

Cement

2.85 Mn tonnes

Sales volume

₹12,312 Mn

Revenue from operations

8%

Contribution to consolidated revenue

Did you know?

We supplied high-quality cement for constructing and developing one of India's iconic entertainment complexes, the 2,000-acre Ramoji Film City, built in 1996, which is recognised as the world's largest film studio complex by Guinness World Records.





Our cement production units are strategically located and adhere to stringent BIS standards. PPC makes up about 75% of our production capacity, with OPC Grade 53 accounting for the remainder. As a leading manufacturer in South India, we operate two facilities with a capacity of 4.0 million tonnes per annum, producing high-quality OPC Grade 53 and PPC marketed under the Priya Cement brand.



Upcycling industrial byproduct into produce high-value materials ✦

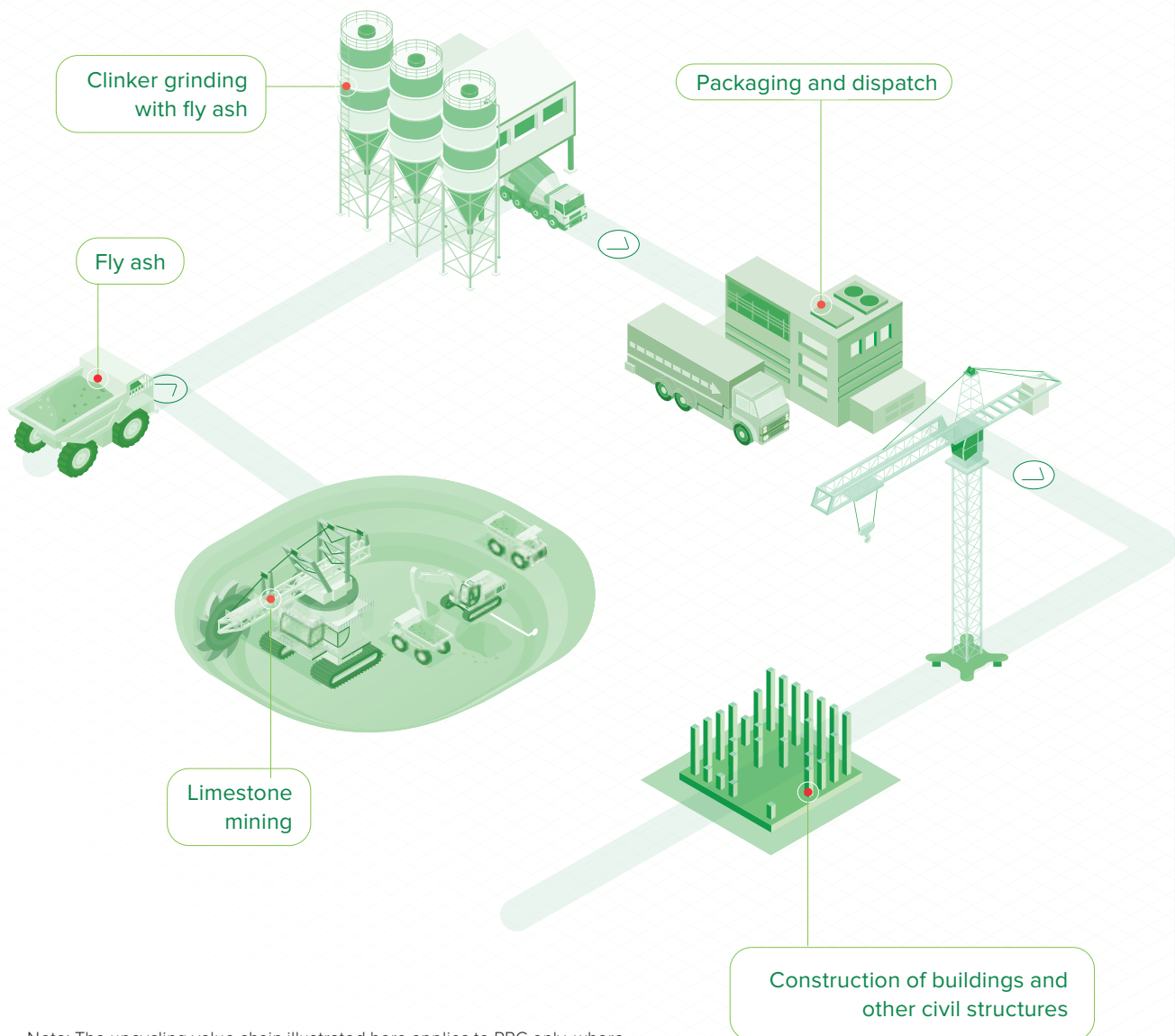
We integrate over 645,000 tonnes of fly ash, an industrial byproduct, into cement production annually.

