

Date: 22nd September, 2023

To

The Listing Department,
National Stock Exchange of India Limited

Exchange Plaza, C-1, Block-G Bandra Kurla complex, Bandra-East Mumbai-400 051

Stock code: STARCEMENT

To

The Listing Department BSE Limited

Phiroze Jeejeebhoy Towers Dalal Street Mumbai-400 001

Stock code: 540575

Dear Sir/Madam,

Subject: Investor Presentation for the first Quarter ended 30th June, 2023

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing obligations and Disclosures Requirements) Regulation, 2015, an Investor Presentation for the first quarter ended 30th June, 2023 has been prepared and the same has been disseminated on the Company's website at https://www.starcement.co.in/investor/investors-presentation. We are enclosing herewith a copy of the Presentation for your information and record.

Request you to kindly take this communication on record.

Thanking you,

Yours faithfully,

For Star Cement Limited

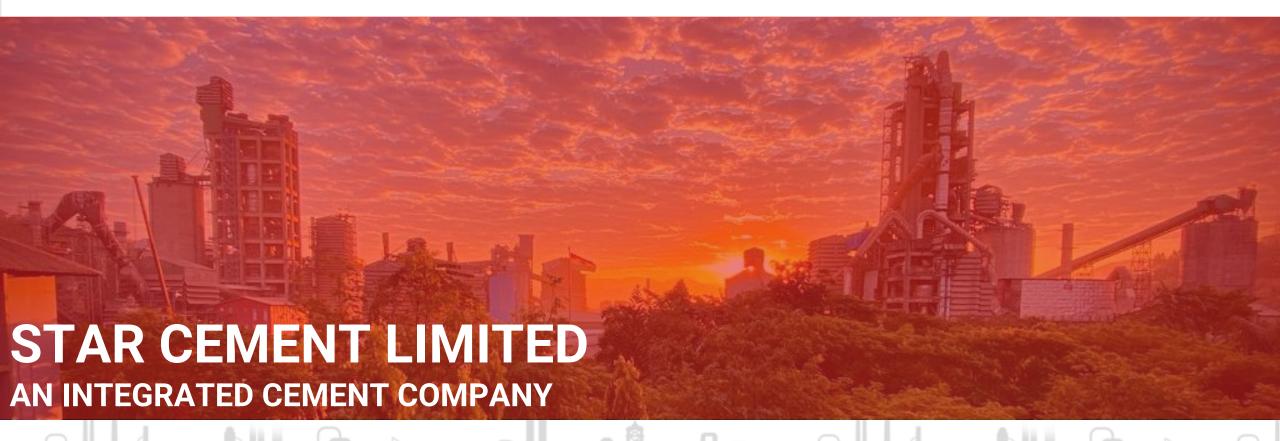


Debabrata Thakurta (Company Secretary)

Encl. as stated



CREATING A BETTER TOMORROW



NSE Ticker: STARCEMENT | BSE Ticker: 540575 | Bloomberg Ticker: STRCEM:IN Q1 Presentation | JUNE 2023

SAFE HARBOUR



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AT A GLANCE



Star Cement Limited is one of the leading names among eastern India's cement manufacturers. The organisation has created a strong brand recall with its endeavor to maintain superior quality product, comprehensive supply chain ecosystem, and unmatched efforts to uplift the community as a whole. The organisation caters to significant cement markets across the eastern India region and functions across its manufacturing units.

