



Manual Guide for using CRISIL Research (www.crisilresearch.com)

In the research platform, we have separate sections for Economy and Industry. Each industry is covered under separate micro site with all our research and findings.

Please find below steps for accessing industry reports (here in this case its cement industry):

Spotlight

If we move to the Cement microsite, we will see a SPOTLIGHT section. The spotlight section covers the highlights of our finding through recent analysis on the particular industry. The spotlight section will help you to quickly browse through our key findings. You can click on 'read more' for further details. This enables the users to get access to latest outlooks or views or findings which we update based on any event or changes in the industry.

Video Clippings

We have introduced video clippings where you will find our industry vertical experts talking about topical issues or on our long term or short term views on the industry and the demand drivers. This will help you to know about our independent views quickly in 3-4 minutes

Further, whenever, any major change happens in the industry, the video gets re-recorded with our reaction on the impact of the event on the industry thus enabling us to reach out to our clients almost on a real time basis. Eg during the Budget day, we had all our Experts speaking about the impact of the Budget on various sectors immediately post the Budget announcements.

Analyst presentation

Here the entire report is put together in a very crisp format in few slides containing our current views on the Demand-Supply, Price Outlook, Cost and Profitability etc. You can quickly go through the slides before you enter into any important meetings.

What if analyser

'What if analyser' have been developed specifically for our banking clients to better evaluate a proposal by looking at multiple scenarios. The 'What- If analyser' is a tool that will enable you to change key assumptions made by our analysts in arriving at their industry forecasts, and gauge the impact of those changes on industry performance.

Here is the example of the 'what if' analyser on Cement industry. You can see CRISIL Research's estimates of Net Realisations & Margins on the right hand side.

However, in this tool, we have given the flexibility to change different parameters under production, realizations, Raw Materials, Power & fuel and freights (show the tabs). You can see the change in the margins or net realizations because of change in the relevant parameters that are captured.

For example, we know that Power cost is a significant component in cement industry. So if a cement player is going to increase the percentage of power consumption through the captive power plant, then we can see how the margins are going to change.

Or

We know that freight costs account for a significant part of the cost of sales. We can see how a higher or lower dependency on dispatch through roads, or how a change in the freight is going to impact the margins.

We can also see the impact of changes in the excise duty on the cement industry margins.

The user can build up scenarios and can interact with the borrower more intelligently and can take better calls on the proposals. (We assume here the client is a banker)

Currently, we have 'what if analyser' on 19 industries.

Discover

There are certain industries like cement, where the dynamics varies greatly across regions. Therefore, it is essential to understand these regional characteristics and also compare between regions.

To help our clients get a better sense of the regional characteristics, we have given this feature. You can click on any region and check out how each of the parameter looks like and compare with the number given to you by the borrower (assuming we are presenting to a banker). For example if a cement company from south claims that the trend in demand growth is positive in southern region, you can check out the actual scenario by clicking on the southern region and then clicking on the demand growth parameter.

In Motion

For a quick understanding of the manufacturing processes for the benefit of the new joiners or for people who have not had a plant visit, we have broken the entire manufacturing process into several steps and through animations, have shown each of the steps from start to end. Sitting in the office, the analyst can take a virtual trip of the manufacturing site and understand the entire process.





Intelligence features- related links

The related link on each microsite enables the user to access related industry analysis and related research that will help the analyst in understanding in details the various aspects affecting industry revenues or costs. For example, when you go to cement you will find out that related industries are infrastructure segments like, roads, ports, airports, construction, which contributes to revenue and on the cost side sectors such as coal, power, domestic freight services.

Ask the analyst

Here as you are browsing through different sections of any microsite, if you have any queries or require any clarification, you can directly post your queries to the respective analyst or senior analyst. They will get back to you with their response quickly thus enabling you to get your queries responded to faster and help in your decision making process.

Regular Coverage (on the left hand side)

Following are the broad section in the industry report

1. Opinions,
2. Industry Information,
3. Player Profiles,
4. Data & Statistics
5. Impact Analysis

User can access section that they wish to access separately. All the above content are updated on a near real time basis.

For example you can see that the short term price outlook is updated as of 4th of March and our long term outlook also is as recent as 13th Jan.

'Data & statistics' section

Here all the data and stats that we cover across industries, as you can see, are captured at an annual , quarterly and monthly frequency. Earlier even if had the data with us, we used to publish the data only in the fixed frequency updates. In the new platform, we will upload the data as soon as we source it from either the secondary sources or the primary sources. This has been a requirement and feedback from our customers which we have incorporated into our new platform.

Covert to Excel and graph

As you can see, we have given a button to directly save the data in an excel file. The button next to it helps you to convert the chart directly into graphs.

Alerts

In the new platform, because we disseminate information on a near real time basis, you need to know which sections of which industry is getting updated so that you can refer to the most updated data or analysis at any point in time. We have build in a feature called 'Alerts' which will allow you to stay updated of the latest updates taking place across sections. You just need to move into a particular section and click on alerts and then click on yes to activate it.

Archives

At times, you need to refer to our older sections for some data or analysis. To help you on the same, we have a section 'archive' where one year old data and statistics are uploaded for you to refer to.

