



## JK Lakshmi Cement receives Make in India Excellence Award 2015

Prime Minister Narendra Modi's vision of Make in India is aimed at making India a manufacturing hub and creating new opportunities for generating employment. At JK Lakshmi Cement Ltd., this mantra is a way of life since its inception. Therefore, it was no surprise that JK Lakshmi Cement Ltd. was bestowed with "Make in India Awards for Excellence -2015" for their contribution in the cement sector in a glittering ceremony at Mahatma Mandir, Gandhinagar.

The award was given by Shri Kalraj Mishra, Hon'ble Union Cabinet Minister for Micro, Small and Medium Enterprises and Shri Dhanraj Pillay, former Indian Hockey captain. Shri C. S. Sadasivan (Chief Executive- Marketing) and Shri Deepak Dave (Zonal Head-West), JK Lakshmi Cement along with other higher officials of the company received this award.

The event was graced by ministers from State & Central Government, senior officials from Govt. sector, leading industrialists

from Gujarat and celebrities from Bollywood. The "Make in India Awards for Excellence -2015", organized by Krazymantra honors the contribution of companies, organizations, institutes and individuals among others, who are an epitome of excellence in their chosen area of interest.



Senior officials of JK Lakshmi Cement Ltd. receiving the Make in India Awards for Excellence-2015

# JK Lakshmi Platinum launch in Odisha

We at JK Lakshmi constantly strive to better ourselves. After the successful launch of JK Lakshmi PRO+ in eastern region, we simply choose not to rest on our laurels, but decided to raise the bar by launching a premium offering for the discerning customers of Odisha- JK LAKSHMI PLATINUM Portland Slag Cement with 10+ benefits.

This product is nothing but an outcome of our obsession towards backward quality control. Right from the attention paid to the limestone quality to the glass content in slag, and addition of special chemicals during the grinding process, every aspect is taken care of. High quality tamper proof and moisture resistant Adstar attractive packaging is another feature of eco-friendly JK Lakshmi Platinum slag cement, which is positioned as "Platinum Premium Priceless" and best suited for high strength, high performance concrete work, mass concreting and underground structures.

No other place could have been better than the auspicious city of Jagannath Puri to launch this all important product of our range. Business partners of JK Lakshmi from various parts of Odisha were invited to be part of this glittering ceremony at the Blue lily Beach Resort, Puri.

The event started with lamp lighting, followed by speeches of top officials of the company. Dr S. Chouksey (WTD) informed the audience about the bond shared by JK Organization with the state of Odisha and shared information about the group legacy and future plans of companies.

A launch AV of Platinum cement was shown and a huge bag of platinum was unveiled amidst a lot of fanfare and thunderous applause from the gathering. Subsequently company officials



JK Lakshmi Platinum cement bag unveiled at the launch event in Puri

shared information on the concept, 10 benefits, usage and commercial aspects of JK Lakshmi Platinum Cement.

Top performing channel partners of Cuttack- Bhubaneswar Cluster and Bolangir- Sambalpur cluster were felicitated on this occasion. For the entertainment of the attendees, local artists danced on various songs, keeping the engagement and entertainment quotient high.

The channel partners were elated at the launch event and hoped to increase their business with the newly launched premium offering. This event was hailed as a great success and with this launch, JK Lakshmi is slated to scale newer heights in the state of Odisha.



Shri C. S. Sadasivan (CEM), Shri Susim Patra (V.P.-Marketing) and Shri Santosh Ojha (V.P.-Marketing) with team JK Lakshmi



Dr. S. Chouksey (WTD) addressing the business associates

# Annual Appreciation Meet for the partners of Rajasthan

Business associates are an integral part of JK Lakshmi Cement and the company realises the importance of its partners for a sustainable growth. In order to celebrate the irrefutable contribution of the channel partners of Rajasthan Zone-1, an Annual Appreciation Meet was held at Hotel Radisson Blu, Udaipur.

