



NEWSLETTER | VOLUME NO. LXXI

JK ORGANISATION CELEBRATES ITS 133RD FOUNDER'S DAY

“A genuine leader is not a searcher for consensus but a moulder of consensus”.

The ideology has cultivated the very essence of JK Organisation by the founder of this conglomerate Late Shri Lala Kamalpat Ji Singhania. The genesis of JK Organisation had laid the stepping stones for the pedestal, on which the group stands today.

To commemorate and pay tribute to the visionary leader, JK Organisation organises Founder's Day in the 1st week of November every year. The event is organised at the Air Force Auditorium, New Delhi. All the group companies like JK Tyre, JK Lakshmi Cement and JK Paper etc. actively participate in the event installing their products and showcasing their huge

appreciation by the top management, employees and their families.

The event also felicitates employees who have been loyally associated with the organisation for the last 25 & 40 years. Post felicitation, an array of beautiful and enchanting performances get lined up for the audience. This year JK Fenner took the lead for performing maximum acts followed by JK Lakshmi Cement, JK Paper, PSRI and Umang Dairy. A special traditional dance act by the JK Fenner employees' spouses, was the main highlight of the entire event, followed by a sparkling folk Bhangra by the team of JK Lakshmi Cement. The event was directed and anchored by Mr. R. K. Jerath.

The employees and the Singhania family invigoratingly celebrate the auspicious day and pay tribute to the visionary leader - Late Shri Lala Kamalpat Ji Singhania in the most deserving manner.



STRIKING PRESENCE AT KRISHI DARSHAN EXPO

JK Lakshmi Cement is a brand recognised across the markets with its top-notch quality products and superior customer delight. It has also been successful in creating a sustainable recall in the mind of consumers.

Recently, the company participated in a state-run Rural Exhibition known as 'Krishi Darshan Expo'. The exhibition was organised from 28th to 30th October 2017 in Hisar (Haryana). The exhibition was for various diverse businesses and industries to showcase their products and attract a large audience with their brand pull.

JK Lakshmi Cement shone bright at the exhibition with its complete range of products displayed and a team of technomarketing officers present to welcome and solve queries of Architects, Engineers and Individual House Builders.

A lucky draw was organised at the exhibition for the visitors creating a lot of buzz. The company made its presence strong at the Exhibition alongside its major competitors.

DEALERS VISIT TO THE CITIES OF HONGKONG & MACAU

The company constantly organises tours and getaways for the channel partners, so they can take a break and rejuvenate themselves to aim higher in the future.

One such tour was organised for the dealers from the states of Uttar Pradesh, Rajasthan and Gujarat. The associates along with their families were taken to Hongkong and Macau. They were mesmerised to see the towering and bustling city of Hongkong while getting rejuvenated at the picturesque beaches of Macau. The dealers thoroughly enjoyed the tourist attractions of both the places with their families. Thus, creating wonderful memories with their near and dear ones.

Such tours are a representation of fun and frolic moments that dealers relish. JK Lakshmi Cement understands the expectation of its network and pledges to organise more elaborated getaways for its Dealer Family in future.





15TH NCB INTERNATIONAL CONFERENCE ON CEMENT & BUILDING MATERIAL

NCB is the premier body under the administrative control of Ministry of Commerce and Industry, Govt. of India, for technology development, transfer, continuing education and industrial services for cement and construction industries. Geographically, NCB has its corporate centre and main laboratories located at Ballabgarh (near New Delhi), with another well established regional centres at Hyderabad and Ahmedabad.

NCB's area of work spans over the entire spectrum of cement manufacturing and usage - starting with geological exploration of raw materials through the processes, the machinery, the manufacturing aspects, energy and environmental considerations to the final utilisation of materials in actual construction, condition monitoring and rehabilitation of buildings and structures.

A seminar was held on 5th-8th December, 2017 at Manekshaw Centre, New Delhi, with a focus to promote and facilitate the recent research and scientific findings in the Cement and Building Material Industry. Dr. S. Chouksey - Whole Time Director - JK Lakshmi Cement and also the chairman of the organisational body gave a profound speech on the industry projectiles and accomplishments of the cement sector.

JK LAKSHMI WON YET AGAIN AT NATIONAL CONVENTION ON QUALITY CONCEPTS

JK Lakshmi Cement Jhajjar Unit has been continuously making robust efforts in bringing laurels to the plant and as well as to the company by making achievement at different levels of Quality Circle Forum across India.

The two Quality Circle teams of JK Lakshmi namely LAKSHAY & ACTION have participated in various exhibitions and conventions vis-à-vis winning Par Excellence Awards from year to year. Under the right guidance of Mr. S.K. Saxena - Vice President – Jhajjar Plant, many youngsters have excelled and showcased their potential through the two quality circle teams, since its inception in 2014.

