



Date: 12<sup>th</sup> February, 2025

To,  
The Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block-G  
Bandra Kurla complex, Bandra-East  
Mumbai-400 051

To,  
The Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai-400 001

Symbol -: STARCEMENT

Scrip code: 540575

Dear Sir/Madam,

**Subject: Investor Presentation for the 3<sup>rd</sup> Quarter and Nine months ended 31<sup>st</sup> December, 2024**

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing obligations and Disclosures Requirements) Regulation, 2015, an Investors Presentation for the 3<sup>rd</sup> Quarter and Nine months ended 31<sup>st</sup> December, 2024 has been prepared and the same has been disseminated on the Company's website at [https://www.starcement.co.in/pdf/investor-presentations/Star%20Cement\\_IP%20Q3%20FY25.pdf](https://www.starcement.co.in/pdf/investor-presentations/Star%20Cement_IP%20Q3%20FY25.pdf). 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



Debabrata Thakurta  
Company Secretary  
(M. No.: F6554)

*Encl. as stated*

**STAR CEMENT LIMITED**

Century House, P-15/1 CPT Colony, Taratala Road, Kolkata -700088. Email: [kolkata@starcement.co.in](mailto: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](mailto:lumshnong@starcement.co.in). Website: [www.starcement.co.in](http://www.starcement.co.in)

