



In Perspective

July 2020



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



- 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)



- 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



ADITYA BIRLA



UltraTech

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

ADITYA BIRLA



Mr. K. C. Jhanwar

Managing Director



Mr. Atul Daga

Chief Financial Officer



Mr. Raj Narayanan

Chief Manufacturing Officer



Mr. Vivek Agrawal

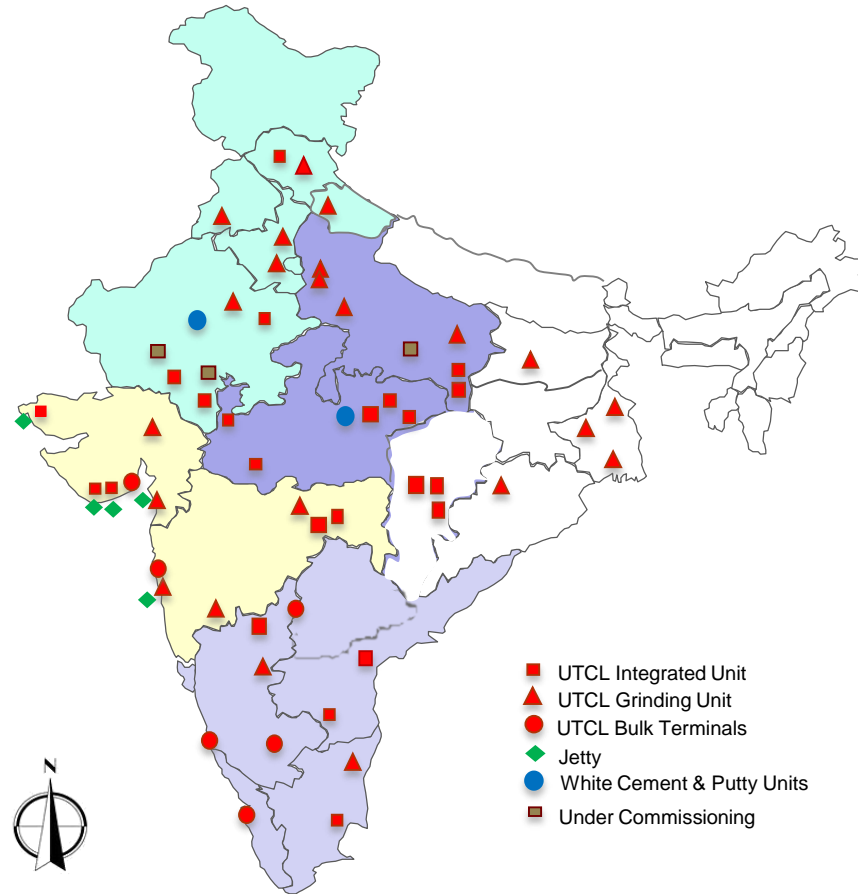
Chief Marketing Officer



Mr. Ramesh Mitragotri

Chief Human Resource Officer

Presence in India



Map is used only for representation purpose.

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



Ras Al Khaimah (Clinker), UAE

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

ADITYA BIRLA



UltraTech

Business Divisions



UltraTech 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*

BRAND PORTFOLIO



NEW DEVELOPMENTS

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



Birla White

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

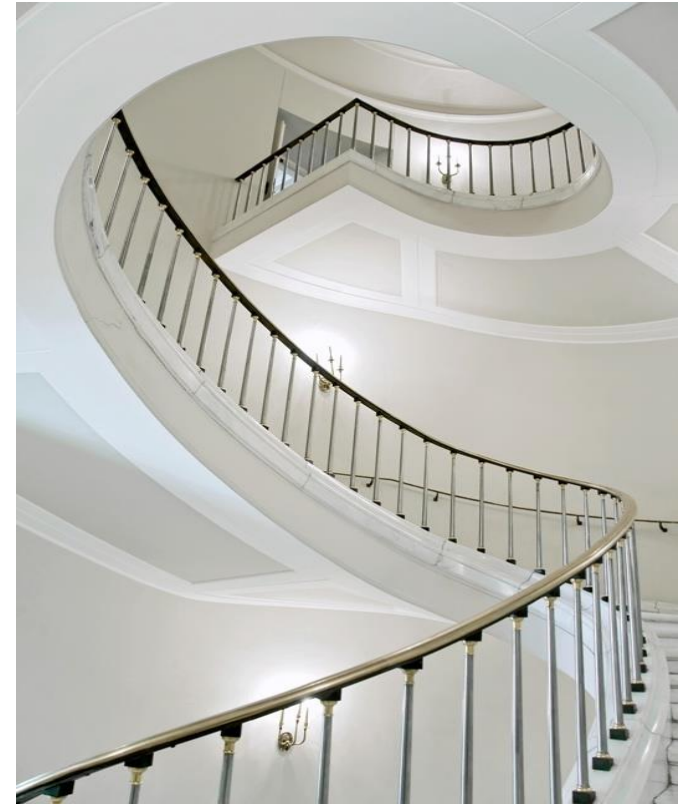
- Birla White Wallcare Putty with its innovative technology of Xtra HP polymers, makes it water-resistant and most preferred brand in the category

