STAR CEMENT LIMITED
(Formerly CEMENT MANUFACTURING COMPANY LTD)

Date: 05.08.2022

The Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
Bandra Kurla complex, Bandra-East
Mumbai-400 051
Stock code: STARCEMENT

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001
Stock code: 540575

Dear Sir,

Subject: Investor Presentation for the first quarter ended 30th June, 2022

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing obligations and Disclosures Requirements) Regulation, 2015, an Investor Presentation for the first quarter ended 30th June, 2022 has been prepared and the same has been disseminated on the Company's website at https://www.starcement.co.in/investor/investors-presentation. We are enclosing herewith a copy of the Presentation for your information and record.

Request you to kindly take this communication on record.

Thanking you,

Yours faithfully,
For Star Cement Limited

05-08-2022

X

Debabrata Thakurta
Company Secretary
Signed by: DEBABRATA THAKURTA

Debabrata Thakurta
(Company Secretary)

STAR CEMENT LIMITED KOLKATA

Encl. as stated

CREATING A BETTER TOMORROW

STAR CEMENT LIMITED

An Integrated Cement Company

NSE Ticker: STARCEMENT | BSE Ticker: 540575 | Bloomberg Ticker: STRCEM:IN

Q1 Presentation | June 2022

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KNOW US BETTER

CORPORATE OVERVIEW

STAR CEMENT AT A GLANCE

As one of the most renowned and leading names among Eastern India's cement manufacturers, Star Cement enjoys a strong brand recall. The Company caters to significant cement markets across the region and functions across its six manufacturing units spread in the Eastern India region.

5.7 MTPA
AGGREGATE CEMENT CAPACITY

2.8 MTPA
AGGREGATE CLINKER CAPACITY

2,100+
TOTAL DEALER NETWORK

12,000+
TOTAL RETAILER NETWORK

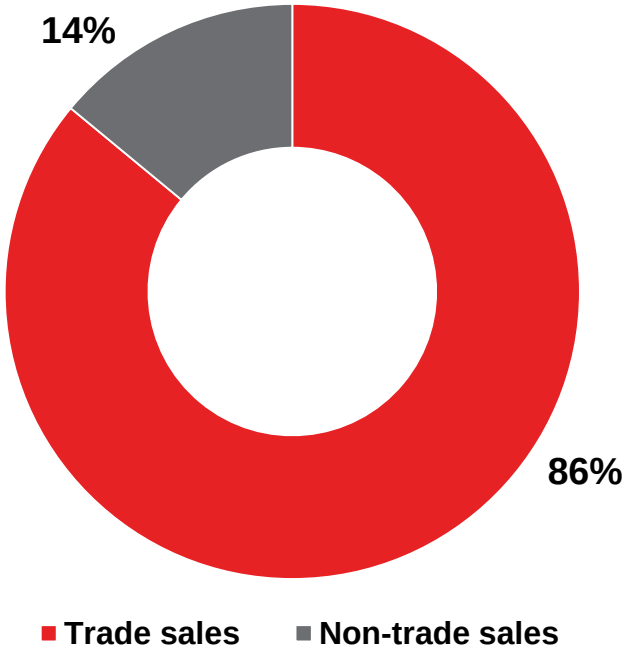
1,900+
WORKFORCE

ZERO DEBT
COMPANY

HIGHEST
MARKET SHARE IN NORTH-EASTERN REGION

ONE OF THE
COUNTRY'S FINEST
LIMESTONE RESERVES

SALES MIX



OUR STAR PRODUCTS

ORDINARY PORTLAND CEMENT (OPC)

OPC 43:

Suitable for construction where the grade of concrete is upto M-30.

OPC 53:

Provides high strength and durability to structures with optimum particle size distribution and superior crystallized structure.

PORTLAND POZZOLANA CEMENT (PPC)

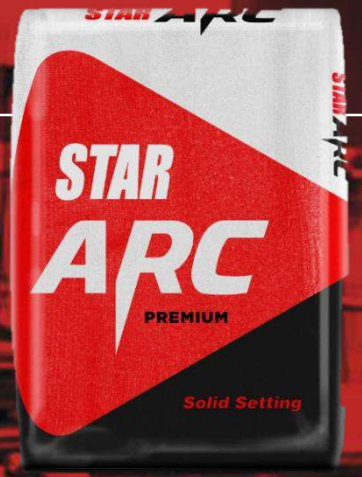
PPC:

Ideal for:

- Mass concreting works
- Masonry mortars and plastering

It is resistant to chemical attacks, more durable, improves strength and viscosity, has lower permeability, is water-resistant, and has better cohesiveness.

ANTI RUST CEMENT (ARC)



ARC:

A highlight of Star Cement's innovative product line and a robust R&D, ARC imparts anti-rust and anti-corrosive properties in the reinforcing bars for higher durability and service life of the structure.

A JOURNEY THAT SPEAKS OF EXPANSION

Our growth is reflected in how our manufacturing capacities have expanded through the years. Here is a year-wise snapshot summarising our progress and additions to our cement and clinker capacities.

