



## **JSW Group amalgamates Large Project divisions of Steel & Cement businesses for enhanced customer experience**

- *Key Infrastructure clients onboarded through Aikyam*

**MUMBAI, JUNE 7, 2021:** Following the successful integration of its retail trade across Steel & Cement into JSW One in the East, the US\$ 12 billion JSW Group and India's largest steel producer will now have a single group interface for all its Large Project divisions in the Steel and Cement businesses. The Indian conglomerate has created Aikyam, a technology platform where details can be accessed by the Managers of Large Project Divisions from both these businesses to capitalize on the potential opportunities. Aikyam will digitize the end-to-end institutional sales processes at JSW Group by integrating data across the two business entities to create a single 360 degree view of the large project customers. This will enable its group of Client Managers to elevate their interactions with large clients and identify opportunities to cross sell, thereby offering an enhanced customer experience to these clients.

***Commenting on the integrated offering for Large project Businesses, Mr Parth Jindal, Director of JSW One said, "JSW Group has the unique advantage of providing an integrated offering to its large customers in the Infrastructure & Building industries space. We have leveraged the JSW One advantage for our retail customers successfully in the Eastern part of India and are now extending it to our Large Project clientele through our Aikyam initiative. I expect Aikyam to fundamentally change the way JSW works with its large clients, while ensuring that our relationships continue to get stronger through a single Group interface, bolstered by strong internal collaboration. In the near future we plan to offer other group products such as paints, construction chemicals, RMC and many others to our large institutional customers through the Aikyam interface"***

***According to Mr Vinay Shroff, Executive VP (Sales & Marketing) of JSW Steel, "The positive impact of JSW One on retail customers gives the confidence to extend the integrated offering to our Large and Strategic Customers. Aikyam enables our business teams to derive the benefits of cross-selling and simultaneously ensure a new way of working with these customers so as to be able to service all their critical needs on priority basis. This will also help us to serve them through an improved supply chain and the resultant efficiency that comes with it for all the stakeholders"***

***Mr Nilesh Narwekar, CEO of JSW Cement said, "We have a winning value proposition through Aikyam as JSW Group already straddles across both Cement and Steel sectors. Aikyam unlocks large scale opportunities for our Green cement products in elevated metro projects across the country. We foresee similar unlocking of demand to help increase Green***



*Cement volumes in large infrastructure projects. We are now in a position to leverage relationships across the two JSW Group businesses.”*

The Aikyam integration is expected to unlock large scale volume opportunities for the Steel and Cement businesses of JSW Group across key States of Maharashtra, Gujarat, Karnataka, Telangana & Andhra Pradesh. It is expected to unlock substantial new demand for JSW Steel and JSW Cement as well as other group companies going forward. The Group has already onboarded MMRDA, MHADA, MCGM, DMRC, Afcons Infra, BG Shirke, Capacite Infraprojects, Dilip Buildcon, ITD Cementation, J Kumar Infra, JMC Projects, L&T, L&W, Navayuga Engineering, NCC, Rajapushpa Realty, Shapoorji Pallonji & SNC during the pilot run of the integrated service.

**About JSW Cement Ltd:** JSW Cement Ltd is part of US\$12 billion JSW Group Indian conglomerate with interests in Steel, Energy, Infrastructure, Cement, Ventures and Paints. JSW entered the cement market in 2009 with a vision to ensure a sustainable future for the country by producing eco-friendly cement, using industrial by-products such as Blast Furnace slag. Its manufacturing units at Vijayanagar in Karnataka, Nandyal in Andhra Pradesh, Salboni in West Bengal, Jajpur in Odisha and Dolvi in Maharashtra utilize slag from Steel manufacturing units to produce Portland Slag Cement and Ground Granulated Blast Furnace Slag (GGBS). Through its innovative conversion of industrial by-product into a useful end-product, JSW Cement greatly helps reduce the carbon footprint of JSW Group.

**About JSW Steel Ltd:** JSW Steel Ltd. is the flagship company of the diversified US\$ 12 billion JSW Group which has a leading presence in sectors such as steel, energy, infrastructure, cement, sports among others. From a single manufacturing unit in the early 1980s, JSW Steel Ltd, today, is one of the leading integrated steel companies in India with an installed capacity of 18 MTPA, and has plans to scale it up in India. JSW Steel’s manufacturing facility at Vijayanagar, Karnataka is the largest single location steel-producing facility in India with a capacity of 12 MTPA. The Company has been at the forefront of state-of-the-art, cutting-edge technology, research and innovation while laying the foundation for long-term growth. Strategic collaborations with global technology leaders to offer high-value special steel products for various applications across construction, infrastructure, automobile, appliances and other sectors. JSW Steel Ltd. has been widely recognized for its business and operational excellence. Key honors & awards include World Steel Association’s Steel Sustainability Champion (2019), Deming Prize for Total Quality Management at Vijayanagar (2018) and Salem (2019), DJSI RobecoSAM Sustainability Industry Mover Award (2018) among others. JSW Steel is the only Indian company ranked among the top 10 steel-producers in the world by World Steel Dynamics for the last 10 consecutive years.

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