



**Shri Basant Kumar Birla**  
**Chairman**

## Message of the **CHAIRMAN**

*Dear Fellow Shareholders:*

*Whereas the Global economy was slowly limping back to normalcy, 2009 - 10 was a landmark year for Kesoram. The turnover of your company has crossed the Rs 5000 crore mark for the first time.*

*Your company's core business segments - Cement and Tyre - have shown impressive growth.*

*The cement units have posted the highest ever production figures. The Tyre section has shown commendable growth in domestic sales and exports - with an increase in market share.*

*Another significant achievement has been the scheduled completion of expansion projects. At Vasavadatta Cement, the 4<sup>th</sup> Unit and a Thermal Power Plant started commercial production in August 2009 and your Company's world-class Greenfield facility for Tyres at Haridwar, Uttarakhand, started commercial production of Truck/Bus Radial Tyres and Motor Cycle/ LCV Tyres during the year.*

*Your company has also faced challenges very successfully. The surplus capacity in the Indian Cement Industry via-a-vis the growth rate in infrastructure has put pressure on profits. Steep increase in raw material prices in last two quarters of the year adversely affected the Tyre Industry.*

*All the above indicates that your Company is now poised to reap the benefits of oncoming economic growth in the country. Steady Government thrusts on infrastructure, increased spending on social measures as well as on employment generation are all factors that will provide further impetus to the growth of the Indian economy.*

*I extend my thanks to my colleagues and all employees and other stakeholders who have made what Kesoram is today and will be taking it to the next higher level tomorrow.*

*I sincerely thank my fellow shareholders for their continuous support.*

**Basant Kumar Birla**