

JK LAKSHMI CEMENT RECEIVES CSR AWARD: EXCELLENCE IN HEALTH

JK Lakshmi Cement a brand that has been paving the path of development in the country from almost three decades has made a remarkable contribution in the field of 'Corporate Social Responsibility' as well. It is deeply enthused in its DNA to give fruitful and equal opportunities to the backward section of the societies. The company makes sure that tribal areas surrounding Jaykaypuram should be skilled to earn bread for themselves and their families, through its various schemes such as 'Naya Savera Pariyojna' because of which JK Lakshmi Cement has alleviated a lot of indigenous habitants around rural areas over poverty.

It is because of this undying devotion and dedication that made JK Lakshmi received a prestigious CSR Award for Excellence in Health by the Government of Rajasthan. The event was organised to felicitate such organisations who have initiated ground breaking activities for the upliftment and social welfare of the society.



JK Lakshmi Cement with its continuous efforts to pay back to the society has finally being acknowledged. It was a moment of pride for the whole JK Lakshmi family.

PUZZLE: Read SHILALEKH carefully and you will find names of various words related to articles featured in this puzzle below. You can mark these words in horizontal, vertical and diagonal fashion.

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

RESULT OF CONTEST

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



Ravi Prakash
Panipat



Kailash Choudhary
Sirohi



Ravi Kumar Suklecha
Jhajjar

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

Mr. Abhishek Sharma, Mr. Debdatta Sahu, Ms. Deepti Saraswat, Mr. Munish Shrivastava, Mr. R.K. Jerath, Mr. Sapan Avarahi, Mr. Surinder Kumar & Mr. 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

JK LAKSHMI
C E M E N T L t d.

JK LAKSHMI
PRO+
CEMENT

JK LAKSHMI
CEMENT

MAHARASHTRA
HEAVY DUTY
CEMENT

PLATINUM
HEAVY DUTY
CEMENT

JK LAKSHMI
Power Mix
READY MIX CONCRETE

JK LAKSHMIPLAST
PLASTER OF PARIS

JK SMARTBLOX
Autoclaved Aerated Concrete

Website: www.jklakshmicement.com [facebook.com/JKLakshmiCementLtd](https://www.facebook.com/JKLakshmiCementLtd) twitter.com/JKLOfficial TOLL FREE NO.: 1800-102-5097



NEWSLETTER | VOLUME NO. LXX

PLATINUM HEAVY DUTY COMPOSITE CEMENT LAUNCHED

"Innovation of a wheel today, constantly churns out products of tomorrow".

The motto suitably represents a way of life for JK Lakshmi Cement. Here at JK Lakshmi, it is believed that a step forward is aimed at a productive tomorrow. The company over its operational span of nearly 35 years has remarkably showcased products of the future. The company recently introduced a new cement in its eastern market i.e. Chattishgarh, Madhya Pradesh and Maharashtra.

An extravagant event was organised on 20th August 2017 at Lalit Resorts, Goa where Platinum Heavy Duty Composite Steel Guard Cement, a revolutionary product was launched embarking a new product variant of the company. The launch was inaugurated by Mrs. Vinita Singhania (VCMD), Dr. S. Chouksey (WTD) and Mr. Sumit Malhotra (CEM), Mr. A.M. Desai (Head-East) and Mr. Sunil Agarwal (SVP - Marketing Services) along with all the senior officials of JK Lakshmi family. Mrs. Vinita Singhania expressed elation and enthusiasm over the launch and Dr. S. Chouksey thanked the team

for giving their relentless hours in making product see the daylight.

Platinum Heavy Duty Cement is a composite Steel-Guard Cement which uniquely consists a mix of sulphates and chloride protection and rust resistant abilities which stop the steel or iron from rusting. The product is applicable in all weather and geographical conditions by providing strength and protection to the structure. The three - pronged strategy approach developed to market the product is a sure shot winning strike for the company.

Platinum Heavy Duty Cement recently appointed the boxing legend of India - Mr. Vijender Singh as its brand ambassador. This truly punched the feeling of 'Heavy Duty' to its essence. Mr. Vijender Singh rightly matches as the brand ambassador because he justifies the punch line 'Heavy Duty Nirmaan Ke Liye'.

