



Date: 27th June, 2024

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
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Dear Sir,

Subject: Investor Presentation for the Quarter and Year ended 31st March, 2024

Pursuant to the Regulation 30 of Securities and Exchange Board of India (Listing obligations and Disclosures Requirements) Regulation, 2015, an Investor Presentation for the quarter and year ended 31st March, 2024 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

DEBABRATA
A
THAKURTA
Digitally signed
by DEBABRATA
THAKURTA
Date: 2024.06.27
14:22:46 +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 4 FY24

NSE Ticker: STARCEMENT

| BSE Ticker: 540575

| Bloomberg Ticker: STRCEM:IN

Q4 Presentation | MAR 2024





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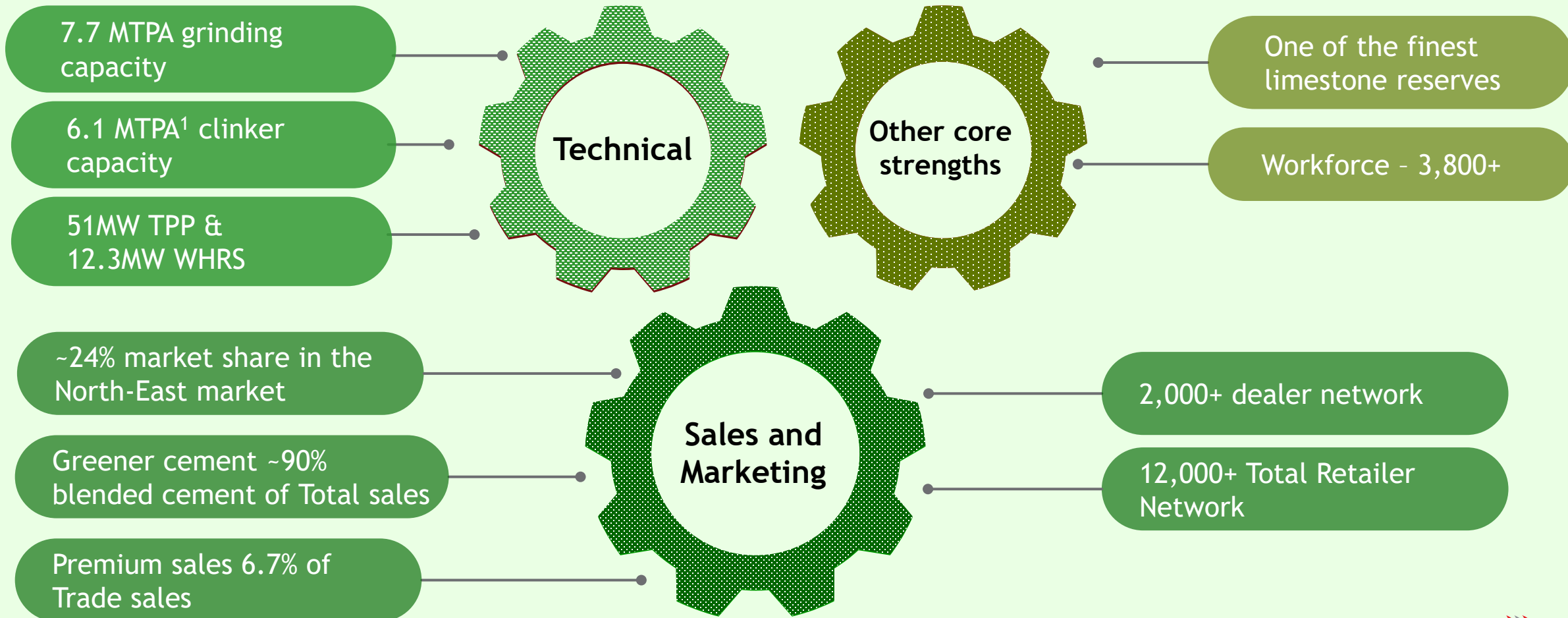
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Know Us Better: Company Snapshot

