ADITYA BIRLA GROUP

The Aditya Birla Group is India's first truly multinational corporation. Global in vision, rooted in Indian values, the Group is driven by a performance ethic pegged on value creation for its multiple stakeholders. A US$ 12 billion conglomerate, with a market capitalisation of US$ 20 billion, it is anchored by an extraordinary force of 88,000 employees belonging to over 20 different nationalities. Over 23 per cent of its revenues flow from its operations across the world. The Group's products and services offer distinctive customer solutions. Its 74 state-of-the-art manufacturing units and sectoral services span India, Thailand, Laos, Indonesia, Philippines, Egypt, Canada, Australia, China, USA, UK, Germany and Hungary.

A premium conglomerate, the Aditya Birla Group is a dominant player in all of the sectors in which it operates. Among these are viscose staple fibre, non-ferrous metals, cement, viscose filament yarn, branded apparel, carbon black, chemicals, fertilisers, sponge iron, insulators, financial services, telecom, BPO and IT services.

Globally the group is:

- No.1 in viscose staple fibre
- The third largest producer of insulators
- The fourth largest producer of carbon black
- The eleventh largest cement producer
- Among the most cost-efficient aluminium and copper producers. The fourth largest aluminium producer in Asia and the largest single location custom copper smelter
- The best energy efficient fertiliser plant
- Among the world's top 15 BPO companies and among India's top three

In India, the Group holds a frontrunner position as:

- A premier branded garments player
- The second largest player in viscose filament yarn
- Among the first five mobile telephony players
- Leading player in Life Insurance and Asset Management
Beyond business

A value-based, caring corporate citizen, the Aditya Birla Group inherently believes in the trusteeship concept of management. Part of the Group’s profits is ploughed back into meaningful welfare-driven initiatives that make a qualitative difference to the lives of marginalised people. These activities are carried out under the aegis of the Aditya Birla Centre for Community Initiatives and Rural Development, which is spearheaded by Mrs. Rajashree Birla

Group Values

Our Vision
To be a premium global conglomerate with a clear focus on each business.

Our Mission
To deliver superior value to our customers, shareholders, employees and society at large.

Our Values
- Integrity
- Commitment
- Passion
- Seamlessness
- Speed
Cement

Grasim ventured into cement production in the mid 1980s, setting up its first cement plant at Jawad in Madhya Pradesh and since then it has grown to become a cement major. With the acquisition of the L&T cement business, it increased its capacity to 31 million tpa. The complementary capacity of UltraTech has further enhanced the competitive edge of the cement business.

Grasim's cement operations today span the length and breadth of India, with 11 composite plants, seven split grinding units, four bulk terminals and 10 ready-mix concrete plants.

All the plants are located close to sizeable limestone mines and are fully automated to ensure consistent quality. All units use state-of-the-art equipment and technology and are certified with ISO 9001 for Quality Systems and ISO 14001 for Environment Management Systems.

Leveraging the strong equity and goodwill of the housemark, the company has a portfolio of cement brands under the Aditya Birla Group logo. These include national brands such as Birla Plus, Birla White and Birla Ready Mix, while also nurturing some regional brands like Vikram Cement and Rajashree Cement. UltraTech Cement has successfully migrated to the "UltraTech" brand after acquisition.

Grasim together with its subsidiary UltraTech will expand its capacity by 14 million tpa through greenfield and brownfield projects. Grasim will be setting up a four million tpa greenfield plant at Kotputli in Rajasthan with a split grinding unit in Panipat. Yet another four million tpa brownfield expansion has been planned at Sambhupura in Rajasthan with a split grinding unit. UltraTech will set up a four million tpa brownfield expansion at Tadpatri in Andhra Pradesh with a split grinding unit. An additional two million tpa capacity will be created through 1.3 million tpa grinding unit at Dadri and debottlenecking in Grasim and UltraTech. These expansions will elevate Grasim to a 45.2 million tpa cement major. Power capacity is being augmented through captive power plants being set up with a combined capacity of 102 mw at four locations in Grasim and 142 mw at two locations in UltraTech.

Grasim is the largest producer of white cement in India, with a capacity of 475,000 tpa. Branded as "Birla White", this division manufactures world class white cement in a variety of textures and finishes. It has applications in floorings and exterior wall finishes, apart from other innovative uses.

Rayon grade caustic soda is an important raw material in VSF production. To achieve reliable and economical supply of this chemical, Grasim set up a Rayon Grade Caustic Soda unit at Nagda in
1972 with an initial capacity of 33,000 tpa. This has since grown to 190,800 tpa, making it the country's second largest caustic soda unit.

The unit uses cost effective membrane cell technology and is 100 per cent self-sufficient in power. For gainful utilisation of chlorine, the unit has expanded its operations with the production of Stable Bleaching Powder (SBP) used in water purification, sanitation and as a bleaching agent; Poly Aluminium Chloride (PAC) used in water treatment, paper sizing and effluent treatment; and Chloro Sulphonic Acid, used in vinyl sulphate, the raw material for dyes and intermediates, saccharin, drugs and pharmaceuticals, etc.

**Grey cement:** With a combined capacity of 13.12 million tpa, Grasim is among the largest producers of grey cement in India. Its units are located at Jawad and Raipur in Madhya Pradesh, Shambhupura in Rajasthan, Malkhed in Karnataka, Sikka in Gujarat, and Reddipalayam in Tamil Nadu. All the plants are located close to sizeable limestone mines and are fully automated to ensure consistent quality. All units use state-of-the-art equipment and technology and are certified with ISO 9001 for quality systems, and ISO 14001 for environment management systems.

**White cement:** Grasim is the largest producer of white cement in India, with a capacity of 475,000 tpa. Branded as Birla White, this division manufactures world-class white cement in a variety of textures and finishes. It has applications in floorings and exterior wall finishes, apart from other innovative uses.