The event was packed with powerful and entertaining performances and motivation speeches vis-a-vis acquired sufficient media coverage as brand alliance of Platinum Heavy Duty Cement and Mr. Vijender Singh became a headline for the local newspapers. JK Lakshmi team is really looking forward to revolutionise the face of the market with this game changing product. With such a strong ambassador by its side the future is absolutely bright and conquerable.

JK LAKSHMI CEMENT AWARDED: INDIA'S BEST PLACES TO WORK 2017

A moment of pride, a moment to celebrate and a moment to remember for the whole JK Lakshmi family as the company has been awarded the 'India's Best Places to Work'. The award was conferred upon the company in a glittering event at ITC Parel, Mumbai by Great Places to Work Institute of India and The Economic Times.

The company ranked 56th out of the top 100 companies in India. Both the Whole Time Directors of JK Lakshmi Cement - Dr. S. Chouksey and Mr. S.K. Wali were present to receive the prestigious award on company's behalf.

The award is one of the most coveted accolade amongst various industries, thus carrying a lot of value amongst the organisation which indirectly creates a credible rating along with trust and goodwill in the minds of shareholders and customers.

JK Lakshmi Cement feels extremely elated and honoured to receive such an award. The true strength of any company is its employees and a happy employee leads to a productive and efficient working organisation. The award is a validation of the very same belief, JK Lakshmi Cement has been setting a benchmark for many companies thus holding a high regard and rightfully recognised for being so.



RELATIONSHIP PROGRAMS: JK LAKSHMI SKY & JK LAKSHMI VISHWAS

At JK Lakshmi Cement, it is believed that cherishing and nurturing a relationship is the utmost priority. With a strong desire to explore the unexplored and scale newer heights with business associates and influencers as our partner in growth, the company has designed the exclusive reward programs namely JK Lakshmi SKY and JK Lakshmi Vishwas.

The programs come with many benefits and are designed not only to delight the target group but also to bring to one's experiences something unforgettable and exclusive. With a desire to enable the dealers and influencers to live a more rewarding life, JK Lakshmi has made the programs very simple and easy to comprehend. The best part is that they just have to keep selling JK Lakshmi Cement products, and rest all is assured.

These programs run on simple mechanism of points accumulation for any specific dealer or influencer on the sales of JK Lakshmi products. The points can be redeemed at regular intervals.

JK Lakshmi Cement has time and again proven to be one of most sought after organisation. Its growth and performance is not measured by its turnover but by the delightful associates becoming a part of this big family.



IDEA SUGGESTION CONTEST: COFFEE WITH VCMD

It is a whole new level of excitement for any employee and his family to meet and greet the chairperson of the company and get to spend time over a cup of coffee. That is exactly what happens for the winner of 'Coffee with VCMD' contest. It is a motivating contest wherein the employees of different departments across the country are asked to give suggestion to improve the efficiency of the organisation, then through rigorous analysis by the human resource department the three best and effective suggestions are considered as winners.

The winners are called along with their families to meet Mrs. Vinita Singhania (VCMD – JK Lakshmi Cement) for a coffee session filled with fun interaction. This year Mr. Sunder Singh (Dy. Manager HR – Jaipur) and Mr. Nigam B. Shah (Dy. Manager – TS) were declared as the winner of the contest.

JK Lakshmi Cement through its innovative ways of employee motivation has maintained a strong bonding and a healthy relationship of trust and goodwill with its employees.



CUSTOMER IN CULTURE: CHHATTISGARH & ODISHA

JK Lakshmi Cement continuing its tradition in gaining customer insights and understanding consumer psyche had organised 'Customer in Culture' session in Chhattisgarh and Odisha markets. The entire session is a fruitful interaction between employees of various departments of JK Lakshmi and channel partners.

The complete activity is conducted for the sole purpose of gauging the market trends and analysing customer delight touch points. The panel is comprised of four to five members of Legal, HR, Accounts and Marketing Department which go on a visit to various channel partners to get an onsite idea of trading vis-à-vis understand how the internal functionalities of the departments can be tweaked to suit the channel partners' flow of business.

