



THE RAMCO CEMENTS LIMITED

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Corporate Identity Number: L26941TN1957PLC003566

19 August 2025

National Stock Exchange of India Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E),
Mumbai – 400 051.

Symbol : RAMCOCEM

BSE Limited,
Floor 25, “P.J.Towers”,
Dalal Street,
Mumbai – 400 001.

Scrip Code : 500260

Dear Sirs,

Sub: Press Release - Disclosure pursuant to Sub-Paragraph 18, Para A, Part A of Schedule III, read with Regulation 30 of SEBI (LODR) Regulations, 2015.

We are pleased to inform you that we have come out with a Press Release on – “Hard Worker” – The New Identity of our Company’s Construction Chemical Products Range.

A copy of the press release is attached.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **THE RAMCO CEMENTS LIMITED,**

K.SELVANAYAGAM
SECRETARY

Encl: as above



PRESS RELEASE

The Ramco Cements Limited unveils “Hard Worker” – The New Identity of its Construction Chemical Products Range

- ***Targets 10X growth in Construction Chemicals division, eyes ₹2,000 Cr in 5 years***

Chennai, August 19, 2025: The Ramco Cements Limited today announced the launch of “Hard Worker”, a bold new brand identity for its Construction Chemicals product portfolio. Representing innovation, strength, and trust, “Hard Worker” reflects the company’s enduring promise: **“Right Products for Right Application.”**

The range now features 20 specialised Hard Worker products, including *tile adhesives, waterproofing solutions, bonding agents, and repair mortars* — each designed with precision to meet the evolving needs of India's construction sector.

All products under “Hard Worker” are manufactured in-house at Ramco’s own facilities — a testament to its commitment to quality, consistency, and control. The manufacturing process is environmentally conscious, ensuring products are sustainable, safe, and scalable. “Hard Worker” is now available across *Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Odisha, and West Bengal*, distributed through Ramco’s robust dealer network.

The key features of products under “Hard Worker” are as follows –

- Premium quality
- Best-in-class post sale technical support in the industry
- Eco-friendly sustainable products

The Indian construction chemicals market is on a fast growth trajectory, projected to reach ₹40,000 crores by 2030, driven by rapid urbanization, infrastructure expansion, and increasing demand for durable, high-performance building materials. With cutting-edge R&D backed technology, a focus on in-house manufacturing, and a deep understanding of construction needs, Ramco Cements adds to the future-readiness of India's construction chemical landscape. *“Hard Worker is more than a brand — it is a salute to the hardworking spirit of everyone, from construction workers and builders to individual homeowners. This launch reinforces our commitment to delivering application-specific solutions our customers can rely on, every time”* said **Mr. P.R. Venketrama Raja, Managing Director**.

The revenue from the Construction Chemicals division of Ramco Cement was ₹210 Crores in FY25, with a goal to scale this to ₹ 2,000 Crores in the next 4 to 5 years. Currently operating in southern and eastern India, the company is leveraging its existing cement distribution network and ramping up brand promotion to reach new customers. *“With Hard Worker, we are unifying and expanding our Construction Chemicals range to 20 products today and another 20 products coming soon. This would transform us from just a cement manufacturer to a complete ‘Construction Solution Provider’ making it easier for*



*customers to find the perfect fit for their needs, while ensuring world-class performance. We are well set to become a pan India player in a very short period of time” said **Mr. A.V. Dharmakrishnan, CEO.***

Subsequent to this launch, a 360-degree marketing campaign will soon roll out nationwide spanning TV, digital, outdoor, and in-store branding aimed at building strong awareness and recall for “Hard Worker”. *“The upcoming 360-degree campaign will create strong awareness for Hard Worker, supported by our extensive dealer network, engaging point-of-sale presence, and impactful digital storytelling.”* said **Mr. Balaji K Moorthy, Executive Director – Marketing.**

The Construction Chemicals division will be one of the key growth drivers for Ramco Cements, supported by ongoing investments in R&D, innovation, and customer-centric solutions.

It may not be out of place to mention that Ramco cements pioneered the extensive use of blended cements as early as in the late 90s. Since then, we have broken the myth of ‘one size fits all’ in cement by introducing a wide varieties of cement based on application requirements promoting the concept **‘Right Product for Right Application.’**

About The Ramco Cements Limited

The Ramco Cements Limited, a flagship company of Ramco Group, is one of India’s leading cement manufacturers, with a legacy of over 65 years built on quality, trust, and innovation, with an annual revenue of ~ ₹ 8,500 Crores in FY25. The company operates 11 cement plants (5 integrated units and 6 grinding units), with a total clinker capacity of 16 MnTPA and cement capacity of 24.44 MnTPA. It also has one packing plant (120 TPH) and five construction chemical plants with a combined capacity of 0.5 MnTPA.

Ramco Cements has invested significantly in sustainable energy, operating 403.94 MW of captive power (193 MW thermal, 45.15 MW WHRS, and 165.79 MW wind). Its state-of-the-art R&D Centre in Chennai drives innovation and product development. The company's products are distributed through an extensive network of 9,700+ dealers and 24,000+ sub-dealers across India.