



شركة ريسوت للإسمنت
Raysut Cement Company

The Ministry of Social Development
honored Raysut Cement

The monthly
magazine



Salalah – Raysut Industrial Area

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Raysut Cement Company

Opening word



CEO : Mr. Joey

"My dear Colleagues,
It gives me great pleasure to share the honor of your Raysut Cement Company being bestowed by the Ministry of Social Development as one of the best companies supporting Social Development Programs.

Further Raysut Cement Company has also won the award for acting as a Strategic Partner for Growth in the Developing World.

These awards once again, underwrite our long term commitment towards the Social Development in not only the part of world we reside in but in the entire reach of our professional world.

As we move forward towards an exciting post-Covid world of growth and opportunities, we would continue to focus on Social Development.

My greetings to all of you and may you always be healthy and well."



Call to Find Out More

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News

The ministry of social development honors companies and institutions that support social responsibility programs



Under the patronage of His Highness Sayyid Kamel bin Fahd bin Mahmoud Al Said. The Ministry of Social Development honored Raysut Cement Company as one of the institutions supporting social responsibility programs due to Raysut Cement Company's efforts in the field of national initiatives and social projects in the field of social responsibility.

the award was received by Mr. Khalid Abdulrahman "Head of HR - Raysut Cement Company"





API recertification/renewal audit



The API recertification audit was performed onsite from 6th June to 9th June by two external auditors, API auditor Ms. Svetlana Khramova and Mr. Ram Vasan, to renew the API monogramming license for the RCC oilwell cement

During the audit entire QMS (API Q1 9th Edition addendum -2) and product specification (API Spec 10 A 25th Edition) implementation was verified and evaluated

The physical and chemical test performance for the RCC product "API Spec 10 A OWC Class-G HSR grade" was conducted and successfully found in compliance with the requirement of the specification and was witnessed by the auditor

The output of the API audit showed some of the gaps identified by the auditors in different processes, except these entire QMS systems were found fully compliant During the closing meeting, the final comment of the auditors was, "The RCC QMS is fully matured and well-implemented" it was very apprising and encouraging for the RCC team's morale





May/2022 export achievements

PRODUCT WISE EXPORTS - MAY 2022

PRODUCT	MT
PLC BULK	21,077.23
PLC BAGS	26,093.50
OPC BULK	12,579.83
OPC BAGS	1,736.00
SRC BAGS	605.00
SRC BULK	193.06
CEM I 42.5R CE NF -BULK	4,000.00
OWC-1.5T	162.00
TOTAL- CEMENT	66,446.62
CLINKER	NIL

COUNTRY WISE EXPORTS - MAY 2022

COUNTRY	MT
YEMEN	12,768.94
SOMALIA	36,029.68
MAYOTTE	4,000.00
COMOROS	8,000.00
SEYCHELLES	3,750.00
INDIA	1,344.00
DJIBOUTI	554.00
TOTAL-CEMENT	66,446.62
CLINKER	NIL





Sohar Cement Factory celebrates the farewell of one of employees who completed more than two decades of service at Raysut Cement Group.





PERFORMANCE MAY'22

- Highest Ever Single Month Sale of Cement by any Company in Maldives Have crossed 91% of last year's total volumes in first 5 months of 2022.

