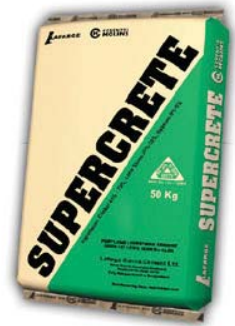


SUPERCRETE CEMENT



www.lafarge-bd.com

Supercrete, a product of Lafarge Surma Cement (LSC) is the one and only Portland Limestone Cement (PLC) in Bangladesh which is produced using limestone extracted from LSC's own quarry in Meghalaya, India. After mining at Nongtraï of Meghalaya, it travels cross-border through a 17 km Long Belt Conveyor directly to LSC plant at Chhatak, Sunamgonj. The LSC plant is a state-of-the-art and the only fully integrated dry process cement plant in Bangladesh where clinker and cement of high premium quality are produced. The international standard Quality Control and Monitoring Lab ensures that every bag that leaves the plant, carries the same consistent premium quality all the way.

Market

According to the long-term industry forecasts made by global authorities, high spending on infrastructure projects and growing demand for housing units will fuel the Bangladeshi cement industry. Cement is already an astonishing \$1.2 billion industry in Bangladesh, growing steadily at 1.5 to 2 times the GDP growth. The per capita cement consumption now is only 75 kg in Bangladesh (as compared to that of the developed countries where it is a staggering 1,000 kg). This means the cement industry possesses a great opportunity for growth in terms of volume, revenue and employment generation, contributing significantly to economic growth in Bangladesh.

Despite having more than 30 active players inclusive of both locals and multinationals, the market is dominated by only a few. Two-thirds of the cement consumption is skewed towards Independent Home Builders (IHB) with high Pucca concentration in the major cities. Real Estate and Government's development expenditure would stand next to the IHBs on consumption. The capital, Dhaka would consist of almost half of the total industry consumption.

As cement is still technically an engineer's product

for its various applications, it is not understood well enough by most of the end users. There are many misconceptions in the market regarding cement quality, strength, colour, etc. The most common myth is that the strength of a construction is directly related to the strength of a cement product. The fact is that the strength of a construction will depend on a number of factors like the mix design, engineering design, the load distribution, the quality and the standard of the material used etc. Therefore, Supercrete puts a lot of emphasis on educating the consumer group through various meets, seminars, workshops etc. for better usage and understanding about the quality and the parameters of construction. Supercrete is multi-purpose cement that works well for any construction (depending on the mix design) from foundation to plastering.

Achievements

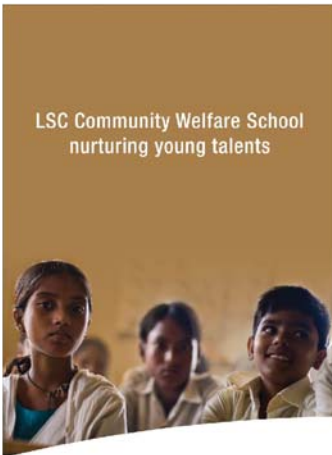

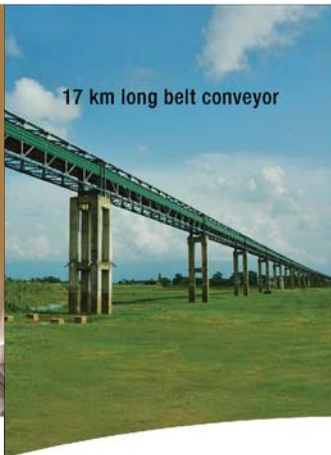







The Lafarge Surma Cement plant in Chhatak, Sylhet is an iconic model of engineering advancement. Its 17 km Long Belt Conveyor (LBC) is a global phenomenon and is a one of its kind cross-border overland single flight conveyor. This state-of-the-art facility still amazes the construction maestros and has set a model example for many projects undergoing worldwide.

