



NEWSLETTER | VOLUME NO. LXXV

CONQUERING THE FUTURE TOGETHER

The accelerating pace of progress that we envisioned, has not only been achieved but also has revolutionized our business. We are much grateful looking at the flourishing rewards that our achievements have brought for us just around this festive season. The launch of JK Sixer Cement in Gujarat and Rajasthan, Platinum Heavy Duty Cement in UP East and JK Lakshmi Steel Guard in Gujarat, all were executed after closely looking at the consumer insights. The move became exemplary in paving a way forward for us in terms of market expansion. With capturing a substantial share of market, we at JK Lakshmi Cement are proud of our team and achievements. We are now determined to conquer many more platforms to showcase our indigenous products and services.





LAUNCHED AN ALL-ROUND WINNER

An upbeat, contemporary and a new comer in the family of JK Organisation, JK Sixer opened the game with a perfect style statement. With symbol of a zapping ball, the logo connotes the superlative shot, which brings the victory closer. Similarly, the product too is expected to take on the market with its winning formula. With a vision to leverage the endorsement of Rajasthan Royals team, we have proudly launched - JK Sixer Cement primarily in Gujarat and Rajasthan markets. JK Sixer Cement has been formulated with the best techniques and has come across as a premium product. With the assured limestone quality used in this cement and a world class quality control in all its production processes, this cement promises to be a superior product going by the global standards. Just in a short period of time, it has closed more than 450 business associations and needless to say, has performed remarkably, justifying its name.

On 1st September 2018 it was launched in Ahmedabad at Hotel Hyatt and attended by Dr. S. Chouksey, WTD; Sh. Sharad Agarwal, Chief of Sales; Dr. Shailesh Joshi, Head of Marketing; Sh. S.R. Chitnis, Head Technical Services; Sh. Aseem Saxena, GM-Marketing Services.

On 19th September it was launched in Jaipur at the Hotel Marriott and saw presence of Dr. S. Chouksey, WTD; Sh. Sharad Agarwal, Chief of Sales; Sh. Ajay Dadhich, Head Marketing, Rajasthan.



Dr. S. Chouksey at the
**LAMP LIGHTING
CEREMONY**





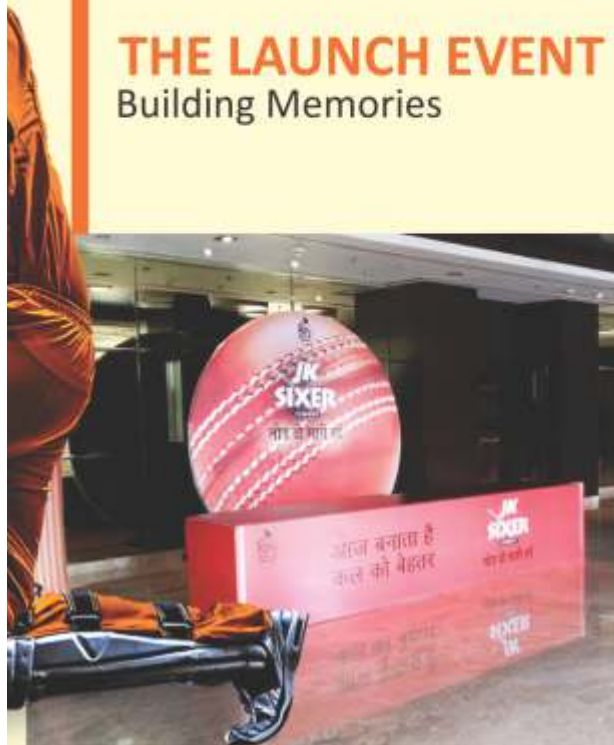
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With
Great Enthusiasm
Dispatched the
FIRST ORDER



THE LAUNCH EVENT

Building Memories



LAMP LIGHTING CEREMONY at the Launch Event



Introducing the All New **SAFE FLEX PACKAGING OF PLATINUM**



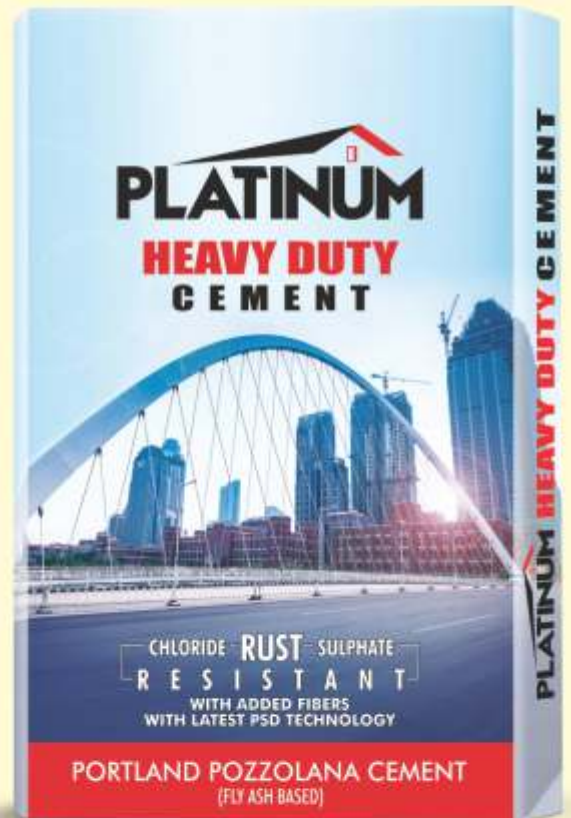


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Celebrating yet
**ANOTHER
 MILESTONE**
 in the Path of Success

IN PURSUIT OF PROVIDING THE BEST - LAUNCHED PLATINUM HEAVY DUTY CEMENT IN UP EAST

We always strive to bring about innovative products that adhere to global standards, conform to customers' needs and deliver beyond their expectations. The latest offering in the league, Platinum Heavy Duty Cement has been successfully launched in UP East market - Varanasi, Allahabad, Gorakhpur & Basti.



