

# CRISIL Research:

Taking research to the next level

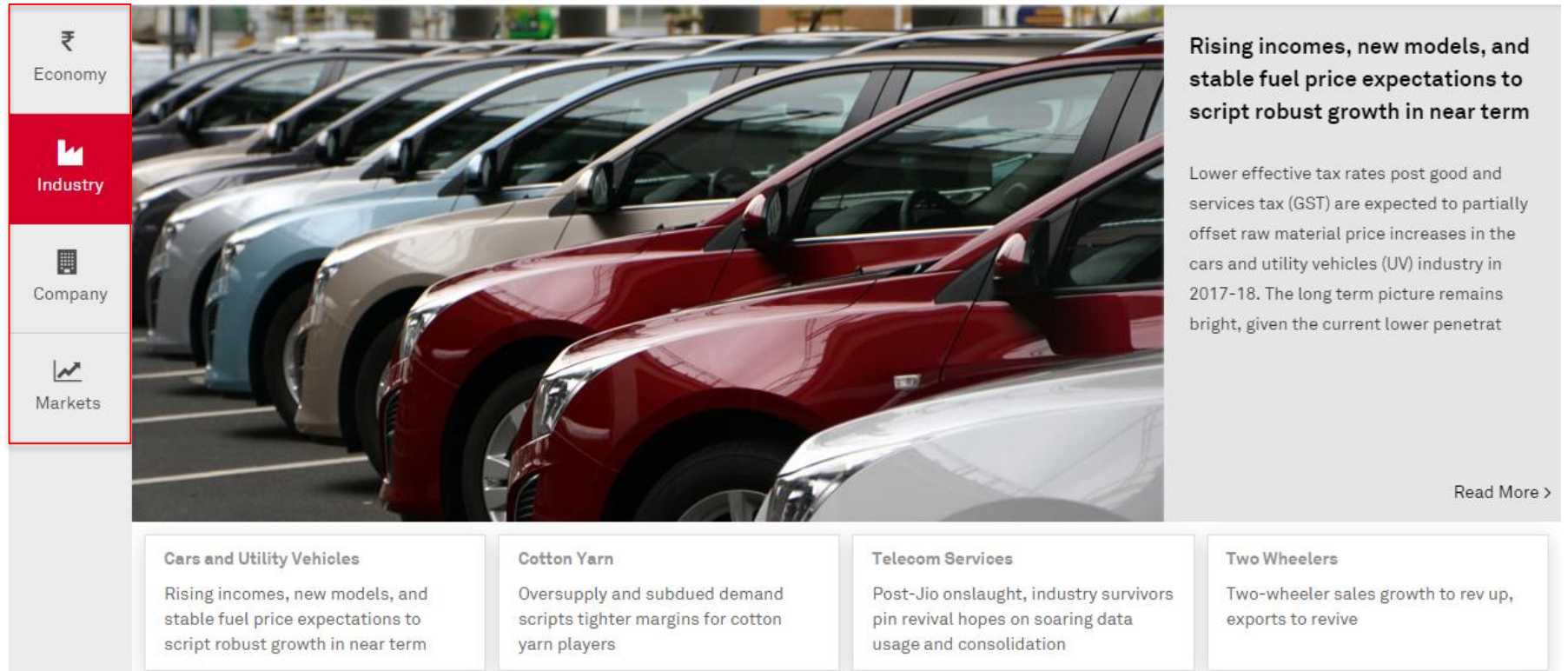


Research

**CRISIL**  
An S&P Global Company

# Macro to micro E-I-C-M

The website follows the Economy, Industry, Company and Capital Markets structure and can be navigated to from the left hand side of your screen



₹  
Economy

Industry

Company

Markets

**Rising incomes, new models, and stable fuel price expectations to script robust growth in near term**

Lower effective tax rates post good and services tax (GST) are expected to partially offset raw material price increases in the cars and utility vehicles (UV) industry in 2017-18. The long term picture remains bright, given the current lower penetrat

[Read More >](#)

**Cars and Utility Vehicles**  
Rising incomes, new models, and stable fuel price expectations to script robust growth in near term

**Cotton Yarn**  
Oversupply and subdued demand scripts tighter margins for cotton yarn players

**Telecom Services**  
Post-Jio onslaught, industry survivors pin revival hopes on soaring data usage and consolidation

**Two Wheelers**  
Two-wheeler sales growth to rev up, exports to revive

# Navigation for economy, company & markets

The economy section is divided into 5 sections i.e.

