

JK Lakshmi Cement wins National Award for Best HR Practices



Shri Shailendra Chouksey, Whole-time Director and Shri Dinesh Pandya, Sr. GM (P&A), JK Lakshmi Cement receiving the award from Shri M.M. Murugappa, Vice-Chairman, Murugappa Corporate Board

JK Lakshmi Cement bagged the National Institute of Personnel Management National Award for Best HR Practices 2012 in the Gold Category at the 31st NIPM Annual Conference – NCON 2012 held at Kochi. Shri Shailendra Chouksey, Whole-time Director and Shri Dinesh Pandya, Sr. General Manager (P&A), JK Lakshmi Cement received the award on behalf of the Company.

Awarded for the best practices in HR, JK Lakshmi Cement believes that “Happy Employees” lead to “Happy Customers”. This belief of the Company has led to developing a work culture that fosters growth by providing challenging opportunities

and encouraging participation of each team member. This ‘Thought Leadership’ has led to initiating numerous innovative HR Programs and Employee Engagement Activities. As a result, JK Lakshmi Cement has improved its ratings in an independent Employee Satisfaction Survey year-on-year.

The Company whole-heartedly supports its dedicated and committed workforce. Their happiness and satisfaction plays a crucial role in forming the base and hence JK Lakshmi ensures that mazbooti is delivered with the dash of happiness, to everyone.

JK Lakshmi Cement outshines at National Awards for Energy Efficiency



Shri N.K.J. Panchal – Dy. General Manager (Electrical) and Shri Rajpal Singh Shekhawat – Sr. Manager (Production) receiving the “Excellent Energy Efficient Unit Award” on behalf of the Company

JK Lakshmi Cement yet again came out with flying colours at the National Awards for Energy Efficiency by CII, Hyderabad at the 11th Energy Efficiency Summit 2012. The Company won the “Excellent Energy Efficient Unit Award” and the “Innovative

Project Award” for its projects initiated towards efficient energy management. JK Lakshmi Cement is the only cement company to have been awarded the Innovative Project Award. Shri N.K.J. Panchal – Deputy GM (Electrical) and Shri Rajpal Singh Shekhawat – Sr. Manager (Production) received the honour on behalf of the Company. This prestigious award is an acknowledgment for all the efforts put in towards building a greener tomorrow.

JK Lakshmi Cement has been recognised as a leader in undertaking various measures towards eco-friendly practices in the manufacturing process. The Company’s Sirohi plant has been rated as the ‘Third Greenest Cement Plant’ in India. Over the years, JK Lakshmi Cement has been awarded with honours such as Golden Peacock Environment Management Award; The National Award for the Second Best Environment Excellence in Limestone Mines; Energy Conservation Award; Leaders Award in Large Category for Green Manufacturing Excellence Award instituted by Frost & Sullivan, amongst many more.

Another milestone- Haryana becomes more mazboot



Shri Deepender Singh Hooda, Hon'ble Member of Parliament - Rohtak, Haryana, Smt. Geeta Bhukkal, Hon'ble Education Minister, Haryana, Shri Bharat Hari Singhania, Vice Chairman & Managing Director, Smt. Vinita Singhania, Managing Director, Shri S.K. Wali and Shri S. Chouksey, Whole-time Directors, JK Lakshmi Cement, during the inaugural event



Shri Deepender Singh Hooda and Smt. Geeta Bhukkal along with Senior dignitaries of JK Group at the inaugural function of JK Lakshmi Cement Jharli Grinding Unit

In its journey to cement a mazboot India, JK Lakshmi Cement recently achieved another milestone. The Company's grinding unit in Jharli, Haryana was formally inaugurated by Shri Deepender Singh Hooda, Hon'ble Member of Parliament, Rohtak, was the Chief Guest and Smt. Geeta Bhukkal, Hon'ble Education Minister of Haryana graced the occasion as the Guest of Honour. Shri Bharat Hari Singhania, Vice Chairman & Managing Director, Smt Vinita Singhania, Managing Director, Shri S.K. Wali and Shri S. Chouksey, Whole-time Directors, JK Lakshmi Cement, Shri Harshpati Singhania, Managing Director, JK Paper Ltd., Shri Anshuman Singhania, Shri Shrivats Singhania along with other Senior Company Officials were present at the inauguration.

