

Cement

Rain Commodities Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 690.90 million
Chairman/MD/CEO/President	Mr. N.Radhakrishna Reddy (Chairman)
No of branches/offices	2 integrated cement plants
Number of Employees	1,350 employees directly and indirectly through its subsidiaries across United States, India, China and Africa.
No of subsidiaries	14 direct and step down
Parent Company(if any)	Rain Group
Market Capitalisation	INR 13,263.8 million
Company Overview	Rain Commodities Limited and its wholly owned subsidiaries - Rain Cements Limited, Rain CII Carbon Limited, Rain CII Carbon LLC, USA and Rütgers - are engaged in the production of cement, calcined petroleum coke (CPC) and power and high-quality basic and specialty chemicals. The company is the world's largest producer of CPC with a total capacity of 2.49 MTPA. It has operations across the US, India, China and Egypt. It markets the cement under the brand Priya Cement in Andhra Pradesh, Karnataka and Tamil Nadu. The total cement capacity of The company has recently been increased to 3.16 MTPA.
Contact Details	Registered office: Rain Center, 34, Srinagar Colony, Hyderabad 500 073, India. Tel: +91 40 40401234 Fax: +91 40 40401214 E-mail: secretarial@priyacement.com Website: http://www.priyacement.com
Rating	Fitch A-(ind)

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. N.Radhakrishna Reddy	Chairman
Mr. N. Jagan Mohan Reddy	Managing Director
Mr. N. Sujith Kumar Reddy	Director
Mr. G. Krishna Prasad	Director
Mr. Dipankar Basu	Director
Mr. H L Zutshi	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	150,456,095	43.72
Institution	104,358,993	30.32
Non-Institution	89,357,807	25.96

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	Production and sale of cement - two integrated cement plants in Andhra Pradesh with a fly-ash handling and cement packing unit in Karnataka. Activities spread across South India Marketed under the brand name "Priya Cement"
Carbon Products Business	<p>Calcined Petroleum Coke: Production and sale of Calcined Petroleum Coke ("CPC") Activities across the Globe with nine operating plants in the USA, India and China, with a market share of about 9% of Global CPC Industry.</p> <p>Co-generation of Energy through Waste-heat Recovery: Co-generation of Energy (Steam and/or Electricity) through Waste-heat recovery at four of the existing CPC plants (three in the USA and one in India) Further, a Waste-heat recovery facility at Lake Charles, Louisiana CPC plant is under development. This facility is expected to be operational from Q4 of 2012</p> <p>Trading in Petroleum Coke: Trading of Fuel Grade Green Petroleum Coke, with activities in India, USA, Europe and Africa</p>

3.2 Subsidiaries

Subsidiaries	Business Description
Rain CII	Rain CII is the world leading producer of calcined petroleum coke. In July 2007, Rain CII Carbon (Vizag) Limited (formerly Rain Calcining Limited) acquired Rain CII Carbon LLC (formerly CII Carbon, LLC) making the combined entity the world's largest maker of calcined petroleum coke. Together, operations include calcining plants in the United States and India with a total annual production of more than 2.4 million tons of calcined petroleum coke.
Rain Cement Ltd.	Rain Cement Ltd. Is a wholly owned subsidiary engaged in the business of production and sale of cement.

4. Growth strategy and business model

The management is concentrating on controlling costs by increasing the use of domestic coal during 2011, as this brings down the cost of fuel. Also, it has optimized the freight cost by setting up fly ash handling and cement packing facility at Bellary in the state of Karnataka. Lastly, it plans to reduce interest cost by accelerating the pre-payment of debt and optimizing the working capital.

5. Foreign collaboration

The company has no foreign collaborations.

Shree Cements Ltd. (SCL)

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 65,773.7 million
Chairman/MD/CEO/President	Mr. B. G. Bangur, Chairman
No of branches/offices	10
Number of Employees	3,778
No of subsidiaries	No subsidiaries
Parent Company (If any)	--
Market Capitalisation	INR 152,200 million
Company Overview	<p>SCL was incorporated in 1979 and promoted by Kolkata based industrialists P D Bangur and B. G. Bangur. The company manufactures ordinary Portland cement and Pozzolana Portland cement. The company is also engaged in the business of power generation. SCL has two reportable business segments – cement and power.</p> <p>SCL follows a multi-brand strategy and sells its cement under the brands “Shree Ultra”, “Bangur Cement” and “Rockstrong Cement”. Its sells the majority of its cement in North India. SCL’s cement plants are located at Beawar, Ras, Khushkhera, Jobner (Jaipur) and Suratgarh in Rajasthan and Laksar (Roorkee) in Uttarakhand. As on June 30, 2012, The company had aggregate cement production capacity of 13.5 million tonnes per annum (MTPA). SCL also has power generation capacity of 560 MW with plants located at Beawar and Ras in Rajasthan.</p>
Contact Details	<p>Corporate Office: 21 Strand Road, Kolkata – 700 001, West Bengal Tel: +91 33-22309601 Fax: +91 33-22434226 Email: sclcal@shreecementltd.com Web: http://shreecement.in</p>
Rating	AA+ (CRISIL)

2. Management Type & Share holding

The management comprises both family members and professionals.