- Ecoview
- Data & statistics
- First cut
- Economy insights
- Thought corner

The company section has company profiles consolidated from all industries for easy access, you can search based on

- Company name
- Industry
- Region of operations

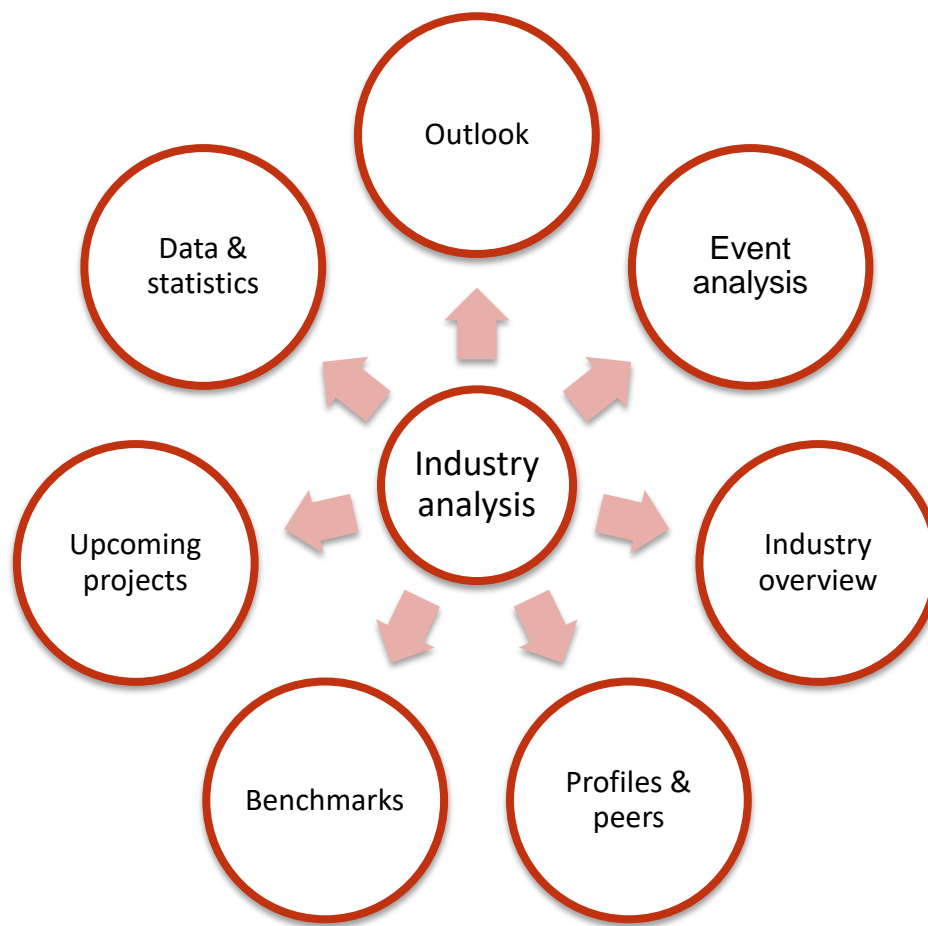
The capital markets section broadly covers the following sections

- Fixed income
- Equity
- Mutual funds

## Research

# Industry top navigation

The industry section is divided into 7 distinct sections, some of which may have subsections as well



# Industry top navigation (expanded view)

Outlook	Event analysis	Industry overview	Profiles & peers	Data & statistics	Benchmarks	Upcoming projects
<ul style="list-style-type: none"><li>•Our view</li><li>•Dashboard</li><li>•Monthly review &amp; outlook</li><li>•Results corner</li><li>•Thought corner</li><li>•Thematic studies</li><li>•Analyst</li></ul>	<ul style="list-style-type: none"><li>•Impact analysis</li><li>•Latest news &amp; analysis</li></ul>	<ul style="list-style-type: none"><li>•Overview</li><li>•Demand &amp; supply</li><li>•Government regulations</li><li>•Prices &amp; profitability</li><li>•Manufacturing process</li><li>•Working capital analysis</li><li>•Risk profile factors</li></ul>	<ul style="list-style-type: none"><li>•Company profiles</li><li>•Peer comparison</li></ul>	<ul style="list-style-type: none"><li>•Operational data</li><li>•Financial data</li><li>•Ratings distribution &amp; transition</li></ul>		

