

Soch Karo

# BULAND



Connect with us

**JK LAKSHMI**  <sup>TM</sup>  
CEMENT LTD.





# JK ORGANISATION

## A BEDROCK OF A STRONG FOUNDATION

- ▶ Turnover of over \$ 4.0 billion
- ▶ Sales and service network of 10,000+ distributors and retailers
- ▶ Footprints across 6 continents and over 100 countries
- ▶ Multi-business operations
- ▶ A team of 40,000+ committed employees
- ▶ 47 manufacturing facilities across India
- ▶ A strong orientation towards innovation and R&D
- ▶ Committed to excellence
- ▶ Driven by a mission to serve the society with integrity, fairness and trust

JK Organisation is a global industrial conglomerate headquartered in India, with a legacy spanning over 140 years. The prestigious group operates across multiple industries, products, and locations, with a presence in numerous countries worldwide.

The name JK Organisation pays tribute to Late Lala Juggilal Ji Singhanian and his son, Late Lala Kamalpat Ji Singhanian. Motivated by the ideals of Mahatma Gandhi's Swadeshi movement and a desire to build an Indian enterprise, Late Lala Kamalpat Ji Singhanian founded JK Organisation, marking the dawn of a new industrial era in India.

The products of the JK Group are well-recognized and hold a significant share in their respective markets. The group's strong brand reputation has been built on cutting-edge technologies, continuous research and development, and innovation. It has established renowned research and development centers across various fields.

The organisation's consistent efforts and contributions toward building a prosperous and socially strong India are widely acknowledged. Today, JK Organisation stands as one of India's leading business entities and a pioneer in promoting a robust and self-reliant India.



# ” VISION

- ▶ To be the most trusted brand providing innovative building solutions, delivering excellence and unparalleled stakeholder experience by empowering human capital and harnessing the power of technology.

# ” MISSION

- ▶ To foster inspired human capital and deliver best-in-class customer experience to achieve a turnover of INR 30,000 Crore by 2030.
- ▶ To be in the top three companies in our industry in terms of EBITDA per ton margins, leverage our digital capabilities to drive growth and create long-term value for our stakeholders.
- ▶ To develop innovative solutions with a compelling value proposition, expand asset footprint, and venture into new business opportunities contributing 40% of the business.
- ▶ To embrace sustainability for our shared future.



## JK LAKSHMI CEMENT Ltd.

# A PROMISE FOR CONSTRUCTIVE DEVELOPMENT

JK Lakshmi Cement Ltd., a member of the prestigious JK Organisation, is a renowned and well established name in the Indian Cement industry from over three decades.

JK Lakshmi Cement is relentlessly focused on product quality, customer satisfaction and innovation. This has helped it push the boundaries and tap the immense potential for development in the infrastructure and construction sectors of the country. Right from gaining foothold in the new and emerging markets in the country to invest in the latest R&D, the company has continued to be a resilient performer despite the constantly evolving challenges of the cement sector.

JK Lakshmi Cement Ltd. has a wide product portfolio catering to the varied construction requirements of the discerning customers. It is our endeavour to become a complete solution provider to the customer looking to make his dream home.

The product range includes an array of cement products like Ordinary Portland Cement, Portland Pozzolana Cement, Portland Slag Cement and newly introduced Composite Cement. In addition to cement products, the company provides a host of value-added products and services viz. ready-mix concrete, gypsum plaster, wall putty, autoclaved aerated blocks, construction chemicals and adhesives.

It is the brand of choice across all sections of customers such as housing projects, roads and bridges, airports, factories as well as Individual House Builders (IHB).



### CORE VALUES

- + Caring for people
- + Integrity including intellectual honesty, openness, fairness & trust
- + Commitment to excellence

Jaykaypuram, Sirohi (Rajasthan)

## MANUFACTURING UNITS

# JK LAKSHMI PLANTS - BACKED BY HOLISTIC EXCELLENCE

Started in 1982, JK Lakshmi Cement Ltd. has modern and fully computerized, integrated cement plants at Jaykaypuram (Sirohi), Ahiwara (Durg) in Chhattisgarh.

Udaipur Cement Works Limited, a fully owned subsidiary of the company, has a state-of-the-art cement plant located in Dabok (Udaipur, Rajasthan).

The company's grinding units are located at Moti Bhoyan in Kalol (Gujarat), Jharli in Jhajjar (Haryana), Palsana in Surat (Gujarat) and Cuttack (Odisha).

Positioned amongst the least cost producers in the industry, the operating parameters of the company are at par with the international standards.

In addition to these cement plants, 12 units of RMC Plants are located in NCR, Rajasthan, Gujarat and Punjab. The company's AAC block plant is located in Jhajjar (Haryana).



Cuttack, Odisha



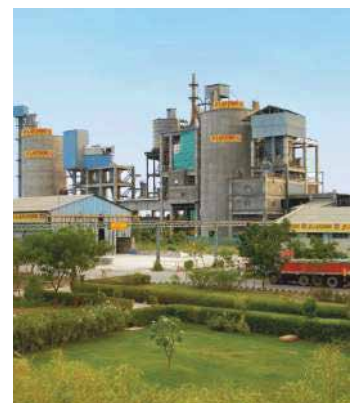
Surat, Gujarat



Jhajjar, Haryana



Kalol, Gujarat







## OUR STRONG FUNDAMENTALS

- ▶ The combined cement capacity of the company today stands at 16.5 Million Tonne (MT) per annum.
- ▶ Amongst the first cement manufacturers in India to introduce coloured cement bags, JK Lakshmi Cement brand enjoys a premium position in its markets and is recognized for its immaculate quality and services. Company has a vast pool of highly trained & dedicated marketing and technical service team to assist its customers at their doorstep.
- ▶ With formidable cement brands like JK Lakshmi Cement, JK Lakshmi PRO+ Cement, Platinum Heavy Duty Cement, **the company offers impeccable quality products for discerning customer.**



