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CELEBRATING THE LEGACY OF OUR LATE PRESIDENT ON HIS 81ST BIRTH ANNIVERSARY

Born on 20th June 1933, Late Shri Hari Shankar Singhania was involved in establishing and overseeing the JK Group's diverse businesses such as aluminium, steel, insurance, jute, textiles, paints, sugar, drugs & pharmaceuticals, office equipment etc. Taking the growth of the Group forward, he had set up various industries in several product categories such as Paper, Tyre, Cement, Automotive products & Power Transmission systems, Agri Genetics, Dairy products and more. Today, thanks to his leadership, these Companies have emerged as leaders in their respective fields, manufacturing and marketing world class products. The true test of a leader is how the organisation fares when he is no longer around. Having built a great team to carry on his legacy, all the Group companies of which he was the President have continued to thrive even in his absence.

The 'Padma Bhushan' awardee contributed immensely in the growth of industrialisation and the economic development of India, and received numerous prestigious Indian & International awards and recognitions.

While he was an extremely successful Industrialist during his lifetime, an equally strong focus of Shri Hari Shankar Singhania was towards the upliftment and betterment of our society, especially women, children and the under-privileged. He established many educational and medical foundations for these purposes which are running a number of schools, academies, universities and hospitals across the country.

In order to commemorate the birth anniversary of this pathfinder who made a difference to millions of lives, JK Lakshmi Cement organised blood donation camps in Delhi, Jaipur and at the Sirohi plant in Rajasthan.

The camps were conducted by an expert team of Doctors from several reputed Hospitals in their respective cities. Following the ideals of Shri Hari Shankar Singhania, the event sought to bring together people of different backgrounds bound by a desire to help their fellow men.

At the camps, dealers as well as staff members from the Cement and RMC units turned up in large numbers. After a medical check up to ensure it was safe, the volunteers were given refreshments prior to blood donation.

The event was a huge success and something of which Shri Hari Shankar Singhania would truly have been proud. This was one of many such initiatives that the Company implemented to pay homage to its great leader, and promises to continue towards not just nation building but the empowerment and growth of people as well.



ENCOURAGING LEADERSHIP THROUGH LAKSHMIPAT SINGHANIA- IIM LUCKNOW NATIONAL LEADERSHIP AWARDS



Shri Mohammad Hamid Ansari, Hon'ble Vice President of India, along with Senior Officials of J.K. Organisation and the recipients of the LakshmiPat Singhania IIM Lucknow National Leadership Awards come together for a group photograph

JK Lakshmi Cement has, since its inception, been a pioneer in the Cement Industry by virtue of its innovative products and highly dependable and advanced technology. As an organisation of repute that has shaped and paved the way for future leaders, the Company recognises the need to encourage talents in major fields affecting the country's growth. The 10th LakshmiPat Singhania-IIM Lucknow National Leadership Awards, were held on 26 May, 2014 to honour such exceptional leaders who have come to inspire and motivate current generations.

Every year, one Leader and one Young Leader are honoured in the fields of Business, Science & Technology and Community Service & Social Upliftment.

This year, Shri Y.C. Deveshwar, Chairman, ITC Limited was recognised as a Leader while Shri Sanjeev Bikhchandani, Co-Founder, Info Edge was the Young Leader in the Business category. In the field of Science & Technology, Shri Goverdhan Mehta, Professor, University of Hyderabad, was awarded the Leader's award while Dr. Shiraz Minwalla, Physicist, Tata Institute of Fundamental Research was the Young Leader. Dr. Rajinder Johar, Founder, 'Family of Disabled' was recognised as the Leader in the Community Service & Social Upliftment field, while Smt. Anjee Agarwal, Co-Founder and Executive Director, 'Samarthyam' was chosen as the Young Leader in this field.