**NOTE: All sectors will not have these sections/subsections**

# Our view → here you will find our 3-5 year outlook of the industry

The screenshot shows the CRISIL website interface. At the top, there is a search bar and a navigation menu with options like 'Outlook', 'Event analysis', 'Industry Overview', etc. The 'Our view' dropdown menu is open, listing 'Dashboard', 'Monthly review and outlook', 'Results corner', and 'Analyst presentation'. A red arrow points from the 'Our view' menu item to the text 'Click to navigate to Our view'. Below the menu, the main content area displays a report titled 'Midcycle slowdown for cement to 4.5-5.5% in FY20, margins to expand (touch six year high)'. A table of contents on the right side of the page lists sections: 1. Summary, 2. Demand (with sub-sections for Segment-Wise and Region-Wise Demand), and 3. Supply. A red arrow points from the 'Supply' section of the table of contents to the main content area.

Used to navigate to various topics for our outlook on overall in industry(summary), demand, supply, etc.

# Dashboard → Single view of past numbers and our calls on all major parameters for each sector and their related sectors

**Click to navigate to Dashboard**

**Click to add more sectors.**

**Note:** you can view numbers only for sectors you are subscribed to

Par		2015-16 A	2016-17 A	2017-18 A	2018-19 A	2019-20 F	2020-21 F	Trend Lines
Cement demand	million tonnes	269.0	274.0	299.0	335.0	351.0	376.0	
North	million tonnes	51.0	51.0	56.0	60.0	63.0	67.0	
South	million tonnes	59.0	63.0	69.0	80.0	84.0	92.0	
East	million tonnes	54.0	54.0	58.0	63.0	67.0	71.0	
West	million tonnes	65.0	66.0	70.0	82.0	85.0	89.0	
Central	million tonnes	40.0	41.0	46.0	50.0	53.0	57.0	
Installed capacity	million tonnes	430.0	457.0	475.0	496.0	522.0	544.0	
Cement prices	rupees per bag	323.0	325.0	334.0	331.0	355.0		
North	rupees per bag	274.0	295.0	302.0	301.0	348.0		
South	rupees per bag	348.0	341.0	358.0	353.0	374.0		
East	rupees per bag	294.0	290.0	318.0	316.0	339.0		
West	rupees per bag	385.0	361.0	353.0	334.0	349.0		
Central	rupees per bag	288.0	305.0	323.0	338.0	355.0		
Operating margins	per cent	16.4	19.9	18.7	17.1	20.2		

# Monthly review and outlook → on parameters like price, demand and supply

The screenshot shows the CRISIL website interface. The top navigation bar includes 'Outlook', 'Event analysis', 'Industry Overview', 'Profiles & peers', 'Benchmarks', 'Upcoming projects', and 'Data and statistics'. A dropdown menu is open under 'Outlook', with 'Monthly review and outlook' highlighted in red. An arrow points from this menu item to a red text overlay that says 'Click to navigate to Monthly review and outlook'. Below the navigation, there is a sub-header for 'Cement prices declined in August 2019 for the third month in a row due to weak demand amid rise in supply'. The main content area features a bold headline: 'August 2019: Heavy rainfall limits construction activity, drives prices lower'. Below this, it states: 'Average pan-India cement prices declined by ~2.2% (m-o-m) in August 2019.' A table titled 'Pan-India average prices' provides the following data:

	Prices (in Rs/bag)			Aug-19	
	Aug-18	Jul-19	Aug-19	m-o-m	y-o-y
North	300	358	356	-0.5%	18.6%

© 2017 CRISIL Ltd. All rights reserved.