Wide network of over 400 cement dumps



Strong network of over 4000+ channel partners



Presence in Rajasthan, Chhattisgarh, Gujarat, Haryana, Odisha, UP, Uttarakhand, Punjab, Delhi, Bihar, Jharkhand, MP, J&K, HP & Maharashtra



## CORE STRENGTHS MAKING THE OPERATIONS EFFICIENT



Durg, Chhattisgarh



Dabok, Rajasthan





# OUR JOURNEY

1982



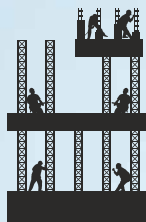
1<sup>st</sup> Integrated Plant  
at Sirohi  
Total Capacity -  
0.5 Mn MT

2001



Capacity Augmentation  
at Sirohi  
Total Capacity -  
2.4 Mn MT

2009



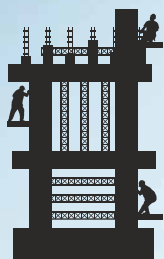
Capacity Addition at Sirohi  
Total Capacity - 4.2 Mn MT  
Kalol Grinding Unit  
Commissioned 0.5 Mn MT  
Total Capacity - 4.7 Mn MT

2012



Jharli GU Started &  
Capacity Addition -  
1.3 Mn MT  
Total Capacity -  
6.0 Mn MT

2015



2<sup>nd</sup> Integrated Plant  
at Durg -  
1.8 Mn MT  
Total Capacity -  
7.8 Mn MT

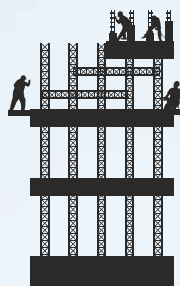
Capacity Addition  
at Sirohi -  
0.5 Mn MT  
Total Capacity -  
8.3 Mn MT

2016



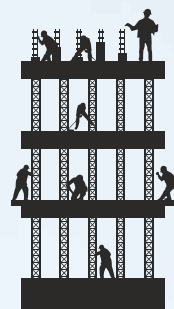
Capacity Addition  
at Kalol -  
0.3 Mn MT  
Total Capacity -  
8.6 Mn MT

2017



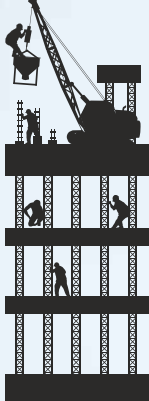
Surat GU  
Commissioned -  
1.4 Mn MT  
Total Capacity -  
10.0 Mn MT

2017



Capacity Addition  
at Durg -  
0.9 Mn MT  
Total Capacity  
10.9 Mn MT

2017



Capacity Addition  
at UCWL -  
1.6 Mn MT  
Total Capacity -  
12.5 Mn MT

2019



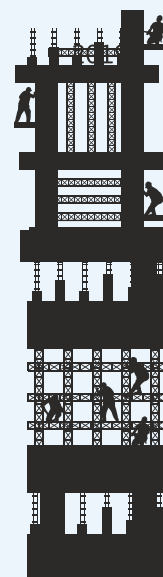
Capacity Addition  
at Cuttack -  
0.8 Mn MT  
Total Capacity -  
13.3 Mn MT

2021



Capacity Addition at  
UCWL - 0.6 Mn MT  
Total Capacity - 13.9 Mn MT

2023



Capacity Addition at  
UCWL - 2.5 Mn MT  
Total Capacity - 16.5 Mn MT

## ACCREDITATION

# PERFORMANCE ACKNOWLEDGED

Since the advent of the company, its endeavour is to provide world class quality products. As a result, the monitoring and certification bodies of the industry have verified and acknowledged the company's commitment towards its quality standards by honoring the company with various national and international accreditations.



**ISO 9001:2015**  
Quality Management System



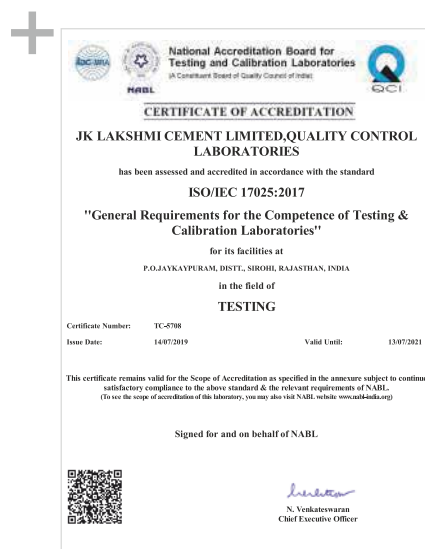
**ISO 50001:2011**  
Energy Management System



**ISO 18001:2007**  
Occupational Health & Safety  
Management System



**ISO 14001:2015**  
Environmental  
Management System



**ISO/IEC 17025:2017**  
General Requirements  
for the Competence  
of Testing & Calibration  
Laboratories



**CII-GREEN PRODUCTS AND  
SERVICES COUNCIL**

The background image shows a massive concrete bridge with multiple levels of overpasses and ramps, curving into the distance. A white cement truck is visible on the right side of the bridge. The text 'RANGE OF CEMENT PRODUCTS' is overlaid in large, bold, yellow capital letters, enclosed within a yellow rectangular frame that has diagonal lines extending from its corners.

# **RANGE OF CEMENT PRODUCTS**



## OUR PORTFOLIO

# CEMENTING THE FOUNTAINHEAD OF THE COMPANY



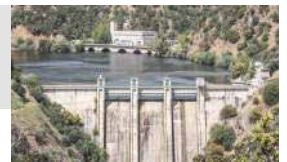
### ORDINARY PORTLAND CEMENT



JK Lakshmi Cement produces Ordinary Portland Cement (OPC) in two grades i.e. 43 and 53. OPC is one of the most popular building materials used all across the globe. While the chief chemical constituents of Ordinary Portland Cement (OPC) are calcium, silica, alumina and iron. Cement manufacturers continuously research and make efforts to further strengthen and improve the quality and other features of this particular type of cement.