2.1 Key People

Name	Designation
Mr. B. G. Bangur	Chairman
Mr. H. M. Bangur	Managing Director
Mr. Prashant Bangur	Whole Time Director
Mr. Mahendra Singhi	Executive Director
Mr. R. L. Gaggar	Director
Mr. O. P. Setia	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	22,569,997	64.79
Institutions	4,628,589	13.29
Non-Institutions	7,638,639	21.93

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	The company manufactures ordinary Portland cement and pozzolana Portland cement.
Power	SCL also has power generation capacity of 560 MW with plants located at Beawarand Ras in Rajasthan.

3.2 Subsidiaries

The company does not have any subsidiary.

4. Growth strategy and business model

The company follows a multi-brand strategy and sells its cement under the highly recognized brands of Shree Ultra, Bangur and Rockstrong. The company sells the majority of the cement it produces in North India.

5. Foreign collaboration

The company has no foreign collaboration.

Panyam Cements & Mineral Industries Limited

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 2,222.4 million
Chairman/MD/CEO/President	Mr. S.P.Y. Reddy
No of branches/offices	13
Number of Employees	--
No of subsidiaries	--
Parent Company(if any)	--
Market Capitalisation	INR 812.9 million as on 18 th Jan. 12
Company Overview	Panyam Cement and Mineral Industries Ltd. (PCMIL), incorporated in 1955, has interests across cement, chemical and engineering sectors. The company's cement plant at Kurnool, Andhra Pradesh, has an installed capacity of 531,000 MT per annum. Other capacities include 10,000 MT per annum for steel wire, 14,850 MT per annum for calcium carbide and 1,800 MT per annum for acetylene black. PCMIL manufactures portland cement under the brand name, Pyramid. Its steel wire division came into existence when Deccan Wires was amalgamated with The company. The company's major clients include Union Carbide, Geep Industrial Syndicate, Lakanpal National, IOC, Chemplast, etc.
Contact Details	Corporate Office: Plot No: 188, Phase-II, Kamalapuri Colony, Hyderabad-500073 Tel: +91 40 23555317 Fax: +91 40 23555316 E-mail: caohyd@panyamcements.com Web: http://panyamcements.com
Rating	--

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. S. P. Y. Reddy	Chairman
Mr. S. Sreedhar Reddy	Managing Director
Mr. A. SathyaBhushanaRao	Alternate Director
Mr. R.K. PrasadSunkara	Director
Mr. V. Ramnath	Director
Mr. A. V. Narasimha Reddy	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	8,250,561	51.51
Institution	4,328,367	27.02
Non-Institution	3,439,211	21.47

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	The company manufactures ordinary Portland cement.

3.2 Subsidiaries

The company does not have any subsidiary.

4. Growth strategy and business model

In the earlier years the cement division incurred losses due to its inability to operate continuously at optimum levels on account of inadequate working capital and high cost of production which is mainly due to high power consumption and coal when compared to industry norms of similar capacity. Now the management has taken various steps to optimize the production levels and taken necessary measures to reduce the cost of production. The efforts of the management have yielded results since FY2007 and The company has started making profits.

5. Foreign collaboration

The company has no foreign collaborations.

Dalmia Bharat Enterprises Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 1,567.9 Million
Chairman/MD/CEO/President	Mr. Pradip Kumar Khaitan
No of branches/offices	30+ concentrated mainly in the Southern states
Number of Employees	1,256
No of subsidiaries	1
Parent Company(if any)	-
Market Capitalisation	INR 15,182.4 million
Company Overview	Dalmia Bharat Enterprises Ltd (DBEL) is a cement manufacturer with plants in Tamil Nadu and Andhra Pradesh. The company is engaged in the business of cement, thermal power and refractory. Its business segments include own-manufactured cement, refractory, management services and others. The own-manufactured cement segment includes manufacture and marketing of cement. The refractory segment includes marketing of refractory products. The company caters mainly to the needs of the domestic market and export turnover is negligible. It has cement plants in southern states of Tamil Nadu (Dalmiapuram and Ariyalur) and Andhra Pradesh (Kadapa), with a capacity of 9 MTPA. A leader in cement manufacturing since 1939, DCBL is a multi-spectrum cement player with double-digit market share and pioneer in super speciality cement for oil wells, railway sleepers and air strips.
Contact Details	Corporate Office: Hansalaya, 11th & 12th Floor, 15, Barakhamba Road, New Delhi - 110 001 Tel: +91-11 - 2331 0121 Fax: +91-11 - 23313303 E-mail: investorquery@dalmiacement.com Website: http://www.dalmiabel.com
Rating	Not rated