JK Lakshmi Cement Quality Circles - LAKSHAY & ACTION, have one more time bagged Par Excellence Award at the NCQC 2017 at Mysore on 3rd Dec 2017. The company with its innovative workforce, along with qualitative approach in the inception of its core values, is slowly achieving greater heights and setting benchmarks for the industry.





FESTIVITY GALORED AT DIWALI MEET IN ODISHA

JK Lakshmi Cement has a life-long tradition of celebrating the warmth of festivals & auspicious days with its 'One Big Family'. The feeling of oneness and inclusive attitude runs across the length and breadth of its operating markets.

The Company organises each and every important festival with its business associates and secondary channel partners. One such example was witnessed on the auspicious day of Diwali, where Team JK Lakshmi and channel partners came together to celebrate the festival. A Diwali meet was organised in Bhubaneswar for the dealers of Odisha. The dealers and their families were invited to be a part of the fun and frolic celebrations.

There were splendid performances accompanied with fun filled game activities. The dealers were also invited to the stage and gifts were distributed to the dealers and their spouses. Mr. Susim Patra - VP - Marketing, Mr. Bhibhu - Sales Manager and Mr. Debdatta Sahu - Sr. Manager - Marketing Services were present on the company's behalf to felicitate the dealers.

The whole event was thoroughly enjoyed by everyone and business associates thanked JK Lakshmi for organising and celebrating the festival, which made the ties even stronger.



ANNUAL DEALERS CONFERENCE IN GUJARAT

JK Lakshmi Cement has an old age tradition of rewarding its channel partners in the most celebrated way. A recent occasion was when the mid-size dealers of Ahemdabad, Surat and Baroda were invited for an annual appreciation meet on 11th, 12th and 16th October respectively. The dealers were invited with their spouses to receive gold at all the annual events.

The functions were graced by all the company officials and sales promoters of the region. The event was filled with splendid performances and indulging games for the audience which were thoroughly enjoyed by channel partners and their better halves.

The dealers were extremely elated and thankful to the company for organising such lively event and promised to perform better for the coming year and achieve greater heights in their respective business areas. JK Lakshmi Cement has always organised such events which empower the strong bond, the channel partners share with the company.

KNOWLEDGE WAS DOUBLED BY SHARING AT BUILDER MEET

JK Lakshmi Cement has always been on the forefront of creating an optimistic and conducive atmosphere for awareness of marketing with regard to construction insights. A recent example of this initiative was taken in the Delhi Market where a Builder Meet was organised in order to develop and cultivate the knowledge base of Builder Community about the right construction practices and to gain deep knowledge about cement industry as a whole.

The event increased the transparency between the company and the builders. The fruitful discussion helped the audience to become more responsive towards the price differentiation across competitive brands and how JK Lakshmi Cement is competitively priced, providing higher technical benefits with great service in logistics.

The Builder Community thanked the Delhi Team of JK Lakshmi for organising such knowledge sharing session that helped them to understand the market dynamics.



WHEN MOVIE BUFFS BECAME BRAND PROMOTERS

Cinema has always been an integral part of Indian Population. Indian Movies are enjoyed and watched across all ages and ethnicities, throughout the country. It creates a great pull among the masses providing entertainment and awareness.

JK Lakshmi Cement rightly understands this concept and takes it as a marketing tool to enhance the customer acceptance through creating a strategy for a better brand recall of JK Lakshmi Cement products. An example of this marketing strategy was recently experimented in Gujarat Markets, wherein JK Lakshmi Cement in association with MY FM ran a radio campaign on JK Lakshmi PRO+ Cement in Surat & Ahmedabad. With multiple RJ mentions and fun filled Quiz Contest, the local crowd won movie tickets for the sensational HIT of the year 'Tiger Zinda Hai'. Cinema Halls in both the cities were booked for the event, where the contest winners gathered to binge-watch their win. The theatres were also branded to remind the audience about the brand.

The entire activity aroused quite a buzz in both the markets creating a strong recall for the company and at the same time provided opportunities conducive for brand sustainability.



THE EPITOME OF INSPIRATION THE ATHLETIC EMPLOYEES

“If you are afraid of failure you don't deserve to be successful!” This is the mantra religiously followed by all the employees of JK Lakshmi Cement professionally and as well as on their personal front. These employees are highly motivated to achieve their goals and take rest only when they cross the finish line.

Mr. C.S. Reddy - DGM - Marketing Services, Rahul Bhatia - Sales Accounts, Mr. Rahul Sharma - Jharli Plant are all bunch of such employees who have proved their mettle, time and again at the Airtel Delhi - Half Marathon which is for a stretch of 21Kms. The JK Lakshmi team was also joined by Dr. Shiv Chouksey & Mr. Shubh Chouksey, sons of Dr. S. Chouksey - Whole Time Director. The team was falicitated with medals for their determination and perseverance during the run.