25,132.70

tons

May 2022

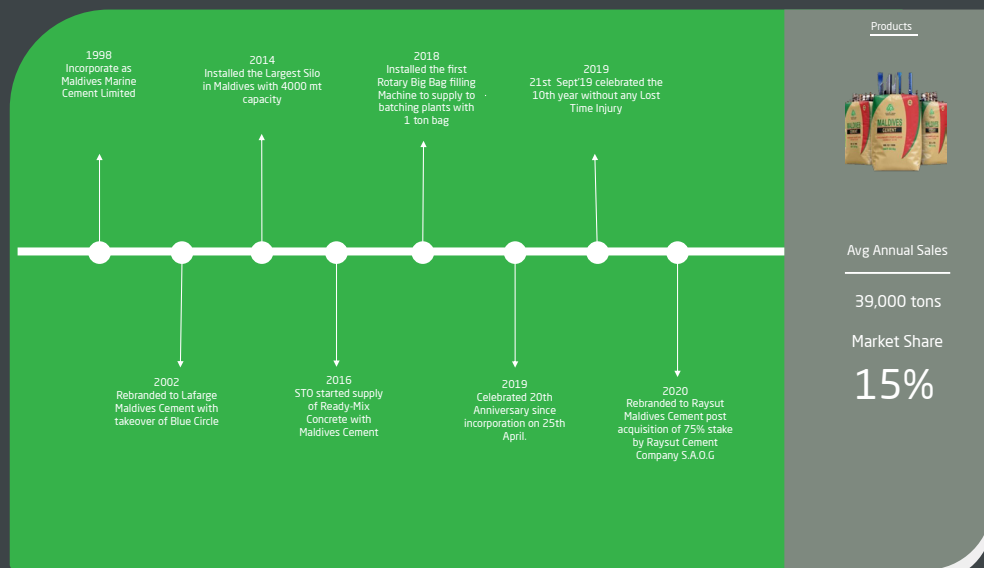
58,259.20

tons

Year-to-Date 2022

- 58% Customer Market Share Year-to-Date 2022

Timeline





Strategies to Success

Target to gain 51% market share in 2025 years from current 15%

Optimize the current Product Portfolio to match market demand

Optimize the current Product Portfolio to match market demand

Make all current cement importers join RMCPL family

Revitalizing STO

Re-energizing Resellers

Dive into Projects

Guide STO to become One Stop Solution for all Major Contractors with their whole range of products under Construction Division

Strategy I

Redrawing of the Distribution Strategy Part I

A strategy was worked out which envisioned 51% Market Share in 34-years from the current levels of 15%.

To achieve that we had to bring over the 7 major parties importing cement from all over into our fold, which included STO, Apollo, Nalahiya, etc.

To rebuild the relationship with STO and inspire confidence to enable them to STOP cement imports.

Redrawing of the Distribution Strategy Part II

The first importer to join Raysut family was Nalahiya who were importing from SCG, Thailand.

Next we were able to reel in Apollo Holdings who had 14% of the market by importing RAKC Cement from UAE.

Next partner to join our ever increasing in size family was MM Exports who still sometimes bring in shipments of RAMCO, India. By bringing in these parties we were able to achieve 58% market share by May'22 itself, instead of 2025, as originally targeted.

Add to our Product Portfolio

OPC 42.5R, which was the only product offering over the last 20 years positioned as a flagship premium product.

Increased the Product Basket by adding OPC 42.5N to compete with other product offerings in the market.

Launched SRC to increase the Product Basket size and positioned it as a premium product for specialized projects.





Strategy II

Starting Bag Imports

With the introduction of new grades and empowerment of STO the demand uptake increased drastically. In order to keep up with the demand RMCPL introduced import of bag consignments of 10- 20,000 tons. This improved the operational efficiency of the terminal and RMCPL was able to meet the demand requirements of the market with larger supplies.

Re-vitalizing the Distributor

Rebuilt the relationship with STO to position them as Equal Partners with frequent interactions. This led to better sharing of Market Data thus ensuring a well drawn out strategy to capture the Market Share. Ultimately inspired confidence in STO and made them stop their own cement imports from India thus reducing in-house competition with RMCPL.

Optimizing Distribution

Pre-Acquisition there were about 34 Resellers who had moved to other brands due to lower price points. The strategic launching of OPC 42.5N helped bringing back these Resellers to our fold & today we can proudly count our RMCPL Family as 54 STRONG. To inspire further confidence in STO most of the Resellers coming back to RMCPL were added to STO Network. This also ensured \$ Dollar Payment to us from STO as these Resellers would have made payment in MVR.

Strategy III

Diving into Projects

With COVID-19 slowly coming down most of the projects were being revived. Moreover, many new infrastructure projects were being announced with financial backing of India. Our team actively started chasing these projects and met with reasonable success. STO was also pushed into using their Product Range under the Construction Division to build relationship with the major contractors such as JMC, MTCC, AFCONS, to name a few.

