

MAKING  
**COST**  
IRRELEVANT

Report



Junction



## FORWARD-LOOKING STATEMENT

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed 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', 'projects', '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 realized, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear 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.



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FROM THE  
**EXECUTIVE  
CHAIRMAN'S**  
DESK

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At Shree Cement, we set ourselves tough goals that haven't been emulated earlier in our industry. We are therefore proud of the various unsuccessful attempts we make before succeeding, because each time we fail, we raise the level of competence in the organization.

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*Dear Shareholders and friends of Shree Cement,*

Have you ever wondered why a mountaineer repeatedly risks his life till he eventually scales the coveted peak? What drives him to brave the perils of snowfalls, land slides, and other potential dangers that he encounters?

It is the quest to conquer the impossible. The spirit of enterprise is seldom quelled by adversities. And each failure is actually a step towards achieving the summit.

At Shree Cement, we set ourselves tough goals that haven't been emulated earlier in our industry. We are therefore proud of the various unsuccessful attempts we make before succeeding, because each time we fail, we raise the level of competence in the organization. This is our culture of taking challenges head on. This is our spirit. This is what makes us Shree Cement.

Warm regards,

**B.G. Bangur**



# SHREE CEMENT

– SNAPSHOT

A leading cement manufacturer of North India, Shree Cement has been participating in the infrastructure transformation of India for over two decades now. It started operations in 1985 and has been growing ever since. Now it has a clinker capacity of 6.5 million tons. It contributed over Rs. 680 crores to the exchequer in 07-08.

Its manufacturing units are located at Beawar, district Ajmer, and Ras, district Pali, in Rajasthan. It also has grinding units at Khushkhara, district Alwar in Rajasthan, near Gurgaon. It has three brands under its portfolio viz., Shree Ultra Jung Rodhak Cement, Bangur Cement and Tuff Cemento. The multi-brand strategy makes Shree the number one cement player in Rajasthan, Haryana and Delhi.

Its record of steady profitability and healthy

operating margins was maintained in 07-08 as well. It produced 6.3 million tons cement, a rise of 32 per cent over previous year. It registered a growth of 51 percent in net sales which stood at Rs. 2065.87 crore in 07-08. Its net profit increased by 47 percent to Rs.260.37 crore during the year.

Shree always strives to sustain its reputation as a respected corporate citizen. It acknowledges that its operations have multiple impacts on the environment and communities in which it operates. It has embedded the sustainability principles in all its activities and pursues this as an integral part of its business operations. Its business strategies and performance demonstrates a high level of commitment to preservation of environment and social development apart from economic success.



### The Shree Vision

To be one of the India's most respected enterprise through "best-in-class performance" and leading by "low carbon" philosophy making it a progressive organization that all stakeholders proud to deal with..

### The Shree Mission

- ✍ To harness sustainability through low-carbon philosophy
- ✍ To sustain its reputation as one of the most efficient manufacturer globally
- ✍ To continually have most engaged team
- ✍ To drive down cost through innovative practices
- ✍ To continually add value to its products and operations meeting expectations of all its stakeholders

- ✍ To continually build and upgrade skills and competencies of its human resource for growth
- ✍ To be a responsible corporate citizen with total commitment to communities in which it operates and society at large

### The Shree guiding principles

- ✍ Enforce good corporate governance practices.
- ✍ Encourage integrity of conduct.
- ✍ Ensure clarity and unambiguity in communication.
- ✍ Remain accountable to all stakeholders.
- ✍ Encourage socially responsible behaviour.

