



Date: 19th December, 2023

To The Listing Department, National Stock Exchange of India Limited Exchange Plaza, C-1, Block-G Bandra Kurla complex, Bandra-East Mumbai-400 051 Stock code: STARCEMENT	To The Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai-400 001 Stock code: 540575
--	--

Dear Sir/Madam,

Subject: Investor Presentation for the Second Quarter ended 30th September, 2023

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing obligations and Disclosures Requirements) Regulation, 2015, an Investor Presentation for the second quarter ended 30th September, 2023 has been prepared and the same has been disseminated on the Company's website at <https://www.starcement.co.in/investor/investors-presentation>. We are enclosing herewith a copy of the Presentation for your information and record.

Request you to kindly take this communication on record.

Thanking you,

Yours faithfully,

For Star Cement Limited

DEBABRAT A THAKURTA
Digitally signed by
DEBABRATA
THAKURTA
Date: 2023.12.19
15:54:34 +05'30'

Debabrata Thakurta
(Company Secretary)



Encl. as stated

STAR CEMENT LIMITED

Century House, P-15/1 CPT Colony, Taratala Road, Kolkata - 700088. Email: kolkata@starcement.co.in

Registered Office & Works: Village & PO - Lumshnong, P.S. Khliehriat, District - East Jaintia Hills, Meghalaya - 793210. Phone: 03655-278215/16/18. Fax Number: 03655-278217.

Email: lumshnong@starcement.co.in. Website: www.starcement.co.in

ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 CERTIFIED COMPANY.

CIN : L26942ML2001PLC006663



STAR CEMENT LIMITED - CREATING A BETTER TOMORROW

Investor Presentation - Quarter 2 FY24

NSE Ticker: STARCEMENT

| BSE Ticker: 540575

| Bloomberg Ticker: STRCEM:IN

Q2 Presentation | SEPT 2023





Know us Better: Company Snapshot 2

Cement industry outlook: Poised for strong growth 10

Sustainability & CSR: Integrating as key business principles 14

Leading from the front: Our management team 19

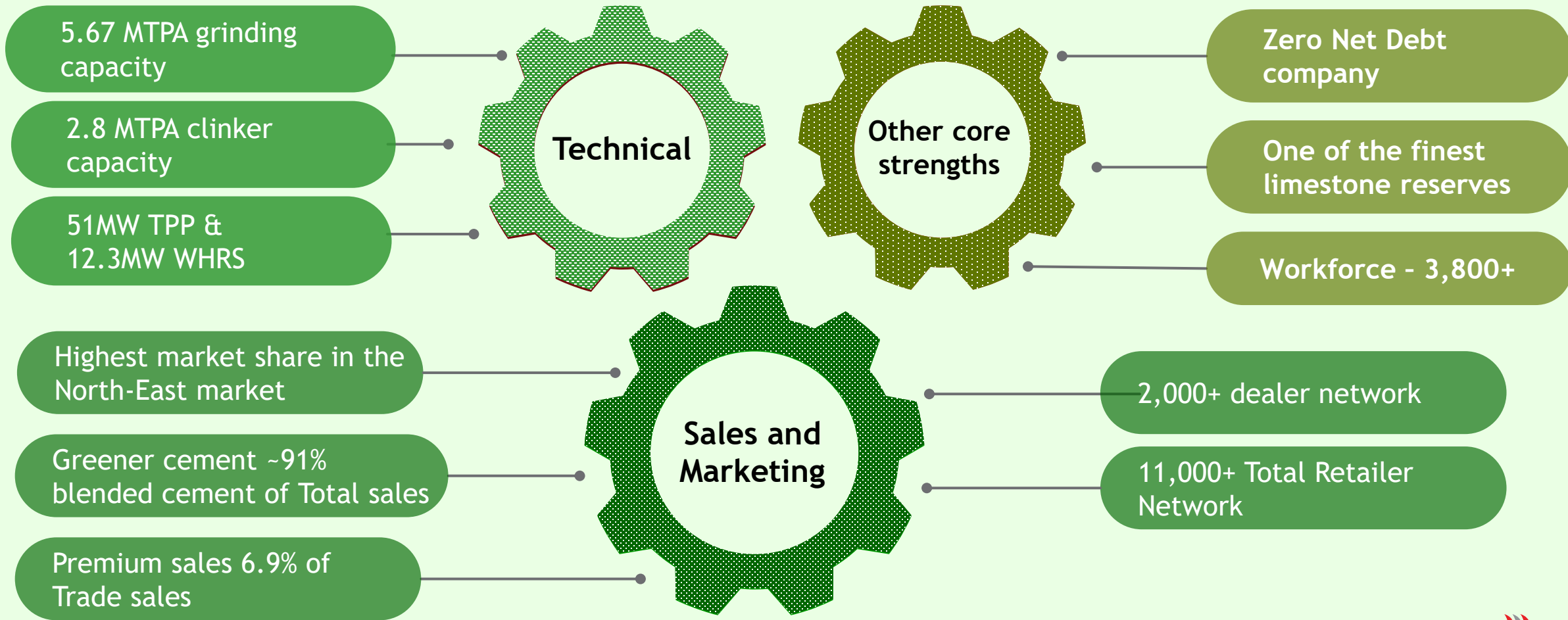
Financial Highlights 22



Know Us Better: Company Snapshot

Star Cement - Company snapshot

Star Cement Limited is one of the leading names among Eastern India's cement manufacturers. The organisation has created a strong brand recall with its endeavor to maintain superior quality product, comprehensive supply chain ecosystem, and unmatched efforts to uplift the whole community.



