

# JK LAKSHMI CEMENT SHINES BRIGHT AT THE RMAI FLAME AWARDS 2013



*Left to Right: Shri Mayank Mathur, Manager – Marketing Services, Shri S.K. Raina, Senior General Manager - Marketing, Shri Pradeep Kashyap, President - RMAI, Shri Sunil Agrawal, Senior Vice President – Marketing, Shri Vikas Tiwari, Officer - Marketing Services and Shri Debadatta Sahu, Manager – Marketing, JK Lakshmi Cement with the awards received by the Company*

JK Lakshmi Cement has constantly been making forays in the rural markets across the country, launching various new initiatives at regular intervals. The rural markets are one of the fastest growing areas in terms of marketing opportunities and reach. Creating Rural Marketing Campaigns and carrying them through is thus a major aspect of the marketing agenda at JK Lakshmi Cement.

It is extremely reassuring, therefore, when these initiatives are recognised and awarded on national platforms.

JK Lakshmi Cement has won the Gold Award and the Bronze Award at RMAI (Rural Marketing Association of India) Flame Awards 2013. The awards, which are bestowed to those who have made outstanding impacts in the rural markets, were distributed at a glittering ceremony held at Vivanta by Taj, Gurgaon. The event was well attended by all top companies and well known thought leaders of the nation.

The awards were accepted by Shri Sunil Agrawal, Senior Vice President – Marketing, Shri S.K. Raina, Senior General Manager – Marketing, Shri Mayank Mathur, Manager – Marketing Services, Shri Debadatta Sahu, Manager – Marketing and Shri Vikas Tiwari, Officer - Marketing Services on behalf of JK Lakshmi Cement.

JK Lakshmi Cement's entry “Meri Guarantee, Mazbooti Guaranteed” won the Gold Award under the Channel Marketing/ Retailer Incentive of the Year category, where Silver and Bronze Awards were won by Dabur India and Indian Oil Corporation (IOC) respectively.

Another entry by the Company, “Mazboot Pradesh, Mazbooti Guaranteed” won a Bronze Award under the Small Budget Campaign of the Year category.

It was a fierce competition with entries from Top Rural Marketing Agencies and Large Corporate Conglomerates under several categories.

What makes the occasion even more momentous is the fact that these are the first accolades for the Company in the new year 2014. JK Lakshmi Cement extends a vote of thanks to all involved as well as to the support and guidance of the Leadership Team at JK Lakshmi Cement with the hope that we achieve many such milestones in near the future.