5.67 MTPA
AGGREGATE CEMENT
CAPACITY

2.8 MTPA
AGGREGATE CLINKER
CAPACITY

51 MW

THERMAL POWER
GENERATING CAPACITY

12.3 MW
WASTE HEAT RECOVERY
POWER GENERATING
CAPACITY

1,800+ TOTAL DEALER NETWORK 11,000+

TOTAL

RETAILER

NETWORK

3,100+ WORKFORCE ZERO DEBT COMPANY HIGHEST

MARKET

SHARE IN

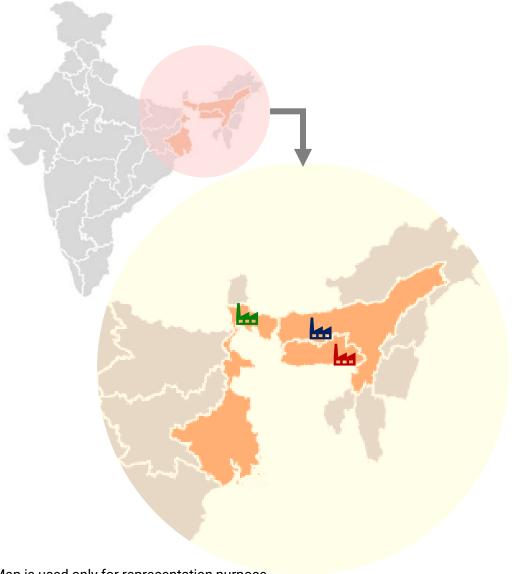
NORTHEASTERN

REGION

ONE OF THE COUNTRY'S FINEST LIMESTONE RESERVES

OUR FOOTPRINT







LUMSHNONG, MEGHALAYA

- 1.67 MTPA GRINDING UNIT
- 51 MW THERMAL POWER PLANT
- 12.3 MW WASTE HEAT RECOVERY PLANT



SONAPUR, GUWAHATI, ASSAM



MOHITNAGAR, SILIGURI, WEST BENGAL

Map is used only for representation purpose

OUR STAR PRODUCTS



ORDINARY PORTLAND CEMENT (OPC)



OPC 43:

Suitable for construction where the grade of concrete is upto M-30.

OPC 53:

Provides high strength and durability to structures with optimum particle size distribution and superior crystallized structure. PORTLAND POZZOLANA CEMENT (PPC)



PPC:

Ideal for:

- Masonry mortars and plastering
 It is resistant to chemical attacks, more durable, improves strength and viscosity, has lower permeability, is water-resistant, and has better cohesiveness.

ANTI RUST CEMENT (ARC)



ARC:

A highlight of Star Cement's innovative product line and a robust R&D, ARC imparts anti-rust and anti-corrosive properties in the reinforcing bars for higher durability and service life of the structure.

A JOURNEY THAT SPEAKS OF EXPANSION



FY 2004 - 05

First plant set up at Lumshnong with cement capacity of 0.40 MTPA and clinker capacity of 0.40 MTPA

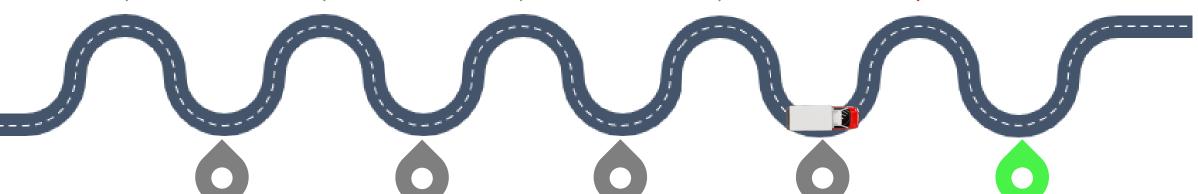
FY 2010 - 11

FY 2016 - 17

FY 2020 - 21

New cement plant at commercialised at Mohitnagar, West Bengal with capacity 2.00 MTPA

FY 2023 - 24



FY 2007 - 08

New Cement Unit commercialised at Lumshnong and existing clinker and cement capacity increased.

FY 2012 - 13

New Clinker unit commercialised at Lumshnong with capacity 1.8 MTPA and new cement unit commercialised at Sonapur with capacity 2.0 MTPA.

FY 2018 - 19

FY 2022 - 23

 ↑ 12.3 MW Waste heat Recovery power plant commercialised at Lumshnong.

FY 2024 - 25



DIAN CEMENT INDUSTRY

GLOBAL CEMENT INDUSTRY

INDUSTRY SCENARIO



According to the estimate of the National Council for Cement and Building Materials (NCCBM), India's cement industry is expected to add ~80 million tons capacity by 2025. The market size of the India's cement industry was 3,644.5 million tons in 2022. The industry hopes to reach 4,832.6 million tons by 2028 at a compound annual growth rate (CAGR) of 4.94 percent during 2023-2028.