### PORTLAND POZZOLANA CEMENT



JK Lakshmi Cement has developed technology to produce high strength, high performance blended cement like Portland Pozzolana Cement (PPC) using fly ash (a thermal power plant waste) as a raw material. The company provides - Portland Pozzolana Cement of superior quality, that is known for achieving higher early compressive strength and fineness. It is used as a safer and eco-friendly alternative to Ordinary Portland Cement. We have introduced PPC in premium segment that is ideal for all concrete applications like columns, beams, roofs and foundations.



### PORTLAND SLAG CEMENT



Ground Granulated Blast Furnace Slag (GGBS) is a by-product from the blast furnaces used to make iron or steel. JK Lakshmi Cement produces high quality Portland Slag Cement by grinding the slag with the clinker. Durability, long term strength, sulphate and chloride resistance of PSC is found to be better than other types of cement. Usage of slag cement keeps materials from landfills, reduces virgin material use, enhances air quality and reduces energy consumption by replacing other higher-impact materials.



### COMPOSITE CEMENT



Homogeneous blending of highly reactive fly ash, high glass content slag and high-quality clinker results in this modern product resulting in numerous benefits to the customers and society at large. Composite Cement produced by JK Lakshmi Cement has resistant properties from alkaline and sulphate environments which makes it ideal for coastal regions. This is a highly progressive cement offering better cohesiveness, superior workability and less water requirement than Ordinary Portland Cement (OPC).



## SOCH KARO BULAND

JK Lakshmi Cement PPC (Blended Cement) provides more strength than the BIS specified 43 grade. With features like super-strength, higher fineness and corrosion resistance, It is an ideal choice. The best thing about JK Lakshmi Cement PPC is its consistency in quality, colour, strength, setting time, weight, etc.



### Super Strength

Due to continuous conversion of liberated lime  $[\text{Ca}(\text{OH})_2]$  into stronger C-S-H gel, the strength continues to increase with time.



### Higher Fineness

Processed fly ash of uniform size, used in yielding JK Lakshmi Cement, ensures the fineness of its particles. This gives more cohesive and workable concrete.



### Lower Heat of Hydration

Contains less C3A resulting in less heat evolution, leading to absence of cracks during hydration process.



### Corrosion Resistant

Concrete made with JK Lakshmi Cement is impervious to chemicals and water. As water, chloride and other chemicals are effectively barred from contact with the reinforcements, concrete becomes corrosion resistant.



### Better Workability

Superior quality and controlled processed spherical grain size fly ash results in concrete with increased workability, even at lower water-cement ratio. This results in more strength of concrete and reduces bleeding during concreting.



### Sulphate Resistant

The  $[\text{Ca}(\text{OH})_2]$  produced during hydration is highly susceptible to sulphate attacks. Perfectly processed fly ash reacts with  $\text{Ca}(\text{OH})_2$  and converts it into C-S-H gel leading to sulphate resistant (moderate) quality.





## UNMATCHED INNOVATION

JK Lakshmi PRO+ Cement is an innovative product that has transformed the realm of construction. Based on an analysis of worldwide trends and consumer insights of India, a team of dedicated professionals worked on formulation of this revolutionary product. With several positive connotation of "PRO" and multiple extra benefits symbolized by "+", PRO+ is an idea which is born and raised to inspire a sense of prosperity.



JK Lakshmi PRO+ Cement is equipped with unmatched cement technology and packed with 7 qualitative features.



### Plus Durability

Micro Particle Strength Technology leads to dense & higher impermeable concrete which ensures high durability in constructions.



### Plus Finish

Fine cement particles lead to better smoothness and superior finish.



### Plus Speed

Early de-shuttering saves time and ensures a speedy construction process.



### Plus Surety

High quality tamper proof and moisture resistant bags give correct quantity and factory-fresh quality of cement.



### Plus Service

Timely delivery and an expert technical team for on-site guidance.



### Plus Strength

With 20% higher early strength, JK Lakshmi PRO+ Cement offers plus Mazbooti.



### Plus Economy

With 5% more volume per bag of cement, it requires lesser number of bags for construction.





# PLATINUM<sup>™</sup> HEAVY DUTY CEMENT

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## FOR HEAVY DUTY CONSTRUCTION

Heavy-Duty performer is someone who wins every fight with strength and grit, who knocks out his opponents with incredible performance every time, lasts long with proven durability and withstands the challenges of the demanding usage. This Heavy Duty ability is a source of inspiration behind the design of a truly innovative Platinum Heavy Duty Strength Cement, which embodies heavy duty in each and every particle.

Right from the quality of limestone to enforcing world class production processes, Platinum Heavy Duty Cement is a blend of perfection and precision.





**Premium Blended**

Manufactured using high-quality premium raw materials, Platinum Supremo is a promise of strength and durability. Its Ad star packaging is tamper-proof, and assures easy handling and clean storage, making sure that every house built from this product has a strong roof.

### **Supreme Strength**

- ▶ Long-term durability
- ▶ High early strength
- ▶ High-class 28 days strength

### **Supreme Bonding**

- ▶ Particle packaging technology
- ▶ Strong grip on reinforced bars
- ▶ Highly Impermeable

### **Supreme Packaging**

- ▶ Temper-proof Ad-star packaging
- ▶ Moisture resistant
- ▶ Weight assurance

### **Supreme Fineness**

- ▶ More volume per bag
- ▶ Superior finishing
- ▶ Better workability

### **Supreme Services**

- ▶ Fast sales service
- ▶ Guidance on all constructional matters
- ▶ On-site and virtual technical support



**Blended**

Platinum Heavy Duty Cement with high reactive fly ash, resists Sulphate and Chloride attacks. Thus, protects the reinforced bars from the menace of rust. The result being, your house remains fresh as ever and durable for years.

