



Rs 500 CR CEMENT PROJECT OF EMAMI GROUP TAKES OFF AT PANAGARH

**Hon'ble Chief Minister of West Bengal Mamata Banerjee formally lays
the foundation stone of the new Plant**

Kolkata, February 26, 2016: Hon'ble Chief Minister of West Bengal **Mamata Banerjee** formally laid the foundation stone of the **Cement Grinding plant of Emami Group** through remote control from Khudiram Anushilan Kendra, Netaji Indoor Stadium, here today. The 2.0 MTPA capacity unit is to be located at **WBIDC Panagarh Industrial Park** in Burdwan district of West Bengal.

The said project will be developed on a landed area of around 65 acres which has been allotted to Emami Cement by WBIDC. The Company would be investing around **Rs 500 crs** for this project at Panagarh. The plant is expected to be commissioned by end of the 2016. The Panagarh project is expected to generate an employment of more than 500 people where local resources would be given preference depending on the required criteria of the Company for skilled and unskilled labour. This project is also expected to create a ripple effect on the area in terms of generating indirect employment and further revenues for the State exchequer.

The Cement project is being designed on zero discharge concepts where there will not be any generation of waste or effluent. High capacity equipment with optimum efficiency along with the required pollution control measure equipment adhering to norms of CPCB/WBPCB will be installed. The Company plans to develop a green belt in and around the project site which will consist of over 33% of the total project area of 65 acres as per the MoEF guidelines.

Keeping up to the legacy of the Emami Group as a responsible corporate citizen, Emami Cement has envisioned definite plans to undertake effective CSR initiatives for the socio-economic upliftment of the local populace in the nearby villages.

Speaking on the occasion, **Mr. R.S. Agarwal and Mr. R.S. Goenka, Founders and Joint Chairmen, Emami Group**, said, "We are a home grown business group from Kolkata and we share a long association and a strong bond with the State of West Bengal. We are happy to be a part of the accelerated industrial growth of this State and have definite plans to make further investments in the State in the coming days."

"India is the second largest producer of cement in the world and has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent major government initiatives such as development of smart cities across the country will provide a major boost to the sector. While, the cement capacity in India is estimated to register a decent growth in the coming few years, Eastern India remains one of the most under penetrated market. With this new project, we expect to capture this market potential effectively", added **Mr. Aditya Vardhan Agarwal, Director, Emami Group**.



Emami Cement is executing a 4.0 MTPA integrated Cement Project consisting of Clinkerization Plant & Cement Grinding Plant at a project cost of Rs. 3000 crores at Risda in Balodabazar District of Chattisgarh State. The Chattisgarh Unit is expected to become fully operational soon. Raw material for this plant is will be sourced from the Company's captive limestone mines in Chhattisgarh. The Cement Grinding Plant at Panagarh is part of this project, while the other unit would come up in the neighbouring state of Odisha. Two other Cement Plants are also being planned to be set up in Rajasthan and Andhra Pradesh.

Emami Cement Limited is a part of Emami Group of Companies, which has leadership presence in diversified industries such as FMCG, paper and newsprint, edible oil & bio--diesel, hospital, real estate, ball point tips, pharma retail, book & leisure stores, contemporary art and solar power.

About Emami Group

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 45,000 cr. Generating employment for over 25,000 employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome, Menthoplus Balm; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –3rd largest edible oil company in India. It is also the only Bio-diesel manufacturer in the country; **Paper - Emami Paper Mills**, India's largest newsprint manufacturer; **Writing Instrument - CRI Tips**, world's 3rd largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India's largest chain of private hospitals; **Retail –Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains India and **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India. The Group is setting up a 4 MTPA **Cement Plant** in Chhattisgarh with two split grinding units in West Bengal and Odisha of 2.0 MTPA each at a total investment of around Rs.3000 cr. The Group also has around 70 MW **Solar Power** Generation projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

Please visit www.emamilttd.in for further information

For further information, please contact: -

Emami Group

Mahasweta Sen
Head-Corporate Communications
Mobile: +919836292392

Pritha Roy Chakrabarti
Senior Executive- PR
Mobile: +919903994787

Perfect Relations

Dip Banerjee
Mobile:- +919830855580

Priyanka Gautam
Mobile:- +919830615322

Abhirup Basu
Mobile:- +91-9836194662