



Shree Cement Ltd. reported a profit in 2000-1 despite one of the worst years for the Indian cement industry.



Shree Cement

Annual Report 2000-01


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■ Contents

| | | | | | |
|---|----|---|----|--|----|
| Corporate description | 2 | Annexure to the Directors' report | 26 | Cash flow statement | 53 |
| Highlights | 4 | Five-year financial highlights | 31 | Management discussion & analysis | 55 |
| Vision, Mission & Success drivers | 6 | Corporate governance | 32 | Shareholder information | 74 |
| 10 minutes with the Joint MD | 8 | Auditors' report | 35 | Ratios and ratios analysis | 78 |
| Enhancing shareholder value | 14 | Balance Sheet | 38 | Profile of Directors | 82 |
| Managing risks | 16 | Profit and Loss Account | 39 | Community development | 84 |
| Directors' report | 20 | Schedules | 40 | | |

BY CHANGING THE MINDSET

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Shree

Cement

Shree's cement is sold through a network that comprises a centralised marketing office in Delhi supported by 15 regional offices and 70 depots. The majority of the company's production is sold within Rajasthan as well as the growing northern states of Delhi, Haryana, Punjab and Uttar Pradesh. The company's Ordinary Portland Cement is sold under the brands of Shree Gold and Shree Super while the Portland Pozzolana Cement is marketed under the Shree Star brand.

Shree's turnover and net profit increased by 15 and 70 percent to Rs 550.12 cr and Rs 26.14 cr respectively in 2000-01. As a measure of credibility, the company's commercial paper was accorded the highest rating of P1+ by CRIL in 2000-01.

The company's market capitalisation stood at Rs 106.93 BSE as on 30 June 2001. Shree Cement's shares are listed on the National, Bombay and Kolkata stock exchanges. The promoters – the B.G. Bangia family – based in Kolkata – hold 50.33 percent of the company's equity.

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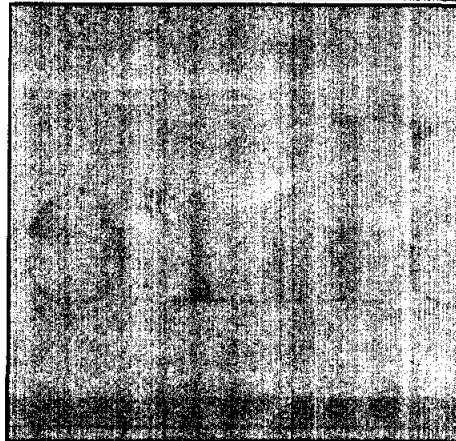
15

percent increase
in turnover from
Rs 485 cr in
1999-2000 to
Rs 556 cr.



70

percent increase
in the bottomline
from Rs 15.35 cr
in 1999-2000

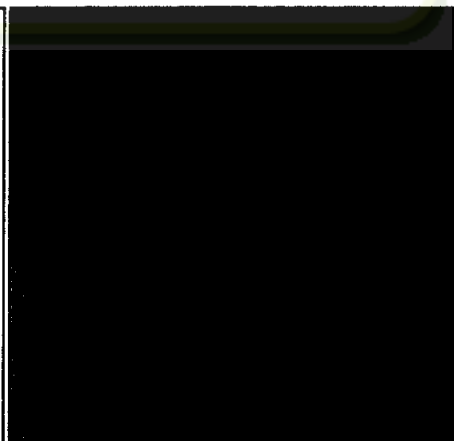


Shree Cement's big

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29

percent increase in
the cash flow from
Rs 40.03 cr in
1999-2000 to
Rs 51.76 cr.



3

percent

from 2.31 million
tonnes in 1999-
2000 to 2.38
million tonnes.



4

percent increase in
cement despatch
from 2.31 million
tonnes in 1999-
2000 to 2.45
million tonnes



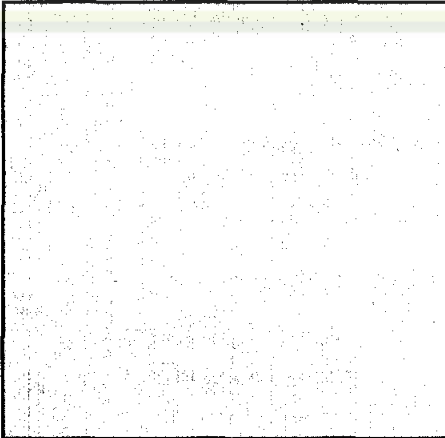
0.26

million tonnes of
cement despatch
and 0.29 million
tonnes of sale in
June 2001, the
highest ever in the
company's history.

numbers of 2000-01

9

percent post-
interest margin
compared with
8.25 percent in
1999-2000.



8

percent interest
outflow as a
component of
turnover (8.53
percent, 1999-
2000).



Success drivers

People as progress drivers

Shree believes that what is present in the minds of people is more valuable than the assets on the shopfloor. All the company's initiatives are directed to leveraging the value of this growing intangible asset.

Teamwork

Shree leverages effective team working to generate sustainable improvements.

Leaders at every level

Shree believes in creating leaders - not just at the organisational apex but at every level, resulting in a strong sense of emotional ownership.

Culture of innovation

Shree believes that what is good can be made better - across the organisation.

Customer focus

Shree is committed to deliver a superior quality of cement for attractively affordable value.

Shareholder value

Shree is focused on the enhancement of shareholder value through a number of strategic and business initiatives that generate a larger and better quality of earnings.

Community and environment

Shree's community concern extends from direct assistance to safe and dependable operations for its members and the environment.

To sustain innovation as the most eminent cement manufacturer in the world.

To strengthen realisations through intelligent brand building.

To drive down costs through continuous plant modernisation.

To communicate superior quality and value through continuous innovation.

Mission

To deliver a
strong consumer
surplus through
a superior
cement quality
at affordable
prices.

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198

