must be objective and fact based in nature. This is achieved by collecting and analyzing appropriate data. Data may be broadly divided into two categories namely primary data & secondary data. The primary data are those data, which are collected for the first time by the organization, which have been collected by some other agency but also can be used by organization under considering. Primary data may be collected by observation, oral investigation and questionnaire method. This is written and in organized format containing all questions relevant to soliciting type, in which all questions and answers is specified and comments in the respondents own words are held to a minimum. The unstructured questionnaire is useful in carrying out in depth interviews where the aim is to probe for attitudes and reasons. For this study we are using structured questionnaire (annexure-A) and carry out the personal interviews with users and dealers. Sometimes we have carried out in depth interviews and observe the situation to get more in depth information about the topic. In the structured personal interview method the information is likely to be more accurate and reliable because the interviewer can clear up doubts and cross check the respondents. Moreover this method is most flexible, no response is very low, supervision & control in possible.

For secondary data we have used the data prepared by Mangalam cement & other data circulated by cement manufacturers association to its member companies.

SAMPLE DESIGN

Sampling indicated the selection of a part of a group or an aggregate with a view to obtaining the information about the whole. This aggregate or totality of all members is known as population although they need not be human beings. For this study in designing the sampling plan, we have used the non-probability convenience sampling method. The sampling units for

this study are dealer, big civil contractors & builders concerning to cement industry.

- Dealers locate in Kota proper and dealers at Tahsil and other places in Kota district.
- Private contractors who are engaged in construction activities and repair works.

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- Public contractors who are engaged in carrying out big projects of govt. such as construction, canals, road construction etc.
- Builders those who are engaged in the activity of building construction.
- Domestic users who have their petty requirements for small repair and construction activities.

LIMITATION OF RESEARCH

Every research has its limitations; this research is not an exception in this manner there are certain factors in conducting this research also, these are;

- **Time constraint** – as we are using interview method that is more time consuming especially when sample is scattered in large geographical area.
- **Skilled manpower required** – in interview method the interviewer has to visit the individuals, put question to them, which elicit the relevant information about the subject of enquiry. This requires costly skilled manpower.
- **Financial constraint** – the method used for this study is very expensive.
- **Secrecy of data** – some of the data are confidential and not to be published so we have limitation of information.

CHAPTER – V
RESULT & DISCURTION

BRAND IMAGE OF BIRLA UTTAM

(A COMPARATIVE STUDY)

Brand image creating is intrinsic to the marketing of any product in today customer oriented marketing structure of our economy. Now a day, the market is flooded with several items/product, which are in fierce competition among each other, within the country as well as with MNC's. There is no shortage of any product, anywhere in the country. With so many products buying with each other is bound to get the customer confused on what to buy and which company's product he likes. In such a mental state of the customer, brand image creating activities play an important role. It does help a customer to take buying decision.

Mangalam cement ltd. unit started its production on 17th October 1980. At that time there were not too many cement companies in India. As such this commodity was controlled by the govt. of India. The manufacturer had to sell a certain percentage of their production to the govt. and the remaining and the rest to the public but with the permit of the govt. This was the control market situation.

No doubt Birla Uttam is well known but up to limited area, mostly in Rajasthan, Delhi, Madhya Pradesh, & Uttar Pradesh. In all these selected area Birla Uttam is high demanded brand. Users in these areas believe on the reliability as this brand. Drag image of Birla Uttam is creates by five P's; Production, Price, Place, Promotion, Package in different image in different area.

Product

Price

Place

Promotion

Packaging

PRODUCT

At our plant we are manufacturing OPC, 43 & 53 Mpa respectively under the brand name Birla Uttam that signifies and ensures product superiority from the house of Birla's.

Features of Birla Uttam cement

- Superior strength
- Superior fineness and consistent quality
- Durability and soundness
- Optimum setting time
- Ideal water cement ratio
- Flexibility in design and usage
- Specifications in accordance with BIS
- Electronic packaging
- Every stage saving
- Sales depots and offices for prompt delivery and immediate attention for customer grievances.

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Mangalam cement ltd. producing Birla Uttam at high rate but due to high demand, company is unable to fulfill all demand.

Features of Plant:

Vibrating screen: - commencing with a 500 tph crusher with latest vibrating screen to ensure that only very clean lime stone goes in manufacturing process.

Stacker Recamier: - For quick and accurate analysis of all the raw materials, clinker and cement.

