



Editor's Choice

Zuari

The Mighty and the Prodigious

Zuari Cement is part of the Italcementi Group, the world's fifth-largest cement producer – annually producing 60 million tons of cement through 46 plants, 12 grinding centres, 6 trading terminals and 420 concrete batching units





Zuari Cement is taking giant strides in India, as one of the leading cement producers in the Southern part of the country, with a commitment to provide international-quality cement utilizing the international expertise and the technical know-how through an experience in 22 countries across 4 continents. Zuari Cement produces the world-renowned “pollution eating” and self-cleaning cement in India, which has better water retention, superior durability, higher crack resistance and larger area coverage.

Utilizing the inherent strengths of the Italcementi Group, in India Zuari Cement is committed to give truly international-standard cement to the real estate sector. The commitment of the company in the Indian market is evident through its organic and inorganic expansions.

COMPETITIVE GROWTH

Zuari Cement has grown steadily since its inception in 1994, and currently it has established itself as a leader in the Indian cement industry with a capacity of 6 MnT. To provide the best, the company strives towards quality and environment, and to this end has established ISO 50001:2011, ISO: 9001 and ISO: 14001 certified manufacturing units. At the same time, it has captured over 5% market share in the South Indian cement market, and more than 244 million Euros of sale. With ambitious plans for the future, it is growing steadily to other States in India too, including Maharashtra, Orissa, West Bengal and North East markets.

Its success story can be adjudged by the facts that it has been awarded consistently as an ‘outstanding company’ in the cement sector, and also variously as a power brand and a master brand by ICMR and the CMO Council, Asia.

DIVERSITY AND INNOVATION

Zuari Cement not only believes in hiring skilled manpower and experts to take care of its technical manufacturing and management activities, but also a diverse work force spread across wide geographical areas pan-India. It thus contributes to the Indian economy by providing employment to over 3,000 people

directly, over 5,600 people indirectly. Its indirect employment is related to supportive activities such as material handling, godown operations and transportation.

i.pro Brixment Masonry Cement is an innovative and superior quality of cement, which has been launched by Zuari Cement. It surpasses other types of cement in water retention, durability, crack resistance and area coverage for the mortar. Moreover, Tx-Active®, is another innovative and top-rated product of Zuari Cement.

Being from the cement industry, Zuari Cement believes in creating a strong foundation for itself with the motto of: ‘Asli Taaqat ka Champion!’ Very soon, riding on its commitment to customer satisfaction, Zuari Cement grew from a modest 0.5 million tonne capacity in 1995 to above 6 MnT in 2013. With its introduction of innovative products one after another, it is renowned as one of the most innovative cement brands in the country.

CULTURE OF QUALITY

The culture that prevails at Zuari Cement’s manufacturing facilities is the culture of quality, which is best evident in the way technology is employed. It has a centralized online process control for quality. For high levels of quality and then sustaining it right through the manufacturing process, advanced technology methods are used. However, not stopping at the current high levels, it constantly strives to improve further through an experienced and dedicated R&D team to produce performance-oriented cement.

Zuari Cement highly depends for its successful operations on its professional management and quality workforce, which it has developed through its philosophy of providing superior and innovative products at any cost. It moves ahead among the competition with an unparalleled vision and experience. The goal is crystal clear: to become one of the leading cement producers of India.



CERTITUDES

- A large grinding unit with an annual capacity of 0.95 Million Ton Per Annum is located in Solapur, Maharashtra.
- A 1 million ton bagging unit at Cochin Port Terminal caters to overseas markets.

BEACON OF TOMORROW

- Zuari Cement is developing a project of 3 million tons per year cement plant in North Karnataka.
- In 2000, Zuari Cement Limited was born after a joint venture with the Italcementi Group, the 5th largest producer of cement in the world.
- In 2013, the Group reported consolidated revenues of more than 4.2 billion Euros.