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

CIN : L26942ML2001PLC006663

# CREATING A BETTER TOMORROW

Investors Presentation - Q3 - FY 25



## Lumshnong



## GGU

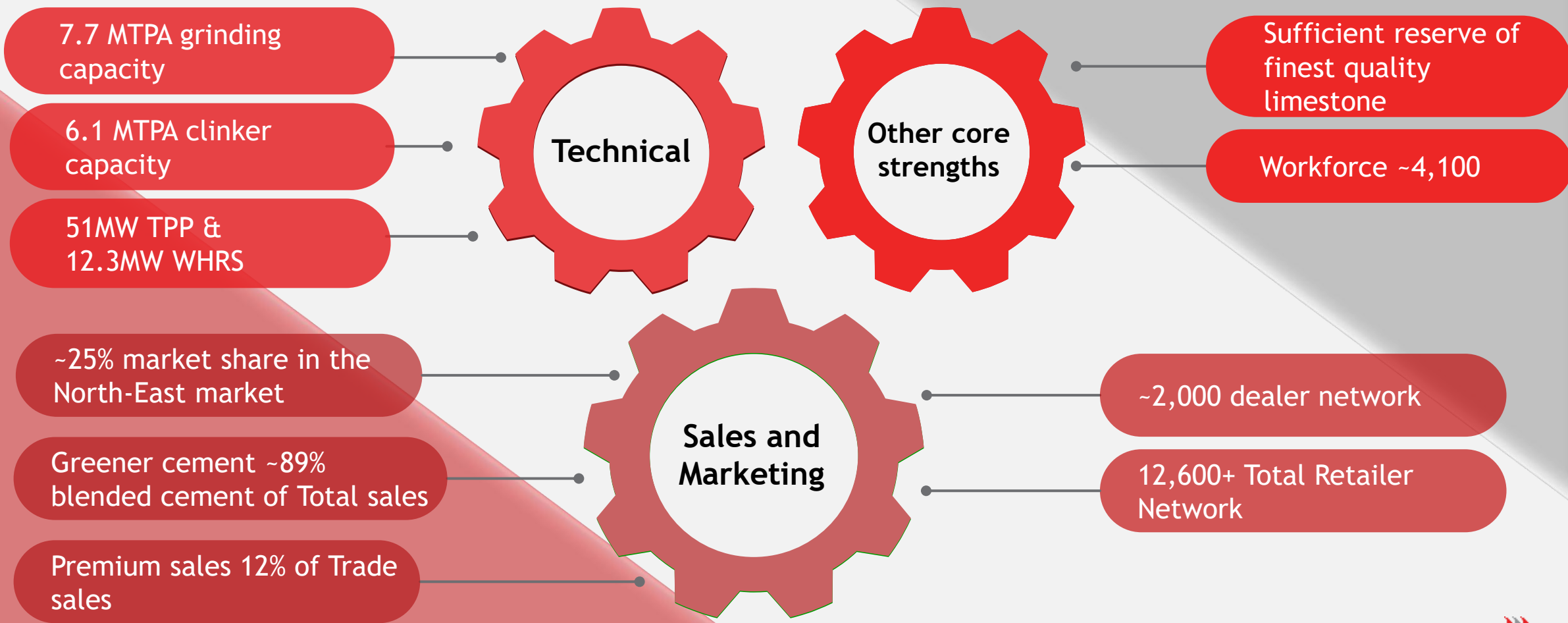


## SGU





**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 eco-system, and unmatched efforts to uplift the whole community.



## Current capacities

**7.7 MTPA**

Cement pdn.  
capacity

**6.1 MTPA**

Clinker pdn.  
capacity

**51 MW**

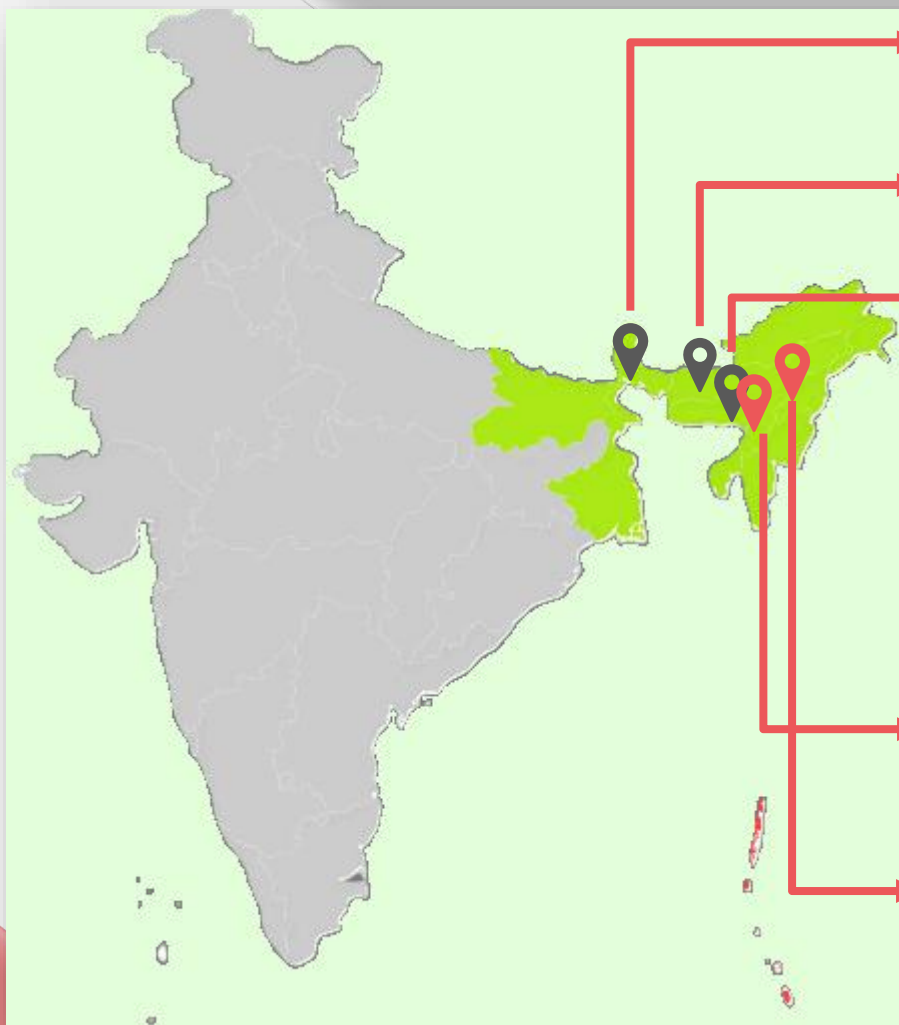
TPP

**12.3 MW**

WHRS

## Our expansion plan

- ↗ Two grinding units (Silchar and Jorhat) and 800 CBM AAC block plant in Assam ~ INR 1,300 Cr.
- ↗ Total CAPEX planned over Q4FY25 ~INR 220Cr.



### Siliguri GU, WB

Current capacity- 2MTPA

### Guwahati GU, Assam

Current - 4MTPA

### Lumshnong Integrated unit, Meghalaya

Current clinker - 6.1MTPA

Current grinding - 1.7MTPA

TPP - 51MW + WHRS - 12.3MW

WHRS - 12MW to be commissioned by Q4FY25.