Computerized central control room: - for stable and efficient operation.

Vertical roller mills: - latest roller mills for coal grinding and roller presses for clinker grinding to ensure uniform particle size of cement for greater strength.

Electronic packing: - for consistent results and prompt delivery.

PRICE

Price of Birla Uttam is high in market but Ambuja & Birla Plus is also come with it. It means brands are come under one roof for price.

At present Acc, Bangur, Shree brands are low price in comparison to Birla Uttam, Birla plus & Ambuja. So they are highly in demand because most of population in price conscious brand image of Birla Uttam in market is just for high price. High price reduce the margin of dealers & retailers.

PLACE

The companies have a wide range of channels of distribution throughout the country. These distribution channels includes extensive market network of dealers, stockiest. In addition the company has appointed handling agents in each of its major market areas to promote the market its product. The company has also appointment-experienced personnel to from its marketing team.

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PROMOTION

Since the company is involved in the production of building construction product i.e. cement therefore it does not require any need of personal selling. The company advertises its product through wall painting, hoardings and in newspaper for the sales promotion of its products; besides this the company also provide attractive schemes for distributors.

In order to promote sale, the company organizes conferences, meeting etc. with masons & dealers in order to include them to promote sale and discounts are also given on higher purchases.

- | | | |
|-------------------|-----------------------|---------------------|
| -Dealer meet | -Mason meet | -Timely survey |
| -Problem analysis | -Stationeries (dairy) | -Timely information |
| -Wall painting | -Retailer meet | -Gift item |

Note: - Retailer's motivation schemes are in the hand of dealers

DATA INTERPRETATION & GRAPHICAL PRESENTATION

In this study we cover 15 dealers & 75 retailers in distinct city of Hadoti. Different responses are given by different person. Similarly we collect data from 15 contractors who are using different cement. So I present different data in graphical form.

Which Brand has how many outlets?

Brand Name	No. of Out lets
Birla Uttam	50
Ultra tech	26
Ambuja	25
Binani	14
Bangur	15
Acc	22
Shriram	18
Other	10



Figure - 3

22 outlets are there ACC is available. Above table is based on single brand selling shop as well as multi brand selling shop. In the survey of 90 outlets there were 50 outlets where Birla Uttam available. Out of 50 there are some outlets which selling single Birla Uttam only and some are selling more than one brand. Similarly about 26 outlets are of Birla Uttam and 25 outlets of Ambuja.

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Which brand is more demanded?

Name of Brand	Sales (%)
Birla Uttam	27%
Ultra Tech	20%
Ambuja	18%
Binani	15%
Bangur	8%
Birla Plus	7%
Other	5%

Sales

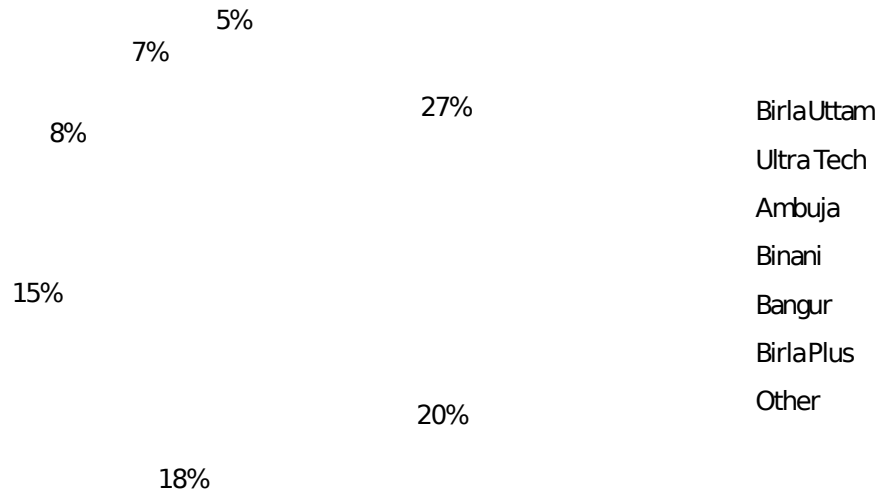


Figure - 4

The above chart is shows 30% market is of Birla Uttam & 22.22% market is of Ultra tech. These two brands are highly demanded in market. The market of demand of Ambuja is slightly down by 2% that is 20%.

