



CEMENT

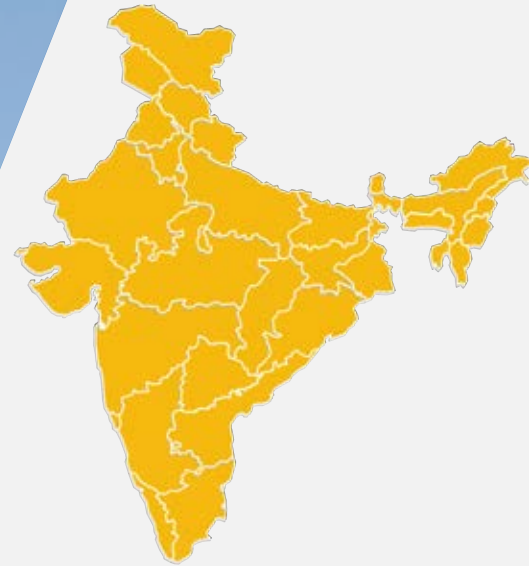
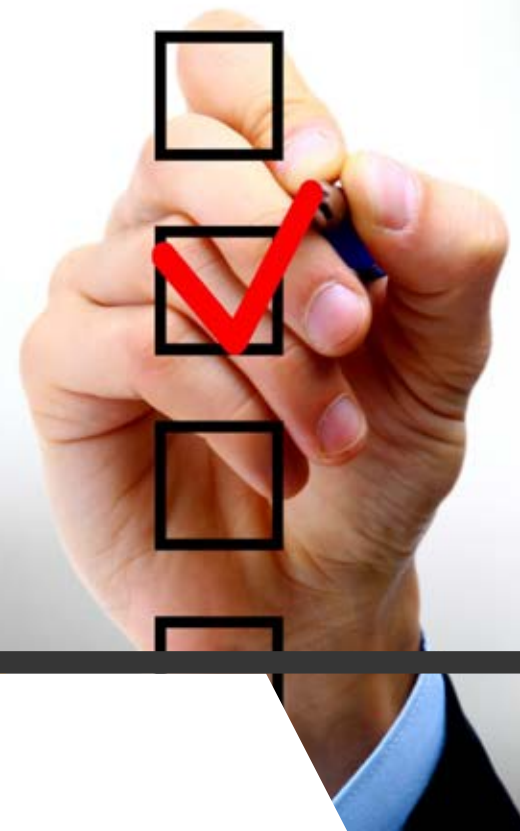
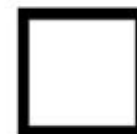
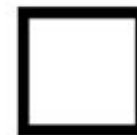
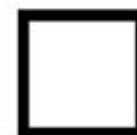


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Second largest cement market

- India's overall cement production capacity was nearly 502 million tonnes as of FY19 and consumption has increased by 5 per cent in the FY19 due to the high growth in housing segment and higher infrastructure spending.
- India's cement production capacity is expected to reach 550 million tonnes by 2025.
- India is the second largest cement producer in the world and accounts for over 8 per cent of the global installed capacity, as of 2018.

Dominated by private players

- Of the total capacity, 98 per cent lies with the private sector and the rest with public sector.
- The top 20 companies accounting for around 70 per cent of the total production

Higher share of large plants

- 210 large cement plants account for a cumulative installed capacity of over 410 million tonnes, while over 350 mini cement plants have an estimated production capacity of nearly 11.10 million tonnes.

Large concentration in south and west

- Of the total 210 large cement plants in India, 77 are situated in the states of Andhra Pradesh, Rajasthan & Tamil Nadu.

Source: Cement Manufacturers Association, Ministry of External Affairs, DIPP, Heidelberg Cement Investors Presentation November 2018

ADVANTAGE INDIA



- India's cement demand is expected to rise 8 per cent in FY20, according to rating agency ICRA.
- Initiative to build 100 smart cities and boost to affordable housing projects to give a further stimulus
- 18-20 million tonnes per annum (MTPA) will be driven for the growth of domestic cement demand during FY20.
- High cement demand to be driven by government's focus on infrastructure and housing for all by 2022.