Another example of an athletic employee is Mr. Jignesh Shah who has recently completed 104Kms of Cycling on 14th October. He has become quite an inspiration for other employees and youngsters around him, as an epitome of physical fitness. He is rightly called the 'IRON MAN OF JK LAKSHMI CEMENT – GUJARAT'.

JK Lakshmi Cement feels immensely proud and elated to be associated with such endearing and determined employees and wishes them to continue their path of success for future.



LUCKY DRAW WINNERS OF VISHWAAS SCHEME

JK Lakshmi Vishwaas - a loyalty scheme for the masons and contractors in the operating markets, have become quite a raging success over time. The scheme is basically based on the concept of selling premium products and acquiring points for claiming tangible benefits on the points.

After the roaring response from the masons and contractors for the scheme, the company decided to roll out a lucky draw on the auspicious occasion of Diwali wherein Mr. Gata Ram - Mason, from Jalore District of Rajasthan won a Honda Bike as the lucky draw winner. Various other contractors were also rewarded with consolation prizes. Mr. Shafi Shaukat - Zonal Head, along with Mr. D.N. Nagar - Technical Head were present at the event to felicitate the winners.

The masons and contractors acknowledged the quality of JK Lakshmi Cement Products and promised to continue their patronage towards the brand.



ONE TO ONE WITH RJ AT RADIO MIRCHI, RAIPUR

Radio Mirchi, a well-known radio channel having a wide listenership across the country keeps on hosting informative shows in its operating markets. A show on the similar lines was conducted in Raipur wherein the Radio Jockey interviewed Mr. A.M. Desai - Head - East, about his association with JK Lakshmi Cement, Company's long pioneering existence and how it is shaping the infrastructural growth of the nation. The show was a one-to-one interaction with Mr. A. M. Desai wherein a lot of insights about the cement industry were enunciated through him.

First of its kind, the talk show turned out to be a successful session, discussing cement on such a wide medium creating a lot of buzz in the cement fraternity.



A SIGHT TO WITNESS CHRISTMAS CELEBRATION AT ODISHA BLIND SCHOOL

JK Lakshmi Cement has always cared for the society and taken the utmost fruitful initiatives to nurture and develop it. A recent example of such initiative was seen when the marketing team of Bhubaneswar, Odisha decided to celebrate Christmas eve at Odisha Blind school.

The event was full of fun filled activities and games. Mr. Susim Patra - VP - Sales was present to distribute gifts to the winners and facilitated the event. The school authorities thanked JK Lakshmi Cement team for this heart warming gesture.

The children were elated to be a part of the celebrations and took promise from the team for celebrating in future as well.



EMPLOYEE'S ACHIEVEMENT COMPANY'S DELIGHT

"Education is not preparation for life; education is life itself." JK Lakshmi Cement employees have always imbibed these lines in their essence and abide for continuous learning and self-development. It's these inspired and motivated employees who makes JK Lakshmi Cement a great organisation.

Dr. I.M. Tiwari, a Senior General Manager - Marketing, has recently achieved his newest milestone by completing Ph.D. degree from Pacific Academy for Higher Education & Research University, Udaipur. JK Lakshmi Cement feels immensely proud to have such great achievers in the company and wish Dr. I.M. Tiwari with a heartfelt greeting



for fulfilling his goals in life.

JK Lakshmi Cement has always been a supportive catalyst in making its employees reach their aim and excel towards a better future.

KEEPING HEALTHY WITH YOGA SESSIONS AT WORKPLACE

In this corporate world of constant work pressure and stress, we keep on missing the silver lining between an optimum balance in professional life, health & fitness. In continuing its goodwill as 'one of the best companies to work for – 2017', JK Lakshmi Cement recently organised a Wellness Chair Yoga Session for its executives. The yoga session was conducted on 18th November by Mr. Bhaskar Malik, a renowned name in the Corporate Yoga scene.

The event witnessed an active participation from all the employees. One session was of 50 minutes and four such sessions were conducted during the day, two before and two after lunch. JK Lakshmi Cement treats all its employees as One Big Family, a happy & healthy organisation can inculcate a fit lifestyle for itself and also extending the same to their families.



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.

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

RESULT OF CONTEST

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



Parveen Shah
(DURG)



Sameer Chaturvedi
(SIROHI)



Pawan Bansal
(DELHI)

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, Mr. Munish Shrivastava, Mr. R.K. Jerath
Mr. Surender Kumar, Mr. Sapan Avarani, Mr. Shrey Dhanwantri & Mr. Vijay Sharma

Kindly send your suggestions/comments to Abhik Bhargava at:

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