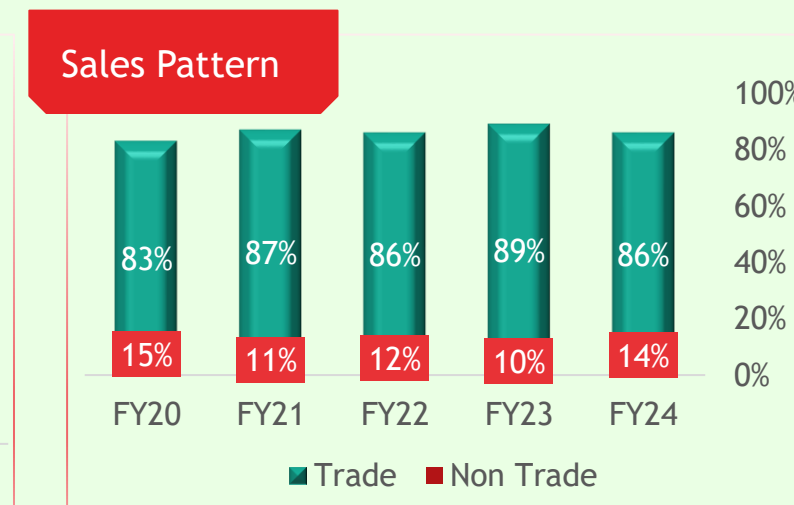
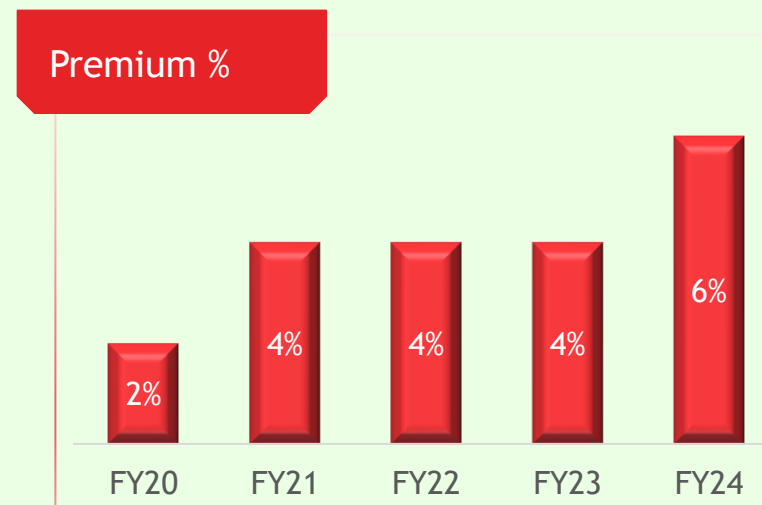
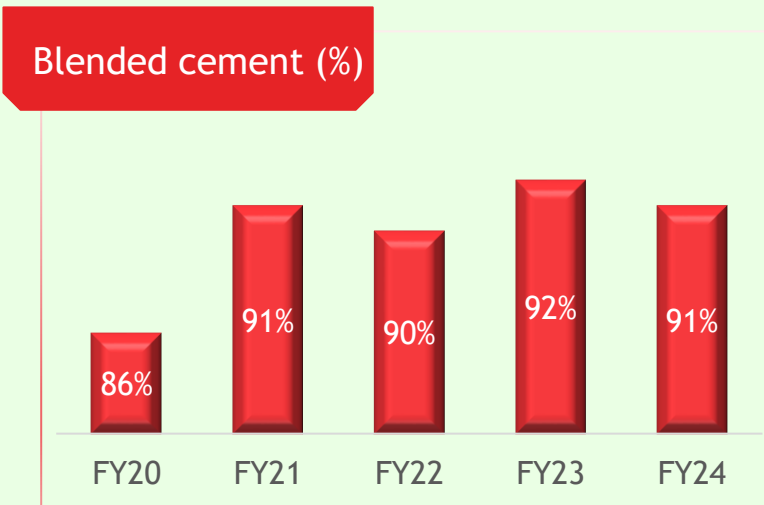
