CHAPTER II

CEMENT INDUSTRY- AN OVERVIEW

2.1 Cement Industry

Cement industry of India is the second largest producer of cement in world. In financial year 2012-2013, the total cement production capacity is about 347 million tonnes. It contributes very high in Indian GDP. Housing is the major sector of cement consumption about 67% of the total consumption. Cement industry is very vast and higher revenue is being paid by this sector to government of Rajasthan.¹

Last decade cement industry has a compound growth of 8% with increase in housing sector. In recent years the growth is not so good as compared to earlier decade, because of slow economical growth. Cement, being a bulk commodity, the per capita consumption is still very less, and because of this there is high possibility of growth of cement industry. At present Lafarge, Ultratech and Wonder cement have installed high capacitive plants which will further increase the production of cement in India.

India is very vast and this makes cement industry to divide in five regions. North, East, West, South and Central region, so that transport and logging can be easy for cement dealers and consumers. The south region has the highest installed capacity of cement from other regions. One third of total capacity is produced by southern region.

Lafarge cement and other cement companies have ventured into Indian market with new highly capacitive plants. Holcim has acquired the two major cement companies and now become the leader of one third of the total cement production. At present the economy is likely to remain sluggish for cement industry, but with the increase in GDP, cement production and
consumption both will rise with a boost. Overall growth of Indian economy affects the housing sector and it directly affects cement consumption rate in India.

India is producing 350 million tonnes per year and it is expected to grow to 550 million tonnes by financial year 2020. India is very vast, so the development of cities and rural areas will certainly starts from infrastructure and demand of cement will increase also.²

As economy will rise, development of cities and rural areas would increase cement demand in India. Cement industry plays an important role in development of a country and has a correlation with Indian GDP also. Projects are coming to make the world’s highest bridge over Himalayas, expecting to be completed in 2016.

Indian cement industry will be soon among the highest contributor in the growth of economy. As potential market of cement is increasing day by day, production of cement will raise and drive our economical growth also.

It is expected that in the coming years cement industry will have high market share because of the upcoming housing projects and infrastructure development programs in India. UltraTech cement, Ambuja cement, J.K.cement, Shree cement and ACC cement are the top players of cement industry in India.³

FDI worth Rs 13,546.47 crore was attracted by gypsum and cement in the year 2000 June and July 2014

Ambuja cement is going to invest approximately 800 crore in various regions of India.

Ultratech will start its third plant in adityapuram with a very high capacity production plant.⁴
2.2 History of Cement Industry

Cement industry was started in the year 1914. At that time the only plant of cement production was set in porbandar; Gujrat. Its capacity was only 1000 tonnes per annum. It was the starting of cement process or learning of cement process in India.

Now India is the second largest producer of cement in whole world. India is having more than 85 cement companies with more than 210 plants so far. In cement industry there are grinding units which only meant for grinding process.

Cement plant started with its capacity from 1000 tonnes per annum. The first cement produced was by Portland cement in Calcutta. In 1889, directory of George watts wrote “Economic products of India” stated Portland cement but it was an unorganised procedure for manufacturing cement. In 1914, Porbandar plant showed direction to others and got succeeded in organised cement process and produced cement.

After two years many companies tried, few companies got failed and some others come up with a new way of cement production. Two plants came into existence, one was in Lakheri in Rajasthan and other was from Katni from Madhya Pradesh. In 1918, cement production capacity was raised to 85000 tonnes per annum. Between 1919 and 1924, six new plants came into existence and the earlier plants capacity got raised which results in increased capacity of cement production of India.

In 1924 total capacity of cement production came to 0.56 million tonnes per annum. In early twenty century demand of cement by government got decreased and it affected the production of cement. This was a downfall for cement industry and suppliers and dealers got affected by
that too. In 1925 committees were formed by the government to control the prices and tariffs of cement.

