SHRI HARI SHANKAR SINGHANIA
JUNE 20, 1933 - FOREVER

BLOOD DONATION CAMP

A SMALL GESTURE IN HUMANITY, A BIG DIFFERENCE IN LIFE.

"A Bottle of Blood Saved My Life. Was it Yours?" This is what those thousands of men and women would wonder, who will win a new lease of life by receiving blood when they needed it the most. By solemnly vowing to donate blood each year, we are not only seizing the opportunity to make a meaningful contribution to the society but are reviving hope in those who are battling for their lives.

For the JK Organisation, it has always been a matter of pride to spearhead a plethora of causes and initiatives, with the strong sense of community service deeply entrenched in its core values. Hence, to commemorate the 86th birth anniversary of Late Shri Hari Shankar Singhania, one of the key architects of the JK Organisation, a Blood Donation Camp was organised on 20th June 2019 at 52 locations across country. The perpetual endeavor to organise such initiatives echoes the legacy of our revered Late Shri Hari Shankar Singhania, who was passionately involved with multiple causes for the nation's industrial development, education and social upliftment. His charitable initiatives have benefitted the interest of the society while creating a powerful social impact.

It is a matter of great pride that a total of 2047 volunteers donated their blood zealously in camps across all locations. With this overwhelming response, there has been a vast 35% increase in participation by the volunteers in comparison to last year.

We are thankful to all the organisations who contributed towards the success of this mission, which included Jan Jagriti Blood Bank, Brahma Kumaris, Mount Abu (Rotary International Blood Bank Hospital), Indian Red Cross Society, Udaipur and Saral Blood Bank, Blood Bank Santokba Durlabh Ji Memorial Hospital, Jaipur, GIDC Lions, Smt. Puriben Popat Lakha Blood Bank, Ashirwad Blood Bank, Swastik Blood Camp, AMA Odisha Blood Bank, Tata Blood Bank Centre, Holy Cross Hospital, Lions Charitable Trust and more.

शिलालेख
NEWSLETTER | VOLUME NO. LXXIX

BLOOD DONATION CAMP - GIVE BLOOD, SAVE LIVES.

शिलालेख
NEWSLETTER | VOLUME NO. LXXIX

BEYOND THE CALL OF DUTY

Odisha Cyclone FANI was the worst cyclone to ever hit Odisha State, leaving the residents in state of destruction and despair. The cyclone had damaged almost all the kuccha houses in the area and made more than 60% families homeless. The most vulnerable section of the community including women, children, the elderly and the persons with disability were left devastated.

Rising to the occasion for the humanitarian cause, JK Organisation came forward to donate Rs. 1.31 crores to the Chief Minister relief fund for the rehabilitation of the cyclone struck state. The massive rehabilitation was possible due to the efforts by these philanthropic acts backed by robust systems and processes put in place.

Mr. Harshpati Singhania, VCMD, JK Paper Limited and Dr. S. Chouksey, WTD, JK Lakshmi Cement Limited presented the cheque to Mr. Naveen Patnaik, Chief Minister of Odisha. The company's efforts were appreciated.

JK SIXER CEMENT, A WINNER ALL THE WAY

JK Sixer Cement won the 'Most Promising Brand, Economic Times Best Brands 2019'. The brand recently got recognised at a glittering and glamorous awards event at Taj Lands End, Mumbai. Mr. Sharad Agarwal, Chief of Sales - JK Sixer Cement, received the award on the company's behalf. The award was presented amidst applause by the renowned actress Ms. Richa Chadha.

The event saw all the famous companies and brands in attendance. The most candid atmosphere for brewing new experiences and meeting the brand gurus as well as peers under one roof was highly enlightening for the brand recognition.

JK Sixer Cement brand, since its launch has become one of the most sought-after cement brands in the states of Gujarat and Rajasthan. Now every challenge pertaining to the modern construction will be overcome with the winning approach of JK Sixer.

JK Sixer has been formulated with the best technology and has come across as a premium product. With the consistent quality control in all its production processes, this cement promises to be a superior product going by the global standards.

शिलालेख
NEWSLETTER | VOLUME NO. LXXIX

BHRAMASTRA LAUNCH 4X4 - A REVOLUTIONARY PRODUCT FROM THE HOUSE OF JK LAKSHMI CEMENT LIMITED

The Research and Development department of JK Lakshmi Cement Limited, after market research and consumer need analysis, have revolutionised the way the cement industry functions. With its latest offering, Bhramastra 4X4, the cement sector has received a product that would address the concerns of the construction industry. This liquid integral water proofing compound allows the free flow placement of the cement easier, while providing water proofing. It gives better finishing, less water requirement, greater strength with increased savings.