### Silchar GU, Assam

Upcoming - 2MTPA (FY26)

### Jorhat GU, Assam

Upcoming - 2MTPA (FY27)



Existing

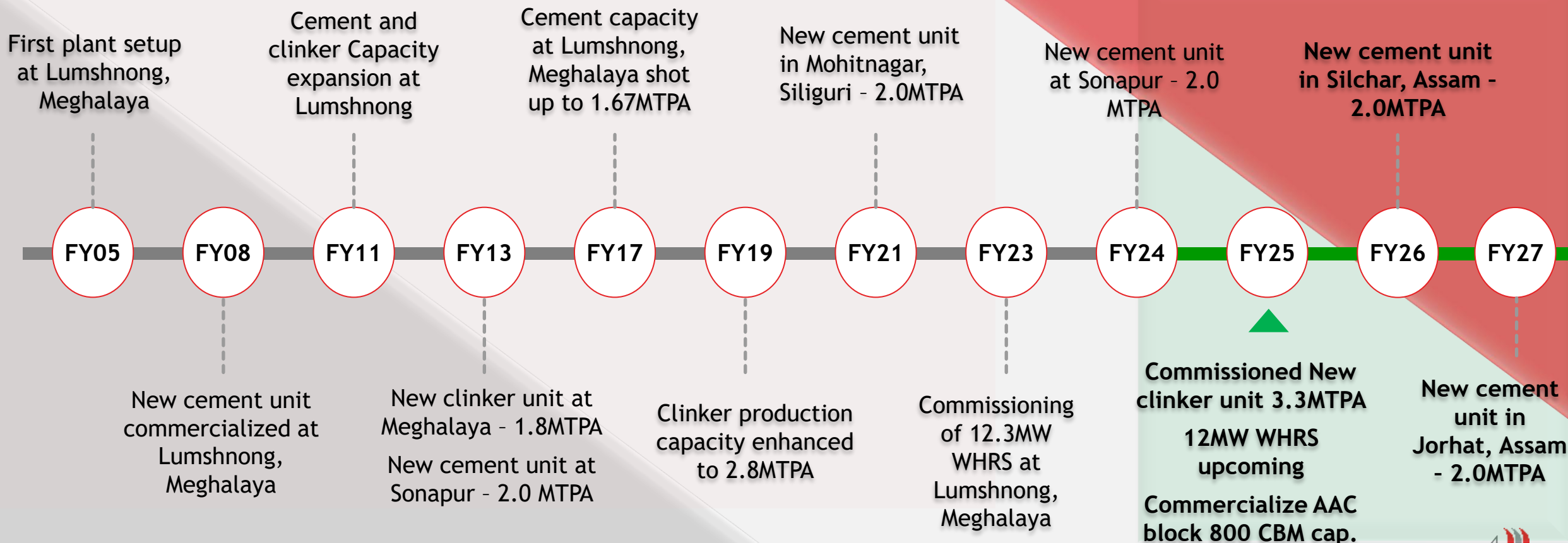


Upcoming

# A history of excellent execution and sustained expansion

Plan to take cement capacity to ~12MTPA by FY27.

Capacities	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27 <sup>1</sup>
Clinker capacity	2.8	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	11.67



1. Based on ongoing greenfield projects only.

# ESG Goals & Targets

Modules	Target	Present Status
<b>Green energy</b> (Q3 FY25 ~ 18.2%)	Green energy share of 55% by FY26.	Group captive PPA of 18MW finalized & signed with JSW Green Energy on 8 <sup>th</sup> Aug 2024; to fully come on stream by FY26. Existing WHRS- 12.3MW; Upcoming - 12MW (Q4 FY25)
<b>Thermal Substitution Rate (TSR)</b> (Q3 FY25 ~ 12.9%)	15% by FY25 20% by FY26	AFR System for new clinker unit, Design and Engineering completed. Order placed; site execution in progress. (Timeline - by Q4 FY25)
<b>Net Zero Carbon footprint</b>	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.
<b>Water positivity</b>	2x water positive by 2025	<ol style="list-style-type: none"> <li>1. Construction of new water reservoir at Lumshnong.</li> <li>2. Collaboration with communities for rainwater harvesting via pond and to assist in agriculture using drip irrigation.</li> </ol>
<b>Mine's 5 Star Rating</b>	All mines to achieve 4-star rating	Khub Mines got 4-star rating for FY23 and inspection for FY24 completed in Oct'24
<b>Diversity and Inclusion</b>	10% women of total workforce in 2025 and 12% by 2027	Head count raised from 168 in July'23 to 223 in Dec'24 (rising from 8% to 10% of the total permanent workforce)





