



A move towards positivity, perseverance, and relentless spirit to stride on, JK Lakshmi Cement proudly associated with the team Sunrisers Hyderabad, as its title sponsors at IPL Season-13. As the coronavirus pandemic spread across India, terms such as 'new normal' became de rigueur. Consequently, the Indian Premier League's current season was shifted to Dubai, UAE. The team was brilliantly captained by David Warner, with VVS Laxman as their mentor. Debuting in 2013, SRH has enjoyed a fair amount of success in the IPL so far. The orange army won the title once in 2016 and was determined to win it all over again in 2020. A strong alliance with JK Lakshmi Cement, the way ahead was invigorating with the finest and the most talented squad of players.

RISING SPIRITS AMIDST COVID LOWS

With a shared belief of courage, strength, tenacity, and evolved thinking, JK Lakshmi Cement along with Sunrisers Hyderabad ensured to fight the gloom of Covid-19 through participation in IPL, thereby lifting the prevailing mood. Despite the social distancing norms and empty stadiums, IPL has spread hope, cheer, jubilance in the hearts of millions of cricket aficionados, not only in India but across the entire globe.

With undulated spirits and intense fervour, an ambience was created for an effective engaging of groups spread across channel partners from each state on digital platform. Daily activities and contests involving dealers and their families and kids were organized, leading to massive support and strong family engagement. The dealers were immensely excited every day and suitably challenged by new contests and engagement for two month long successful campaign.



BRAND VISIBILITY - JK LAKSHMI IN COHORT WITH ORANGE ARMY SRH

With an exemplified digital presence, virtual platforms, and ground activities, JK Lakshmi Cement ensured to encompass the sum of its combined brand value with that of IPL Franchise Sunrisers Hyderabad. Nearly every aspect of marketing criteria was carefully brought to the virtual and ground masses as the bar was raised.

Advertising through radio campaign on MY FM and Red FM and print campaign in major publication across markets created a hype and buzz in public. Furthermore, OOH properties across markets for better brand visibility brought holistic commitment to customer-focused outcomes and attributed significant business results. Engagement through numerous social media posts on digital platforms were amplified with interesting content on association of JK Lakshmi Cement with SRH. The brand visibility was further enhanced through introduction of fun AR filters for social media platforms to engage with fanbase.



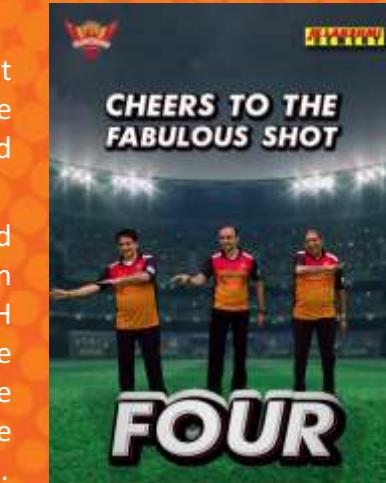
AR filter for masses



HAPPENINGS AND EVENTS - CHANNEL PARTNERS MEET AND GREET

Another line-up of events were the four virtual meet and greet happenings for channel partners with the SRH players. One each for Central, West, North and East zones.

The dealers interacted with players virtually and showed their support as well as enthusiasm. An opportunity to meet, mingle and network with SRH players in a relaxed setting virtually was a lifetime event. The channel partners interacted with the players through live sessions through collaborative means leveraging their talks, products, and services.



The meet and greet events maximized effective network for all the participants. The event was a powerful networking catalyst. The meet and greets were a huge success as apart from SRH players there were famous celebrities performing for the events such as Sugandha Mishra and Sudesh Lahri. The talented duo outperformed and beautifully engaged the participants with the show of their unmatched zeal.





RAISING THE TOAST FOR THE NEXT IPL FEVER

It started with a bang, went through a whole gamut of fun, happiness, excitement, joy, jubilance and at times sorrow. Yet the team SRH fought hard, dynamically, and ferociously with aplomb. They came back with zest and finally with undulated spirits and intense fervour, the sun shone bright on our team Sunrisers Hyderabad, as they were declared the 2nd runners up after an intensely played tournaments.

And of course! Determined to comeback next year with as much enthusiasm, talent, and strength as WINNERS. Because together JK Lakshmi Cement and Sunrisers Hyderabad are an Invincible combination. A force to reckon with.



ILLUMINATING LEGACY - CELEBRATING FOUNDER'S DAY

J.K. Organisation celebrated its 136th Founder's Day with full fervour on 27th November 2020. The Founder's Day is organised every year on the birth anniversary of Late Lala Kamlapat Ji Singhania, founder of JK Organisation. An eminent personality, Lala Kamlapat Ji Singhania's humanitarian legacy has been carried on through eminent educational institutes and hospitals constituted in his name.

J.K. Organisation is dynamic and a socially valued conglomerate, with the core values of the founder deeply embedded in its ethos. The values and ethics are further enriched through integrity, openness, fairness, and trust.

The Founder's Day was an opportunity for all to recognise the hard-working pillars - employees of the JK family for their outstanding services. Since the inception of long service awards, multiple employees have been awarded for their meritorious contribution to JK Organization. This year also the JK fraternity together in spirit, recognized and applauded the services of their employees for their dedication and selfless efforts.



Some of these outstanding pillars awarded for 40 years of service were Mr. S K Wali-Whole Time Director, Mr. R.R Gupta-Sr. VP , Mr. Rakesh Chander Rampal-VP (Pers. & Admin), Mr. P K Singhania-Sr. Manager (Real Estate) - JK Lakshmi Cement Ltd. - HO

Awardees who contributed to the company for 25 Years of immaculate service were Mr. Pankaj Gupta-General Manager (Internal Audit), Mr. Manjeet Kumar Sharma-Manager (Insurance), Mr. Ashok Kumar Verma-Assistant Manager (Secret), Mr. Tila Ram-Peon, Mr. Gopal Singh Chand-Peon - JK Lakshmi Cement Ltd.-HO



ALLIANCE OF STRENGTH OFFICIAL SPONSOR FOR



JK Lakshmi Cement was proud to announce their partnership with Team FC Goa Football as their official sponsor. The FC Goa and JK Lakshmi Cement brand collectively stands for strength, integrity, and pride, together united and resolute in pursuit for glory. The team captain Mandar Rao Desai is joined by an incredible squad of the best youth players in Indian football today to reach unique milestones. Speaking on this new association, Dr. Shailendra Chouksey, Whole Time Director, JK Lakshmi Cement Ltd. said, “In these unusual and challenging times, it is more imperative than ever to bring positivity, verve and enthusiasm in the country and what better way than to come together and encourage sports”.



PUZZLE



RESULT OF CONTEST LXXXIV

Thank you readers! We are thrilled by your participation.

Congratulations to all the winners,
keep participating and win exclusive prizes.



Umesh Kumar Sahu
Ranchi



Amarjeet Kumar
Raipur



Vinod Rao
Gurgaon

Send in your entries through e-mail to Abhik Bhargava (abhikb@lc.jkmail.com).

Lucky Winners will get SURPRISE GIFTS!

- JK Lakshmi Cement is the official sponsor of which football team?
- Who is the captain of our sponsored football team?
- Which country hosted the current session of IPL?
- Who captained the Sunrisers Hyderabad team?
- Who was the mentor of Sunrisers Hyderabad team this year?
- What number was the current season of IPL?

We would like to thank

Mr. Mohammad Shoaib, Mr. Munish Srivastava, Mr. Shrey Dhanwantri & Siddharth Vashisht for this edition of Shilalekh.

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