

JK LAKSHMI CEMENT

Getting stronger

JK Lakshmi Cement, a leading cement producer, has chalked out an ambitious plan to expand its production capacity for cement as well as for captive power. In view of its strong fundamentals and bright financial performance, the credit rating agency CARE has upgraded the company's long-term rating.



Vinita Singhania

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J.K. Lakshmi Cement which has strong presence in northern and western parts of India is growing from strength to strength. In view of its consistently improved financial performance and strong fundamentals, CARE, a renowned credit rating agency has upgraded its long term rating.

Having commissioned its first unit in Sirohi, then a zero-industry district in Rajasthan in 1983, JK Lakshmi Cement is now one of the best established names in the cement industry. Recently the company has added 1.1 million tonnes cement capacity as March 2009 quarter, through addition of a 0.55 million tonne grinding unit at Sirohi in Rajasthan and another 0.55 million tonne grinding unit at Kalol near Ahmedabad. With the recent capacity expansion, the combined capacity of the company today stands at 4.75 million tonnes per annum. The company's product mix includes blended cement, ready-mix-concrete (RMC) and plaster of Paris. The company holds a 10 per cent market share in Rajasthan and Gujarat.

Says Ms Vinita Singhania, managing director, JK Lakshmi Cement and president, Cement Manufacturers' Association (CMA) "we expect the demand to grow at a steady 10 per cent rate next year. Also, the current capacity utilisation of the industry is quite low at 78-79 per cent, compared to 86-87 per cent in December 2008. We do not see this period of low capacity utilisation to last for long. It should steadily improve and reach 90-92 per cent in the long term."

It is the first cement producer of Northern India to be awarded an ISO 9002 certificate and be accredited by NABL (Department of Science & Technology, Government of India) for its Lab Quality Management systems. With the use of the latest technology from Blue Circle Industries and mod-

