



UltraTech promotes the theory of building beyond strength and durability, creating beyond imagination and designing beyond style. This philosophy is reflected in its current campaign *Build Beautiful*. It envelopes the notion that when an engineer builds, he builds to last and that every building is his style statement and every structure an everlasting testament to his expertise. With *Build Beautiful*, UltraTech urges engineers to make every building a tribute to creativity and an enabler of dreams and ambitions. UltraTech can take this high ground as the brand has been at the forefront of building India's growth story – at first, by giving it a solid infrastructure and then by supporting India's metamorphoses into the beautiful nation she strives to be.

Market

The housing sector in India is the most dominant consumer of cement, accounting for nearly 67% of the total consumption. Infrastructure and commercial construction come next, accounting for 13% and 11% of the nation's total cement consumption respectively (Source: industry estimates). Making this massive contribution possible is a huge capacity, expected to grow another 8% by the end of 2016, rising from 366 million metric tonnes (MMT) to 395 MMT. It is expected that 2017 may see even more growth with per annum capacity nudging past 421 MMT.

UltraTech is India's largest manufacturer of grey cement, white cement and ready-mix concrete and one of the leading cement companies globally. With an installed capacity of 63 MTPA, of which 3.20 MTPA is from its overseas plants, UltraTech manufactures a wide variety of products, ranging from Ordinary Portland Cement, Portland Blast Furnace Slag Cement and Portland Pozzalana Cement to White Cement, Ready Mix Concrete and Building Products.

Achievements

UltraTech is recognised for the key role it has played in such landmark projects as the Bandra-Worli Sea Link, Afcons Chenab Bridge, Wankhede Stadium, the Commonwealth Games Stadia, the metro projects at Delhi, Mumbai, Bengaluru and Kolkata and Terminal 2 at the Chhatrapati Shivaji International Airport, Mumbai. These make UltraTech an important participant in India's celebrated story of growth and development.

As its tagline, *The Engineer's Choice*, suggests, UltraTech is truly one of the cement brands most trusted by engineers. However, UltraTech is not just about large-scale projects; it also plays a vital role in individuals building their dream homes in rural and semi-urban India. It helps them with technical advice and solutions on good construction practices, provides all primary construction material under one roof and even a mobile concrete lab to assure them of quality during construction.

A majority of UltraTech's state-of-the-art manufacturing units are accredited with the highest quality standards and certifications such as ISO 9001 for quality systems, ISO 14001 for environmental management systems and OHSAS 18001 for occupational hazard and safety management systems. The organization's focus on Green technologies and safety systems has resulted in numerous awards and recognitions including the IMC Ramkrishna Bajaj National Quality Award, the Rajiv Gandhi Environment Award for Clean Technology and the Greentech Safety Award.

UltraTech has always focused on providing customers with the best products and services. This undying commitment to quality has resulted in UltraTech winning awards in diverse areas such as quality, care for the environment, safety, finance and corporate social responsibility. Some of the coveted recognitions include the Dun & Bradstreet Volta Corporate Award in 2014/15, the CIDC Award for Best Professionally Managed Company (Large Category) in 2014, the Gold Certificate of Merit at the IMEA Awards by The Economic



Times in 2013, The Economic Times India Manufacturing Excellence Award given by Frost & Sullivan to Vikram Cement Works in 2014, the National Award for Excellence in Energy Management given to the Aditya Cement Works by CII in 2014, the Asian CSR Award and Gold given by the Greentech Foundation to Gujarat Cement Works in 2012.

Yet another validation of UltraTech's high standards of excellence is the company's inclusion in the Nifty Index – a list of the top 50 listed companies – of the National Stock Exchange. The listing reaffirms the commitments made by the brand towards its stakeholders in line with the core values of the brand.

Backing these recognitions is the fact that UltraTech is a part of the Aditya Birla Group – a ₹266,000 crore corporation in the league of leading Fortune 500 companies. Anchored by 120,000 employees from 42 nationalities across 36 countries, the Aditya Birla Group has recently been listed amongst the Best Employers in India at the Asia-Pacific region by the Aon-Hewitt Survey. The Group has also topped the Nielsen's Corporate Image Monitor 2014/15 and emerged as the best-in-class for the third consecutive year.

History

UltraTech's beginnings can be traced back to the mid-1980s when the first cement plant at Jawad in Madhya Pradesh was established under the

MUMBAI'S VISION REALISED.
UltraTech Cement and Mumbai proudly present T2.

Mumbai has long held a vision to constantly progress towards a stronger future with the best of infrastructure. Mumbai Monorail, Bandra Worli Sea-link, and the Mumbai Metro have contributed to the evolution of Mumbai, with UltraTech Cement having been a partner on all these illustrious projects. Now UltraTech Cement is proud to present Mumbai's prestigious T2. Helping Mumbai achieve its vision has not happened overnight, rather it is the constant surpassing of expectations and the creation of new ones for others that have made UltraTech Cement the choice of Mumbai. Having partnered with UltraTech Cement, India's largest manufacturer and exporter of cement, Mumbai has given further impetus to its vision of scaling great heights.

UltraTech CEMENT Build beautiful
The Engineer's Choice

Grasim umbrella. With the objective to increase its reach, Grasim acquired a stake in L&T Cement Limited in 2001, subsequently increasing it to a majority stake in 2003. The following year marked the completion of the implementation process to demerge the cement business of L&T. The newly formed entity, L&T Cement Limited was subsequently changed to UltraTech Cement. This was followed by the demerging of Grasim's cement business in May 2010 which was then vested in Samruddhi Cement Limited. The latter was then amalgamated with UltraTech Cement in July 2010.

