

## MARKETING TACTICS OF THE CEMENT INDUSTRY

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### ABSTRACT

*The cement industry is one of the most vital industries in India. As cement is a crucial element of organizational development. The cement aids in plenty of roles such as in constructing industry, governments infrastructure plans, house construction, etc. these all benefits the development of the country and even upsurges in socio-economic growth as well. Cement has given the second most consuming material across the world. Indian cement is positioned in the second largest place in producing of cement. As we all are aware, cement is important in every aspect, like in constructing buildings, roads, offices, etc. Bringing marketing plans in the cement industry not only aids such aspects but is also linked in fetching the development in India, it has a capacity of production is 355 MT p.a. and per capita, utilization is 196 kg (Dubey, 2021). In recent, the government has come up with the action plans, such as bringing growth in smart cities, innovative policies, innovative marketing strategies, foreign policies, and many other development tactics are undergoing in India to fetch the cement industry in top-most level. The most significant raw material in cement production is stones, lime, and coal, and the remaining materials, etc are entailed in the Indian Earth. Thus, appropriate marketing tactics are applied to explore the Indian cement industry in a wider range.*

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**Keywords:** Industries, Cement, Marketing Tactics, Innovative Policies, Business Sustainability.

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### Introduction

The cement Industry is one of the cement producer industries. India stands in the second position, it is the largest producer of cement in the industrial field. The cement Industry in India plans to grow up the new capacity compared with earlier. (Yadav, 2017).It plans to have 71MT,but at the present, it had a capacity of 315MT, which is great growth. In general, the word cement refers to a binder substance that is hardened and set independently. Cement is a hard component that can bind materials. Mostly used for construction. The cement hardens the other materials and helps for the strongest development of the construction. Cement buildup the construction of the site as it has more capacity to demand. Moreover, even economically the cement industry has gained much profit. It has an abundance of strategies in the cement industry, as there is a demand for the cement industry. Cement is the most extensive component of infrastructure development. Financially, it is benefited very high as it produces

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the demand capacity. And the GDP rate Percentage is commonly low, in that case, it accounts for approximately 1.3%. (Ghosal, 2020). In addition, there is beneficial even in the marketing field. Indian sales taxes are normally more extensive. The sales of this industry are probably different from one factory to the other factories.

Marketing the infrastructure of the cement is expensive, as it encompasses a very high-quality element. The growth rate of cement is low which is approximately 9%, 11%, and 13%. In the ancient time of year 1898, cement production began, and later it started to increase the cement material in marketing and trading. Cement has given importance as the second most used-up component after water. The cement rate is 100% utilized product by the government of India. There would be positive responses to the exchange of the products. The target of the customers in marketing the cement is to specify the product, whether it is a good tangible product or not. And to pricing relays on the product according to their quantity and quality. By improving the sales marketing the promotion will be presented, which plays an important role in manufacturing the product. There is high competition in the marketing of cement. To bit, the competitors, require to follow up strategies like advertising the component for their promotions and also coming up with schemes. Sales and marketing play a vital role in the cement industry.

### **Objectives**

- This paper depicts the marketing tactical plans implemented in the cement industry.
- Studying the growth of the cement industry.

### **Review of Literature**

The title of the research paper is 'Marketing tactics of the cement industry'. Here marketing mix, business tools are taken into use, to upsurge the productivity level of the cement industry. There are seven to eight pcs of marketing mix plans, but in recent, there are four main marketing pcs are taken used to define the marketing strategies in the cement industry.

### **Four Cs: The Consumer-Oriented Model**

This Four Cs: the consumer-oriented model was proposed by Robert F. Lauterborn in 1993. This model is one of the best and most consumed model versions, here the model is implied to fit better from enormous marketing to niche marketing. The Four Cs are Consumer, Cost, Communication, and Convenience.

#### **Consumer**

In this section, consumer satisfaction is displayed, by generating some of the offers that are affordable by the specific industry. In the PS model, the product is replaced by the consumer. In the Cs model, the consumer plays a vital role in any organization. In the cement industry, strategic and innovative plans, attracts consumer such as providing quality cement, discounts on the huge package, and displaying the importance of the certain cement produced in the specific industry.

