



Shri Balaji Industrial Products Ltd.

Business Analysis

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Date: July 22, 2025

Jaipur, Rajasthan



Purpose

This document presents a detailed analysis of Balaji Castings Pvt. Ltd. to identify its market position, challenges, and opportunities. It also outlines how digital solutions can support the company's growth through CRM, analytics, and automation.

Scope

The scope includes business model understanding, SWOT, PESTEL analysis, market insight, and digital strategy recommendations.

Company Overview

Shri Balaji Industrial Products Ltd.,

48, Industrial Area,

Jhotwara, Jaipur

Phone: +91-141-2340609, 2340809

Pin Code: 302012

fax no: +91-141-2340807

e-mail: info@balaji-castings.com

Website: <https://balaji-castings.com/>

<https://balaji-castings.com/contact-us/contact-details>



← → ↻ balaji-castings.com/contact-us/contact-details/ ☆ 📄 ⬇️ 📱

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SHRI BALAJI
INDUSTRIAL PRODUCTS LTD.

Customer Segment -- Select Department -- Select Machinery -- **PRODUCT SEARCH**

HOME COMPANY CUSTOMER SEGMENT PRODUCTS SUSTAINABILITY INVESTORS ROOMS **CONTACT US**

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Making Industrial Processes Simpler

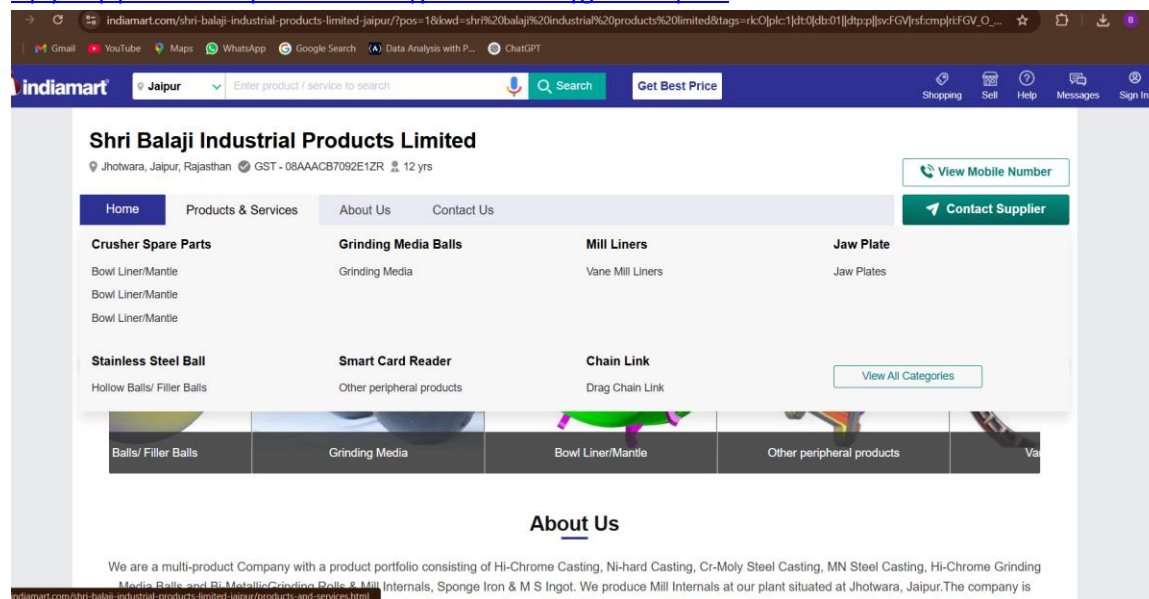
Company Profile



Shri Balaji Industrial Products Ltd. (SBIPL) is a multi-product, multi-Metallurgy Company established in 1983. In a short span of 32 years, the Company has reputation of 'A' Class foundry certified by Research, Design & Standardization Organization, Ministry of Railway, Govt. of India, Quality Products recognized by Directorate of Quality Assurance, Ministry of Defense and maintaining high standard of International Quality Management System, ISO-9001:2008 accredited by Lloyd Register of Quality Assurance. The Company has international reputation in design, development, manufacture and installation of Wear Resistant, Abrasion Resistant, Corrosion Resistant Parts in High Chrome, Ni-Hard, Chrome Moly, Manganese Steel, Bimetallic metallurgy for Cement Industries, Thermal Power Plants, Mining Industries, their OEM's & General Engineering Industries.