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Reason for Demand

Features	No. of Dealers & Retailers				
	Birla Uttam	Ambuja	Ultra Tech	Bangur	ACC
Quality	45	40	30	20	20
packaging	8	15	20	15	15
Price	12	15	20	50	45
reliability	35	30	30	15	20

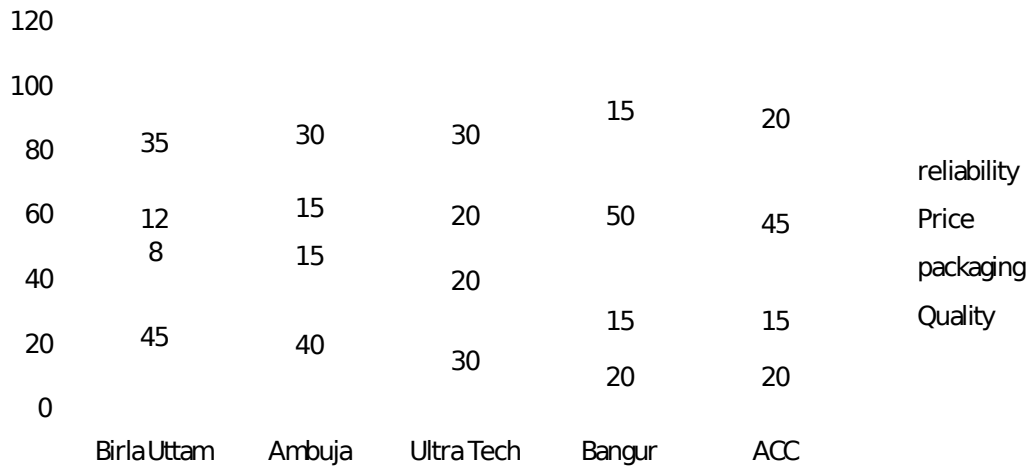


Figure - 5

The above table & graphical presentation shows that 42 dealers say Birla Uttam demanded just because of reliability and 38 dealers says Birla Uttam demanded because of quality. Ambuja & Ultra tech are in demand just because of quality but if we see Bangur and Acc are demanded just because of low price. So in price both Bangur & Acc is major competitor in market.

How many brands have a Dealer / Retailer?

No. of brands	No of retailer / dealer
1	14
2	24
3	26
4	14
more than 4	12



figure - 6

The above table and graphical representation shows that most of the dealers & retailers deals in three brands. No. of shops on which three brands are available are 26. There are very few shop which sale 1, 4, more than 4 brands, these are 14, 14 and 12 respectively.

Brand preference of Dealers & Retailers

Brand Name	No. of Dealers
Birla Uttam	24
Ultra tech	20
Ambuja	19
Acc	15
Bangur	12
Others	10

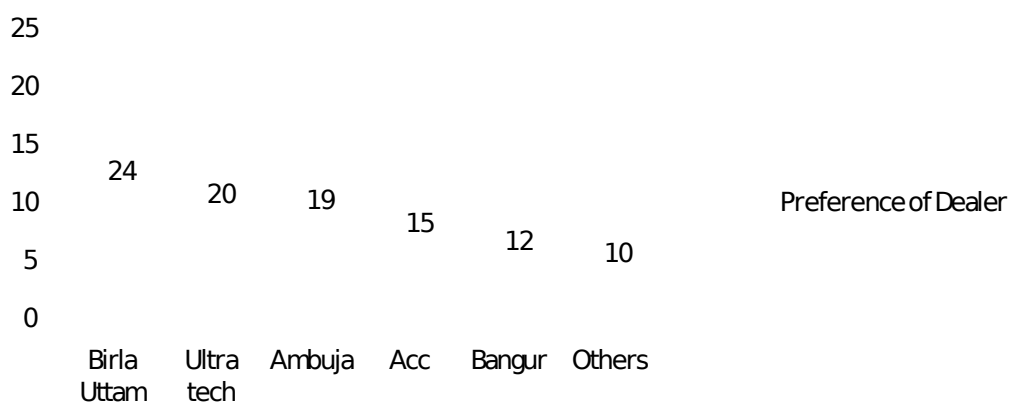


Figure – 7

On the basis of above table we justify that 22 dealers prefer Birla Uttam to sale. Similarly Ultra tech and Ambuja are also high preferring brand in market because they all are demand. Above graph depict only 15 dealers out of 90 prefer Acc and 12 prefer Bangur. That shows Birla Uttam is highly preferable brand in district city of Hadoti.