Largest cement manufacturer in North-East India

Current capacities

5.7 MTPA

Cement pdn.
capacity

2.8 MTPA

Clinker pdn.
capacity

51 MW

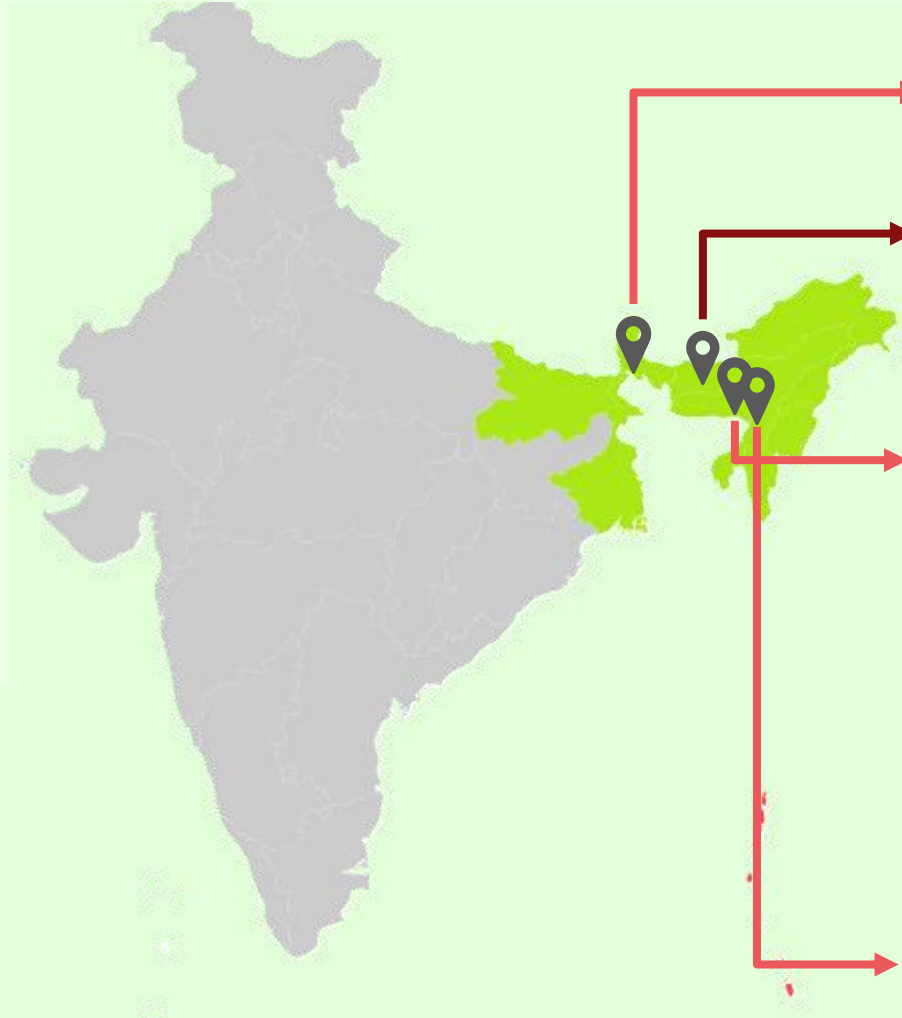
TPP

12.3 MW

WHRS

Our expansion plan

- 3.3 MTPA clinker unit with 10 MW WHRS at Lumshnong ~ INR 1,300 Cr.
- Two grinding units and 800 TPD AAC block plant in Assam ~ INR 950 Cr.
- 24 MW Captive solar power plant in Guwahati, Assam ~ INR 110 Cr.



Siliguri GU, WB

Current capacity- 2MTPA

Guwahati GU, Assam

Current - 2MTPA

Additional - 2 MTPA (to be commissioned in FY24)

Lumshnong Integrated unit, Meghalaya

Current clinker - 2.8MTPA

Current grinding - 1.67MTPA

TPP - 51MW + WHRS - 12.3MW






Additional capacity - 3.3 MTPA

clinker to be commissioned by FY24, with WHRS - 12MW

Silchar GU, Assam

Upcoming capacity- 2MTPA (FY26)

Comprehensive product offerings under the brand

Ordinary Portland Cement (OPC)	Portland Pozzolana Cement (PPC)	Portland Composite Cement (PCC)	Anti-Rust Cement (ARC)	Weather Shield Cement (WSC)
				
<p>OPC 43: Suitable for construction where the grade of concrete is up to M-30</p> <p>OPC 53: Provides high strength and durability to structures with optimum particle size distribution and superior crystallized structure.</p>	<p>PPC: Ideal for mass concreting works and Masonry mortars & plastering. Resistant to chemical attacks, durable, improves strength and viscosity, has lower permeability and has better cohesiveness.</p>	<p>PCC: Provides high later strength & durability to structures, has lower permeability owing to high blaine and it is low carbon emission, also referred to as greener cement.</p>	<p>ARC: A highlight of Star cement's innovative product line - a premium product of robust R&D, ARC imparts anti-rust and anti-corrosive properties in the reinforcing bars for higher durability and service life of the structure.</p>	<p>WSC: Star Weather Shield Cement - a Super Premium product of path breaking innovation from Star Cement Ltd. with exceptional weather resistant properties designed to withstand the harshest of weather conditions.</p>

A history of excellent execution and sustained expansion

Plan to take cement capacity to ~10MTPA by FY26.