The 70’s saw a boost in cement production and capacity raised to 17.6 million tonnes per annum. In 1979-80 it touched 24.3 million tonnes per annum. From here rise and downfall both starts but rise in production capacity was tremendous as compared to downfall that time. In 2003 many other companies came into cement market with investing in small cement plants. Those mini plants now become the major plants of India. At present India is having a high demand of cement and proper supply to that need also.\(^5\)
2.3 Indian Companies Details Given By a Journal Survey

Indian cement companies which were described by “Labour and Industrial Chronical” survey of cement industry and directory, 2012, 3rd edition. It states about cement industry capacity per plant and number of plants of each cement company in India. It gives an idea about the capacity of cement and number of plants of company. Two to three plants expansion may be done further by these top cement players. 6

Table 2.1 - Indian cement companies which were described by “Labour and Industrial Chronical” survey of cement industry and directory, 2012, 3rd edition

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Company Name</th>
<th>Capacity Mtp 2012</th>
<th>No. of Plants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ultratech Cement</td>
<td>48.75</td>
<td>22</td>
</tr>
<tr>
<td>2.</td>
<td>ACC Cement</td>
<td>30.08</td>
<td>14</td>
</tr>
<tr>
<td>3.</td>
<td>Ambuja Cement</td>
<td>27.00</td>
<td>13</td>
</tr>
<tr>
<td>4.</td>
<td>Jaiprakash Associates</td>
<td>24.50</td>
<td>14</td>
</tr>
<tr>
<td>5.</td>
<td>India Cement Ltd</td>
<td>15.33</td>
<td>09</td>
</tr>
<tr>
<td>6.</td>
<td>Madras Cement Ltd</td>
<td>14.44</td>
<td>08</td>
</tr>
<tr>
<td>7.</td>
<td>Shree Cement Ltd</td>
<td>13.50</td>
<td>06</td>
</tr>
<tr>
<td>8.</td>
<td>Chettinad Cement Corp</td>
<td>11.50</td>
<td>03</td>
</tr>
<tr>
<td>9.</td>
<td>Dalmia Bharat Enterprises</td>
<td>9.00</td>
<td>03</td>
</tr>
<tr>
<td>10.</td>
<td>Century Textiles And Industries</td>
<td>7.80</td>
<td>03</td>
</tr>
<tr>
<td>11.</td>
<td>Lafarge India Pvt Ltd</td>
<td>7.75</td>
<td>04</td>
</tr>
<tr>
<td>12.</td>
<td>J.K Cement Ltd</td>
<td>7.47</td>
<td>04</td>
</tr>
<tr>
<td>13.</td>
<td>Kesoram Industries Ltd</td>
<td>7.25</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>Company Name</td>
<td>Price</td>
<td>Unit</td>
</tr>
<tr>
<td>---</td>
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<td>-------</td>
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</tr>
<tr>
<td>14.</td>
<td>Penna Cement Industries Ltd</td>
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<td>15.</td>
<td>Birla Corporation Ltd</td>
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<td>16.</td>
<td>Binani Cement Ltd</td>
<td>6.25</td>
<td>02</td>
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<tr>
<td>17.</td>
<td>Zuari Cement Ltd</td>
<td>6.20</td>
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<td>18.</td>
<td>Prism Cement Ltd</td>
<td>6.10</td>
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</tr>
<tr>
<td>19.</td>
<td>OCL India Ltd</td>
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<td>2</td>
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<td>20.</td>
<td>J.K Lakshmi Cement Ltd</td>
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<td>3</td>
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<tr>
<td>21.</td>
<td>My Home Industries</td>
<td>5.20</td>
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</tr>
<tr>
<td>22.</td>
<td>JSW Cement</td>
<td>5.20</td>
<td>2</td>
</tr>
<tr>
<td>23.</td>
<td>Orient Cement</td>
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<td>2</td>
</tr>
<tr>
<td>24.</td>
<td>Bharathi Cement</td>
<td>5.00</td>
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</tbody>
</table>
2.4 Key Drivers of Cement Industry

Cement industry is driven by many factors or by many sectors such as infrastructure, housing sector, Indian government economy, GDP of India, government rural development programs etc.

GDP of India affects housing and infrastructure development of India and this results in changed prices of cement. These changed prices of cement ultimately affect demand and supply of cement and it directly influence cement production of companies.

Some key drivers of cement industry.

- Indian real estate market
- Indian infrastructure scenario
- Government programs like rural or urban development etc.
- GDP of India
- FDI of India

A few years back Indian cement industry has gone through crucial condition when companies stopped their running plant of cement production due to decrease in demand of cement.

This happened because of the downfall in Indian economy and this resulted in price reduction of cement too. Rise and downfall in Indian economy directly affects demand and supply of cement which further affect cement production also.7
Fig-2.1 Key Drivers of Cement Industry

- Government programmes like rural or urban development etc
- Indian real estate market
- FDI of India
- Indian infrastructure scenario
- GDP of India
### 2.5 State Wise Major Cement Plants and Their Capacity

**Table 2.2** - State Wise Major Cement Plants and Their Capacity described by “Labour and Industrial Chronical” survey of cement industry and directory, 2012, 3rd edition.