Robust demand

- The North-East, which is witnessing a construction boom, offers attractive investment opportunities.
- Opportunities available in areas such as housing, dedicated freight corridors, ports and other infrastructure projects.

Attractive opportunities

ADVANTAGE INDIA

- Oligopoly market, where large players have partial pricing control.
- Low threat from substitutes.
- Long-term cement demand growth rate is estimated at 1.2 times of GDP growth rate.
- Per capita cement consumption of cement at 235 kg is currently the lowest among developing countries while the world average is 520 kg.

Long-term potential

- Robust investments are being made by the existing players to expand their capacity
- FDI inflow in industry related to manufacturing of cement & gypsum products reached US\$ 5.28 billion between April 2000 and September 2019.
- National Infrastructure Pipeline (NIP) introduced projects worth Rs 102 lakh crore (US\$ 14.59 billion) for next five years.

Increasing investments

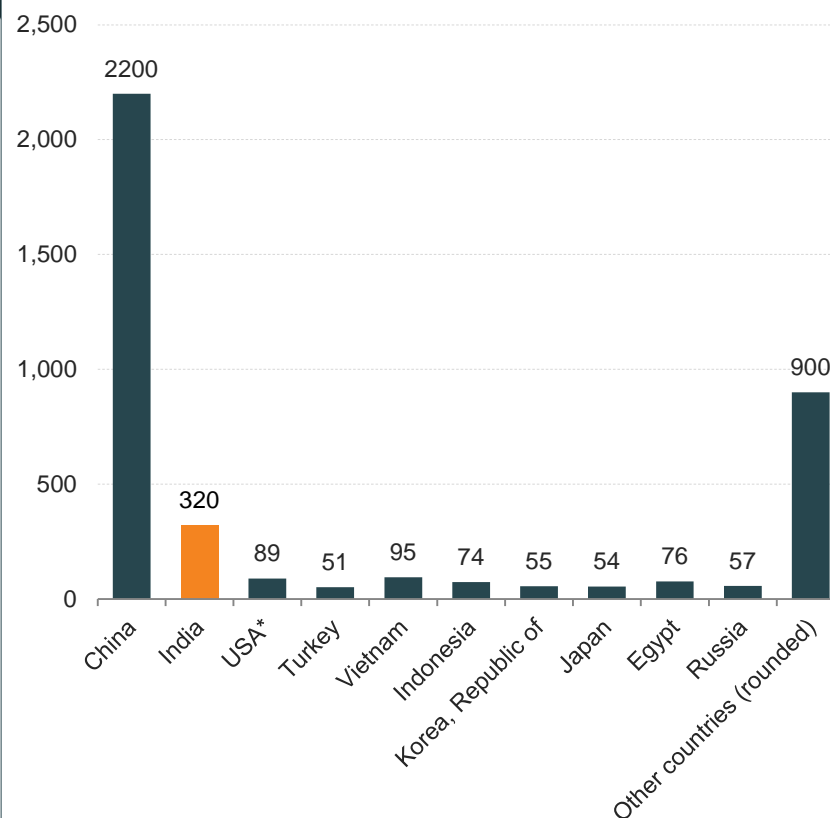
Source: Budget 2019-20, News Articles, , DIPP, *Ultratech investors presentation May 2018

MARKET OVERVIEW AND TRENDS



- India - world's second largest cement market, both in production and consumption.
- Supported by high level of activity going on in real estate and high government spending on smart cities and urban infrastructure.
- Cement production capacity was 509 MTPA as of 2018.
- Capacity addition of 20 million tonnes per annum (MTPA) is expected in FY19- FY21.
- The outlook for domestic cement sector is stable for October 2018 to March 2019 as overall demand conditions remain steady.
- In 2019E, the production of cement in India is estimated at 320 MTPA.