CLINKER (MMT)

FY 04-05	FY 07-08	FY 10-11	FY 12-13	FY 18-19
0.40	0.60	0.80	2.60	2.80

CEMENT (MMT)

FY 04-05	FY 07-08	FY 10-11	FY 12-13	FY 15-16	FY 16-17	FY 20-21
0.40	1.06	1.27	3.00	3.70	4.30	5.70

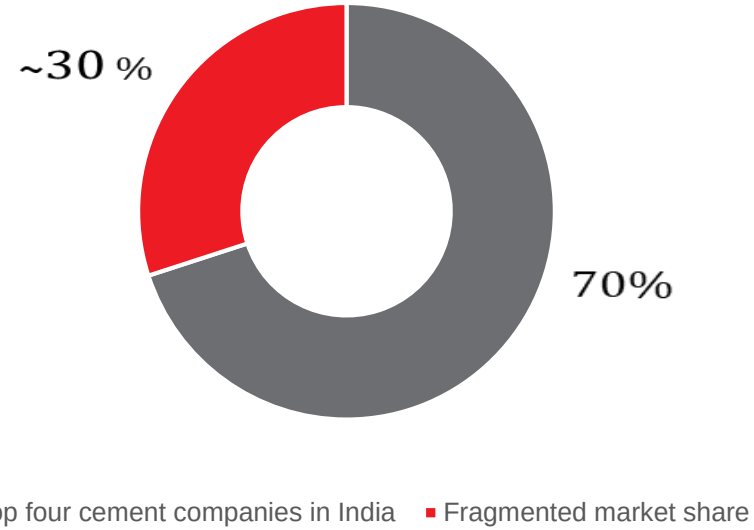
BETTER PROSPECTS & POSSIBILITIES

INDIAN CEMENT INDUSTRY

INDIAN CEMENT INDUSTRY'S PROMINENCE & OPPORTUNITIES

381 MT (E) annual cement production in FY 21-22 in India	The Indian Cement Industry stands second, following China, in terms of production on global-scale
195 KG per capita consumption	Lesser per capita consumption widens growth prospects for this industry, given that the world average per capita consumption stands at 500 Kg
12% output in FY 21-22	Cement output in India is predicted to rise by double-digits on a Year-on-Year basis in FY 21-22
80 MT cement capacity addition in next 3 years	Strong demand drivers of infrastructure and housing are expected to create an incremental cement demand of ~80 MT over the next three fiscal years
9% CAGR expected volume growth between FY 21-24	Long-term factors driving industry growth include Government push on infrastructural development increasing housing demand due to rising working-age population, urbanisation, & nuclear families along with improving rural incomes

CONCENTRATED CEMENT MARKET (%)



PROGRESS MADE UNDER PMGSY-III

72,000 kms

54,250 kms (WIP)

17,750 kms (Completed)

Total Sanctioned Length: **72,000 Km**
Approx. Cement Demand: **144 MT**
Completed Length: **17,750 Km**

42-47 MMT
Cement Demand generated through PMGSY

Source: https://pib.gov.in/PressReleasePage.aspx?PRID=1772578

BURGEONING EASTERN INDIA

OPPORTUNITIES IN THE EASTERN REGION

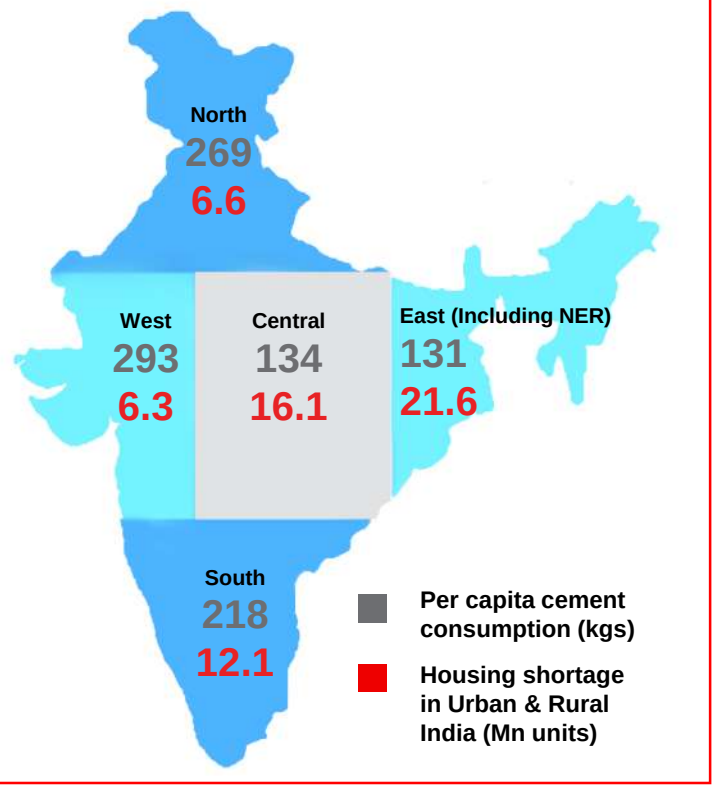
Cement consumption in the Eastern region (131 Kg) is although lower than the national average (195 Kg), the market is likely to witness positive change in near future. Thereby, leading to a higher contribution by the eastern market to domestic scale of production.

Given below are some of the growth factors:

- 21.6 Mn units of housing shortage in Eastern India Including North-East
- Higher focus on national security in the Eastern region of the Government initiating large pipeline of infrastructure projects
- Special focus on smart cities in Eastern region – with 21 out of 110 cities being selected under Smart City Mission
- Limestone availability in the region – the key raw material for cement manufacturing makes it an attractive destination
- For North-eastern states, the Centre is implementing various rail, road and air connectivity projects worth Rs 1,34,200 crore. 20 railway projects worth Rs 74,000 crore for 2,011 km, which are spread across the northeast. 4,000 km of roads in the region at a total cost of Rs 58,000 crore & 15 ongoing air connectivity projects in the northeast, costing around Rs 2,200 crore.

The Company's ongoing strategy involves utilizing its strong cash flows from the north-east, expanding to the untapped markets in the neighbourhood regions.