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Name of State</th>
<th>No. of Plants</th>
<th>Capacity Mtpa, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Andra Pradesh</td>
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<tr>
<td>2.</td>
<td>Assam</td>
<td>04</td>
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<td>3.</td>
<td>Bihar</td>
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<td>1.00</td>
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<tr>
<td>4.</td>
<td>Chhattisgarh</td>
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</tr>
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<td>5.</td>
<td>Delhi</td>
<td>01</td>
<td>0.50</td>
</tr>
<tr>
<td>6.</td>
<td>Gujarat</td>
<td>14</td>
<td>27.49</td>
</tr>
<tr>
<td>7.</td>
<td>Haryana</td>
<td>04</td>
<td>3.52</td>
</tr>
<tr>
<td>8.</td>
<td>Himachal</td>
<td>07</td>
<td>13.04</td>
</tr>
<tr>
<td>9.</td>
<td>Jammu and Kashmir</td>
<td>02</td>
<td>0.76</td>
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<td>10.</td>
<td>Jharkhand</td>
<td>04</td>
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<td>Karnataka</td>
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<td>24.4</td>
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<td>12.</td>
<td>Kerala</td>
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<td>13.</td>
<td>Madhya Pradesh</td>
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<td>Meghalaya</td>
<td>08</td>
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<td>16.</td>
<td>Orissa</td>
<td>05</td>
<td>7.79</td>
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<tr>
<td></td>
<td>State</td>
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</tr>
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<td>17.</td>
<td>Punjab</td>
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<td>18.</td>
<td>Rajasthan</td>
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<td>19.</td>
<td>Tamilnadu</td>
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<td>38.89</td>
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<td>Uttar Pradesh</td>
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<td>13.83</td>
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<td>Uttarakhand</td>
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<td>22.</td>
<td>West Bengal</td>
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<td>9.61</td>
</tr>
</tbody>
</table>
2.6 Four P’s of cement industry

- Product
- Price
- Promotion
- Place

**Product**

Cement is the product for customers in cement industry. This tangible good is the need of Indian and overseas people for housing and infrastructure. Government need cement for rural or urban development programs, dams, bridges, housing schemes etc. Cement is of many types and can be produced as per the need of infrastructure.

**Price**

Price means amount paid for the product to its customer. By deciding the price of product company fixes its profit margin per bag. Demand and supply of a product decides its price. Company’s critical work is to fix the price of cement as it directly affects business profits.

**Place**

Place means the location of product where it is easily available to customers, dealers and company salesman. Final product is first delivered to dealers and sub-dealers. Customers can directly buy desired cement from dealers and sub-dealers.
Promotion

Several schemes are applied to communicate customers and dealers for promotion of product. Advertisements on television and radio are most frequently methods of promotion. Internet, web portals, print media are very helpful in promoting cement. Promotion plays an important role for advertisement of cement among buyers and consumers.

2.7 SWOT Analysis of Cement Industry

Representation of SWOT analysis of Indian cement industries:

- Strength
- Weakness
- Opportunities
- Threats

Strength

- India is the second largest producer of cement in whole world and china is at first place.
- India is a developing country so production cost of cement is very less.
- Easy availability of labor for cement companies.
- Availability of high grade limestone mines in India.

Weakness

- Demand supply gap.
- Overcapacity.
- GDP impact over cement companies.
• Increased cost of production or coal.
• High interest rates on housing sector.

Opportunities

• Strong growth of Indian economy.
• Increased infrastructure growth.
• Technological advancements in machines and equipments for production process of cement in India.
• Rise in housing sector.
• Growing middle class.
• FDI.

Threats

• Overcapacity can decrease margins of cement price.
• Power shortage may affect cement production.
• Government rules to provide rebate for foreign companies.
• Price of coal may be a threat in future.
2.8 Classification of cement

Bonding minerals with the help of its adhesive and cohesive properties firmly is known as cement. It is adhesive in nature. It is used to bond bricks, stones, sand and other materials used in building. It is known as hydraulic as with the use of water, it got more hard and strong. There are different types of cement in markets. Every cement is used for its specific purpose in building. India produces different types of cement which are defined below and consist of different chemical proportion.