# Results corner → glimpse on the industries performance over the last quarter and our expectations from the

**CRISIL**  
An S&P Global Company

Search across industries, companies and more

Research  
Siddharth Shetty

Outlook ▾ Event analysis ▾ Industry Overview Profiles & peers ▾ Benchmarks Upcoming projects Data and statistics ▾

Our view  
Dashboard  
Monthly review and outlook  
**Results corner**  
Analyst presentation

**Click to navigate to Results corner**

Results preview Results review → **Commentary on the sectors performance in the last quarter**

**Results preview: Q2 fiscal 2020**  
Sep 13, 2019

*Read about the industry's expected performance over the quarter*

**Results preview (July-September 2019)**

Large companies

Key financial indicators

	Q2 FY20E	Q2 FY19	Q1 FY20	Y-o-Y change	Q-o-Q change
Net sales (Rs. bn)	200.7	189.7	228.8	5.8%	-12.3%

**Commentary on the sectors expected performance for the upcoming quarter**

# Analyst presentation → crisp presentation of the entire report (opens as a PDF in a popup)

CRISIL  
An S&P Global Company

Research  
Siddharth Shetty

Search across industries, companies and more

Outlook Event analysis Industry Overview Profiles & peers Benchmarks Upcoming projects Data and statistics

Industry

Our view  
Dashboard  
Monthly review and outlook  
Results corner  
**Analyst presentation**

value to 4.5-5.5% in FY20, margins to

**Click to open analyst presentation**

Aug 30, 2019

*Demand growth to moderate in FY20 after witnessing robust growth in consecutive fiscals. However, margins are expected to rebound led by rise in realisations as well as easing cost pressures.*

**Midcycle slowdown for cement to 4.5-5.5% in FY20, margins to expand (touch six year high)**

**Weak H1 to weigh on demand growth in fiscal 20**

Cement demand is expected to grow at witness a slowdown to 4.5-5.5% in fiscal20 after witnessing robust growth of 12% and 9% registered in the past two fiscals.

1 Summary  
Demand growth to have to 4.5-5.5% in FY20, margins to expand

2 Demand  
Segment-Wise Demand  
Midcycle slowdown in near term; recover in medium term  
Region-Wise Demand  
Growth moderation across regions in near term; East & Central regions to drive growth in medium term

3 Supply

< Back

# News → here you will find filtered news for your convenience

The screenshot shows a web browser window with the URL <https://www.crisilresearch.com/#/industry/cement/newsAnalysis>. The CRISIL logo is visible at the top left, with the tagline "An S&P Global Company". A search bar is located at the top center. The navigation menu includes "Outlook", "Event analysis", "Industry Overview", "Profiles & peers", "Benchmarks", "Upcoming projects", and "Data and statistics". A sidebar on the left contains "Economy", "Industry" (highlighted in red), "Company", and "Markets". The main content area displays a list of news articles. The first article is titled "High auction prices of limestone" and is dated Sep 25, 2019. A red box highlights the "Latest News & Analysis" link in the navigation menu, with an arrow pointing to the text "Click to navigate to the news section".

Research

Industry information → sections here help you get a basic understanding of the industry like the demand supply dynamics, risks, working capital requirements, manufacturing processes, regulations, etc.

CRISIL  
An S&P Global Company

Search across industries, companies and more

Research  
Siddharth Shetty

₹ Economy  
Industry  
Company  
Markets

Outlook Event analysis **Industry Overview** Profites & peers

Industry / Cement / Industry Overview

**Overview**  
**Deregulation in 1989 led to robust growth**  
Aug 26, 2019  
The cement industry has come a long way since 1914 when the first cement plant was set up at Porbandar. In the past, the government's regulation restricted the growth of the Indian cement industry. The removal of these controls resulted in rapid progress in terms of new capacity creation and higher production. India is now the second largest producer of cement in the world....

**Risk profile factors**  
**Dependence on monsoon and volatility in fuel prices key risk factors for the industry**  
Dec 31, 2018

**Demand & supply**  
**Cement industry's demand dynamics closely related to construction sector**  
Aug 29, 2019  
Demand for cement is closely related to growth in the construction sector and is primarily derived from growth in segments like housing (60-65 per cent), infrastructure (15-20 per cent), commercial construction (10-15 per cent) and industrial segments (5-10 per cent). Demand for cement has grown at a moderate pace during the last 5 years with moderate demand from the housing and infrastructure segments....