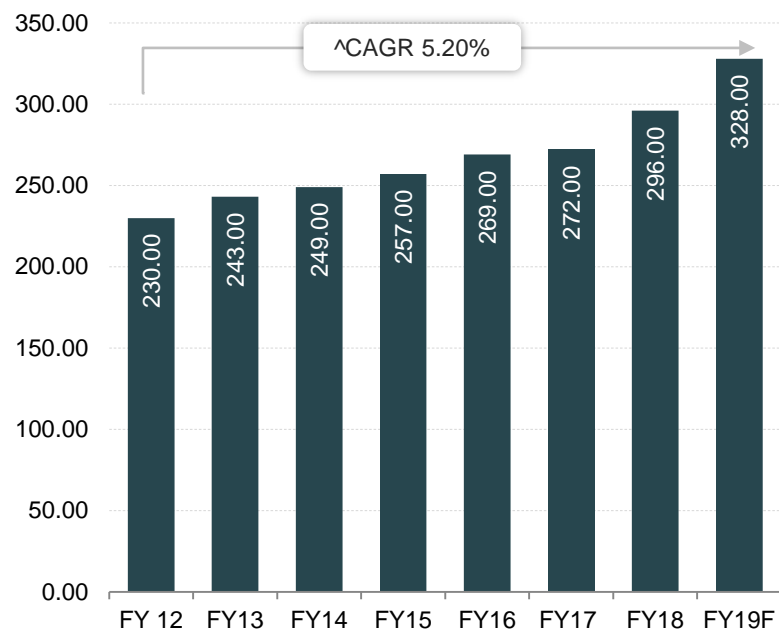
Top Cement Producers in 2019E (in MTPA)



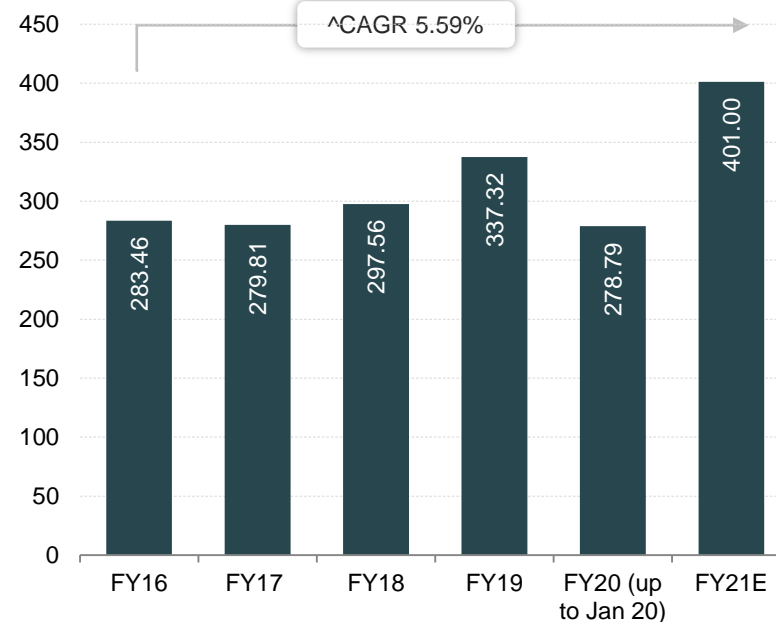
Note: E – Estimate, * Includes Puerto Rico,

Source: Cement Manufacturers Association, USGS Mineral Commodities Summary 2019, Crisil,

Cement consumption (million tonnes)



Cement Production in India (million tonnes)