Supercrete is determined to hold its premium quality through real-time online production report to Lafarge Group's Asia Technical Centre, with the headquarter located in Malaysia. While the dedicated experts in the business are concentrating to provide customers with the best product and services, the high end machinery automatically tests and sends results against strict adherence parameters to ATC every hour. This is free from any human interference or errors. These combined efforts enabled LSC to -

- Capture a market share of 8% in 2008 from 4.5 % in 2007, within a year of its inception
- Obtain the No.1 rank in overall customer satisfaction rating, independently surveyed by Research International, India
- Be awarded as the Best Plant in Lafarge Group globally for Clinker to Cement Ratio Improvement
- Achieve award for best mine safety from the State of Meghalaya, India.

Product

Supercrete is a premium cement brand made for multi-purpose applications, namely - foundation, beam, column, slab masonry, plastering works, etc.

 <p>LSC Community Welfare School nurturing young talents</p> 	 <p>17 km long belt conveyor</p> 	 <p>Respect for the stakeholders</p> 	 <p>Modern and State-of-the-art production facilities for innovative and reliable products</p> 	 <p>Enhanced reliability and integrity. Cement quality checked by Asia Technical Centre, Malaysia</p> 
<p>Lafarge Surma Cement Ltd. A company of LAFARGE and CEMENTOS HOLCIM</p>	<p>Lafarge Surma Cement Ltd. A company of LAFARGE and CEMENTOS HOLCIM</p>	<p>Lafarge Surma Cement Ltd. A company of LAFARGE and CEMENTOS HOLCIM</p>	<p>Lafarge Surma Cement Ltd. A company of LAFARGE and CEMENTOS HOLCIM</p>	<p>Lafarge Surma Cement Ltd. A company of LAFARGE and CEMENTOS HOLCIM</p>

This cement is purely limestone based, free of fly-ash or slag, unlike other cements in the country. Limestone allows better workability and a stronger bond. Supercrete cement is already known for its light colour, giving the construction a remarkable, elegant look. Any construction work that used Supercrete is identifiable with bare eyes.

Supercrete is preferred by most customers for another reason - its early setting time. A special formulation allows Supercrete to set faster, i.e., the desired strength is achieved earlier with Supercrete than with any other cement in the country, helping to reduce the construction duration and hence reducing cost. This cement also demands less water to mix. Supercrete mix is richer and denser allowing a better bonding when used with different types of aggregates.

Being a limestone cement, Supercrete production emits less carbon and consumes less energy than other cements, hence is also a more environment friendly choice. By purchasing Supercrete, consumers contribute to a greener world.

The company deploys best of the industry to lead various functions of the business, while the customer serving technical team comprises a number of skilled civil engineers who ensure that global expertise is provided to the customers and the service quality is maintained at its true international standard, as always.

Recent developments

Supercrete comes in 50 kg packs, like other packs in the market. The new Adstar bags are stronger and ensure better storage performance.

The company’s countrywide supply chain is an enviable marketing and distribution network that comprises regional depots, a group of selective and able distributors and retailers allowing Supercrete to reach anywhere in the country, to anyone asking for a superior product to build his or her dream house.

History

The history of Lafarge Surma Cement makes an interesting corporate saga worth writing a book. Throughout the 80s, the country demanded massive infrastructure development. The construction and real estate business were booming and the imported cement was not feasible due to varied reasons - interrupted supply, poor quality, insufficient quantity, higher price, etc.

