



DCM SHRIRAM LTD.

CORPORATE PROFILE

DCM Shriram Ltd. is a leading business conglomerate with a group turnover of Rs. 6050 crores. The business portfolio of DCM Shriram comprises primarily of: Agri-Rural Business (Urea & SSP fertilizers, Sugar, Farm inputs marketing such as DAP, Crop care Chemicals, Hybrid Seeds, Chlor-Vinyl Business (Caustic Soda, Chlorine, Calcium Carbide, PVC resins, PVC Compounds, Power and Cement) and Value Added Business (Fenesta Building Systems)

DCM Shriram, a spin-off from trifurcation of the reputed erstwhile DCM Group in 1990, is managed by Mr. Ajay S. Shriram, Chairman & Senior Managing Director, Mr. Vikram S. Shriram, Vice Chairman & Managing Director and Mr. Ajit. S. Shriram, Joint Managing Director along with a highly professional executive team.

Our Presence

DCM Shriram has manufacturing facilities of Fertiliser, Chloro Vinyl & Cement in Kota (Rajasthan). The company operates coal-based captive power, facilities - in Kota rated at 133 MW and 115 MW in Bharuch (Gujarat). The Urea plant in Kota has a Production capacity of 379,000 TPA & Chlor- Alkali capacity of 4,50,000 TPA in both Kota & Bharuch.

DCM Shriram Sugar factories are located in Ajbapur, Rupapur, Hariawan and Loni in Uttar Pradesh, with a combined installed capacity of 33,000 TCD (tonnes crushed daily) and a power-generating capacity of 115 MW. The Hybrid seed operations- 'Bioseed' started in Hyderabad (India) and now have a global footprint with presence in Vietnam, Philippines and Indonesia.

Fenesta windows fabrication units are located in Bhiwadi, Hyderabad and Chennai. All its main line locations/products have ISO 9001 & 14001 (Quality & Environment Systems) and OHSAS 18001 (Occupational Health and Safety Standards) in its facilities.

DCM Shriram has well defined processes in all its manufacturing facilities. Continuous improvements are made through global benchmarking, TQM, TPM, etc.

There is a strong and proactive focus on safety, health and environment. Some of the facilities have received international recognition such as British Safety Council Sword of Honour etc.



Business strategy

DCM Shriram, across its various businesses is strategically diversified yet operationally integrated at a high level. Some of the businesses feed others, thereby lowering operation costs and making DCM Shriram a highly competitive player. DCM Shriram is amongst the most cost efficient producers of products and services in all its businesses and has been continuously striving to lower costs. It also has the unique advantage of low-cost captive power for all the major operations.

Outlook

In an increasingly competitive global business environment, DCM Shriram's vision is to continue to strengthen and grow its commodity businesses as well as its “customer” & “knowledge based” products & services.

DCM Shriram has been working in the agriculture sector with a vision to increase productivity and profitability of the farmers through its various businesses: Farm Solutions, Bioseed (Hybrid Seeds), DSCL Sugar. DCM Shriram aims to achieve its vision by adding value to farmers through its large farm extension programmes and last mile delivery activities.

Fenesta UPVC windows is a customer focussed brand of DCM Shriram, where the customer is assured of design support, offsite fabrication, firm commitments on deliveries and a trained installation team, to ensure consistent quality.

The company is in the process of scaling up these operations and believes that these businesses would be its growth drivers in future.