Capacities	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26 ¹
Clinker capacity	2.8	2.8	2.8	2.8	2.8	6.1	6.1	6.1
Cement capacity	3.67	5.67	5.67	5.67	5.67	7.67	7.67	9.67

First plant setup at Lumshnong, Meghalaya

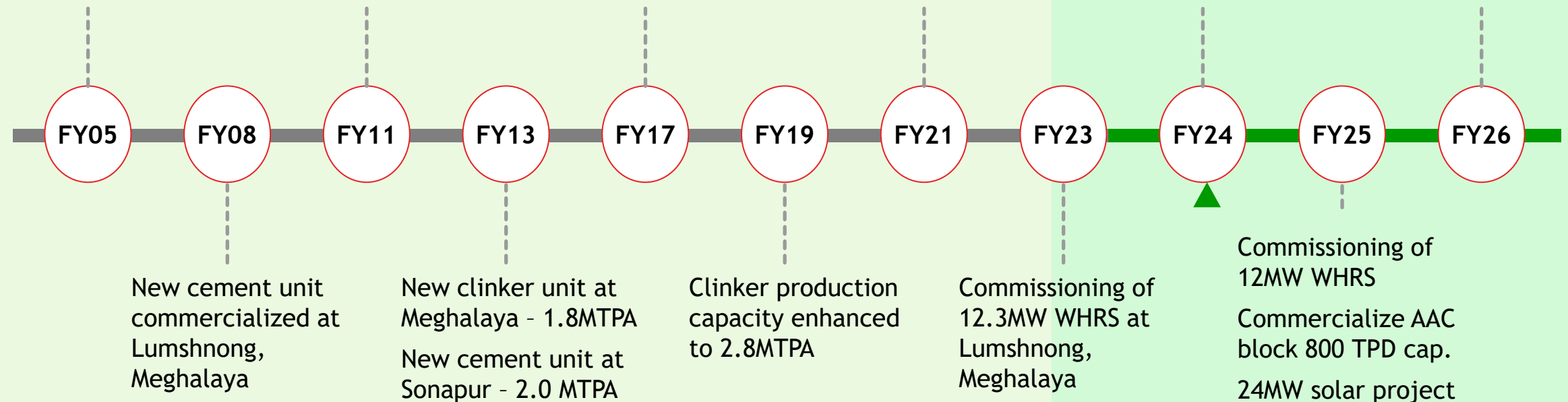
Cement and clinker Capacity expansion at Lumshnong

Cement capacity at Lumshnong, Meghalaya shot up to 1.67MTPA

New cement unit in Mohitnagar, Siliguri - 2.0MTPA

New clinker unit at Meghalaya - 3.3MTPA
New cement unit at Sonapur - 2.0 MTPA

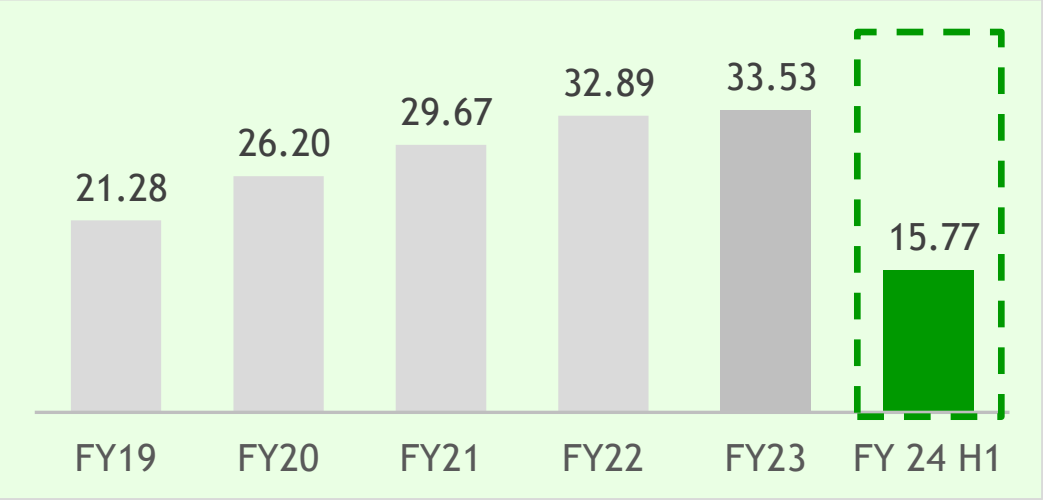
New cement unit in Silchar, Assam - 2.0MTPA



1. Based on ongoing greenfield projects only.

Endorsing a better future

Annual advertising and Brand Promotion Investment (INR Cr.)



