UltraTech Cement is part of Aditya Birla Group (ABG)

- A US $48.3 billion corporation, the Aditya Birla Group is in the League of Fortune 500
- Operating in 36 countries with ~50% Group revenues from overseas operations
- Anchored by 120,000 employees belonging to 42 different nationalities
- 130 state-of-the art manufacturing units globally
ABG - Global Presence

- The largest aluminium rolling company
- The largest producer of viscose staple fibre
- The No. 1 producer of carbon black
- The 3rd largest producer of insulators
- Third largest cement producer globally (excluding China)
ABG - Presence in India

- The top fashion (premium branded apparel) and lifestyle player
- The largest producer in the chlor-alkali sector
- No. 1 in grey cement, white cement, and ready mix concrete
- The second largest manufacturer of viscose filament yarn
- A leading player in Life Insurance and Asset Management
Cement Business
From Foundation to Finish

• Single **largest cement** company in India in capacity and market share
• Among the **top producers** of cement globally
• **Largest** white cement producer in India
• Operations in **four countries** - India, UAE, Bahrain and Sri Lanka
• India’s **largest** exporter of clinker
• 23 integrated plants, 1 clinkerisation unit, 26 grinding units, 7 bulk terminals, 1 white cement plant, 2 wall care putty plants

• More than **100+ Ready Mix Concrete plants**
• **New-age building products** and solutions
• Focus on enhancing organizational **Safety Best Practices**
• Member of **Cement Sustainability Initiative** of the **World Business Council** for Sustainable Development
• State-of-the-art **R&D Centre** with focus on new products, processes and sustainable development
Leadership Team

Mr. K. C. Jhanwar
Managing Director

Mr. Atul Daga
Chief Financial Officer

Mr. Raj Narayanan
Chief Manufacturing Officer

Mr. Vivek Agrawal
Chief Marketing Officer

Mr. Ramesh Mitragotri
Chief Human Resource Officer
Presence in India

Map is used only for representation purpose.
International presence – Middle East & Sri Lanka

Middle East

- One of the largest cement manufacturers in the Middle East
- 2 grinding units and 1 clinkerisation plant in UAE, and 1 grinding unit in Bahrain
- Installed capacity of 3 million metric tonne per annum
- High quality raw material procurement
- Fully automated manufacturing process
- A wide range of products, including Ordinary Portland Cement, Sulphate Resisting Cement and Blended Cement

Sri Lanka

- Bulk Terminal with packing capacity of 1.2 MTPA
- Market share of 14.3% in Sri Lanka; third largest in the country in market share and capacity
- 90% of cement supplied towards expansion of Port of Colombo, considered the Gateway to Sri Lanka

Expansion project at Port of Colombo
### Business Divisions

#### Grey Cement
- Products include: Ordinary Portland Cement, Portland Slag Cement and Portland Pozzolana Cement

#### White Cement
- Products to design smart aesthetic buildings – interior, exterior, roofing and flooring, plasters, coatings, mouldings, and decorations

#### Concrete
- Ready mix concrete (RMC), Specialty Concretes

#### Building Products
- AAC blocks, water proofing solutions, grouting solution, jointing mortars

#### Building Solutions
- One-stop-shop for primary construction needs
Business Divisions
Grey Cement

**BUSINESS HIGHLIGHTS**

- **Largest manufacturer** of cement in India with a consolidated capacity of 116.75 MTPA*
- ISO 9001, ISO 14001 and OHSAS 18001 certification for most plants
- Significant presence in the Middle East with the acquisition of ETA Star Cement; 2 grinding units and 1 clinkerisation plant in UAE, and 1 grinding unit in Bahrain
- Products include Ordinary Portland Cement, Portland blast furnace slag cement, and Portland Pozzolana cement
- Selected as Superbrand and Powerbrand by the Superbrands Council and Powerbrand India respectively

*Including 2 MTPA under commissioning by September 2020

**NEW DEVELOPMENTS**

- 3 integrated units and 1 grinding unit from Cement Business of Century Textiles and Industries Limited came into UltraTech’s fold

**BRAND PORTFOLIO**

- [Ultratech Cement](https://www.ultratechcement.com)
- [UltraTech Premium](https://www.ultratechcement.com)
- [Birla Super](https://www.ultratechcement.com)
BUSINESS HIGHLIGHTS

