



# OUR MANAGING DIRECTOR OUR PRIDE

ET NOW CSR LEADERSHIP LIFETIME ACHIEVEMENT AWARD



NEWSLETTER | VOLUME NO. LXXII



"Leadership is practiced not so much in words as in attitude and in actions." The saying remarkably represent the ethos of our great leader Smt. Vinita Singhania - Vice Chairman & Managing Director – JK Lakshmi Cement. She has been an epitome of inspiration, an iconic example of a successful businesswoman to the company as well for the entire cement sector of the country.

She took command of the company in 1988 and since then JK Lakshmi Cement has never looked back. The company has risen by leaps and bounds in terms of profits, incremental growth, capacity and as well as operations under her leadership. It would be fair to say that she has nurtured the foundation of JK Lakshmi Cement with her dedication and perseverance. It is under her guidance that the company has reached at a capacity of 13 Million tonnes and increasing.

Through her journey over the years she has been a recipient of many renowned awards such as CEO of the year, businesswoman of the year and other such accolades, which as feathers beautify her cap. Another such feather was recently added when she was honored with ET NOW CSR Leadership 'Lifetime Achievement Award' on 18<sup>th</sup> February 2018, in a glittering event at Taj Land's End in Mumbai. The event was graced by all the esteemed dignitaries of various industrial sectors, celebrities & government officials.

Smt. Vinita Singhania through her exemplary attitude and actions, has become a dynamic leader and has been continuing to do so for the generations to follow. JK Lakshmi Cement is eternally indebted for her contribution towards the company's development and growth.

## GOING GLOBAL INTERNATIONAL BUSINESS PARTNERS' MEET, VIETNAM

JK Lakshmi Cement 4<sup>th</sup> Business Partners' International Meet was organised in the Southeast Asian country of Vietnam during 21<sup>st</sup>-27<sup>th</sup> January 2018. Vietnam is a country that is known for its Buddhist pagodas, bustling cities, rivers and beaches. The conference that held here witnessed a record breaking number of 150 travellers comprising of top Business Partners, Senior Officials and their respective spouses who took over a week-long, fun-driven journey. The conference was organised at Hanoi which is known for its centuries-old architecture and a rich amalgamation of Asian, Chinese and French culture. The attendees at the conference discussed about company's future growth with the high-ranking JK Lakshmi Officials including Smt. Vinita Singhania - VCMD, Dr. S. Chouksey - Whole Time Director, Mr. S.K. Wall - Whole Time Director & Mr. Sumit Malhotra - Chief Executive, Marketing. The officials gave their elaborated presentation at the event. Mr. Sunil Agarwal, Sr. VP - Marketing, gave an introductory speech on the year-long achievements of sales promoters



and why they deserve to be awarded for their hard-work.

The awards were given to the most outstanding sales promoters of various regions. Post the awards ceremony, a cultural Vietnamese dance enthralled the audience. Business Partners, Senior Officials and their respective spouses at the conference later had a 'Gala Night' with foot tapping music, dance and lavish, scrumptious food.

The travellers were later taken to a picturesque tour of Hanoi, Vung Tau and Ho Chi Minh over the week. The travellers soaked into the mesmerising beauty of Unesco heritage sites like Halong Bay, the Literature Museum, Golden Pagoda, and the equally beautiful natural caves. At JK Lakshmi Cement, the efforts and hard work of its partners is highly valued. Such trips are the testimony of being a 'One Big family' that is growing year by year. The company thanks its business partners for being the active growth partner.

## SHINING AMONGST 100 MOST IMPACTFUL CSR LEADERS

"Corporate Social Responsibility is an investment of any organisation that never fails". It is a responsibility of every company or conglomerate to give back to the society from where it starts its roots. In the case of JK Lakshmi Cement, it has become an exemplary role model for other companies when it comes to CSR initiatives. It has set benchmark for various industrial houses with its initiatives like providing health-care and welfare for tribal and rural populace around its Cement Plants.

JK Lakshmi Cement has made a great deal of contribution towards children education and women empowerment through its welfare upliftment schemes by providing adequate basic child care and employment opportunities to women. All this great deal of CSR is possible only under the able guidance and scrutiny of a great visionary - Mr. R.K. Gupta – Head, CSR - JK Lakshmi Cement. He has devoted his expertise and knowledge in setting up the CSR department of JK Lakshmi Cement.

