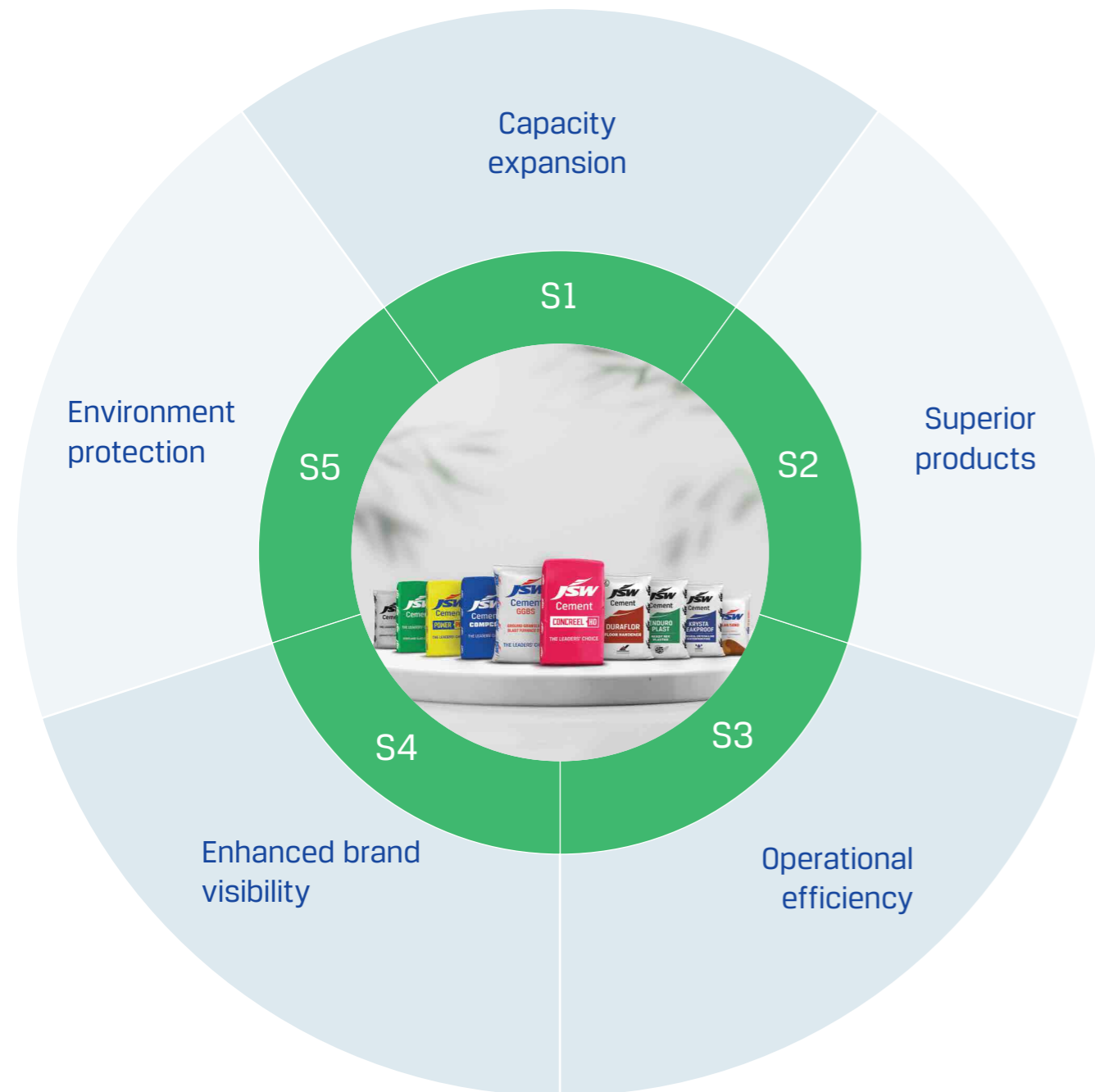


STRATEGIC PRIORITIES

Riding on our growth engines

We made substantial progress during the year across our key strategic pillars, leveraging the existing and emerging opportunities in the industry. Our strategic priorities enable us to address stakeholder concerns and meet their expectations.



Furthering each strategic priority

S1

Capacity expansion

We plan to reach a capacity of 25 MTPA in the near term, primarily from brownfield expansions in the South, West and East regions. We have embarked upon new expansion phases at its manufacturing facilities in Dolvi in Maharashtra and Vijayanagar in Karnataka. Both of these new projects will add 2 MTPA each to these units. Additionally, we are in the process of commissioning a new clinker unit of 1.36 MTPA at its subsidiary Shiva Cement and is adding 30% more clinker capacity by debottlenecking at the Nandyal plant in FY 2022-23. Going forward, we are also planning to set up a grinding unit in West Odisha and are working on the development of a mining block in Rajasthan, which will underpin the Company's expansion into the North region.



