

**HEIDELBERGCEMENT****Brief Profile of Mr. Jamshed Naval Cooper, CEO & Managing Director of  
HeidelbergCement India Limited**

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Mr. Jamshed N. Cooper, aged 57 years, is a Science graduate with post-graduation in management specializing in marketing from Institute of Management Studies, Indore University. During his professional career spanning over 36 years, he has worked in the Consumer Durable Industry and has rich experience of over 30 years in the Cement Industry.

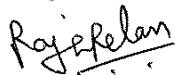
Mr. Cooper joined HeidelbergCement India Limited as Director - Sales & Marketing in December 2006. He revamped the Sales and Marketing setup of the company and realigned the channel network and logistics to increase market share in high revenue yielding markets. He created the "mycem" brand and successfully launched it. Over the years, he nurtured and improved the brand positioning by implementing several innovative sales and marketing strategies. Under his leadership, "mycem" has attained its premium positioning in Central India.

He is a seasoned professional and strategic planner with strong business acumen. He is also Managing Director of Cochin Cements Ltd. (a subsidiary of Cementum I B.V.).

Traversing his professional career, he has gained experience in the areas of Corporate Management, Cost Leadership, Strategy Building, Brand Management, Logistics, Channel Management, Rural Marketing, Feasibility Studies & Project Implementation, Human Resource Management, IT Systems and Procurement. During his illustrious career, he pioneered the 25Kg cement packing and launched bulk cement for the first time in India. One of his achievements has been in the area of managing and minimizing the risks arising out of spurious look- alike brands. He innovatively deployed CSR activities to create sustainable relationship with the rural community. Most of his success stories are driven by his ability to create sustainable differentiators in a highly competitive environment.

Prior to joining HeidelbergCement, he served ACC Limited (now a Holcim Group Co.) for 22 years. During his tenure at ACC, he also worked for its joint ventures namely, Float Glass and Bridgestone. Before joining ACC, Mr. Cooper served Godrej & Boyce Manufacturing Co. Ltd.

For HeidelbergCement India Limited



Legal Head & Company Secretary