



Robo Silicon, India

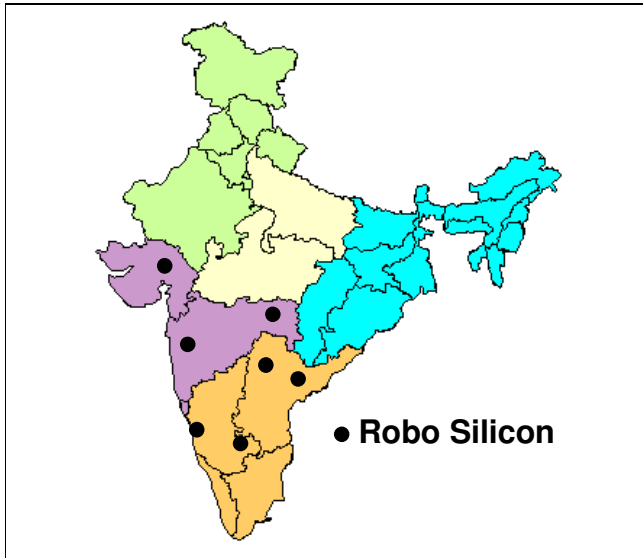
Robo Silicon is one of the leading aggregate manufacturers and suppliers and has been instrumental in introducing high quality manufactured sand to Indian construction industry. They have market presence in almost every major city in the Southern and Western India.

With growing demand for aggregates and especially fine aggregates (sand), natural sources for sand are dwindling at a rapid pace. The concerns over the detrimental effects of sand mining have also

resulted in scarcity of natural sand in recent times especially in the large cities where tremendous growth has been witnessed in the construction sector.

Robo Silicon intends to expand its market presence and thereby has a vision to be India's premier high quality aggregate manufacturer and supplier.

Holtec assisted Robo Silicon to gain current market insight as well as future expected trends in the aggregate industry.



Key Assignment Information

- ➔ A comprehensive market centre level aggregate market transparency study covering current aggregate market & future envisaged trends and current & future industry structure.
- ➔ Current & future availability and sources of aggregates and natural sand.
- ➔ Comprehensive analysis of construction sector development envisaged at different market centres.
- ➔ Customer segment profiles, their preferences and decision making process, analysis towards sourcing of aggregates and natural sand.
- ➔ Site visits were conducted at all market centres of interest to assess the current and future aggregate and sand market.

Objective and Coverage

- The prime objective of the assignment was to assess the current market size and future trends envisaged in the aggregate industry including natural sand.
- Assessment was made of the aggregate and natural sand demand for different customer segments namely, IHB, Institutional and Infrastructure, for each market centre.
- Analysis of current aggregate industry structure, size and composition of competitors market segmentation, growth expectations, etc. was also done.
- Market visits were undertaken to assess the current industry scenario and future trend of the construction sector as well as the envisaged changes in the aggregate industry.
- A key feature of the assignment was to understand the customer decision making process for procurement of aggregates and natural sand.
- The above assignment included fieldwork of approximately 200 man-days by a 4-member team.

Holtec's recommendations were instrumental in enhancing client's understanding of the aggregate market and its decisions on setting up of aggregate manufacturing facilities as per its overall business plan.