

## **Industry profile:**

INDIAN CEMENT INDUSTRY HISTORICAL DEVELOPMENT IT in this cement industry was during this period is 10 years of era and dominant imports 1914-1924. In this cement industry was consumption of the cement is 2 million tones and will consist of nearly 50 per cent of imports. in this cement industry half of a million tones of was produced. In this cement industry beginning with productions are 1000 tonnes in the year of 1914, and that will consider for the production process will touched for the nearly quarter million tonnes for the first decade. in this process are frequently doing in the same period of time they will reduced there won production and reached to increase the imports. In this process their will several competition of produce a product continuous cutting down of price and that time some of companies are liquidation because increase the price and it will effect on the direct continuous cut down of price effect. In this capacity level and utilization persistent problem is effected among in market condition and financial availability of the cement plants to a great extent. The more ever usage of cement are prejudices against use of indigenous cement.

In this cement industry are fighting with more existence period of era of

struggle and survival that was 1924-1941 and that period lot of gradual increase of indigenous production and also that period decrease in cement imports. But in this cement industry that will several competition is amongst to the producers of very nearly threatened the cement industry.

Indigenous production are went to imports and contubution to the less that 7% of cement will be consumption during in the period of 1924-142. And that time they will produce the up from 3.661 lakh tones in the year of 1925 to 18.30 lakh tones in 1941.in this cement industry are starting it will increase the produce capacity after onwards some critical of during in the produce the products that time will cement industry was consumption of contributing the import condition.

In 1925 the import dwindle from 69000 tonnes and 21000 tonnes are import for the prewar year 1938 and that time war will effect for the industry cannot be produce began the more they only produce the few thousand tones in 1941. In 1936 Europe was gathering to the war condition to recession level had set in. on that war time the industry will very several condition to reproduce the marketing condition so that period industry will slowdown.

Cement marketing co. and concrete association of India are played marketing activities are more than betterment of work they will not do that serious note will cement industry was still slowdown and below below expectation of the cement industry.

In this cement industry are problems and marketing pricing is continuously plague the industry. On that that one person are industrialist F.C.dinashaw – was great vision and