

Chairman's Overview



At Orient Cement, we have built our Company around a distinctive spirit.

This spirit has focused consistently on operational and execution excellence, irrespective of the challenges posed by the business environment.

This spirit was most visible during the last financial year when the Indian cement industry de-grew for the first time in years.

Your Company responded to the challenges of a demand slowdown with a sense of passion. Your Company enhanced focus on factors of competitiveness and efficiency within its control. Fixed costs as well as variable costs per ton were contained and kept flat at the previous year levels, despite the usual impact of inflation on inputs like domestic coal, diesel and other resources. This was the result of a deepening commitment to placing 'How differently can we perform?' over the conventional 'How much more can we produce or sell?'

Besides, your Company continued to focus on marketing superior cement possessing a distinctive USP. The proportion of sales derived from its super premium brand 'Birla A1 StrongCrete' has been consistently increasing. This is helping us strengthen our market position in a competitive environment. It is also helping us counter the price challenges faced in the PPC segment in our markets, strengthening our overall realisations.

Your Company continues to believe that for a business to be sustainably profitable, it does not just need to report robust revenues and surpluses; the business needs to adopt the highest standards of health, safety and environment integrity. During the last financial year, your Company took these standards ahead, underlining its overall commitment to the health of people, communities and the environment.

Your Company continued to recruit, train and retain high quality talent with vigour and excitement. This differentiation was validated when your Company was recently certified as a Great Place To Work by GPTW Institute. The workplace continues to be charged with innovative ideas and new ways of doing business. Your Company continues to play the role of an 'opportunity enabler' that provides talent a platform to conceive, connect, collaborate and achieve more in an effective way.

I am optimistic that the complement of these attributes will make it possible for your Company to counter the current downtrend and recover fastest when conditions revive. I continue to believe that we are engaged in an exciting journey where we expect to add attractive long-term value in the hands of those associated with our Company.

CK. Birla, Chairman

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