The event also saw the official launch of the premium cement "JK Lakshmi PRO+", which was already available in the region and started to make inroads in the market. The launch was done by our Whole-Time Director, Dr. S. Chouksey in the gracious presence of Shri C. S. Sadasivan (Chief Executive- Marketing), Shri Shafi Shauket, Shri Sunil Agarwal, Shri Sunil Jain and Shri P. L. Mehta.

Dr. S. Chouksey addressed the audience and thanked everyone for embracing PRO+ in similar way as the other products of JK Lakshmi. He expressed hope that our strong network of Rajasthan shall soon make JK Lakshmi PRO+, the first choice of the customers in the home state of JK Lakshmi Cement. Shri C. S. Sadasivan emphasized on the improvisation of the buying experience so that customers take our product as well as our industry as an evolved brand phenomena. Shri Sunil Agarwal (Sr. VP- Marketing Services) highlighted the importance of the "+" Soch and evolution of PRO+.

Motivational speaker Shri Dinesh Kumar motivated the dealers and team JKLC with his enthusiastic speech. By his unique style of oratory, he was able to galvanise everyone's mind and encouraged to contribute something extra in the work they are involved in. The event witnessed its share of entertainment when famous celebrity Poet, Shri Surender Sharma tickled the crowd by his unique style



Felicitation of Dealers by company officials at Annual Appreciation Meet (Udaipur)

of poetry. The event reverberated with the applause from our partners that strengthened their bond of trust with JK Lakshmi Cement for the times to come.

For the partners of Rajasthan Zone-2, the annual appreciation meet was organized at Jaipur on similar lines. Just like Zone - 1, this event was a major success and the year-long hard work & dedicated efforts of the dealers of the zone were lauded & appreciated. All achievers were felicitated by top company officials and they were motivated enough to continue with the great work at the ground level that would help see JK Lakshmi reach new vistas.



Senior officials of the company at the felicitation ceremony of dealers at Udaipur



Felicitation of Dealers at Annual Appreciation Meet at Jaipur

# Sneh Milan Samaroh at Delhi

Our channel partners in Delhi region have been witnessing a consistent increase in growth by embracing JK Lakshmi PRO+ Cement. The new synergistic vibe of “Buland Soch” has struck the cement industry on all the right notes while creating the perfect mix of delight and satisfaction for the consumer. JK Lakshmi Cement is creating an opportunity for the industry and well as the channel partners to be a part of this success story.

One such initiative started by the Delhi Team of JK Lakshmi is organizing “Sneh Milan Samaroh” wherein an interactive session took place between who’s who of cement fraternity. These events were organized on grand scale for all parts of Delhi. These events are a manifesto of the best practices in the cement market, market penetration tactics and growth potential aspects with a focus on

making everyone aware of the merits of JK Lakshmi PRO+ cement.

Shri R. K. Sharma (Head Sales-Delhi) conducted these electrifying sessions that filled the audience with zeal, enthusiasm and motivation to outperform themselves. Shri R. K. Sharma, a veteran of cement industry has recently rejoined JK Lakshmi and in all events, he manages to charm and inspire the audience with his unique style, persona and aura.

These events were graced by Shri C. S. Sadasivan (CEM) who addressed the audience by throwing the light on industry’s trajectory, our recent initiatives and future endeavors. These events have become a benchmark for the cement industry and are being applauded and praised galore by competitors as well.



Shri C. S. Sadasivan (CEM) with senior officials of JK Lakshmi at Sneh Milan Samaroh, Delhi



Team JK Lakshmi - Delhi at Sneh Milan Samaroh

# Prem Bandhan Samaroh at Delhi

“Raksha-Bandhan” a festival synonymous with love, compassion and trust was celebrated in a different avatar by Team JK Lakshmi – Delhi. An interactive session was organized in Hotel Oberoi Maidens to reinforce the feeling of togetherness with the mantra of “One Big Family” resonating loudly. Rakhi threads, the symbol of friendship and inseparableness were tied on the hands of all channels partners by none other than our WTD Shri S. Chouksey.

He emphasized on upholding the core values of the JK Organisation by continuing to care for all stakeholders associated with the company. Such event goes a long way in perpetuating the values of trust and mutual bonding amongst “JK Lakshmi Parivaar”. The event was the brain child of Shri R. K. Sharma who also spoke on the importance of faith and longevity of sustained growth by harnessing the best practices.

