JCL
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CEMENT

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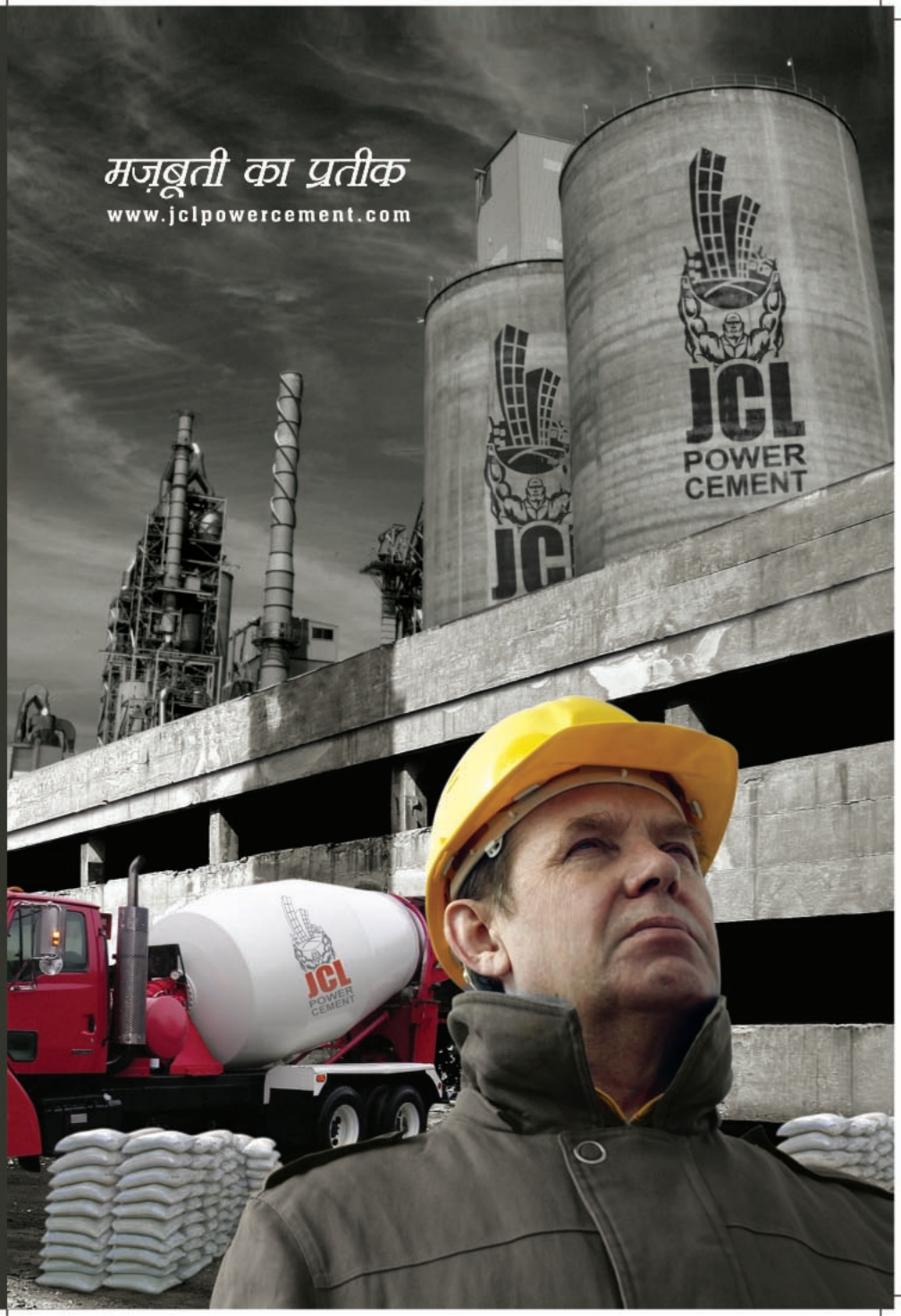

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company profile

JCL Power Cement is a trading company founded by Mr. B. B. Gupta, who has 30 years of rich experience in the field of cement distribution. All the Directors associated with this company are doing cement trading in Delhi since the year 1982. The production unit of JCL Power Cement is situated in Alwar (Rajasthan) at Jaipur Highway, 125 Kms away from Delhi.

