

Bharathi Cement lives up to Vicat's legacy



Vicat is a French company founded 165 years ago, named after Louis Vicat who invented artificial cement in 1817. The Vicat Group focuses primarily on its historical area of expertise - cement - which is the source of a large part of its profitability, and the reason for attracting investments. It expands into the ready-mixed concrete market through vertical integration, in accordance with the maturity of markets.

The Group's presence in the aggregate sector provides a global support to its customers' construction materials requirements as well as secures local supplies of aggregate. The Group is present in 12 countries across the globe. It generates 62 per cent of its sales outside of its home country France, 30 per cent of which is through emerging countries (Egypt, Mali, Mauritania, Senegal, Turkey, Kazakhstan, India, and Brazil).

Innovation has been in the Group's DNA for over 200 years. It is the spearhead of their engagement to build and live together, and to protect the planet. They focus on fields of innovation for building the cities and infrastructures of tomorrow, by setting up scientific partnerships. They work with the key players in each sector.

Vicat also benefits from a number of complementary businesses in some markets, such as pre-cast concrete products, transport and bag production.



M. Ravinder Reddy, Director, Bharathi Cement

At Vicat, emphasis is given on strong community. Conscious of our social responsibility as an international industrial group, we carry out CSR actions in all the countries in which we are present in. With respect to human resources, we are committed to ensuring that all our employees work under the highest safety conditions and, taking account of the diversity of profiles, have equal opportunities and a rich and open career.

Bharathi Cement is a joint venture with Vicat. With over 200+ years of experience, Bharathi has created a niche for itself in a decade as a premium brand and is steered by experienced professionals with expertise in power, cement and infrastructure strongly supported by highly committed teams across various segments.

Its state-of-the-art

manufacturing facilities in Kadapa (5MTPA) and Kalburgi (3.6 MTPA) produce five variants of Superior Quality cement – OPC 43, OPC 53, PPC, PSC and Ultrafast - Fast Setting Cement.

Bharathi Cement has efficient and robust logistics with an ever-growing network of over 2,800 dealers. Today, within a span of 11 years, Bharathi Cement is a leading cement brand to reckon with in South India.

Kalburgi Cement – Is a completely owned subsidiary of Vicat Group in India. The Company was established in 2008. Installed capacity 2.75 MTPA

State-of-the-art Plant

- German technology and modern production process ensure superior quality
- Computerized mine planning, homogenization of high-grade crushed limestone by stacker/reclaimer
- Robotic lab monitors the quality at every stage of production thus eliminating human error and ensuring consistent quality
- VRM (Vertical Roller Mill)



technology in all stages of cement manufacturing gives optimum fineness and controlled particle size distribution.

- QCX (Quality Control through X-ray) for perfect proportioning of raw materials

Robotic Lab for Consistent Quality

At Bharathi Cement, what goes in every bag is our passion for excellence and what comes out is a product of quality. One of the greatest challenges in cement production is ensuring consistent quality. This is accomplished with the Robotic lab, where a Robotic arm checks and monitors samples to ensure consistent grain and texture. This means, that no matter which bag of cement you pick up, the quality is going to be just as great.



 2.8 billion € <small>sales in 2020</small>	 172 millions € <small>net income in 2020</small>	 Close to 9,900 <small>employees</small>
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Tamper-proof packing

When cement bags are dumped on the ground, the impact causes cement to spill out of the bag. This causes considerable loss, considering that some projects require thousands of bags. But you incur no such loss with Bharathi Cement. Bharathi Cement is packed in imported PP laminated bags, which do not allow even minute cement particles to escape. These bags are dust-proof and tamper-proof. This ensures accurate weight-which means you have the assurance of full quantity and chances of adulteration are eliminated. This technique of packing is also eco-friendly

Help@Bharathi

Bharathi Cement is introducing a one-stop solution for any technical assistance. Someone with strong technical knowledge and expertise in the field of construction will address every query of its customer. This solution is named "Help@Bharathi" center where a customer can walk-in and one of our Technical Executive will guide you through the entire construction process to build a durable house. Help@Bharathi has established state-of-the-art facilities to provide all the information you need about cement, concrete and construction related query of yours.

