

## About the brand:

JSW One TMT is a high-quality Thermo-Mechanically Treated (TMT) bar brand under the JSW One. These TMT bars are engineered to provide superior strength and durability. They are ideal for various construction applications, including residential buildings, commercial structures, bridges, and infrastructure projects.

Each JSW One TMT bar is BIS-compliant and undergoes rigorous chemical and mechanical testing to ensure consistent quality and performance. The brand emphasizes its commitment to delivering 100% certified TMT bars, addressing the industry's need for reliability and trust.

**USP:** Delivers superior quality and 100% BIS-certified bars.

## Target Audience:

- Individual Home Builders: Individuals who want reliable materials to ensure their houses are safe and long-lasting.
- Contractors and Builders: Professionals managing various projects who need consistent quality to uphold their reputation.
- Architects and Structural Engineers: Designers looking for materials offering strength and flexibility.
- Infrastructure Developers: Companies working on large projects like bridges and roads.

## Strategy:

### 1. Market Analysis:

- Competitor Identification: Recognize key competitors in the region, such as Tata Tiscon, SAIL, and Amba Shakti TMT.
- Market Demand: Assess the current demand for TMT bars in Northern India, focusing on upcoming construction projects and infrastructure developments.

2. Target Audience Primary Segments: Prioritize key stakeholders - architects, contractors, builders, and construction companies operating in Northern India.

Buyer Personas: Develop detailed profiles to understand their specific needs, preferences, and purchasing behaviors.

### 3. Value Proposition Articulation:

- Product Differentiation: Highlight JSW One TMT's superior features, such as high strength, corrosion resistance, and compliance with international quality standards.

### 4. Pricing Strategy:

- Flexible Pricing Models: Consider offering volume-based discounts, lucky draws, or loyalty programs to incentivize bulk purchases by large contractors and builders.

#### 5. Distribution Channel Optimization:

- **Retail Network Expansion:** Strengthen relationships with existing retailers with meet and greets and onboard new ones in strategic locations across Northern India to enhance product availability.
- **Supply Chain Efficiency:** Ensure a robust supply chain at different locations across Northern India to maintain consistent product availability and timely deliveries.

#### 6. Marketing and Sales Strategies:

- **Digital Marketing:** Leverage online platforms to reach a broader audience using targeted ads.
- **Content Marketing:** Create brochures and informative content in English and vernacular language that addresses common challenges in construction and showcases how JSW One TMT provides solutions. Market via messaging, newsletters, blogs and social media.
- **Search Engine Optimization (SEO):** Optimize the website with relevant keywords to improve visibility in search results.
- **Traditional Marketing:** Utilize conventional channels and referrals to reinforce brand presence.
- **Outdoor Advertising:** Deploy billboards, wall-paintings and banners in high-traffic areas frequented by target audience.
- **Sales Enablement:** Equip the sales team with comprehensive product knowledge and competitive insights to effectively engage potential clients.

#### 7. Partnership Development:

- **Industry Collaborations:** Partner with construction associations and participate in expos to enhance brand credibility and network with potential clients.
- **Educational Workshops:** Organize seminars and workshops to educate stakeholders about the benefits of using high-quality TMT bars, positioning JSW One TMT as the preferred choice.

#### 8. Performance Metrics and Feedback Loop:

- **Key Performance Indicators (KPIs):** Track metrics like callbacks from wall paintings, sales volume, and customer acquisition costs to evaluate strategy effectiveness.
- **Customer Feedback:** Implement mechanisms to gather feedback from clients and retailers to identify areas for improvement and inform strategic adjustments.