

# CTB FUNCTION - PHOTO GALLERY

## JOURNEY OF THE INDIA CEMENTS LTD



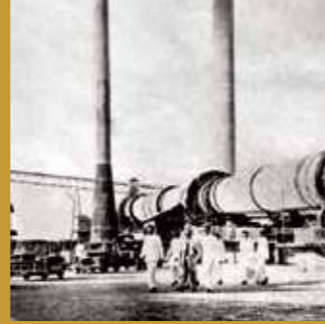
**1946**  
Shri. SNN Sankaralinga Iyer's discovery of limestone led to the founding of The India Cements Limited along with Shri. TS Narayanaswami.



**1946**  
India Cements became the first company in India to offer a Public Issue.



**1947**  
Machinery from Denmark for the Sankarnagar plant arrives at the Tuticorin Port.



**1949**  
Commissioning of the first cement plant at Sankarnagar.



**1959**  
Prime Minister Shri. Jawaharlal Nehru with Chief Minister of Madras Shri. K Kamaraj and Shri. TS Narayanaswami.



**1962**  
Shri. TS Narayanaswami with Minister of Industries, Shri. R Venkataraman during the formation of Chemicals and Plastics Limited.



**1968**  
Shri. N Srinivasan joined the India Cements' Board at the early age of 23 on the untimely demise of his father Shri. TS Narayanaswami.



**1969**  
Expansion of Sankarnagar plant capacity to 9 lakh tonnes per annum.

OVER 70  
YEARS OF  
NATION  
BUILDING



Adur Bridge, Kerala



The Indian Institute of Technology, Madras



Reserve Bank of India, Madras



Idukki Dam, Kerala



Vivekananda Rock Memorial, Kanyakumari



Pamban Bridge, Rameswaram



Rajiv Gandhi International Cricket Stadium, Hyderabad



Kudankulam Nuclear Power Plant, Tamil Nadu



Rajiv Gandhi International Airport, Hyderabad



MA Chidambaram Stadium, Chepauk, Chennai

# THE EARLY LIFE OF N SRINIVASAN



Little N Srinivasan poses for the camera.



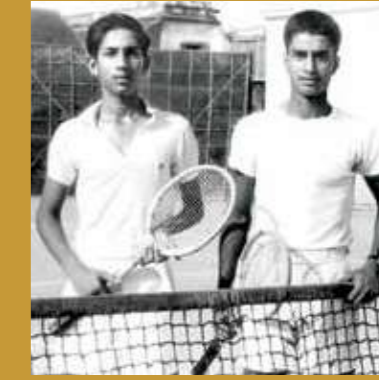
Srinivasan with his siblings – brother Ramachandran and sisters Uma and Sudha.



Young Srinivasan, ears to the radio, intently listens to cricket commentary.



Srinivasan playing for the Junior Singles title in the Suguna Vilas Sabha tennis tournament in Madras in March 1962.



"Srini wanted to perfect his game himself, rather than ask somebody else. He is a very loyal and polite person and even now stays in touch with his friends. He never forgets his old friends!"

Rabi Venkatesan  
Former India Davis Cup Player



Minister for Industries, Shri. R Venkataraman presents the trophy for the best under-eighteen tennis player to Srinivasan in June 1964.



A group of participants who made it to the various finals of the Madras Gymkhana Club tennis tournament pose for a photograph in 1962.

(l to r) First row: Miss Appiah, N Sankar and Lakshmi Mahadevan.  
Second row: Indira Sambasivam, Akthar Ali and V K Parthasarathi.  
Third row: Premjit Lall, R Krishnan, N Srinivasan and L Paul.  
Top row: M Suryanarayana and Ajit Shetty



The cricket gang.

(l to r) sitting: P Venkatram (Sekar), G Natarajan (Harsha), TS Krishnaswami (Kitchi) and TV Swaminathan (Sam).

Standing: N Ramachandran, TS Narayanaswami (Paapa), OP Nambiar, TS Raghupathy, TV Ramanathan and N Srinivasan



A rare family picture of Srinivasan with his parents and siblings.



Srinivasan during his Master's days with N Sankar and friends in the US.



Srinivasan weds Chitra, grand-daughter of Shri. SNN Sankaralinga Iyer in 1968.

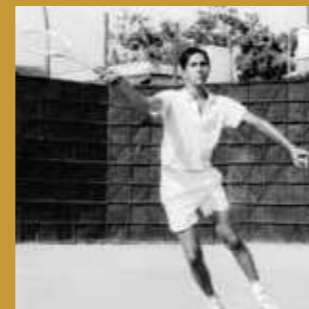
# A SPORTING PARADISE



India Cements' legacy of sporting associations began as early as 1965, when the company bought the Jolly Rovers - the first step in an epic journey.



The company's promotion of various sports led to many trophies and accolades.



As the company's interest in sports grew, so did young N Srinivasan. He emerged as a talented sportsman winning many accolades in Tennis at the Club, College and State levels.