PER CAPITA CEMENT CONSUMPTION (KGS)



Out of the total housing shortage in urban India

- East India contributes 35%
- Central India contributes 25%

EASTERN INDIA OPPORTUNITIES: SERVING A BETTER TOMORROW

STAR CEMENT
Solid Setting

NATIONAL HIGHWAY WORKS

Length: 1,300 km
Investment: ₹ 34,000 Crore

Ongoing National Highway works of 1,300 km in the state of Assam to further witness a noticeable amount of investment *
(Source: https://economictimes.indiatimes.com/news/politics-and-nation/budget-allocation-for-north-india-increased-to-rs-55820-crore/articleshow/80635207.cms?from=mdr)

HIGHWAY WORKS

Length: 675 KM
Investment: ₹ 25,000 Crore

Kolkata–Siliguri highway to be constructed
(Source: https://timesofindia.indiatimes.com/city/kolkata/budget-cuts-a-rs-25k-crore-road-upgrade-from-kolkata-to-siliguri/articleshow/80639241.cms)

HOUSING SHORTFALL

Rural: 17 Mn
Urban: 4.6 Mn

Lack of housing in Eastern India (including North-east India) is a driver of raising the demand in the industry

INDIAN RAILWAYS

Major projects: 20
Investment: ₹ 74,000 Crore

Indian Railways will be forming a connecting line among capital cities of five North-eastern states
(Source: https://www.business-standard.com/article/politics/centre-setting-up-infra-projects-worth-rs-1-34-tr-in-north-east-sitharaman-122052900476_1.html)

IDENTIFIED HYDRO-POWER CAPACITY

Capacity: 58,356 MW

Hydropower in the North-eastern region is a source of untapped energy with an impending cement demand
(Source: https://neepco.co.in/power-generation/power-potential)

SMART CITY PROJECTS

Projects: 464 , Cities: 8
Investment: ₹ 14,124 Crore

The Government is empowering the 8 SMART City projects in the North-East
(Source: https://indianexpress.com/article/north-east-india/assam/fund-of-rs-14124-crore-approved-for-464-projects-in-8-smart-cities-in-northeast-hardeep-singh-puri-4907785/

*Four lane concrete roads are expected to gear up the cement demand. 2000 tonnes of building material goes into creating every 1km of road.

WHAT MAKES US BETTER

STRENGTHS & STRATEGIES

STRENGTHENING OUR TOMORROW

OUR CURRENT MANUFACTURING CAPABILITIES

2.8 MTPA
CLINKER PRODUCTION CAPACITY

5.7 MTPA
CEMENT PRODUCTION CAPACITY

51 MW
POWER PRODUCTION CAPACITY

6
MANUFACTURING UNITS

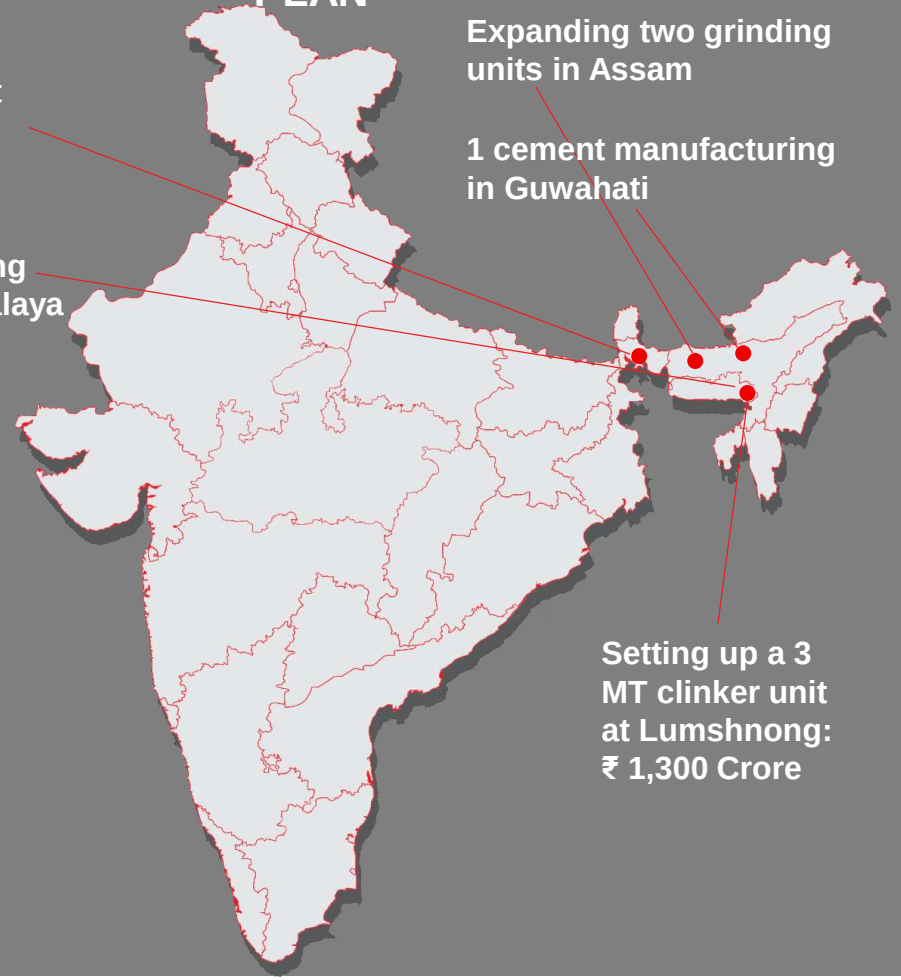
LARGEST MANUFACTURER OF CEMENT IN NORTH- EAST INDIA