- India is the second biggest producer of cement in the world after China. It has 8 per cent of the global installed capacity in cement production. It has a total of 210 large cement plants, out of which 77 are in the states of Andhra Pradesh, Rajasthan, and Tamil Nadu.
- India's cement industry has strong linkages with other sectors, such as, infrastructure, construction, housing, transportation, coal, power, steel, etc. It has a significant role in implementing various Government flagship schemes and visions like housing for all, smart cities, concrete highways, dedicated freight corridors (DFC), clean India mission, ultramega power projects, waterways, etc.
- In 2022, the size of the global cement market reached US\$ 363.4 billion, and it is expected to grow at a CAGR of 5.4 per cent during 2023 2028 to reach US\$ 498.23 billion by 2028
- The Russia-Ukraine conflict, sticky inflation, and high energy prices continue to hurt logistics and production costs, which have negatively impacted the global economy and the construction industry

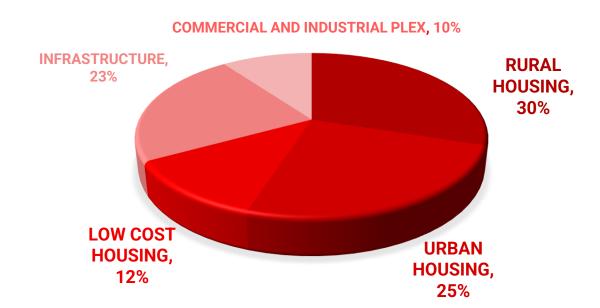
INSTALLED CAPACITY AND UTILISATION

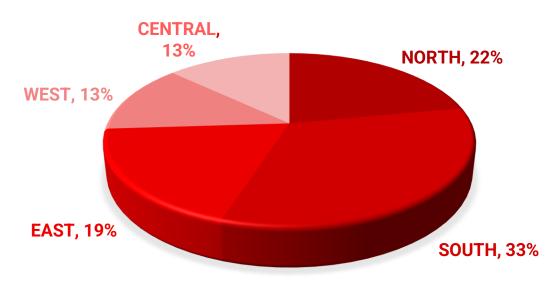


Being the second largest cement producer in the world after China, India contributes over 8 per cent to the global installed capacity in cement production. India has potentially rich deposits of limestones in different regions of the country essentially required for cement production.

CEMENT DEMAND MIX

REGION-WISE INSTALLED CAPACITY





The Indian cement industry is one of the technologically advanced industries in the country with state-of-the-art plants for the production. Keeping pace with the global advancement, the Indian cement industry has brought about modifications and upgradation in technology, particularly on the energy conservation front.

PRODUCTION AND CONSUMPTION

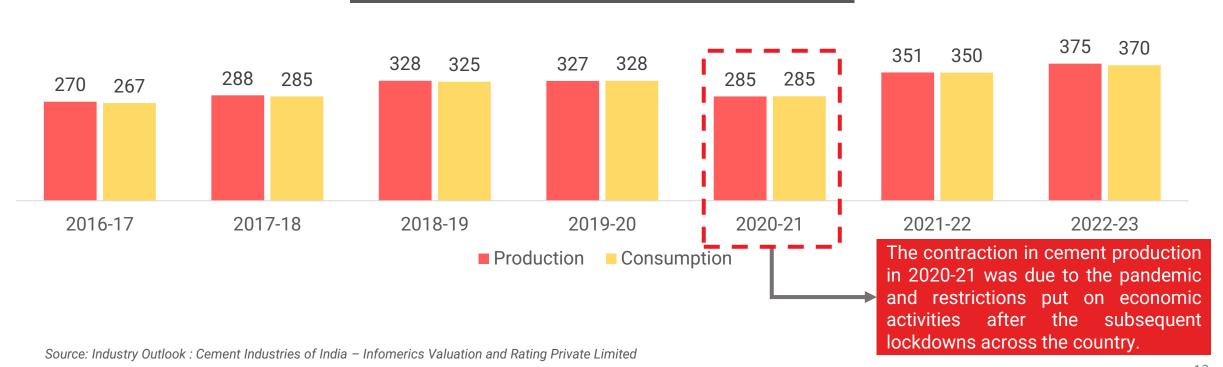


PRODUCTION

- The domestic production with 7 per cent y-o-y growth has surpassed the pre-covid levels

CONSUMPTION

PRODUCTION AND CONSUMPTION (MILLION TONS)



