

Combating the pandemic

Apart from undertaking requisite safety measures and social initiatives in response to the health crisis, we provided additional benefits to our employees throughout this difficult year.

At the beginning of the financial year, our operations were impacted by the pandemic and consequent lockdowns were imposed towards the end of March 2020. This led to degrowth in the first quarter, resulting from lower sales volumes.



There were signs of demand revival since the lifting of the lockdown in June, which continued till the first week of January 2021. Demand from the rural and non-metro areas remained strong during the period. While the pricing movement in the Southern markets improved as result of pent-up demand and the commencement of certain mega irrigation projects, Eastern India saw similar pricing movement due to robust demand. However, Western India witnessed a decline in prices. This was due to construction inactivity owing to a labour shortage and the rise in the number of COVID-19 cases.

With issues such as labour shortage and supply chain disruption being addressed, the tide has turned for the cement sector in India, and for us at SCL. Our workers have also adapted well to working in the new environment. Even at the height of the health crisis, we maintained business continuity and adopted cost optimisation measures. We continue to ensure the safety of our workers while ensuring that their livelihood remains secure. We also provided a COVID-19 specific Medical insurance policy amounting to ₹ 10 Lakhs in addition to ₹ 5 Lakhs regular Medclaim cover, for the benefit of all our employees. We have provided our employees and contract workers a special bonus comprising of a month's salary due to our improved financial performance during the year.

The markets in Andhra Pradesh, Tamil Nadu, Karnataka, and Kerala have performed fairly well. However, Telangana witnessed a slight downturn during the year as government expenditure in the state was not comparable with that in other states. Later on, the price improvement in Andhra Pradesh, Tamil Nadu, and Telangana was offset by a price decline in Kerala and Karnataka.

By the end of the fiscal year, there was strong growth in volumes as a result of government investment in infrastructure as well as an uptick in construction activities in rural areas and housing demand in metro and smaller cities. Both the Southern and Western markets witnessed a greater number of infrastructure projects funded by the government. Despite the challenges arising from the pandemic, we had a reasonably good year.



Initiatives to tackle the COVID-19 crisis:

1. Contributed ₹ 1 Crores each to the Telangana and Andhra Pradesh Chief Minister's Relief Fund for dealing with the COVID-19 situation
2. Contributed ₹ 25 Lakhs to PM Cares Fund for dealing with the COVID-19 situation
3. Adopted a COVID-19 specific additional Medclaim insurance policy amounting to ₹ 10 Lakhs for the benefit of all our employees
4. Provided a similar COVID-19 specific Medclaim policy for 236 dealers and 599 sub-dealers, for ₹ 5 Lakhs and ₹3 Lakhs, respectively.
5. Conducted the RTPCR test for all employees on two separate occasions
6. Distributed oximeter, masks, PPE kits, and food packets
7. Conducted a COVID-19 vaccination programme that covered employees and various other stakeholders of the Company and their families