

JK LAKSHMI CEMENT  
INSPIRES THE NATION WITH  
ITS LATEST TVC ON

# INDIA, AB SOCH KARO BULAND



NEWSLETTER | VOLUME NO. LXVIII



## JK LAKSHMI CEMENT... INDIA, AB SOCH KARO BULAND



Brand JK Lakshmi Cement, a formidable name in cement industry has already established itself firmly in the minds of customers. Our last television campaign with our brand ambassador Om Puri, with the brand promise of "Mazbooti Guaranteed" helped the brand immensely and successfully served the purpose of establishing the JK Lakshmi brand as a partner in nation building.

And now when the country has geared up for developmental growth and prosperity to make a mark in the world, brand JK Lakshmi also imbibed the new aura of thinking bigger and reaching newer heights.

The belief of "Think big (Buland Soch)" is the next focus area of our strategy which was also the guiding force behind the successful launch of our premium product JK Lakshmi PRO+ cement in all our markets. The product challenged the conventional thinking when someone thinks cement. It is "the" best in class product with proven added benefits to all segment of customers across our markets. The success of this product has proved that aiming high and thinking big will surely turn intentions into reality and bring the desired results.

This indeed is the theme of our new campaign - "India, Ab Soch Karo Buland".

This statement reflects the aspiration of the brand to move to a higher pedestal and also inspire our countrymen to think big. "Buland Soch" reflects our corporate philosophy as a thought leader. This also testify our commitment to become a complete building solutions provider with our value added offerings. It is also an attempt to elevate the brand to a more contemporary and emotional positioning pedestal from a product centric approach of communication.

Thus, came the JK Lakshmi Cement brand new television campaign popularly known as the 'Chhutki Ad' where the protagonist (a little girl) exhibits her 'Buland Soch' by thinking big and completing her dream of bringing the school to her village rather than thinking of constructing a bridge to cross the river to reach her school.

The campaign is successfully running on major television channels creating a buzz in the nation and catching the frenzy of the masses. The business associates and shareholders are pleased with the national campaign providing a much needed support for customers' walk-in and brand recall. The campaign also trended on social media like Facebook and Twitter wherein the youth of the country is much impressed by the beautiful concept on "Buland Soch". The advertisement became a rave on digital platforms as it received more than 1 million views in span of few days.

During the launch of the campaign, a whatsapp contest based on TV ad film was played for 7 days. The contest received extremely enthusiastic participation where the winners of the contest were suitably rewarded.

To enhance the recall, a complete 360 degree approach of advertising was followed. The commercial was adapted in other traditional advertising medium also like cinema, outdoor and radio. The campaign ran across 400 leading cinemas in Rajasthan and Gujarat for a period of two months thus resulting in increased brand recall for JK Lakshmi Cement. A radio burst was also initiated in major FM channels in Rajasthan.

JK Lakshmi Cement has time and again proved to be a successful brand in every trend in media and will continue to do such brilliant work in future as well.



## JK LAKSHMI CEMENT WINS ECONOMIC TIMES BEST BRAND AWARD



JK Lakshmi team officials receiving Economic Times Best Brand Award

Awards and accolades keep on continuously being showered upon JK Lakshmi Cement as recently the company was conferred with "Economic Times Best Brand Award" on 10th February 2017 at a glittering event in Taj Vivanta, Mumbai. The event was attended by who's who of the business world.

JK Lakshmi Cement was the only cement company chosen for the award in the category. The award was presented to JK Lakshmi Cement by Shri Sam Balsara (Chairman & Founder Madison World & Madison Communications) and none other

than the famous Bollywood celebrity Ms. Malaika Arora Khan. Shri Sunil Agrawal (Head – Marketing Services), Shri Deepak Dave (Zonal Head – West) & Shri Rajan Verma (DGM - Marketing Services) were present at the event to receive the award on company's behalf.

JK Lakshmi Cement is grateful for this prestigious recognition for the initiatives and practices observed by the company in building its brand.

## JK LAKSHMI CEMENT RECEIVES 5 STAR MINES RATING



JK Lakshmi team officials receiving 5 Stars Mines Rating Award

JK Lakshmi Cement has always adhered to the highest quality standards and efficient sustainable practices and we are proud of recognition which have come along the way for our efforts in creating a clean environment.

