

Emami Cement eyes 10% share in key cement markets by 2019

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Emami Cement is planning to capture at least 10 per cent of market of the highly-competitive key cement consuming states in India by 2019 even as it plans to ramp up capacity to 6 million tonne per annum (mtpa) by the aforesaid year.

At present Emami has a 5-7 per cent market share in Chattisgarh, West Bengal, Bihar, Jharkhand, Odisha and eastern Maharashtra, said Chief Executive Vivek Chawla. He said the share was commendable considering the firm entered some markets last and others recently.

The company is relying on a combination of three factors to achieve its tar-

get. First, the firm would offer its superior cement, Double Bull, as compared to its peers. Second, a 2 mtpa plant in Odisha is underway which would pull up the total installed capacity to 6 mtpa. "If we sell 3.2 mtpa, we will be able to break even this fiscal year," he said. Besides, it has won limestone blocks of 300 mt in Rajasthan and 220 mt in

Andhra Pradesh, where plants can be developed to ramp up the capacity. Third, Chawla is also keen to double the dealer base from the current 4,600 outlets. It would also focus more on retail sales rather than institutional and government ones. "Currently, 60 per cent of the sales is in retail which we plan to scale up to 70 per cent," he said.