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. Pradip Kumar Khaitan	Chairman
Mr. Jai Hari Dalmia	Managing Director
Mr. Yadu Hari Dalmia	Managing Director
Mr. Gautam Dalmia	Director
Mr. Donald Macinnes Peck	Director
Mr. N. Gopaldaswamy	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	50,983,341	62.80
Institutions	9,986,444	12.30
Non-Institutions	20,219,518	24.90

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	A leader in cement manufacturing since 1939, DCBL is a multi-spectrum cement player with double digit market share and a pioneer in super specialty cements used for oil wells, railway sleepers and air strips. The company manufactures OPC, PPC and super specialty cement.
Power & Refractories	The Refractory segment includes marketing of refractory products. The group caters mainly to the needs of the domestic market.

3.2 Subsidiaries

Subsidiaries	Business Description
Dalmia Cement (Bharat) Limited (DCBL)	The company is engaged in the manufacturing and marketing of cement. Operating cement capacities of 8.2 MnT
Kanika Investments Ltd. (KIL)	An investment holding firm
Dalmia Power Ltd.(DPL)	The company is into the business of captive power generation and selling the excess to power grids.

4. Growth strategy and business model

Dalmia's partnership with Kohlberg Kravis and Roberts (KKR), forged in FY2011 through its subsidiary DCBL, marked an inflection point in its growth trajectory. KKR currently holds 15 percent stake in DCBL. For the next stage of its growth, DCBL plans both greenfield and brownfield expansions. With a strong focus on expanding across the north-eastern region, Dalmia acquired a 50 percent stake in Assam-based Calcom Cement. This acquisition gives access to an expandable capacity of 2.1 MTPA, along with the much-needed fillip to grow its footprint. The company also operates cement capacity and refractories through its listed entity, OCL India Limited, in which it holds 45percent stake.

5. Foreign collaboration

Kohlberg Kravis Roberts (KKR), a global private equity firm has committed to invest INR 7.5 billion in Dalmia Cement (Bharat) Ltd, a subsidiary of DBEL. The first tranche of INR 5 billion was received by The company in FY2011. The company plans to start the next phase of expansion with a project of 2.5 million tonnes of cement. The funds infused will also be used to reduce debt.

Bheema Cements Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 1,638.00 million
Chairman/MD/CEO/President	Mr. S. Chandra Mohan, Chairman
No of branches/offices	3
Parent Company(if any)	No
Market Capitalisation	INR 488.1 million
Company Overview	Incorporated in 1978, Bheema Cements Ltd is a South-based cement manufacturer. It has a production capacity of 0.9 million tonnes per annum (mtpa). The company's cement plant is located in Ramapuram village, Nalgonda District in Andhra Pradesh. It started its business with manufacture of ordinary Portland cement and later introduced the Pozzolana Portland cement under the brand name "Bheema Cements Super Grade". The company plans to gradually venture into the markets of Tamil Nadu, Karnataka, Orissa, Maharashtra, Kerala, Chhattisgarh and Pondicherry. The Corporate Debt Restructuring Empowered Group (CDR EG) approved the debt restructuring package of The company after it reported a net loss INR 215.7 m during the financial year 2010-11.
Contact Details	Corporate Office: No.6-3-652/C/A, Flat 5A, Kautilya Amrutha Estates, Somajiguda, HYDERABAD – 500082 Tel: +91-40-23423270, 23423271 Fax: +91-40-23311413 E-Mail : info@bheemacements.co.in Web: http://www.bheemacements.co.in
Rating	Not Rated

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. S. Chandra Mohan	Chairman
Mr. S. R. B.Ramesh Chandra	Managing Director
Mr. S. Kishore Chandra	Whole-Time Director
Capt. Jalagam Rama Rao (Retd.)	Director
Mr. S. V. Reddy	Director
Mr. K. R. Chari	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	17,614,586	62.96
Institutions	1,498,502	5.36
Non-Institutions	8,866,031	31.69

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	The company manufactures ordinary Portland cement and later introduced the Pozzolana Portland cement in the name and style of “Bheema Cements Super Grade”.

3.2 Subsidiaries

The company does not have any subsidiary.

4. Growth strategy and business model

The company has been in the cement manufacturing business for the last 25 years. It started its business with manufacture of ordinary Portland cement and later introduced the Pozzolana Portland cement in the name and style of “Bheema Cements Super Grade”. The company is also proposing to launch many more innovative and customized products for niche marketing.

5. Foreign collaboration

The company does not have any foreign collaboration.

