

NAME & ADDRESS OF THE ORGANISATION

**CEMENT CORPORATION OF INDIA LIMITED
CORE-5, SCOPE COMPLEX,
7, LODHI ROAD,
NEW DELHI- 110003**

HEAD OF THE ORGANISATION

**SHRI MANOJ MISRA
(CHAIRMAN & MANAGING DIRECTOR)**

VISION

To emerge as a leading cement company committed to contribute to the economy and to enhance value for the stakeholders.

MISSION

To augment the wealth creation for the Company, deliver superior product and sustain market value.

CCI OBJECTIVES

1. To achieve a pioneering and leading position in the exploration, prospecting and proving of cement grade limestone reserves and deposits to sustain ambitious growth plans of the Corporation, in particular, and of the Cement Industry in general.
2. To emerge as a growing and dominant leader in the production of cement in the country by creating additional capacity either by expansion or by improved technology or by setting up new cement plants – both mini and maxi plants.
3. To emerge as a leader in setting up split location plants for removing existing regional imbalances of production and consumption in pursuance of the national policy in this regard.
4. To emerge, resultantly, as the largest seller of cement in the country and to continue to perpetuate and improve upon the same position by constant increase in its production capabilities
5. To develop and enter export market for export of cement particularly, to neighboring South East Asian countries.
6. To undertake detailed and scientific scanning of the marketing potentialities for development and diversification into areas of cement based building materials such as AC sheets, pipes, sleepers, ready mixed concrete and to undertake appropriate research studies for development of other building binding materials as a substitute for cement
7. To occupy a position both of dominance and eminence in the research and development in different fields for cement technology and process as also bring about new innovations in the design lay out and other technical specification of the new cement plants and other related auxiliary inputs to the cement industry.
8. To develop compatibility and to sustain, perpetually, sound technical and engineering knowledge to render technical consultancy services both in the fields of plant layout as well as in the cement process technology, both within and outside the country.
9. To develop ancillary and small scale industrial complex around our factories for establishment of reliable sources of prompt and smooth supply of reliable sources of prompt and smooth supply of maintenance spares, refractories, small castings, hardware's etc. on the one hand and for social and economic uplift of local community in remote and backward areas on the other.

10. To develop expertise and sustain sound practices in project management by application of modern management techniques of planning, monitoring, review and progress of the projects undertaken to ensure their completion within the sanctioned costs without any time over run.
11. To ensure sound commercial policies, customer acceptance and satisfaction for the company's products and other services.
12. To develop confidence in the customers and to sell products/ services of high quality at prices determined from time to time by the Government and to sustain a sound image for the products supplied and services rendered which are the results of latest sophisticated technology and manufacturing techniques.
13. To generate a participative culture and management style which will create good in-house working conditions and job satisfaction to all employees, to ensure fair wages commensurate with their performance, create a sense of involvement and belonging to the Corporation, instill a sense of confidence in the matter of their career growth and advancement and create an atmosphere of the employees.
14. To sustain continuous development of managerial talent so as to ensure their best contribution in the matter of utilization of all resources placed at their disposal for managing and to provide adequate training and development opportunities for all our workmen.
15. To develop an organisational structure with well defined objectives and responsibilities and to create an atmosphere where freedom to function and flexibility to perform is ensured for all according to their ability, capacity, resourcefulness and initiative.
16. To ensure a fair and adequate return (12% on net worth) on the investment made in the Corporation and to develop internal resources to sustain future growth of the Corporation as envisaged.
17. To put in its humble mite and fulfill its social and community obligations by pursuing national policies in regard to development of rural and backward areas to the extent resources of the Corporation could be deployed.
18. To review from time to time the environmental impact of setting up of our industries and to continuously find ways and means to offset / minimize impact of such environmental pollution.

