



Shri Shailendra Chouksey, Whole-time Director and Dr. Tapomoy Deb, GM (HR), JK Lakshmi Cement, receiving the prestigious 'India's Best Companies to Work For' award instituted by Great Place to Work Institute, a Global Consulting & Training Firm and *The Economic Times*.

### THE STRONG FOUNDATION

Anticipating growth and the need for strong infrastructure to sustain the country's growing economy, JK Lakshmi Cement was set up in 1982. Innovation, savoir faire and state-of-the-art technology—the trio has embedded the journey of JK Lakshmi Cement with strength.

A dedicated and committed team of professionals, a strong distribution network that guaranteed last-mile delivery and, most importantly, brand differentiation. JK Lakshmi Cement became the first brand in North India to introduce OPC 43 grade cement, have the ISO 9002 certificate and to launch coloured cement bags to create product differentiation. Proving its mettle, the brand built a loyal consumer base for itself.

The superior product quality has been JK Lakshmi Cement's core strength. "Mazbooti Guaranteed" is the expression of the brand's promise of delivering superior quality and innovative products that would help in building not only stronger homes to live in but in a larger perspective, a stronger nation. The brand has effectively communicated its promise to the target audience and has helped in creating an emotional connect with the consumer. JK Lakshmi Cement focuses on the needs of its end consumers and thus produces products according to their specific requirements. With the aim of providing a smarter way to undertake construction, JK Lakshmi Cement launched RMC (Ready Mix Concrete) under the brand name 'JK Lakshmi Power Mix', which guarantees quality with quantity and branded POP with the brand name 'JK Lakshmiplast'—a superfine POP (Plaster of Paris) with exceptionally superior whiteness that guarantees beautiful homes.

### RISING HIGHER

The company has initiated aggressive expansion plans in Rajasthan and other northern & eastern states. A grinding unit with five lakh MT capacity was set up at Kalol in Gujarat in 2009. Another grinding unit in Haryana has become operational in a record time of 15 months. Located at Jharli in Jhajjar district, it has augmented the existing production capacity by six lakh MT per annum, bringing the total production capacity of the company to 53 lakh MT per annum.

The work at JK Lakshmi Cement's Greenfield plant at Durg, in Chhattisgarh is progressing swiftly, and it is expected to commence production by the end of FY 2013-14, thereby adding another 27 lakh MT per annum to the total production capacity which will increase its total capacity considerably.

The company plans to set up more JK Lakshmi Power Mix stations in addition to its 11 operational plants to extend its footprint in the RMC industry. There are also plans of coming up with innovative value-added products in the field of construction like Autoclaved Aerated Concrete Blocks (AAC Blocks).

### PEOPLE—THE REAL STRENGTH

JK Lakshmi Cement Limited strongly believes that 'Happy Employees' lead to 'Happy Customers'. This thought has led to its developing a work culture and an environment that fosters growth by providing challenging opportunities and encouraging partici-

cially responsible corporate climate and has taken various initiatives to improve the living standards of the people residing around the Jaykaypuram Plant at Sirohi in Rajasthan. Some of these activities are Naya Savera, a basic health-care facility and Akshaya Kaleva, a food distribution programme, for the benefit of people living below the poverty line in the area. The contributions of the company has been recognised time and again.

Also, the plant at Sirohi has been recognised as one of the most environment-friendly plants in the entire country by The Centre for Science and Environment (CSE).

### EXCELLENCE RECOGNISED

The company, through its relentless efforts, has bagged a number of prestigious awards at national as well as international level, such as Productivity Excellence Award 2012 by Rajasthan State Productivity Council at Jaipur for the fourth time in a row; the CIDCO Vishwakarma Award for being the Best Professionally Managed Company Having Turnover More Than 500 Crore; National Award for Second Best Environment Excellence in Limestone Mines, instituted by National Council for Cement and Building Materials (NCB), Ballabgarh; Leaders Award in large category for Green Manufacturing Excellence Award instituted by Frost & Sullivan; the prestigious Golden Peacock Award in the field of Corporate Social Responsibility, and many more.

The other prestigious honours recently bestowed upon the company have been National Award for Excellence in Energy Management 2012 by CII Hyderabad under the categories 'Excellent Energy Efficient Unit' and 'Innovative Project'; NIPM National Award for Best HR Practices 2012 'Gold Category' by National Institute of Personnel Management, Kolkata; Star News HR & Leadership Award 2012 for 'Learning & Talent Initiative Excellence' instituted by Star News; Greentech HR Awards 2012 for 'Innovation in Employee Retention Strategies' by Greentech Foundation, New Delhi; Aaj Tak Care Award for Corporate Social Responsibility 2012 instituted by Aaj Tak and Greentech Safety Award 2012 by Greentech Foundation, New Delhi.

These achievements and recognitions have encouraged the company to set new goals and strive to achieve them in its endeavour to build stronger and happier homes and a *mazbooti* India.