



## **MEMBERSHIP DRIVE OF MCCI – STRATEGY ADOPTED**

**By**  
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# **AVALON STUDY AT 2010 TO REINVENT THE CHAMBER**

**The Study was done during the 175<sup>th</sup> Year to draw up the future roadmap for the Chamber**

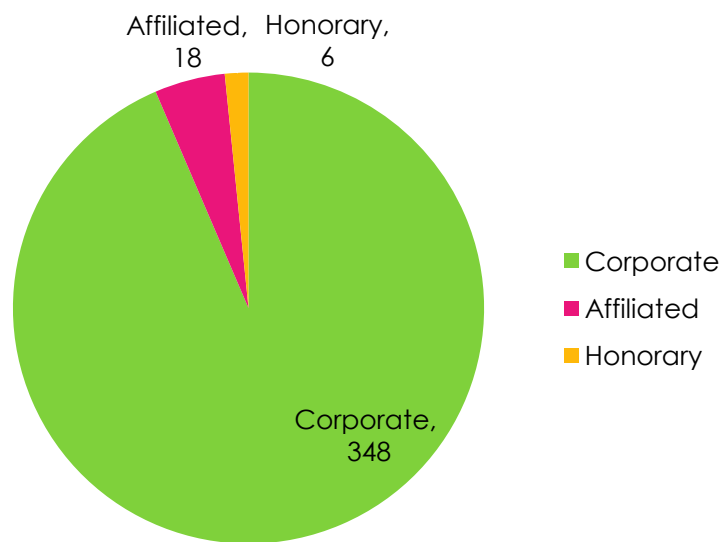
**The peer benchmarking was done on 3 aspects :-**

- Membership**
- Events and**
- Relationship with Government.**

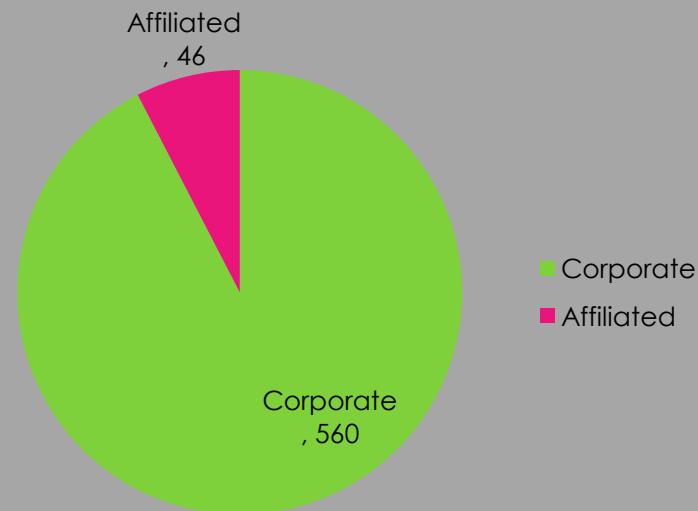
**We will take up Membership for discussion today**