Screenshot & Verification

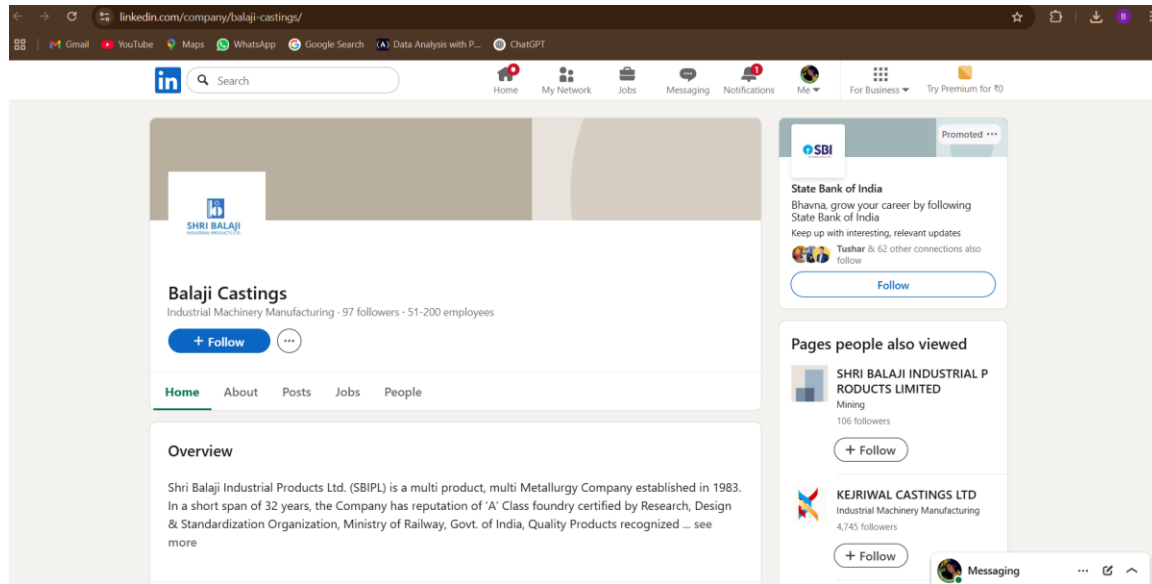
https://www.indiamart.com/shri-balaji-industrial-products-limited-jaipur/?pos=1&kwd=shri%20balaji%20industrial%20products%20limited&tags=rk:O|plc:1|dt:0|db:01||dtp:p|sv:FGV|rsf:cmp|ri:FGV_O_O_P-|-res:RC2|ktp:N0|stpe:attr=1-br|mtp:no|wc:5|lcf:-1|cq:jaipur|qr_nm:gd-cmp|cs:17831|com-cf:hh|ptrs:na|qry_tpy:C|lang:en|rtn:8-0-2-0-0-0-0|tyr:1|qrd:250720|mrd:250720|prdt:250720|gli:G111|v=4



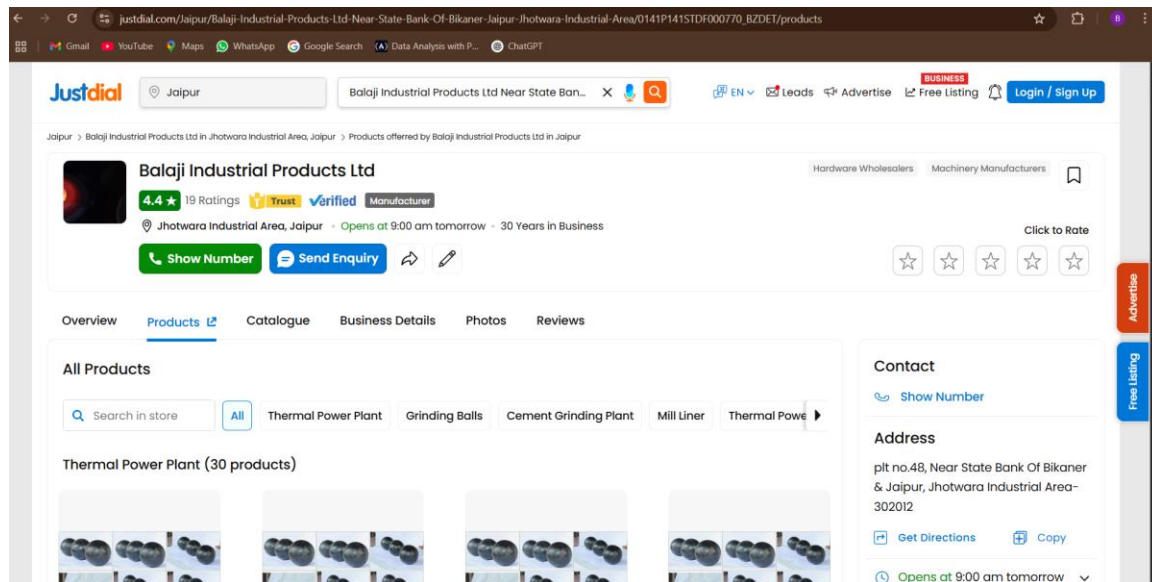
<https://www.linkedin.com/company/balaji-castings>



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https://www.justdial.com/Jaipur/Balaji-Industrial-Products-Ltd-Near-State-Bank-Of-Bikaner-Jaipur-Jhotwara-Industrial-Area/0141P141STDF000770_BZDET/products



SWOT Analysis

Strengths

- Offers a wide range of products.

Weaknesses

- While the company has links to Facebook and LinkedIn on its website, their social media presence appears inactive no CRM present

Opportunities

The company serves high-demand industries such as cement, mining, and power, which are currently growing due to infrastructure expansion in India.

Threats

- There is also a risk of losing clients to more digitally enabled competitors as no direct CRM is available.

PESTLE Analysis

Political: Balaji Castings is recognized as an 'A' Class foundry certified by the Research, Design & Standardization Organization (RDSO) under the Ministry of Railways, Government of India. This reflects strong government recognition.

Economic: Balaji Castings relies on raw materials like manganese steel and alloys. If metal prices rise, the company's production cost increases.

