

## PROJECT REPORT

Purpose: To start, develop and expand business of imported marbles (blocks and slabs) in India in the following verticals:

1. Blocks Trading – Importing, stocking and selling to Indian markets.
2. Projects – Catering the needs of projects of all sizes and segments – lower, mid and higher ends - all over India.
3. Retail – Exploring and catering to the high profits and fast revenue generating retail business to intermediate and end clients.
4. Export – In later stages, we shall be looking forward to export products of marbles and granites globally.

Strengths: We have a collective experience of over 3 decades of core team in sales and marketing of slabs and finished products to projects all over India and handling retail markets along with a rare combination of procuring Marbles, Onyx, Limestones and other materials directly from sources(quarries) in Turkey, Italy, Greece, Portugal, Spain, Kosovo and Iran. We currently have decades of experience and knowledge of current trends of marbles and other stones, through our extensive teamwork with architects, designers and contractors throughout India. We have also worked directly with over 150 quarries across 7 countries.

Weaknesses: Despite our knowledge, connections and strengths at source to be a renowned organization and a corporate conglomerate, we need to work on the following resources:

- Stockyard and Gantry for storage of blocks.
- Modern Factory with minimum 2 gangsaws operating immediately.
- Showrooms and exhibition centers at Kishangarh.
- Marketing team finances.
- Advertisement in stages.
- Architects and designer visits to our places and to Turkey and Italy, if needed.

Opportunities: As everyone knows, India is poised to reach and maintain exponential growth economically and can be the next superpower. Infrastructure growth is bound to happen at break neck speed. So, stones and other construction related materials will be in great demand.

Natural marble stones will be imported in huge quantities because there is very less availability of natural marble in India. Currently, India is importing 1.5 million tons of marbles overall, which is expected to become 15 million tons by the year 2035.

Still, there are limited marble showrooms in India, in marble markets like Rajasthan (Kishangarh, Udaipur and Chittoor), and in South Bangalore, Hyderabad, Chennai, Silvassa as well as all A tier cities. Therefore, B and C class cities are wide open for these opportunities. We can start many verticals in same showrooms like- marbles, wood, paint and tiles.

An average metro and A class city can absorb stones of worth 40 crores, B class city 20 crores and C class city around 10 crores.

Over a period of 10 years, we can have 100 showrooms with a turnover in excess of 1000 crores, and if you add other verticals like- tiles, wood, paints etc from same station. We can reach a billion-dollar business in 10 years and provide employment to thousands of employees and indirectly to hundreds of thousands of people.

We can be a big brand under one roof in no time.

Threats: If we don't move swiftly and with full resources, this module will be implemented by others in the immediate future. Players who are in this field, who are already in the market will be active and expanding in no time.

FIXED EXPENSES AND FINANCIAL RESOURCES REQUIRED

1.	Land for Stockyard and Showroom Display:  25000 sq yards @6000 main road @3000/ inside	7.5 crores-15 crores
2.	Gantry Crane and Shade	1.5 crores
	FLOATING EXPENSES-(B)	
3.	Stock 2000 tons to begin with @ 240 USD/ton + Processing @ 22500	8.5 crores
4.	Staff Salary Factory and Showroom expenses and Other working capital	2 crores
	Total	20.5-27.5 crores

R.O.I. (On Floating)

Projections:

- A. Projects - 1 Lac sq ft/ month = 12 Lac sq ft
- B. Retail – 50000 sq ft/ month = 6 Lac sq ft
- C. Block Sales – 20000 Tons

**Profit On Sales:**

1.	Projects - @ Rs 30/ sq ft	3.6 crores
2.	Retail - @ Rs 45/ sq ft	2.7 crores
3.	Blocks - @ 5000/ ton	1 crore
	Total	7.3 crores

Projected Return On Investment on 10.5 crores is 7.3 crores in the first year itself.