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SHREE CEMENT LTD.

Regd. Office:

BANGUR NAGAR, POST BOX NO.33, BEAWAR 305 901, RAJASTHAN, INDIA



SCL/BWR/SE/2017/
2nd August, 2017

FAX NO. 022 – 26598237 / 26598238

National Stock Exchange of India Limited,
Exchange Plaza,
Bandra – Kurla Complex, Bandra (East)
MUMBAI – 400 051

SCRIP CODE: SHRECEM EQ

FAX NO. 022-22722041 / 22722061

Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Towers,
25th Floor, Dalal Street,
MUMBAI – 400 023

SCRIP CODE 500387

Re:- Submission of Annual Report for FY 2016-17

Dear Sirs,

Pursuant to the provisions of Regulation 34 of the Listing Regulations, enclosed herewith the Annual Report of the Company for the financial year 2016-17 duly approved and adopted by the Members of the Company at the 38th Annual General Meeting held on 31st July, 2017.

Kindly find the same in order.

Thanking you,

Yours faithfully,
For **SHREE CEMENT LIMITED**

(S.S. KHANDELWAL)
COMPANY SECRETARY

JAIPUR OFFICE : SB-187, Bapu Nagar, Opp. Rajasthan University, JLN Marg, Jaipur-302 015

Phone : 0141 4241200, 4241204, Fax : 0141 4241219

NEW DELHI OFFICE : 122-123, Hans Bhawan, 1, Bahadurshah Zafar Marg, New Delhi 110 002

Phone : 011 23370828, 23379218, 23370776, Fax : 011 23370499

CORP. OFFICE : 21, Strand Road, Kolkata 700 001 Phone : 033-22309601-4 Fax : 033 22434226

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NO

STYLE

THERE IS

NO

LIMITATION;

THERE IS

NO

COMPETITION.

YOU ONLY OVERCOME

YOUR LIMITATIONS;

YOU ONLY COMPETE

WITH YOURSELF.



SHREE CEMENT LIMITED

Your comments and feedback are of great importance to us. We would be glad to address any queries or observations that you may have with regard to our various future-aligned initiatives, our performance or this Report. You are most welcome to e-mail us at investor@shreecementltd.com. A feedback form is also attached with this Report. The readers may use the form to express their views on this Report.

Caution regarding forward-looking statements: This document contains statements about expected future events and financial and operating results of Shree Cement Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is a significant risk that the assumptions, predictions and other forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management's Discussion and Analysis of the Shree Cement Limited Annual Report 2016 - 17.





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What immortalised Bruce Lee are not just his films or Martial Arts but his philosophy. He is certainly admired by everyone as an ace martial artist and a global action movie hero. But more importantly, the world also knows him as a revered philosopher who was extremely well-read and as an evolved human being. This has helped his legacy outlast his films and peers.

Bruce Lee developed - Jeet Kune Do - his own Martial Arts form. The core philosophical tenet behind "Jeet Kune Do" was, "using no way as way, having no limitation as limitation". This consisted of getting rid of the formalised approach which Bruce Lee claimed was indicative of traditional styles. He developed a system with an emphasis on "ingenuity, perseverance, adaptability, efficiency and focus". He emphasised what he called 'The Style of No Style'.

Bruce Lee's philosophy of 'The Style of No Style' finds relevance much beyond the circles of martial arts. He propounded that not keeping oneself bound by the dominant accepted beliefs/knowledge ultimately helps open up opportunities, find innovative solutions and attain outcomes that otherwise seem to be unattainable. It is this belief that we at Shree Cement Limited are inspired by.

At Shree, we have our own effective and unique way of questioning status quo, challenging current beliefs/practices and thereby creating newer opportunities which are not visible to a cursory eye. We are in a perennial search of knowledge and keep on asking ourselves, "Can we come up with a better way? Can we attempt an output that no one would have yet dreamt of?". Of course, there are limitations at every step of way, but at Shree our resolute belief of overcoming all limitations has continually inspired us to better our own benchmarks time and again.

More so, we remain focused and continually track developments to identify risks and take actions to not only mitigate them but turn them into opportunities. At Shree, like Bruce Lee, we learn everyday from everywhere and come up with our own ingenious solutions that intercept the ever-changing future. Be it solving critical problems or growing with stakeholders, human resources, community and environment: Shree has always emerged a winner by coming up with its OWN WAY – a sustainable and better way; a way that is emulated by others in the Industry. Clearly, our style is of no style!