Social: SBIPL gives credence to improve the quality of life of the people to the extent it can reasonably afford to sustain through healthy and prosperous environment and fastening a sense of social commitment for their stakeholders.

Technological: Currently, the company does not appear to use CRM systems or automation tools. While it has a LinkedIn account, its digital engagement and social media activity are limited.

Legal: The company's 'A' Class foundry certification from a government-approved organization indicates that it operates in accordance with required industrial and legal compliance standards.

Environmental: SBIPL is further committed to conserve natural resources and energy by adopting waste management and recycling measures.

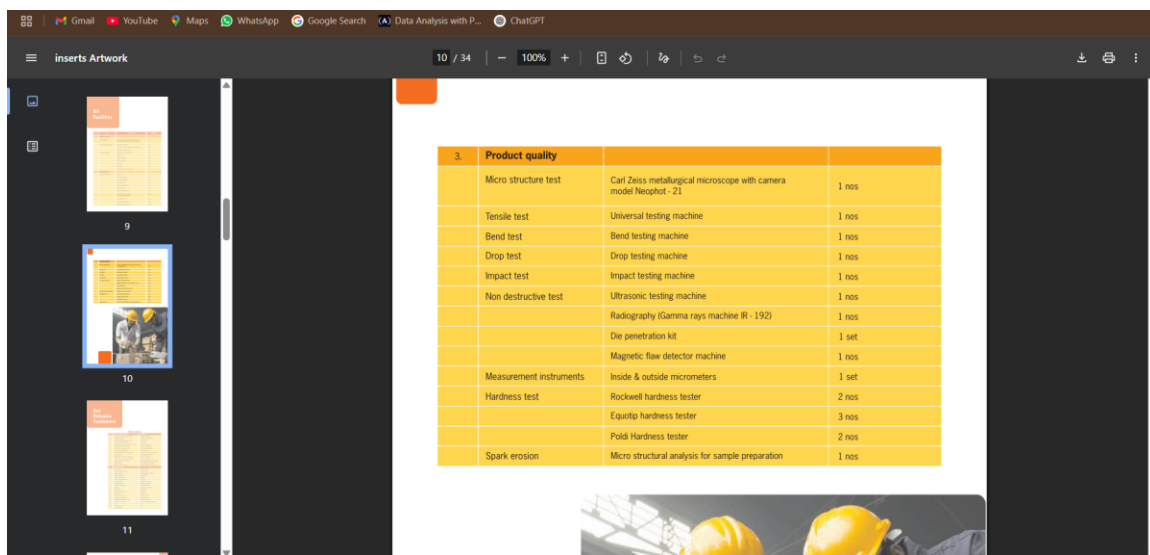


Product Portfolio

Products range: Balaji Castings manufactures a wide range of products including grinding media balls, jaw plates, liners, hammers, and cone mantles, catering to multiple industrial needs."

Product Quality: The company holds ISO 9001:2015 certification and is an 'A Class' foundry certified by the Ministry of Railways, indicating strong product quality and trust.

Innovation: The Company is regularly updating its technology and adding different metallurgy to suit the requirement of our valued customers and stake holders. However, there is no direct mention of innovation or research and development.



Balaji Castings manufactures various industrial wear parts used in Thermal Power Plants, cement plants, mining industries, Construction Aggregate Industry, Defence crushers, mining, and power sectors.

- Grinding Media
- Liners
- Grinding Rolls/table liners
- Vane mill liners
- Top ring/button ring



- Hollow Balls/Filler Balls
- Hammers
- Breaker plate/ cage bar/ screen plate
- Pump castings/Armour Discs/Impellers
- Other peripheral products

For cement plants

Grinding Media

Liners

Diaphragm frames

Grinding roles/table liners

Top ring/bottom ring

Hollow Balls/ Filler Balls

Hammers

Jaw plates

Bowl Liner/Mantle

For Mining Industries

Grinding media

Liners

Hammers

Tooth points/ adopters/shovels (They have the expertise to develop crusher spares by taking measurements, producing drawing and patterns and casting.)

SBIPL uses standard alloys of Mn Steel and low alloys to develop and supply this product to mining companies such as subsidiaries of Coal India Ltd. and others.

Bowl liner/mantle



For construction Aggregate Industry

Hammers

Jaw plates

Bowl liner/mantle

For defence

Drag chain link (In an endeavor to excel in this field, company has taken the challenge to produce Track link chains for T-72 tanks and ARVs (Armored Recovery vehicles), for which the main source has been import for quite some time.)

Other engineering industries

General engineering industries (this company continuously strives to manufacture certain other General engineering items, which are complex, in demand.)

Some of the products include Lifter Bars, used in composite Liners in mining industry

These are customer segments based on industry type.