JCL Power Cement has achieved great acclaim and strong identity. Its quality is a blend of our unique working style and modern technologies. JCL Power Cement is the name of truth and diligence. All our customers are similar to our family members. The foremost objective of JCL Power Cement is to bolster the future plans of our customers.

company highlights

1. JCL Power Cement plant has been established using a new German Technology.
2. JCL Power Cement plant is made of CLASSIFIER of German Technology. This technology is only with top ranked cement production plants of India.
3. The world class German Technology – David James – has been imported to this plant.
4. The plant has production capacity of 10 million bags of cement per year.
5. In order to get fineness of cement, high pressure ball mill is used with close circuit grinding.
6. At every stage, raw material clinker and cement are examined every hour.
7. The plant is well equipped with modern and sophisticated instruments.
8. To ensure availability of JCL Power Cement using unmatched strength of high quality clinker and best packaging.
9. In order to maintain qualities of our plant, we make available detailed report of our plant generated by government recognized laboratories to our distributors and customers.

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vision

With the Indian economy recovering from the global meltdown, real estate/construction/housing industries are expected to boom in the coming decades resulting into phenomenal demands of cement and other related products. The Indian economy will witness sea changes and the corporates should be geared up to make most of the opportunities available to them. The organizations should keep close watch on the changing economic scenario and tread a path which will enable them emerge as winner in the years to come.

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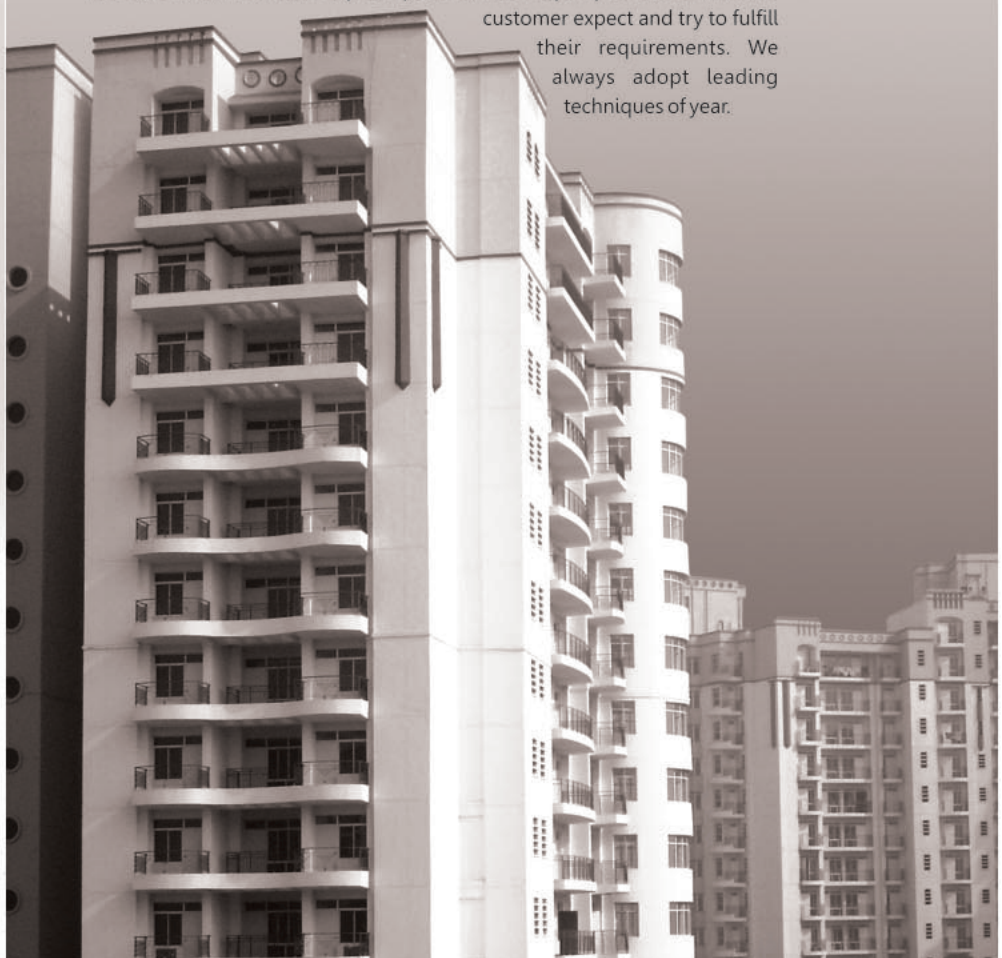
In their pursuit to be a leader in the field of cement industry, they should give a lot of emphasis on having a clear vision, grooming a global mindset among employees, optimum utilization of human resources, customer satisfaction.

