

**P.C.E.T's**

**S. B. Patil Institute of Management**

**205 OSCM-SC- Service Operations Management-I**

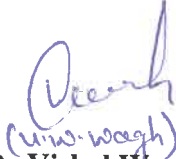
**Small Group Project**


All students have to collect, evaluate and interpret data /information and prepare report **(Groupwise)** with the help of following points and submit the same. Company allocations for each group are given below:-

- 1) Name of Manufacturing Company
- 2) Vision and Mission Statement
- 3) Raw Material Used (Pictures if any)
- 4) Product Range (Pictures if any)
- 5) Production Process
- 6) Different Machineries Used (Pictures if any)
- 7) Techniques used related to Quality Improvement
- 8) Customers Range
- 9) Competitors Range
- 10) Distribution Network Channel



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**A**  
**REPORT ON**  
**SERVICE OPERATION MANAGEMENT-1**  
**FOR**  
**ULTRATECH CEMENT LIMITED**  
**REPORT SUBMITTED**  
**BY**  
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**S. B. PATIL INSTITUTE OF MANAGEMENT**  
**BATCH 2022-24**



*Dec 2023*  
*(U. W. Wagh)*

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# VISION AND MISSION STATEMENT OF ULTRA TECH CEMENT LIMITED

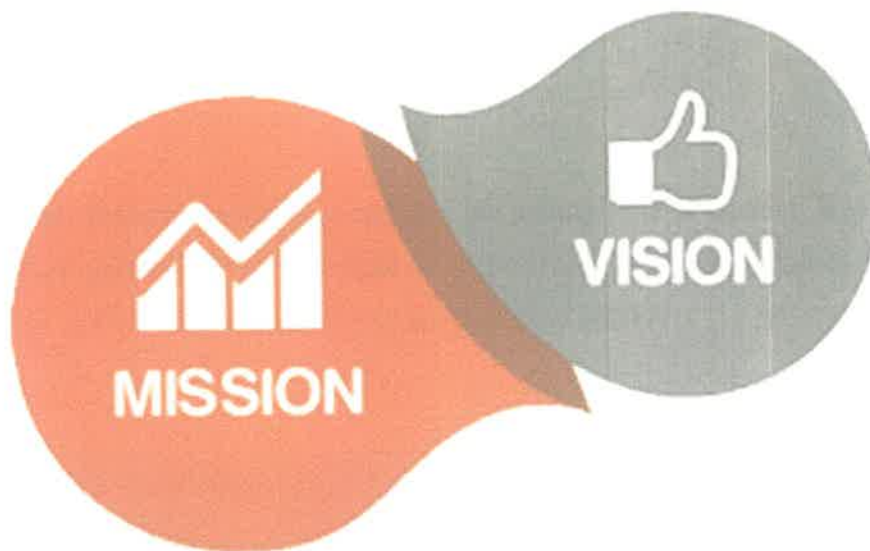
## VISION STATEMENT:

To be the leader in Building Solutions

## MISSION STATEMENT:

To deliver superior value to stakeholders  
on the four pillars of

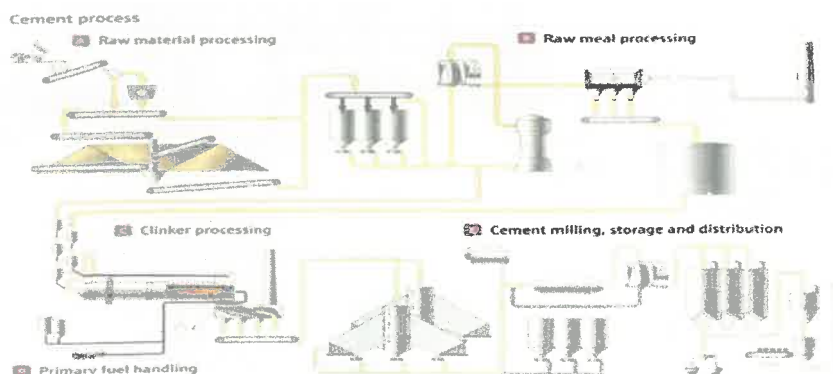
- Sustainability
- Innovation
- Customer Centricity
- Team Empowerment



