



NEWSLETTER | VOLUME NO. LXXVI



STRONG FOUNDATION LEADS TO STRONGER ESTABLISHMENT

JK Organisation founded by Sh. Kamalpat Ji Singhania, is one of the largest conglomerates in India today, which recently celebrated its 134th Founder's Day with full fervour. The Founder's Day is organised every year on the birth anniversary of Late Lala Kamalpat Ji Singhania. His humanitarian legacy has been carried on through eminent educational institutes and hospitals constituted in his name. A commemorative stamp was issued in 2010 by the Indian government honouring Late Lala Kamalpat Ji Singhania. Following in the footsteps of its deeply respected founder, the organisation is also renowned for its role as a responsible corporate citizen through a significant contribution to society, creation of public infrastructure, health initiatives and founding and supporting many educational institutions.

This year the celebrations took place on 5th November, at the Air Force Auditorium, New Delhi. The spectacular event was also graced by a number of dignitaries like Diplomats, Bureaucrats, Bankers, Media Persons, and members of the JK Organisation family. It was an occasion to remember Late Lala Kamalpat Ji Singhania and to promote an understanding of the shared vision and the legacy of the founder as an industrialist, a patriot and a philanthropist.





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TRIBUTE TO THE TALENT

A lamp lighting ceremony was done to commence the event. Tribute to the founder was addressed, by Sh. Bharat Hari Singhania, President, JK Organisation. This was followed by an award ceremony, wherein mementoes were presented to the dedicated, seasoned employees of the Company for completing 25 and 40 years of association respectively. It was an opportunity for all gathered to recognise the hard working pillars - employees of the JK Family for their outstanding services. Mr. Prem Shankar Sharma who has completed more than 60 years of memorable service in JK Lakshmi Cement, Taxation department, commanded a special mention. Through his perseverance, grit and honesty he has created an admirable life, deserving the applauds and accolades from the organisation. Mr. R.K. Gupta, Head CSR, is also one of the esteemed employees of JK Lakshmi Cement, who completed 40 unremitting years in service. A delightful and enjoyable cultural programme was the integral part of the glittering evening. The programme showcased talents of employees and family members from across the various Group Companies of the JK Organisation. The immensely talented performances enthralled and captivated the audience.



JK LAKSHMI CEMENT LTD. BAGS THE 'MTM CORPORATE STAR AWARD' YET AGAIN

For the 5th consecutive year, JK Lakshmi Cement has bagged the MTM Corporate Star Award. It won in the category of the best incentive programme for Channel Partners on 15th November at Hotel Ashok, New Delhi. Mr. Aashish Singh, CEO, Balaji Telefilms; graced the event by his presence and commemorated JK Lakshmi Cement Ltd. with the MTM Corporate Star Award. It was a confluence of major brands and industry stalwarts, where eminent personalities participated in a panel discussion. The enthusiastic and vibrant event saw the intelligentsia discuss some major industry-related issues.



LAUNCH OF TWO NEW VARIANTS OF PLATINUM HEAVY DUTY CEMENT

Recently, two new variants of Platinum Heavy Duty Cement were launched at the Jhajjar Plant in Haryana by Dr. Shailendra Chouksey, WTD and Mr. Sumit Malhotra, CEM; for the markets of Haryana, Punjab and Delhi. The product was extolled for the superior quality it offers and was lavishly praised for the consequent brand acceptance that comes with its attached premium value. The variants have been developed after extensive market research and consumer need analysis, potentially leading to winning a substantial market share.

Similar launches of the product have also taken place at Faridabad in Haryana and Bhatinda in Punjab, which took place in the presence of Mr. Sumit Malhotra, CEM.



FESTIVITIES BOUNTIFUL 'DIWALI MAHOTSAV' IN WESTERN UP AND UTTARAKHAND

To ring in the festive Diwali cheer and combine the dealers meet with the product launch, a grand event was organised on October 30th at Leela Palace in Delhi. The event witnessed the influx of Platinum Heavy Duty Cement dealers from Western UP and Uttarakhand, markets. An array of performances gripped the audiences, as the air was filled with the essence of celebration. This grand occasion was observed in the esteemed presence of Dr. Shailendra Chouksey, WTD; Mr. Sumit Malhotra, CEM; Mr. Sunil Jain, Zonal head; Mr. Amit Goel, Sales Head and Mr. S R Chitnis, Technical Head.