## MEMBERSHIP PROFILE

### MCCI Membership as on March 2010



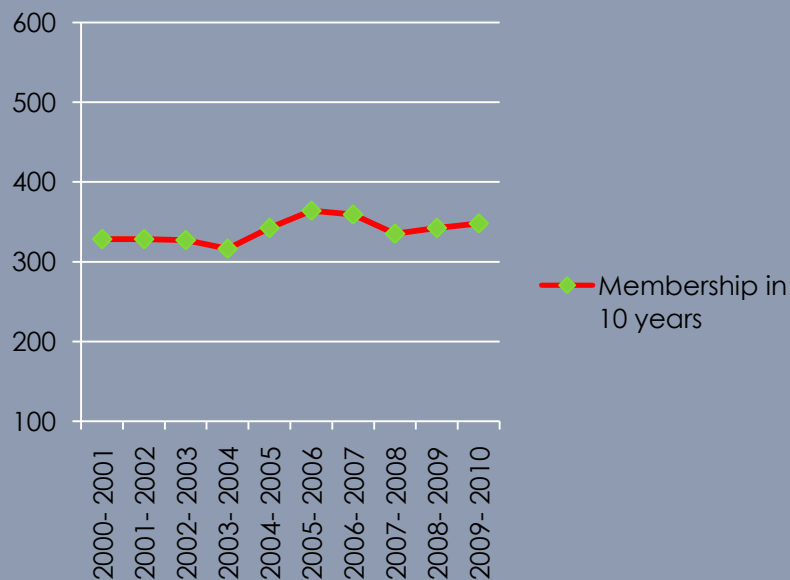
### MCCI Membership as on March 2017



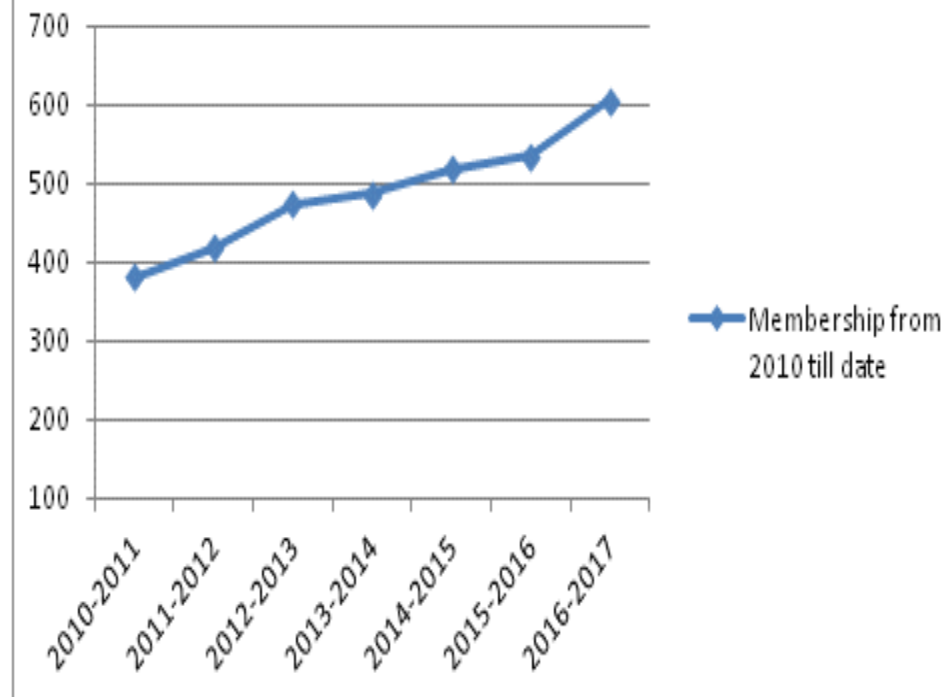
Growth in terms of percentage in the last 6 years  
 Corporate - 62%  
 Affiliated - 39%