OUR LONG-TERM PLANS

NEXT FIVE-YEAR PLANS:

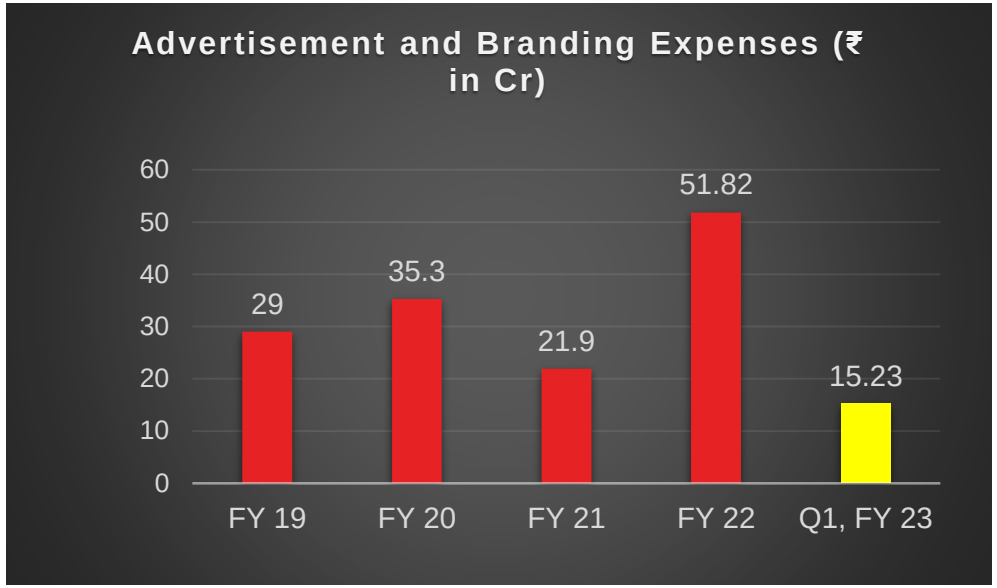
- Setting up a 3 MT clinker unit with 12 MW WHRB at Lumshnong: ₹ 1,300 Crores
- Setting up a 12 MW WHRB at Lumshnong: ₹ 150 Crores
- Setting up two grinding units in Assam: ₹ 800 Crores

OUR CURRENT MANUFACTURING UNITS & CAPEX PLAN



BRANDING & PROMOTION: ENDORSING A BETTER TOMORROW

ANNUAL ADVERTISING & BRAND PROMOTION INVESTMENT



₹ 15.23 Crores

Invested in branding and advertisement in the Q1, FY 22-23

Increased advertisement and enhanced brand visibility by focusing on ATL & BTL activity.

AKSHAY KUMAR, AS OUR BRAND AMBASSADOR, BOOSTED OUR BRAND VISIBILITY

Organised North-east first international half-marathon for a single cause — 'Run to support a clean India' – where in 20,000 people participated in 2018.

Featured among the top five brands (out of 172), as per Brand Equity April 2020, for conducting awareness campaign on COVID-19.

Awards Received

- SCALE 2019, 2020 & 2021 (Supply Chain & Logistics Excellence)
- Rotary RMB Connect 2021 award for invaluable service & excellence (Economic Times)

ADVANCING WITH TECHNOLOGY

STAR SAATHI APP FOR DEALERS (2100+ USERS):

Strengthening the chanels of distribution, the app facilititated flexibility in placement tracking and payment, providing ease of service to our dealers

STAR LOTUS APP (6000+ USERS):

Assisting contractors with classification, site verification, gift distribution, and journey, for bettering their experience with Star Cement

STAR STELLAR APP (2500+ USERS):

Facilitating loyalty program for civil engineers and providing login facility to Technical Employees and Civil Engineers for a better performance at work

SALES FORCE AUTOMATION APP:

Helping us to track attendance, and various other activities taking place (including field visits by our Sales, Branding and Technical Teams

DIGITAL DISPLAYS:

Impacting our in-store branding to enhance brand information and visibility along with timely updates on relevant schemes and offers

CUSTOMER WEB-PORTAL:

Aiding dealers in generation of ledgers, invoices, debit note/credit notes through OTP authentication

IMPLEMENTED ENTERPRISE RESOURCE MANAGEMENT (ERM) SYSTEMS:

Leading to higher operational efficiency and an overall enhanced performance (includes management of inventory and sales)

WIDER REACH FOR A BETTER TOMORROW

STRONG SUPPLY CHAIN & DISTRIBUTION NETWORK

We emphasize on strengthening being among the first one to identify the disparity in demand and supply forces, through a strong supply chain & distribution network

EASY AVAILABILITY OF RAW MATERIAL:

Easy access and proximate location to limestone mines within 2-3 km of our plants in Integrated vehicle logistics system.