## RAW MATERIAL USED IN ULTRA TECH CEMENTS

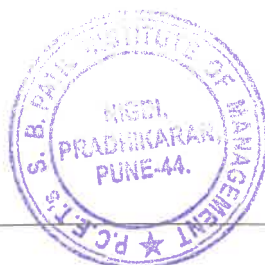
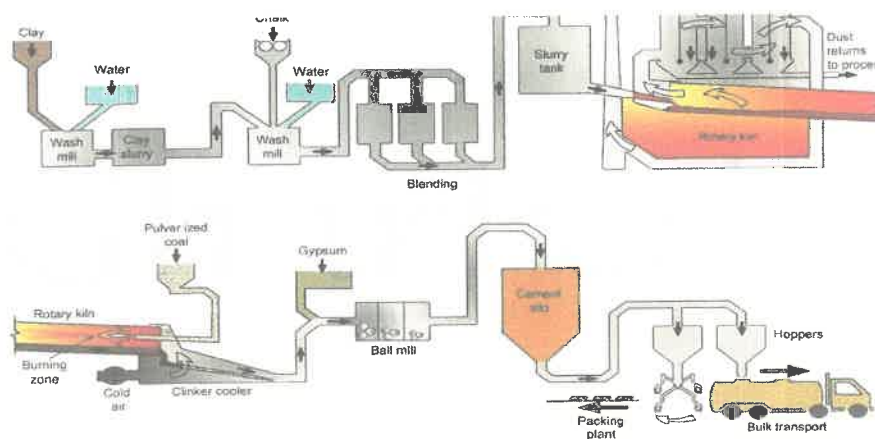
UltraTech Cement, one of the largest cement manufacturers in India, uses a variety of raw materials in the production of its cement products. The exact composition of raw materials can vary depending on the specific type of cement being produced, but generally, the following materials are commonly used:

- **LIMESTONE:** Limestone is the primary raw material used in the production of cement. It is a sedimentary rock composed mainly of calcium carbonate ( $\text{CaCO}_3$ ). Limestone provides the necessary calcium component for the chemical reactions that occur during the cement manufacturing process.
- **CLAY OR SHALE:** Clay and shale are another essential component in cement manufacturing. They provide the necessary silica, alumina, and iron oxide required for the formation of cement clinker.
- **GYPSUM:** Gypsum is added to regulate the setting time of cement. It is a mineral that consists of calcium sulfate dihydrate ( $\text{CaSO}_4 \cdot 2\text{H}_2\text{O}$ ). Gypsum helps control the rate of hydration and prevents the cement from setting too quickly.



- **IRON ORE OR LATERITE:** Iron ore or laterite is a source of iron oxide ( $\text{Fe}_2\text{O}_3$ ) in cement manufacturing. Iron oxide gives the cement its characteristic gray color.
- **Bauxite or Fly Ash:** In some cases, bauxite (aluminum ore) or fly ash (a byproduct of coal combustion) may be used as supplementary cementitious materials. These materials contribute to the desired properties of the cement, such as enhanced durability and reduced environmental impact.
- **Supplementary Cementitious Materials:** UltraTech Cement may also incorporate supplementary cementitious materials (SCMs) such as slag, silica fume, or rice husk ash. These materials are added in varying proportions to improve specific properties of the cement, such as strength, workability, or sustainability.

It's important to note that the exact composition of raw materials can vary between different cement manufacturers and regions, depending on the availability of local resources and the desired properties of the final cement product.



## PRODUCT RANGE

### TILE ADHESIVE

UltraTech TILEFIXO is a polymer modified cement based high performance, high strength, high quality tile adhesive developed to fix tiles, Natural Stones over walls and floors. Suitable for both internal and external, thin bed applications. There are four variant of TILEFIXO for



### REPAIR PRODUCTS

Polymer enriched high strength Repair Mortar and Micro Concrete for repair application on de stressed Columns, Beams and highly porous roof requiring repair and strengthening of structure. UltraTech MICROKRETE is a polymer enriched cement based high performance, high strength, non-shrink high quality micro concrete for micro concreting and jacketing applications of columns, beams, and concrete slab repairs. Ideal for fast and durable repairs. It is developed by using special polymers, additives and selected fillers. Addition of coarse aggregates of up to 8 mm size is possible for higher volume applications. There are three variant of MICROKRETE.

MICROKRETE – HS1: For designed strength of 80 MPa  
MICROKRETE - HS2 : For designed strength of 60 MPa  
MICROKRETE - HS3 : For designed strength of 40 MPa



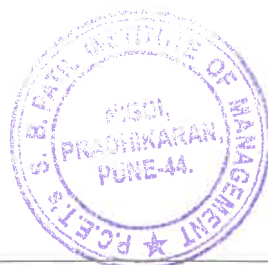
## FLOORING SCREEDS

Multipurpose Floor Screeds for varieties of application as underlayment for floor tiles application for indoor and outdoor locations. Strongly recommended over waterproof agents applied as single and two component over concrete roof for higher thickness requiring slopes for draining out rain water eliminating the usage of brick bat coba application.



