

A diverse profile in marketing

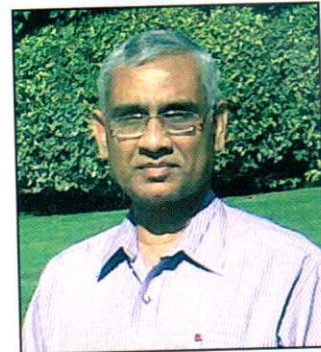
The award of the title of “Star Brand” in 2011 to JK Lakshmi Cement is a further testimony of C.S. Sadashivan’s vision to see JK Lakshmi become the preferred brand in the Indian Cement Industry

C S Sadasivan is a B.Tech(Elec. Engg.) from India’s premier engineering institute-The Indian Institute of Technology- Kanpur and a Post Graduate in Business Management from the prestigious management institute-Indian Institute of Management- Ahmedabad. A highly versatile person with over 35 years of corporate experience. His career started off as a Management Trainee with BHEL. He was instrumental in the export operations and successful setting up of Power projects in Libya and Middle East countries. Later he joined Tata Consultancy Services and was involved in some of the key consultancy projects which gave new directions to some of the big league companies. After a stint of 3 years he moved to the auto industry and for 15 yrs he worked with Toyota, Piaggio and Hindustan Motors in high profile positions like Director (Marketing) and was responsible for the overall marketing of overall range of cars, SUV’s and commercial vehicles. His profile showcased his worth as a key strategist in driving collaborations with Toyota, Piaggio and other Auto giants. His work saw him some visit auto giants in Countries like Japan, Italy for working out collaborations, attending training programmes and fixing issues.

His versatile profile then took him to the Media Industry as Director (Marketing) at Hindustan Times and saw him create key strategies in the media market.

In 2006 he was inducted into JK Lakshmi Cement Ltd. as Chief of

Marketing to oversee the Company’s overall marketing and sales distribution in the northern and western part of India and drive the advertising activities. His diverse profile covers the Marketing and sales function of JK Lakshmi’s diverse and value added products from JK Lakshmi Cement to India’s first branded POP –JK LakshmiPlast to Ready Mix Concrete-JK Power Mix. The Company under him has become one of the preferred brands in Northern and Western India and enjoys a healthy 7 % market share. JK Lakshmi Cement now markets 4.7million tonnes of cement annually; supplies over 2 lac cubic metre of ready mix concrete from it’s network of 8 ready mix concrete –power mix plants. The cement network of 70 dumps, more than 2200 dealer base, an ever expanding mason base of more than 35000 under JK Lakshmi Sahyogi Sanrakshan Club, key customers like L&T, Reliance, Essar and Airport Authority of India, Punj Lloyd, GVK, is a testimony of the direction which the Company has taken under him. In coming times 3 more ready mix concrete plants are coming for production. JK Lakshmi Cement would also be the first company to introduce mobile RMC under him. Cement marketing under him is going to be further boosted with the expected commencement of cement production from JK Lakshmi’s new grinding unit at Jharli, Dist.Jhajjar, Haryana. A person who has always looked forward to expanding the marketing and sales distribution, has seen him oversee the major market build up of



C S Sadasivan,
*B.Tech(Elec. Engg.),
from IIT, Kanpur*

the Gujarat market for the Company’s Kalol Grinding Unit. His past stint as a branding strategist across diverse industries, has seen JK Lakshmi foray deeper into the rural markets of Rajasthan, Gujarat under a focused rural initiatives. Some of the firsts in the northern cement industry under this initiative has been adopted by JK Lakshmi cement. The award of the title of “Star Brand” in 2011 to JK Lakshmi Cement is a further testimony of his vision to see JK Lakshmi become the preferred brand in the Indian cement industry.

An avid traveler, and a person who loves classic music, saw him visit different continents, attend numerous shows and move up in the social circle. As a person who wants to expand his knowledge base, he has attended different senior executive training programmes across countries and ivy league institutions across the country.

He is currently deputed as Chief Executive Marketing with JK Lakshmi Cement.

ICR