# THE COMPANY

# Background

Wonder Cement Limited (“Company” or “WCL”), a Public Limited company, is part of the RK Group, a ~30 year old diversified conglomerate with interests spanning across industries such as – Cement, Marble & other natural stones, Retail, Real Estate Leasing, Housing Finance etc.

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| **Name** | **M/s. Wonder Cement Limited (WCL)** |
| Date of Incorporation | August 26, 2005 |
| Registered Office | Makrana Road, Madanganj – Kishangarh, Dist Ajmer, Rajasthan |
| Corporate Office | 17, Old Fatehpura, Udaipur 313004 |
| Promoters | Mr. Ashok Patni, Mr Vimal Patni and Mr Vikas Patni |
| Constitution | Company Limited By Shares |
| Registration No. (CIN) | U26943RJ2005PLC021205 |
| Stock Listing | Unlisted |
| Sector | Cement Manufacturing |
| Product Mix (Existing) | Ordinary Portland Cement (OPC) andPortland Pozzolana Cement (PPC) |

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| Project Description | Wonder Cement Ltd (WCL) Owns and operates three cement production lines of around 7.75 MTPA Clinkerization capacity at Village Bhatkotri, Tehsil Nimbahera, District Chittorgarh (Rajasthan). Cement production from both the lines operating in Nimbahera is 6.75 mio tpa & one split grinding unit of production capacity is 2 mio tpa located at Dhule (Maharashatra). Another GU at Badnawar (Dhar)of 2 mio tpa and Jhajjar (Haryana) of 2.5 mio tpa. One More Brownfield Clinkerisation Plant along 12 MW Waste Heat Recovery Based Power Plant at Nimbahera and split grinding unit at Aligarh, UP with a Clinker production capacity of 2.81 MnTPA and Cement Grinding Unit of 2.00 MnTPA is under progress. |
| Location of project | Region comprising of Village Rasoolpura, Bhatkotri etc of Nimbahera, Dist Chittorgarh, Rajasthan and, Grinding Unit at Village Nardana, Dist Dhule, Maharashtra, Village Kherwas, Badnawar, Dist Dhar, MP and Village Matahail, Jhajjar, Haryana. |

# A Brief History

The Company started implementation of its first Integrated Cement Plant at Nimbahera along with 38MW Captive Power Plant at Nimabhera in July 2010. The Clinker Production from this plant commenced in March 2012 and Cement Production in June 2012.

Company started implementing its second line of Brownfield Cement Plant along with 18MW Waste Heat Recovery based Thermal Power Plant at same site in May 2014. This plant was erected in record time and Cement production commenced in Oct 2015.

Further , Company commissioned its third clinker production line in 2020

The combined capacity of these three Plants is 7.75 MnTPA of clinker and 6.75 MnTPA of cement at Nimbahera.

With an effort to generate green energy and reduce the economic burden of purchasing REC Bonds, company installed 2.4 MW solar power plant at its premises in Nimbahera and 15 MW Wind Power Project at Dalot in Dist. Pratapgarh, Rajasthan.

Further the company commissioned a 2 MnTPA Grinding Unit in Nardana, Dist Dhule, Maharashtra and Badnawar, Madhya Pradesh and a 2.5 MnTPA Grinding Unit in Jhajjar, Haryana.



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The manufacturing facility located in Nimbahera caters to the North Indian and West Indian markets namely the states of Rajasthan, Gujarat, Madhya Pradesh, Haryana, New Delhi, Uttarakhand, Punjab and Uttar Pradesh. The unit also supplies clinker to the Dhule , Badnawar and Jhajjar facility, which in turn serve to the Western and Central Indian states namely Maharashtra, Gujarat and Madhya Pradesh.

**The Company was accredited with Quality & Environment Management systems i.e., ISO – 9001:2015, ISO – 14001:2015 and OHSAS 18001:2007**. The Company was also awarded as Asia's Most promising Brand at the UK Asia Awards on 17th May 2018. Saath : 7 Cricket Mahotsav campaign of the Company was awarded as the Best Trade Engagement Campaign of the Year at the Rmai Flame Asia Awards 2018 held at Mumbai on 4th May 2018. Asia One magazine has awarded Mr. Vivek Patni, Director Wonder Cement Limited as one of the “40 MOST INFLUENTIAL ASIANS UNDER 40” in the second edition of Asia’s Greatest Brands and Leaders 2017 at a Ceremony held on 29th January in Singapore.

Moreover the IBM gave 5 Star rating to the Bhatkotri Mines of the company in 2017. Further the company has won numerous awards in the field of CSR, Environment and Branding of its products.