It is his sheer devotion and commitment that has

made JK Lakshmi Cement reach a respectable pedestal in terms of its CSR goodwill. Thus, his impeccable contribution was awarded at World HRD Congress on 18th February, Mumbai at a glittering event where in top 100 most impactful CSR leaders from all walks of life were felicitated.

JK Lakshmi Cement feels immensely proud of Mr. R.K. Gupta for achieving a great milestone in his life and wishes him numerous accolades in the future as well.



## SPREADING THE MESSAGE OF ONENESS THE HOLI MILAN SAMAROH

Holi - the iconic festival of colour, sweets and fun comes once a year to remind us of oneness. JK Lakshmi Cement with its 'One Big Family' also celebrates Holi with enjoyment and splendour. Holi Milan Event was organised at a grand scale wherein dealers of nearby states such as Haryana, Delhi & UP were invited for a day long celebration full of fun filled activities, dance performances and enthralling games. All the seniors of the state and sales employees were part of the celebration. The dealers were in high attendance and actively participated in all the games, activities and dances.

Mr. Sumit Malhotra, CEM, Mr. Sunil Agarwal, Sr. VP- Marketing, Mr. Sunil Jain, Zonal head & Mr. Shailesh Vishwakarma, along with all the executives were present to play Holi with the business associates. There was surprise gift distribution as well for the winners of the various contests being organised at the event. JK Lakshmi Cement has made a tradition of celebrating Holi with such grandeur that it not only attracts a strong attendance amongst its

channel partners but also create a buzz in the cement industry.

At the end of the event, the dealers were immensely elated and rejoiced for such a successful celebration that had them spell bound with its festive atmosphere, thus creating memories for them while heading back home.

A short and sweet Holi celebration was also organised at the head office of JK Lakshmi Cement on 1<sup>st</sup> March 2018 at Nehru House, New Delhi wherein all the employees of various department i.e. marketing, finance, human resource, legal & operations gathered to celebrate the festival. Dr. S. Chouksey & Mr. S.K. Wall, WTD were present to be a part of it. The employees sang songs and clicked selfies thus elevating the office atmosphere and enjoyed themselves.



## SANKALP ANNUAL DEALER CONFERENCE - HARYANA

JK Lakshmi Cement has been thriving and rising for decades as a brand to reckon with. Be it operational markets, pioneering success through effective marketing plans or its strong dealer network, the company has always been on an upward current.

The business associates have always played an important role in giving the brand the position it is on today. It has enabled the company to become a sustainable force in the market. Hence, it becomes the responsibility of JK Lakshmi Cement to reward its business associates in the most deserving manner. Taking a cue from the thought recently, team JK Lakshmi Haryana, organised its annual dealer conference for its business associates at a heritage Hotel Noormahal, Karnal on 16<sup>th</sup> Jan 2018.

The event was full of splendid performances and activities which were thoroughly enjoyed by the dealers. Mr. Sumit Malhotra, CEM; Mr. Sunil Jain, Zonal Head; Mr. S.R. Chitnis, VP - Technical and Mr. Sailesh Vishwakarma, Sr. Manager - Sales, were present to felicitate the dealers for their year round hard-work.

The business associates thoroughly enjoyed the event and thanked the team of JK Lakshmi Cement for organising such glittering extra-vaganza that amplified their achievements.





## AN EXTENSIVE PRODUCT DISPLAY AT STHAPATYA EXHIBITION - SURAT

JK Lakshmi Cement, keeps on participating at numerous platforms across the country to remind customers of its formidable presence. The company recently participated with its all range of products in a four-day extensive exhibition called Sthapatya on construction and building material in Surat, Gujarat from 5th – 8th January 2018.

The exhibition was graced by lot of eminent personalities from diverse industrial sectors and government dignitaries. The company, with a mix of its technical and sales officers were present at the JK Lakshmi corner to solve the queries of

visitors including mainly the young engineers, architects and individual house builders.

The company was one of the most successful and engrossing exhibitors at the 4 day event, attracting large crowds and making a strong imprint with its brand identity and offerings.