Incorporating STO's Ready-Mix Concrete

With modernization of construction industry Ready-Mix concrete was the preferable product for most projects. STO's ready mix concrete has been the market leader since they launched in and uses Maldives Cement OPC 42.5 R exclusively. We incorporated STO's Ready Mix Concrete into our sales pitch to contractors and were able to close multitude of deals with concrete for projects which increased the sale of our flagship product OPC 42.5 R.

Product Diversification with STO

With the increase in market demand of cement other building material demand also increased proportionately. The contractors who were coming in from India was new to Maldives market and were having challenges with procuring materials. We started integrating our pitch with STO's whole range of products under Construction Division to align with major contractors by offering them one stop solution.

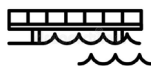




Future Outlook



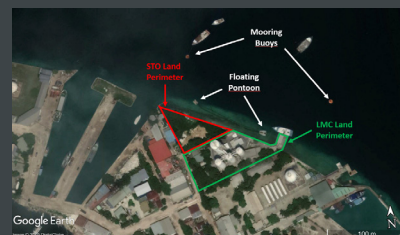
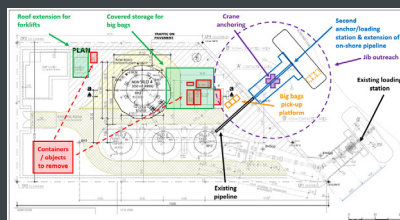
Work-in progress on adding screws to Silo 2 & 1 to ensure Jumbo Bag packing from all silos instead of only 4 & 3



Expanding the facilities at the terminal in Phase I of the expansion plan with setting up of Dolphin Jetty. Work to start soon.



Crane to help load Jumbo bags from the terminal rather than 3rd party jetty, thus reducing logistics cost.





Raysut Cement Company Scoops OER Manufacturing Excellence for being A Strategic Growth Partner in the developing world award in OER Manufacturing Summit and Awards 2022



Under the patronage of His Excellency Sheikh Salim Bin Mustahail Al Mashani and in the presence of His Excellency Dr. Saleh bin Said Masan, Undersecretary of the Ministry of Commerce, Industry, and Investment Promotion. OER's manufacturing summit invited and brought together government officials, C-suite executives, consultants, and leaders to participate in OER Manufacturing Summit and Awards 2022 and discuss issues impacting the manufacturing sector in Oman, solutions, and the way ahead, organized on the 27th of June at Hotel Sheraton Oman - Muscat.

Raysut Cement Company was a strategic partner of the OER Manufacturing Summit and Awards 2022 event, the event included a panel discussion about "Manufacturing - Enhancing Competitiveness and Transformation" The panel discussion was focused on how Oman's vision 2040 plan wants to raise the contribution of the manufacturing sector to GDP significantly and how can this be realized, also how the manufacturing industry in Oman has faced the challenges caused by the COVID-19 pandemic such as supply chain disruption, erosion of export markets and increasing costs, moreover how can automation and adoption of Industry 4.0 practices enhance the cost competitiveness

of the manufacturing sector in Oman.

Mr. Khalid Al Rawas executive assistant to the CEO at Raysut Cement Company participated in the panel discussion along with several experts and officials from several sectors. At the end of the event, OER celebrated and submitted the awards to the winning leading companies in the event, Raysut Cement Company was honored with the "strategic growth partner in developing world" award, the award was received by Mr. Khalid Al Rawas executive assistant to the CEO at Raysut Cement Company, the winning of this award comes as a continuation of the rich history of awards received by Raysut Cement Company over the years.