In September 2010, UltraTech Cement Middle East Investments Limited, a wholly owned subsidiary of UltraTech Cement acquired management control of ETA Star Cement Company together with its operations in the UAE, Bahrain and Bangladesh putting UltraTech on the global map. Today, UltraTech Cement is one of the leading cement manufacturers globally with a capacity of 63 MTPA.

Product

UltraTech offers a range of cements, ready-mix concretes, building products and building solutions. The white cement marketed under Birla White comprises finishing products that are widely used for finishing interiors, flooring and wall and pillar applications.

UltraTech Concrete comes in eleven sub-brands namely Fibrecon, Free Flow, Colourcon, Stainless, Thermocon, Hypercon, Pervious, Décor, Plus, Lite and Duracon. Each one of these sub-brands offers a unique value proposition catering to the specific requirements of large infrastructural projects.

The UltraTech Building Products Division supplies technologically re-engineered products that are breakthrough innovations designed especially for the construction and infrastructure industry. The sub-brands of UltraTech Building Products include Seal & Dry, Super Stucco, Readiplast, Fixoblock, Xtralite and Powergrout.

So while manufacturing has been its prime activity, the company realises that it has a huge bank of knowledge and experience which it must utilise for the benefit of the Indian construction industry. From this belief has emerged UltraTech Building Solutions (UBS) – a one-of-its-kind concept. The UBS is a one-stop shop designed on the plan, build and support philosophy, offering home building solutions right from planning to completion. In partnerships with leading brands, UBS provides paints, construction chemicals, steel, pipes and fittings apart from the company's own products. Further, the brand also provides technical advisory services, Vaastu services,



house designs and even a construction cost calculator for individuals who are constructing houses on their own. UltraTech's Technical Services comprise highly skilled civil engineers who assist home builders in understanding the nuances of construction while building their dream homes. Individual home builder meets are organised to spread awareness amongst potential home builders about the pros and cons of construction practices. Similarly, influencer meets are also held to share the latest construction trends and products.

Recent Developments

With the massive shortages in housing and the need to rapidly industrialise, the coming years are expected to record a huge growth in demand for cement. UltraTech's goal is to scale its capacity to 74 MTPA by 2016 so that it can ensure that this outstanding brand is readily available to everyone who desires top quality.

One of the things it has done to achieve this was to acquire Jaypee Cement's integrated plant at Sewagram and the grinding unit at Wanakbori in Gujarat increasing its capacity by 4.80 MTPA. The two plants are the 12th integrated unit and 12th grinding units respectively for UltraTech Cement in India.

Promotion

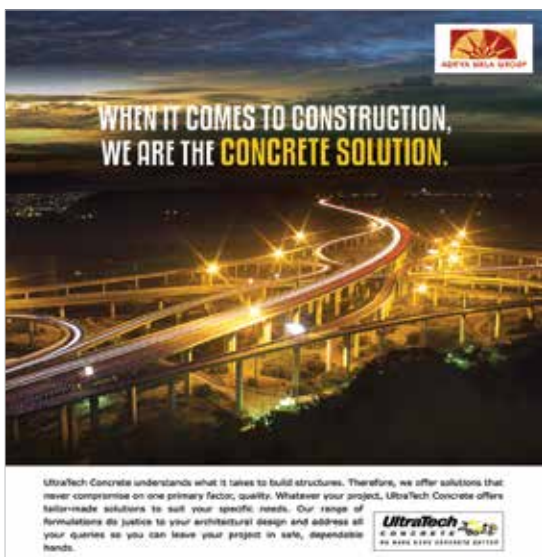
Cement has the power to translate human creativity into reality. When architects and engineers dream buildings and their bold strokes revolutionise building designs it is cement – the artist – that gives them real shape and permanency. Build Beautiful – UltraTech's new campaign – is a tribute to human ingenuity and a compliment to people who live in these stunning structures, made possible by cement.

So while UltraTech promotes the industry per sé it also does several things to place its brand in the consumer's mind. Partnering in cricket is one of them. Its association with the Rajasthan Royals in the Indian Premier League (IPL) as the principal team sponsor in seasons 2, 3, 5, 6 and 7 gave the brand immense exposure.

At another level, Birla White Yuvaratna Awards recognises young architectural talent and provide them with a platform to share their vision with the professional community.

UltraTech has also initiated a series of engagements and promotional activities through social media platforms including Facebook, YouTube, and LinkedIn. The completely revamped website now includes content-driven sections including UltraTech Studio and UltraTech Services.

UltraTech Studio is a knowledge library of creative articles relevant to topics including construction, engineering, architecture



and the like, contributed by external writers specialising in the industry.

UltraTech Services, on the other hand, is a unique interactive feature that provides information classified according to its intended user viz., home builders, engineers, architects and contractors. The brand is in continuous engagement with its audience through social and digital platforms with various activities around the theme of *Build Beautiful*.

Brand Values

UltraTech embodies the inherited core values of its parent organisation, the Aditya Birla Group – one of India's most respected and trusted corporate entities. The brand emerges as an energetic and eclectic mix of modernity, quality and technological superiority.

Its imagery, strengthened by the engineer in the yellow helmet, reinforces the aura of knowledge and specialisation. UltraTech connects with its consumers on an emotional level by providing the assurance that comes from associating with a knowledgeable expert.

Apart from strength and durability, India's youth also desires homes that make an aesthetic statement. Riding on this prevalent emotion, UltraTech Cement is positioned as the trusted brand for those who want to build beautiful. It combines the best of both worlds, offering durability and beauty in design.

Things you didn't know about ULTRATECH

- ▶ With a 20% market share in grey cement in India, every fifth house in India is made using UltraTech Cement
- ▶ UltraTech is part of the 24-member global Cement Sustainability Initiative of the World Business Council for Sustainable Development
- ▶ 30% of UltraTech's water requirement is met through rain water harvesting and 15% through recycled water