15.77

Invested in branding and advertisement in the H1 FY24 (INR Cr)

In Q2, Star Weather Shield Cement, the super premium cement was launched at Star Sitaron Ka Milan 2023, the first internationally held Annual Dealer Conference at Pattaya, Thailand. The launch through Holographic act was one of its kind witnessed first time in cement industry.

Star Weather shield cement, the Maverick product from Star Cement



In Q2, with the launch of Star Weather Shield Cement, aggressive 360-degree branding was initiated with ATL, BTL & digital campaigns across all business regions where Star Cement has its presence.

Branding included launch of Star Weather Shield Product AV, Anamorphic Brand journey video, Press Ads in all leading news papers, PR for media coverage. Digital campaign included promotion in all leading social media platforms such as Facebook, Instagram, YouTube, Twitter which led to a digital reach to more than 35 lacs social media users in North-East, West Bengal & Bihar.

The technological edge



Star Saathi App for Dealers and Retailers (9000+ Users)

Strengthening the channels of distribution, the app facilitated flexibility in placement tracking and payment, providing ease of service to our dealers & retailers.

Star link app (8200+ Users):

Facilitating loyalty program for Masons who use Star Cement in their various projects to earn Reward points which can be used to redeem a variety of gifts.

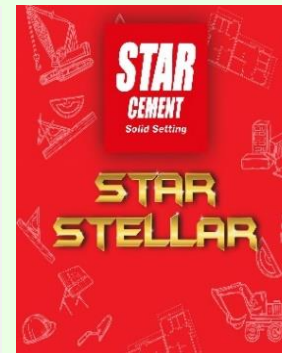


Business WhatsApp:

Star Cement official business WhatsApp number is a medium where all queries faced by customers, channel partners etc. are resolved within 48 hours, and it serves as the most preferred method of communication between the company and its stakeholders.

Star Stellar App (2000+ users)

Facilitating loyalty program for civil engineers and providing login facility to Technical Employees and Civil Engineers for a better performance at work.



Customer Web Portal:

Aiding dealers in generation of ledgers, invoices, debit note/credit notes through OTP authentication.

Salesforce Automation App

Helping us to track attendance, and various other activities taking place (including field visits by our Sales, Branding and Technical Teams.



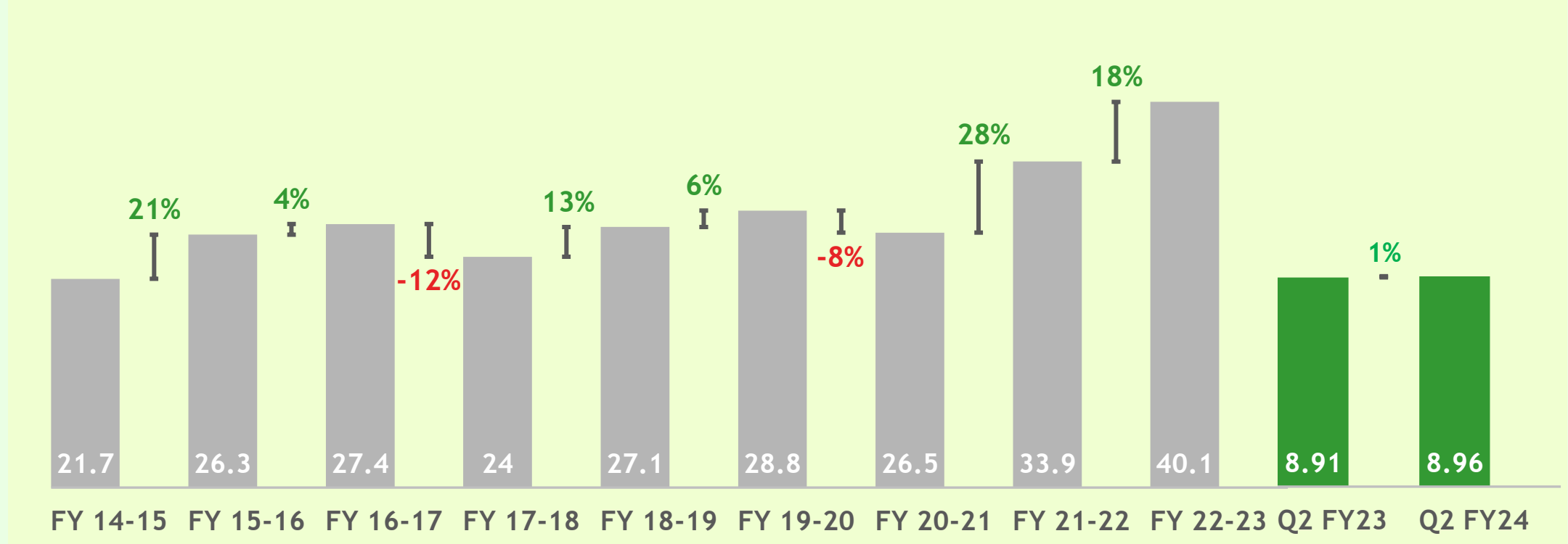
Implemented Enterprise Resource Management - SAP

Leading to higher operational efficiency and an overall enhanced performance (includes inventory and sales management)

Cementing its leadership through sustained performance

- ❑ Market leadership in North-East with market share of over 24%
- ❑ Strong dealer and distributor network built over the years, enabling leadership position in Eastern India.