Conducted at Vigyan Bhavan, New Delhi, this occasion was graced by Shri Mohammad Hamid Ansari, Hon'ble Vice President of India who saluted these Awards saying it celebrated the human spirit. Shri Bharat Hari Singhania, Chairman and Managing Director, JK Lakshmi Cement, spoke at length about the Awards and talked about the inspiration these new-age leaders had provided the country with. Dr. J.J. Irani, Chairman, Board of Governors, IIM Lucknow talked about the purpose behind the Awards, saying this was a method of recognition for individuals who have inspired and motivated millions of Indians.

The Awards, having completed a decade since they were introduced in the year 2004, were a celebrated success and was covered widely by the media across the country.

BUSINESS PARTNERS' INTERNATIONAL MEET ORGANISED IN SOUTH AFRICA



JK Lakshmi Cement's Business Associates and Company Officials along with their spouses during the International Meet 'Go Beyond' in South Africa

'Go Beyond' the theme for the 3rd Business Partners' International Meet appropriately represented the mood of the contingent to South Africa. Organised for the top performing cement business associates of JK Lakshmi Cement, the picturesque cities of Cape Town, Sun City and Johannesburg laid host to the business associates and Senior officials with their respective spouses. Over a period of 6 days the delegates participated in the 'Go Beyond' conference where state heads along with their respective business associates presented their future sales plan with the strategy to achieve them.

World renowned motivational speaker Mr. Justin Cohen rightly captured the spirit behind the theme when he implored the enthusiastic and rapt audience to reach beyond their set targets.

The remarkable and thought provoking conference was accompanied by witnessing the beauty of South Africa. The group witnessed the scenic beauty of Cape of Good Hope, the Royal King of the Jungle - Lion, hundreds of Seals in the seal island, the penguin colony and other notable places. In various excursions covering safari, ocean road ride and visit to lion park, the group witnessed the splendour of South Africa.

At the conclusion of the journey, business associates knew that if they were able to deliver beyond their targets, Team JK Lakshmi will be there to suitably reward them for their efforts.



SETTING NEW MILESTONES - BHOOMI PUJAN OF NEW RMC PLANT AT UDAIPUR



JK Lakshmi Cement team members at the Bhoomi Pujan of the Company's new RMC unit at Udaipur

Radical expansion has always been at the heart of JK Lakshmi Cement. The RMC segment has picked up great pace in the foreign countries and now in India, it is fast becoming one of the preferred products for construction, owing to the ease of its use and time saving.

The Company already has RMC plants in multiple locations across the country. Recently it took this ambition a step further by having a Bhoomi Pujan ceremony for its new RMC unit in the City of Lakes - Udaipur.

JK Lakshmi Cement team members Shri R. Dhamija, Shri Vineet Singh, Shri Rajneesh Gupta, Shri Ashok Sharma along with Shri P.K. Chauhan from Udaipur Cement Works Ltd, Dabok were present on this occasion along with all the staff members of the Company's Udaipur office.

This initiative is just one of a series of steps aimed at addressing the increased demands of the modern population of a rapidly developing country. The Company aims to expand this portfolio with more such projects in the near future.

STRENGTHENING RELATIONSHIPS, APPRECIATING DEALERS WITH 'JK LAKSHMI KE SITARE'



Dr. S. Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive - Marketing and Shri Sunil Agrawal, Senior Vice President - Marketing, motivating dealers at the Annual Haryana Dealers' Meet

JK Lakshmi Cement recognises the contribution and exemplary hard work shown by its dealer network in making the Company one of the most enviable cement brands in the country. As a show of appreciation, the Company organised an Annual Appreciation Meet, aptly named 'JK Lakshmi Ke Sitare' for its dealers from Haryana.

Dr. S. Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive - Marketing, Shri Sunil Agrawal, Senior Vice President - Marketing and Shri S.K. Raina, Senior General Manager - Marketing, JK Lakshmi Cement, graced the occasion with their presence.