• One of the most technologically-advanced white cement manufacturing plants in the world
• Awarded Superbrand status in both Business and Consumer category
• CEM I and CEM II grade of white cement are CE Certified confirming its suitability for export to European markets
• Global footprint with strong presence in developed European and fast growing Asian markets
• Awarded the prestigious IERS Level-5 and ISO 14002 Certification from DNV, Netherlands for highest levels of environmental commitment
• First to introduce sealed valve bags for Wallcare Putty packaging, using Roto Seal Packer with Ultrasonic System to curb adulteration

NEW DEVELOPMENTS

• Birla White Wallcare Putty with its innovative technology of Xtra HP polymers, makes it water-resistant and most preferred brand in the category
White Cement Brands & Applications

BRAND PORTFOLIO

- **Birla White Cement**: White cement for aesthetic architecture
- **Wallcare Putty**: Protective base for wall paints
- **Textura**: Textured wall finish
- **GRC**: Glass fibre reinforced concrete for decorative elevations
- **Kool-n-Seal**: Coating material to cool surfaces and seal cracks
- **Levelplast**: Water-resistant wall leveler and plaster

www.ultratechcement.com
Ready Mix Concrete

BUSINESS HIGHLIGHTS

- More than 100 Ready Mix Concrete (RMC) plants in 35 cities in India
- India’s first concrete to meet the requirement of LEED (Leadership in Energy and Environmental Design) and other green building rating systems as recognized by Indian Green Building Council
- First commercial RMC company in India to adopt concrete recycling technology
- Expert Quality Systems (EQS) for managing quality of raw materials, efficient raw mix design, and cube test results to help analyze data statistically
- ‘Concrete on Call’ is a unique initiative to enhance customer satisfaction by responding to queries and supplying concrete within 24 hours
Ready Mix Concrete Brand Portfolio
Building Products

BUSINESS HIGHLIGHTS

• Offers an array of scientifically engineered products to cater to new-age constructions

• Aerated Autoclaved Concrete (AAC) blocks and dry mix products comprising tiles adhesives, repair products, waterproofing products, industrial and precision grouting solutions, plasters and masonry products.

• Certified as Green Building Products, as they do not contain volatile content

• Focus on sustainable development as products enable in saving building material, water, energy and time during applications
Building Products Brands Portfolio

- PowerGROUT: High Performance Precision Grout
- Readiplast: Plastering Made Simpler
- Tilefixo-VT: Superior Tile Adhesive
- Ceemat-x: Cement Mortar For Water Proofing
- Super Stucco: Thin Self Curing Plaster
- Seal & Dry: Waterproofing Made Simpler
- Tilefixo-CT: Standard Tile Adhesive
- Integra: Integral Water Proofing Solution
- Fixoblock: Thin Layer Jointing Mortar
- Krackfil: Non Shrink Crack Filler
- Tilefixo-nt: High Strength Tile Adhesive
- Microkrete: Engineered Micro Concrete
- Xtralite: High Strength Anchor Concrete Mortar
- Basekrete: Multi-Purpose Mortar
- Floorkrete: Flooring Made Simpler
BUSINESS HIGHLIGHTS

- A retail format that offers a wide range of primary construction products and value-added services to end customers, while creating additional business opportunities for our dealers.
- One-stop-shop for building solutions ranging from cement and construction chemicals to paints, steel and pipe fittings.
- Unique initiative which no other cement company has in India.
- First outlet opened in 2008; more than 2000+ outlets across India.
- Enhancing co-creation of value through partnerships with leading brands across product categories.
- Launched first large format outlet in April 2013 in Bengaluru; this would provide better shopping experience to customers and increase involvement of partner companies.
- Customer-first approach with value-added services including technical advice during construction, construction cost calculator, Vaastu consultancy, and product training across categories.
- Catering to the needs of inner heartlands of India with stores in rural areas.
Sustainability

Sustainability is an integral part of our business. Guided by our values, we are committed to grow our business responsibly by understanding global and local trends with respect to the community and environment.

