

Anjani Cement: Focusing on customer satisfaction

With a strong emphasis on customer satisfaction, Anjani Portland Cement Limited (APCL) has emerged as a trend setting company in the cement industry of South India. The company has offered its latest lead projects “Nirmaan Sanjeevani” & “Anjani Cement Studio” which have received a tremendous response from the consumer.

Anjani Portland Cement Limited (APCL), Hyderabad has through persistence, hard work and focused application of strong client policies has yet again evolved as a ‘trend setter unit’ in cement industry in South India. The company has set firm belief and rooted its operations on customer satisfaction through the years. The management strongly attributes the current progress and growth trends to the support from high performance dealer network and the multitude of happy customers thereof.

Team Anjani has seen that the

present need of the customer has extended beyond the purchase of cement and its use. To strengthen this delicate bond and stretch it to create lasting relationships, the management has devised a multi faceted support system to meet the needs of the end use clientele.

The lead project - Anjani Cement Studio

- Vaastu tips
- House plan
- Estimation
- Architectural services

“Anjani Cement Studio” has

taken off with tremendous response from the customers for having taken the services of Anjani to the common man. The first of its kind in the country, this Studio was initially setup at the capital city of Hyderabad and later at the thriving and high growth potential towns of Kakinada and Bhimavaram to cover East & West Godavari Districts of Andhra Pradesh.

A visitor to these studios will experience the concreteness and reality of cement, the array of cement uses in practice, types of cement and their varied applications. Detailed practical information is provided on the quality aspect of cement that can be tested and claimed by the customer, for its strength and durability of their constructions. The visitor can also be advised on the usage of cement for the purpose on hand, the optimum ratio mix of gravel, sand, water and cement for various application through the process of construction – big or small. Apart from assistance of usage of cement, the Studio offers a fine selection of Vaastu oriented house plan options, free of charge for small to medium construction needs for those who are needy of these services. Overall construction cost estimates are also made for these customers to help them plan the expenses to build





Hyderabad Studio



Bhimavaram Studio



Kakinada Studio

their modest dwellings.

Customer delight - Nirmaan Sanjeevani (Laboratory on wheels)

Another innovative and pioneering project by Anjani Cement that has evoked excellent response from the customer base through out is the "Nirmaan Sanjeevani" – the mobile concrete solutions. This is a specialized 'testing laboratory on wheels' for all cement and concrete related quality testing needs and queries of the end use customer. This customer support initiative is an innovative concept wherein the lab is made available at the construction site to support the customer through all stages of construction. Equipments like Blaine's apparatus, Vicat apparatus,

Slump cone, Le-chatelier apparatus, vibrating machine, humidity chamber, curing tank, compressive testing machine and non-destructive testing machine are able to give test results for all parameters like fineness, setting time, water cement ratio, soundness, expansion & compressive strength etc. Chemists & guagers are always available in the mobile laboratory for the technical services.

The unique facilities of having vibrating machine, cube preparation moulds, humidity chamber & curing tank in the mobile lab itself ensure the preparation of cubes, humidifying & curing in the tank to enable the compressive test to be carried out within the mobile lab instead of carrying it out in the laboratories outside.

The Nirmaan Sanjeevani has proved to be the panacea of all construction activities in its areas of operation. Apart from these services, immediate accessibility of trained structural engineers in the mobile lab has proved to be very useful to provide structural advice and demonstrate the best uses of cement, stages of construction, procedures and raw material.

The success of these novel ideas has been extremely encouraging to Anjani Cement and opens doors to explore many such avenues of reaching out to customers and make this a beneficial relationship for one and all.

Website: www.anjanicement.com

Phone: +91 40 2335 3096/3106

ICR