## MEMBERSHIP GROWTH

### Membership growth between 2000 and 2010

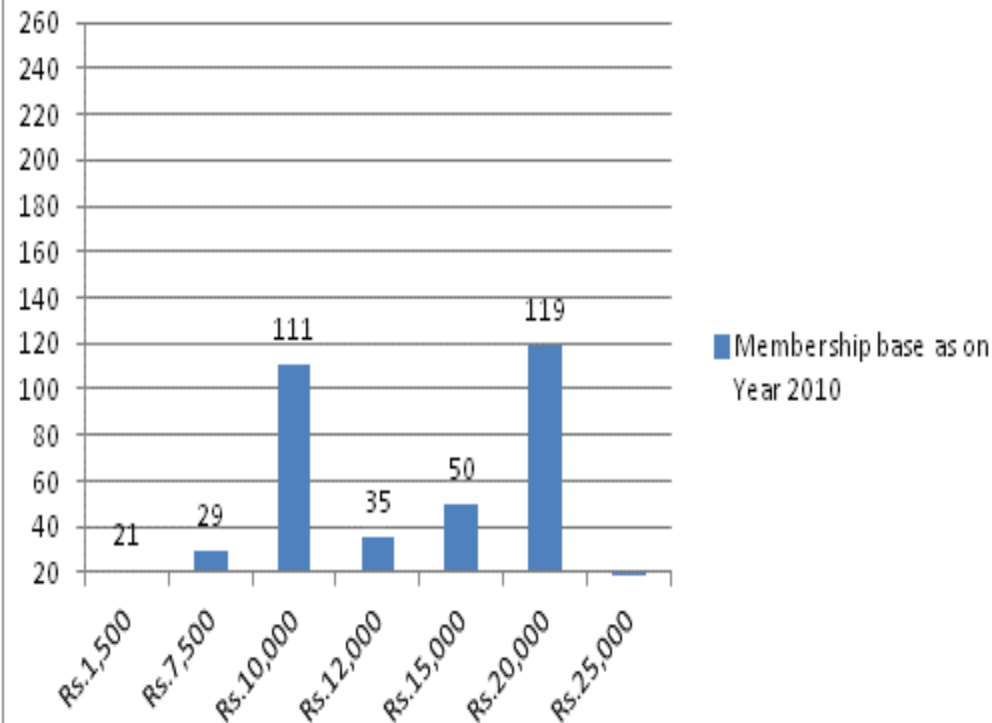


### Membership from 2010 till date



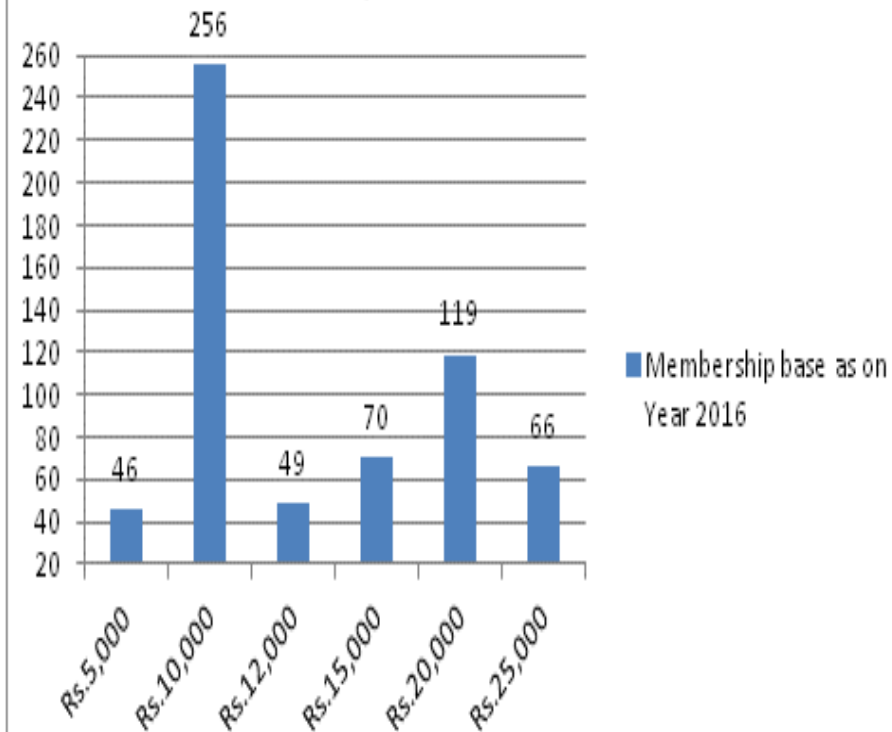
## MEMBERSHIP BASE BY ANNUAL SUBSCRIPTION FEES