### **Rust Protection**

Resistance to Sulphate and Chloride protects the steel bars, enhancing the durability and strength of the structure.

### **Superior Particles**

Superfine particles lead to more volume per kg of cement with superior finish.

### **Long Term Strength and Greater Durability**

Higher compressive strength, more impermeable as well as dense concrete made from this cement, contributes to greater durability of construction.

### **Superior Workability**

Its superior spherical particles make concrete/mortar very easy to transport and place at the job site.

### **Superior Bonding**

Due to the unique chemical composition and fine particles, it gives superior bonding on brick, concrete and stone masonry.



# VALUE ADDED PRODUCTS & SERVICES





## FOR BEAUTIFUL HOMES

JK Lakshmi Classic Gypsum Plaster is a premium-grade gypsum-based plaster designed for internal wall and ceiling applications. Manufactured using high grade quality gypsum and advanced processing techniques, it offers a smooth, durable, and aesthetically pleasing finish.

- ▶ Fine particles enable better workmanship and more refined finish.
- ▶ Superior whiteness permits saving of painting cost and enables experiments with different new shades.
- ▶ Guaranteed quality and quantity.
- ▶ Laminated dust free and moisture proof packaging.
- ▶ Energy efficient
- ▶ Versatile application
- ▶ Hologram on packaging ensures product's authenticity.
- ▶ Higher adhesive ability makes it ideal for wood, metal and masonry.
- ▶ Dissolves well and allows crack-free designs.
- ▶ Economical production and better coverage area.
- ▶ Easy to mix, apply & lightweight
- ▶ Fire resistance
- ▶ Eco friendly



## GOLD

## FOR HAPPY WALLS

Crafted for both effortless application and exceptional results, JK Lakshmi Gold Gypsum Plaster (also known as one coat plaster with Perlite / Vermiculite) redefines what's possible with gypsum plaster. This light-weight solution seamlessly adapts to hand or machine application, adorning internal surfaces with a brilliant white, smooth, and matte finish.

- ▶ Brilliant white, smooth & matt finish
- ▶ Fire & thermal resistance
- ▶ Direct application
- ▶ Light weight
- ▶ Excellent strength after drying
- ▶ Great bonding
- ▶ No water curing
- ▶ Economical



## FOR SMART MODERN WALLS

JK Lakshmi Classic Wall Putty is a premium white cement-based putty, specially formulated to deliver a smooth, flawless finish for both interior and exterior walls. Engineered with advanced polymers and mineral additives, Classic Wall Putty sets the standard for surface preparation before painting.

- ▶ Made from high purity white cement
- ▶ High strength polymer based
- ▶ Superior fineness
- ▶ Water resistant
- ▶ Cost efficient
- ▶ Easy to apply
- ▶ Excellent bonding increasing the life of paints
- ▶ Algae and fungi resistance
- ▶ Eco friendly
- ▶ Lead, oil or toxic material free
- ▶ For both interior & exterior surfaces
- ▶ Versatile application



## FOR COLORFUL LIVELY WALLS

JK Lakshmi Pro+ Wall Putty is an advanced wall finishing solution, designed to deliver a robust, ultra-smooth base for all decorative paints. This premium white cement-based putty is engineered for professional results, ensuring your walls stay beautiful and protected for years.

- ▶ Excellent bonding system
- ▶ Ultra smooth finish
- ▶ Increases richness of paint
- ▶ Water resistance
- ▶ Easy to apply
- ▶ Low maintenance
- ▶ Additional strength
- ▶ Prevents flaking of paints
- ▶ Algae and fungi resistance
- ▶ Eco friendly
- ▶ Consistence coverage
- ▶ Versatile Application



## PURE WHITE, BRILLIANT WHITE

Through the continuous development in our R&D centers to offer aspirational products to our customers, we at JK Lakshmi Cement Ltd have developed white portland cement in line with IS8042:2015 requirements.

JK Lakshmi White Cement gives you the finest whiteness with the smoothest finish and can be used on all internal and external surfaces.

- ▶ 0% Dolomite Added
- ▶ Brilliant White
- ▶ High Refractive Index

- ▶ Superior Fineness
- ▶ Water Resistant Packaging







## FOR SMART CONSTRUCTION

JK Lakshmi Concrete is made of high-end concrete technology. It is the perfect blend of aesthetic qualities that result in high standard of construction. With the introduction of such path breaking innovation in the realm of building materials, architects and individual house builders are independently creating textures, surfaces and shapes that were complex and impossible to create before.

### 7S Advantages:

- ▶ **Smart Structure:** It gives superior strength, enhanced durability, enhanced abrasion, thinner structural elements, aesthetic visual impact, better surface finish and texture. No hassle of procurement and quality testing of raw materials for concrete.
- ▶ **Service:** High quality pretested ready-mix concrete delivered right up to your door step for just-in-time constructions. A large, safe and well-maintained fleet of transit mixtures and support of service engineers for guidance on every step of construction.
- ▶ **Savings:** Reduction of wastage and pilferage of material leading to elimination of construction time, cost optimisation and focused construction planning. Savings of approx. 15.5% in construction cost as compared to regular mix concrete.
- ▶ **Selection:** A wide variety of sub products according to customers' specific application and usage. Efficient handling of raw materials lead to long-lasting and low maintenance concrete, offering a perfect value equation.
- ▶ **Standardisation:** Systematic manufacturing cycles and adherence to global standards of quality. Guarantee of quality assurance and consistent results.
- ▶ **Speed:** Easy adaptability to on-site changes and on-time scheduling. Faster start up due to minimal lead time in ordering of materials. Earlier occupancy of building due to faster construction.
- ▶ **Safety:** Avoids hazardous emissions from mixing. Migration to newer technologies of construction lead to safer work environment and better work site productivity.