**Prices and profitability**  
**Energy, raw materials, freight account for majority of total cost of sales**  
Aug 29, 2019

Click to navigate to industry overview

Click on tiles to navigate to the respective sections articles

# Company profiles → business and financial information on companies across listed/unlisted space

The screenshot shows the CRISIL website interface. At the top, there is a search bar with the text "Search across industries, companies and more". Below the search bar, the navigation menu includes "Outlook", "Event analysis", "Industry Overview", "Profiles & peers", "Benchmarks", "Upcoming projects", and "Data and statistics". The "Profiles & peers" menu is expanded, showing "Company profiles" and "Peer comparison". A red arrow points from the "Company profiles" option to the text "Click to navigate to the company profiles section".

Below the navigation menu, the breadcrumb trail reads "Industry / Cement / Company profiles". There are three tabs: "Large companies", "Mid-sized companies", and "Small-sized companies". The "Large companies" tab is active, displaying a table of company profiles.

Company Name	Region
Shree Cement Ltd	Pan India
Ultratech Cement Ltd	Pan India
India Cements Ltd	Pan India
The Ramco Cements	...
JK Lakshmi Cement Ltd	...
Birla Corporation Ltd	...
Ambuja Cements Ltd	...
JK Cement Ltd	...
Dalmia Bharat Ltd	South
ACC Ltd	Pan India

A red arrow points from the "JK Lakshmi Cement Ltd" row to the text "Click on a company to view it's business & financial profile".

At the bottom of the page, there is a footer with links for "CRISIL", "CRISIL RESEARCH", "CONTACT US", "PRIVACY AND COOKIE NOTICE", "TERMS OF USE", and "PRIVACY NOTICE". On the right side of the footer, it says "CRISIL Limited - All Rights Reserved" followed by social media icons for Facebook, Twitter, and LinkedIn.

© 2017 CRISIL Ltd. All rights reserved.

# Peer comparison → what differentiates the outperformers or what encumbers laggards in the industry

The screenshot shows the CRISIL website interface. The browser address bar displays the URL: <https://www.crisilresearch.com/#/industry/cement/peerComparison>. The CRISIL logo is visible at the top left, with the tagline "An S&P Global Company". A search bar is located at the top center. The navigation menu includes "Outlook", "Event analysis", "Industry Overview", "Profiles & peers", "Benchmarks", "Upcoming projects", and "Data and statistics". The "Industry" section is highlighted in red on the left sidebar. The main content area features the article title "Profitability varies vastly from player to player" dated Dec 31, 2018. A red callout box with an arrow points to the "Peer comparison" link in the "Profiles & peers" dropdown menu, with the text "Click to navigate to peer comparison". The article text discusses the share of top 5 players in the industry, consolidation, and diversification. Below the text, there is a sub-section titled "Recent consolidation spree has led to top 5 players' share in capacity increase to ~45%" with the sub-heading "Capacities of large players".

**Click to navigate to peer comparison**

## Profitability varies vastly from player to player

Dec 31, 2018

*Share of top 5 players in the industry has grown to ~50% led by consolidation and higher organic growth by large players. Driven by foray into value-added products such as RMC and white cement, the industry has diversified a little. Except for a few, cement players don't have any meaningful share of revenues from segments other than cement. Given the sharp variation in gearing ratios and profitability, financial flexibility varies sharply with most large players enjoying moderate to strong financial flexibility.*

### Recent consolidation spree has led to top 5 players' share in capacity increase to ~45%

Capacities of large players

# Benchmarks → on project costs, operating costs, pricing and realisations, including the reasons for most common variations

The screenshot shows the CRISIL website interface. At the top, there is a search bar and a user profile for Siddharth Shetty. The main navigation menu includes 'Outlook', 'Event analysis', 'Industry Overview', 'Profiles & peers', 'Benchmarks', 'Upcoming projects', and 'Data and statistics'. The 'Benchmarks' link is highlighted with a red underline and an arrow pointing to it with the text 'Click to navigate to Benchmarks'. Below the navigation, the breadcrumb trail reads 'Industry / Cement / Benchmarks'. The main content area features a title 'Plant and Machinery is the largest component of project cost' dated 'Dec 31, 2018'. A paragraph of text follows, discussing the cost of setting up a cement plant. To the right, a vertical sidebar menu contains three items: '1 New project', '2 Prices & realisations', and '3 Operating costs'. An arrow points from the 'Operating costs' item to the text 'Used to navigate to various industry benchmarks for new projects, prices & realisations and operating costs'.