The Company's dealers, considered as an extended family, were rewarded with trophies and silver coins as a symbol of appreciation for their stellar efforts. For the entertainment of the attendees, the starry evening was graced with stellar performances by actress Nisha Kothari and Laughter Challenge winner VIP, amongst others.

Dr. S. Chouksey motivated dealers in the event, by pointing out the importance of mutual trust and dedication in a healthy business relationship. Shri C.S. Sadasivan congratulated the dealer network on their achievements and apprised them of ambitious plans in the coming years. Shri Sunil Agrawal assured the dealers of better days while Shri S.K. Raina proposed the vote of thanks.

In addition to dealers across the state, the hugely successful event was also attended by business associates from POP and AAC BLOCKS departments. The dealers applauded this innovative idea of being treated as stars, as the Company promised to organise more such events in the future.

APPLAUDING DEALER PERFORMANCE THROUGH APPRECIATION MEETS



Dr. S. Chouksey, Shri C.S. Sadasivan, Shri A.M. Desai, Shri Anil Sharma, and Shri Suresh Holagi at the Gold Distribution Ceremony organised by JK Lakshmi Cement

JK Lakshmi Cement understands the importance of rewarding dealers for their tremendous performance and dedication towards the growth of the Company. Appreciation meets and award ceremonies are regularly organised by the Company to motivate and encourage this backbone - its dealer network.

Such an event was organised by JK Lakshmi Cement at the luxurious Hotel Deltin at Daman to recognise dealer performances of two zones for the concluded financial year.

Dr. S. Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive - Marketing, Shri A.M. Desai, Senior Vice President - Marketing, Shri Anil Sharma, General Manager - Marketing and Shri Suresh Holagi, General Manager - Marketing, JK Lakshmi Cement, graced the event with their presence.

Special trophies were given to top performing dealers across all regions, along with gold distribution to all dealers as a token of appreciation for their continued hard work. One of the dealers, Shreeji Enterprise, Surat was awarded the prestigious Best Performer of entire Zone 2.

In addition to the appreciation meet at Daman, JK Lakshmi Cement also organised a series of large-scale reward ceremonies for its dealers from Gujarat against a 'period scheme' announced in 2013-14.

These ceremonies were organised in various regions across Gujarat like Ahmedabad, Baroda, Rajkot, Mehsana, Nadiad and Surat, where in the dealers were rewarded with silver coins to applaud their efforts in the Gujarat market.

In addition to a get-together with lunch, dealers were applauded and motivated by Shri A.M. Desai and the respective regional heads of the Company. With a history of encouraging a stimulating work environment, JK Lakshmi Cement also takes dealer satisfaction very seriously. It plans to organise more such activities in the future.

PUNJAB AND JAMMU DEALERS' MEET



Shri C.S. Sadasivan, Chief Executive Marketing, Shri Sunil Agrawal, Sr. Vice President, Marketing, along with other Senior Officials and Company's Dealers from Jammu and Punjab at the respective Dealer Meets

Hard work always bears fruits. And at JK Lakshmi Cement, it is made sure that the exemplary efforts of the dealers and business associates never go unnoticed. In that context, the Company organised a dealers' appreciation meet in Punjab and Jammu for the dealers from the respective regions.

Hotel Stella, Bhatinda was the chosen venue for the Punjab Meet. The meet was presided over by Shri Sunil Agrawal, Sr. Vice President - Marketing and Shri I.M. Tewari, Sr. General Manager - Marketing, JK Lakshmi Cement. Dealers of the Company were rewarded for their performance. Discussions on how to increase sales and brand equity of JK Lakshmi Cement were a part of the agenda at the meet.

Crossing over to the city of Jammu, the meet was organised at Hotel Fortune, wherein dealers were awarded for their breakthrough performances which helped JK Lakshmi Cement make a big impact in the market.

Shri C.S. Sadasivan, Chief Executive - Marketing graced the occasion with his presence. He informed the dealers about the Company's exponential growth and foray into value added products as well as about the introduction of JK Lakshmi PRO+ Cement and other various new projects that the Company has in store.