Criteria to select a brand for Dealers & Retailers

Features	No. of Dealers
Margin	15
Demand	25
Supply	20
Quality	40

Selection of Brand

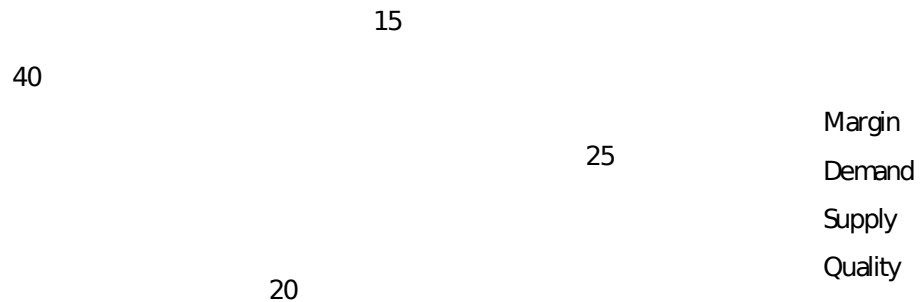


figure - 8

Above table & chart shows 35 dealers out of 100 dealers prefer cement brand on the basis of margin and 30 prefer just because of demand. Supply and quality is very few preferable reasons for a dealer & retailer. This shows coming market will be of those brands which provide high margin to these dealers and retailers.

Reference about different features of different Brands

Features	Packaging		Margin		Demand		Supply	
	Rank1	Rank2	Rank1	Rank2	Rank1	Rank2	Rank1	Rank2
Birla Uttam	40%	60%	30%	70%	90%	10%	40%	60%
Ultra tech	65%	35%	40%	60%	60%	40%	60%	40%
Ambuja	70%	30%	35%	65%	60%	40%	60%	40%
Bangur	55%	45%	60%	40%	35%	65%	55%	45%
Acc	58%	42%	60%	40%	50%	50%	70%	30%
others	52%	48%	50%	50%	30%	70%	60%	40%

On the basis of Packaging

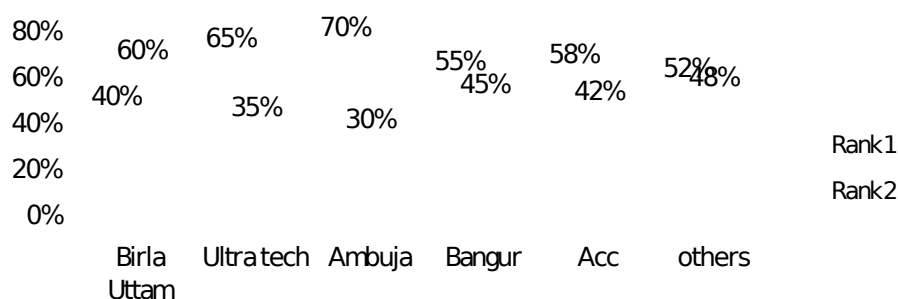


Figure - 9

This graph shows packaging of different brand. 40% shopkeepers say packaging of Birla Uttam is no. 1, but 60% it given to second rank, says packaging of Birla Uttam is not so good. It comes in third position. Similarly packaging of Ambuja cement is no. 1 says y 65% of shopkeepers. Packaging of Ultra tech is also than Birla Uttam.

On the basis of Margin

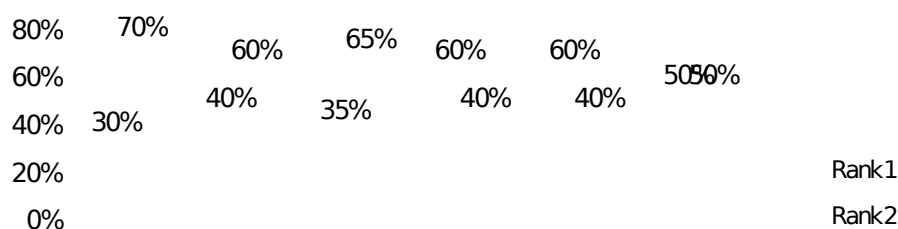


Figure - 10

In case of margin Birla Uttam is far behind in comparison to other brand as reference given by dealers & retailers. Only 30% dealers & retailers say margin of Birla Uttam is no.1 but 70% dealers & retailers oppose this situation. Margin in Acc & Bangur cement is high that why a dealer prefer to sale it high.