KEY GOVERNMENT INFRASTRUCTURE INITIATIVES



- The Ministry of Railways in a recent announcement is planning to develop dedicated corridors in different parts of the country to meet the requirements of the cement sector. These corridors will be created specifically in areas, where the concentration of cement factories is higher, and those corridors would be interlinked with the source of raw materials, such as, clinker, limestone, and fly-ash. This will help the cement industry significantly to reduce logistic, and operational costs. The effort will be put in place for the next 10 years until the FY 2033.
- In the Union Budget 2023-24, the Government allocated US\$ 1.8 billion for the creation of safe housing, clean drinking water, sanitation, and increasing road and telecom connectivity, among other initiatives. It also allocated US\$ 9.6 billion to address urban housing shortages.
- It is anticipated that India's infrastructure will expand at 7 percent between the years 2022 and 2027; however, 42 percent of the projects in the National Infrastructure Pipeline (NIP) are already under implementation. Construction work picked up as a direct result of the Government's investment of US\$ 1.4 trillion in infrastructure projects between 2019 and 2023. Additionally, it is anticipated that over 40 percent of India's population will migrate to cities by the year 2030, which will create a need for 25 million new dwellings.
- The cement manufacturers reported a seven-fold increase in demand, which culminated in a two-fold increase in production. In terms of mergers, the cement industry evoked considerable discussion in 2022. In September, Asia's richest man Gautam Adani's Adani Group bought the cement business of Swiss building materials major Holcim, which included Ambuja Cement and ACC, for \$6.4 billion.
- The PM Gati-Shakti plan was unveiled in October 2021, which had an outlay of INR 100 lakh crores. This Plan attempted to incorporate the infrastructure programs of several Ministries and State Governments, such as, Bharat Mala, Sagar Mala, inland waterways, dry/land ports, and UDAN, etc. Further, economic zones, such as, textile clusters, pharmaceutical clusters, defense corridors, electronic parks, industrial corridors, fisheries clusters, and agricultural zones would be included in the coverage in order to boost connectivity and make Indian enterprises more competitive.
- In March 2023, 156 critical infrastructure gaps from ports to movement of bulk commodities, such as, coal, cement, fertilizers and food grains, were identified for intervention under the plan. As per the latest estimates of ongoing and proposed projects, mega projects worth INR 110 trillion in the National Infra Pipeline will be monitored under the PM Gati-Shakti.



PRODUCTION STRENGTH



5.7 MTPA

CEMENT PRODUCTION CAPACITY

51 MW

THERMAL POWER CAPACITY

2.8 MTPA

CLINKER PRODUCTION CAPACITY

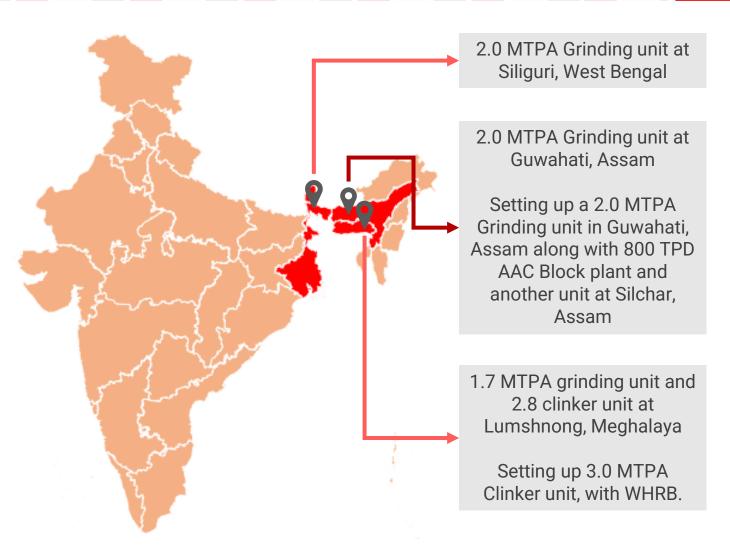
12.3 MW

WASTE HEAT RECOVERY SYSTEM

LARGEST MANUFACTURER

OF CEMENT IN NORTH- EAST INDIA

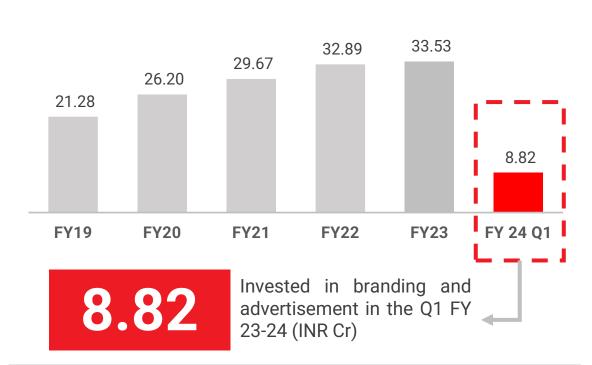
OUR EXPANSION PLANS



ENDORSING A BETTER FUTURE



ANNUAL ADVERTISING & BRAND PROMOTION INVESTMENT (INR CR)