Recently another feather in the cap was added when JK Lakshmi Cement was felicitated with a 5 star rating in exemplary performance for implementation in sustainable development of its mining areas. The rating was given by the Indian Bureau of Mines at National Conclave on Mines and Minerals on 15th

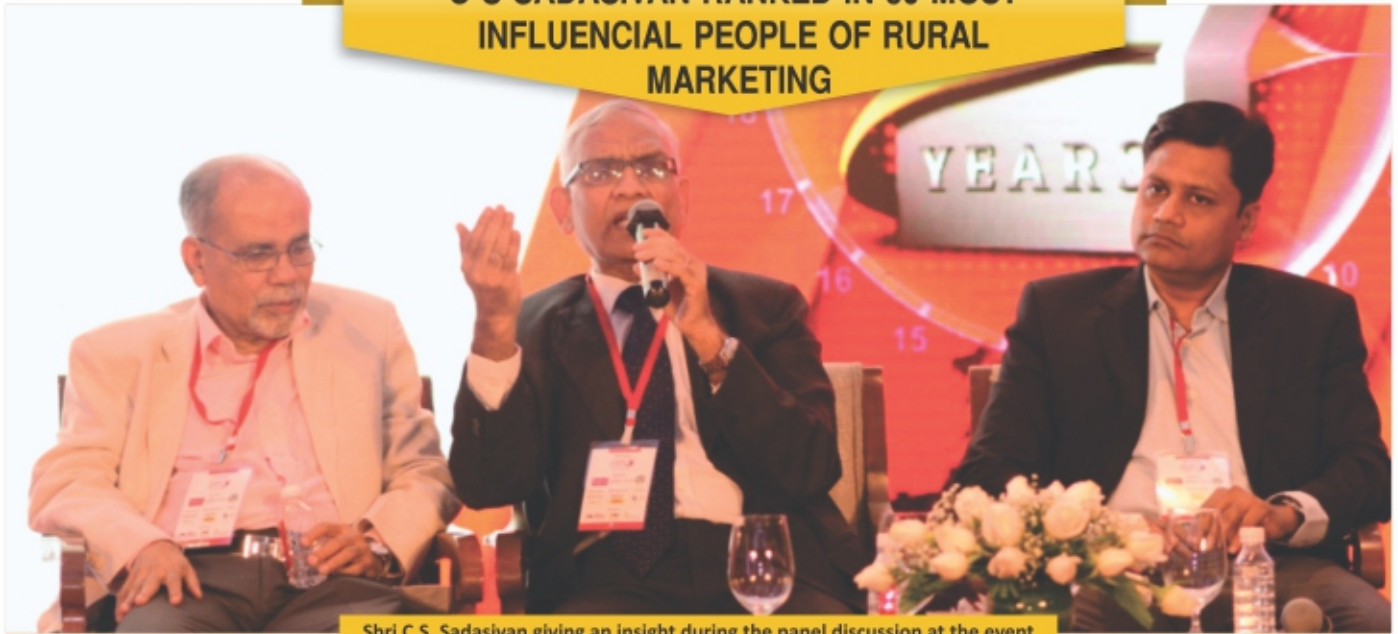
February 2017 at Asoka Hotel, New Delhi.

Shri P. L. Mehta (SVP Works) & Shri N. C. Niyati (VP Mines) were present to receive the award from Shri Piyush Goyal (Hon'ble Minister of State with independent charge for Power, Coal and Mines in the Govt. of India) on company's behalf. JK Lakshmi Cement has always been a frontrunner in creating a clean and sustainable environment and rightfully being known amongst the least cost producers in the cement industry.





