

शिलालेख

NEWSLETTER | VOLUME NO. LXXIII

BULAND SOCH KE SAATH HALLABOL

**JK LAKSHMI PRO+ CEMENT
PROUD TITLE SPONSOR OF RAJASTHAN ROYALS**

The "Buland Soch" and perseverance truly reflects the ethos of JK Lakshmi Cement. This makes it a perfect amalgamation of shared values with the team of Rajasthan Royals. The team's innate drive to be motivated, self determined and innovative is truly liberating and a path to success and accomplishments.

JK Lakshmi PRO+ Cement is proud to be the 'Title Sponsor' for Rajasthan Royals in the recently concluded season of IPL 2018. We are glad that this sponsorship has put us through TV in every home in the country.

As both JK Lakshmi PRO+ Cement and Rajasthan Royals share similar traits such as strength, courage, fighting prowess and 'Buland Soch', the association has given us an opportunity to strengthen our footprint in the market. Celebrating the tremendous performance shown by Rajasthan Royals, we are proud to share glimpses of the activities that galored in, around and beyond this association during the entire IPL season.

ASSOCIATION BETWEEN JK LAKSHMI PRO+ CEMENT & RAJASTHAN ROYALS WAS TRANSLATED INTO MULTIPLE CELEBRATORY EVENTS, ALONG WITH ENTHUSIASTIC PARTICIPATION OF OUR BUSINESS ASSOCIATES, CUSTOMERS AND EMPLOYEES.

JK LAKSHMI PRO+ CEMENT & RAJASTHAN ROYALS

'ASSOCIATION ANNOUNCEMENT'

A press conference was organised on 5th April 2018 for announcing the dynamic association of JK Lakshmi PRO+ Cement with Rajasthan Royals, at Hotel Lalit, Jaipur. Along with the presence of senior management of JK Lakshmi Cement Ltd.

Dr S Chouksey, Whole Time Director; Mr. Sumit Malhotra, Chief Executive Marketing; Mr. Sunil Agarwal, Sr. VP Marketing; the Co-owner of Rajasthan Royals, Mr. Manoj Badale and players - Shane Warne, Ajinkya Rahane & Jaydev Unadkat were present.



Announcing the association Dr S Chouksey said, "Rajasthan Royals' inherent killer instinct and Buland Soch, coupled with innovative thinking are the ingredients of sure success, something that is very similar to the philosophy of JK Lakshmi Cement Ltd." The event concluded with the unveiling of the Rajasthan Royals' official jersey.



'HALLA BOL' - MEET & GREET WITH BUSINESS ASSOCIATES, CHANNEL PARTNERS AND CUSTOMERS AT JAIPUR AND NEW DELHI

Meet & Greet event was organised, first in Jaipur and then in Delhi for the top channel partners. And top 150 dealers from Rajasthan and Gujarat were invited at Hotel Clarks Amer in Jaipur on 27th April, 2018. On 3rd May 2018, top 150 dealers of cement and value added products from Haryana, Punjab, Delhi, UP enjoyed the event at Hotel Taj Mansingh in New Delhi.

The venues were transformed into a cricket stadium around the theme of 'Halla Bol'. The presence of Dr S Chouksey, in both the events, was a source of motivation for team JK Lakshmi and the Channel Partners. During his interaction with Rajasthan Royals and team JK Lakshmi, he explained the thought behind the theme of 'Buland Soch' and also unveiled the new television commercial, shot with key players of Rajasthan Royals. The new TVC was applauded by the entire audience.

There were many interesting activities like face painting, gulli cricket, photo ops with cheer leaders and the players. The highlight of the exciting and engaging events were the interactive session with the players, quiz competition, Q&A session and recognition of high performing channel partners. The unique theme/concept developed by the core marketing team was so engrossing that besides the audience, even the players enjoyed it.

The demonstration of Karate skills by Captain Ajinkya Rahane, melodious singing by Prashant Chopra and other gigs by foreign players captured everyone's attention. Both the events were hosted by seasoned IPL anchor Sonali Nagrani. Comedy act by VIP & enthralling dance performances were like icing on the cake.



Core Marketing Team of JK Lakshmi PRO+ Cement



FANCLUB UNIVERSE - JK LAKSHMI ROYAL TOLLI

JK Lakshmi Cement Ltd, a pioneering be moth of Indian cement industry is well known and respected for its highest quality standards, innovative practices, ethical and transparent business policies and professional work culture.

These have been the inspiration behind the Royal Tolly, which is a passionate and enthusiastic group of cricket fans for whom there is only one religion, cricket. These fans are not only crazy about the game but also about the brand that they represent themselves for, Rajasthan Royals. They have a dedicated Facebook page by the name of JK Lakshmi Royal Tolly.

This fan army has been a source of attraction in the stadium with eye catching cheering outfits, sharing their love and affection on Facebook. The fans created uproar for the team on social media and in stadiums across the country. There is tremendous coverage in all the major publishing newspapers.



IN THE SPOTLIGHT



Mrs Vinita Singhania, our Managing Director & Vice Chairperson, presented the 'Man of the Match Award' to Jos Buttler from Rajasthan Royals.

Stadium was plastered with vibrant colours and JK Lakshmi PRO+ Cement branding. From the giant screen playing our logo and bag animation, perimeter and dugout branding to cheer leaders' dresses and podium; everywhere JK Lakshmi Pro+ Cement brand was in the spotlight along with our senior management.