#### **Cost**

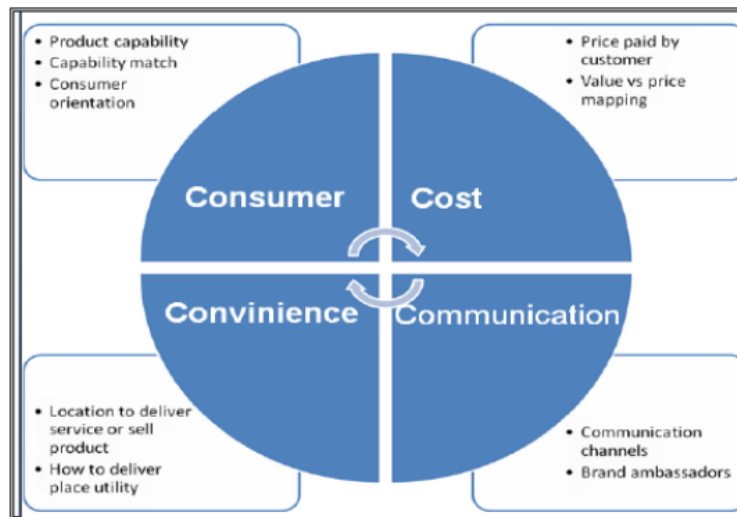
In the section on cost, the cost of cement in its industry varies. Here the price is replaced with the term cost in the Cs model. The cost can be influenced by plenty of factors in the industry, it perhaps can differ, depending on the competitor's products. The cost even relays on the quality of the product as well.

#### **Communication**

The section communication entails the terms advertising, relations with the public, personal selling tactics, and any method that relates to and aids in building the relationship with the customers. Here, the promotion term is replaced with communication. The communications plot is designed for attracting the consumers in sundry other ways, thus, this requires the communication methods and apparatus to make the plan come into action.

#### **Convenience**

In the current digital world, the upsurge of the internet and social media platforms aids much in purchasing the cement product. In the pcs model, the place is replaced with the term Convenience in the Cs. Convenience makes the consumers ease to purchase the product, its detailed information, aids in finding the product, and numerous other factors.



[Product features and quality consideration that a company should enable while presenting and launching product]

### Product

The cement industry products don't depict the different product mixes, the product mix can be varied based on the type of cement merely. The product mix requires the elements like Coal for generating the high consumption of the fuel needs. The main components essential are lime, clinker, gypsum, etc. As cement is too heavy, it takes up a high cost in transporting the cement. There must be a protected transport system, as cement ought not to have come in contact with the humidity and water. In addition, there is high competition between the cement industries, as many other companies are coming into this field. (Kumar, Dr. N.C., 2013). Approximately, 370 companies are organized in the cement sector in India, along with the five players accounting for 40% of the market share. But, there are types of cement in diverse grades such as white cement, OPC, etc.

### Packaging of the Cement

In the cement industry, packaging plays a vital role in attracting consumers, Woven sacs are the most effective packaging. Moreover, there are diverse sorts in packaging the material, jumbo bags are taken in use, to pack the bulk quantities. The good bags are used to protect the material from the rains. As water hardens the cement. Here, the external views do not take into consideration, customers does not attract by the design of the product, whereas, focal points displayed on the type and way of transportation method, proper storing of the material, external bags used to preserve the product, and minimizing pilferage. For example, in India, the packaging of the Ambuja cement is yellow along with the Woven ends and has hooks, as it aids in easy loading and unloading processes. The further tactic for attracting more number of customer is via, the logo of the company, and holdings of buildings that benefit in highlighting the quality and message of the company about their quality entailed in the product of the cement industry. The sac must be lightweight as the cement merely heavy.

### Price

In the cement industry, price depicts the difference between its competitors' companies. The cement industry doesn't show a great difference, it just displays 3-6 rupees in the type of bags used. But, in a few cases, the price of the products alters, it relies on the customers' ordered places, i.e. depends on the trade or non-trade type. Moreover, the pricing decisions also depend on the constituents' input such as raw materials used, clinker, taxes, and many more factors. The cement companies bid abundance of cash discounts, seasonal discounts, foreign tours, approval with the offers, and grant the dealers for promoting healthy sales. The chief factors causative in the fluctuation of the prices are based on transportation costs, disparities in supply and demand, and variances in the competition of retailers. The price keeps on altering based on the demand and supply subtleties.