# Financial Highlights



# Key operational achievements: Q3FY25

**INR 107Cr.**  
EBITDA : Q3 FY25  
(Q3 FY24 : 153 Cr)

**INR 1,007/ton**  
(Q3 FY24 : 1,582/ton)

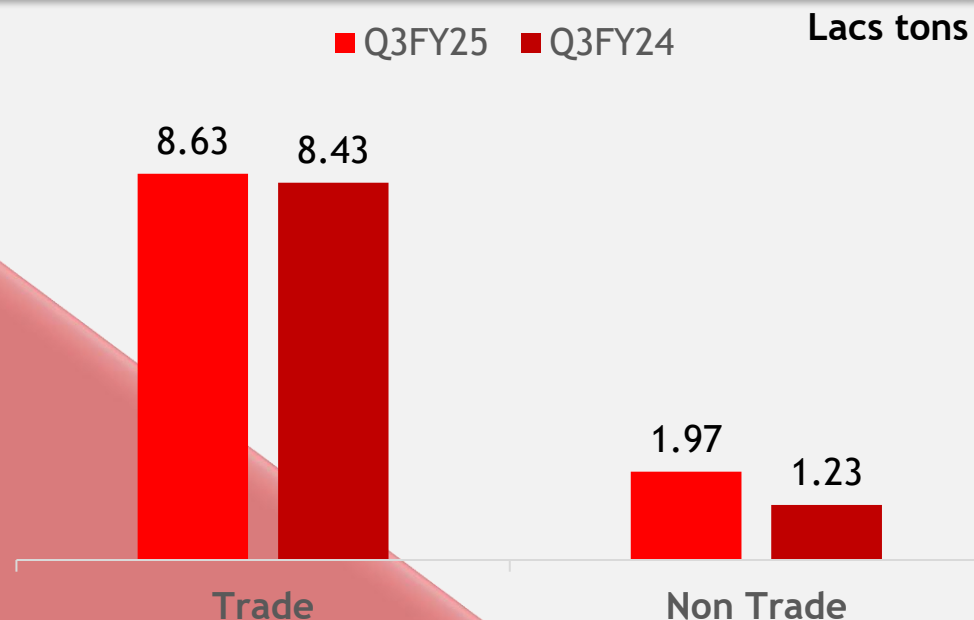
**10.6 lac tons**  
Cement sold Growth **9.7% YoY**

**8.37lac MT**  
**14.9%** growth in NE

**2.24 lac MT**  
**(6.1%)** de-growth in OSNE

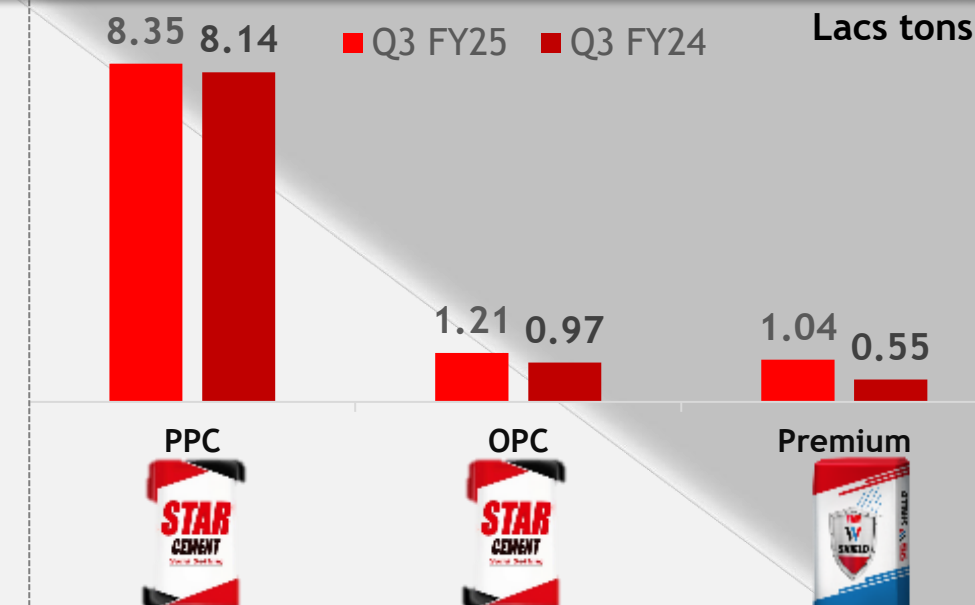
# Cement Sales

## Trade vs Non-trade - Q3 FY25 vs Q3 FY24



Segments	Q3 FY25		Q3 FY24		% Change
	Lacs tons	% mix	Lacs tons	% mix	
Trade	8.63	81%	8.43	87%	2%
Non-Trade	1.97	19%	1.23	13%	60%
<b>Total sales</b>	<b>10.60</b>	<b>100%</b>	<b>9.66</b>	<b>100%</b>	<b>10%</b>

