

# 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 28<sup>th</sup> 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

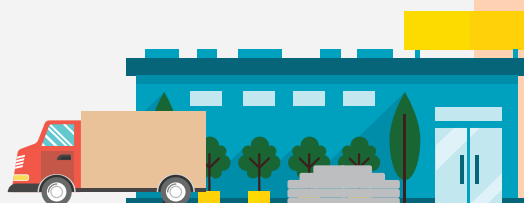
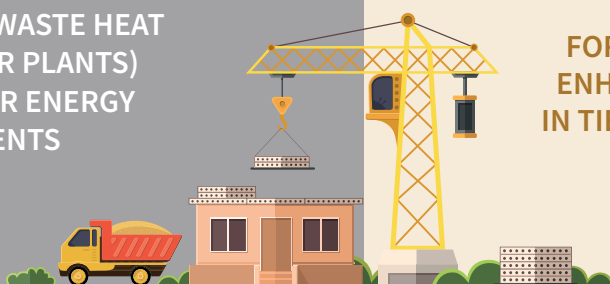
ONE OF INDIA'S  
LEADING GREY CEMENT  
MANUFACTURERS WITH AN  
INSTALLED CAPACITY OF  
**10.5 MNTPA**

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

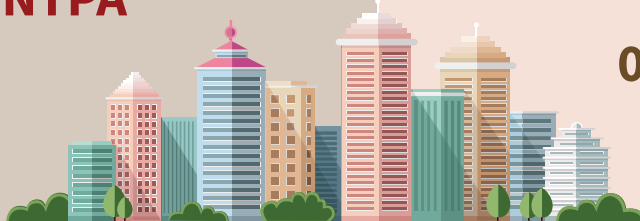
PAN-INDIA NETWORK OF  
**OVER 12,000 DEALERS**  
AND RETAILERS FOR OUR GREY  
CEMENT PRODUCTS

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**

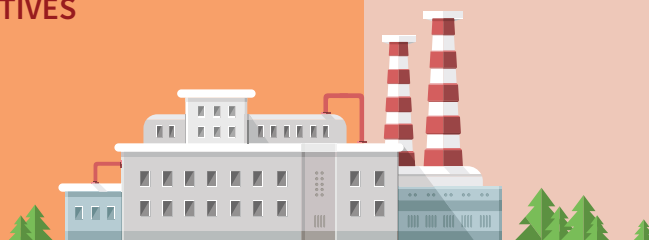
WIDENED GLOBAL REACH FOR  
WHITE CEMENT THROUGH  
EXPORTS IN  
**35 COUNTRIES**

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

(%)