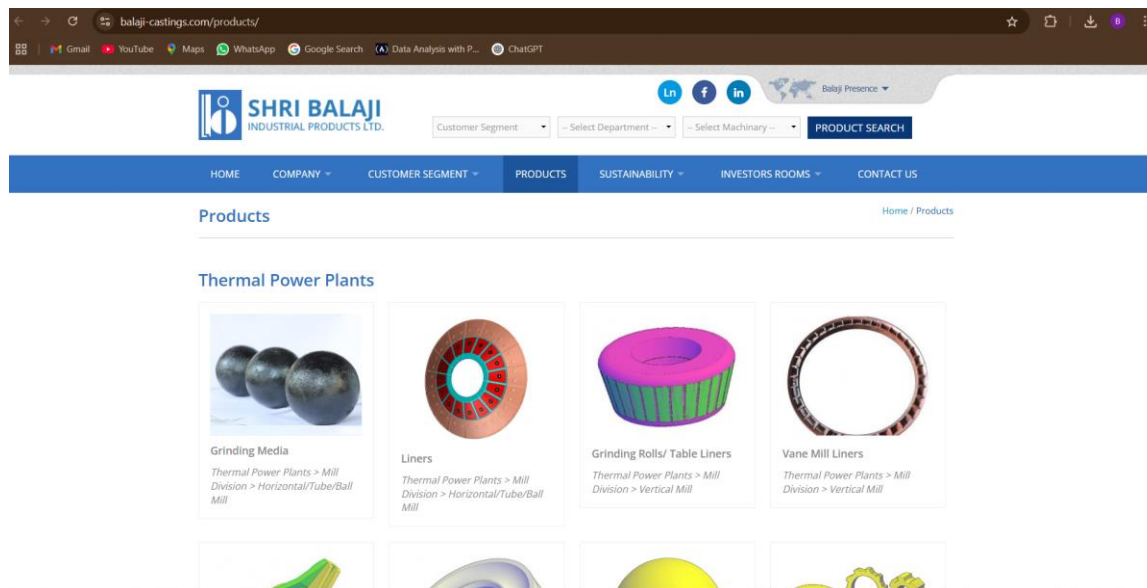
The grinding media is manufactured by them in various specifications. The exact specification is suggested by the company to the customer depending on various factors such as:

- Material to be ground
- Granulometry of the material
- Grinding process
- Importance of wear mechanisms involved (abrasion, corrosion, impact).
- Factors influencing the mill.

These components are made from strong materials like manganese steel and high-chrome alloy steel, designed for durability in heavy-duty industrial machines.

<https://balaji-castings.com/products/>



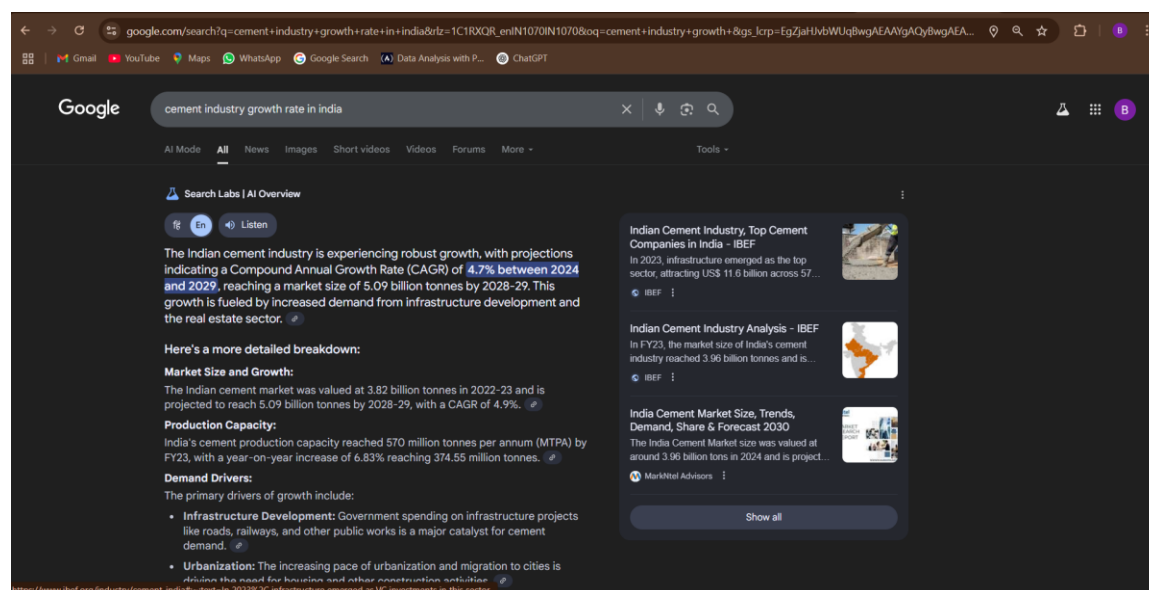


Market Analysis

Target Market: Balaji Castings serves heavy industries like cement, mining, Thermal, defense sectors.

https://www.google.com/search?q=cement+industry+growth+rate+in+india&rlz=1C1RXQR_enIN1070IN1070&oq=cement+industry+growth+&gs_lcrp=EgZjaHJvbWUqBwgAEAAyGAQyBwgAEAAyGAQyCggBEEUYFhgeGDkyCAGCEAAyFhgeMggIAxAGBYHjIICAQQABgWGB4yCAGFEAAyFhgeMggIBhAAGBYHjIICAcQABgWGB4yCAGIEAAyFhgeMggICRAAGBYHtIBCjEyNDY5ajBqMTWoAgqwAgHxBaGMMj1Indxs8QWhjDI9ZZ3cbA&sourceid=chrome&ie=UTF-8





Market Demand: With the growth in infrastructure, real estate, and mining projects across India, the demand for industrial castings like those made by Balaji Castings is increasing steadily.

