



JSW Cement offers its customers ease of doing business through AI-based digital interventions

Partners with Yalochat to introduce conversational commerce service in India

JSW Cement is among the first Indian cement companies to introduce conversational commerce services to customers

MUMBAI – FEBRUARY 12, 2021: JSW Cement, India’s leading Green Cement producer and part of US\$ 12 billion JSW Group is digitizing Sales & Marketing operations to provide channel partners ease of doing business by leveraging AI-based digital interventions. We have partnered with Yalochat, the world’s leading conversational commerce service provider, to introduce AI-based anytime, anywhere business transactions for our trade customers. The Yalochat partnership enables us to upsell, transact and provide better service to customers over modern messaging apps like WhatsApp. This differentiates JSW Cement from other players, as we traverse from the current 14 MTPA to 25 MTPA capacity by FY2023.

JSW Cement is among the first Indian cement companies to introduce conversational commerce services to trade customers. Conversational commerce is e-commerce done through various means of conversations and uses technology such as speech recognition, speaker recognition, natural language processing, and artificial intelligence. Research has revealed that the ongoing, trusting and personal connections developed between brands and customers through personal conversations lead to better service for the customer as well as new business opportunities for the company. Hence, conversational commerce is emerging as a huge opportunity in driving customer service as well as digital sales.

According to Mr. Parth Jindal, Managing Director of JSW Cement, *“Digital Technology is shaping the long-term sustainable growth strategy of all JSW Group businesses. We are in a unique position to deliver integrated home-building solutions to Indian consumers. Our digital transformation will ensure the ease of doing business to our customers through continuous improvements in the overall Brand experience combined with efficient operations for well-synchronized & timely deliveries. As we march towards our target of achieving 25 MTPA capacity in the Cement business, we will ensure more investments in Technology and Research to develop & deliver innovative products that meet the evolving needs of our customers. I am happy to welcome Yalochat as our technology partner in this journey.”*



According to Javier Mata, Yalochat's Founder and CEO, *“Putting the customer at the center of everything you do is easier said than done. JSW Cement is a testament to customer-centricity. They have not only digitized its dealer relationship but used Yalochat to transform it by bringing everything they need through WhatsApp. Now, the sales force of JSW Cement has been empowered to focus on building meaningful relationships with dealers while technology takes care of the rest. We are excited to be partners of JSW in this transformation.”*

JSW Cement has a major presence in the East, West & Southern regions of India. As part of this digitization initiative, we are rolling out AI-based MobileTech interventions including conversational commerce services for its Trade Channels across all the markets. This digitization effort combined with its field-force interventions is expected to achieve higher efficiency in business and better customer service to the market.

According to Mr. Nilesh Narwekar, CEO of JSW Cement said, *“We have embedded digital interventions across all working practices of our frontline sales workforce and are in the process of extending these to the channels as well. The digital transformation of our sales & marketing operations will help drive efficiency & effectiveness to create frontline impact. The introduction of mobile-tech in the Supply Chain equips our sales force with data at their fingertips. This helps them to analyze & evaluate channel performance and enables faster decision-making to support the requirement of our trade network. Continuing on this journey, we are now extending the benefits of these digital interventions to our dealers and have chosen WhatsApp as a medium to offer conversational commerce services. This will enable them to place orders any time of the day wherever they are, measure performance, get their account statement, thereby remaining connected with their business.”*

JSW Cement has digitized the outbound marketing functions through MobileTech interventions. These technologies are enabling our sales force to seamlessly interact with channel partners as well as receive orders. We launched AI-based MobileTech tools, specifically designed, to facilitate channel partners the ease of doing business with.

These include:

1. WhatsApp-based Dealer Assistance Intervention to facilitate order placement and transaction-related dealer interactions.
2. Mobile interventions to enable Track & Tracing of dispatched orders
3. Digitized sales planning processes for effective demand management, dynamic pricing management, and AI-based demand forecasting for improved lead generation.

Commenting on the digitization of Sales & Marketing operations, Mr. K Swaminathan, Chief Marketing Officer of JSW Cement, *“Through our digital initiatives we are combining capabilities, processes, structures, and technologies to scale-up interactivity with our*



customers as well as provide them optimal personalized service on a real-time basis to scale up their business as well as our business. We are establishing a center of excellence to deliver the best customer service through advanced mobile & AI interventions."

About JSW Cement Ltd: JSW Cement Ltd is part of a US\$ 12 billion JSW Group Indian conglomerate with interests in Steel, Energy, Infrastructure, Cement, Ventures, and Paints. JSW 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 Blast Furnace slag. Its manufacturing units at Vijayanagar in Karnataka, Nandyal in Andhra Pradesh, Salboni in West Bengal, Jajpur in Odisha, and Dolvi in Maharashtra utilize slag from Steel manufacturing units to produce Portland Slag Cement and Ground Granulated Blast Furnace Slag (GGBS). Through innovative conversion of industrial by-product into a useful end-product, JSW Cement greatly helps reduce the carbon footprint of JSW Group.

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