



9th January 2015

Dear Shareholder,

1. As you are aware, the Equity Shares of the Company are actively traded on BSE and NSE. Trading in the Equity Shares of the Company is permitted only in dematerialized form.
2. We observe from our records that your shareholding in the Company is in physical form. The shareholders may therefore, in their own interest, dematerialize their holdings in physical form.
3. The Company has continuously strived to enhance the Shareholders' value including in providing efficient services from time to time. With this objective in mind, the Company has taken an initiative to facilitate shareholders of the Company holding shares in physical form, to dematerialize their holding. In this regard, the Company has requested Geojit BNP Paribas Financial Services Limited, ("Geojit") an external agency which specializes in providing depository services, to approach you and provide you with the necessary guidance and assistance to enable you to avail this opportunity, in your interest.
4. Geojit has worked out an exclusive offer to our shareholders:
 - No Account opening charges will be levied.
 - Annual Maintenance Charges will be waived for first two years.
 - No charges will be levied for dematerialization of share certificates of JK Lakshmi Cement Ltd.
 - Dedicated contact persons.
5. The Company requests you to avail of this opportunity to dematerialize your physical holdings into dematerialized form which shall be in your interest both in maintaining hassle free investment as also disposal thereof on BSE & NSE as and when you decide.
6. We may mention that any action on your part pursuant to this letter is completely voluntary.

Thanking you and assuring you of our best co-operation at all times.

Yours faithfully,
For JK Lakshmi Cement Ltd.

(B.K. Daga)
VP & Company Secretary/
Compliance Officer



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C E M E N T

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PLASTER OF PARIS

JK LAKSHMI
READY MIX CONCRETE