## FOR SUSTAINABLE BUILDINGS

The use of Autoclaved Aerated Concrete (AAC) blocks is continuously growing as an easy, convenient, safer, superior and environment friendly green building material replacing commonly used conventional clay bricks. JK Fly Ash Blocks are produced in a state-of-the-art plant with German machinery and technology incorporating technological innovations such as 'Green Separation' and 'Horizontal Autoclaving' capable of delivering unmatched consistency in product quality. It not only delivers unmatched speed, quality and economy of construction, but also provides energy savings, low maintenance cost, safety, health and hygiene of users.

### Smart Benefits

- ▶ Upto 3 times faster construction
- ▶ 3 times lighter
- ▶ Extra strength
- ▶ Over 20% energy savings & cool
- ▶ Dimensional accuracy
- ▶ Sound insulation
- ▶ Upto 15% savings of steel
- ▶ Fire resistance
- ▶ Pest & termite resistance
- ▶ Moisture resistance
- ▶ Earthquake safety
- ▶ Green building points/Eco-friendly product
- ▶ Economical construction
- ▶ Superior thermal insulation





## FOR BRIGHTER WALLS

Bring home walls that shine brighter, last longer, and stay beautiful with JK Lakshmi Wall Primer. Designed for both interior and exterior surfaces, it forms the perfect base for your paint, ensuring a smooth, long-lasting finish.

- ▶ Superior adhesion
- ▶ Smooth finish
- ▶ Strong coverage
- ▶ Dual application
- ▶ Quick drying
- ▶ Eco friendly formula
- ▶ Reduced extra cost
- ▶ Keeping wall fresh for years
- ▶ Protects against moisture & peeling
- ▶ Gives brighter & richer color result
- ▶ Suitable for all type of surfaces



## LONG LASTING & STRONG

Build your dream spaces with confidence. JK Lakshmi Tile Adhesive gives tiles a strong, long-lasting hold on floors and walls—so they don't pop, crack, or slip, even in kitchens, bathrooms, balconies, and high-traffic areas

- ▶ Excellent bonding system
- ▶ Anti skid on walls
- ▶ Flexible & crack resistance
- ▶ Water & heat resistance
- ▶ For multiple surfaces
- ▶ Faster completion
- ▶ Cleaner sites
- ▶ Saves money & time
- ▶ Excellent finish
- ▶ Long & strong finish
- ▶ One solution any jobs





# **CUSTOMER CENTRICITY**

**ENSURING  
CORPORATE LEADERSHIP**





## CUSTOMER CENTRIC COMMUNICATION

'Customer First' is the mantra that laid the strong foundation of our growth story, making us the most trusted and preferred cement brand across our markets. To reach them in every possible way, satisfy them with superior products & services, gather their valuable feedback and take every step for retaining them is our philosophy. Our future readiness stems from our customer-centric culture.

To make sure that the brand stays in the top of the mind of our customers, a well balanced approach towards the brand building has been adopted by JK Lakshmi Cement. Mass media campaigns and high impact sponsorship associations have resulted in high brand equity.

<https://youtu.be/1v95ZsNJXbU>



# CUSTOMER CONNECT

Strong focus on various BTL activities has complemented our mass media efforts resulting in high brand visibility, awareness and recall. To get closer to our customers, various customer engagement programs have also been undertaken over the years. We try to reach out to prospective customers in various ways with site demos, road shows, exhibitions, fairs or promo vans where their queries related to various construction related topics are taken care of.

An Integrated Rural Micro Marketing Approach and a slew of on ground activities on continuous basis in various states across India, have resulted in an increased rural base for our brand. A pioneer attempt has been our 'Sambadh Programme' where the local representatives or 'Sahayak / Foot Soldiers' collaborated and become our brand ambassadors.

To take advantage of rapidly shifting business opportunities, leap ahead of the competition, garner respect and have a positive connect with country's youth and upwardly mobile consumer segment, JK Lakshmi has embraced the mantra of 'Go Digital'. This focus gets reflected in the many lacs of likes on our Facebook page. We constantly strive to interact with our future customers and current followers through innovative exciting campaigns, relevant content and engaging contests.





# CONSTRUCTION SOLUTIONS

Continuing on the company's focused strategy to educate, engage and empower its customers, JK Lakshmi Cement has a full-fledged technical service cell consisting of a well-equipped Hi-tech laboratory and highly qualified civil engineers with vast experience in cement and concrete technology.

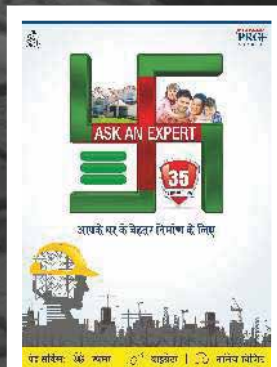
The engineers of the technical service cell are always available for guidance and detailed mix designs to meet the needs of our valued customers.

## On the Spot Assistance

To provide construction solutions to its customers, the cell came up with mobile labs that can reach the construction site and provide on-the-spot assistance. It carries out regular and innovative contact programmes with Individual House Builders (IHB), masons and business associates to keep in tune with their needs and requirements.

## Meet the User

To get feedback from our end customers on our products and services, various initiatives like awareness camps, IHB meetings, site guidance, road shows, and 'Ask an Expert' sessions were organized. These gave us opportunity to have a face to face interaction with the customers, solving their queries and striving to deliver better solutions in future.



## “ STRENGTHENING BOND WITH DEALERS

Our dealer network forms the backbone of our success story and constitutes the most important vital link in the supply chain. We continuously look for newer ways to energize, revitalize and motivate them to enable them to discharge their strategic role effectively. These include plant visits and training sessions for the enrichment of their skills. We were the first cement company to introduce a loyalty program for our dealers.





# INFLUENCER' ENGAGEMENT

We always strive to connect better with the influencer fraternity like architects, construction consultants, engineers, contractors and masons by organizing numerous knowledge sharing sessions on relevant and contemporary themes which enable us to provide a platform for healthy interaction, spreading awareness and information so they could be equipped better to face the challenges in shaping the future of India. Our loyalty program for contractors and masons is considered among the best in the industry.