## C S SADASIVAN RANKED IN 50 MOST INFLUENTIAL PEOPLE OF RURAL MARKETING



Shri C.S. Sadasivan giving an insight during the panel discussion at the event

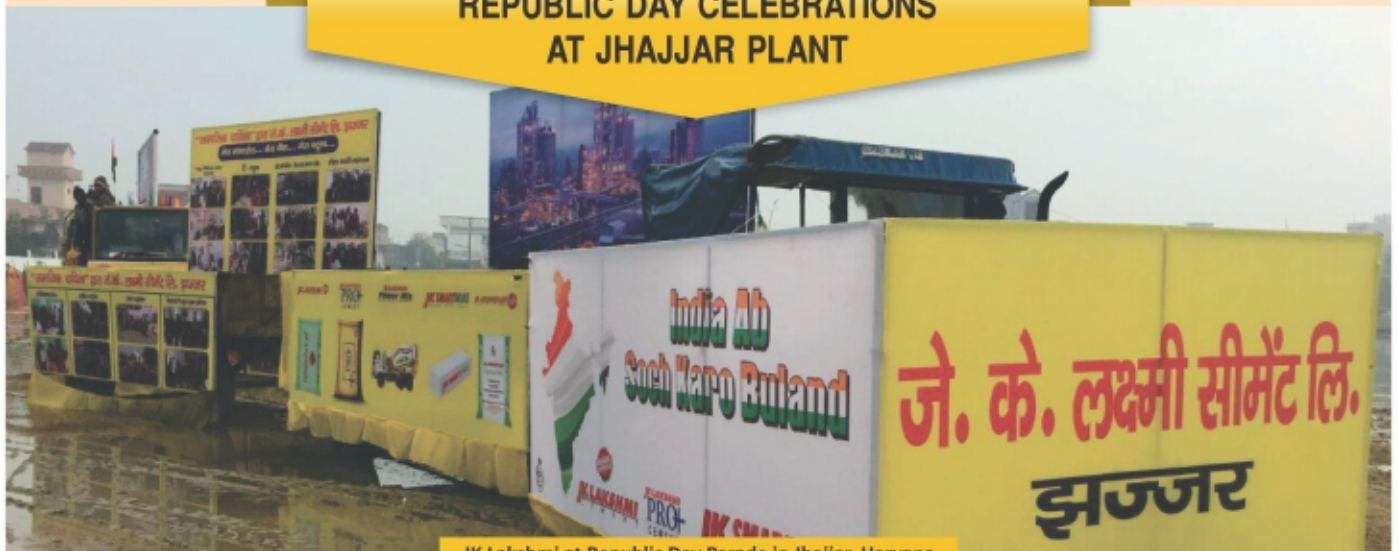
"A leader is one who knows the way, goes the way, and shows the way." A feeling that is imbibed and practiced by the senior management right across the organisation. This ideology has resulted in various accolades that our higher management has won and achieved over their working span.

Shri C. S. Sadasivan (Chief Executive Marketing – JK Lakshmi Cement) is one such dignified personality who has time and again proven his prowess with knowledge and experience. It was apt that he is rightfully ranked amongst the 50

most influential people of Rural Marketing. The list was announced by Asia Retail Congress on 14th February at Taj Lands End, Mumbai.

The event was attended by the bigwigs of corporate world and senior government officials from diverse industries. It is an extremely proud moment for JK Lakshmi Cement also to be associated and guided by such distinguished and prominent thought leader. We congratulate him and wish that many more such recognitions will come his way.

## REPUBLIC DAY CELEBRATIONS AT JHAJJAR PLANT



JK Lakshmi at Republic Day Parade in Jhajjar, Haryana

JK Lakshmi Cement has always been on the social forefront for national causes and noble issues. JK Lakshmi Cement has also made it a tradition to celebrate days of national importance like Independence Day and Republic Day with utmost joy and fervour.

The Jhajjar unit of JK Lakshmi Cement in Haryana participated in

a Republic Day parade wherein it showcased a beautifully decorated tableau with brand messages like "India, Ab Soch Karo Buland" which aptly describes the emotion in people on such patriotic day.

The company feels proud to be a part of a nation that has the most astonishing history and culture.



## JK LAKSHMI CEMENT AT INTERNATIONAL CONFERENCE FOR ALTERNATE FUELS AND RAW MATERIALS



A glimpse of JK Lakshmi Cement stall at the conference

Cement Manufacturing Association (CMA) an esteemed recognised body representing the cement industry, organised an international conference on Alternate Fuels and Raw Materials on 23rd and 24th March 2017 at Hotel Crowne Plaza, New Delhi.

JK Lakshmi Cement being an integral member of the association, took an active participation in the conference and the exhibition. The event & conference was inaugurated with a ribbon cutting ceremony. In the exhibition, various multi-national companies showcased different methods for energy conservation and

alternate fuel usage.