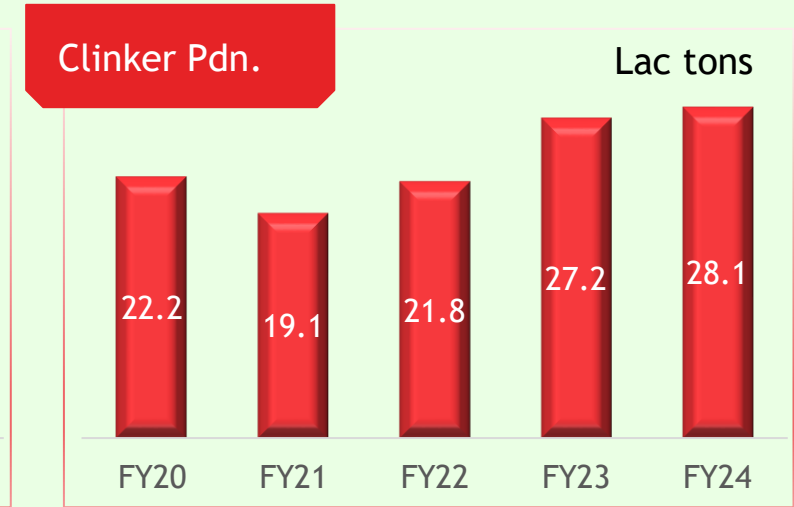
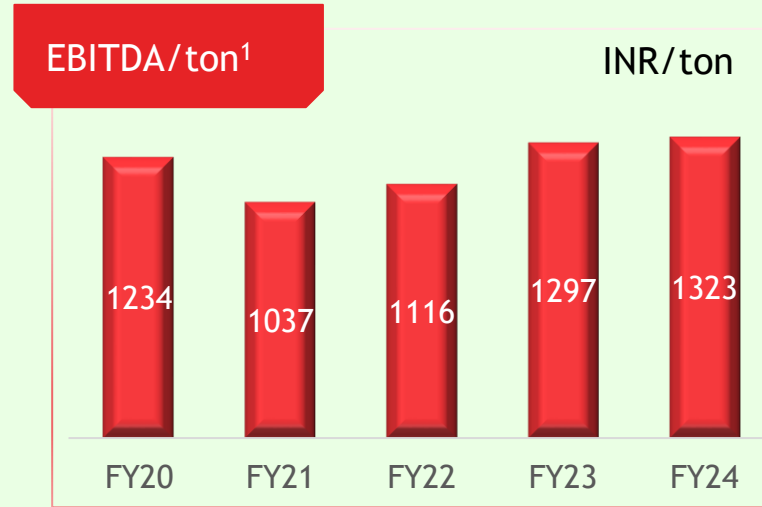
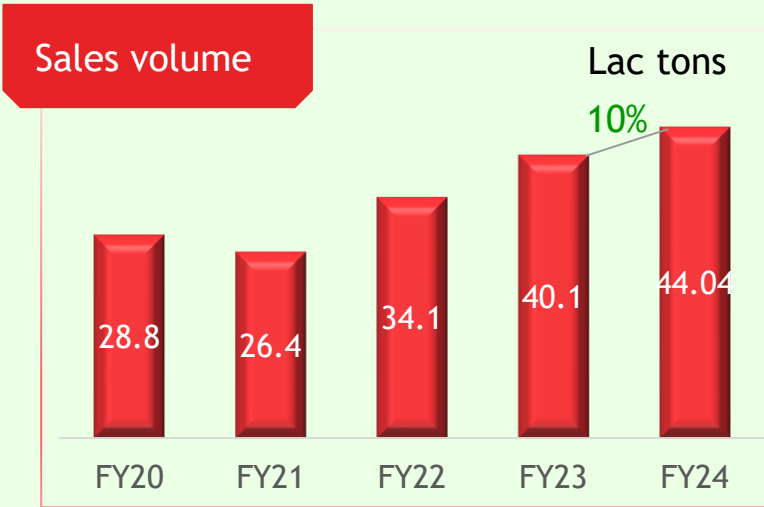
Star Cement - Company snapshot