This activity is itself a testimony of the dedication and devotion exemplified by JK Lakshmi Cement towards its family of channel partners to grow for them and with them. It also showcases the level of motivation in the minds of the employees to bond with the organisation.



JK LAKSHMIPLAST DEALERS TOUR: SINGAPORE & THAILAND

Our Business Associates are the pillars on which the brand value of the company stands. The company boasts of its outstanding presence and customer reach mainly due to strong dealer network, they are the real brand ambassadors of the company as they directly sell the product to the customer.

JK Lakshmi in its effort to reward this great hard work and devotion by the business associates organises tours for fun and frolic. One such tour was recently organised for 90 dealers of JK Lakshmiplast where they were taken for their annual appreciation meet coupled with holiday tour to Singapore and Thailand.

The dealers had a splendid time vacationing in the beautiful city landscapes and enjoying pompous nights, visiting tourist attractions and lastly attending the annual conference wherein they were recognised and rewarded for achieving their targets.

The dealers were happy and thanked JK Lakshmi for such a fun filled tour and hoping that the company would organise many more in future.



LAKSHMI ASHRAY: A HELPING HAND

JK Lakshmi Cement always had the best interests towards the betterment of the society and made considerate efforts in achieving its socially responsible goals and targets. One such target is an initiative taken by JK Lakshmi Cement called 'Lakshmi Ashray' which is a helping hand for the rural consumers to build their dream homes. The initiative is in collaboration with the government scheme known as PMAY (Pradhan Mantri Awasiya Yojna).

Lakshmi Ashray offers a material basket of building materials for the convenience of the end customers. In this regard, two camps were organised in 5 Panchayat at Pali, Rajasthan and in 20 Panchayat at Udaipur, Rajasthan. Dr. S. Chouksey (WTD) also visited 6 panchayats and had interactive discussions with the Gram Sevak/ Sarpanch about the insights about the rural problems faced by the beneficiaries.

JK Lakshmi got a tremendous response from the camps as around 600 beneficiaries approached for information and 21 registrations were done for the 'Lakshmi Ashray' initiative. The customers who are registered under this initiative are entitled to receive material at their request as intimated via call to customer care. Apart from that an engineer visit is also included in the basket of benefits to give knowledge about right construction practices to the rural customers.

JK Lakshmi Cement with its adequate efforts proves to be a firm believer of giving back to the society.



ANNUAL APPRECIATION MEET: RAJASTHAN ZONE 1

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 most rewarding company to be associated with. One such example of this rewarding effort was when the dealers of Raj Zone 1 went for their annual appreciation meet to picturesque Dubai. The trip was coupled by an annual dealer event with the tour of the city and nearby attractions.

The dealers were elated throughout the trip as they visited some iconic monuments of the city such as Burj Khalifa, Ferrari World, Gold Souk Markets and Desert Safari Tours. At the end of the tour a gala event was organised to felicitate the dealers for their hard work and dedication. Dr. S. Chouksey (WTD), Mr. Sumit Malhotra (CEM) and Mr. Shafi Shauket (Zonal Head) were present to congratulate and be a part of the mega celebration.

The event had an array of splendid performances which were thoroughly enjoyed by dealers and their families. The trip ended on a happy note and dealers were very thankful to JK Lakshmi for organising such a wonderful tour.



NORTH ANNUAL APPRECIATION MEET: MUSSOORIE

JK Lakshmi Cement with its aim to remain the best brand in the market also puts relentless efforts to reward its business partners and dealers in the most effective way. JK Lakshmi Cement has always been a front runner in appreciating the hard work of its channel partners who make the brand stand where it is today.

One such Appreciation Meet was organised from 7th to 9th September in Mussoorie for the dealers of Haryana, Punjab, Uttar Pradesh, Delhi and Jammu. The event was a fascinating carnival of three days wherein star dealers, sales promoters and company employees were gathered to celebrate their success and get appreciated for their year around dedication. The event was named as 'PROMISE 2017' to motivate the dealers for the coming year.

In three days trip, dealers participated in various fun filled activities and thoroughly enjoyed beautiful musical and dance performances. The breath-taking landscape of Mussoorie added the icing on the cake. The dealers and sales promoters along with employees visited all the tourist destinations to profusely enjoyed their outing to relax and unwind in the beauty of Himalayas.