### Membership base as on Year 2010



**Total - 383**

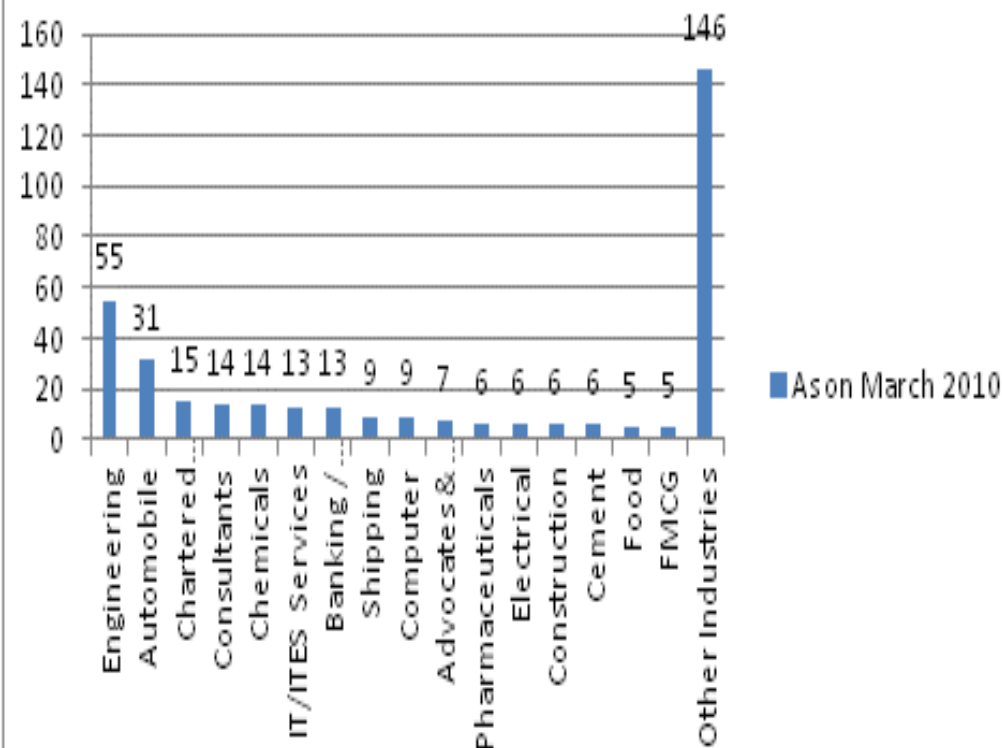
### Membership base as on Year 2016



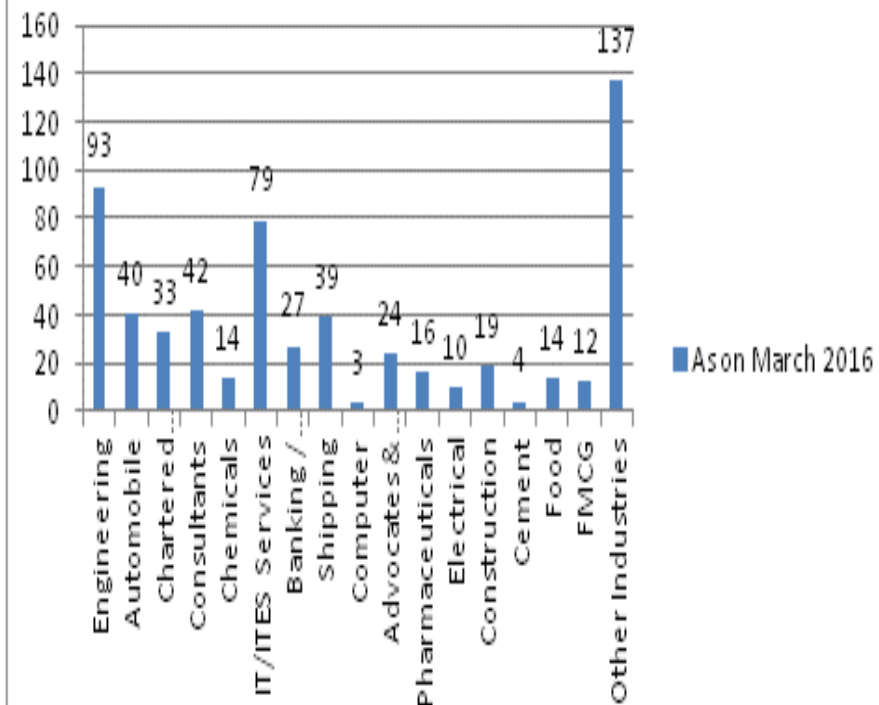
**Total - 606**

## MEMBERSHIP CLASSIFICATION – SECTORS

As on March 2010



As on March 2016



## **KEY OBSERVATIONS FROM THE AVALON STUDY**

- ▶ **The Membership base of the Chamber is among the lowest.**
- ▶ **The minimum annual subscription fee of the Chamber is among the highest in comparison with peers**
- ▶ **The Membership is strong only in a few Industrial sectors**

## **PRESENT GUIDELINES FOR BECOMING THE MEMBER**

- ▶ **Based on Paid up Capital**  
**(Subscription ranges from Rs.10000- Rs.25000)**
- ▶ **No lifetime Member**
- ▶ **Individuals not accepted as Members**
- ▶ **Proprietary/Partnership on select basis only**
- ▶ **All members to be proposed and seconded and approved by the Committee**
- ▶ **Affiliated Members – fixed amount of Rs.5000/-**
