



NEWSLETTER | VOLUME NO. LXXXIV  
July-September 2020



**JK LAKSHMI**  
**C E M E N T**

TITLE SPONSOR



**IRAADE MAZBOOT**  
**SOCH BULAND**

JK Lakshmi Cement is a proud Title Sponsor of Sunrisers Hyderabad for IPL season - 13. Their ideology and ethos display identical traits of JK Lakshmi Cement like steadfastness, tenacity, strength and evolved thinking. Making it the most appropriate and successful association. This year the IPL is taking place in Dubai, and though in an unusual way due to ongoing global pandemic, yet there is no dearth in the spirits. Their energy level is always high and excitement level is of top notch degree, so leave no stone unturned in cheering up for your own team - Sunrisers Hyderabad.



## CONSISTENT PERFORMANCE THE COMMON CHORD

Both JK Lakshmi Cement and Sunrisers Hyderabad are strong brands who always strive for excellence by constantly raising the bar to surpass their own performance, every time they are on the field. Both the brands have an unflinching belief in team spirit which is a hallmark of their persona both on and off the field. Team Sunrisers is well balanced in all departments of the game and their consistent, durable and excellent performance over the years strikes a common chord with the brand JK Lakshmi Cement.

JK Lakshmi Cement, has always been a pioneer when it comes to celebrating sportsmanship. IPL is one of the most valuable sports leagues in the world, garnering unprecedented buzz and eyeballs across all media - TV, print, digital, etc. JK Lakshmi Cement taps into the new age of sports marketing with Sunrisers Hyderabad, the team known for its consistently solid performance through the years.

The association has received much media hype and attention among masses, as IPL is one of the most coveted events in India being binged by the whole country. So much so due to the ongoing pandemic, the speculation of the event to get cancelled were very high. This event is happening in Dubai, with a virtual viewership for the entire world. One can sit in his home's safe environment and enjoy the power-game with family and friends.





## ROHIT SHARMA THE NEW FACE OF JKLC SIXER CEMENT

JKLC Sixer Cement, as a brand has always wanted to appeal to the youth. And who better than Rohit 'Sixer' Sharma, the undisputed youth icon in the field of cricket. Be it any match format, or any pitch 'the man of all seasons' performs consistently, it's all because of his hard work, great performance and match winning spirit. That is the reason the 'hitman' is the most seamless fit for our brand. JKLC Sixer Cement is one of the best quality products in the market, and is looking at expanding its reach, delivering solutions for specific industry challenges. Rohit Sharma thus is an organic match for the brand. With Rohit Sharma, JKLC Sixer Cement seeks to reach today's young, energetic and performance focussed generation.

Speaking on this association, Rohit Sharma also acknowledged that as a sportsman it is important to push one's boundaries in order to raise the standard of performance. JKLC Sixer Cement, as a brand, appears to be determined to bring value in the cement market and consumer experience for construction. He also admired the fact that the brand roots back to JK organisation and has made great progress in such a short span of time, addressing discerning needs of the consumers with highest quality standard cement. And that he feels immensely proud to be associated with the brand.





## PROGRESSIVE IN APPROACH SUCCESSFUL DIGITAL CAMPAIGN

Change is the only constant. The one who changes with time, comes out of every situation as the winner. We as an organisation have been very lucky to not only survive these tough times, but also to emerge on the safer side of the high tide.



We successfully have leveraged digital marketing to support our channel partners in sustaining growth. The 360 degree campaign on leading platforms such as google and facebook helped a great deal in creating brand awareness and helping channel partners in reaching their targets. The wholesome approach led to an overwhelming number of queries that were redirected to the dealers. A special customer cell was organised to direct the queries and demand that helped the dealer segment, in their respective regions.

## THE LEAGUE OF CHAMPIONS OUR SALES EXECUTIVES



Ashu  
Customer Support Executive



Nikunj Bhavsar - West Zone



Rajesh Kumar - North Zone

The queries thus generated by digital advertising, were addressed extensively by local sales officers in respective areas. They went out of their way to perform while dealing with these queries, they assisted the incoming queries efficiently and directed them to the relevant business associates.

The back-end customer service team was also thoroughly involved in the entire process by steering the digital traffic to the respective zones. The company also went ahead in recognizing the outstanding performers. From Central Zone, **Ajay Prakash** of Chittorgarh, Rajasthan, from North Zone **Rajesh Kumar** of Hisar, Haryana, from East Zone, **Manish Yadav** of Raipur, Chhattisgarh and from West Zone, **Nikunj Kumar Bhavsar** of Navsari, Gujarat came out as champions.



Ajay Prakash - Central Zone



Manish Yadav - East Zone



## FIRST EVER VIRTUAL ANNUAL DEALER CONFERENCE

JK Lakshmi Cement is known for its agility in adapting new ways to deal with tough situations. The company happens to be among the first in the industry to hold a virtual annual dealer conference for its dealers in the central zone. The event was held on 11th August 2020. Around 600 people attended the event by being virtually present. The conference was held in the Central Zone for dealers of Rajasthan and Madhya Pradesh and attended by all the senior Management of JK Lakshmi Cement - Dr. Shailendra Chouksey - WTD, Mr. Sumit Malhotra - CEM, Mr. Sunil Agarwal - Sr. VP Marketing and Mr. Amit Mathur - Central Zone Head.

Sugandha Mishra, the well known comedian and playback singer was the highlight of the show. The dealers and their families laughed their hearts out, got entertained by her mimicry and fabulous singing. The conference was followed by an 'award ceremony', recognizing and rewarding the channel partners for best performance in achieving their sales targets. The event became a huge success and talk of the cement industry.



