



UltraTech is a part of the Aditya Birla Group – a US\$ 48.3 billion corporation in the league of Fortune 500 companies, anchored by 1,20,000 employees belonging to 42 nationalities. UltraTech is India’s No.1\* cement brand and among the top producers of cement globally. In 1983 it had taken the first step in the transformation journey of India with the vision of helping all Indians build their homes and since then has been a proud contributor in nation building. It is the largest manufacturer of grey cement, white cement and ready-mix concrete in India, with operations in four countries – India, UAE, Bahrain and Sri Lanka. It is also amongst the four leading cement producers globally and is India’s largest exporter of cement, reaching out to meet the demand in countries around the Indian Ocean and the Middle East.

**Market**

The drivers for demand in the cement industry are rural home up-gradation, urbanisation and rapidly growing infrastructure of the country.

India predominately lives in rural and small towns. 66% of households reside in rural areas, hence the consumer segment demand is led by rural markets. It is undergoing rapid transformation from kuccha to pucca homes. Government

UltraTech has a market reach of more than **80%** of the country

schemes of housing for all in rural and affordable housing in small town are the key drivers of demand in these markets.

Urbanisation, triggered by migration from rural to urban is fuelling the need for affordable housing, mass transit systems, concrete roads and future-ready urban infrastructure.

Public infrastructure in the country is undergoing a massive transformation. Cities are witnessing durable concrete roads, flyovers, metro rail, airports etc. On the other hand, the remotest of villages are being connected to cities with durable concrete roads.

**Achievements**

UltraTech started its journey with the vision of helping all Indians build their homes and since then it has been a proud contributor in nation



building. Over the years, through acquisitions and capacity expansions it has grown from strength to strength. The company’s customer focused approach has helped it attain leadership position in its category.

The biggest and most modern iconic infrastructure of the country stands testimony to its commitment and expertise. It has been proud

and privileged to partner in the construction of the highest statue of the world – the Statue of Unity; Bandra-Worli Sea Link; JNPT Port; Terminal-2 Mumbai; Metro Rail projects at Hyderabad, Delhi, Mumbai, Cochin, Bengaluru, Kolkata etc.

With pan India presence, UltraTech has built the largest logistics network in the country.



## History

UltraTech is a relatively young brand in the Indian cement industry. It began its journey in 2004 with organic and inorganic expansion and investment in brand building. In less than fourteen years, UltraTech became India's No.1\* cement brand.

The Aditya Birla Group's foray into cement can be traced back to the 1980s when the first cement plant in Madhya Pradesh was established under the Grasim umbrella. Grasim acquired stake in L&T Cement Limited in 2001 and subsequently increased it to a majority stake in 2003. The following year marked the completion of the implementation process to de-merge the cement business of L&T. The newly formed entity, L&T Cement Limited was renamed as UltraTech Cement.

In September 2010, it began greenfield and brownfield projects. With the acquisition of Star Cement, the company established its presence around the Indian Ocean Rim with operations in the UAE, Bahrain and Sri Lanka. Today, UltraTech Cement is one of the leading cement manufacturers globally.

## Product

To be the leader in building solutions, UltraTech has invested ahead of time to build the strongest brand in the industry. It has 23 integrated plants, one clinkerization unit, 27 grinding units, seven bulk terminals, one white cement plant and two wall care putty plants to meet the needs of customers across the country.

In line with the company's vision of being – The Leader in Building Solutions – it is committed to offer 360° solutions to customers and influencers. Its integrated offering portfolio comprises of:

Augmented and innovative cement products like UltraTech Weather Plus, Super and Premium.

UltraTech Value Added Concrete has specialist offerings which are designed to provide a unique value proposition catering to the specific customer needs in home, commercial and large infrastructure projects.

UltraTech RMC is one of India's leading RMC brand which is part of many iconic infrastructure projects of the country.

UltraTech Building Products Division offers revolutionary products for applications like plastering, flooring, tile adhesives, grouting and waterproofing.

UltraTech Building Solutions is the first and only of its kind one-stop construction shop with products and solutions across the entire construction life cycle – from planning to finishing.

UltraTech's Technical Services Department is the largest technical team in the industry offering expert advice to home builders and various stakeholders.

## Recent Developments

The trust that customers have reposed in UltraTech has helped it reach yet another milestone of crossing 100 MnT capacity in 2019. The acquisition of Jaypee Cement units (2017-18) established its presence in Himachal Pradesh, Central India and coastal Andhra Pradesh, making it the only pan India cement player. It continued



its successful organic and inorganic growth with the commissioning of Dhar Cement Works, acquisition of Binani Cement (2018) and the merger of Century Cement (2019). Today, UltraTech has grown into more than 50 cement plants and over 100 RMC plants.

## Promotion

UltraTech as a category leader has always understood customer needs and aspirations ahead of competition. Therefore, UltraTech refocused on building a strong and enduring emotional connect with the consumers – independent home builders.

In January 2019, UltraTech launched a new insightful TV communication – Bade Irado Me



Jaan Daal De – to honour individual home builders who are determined to build their homes and identity. The new TVC continues to strengthen its leadership position and drive consumer preference across markets.

UltraTech launched a digital marketing campaign called #BaatGharKi in 2018, which has received prestigious industry awards including Effie's, Foxglove, Sammies and is also a finalist in APAC Effie's.

UltraTech's initiative – IndiaNext, was launched four years ago to engage with the brightest minds in the engineering and architecture communities. By offering a platform to compete on live case-studies based on contemporary or future-looking themes every year, UltraTech recognises talent amongst technocrats, both practicing as well as students.

## Brand Values

UltraTech embodies the inherited core values of its parent organisation, the Aditya Birla Group – one of India's most respected and trusted corporate entities.

The core values of Brand UltraTech are excellence, strength, dependability, empathy, technology and innovation – demonstrated consistently through its belief and action.

UltraTech believes that whether you are building a home or one of the country's large infrastructures, it is the most important project of your life. It's not just a building but your badge of reputation; hence the most important ingredient has to be the best. UltraTech, appreciates your passion and works hard to deliver the best and the most consistent quality of cement, every single time. It is its emphasis on consistent quality and unmatched expertise that makes UltraTech the most recommended brand by engineers over any other cement brand and India's No. 1\* Cement.

## Things you didn't know about UltraTech

- \* UltraTech's dealer and retail network extends to over 80,000 partners with a market reach extending across more than 80% of the country
- \* The company meets 85% of its power needs through captive thermal power plants and waste heat recovery systems
- \* As a socially responsible organisation, UltraTech is touching the lives of more than 1.3 million people in the local communities around all its factories

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