Customer Service & Technical Support

Our commitment to quality makes us go beyond. We at Bharathi Cement have the Mobile Construction Adviser-an advanced mobile

testing lab with a full-fledged technical team. This service brings you best construction practices from the globe and offers concrete testing facilities at your doorstep. The concrete is tested and the results are shared. In addition to this, the Mobile Construction Adviser also provides training for masons and site supervisors.

Mobile Construction Adviser

- Demonstrations, tips on good construction practices
- Advice on concrete mix proportions
- Testing of fresh and hardened concrete, etc.
- NDT (Non-Destructive Testing)

Future Expansion Plans

India is the second-largest producer of cement globally. The cement sector will see a great demand in the infrastructure and construction sector. With the governments 'ease of doing business' the sector will get a boost. A significant factor that aids the growth of this sector is the ready availability of raw materials for making cement, such as limestone and coal. India's overall cement capacity reached 550 million tonnes (MT) in FY21. The cement demand is expected to increase between 10 per cent to 12 per cent and the utilization is expected around 65 per cent in FY22.

After the outbreak of the pandemic, the demand for cement is slowly growing in the Infrastructure and Real Estate sector. Moreover, with the stalled construction projects resuming after the lockdown, Q3 saw healthy growth and sales, increasing the cement demand.

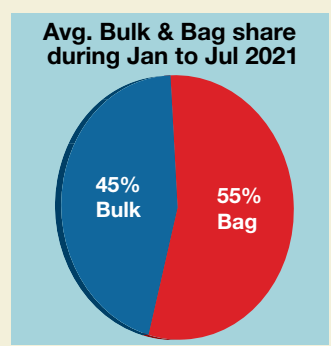
The Indian Government is rapidly intensifying its concentration on infrastructure development to boost economic growth by developing 100 smart cities. The Government understands the importance of logistical cost and plans to develop the capacity of railways and the facilities for handling and storage to reduce

transportation costs. Also, in 2021, the pandemic made remote working an accepted norm, leading to affordable housing with ticket sizes below Rs 40-50 lakh in Tier 2 and 3 cities will surely increase the cement demand.

The Union Budget allocated Rs13,750 crore and Rs. 12,294 crore for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission and Swachh Bharat Mission, respectively and Rs. 27,500 crore has been allotted under Pradhan Mantri Awas Yojana. In addition, the government approved an outlay of Rs 1,18,101 crore for the Ministry of Road Transport and Highways, We expect these initiatives by the government will increase the cement demand, and we are confident we will be a part of some of these projects, especially in the South and Central India.

Performance Highlights

We partnered with some of the prestigious projects like the



Kaleshwaram Irrigation Project, Kochi Metro Project, the expansion of Bengaluru airport terminal and the runway, the Chennai Outer Ring Road, to name a few.

As part of a growth plan and being an Environment-friendly organization, we are going ahead with a massive expansion of our brownfield capacity in Karnataka. We are also setting up a substantial grinding unit in Vizag.

We have also set up a 10 MWp Solar Power Plant at its Kadapa manufacturing facility and is the first of its kind in the cement industry set up for captive use in India and within the entire Vicat Group. Vicat India has a long-term plan of using renewable energy in place of conventional sources.

Contribution To Environment

- 6,610 tons Quantity of coal saved per year
- 13,642 tons Reduction in carbon emissions per year
- 626,553 trees Equivalent carbon offset
- 32,346,077 litres water saved

We also have set up a 9.5MW WHRS Waste Heat Recovery System – The cement plant generates a lot of waste heat, which is not fully utilized within the plant. Modern cement plants have adopted the latest technologies to improve Energy Conservation, thereby reducing the waste heat while some of the waste heat is partly utilised in Coal Mill/ Raw material Mill. ■