India Cements' reputation as an organisation that looks after its players grew and in the blink of an eye, the company managed over 13 cricket teams.



The company continued the practice of offering full-time employment to the players, ensuring financial security outside of the field of cricket.



N Srinivasan's commitment to the sport saw him join the Tamil Nadu Cricket Association (TNCA) in 1995.



N Srinivasan's dedication to the game of Cricket saw him elected as the President of the TNCA in 2002, an office he served for 16 consecutive terms elected unopposed every time.



His superior administrative skills drew national attention. In 2005, he was elected Treasurer of the Board of Control for Cricket in India (BCCI) and his tireless commitment to the sport led to him being elected as the 30th President of the BCCI in 2011.



As a much deserved token of respect, BCCI headed by N Srinivasan facilitated the presentation of the one-time-benefit to veteran cricketers (or surviving wives) at the IPL final in Chennai, 2011.



In February 2014, N Srinivasan was unanimously elected the first Chairman of the restructured International Cricket Council (ICC).



Although Cricket was India Cements' first love, the Company extended unparalleled support for other sports as well, including Golf for which N Srinivasan had a special place in his heart.



N Srinivasan's love for Chess saw him elected President of the All India Chess Federation, a position he held from 2001 to 2011.



The ultimate gift to the sports loving city of Chennai – the Chennai Super Kings.



The team rewarded the fans for their undying support with 5 titles. The ultimate comeback of the Chennai Super Kings in 2018 was the most awaited moment for the "Whistle Podu Army".



A special something for the upcoming cricketers of the state was the setting up of the Tamil Nadu Premier League of which the India Cements Limited has been the title sponsor since the league's inception in 2016.



"If you want to win against this kid, you will have to defeat him. He will never give up and lose."  
– Tennis Coach TK Ramanathan on N Srinivasan



Another feather in the cap for India Cements is the first of its kind Squash Academy set up by his brother Shri. N Ramachandran.



Although Cricket was India Cements' first love, the Company extended unparalleled support for the other sports as well, through sponsorships and associations.



N Srinivasan presenting Australian Captain Michael Clarke the ICC Cricket World Cup 2015 Trophy.



In the global arena, N Srinivasan fostered special ties with cricket administrators from around the world to further the cause of cricket and to give India its rightful place among the leading cricket playing nations.



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Under N Srinivasan's leadership, 4 world class stadia were built in the country that debuted international matches between 2012 and 2013.



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With great support from India Cements, the MA Chidambaram Stadium at Chepauk, Chennai was renovated and Stands A, B and C were rebuilt in a record span of 110 days in preparation for the ICC Cricket World Cup 2011.



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N Srinivasan addressed the state's love for the sport by extending the reach of cricket at the grassroots level.



N Srinivasan's commitment to the cause of Cricket saw him elected as the President of the TNCA in 2002, an office he served for 16 consecutive terms elected unopposed every time.



When India Cements sponsored the replay of the famous India v Australia Tied Test from 1986 in Chepauk, it won the affections of cricket aficionados across the country.



Under his leadership at TNCA, cricketing infrastructure and facilities grew rapidly across the state.

# CAPTAIN OF INDUSTRY



Shri. N Srinivasan followed his father's footsteps and became the Sheriff of Madras in December 1989 and went on to serve a second term in 1991.

“ He is well known for his deft negotiation skills, but what makes them exemplary is his ability to work out win-win solution for parties on both sides of the table. No wonder he is requested by the cement industry, term after term, to negotiate on its behalf with multiple unions and industry federations for wage settlement every four years. ”  
**S Chouksey**  
 Director, J K Lakshmi Cement  
 Former President, CMA



In 1991, he took on the weighty mantle of President of the Cement Manufacturers' Association of India (CMA), a post he was to hold for five terms spanning over two decades.

“ “Mr. Srinivasan took over charge as CMA President when the industry was going through a critical path when decontrol of cement and liberalization was happening. His leadership ensured a smooth transition from control era to the liberalized regime. Among his most significant contributions has been the creation of a structured approach to achieve industrial peace through wage settlement for labour. He set a precedent and a best practice, which continues till date at CMA. ”

**OP Puranmalka**  
 Non-Executive Director, Ultratech Cement Limited,  
 Former President, CMA



N Srinivasan presents a memento to the Chief Guest Shri. Pranab Mukherjee, Deputy Chairman, Planning Commission, August 26, 1992.

“ Mr N Srinivasan is the only person to have been called upon to serve as President of CMA for a second term, almost a decade after he first held that position... Most notably, Mr Srinivasan encouraged cement manufacturers to support State Government programmes on low-cost housing, the most successful being in Andhra Pradesh and Tamil Nadu. This was almost fifteen years before the current Government announced its push for affordable housing. ”  
**Sourabh (Chandu) Misra**  
 Former Business Head - Cement, Grasim  
 Former MD, UltraTech Cement Ltd



As Chairman of the National Council for Cement and Building Materials, N Srinivasan addresses the Fifth NCB International Seminar in 1996.



