

Customers



SGC serves a diverse customer base comprising dealers, distributors, institutional buyers and infrastructure developers. With a constant focus on customer-centric solutions, we remain committed to strengthen relationships and maximise value creation for our customers. Our emphasis on product quality, innovation and capacity expansion has enabled us to fulfil evolving customer requirements and retain our brand loyalty.

Key highlights

3,368

Total Dealers

439

New dealers

7,423

Sub - dealers

Customer-first approach

Customer-centricity remains at the core of our operations. Each plant operates with defined quality control processes to ensure that OPC, PPC and PSC cement variants consistently meet BIS certification requirements. Recognition received by units such as Gudipadu, for zero product failure, reiterates our commitment to quality.

We align production planning with regional demand forecasts to ensure timely dispatch of products. Maintaining optimal lead distances also help to manage logistics costs and ensure easy availability of products for dealers. Sales and technical teams also work closely with channel partners to provide adequate information and support for correct product application.

CUSTOMER HEALTH AND SAFETY

At SGC, our cement variants are known for their quality and does not have any harmful effects under normal usage conditions.

The cement bags contain adequate product information and guidance for safe handling, storage and application of products is shared through dealer interactions and field engagement initiatives. The products also adhere to BIS norms and undergo stringent in-house testing procedures in accordance with product safety and quality norms.

TRAINING AND AWARENESS

We provide structured training to masons and contractors on the safe handling and correct usage of cement to promote high-quality construction and workplace safety. Training on product usage is part of the Company's customer service and ensures appropriate application across all projects.

GRIEVANCE REDRESSAL

Customers and dealers can report concerns related to product quality, delivery timelines or service issues. Complaints are documented and escalated to relevant plant or corporate teams for review. Our teams analyse the matter and promptly responds to customer complaints or issues.

CUSTOMER SERVICE VAN

We have customer service vans across various locations like Hyderabad, Vijayawada, Odisha. It helps in creating customer awareness of product application along with showcasing our product strength and features to masons, dealers, sub-dealers. The van has cement testing facilities, branding and awareness, along with on-site customer complaint resolution.



 SGC Technical Services Van