

## **Business of the Company:**

Deccan Cements Limited (DCL) was promoted and incorporated as a Public Limited Company in the year 1979 by a technocrat entrepreneur Mr. M B Raju, who is also its current Executive Chairman. Mr. Raju, who carries with him more than five decades of rich and valuable experience in the cement industry, is an eminent, popular and highly revered personality in the cement circle. He has been the pivot and main driving force behind the steady and successful growth of DCL over the years.

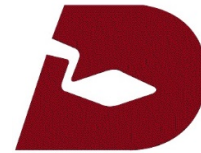
## **Cement:**

The cement plant which commenced commercial production in 1982, is located at Bhavanipuram in the Suryapet District of Telangana, at around 165 kms from Hyderabad. The plant manufactures a wide variety of cements, including specialty cements for certain special applications, conforming to BIS, British and ASTM standards, as per requirements. The regular grades of cement manufactured include OPC 43, OPC 53, PPC and PSC. Specialty cements produced include S53 for railway applications, SRC (Sulphate Resistant Cement), Low Heat Cement, Low Alkali Cement etc.



DHAMU

DCL, with a 1.8 MTPA Cement Plant, is renowned Cement Company in South India, having in the business of manufacturing and marketing cement for over four decades. 'DECCAN CEMENT' brand is very well entrenched in the market and occupies a leadership position amongst a multitude of competing brands. The Brand is very strongly associated with the company's by now most familiar Corporate Mascot 'DHAMU'.



DCL has a very strong network of more than 2000 cement dealers and consignment agents spread throughout the length and breadth of Andhra Pradesh and Telangana and also, in the other southern states of Tamilnadu, Karnataka and Kerala as well as the neighbouring states namely Maharashtra, Madhya Pradesh, Chattisgarh and Odisha. The company's marketing strength is derived mainly from its wide retail network having a strong presence in the rural market.

## **Power:**

As a part of its corporate diversification plan, DCL ventured into power generation. As a part of its foray into the power sector, the company, in the year 1995,

established a Wind Farm Power Project of 2.025 MW capacity at Ramagiri, Anantapur District in the State of Andhra Pradesh. The Non Conventional Energy Development Corporation of Andhra Pradesh (NEDCAP) had allotted this project to DCL for the captive use of the electrical energy generated to partly meet its energy requirements at its cement plant.

Further, soon after the power sector was opened up for private investments. The Company took up implementation of a Hydro Power Project of 3.75 MW installed capacity on the Guntur Branch Canal (GBC) of the Nagarjuna Sagar Right Main Irrigation Canal (NSRMC), at a location near Narsaraopeta, Guntur District. This project was taken up for implementation in 1995 and commissioned in April 1996.

Till bifurcation of the State of Andhra Pradesh on 2<sup>nd</sup> June 2014, the entire power generated in Wind Farm Power Project as well as Hydro Power Project was wheeled for captive use in the cement plant of the company, for which the company had entered into a Power Wheeling and Banking Agreement with APTRANSCO. Subsequently, the entire power generated is being supplied to third parties.

Since, cement manufacturing is a highly power intensive process, in the year 2009 the company has incorporated a 15 MW coal based Captive Thermal Power Plant (CPP), within the premises of the cement plant, to ensure continuous uninterrupted supply of power to the plant. The fly ash generated from the plant (approximate 150MT) is captively consumed in the manufacture of Portland Pozzolana Cement (PPC).

Further, during FY 2020-21 the Company has commissioned 7 MW Waste Heat Recovery (WHR) Power Plant to generate energy from waste heat generated from the cement kiln, to fulfil its partial energy requirements.