Also, a set of values adopted be assessed from time to time to determine their efficacy. This gives any organization ample opportunities to incorporate desired changes.

Our aim is to be one of the leading cement producing companies of the country. Our positive approach and skillful utilization of resources is helping us expand our organization. Customer satisfaction is on top priority of JCL Power Cement. Customers are satisfied with the products and services of JCL Power Cement.

At a time when market is very competitive, we always try to assess what the customer expect and try to fulfill their requirements. We always adopt leading techniques of year.



The company expects to serve the dealer network, enhance volumes, focus on unmapped areas and reduce costs. It expects to focus on Red Oxide brand through stronger awareness building.

There has been a shift from Product Centric to Consumer centric in the last few years and JCL Power Cement has started marketing all its products very aggressively. It enjoys a market share of 17 percent in Northern India.

We differentiate ourselves in a highly competitive market with continual changes in our marketing & branding strategy and by aligning our offerings to the customer's needs instead of forcefully pushing products. This is to say we do not create customers, we create what customers want.

We believe that our sustained success is because of our highly satisfied customers and that continuous learning about their psyche and behavior is the only path ahead. Today, by creating depth in dealer networks, extensive brand promotion and opening up new strategic markets, we are able to absorb a larger sales quantum, ensure better realizations and increase our competitiveness.

JCL Power Cement is our flagship brand, contributing to more than half of our sales volume and is the first manifestation of our strategic move from commodity to brand marketing. JCL Power Cement are distinctly positioned in the market. JCL Power Cement through its unique rust prevention properties, has high acceptance amongst brand influencers (masons etc.) and high brand recall value.

India is moving towards a rapid economic growth and infrastructure development. This is generating new opportunities for the cement industry. JCL Power Cement's future plans include enhancing its capacities further to meet the emergent opportunities.

Caring for our employees' has been the main tenet of the JCL Organisation's core values. With this philosophy in mind the

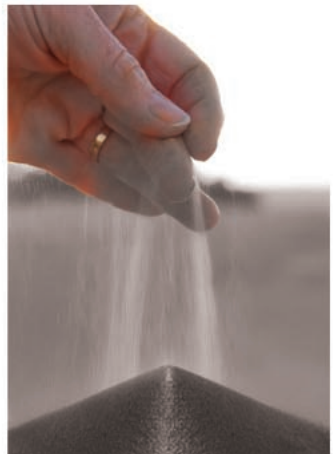
Company lays considerable emphasis in the areas of Human Resource Development. Its policies focus on the Competency Development with Innovative Interventions in the areas of Motivation, Talent Management and Performance Evaluation. The Company has received due recognition for its efforts by way of various awards such as CEO with HR.