## WATERPROOFING PRODUCTS

Wide range of Polymer / Co polymer modified/ Acrylic / SBR latex combination as single or two component underlayment waterproofing agents for application requiring in Flat Roof concrete, Kitchen Balconies, Chajjas , Slope roofs and wet areas like Bath-rooms, Canal linings, Swimming pools, Water tanks etc. s specially formulated Integral waterproofing liquid system which will improve the performance properties of plaster, mortar and concrete. It makes plaster, mortar and Concrete cohesive and enhances the yield, compressive strength and water tightness.



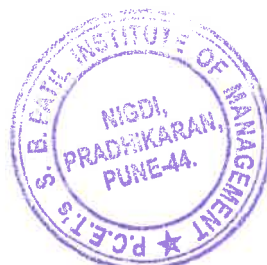
## INDUSTRIAL/PRECISION GROUT

Non Shrink non expandable high performance industrial grouts for wide varieties of application in Machine foundation, joining of Precast elements, High performance safety vaults etc. It is recommended for grouting with design strength of 100 MPa for foundation base plates, machine foundations and beds which demand high early strength, as barrier material for strong rooms and vaults.



## PLASTERS

Polymer modified surface finishing plasters for thin and thick coat application for internal and external walls UltraTech READIPLAST is a ready mix cement plaster/ render with high quality polymer additives, well graded sand and fillers for manual plastering applications. It can be used for plastering on inner and outer walls. It can also be used effectively on brick, block, stone walls as well as concrete surfaces. Ideal for well-prepared walls with maximum thickness of plastering up to 15 mm.



## MASONRY PRODUCTS

Thin bed jointing material for AAC block, Fly Ash Bricks and Concrete Blocks UltraTech FIXOBLOCK is a versatile thin jointing material for thin bed applications of 3 mm. This mortar is specially designed to provide stronger, durable bonding between the blocks with optimum adhesive strength.



## AUTOCLAVED AERATED CONCRETE BLOCK

Light weight block for masonry construction. UltraTech XTRALITE is a Light weight Autoclaved Aerated Concrete Block. It is manufactured through the reaction of the rising agent on a proportionate blend of lime, cement and flyash.



## **PRODUCTION PROCESS**

**STEPS INVOLVED IN PRODUCTION PROCESS ARE AS FOLLOWS**

**STEP 1:- Mining**

**STEP 2 :- Crushing, stacking, and reclaiming of raw materials**

**STEP 3 :- Raw meal drying, grinding, and homogenization**

**STEP 4 :- Clinkerization**

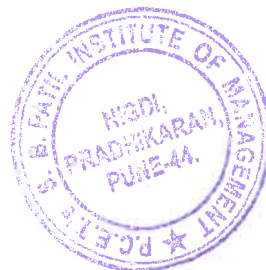
**STEP 5 :- Cement grinding and storage**

**STEP 6 :- Packing**

### **Raw Meal Drying Setup**

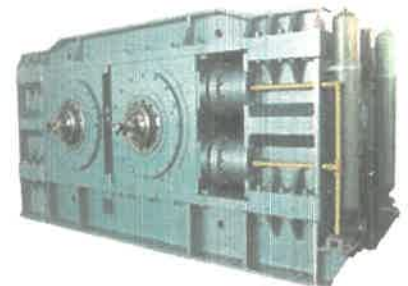
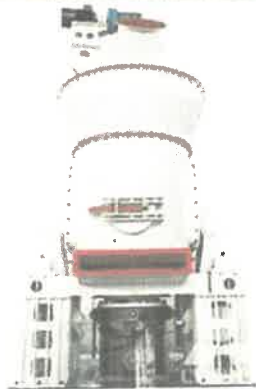


<https://youtu.be/nbpBgFhF2FM>



## DIFFERENT MACHINERIES

1. **Cement Rotary Kiln:-** Raw materials enter the kiln from the high end and move toward the low end in the slowly rotating kiln body. In this process, chemical and physical reactions are generated through high-temperature heating, and then the clinker is finally formed.
2. **Shaft Kiln :-** Raw materials enter the kiln from top feeding port and move down by their own weight. In this process, they exchange heat with the hot gas and produce chemical and physical changes, finally form clinker.
3. **Cement Mill :-** It is a kind of grinding equipment that used to grind the calcined cement clinker then make them reach the particle fineness requirement of the finished cement product. It is the core equipment of the last step in the cement production process.

