

Interview

LAKE CEMENT



Mr. Pathak.

Vice President and head of Sales and Marketing,

Q&A

Lake Cement is the newest entrant in Tanzania's cement sector. We leverage best-in-class technologies and extensive manufacturing experience to produce high quality cement - consistently and continuously. Our commitment to sustainable development is unflinching and all our decisions and policies take into consideration, economic, environmental and social impacts. We cater to the needs of the Tanzanian and neighbouring countries market through our superior cement brand - Nyati.

THE PLANT

The integrated cement manufacturing unit, spread in an area of over 100 hectares, is the most modern, fully automated and energy-efficient plant of its kind in East Africa. The Plant, with a capacity of 500,000 Tons per annum, is located at Kimbiji village in Temeke District; just 45 km south of Dar Es Salaam's central business district.

Nyati as a true modern Tanzanian cement product. Right from the day of launch Nyati cement has generated a strong and constant demand in the market. This is due to its early higher strength gain properties and consistent quality.

Q 3. Is your cement available in other regions of Tanzania or only in Dar? What regions?

A. "Nyati Cement" has been a phenomenal success throughout Tanzania, may it be Coastal, Southern Highland, Lake and Killimanjaro Regions. We are now getting a strong demand from neighbouring counties to export" Nyati Cement".

Q 4. Is Nyati different from other Cement Brands? How?

A. "Nyati Cement" is produced with Tanzania's finest quality limestone available in our factory premises at Kimbiji. To ensure consistent quality, we have our own 10MW power-plant which ensures our factory runs 24x7 without stoppages. Our cement is designed to be of superior quality with high strength and optimum fineness. Our customers appreciation of high class product and world class services has made Nyati cement a phenomenal success.

Q 5. How are your prices compared to your competitors?

A. Our products are competitively priced and give the best techno-commercial advantage to our customers.

Q 6. Where do you see Nyati in 5 years time?

A. At present, our installed capacity is 500,000 MT per annum. With the current demand for "Nyati Cement" in Tanzania and the growing demand for exports, we intend to hasten our plans for expanding the capacity to 750,000 MT per annum. We are serious local manufacturer and shall to play a vital role in country's economic and infrastructural growth in the coming years.

This month, we had an opportunity to meet up with Lake Cement's Vice President and head of Sales and Marketing, Mr. IPN Pathak. The following were his responses...

Q1. How long has Nyati cement been in the market?

A. Lake Cement Ltd, launched 42.5 Grade "Nyati Cement" in July 2014. It has been selling cement in the market for the past 6 months now.

Q 2. How is the response from the market?

A. The response in the market has been phenomenal; within a short period of 6 months our customers have accepted