Sales volume through the years (lac tons)



Note: It doesn't include sale of clinker, if any.

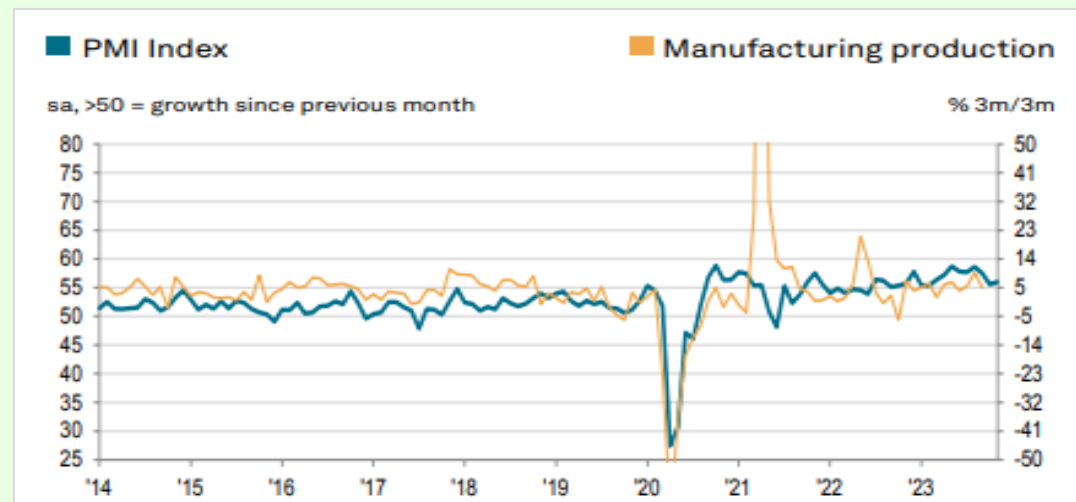


Cement Industry Outlook: Poised for strong growth

India is rising as an economic powerhouse

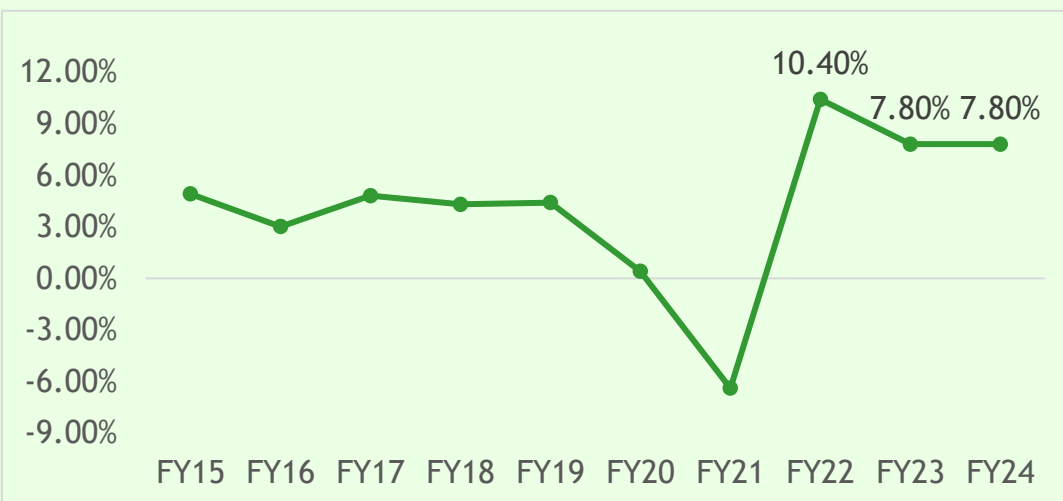
S&P India Global Manufacturing PMI

- The Manufacturing PMI consistently remained around 57 for the last 8 months.
- Manufacturing employment in India increased for the 8th consecutive month.
- Favorable manufacturing outlook with strong demand outlook, new client making enquiries about products.



Robust Core industry growth in H1 FY24

- Robust core industry growth (8 industries) - at 7.8% for H1 FY24. (vs H1 23)
- High single digit growth in core industries index for the last 3 years. (Decadal high)



Demand drivers firmly in place



Macro indicators

- RBI revises FY24 full year GDP growth estimate from 6.5% to 7%.
- ICRA estimates suggest cement volume growth of 9-10% for FY24, crossing 420Mn. tons.



Urban housing

- Urban housing demand is recovering post FY23 with strong pipeline of launches by real estate developers.
- Rapid urbanization and population growth augurs well for the sector
- Sale of luxury homes increased 130% in H1FY24.



Rural Housing

- PMAY-G budget allocation in FY24 increased by 172% over last year.
- Release of funds pre-election for completion of houses to act as a trigger for near term demand upcycle.