Lens



Hologram



Introducing for the
 First Time in the Industry
**SAFE FLEX
 PACKAGING OF
 PLATINUM
 WITH HOLOGRAM
 AND LENS**

BASKED IN FUN AND FROLIC, CONCLUDED

The Annual Dealer Meet - Pattaya

Our dealer partnership is one of its kind. The dealers are the part of our family and are the strongest pillar in making the company world-class. We, as a thoughtful company look for reasons to acknowledge their efforts everytime. On 25th August 2018, we entertained 250 dealers of Chattisgarh, Madhya Pradesh and Maharashtra in the vibrant coastal city of Pattaya, Thailand. All our partner dealers enjoyed the Noong Nooch Village Resort by getting their pictures clicked with the regional dance performers. There were various interesting activities organised. An exciting interactive session of Emcee with the dealers and an award presentation for best sales performance for the dealers, were the highlights of the event.



GUJARAT NAVSARJIT SILVER DISTRIBUTION EVENT

Ahmedabad

The Annual Silver Distribution Event for Gujarat's Big Size Dealers for the year of 2018 was organised at Narayani Heights, Ahmedabad on 5th September 2018, which included around 500 dealers from Gujarat. The event created excitement for all the dealers, along with the prominent accommodation and luxurious treatment all throughout the tour.

The Silver Distribution Event was graced by Dr. S. Chouksey, WTD; Sh. Sumit Malhotra, CEM; Sh. Deepak Dave, HOM-West; Sh. Suresh Holagi, Sr. GM-Marketing along with all the sales promoters. The event was followed by a gala dinner party in the evening for celebration of success.



TO CONNECT BETTER, WE CONDUCTED Bandhan - An Employee Connect Initiative



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Being a people centric organisation, we believe in building strong relationship with our employees. To make our employees familiar with the culture of the organisation and to increase their psychological bonding with the company, we organise BANDHAN – An Employee Connect Initiative. This time the focus was to enlighten our new team members with JK Sixer Division. The orientation session was conducted on 31st August 2018 at Hotel Comfort Inn President, Ahmedabad in the presence of Sh. Sharad Agarwal, Chief of Sales and Dr. Shailesh Joshi, Head of Marketing. The entire session was divided into two parts. One part included the activities pertaining to cultural aspects of the organisation while the other part mostly showcased a presentation on policies, procedures and guidelines. Corporate video, competency model and a motivational video on team building, initiative and leadership were also played.



DELIGHTED TO EXPAND OUR IMPRESSIONS in Nagpur & Varanasi

Consistent growth in business during the past few years has enthused us to expand. We are delighted to stretch our business to new locations. We have inaugurated two new offices in Nagpur on 3rd September, 2018 & Varanasi on 15th September, 2018.

Nagpur office was inaugurated by Sh. Debashish Sen, VP-Marketing Sales. Varanasi office was successfully inaugurated by Sh. Sumit Malhotra, CEM and Sh. Shailesh Vishwakarma, GM-Sales. These outlets will surely enable us to respond effectively to the growing needs of our varied customer base present in these two prominent cities.



REACHING TO THE MASS THROUGH ROADSHOWS in Rural Odisha

Roadshows take the company's message and brand on the road, to the masses. Roadshows are a great way to spread the word in an in-person, interactive format and reach those you may not have been able to otherwise. In the months of July to September, we reached out to the rural areas of Odisha through LED Vans. Covering seven districts with engaging activities and games, the IPL Chutki Film was also played on mobile vans and was well appreciated.



PUZZLE

A	B	C	D	H	E	F	N	R	S
G	G	H	F	O	T	G	O	O	E
G	U	G	P	L	Y	G	O	A	P
G	E	J	L	O	U	J	N	D	T
H	W	M	A	G	P	H	G	S	E
U	Y	J	T	R	O	L	N	H	M
I	U	I	I	A	A	I	O	O	B
E	R	Q	N	M	I	T	O	W	E
W	H	P	U	T	J	R	C	S	R
W	J	V	M	E	H	R	H	Y	U

RESULT OF CONTEST LXXIV

Thank you readers! We are thrilled by your participation. Congratulations to all the winners. keep participating and win exclusive prizes.



Anita Manchanda
(Delhi)



Salik Ram Sahu
(Chhattisgarh)



Pradeep Kumar
(Rajasthan)

Send in your entries through e-mail to Abhik Bhargava (abhikb@lc.jkmail.com). Lucky Winners will get SURPRISE GIFTS!

1. One of the cities where JK Sixer has been launched.
2. In which month JK Sixer was launched in Ahmedabad?
3. It is a precious, silverish-white metal. Its name is derived from the Spanish term platino, meaning 'little silver'.
4. A unique feature of safe flex bag.
5. Name of the village resort in Thailand.
6. A promotional strategy that attracts masses.

We would like to thank

Mr. Abhishek Sharma, Mr. Munish Shrivastava, Mr. R.K. Jerath,
Mr. Debdatta Sahu, Mr. Sapan Avarani & Mr. Shrey Dhanwantri

Kindly send your suggestions / comments to Abhik Bhargava at:

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email at abhikb@lc.jkmail.com

JK LAKSHMI
C E M E N T L t d. 

JK LAKSHMI
PRO+
CEMENT

JK LAKSHMI
CEMENT



PLATINUM
HEAVY DUTY
CEMENT

JK
SIXER
CEMENT

JK LAKSHMI
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HEAVY DUTY CEMENT

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CEMENT

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