

Strategic Priorities

Blueprint for Success

JSW Cement blends innovation and environmental stewardship to shape a world driven by sustainable growth. Our integrated approach pursues expansion, deepening foothold in our existing markets, improvement in operational efficiency backed by cutting-edge technology while focussing on reducing our carbon footprint. We are committed to excellence while delivering superior quality products and lasting stakeholder value.

FOUR STRATEGIC PRIORITIES

S1

Create a pan-India footprint by setting up new plants in north and central India, supplemented by expansions in our current regions of operation.

- Setting up plants in new geographies of north and central India
- To increase Installed grinding capacity by 98.30% from 20.60 MTPA to 41.85 MTPA and Installed Clinker Capacity by 102.48% from 6.44 MTPA to 13.04 MTPA

PERFORMANCE AS OF FY 2024-25

- The Company is committed to achieving a capacity target of 25.1 MTPA by FY 2025-26; 3.5 MTPA for Nagaur and 1 MTPA for Sambhalpur will be added in FY 2025-26
- JSW Cement FZC, JV commissioned clinker line 2 in May 2024

Capitals Impacted



Risk profile



SDGs Impacted



MATERIAL TOPICS

- Raw material conservation
- Return on invested capital

S2

Continue to deepen our presence in existing markets and grow our market share

- Expand the distribution network of dealers and sub-dealers within existing regions
- Increase demand by strategic and regional brand-building and marketing initiatives and influencer marketing
- Introduce new premium products
- Leveraging mobile applications to increase customer satisfaction

PERFORMANCE AS OF FY 2024-25

- JSW currently boasts an extensive network of 4,600+ dealers and more than 7,500 sub dealers
- TVCs, sponsorships, social media updates, and extensive BPL activities were carried out
- PPC is introduced in the KN markets from Vijayanagar plant
- Digital transformation was enhanced through applications such as the Saathi App (for dealers, sub-dealers, and direct customers), Aikyam for All, and Digital Studio, among others

Capitals Impacted



Risk profile



SDGs Impacted



MATERIAL TOPICS

- Transportation and logistics
- Supply chain management
- Raw material conservation
- Product quality
- Customer experience and satisfaction



S3

Continue to improve operational efficiency and implement cost reduction measures

- Cost reduction measures like backward integration to improve margins
- Harness R&D capabilities
- Alternative fuels, green power and waste utilisation
- Digitalisation to boost service quality and ensure cost effectiveness across supply chain
- Improve capacity utilisation and boost production volumes

PERFORMANCE AS OF FY 2024-25

- Reduced fuel cost by increasing AFR consumption which reached 16.5% TSR
- Increase green power consumption from 15% to 21.5%
- Implemented dashboards and IoT sensors to enhance process reliability

Capitals Impacted



Risk profile



SDGs Impacted



MATERIAL TOPICS

- Transport and logistics
- Raw material conservation
- Occupational health and safety
- Human rights
- Energy costs, efficiency and sourcing

S4

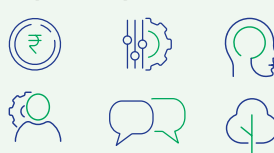
Continue to focus on sustainable development

- Net-Zero Ambition
- Climate Action Leadership
- Industry Collaboration
- Science-Based Targets
- Biodiversity Conservation
- CO₂ Reduction Strategies
- CO-CREATE Sustainability Framework
- Suppliers ESG Assessments
- Human Rights Assessment

PERFORMANCE AS OF FY 2024-25

- Committed to Net-Zero Concrete by 2050
- Reduced our Net emission intensity by 4% vs FY 2023-24
- Partnered with academic institutes and industry associations
- Planted 38,000 trees
- Our near-term targets are validated by SBTi
- Most of our targets under CO-CREATE are on track
- Assessed ~60% of our critical suppliers on ESG
- 3 Plants have undergone Human Rights Assessment in FY 2024-25

Capitals Impacted



Risk profile



SDGs Impacted



MATERIAL TOPICS

- Raw material conservation
- Climate strategy
- Circular economy
- Air emissions
- Energy costs, efficiency and sourcing



Financial Capital



Manufactured Capital



Intellectual Capital



Human Capital



Social & Relationship Capital



Natural Capital