

JSW

Cement

launches

first

Priority

Dealer

Store in

Kolkata

JSW

Cement

launched its

first Priority

Dealer Store

in West

Bengal,

Kolkata

today. The

launch took

place in

their first

Priority

Dealer Store

- Mondal

Enterprise

situated at

Krishnapur,

Hanapara.

In order to

make it

happen,

JSW

cement

aggressively

build up an

extensive

network of

dealers

across the

state. The

company

made a

move by

deciding to

identify

certain key

retail

counters &

dealers as

Priority

Dealers and

making

them as

JSW

Cement

Priority

Dealer

Stores.

As one of

the major

players in

the industry,

JSW

Cement has

started a

new trend

by

launching

this store.

The

industry

stalwarts

seek to reap

the benefits

from these

distinctive

stores

before other

players

enter the

segment. It

will also

give them a

head start in

capturing

maximum

market

share. This

will also

help the

strategic

positioning

of the

brand. This

will help

them

amplify their

retail

presence

and allow

them to

cater the

masses,

company

sources

said.

At the

launch,

Pushp Raj

Singh,

CMO, JSW

Cement

said, "The

company

plans on

taking 300

such

counters

this year.

The

approximate

cost for

these stores

would be

around Rs

four to five

crores. We

would also

invest in

giving a

complete

makeover to

these stores.

The Priority

Dealer

Stores will

not only

give

makeover

but would

also offer

value added

services to

its

customers.

These

services will

be available

at their

doorstep or

they can

visit the

Priority

Dealer Store

to get the

best

customer

experience."

Mr Singh

also said

that the

Salboni

plant has a

present

production

capacity of

2.4 mt

which will

be upgraded

to add

another 2.4

mt in the

future.

As for

effects of

GST that

has come

into effect

recently, Mr

Singh said

they have

no problems

with that.

As for rise

in pricing, it

would bring

an effect

only in case

of supplies

to other

states where

logistical

expenses

would be in

effect.

The

company

has

identified

four corners

of the

municipal

areas to set

up four

such stores,

two of

which were

launched

today, one

in

Krishnapur

in North and

New Alipore

in the

South.

(EOIC)