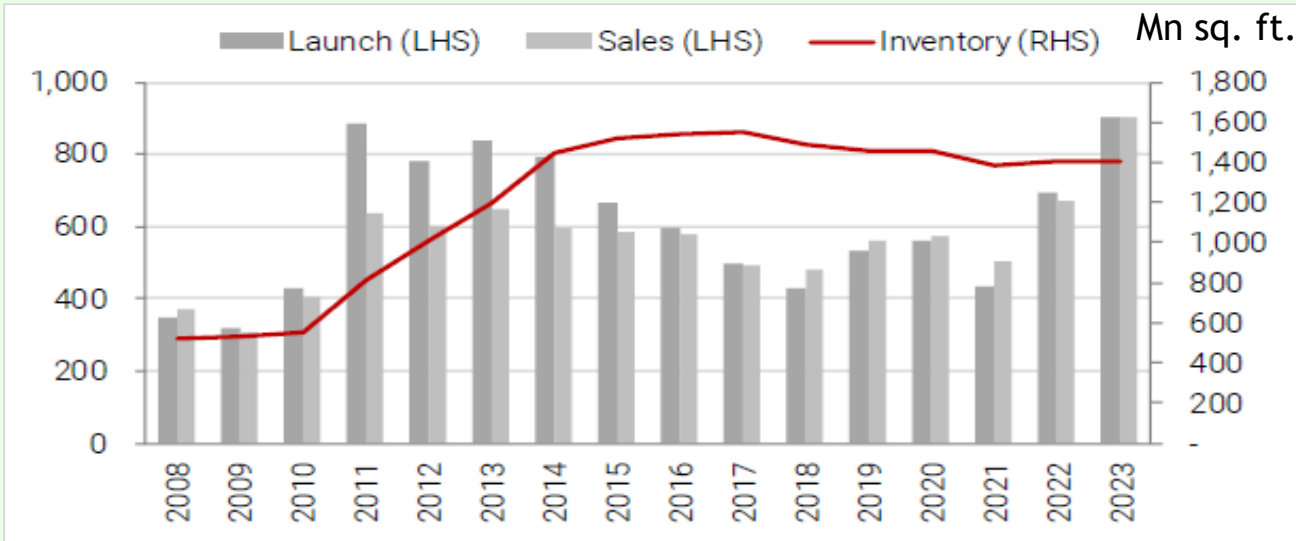


Infrastructure

- India plans to add 80 more airports; approval for 21 greenfield airports already granted.
- Investing INR 1.2 lac crores in port infra by FY30 under Maritime India Vision 2030.

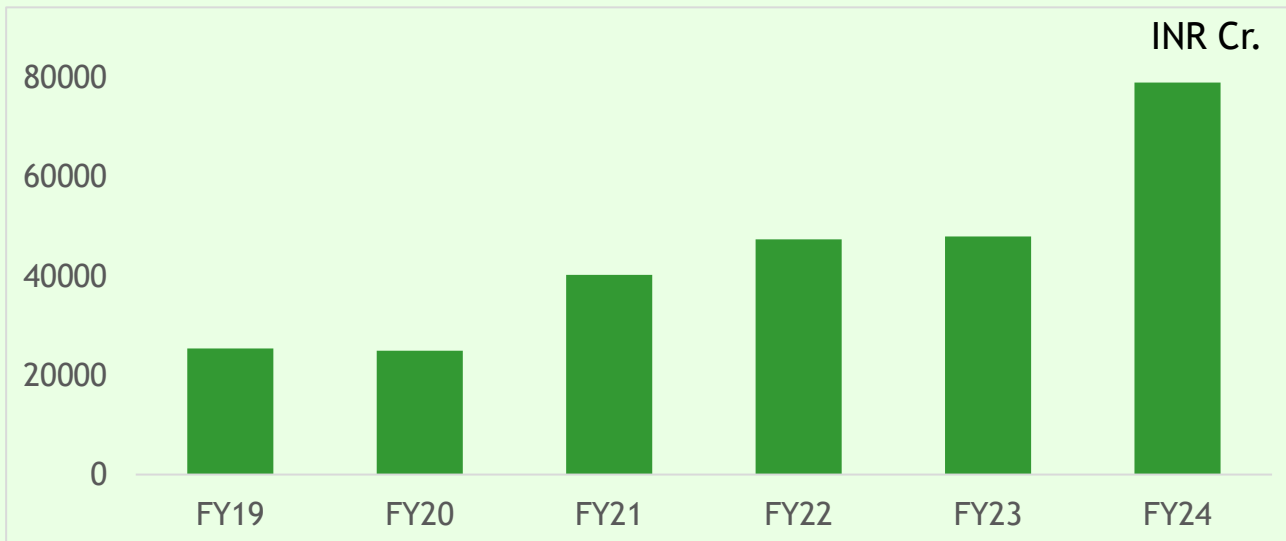
Source: Kotak Securities; Budget documents; RBI Monetary Policy

Strong recovery in real estate gives profound strength



Strong growth in real estate launches

- Real estate launches are at decadal high, momentum is set to continue going forward.
- Inventories at decadal low; developers oozing optimism for next leg of launches.
- Pause in interest rate hikes in last 3 policy meetings is positive for the sector.



Budget allocation under PMAY scheme

- Allocation of INR 79,000Cr. in PMAY scheme in Union Budget 2023, an increase of 65% over last year.
- 93 lac houses under PMAY scheme yet to be constructed; ~33lac houses in East.
- Of East, 45% houses in West Bengal.

