



EMAMI CEMENT COMMISSIONS ITS PANAGARH PLANT IN RECORD TIME OF 13 MONTHS

- Built with an investment of around Rs 700 cr, the plant is one of the largest cement grinding plant in West Bengal.
- Set to generate direct and indirect employment for around 500 people

Kolkata, 23rd March 2017: Emami Cement Ltd, part of the Rs 50,000 cr diversified Emami Group of Companies commissions its **2.0 MTPA Cement Grinding plant** at **WBIDC Panagarh Industrial Park** in Burdwan district of West Bengal. **The completion of the project has been done in record time of 13 months.**

Developed on a land area of around 65 acres, **the Panagarh unit is one of the largest greenfield cement grinding units in the State.** With an investment of around **Rs 700 crs**, the Panagarh unit of Emami Cement is expected to generate direct and indirect employment of more than 500 people.

The Cement grinding unit at Panagarh is a part of a 5.5 MTPA integrated cement unit comprising an operational facility of a Central Clinkerization Plant and a grinding unit at Risda in Balodabazar District of Chattisgarh. Another grinding unit with a capacity 1.8 MTPA is coming up in Odisha. Total investment for the project is around Rs.3500 cr. The clinker for the Panagarh plant is being sourced from the Company's captive limestone mines in Chhattisgarh.

The Panagarh Cement Grinding plant is a state-of-the art fully automated unit designed and built on zero discharge concepts in association with international technology partners FL Smidth (Denmark) & GEBR Pfeiffer (Germany). With world class monitoring system, hi-tech laboratory for quality management and high capacity equipment with optimum efficiency, **the Panagarh plant of Emami Cement has the distinction of being the only cement unit in West Bengal to have installed the single largest vertical roller mill, well equipped to produce premium quality cement offering better durability and strength, with a capacity to produce 325 tons of cement per hour/around 7000 tons of cement per day.**

The Panagarh unit will produce the complete range of **OPC** (Ordinary Portland Cement), **PPC** (Portland Pozzolana Cement) and **PSC** (Portland Slag Cement) variants of cement under the **"Emami Double Bull"** brand name.

Speaking on the initiation of production in the Panagrah plant, **Mr. Aditya Vardhan Agarwal, Director, Emami Group.** said, "We feel proud to see our cement investment in West Bengal being completed in a record time of 13 months enabling us to value add in the industrial drive of the State. We feel that this sector has strong entry barriers and the individual household consumption rate is very high at around 70%, thus offering us a lot of potential to grow. We are hopeful to become a 15-20 MTPA player within the next 3-5 years."

"The Panagarh plant would be producing all variants of premium quality cement under our brand name **Emami Double Bull.** The plant would be catering primarily the customers from Bengal, Bihar, Jharkhand and other markets of East India.", added **Mr. Vivek Chawla, CEO & Whole-time Director, Emami Cement Ltd.**



The Company is also in the process of ramping up its marketing initiatives to connect with its consumers in the targeted regions.

Mr. Manish Goenka, Director, Emami Group added – “To create top-of-the-mind recall for our brand ‘Emami Double Bull’, we have developed ‘**closest to customer**’ marketing strategy with extensive focus on rural & semi-urban markets. We would also be engaging with influencers such as masons & contractors through one-to-one contacts with various schemes, aimed at adding value.”

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.

To view the formal commissioning of the plant, please visit the enclosed link:

<https://youtu.be/qL24IRO4Ugs>

About Emami Group

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 50,000 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 and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –3rd largest edible oil refinery in India with the country’s largest single location unit in Haldia (West Bengal). It is also the only Bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India’s largest newsprint manufacturer with recent diversification in paperboard manufacturing; **Writing Instrument - CRI Tips**, world’s 3rd largest ball point tip manufacturer; **Realty – Emami Infrastructure**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India’s largest chain of private hospitals; **Retail –Emami Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India ; **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India and **Cement – Emami Cement**, the Group has set up a 5.5 MTPA integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha at a total investment of around Rs. 3500 cr and The Group also plans to set up Cement Plants in Rajasthan and Andhra Pradesh. The Group has its presence in **Solar Power** sector, with around 70 MW projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit www.emamigroup.com

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