



NEWSLETTER | VOLUME NO. LIX



**INDIA, AB  
SOCH KARO BULAND.**

When JK Lakshmi Cement started its first plant in Sirohi, Rajasthan, little did the world know that in three decades, it would become the behemoth it is today. An unquestionable legacy of ethics, a constant zest to innovate and a propensity to outdo ourselves has helped us to achieve this remarkable feat. A significant milestone in the history of JK Lakshmi Cement was attained when we started commercial sales from our newly commissioned Greenfield integrated cement plant in Durg (Chhattisgarh) on 19th January 2015.

The vision and support of the management and sheer determination and perseverance of the committed team members of the project team has made this day possible. Though the challenges were great, our team of talented and dedicated professionals delivered by pledging their total commitment and support.

The new plant at Durg is a technological marvel, with the latest, internationally acclaimed process, quality assurance systems and best environment-friendly practices which are second to none. Spread over 1200 acres, the plant has been set up at a cost of over Rs. 1700 Crore and is slated to reach its peak capacity of nearly 3 MTPA. The plant will produce all varieties of cement i.e. PPC, PSC and OPC.



Dr. S Chouksey (Whole Time Director) flagging off the first consignment of JK Lakshmi Pro+ from Durg

The Durg Plant has turbo-charged our confidence and JK Lakshmi Cement is ready to take on bigger challenges and fulfill greater dreams.

It is indeed the beginning of new era as we enter the eastern region of India. JK Lakshmi Pro+ Cement was introduced in a phased manner across various states of the East. We began with Chhatisgarh and went on to launch in Odisha, Vidarbha, parts of MP and West Bengal.

The launch Campaign featuring full-page print advertisements in leading newspapers on the theme of "India Ab Soch Karo Buland" was ably supported by a high-visibility outdoor campaign. A slew of on-ground activities rolled out by the marketing team ensured high levels of brand awareness, visibility and acceptance across various customer segments.

Confident of replicating the company's best practices in the eastern zone, we are all set to offer a unique experience to fulfill the aspirations of the ever more discerning cement

users. Our target is to utilize Pro+ Cement to provide nothing short of the best in infrastructure and construction solutions in the eastern region. We are sure to achieve that target and ensure that JK Lakshmi Cement emerges as the cement company distributors, dealers and consumers prefer.



Opening of Cuttack depot of JK Lakshmi Pro+ cement



## JK LAKSHMI CEMENT'S WINNING STREAK

### JK Lakshmi Cement Ltd. shines as Admired Brand Asia

Admired 100 Asia an initiative of VWP world brands, an independent, global platform dedicated to brand excellence in Asia, have featured JK Lakshmi Cement in its prestigious list. The list honours the most admired Asian brands that have proven their worth through exceptional reliability and sustainability.

JK Lakshmi Cement Ltd. received the award in recognition of its brand value proposition, marketing connect and innovation at a well-attended ceremony at The Imperial, New Delhi on 20th February 2015. JK Lakshmi Cement has pioneered best practices and earned respect and admiration in the industry. The award was adjudicated scientifically with Ernst & Young serving as process advisors and White Page International contributing as research partners.



Mr. C.S. Sadasivan (Chief Executive-Marketing)  
receiving Admired Asia Brand award on behalf of JK Lakshmi Cement

### JK Lakshmi Cement wins 9th MTM Star Corporate Award

We have a tradition of rewarding associates through schemes that further cement the bonds between the company and our valued dealers and distributors.

Our efforts recently won the approval of the jury at the ninth MICE Travel Mart (MTM) award and third Luxury & Leisure Travel Mart (LLTM) awards. The award ceremony was held at the Convention Hall of The Ashok, New Delhi.

The Awards evening was made special for us with JK Lakshmi Cement Ltd. being awarded the MTM Corporate Star Award 2014 for Best Incentive Programme for Distributors and Dealers.

MTM & LLTM hosted corporate travel decision makers, MICE planners, wedding planners, tour operators as well as travel agents. JK Lakshmi Cement was the proud recipient of the award along with top companies like TATA Power Company Ltd, Jindal Steel & Power Ltd, Volvo Auto India Pvt Ltd, Samsung India Electronics Pvt Ltd and Amway India Enterprises Pvt Ltd. JK Lakshmi Cement is honoured to receive the recognition and thanks all its business associates for their valuable contribution.



