

Granular growth plan for building materials – implemented across cement, pipes, wires

Key questions



Key solutions delivered

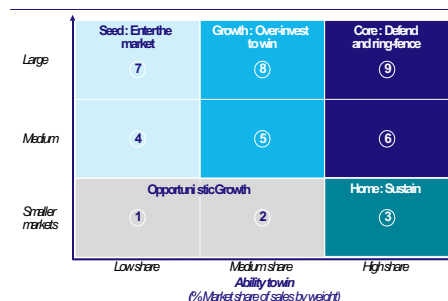
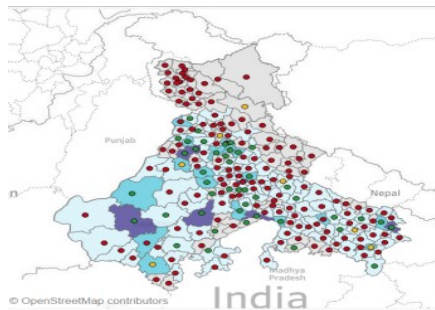


Next step planned

Which micro-markets can unlock maximum volume/share growth ?

How to win - differentiated GtM approach based on micro-market readiness

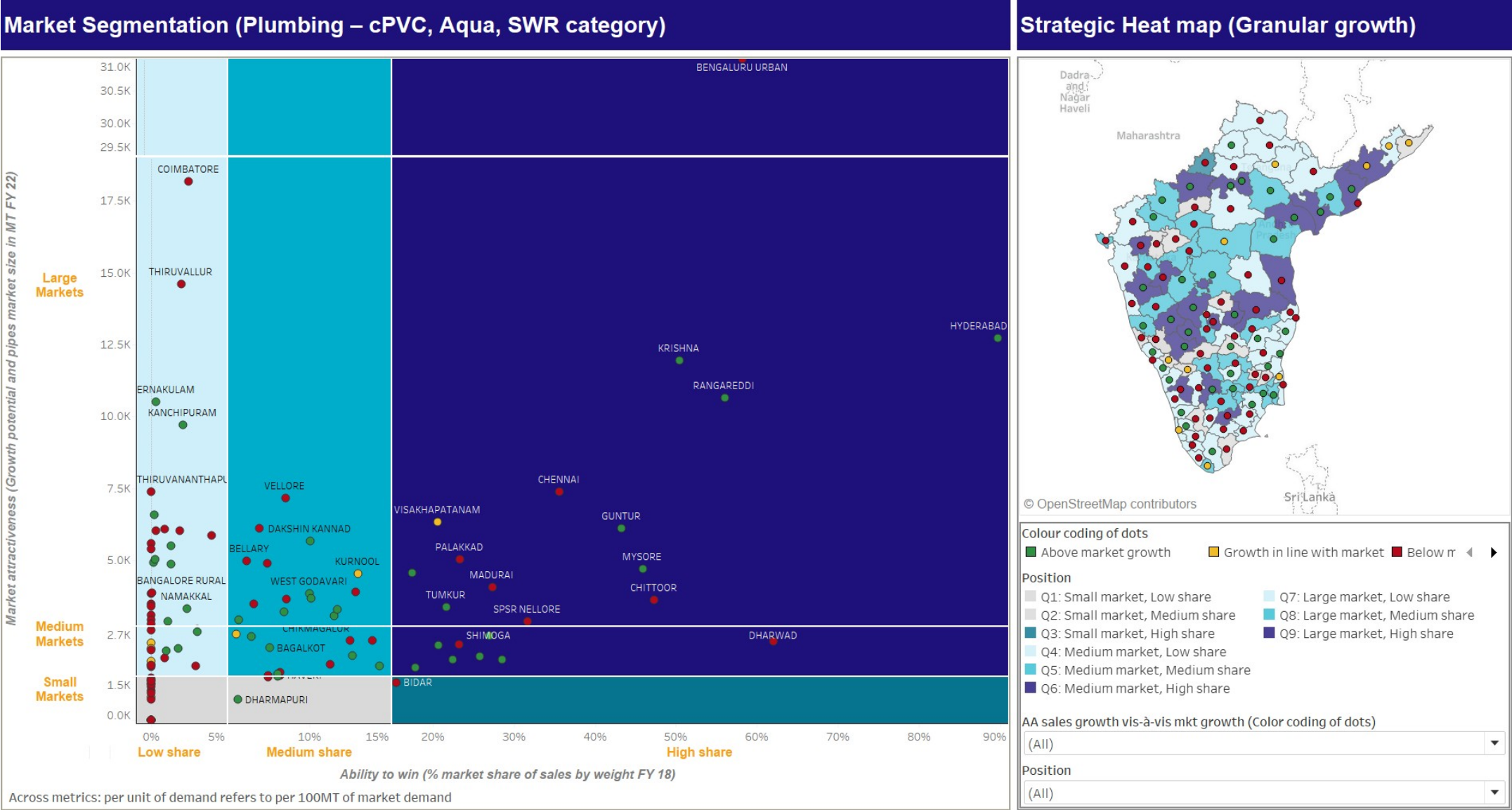
How to translate plan to execution ?



