

# **MARKETING DEPARTMENT**

## **INTRODUCTION**

While the marketing functions of the Corporation were being attended to by the Contract Cell of Operations Department in 1999, a separate Marketing Department has been set up to provide more focus on the marketing functions keeping in view the Government policy to open the dredging market to International Dredging Companies. The basic objectives of Marketing Department is to focus more on the business opportunities available in domestic and international markets so as to ensure gainful deployment of dredgers and to expand its market base outside India so as to take a proper mix of the market. The main functions of the marketing are:

- to continuously work for optimizing the existing opportunities
- consolidate the existing market
- explore new market opportunities nationally and internationally
- identify the growth opportunities of the company in national and international markets
- advise and assist management in acquiring additional resources required to take the market demand and
- to assist the Corporation in diversifying the activities of the company so as to enhance business of the company in the near future.

At present Marketing Department is headed by Deputy General Manager and is assisted by Manager (Mktg) , and Asst. Manager (Mktg) to look after the marketing functions and to achieve the over all objectives of the company. The Marketing Department is also responsible for enhancing the corporate image of the company by continuous interaction with the clients, obtaining feed back from the clients and providing necessary inputs to the internal management for enhancing the image of the company. The Head of the Marketing Department is assisted by Asst. Manager (P R) in carrying out the corporate image building and public relations activity of the company. HR department is in the process of filling the vacant posts viz General Manager (Mktg) , Manager(PR) and Dy.Manager (Mktg)

### Marketing Initiatives/ Efforts

SI No	Description	Action/Comments	Remarks
1	Dredging Opportunities at Maldives	Vide letter Dt. 30.03.2016 Requested High Commissioner of Maldives for consideration of partnering with DCI for future Dredging requirements at Maldives and Requested for appointment for making a Presentation on our Capabilities.	Matter under persuasion
2	Dredging in Sanghi Channel for Sanghi Industries	Representatives from Sanghi Industries attended MIS 2016 held at Mumbai during 14 to 16 April 2016. During the discussions the firm indicated capital dredging requirement. The issue was followed up and the company have forwarded the technical details of the requirement and site conditions.  <i>Aprox. Qty to be dredged: 2.5 M cum later revised to 1.0 M Cum</i>	Detailed offer forwarded and revised offer also submitted. After site visit and deliberations it has been decided not to take up the work.
3	Dredging Opportunities at Fiji	High commissioner Fiji Attended MIS 2016 held at Mumbai during 14 to 16 April 2016 and had detailed discussions on the requirement at FIJI islands. CMD met the consulate at New Delhi on 25.04.2016 and Vide letter Dt. 29.04.2016 requested to provide time for making a presentation on DCI capabilities and further discussions on Partner with Fiji Government on Upcoming Dredging Projects at Fiji.	Matter under persuasion.
4	Maintenance Dredging at All Major Ports (Indian Ports Association)	Requested IPA to award Maintenance Dredging works at Major Ports to DCI.	Recently made a presentation to IPA on 27.02.2017. Matter under persuasion.
5	Dredging Requirement at MMB	Vide letter Dt. 04.05.2016 Requested MMB to associate DCI in development of Minor Ports by Deepening.	Matter under persuasion. Site Visit to Versova Creek Under MMB Has been Carried out.
6	Dredging Requirement at Mirya Port	Vide letter Dt. 04.05.2016 informed MD, Mirya Port that DCI would like to associate in the Mirya Port Development Activities and requested to communicate their requirement.	Matter under persuasion.
7	MOU with Riyada Group Bahrain for	Vide letter Dt. 22.05.2016 Shaika Dheya bint Ebrahim Al Khalifa, President of	MOU executed with Riyada on 05.11.2016.

