

For immediate Release

JK Lakshmi Cement inaugurates its grinding unit at Jharli, Haryana

~The grinding unit was inaugurated by Sh. Deepender Singh Hooda, Member of Parliament, Rohtak ;

Smt. Geeta Bhukkal, Education Minister, Haryana was the Guest of Honour ~

Haryana, October 31, 2012: Keeping pace with rising demand of cement, **JK Lakshmi Cement Ltd.** a leading cement manufacturer in India inaugurated its much awaited cement grinding unit in Jharli, Haryana. The unit was inaugurated by **Sh. Deepender Singh Hooda**, Member of Parliament, Rohtak and **Smt. Geeta Bhukkal**, Education Minister, Haryana was the Guest of Honour. On the occasion, **Sh. Bharat Hari Singhania**, Vice Chairman & Managing Director and **Smt. Vinita Singhania**, Managing Director, JK Lakshmi Cement also graced the occasion. **Mr. Shailendra Chouksey**, Whole-time Director and **Mr. S K Wali**, Whole-time Director, JK Lakshmi Cement were also present at the inauguration ceremony.

The grinding unit with a capacity of 5.5 lakh tonnes is spread on an area of 21 acre. The plant aims at meeting the growing need of quality products and timely delivery of cement in the state and the neighboring areas. The total investment incurred in the project is Rs 120 crores approx.. The unit is eco-friendly that aims at conserving the scarce natural resources.

Speaking on the occasion, **Sh. Deepender Singh Hooda, Member of Parliament, Rohtak** said, *"JK Lakshmi Cement is a leading brand in Haryana and with the setting up of this cement factory in this area in a record time of 12 months, not only the ash of thermal plants would be utilized which is a boon for environment, but in turn this would also generate business opportunities for the local people. Aiming at building Haryana as an Industrial hub, JK Lakshmi is also setting up a manufacturing plant for AAC Blocks."*

Smt. Geeta Bhukkal, Education Minister, Haryana added, *"I would like to congratulate the JK Lakshmi Cement families who have expanded their horizons into this region. This will not only meet the rising demand for quality construction material, but also lend an opportunity to undertake CSR initiatives for the betterment of the local people."*

Sharing insights on the newly inaugurated grinding unit, **Sh. Bharat Hari Singhania, Vice Chairman & Managing Director, JK Lakshmi Cement** said, *"We would like to extend our gratitude to Shri Deepender Singh Hooda and Smt Geeta Bhukkal who have been instrumental for setting up this unit in Jharli. The grinding unit is a landmark not only for JK Lakshmi Cement but also for entire JK Organisation as it is the Groups first manufacturing venture in the State of Haryana."*

The company has set up this state-of-the-art technology manufacturing facility and also introduced specially designed customized packaging options to meet the rising demands of the discerning consumers. This unit is the nearest cement manufacturing facility in Delhi-NCR region which would prove to be a boon for the consumers and the supplier network.



Welcoming the gathering, **Smt. Vinita Singhania, MD, JK Lakshmi Cement Ltd** said, *“Haryana is one of the developed states of the country, it is a moment of pride for us to announce the inauguration of Jharli grinding unit in this state. This unit is part of the Company’s expansion plans. As part of the expansion phase the Company is also setting up a green field cement plant in Durg, Chattisgarh with an investment of Rs. 1200 crores, to raise JK Lakshmi Cement’s production capacity to 8 million tonnes per annum .”*

Presenting a vote of thanks to the chief guests, **Mr. Shailendra Chouksey, Whole-time Director, JK Lakshmi Cement** said, *“JK Lakshmi Cement is recognized for its quality products. The proactive approach of the state leadership and administration in driving the industrial and financial growth of the state helped us in deciding the location of this grinding unit. Our aim is to uphold the motto of “Mazbooti Guaranteed” by delivering unmatched quality. This unit has further enabled us to offer better services to the customers in Haryana and Delhi regions.”*

About JK Lakshmi Cement:

JK Lakshmi Cement Ltd is in the cement business, operating a 5.5 million integrated cement manufacturing unit at Sirohi in Rajasthan alongwith grinding units in Kalol, Gujarat and now in Jharli, Haryana.

The Company is further setting up a green-field project with an investment of Rs.1200 crores in Durg, Chattisgarh. The company also has 11 fully operational State of the Art plants manufacturing Ready Mix Concrete (RMC). JK Lakshmi Cement enjoys high brand equity in the market and is the first choice of customer in its various markets. Company has a wide network of 2200 dealers served by 70 cement dumps strategically located centres .

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