## ANNUAL DEALER CONFERENCE OF RAJASTHAN AND WEST MADHYA PRADESH

JK Lakshmi Cement organised a conference in a five-star hotel Clarks Amer, in Jaipur for the dealers of Rajasthan & West Madhya Pradesh. It was a huge gathering as business associates were invited from all corners of the operating markets of the respective states.

The entire event was organised for full day, which included activities like Magician's Show, Golf Putting, Pyramid breaking and many more. In the evening a mesmerising poetry gig was performed by very famous poet - Mr. Sampat Saral and comedian Mr. Siraj Khan who made their presence noted by tickling the funny bone of the audience. Apart from these performances Ms. Jyotsana - Indian Idol Fame, gave a power packed singing

performance in which dealers started to tap their feet.

Towards the end of the evening, few business associates were felicitated by the Chief Guest, Dr. S. Chouksey, Whole Time Director and Mr. Sumit Malhotra, CEM. Apart from them all the senior officials such as Mr. Sunil Jain, Zonal Head – North West; Mr. Shafi Shaukat, VP – Marketing; Mr. Amit Mathur, VP – Marketing; Dr. I.M. Tiwari, Sales Head – Rajasthan Zone 2 and Mr. D.N. Nagar, Technical Head – Rajasthan; were present to be part of the celebration. The dealers went back with colourful memories and thanked JK Lakshmi Cement for such a grand celebration of their hard work.



## PHILANTHROPY ON ITS WAY EMPLOYEE HEALTH CHECK UP CAMP

JK Lakshmi Cement has always been a frontrunner when it comes to philanthropic events.

One such event was organised at Greater Noida RMC (Ready Mix Concrete) plant where health check-up was conducted for the employees, contracted labourers and nearby locals. The camp witnessed a great footfall regardless of age and gender. The efficient team of doctors diligently examined cases suffering from ailments and provided effective medications with precautionary do's and don'ts.

All the senior officials at the plant voluntarily assisted in organising the camp and devoted their precious time for ensuring the smooth functioning of the health camp. The crowd thanked JK Lakshmi Team at the RMC plant for conducting such health camp and showcased their gratitude towards the company for its contribution for the betterment of the society.

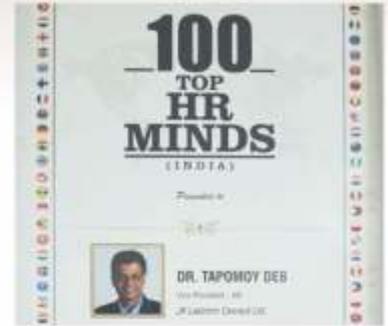


## DR. TAPOMOY DEB AWARDED AMONGST 100 TOP HR MINDS

JK Lakshmi Cement feels immensely proud of Dr. Tapomoy Deb as he has been awarded prestigious award in '100 Top HR Minds (India)' by World HRD Congress on 16<sup>th</sup> Feb 2018 in a glittering ceremony held at Hotel Taj Land's End, Mumbai. He is a seasoned Human Resource professional and highly versatile in academics too. He is also an author of 13 MBA Textbooks and Derivative Books. He has published many research papers in most distinguished business magazines and newspapers. His areas of interest include Performance Management, Leadership Development, Learning & Organization Development.

Dr. Deb has been extending his expertise to JK Lakshmi Cement in developing skills of employees, making them competent, so they can cope up and stand best in this technological era. His efforts are being utilized in areas of behavioral development, technological advancement, development of the leadership pipeline, bringing and implementing best people management practices in the organisation.

His assertive and proactive approach has taken organisation to the level of most preferred brand across industry. JK Lakshmi Cement wishes Dr. Deb a hearty congratulation again for his achievement.



## THE VISHWAAS SCHEME: LUCKY DRAW WINNERS

JK Lakshmi Vishwaas scheme has been benefitting both the company as well mason and contractor community across its operating markets. It has become a raging hit after a huge count of mason and contractors have enrolled for the scheme. The scheme is based on point accumulation by masons and contractors for selling solely JK Lakshmi Cement and JK Lakshmi PRO+ Cement.