On the basis of Demand

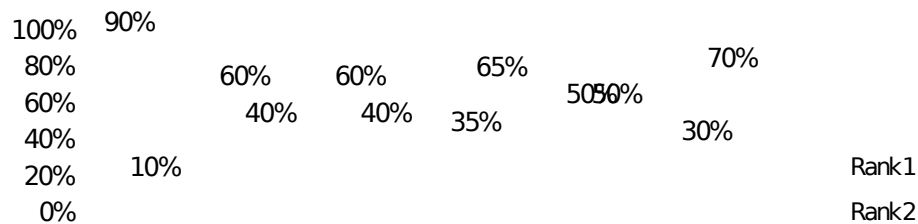


Figure – 11

In case of demand Birla Uttam is comes first. 90% of dealers & retailers say demand of Birla Uttam is no.1 and in case of Ultra tech & Ambuja 60% dealers & retailers says demand is no.1 as Bangur is new brand so its demand is no.1 says only 35% dealers & retailers.

On the basis of Supply

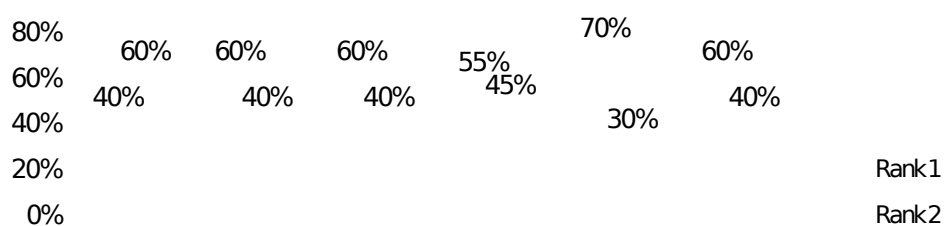


Figure – 12

In case of supply of different brand 40% dealers says supply of Birla Uttam is no.1 but 60% dealers give it second rank it mean not up to mark. Supply of other brands like Ultra tech, Ambuja, Bangur and Acc are good that is dealers & retailers are given Ist rank for this 60%, 60%, 55% & 70% respectively.

How many dealers & retailers satisfied with problem solving strategy of different brand?

Name of brand	Satisfied	
	Yes	No
Birla Uttam	60%	40%
Ultra tech	58%	42%
Ambuja	55%	45%
Binani	65%	35%
Acc	50%	50%
Others	55%	45%

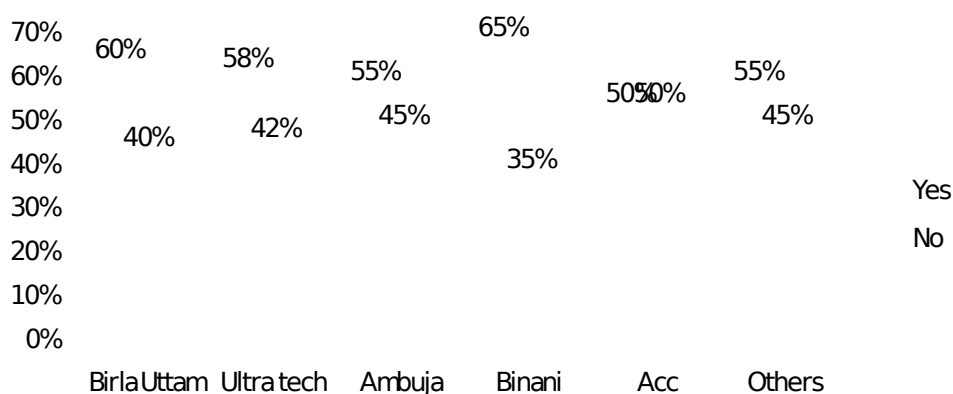


Figure - 13

In case of Birla Uttam 60% dealers & retailers says they are satisfied with problem solving strategy of Birla Uttam. But in case of Binani 65% dealers & retailers says these are better than Birla Uttam. Problem solving strategy of Ultra tech and Ambuja is good, 58% and 55% dealers are satisfied.