The event was studded with many cultural and ethnical performances which were highly appreciated by the audience.



Team JK Lakshmi at Prem Bandhan Samaroh – Delhi

# Branding initiatives in Eastern region

JK Lakshmi PRO+ cement has reached a formidable position within six months of its launch in the eastern region of the country. Various efforts to keep the brand visibility quotient high have resulted in higher brand recognition and awareness levels. Some innovative outdoor branding done across the eastern states has contributed in making PRO+ a household name within a short span.

In Odisha, during the auspicious festival of Nabakalebara (which happened after 19 years), a number of customer engagement activities were carried out. During this two months period, the brand was visible to more than 12 lacs devotees who visited Puri on this pious occasion of Rath-Yatra. Medical camps, gigantic gate structures, promo van and demo tents were used as touch points.



Shri C S Sadasivan flagging off the Promo Van during Nabakalebara



JK Lakshmi PRO+ LED Van Branding

In the state of Chhattisgarh, a host of brand promotion activities have helped achieving the top of the mind recall. These aggressive marketing activities have made colour yellow, a synonym of JK Lakshmi Pro+ cement. Right from promotion in leading Multiplexes screens, participation in CREDAI event as main sponsor and organizing knowledge sharing sessions for engineers and architects at various locations to participating in Maha-Sammelan of contractors and mason on the occasion of Vishwakarma Puja,

Team JK Lakshmi is leaving no stone unturned in making JK Lakshmi PRO+ a first choice of customers in the state. In another pioneering effort in the eastern region, LED Van branding was done as an innovative and cost effective promotional tool which became the talk of the town and most attractive medium of promotion among masses. Branding of PRO+ on the back of Hi-tech GPS based Nano Radio taxi services has also yielded in positive results.



JK Lakshmi PRO+ Cab Branding in Chhattisgarh



Maha Sammelan of contractors & masons on Vishwakarma Puja

# Annual Appreciation Meet for Haryana

It is the unflinching support and steadfast dedication of our business partners that is responsible for making JK Lakshmi Cement the brand it is today.

To appreciate their earnest efforts and to celebrate the exceptional bond with our business partners of Haryana, an annual appreciation meet was organized at Hotel Tivoli Grand. The event was graced by the business partners of entire state of Haryana and they were felicitated with mementoes, given to them by Dr. S. Chouksey (Whole Time Director) and Shri C. S. Sadasivan (Chief Executive-Marketing). The event was also attended by all senior officials of the company including Shri Sunil Agrawal (Sr. VP-Marketing Services) and Shri Sunil Jain (Head- North & West).

Virtues of newly launched JK Lakshmi PRO+ cement were reinforced at the event and success stories of PRO+ in other regions were shared by technical team of JK Lakshmi. To energize the business partners for selling the Premium product and for their self-development, a motivating session was organized where



Felicitation Ceremony at Haryana Annual Appreciation Meet

Shri Dinesh Kumar, a leading Life Coach & trainer enthralled the audience with his thought provoking lecture.

The entertainment section saw performance from international artist which was enjoyed by the audience and drew appreciation for the effort put in by Team JK Lakshmi in organising an event befitting to lift the morale of the channel partners.

## PRO+ revolution; A new selling approach



Technical Training to Non Technical Employees



Recognition & rewards for PRO+ Champions

When you have a winner product at hand, half the battle is won, as the product speaks for itself and push tactics of promotion take a backseat. To support the PRO+ juggernaut, Team JK Lakshmi has adopted a revolutionary selling approach in which in-house technical training was imparted to the non-technical staff. This training has generated an army of soldiers where technical cell members and support team approach the direct users at site for demonstration of PRO+. Various services like slab supervision and consultation on best construction practices are offered to IHB & Precast manufacturers with demonstration of superior benefits of PRO+ vis-à-vis competitors is done at site.

