From Editorial Desk

News Update

Month in Pictures

Transformation of Channel Partners

SMX Times - East

SMX Academy (16th-17th Feb 2011) at Floatel Kolkata
Obituary

Sudeepan Bandyopadhyay passed away in a sad accident on 12th Jan 2011 at his home in Colombo, Sri Lanka. At the time of his demise, Sudeepan was working with Holcim Lanka as Head - Retail Sales. Prior to moving to Sri Lanka, Sudeepan had worked with ACC Limited as a SMX Coach in the Kolkata market.

Sudeepan loved listening to music and playing the Harmonica. He touched the lives of many people with his smile, generosity and sense of humour.

Sudeepan – We deeply miss you...
The team conducted SMX academy for new joinees in the Sales and Customer Service department. A total of 46 participants took part in the academy, which had active involvement of the top management. Sessions on existing as well as new tools of SMX were discussed, which would help the frontline managers to take up the new market challenges and give a systematic approach while tackling market issues with the aid of SMX tools.

Under sustainability of SMX initiatives “Lead to Market”, there is a huge thrust on channel augmentation by identifying new channel partners in East markets. Targets have been finalized by the frontline managers to identify and appoint new channel partners in form of PD (Premium Dealers), ACD (Authorized Cement Dealers) and PDR (Premium Dealers Retailers) for increasing sales and penetration in the markets. Under the channel augmentation plan, additional 25 number of PD, 253 number of ACD and 295 numbers of Premium dealer retailers have been appointed till date. All appointments of channel partners is centrally monitored by the Regional office war room and updated on a weekly basis.

The team has initiated channel partner training program “Project Shikhar” in Sales Unit Kolkata. The program is designed to understand the training needs assessment for channel partners in SU Kolkata. The team has worked upon the need assessment for training to channel partners and is in the process of finalizing the road map for Dealer Training program which will be piloted in the sales unit by 20th March 2011.

“Swapna Nirman” initiative was re launched at SU Kolkata in Howrah & Hoogly districts with 11 new channel partners participating in the program. The initiative is aimed at Co branding with SBI, helping more customers avail SBI Home Loans, and at the same time promote usage of ACC cement for construction work.
News Update

- Sit & draw competition, where 500 children participated at Bagbazar under SU-Kolkata where school kit were distributed to all & winners were awarded.

- “Swapna Nirman” re-launch meeting with SBI officials & ACC Channel partners held on 2nd Feb at SBI Zonal office, Howrah where phase-1 performer M/S. Onkar Trading with 2nos. of loan sanctioned accepting Gift coupon from Mr. Subhajit Saha (AGM, SBI)

- “Interdisciplinary workshop on sustainable development” jointly organized by Jadavpur University & ACC on 22nd Feb under SU-Kolkata where 5 nominations done for Holcim Global Award on Sustainable Construction in presence of Mr. Sandip Dasgupta & Mr. Biswadeep Basak (AO-CS) & Arindam De (AO-CS)

- School bag distribution to the underprivileged children jointly with M/S. New T.K. Builders, Srirampur, Hooghly & ACC on 9th Feb under SU-Kolkata with the help from Mr. Biswadeep Basak (AO-CS) & Mr. Bhaskar Roy (CSO)
Month in Pictures

CE and DS unveiling replica of Gold Coin of Lakshya Bonanza Scheme to Dealers at Dhanbad

Sales Head Ranchi giving award to the Best Performers of SU Ranchi

CE with the Dealers & CFA in Dhanbad at Dealers’ Get Together

Employees of SU Ranchi participated in a cricket match in Annual Picnic

Annual Award Function of Employees at Employees’ picnic at SU Ranchi

SU Ranchi DO & CSO putting board at ACC Sites “ACC is being Used Here”
Marketing Case Study:
The moppet who put Amul on India's breakfast table

Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

Amul (Anand Milk-producers Union Limited), formed in 1946, is a dairy cooperative movement in India. The brand name Amul, sourced from the Sanskrit word *Amoolya*, means *priceless*. It is a brand name managed by an apex cooperative organisation, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by some 2.41 million milk producers in Gujarat, India. It is based in Anand town of Gujarat and has been a sterling example of a co-operative organization's success in the long term. The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand.