During early 90s, a Bangladeshi visionary masterminded to set up a cement company at the North East side of Bangladesh for some strategic reasons - sourcing of raw materials from Meghalaya, access to the river (Surma), and prevailing road and railway transport network for logistic issues. After this visionary conducted the techno-economic feasibility study, he started the formalities for project development in both Bangladesh and in India, registered the project with BOI, and started the process of land acquisition and environmental clearance in Bangladesh. At this juncture, this mastermind passed away in 1995 and his predecessor decided to bring a joint venture partner in the cement project to ensure that the partner brings, apart from the required financing, the required knowledge, know-how and the technology of cement production which was rarely available in Bangladesh. In the process, now world’s number one cement manufacturer Lafarge of France came in to the project as a majority shareholder and took over the management of the project in terms of designing, financing, construction and operations of the project. In 2002, another multinational cement producer Cementos Molins of Spain joined Lafarge Surma Cement as an equal equity partner.

1833

Lafarge started its journey by producing industrial lime in France.

2006

Lafarge Surma Cement Ltd introduced Supercrete to Bangladesh in November.

Promotion

Due to its pedigree and well defined communication platform, Supercrete has already made its place in the market. Besides promoting itself, Supercrete also associates to construction related educational programmes at various levels - from universities to engineers at the government level. The company frequently arranges techno-seminars for individual home builders, engineers of various government agencies, retailers, independent masons, and many others.

LSC strongly believes that business is a priority but social welfare is a responsibility. This is a key for sustainable development. Thus, it has wide ranging community development activities around its plant at Chhatak and its quarry in Meghalaya. LSC has provided sanitation wares to two hundred (200) families in remote villages near the plant at Chhatak. It also provided arsenic filters to all the project affected families to ensure access to safe drinking water. There is also a qualified physician and a nurse available everyday to provide free medical assistance in a medical clinic at the Community Development Centre at Chhatak. Satellite clinic sessions are also held periodically in remote villages taking health-care services to the doorsteps of the villagers. LSC also set up a school named as "LSC Community Welfare School" which offers free education up to class five. There is also a library at the school complex where school children now get the opportunity to read different kinds of books which are very important for their general knowledge development. Once living as dependent housewives, women at Chhatak now have sufficient opportunities for empowerment through income generating activities on poultry rearing, sewing, kitchen gardening, candle making and even on shop-management, with necessary vocational training and start-up capital provided by LSC.

Apart from the above, LSC has always been on the forefront in responding to the needs of the disadvantaged people at the trying times. During the winter, LSC distributed blankets among the

affected and disadvantaged people at Chhatak and Kutubpur. It also donated 500 tonnes of cement for the rehabilitation of the Nimtoli victims.

LUMPL, the Indian subsidiary of LSC, has also undertaken wide ranging community development activities in the field of healthcare, education, infrastructure development, water supply scheme and development of livelihood in the villages surrounding the mining site in Meghalaya especially at the villages of Nongtraí and Shella.

Brand value

Supercrete's promise is to build a greener and safer Bangladesh. With this objective in mind, Supercrete sets its standards of reliability, confidence, and safety culture throughout its businesses with customers, stakeholders, contractors, vendors along with durable constructions that ensure a secured shelter for a lifetime.

Supercrete wants to be a partner of your safe and healthy prosperous life, where only good decisions are taken all the time, and such decisions pay the dividend even for the next generations to come.

Things you didn't know

- 1. Supercrete is derived from "Superior" and "Concrete".
- 2. If you get on board the LBC from our quarry in Shella, Meghalaya, it would take only an hour to travel through the 17 km belt to our plant at Chhatak, Sunamganj.
- 3. The entire energy requirement for Lafarge Surma Cement plant is generated through the company's 30MW captive power plant.
- 4. Health & Safety is the number one priority of LSC. In 2009, LSC has achieved a Lost Time Injury (LTI) free year while continuing its production operations.

1997

Lafarge Surma Cement Ltd (LSC) was incorporated as a private limited company in November.

2000

Government of India and Government of Bangladesh signed a historic agreement in November, to support this unique cross-border project which is till today the only industrial project between these two countries.

2002

Cementos Molins became an equal equity partner in LSC.

2003

Lafarge Surma Cement Ltd was made a public limited company in January.

1928

Cementos Molins started producing cement in Spain.