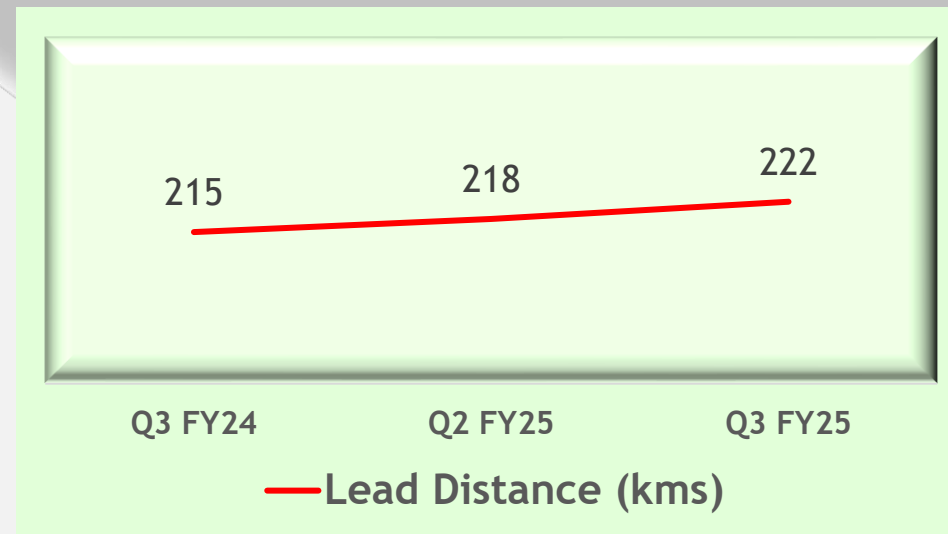
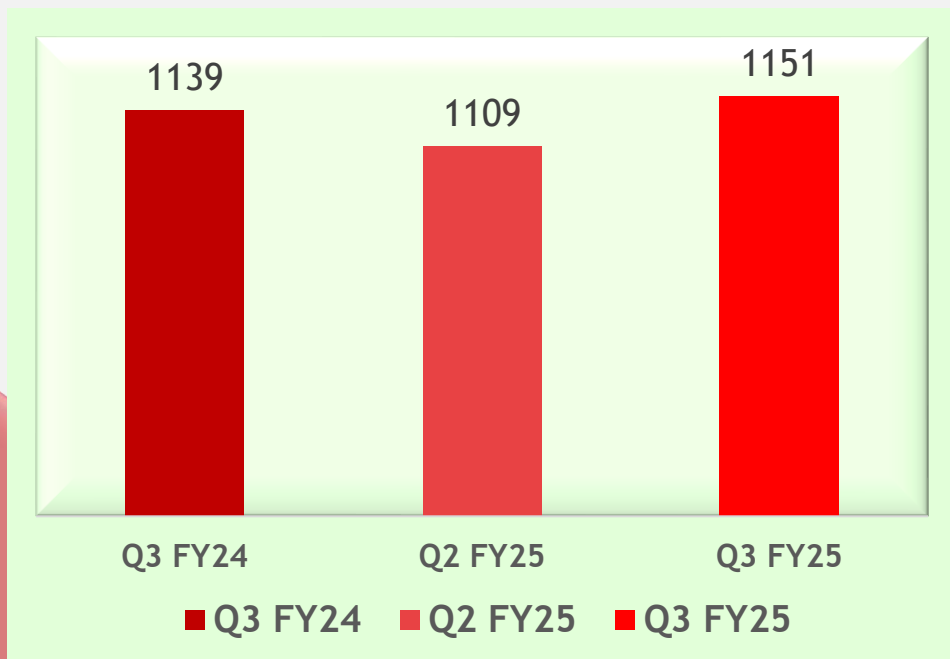
## Product-wise sales - Q3 FY25 vs Q3 FY24



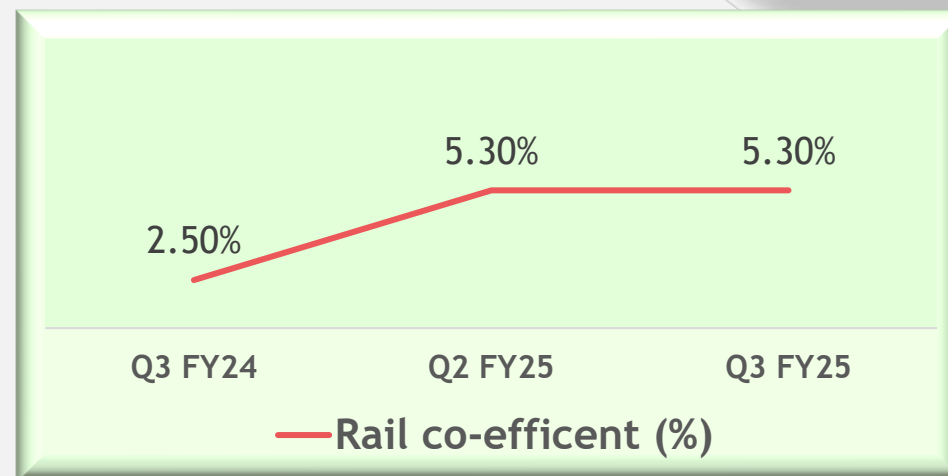
Product	Q3 FY25	Q3 FY24	% Change
PPC	8.35	8.14	3%
OPC	1.21	0.97	25%
Premium*	1.04	0.55	87%
<b>Total sales</b>	<b>10.60</b>	<b>9.66</b>	<b>10%</b>

