



Anjani Portland Cement Ltd Fastest growing cement company

Starting with initial production capacity of 0.3 million tonne per annum (mtpa) in 1999, Anjani Portland Cement Ltd (APCL), a decade later was the recipient of the prestigious 'Fastest Growing Cement Company' award in 2009 by ASAPP Media, the publisher of *Indian Cement Review*. Read on, to find out more as A MOHANKUMAR details the exemplary growth of the company.

From a small beginning, today the company has a total cement production capacity of 1.2 mt. With the commissioning of the cement plant in Karnataka, the total cement production capacity will go up to 2.2 mtpa. True to their vision "To evolve as a market leader in south India and stand for customer delight with consistent quality and service standards", today APCL with its

exemplary growth in production and services, is numero uno in Andhra Pradesh and competes with the national players in the industry. Anjani has now extended its reach to Tamil Nadu, Kerala, Orissa and Karnataka and has made forays into the markets of Maharashtra.

Genesis

An ailing Shez Cement Pvt Ltd was

taken over in 1999 and after the initial hitches and a lot of hard work, APCL tread the growth path and never looked back. The company's helm of affairs was looked after and nurtured by **Padma Bhushan Dr BV Raju**, a doyen among the cement luminaries. This former Chairman of Cement Corporation of India (CCI), was instrumental in the growth of cement industry in India, especially Andhra