Source: Kotak Securities; Budget documents



Sustainability & CSR: Integrating as key business principles

Social initiatives

Health and Sanitation

- 6 health camps organized; 1500+ beneficiaries free medicine and consultation.
- Financial assistance to over 50 elderly and disabled persons



Waste management



Health camps



Support to disabled



Menstrual Hygiene



Food security

Livelihood development

- Star USHA tailoring school; >200 tailoring machine distributed.
- Skill development programs org. in Guwahati and Siliguri for >100 persons; mason training



Tailor machine dist.



Skill development



Mason training



Biofloc Project



Dairy Farming

Social initiatives

Education

- Education tour organized for students; Infra development support in 7 schools.
- 25 set of school benches provided; scholarships provided; computer education on wheels.
- Classroom kits and play kits distributed to 3000 students across 15 schools in Mohit agar.



Kala Mandir



Educational tour



Remedial classes



Computer education



Shyam Sundar Mandir

Rural development

- Free sports coaching imparted to over 50 boys and 25 girls in Lumshnong, Meghalaya.
- Financial support to orphanages for installing lighting system.
- 5 areas identified for rural development in Jalpaiguri; Food support during floods.



Mukhla village support



Azadi ka Amrit Mahotsav



Football coaching



Menstrual Hygiene



Food security

ESG Update

Decoding ESG (Environment, Social and Governance) compliance



Environment

Refers to how an organisation operates within the physical, natural environment. Includes investors examining a company's natural resource usage, and the impact of its operations and value chain on the environment.



Social

Refers to how businesses impact their stakeholders such as customers, employees and the communities in which they operate.



Governance

Includes corporate governance and business integrity. Corporate governance describes how the company governs itself to achieve compliance and transparency. Business integrity refers to ethical business practices.



Star Cement 1st ESG report published along with Annual Report FY22-23

ESG Goals and Targets

Modules	Target	Present Status
Green energy	Green energy share of 55% by FY26.	Captive solar plant - 24MW by 2025 (Further 51MW being planned in Assam)- Total 72MW. Group captive 26MW project is in planning stage. Existing WHRS- 12.3MW; Upcoming - 12MW (New clinker line)
Thermal Substitution Rate (TSR)	15% by FY25	AFR Feeding system approved by management. Design and Engineering ongoing.
Net Zero Carbon footprint	By 2050	We aim to follow sectoral roadmap to achieve Net Zero concrete by 2050 and we regularly review & monitor our progress to achieve set targets.
Water positivity	2x water positive by 2025	1. Construction of new reservoir with capacity of 1.5 lakh m3 at water catchment area near crusher. 2. Collaboration with communities for rainwater harvesting via pond and to assist in agriculture using drip irrigation.
Mine's 5 Star Rating	All mines to achieve 4-star rating	1.Application submitted. Inspection completed; awaiting final report.
Diversity and Inclusion	10% women of total workforce in 2025 and 12% by 2027	1. Head count raised from 168 in July to 197 in Sept (rising from 8% to 9% of the total workforce)



Leading from the front: Our management team

Directed by a versatile group of promoters & directors



Mr. Sajjan Bhajanka

Chairman & Managing Director

Experience: 50 years' experience in plywood, laminates, ferro alloys and cement industry.



Mr. Rajendra Chamaria

Vice Chairman & Managing Director

Experience: 36 years' experience in cement and concrete sleepers' industry with excellent project execution and production knowledge



Mr. Sanjay Agarwal

Managing Director

Experience: 36 years of industry experience



Mr. Prem Kumar Bhajanka

Managing Director

Experience: 43 years of industry experience.



Mr. Tushar Bhajanka

Deputy Managing Director

Qualification: MPhil in Economics from the University of Cambridge

Experience: 4 years' industry experience



Mr. Keshav Bhajanka

Director

Qualification: Graduate from Warwick University, UK

Experience: Over 10 years of experience in MDF, Exteria and Flooring business.



Mr. Pankaj Kejriwal

Executive Director

Qualification: Chemical Engineer

Experience: 30 years of overall experience including 22 years in the cement industry. He is a member of Research Advisory Committee (RAC) of NCCBM.

Superior governance through a diverse leadership team



**Mr. Vinit
Kumar Tiwari**

**Chief Executive
Officer**

Qualification:
BSC, MBA in
Marketing

Experience: Over
3 decades
experience across
multitude of
industries having
spent a large part
career in the
cement Industry.



**Mr. Manoj
Agarwal**

**Chief Financial
Officer**

Qualification:
LLB, CA, CS

Experience:
Over 27 years'
experience,
including 15 years
in the cement
industry



**Mr. Pradeep
Purohit**

**Chief Operating
Officer**

Qualification: B.
Com, Graduate
Dip. IIMM

Experience:
34+ years in the
cement and
engineering
industry



**Mr. Sundaram
Srinivasan**

**Chief Manufactg.
Officer**

Qualification:
Mechanical Engineer

Experience:
More than 3 decades
in the cement
industry including
companies like
Gujarat Ambuja
Cement & Zuari
Cement.



**Mr. Samar
Banerjee**

**Chief Human
Resource Officer**

Qualification:
BA(Eco),
PGPM&IR

Experience:
Over 27 years'
experience,
including 14 years
in the cement
and Building
Material
Industries.