- ▶ **Professional Firms -fixed amount of Rs.10000/-**



## **STRATEGY ADOPTED FOR MEMBERSHIP DRIVE**

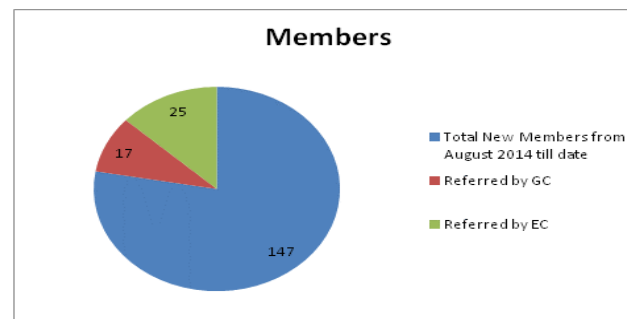
- ▶ **In-house efforts**
- ⦿ **Non Members who attend our seminars/conferences**
- ⦿ **Contacts from networking by Secretary General/GC Members**
- ⦿ **Non Members seeking certificate of Origin**

**Constant follow up is done with a dedicated staff for member services.  
Total companies in the pipeline for follow up - 200+**

**contd..**

- ▶ **Since August 2014, the GC Members and EC members have been requested to refer their contacts to become members.**
- ▶ **A PPT was shared with the Committee Members.**
- ⦿ **The Logistics, IT/ITes, CSR, Education Committees have played an active Role in referring the members apart from GC members**

Category	Members
Total New Members from August 2014 till date	147
Referred by GC	17
Referred by EC	25



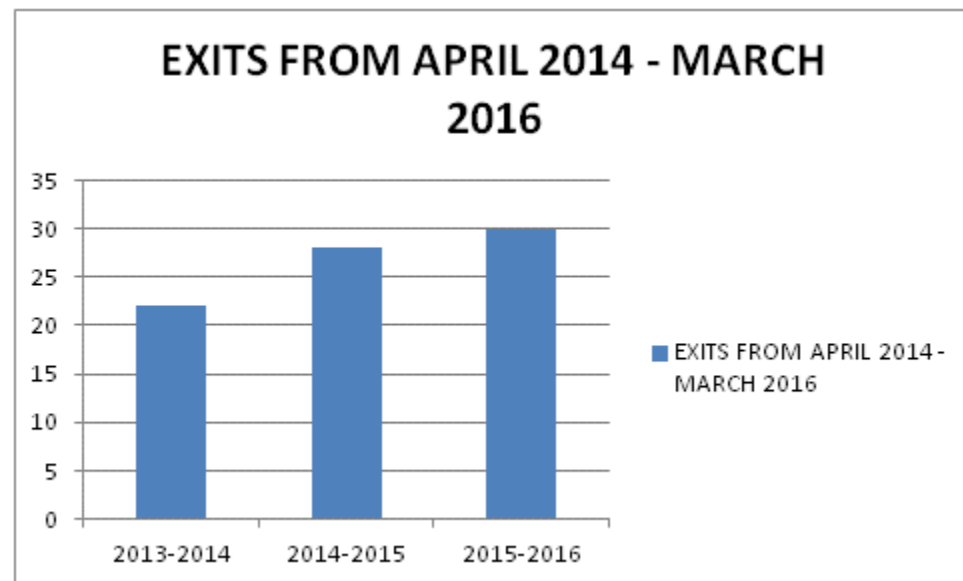
## Prominent Companies which became Members since 2014

