



## A Literature Review on Ready-Mixed Concrete Industry in India

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### Abstract:

*The present paper aims to review the existing research work in the area of management especially related to the Marketing Management of the Ready-Mixed Concrete in India. Ready-Mixed Concrete is the concrete which is manufactured at the central batching plant and delivered at construction site with the use of truck mounted Transit Mixers. The Ready-Mixed Concrete is the best alternative to Site Mixed Concrete as it has many advantages over Site Mixed Concrete. The commercial suppliers of Ready-Mixed Concrete exist in the market. They together constitute Ready-Mixed Concrete Industry. The present paper is a summary of research activities conducted in the context of Ready-Mixed Concrete Industry in India.*

**Keywords:** Construction Industry, India, Ready-Mixed Concrete (RMC), Site Mixed Concrete (SMC).

### Introduction:

Ready-Mixed Concrete is the concrete which is manufactured at the central batching plant and delivered at construction site with the use of truck mounted Transit Mixers (TM). The Ready-Mixed Concrete is one of the inputs of the Construction Industry. The Ready-Mixed Concrete is the best alternative to Site Mixed Concrete as it has advantages such as high quality, high speed, eco-friendliness, reduced life time cost, and elimination of procurement and storage hassles. The commercial suppliers of Ready-Mixed Concrete exist in the market. They together constitute Ready-Mixed Concrete Industry.

In the present paper the research work carried out in the Ready-Mixed Concrete Industry in India is reviewed.

### Objectives of the Study:

The objective of the present study is to review the existing research work carried out in the area of management especially Marketing Management of Ready-Mixed Concrete Industry in India.

### Discussion on Literature Review:

Dr. Dave S.K., Pandya N.K. and Modi B.V. (2015) examined the challenges faced by the Ready-Mixed Concrete Industry and opportunities for it in India in the paper

entitled as, "Ready Mix Concrete: Challenges and Opportunities in India". In this paper the production of cement by different countries in the world is shown. The paper highlights 'power' related problems of the cement industry. It is estimated that the requirement for RMC in India will boost for speedy fulfillment of roads, ports, airports and housing needs. The history of RMC Industry in India is explained. The number of RMC plants in the different cities of India till 2005 is shown. The paper suggested that there is need for increasing the awareness about the RMC. It is stated that the position of existence of awareness in few isolated packets is not going to change drastically in short time because of no real focus for the industry as the few players that exist are located in disparate markets and the different ideological views about the product and business among those who exist in the same markets. The projected consumption of concrete is shown. The paper highlights the overall benefits and the main constraints before RMC supplier.

Jain A.K. (2002) discussed the reasons behind the need of RMC in his article entitled as, "Ready-Mixed Concrete growth prospects in India". It is stated that the quality, speed, environmental issues, and space restrictions are the factors behind the need of RMC. The

history of RMC Industry in the world is discussed along with growth pattern of RMC in different countries. The paper highlights the development of RMC in India. The paper shows the list of RMC manufacturers in India in 2001 along with their location, capacity and number of plants. The paper examined the potential for future growth of RMC in India. The paper highlights the factors which are critical in the growth of RMC in future. The paper also highlights the major advantages of using the RMC. The paper concluded that there is accelerated growth for RMC in future.

Chouksey S. (2012) examined the growth pattern of RMC in different markets in the research paper entitled, "Ready Mix Concrete: An Industry Perspective on Challenges & Opportunities for Growth". The paper explains the basics about the concrete. The paper shows the concrete consumption pattern in India. The paper states that the reasons behind the non-adoption of commercial RMC by all include uncertainty about quality, uncertainty about delivery and high cost. The paper suggested that the commercial RMC supplier should focus on new set of customers who need them and on new products for increasing profitability and growth.

Makwana A.H. and Pitroda J. (2013) have suggested Analytic Hierarchy Process based RMC selection approach in the paper entitled as, "An Approach for Ready Mixed Concrete Selection for Construction Companies through Analytic Hierarchy Process". The paper divides the criteria which contribute towards RMC selection in 10 major groups which include Quality Control, Cost, Delivery, Quantity, Manpower, Safety Measures, Financial Capability, Commercial Capability, Laboratory, and Managerial Capability. The paper suggests the technique for RMC selection in Indian Context. The Analytic Hierarchy Process is suggested because RMC selection is a multi-criteria decision making.

Majnunatha L.R., Anvekar S.R., Sagari S.S. & Kumarswamy A. (2014) examines the type of concrete preferred by the respondents from Bangalore City in the research paper entitled as, "A Study On Customer Preferences And Perceptions On Quality And Services Of Ready Mixed Concrete As A Sustainable Building Material In Bangalore City, Karnataka". The paper highlights the perception of the customers towards quality, service, cost and punctuality of the RMC. The paper also studies the customer's opinion about pre-sale and after-sales service. The paper examines preferences of customers for different brands. The number of customers of local RMC manufacturers and branded RMC manufacturers is analysed. The paper also examines the criteria considered by customers while making a purchase decision of concrete. The paper concluded that most of the consumers of concrete have adopted RMC as an alternative to SMC.

Jain A.K. (Technical Advisor, UltraTech Cement Ltd., Cement Business) in his paper entitled as, "Ready Mixed Concrete – Present Status and Future Growth Prospects" stated the reasons behind the slow growth of commercial RMC in India. The factors favourable to the growth of the RMC are discussed in the paper. The paper shows the History of RMC Industry and the Growth pattern of RMC in different countries. The history of development of RMC and Potential for Future Growth of RMC in India is discussed. The paper shows the zonal wise number of commercial RMC plants in India. It is concluded that the RMC will emerge as an important and most preferred material of the Construction in India.

#### **Limitations of the Study:**

The present study is only the review of research work conducted in the area of management of Ready-Mixed Concrete Industry in the context of India.

#### **Conclusion:**

The research work carried out in the area of management of the Ready-Mixed

Concrete is limited in India. The literature on the quality, inventory and supply chain aspects of the Ready-Mixed Concrete is available but it is not with special reference to Indian Context. The research work carried out in the area of Management and especially in the area of Marketing Management is

negligible in India. Though the RMC have number of benefits over SMC it is not fully adopted by the customers in India. Therefore it is necessary to do more research in the field of management especially in the field of Marketing Management which will contribute towards the growth of RMC in India.

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