Any Impact of Advertising on the purchase of a Cement brand

Yes/ No

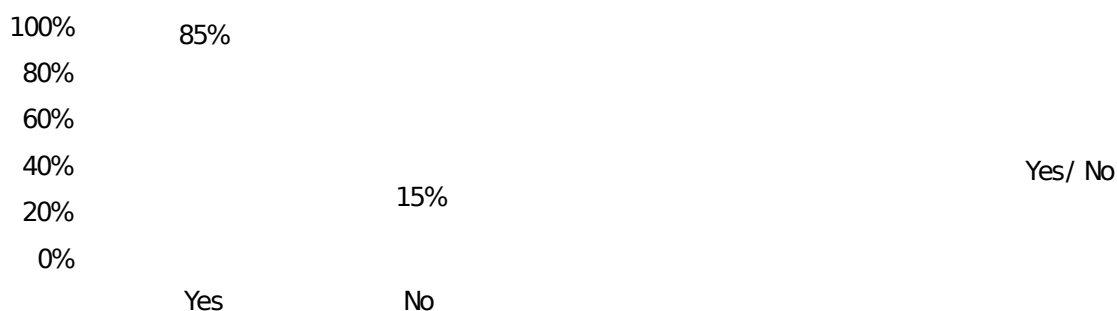


Figure – 14

In the above graph we can say that 85% dealers/retailers are says, advertisements are help to increase the sales. In their opinion advertisement are help to purchase the cement brand. So we will have to improve the advertisement policy.

What are your suggestions to improve the sales?

Options	Selection (%)
Improve Price Structure	22%
Improve product quality	38%
Improve Advertisement Policy	15%
Improve the distribution chain	25%



Figure – 15

In this case we can see that 38% dealers/retailers are says, if you have better quality product, it may help to improve the products sales and 25% dealers/retailers are says, if you want to improve your sales, so you can consider the distribution chain. 22% & 15% are says improve the Price structure & Advertisement policy respectively.

Which is the major competitor of Birla Uttam in this Local market?

Product	Sales
Birla Uttam	27%
Ultra Tech	20%
Ambuja	18%
Binani	15%
Bangur	8%
Birla plus	7%
Others	5%

Sales

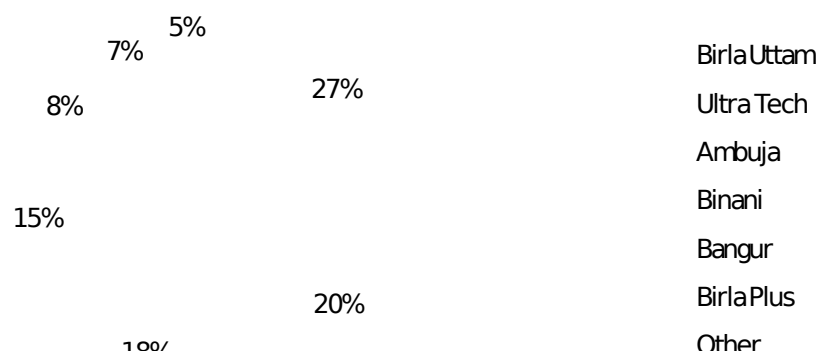


Figure – 16

In this case Birla Uttam has highest sale 27% in this local market. On the other hand ultra tech has a second highest sale that is 20%, which is not more distance. Ambuja and Binani have also sales of 18% & 15% respectively. So it is clear that Ultra tech, Ambuja & Binani is the major competitors in this local market.

CHAPTER – VI

FINDINGS & CONCLUSION

- In the survey of all outlets there were most of the outlets where Birla Uttam available. There are some outlets that selling single Birla Uttam only, this show that Birla Uttam is the more demanded brand.
- In the survey the researcher find out that Birla Uttam capture more market potential compare than other brand.
- Birla Uttam demanded just because of reliability, quality & availability.
- In the survey, the researcher find out that most of the dealers/retailers has more than one brand but Birla Uttam is necessary available on every shop.
- In the survey the researcher find out that most of the dealers/retailers prefer Birla Uttam just because of its quality & demand.
- In the survey the researcher find out that most of the dealers/retailers select the brand just because of its margin, demand, supply & quality.
- The criteria of giving the rank of the popular brand is select on the basis of it demand, supply, margin & quality but in the survey the researcher find out that most of the dealers/retailers given the first rank to the Birla Uttam cement on the basis of quality but in the case of other brand is select for its margin and supply.
- In the survey the researcher find out that most of the dealers/retailers are satisfied with the problem solving strategy of the company but some are not satisfied.
- In the case of promotions of the brand, most of the dealers/retailers says that advertisement play a vital role in promoting or improve the sale of any brand.
- Most of the dealers/retailers are suggests to the company, if company is willing to increase the sale the company has to improve the quality, price structure, supply chain & advertisement policy.
- In the survey the researcher, find out that in the market there are many competitors are available of the Birla Uttam.

