

# T&A Consulting

Business with India Starts Here...

## European Heavy Building Material and Construction Conglomerate

### Background

European conglomerate operating in heavy building material, cement, aggregates, precast concrete, glass fabrication and DIY stores with presence in Indian cement sector and exploring opportunities to enter the aggregate market

### Client Objectives

Client entered the Indian market in 2008, incorporated its India business development office to support and further develop the group's business in India Formed a Joint Venture with an existing Indian player in the cement sector in 2008

The company expressed interest to assist them towards understanding the entire eco-system of aggregates segments in India with an aim to make an informed and well researched market entry decision

### T&A Approach: Market Intelligence

- All India market size and geographic clusters
- Detailed assessment of each geographic cluster including State wise market estimates
- Market size of organized sector and unorganized sector
- Typical quarry size, type of mining, use of technology, operational costs, transportation of aggregates i.e. delivery radius
- Presentation of detailed market intelligence report

### Key Stakeholders

- End user classification i.e. Road Infrastructure, Ready Mix Concrete, Railway Ballast and demand assessment of each customer segment
- Information on industry influencers and opinion leaders including trade and industry bodies and key decision makers

### Regulatory Environment

- Land Acquisition, Regulations and process, timelines, prospecting & extraction licenses and tender qualification requirements

### Conclusion

- Comparison of company acquisition versus land acquisition, transfer of licenses, payment of royalties and taxes at Central and State level