1	<b>Chevron Petroleum India Pvt. Ltd</b>	12	<b>Shardlow India Limited</b>
2	<b>Intellect Design Arena Limited</b>	13	<b>Cauvery Power Generation Chennai (P) Ltd.</b>
3	<b>Shri Kailash Logistics Ltd</b>	14	<b>Armstrong International Private Limited</b>
4	<b>Shri Govindaraja Textiles P Ltd</b>	15	<b>Mitsubishi Elevator India Private Limited</b>
5	<b>Bilfinger Neo Structo Private Ltd.</b>	16	<b>Switzer Process Instruments Private Ltd</b>
6	<b>Praxair India P Ltd.</b>	17	<b>Galipoglu Hidromas India Mfg. Pvt. Ltd.</b>
7	<b>Sheng Long Biotech India Pvt. Ltd.</b>	18	<b>L &amp; T Ship Building</b>
8	<b>Caplin Point Laboratories Ltd.</b>	19	<b>DHL Express (India) Private Limited</b>
9	<b>M/s. S V Global Mill Limited</b>	20	<b>Namakkal Transport Carriers Pvt. Ltd.</b>
10	<b>Stanadyne India Pvt. Ltd.</b>	21	<b>Hindalco Industries Limited</b>
11	<b>Swiss Garnier Life Sciences</b>	22	<b>Logitrans Technology Private Limited</b>
		23	<b>Kerns Aeroproducts Private Limited</b>

## Why companies Exit ?

### A few Statistics

Year	Total members removed from the membership fold for non renewal
2013-2014	22
2014-2015	28
2015-2016	30
Total	80



**If these companies had continued their membership, we would have had 80 more in our present total of 606 members, making it 686 members.**

## **Our Exit Interviews points to issues like:-**

- **Some become members to obtain only visa letters. So they don't continue the next year.**
- **Management changes, mergers and amalgamations make them exit.**
- **A few companies exit due to their business downturns**
- **Some are far off from the City and are unable to utilize our services, after becoming a member.**
- **Some of the members are unable to participate due to their own constraints and hence are not aware of the value addition that they can obtain.**
- **A few state that our cost of membership is high**

### **Prominent Companies to be targeted for Membership**

1. Apollo Hospitals & Enterprises	17. MIOT
2. Blue Star	18. MRL
3. Cetex Petrochemicals	19. Murugappa Group
4. ELGI Group, Coimbatore	20. Ponni Sugars, Erode
5. Essar Group	21. PRICOL, Coimbatore
6. GMR Group	22. Ramco Group
7. Guindy Machine Tools	23. Sakthi Group, Coimbatore
8. HCL Technologies	24. Seshasayee Paper Boards, Erode
9. KCP Group	25. Shasun Chemicals
10. LG Group, Coimbatore	26. SRMC
11. Lotte India	27. Sundaram Brake Linings
12. Madura Coats	28. Suzlon
13. Malladi Drugs & Chemicals	29. Tirumalai Chemicals
14. Manali Petrochemicals	30. Titan Industries
15. Medall	31. TNPL
16. MFL	32. TVS Capital

## **What Next ?**

- **To target Larger groups /Prominent members for better visibility**
- **To open Chapters in Industrial Estates (Sriperumbatur, Maraimalai Nagar) with different membership fees to attract more members in our fold**
- **To leverage technology and social media.**

**THANK YOU**