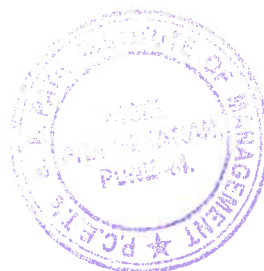




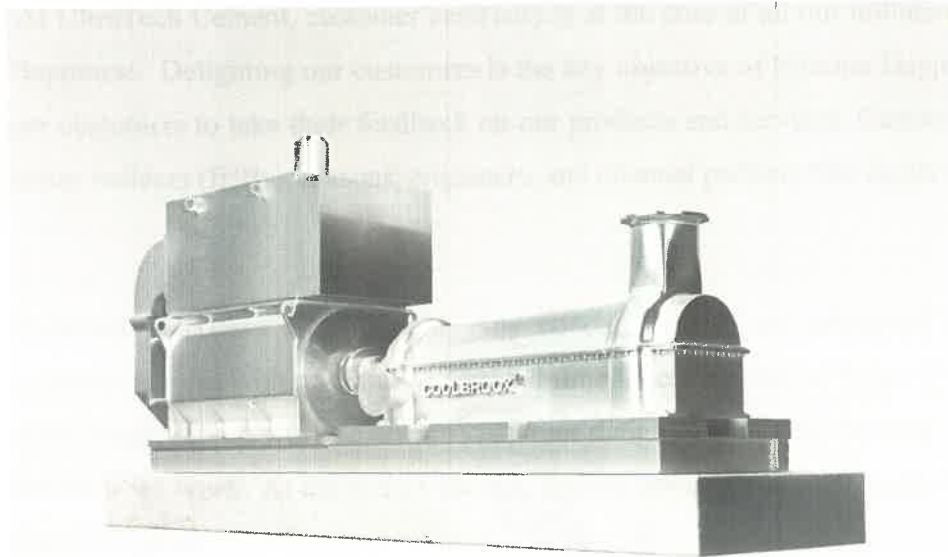
## **TECHNIQUES USED RELATED TO QUALITY IMPROVEMENT**

### **RotoDynamic Heater technology :-**

UltraTech had signed a memorandum of understanding (MoU) with Coolbrook in June 2022 to jointly explore the use of RotoDynamic Heater technology to electrify the cement manufacturing process. UltraTech and Coolbrook shall jointly explore the use of Coolbrook's Roto Dynamic Heater (RDH), an innovative application based on its revolutionary roto dynamic technology, to electrify cement kiln heating process. Both the companies will collaborate to develop optimal electric process heating solutions for cement manufacturing process replacing fossil fuels.



Coolbrooks machine :-



## Customer range

At UltraTech Cement, customer centricity is at the core of all our initiatives. We call it 'Mission Happiness.' Delighting our customers is the key objective of Mission Happiness. We reach out to our customers to take their feedback on our products and services. Customers include individual house builders (IHBs), masons, engineers, and channel partners like dealers & retailers.

Customer responses are recorded. Any concerns raised are addressed on priority through a seamless process with minimal turnaround time. Each member of Team UltraTech puts in efforts every single day at work to ensure customer delight. It has now become a part of 'who we are' and 'how we work'. At the end of the day, having served a happy and satisfied customer, gives us a sense of pride.

Our customer centric approach rests on the three principles of 'Listen, Learn and Act'. The focus is not just on selling a product or providing service, but to have stake in the customer's choice, understand his or her needs, learn from their feedback, as well as design and implement better solutions to enhance customer experience.

At UltraTech, we are constantly working to bring out enhanced services based on customer feedback. Some of the innovations include awareness kits for IHBs, timely information and knowledge support via SMS and Whatsapp for masons & engineers, extended timings for warehouse operations for the convenience of our channel partners.