Our more than 2 decade old, Sahayogi Sanrakshan Club was the first in industry to provide an insurance sum of 2 lacs to masons under which they are covered against accidental death and/or permanent disability, total or partial.

The club also provides them with adequate benefits at regular intervals like organising training programmes, skill enhancement camps, Sanjeevani Health Camp and JK Lakshmi Vidya Camps - special scholarship assistance for girl education.





## CORPORATE SOCIAL RESPONSIBILITY

# ACHIEVING HARMONY WITH THE COMMUNITY

JK Lakshmi Cement Ltd. is committed to community engagement via the adoption of an effective CSR approach and partnerships through myriad interventions in the peripheral areas of its establishments. Embedded in our long-term business strategy, we believe that business priorities co-exist with social commitments that drive holistic development of people and communities.

The major CSR thrust areas of the organisation are Healthcare, Water & Sanitation, Education, Environment Sustainability, Skill Development - Livelihood & Community Development. Apart from the vocational training, other key interventions have been to support vulnerable groups in the product supply chain like truck drivers, loaders, masons, and petty contractors through various benefitting projects.



## Various CSR activities initiated by JK Lakshmi Cement Ltd. are :

Health Camps | HIV/AIDS Awareness | Dental Camps in Government Schools | Adult Literacy | Project Aarambh | Hostel Accommodation | E-Learning & Computer Classes | Silai Kadhai Training | Mobile Repairing | Beautician Training | Livestock Development | Seed Distribution to Farmers | Self Help Groups



Adult Literacy



Healthcare



Child Education



Skill Development



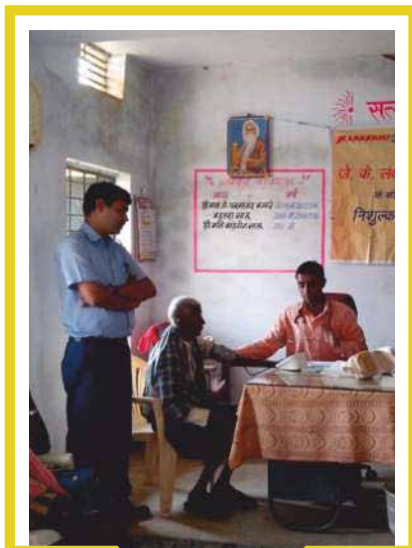
Sustainability



Women Empowerment



Sanitation



JK Lakshmi Cement Ltd. is fully dedicated towards creating a better environment around its factories for the workers and their families. Which they have been able to achieve by working towards prevention of air, water and land pollution.





## WHERE CARING PARTNERS GROWTH

'Our people are our biggest strength' - the words we live by at JK Lakshmi Cement Ltd. We have always believed and will continue to believe in 'our people are our greatest assets'. Augmenting our human capital and investing in our people towards their all-round development has been our passion. The Company has endeavoured over the years to create an environment which encourages the individual passion in tandem with the team-spirit. An environment that has fair clear-cut HR Policies, breeds self-starters, infuses empowerment, provides opportunities, creates challenges, gives training, rewards the deserving and provides a clear-cut growth path is what defines the organisation set-up of JK Lakshmi Cement Ltd.



Our initiatives towards enhancing our human capital have been recognized and appreciated not only within the industry but also in the business world. Company was recognised as 'Best in the Industry: Manufacturing and Production 2018' by Great Place to Work Institute India.

JK Lakshmi Cement made it to the Business Today's list of 'Top 25 Coolest Places to Work For' and Times Ascent 'dream Companies To Work For' 2021 In Cement Sector. JK Lakshmi Cement Ltd. is the highest ranked Cement Manufacturing Organization in the list of Top 100, and amongst the Top 5 Manufacturing and Production Organizations in the list. The company also won globally reputed 'ATD Best Award' from Association for Talent Development, USA (erstwhile American Society for Training and Development) for its commendable efforts and practices in building and nurturing talent through multiple interventions including training and development initiatives.



## AWARDS & ACCOLADES

# PURSUIT OF EXCELLENCE IN EVERY ENDEAVOUR

As a company, JK Lakshmi Cement, is constantly striving to exceed industry's benchmarks in product quality and customer service with inspiring ideas and innovations. JK Lakshmi Cement Ltd. holds the reputation as the most esteemed cement manufacturer of Northern India comprising numerous awards to their name in HR, Production, Quality, Marketing, Leadership and many more other areas.

JK Lakshmi Cement Amongst The  
Top 25 'coolest Places To Work For'  
- By Business Today 2021

Dream Big, It Works - Times Ascent  
'Dream Companies To Work For'  
2021 - Cement Sector

Fastest Growing Cement Company  
by Indian Cement Review 2020

Global HR Excellence Awards  
2020 - Best Workplace Practice

Global HR Excellence Awards  
2020 - Best Workplace Practice

Lifetime Achievement Award 2023 -  
Smt. Vinita Singhania ji.

