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NEWS, EVENTS, PROMOTIONS + IDEAS


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Dr. Grace Pinto


Aditya Vikram Birla


Dr. Ajay Bakshi


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Ajita Italiya

Iconic *Vibrant*

LEADERS


Dr. Satya Vadlamani


Poonam Sharma


Mathew Job


Dr. Anupam Chouksey


Sanjib Sahoo


Dr. Unmesh Takalkar

Surging on With True Grit

Core ethics remain the drivers of innovation and excellence

Q As the steward of a 52-year-old legacy business that you've transformed into one of the fastest-growing entities in Eastern India, what does this journey mean to you personally? How do you envision the Cosmic Birla Group's legacy evolving over the next few decades?

A Cosmic Birla Group has always stood for innovation and commitment to excellence. Yes it is a 52-year-old legacy business but the legacy came with its own set of challenges, specially in the last decade. The crown jewel of our Group, Cosmic Ferro Alloys went into NCLT and that was a low point in our journey. But we bounced back stronger than before with grit and determination and have established what is today one of the fastest growing groups in East. Our BSE listed entity Cosmic CRF Ltd has been a multi-bagger and is a testament to the rapid growth.

As far as my vision for the future goes, we plan to take the total manufacturing strength of our Group from the current 1,00,000 metric tons to 5,00,000 metric tons by 2027. We aim to achieve a Group revenue of Rs 5,000 crores by 2028 and plan to invest Rs 1,000 crores by 2027 to enhance infrastructure and upgrade existing facilities to state-of-the-art manufacturing standards across all our verticals. The Group is poised to expand into new territories and establish itself as a formidable force from the East in the years to come.

Q What key inspirations and philosophies have guided your leadership style and decision-making in transforming the Cosmic Birla Group into a diversified powerhouse? Are there any individuals or experiences that have profoundly shaped your vision?

A I like to keep it simple and follow the tried and tested philosophies – hard work, focus, passion and perseverance. This is what has been passed down to me by my predecessors and is ingrained deeply into my core ethics. I set goals and work towards them with a plan in mind and make sure that all aspects of the plan fall in place.

Q The Cosmic Birla Group operates across diverse sectors, from engineering and real estate to EVs and steel castings. Could you share your thoughts on how you prioritize investments and growth strategies across these verticals? Are there specific industries you foresee as the cornerstone of the Group's future success?

A The Group being present in multiple sectors is a concentrated effort towards being able to indigenously contribute to the supply chain of our end products and services. For example, Cosmic Steel Castings Ltd intends to establish a cutting-edge greenfield project capable of producing 30,000 metric tons per annum, including a top-tier casting facility. This initiative aims not only to supply railway products but also to cater to export-oriented sectors. The planning for this project has been heavily influenced by the Group's expertise gained from Asansol Steel Castings, which currently manufactures 6,000 metric tonnes annually. Cosmic Castings Ltd is transitioning towards being an integrated wagon builder and providing complete rail solutions to The Railway Board of India, encompassing wagon manufacturing, loco shells and coach shells. We are setting up a state-of-the-art castings facility in Durgapur, WB, with a planned investment of INR 250 crores. We are also planning to acquire a major liquid metal unit in Barjora, WB which will help us with backward integration by internally supplying the appropriate raw material for various items being manufactured at the various engineering concerns of the Group. The Group is already making 60-70% components of the wagon manufacturing supply chain indigenously and aims to complete the forward integration.

Q With goals of achieving Rs 5,000 crore in revenue by 2028 and a strong push into sustainability through ventures like Raft Cosmic EV, what innovations and initiatives can we expect from the Cosmic Birla Group in the near future? How do you plan to balance rapid growth with sustainable development?

A As on date our manufacturing facilities barely have any carbon emission. But It is true that such ambitious expansion plans will come with a fair increase in carbon footprint and we plan to take measures to balance the same, like use of green steel, green transporters, regular energy audits at factories, installation of solar panels and rainwater harvesting. Needless to say our EV venture, Raft Cosmic EV is also a huge step towards our commitment to the environment and sustainability.

Aditya Vikram Birla,
Chairman & Managing Director, Cosmic Birla Group