The company also won several awards in 2018, 2019, 2020, and 2021 as following Excellence in Manufacturing Cement Products award at OER Manufacturing Summit and Awards 2021, Global Omani Company of the Year award and CEO of the Year award at Dossier Construction Award and Summit 2021, two awards at the Business Leader Of The Year Awards 2021 "CEO of the Year" honor for the company's Group CEO Mr. Joey Ghose, and also won the

"Emerging Company of the Year" - (Cement Sector), "GCC Best Employer Brand Award 2020 - CEO Of The Year", "GCC Best Employer Brand Award 2020 - Leaders of Tomorrow", "GCC Best Employer Brand Award 2020 - Award Talent Management", "Oman Best Employer Brand Awards 2020 - CEO Of The Year", "Oman Best Employer Brand Awards 2020 - Training Provider of the Year", "Oman Best Employer Brand Awards 2020 - Promoting Health in the Workplace", "Oman Best Employer Brand Awards 2020 - Excellence in Training and Development", "Dossier Construction's Infrastructure Awards and Summit 2020 - Nation Builder Award", "The Golden Europe Award For Quality and Commercial Prestige" in Berlin, Germany 2019, "Building and Construction Product Leadership Award 2019 - Most Preferred Brand By Construction and Real Estate Sector at Cements", "CSR Leadership Award 2019", "Best Corporate Social Responsibilities Practices award", "The green era award for sustainability in Rome, Italy 2018" and "The Oman's Most Trusted Brand Awards in Oman 2018" Where winning these awards is a result of the continuous efforts of Raysut Cement Company.





Health, safety and environment news



Accidents and Incidents

- The company continues to work towards a Target of Zero Accidents and Incidents to meet the goal of Zero Accidents and Incidents by 1 January 2024. As the table below indicates the company are within the targets set for 2022 for TRIR and slightly above target for LTIFR.

	SCF	Pioneer	RCC	Duqm Terminal	Duqm Project	Maldives	Total Group
LTIFR MTD	0.00	0.00	0.00	0.00	0.00	0.00	0.00
LTIFR YTD	4.67	0.00	0.00	0.00	0.00	0.00	0.67
TRIR MTD	7.01	0.00	1.54	0.00	0.00	23.50	0.00
TRIR YTD	9.34	0.00	1.54	0.00	5.75	18.83	2.70

Environmental Awareness Training

- Head of HSSE delivered two environmental awareness sessions for Environmental Agency Salalah new entrants. The delegates were given an overview about Air Quality Monitoring and Waste Management.

Environmental Social Governance

- What is Environmental Social Governance
ESG Statement allows companies to transparently show how they operate and which measures they adopted to meet the growing demands of sustainable development.

What is the E in ESG (Environmt)

Companies report their greenhouse gases emissions using the standard unit of measure (CO₂e), both in absolute terms and in relation to their activities (emission intensity).

The group continues to work at reducing its carbon footprint and has recently embarked on CO₂ emission reporting for emission sources at each BU.

The group will report CO₂ from the following sources:

- Process emissions from combustion
- Emissions from vehicle and generators for internal and external sources
- Emissions from purchased electricity for process and buildings

Dropped Objects (From Height)

- ▶ The two types of dropped objects are:
 - Static dropped objects, which refer to objects that fall from a static position
 - Dynamic dropped objects, which refer to objects that fall due to the application

Dropped Objects - Risk Awareness and Prevention and Causes
Some causes are obvious, others not so much. We can break those causes into two categories. Those brought on by the elements, and those generated by workers or equipment.

Elements:

- Environmental (wind, rain, snow, sea motion)
- Corrosion or other deterioration
- Vibration
- Body effects (sweaty or numb hands, fatigue)

Worker

- Tripping or colliding
- Poor housekeeping
- Not following procedures
- Miscalculations and poor design
- Missed or inadequate inspections

Dropped Objects - Worker Intervention Leading to Possible Injury

- Struck by falling object (worker or bystander)
- Falls from height
- Gut reaction trying to catch a falling object
- Equipment pulling worker down with it if tethered improperly

Damage to Safety Helmet Dropped Object

Prevention

- ▶
 - Detailed risk assessment
 - Good job planning
 - Ensure a clean and stable work environment.
 - Use properly tested equipment with the required strength to lift the properly designated weight.
 - Always wear a helmet.
 - Restrictions to non-essential workers from entering the area.
 - Tool tethers are a great tool to prevent objects such as hand-held tools from falling (as a general rule all tools 10 pounds or above should be tethered).
 - Harnesses to prevent workers from falling using fall restraint where possible.
 - "Toe board" to prevent objects from slipping through railings or from platforms.