



# 43rd Annual Report 2018-19



**MANGALAM CEMENT LIMITED**



## Forward- looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'project', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievements of results are subject to risks, uncertainties, and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.



Respected Syt. Basant Kumar Birla  
— Founder of the Company

## Corporate Information

### BOARD OF DIRECTORS

Smt. Aruna Makhan	
Shri N. G. Khaitan	
Shri Gaurav Goel	
Shri K. C. Jain	
Smt. Vidula Jalan	Executive Director
Shri A. V. Jalan	Executive Director

### KEY MANAGEMENT PERSONNEL

Shri Yaswant Mishra	President (Corporate) & CFO
Shri Manoj Kumar	Company Secretary

### SENIOR MANAGEMENT EXECUTIVE

Shri S. S. Jain	President
Shri Kaushlesh Maheshwari	President (Sales & Marketing)

### PLANT LOCATIONS

- Rajasthan**  
 P.O. - Aditya Nagar  
 Morak, Dist - Kota  
 Pin - 326520
- Uttar Pradesh**  
 K/1, CDF Complex  
 UPSIDC Industrial Area  
 Anoopsahar Road, Cherat  
 Dist - Aligarh

### BANKERS

State Bank of India  
 HDFC Bank Limited  
 IDFC First Bank Limited  
 DBS Bank India Limited  
 IndusInd Bank Limited  
 RBL Bank Limited  
 ICICI Bank Limited

### REGISTERED OFFICE

P.O. Aditya Nagar-326520  
 Morak  
 Dist. Kota (Rajasthan)  
 Phone No: 07459 232231  
 Fax: 07459 232036  
 CIN: L26943RJ1976PLC001705  
 Website: [www.mangalamcement.com](http://www.mangalamcement.com)  
 E-mail: [communication@mangalamcement.com](mailto:communication@mangalamcement.com)

### CORPORATE OFFICE

Birla Building, 10th Floor  
 9/1, R.N. Mukherjee Road  
 Kolkata - 700 001  
 Phone No: 0332243 8707/8857  
 E-mail : [kolkata@mangalamcement.com](mailto:kolkata@mangalamcement.com)

### AUDITORS

Singhi & Co.  
 Chartered Accountants  
 Kolkata

### REGISTRAR & SHARE TRANSFER AGENT

M/s. MAS Services Ltd.  
 T-34, 2nd Floor, Okhla Industrial Area, Phase-II,  
 New Delhi-110020  
 Tel. No. 011-26387281/82/83  
 Fax No. 011-26387384  
 E-mail- [info@masserv.com](mailto:info@masserv.com)  
 Website- [www.masserv.com](http://www.masserv.com)

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## Board of Directors



**Smt. Aruna Makhan**  
(DIN : 00025727)

Smt. Aruna Makhan joined the Indian Audit & Accounts Service in 1967 and held the prestigious position of Controller General of Accounts before retirement. During her 38 years of service, Smt. Makhan attained a rich and versatile experience in the field of public financial management. She held various senior level positions in different departments.



**Shri N.G. Khaitan**  
(DIN : 00020588)

Shri N G Khaitan is a Senior Partner of Khaitan & Co. based in Kolkata. He passed his Attorneyship Examination from the Calcutta High Court in the year 1974 and stood first in the Preliminary, Intermediate and Final Examinations, and was awarded Bell Chamber's Gold Medal by the Incorporated Law Society, High Court, Calcutta. He is a Notary Public appointed by the Government of India. He has rich experience in all aspects of law and more particularly, Real Estate, Corporate laws and has handled important litigations covering different branches of law including Mergers and Acquisition, Restructuring and De-mergers. He has advised several large industrial houses and multinational corporations on multifarious legal matters.



**Shri Gaurav Goel**  
(DIN : 00076111)

Shri Gaurav Goel is the Managing Director and Promoter Director of Dhampur Sugar Mills Ltd., one of the premier integrated sugarcane processing companies in India. His academic credentials include a business management graduation degree from the United Kingdom. He has been associated with Dhampur Sugar Mills since 1994 and looks after its overall activities. He was the President of Entrepreneurs Organisation(EO), Delhi chapter, for 2006-2007.



**Shri K.C. Jain**  
(DIN : 00029985)

Shri K C Jain, a qualified Chartered Accountant, was the Whole-time Director of Kesoram Industries Ltd. He has a rich 50 years experience in the cement industry. He was a member of the Managing Committee of Cement Manufacturers' Association (CMA) for 35 years.



**Smt. Vidula Jalan**  
(DIN : 01474162)

Smt. Vidula Jalan is an Executive Director of the Company. She is MBA in Strategic Marketing and Leadership and Change Management from the Indian School of Business, Hyderabad. Moreover, she also has an Accounting and Finance degree from The University of Manchester, U.K. She is also managing the affairs of reputed schools and charitable trusts of the Group.



**Shri Anshuman Vikram Jalan**  
(DIN : 01455782)

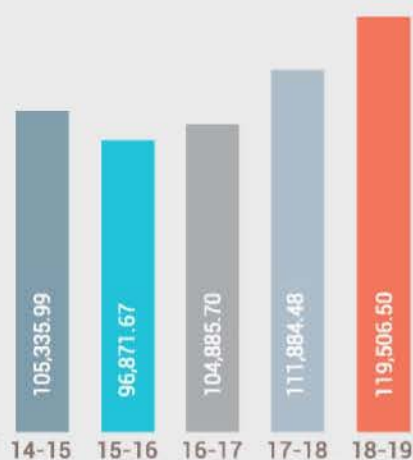
Shri A V Jalan is an Executive Director of the Company. He is a B. Com (Hons.) from St. Xavier's College, Kolkata. Besides, he has completed a management course in marketing and corporate finance from the London School of Economics, UK. Being involved in the management of manufacturing companies since 1998, he has gained a rich experience in business administration.