# Data & statistics → on financials of the industry and companies, operational parameters and ratings information

The screenshot shows the CRISIL website interface. The browser address bar displays <https://www.crisilresearch.com/#/industry/cement/financial>. The CRISIL logo is at the top left, with the tagline "An S&P Global Company". A search bar is located at the top center. The navigation menu includes "Outlook", "Event analysis", "Industry Overview", "Profiles & peers", "Benchmarks", "Upcoming projects", and "Data and statistics". The "Data and statistics" menu is open, showing options for "Financial data", "Operational data", and "Ratings distribution & transition". A "Reset" button is also visible. The main content area shows "Aggregate Financials" for the "Cement" industry, dated "Sep 9, 2019". Below this is a search bar for "Search published data". A list of companies is displayed, including "Century Textiles & Ind Ltd", "Jaiprakash Associates Ltd", "Dalmia Bharat Ltd", "Kalyanpur Cements Ltd", and "Deccan Cements Limited", all dated "Sep 18, 2019".

**Click to view the industries aggregate financials**

**Click on a company to view it's financial details**

**Click to navigate to Financial data**



# Data & statistics → on financials of the industry and companies, operational parameters and ratings information

Operational Data

https://www.crisilresearch.com/#/industry/cement/operational

**CRISIL**  
An S&P Global Company

Search across industries, companies and more

Research  
Siddharth Shetty

₹ Economy  
Industry  
Company  
Markets

Outlook Event analysis Industry Overview Profiles & peers Benchmarks Upcoming projects **Data and statistics**

Industry / Cement / Operational data

Latest published

- Actual prices | Region-wise annual actual price trend  
Sep 20, 2019
- Annual | Region wise demand - supply  
Sep 19, 2019
- Actual prices | Region-wise monthly actual price trend  
Sep 6, 2019
- Actual prices | City-wise monthly actual price trend  
Sep 6, 2019
- Operating metrics Q1 FY20  
Sep 6, 2019

Search published data

Actual prices | City-wise monthly actual price trend  
Sep 6, 2019

Financial data  
**Operational data**  
Ratings distribution & transition

Monthly  
Quarterly  
Annual

REGION

Global  
Domestic

Company

Reset

Click to view the respective operational parameters data

Click to navigate to Operational data

11:42 AM  
9/27/2019

# Data & statistics → on financials of the industry and companies, operational parameters and ratings information

The screenshot shows the CRISIL website interface. The breadcrumb trail is 'Industry / Cement / Ratings distribution & transition'. The 'Rating Summary' tab is active, displaying a 'Long term rating summary' and 'Rated Amount' data. A red box highlights the 'Ratings distribution & transition' option in the 'Data and statistics' dropdown menu, with an arrow pointing to a red text box that says 'Click to navigate to Ratings data'.

**Rated Entities**

	Aug-19	Aug-18
	22	24

**Rated Amount**

	Aug-19	Aug-18
	293.2 (in Rs. Billion)	309.7 (in Rs. Billion)

**Rating Summary Table**

	Aug-19	Aug-18	Universe Aug-19
Median Rating	A	BBB	BB
Weighted avg Rating	AAA	AAA	AAA

**Text Description:** During last one year, ratings for 2 companies, with an outstanding amount of Rs. 34 million were downgraded, no ratings were upgraded during the period under consideration. The share of ratings with a negative outlook increased from 11% to 17% over the last year

© 2017 CRISIL Ltd. All rights reserved.

# Key contacts

<b>Product queries</b>	<b>+91 22 3342 8035/8037</b> <a href="mailto:research@crsil.com">research@crsil.com</a> <a href="mailto:sales.crsilresearch@crsil.com">sales.crsilresearch@crsil.com</a>
<b>Analytical queries</b>	+91 22 3342 3561 <a href="mailto:clientservicing@crsil.com">clientservicing@crsil.com</a>
<b>Technical queries</b>	+91 22 3342 8001 <a href="mailto:productsupport@crsil.com">productsupport@crsil.com</a>

# Thank you

Siddharth Shetty

Senior research analyst

[Siddharth.Shetty@crisil.com](mailto:Siddharth.Shetty@crisil.com)

+91-9867587874

Research