## ANOTHER FEATHER FOR JK LAKSHMI DURG PLANT NATIONAL ENERGY AWARD 2020



JK Lakshmi Cement Durg Unit bagged 21st National Energy Award for Excellence in Energy Management - 2020. The unit scored 1st position in benchmarking exercise done by CII in specific power consumption. Also in its green initiatives to reduce carbon footprint by installation of WHR, SNCR, FGD & golden principles for sustaining system efficiency. It came out as the first

cement plant in Chhattisgarh cluster to cap ISO 50001:2011, within one year of commissioning. The efficient team was comprised of Mr. Sumit Ganguly - GM(P&QC), Mr. Krishan Choudhary - Sr. Manager, Mr. Chitragad Jain - Manager Electrical and Mr. Shirin Dave - Engineer Mechanical.

## VIDYA SCHOLARSHIP EMPOWERING DREAMS



JK Lakshmi Vidya Scholarship program has been helping educate the needy. The program has helped Nirma find a suitable scholarship and achieve her future goals. Nirma who is a 19 year old enthusiastic girl from Sirohi, Rajasthan had a big dream to become a Police Officer. Vidya Scholarship program initiated by JK Lakshmi Cement helped her achieve that. When she was in college, the supplementary expenses on books and transport were proving to be unaffordable for her father. Her father, who has been indulged in masonry works at JK Lakshmi Sirohi Plant got to know about a Mason-Contractor meet which was being locally organized by JK Lakshmi Cement Ltd. and the Buddy4-Study team. In the meeting, he was introduced to the JK Lakshmi Vidya Scholarship Program, through which he found various scholarships for school and higher-education students.



He made Nirma to apply for a number of scholarships, and luckily, she ended up winning a prestigious scholarship worth Rs. 90,000! The family thanked JK Lakshmi Cement for its relentless efforts to uplift the needy in various forms.



## DEFENSIVE DRIVING TRAINING (DDT) AN INITIATIVE



At JK Lakshmi Cement Limited we believe that it is our responsibility to uplift communities by equipping them with a skillset that can help them add value to their jobs. Going forward with the similar belief, we initiated a CSR program of Defensive Driving Training for Transit Mixer Drivers and workers. The program aimed at providing training on 'Defensive Driving Technique (DDT)' to TM Drivers and Workers. The IRTE (Institute of Road Traffic Education) conducted one day defensive driving training at RMC Mohali, Khushkhera, Ahmedabad, Vadodara and Surat. 94 Drivers were trained in seven workshops during the months of February-March, 2020. Analysis of the Pre and Post assessments has demonstrated a significant increase in the driver's knowledge from an average of 40% in the pre-assessment to 87% in the Post Evaluation. The program was very successful and achieved what it aimed for.

## AN UNPARALLELED INITIATIVE VIRTUAL TECHNICAL SERVICE

In these changed circumstances amidst COVID-19, it's always advisable to follow various precautions like social distancing, frequent hand washing, face mask etc as per prescribed guidelines. These changing times have made us resort to newer innovative ways to reach out to its customers. The dedication of the technical team of JK Lakshmi Cement to assist and impart the construction knowledge to the customers led to the concept of Virtual Technical Service - a new way of connecting with customers not physically but virtually.

The idea of VTS (Virtual Technical Service) was introduced by Sh. Sanjay R. Chitnis, Head of Technical Services, JK Lakshmi Cement and was the first of its kind in the cement industry. This concept was given the name "AB V MET". The program offered services to the customers through VTS: knowledge about raw materials, DIY demos, slab supervision, building solutions, safety at site and how to lower maintenance cost. There was a great response to this idea by our customers and dealers. Our team has been able to get good numbers of leads through this concept and added new customers through virtual platforms.



## YOUNG TALENT OF JK LAKSHMI DURG PLANT SHINES AT UDAAN 2020



JK Lakshmi Cement has always believed in the power of its youth brigade. The seniors of the company have always encouraged youngsters to participate in various competitions held internally and externally in the organization as a whole. One such yearly event that takes place across JK Organisation Group Companies is Udaan that took place on 26th August this year. A total of 15 teams participated in this rigorous competition spanning over 2 days with the theme 'Business Excellence through Customer Centricity'. The criteria for judgement was based on the parameters of efficacy, viability and innovation factors of business models presented by the teams. This year JK Lakshmi Cement Durg Team secured 2nd position in this very prestigious competition. The top three teams were mandated to make their presentation again in front of the Chairman and Directors in charge of the JK Organisation. The topic of the presentation, that JK Lakshmi Durg Team had selected was "Fleet Management System".



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**INDIAN  
CONTEST  
LEAGUE**

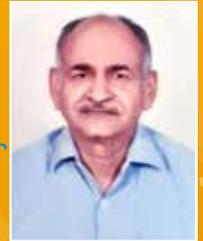


- Q1. Which team is being title sponsored by JK Lakshmi Cement for the IPL Season 13?
- Q2. In which month did the virtual dealer meet happen this year?
- Q3. Which unit bagged National Energy Award - 2020?
- Q4. Nirma Kumari won which Scholarship by JK Lakshmi Cement?
- Q5. Durg team won which competition organised by JK organisation?
- Q6. Driving training program included which technique?

**WINNERS OF CONTEST NO. LXXXIII**



Prabhat Kumar  
Gulab Bhawan,  
New Delhi



Mr. Jitender Agarwal ,  
Agarwal and Sons,  
New Delhi

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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