

MAZBOOT PERFORMERS MEET IN JODHPUR HONOURING ACHEIVERS



Over the years, JK Lakshmi Cement has created a strong bond of familial warmth amongst its customers and associates. With this idea in mind, the Company recently organised a Mazboot Performers Meet at Jodhpur. Shri Shailendra Chouksey - Whole-time Director, along with Shri Shafi Shauket - Vice President and Shri K.G. Sharma - Zonal Head, JK Lakshmi Cement graced the occasion with their presence.

JK Lakshmi Cement highlights such functions specially for value enhancement and bonding with its business associates within its dealer engagement activities.

The Company divided the Moazboot Performers meet over two days.

On the first day, many engaging and entertaining performances were held for the enjoyment of all the associates gathered. The spectacular evening ended with a delicious dinner, making it the perfect end to the day.

The Company made many endeavours to make this event as memorable and enjoyable for all the dealers at the meet, and made sure they went back with many fond memories. On the second and final day of the function, there was a short, yet power-packed, performance and comedic presentations lined up to tickle the funny bone of all the dealers. They were then presented with "Mazboot Performance Cheques" by Shri Shailendra Chouksey, Shri Shafi Shauket and Shri K.G. Sharma under the JK LAKSHMI CHAMPS Dealer Loyalty scheme. At the conclusion, the dealers expressed their happiness and were very grateful for this Mazboot Performers Meet.

The enthusiasm and zeal with which the Company has stepped forward in to the future is commendable. The dealers have been the greatest companions for making JK Lakshmi Cement a close knit family that firmly faces all the challenges with mazbooti.

Pic caption: Dr. Shailendra Chouksey, Whole-time Director, Shri Shafi Shauket, Vice President, Shri K.G. Sharma, Zonal Head, along with other members of JK Lakshmi Cement awarding the "Mazboot Performers" at the event