Competitor Analysis: Balaji Castings' competitors include Omega Castings, Inc., Hi Tech Castings, and Marshall Castings Ltd. Other companies mentioned as potential competitors are Crown Castings, Modern Castings - India, Vikas Castings, and RAVI ENTERPRISE.

Operational Efficiency

Production Capacity: Balaji Castings Pvt. Ltd. manufactures its products in Jaipur, Rajasthan, and supplies a variety of steel castings to industries like cement, mining, and power. While the website does not use the term in-house production directly but the company says it has international reputation in manufacturing which shows in house production. High Chrome Grinding Media: 2,500 Metric Tons (MT) per month. Other Castings (like Liners, Jaw Plates, etc.): 700 MT per month

Inventory: There is no public information about inventory systems or software usage. However, SBIPL has been recognized and have got accreditation to several Quality Assurance Bodies, which proves that the Company is giving top most priority on Quality of products and services. Accreditation of Quality Management System ISO:9001-2008 by M/s. Lloyds Register of Quality Assurance

Import-Export Analysis

Export Markets: The company appears to focus on the Indian domestic market. As they have mentioned that they have supply to almost all the parts of the world but there is no specific verification of that.

Import Sources: The website does not specify if Balaji Castings imports raw materials. However, since India has a strong steel and alloy industry, it is likely that most raw materials are sourced locally.



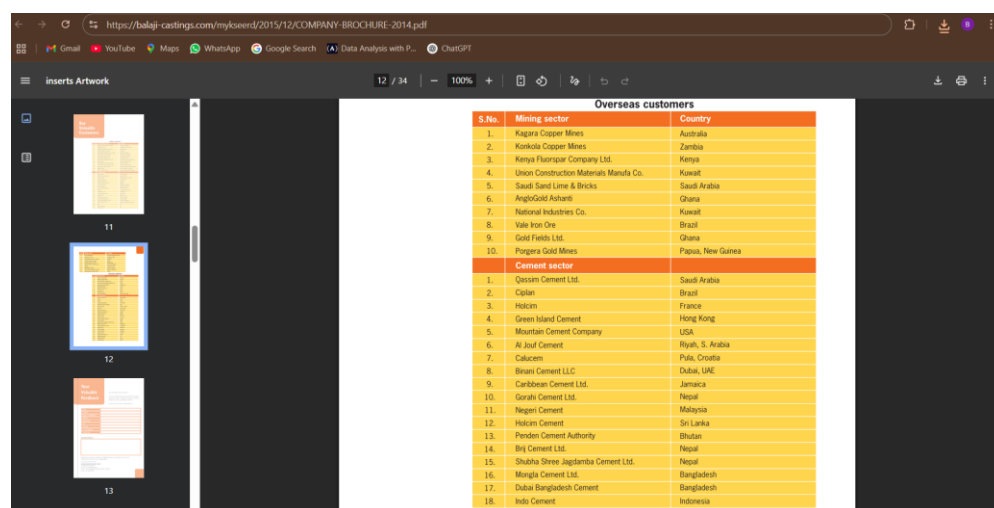
Trade Regulations: Balaji Castings is certified by several quality assurance bodies, including ISO 9001:2008 and government organizations, which shows strong compliance with national and potentially international trade and quality standards.

Export-Import balance: Although specific figures are not available, the company appears to manufacture domestically and may export more than it imports. This would indicate a positive export–import balance.

Local Market Focus: The company seems primarily focused on the Indian market, serving sectors like cement and mining across the country. While international clients may exist, the local market appears to be their core focus.

Dealers and Distributors

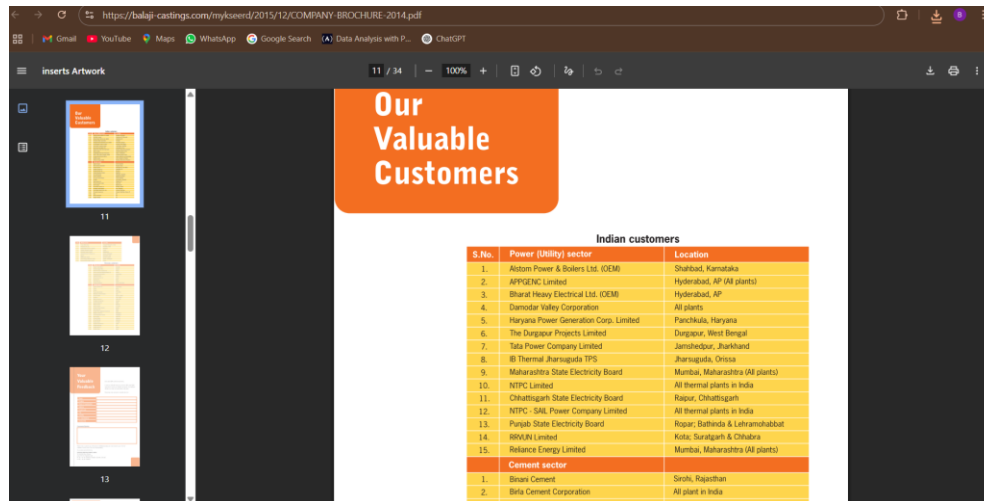
Network Size: Balaji Castings does not mention the size of its dealer or distributor network. However, since they work with clients in many parts of India and overseas, it’s likely that they have a wide distribution network.