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 neighbouring areas. The unit is eco-friendly that aims at conserving the scarce natural resources. The Company with its new unit has also introduced specially designed customised packaging options to meet the rising demands of the discerning consumers. This unit is the nearest cement manufacturing facility to Delhi-NCR region which would prove to be a boon for the consumers and the supplier network.

Company Officials, Business Partners and Associates of JK Lakshmi Cement across Haryana came together for the launch event. The inauguration event was marked by a day full of festivities and fun-filled entertainment activities like arm-wrestling, ring throwing and tug of war that kept the guests engaged.

It was followed by the formal plant inaugural ceremony by the Chief Guest, Shri Deepender Singh Hooda, who inaugurated the plant by unveiling the inauguration stone and thereafter flagging off the truck load of consignment.

The remarkable event manifested the rising march of JK Lakshmi Cement in the Indian Cement market.

"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 utilised 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."

- Shri Deepender Singh Hooda, Hon'ble Member of Parliament, Rohtak

"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."

- Smt. Geeta Bhukkal, Hon'ble Education Minister, Haryana



Shri Deepender Singh Hooda, Smt. Geeta Bhukkal, Shri B.H. Singhania, Smt. Vinita Singhania, Shri H.P. Singhania during the flag off the truck load of consignment

2nd International Marketing Summit



Smt Vinita Singhania, Managing Director, JK Lakshmi Cement addressing the guests



Shri S.K. Wali, Whole-time Director, Smt Vinita Singhania, Managing Director, Shri S. Chouksey, Whole-time Director and Shri C.S. Sadasivan, Chief Executive - Marketing, JK Lakshmi Cement at the Summit

With the Grinding unit now operational in Haryana and the Greenfield plant coming up in Chhattisgarh, JK Lakshmi Cement will be opening up new horizons to grow. To discuss the opportunities, challenges and preparing the right strategic plan, the 2nd International Marketing Summit of JK Lakshmi Cement was organised in Singapore this year on the Star Virgo Cruise which took the participants from Singapore to Penang to Phuket and then back to Singapore.

Top Management of JK Lakshmi Cement – Smt. Vinita Singhania, Managing Director; Shri S.K. Wali and Shri Shailendra Chouksey, Whole-time Directors and Shri C.S. Sadasivan, Chief Executive – Marketing, JK Lakshmi Cement lead the team of all functional heads and business partners and associates at this summit.

During the summit, discussions on the challenges that the brand will face in the existing and new markets as it grows was the main agenda. The talks emphasised on sustainable growth and profitability of the Company. Plan of Action for the future course of activities was also discussed at the summit.

Outdoor games and activities were planned to encourage team work and strengthen the bond that binds Team JK Lakshmi Cement. The beautiful locales and serene beauty of Penang, Phuket and Singapore offered a lot of memorable moments which will be etched in the memories of the participants forever.

The summit concluded with highly motivated team members returning with a resolve to achieve their own individual tasks efficiently that contribute in the growth of the Company as a whole.

Dealer Meet at Kingdom of Dreams



Shri S. Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive (Marketing), Shri Sunil Agrawal, Sr. Vice President (Marketing), along with Team JK Lakshmi at the Delhi Dealers Meet



Shri S. Chouksey, Whole-time Director, Shri C. S. Sadasivan, Chief Executive (Marketing), and Shri Shafi Shauket, (Zonal Head, Haryana), JK Lakshmi along with Team JK Lakshmi at the Haryana Dealers Meet

This year's dealer appreciation meets for Haryana and Delhi region were held at Kingdom of Dreams on 26th September, 2012 and 11th October, 2012 respectively. Before the main event, dealers were entertained with a live programme at the venue. Shri S. Chouksey, Whole-time Director, JK Lakshmi Cement acknowledged and praised the dealer network for the efforts made by them in meeting the Jharli Production. Shri C. S. Sadasivan, Chief Executive - Marketing, JK Lakshmi Cement, emphasised on the importance of prompt services in the industry. Shri Sunil Agrawal, Sr. Vice President (Marketing) encouraged each of them to put in even more efforts and

strive to achieve greater heights in the times to come. Shri Shafi Shauket, Zonal Head (Haryana), apprised the network on the future plans of the Company. The event for Haryana was well attended by more than 200 dealers and all Sales Promoters while the event for Delhi, witnessed about 135 dealers and officers' presence. Delhi event also had discussion on future plans, marketing strategies and new policies for the dealers. Awards and gifts were distributed on both the occasions. Dealers were upbeat and thoroughly enjoyed the eventful meet and appreciated the Company's efforts in coming up with such an event.