Burnpur Cement Ltd. (BCL)

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 519.5 million
Chairman/MD/CEO/President	Mr. Prem Prakash Sharma, Chairman
No of branches/offices	4
Parent Company(if any)	--
Market Capitalisation	INR 537.4 million
Company Overview	Burnpur Cement Limited is one of the most reputed and large integrated private sector cement companies in the entire eastern region. Burnpur Cement Ltd. was originally incorporated on 19th June, 1986 as Ashoka Concrete and Allied Industries Pvt. Ltd. The name of The company was changed to Burnpur Cement Pvt. Ltd. on 18th September, 2001. The company was subsequently converted to public limited company to Burnpur Cement Ltd. on 12th November 2001. The first cement plant with an initial modest capacity of 30 TPD was set up in Asansol to produce Portland Slag Cement conforming to IS:455. The production phase was ushered in with the commissioning of this Plant in October, 1991. A slow and steady commissioning of other units led to a gradual stepping up of production over the years.
Contact Details	Corporate Office: 14 Bentinck Street, Gujarat Mansion 2nd Floor, Kolkata, West Bengal-700001 Tel : +91-33-22623167 Fax : +91-33-22623168 E-mail : info@burnpurcement.com Web : http://www.burnpurcement.com
Rating	--

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. Prem Prakash Sharma	Chairman
Mr. Ashok Gutgutia	Managing Director cum Vice Chairman
Mr. Subrata Mookerjee	Director
Mr. B. K. Ladha	Additional Director
Mr. Manoj Kumar Agarwal	Director
Mr. Ansul Agarwal	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	19,091,397	30.30
Institutions	-	-
Non-Institutions	43,912,966	69.70

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	Burnpur Cement is producing Portland slag cement presently. Once the Patratu plant comes into operation The company will also produce PPC & OPC cement.

3.2 Subsidiaries

The company does not have any subsidiary.

4. Growth strategy and business model

The company is focusing on increasing its network in order to have a higher sales volume. The company has started appointing the dealers across Bihar, Jharkhand and West Bengal. In recent past, it has also taken up brand building initiatives of its product by advertising through electronic media i.e T.V and other means like hoarding, wall painting etc., and has also introduced incentive schemes for dealers. The company has been in the cement-manufacturing business for the last 25 years. It started with the manufacture of OPC and later introduced PPC under the brand Bheema Cements Super Grade. The company is also proposing to launch many more innovative and customized products for niche marketing.

5. Foreign collaboration

The company does not have any foreign collaboration.

Kesoram Industries Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 62,826 million
Chairman/MD/CEO/President	Mr. Basant Kumar Birla
No of branches/offices	5
No of subsidiaries	No subsidiaries reported
Parent Company(If any)	--
Market Capitalisation	INR 6,060.7 million
Company Overview	KIL, the flagship company of the B.K. Birla group, is a diversified conglomerate engaged in manufacturing of tyres and tubes, cement, viscose filament rayon yarn (VFRY), transparent paper and spun pipes. The primary products of The company are tyre and cement. The B. K. Birla group is one of India's leading industrial groups with major interests in tea, chemicals and fertilisers, cement, tyres, textiles, vegetable oils and such like
Contact Details	Registered Office: 8th Floor, Birla Building, 9/1, R. N. Mukherjee Road, Kolkata - 700 001 Tel : +91-33-22435453 Fax : +91-33-22109455 E-mail : corporate@kesoram.net.in Web: http://www.kesocorp.com
Rating (CARE)	CARE A/CARE A1

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. Basant Kumar Birla	Chairman
Mr. Krishna Gopal Maheshwari	Director
Mr. PesiKushru Choksey	Director
Mr. Yashwant Mishra	Sr. Joint President, Marketing-Cement
Mr. U. S. Asopa	Chief Financial Officer & Sr. Joint President, Finance
Mr. Suresh Sharma	Sr. Joint President, Commercial

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	12,404,859	32.05
Institutions	8,118,584	20.98
Non-institutions	18,178,000	46.97

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business / Brand / Product descriptions
Cement	The company manufactures and markets cement under the brand names of "Vasavdatta", "Birla Shakti", "Birla Supreme" and "Birla Supreme Gold".
Tyres	The company manufactures and markets tyres under the brand name of "Birla tyres". The tyre business focusses essentially on the truck and bus tyre categories.
Rayon	The company manufactures products such as Sulphuric Acid, Viscose Filament Rayon Yarn, Cellophane paper etc.
Spun Pipes	The company manufactures cast iron spun pipes & pipe fittings
Heavy Chemicals	The company manufactures chemicals such as purified hydrogen gas, sulphuric acid, caustic soda lye, hydrochloric acid etc. for industrial use.

3.2 Subsidiaries

The company does not have any subsidiaries.

