

DELIVERING

ON OUR VISION



ON OUR ASPIRATIONS



ON OUR STRATEGY



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HIGHLIGHTS OF FY 2017-18

REVENUE

₹4,758.17 CRORE 9% ▲

EBITDA

₹760.65 CRORE 10% ▲

PAT

₹341.87 CRORE 62% ▲

EPS

₹48.89 62% ▲

MARKET CAPITALISATION

₹7,098 CRORE 8.56% ▲

AS ON 31 MARCH 2018

COMPARED TO 31 MARCH 2017

▲ GROWTH OVER FY 2016-17



OUR CMD NAMED THE BEST CEO IN THE CEMENT INDUSTRY



Mr. Yadupati Singhania, our Chairman and Managing Director, was conferred with the prestigious Best CEO Award in the cement industry by Business Today magazine. This prestigious award comes as a result of years of hard work, dedication and perseverance.

Under Mr. Singhania's leadership, J.K. Cement has recorded strong accomplishments, positioning itself as a premier contributor to the industry. His dynamic vision and pursuit for excellence positioned J.K. Cement amongst the best-run cement companies in India. He was also ranked 28th among the best CEOs in India.



**WE ARE THINKING FORWARD
AND OPERATING ON A VIVID,
PROGRESSIVE AND EXPANSIVE
ROADMAP FOR THE FUTURE.
OUR VISION IS TO CONTINUE
TO PARTNER NATION-BUILDING
AND CREATE STAKEHOLDER
VALUE THAT ENDURES FOR THE
LONG-TERM.**



AS A PART OF THAT OVERARCHING VISION, WE HAVE CONSISTENTLY ENHANCED CAPACITIES, INVESTED IN VALUE-ADDED PRODUCTS AND DELIVERED HIGHER FREE CASH FLOW. OUR ASPIRATION TO STEADILY GROW THE SCALE AND SCOPE OF THE BUSINESS IS ALSO A LOGICAL EXTENSION OF OUR VISION.

OUR BROAD STRATEGY IS TO BRING ON STREAM NEW CAPACITIES, ELIMINATE OPERATIONAL BOTTLENECKS, ENRICH PRODUCTS AND SOLUTIONS, ENERGISE OUR BRANDS,

REDUCE ENVIRONMENT FOOTPRINT, BUILD A FORMIDABLE TALENT POOL AND DRIVE COMMUNITY INITIATIVES.

WE HAVE OUTLINED A CAPEX PLAN OF OVER ₹5,000 CRORE FOR THE NEXT FIVE YEARS TO GROW OUR GREY CEMENT CAPACITY TO 18 MNTPA, WHICH IS ALMOST DOUBLE OF THE PRESENT LEVEL.

WE BELIEVE DELIVERY IS A MOVING TARGET. THEREFORE, WE ARE WORKING WITH A FLEXIBLE AND FEASIBLE BLUEPRINT TO DELIVER ON OUR VISION, ASPIRATION AND STRATEGY.



OUR IDENTITY

CREATING VALUE THAT ENDURES

WE HAVE ALWAYS BELIEVED IN CREATING VALUE FOR THE NATION IN A SUSTAINABLE MANNER AND HAVE SERVED AS AN AGENT OF EMPOWERMENT FOR ALL STAKEHOLDERS.

J.K. Cement Limited is part of the industrial conglomerate J.K. Organisation, which was founded by Late Lala Kamlapat Singhania, and has been in business since the early 1900s.

As one of the India's leading cement companies, we are consistently growing our capacity and enriching our product portfolio. The objective is to reinforce our footprint in existing geographies and foray into unexplored terrains. Our focus has been to ensure product quality, drive operational excellence, strengthen marketing and distribution network and nurture our talent pool to sustain our growth trajectory.

VISION

To be the preferred manufacturer of cement and cement-based products that partners in nation building, engages with its community and cares for all stakeholders.



MISSION

J.K. Cement aims to deliver innovative products and solutions that meet the needs of its customers. Together with our exceptional people and strong stakeholder relationships, we commit to the highest standards of quality, productivity, sustainability and performance that drive shareholder value and long-term success.



OUR ASSETS

Nimbahera, Chittorgarh (Rajasthan)

Commencement: 1975

Grey Cement: 3.25 MnTPA

Thermal Power Plant: 20 MW

Waste Heat Recovery: 13.2 MW

Mangrol, Chittorgarh (Rajasthan)

Commencement: 2001

Grey Cement: 2.25 MnTPA

Thermal Power Plant: 25 MW

Waste Heat Recovery: 10 MW

Muddapur, Bagalkot (Karnataka)

Commencement: 2009

Grey Cement: 3.00 MnTPA

Thermal Power Plant: 50 MW

Gotan, Nagaur (Rajasthan)

Commencement: 1984

White Cement: 0.6 MnTPA

Grey Cement: 0.47 MnTPA

Wall Putty: 0.5 MnTPA

Thermal Power Plant: 7.5 MW



OUR CAPACITIES

10.50 MNTPA**Grey Cement****1.20 MNTPA****White Cement****0.7 MNTPA****Wall Putty**

▶ A view of the Nimbahera plant

VALUES

**Integrity****Honour our commitments**

We are committed to being honest and ethical in all interactions, maintaining the highest ethical standards in all our markets, financial and operational practices.

**Quality****Strive for perfection**

We are passionate about creating a culture of perfection that encourages and promotes excellence in products and services through innovation and continuous improvement.

**Trust****Take pride in our promises**

We are serious about accepting the responsibility to win and maintain the trust of our stakeholders.

**Care****Observe, understand, assist**

We genuinely care about our relationships and use compassion to observe and understand stakeholder needs; and be available to assist in improving the lives of all.

