



Birla Corporation Limited

Corporate Office:

1, Shakespeare Sarani,
A.C. Market (2nd Floor), Kolkata 700 071

P: 033 6603 3300-02

F: +91 332288 4426

E: Coordinator@birlacorp.com

4th February, 2025

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

Scrip Code: 500335

National Stock Exchange of India Ltd.

'Exchange Plaza', C-1, Block G,
Bandra-Kurla Complex, Bandra (East)
Mumbai- 400 051

Scrip Symbol: BIRLACORPN

Dear Sir(s),

Sub: Press Release

Please find enclosed herewith a copy of the Press Release issued by the Company after the conclusion of the Board Meeting held on 4th February, 2025.

A copy of the same will also be uploaded on the Company's website at www.birlacorporation.com.

This is for your information and record.

Thanking you,

Yours faithfully,

For **BIRLA CORPORATION LIMITED**

(MANOJ KUMAR MEHTA)

Company Secretary & Legal Head

Encl: As above



Press Release (Q3 2024-25)
 4 February 2025

With improved performance in the December quarter, Birla Corporation sets the stage for healthy growth

Kolkata, 4 Feb.: Improvement in market conditions towards the end of the year helped Birla Corporation Limited report a year-on-year sales growth of 7% by volume in the December quarter, while consolidated EBITDA for the quarter at Rs 263 crore represents a sequential growth of 36%.

The Company's performance was led by the Chanderia unit, which benefited from higher traction in demand and prices in northern India. In the core markets of central India, the Company retained its premium positioning despite increased competition.

The Mukutban plant of the Company's subsidiary, RCCPL Pvt. Limited, registered a sequential volume growth of almost 20% and has established itself as one of the most efficient cement plants. It is now a significant contributor to the Company's overall performance.

Along with its subsidiary RCCPL, Birla Corporation Limited now has a geographically well-balanced and distributed manufacturing footprint in northern and central India, which allows it to seamlessly service its addressable markets in northern, western and central India, as planned under the Company's long-term manufacturing strategy.

	Q3/FY25	Q3/FY24	Change	Apr-Dec FY25	Apr-Dec FY24	Change
Revenue	Rs2,272 crore	Rs2,327 crore	-2.4%	Rs6,449 crore	Rs7,062 crore	-8.7%
EBITDA	Rs263 crore	Rs395 crore	-33.4%	Rs733 crore	Rs1,025 crore	-28.5%
Cash Profit	Rs180 crore	Rs298 crore	-39.6%	Rs479 crore	Rs736 crore	-34.9%
Net Profit	Rs31 crore	Rs109 crore	-71.6%	Rs39 crore	Rs227 crore	-82.8%
Realisation per tn	Rs4,781	Rs5,285	-9.5%	Rs4,768	Rs5,216	-8.6%
EBITDA per ton	Rs569	Rs903	-37.0%	Rs547	Rs749	-27.0%

The Company's consolidated cement sales by volume in the December quarter rose 7% to 4.5 million tons (mt) versus 4.2 mt in the same period a year ago, which represents a capacity utilization of 92% (85% last year).

Still, the Company's realization from cement sales during the December quarter at Rs 4,781 per ton was 9.5% lower than last year because of lower prices in Maharashtra and central India. Nevertheless, it represents a sequential growth of 1.8% (Rs 4,697 per ton in the September quarter). Prices have started to firm up and improved realization is expected to support healthy growth in the quarters ahead.

While prices remained flat through October, cement manufacturers were able to raise prices on an average by Rs 3-5 per 50-kg bag only between end-November and December. In the eastern and central markets, which are among of the Company's core markets, price rose by only Rs 2-3 per bag, against an average of Rs 4 for the rest of the country.

	Q3/FY25	Q3/FY24	Change	Apr-Dec FY25	Apr-Dec FY24	Change
Sales (by volume)	4.5mt	4.2mt	7.1%	12.8	12.8	-
Capacity utilisation	91.9%	85.3%	6.6%	87.1%	86.5%	0.7%
Blended cement	79%	83%	-4.0%	82%	86%	-4.0%
Trade channel	68%	69%	-1.0%	70%	73%	-3.0%
Premium cement	59%	52%	7.0%	60%	53%	7.0%

Despite sluggish demand, the Company managed to raise the share of sales of its high-yielding premium cement to 59% for the December quarter against 52% in the comparable period last year. This represents a year-on-year growth of 19% in sales of premium products by volume to 1.8 mt, led by the Company's flagship brand Perfect Plus, which registered a robust 23% year-on-year growth in sales by volume.

The Company's sustained focus on cost management across the board led to overall variable cost of the Cement Division coming down by 8% year-on-year and by 1.9% sequentially. Benign pet coke prices, combined with optimization of fuel mix, resulted in power and fuel costs coming down 7.4% from the same period last year to Rs 1,072 per ton, while raw material costs were down 14% owing to dynamic management of cost of inputs such as limestone, gypsum, fly ash and slag.

The Company has been pursuing through years various cost rationalization and efficiency improvement initiatives such as Project Shikhar and Project Unnati. Though cost optimization helped improve profitability on a sequential basis, it could not fully offset the impact of depressed prices on a year-on-year basis, which were down by more than 10%.

The Cement Division's EBITDA per ton for the December quarter at Rs 569 represents a sequential growth of 23.4% while being down 37% year-on-year. The Division's operating profit margin for the quarter was at 12% (17% a year ago) against 9.8% in the three months till September.

The Company has also been steadily scaling up the use of renewable power, which accounted for 26% of the total power consumed during the December quarter, against 25% in the previous quarter. In January, RCCPL's Maihar unit has concluded an agreement to source from an external supplier 12 MW of wind-solar hybrid power. By the end of the current quarter, renewables will contribute almost 45% of Maihar's total power needs.

Healthy rural demand, coupled with higher government spending, generated momentum in cement demand, which led to the Company raising prices in December. The revised prices have sustained through January, while the cost environment remained benign. Therefore, the Company remains optimistic about continued improvement in operations and profitability.

Jute: The performance of the Jute division was impacted by a drop in Government orders and higher raw material and conversion costs. This resulted in the Division reporting a cash loss of Rs 4.60 crore for the December quarter. However, the Division registered a 108% jump in overseas sales of value-added products during the quarter.

Birla Corporation Limited is the flagship Company of the MP Birla Group. Incorporated as Birla Jute Manufacturing Company Limited in 1919, it was given shape by Syt MP Birla. The Company has interest in cement and jute goods. Its Birla Jute Mills is the first jute mill started by an Indian entrepreneur. The Company and its subsidiary, RCCPL Pvt Ltd, have 10 cement plants, in eight locations, across the country, with an annual installed capacity of 20 million tons. The Company produces an array of cement products, under the MP Birla Cement brand, suited to different climatic conditions as well as consumer segments. It also sells construction chemicals and wall putty.

For more information, visit www.birlacorporation.com

DISCLAIMER

Statements in this release describing the Company's objectives, projections, estimates, expectations or predictions may be 'forward looking statements' within the meaning of applicable laws or regulations. Actual results could, however, differ materially from those expressed or implied. Important factors that could make a difference to the Company's Operations include global and domestic demand-supply conditions, finished goods prices, raw materials and fuel costs & availability, transportation cost, competitive intensity, changes in Government regulations and tax structure, economic developments within India and the countries with which the Company has business contacts and other factors such as litigation and industrial relations. Neither our Company, our Directors, nor any of our affiliates, have any obligation to update or otherwise revise any statements reflecting circumstances arising after this date or to reflect the occurrence of the underlying events, even if the underlying assumptions do not come to fruition.