

ALTERNATE BRICK

A COMPREHENSIVE OUTLINE FOR MANUFACTURERS

PROMOTING SUSTAINABLE BUILDING IN BANGLADESH



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PROGRAMME



Product Portfolio

A close-up photograph of interlocking paving stones in two colors: light grey and reddish-brown. The stones have a textured, slightly raised surface.

Unipavers

Sidewalks Driveways Carparks
Factories Warehouses

A photograph showing a grey interlocking kerb stone used as a border between a paved area and a grassy field. A tree trunk is visible in the background.

Kerb Stone

Road and Footpath Dividers
Embankment Protection
Footpath Protection

A photograph of several concrete blocks, including solid and hollow varieties, stacked together. The hollow blocks have a grid-like pattern of holes.

Solid & Hollow Block

Foundation Wall Partition

A photograph of a concrete curb with a circular drainage hole, set into a paved surface.

Saucer Drain

Drainage System

A close-up photograph of interlocking paving tiles with a decorative pattern of reddish-brown and light grey tiles.

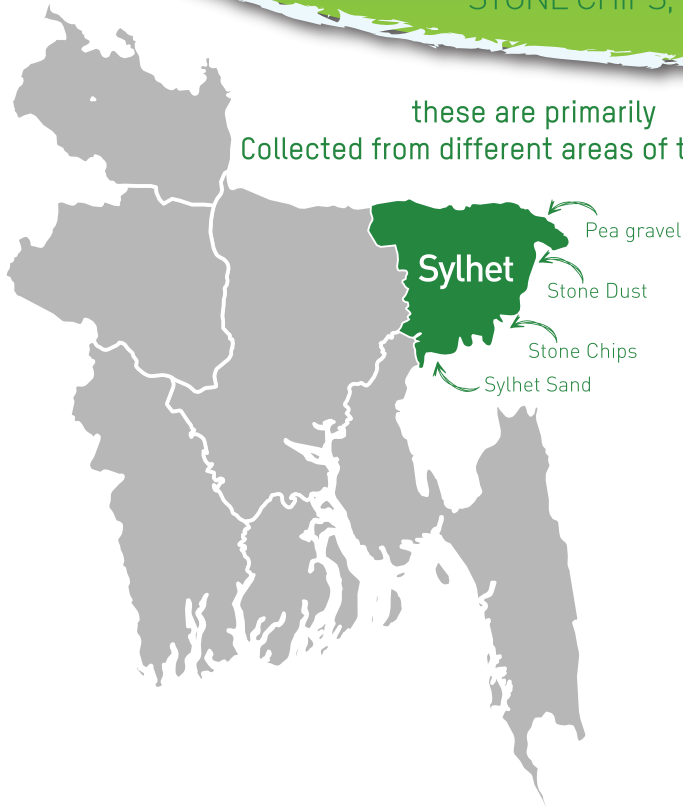
Pavement Tiles

Footpaths Residential Garage

Raw Materials

SYLHET SAND, PEA GRAVEL, STONE DUST,
STONE CHIPS, CEMENT & WATER

these are primarily
Collected from different areas of the country



Some of the manufacturers
purchase
their raw materials from

India

Vietnam

Oman

etc..

Market Size

ALTERNATIVE BRICKS
market stands at approximately

190 Crore
which has been
growing at a steady
rate of **20%**
per annum

top 5 players have close to
85% MARKET SHARE



At Present, there are around
20 manufacturers in the market

Potential Customers



Large Scale Buyers
(Government Agencies
& industrial
establishments)
drive the sales growth
contributing to **more than
60% of the total market
demand**