JCL Power Cement and Industries is a leading corporate entity which believes in excellence, innovation and technology. The JCL Power Cement is determined to do its bit in a great way and emerge as a giant cement producer and distributor in India.

the mission

High Ambition :

We aspire to be one of the leading cement producing companies of the country. We will leave no stone unturned to make JCL Power Cement a coveted brand amongst customers. Our positive approach and skillful utilization of resources will help us expand our organization.



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Customer Satisfaction : Customer satisfaction will be at the top of our priority list. Unless customers are satisfied with the products and services of a company, no company can grow. We will keep this in our mind and pay utmost heed on customer satisfaction. This will help our company make much headway for sure.

Receptive Approach : At a time when market is very competitive, we should always try to assess what the customers expect and try to fulfill their requirements. We should also adopt innovative techniques and approach to make impact on customers mind.

Delivering Excellence : We will always try to deliver our excellence by reviewing our working styles. There comes a stage when any organization may need review of the whole operation system. We too will not shy away from this and will happily accommodate any desired changes which will enhance quality of the products and bring forth fruitful results for the company.

Human Resources : We consider employees as our assets and we respect and value them a lot. Seriously, we believe in keeping them happy and getting the most out of them at the same time

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products

43 Grade Ordinary Portland Cement (OPC)

43 Grade Ordinary Portland cement is a very famous and the most common type of cement which is made of modern clinker and used for numerous applications.

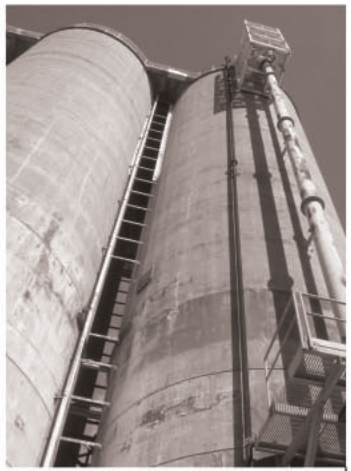
Applications:

1. All types of Residential and commercial complex.
2. Precast work such as Pipe, pole, tiles etc.
3. Defense constructions
4. Airport-Runways
5. Cement-tanks
6. Asbestos cement products
7. Concrete roads

Portland Pozzolana Cement (PPC)

Portland pozzolana cement is normal portland cement mixed with pozzolanic materials such as power-station fly ash, burnt clays, ash from burnt plant material, either together or separately. The manufacturing of Portland Pozzolana Cement is done by inter-grinding well-burnt OPC Clinker with 15 to 35 % Pozzolana and required percentage of Gypsum to the fineness of not less than 300 m2 /Kg.

Portland Pozzolana Cement, the new generation cement comprises of high reactive Silica (HRS) to boost ultimate performance of concrete. Pozzolana is essentially a siliceous material in finely divided form with the presence of water, that react with Calcium hydroxide at ordinary temperature liberated during the hydration of Portland Cement to produce stable, cementitious compounds. These compounds contribute to strength and water tightness of Cement.



Applications:

1. Plaster and brick work
2. Marine works
3. Mass concrete works- Dams, Canals, Spillways
4. RCC work in residential and commercial construction

characteristics of JCL Power Cement

1. It develops early strength at 3 and 7 days with exceptionally high after 28 days. Because of this, it is used for making high grade M-20 to M-50 Concrete and the consumption of cement can also be lessened.

2. Unmatched consistency in quality results into better accountability for mix design.

3. The higher characteristics strength of concrete results into higher bond strength which minimizes the possibility of slippage of reinforcements.

4. The JCL Power Cement requires 10 % less water than other brands cement resulting into lesser chance of seepage. The dense and least permeable concrete avoids possibility of leakage / seepage problems. Seepage causes damage to POP, Paint, Putty and furniture etc.

5. It is made of very fine particles due to which it offers better workability for a given water cement ratio ensuring very dense, compact and durable concrete.

6. It enables higher durability of concrete structure because of less permeability of water.

7. It provides more resistance towards the attack of alkalies, sulphates, chlorides, chemicals.

8. Better workability.

9. Low heat of hydration.

10. It has less PH value due to which emission of heat is less resulting into lesser cracks.

11. More resistance towards leakages.

12. Comparative lower Water-Cement ratio provides an added advantage for the further increase of compressive strength of the concrete.