In Q1, the company organized a digital campaign called "Best Ethnic Wear Contest & Fathers Day Celebration" for its Facebook and Instagram users. The campaigns achieved a total engagement of more than 3.5 lakh users.

AKSHAY KUMAR, AS OUR BRAND AMBASSADOR, BOOSTED OUR BRAND VISIBILITY





In Q1 we continued with the Brand Television Commercial with Akshay Kumar as brand Ambassador. Association of Akshay Kumar caused an uplift on the brand perceptions and has had a positive impact on the saliency of Star Cement as a brand.

In Q1 we also launched new creative for Repositioning of Premium Product Anti Rust Cement

ADVANCING WITH TECHNOLOGY





STAR LINK APP (4000+ USERS):

Facilitating loyalty program for Masons who use Star Cement in their various projects to earn Reward points which can be used to redeem a variety of gifts.

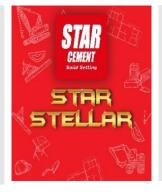


BUSINESS WHATSAPP:

Star Cement official business WhatsApp number is a medium where all queries faced by customers, channel partners etc. are resolved within 48 hours, and also serves as the most preferred method of communication between the company and its stakeholders.

STAR STELLAR APP (1900+ USERS):

Facilitating loyalty program for civil engineers and providing login facility to Technical Employees and Civil Engineers for a better performance at work.



CUSTOMER WEB-PORTAL:

Aiding dealers in generation of ledgers, invoices, debit note/credit notes through OTP authentication.

STAR SAATHI APP FOR DEALERS (1800+ USERS):

Strengthening the channels of distribution, the app facilitated flexibility in placement tracking and payment, providing ease of service to our dealers

SALESFORCE AUTOMATION APP:

Helping us to track attendance, and various other activities taking place (including field visits by our Sales, Branding and Technical Teams.



IMPLEMENTED ENTERPRISE RESOURCE MANAGEMENT SAP:

Leading to higher operational efficiency and an overall enhanced performance (includes management of inventory and sales).

REACHING FAR AND WIDE



STRONG SUPPLY CHAIN & DISTRIBUTION NETWORK

We emphasize on strengthening being among the first one to identify the disparity in demand and supply forces, through a strong supply chain & distribution network:

EASY AVAILABILITY OF RAW MATERIAL:

Easy access and proximate location to limestone mines within 2-3 km of our plants in Integrated vehicle logistics system.

RIGHT MIX OF DISPATCH MODES:

Availability of different modes of transportation, including roadways and railways for uninterrupted supply

IMPROVING RAIL TRANSPORT CONNECTIVITY:

Raw Material Inward & Cement outward dispatches from Siliguri siding ensured alternate mode availability for enhanced serviceability and Cost Efficiency.

ENHANCING PRODUCTIVITY THROUGH OWN FLEET:

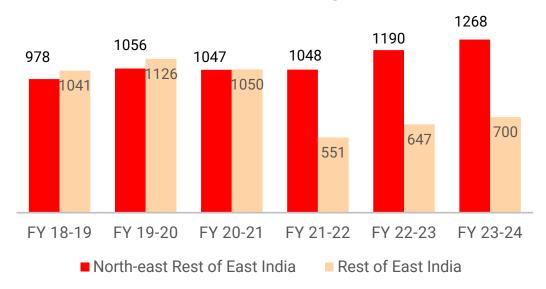
Optimum utilization of owned fleet of 190+ trucks through digitization enabled the organization to increase the overall efficiency & productivity

ESTABLISHED DEALER-DISTRIBUTOR NETWORK:

Our extensive distribution network helps deepen penetration in the Eastern region