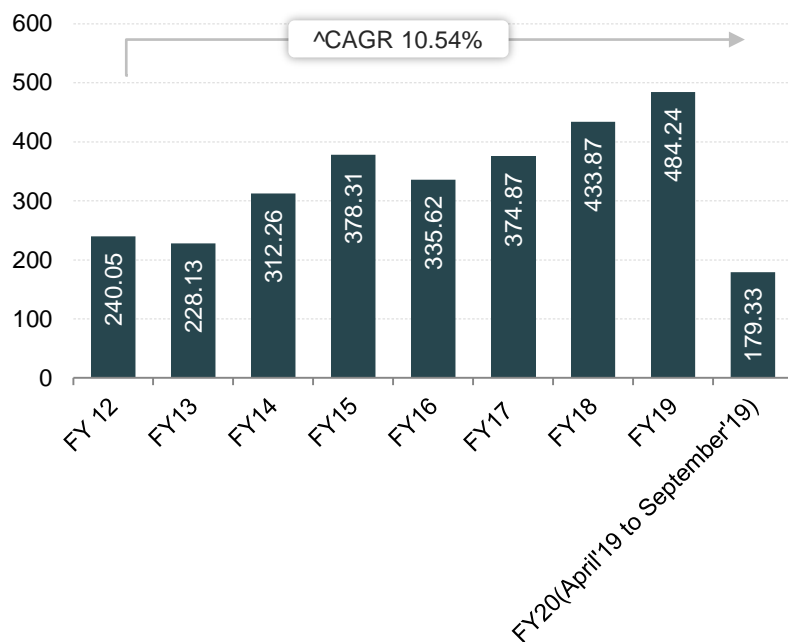
- India's cement production is expected to rise between 5-7 per cent in FY20, backed by demands in roads, urban infrastructure and commercial real estate.
- Cement production is reached to 337.32 million tonnes in 2018-19 and stood at 278.79 million tonnes between April 2019-January 2020.
- Sales of cement in India grew at 13.6 per cent year-on-year to 275.7 million tonnes during April 2018-January 2019.

Note: #As per CRISIL, ^CAGR is up to FY19, F-Forecast,

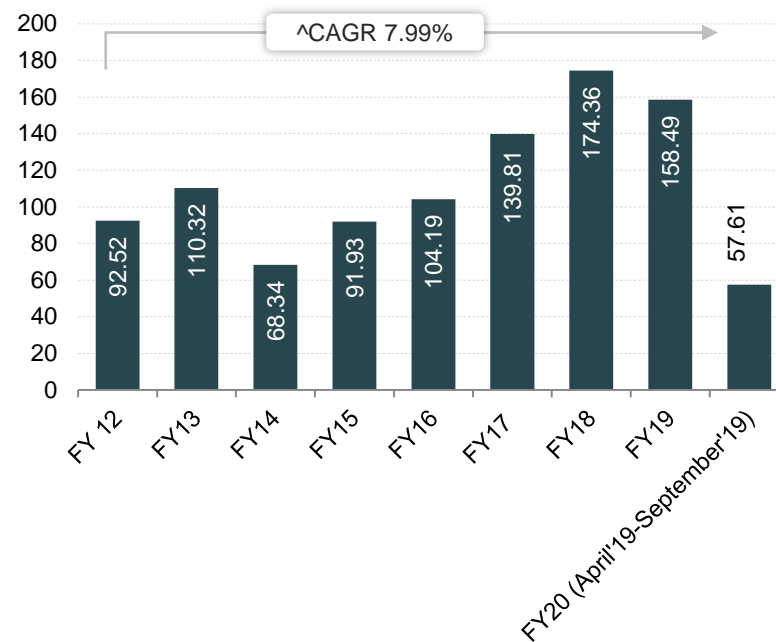
Source: Media sources, CARE Ratings, Ultratech Cement, ICRA

EXPORT AND IMPORT OF CEMENT

Cement Exports from India# (US\$ million)



Cement Imports to India# (US\$ million)