- Ordinary portland cement
- Portland pozzolana cement
- White cement
- Water proof cement
- Specialized cement
- Rapid hardening portland cement
- Portland blast furnace slag cement

**Ordinary Portland Cement**

It is known as OPC cement in short and also known as grey cement in India. It consists of 95% clinker and only 5% gypsum and a few percentages of other materials. It accounts 69 percent of total consumption.

**Portland Pozzolana Cement**

It is known as PPC cement in short and also known as grey cement in India. It consists of 80% clinker, only 5% gypsum, 15% pozzolana and a few percentages of other materials. It accounts 18 percent of total consumption.
White Cement

It is white in colour and uses fuel oil with iron oxide. For whiteness it has to be below 0.4 percent and it does not use coal into it. Its main use is in flooring and tiles. It is very expensive as its raw materials are not easily available.

Portland Blast Furnace Slag Cement

Also known as PBFSC in short. It consists of 50% blast furnace slag, 45% clinker and 10% of gypsum. It accounts 10% of total consumption. It is generally used for massive construction with high cohesiveness. It is used in construction of dams and sand.

Specialized Cement

Clinker and special adhesives are used in preparation of cement for prevention of any porosity.

Rapid Hardening Portland Cement

Rapid hardening Portland cement has more strength as its grains are much finer than OPC. It is very much similar to OPC but on casting, its strength increases rapidly.

Water Proof Cement

It is also same as OPC but it is water proof. A small portion of calcium stearate or non-saponifiable oil is added for not affecting with water.

All these cement types have different chemical properties and are used for different purpose. Somewhere more strength is used like dams and bridges or other purpose, the cement used is different. As per its chemical composition and manufacturing cost and its transportation,
results in the price of cement per bag. That’s why the region of where cement plant is situated plays an important role in defining rates of cement bags.12

2.9 Players of cement industry in India

The players of cement industry contribute in economical growth of India. These top cements are exported to overseas and thus, foreign money comes to India and these top cement companies contribute in financial growth of India. The rank of cement companies is given by Economic Times among the top 500 companies of world. The ranking of cement companies along with its turnover and its profit figures are also shown in the table. As per this table Ultratech, ACC, and Ambuja are the top players of cement industry. Cement productions companies are many in counts but there are very few companies which came into fortune 500 companies.

Lists of top players of cement industry are-

- Ultratech Cement
- ACC Cement
- Ambuja Cement
- Shree Cement
- India Cement
- Prism Cement
- Rain Cement
- J.K Cement
- Madras Cement Ltd
- Birla Cement
Table 2.3 Cement company figures in crores

**Ultratech Cement**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Ultratech Cement</th>
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<tbody>
<tr>
<td>Et 500 Rank</td>
<td>52</td>
</tr>
<tr>
<td>Annual Turnover</td>
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<td>Profit After Tax (2010-11)</td>
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**Acc Cement**

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<td>Et 500 Rank</td>
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<td>Annual Turnover</td>
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<td>Profit After Tax (2010-11)</td>
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**Ambuja Cement**

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<td>Profit After Tax (2010-11)</td>
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**Madras Cement Ltd**

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<td>Profit After Tax (2010-11)</td>
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**Prism Cement**

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<td>Profit After Tax (2010-11)</td>
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**Birla Cement**

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<td>Profit After Tax (2010-11)</td>
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**Shree Cement**

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### Rain Cement

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### J.K Cement

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<td>Profit After Tax (2010-11)</td>
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### India Cement

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<td>Annual Turnover</td>
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<tr>
<td>Profit After Tax (2010-11)</td>
<td>65.3</td>
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</table>
2.10 Cement Industry in Rajasthan

Rajasthan capacity of cement production is among the highest cement producers in India. Its mines of limestone are more in number as compared to other states. It has 45.62 million tonnes per annum capacity to produce cement which shows high production of cement. After Lafarge, Wonder and other cement plants, Rajasthan will be certainly the main region of cement production in India within a couple of years. Ultratech is going to start its third plant in Rajasthan after some time. Wonder will start its second plant within a couple of months. All these big cement companies have already set to start their next plant which will certainly increase the production capacity of Rajasthan in India.