Team JK lakshmi Cement with Mr. C.S. Sadasivan  
(Chief Executive-Marketing) receiving MTM Star Corporate Award

## JK LAKSHMI CEMENT AT THE DÉCOR INDIA SHOW, JAIPUR

JK Lakshmi Cement participated in the Decor India 2015 show held at Jaipur. This reputed exhibition of construction & interior decoration sector is a great platform for the company to interact with its customers. The event was inaugurated by Mr. Ashok Parnami and Minister of Education, Mr. Kalicharan Saraf.



JK Lakshmi Pro+ Stall at Decor India Show, Jaipur

This year's stall was designed on the concept of JK Lakshmi Pro+ Shoppe / kiosk with full range of company's products on display. Relevant product related information was shared with the visitors through leaflets and face to face interaction. Walk-in customers were given deeper insights into "Vaastu Shastra" through visual display units. The audience was bowled over by the novel experience and really appreciated the concept.

## KNOWLEDGE SHARING SESSIONS AT JODHPUR & BARMER

"Knowledge Is Power" and JK Lakshmi Cement believes in sharing power with its stakeholders. Keeping this spirit alive, Jodhpur and Barmer recently played hosts to knowledge sharing sessions on "How to make durable concrete structures" & "RMC Concepts" respectively. Young engineers & architects from various polytechnics and colleges attended these sessions. These events featured vibrant discussions on making the right mix designs and ensuring adherence to quality standards during the process.

We are an organization committed to give back to society. Knowledge sharing sessions are our small way of aiding the development of the budding talent of India. As they grow in confidence and awareness, they will surely be better equipped

to overcome the challenges that lie ahead. JK Lakshmi Cement is proud to be a frontrunner in making India stronger.



Knowledge Sharing Session at Jodhpur

## JK LAKSHMI CEMENT DEALERS REJOICE AT HOLI MILAN

Holi is a festival of joy, colours and togetherness. JK Lakshmi Cement Holi Milan Samaroh organized at various locations across its markets brought its business associates closer to the company. In keeping with our "one big family concept", the company celebrates all festivals with the people who are the true creators of its success and growth.

Delhi, Jaipur and Raipur saw some of the most grand celebrations. Dealers of nearby locations were invited to a special venue for a day-long celebration. The success of the event could be gauged from the active participation of dealers in various games and their sheer joy at the many, power-packed performances. All in all, the dealers had a gala time.



Mr. A. M. Desai (Zonal Head-East) at Holi Milan Samaroh in Raipur and A glimpse of Holi Milan Samaroh in Delhi

## JK LAKSHMI PRO+ CEMENT FLASHES AT CREDAI EVENT

JK Lakshmi Pro+ Cement launched in the eastern market started making early strides in the local market by sponsoring a prestigious builder event in association with CREDAI at Raipur, Chattisgarh. Top officials and representatives from the government and builders of the state discussed the growth and potential of infrastructure development in the region in the near future. Known for its quality and credibility, JK Lakshmi Pro+ Cement received a great response.



JK Lakshmi Pro+ Sponsored CREDAI event at Raipur

## KNOWLEDGE SHARING SESSION AT BILASPUR & RAIPUR

Green Building practices create environmentally sound and resource efficient buildings through an integrated approach to design. JK Lakshmi Pro+ Cement is in perfect sync with



Knowledge Sharing Session at Raipur

this sustainable thought process as reflected by our tag line "India- Ab Soch Karo Buland". Knowledge Sharing Sessions organized at Raipur and Bilaspur took the audience closer to realizing this idea.

In attendance were senior technical representatives from government bodies involved in infrastructure development, practicing engineers as well as leading architects. Dr. A. K. Mullick, Former Director General NCCBM & presently, Consultant Cement and Concrete Technology led both sessions on "Green Building, Green Concrete and Sustainability". Lively interaction marked the session and the construction fraternity participated whole-heartedly. Team JK Lakshmi won accolades for the conceptualization and execution of both events.

## ANNUAL DEALER APPRECIATION MEETS FOR UTTAR PRADESH & PUNJAB

JK Lakshmi Cement has earned the respect of the market because of its strong dealer network & their unconditional support. In appreciation of this special relationship, dealers and business associates of Punjab and Uttar Pradesh were invited to Dealer Appreciation Meets. The Punjab event was held in the lap of the picturesque Himalayas in Manali while the Uttar Pradesh dealers were hosted at Kingdom of Dreams, Gurgaon that included a brilliant three-hour stage performance.