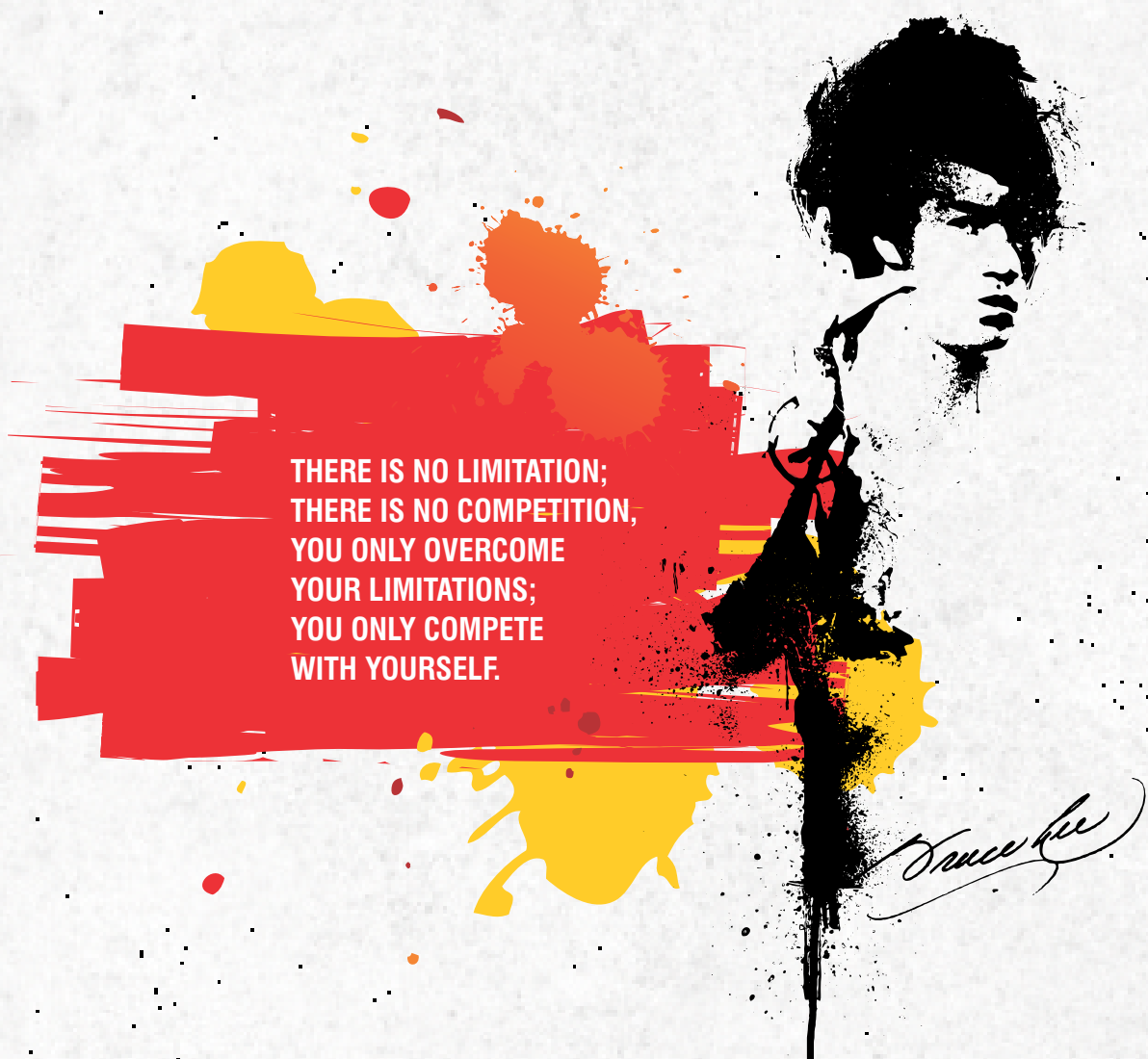
THE WAY TO GO OF NO STYLE



Empty your mind, be formless. Shapeless, like water. If you put water into a cup, it becomes the cup. You put water into a bottle and it becomes the bottle. You put it in a teapot, it becomes the teapot. Now, water can flow or it can crash. Be water, my friend



– Bruce Lee



THERE IS NO LIMITATION;
THERE IS NO COMPETITION,
YOU ONLY OVERCOME
YOUR LIMITATIONS;
YOU ONLY COMPETE
WITH YOURSELF.

Vance Lee

INTRODUCING SHREE

Shree is a rapidly growing and one of the most efficient and environment friendly Companies in India. Currently, its manufacturing operations are spread over North and East India across six states.

Company's high corporate governance and social performance together with consistent financial performance makes it a truly sustainable Company.

CEMENT PORTFOLIO

CEMENT PRODUCTION CAPACITY

29.3 Million Tons
Per Annum

MULTIPLE LOCATIONS

State	Locations
Rajasthan	Beawar, Ras, Khushkhera, Suratgarh and Jobner (Jaipur)
Uttarakhand	Laksar (Roorkee)
Bihar	Aurangabad
Haryana	Panipat
Chhattisgarh	Baloda Bazar
Uttar Pradesh	Bulandshahr

BRAND SHOWCASE



POWER PORTFOLIO

Total Power Generation Capacity

607 MW

Category I Power Trading Licensee

Largest Waste Heat Recovery Plants (WHRP)

in the global Cement Industry excluding China

MILESTONES

■ **AMONG THE TOP 3 CEMENT GROUPS**
IN INDIA (IN TERMS OF PRODUCTION DURING
FY 2016-17)

■ **AMONG THE TOP 100 LISTED COMPANIES**
IN INDIA IN TERMS OF MARKET CAPITALIZATION

■ **MARKET LEADER** IN THE STATES OF
RAJASTHAN, DELHI, HARYANA AND BIHAR

■ **HIGHEST 5 - STAR RATING** - FIRST TIME TO
ANY CEMENT COMPANY IN THE WORLD BY
WHITEHOPEMAN, UK

■ **5 STAR RATING FOR BEAWAR AND RAS
LIMESTONE MINES** FOR SUSTAINABLE
DEVELOPMENT FORMULATED BY INDIAN
BUREAU OF MINES, MINISTRY OF MINES,
GOVT. OF INDIA

FINANCIAL STRENGTH 2016-17

Revenue from Operations

₹ 9,496.52 CRORE

Operating Profit

₹ 2,874.94 CRORE

Net Profit

₹ 1,339.11 CRORE

Net Worth

(as at 31st March, 2017)

₹ 7,698.14 CRORE

GROWING STRENGTH TO STRENGTH

Growth on 10 Years' Horizon

Parameter	UoM	2016-17	2006-07	CAGR
Cement Capacity	MTPA	29.3	5.6	18.00%
Power Capacity	MW	607	65	25.03%
Revenue from Operations	₹ in Crore	9,497	1,613	19.40%
Operating Profit	₹ in Crore	2,875	611	16.75%
Net Profit	₹ in Crore	1,339	177	22.43%
Net Worth	₹ in Crore	7,698	455	32.70%