	Business Co Operation in Saudi Arabia, Bahrain and Kuwait	Riyada Group has shown interest in entering in to a business co operation agreement for Bahrain, Saudi Arabia and Kuwait.	Discussions going on for executing Dredging works.
8	MOU with Yeng Tong Corporation	Draft MOU forwarded to YTC, Singapore for Long term Business in Singapore region for executing Dredging works.	Matter under persuasion
9	Offer to M/s AMOS for Dredging in Singapore	Preliminary offer submitted to M/s AMOS for undertaking project of Reclamation at Tuas West Coast and Ayer Merbaue on daily hire basis. <i>Aprox. Qty to be dredged: 11.0 M Cum</i>	Matter under persuasion.
10	Dredging in Pussur Channel, MPA, Bangladesh	DCI submitted its offer for executing the Capital Dredging work in Pussur Channel from Mongla port to Rampal Power plant, Bangladesh and stood L1 in international competitive bidding. <i>Aprox. Qty to be dredged: 3.88 M Cum</i>	Work order is expected shortly.
11	Phase-II Dredging at KKS Harbour, Sri Lanka	Provided Budgetary Quotation to RITES for undertaking phase-II Dredging at Sri Lanka. <i>Aprox. Qty to be dredged: 3.5 L Cum</i>	DPR prepared by RITES and matter under Persuasion.
12	MOU with M/s Projectslink, Dubai	MOU and offer forwarded to Projectslink to undertake dredging and reclamation works at De Lamer Project, Dubai. <i>Aprox. Qty to be dredged: 5.0 M Cum</i>	Matter under Persuasion.
13	Non Disclosure Agreement with M/s Hydra Offshore UK Pvt. Ltd. (HOUKPL)	DCI signed Non Disclosure agreement so that HOUKPL can disclose details on upcoming projects at Nigeria and Ghana	Matter under persuasion.
14	PMC services and Dredging at River Jhelum	Govt. of Jammu and Kashmir has conveyed in principal approval for Dredging in River Jhelum phase-I FMP and Providing PMC services during execution. <i>Aprox. Qty to be dredged: 6.0 L. Cum</i>	Firm work order is expected to be issued shortly.
15	Capital Dredging work at Turkey	DCI Business Associates M/s DDIL identified the dredging work at "Port Fliyos", Turkey and requested DCI to depute a senior official for site visit. <i>Aprox. Qty to be dredged: 22.2 M Cum</i>	Site visit is made on 14 <sup>th</sup> April'2017 by DCI officials. Matter under persuasion.

## APPOINTMENTS, EMPANELMENTS AND CHARTERING

1	Empanelment of Business Associates in Bangladesh and Myanmar	DCI has invited Expression of Interest for Empanelment of Business Associates in Bangladesh and Myanmar for Joint Participation in Dredging works in those countries. The due date is on 09.05.2016.	Appointed M/s Prayati Shipping as business Associate in Bangladesh. Agreements have been concluded.
2	Empanelment of Business Associates in Middle East and Far East	DCI has invited Expression of Interest for Empanelment of Business Associates in Middle East and Far East regions for Joint Participation in Dredging works abroad in those regions. The due date is on 04.05.2016.	Appointed DDIL as business Associate for both the regions. Agreements yet to be concluded.
3	Appointment of Strategy Consultant for Strategy Plan and growth options of DCI	DCI invited EOI for Appointment of Strategy Consultant for preparation of Design Document for DCI 2030 with Road map, identification of opportunities for growth and diversification into new Business, domestic as well as global identifications and Prioritisation of opportunities to increase revenue and profits.  Scope of work includes Internal assessment, Market assessment, Customer assessment, Competition assessment, Opportunities identification, Opportunity selection, Projections and Business planning, Organisation alignment, Create execution road map and Review of HR Policy.	Agreement entered with PricewaterhouseCoopers Pvt. Ltd.  Draft report submitted.  (under study & evaluation)
4	EOI for Joint Participation in Upcoming Rock Dredging works	JNPT invited tenders for Capital Dredging in Mumbai Port and JN Port Channel (involves rock dredging). Since DCI doesn't have experience in Rock Dredging, invited EOI to form JV and Qualify for the subject work.	Two Parties submitted EOI. However, None met the eligibility criteria.  Could not be finalized
5	EOI for Marketing Consultants in Bangladesh, Myanmar & SriLanka	DCI Invited EOI on 08.03.2017 with due date of submission on 24.03.2017	Technical evaluation under process