# RK Group Companies

1. Wonder Cement Limited (“Company” or “WCL”), a Public Limited company, is part of the RK group, a ~30 year old diversified conglomerate with interests spanning across industries such as – Cement, Marble & other natural stones, Retail, Real Estate Leasing, Housing Finance etc. A snapshot of the companies under RK group is as under:

|  |  |
| --- | --- |
| **SECTORS** | **COMPANIES** |
| Cement | Wonder Cement Limited |
| Marble | R K Marble Pvt. Ltd (World leader in Marble Production, mentioned in Guinness Book of World Records consistently)  |
| Real Estate | Group has approximately 10 Million Square Feet of commercial space in Mega cities such as Mumbai, Hyderabad, Chennai, Pune etc leased out to various MNC and Blue Chip corporates. |
| Home Finance | Group has recently launched NBFC by the name of “Wonder Home Finance”.  |

# Management & Organization

Brief profile of Directors and Key Management team is given as under:

# Board of Directors

The Board of Directors of WCL as on March 31st, 2021 is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of the Director** | **Designation** | **Qualification** | **Experience** | **DIN** |
| Shri Ashok Patni | Chairman cum Whole Time Director | B.Com | 42 years | 00008166 |
| Shri Vimal Patni | Vice-Chairman cum Whole Time Director | Under-Graduate | 30 years | 00136437 |
| Shri Kiran Patil | Managing Director | B.E. (Mechanical), MBA Finance | 42 years | 03401589 |
| Shri Vikas Patni | Joint-Managing Director | BBA | 13 years | 00015109 |
| Shri Ibrahim Ali | Whole Time Director | Bachelor of Engineering | 61 years | 00009584 |
| Shri Parmanand Patidar | Whole Time Director | B.Com, LLB | 26 years | 00199370 |
| Shri Sanjay Chandrashekhar Joshi | Executive Director | Bachelor of Engineering, MBA  | 46 years | 08413176 |
| Shri Dwarka Prasad Somani  | Director | B.Sc (Mechanical) | 76 years | 01550844 |
| Shri Ghanshyam Agarwal | Independent Director | TDC – B.Com II Year Pass | 52 years | 00110978 |
| Shri Dilip Kumar Talesara | Independent Director | MBA | 28 years | 01643145 |
| Shri Vivek Patni | Director | M.A. Management (U.K.) | 6 years | 05170081 |
| Smt. Kusum Kataria | Director | B.A. | 24 years | 01850902 |
| Shri Rishabh Patni | Director | M.A. Management (U.K.) | 1 Year | 08002136 |

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# Mr. Ashok Patni

Chairman

The journey of Mr. Ashok Patni, chairman emeritus of R.K. Group, is a narration of deep values, ambition and success. From his native place in Kishangarh, with the legacy of a family-run wholesale business in grains, his quest began with a dream for a larger canvas.

Mr. Patni set up R.K. Marble in May 1989 with a clear vision and objective to establish the nascent company as a major player in the national and international market. Today, the company employs the latest mining technology, has expanded production abroad and holds the title of the largest marble producer from the Guinness Book of World Records.

Currently he serves a pivotal role in the diversified business of cement, where he has imprinted his trademark of honesty, integrity, transparency and quality. Under his leadership, Wonder Cement has already acquired the distinction of being the best quality cement in the country, certified and buttressed by numerous independent agencies, dealers and end-users.

For Mr. Patni, work is a passion - a hobby practiced and pursued from his early calls at the factory. He has a profound love for nature and is highly passionate about development of greenery and plantation. His strong commitment to society has been the driving force behind the extensive welfare and social programs undertaken by the company, which go above and beyond the mandatory corporate social responsibility.

# Mr. Vimal Patni (Vice Chairman)

Always keen on adding value to his family business, Mr. Vimal Patni took charge to diversify into production of cement. He gave a resounding start to his maiden venture by creating a brand associated with the company's philosophy of quality, trust and transparency. Mr. Patni, now in his early 50's, exudes full confidence about the company's future based on the pace of growth in expanding its capacities. Shortly after winning a government bid for the mining of limestone in Nimbahera, Mr. Patni began a consulting process with some of the foremost and acknowledged leaders in the cement industry. He worked overtime from the foundation of the factory until the point of production, resulting into creation of the huge infrastructure spread over 1050 hectare (mines and factory) in an industry record for any greenfield plant. A go-getter, he learned the nuances of the cement trade in a very short span and is now at the helm of every activity.