Indian Cement Review Award 2023 -  
Third Largest Cement Company

ET Now CSR Leadership Lifetime  
Achievement Award 2018

India's Best Companies To  
Work For 2017





## REINFORCING THE BRAND PROMISE

- + All actions of the company exemplify its 'Buland Soch'**
- + From offering superior products to providing prompt technical service support, our efforts have resulted in millions of satisfied consumers, many awards and recognitions. That's what fuels the motivation of Team JK Lakshmi Cement to reach still greater heights.**
- + Each day ushers a new promise, a new idea and a new journey.**









## REGD. OFFICE & CEMENT PLANT

JK Lakshmi Cement Ltd.,  
Jaykaypuram,  
Distt. Sirohi - 307019,  
Rajasthan  
Ph: 02971-244409-10  
Fax: 244417

## CEMENT PLANT (SUBSIDIARY)

Udaipur Cement Works Limited,  
Shripati Nagar, CFA,  
P.O. Dabok,  
Udaipur-313 022  
(Rajasthan)

## OUR FOOTPRINTS

### CEMENT GRINDING UNIT II

JK Lakshmi Cement Ltd.,  
Village - Bajitpur, P.O. Jhamri,  
Tehsil - Matanhail,  
Distt. Jhajjar - 124507, (Haryana)  
Ph: 01251-201011-14

### HEAD OFFICE

JK Lakshmi Cement Ltd.,  
Nehru House, 4,  
Bahadur Shah Zafar Marg,  
New Delhi - 110002  
Ph: 011-66001112/66001142  
Fax: 23722251

### SMART BUILDING SOLUTIONS MARKETING OFFICE

JK Lakshmi Cement Ltd.,  
Milap Niketan,  
8A, Bahadur Shah Zafar Marg,  
New Delhi - 110002  
Ph: 98292 12571, 98100 72123

### CEMENT GRINDING UNIT IV

JK Lakshmi Cement Ltd.,  
Village- Ghantikhal, Radheshyampur,  
P.O. - Khutuni, Teh. Athagarh  
Distt. Cuttack - 754295, (Odisha)  
Ph: 07328-802220-22

### CEMENT PLANT [EAST]

JK Lakshmi Cement Ltd.,  
Village - Malpuri Khurd,  
Khasadih Post Ahiwara,  
Tehsil - Dhamdha,  
Distt. Durg - 491001,  
(Chhattisgarh)

### CEMENT GRINDING UNIT III

JK Lakshmi Cement Ltd.,  
Survey No. 47-51  
Near Railway Crossing,  
Village - Dastan, (Tal. Palsana)  
Distt. Surat - 394310, (Gujarat)  
Ph: 02622-290898

### CEMENT GRINDING UNIT I

JK Lakshmi Cement Ltd.,  
Village - Moti Bhoyan,  
Tal. Kalol (NG),  
Distt. Gandhinagar - 382010, (Gujarat)  
Ph: 02764-281939, Fax: 281940

HEAD OFFICE		
LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Delhi	Nehru House, 4, Bahadur Shah Zafar Marg, New Delhi-110002	011-66001112 011-66001142

BRANCH OFFICE		
LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Raipur Chattisgarh	ACE Global Building, 5th Floor G E Road Opposite Minocha Petrol Pump Telibandha Raipur-492001	0771-4201204
Ranchi Jharkhand	3rd Floor, Canara Bank Building Birs Chowk, PS- Jagannathpur Ranchi-834003	77470 13800
Nagpur Maharashtra	4th Floor, Prince Castle, Plot No. 105 Gajanan Nagar T Point, Nr. Madhav Netralaya Chhatrapati Square Wardha Road, Nagpur-440015	77470 00455
Bhubaneswar Odisha	5th Floor, Office Unit No. 519 Esplanade One, 721 Rasulgarh Bhubaneswar-751010	99370 63338 99375 22209
Delhi	8A, Milap Niketan, 1st Floor, Bahadur Shah Zafar Marg, New Delhi-110002 customercare@lc.jkmail.com	011-66001112 011-66001142
Gurgaon Haryana	SCO No. 8, 1st Floor, Over the ICICI Bank Sector 10A, Gurgaon-122001	99918 12221
Punjab Bhatinda	717-A, Near Ganesh Basti Bus Stop G.T Road, Bhatinda-151001	97813 76025

LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Ghaziabad Uttar Pradesh	1/3, 1st Floor, Near RK Banquet Hall Rakesh Marg, G.T. Road Ghaziabad-201001	0120-4109097
Lucknow Uttar Pradesh	503-504, Urbanac Business Park Vibhuti Khand, Gomti Nagar Lucknow-226001	88266 13238
Varanas Uttar Pradesh	R.H. Tower, 2nd Floor, Near Madin Hotel The Mall Road, Cantonment Varanasi-221002	93549 35943
Indore Madhya Pradesh	411, 4th Floor, Princess Business Sky Park Opposite Orbit Mall, A.B. Road Indore-452001	
Alwar Rajasthan	House No.313-A, Near Bal Bharti School Arya Nagar, Scheme No. 1, Alwar-301001	
Ajmer Rajasthan	118, Lohagal Road, Shastri Nagar Ajmer-305001 lc_ajmer@lc.jkmail.com	0145-2630007
Bikaner Rajasthan	1st Floor, H.No. 1, D-74, Near Punjab National Bank, JN Vyas Colony, Bikaner-334001 bikaner.official@lc.jkmail.com	0151-2232201
Jaipur Rajasthan	305-307, Apex Mall, 2nd Floor Lal Kothi Scheme, Tonk Road Jaipur-302015	0141-2741119 0141-2741443
Jodhpur Rajasthan	D-02, 4th Floor, CYB-6, Manohar Building RIICO Cyber Park, Heavy Industrial Area Near Saras Dairy, Jodhpur-342003 lc_jdh@lc.jkmail.com	
Kota Rajasthan	Plot No. A-519, Road No. 7, Inderprastha Industrial area, Jhalawar Road Kota-324005 • kota.official@lc.jkmail.com	



LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Sikar Rajasthan	216, 2nd Floor, Murli Plaza Near Bioscope Cinema Rani Sati Road, Sikar-332001	
Sirohi Rajasthan	House No. 121, Raj Hans Marg Shanti Nagar, Sirohi-307001	
Udaipur Rajasthan	2nd Floor, 23A, New Fatehpura Near Old Income Tax Office Udaipur-313001 • lcudaipur@lc.jkmail.com	0294-2560649 0294-2415781
Ahmedabad Gujarat	EAST FACE, 1st Floor, Behind Maruti Workshop Opposite Bopal Approach BRTS Stop Ambli, Ahmedabad-380058	02717-426000
Mehsana Gujarat	S-7&8, 2nd Floor, Sigma Oasis Near HDFC Bank, Highway Road Mehsana-384002 • mehsana@lc.jkmail.com	63598 91565
Surat Gujarat	1115, 11th Floor, Royal Trade Center Opposite Star Bazar, Adajan, Surat-395009 jklcsurat@lc.jkmail.com,surat.office@lc.jkmail.com	75678 80131 75678 81364
Vadodara Gujarat	304, Earth Complex, Near Malhar Point Old Padra Road, Vadodara-390020 baroda@lc.jkmail.com	98250 45075
Rajkot Gujarat	The Spire-2,12th Floor,Office No. 1230 Nr. Parijat Party Plot, 150 Ft. Ring Road Rajkot-360005 • rajkot@lc.jkmail.com	90990 01624
Mumbai Maharashtra	9, Kasturi Building, 3rd Floor, J.Tata Road Churchgate, Mumbai-400020 sanjeev@lc.jkmail.com	99206 61233
Jabalpur Madhya Pradesh	House No. 2337, Near Astha Apartment Right town, Jabalpur 482002	9630313333

## RMC PLANT

LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Raipur Chattisgarh	Kh. Nos.: 365/2, 365/4, 365/5, 366 Serikhedi, Raipur-492001	7747001105
Ahmedabad Gujarat	Plot Nos.: 563/2/2, Ashwamegh Industrial Estate Opposite MN Desai Petrol Pump, Changodar Ahmedabad - 382110 rmcahmedabad@lc.jkmail.com	9909661118
Ahmedabad Gujarat	Plot No.41-43, Phase III, GIDC Estate Naroda, Ahmedabad-382330	9099033268
Bhavnagar Gujarat	Plot No. 2, Block No. 35, Tagdi Village, Bhavnagar-364002 rmcbhavnagar.account@lc.jkmail.com	9727704707
Palanpur Gujarat	New Shashwat RMC Chadotar to Gar Road, At. & P.O. Chadotar Taluka-Palanpur, Banaskantha-385001 rmcpalanpur@lc.jkmail.com	9909961147
Surat Gujarat	Plot No.A-14/2, Ichhapore, GIDC Village-Bhatpore, Ichhapore-Magdalla Road Surat-394510 rmcstoresurat1@lc.jkmail.com	9925150334
Surat Gujarat	Block No.240, Near Essar Petrol Pump Jolva, Kadodara-Bardoli Road, Surat-394305 rmcsurat2@lc.jkmail.com	9925150334
Vadodara (Dumad) Gujarat	Plot No.754, Dumad-Savli Road Village Dumad, Vadodara-391740 rmcbaroda@lc.jkmail.com	9979854642 9727781504
Vadodara (Koyali) Gujarat	Survey No.530/2/3, Koyali-Sherkhi Road Post-Koyali, Vadodara - 391330 rmcbaroda@lc.jkmail.com	9979854642
Gurugram Haryana	Village Palra, Sec.70, Badshahpur Gurugram-122101 praveen.paul@lc.jkmail.com	70181-99204

LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Faridabad Haryana	Plot No .14/7, Building No. 3, Sector 27-A Delhi Mathura road, Mewla Maharajpur Faridabad – 121003 sumit.tewari@lc.jkmail.com	9999366098
Sonipat Haryana	Kh. No.75/19, Vill Akhbarpur Barota District, Sonipat –131103 nagendra.singh@lc.jkmail.com	9992171122
Jaipur Rajasthan	Khasra No. 1511, 1512 & 1513, Mahapura Ajmer Road, Jaipur-302026 rmcjpri@lc.jkmail.com	9799317700
Jodhpur Rajasthan	Plot Nos.: G-788, 789, 832, Industrial Area RIICO Phase IV, Boranada Jodhpur-342012 rmcjodhpur@lc.jkmail.com	8290820822 9799078140
Kota Rajasthan	Plot No.A-519, Road No.7 Inderprastha Industrial Area, Jhalawar Road Kota-324005 ravisharma@lc.jkmail.com	9811052366 8003391585
Udaipur Rajasthan	B-126 A, Road No.9, Near Ford Showroom Madri Industrial area, Udaipur-313003 rmcudipur@lc.jkmail.com	7340057590
Gr.Noida Uttar Pradesh	Plot No.D-25, Site-B, Surajpur Industrial Area Gr.Noida-201306 rmcnoida@lc.jkmail.com sudheer.maurya@jkmail.com	9540021286
Lucknow Uttar Pradesh	Mohan Lal Ganj, Outer Ring Road, Sonae Kajehra Bakkas, Lucknow-226025 amit.singh@lc.jkmail.com	8448697583
Rajsamand Rajasthan	Kh. Nos.: 1717 & 1702, Village Nagadiya Delwara District Rajsamand-313202	7974654343
Bhopal Madhya Pradesh	Kh. No.137/1/2 Village Semra Saiyyed Bhopal Bypass, Panchaytimaliya Tehsil Huzur District, Bhopal-452010	7903016145



LOCATION	ADDRESS & E-MAIL ID	PHONE NO.
Bhilwara Rajasthan	Kh. Nos.: 1189/1 (Plot-A11) & 1189/1 & 1188/3 (Plot A12) Biliyakhurd, Bhilwara-311001	7340057590
Rajnandgaon Chhattisgarh	Khasra No. 527/1, 527/2 & 532/5 Anjora Village Rajnand Gaon District-491441	8010924791
Indore Madhya Pradesh	Khasra No. 720/3 & 719/2 Sanawdiya Village Indore District-452016	8010924791



**JK LAKSHMI**  <sup>TM</sup>  
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**HEAVY DUTY**  
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**SUPREMO**  
CEMENT

  
**JK LAKSHMI**  
GYPSUM PLASTER

  
**JK LAKSHMI**  
WALL PUTTY

  
**JK LAKSHMI**  
CONCRETE

  
**JK LAKSHMI**  
FLY ASH BLOCK