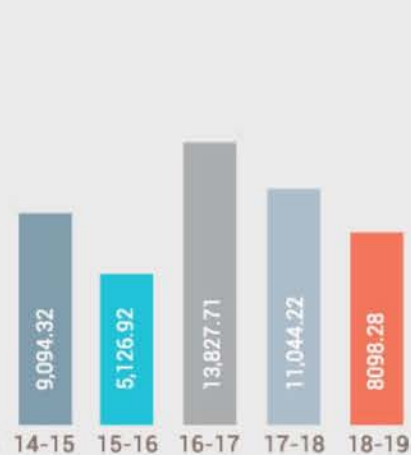
## Performance Highlights

A total commitment is paramount

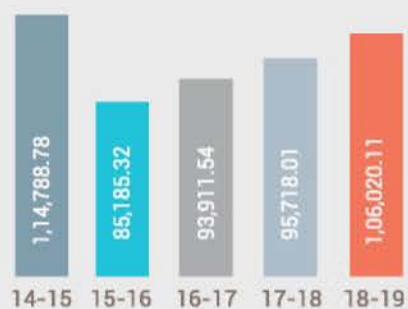
**TOTAL REVENUE** (₹ in Lacs)



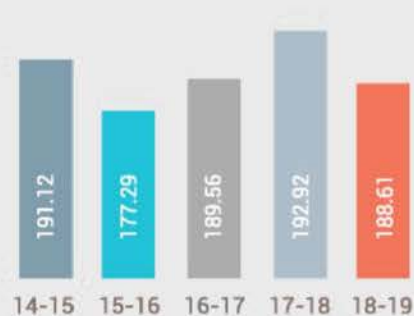
**EBIDTA** (₹ in Lacs)



**GROSS BLOCK** (₹ in Lacs)



**BOOK VALUE PER SHARE** (₹)

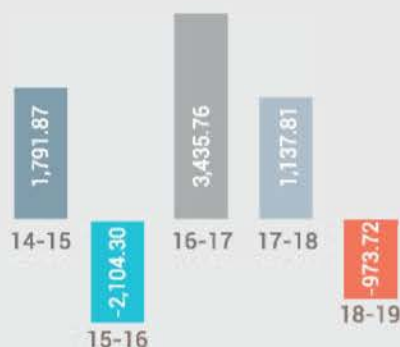


FY 15-16 to 17-18 as per Ind AS: previous GAAP for earlier years



to reaching the ultimate in performance

POST TAX PROFIT (₹ in Lacs)



EARNINGS PER SHARE (₹)



29.54 lac tonnes  
Highest cement production



29.50 lac tonnes  
Highest dispatch of cement



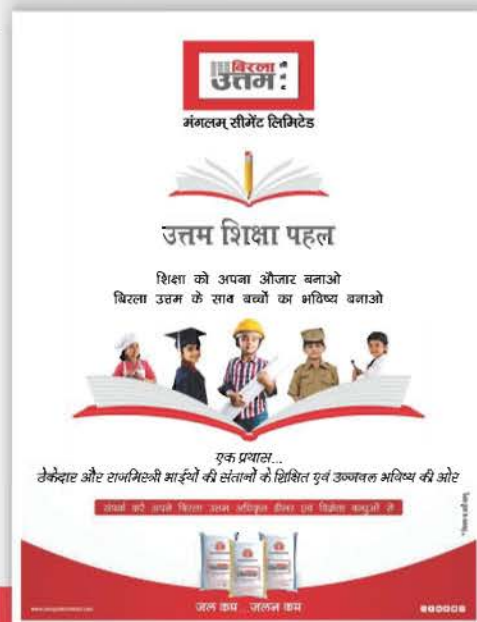
166.84 lac Kwh  
Captive green energy production



1670.22 lac Kwh  
Captive thermal energy production

## Marketing Endeavours

# Strong customer relationships



### UTTAM SHIKSHA PAHAL

Uttam Shiksha Peהל is the most novel & unique initiative for Child Education support to the **masons and contractors**, adding another feather to the social dimension of our marketing efforts after the highly effective "Jal Kam, Jalan Kam" campaign. The response has been overwhelming with registration of more than 6000 children under the scheme within a short span of 9 months as against our target of **supporting education of 20,000 children** of masons and contractors by the end of FY20. Hailed as one of the best Mason support incentive in the industry, UttamShiksha Peהל has helped establish a very strong bridge between the company, its dealers and the masons.



Happy faces of Meritorious students facilitated under 'Uttam Shiksha Peהל'



Rural campaign Vans commencing their journey for 3rd edition

### RURAL CAMPAIGN VAN

This highly effective and most popular rural campaign, in its third edition, gained new proportions with 6 vans covering 85 districts across 6 states and staging more than 3000 NukkadNatak performances over a period of one month spreading the message of **Water Conservation and Health Protection** through our "Jal Kam, Jalan Kam" while highlighting our new initiative of **Uttam Shiksha Peהל**.