13. Better surface finish.

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industry scenario

The cement industry in India is witnessing high rate of growth due to the ever increasing demand for civic infrastructure.

The cement industry in India took off a few years after the country gained independence. Though the initial few years did not witness major progress, but since around 1970, the growth has been steady and rapid.

Ever since the Indian government took the control of the country from the British, it has been struggling with various developmental issues. Due to the enormous population of India, there has been a perpetual focus on the development of civic infrastructure as well as housing facilities. The high demand for cement, coupled with favourable Governmental policies, have been favourable factors driving the growth of the cement industry in India.

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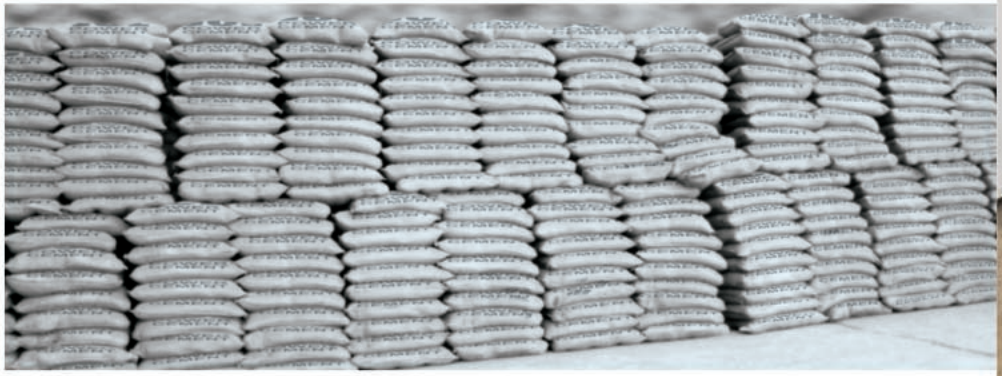
Since the past two decades, major industrial houses of the country have made forays into cement manufacture. Industry experts forecast that the growth pattern in cement is expected to continue further due to the increased level of construction activities taking place across India.

With the above reasons, it is clear that the demand for cement and other construction inputs is bound to increase. The next few years might see more investment by Indian corporate houses into the cement industry.

company performance

The company has achieved its best ever performance both in terms of operational and financial parameters in the 30 years history of the company. Our plant can produce 1000 ton per day i.e. 30000bags. We are expanding and soon we will reach the production of 1 Million bags per year. We have our market and dealers in Haryana , Rajasthan, U.P. and Delhi NCR.



The company's sustained efforts towards cost reduction has mitigated the impact of the cost increases.

CHALLENGES

Product Challenges: Bulky and heavy, therefore difficult to sell over large territories.

Pricing Challenges: Low priced.

Transport Cost Challenges: Higher realizations are neutralized by higher freight charges.

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energy efficiency and cost reduction

Improvement of operating efficiencies and containment of cost of production is an ongoing process and the Company has taken lot of initiatives in containing the energy cost. The consumption is at optimum levels considering the age of the plants and the further improvements are likely with more investments which are being contemplated.

opportunities, threats, risks and concerns

The cement industry is going through its boom period with full capacity utilisation. Powered by the GDP growth of 8-9%, the annual demand for cement in the country continues to grow at 8-10%. As per NCAER study, under high growth scenario, the demand for cement (including exports) is expected to increase to 244.82 million tonnes by 2010-11. As per the study, the demand is expected to be much higher at 311.37 million tonnes, if the optimistic projections of the road and the housing sectors are met. The industry has responded to this with substantial new capacity announcements. The materialisation of these capacities, however, is likely to be delayed due to a number of factors including timely delivery of equipment and construction of the plant due to the heavy order book position of the suppliers. It is expected that demand growth will outstrip supply till the materialisation of such new capacities.