4. Growth strategy and business model

The company management is looking at revamping "product lines" with an eye on boosting the bottom line. The company's tyre division, Birla Tyres, has been facing pressure on the margins and is planning to induct higher-margin products.

The tyre and cement divisions are the company's core businesses. The tyre business contributed 63 percent to FY2011 revenue, while the cement business contributed 32 percent. Rest of the revenue was contributed by the remaining businesses of The company. In the cement segment, KIL's key brands are "Vasavdatta", "Birla Shakti", "Birla Supreme" and "Birla Supreme Gold", while tyres are sold under the brand name "Birla Tyres".

5. Foreign collaboration

The company does not have any foreign collaboration.

Shiva Cement Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 638.8 million
Chairman/MD/CEO/President	Mr. R. P. Gupta, Managing Director
No of branches/offices	3
Parent Company(if any)	--
Market Capitalisation	INR 751.7 million
Company Overview	<p>Shiva Cement Ltd (SCL) was incorporated in 1985 and its first commercial production commenced in 1986. The manufacturing facility is located at a strategic location in Odisha, with raw material and ready markets in the vicinity. Its natural marketing territory is Odisha, West Bengal, Jharkhand and Bihar. The company also boasts of captive limestone mines with surplus reserve to ensure uninterrupted availability of quality raw material. State-of-the-art infrastructure, coupled with core equipment surplus capacity, provides The company expansion potential.</p> <p>SCL entered into alliance with ACC in 2007. With equity stake in The company, ACC nominated two directors to the board. It also entered into marketing alliance with SCL. Cement produced was earlier marketed under Sumangal brand till 2007 but thereafter, it is being sold under ACC brand. It produces 100 percent Portland Slag Cement (PSC).</p>
Contact Details	<p>Corporate Office: P-25, Civil Township, Rourkela-769 004, Odisha, India Tel : +91-661- 2400828 Fax : +91-661- 2400172 E-Mail : corporate@shivacement.com Web: http://www.shivacement.com</p>
Rating	Not Rated

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. R. P. Gupta	Managing Director
Mr. Akash Gupta	Executive Director
Mr. B. K. Mangaraj	Director (Works)
Mr. O. P. Goyal	Director
Mr. Mahendra Singh	Director (Works & Project)
Mr. Ajay Kumar Sinha	Corporate Advisor (Marketing & Sales)

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	69,467,792	37.15
FIs, Banks & Mutual Funds	206,083	0.11
Others (Public)	117,326,125	62.74

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	The company produces 100 percent Portland Slag Cement (PSC).

3.2 Subsidiaries

The company does not have any subsidiaries.

4. Growth strategy and business model

The company has decided a few strategies to reduce cost in the previous year in FY2011. Few of them have been implemented. The remaining implementation will be taken up in the current year. The company has further decided to produce some quantity of PPC cement to consume surplus clinker.

5. Foreign collaboration

The company has no foreign collaborations.

Prism Cement Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 48,456.1 million
Chairman/MD/CEO/President	Mr. Rajesh G. Kapadia
No of branches/offices	13
Number of Employees	--
No of subsidiaries	6
Parent Company(if any)	--
Market Capitalisation	INR 23,481.6million
Company Overview	Prism Cement Limited is India's largest integrated building materials company, with a wide range of products from cement, RMC, tiles, bath products to kitchens. The company has three divisions, namely Prism Cement, H & R Johnson (India) and RMC Readymix (India). Prism Cement Limited also has a 74 percent stake in Raheja QBE General Insurance company Limited, a joint venture with QBE Group of Australia. Prism Cement commenced its production in August 1997 and manufactures PPC under the brand name Champion and Ordinary Portland Cement (OPC). It has a wide marketing network with about 2,000 dealers serviced from 46 stocking points. Prism currently sells over 3 MTPA of cement and clinker and is in the process of establishing another unit in the same location with a proposed cement capacity of 3.6 MTPA by 2010-2011. It is also setting up a 4.8 MTPA capacity cement plant in Andhra Pradesh by 2013-2014. This will take its overall capacity to over 11 MTPA.
Contact Details	Corporate Office: "Rahejas", Main Avenue, Vallabhai Patel Road, Santacruz(W), Mumbai 400 054. Tel: +91- 22-66754142 Fax: +91-022-26001304 Web: http://www.prismcement.com
Rating	-

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. Rajesh G. Kapadia	Chairman
Mr. Manoj Chhabra	Managing Director
Mr. Vijay Aggarwal	Managing Director
Mr. Ganesh Kaskar	Executive Director
Mr. Rajan B. Raheja	Director
Mr. Akshay R. Raheja	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	376,881,169	74.87
Institution	22,980,193	4.57
Non-Institution	103,495,218	20.56

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	The company manufactures Portland Pozzollana Cement (PPC) with the brand name 'Champion' and Ordinary Portland Cement (OPC).
H & R Johnson (India) (HRJ)	This division is in the field of ceramic tiles in India since 1958. Today, it offers a wide basket of products from tiles, bath products to kitchens. It offers the products under 3 strong brands, viz. Johnson, Marbonite and Endura.
Readymix	In the business of manufacturing ready mixed concrete with a pan India presence. The division operates 87 concrete plants and 9 aggregate crushers spread across 35 locations in the country. The concrete plants are used for commercial purpose as well as for captive consumption of infrastructure/large commercial and residential projects.

