CHANNEL CHECKS





Prices holding ground amid soft volumes

Demand was weak in Sep-25 due to monsoons and deferral of consumption due to GST rationalisation; prices were largely steady. Demand is likely to record an uptick in H2FY26 due to pent up demand and increase in government spending. The reduction in GST rate on cement from 28% to 18% is positive for the sector; while it may constrain price hikes in the near term, we believe it shall boost prices and premiumisation trend over the medium term. GST cut benefits have been passed on to customers in their entirety across regions.

We believe the outlook is healthy for the cement space as both volumes/prices are likely to pick up YoY in H2FY26E (aided by a low base). JK Cement (BUY) remains our top pick.

Takeaways by region

Eastern region: Demand was soft in Sep-25 on account of monsoon and deferral of consumption due to GST rationalisation. Prices are marginally lower (INR3-5/bag) on an MoM basis. Prices may report an uptick once the demand environment improves. GST benefits have been completely passed through in the region.

Southern region: Demand was moderate in Sep-25 and is likely to recover post the festive season. Price hikes were attempted before GST cut implementation, but did not sustain. GST cut benefits have been fully passed on to customers.

Northern region: Demand was hurt in Sep-25 due to heavy monsoon. Early signs of a revival are visible as infrastructure projects are resuming and workers are returning. Prices fell marginally (INR2-3/bag) before the GST rate cut was implemented. Prices are likely to remain steady/inch up a bit as demand picks up. GST reduction benefit has been fully passed on to customers.

Central region: A demand slowdown took place due to monsoon. Demand is likely to pick up going forward. Prices are largely stable in this region and likely to be steady in Oct-25. Complete pass through of GST cut benefit took place in the region.

Western region: Demand in Sep-25 was subdued due to monsoon and is likely to pick up in the coming months. Price hikes attempted before GST cut implementation have sustained to some extent. Full benefit of GST rate reduction has been passed on.

Fuel prices are exhibiting a mixed trend with international pet coke prices up ~5% and non-coking coal prices down ~1% as compared with Q1FY26 average prices.

All in all, prices have come off in Sep-25/Q2FY26; they are down 1.5% sequentially in a seasonally weak quarter (Link). Demand is likely to record an uptick in H2FY26 due to pent up demand and higher government spending. Various cost-efficiency measures undertaken by players along with softening fuel prices (lag impact) should help in keeping cost under check. We remain optimistic on the space.

All price charts cannot be included given the large of number of companies in our coverage. Specific charts may be available upon request

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