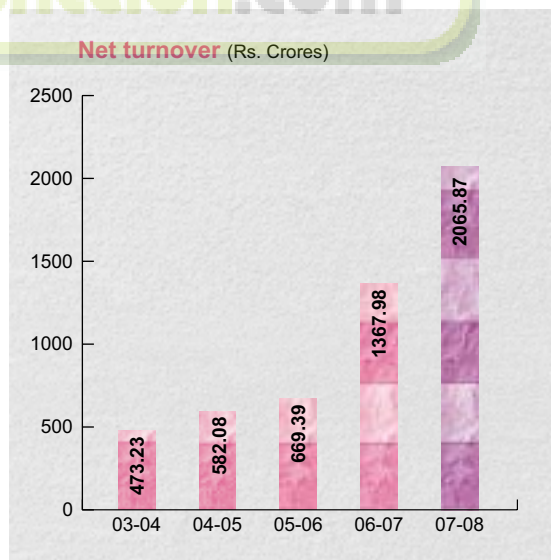
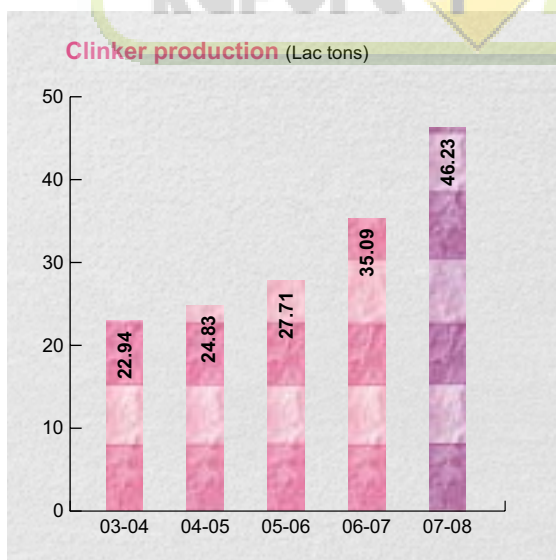
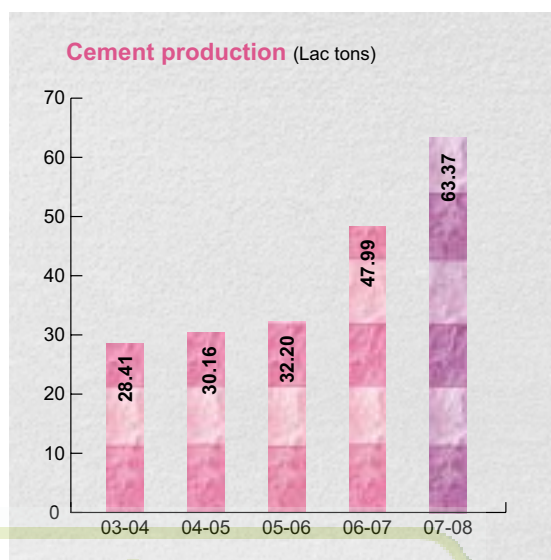
### THE SHREE PHILOSOPHY

"Aah no bhadra: Kratavo yantu vishwatah" — *Rigveda*  
"Let noble thoughts come to us from all over the world."