CELEBRATING TOGETHER, 'ANNUAL DEALERS MEET' - JHARKHAND AND BIHAR

Selected 120 dealers from Bihar and Jharkhand participated in the Annual Dealers Meet on 16th November 2018 at Puri. On reaching, they were taken to visit the famous Shree Jagannath Temple, Puri. Later in the evening, amidst the grand ceremony of awards and cultural night at Hotel East West, there were celebrations galore. The event was graced by Mr. A.M. Desai, Head of Marketing - East; Mr. Debashish Sen, VP Marketing; Mr. Susim Patra, Zonal Head - Odisha; Mr. Girish Tiwari & Mr. Annu Anjan, bringing more vibrancy and enthusiasm to the occasion.

On the 2nd day of the event, dealers were taken on a tour in the luxurious AC coach to Konark and Dhuali. Visiting Konark was a remarkable experience, since it is one of the best places having monuments with ancient architectural beauty. Konark beach is very picturesque and one of the most beautiful beach in Odisha and the dealers savoured every moment of the delightful travel. Later they enjoyed an evening of leisure at the local Esplanade Mall.



'DIWALI MILAN' BUILDING RELATIONSHIPS - CHHATTISGARH AND ODISHA

Diwali Milan, a celebration that was organised for the dealers of Chhattisgarh, was a fun-filled event, which saw the families of the dealers come together for a plethora of exciting and interactive activities. The event fostered a family-like emotion, and promoted social interactions and relationship building amongst the invitees, which was greatly appreciated and praised by all. The festivities unravelled in the presence of Mr. A.M. Desai, Head Marketing - East and Mr. Chandrashekhar Sharma, Technical Head - East.

Just like Chhattisgarh, a similar event was organised in Odisha for the 225 coastal market dealers and their families. Followed by a gala event filled with revelries that included a series of games and a soul-stirring music concert; the audience was enthralled by all the excitement that flowed through the day and applauded the painstaking efforts taken by JK Lakshmi Cement Ltd. to create cherishing memories for all.



MARKED OUR PRESENCE AT 'KRISHI DARSHAN EXPO' - HISSAR

JK Lakshmi Cement Ltd. participated in the Krishi Darshan Expo from 13th to 15th October 2018. The Expo was held under the aegis of Ministry of Agriculture & Farmers Welfare, Department of Agricultural Corporation and NRFMTTI at Hissar, Haryana.

The expo attracted large rural belt of Haryana and was an excellent exponent for our brand recall and reinforcement. There was an influx of farmers from the rural belt and consumers representing myriad sectors across the cement market. Our products outshined in all segments and were appreciated across all competitors like Ultratech and ACC. The large technical team representing the company, effectively addressed all queries and issues while interacting with the diverse consumers.





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MOVING AN EXTRA MILE - 'JK SIXER' ROADSHOW IN RAJASTHAN

JK Sixer, a brand that's slowly finding its way to become a name to reckon with, has been growing by knots and miles, especially in the state of Rajasthan, courtesy the tremendous efforts put together by the marketing and technical team to lend the brand traction. As a part of the marketing initiative, a road show was organised, aiming to provide product knowledge to customers, where the benefits and features; the product offers with respect to the competitors were strongly highlighted. The reason for the strong adoption of the brand in Rajasthan has been attributed to the demonstrations and brand acceptance. The result was an impressive migration of dealers from the competitor to JK Sixer, which was a feat achieved by the team. A long convoy of cars and bikes accompanied by the energising sounds of trumpets, marked our arrival in the town.

The notable work put in by Mr. S R Chitnis, Technical Head; Mr. Rajesh Purohit and technical team members of visiting prospective channel partners and counters have successfully led to the high conversion rate. The success of the brand is the proof of its quality.



ADVOCATING SPORTSMANSHIP 'ITF JUNIOR LAWN TENNIS TOURNAMENT'

JK Lakshmi PRO+ sponsored a junior girls tennis tournament, which was organised by the International Tennis Federation (ITF). Being an event bringing together competitors from across the globe, the tournament also pressed upon the value of diversity, thread of unity and sportsmanship. This five-day event attracted massive hordes, who cheered the players and supported the initiative. Being a strong proponent of nurturing new talent and brighter future for young girls, the competition assists the brand in creating an everlasting impression on people. Mr. Sunil Aggarwal, Sr. VP-Marketing, felicitated and awarded the winners of all the matches.