Real Estate
companies
contribute **25%**



Individual Building
owners contribute
the least, around **10%**

Government Role

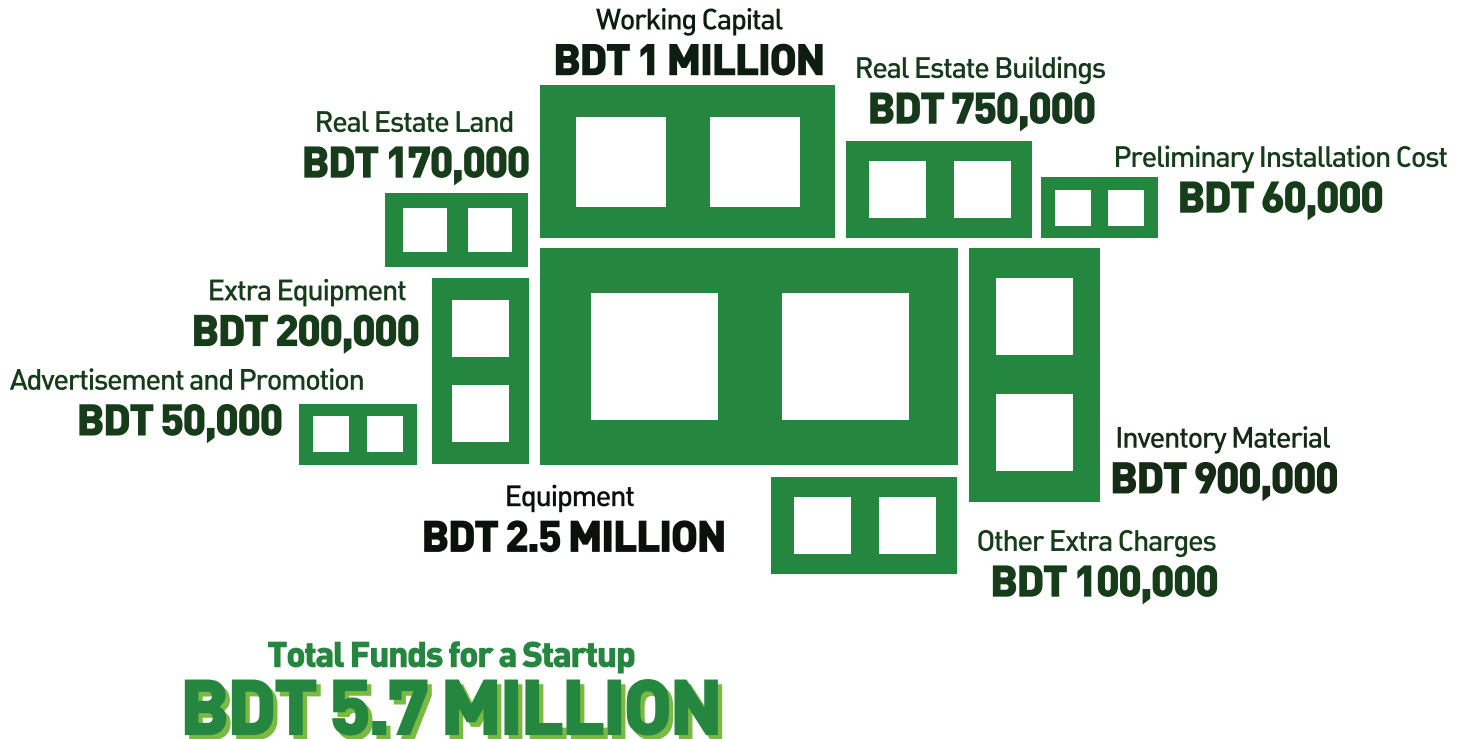


Strict enforcement of
Brick Kiln Act 2013
has been initiated by the
GoB under the 7th FYP for
phasing out of traditional
brick Kiln



As per the master circular issued
by Bangladesh Bank in 2017,
alternate brick entrepreneurs
will be charged
maximum 8-9 percent interest
on the loan for their investment

Startup Financials of Hollow Block



REVENUE PROJECTION

year
1

sales **25 MILLION**
gross profit **BDT 3.6 MILLION**
net profit **BDT 2.8 MILLION**

sales **80 MILLION**
gross profit **BDT 11.5 MILLION**
net profit **BDT 9.5 MILLION**

year
2 & 3

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