After a successful lucky draw in one district for the occasion of Diwali, another event for lucky draw was organised in Ajmer district of Rajasthan wherein a lot of mason community people tried their luck at winning the amazing prizes. Finally, the stroke of luck hit two contractors -

Mr. Bhagwan Das for winning a mini refrigerator and Mr. Nemichand Jain for winning a Casio Watch.

The company always strive to create an impeccable customer delight and stronger brand acceptance for a better recall with such innovative schemes. The mason and contractor community also showed patronage towards the brand by accepting and appreciating the quality of products.



## THE RESULT-ORIENTED MARKETING TECHNIQUE RETAILER MEETS

A good marketing technique always produces the right result if done with efficient planning and dedication. JK Lakshmi Techno-Marketing Team Raipur has been organising numerous retailer meets across the state for a better brand acceptance and product awareness. Though not at the position of channel partners or business associates, but retailers definitely contributes to a great deal in company's progress.

JK Lakshmi Cement realises the value of these retailers and thus organised Retailers Meet across Chattisgarh, encompassing 1100 retailers

in a span of seven days. The ripple effect of which resulted in a generation of 6200 MT of trade sale which is a great boost to the company. These events were not only informative but also fun filled, including games and performance which were thoroughly enjoyed by the retailer community.

The top performing retailers were also felicitated by Mr. A.M. Desai, Head - East; for pushing JK Lakshmi products over the counter and converting customers to become patrons of our brand.



## BEING SPORTY CRICKET TOURNAMENT & SPORTS DAY

Developing bond in enjoyable way has been an integral part of JK Lakshmi Cement for years. The company organises various sports events around the year at different locations to strengthen trust amongst employees and motivate to exude a fit and sharp lifestyle.

Shripati Singhania Memorial Cricket Tournament is one such event that is organised once a year for fun and frolic of the employees. There are numerous teams participating in the tournament from different zones representing their states respectively. The tournament this year was organised on 4<sup>th</sup> Feb 2018. The final enthralling match was played between the teams of Udaipur Cement Works Limited and Durg Plant Team of JK Lakshmi Cement. After a riveting game UCWL emerged as the winner of the tournament and received the trophy from VCMD – Smt. Vinita Singhania. The game was followed by lunch, where everyone mingled and enjoyed the afternoon over laugh and scrumptious food.

Another sport event was also organised at New Delhi Milap Niketan on 18<sup>th</sup> Feb 2018

on indoor games such as chess & Carroms. JK Lakshmi Cement has always given importance to employee bonding because a team of motivated employee can create a successful organisation.



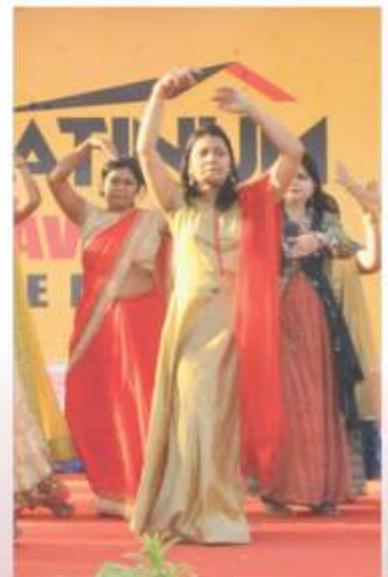
## BONDING TOGETHER, BONDING STRONGER ODISHA DEALER & RETAILER FAMILY MEET

The legacy of organising grand events for its dealer and retailer family, at JK Lakshmi continues to be. The business associates always look forward for celebrating such events and to be a part of it. Recently one such event was organised for the Odisha Dealer and Retailer Network of Nuapda, Bolangir and Kahalandi Districts. The gathering saw a welcoming crowd of around 225 dealers, retailers along with their spouses.

The event was planned with fun filled game

activities and dances for both Dealers and Retailers along with their better halves. The business associates were also felicitated by Mr. Susim Patra, VP Marketing – Odisha, for their outstanding performances in sales.

At the end, the channel partners and their families went back home feeling elated after a thoroughly enjoyed event and they hoped for a gathering to be organised once again by the hospitable team of JK Lakshmi Cement, Odisha.



