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## Peer Comparison of Cement Sector V/S Aditya Birla Group

*Mrs. Shital Shah<sup>1</sup>, Talreja Manoj Haresh<sup>2</sup>*

Project Guide<sup>1</sup>, Student<sup>2</sup>

(MMS) Alamuri Ratnamala Institute of Engineering and Technology

### ABSTRACT:

Established in 2000, Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well-known and trusted name globally amongst Indian conglomerates and Sun Life Financial Inc., leading international financial services organization from Canada.

The local knowledge of the Aditya Birla Group combined with the domain expertise of Sun Life Financial Inc., offers a formidable protection for its customers' future. With an experience of over 10 years, BSLI has contributed significantly to the growth and development of the life insurance industry in India and currently ranks amongst the top 6 private life insurance companies in the country. The Aditya Birla Group is led by its chairman- Mr. Kumar Manglam Birla. The Group has over 88000 employees across all its units worldwide

### 1. Introduction

Cement Industry has grown much in last ten years. This sector has recorded a CAGR of 8%, against the world cement industry average of 3.5% and China's cement industry growth rate of 7.2%. Today cement industry has become the second largest cement producer in the world after China.

Domestic cement demand growth has surpassed the economic growth rate for the past three years. Cement demand in the country grows at roughly 1.5 times the GDP growth rate. The industry had a turnover of around US\$ 7.8 billion in 2003-04. The key drivers for cement demand are real estate sector, infrastructure and industry expansion projects. Among these real estate sector is the key driver of cement demand. BSLI offers a complete range of offerings comprising of protection solutions, children's future solutions, and wealth with protection, health and wellness as well as retirement solutions and has an extensive distribution reach over 500 cities through its network of around 600 branches, over 106,794 empanelled advisors and over 200 partnerships with Corporate Agents, Brokers and Banks.

### 2. Company Profile:

Birla Sun Life is a joint venture between The Aditya Birla Group, one of the largest business houses in India and Sun Life Financial Inc., a leading International Financial Services Organization.

The Aditya Birla Group is led by its chairman- Mr. Kumar Manglam Birla. The Group has over 88000 employees across all its units worldwide. To establish credibility and further transparency, BSLI also enjoys the prestige to be the originator of practice to disclose portfolio on monthly basis. These category development initiatives have helped BSLI be closer to its policy holder's expectations, which gets further accentuated by the complete bouquet of insurance products (viz. pure term plan, life stage products, health plan and retirement plan) that the company offers.

#### 1.3 Literature Review:

##### Fewer Workplace conflicts:

Using mathematical techniques and models in many academic researches for many decades, It was shown that that several infrastructure and transportation problems can be solved when locating facilities related to a particular industry. For instance, research on the problems of optimizing transportation costs, network analysis, and regulating the road capacities on a transportation network can be described via inequalities. So by this way the fewer workplace conflicts can be seen as mentioned under this.

##### Increased Productivity:

An employee who has a positive relationship with their boss is more likely to be productive, and the more productive your employees are, the more revenue your company can generate. When an employee feels happy to work for you, they are more likely to put forth their best effort and maintain a personal stake in the projects they.

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#### 1.4 Objective of the study

1. To analyse the evaluation of cement industry.
2. To estimate the level and analyse the trend in cement industry.
3. To assess the profitability, liquidity and other financial ratios, efficiency ratio, leverage analysis of the firms when compared to the industry.
4. To find out the efficiency and economic size of cement manufacturing firm in India.

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#### 3. Research Method:

Data will be collected throughout this study is expected to be mainly of a qualitative nature. Two valuable source of evidence are documentation and interview. Documents could be either internal like management reports, market research journal. The data was also collected from retail stores, masons, engineers, builder and contractor to get an insight. Below data collection from Primary source

1. The basic research paradigm is followed:
2. Define the target population
3. Select a sampling technique
4. Determine the sample size

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#### 4. Conclusion

An investor must look into what kind of business the company is doing, visibility of the business, its past track record, capital needs of the company for expansion etc. The investor must focus on its key financial ratios such as earnings per share, price earnings ratio, debt-equity ratio, dividends per share etc. and he must also check whether the company is generating cash flows. This is the most important factor which shows the true worth of the company. An investor needs to choose valuation parameters which suit its business. During Financial year 2010 inflationary conditions enabled all to perform well and generate profits resulting in boom in share prices.

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#### 5. Acknowledgements

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