The screenshot shows a PDF document titled "Overseas customers" with a table listing clients in two sectors: Mining and Cement. The table has three columns: S.No., Mining sector, and Country. The Mining sector list includes 10 entries, and the Cement sector list includes 18 entries.

S.No.	Mining sector	Country
1.	Kagara Copper Mines	Australia
2.	Kankula Copper Mines	Zambia
3.	Kanya Fluorapat Company Ltd.	Kenya
4.	Union Construction Materials Manufa Co.	Kuwait
5.	Saudi Sand Lime & Bricks	Saudi Arabia
6.	AngloGold Ashanti	Ghana
7.	National Industries Co.	Kuwait
8.	Vale Iron Ore	Brazil
9.	Gold Fields Ltd.	Ghana
10.	Pongora Gold Mines	Papua, New Guinea
Cement sector		
1.	Qasim Cement Ltd.	Saudi Arabia
2.	Caplen	Brazil
3.	Indicon	France
4.	Green Island Cement	Hong Kong
5.	Mountain Cement Company	USA
6.	Al Jofl Cement	Riyadh, S. Arabia
7.	Calicem	Pula, Croatia
8.	Briani Cement LLC	Dubai, UAE
9.	Caribbean Cement Ltd.	Jamaica
10.	Gorakhi Cement Ltd.	Nepal
11.	Negeri Cement	Malaysia
12.	Holcim Cement	Sri Lanka
13.	Phedon Cement Authority	Bhutan
14.	Wag Cement Ltd.	Nepal
15.	Shubha Shree Jaglamiba Cement Ltd.	Nepal
16.	Mongla Cement Ltd.	Bangladesh
17.	Duba Bangladesh Cement	Bangladesh
18.	Indo Cement	Indonesia



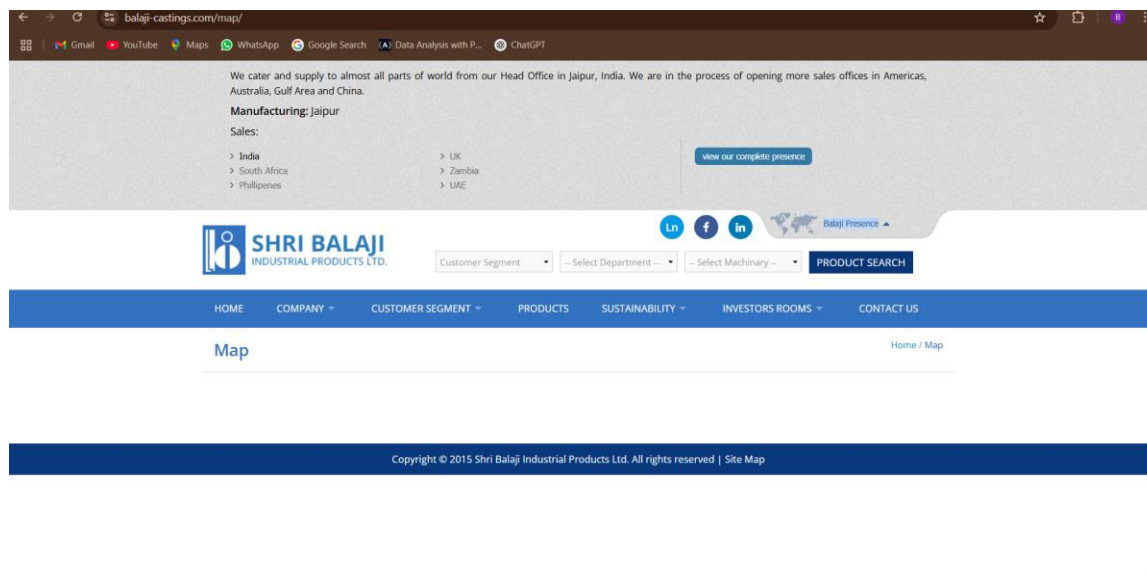


Relationship Management: There is no public information available on how Balaji Castings manages its relationships with dealers or partners.

Performance Metrics: The company does not share any data about the performance of its dealers or distributors.

Support and Training: There is no mention of support or training provided to dealers or distributors on the company's website.

<https://balaji-castings.com/map>



This company cater and supply to almost all parts of world from their Head Office in Jaipur, India. Also, they are in the process of opening more sales offices in Americas, Australia, Gulf Area and China. However, No visible distributor or dealer network mention on the website.



Manufacturing: Jaipur

Sales:

- India
- UK
- South Africa
- Zambia
- Phillipenes
- UAE

Financial Analysis

Revenue and Profit Margins: Since Balaji Castings is a private company, revenue and profit margin details are not shared publicly. However, their long-standing presence and large-scale supply to major industrial sectors indicate consistent revenue generation and stable business operations.

Balance Sheet Health: There is no public balance sheet available for Balaji Castings Pvt. Ltd. Still, their certifications and business continuity over the past two decades suggest a financially stable company with a healthy asset base.

Cash Flow: The company's cash flow statements are not available, but their ability to serve demanding sectors like cement and mining hints at good financial planning and positive operational cash flow.