\* Premium includes both WSC & DM

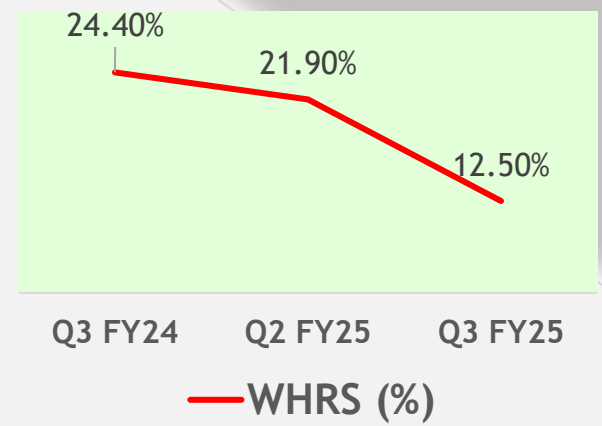
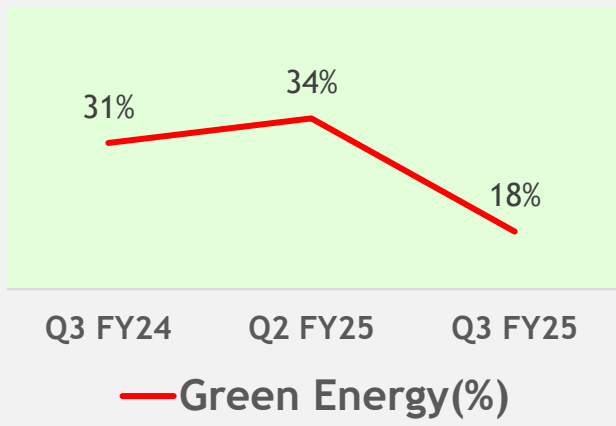
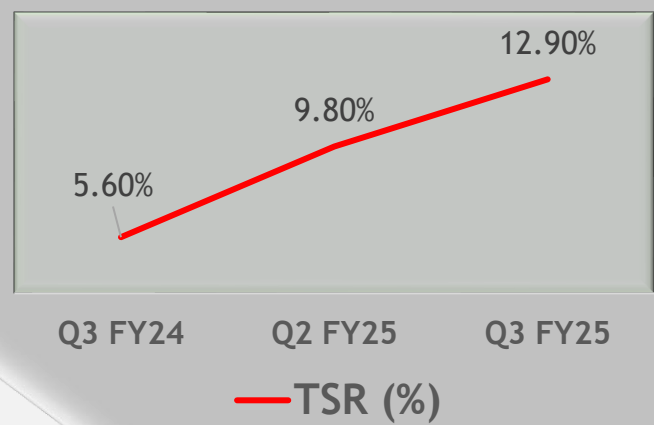
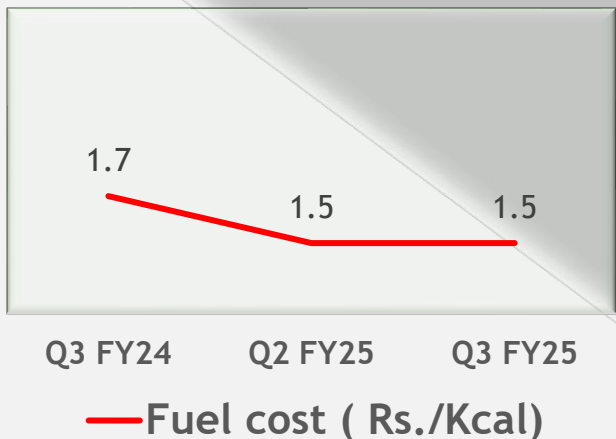
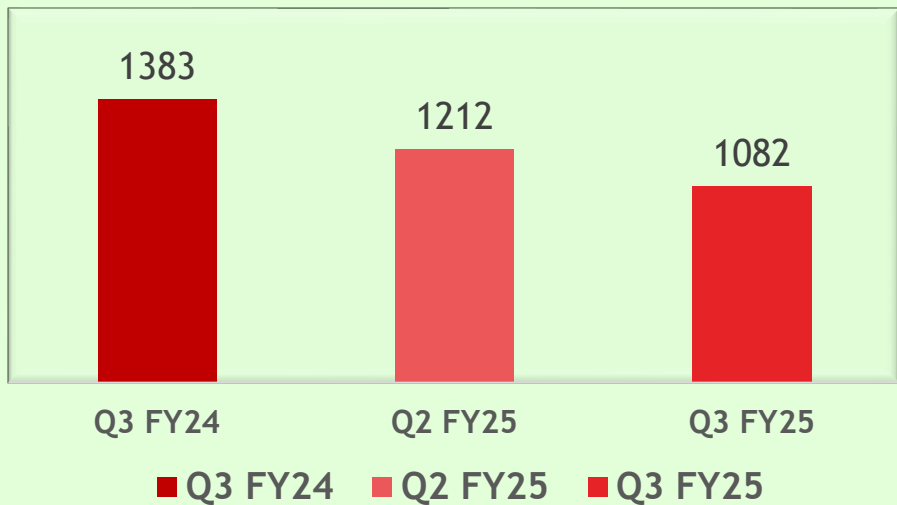
# Logistics