RIGHT MIX OF DISPATCH MODES:

Availability of different modes of transportation, including roadways, railways and waterways, for uninterrupted supply

IMPROVING RAIL TRANSPORT CONNECTIVITY:

Commissioned a private railway siding at our Guwahati and Siliguri plant. This acts as helping hand for us to enhance our logistic efficiency at our manufacturing unit

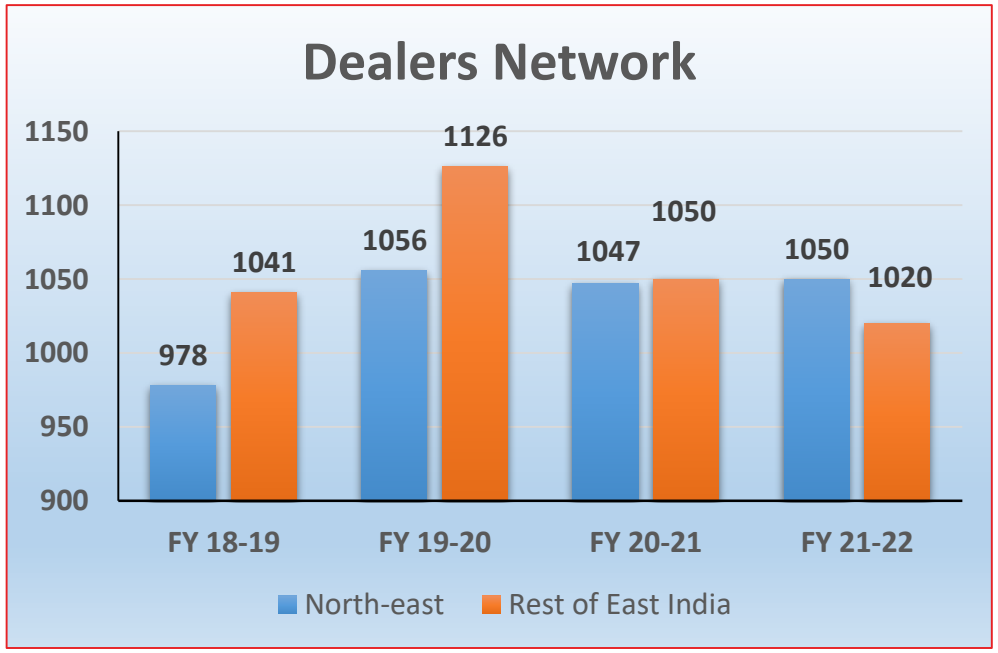
ENHANCING PRODUCTIVITY THROUGH OWN FLEET:

Optimum utilization of owned fleet of 190+ trucks helps our Company to increase the overall efficiency & productivity

ESTABLISHED DEALER-DISTRIBUTOR NETWORK:

Our extensive distribution network helps deepen penetration in the Eastern region

DISTRIBUTION NETWORK SPREAD ACROSS 10 STATES, LEADING TO AN EDGE OVER PEERS



WIDER REACH FOR A BETTER TOMORROW

IMPROVING RAIL TRANSPORT CONNECTIVITY:

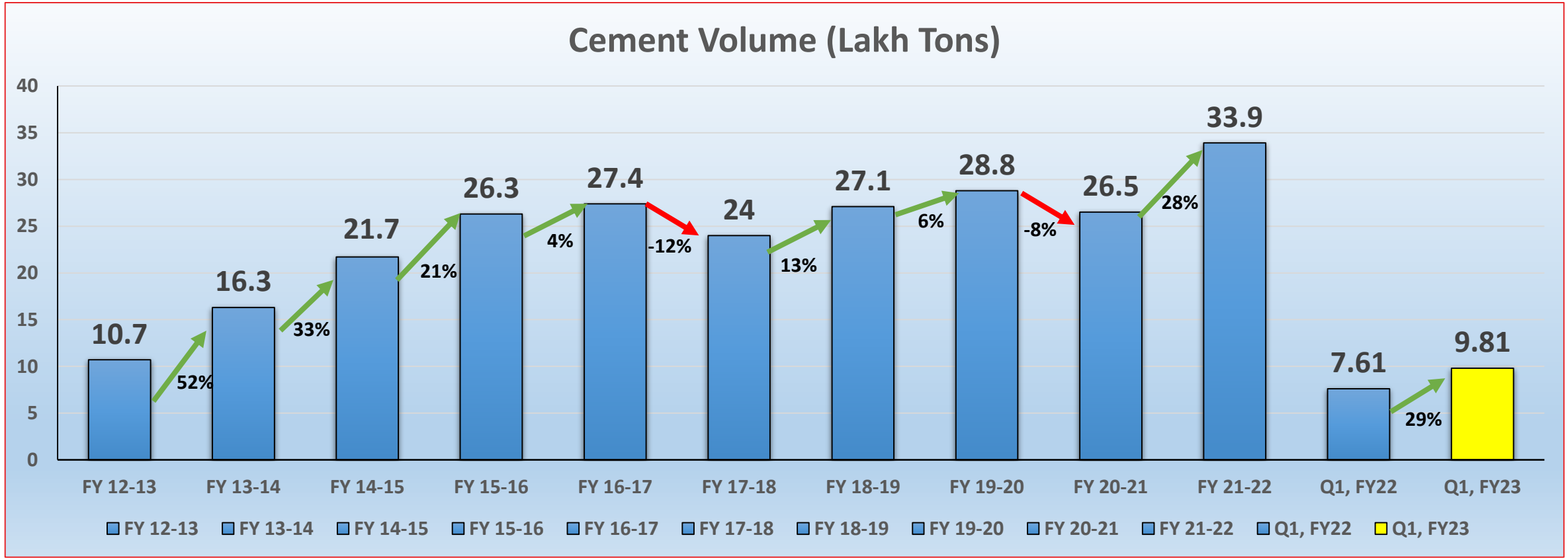
Railway siding at our Siliguri Plant was completed through Public - Private partnership Mode. The new siding will further enhance Supply Chain capability of Star cement and enable Cost & Service Efficiency. With this the Rail siding network stands at 3(Three) with other two sidings at Guwahati

IMPROVING PLANT EFFICIENCY THROUGH CONDITIONED FLY ASH

Increased usage of conditioned Fly Ash procured from Vedanta , Hindalco , NTPC, MP Power , Odisha Power , etc. enabled improved plant productivity.

