

## **JSW Cement launches first Priority Dealer Store in Kolkata**



By Suhrid :- JSW Cement has launched its 1<sup>st</sup> Priority Dealer Store in West Bengal, Kolkata. 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 extensive network of dealers across the state. The company made a very bold 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.

**At the launch Mr. Pushp Raj Singh, CMO, JSW Cement** said “The company plans on taking 150 such counters this year. The approximate cost for these 150 stores would be around 3 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”

**About JSW Cement Ltd:** JSW Cement Ltd is a part of the \$11 billion JSW Group with interests in Steel, Energy and Cement. JSW Cement entered the cement market in 2009 with a vision to ensure a sustainable future for the country by producing eco-friendly cement, using industrial by-products such as slag. Its plants at Vijayanagar in Karnataka, Nandyal in Andhra Pradesh and Dolvi in Maharashtra utilise slag from the JSW Steel plants to produce green cement. This has helped in reducing the carbon footprint of the Group. JSW Cement is India’s largest manufacturer of ‘Portland Slag Cement (PSC)’ variant of blended cement which is environmentally friendly and economically viable. JSW Cement currently has a manufacturing capacity of 8.9 m MT.