Manufacturing Process

Technology and Automation: Balaji Castings uses many big machines to make their metal products. Some examples are: Electric induction furnaces, Moulding machines, Lathe machines and drills, Cranes

Most of the machines are made by well-known companies like Incoterm, ABB, and Disa. The company has also shared details like how many machines they have and how much they can produce.

This shows that Balaji Castings is using modern machines to work faster and better. Even though they didn't mention computers or software like CRM, the equipment proves that their factory is well-equipped and technically strong.



From the company's official brochure:

Plant & Machinery

S.No.	Item	Make	Capacity	Quantity
1.	Melting furnaces			
	Medium frequency electric induction furnace (650 kW)	Inductotherm India Ltd., Ahmedabad	2 crucibles of 1 MT each	2 nos.
	Medium frequency electric induction furnace (1000 kW)	Inductotherm India Ltd., Ahmedabad	2 crucibles of 1.5 MT each	1 nos.
	Medium frequency electric induction furnace (700 kW)	Inductotherm India Ltd., Ahmedabad	1 crucible of 2 MT & 1 crucible of 1 MT	1 nos.
	Medium frequency electric induction furnace (1500/650 kW)	Inductotherm India Ltd., Ahmedabad	1 crucible of 6 MT & 1 crucible of 1.5 MT	1 nos.
	Medium frequency electric induction furnace (650 kW)	Abb India Ltd.	2 crucibles of 1 MT each	1 nos.
	3x-back medium frequency electric induction furnace (2700 kW)	Inductotherm India Ltd., Ahmedabad	3 crucibles of 2 MT	1 nos.
2.	Moulding machines			
	APRA 450	Disa George Fischer	450	14 nos.
	WHPL 3	Unitherm / Sarvamangli	450	4 nos.
	Electrical shell moulding machine	SBPIL		4 nos.
	Automatic shell moulding machine	Compass	6 MT	1 nos.
	Controlled pressure machine (M.T.S)			
6.	Machine shop			
	Vertical lathe	Rafanet	3.55 m (11.2 m) x 1.85 m	1 nos.
	Vertical lathe	USSR	1.22 m (1.1 m) x 0.9 m	1 nos.
	Vertical lathe	USSR	1.0 m (1.07 m) x 0.75 m	2 nos.
	Vertical lathe	USSR	0.8 m (1.0 m) x 0.4 m	2 nos.
	Horizontal lathe machine	Sri Ram Lathe House, Japur	6 feet x 0.8	1 nos.
	Horizontal lathe machine	Sri Ram Lathe House, Japur	5 feet x 0.8 m	1 nos.
	Horizontal lathe machine	Sri Ram Lathe House, Japur	6 feet x 0.6 m	1 nos.
	Horizontal lathe machine	Sri Ram Lathe House, Japur	4 feet x 0.6 m	1 nos.
	Shaper	Sri Ram Lathe House, Japur	0.7 m	1 nos.
	Radial drills	Sri Ram Lathe House, Japur	60 dia/40 dia	2 nos.
7.	Cranes			
	E.O.T. cranes		3 T	5 nos.
	E.O.T. cranes		5 T	11 nos.
	E.O.T. cranes		10 T	2 nos.
	E.O.T. cranes		20 MT	1 nos.
	Hand cranes		0.5 T	Various
8.	Sand preparation plant			

Pages:

7-8 (under "Plant & Machinery" section)

<https://balaji-castings.com/mykseerd/2015/12/COMPANY-BROCHURE-2014.pdf>

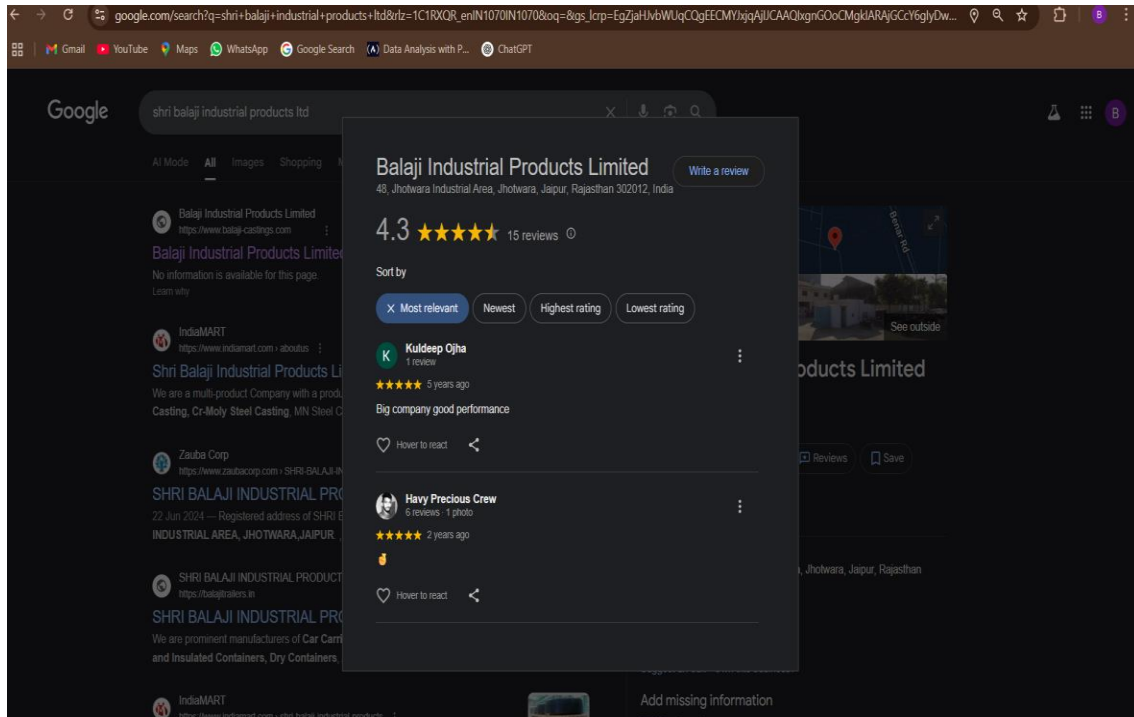
Lean Manufacturing: The company focuses on waste management, recycling, and training its employees all of which are part of lean practices. Even though they don't directly mention Lean Manufacturing, their actions show they are working toward similar goals like reducing waste and improving work efficiency.