These meets proved to be highly motivating for the dealers and spurred them on to make even more exemplary performances in the future.

FOSTERING A STRONG NETWORK THROUGH JODHPUR CONTRACTOR'S MEET



Company Officials and Contractors at JK Lakshmi Cement's Jodhpur Contractors' Meet

JK Lakshmi Cement believes that the foundation to a successful Company is a strong dealer and contractor network. In order to encourage and motivate them, it organised a contractor's meet at Hotel Siddharth Kailash, Jodhpur. About 85 contractors along with local dealers and employees of the Cement and RMC Division attended this session.

The session began with a corporate and market introduction by Shri P. Jha, followed by a one-hour technical session by Shri D. N. Nagar (General Manager, Technical Services) and a Question and Answer session. The Question and Answer session received wide fanfare with a lot of the participating contractors raising vital issues and concerns. The Company also gave an introductory note on its Pro+ Cement during this Meet. The meeting was concluded with a gala dinner with tokens of appreciation to each of the participants. The contractors highly appreciated this meet and the Company seeks to organise more such events in the future.

JK LAKSHMI CEMENT ORGANISES KNOWLEDGE SHARING SESSIONS IN RAJASTHAN



Chief Guest, Dr. Ajay Gupta along with Shri S. R. Chitnis and Shri Urmil Dave at the JK Lakshmi Cement Knowledge Sharing Session at Jodhpur

The Company understands the importance of conducting awareness sessions for learned professionals. These sessions not only make them aware of recent developments in the Cement Industry but also display the Company's commitment towards making a difference by creating a more knowledgeable workforce in the country.

Moving along with the same thought, Knowledge Sharing Sessions were held in 2 cities of Rajasthan – Jodhpur and Bhilwara. Architects and professionals from in and around the region participated enthusiastically in these sessions.

The Jodhpur session was presided over by Chief Guest, Dr. Ajay Gupta, Professor, Structural Department, MBM Engineering College, Jodhpur. While Shri S.R. Chitnis gave a brief presentation on the background of the Company, Shri Urmil Dave, Professor, Department of Civil Engineering, Institute of Technology, Nirma University, Ahmedabad delivered an exhaustive presentation on the topic "Concrete Durability- Deterioration Mechanism & In-situ Evaluation". At the end of the presentation, Shri Dave answered the queries of all present, thus making it a popular interactive session.

The other Knowledge Sharing Session, held in Bhilwara, saw Dr. Sandeep Chaudhary, Associate Professor, MNIT, Jaipur give a presentation on the topic, "Condition Survey and Repair of RCC Structures". After this, participants were encouraged to ask questions, which resulted in a very interactive and successful session. Over a hundred architects, engineers and professors participated in these sessions, thus making them huge successes.

DELHI AND PUNJAB DEALERS REWARDED WITH FOREIGN TOURS FOR EXEMPLARY PERFORMANCE



JK Lakshmi Cement's Dealers from Delhi and Punjab along with their families and Company Officials during their foreign tours

JK Lakshmi Cement is well aware of the fact that in order to have a successful and firm stand in the market, it has to have a highly motivated and satisfied dealer network in place. To assure this, the Company regularly organises various appreciation meets and tours to reward the excellent performance of its dealers from across the country.

This year, to applaud the exemplary performances of its dealer network from Delhi and Punjab, the Company organised foreign tours for both the regions. While the group from Delhi was taken to the bustling cities of Bangkok and Phuket, the Punjab dealers were taken to scintillating Singapore.

The dealers from Delhi had a gala time in Bangkok where they were taken to numerous world famous destinations. Known for its amazing night life, Bangkok was a treat for the eyes for everyone. From there they were taken to Phuket, which was equally exciting. The whole group had a gala time, soaking in the scenic beauty and mind blowing architecture of the cities.