3.2 Subsidiaries

Subsidiaries	Business Description
Raheja QBE General Insurance Company Limited (RQBE)	The company is into general insurance.
Silica Ceramica Pvt. Limited	The company is into manufacturing of vitrified/glazed ceramic tiles.
H. & R. Johnson (India) TBK Limited	H. & R. Johnson (India) TBK Limited, the wholly-owned subsidiary of The company in the field of tile, bath and kitchen retailing.
Milano Bathroom Fittings Pvt. Limited	A wholly-owned subsidiary of the company manufacturing bathroom fittings and accessories.
Lifestyle Investments PVT Limited	Lifestyle Investments PVT Limited (LIPL) is an overseas wholly-owned subsidiary.
RMC ReadymixPorselano (India) Limited	RMC Division of the company is amongst the top three ready mixed concrete manufacturers, with a pan India presence. The division operates 87 concrete plants and 9 aggregate crushers spread across 35 locations in the country.

4. Growth strategy and business model

The company is expanding its spread by penetrating deeper into the existing markets and also plans to enter new ones. New product categories are being launched to enhance H. & R. Johnson (India) offerings at premium price points. Cost management and greater utilization of assets and adding new RMC plants in existing markets, where demand is robust, are also underway. The company has been allotted a coal block in the Chhindwara District of Madhya Pradesh and has received the requisite approval. It has acquired land to start the initial mine development activity and has commenced survey and basic infrastructure work. The mined coal will be used for captive consumption in the cement plant located at Satna, Madhya Pradesh, which is expected to bring down cement-manufacturing costs in future.

5. Foreign collaboration

Ardex Group, Germany: Ardex Endura (India) Pvt. Ltd. (AEIPL), Joint Venture with the German group Ardex which manufactures and markets tile adhesives, grouts, flooring, waterproofing and allied products.

Ramco Industries Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement Products
Turnover	INR 7,350.2 million
Chairman/MD/CEO/President	Mr. P. R.Ramasubrahmaneya Rajha (Chairman)
No of branches/offices	46
Number of Employees	--
No of subsidiaries	3
Parent Company(If any)	Ramco Group
Market Capitalisation	INR 5,572.4 million
Company Overview	Ramco Industries Limited (RIL), part of the Chennai-based Ramco Group, is primarily engaged in the manufacturing of asbestos-based fibre cement (FC) sheets, used as a roofing material. RIL is the fourth-largest player in the domestic FC sheet industry in terms of production. Apart from FC sheets, it is also engaged in spinning of cotton yarn, clinker grinding and manufacturing of calcium-silicate boards. RIL has a 100 percent subsidiary incorporated in Sri Lanka - Sri Ramco Lanka (Private) Limited - engaged in the manufacturing and marketing of FC sheets in the country.
Contact Details	Corporate Office: "Auras Corporate Centre", VI Floor, 98-A, Dr. Radhakrishnan Road Mylapore, Chennai - 600 004, Tamil Nadu, India Tel: +91-44-28478585 Fax: +91-44-28478597 E-mail: ril@ril.co.in Web: http://www.ramcoindltd.com
Rating	A-(ICRA)

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. P. R. Ramasubrahmaneya Rajha	Chairman
Mr. P. R. Venketrama Raja	Vice Chairman & M.D.
Mr. S. S. Ramachandra Raja	Director
Mr. N. K. Shrikantan Raja	Director
Mr. K. T. Ramachandran	Director
Mr. R. S. Agarwal	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	46,724,821	53.90
Institution	5,551,589	6.40
Non-Institution	34,386,650	39.70

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Building products	Ramco is among the leading producer of building products in India. Under this division, The company produces roofing sheets, roofing accessories and pressure pipes from fibre cement, and calcium silicate boards. It is among the market leaders in fibre cement roofing sheets in India. The fibre cement pressure pipes are used in irrigation and sewerage management.
Cotton yarn	The company operates in textiles through a subsidiary, Sri Ramco Spinners (SRS), which produces combed cotton yarn of 60s, 30s, 20s and 16s count for export to Europe, Southeast Asia and Japan.
Windmill	Ramco operates 14 windmills with an installed capacity of 16.40 MW. Its wind farms are located in Tamil Nadu, Gujarat and Karnataka.