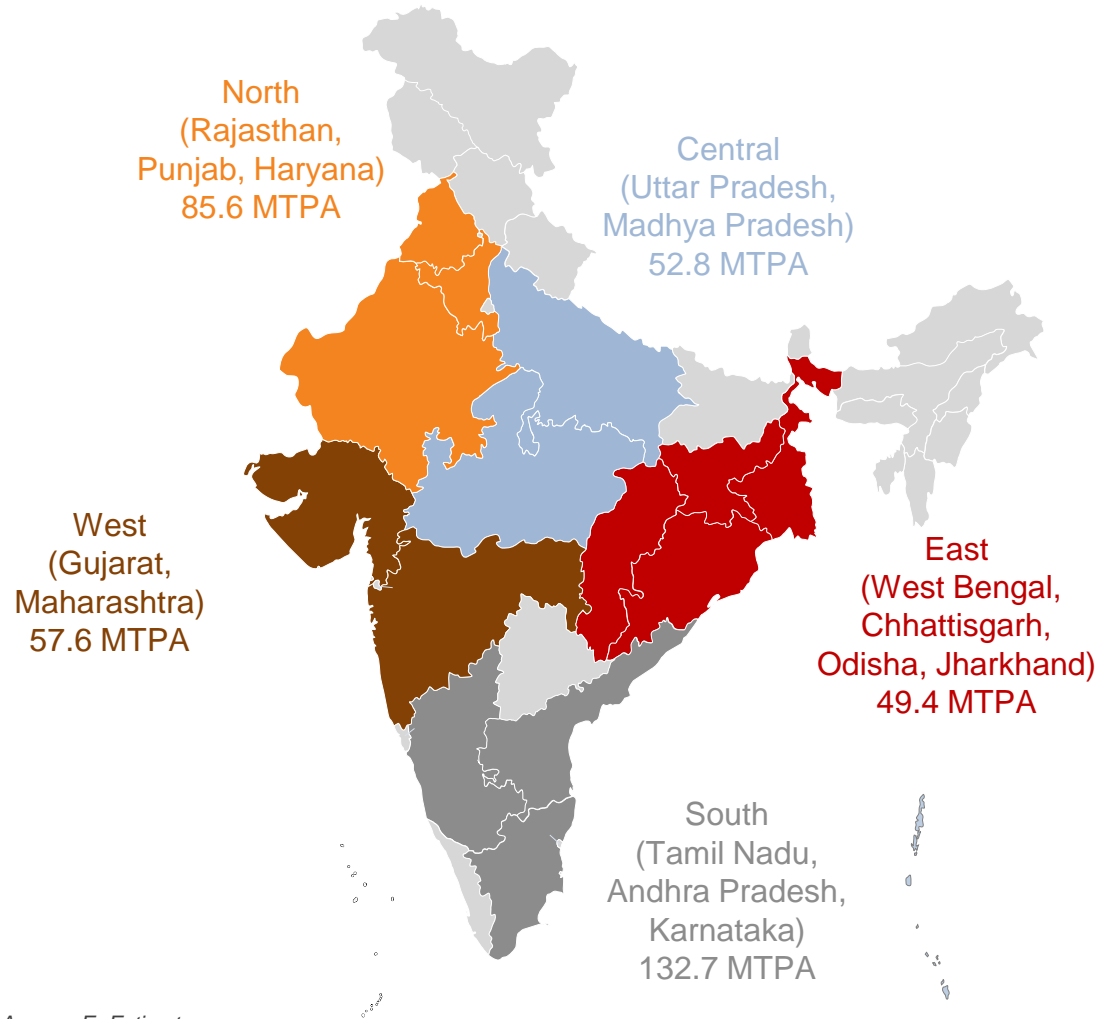


- India's exports of cement, clinker and asbestos cement increased at a CAGR of 10.54 per cent between FY12-FY20 (April-July 2019) to reach US\$ 177.93 million. During the same period imports of cement, clinker and asbestos cement increased at a CAGR of 7.99 per cent to US\$ 57.61million in FY20.
- The country's top export destinations for cement, clinker and asbestos cement in FY19 were Nepal, Sri Lanka, USA, Maldives and UK.
- The country's top five import sources for cement, clinker and asbestos cement in FY19 were Pakistan, Bangladesh, Japan, Vietnam and Thailand.

