

'Concrete roads have upped cement demand'

Shishir.Arya@timesgroup.com

Nagpur: Cement makers are finding a major business in state governments' concrete road projects. Even in Vidarbha state government works constitute almost 50% of the industry's business. Out of this, road building is expected to have a major share. The use of bitumen has come down considerably. Even several Panchayat organizations are going for concrete roads for which cement is needed. This has created a major market for the industry, said Vivek Chawla, CEO of Emami Cement.

Concrete road works are going on in other states too, though the ratio may vary as compared to Maharashtra, he said. A part of the FMCG Major Emami Group, the cement brand was launched last year. The company has plants in Chattisgarh, West Bengal and Odisha with a combined capacity of 6 million tons per annum. The capacity utilization at present stands at 60%, said Chawla. It is aimed to take the overall sales to 10% of the total market in the country.

Chawla was in the city to launch the company's brand

Vivek Chawla, CEO of Emami Cement, said as a part of the FMCG major Emami Group, the cement brand was launched last year. The company has plants in Chattisgarh, West Bengal and Odisha

of cement. A new entrant in the business, it plans to eventually scale up its sales in the region eyeing a sizeable market share here.

It plans to maintain around 65% of business from the retail and private buyers with rest from institutional sales which includes government departments, he said.

"Currently the entire sales in our existing markets of Chattisgarh, West Bengal, Jharkhand, Bihar, Odisha, eastern Madhya Pradesh and Vidarbha regions is close to around 1.5-2 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. The company has recently acquired 2 limestone mines in Rajasthan and Andhra Pradesh.