3.2 Subsidiaries

Subsidiaries	Business Description
Sudharsanam Investments Limited, India	A wholly owned subsidiary
Sri Ramco Lanka (Private) Limited, Sri Lanka	A wholly owned subsidiary, manufacturing of FC sheet in Sri Lanka
Sri Ramco Roofings Lanka (Private) Limited, Sri Lanka	It is the company's step-down subsidiary and incorporated for manufacture of Fibre Cement Products in Sri Lanka.

4. Growth strategy and business model

The company would continue its research and development in the field of conventional and non-conventional fibres and in production technology for manufacture of fibre cement sheets/calcium silicate boards.

5. Foreign collaboration

The company has no foreign collaborations.

J. K. Cement Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 28,924.5 million
Chairman/MD/CEO/President	Dr. Gaur HariSinghania (Chairman)
No of branches/offices	9
Number of Employees	2,214
No of subsidiaries	2
Parent Company(if any)	--
Market Capitalisation	INR 2,383 million
Company Overview	J.K. Cement Limited (JKCL) is one of the leading manufacturers of cement. JKCL commenced commercial operations in May 1975 at Nimbahera, Rajasthan. The company produces 53-grade, 43-grade and 33 grade ordinary Portland cement (OPC) grey cement and Portland Pozzolana cement (PPC) under grey and white cement. It also manufactures waterproof cement for flooring, wall application and other specialised applications. Its products are marketed under the brand names "J.K. Cement" and "Sarvashaktiman" for OPC products, "J.K. Super" for PPC products and "J.K. White" and "Camel" for white cement products.
Contact Details	Registered Office: Kamla Tower, Kanpur - 208001 Tel : +91-512 - 2371478 Fax : +91-512 – 2399854 E-mail: shambhu.singh@jkcement.com Web: http://www.jkcement.com
Rating (CARE)	AA-/A1+ (CARE)

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Dr. Gaur Hari Singhania	Chairman
Mr. Yadupati Singhania	Managing Director and CEO
Mr. Ashok Sharma	Director
Mr. Achintya Karati	Director
Mr. Jayant Narayan Godbole	Director
Mr. Raj Kumar Lohia	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	46,548,391	66.57
Institutions	15,015,548	21.47
Non-Institutions	8,363,311	11.96

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business / Brand / Product descriptions
Cement	The company produces 53-grade, 43-grade and 33 grade ordinary Portland cement (OPC) grey cement and Portland Pozzolana cement (PPC) under grey and white cement. It also manufactures water proof cement for flooring, wall application and other specialised applications. Its products are marketed under the brand names “J.K. Cement” and “Sarvashaktiman” for OPC products, “J.K. Super” for PPC products and “J.K. White” and “Camel” for white cement products.

3.2 Subsidiaries

Subsidiaries	Business Description
J.K. Cement (Fujairah) FZC	Engaged in the business of cement
J.K.Cement Works (Fujairah) FZC	The company has finalized the size of the plant and it is proposed to set up a greenfield dual process cement plant having capability of producing either 0.6 million tons of white cement or 1 million tons of grey cement or a combination of both depending upon the market condition in GCC region, under the subsidiary, J.K Cement Works (Fujairah) FZC, UAE, which is a Joint venture company with the government of Fujairah. The company has awarded the EPC contract for the plant and the work at site has already begun.

4. Growth strategy and business model

The company's is aiming to become a premium global brand with focus on inclusive growth across its core business which is cement. J.K. Cement undertook initiatives to enhance brand visibility in the southern part of India. It is now on course to emerging as a pan-India player. The company is currently inclined on risk-focused approach. The company is also investing in developing knowledge and skill set of people to meet international benchmarks.

5. Foreign collaboration

J.K Cement Works (Fujairah) FZC, UAE is a Joint venture Company with the Government of Fujairah. The company has awarded the EPC contract for the plant and the work at site has already begun. The plant is expected to be on stream by 31st March, 2014.

Chettinad Cement Corporation Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement
Turnover	INR 23,473.0 million
Chairman/MD/CEO/President	Dr. M.A.M. Ramaswamy, (Chairman)
No of branches/offices	4
No. of Employees	1,532
Parent Company(If any)	--
Market Capitalisation	INR 34,876.6 million
Company Overview	<p>Chettinad Cement Corporation Limited (CCCL), incorporated in 1962, belongs to the Tamil Nadu-based Chettinad group. It has been manufacturing cement since 1967. The group has interests in cement, engineering, logistics, transportation, education, hospitals and other sectors.</p> <p>CCCL has an established position in the southern market, supplying cement to residential, commercial and engineering projects. The company produces sulphate-resistant Portland cement (SRCPC), Portland slag cement, PPC, and OPC in grades 43 and 53. Besides cement, The company also produces RMC.</p> <p>Its first manufacturing unit, located at Puliur in Tamil Nadu, commenced production in April 1968. The company has three manufacturing units in Tamil Nadu. In FY2012, it commissioned its fourth cement plant, with a capacity of 2.5 MTPA, in Chincholi Taluka, Karnataka. It has also commissioned a thermal power plant of 30 MW capacity on the site.</p>
Contact Details	<p>"Rani Seethai Hall", 5th Floor # 603, Anna Salai, Chennai-600 006, INDIA. Tel: +91-44-28292727 Fax: +91-44-28291258 E-mail: info@chettinadcement.com Web:http://www.chettinad.com</p>
Rating	CARE AA- /CARE A1+

