



EMAMI DOUBLE BULL CEMENT TARGETS TO ACHIEVE 10% OF MARKET SHARE BY 2019

Raipur, September 6, 2017: Emami Double Bull Cement, manufactured by **Emami Cement Limited** targets to take up its market share to 10% in all the regions of its operations by March 2019. By that time, the Company expects to take up its production capacity to 6 MTPA (Million Tons Per Annum).

Presently, Emami Cement Limited is producing 60% of the current total cement capacity of 4 MTPA through the mother clinker plant in **Chhattisgarh** and the grinding unit at **Panagarh, West Bengal**. By March this year, these two units target to achieve the operational production capacity of 3.2 MTPA. Around the same time, the Company would also be ready with its new grinding unit of another 2 MTPA in **Jajpur, Odisha**.

Total investment incurred by the Company for all the three units is Rs 4,000 cr.

Quality and trust are the two main pillars in the growth of a cement brand. Committed to offer quality products to the end consumer, Emami Cement has adopted various strategic business investments for its **Emami Double Bull Cement Brand**. As a part of the brand's growth story, the Company has come forward with best quality in product and packaging strengthened by a seamless supply.

The Company has installed a hi-end automated robotic laboratory at the Risda plant in Chattisgarh for monitoring a consistent product quality. Emami Cement's Chattisgarh plant is the second one to have this technology in India and the first in Eastern India.

Emami Cement's presence in the market is based on quality parameters of the product in comparison to competition on the basis of test certificates. The Company has multiple Mobile testing vans for consumers to actually test the quality of the product directly and make an informed choice. Each van is fully equipped with compressive testing machine for cube casting and offer various on-site tests for the customers. Setting industry benchmarks, the Company is also offering Emami Double Bull Cement in PP bags of highest quality vis-a-vis industry standard to minimize material loss & damage due to hooking which is a prevalent industry concern.

Emami Double Bull Cement had been launched in 2016 by Emami Cement Limited. Recently, the Company has launched its premium PSC product under the brand name **SUBH** targeting quality conscious customers.

Speaking on this occasion, **Mr. Vivek Chawla, CEO, Emami Cement Limited** said, "Currently, the entire sales in our presently existing markets of Chattisgarh, West Bengal, Jharkhand, Bihar, Odisha, Eastern Madhya Pradesh and Vidarbha regions is close to around 1.5-2 lakh tons per month. We have specific ramp up plans targeting to scale this up to 3.2 million tons in the current financial year. As a part of our expansion plan, we have recently acquired two limestone mines in Rajasthan and Andhra Pradesh."



Emami Double Bull Cement which gives “*Mazbooti Ummeed Se Zyada*”, is available in OPC, PAC and PPC variants.

Emami Cement Limited is a part of the Rs 50,000 cr **Emami Group of Companies**, which has leadership presence in other 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.

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 and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** – Among the top 3 edible oil refineries 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 6 MTPA integrated cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha at a total investment of around Rs. 4000 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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