DISTRIBUTION NETWORK SPREAD ACROSS 10 STATES, LEADING TO AN EDGE OVER PEERS

DEALER NETWORK

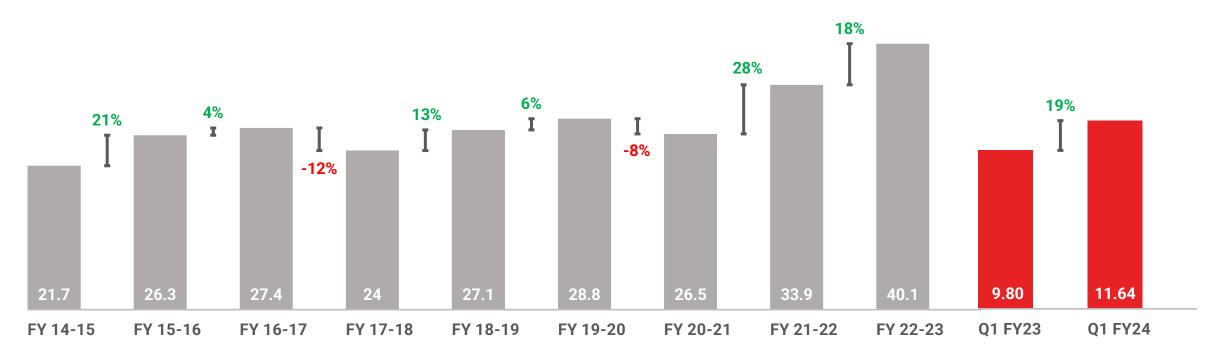


THE STAR SHINING BRIGHT AND STRONG



- Enjoys a leadership position in the North East with market share of more than 23%
- Strong dealer and distributor network built over the years, steering year-on-year growth, enabling leadership position in market

SALES THROUGH THE YEARS – VOLUME (LAKH TONS)





SHARING THE RESPONSIBILITY TOWARDS THE COMMUNITY



Health and Sanitation

- Organized free health Check-up camps at Sonapur where more than 150 patients were examined & free medicine were distributed.
- Set up a system to ensure regular collection of garbage from Lumshnong and Umsahi village.
- Bore-wells were constructed in several households of Mohitnagar to help source ground water.
- Toilet blocks have been constructed at Gomaria Krishak Kalyan Sangha & community Hall, Lalmati to improve sanitation .
- Schools are being identified to set up Drinking Water systems, and renovating sanitation facilities including toilets
- Special camp was setup in Mohitnagar to distribute grocery and other food items to specially abled persons.
- Potable water was distributed at Maa Kamakhya Mandir during Ambubachi Mela, 2023.
 Similarly, water bottles were distributed at Bhutnath mandir.











- Star Ujjibit Skill Development center for skill development & placement of unemployed youth at Chamata inaugurated and has started and skill development training to its 1st batch.
- Star Usha Tailoring Centre is functioning regularly in all locations. The trainees of Star Usha Tailoring Centre are now stitching uniform for students of Divine Word School and Star Public School.
- Construction of 29 bio-floc tanks has been completed in three locations. Cultivation has been started in 19 tanks in Guwahati and Siliguri and is going to be started shortly in Lumshnong.
- · Regular production for sanitary napkin unit & Agarbatti Making unit at Srijani.
- Beautician training course is going on flawlessly. Students are courageously participating in practical sessions.
- Bee farming is going on very well. Four bee farmers of Lumshnong and Umstain village are doing comparatively well, and they are selling their products in the market @ INR 1000/- per litter.

Livelihood development

SHARING THE RESPONSIBILITY TOWARDS THE COMMUNITY



Education

- 65 students from Waizher, Tongseng, Sonapyrdi and Brichrnyot and Lumshnong village have been enrolled in Star Public School.
- Regular School bus service is benefiting around 104 students of Lumshnong, Waizer, Cheruphi, Pandare, Brichrnyot and Tongseng village. Currently there are three school buses running in three different directions.
- Construction of Basketball ground in Star Public School is underway.
- Identification of educational institution at Lumshnong, GGU & SGU plant peripheral area for development is underway.
- Computer Education on wheels is operating in GGU plant peripheral area. The same has been initiated in Mohit Nagar.
- Identification of schools for the distribution of desk benches is in progress.
- 20 students from Lumshnong, village have been enrolled in Star Public School.