However, the current high level of international crude prices and its impact on the domestic prices of petroleum products is likely to make a dent in the profitability but its impact will have to be seen depending upon the ability of the company to pass on such cost increase to the consumer.

outlook

The cement industry currently enjoys a good time with remunerative prices driven by a buoyant demand in the short term. The indicators and drivers of the economy are also showing the right directions with a positive 7-8% growth in GDP with firm outlook on housing, infrastructure projects and irrigation projects which augur well for the industry. Though fresh capacity/expansions have been announced and are being set up, the delays in commissioning are inevitable as earlier mentioned, caused by pressure on machinery suppliers and non-availability of suitable contractors. In the meanwhile, whatever capacity addition that may take place, would be needed to meet the enhanced demand and hence the industry expects that this period of stable and remunerative prices would continue in the near term. The company is also not lagging behind and has taken all steps to participate in the future growth and prosperity of the industry.

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value enhancing strategies

The company continues to emphasize on cost cutting through enhanced productivity, reduction in energy costs and logistics expenses. Thrust is given for improving the efficiency in the operating parameters and for enhancement of blended cement production in the overall mix. The company has effected substantial reduction in man power through innovative voluntary retirement scheme and with the pruning of the man power, training has been given top most priority to enable the company to operate with optimum man power. The upgradation schemes taken on hand by the company to enhance the capacity referred to earlier, will also simultaneously result in savings in power and fuel cost with the completion of these projects in addition to protecting the market share of the company.

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internal control system & their adequacy

The company has a strong in-house internal audit function, which carries out concurrent audit at plant and offices. Adequate internal checks are built in to cover all monetary transactions with proper delineation of authority, which provides for checks and balances at every stage. The internal audit function covers not only the routine audit but also management audit and special audits, and the audit reports are discussed at the Corporate Management Committee level for action.

The Company has a strong system of budgetary control which covers all aspects of operations, capital expenditure at a micro level on a monthly basis reporting directly to the top management. Physical performances and efficiency parameters are monitored on a daily basis.

history of cement

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There is hardly any other product that has so greatly contributed to the growth of modern human civilisation as Cement. The massive urban infrastructure that we see today across the world would have been unthinkable without cement. Cement is the root substance that has given the essential element of strength and durability to our houses, schools, offices and other buildings so that we can occupy them with peace of mind.