The creation of additional jobs for the youths had always been his motto and the present endeavor is geared to fulfilling that objective. Mr. Patni has sought to imbibe the best corporate practices at the factory - promoting a clean and green environment and fostering a work culture comparable to the best in the industry. While he cherishes traveling and exploring various countries, he finds greater peace and satisfaction by giving back to our own society through thoughtful philanthropic activities.

# Mr. Kiran Patil (Managing Director)

Mr. Kiran Patil possesses over three decades of diversified experience in the cement industry. His expertise and leadership roles are not only limited to India but also the Philippines and Vietnam. An acclaimed industry stalwart, Mr. Patil has played a pivotal role in manufacturing functions including operations, maintenance, and projects. He is a Mechanical Engineer and holds a degree in MBA (Finance). He jumpstarted his career in the cement industry and has worked with many prestigious organizations. Today, with a clear perspective of the cement business, Mr. Patil has powerful control over cost optimizing plant assets. Over the last few decades, he has developed an extensive network with stakeholders and is most renowned for his Technology-Driven approach and Project Management skills.

Apart from his work, Mr. Patil is an avid reader and enjoys traveling to places with abundant greenery and natural resources. His people-centric approach and eye for detail ensuring the safety and well-being of his team is what sets him apart in his management style and makes him a distinctive leader.

**Mr. Sanjay Joshi (Executive Director)**

Widely reputed for innovative solutions and breakthrough results across his career, Mr. Sanjay Joshi has, for over two decades, proved himself to be an inspiring leader in every organisation he’s been a part of. A Chemical Technology engineer from UDCT, Mr. Joshi is also an alumnus of IIM-Kolkata.

A believer in leading by example, Mr. Joshi has consistently driven initiatives that have raised the bar of efficacy & accountability, while in parallel, countered rising costs. In his previous associations at Asian Paints, where he functioned as a senior marketing leader over 12 years, and then at Everest, where he was business head; he single-handedly drove the fastest growing and most profitable business segments.

His dedication, work ethic & effective leadership skills resulted in him bagging industry-leading awards such as the Effie, among numerous others.

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# Senior Management

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| --- | --- | --- | --- | --- |
| **Name** | **Designation** | **Qualification** | **Experience** | **Key Responsibility** |
| Mr.Ibrahim Ali | Director Projects | B. E.  | 61 years | He is responsible for conceptualizing and implementation of various plants of the company. |
| Mr. Jigar Shah | Chief Financial Officer | Chartered Accountant  | 16 years | He heads Finance and Commercial function of the company. |
| Mr. S M Joshi | President (Works) | B. Tech (Mech) | 40 years | He is responsible for entire Plant Operations for both Line 1 & 2 at Nimbahera. |
| Mr. Sailesh Mohta | President (Mktg) | Chartered Accountant | 33 years | He heads the Marketing dept. of the Company and is responsible for Sales, Marketing & Distribution of Cement. |

# Capital Structure

The capital structure of the Company as on March 31st, 2021 is as under:

|  |  |  |
| --- | --- | --- |
| **Share Capital** | **Nos.** | **Amount (Rs.)** |
| Authorized Capital |  |  |
| Equity Share of Rs 10/- each | 90,00,00,000 | 900,00,00,000 |
| Redeemable Preference Share Capital of Rs 10 each | 10,00,00,000 | 100,00,00,000 |
| Issued, Subscribed and Paid-up Capital |  |  |
| Equity Share of Rs 10/- each | 53,68,00,702 | 5,36,80,07,020.00  |

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# Market Related

WCL is a closely held Public Limited Company and is not listed on any of the exchanges.

# WCL operations: Salient feature Marketing and Sales Performance:

* WCL has been using innovative ideas in promoting its Brand thereby sales. The company has been extensively using Television Advertisement campaign, Internet Campaigns, Highway unipoles, Railway Station Branding and Rake Branding. Further company incentivice Truck Drivers to get their trucks painted in company advertisements. This in turn makes these trailers / trucks as moving advertisement of the company across its market. Further the company has launched a Cricket Branding initiative by the name of Sath: 7 wherein cricket teams from villages across Rajasthan, Madhya Pradesh and Gujarat compete leading to a very big engagement with youth and society.
* The company has approximately 159 Business Partners and more than 3000 dealers across its Market. The company is in the process of appointing more dealers in the market. The Brand “Wonder Cement” has become synonymous with very good quality cement and is pegged along with A category brands in the Market.

# External Credit Rating

The company is rated AA- by CARE, primarily on account of high cash accruals and low gearing.