



Large Business House, India

The client is one of the largest business houses located in India with diversified interests in Infrastructure, Power, Telecom, Financial sector and Entertainment business. The group through its companies has executed a number of infrastructure projects, power generation projects, holds one of the largest telecom service provider companies, owns a reputed financial company dealing in insurance and has most recently diversified into entertainment business by acquiring a leading entertainment company in the US.

Having witnessed unprecedented growth in the last decade, in the cement industry the company intends to further expand its presence into cement business which shall complement its infrastructure and power business.

Holtec assisted the group to identify the most suitable location for the downstream facilities linked to its cement plants.

Key Assignment Information

- ➔ A comprehensive country and regional level cement market transparency study covering current cement market & future envisaged trends and current & future industry structure.
- ➔ Options for setting up of cement plant respect to unit type (grinding or bulk cement terminal), location & capacity, were generated and evaluated.
- ➔ Availability of blending materials at different locations was assessed in detail through field visits to the blending material sources.
- ➔ Site visits were conducted at all alternative locations to assess the infrastructure availability.
- ➔ Evaluations made on the basis of both hard (parametric) and soft (non-parametric) factors, to recommend the top three options.

Objective and Coverage

- The prime objective of the assignment was to identify the most suitable location for the downstream facilities (grinding units & bulk cement terminals) along with their capacities.
- Assessment was made of the national and regional economies of the country, current and future growth rates, composition of national income, outlook for sectors that could affect cement industry e.g. housing, infrastructure, etc.
- Analysis of current cement industry structure, size and composition of competitors market, segmentation, growth expectations, etc. was also done.
- Over 20 alternative locations were evaluated based on four primary parameters – markets, raw materials, transportation & infrastructure and investment incentives.
- Availability of blending materials was assessed in detail for each of these alternatives through field visits.
- Site visits were undertaken to assess the available infrastructure at the proposed site for all the alternative locations.
- Combinations of potential unit types, locations & capacities were evaluated on Prioritization of the investment concept (unit type-location-capacity).
- A key feature of the assignment was to offer different options to the client for setting up of its downstream facilities for its cement plants.
- The above assignment included fieldwork of approximately 200 man-days by a 4-member team.

Holtec's recommendations were instrumental in client's decisions on setting up of downstream facilities for its cement plants as per its overall business plan for its entry into cement business.