JK Organisation Inter-Company Marketing Conference



Smt. Vinita Singhania, Managing Director - JK Lakshmi Cement along with the participants at the JK Organisation Inter-Company Marketing Conference 2012 held at Indian Institute of Management, Ahmedabad

JK Organisation's 2 day Inter-Company Marketing Conference was recently held at Indian Institute of Management, Ahmedabad. The subject for this edition of conference was "New Perspectives on Gaining Customer Insights and Driving Innovation". Participants included Team Members from the Group Companies, such as: JK Lakshmi Cement Limited, JK Tyre & Industries Limited, JK Paper Limited, Fenner (India) Limited, JK Risk Managers & Insurance Brokers Limited, Umang Dairies Limited and JK Agri Genetics Limited.

Dr. Arvind Sahay, Senior faculty of Marketing at IIM, Ahmedabad and Shri Krishnesh Mehta from National Institute of Design were the speakers on the occasion. In his presentation, Dr. Sahay touched upon topics such as Use of Neuro Marketing in improving customer insights and Application of Neuro Marketing in Sales and Branding. Shri Krishnesh Mehta presented his thoughts on the role of creativity in driving innovation into the business.

Smt. Vinita Singhania, Managing Director - JK Lakshmi Cement,

in her key note focused upon the need for better customer insights and the role they play in building stronger brands. The brands are not merely a product, it is possession of an individual and to gain such a connect with a customer, it is very important that our communication is focused and is in line with customer's perception about the brand. Shri C. S. Sadasivan, Chief Executive - Marketing, spoke on the importance of 'Attitude-Driven' work pattern in order to overcome the limitations that individuals face when solving complex problems. He mentioned that, in order to be a stronger team one needs to be a stronger individual and with this drive, the entire group can achieve the unimaginable.

Summing up the entire conference as informative, Shri Shailendra Chouksey, Whole-time Director - JK Lakshmi Cement, mentioned that the topics covered during the conference were educative and shall play a key role in deriving the marketing strategy across the Group Companies.

Engineering & Factory Management Conference organised at Sirohi



Smt. Vinita Singhania, Managing Director, JK Lakshmi Cement lighting the Inauguration lamp ceremony.

20th Engineering and Factory Management Conference was held in July this year at JK Lakshmi Cement's Sirohi Plant premises. The conference was inaugurated by Smt. Vinita Singhania, Managing Director - JK Lakshmi Cement with a lamp lighting

Chief Executive (Works), Shri P.L. Mehta, Sr. Vice-President (Works), Shri Naveen Sharma, Vice-President (Operations) and Shri Dinesh Pandya, Sr. General Manager (P&A) - JK Lakshmi Cement spearheaded the conference. The conference's objective was captured very well by the theme of the conference i.e. "Today's Leadership Challenges with Focus on Technology, Cost and External Environment".

A presentation competition was organised to share the thoughts on the selected theme and Shri P. Lodha, Manager (Mines), Shri Amardeep Saxena Sr. Manager (Geology) and Shri Pankaj Mathur, Deputy Manager (Technology) from JK Lakshmi Cement won the Second Prize for their ideas. The conference ended on a high note and acted as a platform for exchange of ideas for newer innovations.

Shri S.K. Wali, Whole-time Director, Shri Ganpat Singh,

Madhya Pradesh gets Mazbooti Guaranteed



Shri Shivraj Singh Chauhan, Hon'ble Chief Minister (Madhya Pradesh), Shri S.K. Wali, Whole-time Director, JK Lakshmi Cement along with Shri Probal Chatterjee, Sr. General Manager (Mines & Geology) discussing over the proposal

Hon'ble Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chauhan organised an industrial meet to discuss the industrial progress which was held recently.

The occasion was graced by all the seasoned industrialists who talked about their thoughts and convictions for Madhya Pradesh to shine brighter. In the event team JK Lakshmi Cement proposed for Mining and setting up its Cement Plant in Madhya Pradesh. Shri S. K. Wali, Whole-time Director, JK Lakshmi Cement got the MoU signed with Trade and Investment Felicitation Corporation Ltd. (TRIFAC). On this glorious occasion, he shared the moment of pride on behalf of the entire JK Group. With this Team JK Lakshmi Cement is on its way to make Madhya Pradesh a lot more mazboot.

