

## DALMIA BHARAT GROUP ENHANCES BRAND PORTFOLIO IN EASTERN INDIA

~ Introduces Dalmia FBC Cement – The Fine Blend Composite Cement ~

~ Better coverage of construction area leading to saving of construction cost ~

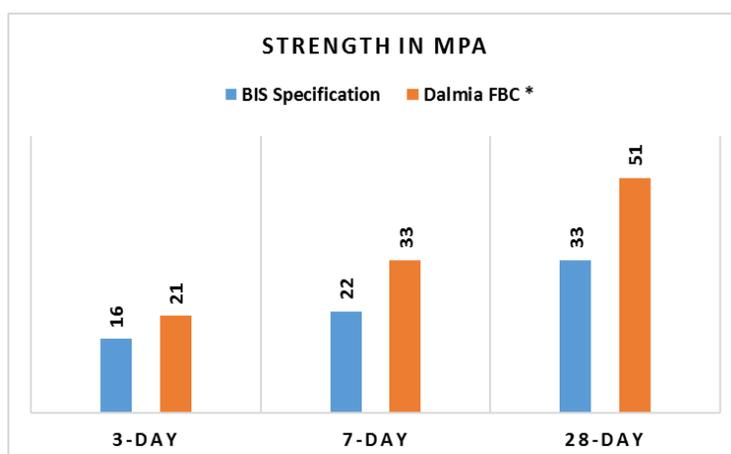
**Kolkata, 13<sup>th</sup> July, 2018:** Reiterating the values of quality and expertise, the world’s greenest cement company, **Dalmia Cement (Bharat) Limited**, a leader in the specialty cements space and the country’s largest producer of slag cement extended their growing brand portfolio by launching the Fine Blend Composite Cement, **Dalmia FBC Cement**, today, marking a new chapter in the composite cement manufacturing sphere in Eastern India. “**Dalmia FBC**” (**Fine Blend Composite**) is a premium quality cement and the perfect blend of Slag and Silica and comes with all the benefits of PSC (Portland Slag Cement) and PPC (Portland Pozzolona Cement). “Dalmia FBC”, is a super-fine Composite Cement that gives better coverage in every bag which leads to saving in overall construction cost. Now with lesser quantity of cement one can build more. The new brand was launched by **Mr. B.K. Singh, Senior Executive Director, Group Marketing and Communications, Dalmia Bharat Group** and **Mr. Indrajit Chatterji, Executive Director Sales and Marketing (East) Dalmia Bharat Cement.**

Addressing the media in Kolkata, **Mr. B.K. Singh** said, “Dalmia Bharat Group with over eight decades of expertise is playing an important role in creating the infrastructure blueprint for West Bengal. Dalmia Bharat Group believes in constant innovation which has helped us to establish leadership position in the fast growing markets we are present. Today with the launch of Dalmia FBC Cement we are introducing the latest innovation in cement industry. Dalmia Bharat Group now controls an expandable capacity of 26MTPA in the country. Our consistent efforts on branding, logistics management and operational excellence have helped us delivering volume growth while successfully managing the various challenges of a very competitive market. We are committed to further optimize cost on sustained basis and adopting environmental friendly processes.”

Elaborating on the demand and expected growth of the cement industry, **Mr. B.K. Singh further added**, “We are expecting a growth in the affordable and rural housing segments and infrastructure—primarily road and irrigation projects and is likely to maintain a demand growth momentum of around 5% in FY19. This is backed by low-cost housing in the eastern markets, Andhra Pradesh, Telangana and the infrastructure demand from the eastern, southern and western markets. But there needs to be a check on coal, pet coke and freight charges due to increase in diesel prices as it is directly affecting the profitability margins and debt metrics of cement companies.”

On the launch of the new product Dalmia FBC Cement, **Mr. Indrajit Chatterji** said, “Our commitment towards

producing superior quality of cement is once again reiterated by the launch of Fine Blend Composite cement. This cement ideally captures the best of both PSC (Portland Slag Cement) and PPC (Portland Pozzolona Cement) and its superior blend ensures more volume per bag. With the rising material costs, a product like Dalmia FBC Cement gives better coverage of area in every bag which leads to



saving on the overall construction budget. The perfect blend of slag and silica results in long term durability and provides higher compressive strength and longer service life truly makes it the “all-rounder of cement”. With the launch of Dalmia FBC cement our product portfolio gets further enriched in East, where we believe there is tremendous growth potential in the infrastructure and construction space. With the launch of Dalmia FBC Cement, we will ensure the highest standard of strength and endurance which underlines the improved construction efficiency.”

Dalmia Cement (Bharat) Limited has been ranked globally no. 1 by the CDP (formerly Carbon Disclosure Project). Out of 13 cement majors across the globe, Dalmia Bharat ranked at the top in Cement Sector League. With over eight decades’ long presence in India, it is recognised as the lowest carbon footprint cement producer globally. Dalmia Cement (Bharat) Limited (DCBL) is the first cement Company across the globe to join RE 100 and EP 100 campaign. The Company has commissioned 8-megawatt captive solar PV and a 9.2 Megawatt Waste Heat Recovery (WHR) project is under commissioning in Eastern India. DCBL produces one of the lowest carbon footprint cement globally (330 kg/ton of cement material) from their Eastern Plants. DCBL is also taking major steps on water conservation and harvesting. By reducing freshwater consumption in plants and building rainwater harvesting structures for local communities, Dalmia Cement developed about three times water harvesting potential as compared to total freshwater use. The company has further plans to replicate this success in its all cement plants to develop annual water harvesting potential of five times to its annual consumption by 2020.

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## **About Dalmia Cement (Bharat) Limited**

*Dalmia Cement (Bharat) Limited (DCBL), a subsidiary of Dalmia Bharat Limited (BSE Code: 533309 | NSE Symbol: DALMIABHA and listed in MSE), is a leading player in cement manufacturing since 1939. It has been globally ranked no. 1 by CDP (formerly Carbon Disclosure Project). It is one of the largest and most diverse cement companies in India and is the world's greenest cement company. With a growing capacity, currently at 26 MnT, it is also the fourth largest manufacturing capacity in the country. Spread across nine states and 12 manufacturing units, the company is also the category leader in super-specialty cements used for oil wells, railway sleepers and air strips and is the country's largest producer of slag cement. It has lowest carbon footprint in the global cement industry. Visit us at <http://www.dalmiacement.com>*

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