The last day was kept for the grand finale night of the Appreciation Meet wherein all the higher management of JK Lakshmi Cement Dr. S. Chouksey (WTD), Mr. Sumit Malhotra (CEM), Mr. Sunil Jain (Zonal Head) and Mr. S. R. Chitnis (SVP-Technical), all were present to felicitate the dealers. On a happy note the entire trip became a collection of memorable moments for everyone.



JK LAKSHMI CONDUCTS RAKHI MAKING COMPETITION

Fun and employee bonding have been an integral part of JK Lakshmi for years. Continuing the same tradition this year too, 'Rakhi Making Competition' was organised on 5th August 2017, to celebrate the Indian festival of goodness, representing the bond of love and affection.

It was not only a competition but actually an opportunity provided to the employees to get closer and share the love and affection, an opportunity to increase bonding among themselves and take pride in togetherness. All participants were full of zeal and enthusiasm to get enlisted as the winner. Everyone gave a tough competition to each other and all the teams made Rakhis so beautifully that it became a challenging task for the Jury to find out the best one as Winner. After due consensus the team consisting Mr. Komal and Mr. Srinivas won the competition.

The day concluded with increased bonding amongst employees and a sense of team spirit enabling effectivity in working environment, reinforcing the fact of being the best place to work.



GUJARAT NAVSARJIT APPRECIATION MEET: DUBAI

The Annual Appreciation Meet for Gujarat's mainly known as 'Navsarjit Gujarat' for the year of 2015-16 was organised at Dubai on 16th September 2017, which included 110 top business associates from all over the state. This was the first time that an overseas destination was selected for Gold Distribution Meet for Gujarat, which created excitement for all the dealers, along with a small tour of beautiful Dubai.

The Annual Appreciation Event was organised during the last leg of the tour which was graced by Dr. Shailendra Chouksey (WTD), Mr. Sumit Malhotra (CEM), Mr. Santosh Ojha (Head-Logistics) and Mr. Deepak Dave (HOM-West), Mr. Suresh Holagi (Sr. GM-Marketing), Mr. Anil Sharma (Head- North Gujarat), Mr. Kalpesh Shah (Head-South Gujarat) along with all the sales promoters.

The event was followed by a gala dinner party in the evening for celebration of success. The entire experience of Annual Appreciation Meet was enhanced with additional elements like Desert Safari, City Tour, Shaikh Zayed Mosque and Ferrari World at Abu Dhabi. All the dealers were very delighted after coming back to India.



MASON & CONTRACTOR MEET IN HARYANA

JK Lakshmi Cement has always been looked upon as a responsible organisation that acts on the welfare of the society and nurture the talent available in the country. One such example was recently seen at the Mason and Contractor Meet in Jind, Haryana wherein 225 contractors and masons were gathered for a fruitful and eye opening discussion on good construction practices.

The company under its Mason Insurance Scheme (Sahyogi Sarakshan Club) also extended a cheque of Rs. 1 Lac to the family of deceased mason Lt. Mr. Satish. Mr. Deedwania (GM – Technical) also explained the importance and benefits of Mason Insurance.

JK Lakshmi Cement, through its innovative efforts of social welfare and awareness has made its mark in the hearts of the partners and customers and promises to do so in the coming times ahead.



INDEPENDENCE DAY CELEBRATIONS AT JHAJJAR, HARYANA

It was that time of the year again when every citizen of the country is filled with pride and remembers the great sacrifices that were made to make the nation free from the Victorian British Rule.

Independence Day is celebrated across the country with deep feeling of patriotism and fervour. JK Lakshmi Cement also being a catalyst in the country's growth celebrates this auspicious day with full zeal and enthusiasm.

JK Lakshmi Cement plant in Jhajjar, Haryana was one of the locations to celebrate Independence Day. The day kicked off by flag hoisting and march past by employees and guards. A variety of vibrant dance and singing performances were performed during the celebration which were thoroughly enjoyed by the audiences.

Lastly, a thanksgiving and motivational speech was given by Mr. S. K. Saxena (Plant Head – Jhajjar) who was also the chief guest at the event, throwing a light on the importance of the day and how the youth of our country will make India progress in the 21st century.