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.



1. Clinker capacity of 3.3Mn tons commissioned on 21st April 2024

Key operational achievements of FY24



1. EBITDA/ton (FY24) increased even after negative subsidies impact of ~INR 250/t from FY23.

Largest cement manufacturer in North-East India

Current capacities

7.7 MTPA

Cement pdn.
capacity

6.1 MTPA

Clinker pdn.
capacity

51 MW

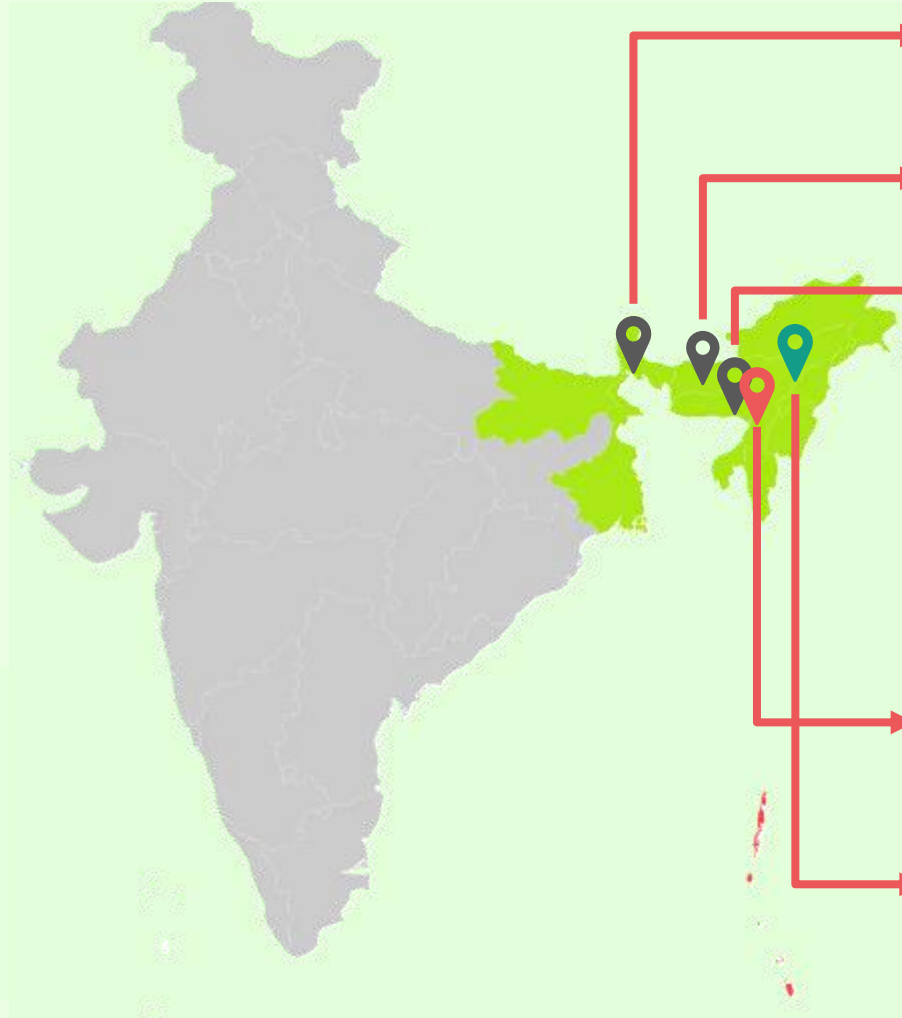
TPP

12.3 MW

WHRS

Our expansion plan

- Two grinding units (Silchar and Jorhat) and 800 CBM AAC block plant in Assam ~ INR 1,000 Cr.
- Total CAPEX planned over FY25 ~INR 1,000Cr. (mostly through internal accruals)



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 Q3FY25.

Silchar GU, Assam

Upcoming - 2MTPA (FY26)

Jorhat GU, Assam

Planned - 2MTPA (FY27)

1. Grinding unit at Guwahati was commissioned on 12th March 2024
2. Clinker capacity of 3.3Mn tons commissioned on 21st April 2024

Existing
 Planned
 Upcoming

Comprehensive product offerings under the brand

Ordinary Portland Cement (OPC)



OPC 43:

Suitable for construction where the grade of concrete is up to M-30

OPC 53:

Provides high strength and durability to structures with optimum particle size distribution and superior crystallized structure.

Portland Pozzolana Cement (PPC)



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.

Anti-Rust Cement (ARC)



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.

Weather Shield Cement (WSC)



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.