Brainstorming sessions held in Gujarat



Dealers engrossed in an interactive session at the Bharuch Dealer Meet

JK Lakshmi Cement organised its Annual Dealer Meet to acknowledge the diligent efforts of the dealers and to share their thoughts in Gujarat. The meet was held in Vadodara on 26th June 2012 and later in Bharuch on 31st August 2012.

The meeting was attended by all the dealers of the respective cities, Shri A.M. Desai, Sr. VP (Marketing) and Shri I.M. Tewaari, GM (Marketing) along with the Sales Promoters and C&F Agents of the Company. The agenda for the meet was to come together to interact and to exchange thoughts between the dealers and officials of the Company. In the beginning of the meeting, Shri Mandar Joshi of team JK Lakshmi Cement gave a presentation on the manufacturing process of Cement. For the dealers it acted as a catalyst to relate the process and they participated with enthusiasm in the discussion session that followed.

The discussion led to fruitful solutions for 'how to increase trade sales and how to improve brand image'. Shri A.M. Desai, Sr. VP (Marketing) & Shri I.M. Tewaari, GM (Marketing) appreciated the views that everyone expressed during the sessions. They could relate to the genuine thoughts of the dealers who share the brand's aims and missions.

All the dealers present during both the sessions expressed their gratitude towards JK Lakshmi Cement for organising such meets and for making the effort to reach out to its dealers and interact with them. They looked forward to having more of these brainstorming sessions in the future as well.



Shri A.M. Desai, Sr. Vice President (Marketing) & Shri I.M. Tewaari, GM (Marketing), JK Lakshmi Cement addressing the queries of Dealers during the Dealer Meet at Baroda

जन-जागरुकता अभियान



ट्रक-चालकों तथा संविदाकर्मियों को जानकारी देते मुख्य प्रशिक्षक डा.आर.सी.शर्मा एवं सहयोगी।



जे के लक्ष्मी सीमेन्ट संस्थान द्वारा कारखाने के आसपास के गांवों में अनुसूचित जाति व जनजाति के आदिवासी लोगों के जीवन स्तर को बेहतर बनाने, साक्षरता के माध्यम से निरक्षरता के कलंक को धोने, बढ़ती जनसंख्या पर अंकुश लगाने हेतु सार्थक प्रयास करने, आदिवासी क्षेत्र में नयासवेरा परियोजना द्वारा बेहतर स्वास्थ्य जानकारी व चिकित्सा सुविधा उपलब्ध करवाने जैसे सामाजिक लक्ष्यों के माध्यम से अग्रणी भूमिका निर्वहन की जा रही है।

इसी क्रम में जे के लक्ष्मी सीमेन्ट ने कारखाने में एच.आई.वी.एड्स समस्या का कॉर्पोरेट स्तर पर समाधान करने का लक्ष्य निर्धारित किया व उसी के अनुरूप जन-जागरुकता अभियान की कार्यक्रम रूपरेखा तैयार की गयी। जिसके तहत कारखाने से जुड़े ट्रक-चालकों, संविदाकर्मों, सुरक्षाकर्मों, कॉलोनीवासी पुरुष-महिलाओं सहित कारखाना परिसर में कार्यरत लोगों में जन-जागरुकता अभियान की शुरुआत की गयी। अब तक एच.आई.वी. एड्स समस्या समाधान की विभिन्न समुदायों में 78 बैठकों द्वारा कुल 2399 लोगों तक जागरुकता संदेश पहुँचाया गया है।

जे के लक्ष्मी सीमेन्ट ग्रीनटेक सेफ्टी गोल्ड अवार्ड से सम्मानित



कार्यक्रम के मुख्यअतिथि श्री आर सी नय्यर मुख्य सचिव, पंजाब सरकार एवं श्री कमलेश्वर शरण, अध्यक्ष ग्रीनटेक फाउण्डेशन के कर-कमलों द्वारा ग्रीनटेक सेफ्टी गोल्ड अवार्ड-2012 प्राप्त करते संस्थान के वरिष्ठ उपाध्यक्ष (वर्क्स) श्री पी.एल.मेहता एवं प्रबन्धक (सुरक्षा) श्री सुजीत कुमार सिंह।

