



Mr. Ravi Sanghi - CMD

SANGHI INDUSTRIES

Leaders drive the culture

CAN YOU PLEASE GIVE AN OVERVIEW OF YOUR PROFESSIONAL BACKGROUND LEADING UP TO AND INCLUDING YOUR CURRENT ROLE?

It all begun when I was a small kid and use to assist my mother in her Handcraft business. After graduating in Commerce, I worked for a Textile Mill prior to starting a textile-processing unit in 1979 at Sanghinagar, at the outskirts of Hyderabad. The journey that started there reached to establishment of a large scale industrial township - Sanghi Nagar at Hyderabad. My commitment to expand the business to newer horizons and the entrepreneurial gut brought me to Kutch – Gujarat in 1993 and then with a vision to make Kutch – ‘Singapore in making’, we established one of the world’s largest single stream cement plant along with a full fledged township named Sanghipuram. Currently I am working in the capacity of Chairman and Managing Director of Sanghi Industries Limited, which has business interest in Cement, Infrastructure, Power and Hospitality industries.

WHAT HAVE BEEN SOME OF THE SIGNIFICANT HIGHLIGHTS OF SANGHI INDUSTRIES LIMITED HISTORY?

I still remember the day when I first visited the current Sanghi Cement Plant site location literally on a camel cart. It was a completely arid region with practically nothing around. The moment I saw this place, I was very clear to make the place an oasis in the desert. We still

boast of having a plant with full infrastructure facility like Power Plant, own jetty, fully operational township and road network connectivity from day one of our operations.

The major milestones of Sanghi Industries were Commissioning of One of the world’s largest single stream cement plant and the launch of ‘Sanghi Cement’ in Gujarat market in the year 2003, my children Aditya and Alok joining our business in the year 2005, expansion of the Clinker capacity to 6.6 MMTPA and Cement capacity to 6.1 MMTPA. Expansion of the Power Plants to 143 MW capacity, establishment of Bulk Cement Terminals at Navlakhi in Gujarat, Dharamtar in Maharashtra and at Kochi at Kerala. On the sales front, we have expanded our markets from Gujarat state to Rajasthan, Maharashtra, Madhya Pradesh and Kerala. Sanghi Cement has become one of the most trusted and preferred brand. In the export market we went on to become biggest exporter of bagged cement from India.

However on the personal front, direct or indirect difference to thousand of residents via community and regional development is the key milestone that I feel I have achieved during the journey.

WHAT ARE SOME OF SANGHI INDUSTRIES' KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?

We at Sanghi have always believed in inclusive growth. Our vision is to be the business leader, delivering superior value to all our

stakeholders. On the similar lines we govern our Company with a mission to achieve profitable growth and customer delight through innovation, operational excellence, leadership and teamwork to add value for all stakeholders and society. Our core values are : Care for all stakeholders, Continuous learning and growth, Commitment to excellence, Concern for society and Corporate governance based on trust and integrity.

Customer satisfaction has always been our utmost priority. Since we operate in an industry which has connect to one’s life thorough out his / her life via building their dream house or any long term construction related to one’s career like his factory, office etc., we are more concerned about them and assist them via various initiatives to take informed decisions. We were pioneer in many Customer centric services like Shakti Rath – Onsite Concrete Testing services and establishing Consumer Care Centers – a one stop Construction solution shop at majority of the cities we operate in.

We are recognised by many Government and other institutes of repute for our products and services including “most preferred Cement brand of the year” awards.

WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?

- Key location of our plant with all required raw material available in surrounding area
- Superior quality of our raw material

- Our lean operational structure powered by innovations, operational excellence and fast adoption of latest technological innovations

HOW HAVE YOU FOUND THE MANUFACTURING INDUSTRY IN INDIA?

Manufacturing is emerging as one of the highest growth industry in India. With Government's clear focus and large scale momentum programs like "Make In India", India has become one of the most attractive destination for investment in manufacturing sector. Many of the Global top manufacturing companies have either established their manufacturing facilities in India or are in process of setting up their plants. This is apart from the fact

Also, Government's focus on developing Industrial Corridors and smart cities coupled with robust logistical infrastructure will ensure holistic development of the manufacturing industry in India.

