



Large Conglomerate, South East Asia

The client is one of the largest companies located in one of the fast growing South East Asian Countries with diversified interests in construction machinery, and mining. The company has a major presence in coal mining through its subsidiaries both as mining contractor as well as own coal mining concessions. The company currently has a total coal reserves in excess of 400 million t through its own coal mining concessions.

Having witnessed unprecedented growth in the last decade, in the mining industry which has also translated into the overall healthy growth in the Cement Industry, the company intends to further expand its portfolio into cement business through its mining division.

Holtec assisted the company to identify the most suitable limestone deposit for setting up of a cement plant along with location for the down stream facilities.

Key Assignment Information

- A comprehensive country level cement market transparency study covering current cement market & future envisaged trends and current & future industry structure.
- Options for setting up of cement plant with respect to unit type (grinding or bulk cement terminal), location & capacity, were generated and evaluated.
- Detailed assessment of different options available for cement grade limestone deposits based on comprehensive data provided by the country's geological department/ mining ministry.
- 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 cement plant and the locations of 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.
- Different possible options were analyzed to identify the most suitable cement grade limestone deposit.
- Combinations of potential unit types, locations & capacities were evaluated on four primary parameters – markets, raw materials, transportation & infrastructure and investment incentives. Prioritization of the investment concept (unit type-location-capacity) was then done.
- A key feature of the assignment was to offer different options to the client for setting up of cement plant along with its downstream facilities.
- The above assignment included fieldwork of approximately 100 man-days by a 4-member team.

Holtec's recommendations were instrumental in client's decisions on acquiring the recommended limestone deposit and advance its efforts for setting up of the cement plant and its downstream facilities.