➤ Average logistics cost majorly increased due to increase in NE & Non-Trade mix in overall sales.



# Power & Fuel



- Per ton power cost on cement in Q3FY25 is lower due to outside clinker purchase.
- 12 MW new WHRS & AFR processing unit is coming up in Q4 FY25 (part of newly commissioned clinker line) will optimize power cost further.
- Green energy and WHRS share has reduced due to production from new clinker line which is not currently backed by WHRS.



# Financial Highlights - YoY Comparative

Particulars	Q3 FY25	Q3 FY24	YoY%	Q2 FY25	FY24
<b>Quantity Sales (Lacs tons)</b>					
Cement and Clinker Sales	10.68	9.70	10%	9.77	44.43
<b>Income and Expenses (INR Cr)</b>					
Revenue from sale of cement and Clinker	719	651	10%	642	2,911
Other Revenue	3	4	(39%)	2	26
<b>EBITDA</b>	107	153	(30%)	97	583
Depreciation	89	37	(145%)	83	147
Interest	10	3	(236%)	7	13
<b>Profit Before Tax</b>	8	113	(93%)	8	423
<b>Profit After Tax</b>	9	74	(87%)	6	298
Gross Cash Accruals	98	110	(11%)	88	445
<b>Per Unit details (INR/ton cement)</b>					
EBITDA	1,007	1,582	(36%)	1,011	1,323
Profit Before Tax	72	1,173	(94%)	79	962
Profit After Tax	85	761	(89%)	59	677

# Capex Plan

Particulars	Timeline	Project cost	Incurred Till date	9m FY25	Q4 FY25	FY25	FY26	FY27
Line - 3 Clinker	Phase 1 Completed	1,085	1,068	108	17	125	-	-
Line - 3 WHR	Q4 FY25	120	111	33	9	42	-	-
Silchar GU	FY26	650	47	25	80	105	473	50
AAC Block + Const. Chemical	FY25	89	74	52	15	67	-	-
Jorhat GU	FY27	550	3	3	20	23	100	427
Fleet	Q3 FY25	52	52	52	-	52	-	-
AFR	Q4 FY25	32	13	13	19	32	-	-
Group captive	Q4 FY26	23	-	-	11	11	12	-
<b>Project CAPEX</b>		<b>2,601</b>	<b>1,368</b>	<b>286</b>	<b>171</b>	<b>457</b>	<b>585</b>	<b>477</b>
Operational CAPEX				150	48	198	100	100
<b>Total CAPEX</b>				<b>436</b>	<b>219</b>	<b>655</b>	<b>685</b>	<b>577</b>



Sustainability & CSR: Integrating as key  
business principles



# Social Initiatives

## Health and Sanitation

- A series of Eye Check-Up camps were organised near Sonapur plant, Guwahati in collaboration with Sri Sankardev Netra Laya, Guwahati to serve over 100 patients with required medicine, check-up, surgery and spectacles.
- Washak Organization of Silchar has been supported with Ambulance for supporting the community in the time of need.
- Two educational institutions of Jalpaiguri District were supported with drinking water system.
- Food Security has been ensured for 80 specially-abled persons of Mohit Nagar & 100 TB patients in Jalpaiguri.