JK Lakshmi Cement recognizes the invaluable contribution of its business associates and partners in building a sustainable growth path and shared value for a better future.



Annual Dealer Appreciation Meet for UP Dealers at Kingdom of Dreams, Gurgaon

## INNOVATIVE BRANDING BY JK LAKSHMI PRO+ CEMENT

JK Lakshmi Pro+ Cement is being promoted with some innovative branding. At Jaipur, Multiplex branding was done for Pro+ with an exclusive tie up with Cinepolis where



Pro+ Branding at Cinepolis Jaipur

comprehensive branding with Pro+ Elements was done. All relevant touch points at the theatre including tickets, Auditorium gates, and seat covers were branded to develop greater connect with the captive audience. Pro+ Pyramid and Pro+ wall were also created to create long lasting impact on the visitors.

Another effort of differentiated promotion was attempted in Kolkata where Metro branding for Pro+ was done resulting in impressive brand visibility for the brand.

These initiatives marked offbeat and successful marketing campaigns from the company, creating healthy buzz and recall for the brand.



Kolkata Metro Train Branding

## JK LAKSHMI PRO+ CEMENT "KHULI CHUNAUTI" IN JAIPUR

Team JK Lakshmi, Jaipur rolled another successful marketing ploy by running a campaign "Khuli Chunauti". Branded technical vans well equipped with all instruments promoted the theme. The thought behind the challenge was to demonstrate and establish the superiority of JK Lakshmi Pro+ cement over other competitors brand. This open challenge came with a reward of Rs 10000/- for anyone who could outshine Pro+ Cement and as expected no other brand could match this Khuli Chunauti. This activity resulted in creating the numero uno position for Pro+ in terms of its initial strength in the market and we intend to replicate the same activity in other markets as well.



Khuli Chunauti in Jaipur

## JK LAKSHMI PRO+ CEMENT SPONSORS GAURS CRICKET LEAGUE

On 15th and 16th November, 2014, JK Lakshmi Pro+ Cement gave cricket buffs from construction and media majors to build partnerships and imposing totals by participating as one of the key sponsors of the Gaur's Cricket League. The Day/Night Cricket Stadium at Gaur City Sports Complex, Greater Noida (West) saw some spirited performances and helped further cement our ties with members of the construction and media fraternities.



JK Lakshmi Pro+ Cement Sponsors Gaur's Cricket League

## INTER-COMPANY MARKETING CONFERENCE, CHENNAI

The 13th JK Organization Inter company marketing conference was held in January at the picturesque location of Raddison Blu, Mamallapuram. This event is a platform for the JK Organization member companies to deliberate on future marketing strategies that can be implemented at individual company level. The conference also acts a common stage for healthy interaction among the JK Organization group companies employees.



A panel discussion among the marketing stalwarts of JK Organization

The theme of this year's conference was "Challenges to Indian Companies during globalization". The top management of all JK group companies shared the marketing innovations, success stories and future plans with their peers of other group companies. Young teams representing their companies gave theme linked presentation and were suitably appreciated for their efforts.

Eminent personalities from leading consultancies like E&Y, academic institutes (IIM Ahmedabad) and other organizations, also attended the conference to share the valuable insights, practical ideas and best practices of our organizations.



The 13th Inter Company Marketing Conference

## DEALERS OF CHURU & JHUNJHUNU VISIT JAYKAYPURAM

Team JK Lakshmi Cement in Churu & Jhunjhunu organised a visit to the plant in Jaykaypuram, Sirohi for 26 newly appointed dealers and sales Promoters. The dealers were taken around the sprawling facility of the cement plant. Witnessing precision manufacturing at the plant boosted their morale.

The dealers were also taken to enjoy the sights of Mt. Abu, before returning to their respective places with sweet memories of the brand they are proud to be associated with.



Churu and Jhunjhunu dealers at Jaykaypuram Plant

## EMPLOYEES & DEALER TECHNICAL TRAINING AT AHMEDABAD & AJMER

A training Session on technical aspects of Cement & Concrete was held to inculcate a culture of learning and sharpening product knowledge of our new and existing market team members. On 3rd January, 2015, a training session was organized at Ahmedabad office.

At another training session at Ajmer, business associates were appraised about company's history, product information and various technical issues.