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 ¹
Clinker capacity	2.8	2.8	2.8	2.8	2.8	6.1	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

First plant setup at Lumshnong, Meghalaya

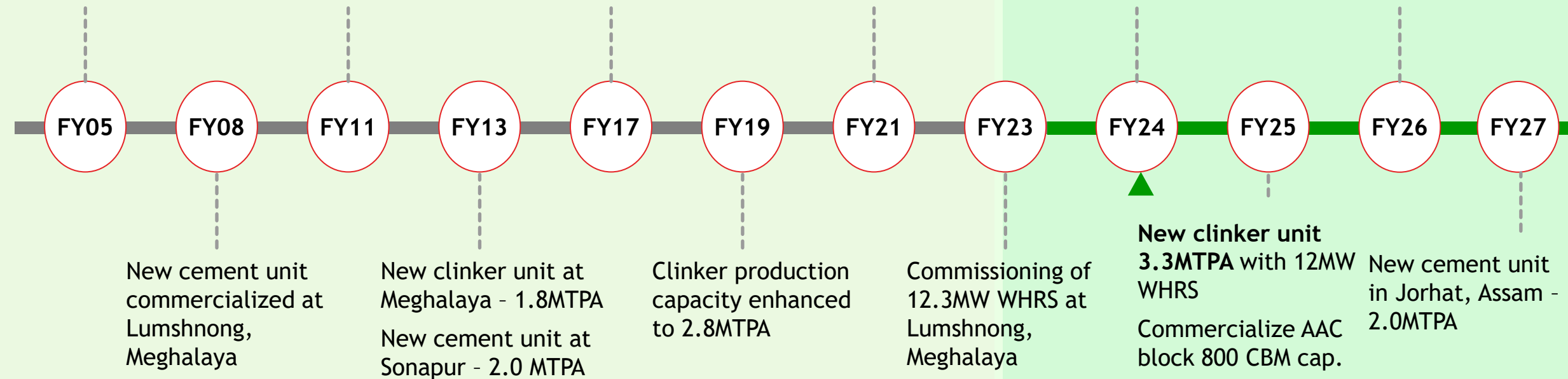
Cement and clinker Capacity expansion at Lumshnong

Cement capacity at Lumshnong, Meghalaya shot up to 1.67MTPA

New cement unit in Mohitnagar, Siliguri - 2.0MTPA

New cement unit at Sonapur - 2.0 MTPA

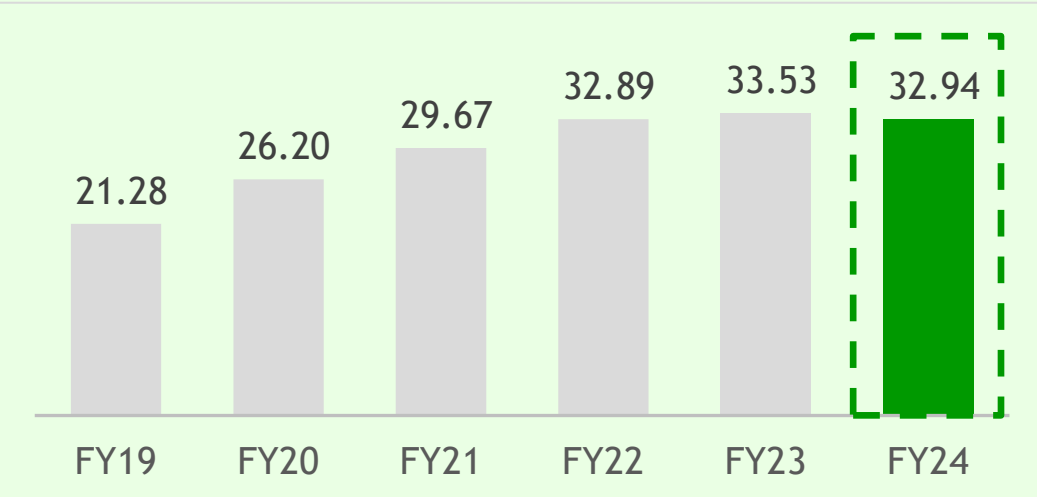
New cement unit in Silchar, Assam - 2.0MTPA



1. Based on ongoing greenfield projects only.

Endorsing a better future

Annual advertising and Brand Promotion Investment (INR Cr.)



5.10

Invested in branding and advertisement in the Q4 of FY24 (INR Cr)

In Q4 we launched AI based E-Greetings Card for all our dealer network, IHBs, Influencers such as Engineers, Contractors to send out customized E-Greetings to their family and friends on all occasions.