देश में स्थापित वृहत उद्योगों में सुरक्षा कार्यो व सुरक्षा मानकों में श्रेष्ठता के लिए ग्रीनटेक फाउण्डेशन, नई दिल्ली द्वारा प्रति वर्ष श्रेष्ठ संस्थानों को अवार्ड से सम्मानित कर प्रोत्साहित किया जाता है। जे के लक्ष्मी सीमेन्ट लि., सिरोही को स्वास्थ्य एवं सुरक्षा प्रबन्धन में विशिष्ट उपलब्धि के लिए ग्रीन टेक फाउण्डेशन, नई दिल्ली द्वारा ग्रीनटेक सेफ्टी गोल्ड अवार्ड-2012 से सम्मानित किया गया।

यह अवार्ड श्री आर सी नय्यर मुख्य सचिव, पंजाब सरकार एवं श्री कमलेश्वर शरण, अध्यक्ष ग्रीनटेक फाउण्डेशन द्वारा मै. जे के लक्ष्मी सीमेन्ट लि संस्थान के वरिष्ठ उपाध्यक्ष (वर्क्स) श्री पी.एल.मेहता एवं प्रबन्धक (सुरक्षा) श्री सुजीत कुमार सिंह को श्रीनगर स्थित 'शेर-ए-कश्मीर अन्तर्राष्ट्रीय अधिवेशन केन्द्र' में आयोजित सुरक्षा अधिवेशन में प्रदान किया गया।



Team JK Lakshmi Cement receiving the Runner's up trophy by Shri Shrivats Singhania at Inter Company T 12 Cricket Tournament

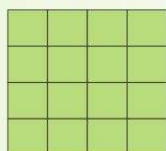
An Inter – Company T-12 Cricket Tournament was organised by Young Marketing Forum, an initiative of Shri Shrivats Singhania.

Four teams - JK Lakshmi Cement, JK Tyre & Industries, JK Paper & Remaining JK Group Companies took part in this event. The teams had to battle out and qualify for Quarter finals & Semi finals.

The crowd was enthralled to see JK Group Teams play the sport with high spirit. From the team mates to the crowd, every one was united by the passion of the game. JK Remaining Group Team won the tournament whereas JK Lakshmi Cement finished the series as first runner up. Shri Jaswant Singh Rawat of JK Lakshmi Cement Team was adjudged the Man of the Tournament.

Brain Benders

1) How many squares are present in the figure below?



2) An average of 35 paperback books fit on each shelf of a bookcase. There are 4 shelves in each bookcase. How many bookcases will be needed to shelve 1540 books?

A.) 140 B.) 14 C.) 11 D.) 10

3) There were 30 questions on a maths test. Rahul got 80% of them correct. How many questions did he answer correctly?

4.) If you divide 50 by half, and then add 20 to it, what would be the final answer?

5) Put the letters in order to form a word E A U R N I E O C T

Send in your entries through post or e-mail at the address below. Lucky Winners will get SURPRISE GIFTS!

Congratulations



Anshul N Agarwal
Nephew of Shri. Kanubhai Agarwal,
Palanpur, Gujarat Region
for scoring **Guj CET 2012 - 99.88%**
H.S.C 2012 - 99.94%
Wish you all the best!



Result of Contest Vol. XLIX

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

Winners



Shri Dipal Kansara
Rishabh Trading Corporation
Ahmedabad



Shri Pawan Bhardwaj
New Delhi



Shri Sandeep Bhardwaj
Panipat



Shri Ankit Goel
New Delhi

We would like to thank Shri Anil Sharma, Shri Dinesh Pandya, Shri R.K. Jerath, Ms. Radhika, Shri S. Jayaraman, Dr. Tapomoy Deb and Shri Sunil N. Upadhyaya for their contribution to this edition of Shilalekh.

Kindly send your suggestions/comments to Rajan Verma | Mayank Mathur | Vikas Tiwari at:
JK Lakshmi Cement, Milap Niketan, 8A, Bahadur Shah Zafar Marg, New Delhi 110 002,
or

email: rajanverma@jkmil.com; mayank.mathur@jkmil.com; vikas.tiwari@jkmil.com

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