

STRONG

AND SOLID FOUNDATIONS FOR GROWTH

We have expanded our capacities 3x between 2014 and 2023. At the current rate, we are projected to grow by another 3x by 2030, enabling us to comfortably position ourselves among the top five players in the industry. Planned capacity expansion, great execution abilities, strong presence across the value chain, a robust dealer network and consistent efforts to improve brand visibility are our strengths that empower us to advance towards our set targets.

Expanding aggressively to build up potential

[Read More | Page 64](#)

We aim to grow our capabilities, while making our business model more efficient, dependable and sustainable. From the current capacity of 16.6 MTPA, we are committed to scaling up our capacity to 26 MTPA by FY 2025-26. We have set ourselves a lofty target of 50 MTPA capacity by 2030 through a combination of greenfield and brownfield expansion.



Strengthening presence across the value chain

[Read More | Page 28](#)

We are present across the entire value chain of building materials comprising cement, concrete and construction chemicals. This gives us a unique advantage to cater to the diverse needs of the construction industry with premium, high quality and eco-friendly products. Our green construction materials are also driving better construction practices and methods among builders. Given our synergies with the larger JSW group, we can use byproducts from the steel industry as raw material to manufacture green cement, thereby promoting greater circularity and sustainability.

Entering new markets to meet new demands

[Read More | Page 24](#)

Operating through a vast network of dealers and sub-dealers across 12 states and 3 Union Territories, we leverage two integrated plants and five grinding units to meet demand across diverse regions. Our strategic network selection has driven demand for premium products. We already have a strong market presence in south, east and western India. Our prime focus now is on expanding into the lucrative north Indian market to achieve pan-India coverage.



Enhancing our brand recall to be a preferred construction partner

[Read More | Page 68](#)

We have enhanced our brand visibility through strategic initiatives such as state-wise Local Annual Dealer Conferences, our website launch (www.jswcement.in), television and radio campaigns during the Puri Rath Yatra, and influencer engagement during IPL 2022. Our other initiatives to promote high-recall social branding includes digital films together with geo-targeted lead generation on social media. This has notably increased customer recognition and trust.

CEMENTING
A GREEN FUTURE

PARTNERING IN NATION-BUILDING



Bengaluru-Mysuru Expressway, which enables travel between the two cities in just 75 minutes, has been undertaken using our most sustainable product – Ground Granulated Blast-furnace Slag (GGBS).

0.20 MMT

GGBS supplied

0.13 MMT

CO₂ emission avoided
(approx.)



Bengaluru International Airport is among our most noteworthy projects, where we seamlessly integrated advanced construction technology to enhance the travel experience for air passengers.

0.15 MMT

GGBS supplied

0.10 MMT

CO₂ emission avoided
(approx.)



Pune-Maharashtra Metro Rail project comprises three lines, with a total length of 54.58 km.

0.12 MMT

GGBS supplied

0.08 MMT

CO₂ emission avoided
(approx.)



Mumbai Trans-harbour Sea Link is an under-construction 21.8 km (13.5 miles) freeway grade road bridge connecting Mumbai with Navi Mumbai, its satellite city; when completed, it would be the longest sea bridge in India.

0.24 MMT

GGBS supplied

0.16 MMT

CO₂ emission avoided
(approx.)



Shree Ram Janmabhoomi Teerth Kshetra Foundation Raft, Ayodhya; Ram Mandir is a Hindu temple that is being built in Ayodhya, Uttar Pradesh, India, at the site of Ram Janmabhoomi, the hypothesised birthplace of Rama; the project is designed for a life of infinity and hence durability has been our primary focus in construction.

0.07 MMT

GGBS supplied

0.05 MMT

CO₂ emission avoided
(approx.)