N Srinivasan with Shri. Murasoli Maran, then Union Minister for Commerce and Industries at the NCCBM International Seminar in 1996.

“ Mr N Srinivasan was, in a way, the new architect of the 'sunk' cement industry, at a time when everything looked horrendously in a state of despair in the late eighties and early nineties...He provided a great thrust to bring about total cohesiveness of the industry. ”  
**AL Kapur**  
 Former Whole Time Director, Gujarat Ambuja Cement Ltd



As President of the Madras Chamber of Commerce and Industry, N Srinivasan felicitates the Union Minister of Finance, Shri. Yashwant Sinha during an AGM.



N Srinivasan addressing the gathering at the 20th Employees Relations Conference of the Council of Indian Employers.



Several Trade Union leaders have gone on record in appreciation of N Srinivasan's contribution in the landmark Wage Settlement of 1992.

“ National level cement wage settlement is an example as to how fair and realistic approach can maintain industrial peace in an industry. In this connection, the valuable contribution of Mr. N. Srinivasan... whether President of CMA or not, is noteworthy and commendable. ”  
**H Mahadevan**  
 Deputy General Secretary, All India Trade Union Congress



The structured system that N Srinivasan created for peaceful wage settlement in 1992 is being used successfully for over two decades till date.

“ Since arbitration could not take place from 1989, Mr. N Srinivasan as President of Cement Manufacturers' Association or even otherwise played a very proactive role in bringing together all national unions of cement industry like INCWF (INTUC), HMS, ACMS (BMS), AICWD (AITUC), CITU and LPF and with their active involvement and participation several settlements were reached... ”  
**R A Mittal**  
 Secretary, Hind Mazdoor Sabha



N Srinivasan with the then Prime Minister of India, Shri. Manmohan Singh at an event by Federation of Indian Chambers of Commerce and Industry (FICCI).



N Srinivasan as Senior Vice President of FICCI with His Excellency Dr. APJ Abdul Kalam, the then President of India, during a seminar in New Delhi in 2006.

“ Mr Srinivasan, an ace administrator, is also a leading light of Indian industry and no mention of the cement industry is complete without his company, India Cements, which has set new standards in performance. ”  
**Sidharth Birla**  
 Former President, FICCI



N Srinivasan with the then Chief Minister of Tamil Nadu Shri. M Karunanidhi at a FICCI seminar in 2006.

“ Mr. Srinivasan has contributed immensely towards energy conservation and environmental compliance in the industry. He has been instrumental in developing concrete roads which entailed overall improvement in cement marketing. His approach with various government bodies in solving problems faced by the industry is noteworthy. ”  
**BL Jain**  
 Former Senior President  
 Century Cement Limited

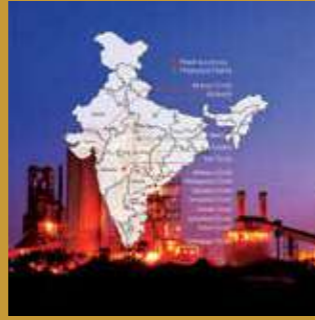


N Srinivasan with his astute leadership and incredible management skills has been a pillar of the Indian cement industry over the past 5 decades.

# JOURNEY OF THE INDIA CEMENTS LTD



The legacy continues.



**2018**  
The India Cements' growth story forges ahead.



**2012**  
A Commemorative Stamp is released to mark the Birth Centenary of Shri. TS Narayanaswami.



**2008-2011**  
The cement plant in Banswara, Rajasthan and two grinding units, one in Chennai and another in Parli, Maharashtra commenced production in quick succession.



**2007**  
N Srinivasan's daughter, Smt. Rupa Gurunath, joined him on the Board, powering her grandfather and father's vision.



**2005**  
Facing tremendous bottomline pressures, N Srinivasan decided to issue GDSs despite being a part of the CDR mechanism, a move unheard of. In a thumping validation of his belief in the company, the issue was oversubscribed, providing additional funds for the company's turnaround.



**1999**  
The company's first Ready-Mix Concrete plant in Thirumudivakkam, Chennai.



**1971**  
Capacity of Sankari plant expanded to 6 lakh tonnes per annum.



**1979**  
Rift among the promoters led to N Srinivasan losing management control of the company, his father's brainchild.



**1998**  
Said to be corporate India's first hostile takeover, Raasi Cement was acquired. Yerraguntla cement plant in Andhra Pradesh was also brought under the ICL family.



**1996**  
Commencement of production at the greenfield cement plant at Dalavoi.



**1991**  
A new shipping division was set up.



**1990-1997**  
Coromandel Cement in Chilamkur and Visaka Cement in Tandur acquired.



**1979-1989**  
Rift among the promoters led to N Srinivasan losing management control of the company, his father's brain child. Never one to give up, he worked tirelessly to win back the company, and succeeded in returning to the Board 10 years after he was ousted.