THE STAR SHINES BRIGHT AND STRONG

- Enjoys a leadership position in the North East with market share of more than 23%
- Gradually increasing share in the Eastern region through concerted efforts
- Strong dealer and distributor network built over the years, steering year-on-year growth, enabling leadership position in market



PROMISING A BETTER TOMORROW

ENVIRONMENT, SOCIAL & GOVERNANCE

BEING RESPONSIBLE TODAY FOR A BETTER TOMORROW: ENVIRONMENT

Lowering CO_2 Footprint

- Developed green belt in the surrounding areas of our plant with evergreen saplings
- Installed equipment to control pollution, including ESP, RABH, and bag filters
- Installed online dust and gaseous monitoring equipment in associated stacks.
- Waste heat recovery boiler system project is under progress

Reducing Energy Consumption

- Replaced 400W HPSV flood light fitting with 200W and 100W LED light fittings in Lumshnong
- Replaced 250W HPSV streetlight fitting with 90W LED light fittings in Lumshnong
- Using self times sensor in streetlight.

Reducing Carbon Emission

- AFR (Bamboo chips) & Biomass used to produce heat equivalent to 61186613 Mcal which can further produce 13597.03 Mwh.
- Total 21243.75 MT CO_2 emission from coal has been reduced by using Bamboo as a fuel in boiler which is eligible for carbon credit.

CSR – ASSAM & MEGHALAYA DONATION TO CM RELIEF FUND

Assam & Meghalaya CM's Relief Fund

- Star Cement has donated Rs 1 Crore to the Chief Minister's Relief Fund to aid the ongoing flood relief measures in Assam. And also initiated a distribution drive of food and other essential materials in various flood affected areas of the state.

- Star Cement also donated Rs 25 lacs to Meghalaya CM Relief Fund.

CSR – ASSAM, MEGHALAYA & WEST BENGAL

HEALTH & SANITATION

- WASTE MANAGEMENT PROJECT: Collection of garbage from Lumshnong, Tongseng and Umsahi village is going on as per schedule.
- DRINKING WATER PROJECT: Distribution of potable water in Lumshnong, PHC Lumshong , Brichrnyot and Umsahi village is going on as per time schedule.
- HEALTH CHECK-UP CAMP: The Lumshnong multi-specialist medical camp was organised on 28th June at Lumshnong community Hall and benefited 309 patients.
- EYE CHECK CAMP was organized for the villagers of Lumshnong and adjoining areas.
- DRINKING WATER SERVICE: Around 40000 devotees are served potable drinking water at Maa Kamakhya Temple during Ambubachi Mela 2022 i.e. 22nd June 2022 to 26th June 2022.

EYE CHECK-UP CAMP

EYE CHECK-UP CAMP

DRINKING WATER SEVICE AT AMBUBACHI MELA

WASTE MANAGEMENT PROJECT

DRINKING WATER SERVICE

MEDICAL CAMP

LIVELIHOOD DEVELOPMENT

- STAR USHA TAILORING CENTRE: Regular classes for Star USHA Tailoring School are going on,16 trainees of Lumshnong have also started stitching uniforms of Shyam Shishu Mandir.
- PIG REARING PROJECT AND PIG BREEDING FARM: Pig breeding farm has been inaugurated in the month of May, 22 to promote pig rearing more widely among the farmers.
- BROOM MAKING PROJECT: Around 1000 brooms have been produced by the members of Broom project from Brichrnyot village.
- BIOFLOC FISH FARMING: Bio-floc Fish Farming in GGU plant peripheral area is going on in right track. Preparation of setting up new tanks in Assam & West Bengal is going on.
- SANITARY PAD PRODUCTION UNIT: The production rate is 1000 pcs of napkins per day

TAILORING MACHINE DISTRIBUTION

TAILORING CLASS

BIOFLOC CULTURE

BROOM MAKING

AGARBATTI MAKING

E-RICKSHAW HANDING OVER

PICK UP VAN HANDING OVER

LIVELIHOOD HUB

CSR – ASSAM, MEGHALAYA & WEST BENGAL

EDUCATION

- SCHOLARSHIP PROGRAMME: 240 out of 309 students appeared in Star Scholarship exam on 21st June at Star Public School. The result will be declared on 5th July 2022.
- SCHOOL INFRASTRUCTURE DEVELOPMENT: Construction of additional 6 classrooms of Khliehriat LP & UP School, Construction of boundary wall in one school of Mohitnagar & Construction of new School building was completed in Nahargurighat Sankardev Sishu Niketan
- KALA MANDIR: On 29th April, 2022 official inauguration of the new building has been organized.
- STUDENT SUPPORT PROGRAMME: Official Distribution & handing over of the kits to respective school authorities has been organized on 23rd April, 2022.
- DIGITAL LITERACY: Launching Programme of Computer Book and distribution of Anglo-Assamese Dictionaries have been initiated. A new Computer bus was delivered at Mohit Nagar Location .

CLASS ROOM CONSTRUCTION

SCHOLARSHIP EXAMINATION

KALA MANDIR

DIGITAL LITERACY

STUDENT SPPORT PROGRAMME

BOUNDARY WALL CONSTRUCTION

RURAL DEVELOPMNENT

- STAR ROSHNI: The Installation of solar street lights at Lumshnong & Installation of household solar system of Pandare village is completed. The same has been initiated for Mohitnagar.
- EMERGENCY RELIEF: Emergency response programs were implemented, Food items were distributed to the people of South Garo Hills. It benefited around 14000 to 15000 people.
- Supported more than 20000 flood victim's families in 7 districts i.e., Kamrup (Rural), Nalbari, Bajali, Barpeta, Darrang, Morigaon and Cachar with relief materials.
- ENVIRONMENT & BIODIVERSITY: Organized community meeting on usages of Solar light at Sonapur to assess new requirement in the rural areas of GGU plant peripheral area.