**ACTIVITIES**

- Committed towards **improving sustainable footprint** through constant innovation
- Member of **Cement Sustainability Initiative (CSI)**; benchmarking sustainability practices with global players
- **Pioneers in India** in the use of **waste as fuels** for cement manufacturing plants
- Sustained reduction in water footprint, with all integrated plants maintaining **zero water discharge**
- Engaged with DuPont in **improving safety performance**, both in operating plants and in our projects

**FOCUS AREAS**

- Climate Change (Carbon emission and energy management)
- Water management
- Circular economy (waste/resource management)
- Biodiversity Management

Waste heat recovery plant
Our business has been certified 2.81 times water positive.

Signed up for EP100 with ‘The Climate Group’, with a commitment to double our energy productivity in 25 years.

An installed capacity of 118 MW of waste heat recovery systems (WHRS).

Clear focus to increase the share of renewable energy (solar and wind) in the electricity mix with an aim to meet 25% electricity through combination of renewable energy and WHRS by 2021.

Conducted detailed biodiversity assessment and development management plan for our Sewagram Cement Works unit in Gujarat. Currently implementing the recommendation of the management plan as proposed by International Union for Conservation of Nature (IUCN).
Social Responsibility

VISION
“To actively contribute to the social and economic development of the communities in which we operate. In so doing, build a better, sustainable way of life for the weaker sections of society and raise the country’s Human Development Index.”

Mrs. Rajashree Birla, Chairperson
The Aditya Birla Centre for Community Initiatives and Rural Development

ACTIVITIES
• Working in 502 villages to provide healthcare, education, safe drinking water, sanitation, sustainable livelihood and income generation opportunities for women
• Of these, 100 villages have been identified to be transformed into model villages
• Reaching out to over 1.6 million villagers through medical camps and rural mobile medical van services

FOCUS AREAS
• Education
• Healthcare
• Sustainable Livelihood
• Infrastructure Development
• Social Change
People powered growth

**Strong Employee Value Proposition**

- Opportunity to work with the **largest cement brand** in India
- Strength in technology and huge expansion plans
- Opportunity to move across functional areas and geographies
- Strong **Wellness programs**
- **Recognition** of high performers
- Inclusive workplace

**Focus on Quality**

- Our Group is the **2nd Best Employer** in India according to Aon-Hewitt Survey
- State of the art Corporate University: **Gyanodaya**
- Robust talent management and succession planning process
- Recruitment from **top educational institutes** and B-Schools
Technical Services

Our Technical Services wing provides value-added services like training programmes for masons, construction engineers, and channel partners, on-site demos, concrete testing and advice on good construction practices. Its aim is to create a service differentiation to the customers and ensure quality leadership among the cement players.

**ACTIVITIES**

- Initiatives include **Mobile Concrete Testing Laboratory**, training programs for masons on good construction practices, Concrete Mix design workshops, and technical programs for dissemination of advances in materials and construction technology
- Provide perceivable benefits to a large number of **Individual House Builders**, masons, engineers, channel partners and others
- Participation in **rural construction activities** like engaging with decision makers and beneficiaries of rural housing and infrastructure projects
- Actively involved in seminars, publication of handbooks and literature to promote the use of concrete in roads and mass housing
The ability of our R&D Center to integrate product and process innovation across all domains of cement and concrete manufacturing practices makes it a valued partner in our business growth trajectory. The center’s focus on productivity enhancement, new product development, reduction in energy consumption and environmental impact facilitates sustainable growth of the business.

**FOCUS AREAS**

- Supporting **pre-project activities** like deposit evaluation, infrastructure development, and trouble shooting
- Developing **innovative products** as per customer demand
- Improving **operational efficiencies** using modeling for behavioral predictions and structured intervention
- Influencing national policies on quality, standard and norms
- **Knowledge and skill development** across all functions at units
- Providing inputs for increasing use of **alternative raw materials**
- Raw mix and pyro-processing optimization
- Knowledge and intellectual property generation
“Our brand is positioned as an expert for construction needs. Its imagery, strengthened by the engineer in the yellow helmet, emphasizes knowledge and specialisation. The brand is an energetic and eclectic mix of modernity, quality and technological superiority”

Mr. Vivek Agrawal, Chief Marketing Officer

- **Largest** cement brand in India
- UltraTech is ‘The Engineer’s Choice’, signifying ‘Progress’, ‘Cutting Edge Technology’, and ‘Modernity’
- Selected as Superbrand and Powerbrand by the Superbrands Council and Powerbrand India respectively
Thank You