- Construction of Dorbar Shnong office of Lumshnog, Dongiew community hall and Foundation work of SCML local market, Brichrnyot RCLP school Kitchen room has been completed.
- Construction RCC Hall at Maina Parijat Sangha, Dikchak, boundary wall & renovation of Manikut at Srimanta Sankardev Sangha, Digaru is completed.
- Construction of prayer hall and repairing & renovation of Office Room, Dimaria Sangbadik Sangha, and Sonapur is underway.
- Emergency food support provided to 800 road blockage people of NH-6 on 17th June 2023. The NH-6 was not operational due landslide near to Sonapyrdi village.
- Solar lights repaired in Tongseng, Brichrnyot and Umstain village and 50 solar streetlights have been installed in different villages like Khaddum, Pandare, Sonapyrdi, Sakri & Lumshnong village. Implementation of solar home lighting system in Sakri village has been completed. The project will cover entire village households.
- Victims of Manipur were supported with all possible relief materials.

Rural Development



STAR CEMENT ESG UPDATE



DECODING ESG



ENVIRONMENT

Refers to how an organisation operates within the physical, natural environment. Includes investors examining a company's natural resource usage, and the impact of its operations and value chain on the environment.



SOCIAL

Refers to how businesses impact their stakeholders such as customers, employees and the communities in which they operate.



GOVERNANCE

Includes corporate governance and business integrity.
Corporate governance describes how the company governs itself to achieve compliance and transparency.
Business integrity refers to ethical business practices.

STAR CEMENT LIMITED HAS ENGAGED EY FOR ESG TRANSFORMATION FOR 3 YEARS. THE ENGAGEMENT STATUS AS ON YEAR 1 IS AS FOLLOWS –

STEPS COMPLETED

ESG MATERIALITY ASSESSMENT BRSR REPORT SUBMITTED TO SEBI

ESG ROADMAP DEVELOPMENT ESG TARGETS AND GOALS DEFINED

ESG REPORT

STEPS ONGOING

MICROSITE

ESG GOALS AND TARGETS



ESG TARGETS

EXPECTED

Reducing Clinker factor in Cement

of green power

Adopt energy

efficient

measures

Increase use

logistics and transportation

> Removing emission

CURRENT STATUS

0.1%

NIL

8%

1.37x

2025

2027

1XXX

2025

2X Water Positive

4% Thermal substitution Rate

15% Green energy portfolio

12% female in total workforce

All mines to achieve 4 star rating

3x3 Star, 1x4 Star, 1 New

ESG GOALS

COMPLETION

2025

2027

Enhancing coprocessing of waste

Optimizing

through offset



GOOD GOVERNANCE PROMISING A BETTER TOMORROW



OUR PROMOTERS TEAM



Mr. Sajjan Bhajanka
Chairman & Managing
Director

Experience: 50 years' experience in plywood, laminates, ferro alloys and cement industry



Mr. Rajendra Chamaria
Vice Chairman & Managing
Director

Experience: 36 years' experience in cement and concrete sleepers industry with excellent project execution skill and production knowledge



Mr. Sanjay Agarwal
Managing Director

Experience: 36 years' industry experience



Mr. Prem Kumar Bhajanka Managing Director

Experience: 43 years of industry experience



Mr. Tushar Bhajanka

Deputy Managing Director

Qualification: MPhil in Economics from

the University of Cambridge

Experience: 4 years' industry experience

GOOD GOVERNANCE PROMISING A BETTER TOMORROW



OUR MANAGEMENT TEAM



Mr. Vineet Tiwari

Chief Executive Officer

Qualification:MBA in Marketing

Experience: Over three decades experience across a multitude of industries having spent a large part career in the cement Industry



Mr. Manoj Agarwal

Chief Financial Officer

Qualification: LL.B, Chartered Accountant,

Company Secretary

Experience: Over 27 years' experience, including 15 years in the cement industry



Mr. Pankaj Kejriwal

Executive Director

Oualification:

Chemical Engineer

Experience: 22 years' overall experience



Mr. Pradeep Purohit

Chief Operating Officer

Qualification: B. Com, Graduate Dip. IIMM

years in the cement and engineering industry



Mr. Sundaram Srinivasan

Chief Manufacturing Officer

Qualification:Mechanical
Engineer

Experience: More than 3 decades in the cement industry including companies like Gujarat Ambuja Cement & Zuari Cement.



