



Star Cement Ltd. is the largest cement manufacturer in North East India and a leading name in West Bengal & Bihar. Star Cement has established itself as the most accredited brand of the region on grounds of both quality and fair pricing. Star Cement Limited is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

Spread across 200 hectares of land, the company has its 1.67 (MTPA) state of the art integrated cement plant in a strategic location in the idyllic town of Lumshnong in Meghalaya that ensures easy availability of high-grade limestone. In addition, the company has three grinding units, 4 (MTPA) cement unit in Sonapur near Guwahati and another cement unit at Mohitnagar near Siliguri in West Bengal with a capacity of 2 (MTPA) thereby, aggregating an installed capacity of around 7.7 (MTPA). The company keeps a mission to increase its capacity to 25 MTPA by 2030 and projects to become a National Player.

Star Cement is the largest manufacturer with the highest market share in the North Eastern Region (NER) Star Cement also boasts the biggest private sector investment of more than 2200 Cr in the past years. In 2023 Star Cement Ltd. Signed an MOU with Assam Govt. for INR 1,400 Cr. additional investment in Cement Grinding Units and Construction Manufacturing Unit in Guwahati, Cachar & Jorhat and AEC Block and other Construction Manufacturing Unit in Guwahati under Star Smart Building Solutions Products.

Brand "Star Cement" is one of the largest in the North Eastern region. Its output is marketed through a network of over 14000 plus dealers and retailers to cover 10 states resulting in the largest market share in North East India and a leading name in West Bengal & Bihar. The Company's institutional customers comprise Larsen & Toubro, National Hydro Power Corporation, Public Works Department, Indian Railways and Ministry of Defence.

Star Cement's product range includes Ordinary Portland Cement and Portland Pozzolana Cement (PPC), and a range of products in the value-added segment Dhalai Master (Premium) & Star Weather Shield Cement (Super Premium) in line with evolving customer needs.

Star Cement enjoys the highest volume growth in North Eastern Region and has adequate capacities to cater to growth targets over medium to long term, allowing it to serve the high potential market. For Star Cement, Cement is not merely a commodity and therefore, it does not only sell cement, rather Star Cement build and sell brands. Star as a Brand have a very high recall value, enabling repeat customers which makes Star Cement as the most preferred brand in the Eastern Region.

Star Cement not only believes in selling high quality cement but also believes in high ethics and values. The company is recognized as the most employee friendly company across the industry and has won the Most Preferred Workplace for 2024-25 at the 4th edition of Marksmen Most Preferred Workplace Award conferred in association with India Today.

Over the years Star Cement has garnered several awards. The most recently, India's Most Admired & Valuable Company in Corporate Governance 2024 & the Inspiring Business Leadership Award at the 13th Annual ILC Power Brand Awards 2024, Brand of the Decade Awards 2024 in the cement category nationwide presented by BARC Asia alongside side Herald Global & ETC Media. "India's Rising Star Award and Social Impact Award" at The Indian Brand & the Leadership Conclave 2024, for exceptional contributions to the sector and impactful initiatives within the community & Honouring the Brands and the Leaders of the nation. Assam Rising Award for Corporate Social Responsibility 2023-24. "Regional Goliath" award at Forbes India Leadership Award 2023. Rotary RMB Connect 2022 & 2021 award in association with The Telegraph T2 & the Economic Times for the most trusted invaluable service and excellence in the category of Cement Industry. Star Cement was also conferred the "Most Preferred Cement Brand" for five consecutive years at the 2015 North East Consumer Awards. Star Cement was recognised as the "Fastest Growing Company" above Rs. 1,000 crores at the Economic Times Bengal

Corporate Awards 2016. The other accolade includes ET NOW – “CSR Leadership Award 2019” in Manufacturing, Supply Chain & Logistics Excellence (SCALE) Award 2019.

The company is an ISO 9001:2015, ISO 14001: 2015, ISO 45001:2018 & OHSAS 18001 certified Company.

In terms of marketing Star Cement has been credited for doing innovating branding and promotional activity from time to time. Star Cement launched Brand Television Commercial with Olympic medalist Mirabai Chanu, Cricketer Riyan Parag with the tag line “Har Ghar Main Star” and previously was also associated with one of the biggest Stars of Bollywood Akshay Kumar as the Brand Ambassador.

Some other major campaigns with the most notable being “World’s Largest Durga Idol Campaign” done in 2015, Bhaag North East Bhaag International Half Marathon organized in Guwahati in 2018 where more than 20,000 people united for the cause ‘Run to support a clean India’, campaign on Corona Virus where Star Cement featured among the top 5 brands out of 172 brands in the country to do an awareness campaign on COVID 19 as per Brand Equity April 2020 published in The Economic Times.

Beyond this, Star Cement stands as a proud partner in the construction of Bogibeel Bridge, India’s longest rail cum Road Bridge and Dr. Bhupen Hazarika Setu – the 2nd longest bridge in India over water after Mumbai Sealink, Guwahati Airport, IOCL Refinery, IIT Guwahati, Imphal Airport, Dams and many more.