**People****Empower, inspire and respect**

We treat one another with respect and collaborate openly. All ideas are welcome, and we value diversity and perspective.

**Jharli, Jhajjar
(Haryana)****Commencement: 2014****Split Grinding Unit: 1.5 MnTPA****Katni
(Madhya Pradesh)****Commencement: 2016****Wall Putty: 0.2 MnTPA****Fujairah
(UAE)****Commencement: 2014****White Cement: 0.60 MnTPA**

CORE STRENGTHS

EQUIPPED TO PARTNER NATION-BUILDING

PROGRESSING CONFIDENTLY
WITH OVER FOUR DECADES
OF EXPERIENCE, PARTNERING
NATION-BUILDING AND DELIVERING
STAKEHOLDER VALUE

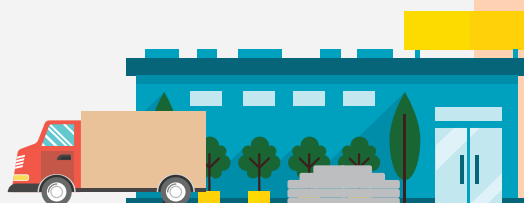
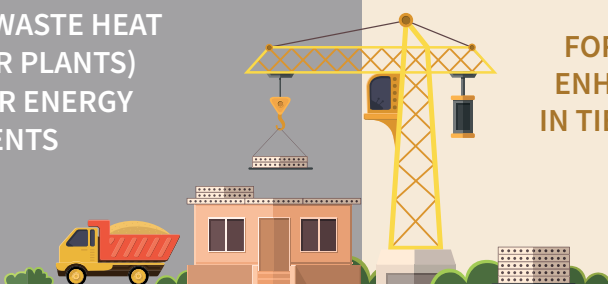
ONE OF INDIA'S
LEADING GREY CEMENT
MANUFACTURERS WITH AN
INSTALLED CAPACITY OF
10.5 MNTPA

A TOTAL OF
125.70 MW
(COAL-BASED AND WASTE HEAT
RECOVERY POWER PLANTS)
CATERING TO OUR ENERGY
REQUIREMENTS

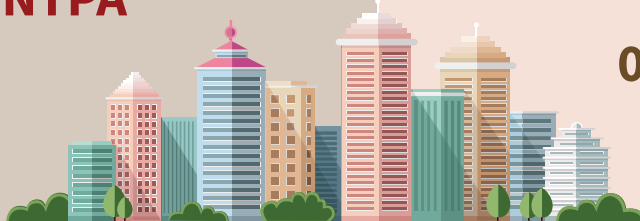
EXTENSIVE PAN-INDIA
MARKET REACH ACROSS
15 STATES
FOR GREY CEMENT WITH
ENHANCED PENETRATION
IN TIER II AND TIER III CITIES

PAN-INDIA NETWORK OF
OVER 12,000 DEALERS
AND RETAILERS FOR OUR GREY
CEMENT PRODUCTS

NATIONAL DISTRIBUTION
NETWORK OF
42,000+ DEALERS
AND RETAILERS FOR MARKETING OUR
WHITE CEMENT AND WHITE CEMENT-
BASED WALL PUTTY



THIRD LARGEST WHITE
CEMENT MANUFACTURER IN
THE WORLD WITH
1.20 MNTPA



SECOND LARGEST PRODUCER OF
WALL PUTTY IN INDIA, WITH AN
INSTALLED CAPACITY OF

0.7 MNTPA
AND EXPANDING CAPACITY
BY ANOTHER
0.2 MNTPA

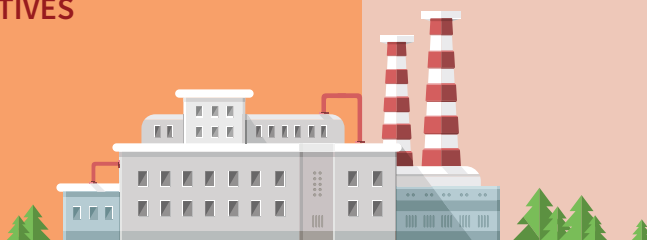
WIDENED GLOBAL REACH FOR
WHITE CEMENT THROUGH
EXPORTS IN
35 COUNTRIES

ACCESS TO EXTENSIVE LIMESTONE
RESERVES THAT ARE CAPABLE OF
SUSTAINING PRODUCTION FOR AT LEAST
30 YEARS,
ENSURING SEAMLESS PRODUCTION



TEAM OF 2,900+
PEOPLE, CONTRIBUTING
TO ORGANISATIONAL
OBJECTIVES

₹5,000 CRORE+
CAPITAL EXPENDITURE OUTLAY
FOR THE NEXT FIVE YEARS
FROM 2017-18



HIGHLIGHTS OF FY 2017-18

GLIMPSE OF OUR OPERATIONAL CANVAS

Growth in 2017-18 over 2016-17

GREY CEMENT

17%

Production volumes
(from 6.77 MnTPA to 7.89 MnTPA)

29%

Net sales
(from ₹2,489.44 crore to ₹3,211.71 crore)

WHITE CEMENT AND WALL PUTTY

2%

White Cement production volumes
(from 0.54 MnTPA to 0.56 MnTPA)

14%

Wall Putty production volumes
(from 0.54 MnTPA to 0.62 MnTPA)

BUSINESS SUSTAINABILITY

49%

CSR expenditure
(from ₹3.23 crore to ₹4.81 crore)

15%

Water recycling
(from 346,693 m3 to 399,969 m3)

GREY CEMENT VS WHITE CEMENT - REVENUE MIX

(%)