Technical Training Program at Ajmer

## BLOOD DONATION CAMP IN ODISHA & DELHI

JK Lakshmi Cement organised a Blood Donation Camp in Jajpur (Odisha). Local youth turned up in huge numbers to make the camp truly successful. By acting to ensure the greater good of society, JK Lakshmi Cement is always at work to strengthen the foundations of India.

Another Blood Donation Camp was organised at Lion's Club Indraprastha in East Delhi. The CSR activity witnessed great participation from local people, members of the Lions Club as well as government bodies in the area.



Blood Donation Camp at Odisha

## MASON TRAINING PROGRAM IN JOBNER & RAIPUR

JK Lakshmi Cement is committed to being a responsible corporate citizen, serving the wider community through its meaningful and multi-pronged Corporate Social



Mason Training Program at Raipur

Responsibility program. A tie-up with IL&FS was recently inked to articulate this very ethos as concrete action. This resulted in a joint skill development program for masons in Jobner, Rajasthan where masons were given first-hand training in best construction practices as well as certificates for completion with high scores.

On similar lines, another mason training program was organised in Raipur, Chattisgarh. Here, the technical team of JK Lakshmi Pro+ went the extra mile to educate and train masons and gave them badges according to their skills. This was a CSR initiative with staff members acting out of their deep-rooted belief in giving back to the community they serve. These trainings have helped JK Lakshmi Cement emerge as a mentor and an agent of positive change in society.

## CONTRACTOR MEET & LIVE PRODUCT DEMONSTRATION IN EAST DELHI

A contractor meet was organized in Delhi for the newly-launched JK Lakshmi Pro+ Cement. The session was an introductory discussion on the benefits and qualities of this new product. Contractors were eager and excited to see the live demonstration of Pro+ and its superiority over other cement brands in the market.

The technical and marketing teams of JK Lakshmi Cement thanked the influencers for their active participation and support in making the session a fruitful and worthy one.



Contractor's Meet & JK Lakshmi Pro+ Cement Live Demo in Delhi

## DEALERS OF JAMMU & KASHMIR VISITS TASHKENT

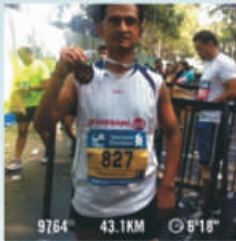
JK Lakshmi Cement recently organized a tour to Tashkent for its dealers in Jammu & Kashmir.

A group of 16 dealers were taken to this majestic place of Tashkent which has rich culture and heritage. The dealers had a gala time throughout their visit. Dealers couldn't stop thanking the marketing team for their effort in organizing such a deserving tour and returned with all the good and fun memories.



J & K Dealers at Tashkent

## JK LAKSHMI CEMENT CHAMPIONS



### Mr. C.S. Reddy – Marathon Runner

Mr. C. S. Reddy from New Delhi, recently participated in the 21km Airtel Marathon in Delhi as well as the Standard Chartered 43km Marathon in Mumbai. JK Lakshmi Cement is proud to have such an ambitious all-rounder in its team who is willing to go the distance to fulfil his dreams. We salute all such employees and hope that we continue to be a company of well-rounded achievers in times to come.



### Mr. S. Jayaraman awarded by Lions Club

Mr. S. Jayaraman from New Delhi was awarded by Lions Club, USA for various community service projects undertaken by him in Delhi and Haryana over a span of more than a decade. This is a rare recognition from this reputed international NGO headquartered at Illinois, USA. JK Lakshmi Cement is elated to have such employees who are actively committed to social causes.



### Mr. Gopal Sharma completes Ph.D.

It is said that one should never stop learning and to learn is to grow. Mr. Gopal Sharma (DGM-Technical Services & RMC, Gujarat) recently completed his Ph.D. with a thesis on "Customer Behaviour in the cement industry to augment the product" from Pacific Institute, Udaipur. JK Lakshmi Cement congratulates him on this great achievement.



### Mr. Jignesh Shah completes Sabarmati Marathon

Another member of the JK Lakshmi Cement family completed the 42-km Sabarmati Marathon in Ahmedabad. Mr. Jignesh Shah of Gujarat actively participated in the marathon and covered the distance in approximately 5 hours. JK Lakshmi Cement salutes him for his endurance and unstoppable energy.