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





UltraTech 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

UltraTech
CONCRETE
THERMOCON
Temperature Controlled Concrete

UltraTech
CONCRETE
COLOURCON
Colour Concrete

UltraTech
CONCRETE
STAINLESS
Corrosion Resistant Concrete

UltraTech
CONCRETE
FREE FLOW
Self Compacting Concrete

UltraTech
CONCRETE
DURACON
High Performance Durable Concrete

UltraTech
CONCRETE
FIBRECON
Fiber Reinforced Concrete

UltraTech
CONCRETE
PERVIOUS
Permeable Concrete

UltraTech
CONCRETE
PLUS
Performance Enhanced Concrete

UltraTech
CONCRETE
HYPERCON
High Strength Concrete

UltraTech
CONCRETE
DECOR
Stamped Concrete

UltraTech
CONCRETE
LITECON
Light Weight Concrete

UltraTech
CONCRETE
FOUNDATION PLUS
Durable Foundation Concrete

UltraTech
CONCRETE
COLUMN PLUS
Easy Flowing Column Concrete

UltraTech
CONCRETE
SLAB PLUS
Crack Resistant Roof Concrete

UltraTech
CONCRETE
RAPID
High Early Strength Concrete

UltraTech
CONCRETE
ZIP
Bucket Concrete





**UltraTech 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



UltraTech
POWERGROUT
High Performance Precision Grout

UltraTech
READIPLAST
Plastering Made Simpler

UltraTech
TILEFIXO-VT
Superior Tile Adhesive

UltraTech
CEMLAT-X
Cement Modifier For Water Proofing

UltraTech
SUPER STUCCO
Thin Self Curing Plaster

UltraTech
SEAL & DRY
Waterproofing Made Simpler

UltraTech
TILEFIXO-CT
Standard Tile Adhesive

UltraTech
INTEGRA
Integral Water Proofing Solution

UltraTech
FIXOBLOCK
Thin Layer Jointing Mortar

UltraTech
KRACKFIL
Non Shrink Crack Filler

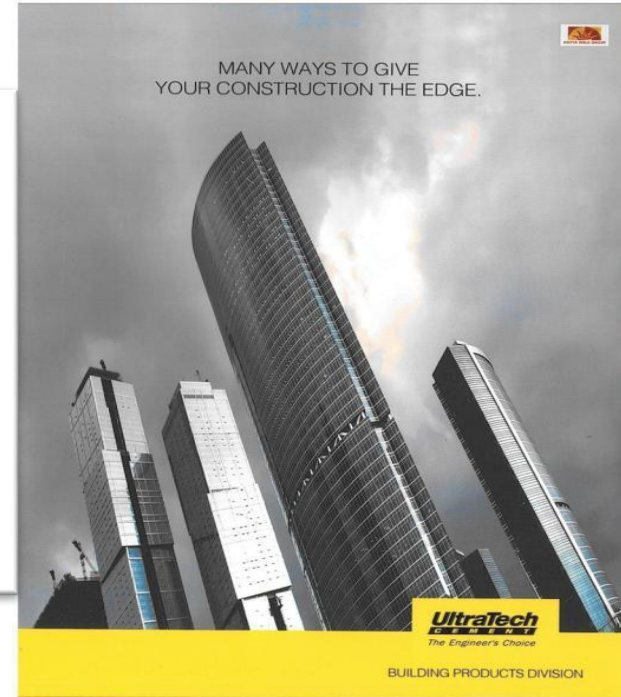
UltraTech
TILEFIXO-NT
High Strength Tile Adhesive

UltraTech
MICROKRETE
Engineered Micro Concrete

UltraTech
XTRALITE
Autoclaved Aerated Concrete Block

UltraTech
BASEKRETE
Multi Purpose Mortar

UltraTech
FLOORKRETE
Flooring Made Simpler



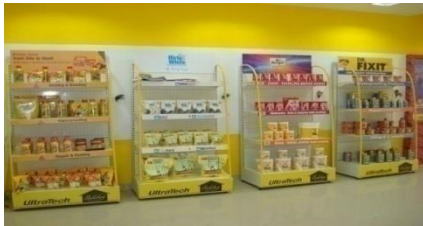
UltraTech Building Solutions



UltraTech Building Solutions



UltraTech Building Solutions



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 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)

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



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

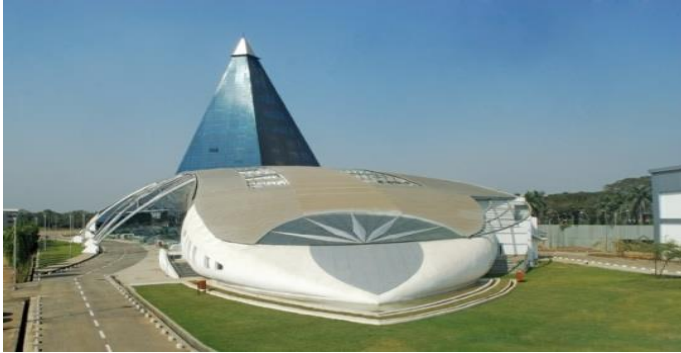
- Our Group is **the 2nd Best Employer** in India according to Aon-Hewitt Survey
- State of the art Corporate University: **Gyanodaya**
- Robust **talent management** and **succession planning** process
- Recruitment from **top educational institutes** and **B-Schools**

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