The year Sylvester daCunha took over the account, the country saw the birth of a campaign whose charm has endured fickle public opinion, gimmickry and all else. The Amul moppet, the little girl who created a home in the hearts and minds of millions and millions of Indians.

Call her the Friday to Friday star because Every Friday, since 1967, this little girl appears at billboards, strategically placed all over India, focusing on the item of the week – tongue in cheek, of course. Round eyed, chubby cheeked, winking at you, from strategically placed hoardings at many traffic lights. She is the Amul moppet everyone loves to love. How often have we stopped, looked, chuckled at the Amul hoarding and product wrappers with the equally recognisable tagline *Utterly Butterly Delicious Amul* that casts her sometime as the coy, shy Madhuri, a bold sensuous Urmila or simply as herself, dressed in her little polka dotted dress and a red and white bow, holding out her favourite packet of butter.

From the political scene, to entertainment, from local news to international, from sports to stars, she has a line for everything. Often said to be playing the role of a “social observer with evocative humor”, the billboards became, and still are, a topic of conversation amongst millions. With their “hing-lish” (a combination of Hindi and English) punch-lines, they have won the maximum number of awards in India for any ad campaign ever! This little thumbalina, seems to have the masses, right where she wants them – wanting more of her and of Amul. No other brand comes close to what Amul has been able to accomplish.
I am Krishna Kumar Mundra, owner of Atul Enterprises, Premium dealer of ACC at Raipur under SU Raipur. I became an ACC dealer with average sales of 200 MT in 1991. At present, my average sale per month is 4100 MT.

With the launch of SMX, I have been able to convert sub dealers to PDR’s, so that I got a structured network which is a primary reason for my business growth. Lakshya no doubt is amazing; I redeemed a Honda City Car, computer, Gold coins and so many other things. With Lakshya, believe me, it is like an addiction to open my computer and see my credit points, just like Net banker. Now I am the owner of my Lakshya. Lakshya has made more computer and internet savvy.

The most glorious thing that makes me proud is all the Trophy and Awards that have being provided to me only for my outstanding achievement and hard work under SU Raipur. It is only the award that can be achieved though persistent hard work, a systematic approach and positive attitude.

My special thanks to all ACC officials who have always been a great source of inspiration, guidance and their relentless support to be what I am today.

At last I pray to God for long life of ACC. Looking forward.............
The team spent a moment in silence to remember their dear departed colleague Sudeepan Bandyopadhyay.

Mr. C. Kurian – Director Sales (East), addressing participants on upcoming challenges in Cement Industry.

Mr. Vivek Chawla – Chief Executive (East), addressing the participants at SMX academy for new turks.

Mr. Sandip Dasgupta, discussing Marketing Techniques with District Officers & Customer Service Officers.

SMX Coach helping the participants with Channel Structure Exercise.

Participants interacting in Role Play for Channel Augmentation Exercise.
SMX Academy  (16th – 17th Feb 2011)

Chief Executive (East) interacting with participants at the Academy

SMX Head (East) addressing the new joinees

SMX Coach Chandi taking session on Influencer District Action Plan

SMX Coach Sweta sharing insight on Rural marketing initiatives in East

Energiser between sessions to keep the participants alert and motivated

Coaches and Coachees bonding together at the end of day one
KPI EAST (Jan’11)

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**EBIDTA (Rs. Cr.)**

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**DSO (Days)**

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SMX Summary

**PD Program**

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<th>Target</th>
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Sale through PD ('000 MT) +29%

**Lakshya Program (LP)**

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Sale through Lakshya Dealers ('000 MT) +37%

**Project Storm**

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<td>66</td>
<td>105</td>
<td>73</td>
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Sale in Storm District ('000 MT) +57%

Total Volume = 20,714 MT

Number of VIP customers = 11
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