

BIRLA CORPORATION Expands Cement Capacity to 9.6 MTPA

In the last three years, Birla Corporation has increased its cement capacity from 6.5 million tonnes per annum (MTPA) to 9.6 MTPA.

The Kolkata based Birla Corporation Limited (BCL) is the flagship company of MP Birla Group. Today, BCL has diversified businesses like cement, jute, auto trim, PVC coated flooring etc. However, its core product is cement with a lion's share of over 93 per cent in the company's total sales revenue.

In 1990, when MP Birla passed away, his wife Mrs Priyamvada Birla succeeded him as company's Chairperson and after her demise in 2004, the mantle of running the company fell on Rajendra S Lodha. On his sudden demise in 2008, his son Harsh V Lodha succeeded him as the Chairman of the MP Birla Group. BR Nahar, a chartered accountant by qualification, heads BCL as Managing Director.

BCL's Growth Story

The story of Birla Corporation began 95 years ago when the young GD Birla came to Kolkata, then Calcutta.

A man of vision and enterprise, he set up his first industrial unit and also the first Indian-owned jute mill in 1919 at Budge Budge, near Kolkata. This marked not only the birth of Birla Jute Manufacturing Company Limited in 1919 but also the beginning of the Birla's industrial empire in the country.

The early years saw the company grow steadily under the guidance of GD Birla. His strong sense of enterprise and clear-sighted vision were passed on to his nephew - Madhav Prasad Birla (MP Birla) who as Chairman of the company transformed it from a manufacturer of mere jute goods to a leading multi-product entity. The company's name was first changed to Birla Jute & Industries Limited in 1983 and finally to Birla Corporation Limited (BCL) in 1998, for establishing the size, image and conglomerate



character of the company.

Cement Business

The cement business is the core business of BCL as over 93 per cent of its total sales turnover comes from the cement division alone. In the year ended March 2014, the company had a total turnover of Rs 3477.92 crores and of this, Rs 3198 crores were contributed by the cement division alone. Year on year, the cement division has been contributing substantially, improving the company's bottom line.

Cement Plants

The company has a total of seven cement units with a total capacity of 9.60 MTPA, comprising four integrated plants and three grinding units. Of these, two each - Satna Cement Works and Birla Vikas Cement are located at Satna in Madhya Pradesh; Birla Cement Works and Chanderia Cement Works at Chittorgarh in Rajasthan; Durgapur Grinding Unit and Durga High Tech Grinding Unit at Durgapur in West Bengal; and Raebareli Grinding Unit in Uttar Pradesh.

Satna/Birla Vikas Cement

Commissioned in 1959, the Satna Cement Works was the company's first integrated cement plant. At that time, it was a wet process plant and later it was converted into a dry process plant. In 1982, the company set up a second unit at Satna known as Birla Vikas Cement. It was the first dry process plant with precalcination

Birla Corp's cement plants at a glance - alphabetically listed

Nos	Cement Plants	Location	State	Cement Capacity MTPA Jan 2012	Cement Capacity MTPA Mar 2015	Year
1	Birla/Chanderia/Chittor CW	Chittorgarh	Rajasthan	2.50	3.50	1967
2	Durgapur/Durga Hitech (G)	Burdwan	West Bengal	1.60	2.30	1974
3	Raebareli Grinding Unit	Raebareli	Uttar Pradesh	0.63	0.80	1998
4	Satna/Birla Vikas Cement Works	Satna	Madhya Pradesh	1.73	3.00	1959
	Total			6.46	9.60	

MTPA-Million Tonnes Per Annum, G-Grinding, Year - 1st Year of Commissioning

technology. Jointly, the Satna Cement Works and Birla Vikas Cement have a clinker capacity of 3.26 MTPA and cement grinding capacity of 3 MTPA.

Birla/Chandera Cement Works

Commissioned in 1967 with a capacity of 0.2 MTPA at Chittorgarh - Birla Cement Works was the company's second cement plant and the first in Rajasthan. Later its capacity was increased to 0.72 MTPA.

In 1986, the company set up its second cement plant in Rajasthan at Chandera in Chittorgarh district with a capacity of 0.8 MTPA and later in 2001-02, its capacity was increased to 1.28 MTPA. In March 2012, a new cement plant known as Chittor Cement Works at Chandera was added with a capacity of 1.2 MTPA and with this, the total cement capacity of Chandera has increased to 2.48 MTPA.

At present, all the three units jointly have a clinker capacity of 3.2 MTPA and cement grinding capacity of 3.5 MTPA.

Durgapur/Durga Hitech (G)

In 1974, the company entered into manufacture of slag cement by setting up its first grinding unit at Durgapur in West Bengal with a grinding capacity of 0.6 MTPA. In 2012-13, a new capacity of 0.7 MTPA was



Late Madhav Prasad Birla (1918-1990)

added through brown-field expansion project, and with this, its grinding capacity was increased to 1.3 MTPA. In 2005, the company set up its second grinding unit in West Bengal, known as Durga Hitech Cement with a capacity of one MTPA. At present, the Durgapur grinding unit and Durga Hitech cement grinding unit jointly have a cement grinding capacity of 2.3 MTPA.

Raebareli Cement Works (G)

In 1998, the company set up a grinding unit in Uttar Pradesh at Raebareli with a capacity of 0.63 MTPA. At present, the Raebareli Cement Works (G) has a capacity of 0.8 MTPA. The

Raebareli unit sources its fly ash from NTPC's Feroz Gandhi Thermal Power Plant (FGTPP) at Unchahar through tankers.

Under Expansion

During the year 2013-14, the company started work for setting up of 0.5 MTPA blending unit at Raebareli in Uttar Pradesh and this project is expected to be commissioned by the first quarter of the financial year of 2015-16.

Under the IInd phase brown-filed expansion of the Chittor Cement Works, the company has planned to add a new capacity of 1.5 MTPA along with a 50 MW captive power plant. On completion of this expansion, the Chittor Cement Works' total capacity will be increased to 2.7 MTPA from the present 1.2 MTPA.

Further, the company's board has approved in 2013-14 for setting up of three grinding/blending units; one grinding unit in Bihar, one blending unit in Uttar Pradesh, and another blending unit in Jharkhand. The company is in the process of acquiring lands and various government clearances for these new projects

Captive Power Plants

Initially, a thermal captive power plant of 4.5 MW was commissioned at Birla Cement Works in Chittorgarh



Photo by: Pradeep Singh