Note: #Including Cement, Clinker and Asbestos Cement, ^CAGR is up to FY19.

Source: DGCIS

INSTALLED CAPACITY AND KEY MARKETS IN EACH OF THE GEOGRAPHIC REGIONS



Notes: mtpa - Million Tonnes Per Annum, E- Estimates

Source: Indian Minerals Yearbook by Indian Bureau of Mines

STRATEGIES ADOPTED



Increasing presence of cement players

- Presence of small & mid-size cement players across regions is increasing, which helps to diminish market concentration of industry leaders
- A large number of foreign players have also entered the market owing to the profit margins, constant demand & right valuation.

Tie – up with overseas

- India has joined hands with Switzerland to reduce energy consumption & develop newer methods in the country for more efficient cement production, which would help India meet its rising demand for cement in the infrastructure sector

Housing for All

- In Union Budget 2019-20, the Government of India has extended benefits under Section 80 - IBA of the Income Tax Act till March 31, 2019 to promote affordable housing in India.
- Housing and real estate sectors accounts for nearly 65 per cent of the total cement consumption in India.

Adoption of cement instead of Bitumen and Ready Mix Concrete (RMC)

- The Government of India has decided to adopt cement instead of bitumen for the construction of all new road projects on the grounds that cement is more durable & cheaper to maintain than bitumen in the long run.
- Companies are trying to develop a niche market for RMC (Ready Mix Concrete)

Mergers & Acquisitions

- In November 2018, Ultratech Cement received approval for its purchase of Binani Cement for a consideration of Rs 7,950 crore (US\$ 1.10 billion).
- In October 2018, India Cements entered into a share purchase agreement worth Rs 182.89 crore (US\$ 26.06 million) for acquisition of Springway Mining. The acquisition will help the company to enter the Uttar Pradesh market and other markets in North India.

Source: Union Budget 2019– 20, Emkay Global Financial Services, News Articles

SUCCESSFUL USE OF ALTERNATE FUELS IN CEMENT PRODUCTION

Company/Plant	Strategy	Benefits
Madras Cement's Alathiyur plant	Use bioenergy through burning of coffee husk & cashew nut shells	Annual cost savings of US\$ 1.7 million
India Cements Ltd's Dalavoi plant	Use Low Sulphur Heavy Stock (LSHS) sludge as alternate fuel	Annual savings of US\$ 6,500 approx
UltraTech's Gujarat Cement Works	Use tyre chips & rubber dust as alternate fuel	Reduction of about 30,000 tonnes of carbon emissions annually
Lafarge's Arasmeta plant	Substitute 10 per cent of coal used in kilns with rice husk	Higher energy savings and lower carbon emissions

Source: CMA

GROWTH DRIVERS AND OPPORTUNITIES



- India's cement demand is expected to rise 8 per cent in FY20, according to rating agency ICRA.
- “The demand of Cement industry is expected to achieve 550-600 million tonnes per annum constantly by 2025 because of the expanding requests of different divisions i.e. housing, commercial construction and industrial construction.”

Housing and Real Estate

- Government initiatives like Housing For All to push demand in the sector.
- Real Estate market in India is expected to reach US\$ 1 trillion by 2023 and attract investment of Rs 46,000 crore (US\$ 6.5 billion) in 2020.
- Strong growth in rural housing and low-cost housing to amplify demand.