Star Weather Shield Cement, the Maverick product from Star Cement



In Q4, We continued with the promotion of Star Weather Shield, the super premium cement with 360-degree approach with ATL branding through TV Ad, Cable AD & Social Media platforms.

BTL campaign through OOH, wallwraps, Surrogate, Mass Painting, & Retail branding across all business regions where Star Cement has its presence.

Digital campaign included promotion in all leading Social media platforms such as Facebook, Instagram, YouTube & LinkedIn which led to a digital reach to more than 5.92 Cr. social media users in North-East, West Bengal & Bihar.

The technological edge



Star link app (14300+ 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.

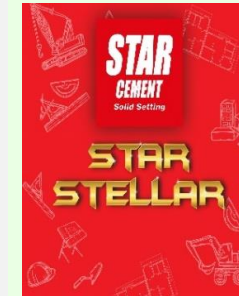


Business WhatsApp:

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 (2200+ 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.

Star Saathi App for Dealers and Retailers (14000+ Users)

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

Salesforce Automation App (850+ Users)

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)

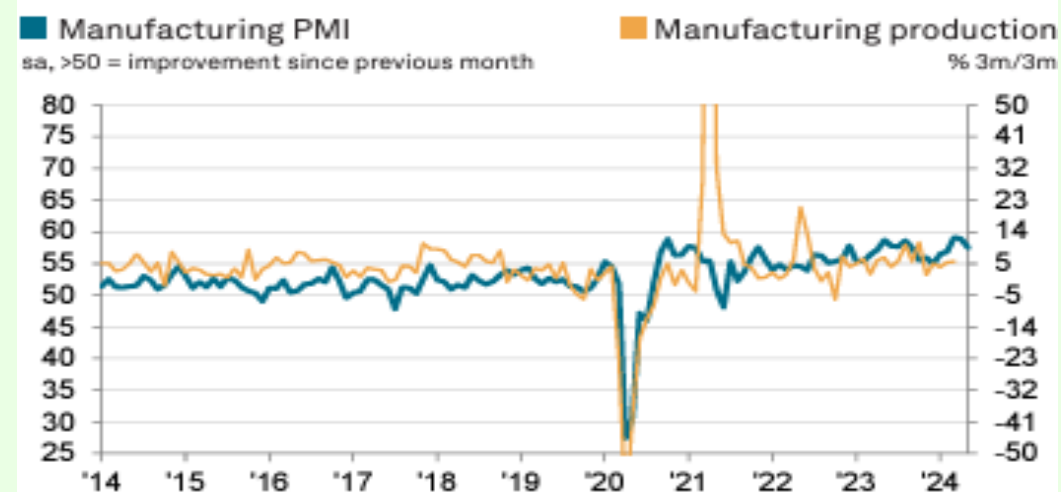


Cement Industry Outlook: Poised for strong growth

India is rising as an economic powerhouse

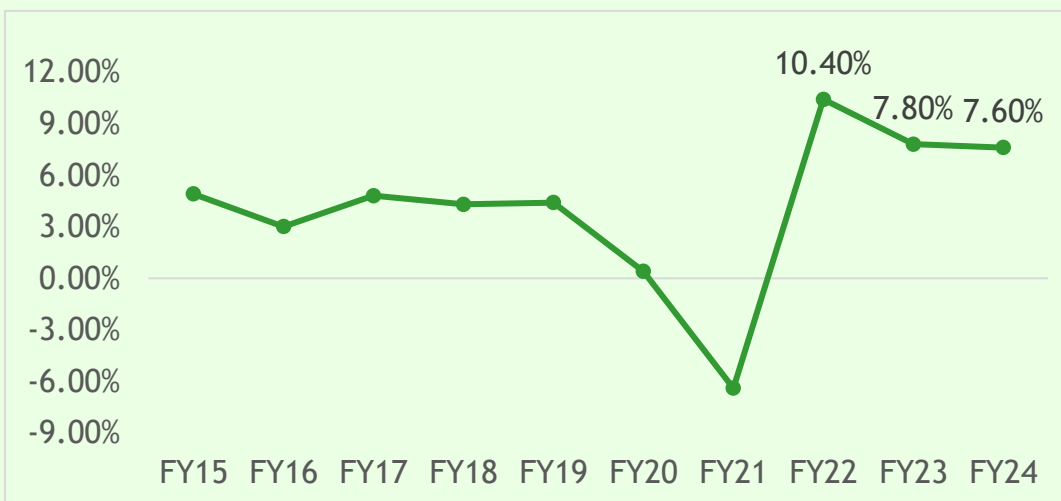
HSBC India Global Manufacturing PMI

- Manufacturing PMI sustaining above 57 in April and May'25, upbeat outlook.
- Manufacturing employment rose to the greatest extent since FY2005.
- Highest level of positive sentiment towards growth prospects shown by Indian manufacturers.



Robust Core industry growth in FY24

- Robust core industry growth (8 industries) - at 7.6% for FY24. (vs FY23) - Provisional data
- High single digit growth in core industries index for the last 3 years. (Decadal high)
- April core industry growth at 6.2% (Provisional)



Demand drivers firmly in place



Macro indicators

- RBI forecasts FY25 full year GDP growth estimate from at 7.2%.
- Estimates suggest India grew by 8.4% in FY24; S&P Global ratings retained FY25 GDP forecast at 6.8%.



Urban housing

- Urban housing demand is recovering post FY23 with strong pipeline of launches by real estate developers.
- Urbanization at 36% in FY23 estimated to pace up 50% in FY24.
- Govt has allowed FDI up to 100% for townships and settlements development projects



Rural Housing

- PM Modi announced govt assistance for construction of 3Cr. Houses, where 2Cr. Houses would be constructed under PMAY-G.
- > INR 2k Cr. funds yet to be released with respect to PMAY Yojna in the North-Eastern states.



Infrastructure

- Infrastructure development in North-East region has picked up - INR 32k Cr. NHPC Dibang hydropower project.
- Other notable projects include const. of major bridges, hospitals, Bharatmala project connecting India and Myanmar among others.