Top players of cement in Rajasthan

- Ultratech cement
- ACC cement
- Shree cement
- J.K cement
- Binani cement
- Wonder cement
- Birla cement
- Bangaur cement
- Ambuja cement
- Lafarge cement
- J.K lakshmi cement
Strength

- Rajasthan has plenty of limestone with a total capacity of 7000 million tonnes and that’s why the biggest cement producer of the world, Lafarge cement has entered in Rajasthan in India.
- The top ten player of cement has their one or two plants in Rajasthan.
- All transportation is well set up as all big cement players are into this area.
- High grade limestone availability in Rajasthan as the limestone quality is high.
- Labour is easily available because of low literacy rate.
- Chittorgarh district is the main producer of cement in Rajasthan in India.
- Proper channels and dealers are available in Rajasthan as everyone is well-known about cement process and plants here, dealers already working in this field from years.
- Various policies and incentives are given to cement companies from government to promote mining and cement production in Rajasthan.
COMPANY PROFILE

2.11 Ultratech Cement

Ultratech cement is one of the leading cement manufacturers of India with an installed capacity of 62.5 million tonnes per annum. Ultratech cement is an Aditya Birla Group whose Chairman is Kumar Manglam Birla, the leading businessman of India. Ultratech cement is a part of US $40 billion Aditya Birla Group.

![ULTRATECH CEMENT
The Engineers Choice](image)

Fig-2.2a-Ultratech cement

Company has a huge workforce around 120000 employees which is from 36 countries and 43 nationalities. Ultratech believes in technology and innovation, that why its technology is much superior from other groups. It believes in quality product which makes Ultratech cement one of the top cement companies of India.\textsuperscript{15}

VISION

Clear focus on cement manufacturing for a premium conglomerate.
MISSION

Provide quality and value to customers, society and shareholders.

Values

- Commitment
- Integrity
- Passion
- Seamlessness
- Speed

The engineer’s choice is practically the choice of India as it is among the top two cement producers of India. It relies on technology for quality product cement. Aon-Hewitt ranked Ultratech cement among the top players in “Best Employer” of India. It is known for its grey cement as well as for white cement also.

Ultratech cement plant is located in shambhupura district Chittorgarh in Rajasthan. This plant is 18 km far from the district Chittorgarh. It is among the most technological modern plant in India. The plant has a capacity of 6.6 mtpa. Now Ultratech cement is having the third line plant at the same place with increase in production capacity of cement. Ultratech cement has its one more plant in Kotputli also. Every process of Ultratech cement is systematic which gives a sound flow of every activity. It works with ISO -9002 IN 1997. Now it maintains the level -5 of quality system elevated to IQRS in year 2000. Ultratech cement is the largest cement exporter of India.
Ultratech Cement

Chairman: Kumar Manglam Birla

Ultratech cement is a part of US $40 billion Aditya Birla Group with an installed capacity of 62.5 MTPA.

VISION
Clear focus on cement manufacturing for a premium conglomerate.

MISSION
Provide quality and value to customers, society and shareholders

VALUES
Commitment
Integrity
Passion
Seamlessness
Speed

Fig.2.2 (b) Ultratech Cement
2.12 J.K. Cement

History of J.K. cement

It has started its first cement plant in 1975. Its first plant is situated in Nimbahera in Chittorgarh district in Rajasthan. J.K. cement is well known cement supplier in India and overseas both. In north India it is famous for its cement quality. It started its plant with a production capacity of 0.03 million tonnes per annum. Now it has increased its capacity to 7.5 million tonnes per year. Its white cement production capacity is very high and ranked second in north India for white cement.\(^\text{18}\)

J.K. cement has mines of kilometres of high grade limestone used for preparing cement. Limestone is used to prepare both white and grey cement. In Haryana it has the highest market share among all other cement plants. It holds almost 18% of market share in only Haryana as well. It is famous for its quality cement and has high market share in north India.

J.K. cement exports its cement in the following countries also.

- Singapore
- Kenya
- Bahrain
- South Africa
- Nepal
- Tanzania
- Nigeria
- Bangladesh
- Srilanka
J.K. cement ltd is an affiliate of multi-disciplinary industrial conglomerate J.K. organisation. It was founded by Lala Kamlapat Singhania. His business was further expanded by legendary Sir Padampat Singhania. Mr Gaur Hari Singhania has now taken the charge of organisation. J.K. cement is known for its customer oriented approach as well as of its product leadership. J.K. cement is in cement business from the last three decades. J.K. cement has its two more cement plants in Rajasthan in Mangrol and Gotan. In 2009 J.K. cement set its green field unit in south Karnataka. J.K. cement is among the leading cement producers of India. It is known for its quality cement.
J.K. Cement Works, Nimbahera

J.K. cement started its first project in 1975 with a capacity of 0.03 million tonnes per annum in Nimbahera in Chittorgarh district. It started its operation from Rajasthan as Rajasthan has high reserves of limestone.
In year 1979 J.K. cement started its second line in Nimbahera plant. By this the plant capacity raised to 0.72 million tonnes per annum. After three years it again enhanced its capacity to 1.14 million tonnes per annum.