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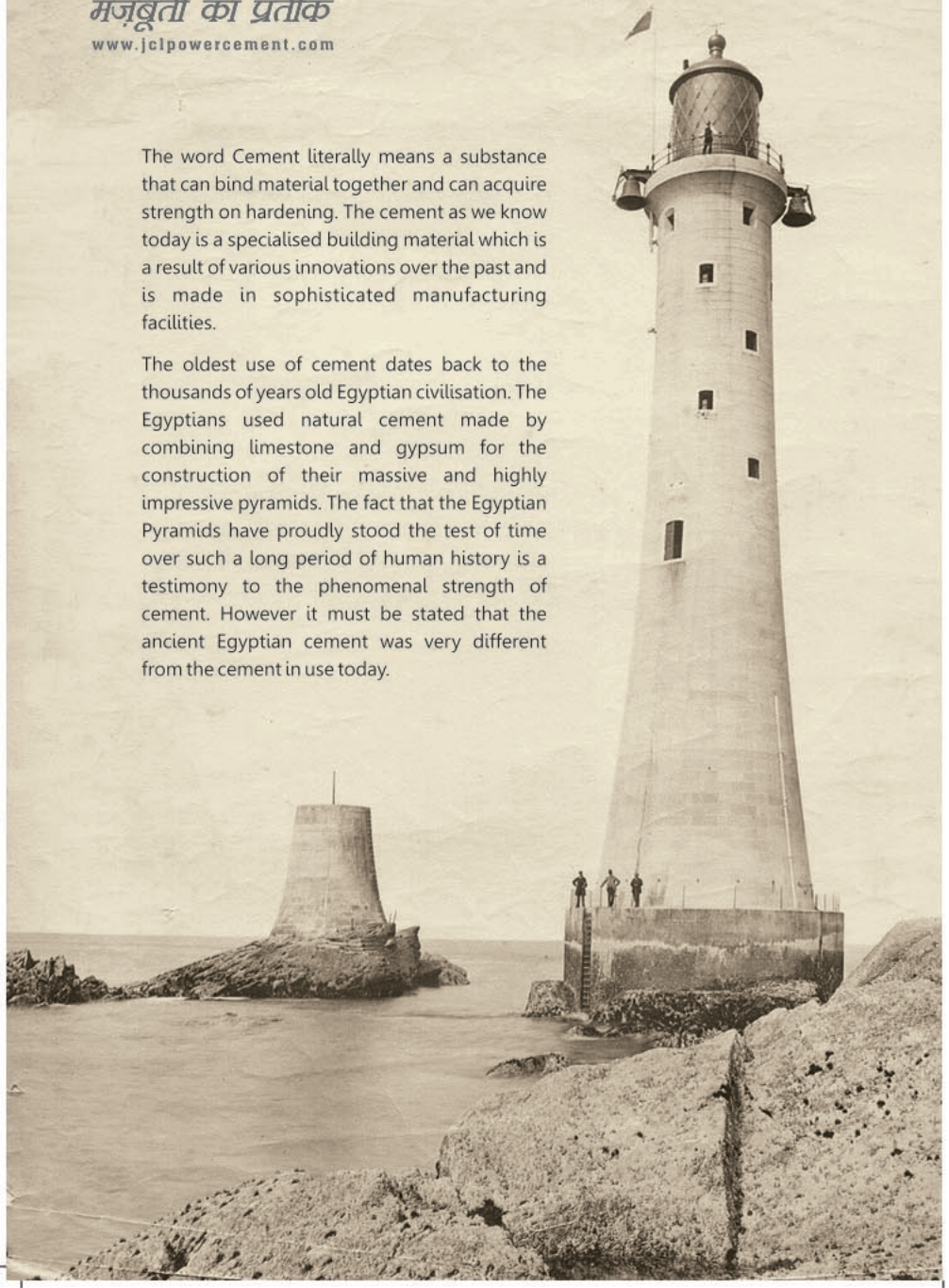
The word Cement literally means a substance that can bind material together and can acquire strength on hardening. The cement as we know today is a specialised building material which is a result of various innovations over the past and is made in sophisticated manufacturing facilities.

The oldest use of cement dates back to the thousands of years old Egyptian civilisation. The Egyptians used natural cement made by combining limestone and gypsum for the construction of their massive and highly impressive pyramids. The fact that the Egyptian Pyramids have proudly stood the test of time over such a long period of human history is a testimony to the phenomenal strength of cement. However it must be stated that the ancient Egyptian cement was very different from the cement in use today.



Later in the Roman era, the concept of cement advanced further. Romans used a combination of slaked lime with Pozzolana, a volcanic ash from Mount Vesuvius. The Romans made many impressive structures using this cement. The Basilica of Constantine is one popular example of Roman construction in which they used such cement mortar.

In eighteenth century England, John Smeaton, a British engineer, was assigned the task of re-constructing the Eddystone Lighthouse, a structure that had witnessed repeated structural failure. In 1756, Smeaton conducted a number of experiments that led to the discovery that cement made from limestone containing a considerable proportion of clay would harden under water. Based on this discovery, Smeaton rebuilt this lighthouse in 1759 and this time, it stood strong for 126 years.

Subsequently, until the early part of the nineteenth century, large quantities of natural cement was used, that was made with a combination of naturally occurring lime and clay.

In 1824, Joseph Aspdin, a British mason obtained a patent on his hydraulic cement formula that closely resembled the modern cement as we know today. He called this cement Portland Cement, and it was made through the proportionate mixing, burning and the subsequent grinding of a combination of clay and limestone.

