



CLIENT STORY | ASSESSMENT OF THE INDIAN MARKET FOR ONE OF THE LARGEST ALUMINIUM MANUFACTURERS IN THE WORLD

Region :
INDIA

Consulting Services :
MARKET ASSESSMENT

CLIENT SITUATION

- The client is one of the world's largest primary aluminium manufacturers with a limited presence in the Indian market
- The client was looking to expand its footprint in the Indian market and wished to gain an in-depth understanding of primary aluminium demand by select sectors both at present and in the medium term
- They also wished to get a realistic sense of additional capacity expected to come up in the near future by evaluating the planned capacity additions and impeders thereto
- The client approached Avalon Consulting for a detailed assessment of the demand and supply side for primary aluminium and a recommendation on which end-use sectors to focus upon given their product portfolio

OUR APPROACH

- The client is one of the world's largest primary aluminium manufacturers with a limited presence in the Indian market
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OUR RECOMMENDATION/ IMPACT

- Key end-uses and component manufacturers to target were identified based on our analysis
- The emerging demand-supply gap for a 10 year period was analysed to identify potential for imports or a new player in the Indian market