S2

Superior products

We are committed to making industry-leading products accessible to our customers:

- › The pricing and positioning of our products are based on market trends and dynamics
- › Product positioning for different products is clearly defined and communicated
- › Concreel HD/Plain Cement Concrete (PCC) has been positioned at A Category in the south and west and Portland Slag Cement (PSC) has been benchmarked at A-15; Concreel HD has been positioned at A+ Category in the east and PSC/PCC at A Category
- › Replaced PSC with Concreel HD in Kerala, Andhra Pradesh, and Telangana
- › Entered the RMC and Construction Chemicals Business
- › We are progressing on new packaging and product development fronts:
 - » Slag sand is used as FA replacement in concrete to go beyond 25% in Reinforced Cement Concrete (RCC) works
 - » BIS Code recommendation proposal for LD slag usage in concrete plaster
 - » Geo-polymer concrete/Earth-friendly Concrete (EFC) in RCC works and subsequent development of code
 - » Both internal, external and field trial testing done for the water seepage-resistant cement
 - » Both internal and external testing done for tile adhesives and block jointing mortar



S3

Operational efficiency

- › Strategically setting up plants for improved efficiency
- › Utilising technological innovation to optimise resource use
- › Improving operational efficiency through route-to-market optimisation
- › Managing inbound logistics by investing in wagon tippers
- › Utilising technologies like track and trace, control tower for end-to-end tracking and exception management to increase efficiency in outbound logistics
- › Dedicated railway tracks for timely delivery of raw materials and transportation of finished goods
- › Additional focus on SP-P1 markets and converting critical markets for premium products

S4

Enhanced brand visibility

Fostering partnerships with the planet, our channel partners, our consumers and every Indian citizen was our theme for FY 2021-22.

Some of the initiatives in relation to this theme are the following:

- › Van Mahotsav or nationwide tree plantation drive to promote environmental preservation
- › Digital video for Diwali to create awareness on air pollution
- › Creating hyperlocal connect through Karnataka-specific TVC launch - 'Swalpa Adjust Maadkoli'
- › Yaariyaan - pan-India TVC
- › Partnership with channel partners through the Leader's Premier League, Saathi App, Dealer Ace and Elite Loyalty Club, Diwali Milan celebration across states, Women's Day celebration, Unnati-GGBS SPO event
- › Partnership with innovation and growth - Power Pro Cement launch in Karnataka, JSW RMC plant inauguration in Deonar and Bhayander
- › Launch of 'Home Guide' for the Karnataka market
- › Awarded Best Infrastructure Brand 2021
- › Recognition as Iconic Brand of the Year 2021 by The Economic Times
- › Special COVID care initiatives for channel partners, influencers, and employees - 'We Care Program' and 'Joy of Hope'



Demand generation through influencer management

During the year, we designed a unique influencer management programme for masons, contractors, engineers and architects, generating demand for JSW products and developing loyal brand ambassadors. We held 800+ meetings, covering 27,000+ influencers and held JSW product demonstrations at 2,500+ sites through 58 cement care vans and four stationary labs.

- › Total number of influencers across India mapped with JSW Cement as of March 31, 2022 numbered 99,360
- › Total no. of JSW dealers with influencers mapped - 5,820
- › Total no. of influencers mapped with bank KYC, participating in bank redemption plan during FY 2021-22 - 61,724 (62%)
- › Total no. of influencers participating in gift voucher redemption plan in FY 2021-22 - 37,636 (38%)
- › Total volume generated from an influencer - 15.8 lakh tonne
- › Percentage of volume generated from influencers that is positioned in the premium product category - 47%
- › No. of focused group meetings to create awareness on good construction practices among masons and contractors - 4

27,000

Influencers reached through 800+ meetings in FY 2021-22



S5

Environment protection

Some of the key sustainability initiatives taken by JSW Cement in FY 2021-22

- › Participated in Carbon Disclosure Project (CDP) 2021 (for Climate) and received a '**B'** rating
- › Among the first global companies to commit to the Climate Group's RE100, EP100 and EV100 campaigns
- › Signed the UN-Energy Compact for advancing SDG 7: Affordable and Clean Energy, promoting sustainable energy for all, in line with the Paris Agreement
- › Signed the Global Principles of Heavy Industries following the six core principles set by the Climate Group, with the vision to accelerate and scale-up decarbonisation in alignment with the 1.5-degree global warming trajectory
- › Prepared our first Sustainability Report for FY 2020-21
- › Received the prestigious CII-ITC Sustainability Award 2021 for 'Excellence in Environmental Management'
- › Contributed to the research paper on 'Benefits of Blended Cement' by GCC
- › Aligned our sustainability policies with the JSW Group policies

Research and development

During the year, we successfully conducted a study in partnership with Central Road Research New Delhi termed, 'Utilising Ground granulated blast furnace slag as a soil stabiliser for road construction in the embankment'. We are further planning to study the base course.

Key approvals were obtained from the following bodies for our products during FY 2021-22

- › Military Engineering Service - all India (Product - OPC)
- › Municipal Corporation of Greater Mumbai - Mumbai (Product -PSC)
- › Odisha Rural Water Supply & Sanitation - Odisha (Product -PSC, PCC)
- › Odisha Police Housing Corporation - Odisha (Product -PSC, PCC)
- › CPWD renewal - Andhra Pradesh and Telangana (Product - PSC)
- › Karnataka PWD renewal - (Product - PSC, PCC)
- › Kerala PWD renewal -Kerala (Product - PSC)
- › TN PWD renewal - Tamil Nadu (Product - OPC, PSC)
- › TN Housing Board renewal -Tamil Nadu (Product- OPC, PSC)