## EMPLOYEE WORK ANNIVERSARY

Work Anniversary celebrations is a new initiative where employees are invited to the Zonal Office on completion of their first year with the company and encouraged to share their experiences of the year gone by. Peers and senior officials get together for cake cutting ceremony and handing over best wishes greeting card endorsed by all. HODs and Zonal Head share their vision of the way ahead. Organised in offices all across JK Lakshmi Cement these activities help new recruits realize that they are integral and valued part of the organisation.



Work anniversary celebration at Delhi Office

## CUSTOMER-IN-CULTURE IN GUJARAT

Customer-In-Culture Program aims to capture Customer interest in our culture and to get their valuable feedback. Cross functional teams from departments like HR, Logistics, Technical Services & RMC (QC) were sent to Bharuch District on the 27th of March, 2015. They travelled across Ankleshwar, Vagra and Bharuch, met 45 customers and took valuable feedback on our products & services.



Customers-In-Culture activity at Bharuch

## BANDHAN

This HR initiative is a full-day session dedicated to presenting the vision, mission, core values & cultural pillars. The quiz competition, management games, presentation & brainstorming sessions make this a widely anticipated event. The motivational session is a great way of boosting morale of the staff. Bandhan gets its name from B-Bonding to Accelerate, A-Agility in Action, N-Never discounting memories, D-Diverse Energies, H-Hanging out in a team, A-Admiring & Adding Values and N-Nesting Together.

These sessions have been successfully organised at various branches of JK Lakshmi Cement and have gone a long way in enhancing the interest of employees in the overall organisational motive and goals.



Bandhan at RMC Plant, Noida



A presentation during the Bandhan program

## कौशल विकास कार्यक्रम

जेके लक्ष्मी सीमेंट अपने सामाजिक दायित्वों का निर्वहन करते हुए आसपास के गांवों व आदिवासी क्षेत्रों के विकास के लिए विभिन्न योजनाएं संचालित कर रही है। संस्था के आसपास की आदिवासी महिलाओं को आत्मनिर्भर बनाने हेतु संस्था ने कौशल विकास कार्यक्रम की शुरुआत की है। इस कार्यक्रम के तहत आसपास के गांवों व आदिवासी क्षेत्रों में महिलाओं के लिए सिलाई प्रशिक्षण केंद्र आयोजित किये जा रहे हैं। यह कार्यक्रम महिलाओं के बीच बहुत ही लोकप्रिय हो रहा है।

मोवली फली (बसंतगढ़) और डीपी फली (आपरी खेड़ा) में सिलाई प्रशिक्षण केंद्र आयोजित किये गये, जिसमें ४२ आदिवासी महिलाओं ने सिलाई कार्य सीखा।

मोवली फली (बसंतगढ़) में आयोजित सिलाई प्रशिक्षण केंद्र के समापन पर संस्था के वरिष्ठ महाप्रबन्धक (कार्मिक एवं प्रशासन) ने सीखने वाली सभी महिलाओं को संस्था की ओर से ब्लाऊज व घाघरी का कपड़ा भेंट किया।

इस अवसर पर उन्होंने महिलाओं से कहा कि आप सीखे हुए ज्ञान का उपयोग अपने जीवन में करें और आत्मनिर्भर बनें।

वर्ष २०१४-१५ में आसपास के गांवों बसंतगढ़, लोटाना और आपरीखेड़ा में ६ सिलाई प्रशिक्षण केंद्र आयोजित किये गये जिसमें १२८ आदिवासी महिलाओं ने सिलाई कार्य सीखा। सिलाई कार्य का प्रशिक्षण प्राप्त कर चुकी ज्यादातर महिलाएं अपने घर पर सिलाई कार्य कर पैसे कमा रही हैं।



## “ हमारे बुजुर्ग - हमारे आदर्श ”

ग्राम आदर्श एवं पीपेला में वरिष्ठ नागरिकों के सम्मान में जे. के. लक्ष्मी सीमेंट द्वारा एक कार्यक्रम आयोजित किया गया। प्रोजेक्ट मुस्कान के तहत बुजुर्ग महिलाओं व पुरुषों को कारखाने के वरिष्ठ उपाध्यक्ष (वर्क्स) श्री पी.एल.मेहता एवं वरिष्ठ महाप्रबन्धक (कार्मिक एवं प्रशासन) श्री दिनेश पंड्या ने सम्मानित किया।