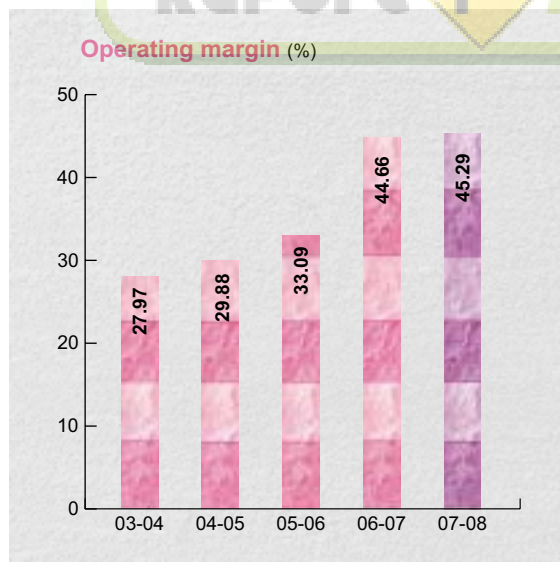
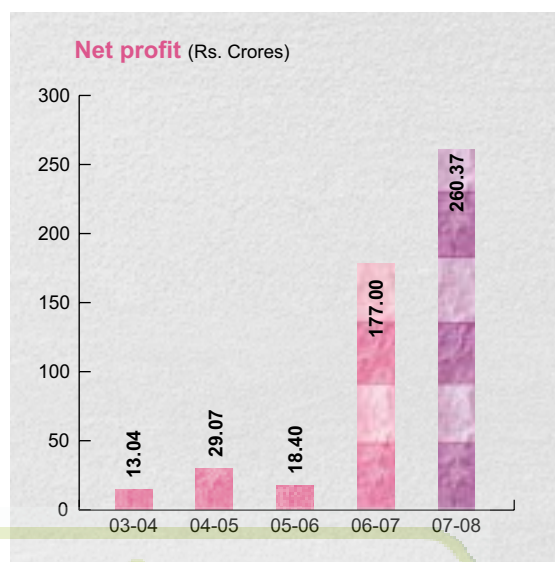
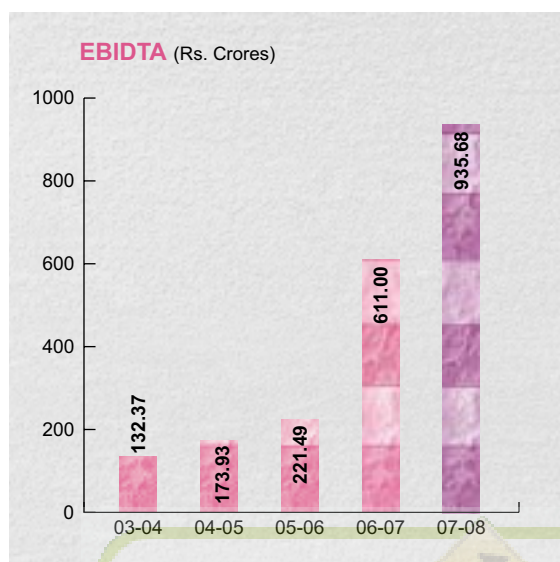
WE BELIEVE.  
**THEREFORE WE ARE.**



# A YEAR OF PERFORMANCE

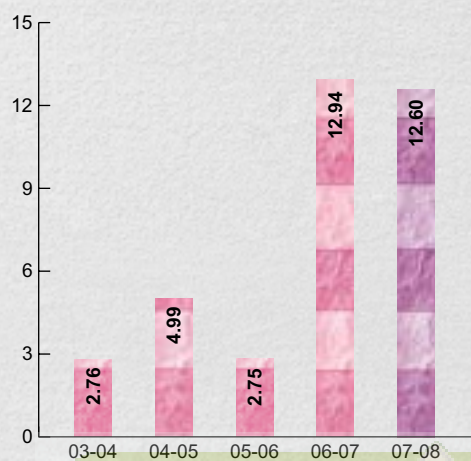




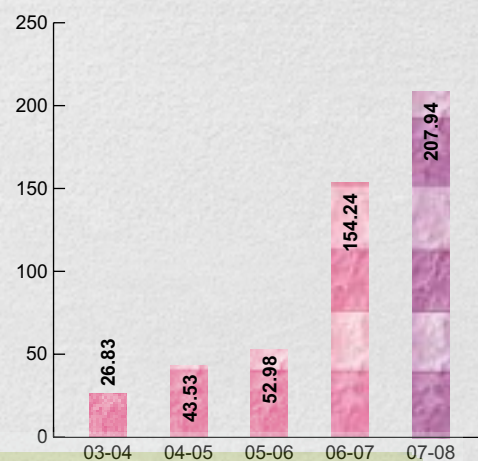


All round growth

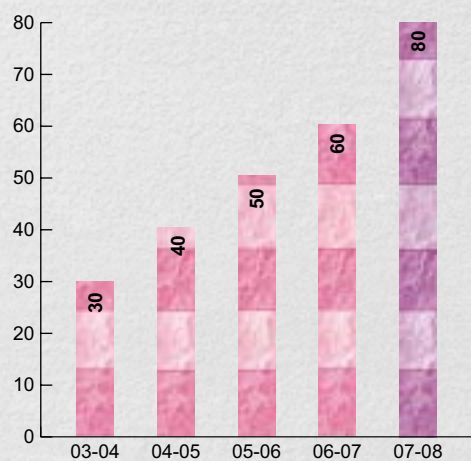
**Net profit margin (%)**



**Cash EPS (Rs. per share)**



**Dividend (%)**



**RONW (%)**