HOW IMPORTANT IS CULTURE TO THE BUSINESS? HOW DO YOU INSTIL THIS IN YOUR EMPLOYEES?

Organization Culture is very vital component as it shapes the corporate identity and the growth of any organization, paving the way to success and a lasting legacy. Apart from routine training / seminar sessions, we run 'Management interaction with juniors program' on regular basis. We also run employee wellness and recreation programs wherein we ensure that the entire

communication. Finally, gratitude is one very important part of our positive culture and we never miss a chance to motivate / enhance our employees socially by means of awards, certification and recognition.

WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION AND GROWTH?

We are happy to share that we have very recently completed a major Capex successfully by raising our Clinker Production capacity to 6.6 MMTPA, Cement Capacity to 6.1 MMTPA and Power Generation capacity to 143 MW. We now plan to expand our domestic market to cover more parts of Maharashtra, MP and other states on the West Coast of India. We also plan to add



that most of the Indian origin manufacturing companies are doing exceedingly well in India and abroad.

The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025. Further, a population of 1.36 billion people, will be a big draw for investors.

family of the employee participate. We have made it a practice to celebrate all festivals together at our Company township, Corporate Office and all branch offices. We also encourage Social interaction, promote team building and team work and have created environment that lead to open

more bulk cement terminals at places like Goa, Karnataka. Further we plan to export Clinker and Cement. We have taken up a challenge to completely digitise our operations and putting in place all possible automation to seal the minutest of the leakages in the system and improve our efficacy at



every single point possible. We have always been focussing on sustainable development and we will further invest in steps to ensure lowering of CO2 emissions and aim to become a Carbon neutral cement company.

WHAT STRATEGIES DOES SANGHI INDUSTRIES HAVE IN PLACE TO IMPROVE YOUR SUPPLY CHAIN AND BUILD LONG TERM RELATIONSHIPS WITH KEY PARTNERS?

We have a fairly simple approach towards managing our supply chain and our key partners. We always focus on creating win-win situations between us and our key partners. This has really worked well for us and we have most of our key partners – vendors working with us since our inception. To define it in depth – with an inclusive approach we have created a Supply chain council that consists of Senior and Junior management level executives that manages and control key supply chain functions like optimizing the Company owned inventories, improve our distribution network, identify the newest and relevant technological innovations to help improve our efficacy, build cordial relationships

with our existing suppliers and constantly scout for improvement avenues with them, review all processes and results thereof and identify the scope of improvements and implement them. We are also encouraging socially responsible and “green” initiatives designed to improve our workplace for the greater good of our vendors, channel partners, employees, community around and thereby the entire organization itself.

ANYTHING ELSE YOU WOULD LIKE TO ADD OR EXPAND UPON?

Sanghi's commitment for positive transformation has resulted in converting the arid landscape of the nearby area into a green and clean zone. This is achieved as a result of Sanghi's mammoth initiative of cultivating 400,000 plants in and around its campus in Kutch. Sanghi Cement firmly believes in its role as a responsible corporate citizen and strives to be a proactive contributor to the nation's growth story. We have contributed towards setting up of advanced Education, Healthcare and Hygiene facilities within area of our operation. Our water conservation initiatives like making check dams, converting mined pits to water reservoirs, recycling of

waste water, implementation of water saving techniques like drip irrigation etc has paid off well transforming a water scarce region to a water positive region today. Since the inception of our plant, we run various community development programs be it preserving and enhancing local art and culture, partnering locals in enhancing their livelihood opportunities to establishment of places like Dada-Dadi park – our tribute to the senior citizens of the area. Further being a Socially Responsible Corporate Citizen, we have always extended help to the locals at much needed times via relief and rehabilitation programs during the natural calamities like the current Covid Pandemic, devastating earthquake of 2001, cyclones and droughts.

To sum it all....I would say that this is how we build a better state, strong India and a clean-green world, not just by manufacturing cement but also by human approach. At Sanghi, we believe that the future is already concrete....