

Shree's world record

by Shree Cement, India

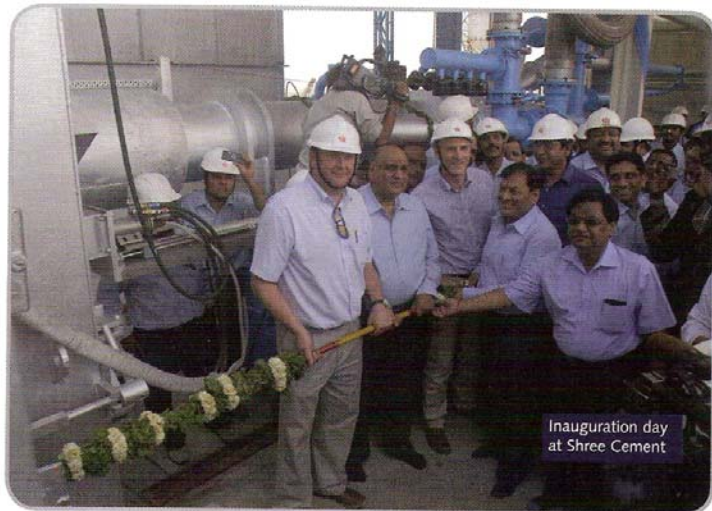
Shree Cement, one of India's leading cement manufacturers, commissioned a 1Mta clinker unit (Line VII) at Bangur City, Ras in Pali Distt of Rajasthan on March 24 2009. In doing so, the company set a world record of commissioning the unit in a period of just 367 days (12 months) against the industry standard of 630 days (21 months).

Shri HM Bangur, managing director of Shree Cement, said "It's a matter of great pride and honour for all of us at Shree Cement to complete the manufacturing unit in a record period as compared to industry standards. The achievement is a result of collective efforts put in by our dedicated employees, stakeholders and never ending support from the partners. With the new manufacturing unit, we are targeting a steady growth and expecting a turnover of over INR3000 crore in financial year 2009-10."

The project was conceived on March 23, 2008, the same day that the company had commissioned a similar unit (Line VI) last year. Shree Cement's team held internal discussions and chalked out an ambitious plan to complete the project well before the deadline set by the management.

Some of the unique techniques employed by the management to speed up the process were:

- for speedier delivery, the company air-lifted parts of the raw and coal mill
- there were certain activities which were dependent on erection of the gear box which was imported from Germany and had long delivery schedules. The



company constructed a dummy gear box and completed all activities which were dependent on it. The day the actual gear box arrived, the dependent activities were also completed within two days which, under regular circumstances, would have taken a month

- at times, company employees were

deputed with the transport vehicles to ensure faster completion of any documentation requirements at the border posts thereby ensuring timely delivery at the site.

Shree Cement is the largest cement producer in North India and is ranked amongst the top five cement groups in the country. The company is known as one of the most profitable cement manufacturers and has one of the highest operating profit margins. It has lined up further investments to the tune of INR1000 crore for expanding its cement and power plant capacity. The new investment will create much-needed employment opportunities and augment the revenue of the State exchequer.

Shree Cement has also received many awards in recognition of its energy efficiency. The company places much importance to the challenges posed by global warming and is an active party to various global forums on the environment front.





Celebrations at Shree Cement's new clinker manufacturing unit (Line VII) at Bangur City, Ras in Pali district of Rajasthan



It has therefore taken up several initiatives in this regard. Its 'Optimal Utilisation of Clinker' project has already saved a large amount of carbon emissions and earned carbon credits. Its latest initiative is the establishment of the 40MW 'Green Power' project which will be the largest capacity of green power in the global cement industry, excluding China. The Green Power plants will utilise waste heat generated from company's cement plants which is presently emitted into atmosphere, thus conserving precious fossil fuel resources.

Shree Cement has also been rated as amongst the top 20 Best Employers in India according to survey carried out by Business Today Magazine along with Mercer-TNS. Shree Cement is the only cement company and the only company in Rajasthan, which finds a place in the said list. The high ranking of the company in the survey, underlines the company's first-rate HR practices and 'happy family' culture fostered throughout the organisation.

"This success is dedicated to our employees and their team work. It was a very tough target to complete the project in such a short time span but our team stood to the task and made the impossible possible. It has been our nature to push ourselves to the limit and achieve the unattainable. What sets us apart from others is our passionate focus on continual improvement and our commitment towards the prosperity of all our stakeholders leading to sustainable development."

**Shri MK Singhi, executive director,
Shree Cement**