## स्वच्छ भारत अभियान

हमारी संस्था जे के लक्ष्मी सीमेंट द्वारा बालिकाओं के लिए आसपास के १० सरकारी विद्यालयों (आदर्श, रामपुरा, भट्टेश्वर फली, चवरली, पेलावास, शिवगढ़, आपरीखेड़ा, लोटाना, नई जमीन और धनारी गोलिया), नये शौचालयों/मुत्रालयों का निर्माण कार्य करवाया गया।



## ग्रोथ मोनिटरिंग केम्पों का आयोजन

जेके लक्ष्मी सीमेंट की नया सवेरा परियोजना एवं सरकार की बाल विकास परियोजना के संयुक्त तत्वाधान में ५ वर्ष तक के बच्चों के लिए “ग्रोथ मोनिटरिंग एवं जांच केम्प” का आयोजन समीपवर्ती ग्रामों में आंगनवाड़ी केन्द्रों पर आयोजन किया गया। कार्यक्रम के दौरान डॉ. आर. सी. शर्मा, टीम नयासवेरा



एवं स्थानीय आंगनवाड़ी कार्यकर्ताओं द्वारा कुल १२१ बच्चों का वजन किया गया एवं शाकीर पट्टी के माध्यम से बच्चों की ग्रोथ का रिकार्ड दर्ज किया गया। इसी के साथ महिला मंडल बैठक आयोजित की गयी जिसमें माताओं एवं बच्चों की ग्रोथ के बारे में आवश्यक जानकारियां दी गयी। इस अवसर पर सी.आई.आई. की ओडिट टीम ने ग्राम अजारी फुटेला में आयोजित केम्प का दौरा किया तथा जेके लक्ष्मी सीमेंट द्वारा सी.एस. आर. के क्षेत्र में किये जा रहे कार्यों की प्रशंसा की।

## बच्चों में कुपोषण निवारण कार्यक्रम



आसपास के आदिवासी गांवों में बच्चों में कुपोषण की स्थिति को देखते हुए हमारी जे. के. लक्ष्मी ने प्रोजेक्ट उदय के अन्तर्गत बच्चों में कुपोषण निवारण कार्यक्रम के तहत पुरावत फली, बसंतगढ़ में १ जनवरी २०१५ से बालवाड़ी का शुभारम्भ किया गया। बालवाड़ी केन्द्र को गुणवत्ता के साथ

संचालित करने के लिए संस्था की ओर से कार्यकर्ता व सहायिका को नियुक्त किया गया है। महीने में एक बार बच्चों के अभिभावकों के साथ मीटिंग की जाती है, जिसमें बच्चों के विकास से सम्बन्धित जानकारी दी जाती है, साथ ही बच्चों का वजन लिया जाता है तथा तीन माह में एक बार बच्चों की ऊंचाई ली जाती है। इससे बच्चों के वृद्धि एवं विकास का आंकलन किया जाता है। अभिभावकों द्वारा बच्चों के हितार्थ शुरु की गयी बालवाड़ी केन्द्र की भूरि-भूरि प्रशंसा की गयी।

## PUZZLE

Read Shilalekh carefully & you'll find names of various cities featured in the puzzle below. You can mark these cities in horizontal, vertical and diagonal fashion.

J	O	D	H	P	U	R	B	A
F	K	O	L	K	A	T	A	B
C	B	A	U	K	P	V	C	A
S	H	D	R	A	I	P	U	R
I	A	E	U	P	M	P	T	M
R	R	L	N	R	L	K	T	E
O	U	H	G	N	G	A	A	R
H	C	I	U	A	A	N	C	A
I	H	A	M	B	N	I	K	O

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

## HUM SAATH SAATH HAI

M/s Surinder Dhingra & Co. was established by Late Sh. Surinder Kumar Ji in Faridkot in the year 2000. 14 years into the business, in April 2014, this enterprise began its exclusive association with JK Lakshmi Cement. The Dhingra brothers Sagar, Karan and Prince, sons of Late Sh. Surinder Kumar Ji, synchronized their efforts and worked relentlessly to make their father proud. Their collective efforts took their monthly sales soaring to cross the 500 MT mark for the first time. That's the magic of JK Lakshmi working in tandem with its dedicated dealers. We are proud to have this firm as our business associate. Your efforts have made JK Lakshmi Cement the leader in this market.



## RESULT OF CONTEST VOL. LIX

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



Manish Shekhar  
New Delhi



Yatin Shah  
Sevaliya



Sarvesh Mathur  
Jaykaypuram

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Kindly send your suggestions / comments to Abhik Bhargava at:

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