HOUSE HOLD SOLAR LIGHT

PUBLIC UTILITY AREA

FLOOD RELIEF IN ASSAM

STORM RELIEF

FOOD SERVICE FOR ROAD BLOCKAGE PEOPLE

The Shillong Times

Star Cement initiates flood relief in GH

FLOOD RELIEF IN GARO HILLS

ENVIRONMENT DAY CELEBRATION

INAUGURATION PROGRAMME

Our Promoters Team

Mr. Sajjan Bhajanka
Chairman & Managing Director

Experience: 50 years' experience in plywood, laminates, ferro alloys and cement industry

Mr. Rajendra Chamaria
Vice Chairman & Managing Director

Experience: 36 years' experience in cement and concrete sleepers industry with excellent project execution skill and production knowledge

Mr. Sanjay Agarwal
Managing Director

Experience: 36 years' industry experience

Mr. Prem Kumar Bhajanka
Managing Director

Experience: 43 years of industry experience

Mr. Tushar Bhajanka
Executive Director

Qualification: MPhil in Economics from the University of Cambridge

Experience: 2 years' experience of consulting in London

GOOD GOVERNANCE PROMISING A BETTER TOMORROW (Contd.)

Our Management Team

Mr. Pankaj Kejriwal
Chief Operating Officer

Qualification: Chemical Engineer

Experience: 22 years' overall experience

Mr. Manoj Agarwal
Chief Financial Officer

Qualification: Associate Chartered Accountant

Experience: 27+ years' experience, including 15 years in the cement industry

Mr. Jyoti S. Agarwal
Chief Marketing Officer

Qualification: M.Com

Experience: 39+ years' experience in the cement industry, having worked at senior positions in Aditya Birla Group and Ambuja Cement Limited

Mr. Pradeep Purohit
Chief Strategy Officer

Qualification: B. Com, Graduate Dip. IIMM

Experience: 34+ years in the cement and engineering industry

Mr. G. M. Krishna
Chief Manufacturing Officer

Qualification: Mechanical Engineer

Experience: 36+ years in the cement and engineering industry, leadership roles in Thyssen Krupp, and UltraTech Cement

Mr. Samar Banerjee
Chief Human Resource Officer

Qualification: BA(Eco), PGPM&IR

Experience: 27+ years' experience, including 14 years in the cement and Building Material Industries, Leadership roles in ACC, Emami Cement and Berger Paints