THE INDUSTRY EXPERTS CONCUR 'JK LAKSHMI PRO+ ARCHITECT MEET WITH TIMES OF INDIA'

JK Lakshmi PRO+ Cement recently organised 'Knowledge Sharing Session' in association with 'The Times of India' at Udaipur. All prominent Architects, Engineers and Builders held discussions on the various aspects of the upcoming trends in the concrete. Chief guests of the event were, Member of Parliament - Mr. Arjun Lal Meena, Mr. Amit Mathur - Head of Marketing, Rajasthan; along with Mr. Shafi Shaukat, Sr. V.P Marketing. In his welcome address, Mr. Amit Mathur, briefed about the journey of company. This was followed with keynote speech by Mr. S.R. Chitnis, Head Technical Services. During his very elaborate presentation, Mr. Chitnis described 'The Trends in Concrete', followed by an introduction about some of the categories of concrete. Later there was a panel discussion, wherein the distinguished panelists comprising of Architects, Civil Engineers and Builders shared their insights. They talked about the advancements in concrete, its sustainability and new technologies. JK Lakshmi PRO+ Cement has been doing this from many years now, harvesting great benefits from it. The event was concluded by vote of thanks and promise to continue such knowledge sharing by Mr. D.N. Nagar, Technical Head - Rajasthan, JK Lakshmi PRO+ Cement.



'CONCRETECH' - A PIONEERING INITIATIVE

A CMA initiative, Concreatech Conference was held on 29th November, 2018 at Hotel ITC Maurya, New Delhi. It was represented by the delegates comprising of 400 senior executives across all cement sectors. The event witnessed the eminent speech from Dr. S. Chouksey followed by plenary presentations and interactive Q & A sessions. CMA is the apex body of major cement plants in India. They are the consolidated voice on issues such as environment, waste cycling, taxation, logistics, fuel supply etc. This conference was supported by the Ministry of Environment, Forest and Climate Change, Government of India. The session started with a brief inaugural welcome followed by discussions on perspective on the global cement industry, the market drivers and the medium-long term outlook. The session proceeded to the sustainability convergence matrix based on trusteeship and shared goals that is eco-friendly. Success stories of industry experts were shared and how the legacies were built. Lastly, the panel deliberated the prerequisites and efficiencies for fast and last mile connectivity across India. The successful and interactive sessions were followed by an informal cocktails reception in the evening, facilitating networking between the stakeholders.



Dealer Family get-together in Banaskantha

JK Lakshmi Cement Banaskantha team, organised dealer get-together along with Durga Trading Company for dealers of Banaskantha region at Balaram Palace Resort near Palanpur. A full day event was organised at the heritage resort, for dealers and family members on 21st and 22nd December 2018. The event was attended by Mr. Deepak Dave, Head of Marketing-West Zone; Mr. Suresh Holagi, GM Marketing; Mr. Mahendra Gadhi, Head-North Gujarat; Mr. Darshak Langaliya, TSC-Zone 1; Mr. Virendra Sodha and entire team of North Gujarat along with Mr. Kanubhai Agrawal, Mr. Prahladbhai Agrawal and Mr. Sanjay Agrawal. The event included brief talks by the senior officials, games for family and kids along with group outdoor activities. The dealers were also presented with the best performance awards for the year.



PUZZLE

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

RESULT OF CONTEST LXXV

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



Ashish Sharma
(Durg)



Jasmeet Kaur
(Delhi)



Dhananjay
(Udaipur)

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

1. Which city hosted founders day celebration?
2. Platinum Heavy Duty Cement variants were launched in which plant?
3. Odisha and Chhattisgarh dealers celebrated which festivity?
4. Dealers of Bihar and Jharkhand visited which temple during annual meet?
5. Roadshow in Rajasthan was held for which brand?
6. JK Lakshmi PRO+ Cement sponsored which sports tournament?

We would like to thank

Mr. Debdatta Sahu, Mr. Munish Shrivastava, Mr. R.K. Jerath, Mr. Aditiya Singh, Mr. Vijay Sharma & Mr. Shrey Dhanwantri

Kindly send your suggestions / comments to Abhik Bhargava at:

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JK LAKSHMI CEMENT Ltd.

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PRO+
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PLATINUM
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SIXER
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