

JSW Cement launches first Priority Dealer Store in Kolkata

EOI CORRESPONDENT

KOLKATA, JULY 13/-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.