NUMBERS THAT SPEAK FOR US

FINANCIAL HIGHLIGHTS

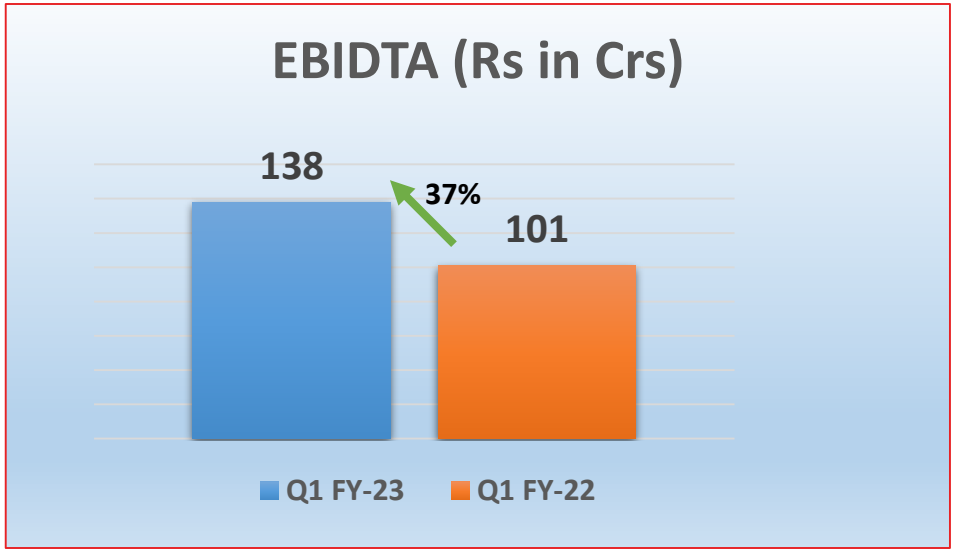
HIGHLIGHTS THAT MATTER: CONSOLIDATED FINANCIAL HIGHLIGHTS

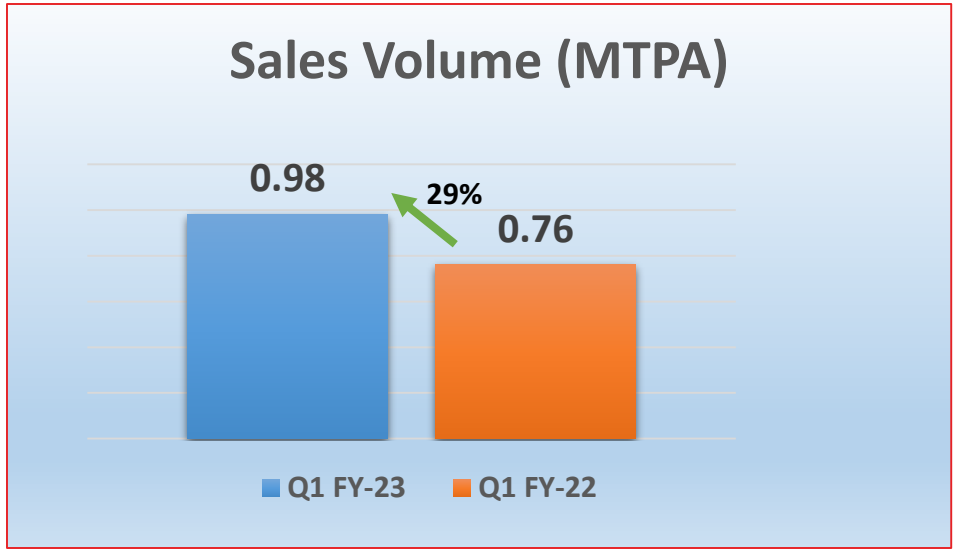
(₹ in Crs)

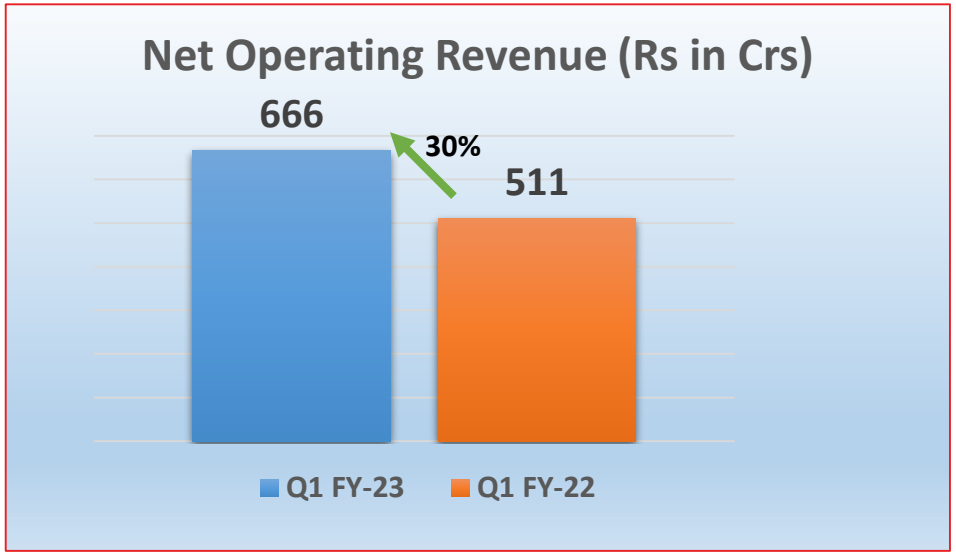
Particulars	Q1 FY-23	Q1 FY-22	Q4 FY-22	FY-22
Equity Share Capital	40	41	40	40
Reserves & Surplus	2196	2101	2128	2128
Net Worth	2236	2142	2168	2168
Net Operating Revenue	666	511	749	2222
EBIDTA	138	101	123	379
PBT	105	74	85	244
Tax Expenses	38*	6	(3)	(3)
Net Profit/Loss	67	68	88	247
Return on Equity (%) (Annualised)	12.1	12.7	16.3	11.4
Earning Per Share (₹) (Not Annualised)	1.67	1.65	2.19	6.04

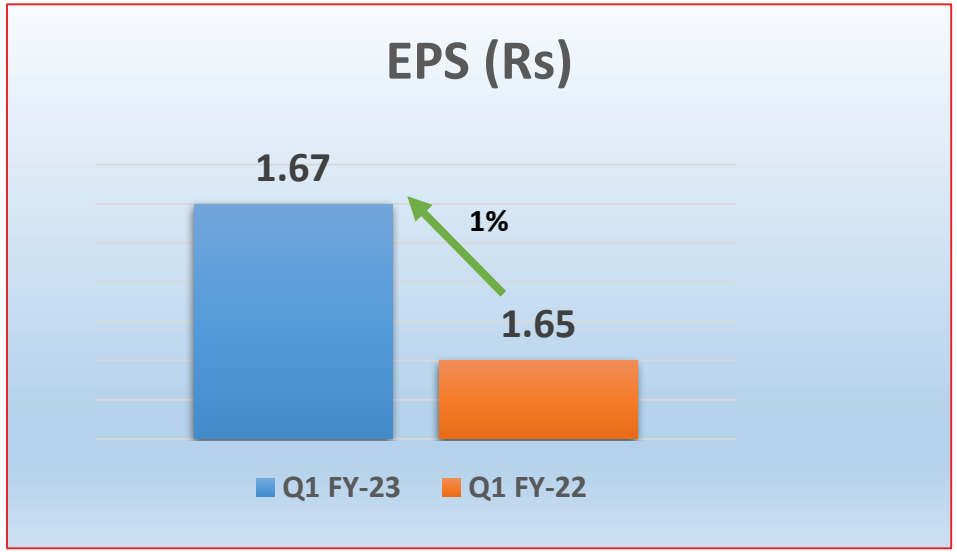
* The tax holiday period enjoyed by Company's Guwahati Grinding Unit and its subsidiary, Star Cement Meghalaya Limited (SCML) u/s 80 IE of Income Tax Act, 1961 has ended in the financial year 2021-2022 leading to an overall increase in the Group's tax expenditure.

HIGHLIGHTS THAT MATTER: QUARTERLY FINANCIAL HIGHLIGHTS









SAFE HARBOUR

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THANK YOU

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