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Cement went through many more improvements and developments in the nineteenth and twentieth centuries. The industrial revolution and the subsequent development of the rotary kiln paved the way for huge and sophisticated cement manufacturing plants. These plants possess the capability of a homogenous mixing and intense heating of the raw material thus vastly improving the quality of the cement produced. The sophisticated quality-testing equipment employed by modern cement plants further helps in ensuring the quality of the cement produced.

future plans

JCL Power Cement is all set to expand its operation in other areas such as Infrastructure sector, Power sector and Solar projects. This will open new avenues of employment opportunities and at the same time, also bolster the Indian economy.

JCL INFRASTRUCTURE

Malls in Indore and Bhopal: We are planning to open shopping malls in some of the cities of Madhya Pradesh. To start with, we have identified Indore and Bhopal as the ideal location for this purpose. The upcoming shopping mall will club together shopping and entertainment with a large shopping area with multiple shops which will cater to the needs of day-to-day requirements of the common people, multiplexes, children's fantasy land, surrounded by a big parking lot. This will also have a food court which will consist of a number of fast food vendors of various types. The mall will be equipped with all the modern basic amenities.

Residential Appartments in Silicom City, A.B. Road (Indore): The proposed residential apartment will be in the vicinity of shopping centres, schools, medical centres. Ultramodern sports facilities, Exclusive club house with gym, swimming pool, tennis court, adequate power back-up, multi-tier round-the clock security will be some of the key features which will make these apartments much sought after.

POWER SECTOR (ECO FRIENDLY)

JCL Power Cement has decided to embark into the field of power generation. Khandwa in Madhya Pradesh has been identified as the first site where power plant is to be launched. The power station will be eco-friendly and will use cheaper and efficient ways of harvesting electric power.

SORLAR PROJECT

In today's energy scarce scenario, solar energy has emerged as a great substitute of non-renewable energy sources like coal, natural gas etc. Solar energy has got a wide range of applications in generating solar power, driving chemical reaction, cooking, drying, pasteurization, water heating and water treatment. The first solar power plant of JCL Power Cement is scheduled to be launched in Rajasthan shortly.

trading

The founder of JCL Power Cement is involved in cement trading business for the last 30 years. Therefore our customer can always avail our services. Our dealers and experienced sales persons are always ready to serve customers. The main objective of our trading is to ensure best products to our customers.

our clientage

GTL Ltd
Electronic Sadan No-2, Iind Floor
TTC Industrial Area, Mahape, Navi Mumbai – 400710

National Building Construction Corporation Ltd.
NBCC House, Lodhi Road, New Delhi – 110003

Amrapali Silicon City Pvt. Ltd.
GH-01, Sec-76, Noida

Odeon Builders Pvt. Ltd.
Plot No- 16, 17 & 18, Sector-125, Noida

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Odeon Builders Pvt. Ltd.
Plot No- 16, 17 & 18, Sector-125, Noida

Amrapali Supphire Developers Pvt. Ltd.
Sec – 115, Noida

Amrapali Princely Estate Pvt. Ltd.
Sec-76, Noida

Prestige Nottinghill Investments
The Falcon House No-1, Main Guard Cross Road
Bangalore – 560001

Winners Constructions Pvt. Ltd.
402, Prestige Chambers, 15A/1, W.E.A, Karolbagh
New Delhi-110005

TDI Infrastructure Ltd.
Chetak Logistics Building, 12/13, GT Karnal Road
Sindhu Border, Kundli, Sonepat

Gharpure Engineering and Construction (P) Ltd.
70 MLD STP for City Municipal Corporation
Ukkadam, Coimbatore, Tamilnadu

N.M. Roof Designers Ltd.
C-41, Tarun Path, Opp. Tilak Park, Tilak Nagar, Jaipur-302004

Reacons Engineers (India) Pvt. Ltd.
GGSIPU, Sector-16C, Dwarka, New Delhi-110075

Cosmos Infra Engineering (India) Ltd.