Sustainability & CSR: Integrating as key business principles

Social initiatives

Health and Sanitation

- 8 health & eye check-up camps org. benefiting over 2400 people with free check-up, medicine & spectacles
- Drinking water system i.e., ring well, water reservoir etc. developed at community level & social institutions
- Over 100 TB patients, 80 specially abled, 49 elderly people & 8 disabled people supported with grocery
- 2 Ambulances were provided to the community as emergency medical service



Health Camp



Ring Well



Water Reservoir



Grocery Support



Eye Camp



Ambulance Service

Livelihood & Skill Building

- STAR SAMARTH, incubation center became functional for over 30 entrepreneurs
- STAR UPABAN has been introduced as an alternative source of livelihood
- STAR TEJASWINI for deaf girls & E-RICKSHAW for 30 unemployed youths have been completed
- Milking cow has been distributed under Surabhi Project, Pig rearing, Biofloc & other livelihood projects ongoing



STAR SAMARTH



STAR UPABAN



STAR TEJASWINI



E-RICKSHAW



DAIRY FARMING



BIOFLOC

Social initiatives

Education

- School Infrastructure Development took place covering around 3000 students across 7 schools
- Computer Education, Shyam Shishu Mandir & Kala Mandir classes ongoing with other extra-curricular activities
- Adult Education for 24 persons is operational; Desk-Bench support provided to 12 schools
- Installation of braille system is in progress at Siliguri Junction Station for visionary impaired persons



Infrastructure Support



Digital Literacy



Braille System



Desk Bench



Shyam Shishu Mandir

Rural Development

- Construction & Renovation of footpath, RCC road, RCC bridge, CC steps, Basketball ground, Public Utility Areas, Children Park etc. under Rural Development Initiatives.
- A complete CSR AV has been prepared.
- Branding done for all major projects, SROI report has been prepared



Public Utility Area



Boundary Wall



Road Construction



CSR Branding



Retaining Wall



RCC Bridge

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 (Q4 ~ 35%)	Green energy share of 55% by FY26.	Group captive 26MW project is in planning stage.
		Existing WHRS- 12.3MW; Upcoming - 12MW (New clinker line)
Thermal Substitution Rate (TSR)	15% by FY25	Design and Engineering completed. Order placed; site execution in progress.
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	<ol style="list-style-type: none"> 1. Construction of new water reservoir at Lumshnong. 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	For FY23, self-assessment and inspection completed; Rating from IBM awaited. (For FY24 - assessment in Q3FY25)
Diversity and Inclusion	10% women of total workforce in 2025 and 12% by 2027	1. Head count raised from 168 in July to 215 in Dec (rising from 8% to 10% 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**