Almost 50% of the site demonstrations were converted to PRO+ from competitor brands and once JK Lakshmi PRO+ is ordered, a repeat

order is almost always ensured. A strong follow up of all leads has ensured a very strong word of mouth publicity for the brand and an ever-increasing pool of satisfied customer has kept the enthusiasm of the foot soldiers of JK Lakshmi PRO+ army on a high.

Our technical team has increased their interaction with contractors and Masons and a large number of meets are organized by them on for increasing their awareness on the concept, benefits and usage of PRO+ and this has borne fruit with a large number of influencers are turning loyal brand users and brand ambassadors.

Motivation level of team members skyrocket when their efforts are instantly lauded, appreciated and acknowledged by senior members through social media group updates and also by rewarding them suitably at appropriate forums.

# Awards Galore for JK Lakshmi

JK Lakshmi Cement Ltd. bagged the prestigious 16th National Award for Excellence in Energy Management 2015 in an impressive function held at CII Godrej Green Business Center, Hyderabad.

JK Lakshmi's Sirohi plant was chosen as an excellent energy efficiency unit for its best practices in the area of Energy Management and conservation. Senior officials of the company received the award from Shri Ajay Mathur, Director General, BEE (Bureau of Energy efficiency), New Delhi.

Sirohi plant of JK Lakshmi Cement was also the proud recipient of Rajasthan Productivity Excellence Award 2013-14. Shri P. L. Mehta (Sr. V.P.-Works) received the award on behalf of the company. In the grey cement sector, JK Lakshmi Cement Ltd. has established a record by continuously getting the Rajasthan Productivity Excellence Award since 2007-08 to 2013-14.

To acknowledge the excellent safety & accident prevention management activities and to generate interest amongst the workers, National Safety awards are constituted by the Ministry of Labour and Employment, Government of India. Jhajjar unit of



JK Lakshmi Officials receiving the National Award for Excellence in Energy Management

JK Lakshmi Cement was the proud recipient of National Safety award for the year 2013. Shri S. K. Saxena (Plant Head-Jhajjar) received the award from Shri Bandaru Dattatreya, Hon'ble Minister of State (Independent Charge), Labour and Employment in a glittering ceremony held at the Siri Fort Auditorium, Delhi.

Jhajjar plant of JK Lakshmi Cement is the first unit in Haryana to receive this prestigious award.



Shri P. L. Mehta (Sr. V.P.-Works) receiving the Rajasthan Productivity Excellence Award



Shri S.K Saxena (Plant Head Jhajjar Unit) receiving the National Safety Award

# Independence Day celebration at Jhajjar Plant

Patriotism is a feeling that fills us with pride. We Indians have always held our heads high for the bravery that was shown in the difficult times, how we stood on our own feet and became a great nation that we are today. In remembrance of our freedom, the Jhajjar unit of JK Lakshmi Cement celebrated "Independence Day" with full vigor and commitment. All the plant employees along with senior plant officials gathered and saluted the national flag. They remembered the martyrs that laid their life in making a strong foundation for a great nation and also participated in the outdoor curricular activities organized on this occasion. The celebration ended with a high note entrusting a feeling of unity, commitment and hard work amongst the employees.



Shri S K Saxena (Plant Head-Jhajjar) addressing the audience at Independence Day celebrations at Jhajjar.

# 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.

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

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

# Plant Visit at Jhajjar

To give a first-hand experience of our ultra-modern production techniques to our customers and influencers, a plant visit to the Jhajjar plant was organized. A large number of masons, contractors, dealers and transporters from the state of Haryana attended this meet. This one day factory visit was aimed towards inculcating a feeling of belongingness in our stakeholders and also to increase their knowledge about our products.

All the attendees were given a guided factory tour and knowledge sharing session were held where they were given product knowledge on the features, superior benefits and usage of JK Lakshmi PRO+ cement and JK Smartblox AAC Blocks.



Knowledge Sharing Session during the Jhajjar Plant visit

## RESULT OF CONTEST

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



Vikas Dubey  
Rajasthan



Mayur Bhatt  
Baroda



Tikeswar Dewangan  
Chhattisgarh

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Kindly send your suggestions/comments to Abhik Bhargava at:

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