## Competitors of Ultra Tech Cement .

### Competition

Standalone

Consolidated

Name	Last Price	Market Cap. (Rs. cr.)	Sales Turnover	Net Profit	Total Assets
UltraTechCement	7,850.65	226,637.55	61,326.50	4,916.88	61,687.20
Shree Cements	25,038.40	90,340.42	16,837.49	1,328.13	20,827.61
Ambuja Cements	438.05	86,981.19	19,985.43	2,553.49	28,553.25
Dalmia Bharat	2,139.30	40,107.67	132.00	195.00	7,848.00
ACC	1,815.60	34,094.66	22,209.97	869.91	14,043.00
J. K. Cement	3,180.60	24,575.94	8,998.60	562.54	7,912.74
Ramco Cements	914.95	21,619.57	8,135.27	343.54	11,280.95
Odisha Cement	2,372.90	21,155.19	232.53	89.69	1,475.45
Nuvoco Vistas	359.40	12,836.19	8,581.52	90.17	12,183.38
JK Lakshmi Cem	722.15	8,497.54	6,071.05	330.77	3,534.97
India Cements	212.95	6,599.26	5,380.81	-188.55	8,517.43
Star Cement	141.40	5,715.11	2,704.53	164.02	1,501.30
Andhra Cement	150.75	4,424.82	--	949.62	880.15
Heidelberg Cem	169.95	3,851.29	2,238.10	99.17	1,635.17
Orient Cement	136.80	2,802.60	2,937.55	122.82	1,995.14
Sagar Cement	209.60	2,739.63	1,910.40	39.22	2,060.50
HIL	2,859.30	2,155.22	2,155.21	130.10	1,231.31
Jaiprakash Assn	7.20	1,767.31	3,954.68	-1,162.24	9,289.21
Sangni Ind	67.05	1,732.08	928.36	-325.70	3,089.82
Ramco Ind	159.90	1,388.08	1,310.06	95.84	1,412.83
KCP	103.55	1,334.98	1,672.10	-25.54	982.32
Everest Ind	812.35	1,278.88	1,645.03	43.20	647.65
Shree Digvijay	82.00	1,190.66	724.87	57.71	324.69
Mangalam Cement	308.85	849.25	1,801.59	17.12	1,367.75
NCL Industries	187.05	846.08	1,609.66	46.00	1,067.16
Visaka Ind	83.75	723.64	1,646.58	54.79	1,161.12
Deccan Cements	450.10	630.48	781.54	49.30	952.75
Anjani Portland	172.00	505.25	422.18	-18.92	798.70
Sahyadri Ind	342.90	375.35	593.81	37.11	459.39
Guj Sidhee Cem	33.10	295.91	703.44	20.17	517.24
Kakatiya Cement	198.30	154.16	154.15	-4.46	312.26
Niraj Cement	30.80	123.68	605.29	4.09	202.21
A B Infrabuild	40.70	86.84	64.32	0.86	57.05
Barak Valley Cem	37.50	83.10	174.46	5.80	151.99
Burnpur Cement	4.50	38.76	146.22	-70.83	164.24
APCL-RE	3.75	4.74	--	--	--

Compare UltraTechCement with another company

Balance Sheet

Go



## **Distributor's network channel**

UltraTech Cement has got an excellent geographical reach. In case of exporting, the cement is concerned, it reaches the nearest port via road or railways and is further linked to the importing country.

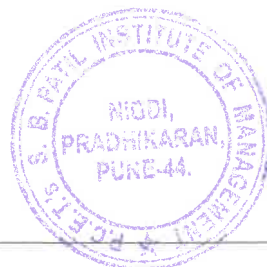
As domestic supplies are concerned, UltraTech Cement is transported to dealers/distributors from agents or warehouses and later given to sub dealers, which in turn reaches to end users.

The three level distribution channel of UltraTech Cement occurs as Manufacturing -> Agent -> Wholesaler -> Retailer and finally end user.

UltraTech has twelve composite plants, one white cement plant, two wall care putty plants, twelve in India, two in UAE, 1 in Bahrain and Bangladesh each, six bulk terminals; five in India and one in Sri Lanka and 100+ concrete plants.

## **Mechanics of Distribution Channels of Sector**

Companies invariably hire agents or transport cements to own or government warehouses either via roadway or railways. In case of exports, cement reaches the nearest port via roadways or railways and is then transferred to the importing country. Domestically, from agents or warehouses the cement is transported to the dealers/distributors and in turn to sub dealers who finally sell it to the end users. There may or may not be physical ownership of goods. In the second case, dealers and sub dealers take order from buyers and place it to the companies, coordinate and monitor the timely dispatch of said orders



## Conclusion

- Ultra Tech has two major competitors- J.K. CEMENT and ACCCEMENT.
- Ultra Tech is well established in the markets as far as quality is concerned.
- Introduction of new attractive incentive schemes can bring new dealers & retailers for Ultra Tech cement.
- Price is the major factor that matters for a customer while purchasing cement.
- Market share increases with the increase in no. of dealers.



A handwritten signature in black ink, appearing to be "S. B. Patil", written over a horizontal line.

**Director**  
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