

# Focus areas that shape our future

We have identified our key focus areas which will define the contours of our near-, mid- and long-term strategy. This allows us to channel our energy and resources in a direction that promises maximum growth and value creation. At the same time, these strategic focus areas allow us to safeguard ourselves against various external threats and strengthen our position in the marketplace.

Since growth cannot be auto-piloted, it is important to identify strategic areas that will have a multiplier effect and supplement value creation as a whole. In addition to establishing three strategic focus areas including capacity expansion, cost efficiency and technology adoption, we also look to their integration with the organisation's ESG objectives, ensuring responsible business conduct.

## Our Vision

To provide foundations for the society's future

## Key enablers for strategy



### Access to resources

- Part of Nalgonda and Yerraguntla cement clusters
- Strong limestone reserves:
  - Over 404 MnT at Mattampally
  - Over 162 MnT at Gudipadu SCRL
  - Over 63 MnT at Jeerabad SCPL
- Geographic location with proximity to coal mines (major fuel) and ports
- Packing material primarily sourced from a Group entity



### Growing market

- Plants located in close proximity to major markets in South India and select markets in Maharashtra and Odisha
- Average lead distance below 300 km
- Strong sales network – 1,732 dealers and 3,998 sub-dealers.
- Acquisition of SCRL and Bayyavaram plants to increase market reach and depth
- SCRL – Better margins and reach into the Southern markets
- Bayyavaram – Access to North Andhra Pradesh and South Odisha markets



### Advanced plants

- Fully automated 3.00 MTPA plant in Mattampally
- Highly advanced 1.25 MTPA plant in Gudipadu
- Modern 1.50 MTPA unit in Bayyavaram
- Group captive power generation of 61.55 MW



### Strong financials

- Net worth increased over 10x in the last seven years
- Long-term debt rating of IND A/ Positive (India Ratings)
- Consistent profits
- Unbroken track record of dividends



Satguru Cement Plant under construction