

DCM Shriram Consolidated Limited (DSCL), is a leading business conglomerate with a group turnover of Rs. **4152** crores (2010-11).The business portfolio of DSCL comprises of three areas of business:

a) Agri- Rural businesses (Urea, Sugar, Farm Solutions, Hybrid Seeds, Hariyali Kisaan Bazaar-Rural Retail Chain)

b) Energy-led businesses (Chemicals, PVC Resins, PVC Compounds, Calcium Carbide, Hydro Power Projects, Cement) and

c) Other businesses (Fenesta™ Building Systems, Textiles).

DSCL, a profitable spin-off from trifurcation of the reputed erstwhile DCM Group in 1990, is managed by Mr.Ajay S. Shriram, Chairman & Senior Managing Director and Mr. Vikram S. Shriram, Vice Chairman & Managing Director, along with a highly professional executive team.

Manufacturing Facilities:

DSCL has manufacturing facilities in Kota (Rajasthan) and Bharuch (Gujarat) with Chlor Alkali capacity of 700 TPD in both locations. The company operates two captive power, coal-based facilities - in Kota rated at 133 MW and 55 MW in Bharuch.

The Urea plant in Kota has a Production capacity of 379,000 TPA.

Its sugar factories are located in Ajbapur, Rupapur, Hariawan and Loni in Uttar Pradesh, with a combined installed capacity of 33,000 TCD (tonnes crushed daily) and a power- generating capacity of 94.5 MW. T

he Hybrid seed operations started in Hyderabad (India) and now have a global footprint with presence in Vietnam, Philippines, Thailand, Indonesia and China. Fenesta windows fabrication units are located in Bhiwadi, Mumbai, Hyderabad and Chennai.

All its main line locations/products have ISO 9001 & 14001(Quality & Environment Systems) and OHSAS 18001 (Occupational Health and Safety Standards) in its facilities. DSCL has well defined processes and there has been continuous Business Process Reengineering. There have been continuous improvements through Global Benchmarking, TQM, TPM, etc.

Business strategy

DSCL, across its various businesses is strategically diversified yet operationally integrated at a high level. Each business feeds another, therefore lowering operation costs and making DSCL a highly competitive player. DSCL is amongst the most cost effective producers of products and services in all its businesses and has been continuously researching on low costs. DSCL swings capabilities resulting in increased competitiveness. It also has the unique advantage of low-cost captive power at all the major operations.

Growth Strategy

The company has a vast appetite for growth. It has also committed itself to incubating its new businesses and growing them further. It considers businesses like Hariyali Kisan Bazaar, Fenesta and Bioseed as high-potential and continues its focus on expanding them through right opportunity and innovation.

Technology

DSCL has a long history of accessing and employing the best technologies for its projects and has worked successfully with renowned international and domestic technology partners. As a learning organization, DSCL has worked regularly with the national and international consultants of repute, in diverse areas of Business Strategy, Quality, Organizational Development etc.

In a major IT initiative the company has networked all its locations on a Wide Area Network (WAN) and implemented SAP R/3 Enterprise Resource Package (ERP) across the Company and has also recently taken a lead to implement Customer Relationship Management (CRM) and Business Information Warehouse (BIW).

Future outlook

In an increasingly competitive global business environment, DSCL's vision is to strengthen its commodity business as well as its "value added" & "knowledge based" products & services.

Hariyali Kisaan Bazaar, Bioseed and Fenesta are some of its knowledge-based businesses. These leverage the existing knowledge base available within their business models, enabling them to reach end consumers. The company is now in the process of scaling up these operations and believes that these businesses could be its growth drivers in future.