

From "Earn & Burn" to a Growth Engine

How a leading cement producer transformed channel and influencer loyalty into a strategic platform for engagement, intelligence and revenue growth.



CUSTOMER CONTEXT

One of India's top three cement producers | 46.9 MTPA capacity in India | ~45 years of operations

Business impact at a glance

A service-led loyalty transformation focused on stronger participation, repeat business, premium-brand growth and scalable execution.

100%

PROGRAM REGISTRATION GROWTH

in the last 16 months, with almost negligible churn

+30%

REPEAT PURCHASES

increase in repeat purchase across the program

~200%

PREMIUM BRAND SALES

growth in just 12 months

₹30+ Cr

REDEMPTION PAY-OUTS

scaled from ₹5 Cr in a few months

Business Need

A strong channel needed a stronger loyalty model

In cement, business growth depends on deep relationships across dealers, retailers and influencers such as contractors and masons. The customer wanted loyalty to move beyond transaction management and become a core platform for growth and differentiated engagement.

Business context



46.9 MTPA
Installed capacity
in India



~45 YEARS
Brand operating
history



MULTI-TIER
Dealers, retailers,
contractors,
masons



What needed to change



Platform flexibility

Existing IT systems were not robust or flexible enough for emerging program needs.



Execution depth

Program management was not delivering the desired engagement and aspirational growth.



Premium mix

Increase the share of revenue from premium brands in the portfolio.



Participation & retention

Increase targeted partner participation, reduce churn and support repeat purchases.

THE TRANSFORMATION AMBITION

Turn loyalty from an "earn & burn" tool into a strategy platform that enables leadership decisions with data insights, drives differentiated brand engagement and supports revenue growth.

The Solutions

A service-led loyalty ecosystem, not just software

mjGRO combined scalable technology, program management and data-led advisory across the complete loyalty lifecycle - from scheme design to rewards, fulfilment, reporting and analytics.



Cloud-hosted platform

For contractors,
masons, dealers and
retailers



CRM/ERP integration

Easy registration and
validated sales capture



Program management

Schemes, rewards,
fulfilment and user
support



Data & governance

Recognition of real
advocates and
reduced fake pay-outs

What made the program distinctive



Engagement beyond the outlet

Spouse engagement program, gamification, lucky draws, festive programs, online learning and wishlists.



Growth mechanics

Target-vs-achievement dashboards, contractor referrals and auto-tiering to motivate higher business transactions.



Automation & governance

Daily PAN-India employee-user mapping for 3 lakh+ users and automated Section 194 compliance during redemptions.



AI-led intelligence & fulfilment

Configurable reporting by geography and role, plus AI-based address verification to improve fulfilment and reduce RTOs/complaints.

When loyalty becomes a growth platform, the numbers move

The transformed program delivered stronger participation, repeat business and premium-brand growth while scaling redemption and engagement operations.

100%

Registration growth

16 months

30%

Repeatpurchase increase

Program impact

~200%

Premium brand sales growth

12 months

6x+

Redemption pay-outs

₹5 Cr ₹30+ Cr

Why the model worked



One ecosystem

A unified platform connected influencers, dealers, retailers, workflows and data.



Service + technology

The program was actively managed across design, engagement, fulfilment and support.



Data integrity

Validated sales capture helped recognise genuine advocates and control leakage.



Continuous motivation

Gamification, tiering, referrals, learning and recognition sustained participation.



Decision intelligence

Role-based reporting and analytics converted program data into actionable leadership insight.

Ready to turn channel loyalty into a growth engine?

Explore how mjGRO can help you build a more engaging, intelligent and scalable loyalty ecosystem.

LET'S CONNECT

contactus@mjunction.in | +91 91633 48019 | services.mjunction.in/channelloyalty