Over to the city of Singapore, the Punjab dealers had nothing short of a perfect holiday. With the famous city offering so much of wonderful sights, food, cultures and more, it was just one of a kind experience for all who visited the place.

On returning from the tours, the dealers had so much to look back upon and so many beautiful memories to cherish all their lives. Everyone expressed their gratitude to JK Lakshmi Cement for giving them such an opportunity and pledged to take the Company's name to even further heights in the times to come.

जे के लक्ष्मी सीमेन्ट लिमिटेड ने जीता “राजस्थान प्रोडक्टिविटी एक्सीलेन्स अवार्ड”



राजस्थान प्रोडक्टिविटी एक्सीलेन्स “कलश अवार्ड 2011-12” की ट्रॉफी व प्रमाण-पत्र प्राप्त करती जे के लक्ष्मी सीमेन्ट कारखाने के वरिष्ठ उपाध्यक्ष (वर्क्स) श्री पी.एल. मेहता एवं वरिष्ठ प्रबन्धक (सेफ्टी) श्री सुजीत कुमार सिंह।

राजस्थान राज्य उत्पादकता परिषद प्रदेश में स्थापित उद्योगों में ओवर-ऑल परफॉरमेंस गुणवत्ता, उत्पादकता तथा पर्यावरण हितैषी कार्यों व अन्य मानकों में श्रेष्ठता के लिए प्रतिवर्ष सर्वोत्तम उद्योग को पुरस्कृत कर सम्मानित करती है।

राजस्थान राज्य उत्पादकता परिषद द्वारा उत्पादकता में श्रेष्ठता, बेहतर क्वालिटी, ऊर्जा-संरक्षण, उपभोक्ताओं की संतुष्टि, पर्यावरण सम्बंधन में विभिन्न रचनात्मक योजनाओं के क्रियान्वयन, औद्योगिक स्वास्थ्य एवं सेफ्टी में श्रेष्ठता, नवीन मानव संसाधन गतिविधियों एवं सामाजिक दायित्व का बेहतर निर्वहन तथा हरित उद्योग का मार्ग प्रशस्त करते हुए उत्पादित सीमेन्ट के बेहतर व्यापार परिणाम हासिल करने के लिए जे के लक्ष्मी सीमेन्ट लि. को राजस्थान प्रोडक्टिविटी एक्सीलेन्स “कलश अवार्ड 2011-12” एवं प्रशस्ति पत्र प्रदान कर सम्मानित किया गया।

दिनांक 24 जून 2014 को जयपुर स्थित मोहनलाल सुखाड़िया सभागार में कार्यक्रम की मुख्य अतिथि, राजस्थान प्रदेश की महामहिम राज्यपाल माननीया श्रीमती मारग्रेट अल्वा तथा राजस्थान राज्य उत्पादकता परिषद के अध्यक्ष श्री के.एल. जैन के करकमलों से जे के लक्ष्मी सीमेन्ट कारखाने के वरिष्ठ उपाध्यक्ष (वर्क्स) श्री पी.एल. मेहता एवं वरिष्ठ प्रबन्धक (सेफ्टी) श्री सुजीत कुमार सिंह को राजस्थान प्रोडक्टिविटी एक्सीलेन्स “कलश अवार्ड 2011-12” की ट्रॉफी व प्रमाण-पत्र प्रदान किया गया।

जे के लक्ष्मी सीमेन्ट ने सामाजिक दायित्व
निर्वहन में शुरू की एक नयी पहल
- 111 यूनिट स्वैच्छिक रक्तदान



रक्तदान शिविर के दौरान जे के लक्ष्मी सीमेन्ट कारखाने से जुड़े अधिकारी एवं कर्मचारी रक्तदान करते हुए