JK Lakshmi Cement also displayed its waste recovery models that won the third prize for its implementation and feasibility. The exhibition witnessed a large footfall from the international delegates from different countries who were a part of the conference as well.

JK Lakshmi Cement impressed the audience by such innovative models and practices thus making a mark in the clean environment.

## RAJASTHAN ZONE - 1 ANNUAL APPRECIATION MEET IN SINGAPORE



Dr. S. Chouksey (WTD), addressing dealers of Rajasthan Zone 1 in Singapore and a group photograph of the dealers



JK Lakshmi Cement has always believed in one big family feeling and considers business associates as its most integral part. It has time and again proved to be the most caring and rewarding company to be associated with and the strong bond of the associates is a testament to it.

One such example was witnessed when the Annual Dealer Appreciation Meet for the business associates of Rajasthan Zone-1 was celebrated in the happening world City of Singapore.

A total of 110 dealers and their families were taken to Singapore

to celebrate their success for year round hard work. A gala event was organised at Ramada, Singapore on 14th Jan 2017 wherein the dealers enjoyed splendid performances and towards the end they were felicitated by the senior management of the company.

The entire tour party came back rejuvenated and refreshed with a lot of memories to cherish. Team JK Lakshmi was appreciated for its successful management of this mega event.



## JK LAKSHMI PRO+ CEMENT SHINES AT CHHATTISGARH PREMIER LEAGUE



All sporting events have always been the talk of the masses and the most favourite amongst them are linked to cricket which is nothing short of religion in India. Few leagues have been followed religiously over the country from Indian Premier League or Pro Kabaddi League. On the similar lines, a regional cricket league championship was organised at a very large scale in Chhattisgarh popularly known as Chhattisgarh Premier League.

JK Lakshmi PRO+ Cement rose to the opportunity of having a deep connect with the followers of cricket by becoming one of

the sponsor of the league. On ground branding of JK Lakshmi PRO+ Cement was done during all the matches which were also telecasted live on Neo Sports. Brand logo was prominently displayed on boundary boards around the cricket ground and on the giant LED Score board. JK Lakshmi officials also presented Man of the Match award in key matches. The League witnessed heavy foot falls as lot of budding and famous cricketers were participating in cricket league and it certainly gave a higher pedestal of brand recall to JK Lakshmi PRO+ Cement.

## JK LAKSHMI CEMENT ORGANISES "ENJOY WITH SPORTS"



Fun and employee bonding with sports have always been an integral part of JK Lakshmi Cement's culture. Keeping up the same tradition this year too, "Enjoy with Sports" was organized on 18th Feb 2017. Many activities like Carrom and Chess tournaments were organized under the program. The program not only provided playing opportunities to the employees but also acted as a platform to enhance interaction, team bonding and motivation levels.

All the teams and individual events saw enrollment and

participation with full zeal and enthusiasm. All participants exhibited their real talent while playing Carrom and Chess. After some intense and close battles, Shri Sanjay Mathur and Shri V. Raghupati emerged winners of the Carrom tournament while Shri C. S. Reddy won the Chess tournament.

At the end, all participants longed for more such days where employees can leave aside their work pressure, take it easy and relax in the atmosphere of fun-filled and healthy competition. JK Lakshmi is indeed a best place to work.



## JK LAKSHMI CEMENT CELEBRATES- HOLI MILAN



Holi is considered one of the most celebrated festivals in the country. The whole nation gets engulfed in the joyous atmosphere of colours, dance and happiness. JK Lakshmi Cement strongly believes in the motto of "One family" and pioneered the concept of 'Holi Milan' with its associates and partners.

Following the same tradition, JK Lakshmi organized the festive meet and celebrated the blissful occasion at Tivoli Gardens, New Delhi on 10th March 2017. Business associates from Delhi, Haryana & Uttar Pradesh were invited to celebrate this splendid daylong event. The 'Holi Milan' samaroh event witnessed fun filled activities of games, music, dance and

splendid performances by artists which were thoroughly enjoyed by the associates. Stand up comedy of Shri Pratap Fauzdar also tickled the funny bones of the audience. The employees and the dealers played with colours celebrating the very essence of Holi.