**Mr. Kanak
Kumar
Chhangani**

**Chief Mineral
Resource Officer**

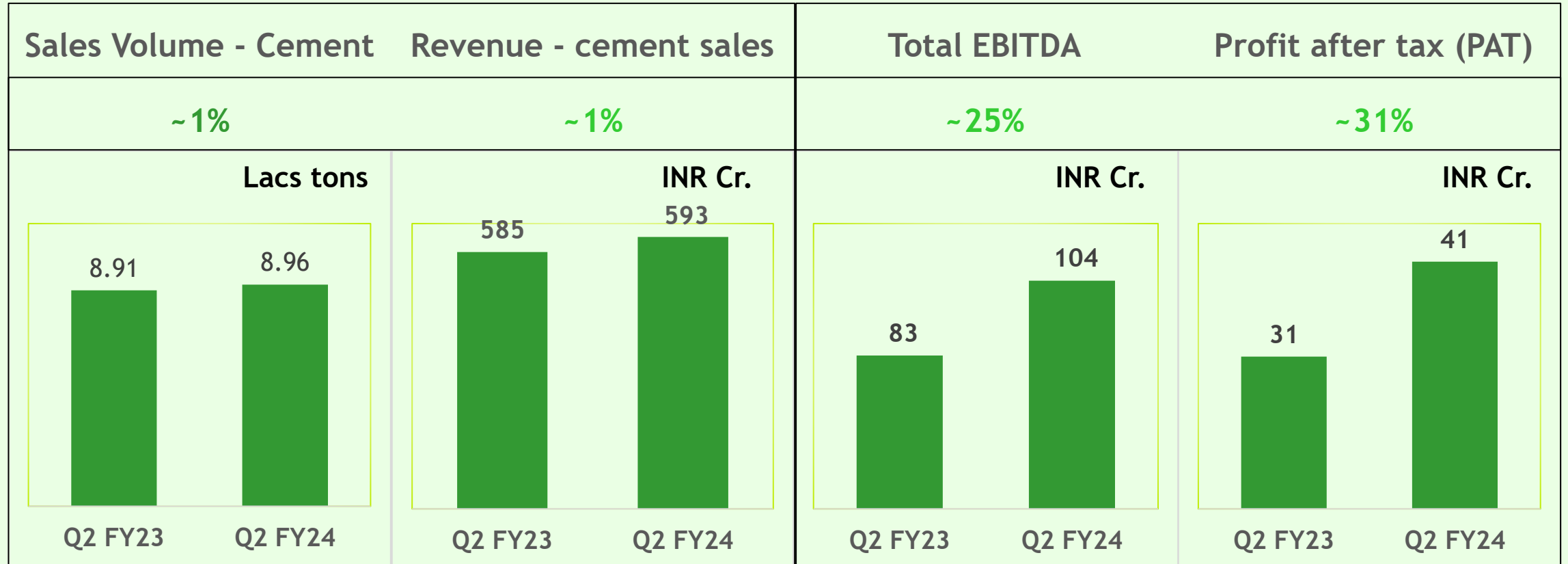
Qualification:
B.E (Mining)

Experience:
Over 25 years of
work experience
Cement and
related industries
across
geographies.



Financial Highlights

Quarterly highlights that matter



- ❑ Cement realizations increased YoY.
- ❑ Sharp growth in bottom line due to cost optimization at operational levels including but not restricted to efficient operations, WHRS benefit trickling down, freight optimization.

Consolidated financial statements

Particulars	UoM	Q2 FY24	Q2 FY23	FY23
Equity Share Capital	INR Cr	40	40	40
Reserves & Surplus	INR Cr	2,509	2,226	2,376
Net Worth	INR Cr	2,549	2,266	2,416
Revenue	INR Cr	585	593	2,757
EBIDTA	INR Cr	104	83	520
PBT	INR Cr	65	49	380
Tax Expenses	INR Cr	24	18	132
PAT	INR Cr	41	31	248
Return on Equity (Annualised)	%	6.4%	5.5%	10.3%
Earnings Per Share (Not Annualised)	INR	1.01	0.77	6.13

Safe harbour clause

The given communication, except for historical information reflect current estimates and views of the management and no representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness, or correctness of such information or opinions contained herein. Certain statements made in this presentation may not be based on historical information or facts and may be ‘forward-looking statements, including those relating to the general business plans and strategy of Star Cement, its future financial condition and growth prospects, future developments in its industry, and its competitive and regulatory environment, and statements which contain words or phrases such as ‘will’, ‘expected to’, ‘horizons of growth’, ‘strong growth prospects’, among many others, or similar expressions or variations of such expressions. These forward-looking statements involve several risks, uncertainties, and other factors that could cause actual results, opportunities, and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks with respect to its cement business.

Star Cement may alter, modify, or otherwise change in any manner, the content of this presentation, without obligation to notify any person of such revision or changes. This presentation cannot be copied and disseminated in any manner.

Star Cement Limited
www.starcement.co.in

CIN: L26942ML2001PLC006663
NSE Ticker: STARCEMENT | BSE Ticker: 540575

Corporate Office:

Century House, 2nd Floor, P-15/1, Taratala Road,
CPT Colony, Taratala,
Kolkata - 700088