In 1988 this capacity reached to 1.54 million tonnes per annum with the installation of pre-calciner in same plant. Upgradation in technology was done further which increased its capacity to 3.3 million tonnes per annum with a power plant of 21 MW CPP.  

ASPIRATION STATEMENT

In 2015, J.K. cement will be a premium national brand with a capacity of 17 mtpa. We will continue to be an innovative and ethical company which ensures inclusive growth across its business.

Fig-2.3 b-Aspiration Statement of J.K. Cement
2.13 **Wonder Cement**

![Wonder Cement](image)

**Corporate Profile**

R.K marble group started this cement plant in Nimbahera, district Chittorgarh in Rajasthan. R.K marble is a leading company famous for its marble and granite also. Wonder cement has high capacitive plant starting from 2.5 million tonnes per annum.

It has proved its capacity in quality which results in high demand of cement in India. It has been a famous name in cement business within a very short span of time. Its aim is to achieve a place in cement industry for its premium brand and quality of cement.²²

**Vision**

A brand associated with quality, trust and transparency named as wonder cement. Its aim is to create a brand in competitive market of cement industry.
Mission

Continuous way towards innovation, technology and process to create a sustainable business in cement market.

Fig 2.4b-Wonder cement Details

Plant

Wonder cement started its first plant in Nimbahera, district Chittorgarh in Rajasthan. Its capacity is 3.5 million tonnes per annum with 40 MW captive power plants at R.K nagar. Its commercial production has commenced in the month of June 2012.
ThyssenKrupp and Pfeizer, the world leading companies in cement technologies has a technical collaboration with wonder cement and plant was set up with par standards of technology.

To make cement plant dustfree, Wonder cement has its high standards of filters and reverse air bag house. Wonder cement will be having its second and third line which will increase its capacity to 10 million tonnes per annum.\textsuperscript{23}
2.14 **Shree Cement**

Shree cement is a well known name in cement manufacturing plant of India. It is known for its quality of cement and cement production process.

It is the first cement plant to get awarded by corporate sustainability report. Total cement production of Shree cement is 17.5 million tonnes per annum.²⁴

The specifications of Shree cement are

**Cement Production Capacity**

17.5 million tonnes per annum

**Brand Name**

Shree Ultra

Bangur

Rockstrong

**Shree Cement Plant Locations in Rajasthan**

Beawar

Ras

Khuskhera

Jobner
Suratgarh

Power Plant Capacity

597 MW

Mission

To Achieve High Standards of Quality.

Shree cement is very much concentrated about its brand image, quality of work, customer satisfaction level and innovation. All these make this a brand company of cement in India with a turnover of 5590.25 crore in 2012-13. Revenue from cement is 4544.31 crore. Overall a company which has its various plants located with high grade limestone mines has satisfied dealers as well as customers too.25

Strength of Shree Cement

Total employee strength of Shree cement is 4698 which means a diverse workforce in an industry.

Retention level of Shree cement is 94%. This retention rate means its concern about employee is very high and that makes it among the leading top cement manufacturers.

Average age of employees in Shree cement is 35.6 years. Shree cement management team plays an important role in retention of employee and employee welfare too.
Cement Production Capacity
17.5 million Tonnes per annum

Brand Name
Shree Ultra
Bangur
Rock strong

Mission
To Achieve High Standards of Quality

Power Plant Capacity
597 MW

Plant Locations in Rajasthan
Beawar
Ras
Khuskhera
Jobner
Suratgarh

Revenue from Cement
4544.31 Crore

Fig-2.5 Shree Cement
Shree cement identifies for its sustainability practice among top three companies in cement industries.

Shree cement has technologies which optimises the utilization of clinker with the help of innovative projects.

Quality cement, customers and dealers satisfaction, high retention rate, innovative technologies are its strength which makes Shree cement a leader in cement industry.\textsuperscript{26}