The maximum cement sales are done through trade channel and minimum through institutional or non-trade. Graphic and finding show that among various brand the Birla Uttam is that brand which is most available at various counters due to nearby production or its plant is situated near by Kota city (at 65 km far from Kota), so there is no problem of availability of this brand.

The secondary data proved it in district city of Hadoti and its demand as well as sale is maximum.

All cement having two grades OPC & PPC generally the PPC cement is more preferred by the wholesaler \ retailer. However, in the case of final customer very few customers are having knowledge about OPC & PPC.

The various factors that affect the demand of cement as well as particular brand sales are like quality, prices, season, promotion strategy of company or competitors, relationship with suppliers, discounts and supply position because all these helps to create demand of cement. However, the quality is the factor, which is considered by most of suppliers as well as customers. This is reason that all cement company's emphasis on quality in their advertising.

Price is the second consideration factor because the price difference among various brands is generally very less as price determined for basis and CMA determine the prices. There is no price elasticity of demand as cement is essential commodity its demand is not influenced with increases or decreases prices in case of final consumer. However, wholesaler and retailer are slightly influenced by prices.

There is no seasonal impact on demand but generally April, May & June are considered as a peak time. Promotional strategies of company or competitors have a crucial role in positioning the brand image as it is clear that quality is most important factor, so advertisement mainly emphasis on quality (for Ambuja- Virat compressive strength and for Bangur:- sasta nahi sabse achha.)

Statistically it can be proved that cement consumption is on rising trend the sale of Mangalm cement in year 2004-2005 in Rajasthan.

In Kota city Birla Uttam is market leader due to its quality, popularity, availability.

- The order billing system is not satisfactory so there should be changes from the rate prevailing on date of dispatch to the rate prevailing on date of order.
- Current pricing system is not up to the mark as some time price difference is very high than previous prices it has bad impact on sales, pricing should base on ex. factory system.
- Company should increase their network in such areas where Birla Uttam sales is very low.
- Retailer are facing the problem of changing prices they are not getting information about current cement prices at right time, if company has good information network they can solve this problem.
- Company should provide training to retailer to give them the basic knowledge and technique of marketing to increase sales.
- Companies target market is Kota city or area near by Kota city than there is no need to spend more in promotions but company want to capture whole Rajasthan as well as other states than it should give their major consideration towards media advertisement. (to capture the market share of its rivals)
- Mason meet should be conducted in rural area.
- Packaging should be improved.
- Color of HDPE bags should be change, so that it create different image in customer mind.
- Regular survey should be conducted.
- Non-trade should be started.
- Birla Uttam is well known brand but still people are confused and think that Birla Uttam and Birla plus belong to same brand. So it is necessary for Birla Uttam to create separate image in customer mind.
- Company dealer or representative should regularly meet contractor, builders so as to give them complete knowledge about our brand, once the contractor, builders have full knowledge of our brand and they are well versed with the quality of our brand. Then they definitely prefer the Birla Uttam cement.
- In cement market, many new companies have entered; they are selling their product at low price, so company should pay attention for it and try to sell Birla Uttam cement at competitive yet economical price.

CHAPTER – VII
RECOMMENDATIONS

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WEB SITE SAMPLE:-

- www.mangalamcementltd.com
- www.answer.com
- www.ykpeadia.com
- www.google.com

BROCHURE

- Annual report of Mangalam cement ltd.
- Introduction Brochure of MCL

APPENDIX

MANGALAM CEMENT LIMITED

Brand Equity Survey (For Dealers and Retailers)

Name of the Firm _____

Name of the Owner _____ Address _____

_____ Contact No. _____

Q.1 How many Brands are you selling at this time at your shop?

- | | |
|---------|-----------------|
| (A) 1 | (B) 2-4 |
| (C) 4-6 | (D) More than 6 |

Q.2 Which Brand you to use more?

- | | |
|------------|-----------------|
| (A) Ambuja | (B) Birla Uttam |
| (C) Binani | (D) Ultra tech |

Why? _____

Q.3 What criteria you have select for a Brand?