Cement product portfolio

	<div>Ordinary portland cement (OPC)</div> <div></div>	<div>Portland pozzolana cement (PPC)</div> <div></div>
Raw materials	Limestone and gypsum	Limestone, gypsum and fly ash, a byproduct of thermal power plants
End-industry applications	Structural concrete used in high-rise buildings, commercial complexes and infrastructure projects	Reinforced cement concrete for residential construction, plastering and brickwork
Production locations	India	India

Cement upcycling value chain

Fly ash is a byproduct produced by coal-fired thermal power plants. The fly ash generated is usually dumped into ash ponds to avoid environmental contamination hazards. RAIN instead blends fly ash with clinker, an intermediate product in the Portland cement-making process, to produce PPC, upcycling fly ash into building materials. This process optimises the use of limestone and preserves it for future use.



Note: The upcycling value chain illustrated here applies to PPC only, where byproducts such as fly ash are used in its production. In contrast, OPC is produced using clinker and other raw materials but does not incorporate industrial byproducts and therefore does not follow an upcycling value chain.

Market dynamics

Favourable demand-supply mechanism

India, the world's second-largest cement producer, is witnessing a growing demand for cement fueled by construction, infrastructure development and housing projects. This sector plays a pivotal role in India's economic growth and the outlook remains positive due to several factors:

Urban housing shortage

Government estimates indicated a housing shortage of 19 million units in 2022, expected to reach 38 million by 2030. To address this shortfall, the government is implementing initiatives promoting affordable housing, subsidies and construction in smaller towns and cities.

38 Mn units

Housing shortage in urban areas by 2030

Low per capita consumption

India's per capita cement consumption, at 240-250 kg, is among the lowest globally, well below the world average of 500-550 kg and lagging behind countries like Brazil and Indonesia.

Infrastructure focus

For the Indian fiscal year of 2025 (FY2025), the Government allocated ₹11.11 trillion to infrastructure, accounting for 3.4% of GDP. Initiatives like the National Infrastructure Pipeline and PM GatiShakti drive construction across housing, commercial and industrial sectors, boosting cement demand.

₹11.11 trillion

Infrastructure outlay for FY2025

Our response

In response to the favourable market dynamics, we have taken proactive steps to align our operations with the growing demand for cement. Our strategic initiatives focus on production optimisation, sustainability integration and efficiency improvements to maintain competitiveness and growth.

Key developments of 2024

Throughout the year, we have made significant strides in advancing our operations, emphasising sustainability, efficiency and innovation. These key developments reflect our commitment to enhancing product quality, reducing environmental impact and driving growth across our business.

Solar energy integration

Solar PV installations across facilities have reduced reliance on grid energy, supporting cleaner and more sustainable operations. In 2024, 15% of the energy consumed by our cement plants was from solar power, an increase of 3% compared to 12% in 2023.

Sustainable material use

Increased fly ash usage in PPC has enhanced sustainability by reducing clinker content and associated emissions. We avoided 3.4 lakh tonnes of CO₂ emissions by using fly ash in 2024. Additionally, a cradle-to-gate life cycle assessment was completed for both OPC Grade 53 and PPC, strengthening our understanding of material impacts on environment.

Logistics advancements

We have expanded our bulk transport capabilities, improving supply chain efficiency and reducing transportation costs. This approach has minimised our environmental impact by cutting fuel consumption and optimising material movement.

Future prospects

The outlook for 2025 is promising, with a robust pipeline of infrastructure and real estate projects driven by government initiatives. Cement demand will likely surge, particularly in housing (accounting for 55-60% of cement consumption) and ongoing infrastructure projects.

We are well-positioned to take advantage of these opportunities by maximising capacity utilisation during peak periods, specifically between March and June.

We expect demand to rise in the residential and commercial sectors, supported by the government's ongoing focus on infrastructure development. We plan to leverage this momentum by focusing on high-quality product offerings and expanding our market presence.