Launched at the Meet and Greet event on 19th April, in presence of the Rajasthan Royals team and Mr. Sumit Malhotra, CEM - JK Lakshmi Cement Limited, the product was met with a great fanfare. 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.

'BHARAT' MOVIE MANIA, IN CELEBRATION OF THE BRANDS

JK Lakshmi PRO+ Cement and JK Sixer

JK Lakshmi PRO+ Cement has become a name to reckon with, growing by knots and miles, especially in the states of Rajasthan, Gujarat and Chhattisgarh. As a part of the marketing initiative, innovative Customer and Dealer Engagement activities were designed. A radio campaign on MY FM for the brand JK Lakshmi PRO+ Cement ran successfully for a week. As part of the campaign, contests were organised, with the winner of the Radio Campaigns getting tickets for the movie 'Bharat'. On the last day of the campaign, the movie was aired, wherein the winners and dealers along with their families came to the Multiplex cinema halls for an extraordinary movie experience. There was a promotional branding of JK Lakshmi PRO+ Cement in cinema halls.

Radio campaign was run for JK Sixer Cement also in Rajasthan. The product was successfully projected wherein its benefits, features and value was strongly highlighted. The strong adoption of the brand in Rajasthan has been attributed to its performance and brand acceptance.

शिलालेख
NEWSLETTER I VOLUME NO. LXXIX

LIFELINE - JAL SEVA INITIATIVE

India is reeling under severe heat wave in the months of May and June. People are facing the worst water crisis of the season. JK Lakshmi Cement Limited, works towards solutions with communities that last a lifetime and beyond. A noble initiative was taken to set up drinking water Kiosks at various locations across its markets. The basic concept is to provide cold drinkable water to the local population in the heat ridden areas. The activity was appreciated by the local populace and was effectively executed in the states of Gujarat, Rajasthan and Chhattisgarh.

JK Lakshmi Cement Limited endeavours for wider efforts to circumscribe their emergence as a truly humanitarian organisation and standing up for the society at the time of need. The deployments of timely intervention for a greater cause, has made it a force that strives for the community welfare.

JK LAKSHMI VISHWAS - TRUST THAT TRANSLATES TO LUCK

JK Lakshmi Vishwas scheme is committed to community engagement for masons and contractors through lucky draws for brand promotions and development. It was a delightful and happy occasion for the two Lucky Draw winners as their names were revealed. Mr. Yash Sonkar from Raipur, Chhattisgarh and Mr. Ratan Singh Ajmer from Rajasthan, were declared the winners.

It was a proud moment for the winners as they received motorcycle from the technical heads of respective states; Mr. C S Sharma of Chhattisgarh and Mr. D N Nagar of Rajasthan.

JK Lakshmi Cement's Schemes for influencers has helped connect the key influencers and incentivising them for their work.

Their recommendations and promotions have been a game changer in these extremely competitive scenarios. JK Lakshmi Cement Limited has framed numerous schemes for key influencers through customised incentives. This drive has been a huge success. These intermediary schemes and sales force incentive programme helps in the increase of sales and brand recall.

शिलालेख
NEWSLETTER | VOLUME NO. LXXIX

ACCOLADES AND AWARDS - GREEN CERTIFICATE FOR GREENER FUTURE

JK Lakshmi PPC & PSC Composite Cement across all locations of operations were certified with GreenPro Certification by prestigious institute, CII-GODREJ, GBS HYDERABAD. The objective of GreenPro is to assess 'How Green is a product', based on a holistic framework and highlight the way forward to achieve excellence in environmental performance. The Certification system guides the manufacturers to position their products as green and eco-friendly. The GreenPro certification system adopts exemplary standards for evaluation, at par with international standards.

It was a proud moment as the award was received by Dr. SK Saxena, Sr. Vice President - Jhajjar Unit & QA and Dr. Mukesh Kumar Dr. General Manager - R&D on 30th May 2019 at Hyderabad International Convention Centre in Hyderabad. GreenPro encourages the product manufacturers to implement green measures in areas including product design, raw materials, manufacturing process, product performance during use, recycling disposal, etc.

HONOURING THE CREATORS BRIGADE - ARCHITECTS AND DESIGNERS

JK Lakshmi Samman is an initiative taken by the company to honour and felicitate the top architects and designers of various zones and operating markets. Recently TSC officers of JK Lakshmi Cement Limited presented a token of appreciation to the architects for contributing and constructing the society and nation building exercise.