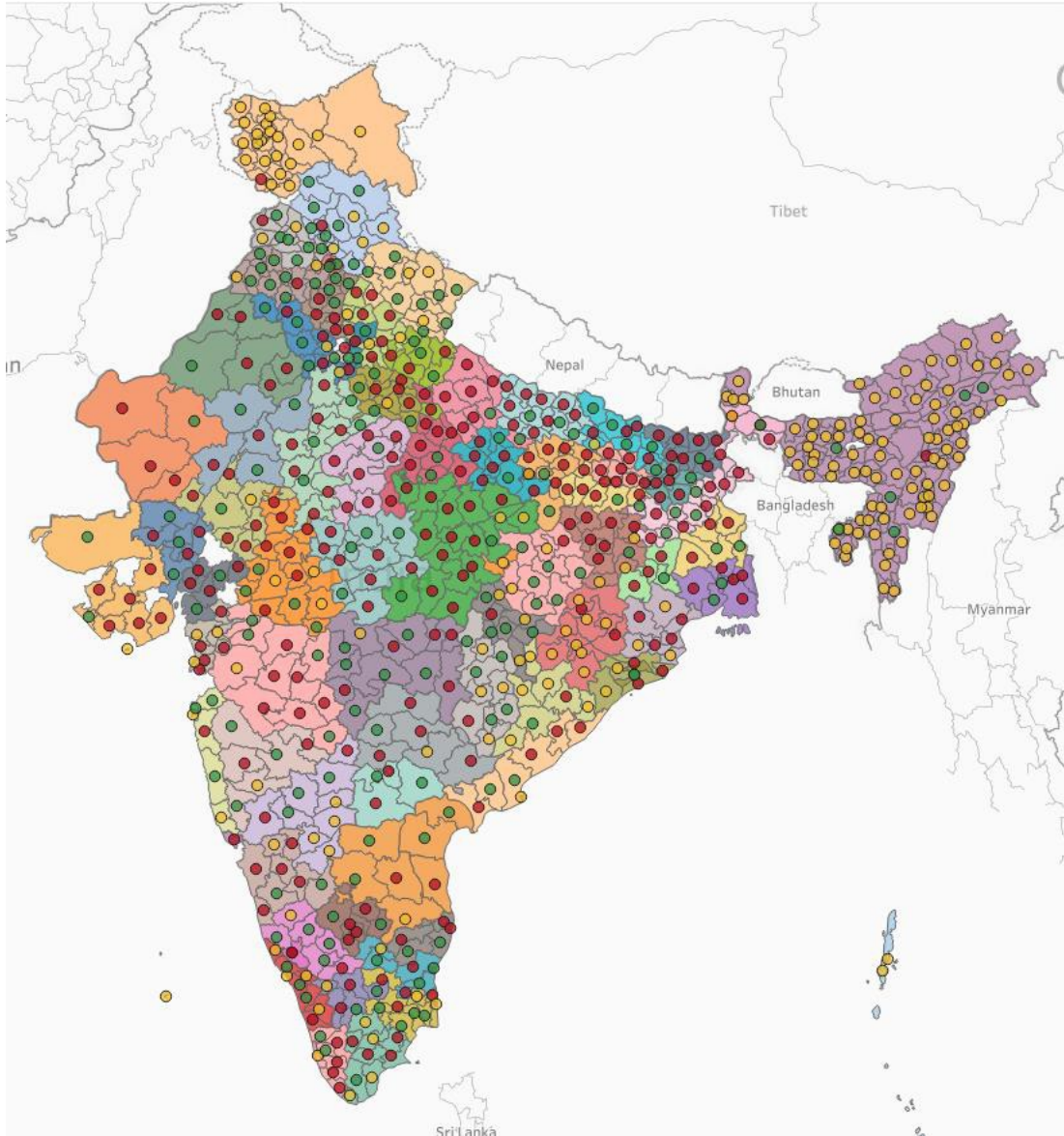
- **District level construction demand** model based on cement and macro data
- **BoQ factors** to estimate cement, pipe, wires demand
- **73 growth** clusters
- **Differentiated GtM approach**
 - **Core:1** Channel loyalty, pricing excellence, dealer churn
 - **Growth:** retail reach, range selling, distributor capital
 - **Seed :** set-up primary channel, brand awareness
- **Estimate micro-market potential** (within district), using AA and data-points like mobile traffic, energy consumption
- **Granular district action plans (DAPs)**
- **Align sales KRAs/KPIs to plan**
- **SFDC enabled KRA dashboard** and tracking
- **Automated sales analytics engine** to analyze and suggest intervention required

PERFORMANCE APPRAISAL- QUANTITATIVE :-					
AxxOx KxxTxx					
KRA To be decided by the employee and supervisor at the beginning of Qtr)	TARGET	ACTUAL	% ACHVD	WEIGHTAGE	SCORE
RETAILING					
Retailing Days (Field Work)	25	10	76	5	3.8
No. of Visits (Total Visits)	238	135	43.1	20	9.04
PROMOTIONAL ACTIVITY					
Mega Meets	2	1	50	12	6
Bombarding	0	1	0	10	0
NETWORK DEVELOPMENT					
Retail outlet activation	0	2	0	10	0
DP Activation	0	0	0	5	0
SALES VOLUME					
Primary Sales - Vd (Rs. In Lacs)	0	0	0	20	0
Primary Sales (Rs. In Lacs)	0	0	0	20	0
Secondary Sales (Rs. In Lacs)	0	3.62	0	8	0

Granular growth map using Tableau



India can be viewed as 73 growth clusters, covering 658 districts



Takeaways

- Each cluster functions as an independent local economic drivers and advertising channel
- **25% of districts (183 districts)** will drive about 77 percent of India's incremental GDP from 2012 to 2025

Differentiated GtM interventions identified for Core, Grow, Seed