### Role of Sales Personal in Promotion

In India, the customers' purchasing rates are based on the opinion of the leaders like, contractors, architecture, masons, etc. hence, to attract them, the sales team must focus on conducting seminars for the contractors and masons. They even must touch up with the vendors and distributors, to

represent good information of their specific company. as they enact as connecting link and the channel between the consumers and the contractors, as most Indian relays on the decision of the contract merely, hence this marketing strategical aids in increasing the rate of productivity in the cement industry. The retailers even help in influencing the customers to purchase the specific industry or company's product merely. Taking use of posters and advertisements in promotion also plays a vital role in increasing the marketing levels of the cement industry. Apart from this, offering the contractors things like caps, shirts that indicate the brand name, and logos on the shirts that help in representing and expanding the brand names among more people.

In the cement industry, attracting customers, besides fetching the attention of the contractors and retailers is quite mandatory, as customers mostly rely on them merely, thus the company needs to come up with schemes to offer to the contractors, instead of giving cash enticements, the retails must be offered with the gold coins and foreign tours. Moreover, contributed to the insurance providence of nearly Rs 5 lakh for their private usage and scholarships for their children, accidents, etc. therefore, such schemes avail amore number of new consumers in the specific cement industry.

#### **Place Delivery Channels Entailed**

The Indian cement must be transported nationwide but with strong prints of Indian cement. The main focal point of the supplying of the cement industry is to fetch the brand names reputedly, along with the strong productivity in the industry, but rather sometimes the mediators and agents get more benefits compared with the companies, as the industry isn't aware of the end consumers, hence the cement industry must look into the deep of matter before selling the bulk of the products. In addition, Indian cement companies are working to come up with innovative strategies and plans to be implemented in the industries of cement. The upcoming innovation will take a look at the cement sold, and undergo inspection of the areas sold and quantities sold.

According to the Indian research report, it was depicted that, the cement industry has viewed plenty of investments and developments in the industry. Abundances of foreign are entering. The investment relays on the business environment. Thus, the business plays a strategic and crucial role in bringing development to the sectors via foreign investments. (Noorbakhsh, Nazeri, Nourbakhsh, 2022) In the marketing of the cement industry, development programs are also a necessary step. The industry must keep more awareness of their selling performances. There must be a strategic plan initiated, which response to the long-term effectiveness of planning. Taking into consideration of both the internal and external factors, to make effective marketing planning and the progress in the cement industry. In India, the Ambuja cement industry is made available to distributors at any location. the cement industry even come up with the usage of updated technology, which helps in working environment safety, and also elevates productivity, and expands the growth of the company wider. The technology benefits in fetching more consumers as well. (Marketing Management of Cement Industry in India, 2020) Thus, in the marketing of the cement, the ads, promotion of the cement industry in a positive way, goods reviews from the customers, and all the digital platforms help in spreading the brand name of the company positively. As the abundance of consumers takes into consideration the rating and reviews published on the brand name of the cement industry.

According to Shaik, Balkrishn, and Banana (2014), there is a study conducted on future marketing, here, evolving marketing trends, enhancing the technology, minimizing the cost, developing wider brands, and coming up with innovative ideas and updated technology usage, to upsurge the productivity and bring the Indian cement in number one position. Certain suitable tactics are taken into use to reach the target customer and satisfy the needs of the consumers. The main marketing strategy is to apply to bring the quality product at affordable prices. The Indian cement industry is coming up with an action plan for better usage of upgraded systems of technology. Alliancing and globalization also play a key role in the strategical plan for growth in the marketing of the cement industry. Large cement players in India receive a wide range of profits and market share, whereas smaller plants could reach their destination. (Shankar, Agarwal, Goel, 2011). Top companies hold 70-80% capacities and market, thus, every cement industry ought to try to position top companies' brand names.

#### **Conclusion**

The cement industry in India has occupied a special position, the demand has widespread across the nation. The Indian players are working hard to reach their business strategies at the topmost level. In the cement industry, the differentiation could only be seen in the operating systems, cost optimization, providing a superior quality product, service, and sundry tactics of marketing strategies like the presence of sustainability and stability eternally, and also active marketing leaderships, targeting the

number of the customers, and fetching the great expansions in the product outline, the most vital one in the industry is coming up with the advertising, that aids in unlocking the lock of the puzzle of profits and fetch high growth in the Indian cement industry. In addition, numerous other sorts of strategies aid in more development in the cement industry, the marketing mix role plays a vital role in bringing more productivity, but a few challenges are faced between the contractors and the seller, but Indian cement companies are very soon coming up with the innovations to eradication such issue faced, and fetch the appropriate solutions of it. The usage of upgraded technologies makes the Indian cement industry more functional and accessible to sundry other profits.

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