JK Lakshmi Cement's initiatives towards recognising the talent in the fields of architecture and designs have been highly commendable. The recognition aims for appreciation at utmost level of creativity, innovation, originality and inspiring practices in the field of Indian architecture, interiors and design.

शिलालेख
NEWSLETTER I VOLUME NO. LXXIX

SCINTILLATING SCANDINAVIA & MESMERIZING MAURITIUS, LUXE TOUR FOR DEALERS

The Scandinavian Countries namely, Finland, Estonia and Sweden, are perhaps the most beautiful not just in Europe but the entire world. These countries together come under the famous Scandinavia tourism circuit and each of them is worth exploring.

For the top dealers of Gujarat, annual tour to Scandinavian Countries was organised in the month of May 2019. As a major highlight of Scandinavia tours, Northern Lights brought nature and photography enthusiasts a major traveller's goal. The Dealers thoroughly enjoyed the experience and were refreshed by the old-world charm and natural landscapes of enchanting Scandinavia. After working hard during the entire year to achieve their targets, it was invigorating marvel for them.

A spectacular tour of Mauritius was planned for seventy Dealers of JK Lakshmi Cement Limited from Gujarat along with their families. They went for this specially curated vacation in the month of April and May. The dealers and their families were enchanted by the multitude colours of the island country, set in its turquoise sea. This oasis of peace and tranquillity captivated all alike and made for a memorable holiday.

CREATING A BRAND BUZZ VIA PROMOTIONAL VANS

Three Promotional Vans were deployed for JK Lakshmi Cement PRO+ brand in North Gujarat, Central Gujarat & Mid Gujarat region for Rural Promotional Activities and brand push.

These vans are equipped with heavy branding, games, and LED TV with loud speakers. The vans have garnered good amount of visibility and touched upon many areas where our brand needs deeper penetration and push.

This has further helped us become the leaders in our niche. The brand promotion campaigns help in bringing together key marketing strategies while leveraging traditional media and other enhanced media formats to bring our brand to the forefront.

These integrated brand promotion activities exposed our brand in the competitive marketplace. A great deal of buzz was created and the interest and participation by the local populace has been overwhelming.

शिलालेख
NEWSLETTER | VOLUME NO. LXXIX

HOWZZAT MOMENTS IN MID GUJARAT

Night Cricket Tournament was organised on 17th June 2019 at Baroda. All dealers of Mid Gujarat & JK Lakshmi Cement Team members participated in the tournament with enthusiasm. The teams displayed good cricket skills with their enthralling performance on the field amidst great zeal, excitement and frolicsome atmosphere. An energizing audience participation set the tone for the rest of the event. The air was filled with cheering and tons of encouragement for the teams. It was with immense fanfare that the Baroda City team was declared the winner amongst the entire Mid Gujarat.

PUZZLE

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

RESULT OF CONTEST LXXVIII

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

CA Manoj Vyas
(Sirohi, Rajasthan)

Pushkar Suklecha
(Sirohi, Rajasthan)

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

1. Which team won the Night Cricket Tournament in Gujarat?
2. Which birth anniversary of Late Shri Hari Shankar Singhania was commemorated through Blood Donation Camps?
3. What was the name of cyclone that hit Odisha?
4. Which brand was awarded the most promising ET brands 2019?
5. Which revolutionary product was launched by the house of JK Lakshmi Cement Limited?
6. Under JK Lakshmi Vishwas Scheme, what was the award?
7. For the radio campaign held for JK Lakshmi Pro+ & JK Sixer, the winners won tickets to which movie?
8. What certificate was awarded to JK Lakshmi PPC & PSC Cement?

We would like to thank
Mr. Abhishek Sharma, Mr. Surender Singh, Mr. Vijay Sharma, Mr. Sapan Avarani & Mr. Shrey Dhanwantri

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 CEMENT Ltd.
JK LAKSHMI PRO+ CEMENT | JK LAKSHMI CEMENT | PLATINUM HEAVY DUTY CEMENT | JK SIXER CEMENT | JK LAKSHMI Power Mix READY MIX CONCRETE | JK LAKSHMIPLAST GYPSUM PLASTER | JK SMARTBLOX Autoclaved Aerated Concrete
www.jklakshmicement.com facebook.com/JKLakshmiCementLtd twitter.com/JKLCofficial **Customer Care: 1800 102 5097**