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

Pradesh. Trained and sculpted by Dr BV Raju, the architects of APCL have built its organisational structure on a very strong pedestal of infrastructure, technology, human resource and strong social commitment.

Due to the acumenship of the founding father, APCL was fortunate to establish two plants in the Nalgonda district of Andhra Pradesh, where the best limestone mines are found in abundance.

The growth trajectory

In 2001-02, secondary crusher were installed; high efficiency cyclones, burners and screw compressors in place of unit compressors were introduced in 2003-04. The company carried out calciner modifications to improve production in 2004-05. APCL installed an additional cement mill to increase the cement grinding capacity in 2005-06. The year 2006-07 saw the company acquire a grinding unit from Pachava Cements Ltd and disburse maiden dividends to the shareholders. In the same year the company also installed high efficiency fans. In 2010 the second plant began production and achieved rated capacity in July 2010.

Subsidiary

Hitech Print Systems Ltd (HPSL) became the subsidiary of APCL from 2007 and currently employs 200 people. HPSL is a security printing unit certified by IBA and ISO 9001-2008.

HPCL has its presence and reach across the country through its marketing offices at Bengaluru, Chennai, Hyderabad and Mumbai.

Energy constitute more than 60 per cent of the company's exchequer and to reduce dependence, in 2000-01, APCL acquired Vennar Ceramics Ltd (VCL), a gas-based power generating company to cater to 60 per cent of power requirement.

The company has the distinction of being the first gas-based power generating plant in India with a capacity of 2.7 MW. VCL reduces carbon foot print by generating clean power, and does not pollute the environment. The company has also entered into power purchase agreement with AP Transco for selling power.

Distribution network

An excellent dealer network system ensures successful spread and sales of the cement within and outside the state. Each product variant is stored in an individual bulk storage silo ready to be dispatched. Cement is packed in bags using roto packers and is distributed by roadways or railways as per requirement. Request by dealers also see cement being dispatched in bulk tankers. Cements are also packed in eco-friendly paper bags and are dispatched by APCL through road ways or railways.

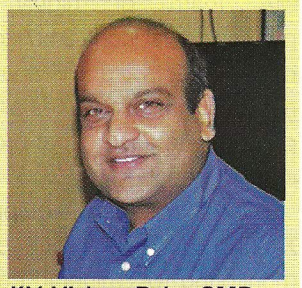
In quest for excellence

The first plant was built with technical collaboration from Nihon of Japan and replicated with a five stage pre-heater and pre-calciner for consistent and superior quality of cement. A purposeful step towards greener technology for cement production has been the installation of reverse air bag house (RABH) technology for reduced pollution and dust free environment at the cement plant.

The five stage preheater of the second plant have LP cyclones and Onoda Japan technology. Online gas analysers are installed at pyroprocessing. Closed storage facilities are provided for lime stone, coal and clinker to improve ambient air

What are your expectations of budget 2011-2012

Encouragement for infrastructure sector is to be initiated. For cement Industries, the taxes, i e, excise & VAT are to be reduced to pass on the benefit to end customers.



KV Vishnu Raju, CMD, Anjani Portland Cement

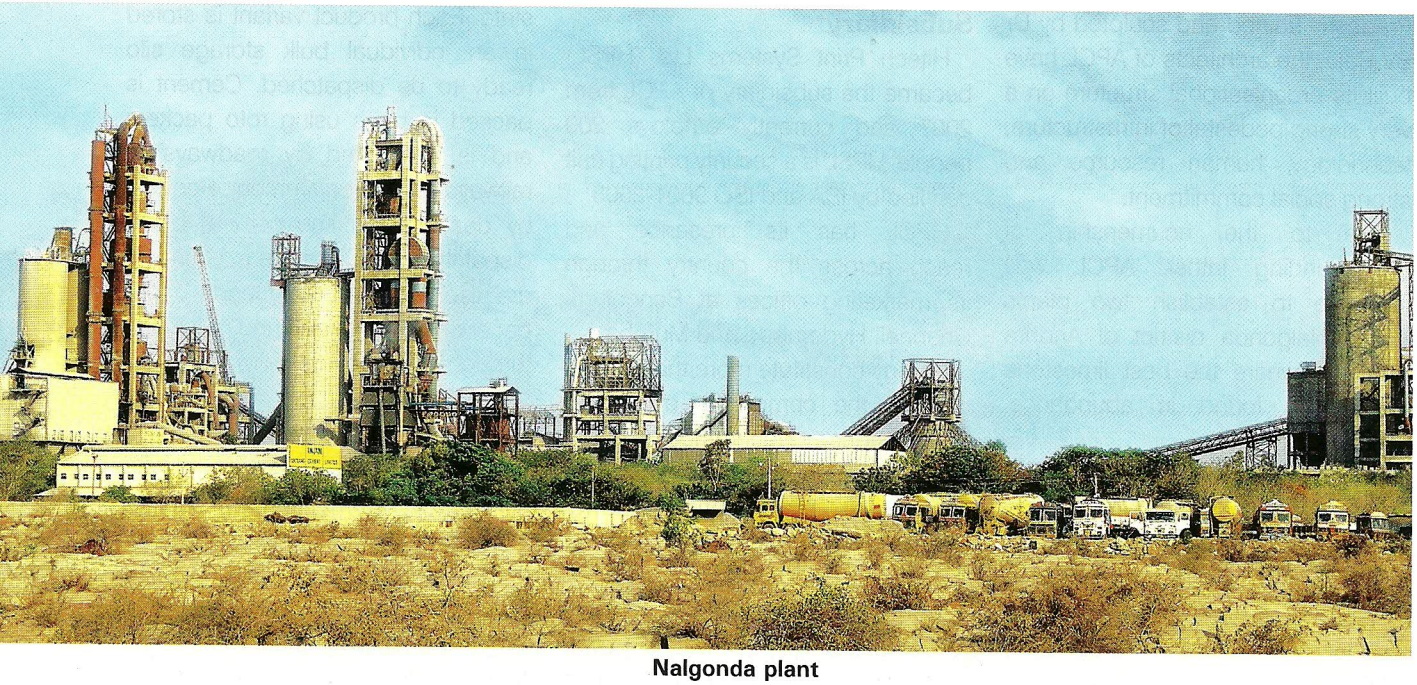
Are there any new products, plants or a capacity expansion in the offing?