Mr. Samar Banerjee

Chief Human Resource Officer

Qualification: BA(Eco), PGPM&IR

Experience: Over 27 years' experience, including 14 years in the cement and Building Material Industries.



Mr. Kanak Kumar Chhangani

Chief Mineral Resource Officer

Qualification: B.E (Mining)

Experience: Over 25 years of work experience Cement and related industries across

geographies.



OPERATIONAL AND FINANCIAL UPDATES



OPERATIONAL

Production in Q1 FY24 was 11.8 lakhs MT vs 9.9 lakhs MT in Q1 FY23, a YoY growth of 19%.

Plant optimization has helped reduce power consumption per MT of Cement.

Purchase of conditioned fly-ash through rakes is helping reduce flyash cost.

FINANCIAL

Cement sales in Q1 FY24 was up by 19% YoY to INR 757 Cr.

EBITDA for the quarter stood at INR 138 Cr

Profit After Tax for the quarter stood at INR 93 Cr.

FUNCTIONAL

SAP has been adopted across the organisation.

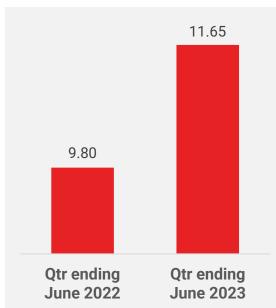
WHRS Plant commissioned in April 2023 and is helping lower power cost.

Use of own fleet is helping to minimizing logistics cost.

QUARTERLY HIGHLIGHTS THAT MATTER

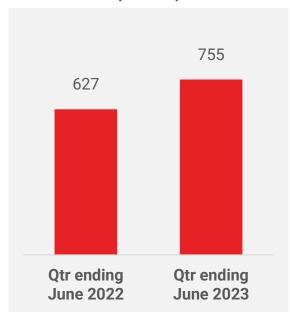


SALES VOLUME - CEMENT (MILLION TONS)



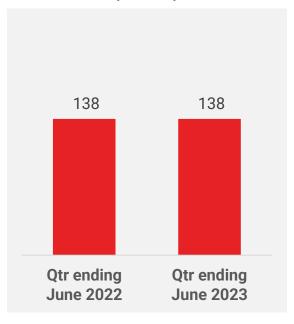
An YoY increase in sales volume by 19%

REVENUE FROM CEMENT SALES (INR CR)



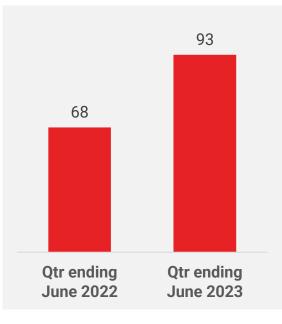
Increase in sales volume and better pricing resulted in the increase in revenue from cement sales by 21%

EBITDA (INR CR)



EBITDA remained same in Q1 FY24 as compared to Q1 FY23

PAT (INR CR)



PAT for the period increased by 36% as compared to the same period last year.



STANDALONE FINANCIAL HIGHLIGHTS



PARTICULARS		Q1 FY24	Q1 FY23	FY23
Equity Share Capital	INR Cr	40	40	40
Reserves & Surplus	INR Cr	1,477	1340	1,423
Net Worth	INR Cr	1,518	1,380	1,464
Revenue	INR Cr	778	658	2,731
EBIDTA	INR Cr	99	86	339
PBT	INR Cr	77	64	249
Tax Expenses	INR Cr	23	23	85
PAT	INR Cr	54	41	164
Return on Equity (Annualised)	%	14.2%	11.9%	11.2%
Earnings Per Share (Not Annualised)	INR	1.34	1.02	4.06

CONSOLIDATED FINANCIAL HIGHLIGHTS



PARTICULARS		Q1 FY24	Q1 FY23	FY23
Equity Share Capital	INR Cr	40	40	40
Reserves & Surplus	INR Cr	2,469	2196	2,376
Net Worth	INR Cr	2,509	2236	2,416
Revenue	INR Cr	769	680	2,757
EBIDTA	INR Cr	138	138	520
PBT	INR Cr	104	105	380
Tax Expenses	INR Cr	11	38	132
PAT	INR Cr	93	68	248
Return on Equity (Annualised)	%	14.8%	12.2%	10.3%
Earnings Per Share (Not Annualised)	INR	2.31	1.67	6.13