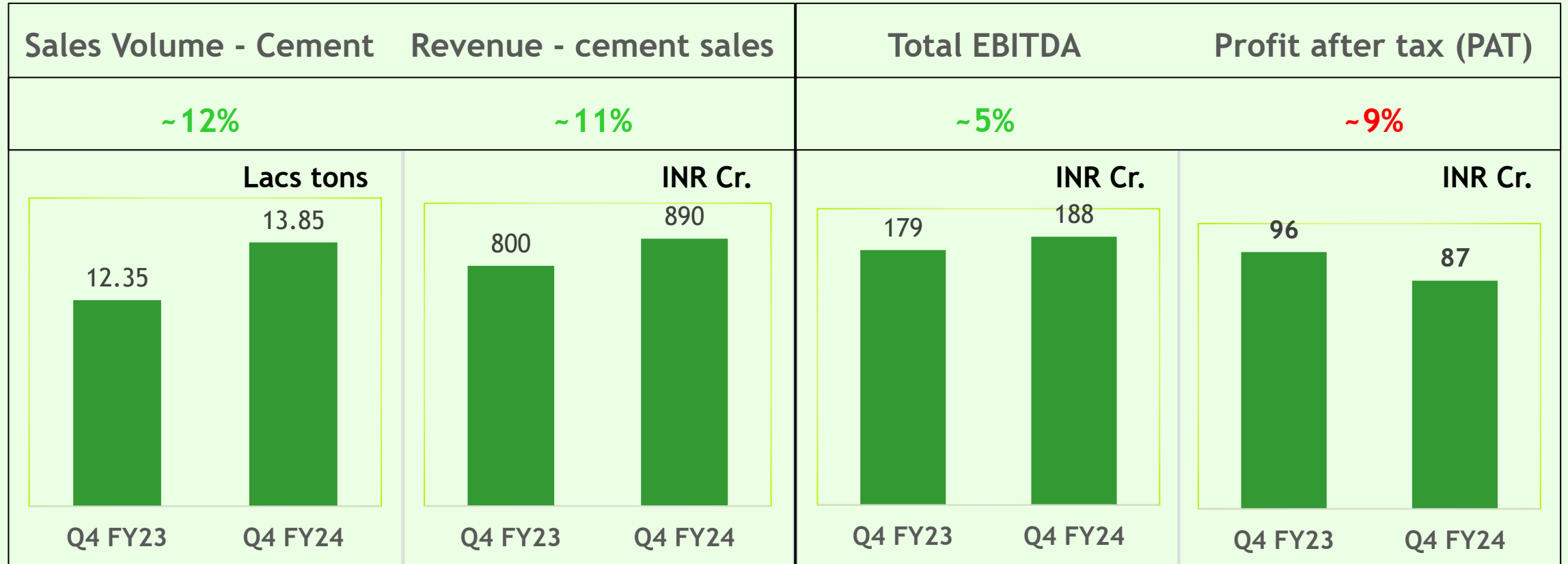
Qualification:
B.E (Mining)

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



Financial Highlights

Quarterly highlights that matter



- ❑ Industry leading volume growth of 12% 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	Q4 FY24	Q4 FY23	FY24	FY23
Equity Share Capital	INR Cr	40	40	40	40
Reserves & Surplus	INR Cr	2,673	2,376	2,673	2,376
Net Worth	INR Cr	2,713	2,416	2,713	2,416
Revenue	INR Cr	922	829	2,937	2,757
EBIDTA	INR Cr	188	179	583	520
PBT	INR Cr	141	143	423	380
Tax Expenses	INR Cr	54	47	128	132
PAT	INR Cr	87	96	295	248
Return on Equity (Annualised)	%	12.8%	15.9%	10.9%	10.3%
Earnings Per Share (Not Annualised)	INR	2.15	2.38	7.30	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.

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Star Cement Limited
www.starcement.co.in

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

Date: 26th June 2024

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