जे के लक्ष्मी सीमेन्ट संस्थान द्वारा कारखाने के आस-पास के गाँवों में समाजोपयोगी लक्ष्यों के माध्यम से अग्रणी भूमिका निभाई जा रही है। मानव जीवन को बचाने में रक्त की प्रत्येक बूंद की अहम भूमिका है। सामाजिक दायित्व निर्वहन में एक नयी पहल के तहत दिनांक 27 जून 2014 को जे के लक्ष्मी सीमेन्ट स्थित ऑफिसर्स क्लब में एक-दिवसीय विशाल रक्तदान शिविर आयोजित किया गया, जिसमें कारखाने से जुड़े अधिकारियों, कर्मचारियों, एवं श्रमिकों ने उत्साह पूर्वक 111 यूनिट रक्तदान किया। यह रक्तदान, क्षेत्र के गरीब, असहाय लोगों को आकस्मिक दुर्घटना, ऑपरेशन / सर्जरी आदि में उन्हें जीवनदान देने में सहायक बनेगा।

इस एक दिवसीय स्वैच्छिक रक्तदान शिविर में जे के लक्ष्मी सीमेन्ट डिस्पेंसरी से डॉ.वी.के.गौड़ एवं कम्पनी डिस्पेंसरी की टीम, तथा ग्लोबल हॉस्पिटल ब्लड बैंक, ग्रोमा सेंटर, तलेटी, आडु रोड की टीम ने अपनी सेवाएं प्रदान की। इस अवसर पर कारखाने के वरिष्ठ उपाध्यक्ष (खन) श्री पी. एल. मेहता, जिला प्रमुख एवं श्रम संघ के अध्यक्ष श्री वन्दन सिंह देवड़ा एवं कारखाने के वरिष्ठ महाप्रबन्धक (कार्मिक एवं प्रशासन) श्री दिनेश पंड्या सहित बड़ी संख्या में लोगों ने उत्साहपूर्वक भाग लिया। लेडिज क्लब अध्यक्ष श्रीमती संगीता मेहता सहित सदस्याओं ने कैम्प में आकर रक्तदाताओं की कुशल-बेम पूछी। कैम्प में रक्तदाताओं को जूस, ग्लूकोज, फल एवं डोनाट कैप प्रदान की गयी।

जे के लक्ष्मी सीमेन्ट को मिला
राज्य-स्तरीय 'बैस्ट एम्प्लॉयर अवार्ड'



द एम्प्लॉयर्स असोसिएशन ऑफ राजस्थान (EAR) द्वारा राज्य-स्तरीय 'बैस्ट एम्प्लॉयर अवार्ड' प्राप्त करते हुए, जे के लक्ष्मी सीमेन्ट के अधिकारी

द एम्प्लॉयर्स असोसिएशन ऑफ राजस्थान (EAR)- जयपुर, राजस्थान में उद्योगों के विकास, उनके समाज के प्रति उत्तरदायित्व एवं एम्प्लॉयर-एम्प्लॉयी सम्बन्धों के आदर्श मानकों को प्रोत्साहित करने हेतु कार्य करती है। जे के लक्ष्मी सीमेन्ट संस्थान ने कारखाने के आस-पास के गाँवों में अनुसूचित जाति व जनजाति के आदिवासी क्षेत्रों में 'नया सवेरा' परियोजना द्वारा बेहतर स्वास्थ्य जानकारी व चिकित्सा सुविधा उपलब्ध करवाने जैसे समाजोपयोगी कार्यों के माध्यम से अग्रणी भूमिका का निर्वहन किया है।

एम्प्लॉयर-एम्प्लॉयी सम्बन्धों में संस्था ने आदर्श मानक स्थापित कर प्रदेश में अपनी मिशाल कायम की है। द एम्प्लॉयर्स असोसिएशन ऑफ राजस्थान (EAR), ने अपनी स्थापना के गोल्डन जुबली वर्ष के उपलक्ष्य में इंदरलोक सभागार, जयपुर में दिनांक 11 जनवरी 2014 को भव्य अवार्ड समारोह आयोजित कर श्रेष्ठ उद्योगों को सम्मानित किया।