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Dr. M. A. M. Ramaswamy	Chairman
Mr. M. A. M. R. Muthiah	Managing Director
Mr. Ramanathan Palaniappan	Director
Mr. R. Krishnamoorthy	Director
Mr. K. Ganapathy	Director
Mr. L. Muthukrishnan	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoter and Promoter Group	33,782,577	88.44
Institutions	1,241,191	3.25
Non-Institutions	3,175,230	8.31

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Cement	Manufactures and sellscement

3.2 Subsidiaries

The company does not have any subsidiary.

4. Growth strategy and business model

The company has a strategy of growing through expansion. Accordingly, The company commissioned its 2.5 Million tonnes of cement manufacturing unit at Sangam K Village, Gulbarga District, Karnataka, during the financial year 2011-12. With this total installed capacity of the company stands at 11.0 Million tonnes. The company is looking to grow with initiation of greenfield project and aims to expand production capacity in the near future.

5. Foreign collaboration

The company does not have any foreign collaboration.

Murli Industries Ltd.

1. Company Overview & Contact details

Company Details and Overview	
Sector	Cement/Diversified
Turnover	INR 11,532.9 million
Chairman/MD/CEO/President	Mr. Shobagmal B. Maloo
No of branches/offices	10
Number of Employees	--
No of subsidiaries	4
Parent Company(if any)	--
Market Capitalisation	INR 991.5 million
Company Overview	<p>Murli Industries Limited (MIL) produces and markets various agri-based products such as soya deoiled cakes, refined edible oil and paper products like duplex, news print and printing paper, maplithopaper, copier paper, cream wove, etc. MIL had originally launched operations as a solvent extractor.</p> <p>The company changed its name from Murli Agro Products Ltd to Murli Industries Ltd in 2007. The company is headquartered in Nagpur. Its 10 manufacturing facilities are located at Nagpur and in the Chandrapur district of Maharashtra.</p>
Contact Details	<p>Corporate Office: 'Radha House' 239, East Wardhman Nagar, Central Avenue, Nagpur 440008 Tel : +91-712 -3050000 Fax :+91- 712- 2684422 E-mail: info@murliindustries.com Web: www.murliindustries.com</p>
Rating	--

2. Management Type & Share holding

The company has a mix of family and professionals in its management.

2.1 Key People

Name	Designation
Mr. Shobagmal B. Maloo	Chairman
Mr. Nandlal Maloo	Managing Director
Mr. Lalchand B. Maloo	Director
Mr. Sunil Kumar Maloo	Director
Mr. Yashpal Dhiman	Director
Mr. B. P. Ganu	Director

2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	22,111,600	30.66
Institution	22,874,194	31.72
Non-Institution	27,121,981	37.61

3. Categories of businesses & Subsidiaries

3.1 Business Areas

Division	Business Descriptions
Solvent Extraction Plant	The solvent extraction unit is engaged in the manufacture of edible oils such as soya refined oil, soya de-oil cakes for cattle and poultry feed and soya acid oil.
Paper	The paper unit manufactures duplex paper board, newsprint, writing & printing paper, SBS board and pulp.
Captive Power Generation	MIL's power unit is engaged in generation of power, which is used to meet its own requirements.
Cement	The cement unit manufactures Portland Pozzolona cement (PPC) and ordinary Portland cement (OPC).

3.2 Subsidiaries

Subsidiaries	Business Description
Murli Cement Limited	Manufactures Portland Pozzolona cement (PPC) and ordinary Portland cement (OPC).
Murli Cement (Karnataka) Limited	Manufactures Portland Pozzolona cement (PPC) and ordinary Portland cement (OPC).
Murli Cement (Maharashtra) Limited	Manufactures Portland Pozzolona cement (PPC) and ordinary Portland cement (OPC).
Murli Cement (Rajasthan) Limited	Manufactures Portland Pozzolona cement (PPC) and ordinary Portland cement (OPC).

4. Growth strategy and business model

The company is focused on both inclusive growth of its various segments and reduction in the cost of production. Capacity expansion is the key strategy to compete with its rivals and regain the market share, which was impacted due to losses in the previous fiscal year FY2011.

5. Foreign collaboration

The company has no foreign collaborations