- | | |
|------------------|-----------------|
| (A) Price | (B) Quality |
| (C) Availability | (D) Reliability |

Q.4 Ranking brand on the basis of your preference:-

1. _____
2. _____
3. _____

Q.5 Are you satisfy with the problem solving strategy of the company?

- | | |
|---------|--------|
| (A) Yes | (B) No |
|---------|--------|

Q.6 What is your sales per month?

- | | |
|---------------|--------------------|
| (A) 0-650 | (B) 650-1000 |
| (C) 1000-2000 | (D) more than 2000 |

Q.7 In your opinion, there any Impact of Advertising on the purchase of a Cement Brand?

- | | |
|---------|--------|
| (A) Yes | (B) No |
|---------|--------|

Q.8 What are you suggest to Improve sales?

- (A) Improve Price Structure
- (B) Improve the product quality
- (C) Improve the Advertisement policy
- (D) Improve the distribution chain
- (E) All of these

Q.9 Which types of sales motivation do you get from Birla Uttam?

- (A) Cash Discount
- (B) Promotional Schemes
- (C) Timely availability
- (D) Reliability

Q.10 Which brand is more sold in local market?

- (A) Ambuja
- (B) Birla Uttam
- (C) Binani
- (D) Ultra tech

Q.11 Which is the major competitor of Birla in this Local market?

- (A) Ambuja
- (B) Birla plus
- (C) Binani
- (D) Ultra tech

Q.12 Are you satisfy with the Distribution strategy of the company?

- (A) Yes
- (B) No

Q.13 Any Suggestion:-

Signature:

Date:

CHAPTER – VIII
RAW SCORE DATA



MANGALAM CEMENT LIMITED

QUALITY POLICY

We are committed to Produce and Deliver

QUALITY CLINKER AND CEMENT

as per customer's requirement in compliance with applicable standards and continually improve the effectiveness of the

QUALITY MANAGEMENT SYSTEM

With an aim to enhance customer satisfaction

This shall be achieved by :

- ❖ Improvement in quality of Raw material inputs.
- ❖ Progressive increase in productivity and equipment efficiency.
- ❖ Total involvement of employees through participative management activities
- ❖ Enhancing individual skills through training and motivation.
- ❖ Reduction of chronic losses
- ❖ Technological innovations

Date : 01 Sept 2001

Rev. No. : 02

Managing Director

ISO 9001:2000 Certificate



FORM III [See Regulation 7(1) (D) (d)]

BUREAU OF INDIAN STANDARDS

LICENCE FOR THE QUALITY MANAGEMENT SYSTEMS CERTIFICATION
(Accredited by Raad voor Accreditatie, Netherlands)

Licence No. *QSC/L-8000477.2*

1. By virtue of the power conferred on it by the Bureau of Indian Standards Act, 1986 (63 of 1986), the Bureau hereby grants to *M/s Mangalam Cement Ltd., P.O. Aditya Nagar – 326 520 Morak, Distt Kota Rajasthan*

(hereinafter called the Licensee) the right and licence to be listed in the Bureau's register(s) of Licensees of Quality Management Systems Certification in respect of the products or processes particularly described in the schedule hereto, bearing the same number as this licence. Such products shall be manufactured by the Licensee at only the address(es) given above, and under the Quality Management Systems in accordance with *IS/ISO 9001:2000*

2. The licence is granted subject to the relevant provisions of the above Act and the rules and regulations made thereunder governing the licences referred to above, and the Licensee hereby covenants with the Bureau duly to observe with the said Rules and Regulations.

3. This licence shall be valid from *13 March 2006 to 12 March 2009* and may be renewed as prescribed in the Regulations.

Signed, Sealed and Dated this *Seventeenth* day of *April, Two Thousand and Six*

[Signature]
Deputy Director General

for BUREAU OF INDIAN STANDARDS

Schedule to Licence No. *QSC/L-8000477.2*
Issued to *M/s Mangalam Cement Ltd., P.O. Aditya Nagar – 326 520, Morak, Distt Kota Rajasthan*

SCHEDULE

Products/Processes with respect to which the firm has been granted the licence for Quality Management Systems Certification:

Manufacture and supply of portland cement of grades 43, 53 PPC and clinker with the exclusion of the following processes: a) design and development process (7.3); b) validation of processes for product and service provision (7.5.2); and customer property (7.5.4)

[Signature]
Deputy Director General

for BUREAU OF INDIAN STANDARDS