Dr. S. Chouksey (WTD) and Shri Sumit Malhotra (Chief Executive Marketing) and Shri R. K. Sharma (State Head-Delhi) also addressed the dealers on this occasion.

JK Lakshmi Cement has always believed to celebrate such festivals with full zeal and vigour with its family and maintain the bond of trust and relationship.

## "ORIGAMI IN CONCRETE" – KNOWLEDGE SHARING SESSION



JK Lakshmi Cement recently organised an architect meet in Udaipur on a huge scale. The event organised in association with leading newspaper "The Times of India", witnessed a large gathering of renowned architects, interior designers and engineers. The topic of the knowledge sharing session was "Origami in Concrete". A new concept that has caught the attention of builders and architects around the globe and it is being enthused with the modern architecture & construction. The event also witnessed a healthy interaction and discussion

between experienced architects and budding young ones. Shri S. R. Chitnis (VP Technical Services) and Shri D. N. Nagar (Technical Head – Raj Zone 1) gave an insight about the right practices in construction. A soothing "ghazal" performance added the cherry on the cake.

JK Lakshmi Cement is always on the forefront of organising such innovative knowledge sharing sessions which reaffirms its commitment towards the cause of knowledge dissemination.



## UNITING THE POOR COUPLES: COMMUNITY MARRIAGES

JK Lakshmi Cement is immensely proud for being associated with such employees who are a torch bearer of social development and think for the betterment & welfare of the society.

Shri S. Jayaraman of JK Lakshmi Cement Ltd. has been a key initiator for carrying out social service in various areas. Recently, he was associated in organising the mass community marriages of poor couples at Trilokpuri, East Delhi.

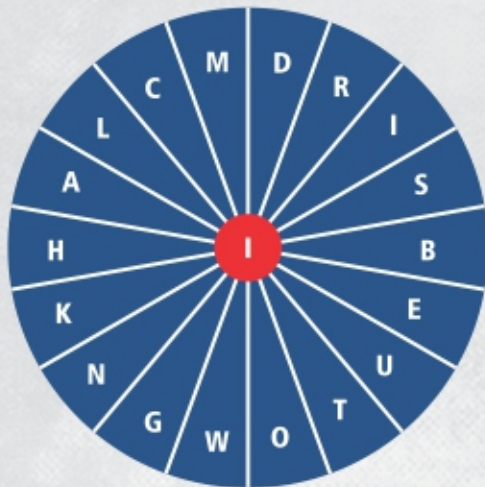
For the 8th year in a row, Lions Club Delhi Kiran, Bharat Vikas Parishad, Asahay Jan Sewa Samiti got together to organize this mega event on the pious occasion of Maha Shivratri, where 32 poor couples of diverse religions tied their knots and started their "Grahasthi" with the blessings of elders and in the presence of about 3000 persons. Smt. Vinita Singhania (VCMD) and Dr. S. Chouksey also blessed the couples for their successful married lives.

We wish that Shri S. Jayaraman continues to serve and facilitate such activities that results in making the world a better place filled with happiness and prosperity.



## PUZZLE

Read this edition of Shilalekh newsletter carefully and fill up the missing alphabets.



- B \_ L \_ A \_ D \_ S \_ C \_
- L \_ A \_ E \_
- K \_ O \_ W \_ E \_ G \_ E
- R \_ R \_ A \_ M \_ R \_ K \_ T \_ N \_
- E \_ D \_ S \_
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- C \_ O \_ I \_ T \_ E \_ N \_
- O \_ I \_ A \_ M \_ I \_ N \_ C \_ N \_ R \_ T \_

## RESULT OF CONTEST

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



Ajay Prakash  
(Haryana)



Mallik Hoda  
(Odisha)



T. B. Muraleedharan  
(Udaipur)

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

We would like to thank

Shri Abhishek Sharma, Shri Munish Shrivastava, Shri Rajan Verma, Shri R K Jerath,  
Shri Siddharth Vashishta and Shri Vijay Sharma

Kindly send your suggestions / comments to Abhik Bhargava at:

JK Lakshmi Cement, Milap Niketan, 8A, Bahadur Shah Zafar Marg, New Delhi - 110002 or  
email at abhikb@lc.jkmail.com

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