*Eye Camp*



*Health Camp*



*Ambulance Support*



*Food Security*



*Drinking Water*



*Water Cooler*

## Livelihood & Skill Building

- Training on Food Processing and Dying cum expo organized where 6 women of Hilara & Sonapur participated.
- Mechanical training program with 10 youths being arranged at GGU tailoring school.
- Srijani-Ananya: a Shopping bag preparation project has been started and going on at Srijani with 5 women.
- Examination for 3<sup>rd</sup> batch of Beautician training has been organized at Srijani with 40 students.
- Tailoring, Biofloc, Fishery, Agarbatti Making, Piggery, Dairy all livelihood projects are going on as per schedule.



*Dying Training*



*Handicraft Expo*



*Mechanic Training*



*Agarbatti Unit*



*Srijani Ananya*



*Tailoring Class*



# Social Initiatives

## Education

- School Infrastructure Development works have been initiated in all locations covering over 25 schools
- Classes for Kala Mandir are going on as per schedule with all other extra-curricular activities for 350 students
- Computer Education on Wheels is going on in Assam and West Bengal
- Student Support Programme has been organized in Silchar for LP Schools



**Student Support**



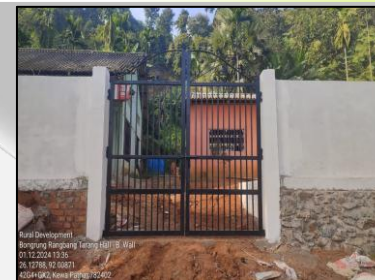
**Computer Education**



**School Development**



**School Support**



**School Development**



**Computer Education**

## Rural Development

- Various Cultural and Sports organizations being supported in Assam.
- CSR Leadership Award Assam for a huge contribution in the field of public welfare.
- Sonapur Old Age Home being supported with necessary requirement.
- Installation of Solar Street Lights have been ensured in Assam and Silchar for the benefit of the entire community
- Dhyan Foundation have been supported to construct a storeroom for gausala in Assam



**Public Utility Area**



**Community Meeting**



**Cultural program**



**Solar Lighting**



**CSR Award**



**Rural Infra**

# Awards & Accolades



In Q3 FY25, Star Cement Ltd has been honored with the prestigious Red Carpet Experiential Marketing Awards for Exchange 4 Media for

- **Best Use of Technology** - Dhalai Master Launch
- **Best Online Entertainment** - Star Cement Theme Song
- **Best Product Launch** - Star Weather Shield Launch Campaign
- **Best Use of AI in Experiences** - Star Weather Shield Launch
- **Best Dealer Meet** - ADC Star Cement "Sitaron Ka Milan 2024", Mumbai



In Q3 FY25, Star Cement Ltd was also honored to win three prestigious awards at the 11th Edition of Exchange 4Media Indian Marketing Awards 2024! The Awards are

- Gold** - Brand Identity/Packaging (Star Weather Shield)
- Silver** - Category Creation (Star Weather Shield - Super Premium Cement)
- Silver** - Best Use of Segmentation (Star Weather Shield)

These awards are a testament to our relentless pursuit of innovation, excellence, and quality in the cement industry. Thank you for your trust and support!



In Q3 FY25, Star Cement Ltd was also honored to win prestigious Most Effective Campaign for ROI at the 3rd Influencer Awards 2024 from Entrepreneur Magazine! for our Star Dhalai Master Launch Campaign.



In Q3 FY25, Star Cement Ltd has been honored with the "BEST CSR PERFORMER 2024" award at the 2nd North-East CSR Forum 2024, held at the Tata Institute of Social Sciences, Guwahati! 🏆 ✨ This recognition celebrates our unwavering commitment to community development and impactful CSR initiatives in the North-East region. 🌱



Star Cement took the initiative on **celebrating our local celebrities** by initiating associations with the some of the trailblazers of different sports categories as the company's Brand Ambassadors

The collaboration with these local celebrities aligns with Star Cement's long-standing ethos, epitomized by the slogan "Har Ghar Mein Hai Star"

The celebrated sports partner are :

1. Mirabai Chanu - Padmashri and Olympic medalist in Weight lifting
2. Riyan Parag - Indian National Team Cricketer
3. Lovelina Borgoin - Olympic medalist in Boxing
4. Baichung Bhutia - Former Indian Team Football Captain
5. Association with Shillong Lajong FC- one of the premier football clubs in India.



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### **Star Cement Limited**

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Date: 11<sup>th</sup> Feb 2025