The company will be launching building products like panels, aerated concrete bricks, concrete blocks, Anjani mix and wall care putty/skim coat, etc. Also, there are plans for ceramic tiles plant. The proposed plant at Kaikalur, Krishna district, Andhra Pradesh, on 30 acres of land with close proximity to raw material availability, has more than one lakh built up area with a 3 MW gas-based power plant with a plant capacity of 7,000 sq m per day at an investment of Rs 40 crore.

To reach the wide market of Karnataka, Goa and Maharashtra, we propose to set up 1 mtpa cement plant in the Bijapur district, Karnataka, with mining area of 500 acre, plant area 100 acre and a 16 MW power plant. The proposed investment for this plant is Rs 400 crore.

What are your future plans for the company?

To consolidate the existing operations by having new markets and brand management and become 3 mtpa cement company by 2014.



Nalgonda plant

quality and conform to environmental precincts. RABH is installed to handle kiln and raw mill dust laden gases and to maintain low SPM levels in comparison to world standards. ESP is installed to cool exit gases.

Anjani plant has a completely hands free and fully automated production process installed using Siemens PCS7-CEMAT Distribution Control System with 24x7 monitoring, sampling and analysis of cement production, through various stages, from mining to packing.

A team of highly qualified professionals work 24x7 to conduct quality tests and analyse raw materials, intermediaries and finished products, to ensure that products are of the highest quality.

The laboratory is equipped with X-ray analysers for continuous monitoring of mineral composition of raw materials and final products. Samples are also sent to independent quality analysts for inspection to enhance and to standardise quality norms.

Cementing India

The company's kitty of cements include OPC 53 grade, OPC 43 grade and Portland pozzolana cement for domestic consumption. OPC 53 grade has higher strength and better particle size distribution, higher ductility and better dynamics of structures. Its higher fineness increases rate of gain of strength of cement requiring lesser consumption and improves workability. OPC 53 grade also gives higher characteristic strength to concrete and better bond strength, hence lesser lap length saves on use of steel. The applications of the cement is in plain and reinforced cement concrete, masonry and plastering, for bridge piers, pre-stressed girders and electric poles, concrete pipes, skyscrapers, RCC bridges, cement concrete roads, etc.

The finely ground OPC 43 grade has moderate sulphate resisting properties and is low in chloride. It exhibits better ductility and better dynamic behaviour of structures, and better soundness and low chloride content ensures improved performance of concrete. The application areas of OPC 43 are in commercial building, industrial construction, multi-storied complexes, cement concrete roads, heavy-duty floors, etc.

Portland pozzolana cement manufactured by the company is good for massive construction since the heat of hydration is 30 per cent less than OPC. It does not have an adverse impact on corrosion of reinforcement steel and offers good resistance to chlorides and sulphates. It gives smoother finishing to structures and has low porosity, permissibility, high workability, and slow retention due to improved water retention properties. The PPC can be used to build dams, spillways, retaining walls, underground structures, bridges, hydro-power stations, columns, beams, slabs and structural works.

Connecting with the masses

Anjani Studio is an initiative by APCL to educate the masses about various types of cements, its applications, technological developments and its production capacities. Through Anjani Studio, all those who are associated with cement get up-to-date knowledge about the production processes, quality components, the nuances of cement use, strength and concrete mix ratios, so as to achieve optimum results from cement use.