Mr. Sumit Malhotra, Chief Executive Marketing, JK Lakshmi Cement at the toss between Rajasthan Royals and Sunrisers Hyderabad.



Team JK Lakshmi ready to cheer for Rajasthan Royals at New Delhi



TAKING BULAND SOCH TO NEXT LEVEL

Making of the TVC

Our brand's 'Buland Soch' was the theme behind the Chutki TVC which was very well appreciated by all. The sequel of the Chutki TVC took the 'Buland Soch' of the brand to the next level. The new TVC integrates Chutki, the protagonist of our TVC with flavour of the season-IPL & cricket with Rajasthan Royals. Chutki impresses Rajasthan Royals team when she reveals that she is taking coaching classes in cricket apart from academics and her aim is to play in their team in IPL.

Thus, JK Lakshmi Cement has floated yet another radical idea of a separate women's team in IPL or even a mixed team in future. The players of Rajasthan Royals team had a ball during the shoot and highly appreciated the concept in real life too.



Dr S Chouksey, our Whole Time Director presented the 'Man of the Match Award' to Ken Williamson of Sunrisers Hyderabad.



Enticing cheer leader squad wearing JK Lakshmi PRO+ Cement jersey and podium shots presented a picturesque spectrum in the stadium.



ADDING VALUE

JK LAKSHMI PRO+ CEMENT STADIUM STALL

An exuberant and excited crowd of supporters and special invitee dealers spent time at JK Lakshmi PRO+ Cement Stall, at the Sawai Mansingh Stadium, to participate in engaging activities and win branded merchandise. There was a selfie corner and activity centre to engage, enthrall and captivate the Rajasthan Royals fans.

THE IPL 'FESTIVAL' WAS APTLY CELEBRATED WITH
THE SUCCESSFUL ASSOCIATION
OF JK LAKSHMI PRO+ CEMENT WITH
RAJASTHAN ROYALS.

The brand gained good mileage through 360 degree exposure such as Television, OOH, stadium branding, branding at offices, at dealer outlets, digital media, radio and initiatives such as 'signature campaign'. The brand has made a strong impact in the mind of consumers across all markets creating powerful imprints and impacting larger populace.



Outdoor Branding



Outdoor Branding



Outdoor Branding



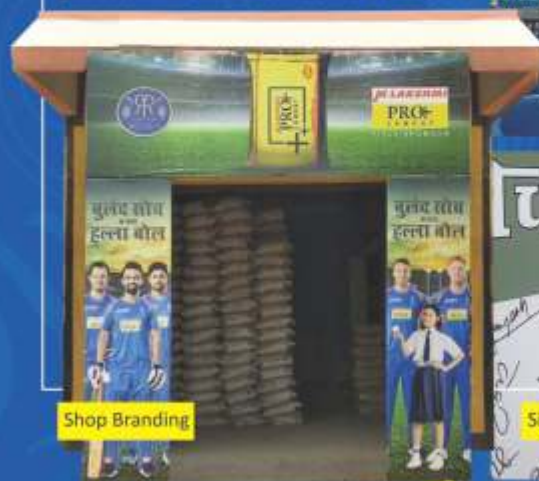
Bus Branding



Dugout Branding



Signature Campaign



Shop Branding



SOCIAL MEDIA BUZZ

The association was extensively covered through a series of posts, tweets, videos on Whatsapp, FB and Twitter. Unforgettable moments like VCMD Mrs. Vinita Singhania giving away the 'Man of the Match' to Jos Butler, Dr S Choksey, Whole Time Director presenting the 'Man of the Match Award' to Ken Williamson of Sunrisers Hyderabad and Mr. Sumit Malhotra, Chief Executive-Marketing doing the toss was shared and cheered on social media.

The sponsorship video with innumerable views created a lot of hype and reached multifold population in the market. The Chutki & Rajasthan Royals TVC on Facebook and Youtube was viewed by 30.41 lakhs people and got huge response by the viewers. Similarly, the Jersey launch event and spot the branding during Rajasthan Royals IPL match, got huge cheering and organic impressions.



Stadium Branding



Specially involving our Dealers, JK Lakshmi PRO+ Cement organised MY FM 'Wishing Luck' Campaign, giving the dealers a chance to be a part of IPL.

The Dealers were invited to MY FM studios and record their good luck wishes for Team Rajasthan Royals.



YOUR TIME TO PLAY FOR THE 'PRO+ LEAGUE'

#1 BRAINTEASER WHO AM I?

1. I am the mascot of Rajasthan Royals _
2. As a mascot of Rajasthan Royals my name is _
3. I have sung Halla Bol in second season _
4. I was the home ground stadium for Rajasthan Royals in 2014 _
5. I have captained Rajasthan Royals in most number of matches _
6. I have scored most runs and most wickets for Rajasthan Royals in all IPL seasons _
7. My nick name is Jinx _

Answer the questions and get a chance to WIN Exclusive Prizes and feature in our next edition.

#2 SLOGAN COMPETITION IPL 2019

Send us a slogan for JK Lakshmi PRO+ Cement & Rajasthan Royals for the next season.

WINNERS OF CONTEST NO. LXXII



Suresh Kumar, New Delhi



Chetan Rawal, Jaykaypuram

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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