## CULTIVATING COMPETENCIES THROUGH SOWL TRAINING PROGRAMME

JK Lakshmi Cement, right from its inception has taken motivational measures to increase the productivity and efficiency of its employees. The company's human resource department plans and organises such fruitful training programmes that result in multi-level development of an individual at both personal and professional front.

In a recent event, SOWL (Successful Ownership through Winning leadership) Training Programme was organised for higher managerial level in New Delhi. The entire programme was based on

cultivating competencies of managerial heads for a better and smooth functioning of their respective departments.

The training program took place in three phases and on multiple dates for batches across JK Lakshmi Cement. The main objective was to develop the selling skills and customer relationship competencies of individuals who possessed great potential.



## THE ACT OF NURTURING SOCIETY BY SENIOR MANAGEMENT

"Do good for others and good will definitely come to you". The senior management of JK Lakshmi Cement has since long indulged in contributions for the betterment of the society. From encouraging afforestation, educating the unprivileged, to women empowerment and many more, the initiative includes all. One of the unique features of the philanthropic initiative is 'Sarva Dharma Samuhik Vivah'. Mr. S. Jayaraman has been driving this noble gesture from the past nine years.

This year 29 underprivileged couples were selected under the NGO and in association with Lions Club Delhi & Bharat Vikas Parishad, Virat Parivar. The entire senior management

of JK Lakshmi from Smt. Vinita Singhania, VCMD; Mrs. & Mr. Chouksey and also relevant management of the sister companies such as JK Paper and JK Tyre have supported the event monetarily and viably.

The whole event was a celebration of beginning of a new chapter in the lives of these couples, to which the senior management of JK Lakshmi Cement acted as the catalyst.



## NORTH GUJARAT RIDING CONFIDENTLY AT CYCLOTSAV

Cycling is a very effective medium for maintaining a fit lifestyle. It is also a green mode of transport as it does not emit any harmful polluting gases. Today, when the dependence of human beings on cars and motorbikes prevails, alternatives like cycling prove to be a boon to the rising problem of smog and critical level of air pollution.

JK Lakshmi Cement understands the significance of the issue and always propagates ideas and actions that lead to environmental sustainability. A recent example was when team JK Lakshmi of North Gujarat sponsored a Cycle Rally or 'Mehsana

Cyclotsav', where large crowds gathered to participate in a cycle marathon. The Deputy Chief Minister of Gujarat was the Chief Guest at the event. JK Lakshmi Cement distributed caps and installed fair amount of branding at the venue.

The marketing team of JK Lakshmi also participated in the rally to propagate the idea of cycling in daily routine and curb the environmental problem at an individual level.



# WON 1<sup>ST</sup> PRIZE FOR TECHNICAL PAPER & CASE STUDY PRESENTATION

Shri. B.B. Wadhawan, Senior Vice President (Engineering) won 1<sup>st</sup> Prize in the Technical Paper & Case Study Presentation organised by Society of Power & Energy Professionals (SOPEP) on 17<sup>th</sup>-18<sup>th</sup> January 2018.

Shri. Wadhawan's paper was titled 'Empowering & Engaging Workforce to ensure Plant reliability'. Held in Mumbai at the '3<sup>rd</sup> National Conference on Plant Performance Improvement through Benchmarking, World Class Maintenance & Operational Practices', the presentation was exclusive and fact-filled.

Reputed companies like Mahindra & Mahindra, Hindustan Zinc, Godrej & Boyce Limited, Honda Motorcycle & Scooter India Private Limited, Reliance Power, Nagpur, CGPL & JK Paper participated in the Competition.

Shri. Wadhawan was felicitated by Shri. S.K. Jain, Ex Executive Director BPCL & Chief Executive Saga Global Consultants in a glittering function on 18<sup>th</sup> January 2018 at the event, in Mumbai.

We congratulate him for his achievement.



**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.

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

## RESULT OF CONTEST

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



**Arun Sharma**  
(Delhi)



**Sandeep Kumar**  
(Sonipat)



**Girish Airon**  
(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

Mr. Abhishek Sharma, Mr. Munish Shrivastava, Mr. R.K. Jerath, Mr. Vijay Sharma, Mr. Debdatta Sahu, Mr. Sapan Avarani & Mr. Shrey Dhanwantri

Kindly send your suggestions / comments to Abhik Bhargava at:

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