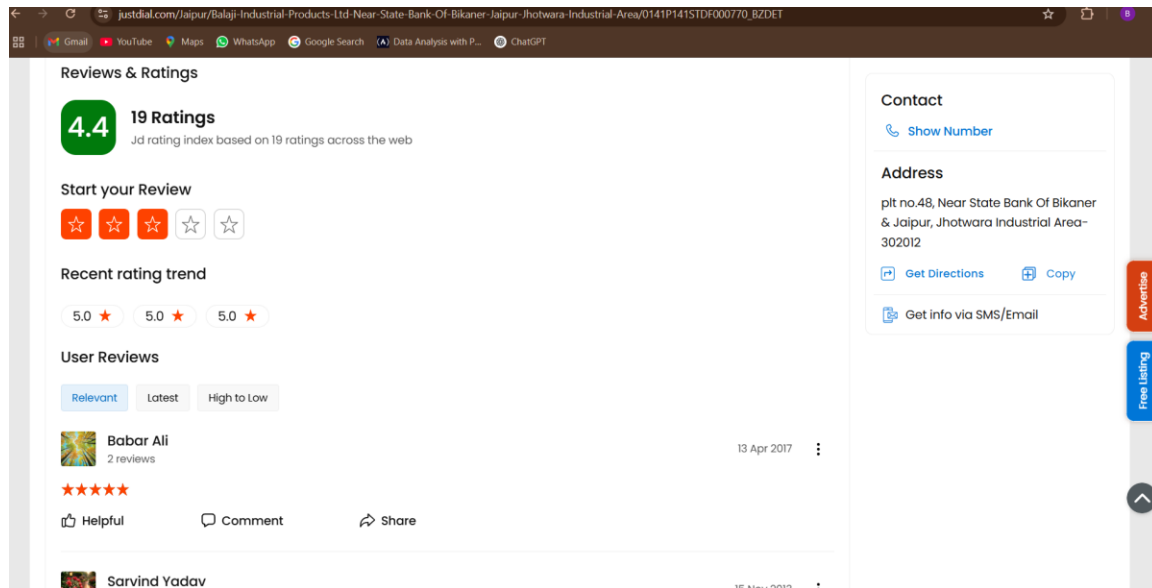
Quality Control: Balaji Castings follows strict quality control procedures, backed by certifications from RDSO, DQA, and ISO 9001:2008. These recognitions reflect a strong commitment to maintaining international product standards and safety in manufacturing.



Customer Satisfaction

Client Feedback: Balaji Castings does show customer reviews on google reviews and on justdial but not on its website. Social media accounts like Facebook, LinkedIn exist but are not actively updated. Because of this, it's hard to assess what clients say about the company publicly.





Warranty and Support: The company does not mention any product warranty or customer support systems on its website. Since they mainly deal with large industrial clients, support may be handled directly with those buyers instead of public service desks.

Reputation: Balaji Castings is certified by major government bodies such as RDSO and the Ministry of Defence. These certifications and its long history in the casting industry give it a strong reputation for reliability and quality among industrial clients.

Supply Chain Analysis

Supplier Relationships: Balaji Castings does not name its suppliers on the website. However, since Balaji Castings supplies to government bodies like Railways and Defense, it's likely they only work with trusted and certified suppliers to meet high-quality standards.

Logistics and Distribution: No specific details on the website about transportation methods or distribution centers

Supply Chain Resilience: The company hasn't mentioned how it handles supply chain disruptions, but manufactures its own product helps reduce dependency on outside sources

Local vs. Global Sourcing: The company does not clearly mention if its raw materials are locally sourced or imported

Challenges

limited online presence.

No CRM or client database.



Dealer/distributor performance not tracked.
Weak brand visibility.

ConTecHub's Competitive Advantage

ConTecHub has experience working with similar manufacturing companies. They focus on real results like increased customer satisfaction and improved sales performance. Their solutions are customizable and easy to use, even for companies that are just starting to go digital.

ConTecHub's Solutions

CRM (Dynamics 365) to manage leads, client data, and follow-ups.
ABM to target specific high-value industrial clients.
ETL and Microsoft Fabric to create performance dashboards.
Tools to track and support distributor and dealer performance.

My Point of View

Balaji Castings has strong manufacturing capabilities but lacks digital customer engagement. ConTecHub can help them modernize operations with CRM, improve targeting using ABM, and use analytics to grow efficiently.

