



BIRLA CORPORATION LIMITED

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PRESS RELEASE

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BIRLA CORPORATION RECORDS HIGHEST EVER Q3 CEMENT DESPATCH & PROFIT

Birla Corporation Limited, the flagship company of M P Birla Group, has achieved the highest ever Q3 (quarter ended 31 December 2009) profit of Rs. **112.29** crores after tax, which is **37.98%** higher than the profit recorded during the corresponding period last year. The Company also recorded the highest ever cement despatch at **1.5 million tons** in the third quarter of 2009-10. The turnover for the quarter was higher at Rs. 617.84 crores (Rs.518.16 crores). The Earning Per Share was Rs. **14.58** (Rs.10.57). The Company could economize on the power and fuel costs by effective use of Captive Thermal Plant coupled with softening fuel prices. On the basis of strong performance, the Company retains its place amongst the Best Performing Cement Companies in India.

The Company has just completed 50 years in the cement business with Satna Cement Works celebrating its golden jubilee recently. At a function to commemorate the occasion, Shri Harsh V Lodha, Chairman of the Company, congratulated the BCL team, led by Shri B R Nahar. He said that the celebration of 50 years was not just another age-related milestone in the history of the Company but one when the Company had transformed itself to become one of the top performers in the cement industry, which was, indeed, a cause for celebration.

To maintain the growth momentum, the Company is in the process of implementing several capacity enhancement and infrastructure development projects. At Satna, replacement of the age-old cement ball mills with a 330 TPH roller press, along with installation of a coal washery and 35 MW captive power plant, has been undertaken. Also, a 22.5 MW Waste Heat Recovery plant is in an advanced stage of implementation at Satna. At Chanderia (Rajasthan), a 1.2 million ton-brownfield plant, along with power generation from Waste Heat Recovery and 35 MW captive power plant, is being set up. Work is on to increase the grinding capacity at Durgapur by 0.6 million tons per annum, along with the installation of a 17.5 MW captive power plant. After expansion, the effective annual capacity of the Cement Division will stand at about 9 million tons. After implementation of the aforesaid projects, the 50-year-old cement business will become more competitive.

Over the past five decades, Birla Corporation Limited has grown to be the cement major with seven plants, spread across the country. It has earned a remarkable reputation by establishing unrivalled quality and reliability of its cement brands. Strong foresight, diligent marketing and efficient execution of plans by the management have been the essence of the Company's efforts to excel.



In keeping with the M P Birla Group's vision to serve the society, the Board of Directors of the Company has decided to allocate a minimum of 10% of the profit, distributed by the Company amongst its shareholders by way of dividend, towards CSR activities. The CSR activities will be undertaken by the Company on its own or through various charitable institutions, including those managed by the M P Birla Group which currently runs various healthcare and educational institutions of repute, including M P Birla Hospital and Priyamvada Birla Cancer Research Institute at Satna, Bombay Hospital, Mumbai and Indore, Belle Vue Clinic and Priyamvada Birla Aravind Eye Hospital, Kolkata, and South Point School and M P Birla Foundation Higher Secondary School, also in Kolkata, to name a few.

With a view to enhancing transparency, strengthening the Corporate Governance practices in the Company and keeping shareholders abreast about the state of affairs of the Company, the Board of Directors, in its meeting held today, has also decided that the unaudited quarterly Balance Sheet of the Company will be uploaded, along with the Company's Quarterly results, on the Company's website, effective from the first quarter of the Financial Year 2010-11.

Submitted for kind publication by: Biswajit Matilal Biswajit Matilal