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# Udaipur Cement's odyssey of becoming a trailblazer

**T**he true spirit of a leader lies in constant innovation so we are continuously spinning the wheels of creation, delivering high value to our shareholders, investors and most importantly customers, said Shrivats Singhania, Executive Director at the prestigious Udaipur Cement Works Limited.

UCWL, a wholly owned subsidiary of cement major JK Lakshmi Cement Ltd. and an integral part of JK Organisation- the giant Indian conglomerate of the pre-independence era, is now becoming a catalyst in fulfilling Prime Minister Narendra Modi's dream of self-reliant India, with its synergistic approach and constant innovations in the cement industry.

"We made waves in the cement industry with the launch of Platinum Heavy Duty Cement when the cement sector saw the rise of a formidable brand. Platinum Heavy Duty Cement has very quickly become one of the most sought after brand in the market creating a strong pull effect because of its quality and unmatched features," the 37-year-old Singhania said.

Platinum Heavy Duty Cement with its special combination of high reactive fly ash containing short discrete fibres, easily resists moderate sulphate and chloride attacks. This feature protects the reinforced bars from the menace of rust. The result being, your dream house remains fresh as ever and durable for decades.

But we did not halt after launching Platinum Heavy Duty Cement, the young Singhania interjected saying that he wanted to go an extra mile and deliver the highest form of another premium offering.

"After burning the midnight oil for numerous nights, the research teams at our centers did a detailed market study to understand the pain areas and needs of the consumers and created a spell binding product that became the epitome of everything supreme," he said.

The company launched its new product- Platinum Supremo Cement in the premium segment which immediately rose to fame



**Shrivats Singhania,**  
Executive Director,  
Udaipur Cement Works Limited



by becoming the first choice of the discerning customer. “It became the champion it was meant for,” Singhania averred with a confident tone.

Sharing the company’s vision, Singhania said the long-term strategy is to grow and foster into a leading customer centric cement company in the subcontinent.

Notably, India is the second largest producer of cement in the world. The government’s recent initiatives of developing smart cities, airports, highways, metro projects and other large infra projects are expected to provide a major boost to the sector. The country has large reserves of limestone deposits which promises a huge potential of growth for the cement industry. Cement production in the country reached about 329 million tonnes (MT) in FY20 and is projected to reach 381 MT by FY22. Due to the increasing demand even from the conventional consumption segments such as housing, commercial and industrial construction the cement industry is poised to reach 550-600 million tonnes per annum by the year 2025.

Along with such vast potential of positive growth, the cement industry is conscious of the possible role in impacting the environment, starting with the preproduction stages in the manufacturing process.

Commenting on this, Singhania said, “UCWL is committed towards boosting sustainability through adopting latest state of the art technology designs, resource efficient equipment and various in-house innovations in reducing the carbon footprints.



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“At present the company sources more than 50 per cent of its energy from Renewable Sources like WHRS & Solar Power, which is highest in the industry. UCWL is the National Winner in “CII EnerCon2020” under category of “Creating Awareness on Efficiency & Energy Conservation” for Prime Generation of Green Energy,” Singhania underlined.

Notably, the company’s effort to develop a ‘Green Belt’ in and around the plant has been recognised by way of special recognition certificate by the local administration on this Republic Day. Singhania highlighted that, “Giving back to the society is the philosophy of the JK Organisation.

Guided by this, Corporate Social Responsibility initiatives at UCWL are driven by me personally. Our focus areas are providing healthcare, skill development, women empowerment and education of the girl child to the people in the villages around our manufacturing unit.”

Setting up very high standard of operations comparable with the global standards – UCWL is right on the path to become a doyen of cement industry in the Indian subcontinent.



Udaipur Cement Works Limited Plant at Udaipur