पर्यावरण के लिए राष्ट्रीय पुरस्कार से
सम्मानित: ग्रीनटेक गोल्ड अवार्ड 2013

दिनांक 29 जनवरी 2014 को चंडीगढ़ स्थित होटल जे, इक्व्यू, मेरियड में आयोजित पुरस्कार समारोह में मुख्य अतिथि- सेवानिवृत्त आई.ए.एस. अधिकारी एवं इंडियन इंस्टीट्यूट ऑफ कॉर्पोरेट अफेयर्स, के डी.जी. और सी.ई.ओ.- डॉ. भास्कर चटर्जी एवं ग्रीनटेक फाउण्डेशन के अध्यक्ष श्री कमलेश्वर शरण द्वारा जे के लक्ष्मी सीमेन्ट लि. संस्थान के उपाध्यक्ष (प्रोडक्शन एवं क्चु.सी.) श्री ए. के. बलरिया एवं उप-प्रबन्धक (एन्वायरमेंट) श्री हितेश सुखवाल को ग्रीनटेक गोल्ड अवार्ड प्रदान कर सम्मानित किया गया।

WORD WHEEL CHALLENGE



Make as many words of 2 letters or more using the letters in the word wheel only once in each word, and always including the letter in the centre of the wheel. Proper names are NOT allowed.

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

RESULT OF CONTEST VOL. LVI

Thank you readers! We are thrilled by your participation. Congratulations to all the Winners. Keep participating and Win exclusive prizes.



Surya Patnaik
Vadodara



Pankaj Amaria
Udaipur



Nikesh Barwade
Chhattisgarh

We would like to thank
Shri Ashwani Sharma, Shri D. N. Nagar,
Shri Dinesh Pandya and Shri S. R. Chitnis
for their contribution to this edition of Shilalekh

Kindly send your suggestions / comments to
Abhik Bhargava at: JK Lakshmi Cement, Milap Niketan,
8A, Bahadur Shah Zafar Marg, New Delhi 100 002
or email: abhikb@lc.jkmail.com

HUM SATH SATH HAIN

M/s Ashapuri Cement Trading Co., run by Shri Somaram Prajapati, has been associated with JK Lakshmi Cement as a dealer for over 25 years now. They joined the Company's dealer network way back in 1988.

They are exclusive dealers of JK Lakshmi Cement, amassing an average sale of 743 MT in the FY 2013-14. Their average sales for the quarter April to June '14 was a staggering 1071 MT. Besides being wholesalers, they also have a good network of retailers through which they have made sales of 200 MT as well.

The dedication and consistency that M/s Ashapuri Cement Trading Co. has shown in the market is commendable and the Company looks forward to many more years of association with them.



Shri Somaram Prajapati - M/s Ashapuri Cement Trading Co.

LEVERAGING SOCIAL MEDIA WITH FACEBOOK PRO+ CAMPAIGN

JK Lakshmi Cement understands the importance of new media in reaching out to its tech savvy customers and creating a modern brand relevance. On the eve of Independence Day, it sought to introduce a new product, the environment-friendly JK Lakshmi Pro+ Cement.

Enriched with dicalcium silicate and tri-calcium silicate, JK Lakshmi Pro+ Cement offers double strength. This campaign sought to create awareness and engagement about this revolutionary product by leveraging the Company's Facebook page, Twitter, Web Apps as well as a series of promotional Youtube videos.

The India Pro+ Facebook app invited entries from Indians asking what they think would make India Pro+. This app was made live on 9 August and promoted through stamp ads. It was hugely successful. The Poster series generated more than 13 lakh impressions with a viral reach of more than 9 lakh viewers. More than 11000 fans were added during the course of this campaign. The Company has incorporated more such initiatives in its business plan which will be activated in the near future.



JK Lakshmi Cement took a step towards leveraging new media by launching its flagship product, JK Lakshmi Pro+ Cement on Facebook