

Emami Double Bull Cement targets to achieve 10pc of market share by 2019

■ Business Reporter

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EMAMI Double Bull Cement manufactured by Emami Cement Limited (ECL) targets to take up its market share to 10 per cent in all regions of its operations by March 2019. By the time, the company expects to increase its existing production capacity of 4 Million Tonnes Per Annum (MTPA) to 6 MTPA.

CEO of ECL Vivek Chawla informed that the company is producing 60 per cent of the current total cement capacity of 4 MTPA through mother clinker plant in Chhattisgarh and grinding unit in West Bengal. By March this year, these two units target to achieve the operational production capacity of 3.2 MTPA. During the same period, the company would also be ready with its new grinding unit of another 2 MTPA in Jajpur, Odisha, he added.



Chief Marketing Officer of Emami Cement Limited Vinit Tiwari addressing the media persons in Raipur on Wednesday.

Chawla further said "Currently, the entire sales in our presently existing markets of Chhattisgarh, West Bengal, Jharkhand, Bihar, Odisha, Eastern Madhya Pradesh and Vidarbha regions is close to around 1.5 to 2 lakh tons per month. We have specific ramp up plans targeting to scale this up to 3.2 million tons in the current financial year." He said that as a part of the expansion plan, the company has recently acquired two limestone mines in Rajasthan and Andhra Pradesh.

Chief Marketing Officer Vinit Tiwari said that the company has

multiple mobile vans for consumers to actually test the quality of products and make an informed choice. Each van is fully equipped with compressive testing machine for cube casting and offer various on-site tests for customers. PP bags of highest quality to minimize material loss and damage due to hooking is a major advantage for the customer, he added.

Senior GM (Marketing and Business Development) Shyamik Mukherjee and Zonal Head Manish Kumar also shared their views on the occasion.