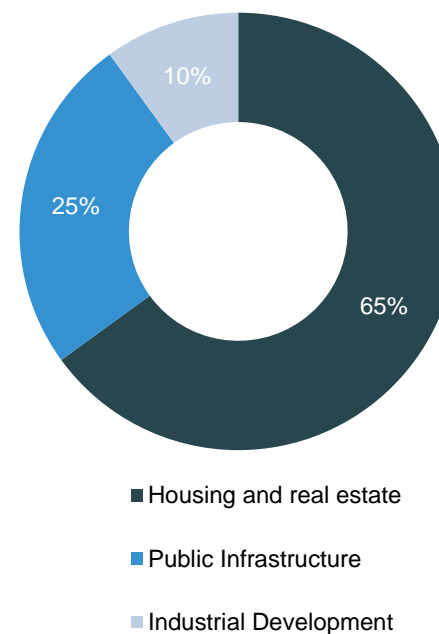
Public Infrastructure

- As per Union Budget 2019-20, Government is expected to upgrade 1,25,000 kms of road length over the next five years.
- Projects like Dedicated Freight Corridors and ports under development.
- Metro rail projects already underway in most major cities.
- Government of India's push with Smart Cities Mission and AMRUT.

Industrial Development

- Strong economic growth is expected to lead to growth of the industrial sector and in turn increase in demand in the long run.

Percentage share of cement demand in FY19



Source: Ministry of External Affairs (Investment and Technology Promotion Division), AT Kearney, CARE Ratings, NAREDCO and APREA

Union Budget 2019-20

- The Union Budget has allocated Rs 139 billion (US\$ 1.93 billion) for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission. Government's infrastructure push combined with housing for all, Smart Cities Mission and Swachh Bharat Abhiyan is going to boost cement demand in the country.
- To enhance the source of capital for infrastructure financing, Credit Guarantee Enhancement Corporation for which regulations have been notified by the RBI, will be set up in 2019-20.

Affordable Housing

- In Union Budget 2020-21, the Government of India has extended benefits under Section 80 - IBA of the Income Tax Act till March 31, 2020 to promote affordable housing in India
- Enhanced interest deduction up to Rs 150,000 (US\$ 2,146) for purchase of an affordable house.

Pradhan Mantri Awaas Yojana - Gramin scheme

- An outlay of Rs 27,500 crore (US\$ 3.93 billion) has been allotted under Pradhan Mantri Awas Yojana in Union Budget 2020-21.
- Pradhan Mantri Awas Yojana – Gramin (PMAY-G) aims to achieve the objective of “Housing for All” by 2022. A total of 1.54 crore rural homes have been completed in the last five years. In the second phase of PMAY-G, during 2019-20 to 2021-22.

Auction of limestone block

- As of September 2019, two more blocks, Naringpanga graphite block with a reserve of 0.33 million tonne in Rayagada district and Uskalvagu Limestone block in Malkangiri district were auctioned.

Note: RE – Revised Estimate
Source: . News Articles

Emami Cement

- Emami Cement currently has three cement manufacturing assets with a capacity of 5.6 million tonnes.
- In May 2019, SEBI approved Emami Cement Ltd's initial public offering (IPO).
- The company is setting up its Kalinganagar manufacturing plant and expects operations to start by April 2019. It also acquired the Bhabua manufacturing plant in September 2018.

Shree Cement

- The company plans to enter West Indian market by mid 2020, with a 2.5 million tonne per annum grinding unit near Pune. It intends to invest around Rs 625 crore (US\$ 89.42 million) in this project.
- The company target to expand capacity to 55 mtpa by 2023 and 75-80 mtpa by 2026.

Ambuja Cement

- As of March 2018, the company is going to invest Rs 1,391 crore (US\$ 214.86 million) for setting up a 1.7 MTPA greenfield clinker plant in Rajasthan which is expected to be operational by second half of 2020. A majority of land is already in possession of the company and the rest is in advanced stages of acquisition.

Ultratech Cement

- During 2017-18, Ultratech commissioned a greenfield clinker plant with a capacity of 2.5 MTPA and a cement grinding facility with 1.75 MTPA capacity in Dhar, Madhya Pradesh. The company is expecting to complete a 1.75 MTPA cement grinding facility and a 13 MW waste heat recovery system by September 2018 at the same location.
- The company is planning to build a US\$ 287 million plant in Rajasthan. The plant will have a capacity of 3.5 million tonnes per annum and is expected to commence operations by June 2020.
- In October 2019, company announced plans to invest Rs 940 crore (US\$ 134.50 million) to increase the production of premium products for strengthening its position in eastern markets.

*Note: *MTPA – Million Tonnes Per Annum*

Source: , News Articles

Ramco Cements

- The company will invest Rs 15 billion (US\$ 213.74 million) to set up a 3.15 MTPA green field cement plant in Andhra Pradesh. With this investment, the company will become the largest cement manufacturer in Andhra Pradesh.

ACC

- In 2019, company launched Siliguri's first branded ready-mix concrete plant and inaugurated three new RMX plants at Siliguri, Chennai and Sindri.

Heidelberg Cement

- Heidelberg Cement, a Germany-based cement manufacturer has commissioned Phase-I of its Jhansi grinding unit. The company has undertaken an investment worth US\$ 259.4 million for expanding its capacity to 2.9 MT.
- As of 2019, company has four cement manufacturing plant, four grinding unit and one cement terminals in the country.

Dalmia Cement

- As of November 2019, the company inaugurated an integrated Snorkel Manufacturing Line at Rajgangpur, Odisha.
- In Jan 2020, the company marked its ten year of operations in India. It has now five manufacturing plant in India, one in Germany and one in China.

JK Cement

- JK Cement is planning to invest Rs 1,700 crore (US\$ 235.6 million) by 2020 to increase its production capacity to 15 million tonnes from 10 million tonnes at current, and also entering into new markets like Gujarat and Uttar Pradesh.
- The company is aiming to further increase its production capacity to reach 18 MTPA by 2022.

Source: , News Articles

KEY INDUSTRY ORGANISATIONS



Cement Manufacturers' Association (CMA)

CMA Tower, A-2E, Sector 24 NOIDA – 201 301
Uttar Pradesh, India
Phone: 91-120-2411955, 2411957, 2411958
Fax: 91-120-2411956
E-mail: cmand@vsnl.com
Website: www.cmaindia.org/index.html

Indian Concrete Institute

Ocean Crest 79, Third Main Road, Gandhi Nagar, Adyar, Chennai – 600 020
Phone: 91-44-24912602
Fax: 91-44-24455148
E-mail: ici3@vsnl.in, ici4@airtelmail.in, vj6314@gmail.com
Website: www.indianconcreteinstitute.org

National Council for Cement and Building Materials

34th Milestone, Delhi-Mathura Road, Ballabgarh – 121 004 Haryana, India
Phone: 91-129-2242051/52/53/54/55/56; 4192222
Fax: 91-129-2242100; 2246175
E-mail: nccbm@vsnl.com; info@ncbindia.com

USEFUL INFORMATION



- CMA: Cement Manufacturers' Association
- GDP: Gross Domestic Product
- Gol: Government of India
- Rs: Indian Rupee
- MTPA: Million Tonnes Per Annum
- NE India: North-East India
- FY: Indian Financial Year (April to March)
- (FY10 implies April 2009 to March 2010)
- US\$: US Dollar
- Wherever applicable, numbers have been rounded off to the nearest whole number

EXCHANGE RATES

Exchange Rates (Fiscal Year)

Year INR	INR Equivalent of one US\$
2004-05	44.95
2005-06	44.28
2006-07	45.29
2007-08	40.24
2008-09	45.91
2009-10	47.42
2010-11	45.58
2011-12	47.95
2012-13	54.45
2013-14	60.50
2014-15	61.15
2015-16	65.46
2016-17	67.09
2017-18	64.45
2018-19	69.89

Exchange Rates (Calendar Year)

Year	INR Equivalent of one US\$
2005	44.11
2006	45.33
2007	41.29
2008	43.42
2009	48.35
2010	45.74
2011	46.67
2012	53.49
2013	58.63
2014	61.03
2015	64.15
2016	67.21
2017	65.12
2018	68.36
2019	69.89

Source: Reserve Bank of India, Average for the year

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