



Continuing its endeavour to bring the best in building materials, JK Lakshmi Cement Ltd. has incorporated technological innovations and unmatched consistency in its product quality. Few business narratives are more redolent of the initiatives that pursue an extraordinarily innovative idea. Striving for excellence and reaching new milestones while achieving commemorations, the company has researched and chronicled initiatives. Examining best practices for managing strategic experiments, high-growth-potential new products, the company has incessantly targeted emerging industries.

JK Lakshmi Cement Ltd. continues to strive for growth with its strength, differentiated product mix, state-of-the-art technology, excellence in execution and focus on sustainability. The success and achievements are the result of the strong foundation derived from its deep consumer insights, cutting-edge Research & Development, distinguished product development capacity, world-class manufacturing infrastructure and dedicated human resources. The company's ability to leverage internal synergies lends a unique source of competitive advantage to its products and services. Accelerating growth and prosperity through building and transforming is central to the JK Lakshmi Cement brand and forms the core of its purpose. With innumerable awards and recognitions in its repertoire, JK Lakshmi Cement Ltd. is now creating immense positive shifts in the economy, creating opportunities for breakthrough growth.



CREATING AUTHENTIC INTEGRITY - "FASTEST GROWING CEMENT COMPANY" BY INDIAN CEMENT REVIEW

The company has achieved yet another feat of becoming the fastest growing cement company in the medium category in India. The title and award were given at the 4th India Cement Review awards 2021 on 12th March in a glittering online virtual event amongst the giant manufacturing players and corporates of India. Mr. Shrivats Singhania, Executive Director - JK Lakshmi Cement, received the award amidst applause and commemorations.

Excellence is a way of life at JK Lakshmi Cement, and the company is deeply committed to achieving the highest levels of product quality and customer service. Fittingly recognized at the Indian Cement Review Awards, the event provided a great opportunity to cement producers and service providers to come on the same platform for the exchange of information. A prestigious platform, where recognition and award is given to India's 'Fastest Growing Cement Companies.'

The company has been on a journey of tremendous growth since 1982. Nearly 4 decades later it is still a frontrunner in shaping the construction scenario of India. Behind its achievements lies a voracious impetus to excel and push the boundaries.

ANOTHER FEATHER IN THE CAP - GREATEST BRAND BY ASIA ONE

JK Lakshmi Cement, the premier cement company from JK Organization, added one more jewel to its crown as it was awarded India's greatest brand by Asia One for the year 2019-20.

This prestigious award was conferred on JK Lakshmi Cement and presented to Mr. Sumit Malhotra - Chief Executive, Marketing (JK Lakshmi Cement Ltd.)

The award was given after a meticulous research by the United Research Services Asian Business and Social Forum, after extensive process of selection through consumers and Industry in the Indian cement market. This platform recognizes and pays tribute to renowned brands that have shown exceptional reliability and sustainability over the years. JK Lakshmi Cement has been recognized for its Brand Value proposition, Marketing Connect and Innovation. It was a matter of pride and elation since the company has accomplished itself in all areas and has been a resilient market player despite the constantly evolving challenges in the cement sector.



JK LAKSHMI CEMENT AMONGST THE TOP 25 'COOLEST PLACES TO WORK FOR' - BY BUSINESS TODAY

It is a proud moment for all at JK Lakshmi Cement, as the company has been recognized amongst the top 25 Coolest Workplace through a nationwide survey conducted by Business Today in India. Owing to the immense contribution of the Management, Sr. Executives and Employees. JK Lakshmi Cement has time and again been declared as one of the Great Place to Work For. The company follows a unique approach of grow your own timber for employees growth and development to leadership roles from within the organization. Respecting the employee's individuality for successful integration with the company's culture is the core human resource philosophy here.

With a meticulous survey primarily covering four parameters – people growth initiatives, going beyond business, wellbeing initiative, engagement and connect, this honor was bestowed to the company. This huge title is the sum total of the culture that has been created by the company's stalwarts which differentiates JK Lakshmi Cement from other Indian companies. Most companies in the list are global Fortune 500 Companies, and our Company is one among the only two Cement companies to have received the honours. We would like to profoundly thank and extend our gratitude to all stakeholders for making and sustaining JK Lakshmi Cement to be one of the 'Greatest Place to Work For' and an 'Employer of Choice.'



DREAM BIG, IT WORKS - TIMES ASCENT 'DREAM COMPANIES TO WORK FOR' 2021 - CEMENT SECTOR

With creditworthy HR policies and exemplary workplace ambience, JK Lakshmi Cement bagged the Times Ascent 'Dream Companies to Work for' 2021 in the people practice category. This 10th edition of the award recognized 22 companies out of 100 participants representing different categories. The award commemorated companies for demonstrating company-wide best values and culture, business & people practices that make a huge difference in creating a dream environment for its employees.

In a glittering ceremony held on 16th February, 2021 at Taj Lands End, Mumbai, the award was received by Mr. Shirish Shukla, Sr. GM - HR Durg Plant and Mr. Manish Shekhar, DGM - HR on company's behalf at the event. The gala event boasted of some of the biggest echelons of the corporate world. It is in the company's mission statement to be a workplace of choice and it seems to be well on this path. Having a 'People First' approach has its own

perks. This award truly celebrated the spirit of the company that has endeavored to create a conducive environment for the inclusive growth of the employees in the organization. The award is also dedicated to the leadership of JK Lakshmi Cement and its stakeholders who have jointly built and sustained a great workplace culture. Commitment to excellence, the company aims at actively developing the ambition and potential of every employee and help them achieve greater heights with focus, perseverance, and confidence.



SUSTAINIBILITY MATTERS - GREENTECH ENVIRONMENT AWARD 2020, DURG PLANT

The Durg Plant of JK Lakshmi Cement was conferred with the prestigious Greentech Environment Award 2020, for its outstanding achievement in Environmental Protection. The award was bestowed on 11th February, 2021 at Mahabalipuram, Tamil Nadu by Greentech foundation, New Delhi. The Greentech Award is presented to those for initiating innovative practices towards achieving sustainable goals. Notably, Greentech Environment Awards is presented in recognition of responsible, innovative practices and initiatives towards achieving sustainable goals.

Environmental practices at Durg plant are a testimony to the company's efforts for cleaner and green future. The company has the least carbon footprint in the cement sector in Indian Cement Manufacturing industry and have been putting continuous efforts in making sustainable policies and processes to save the environment. The Durg Plant team is dedicated and adhered to the best practices in its production processes vis-à-vis caring for the environment around the plant location. It is a privilege to be recognized for this esteemed award and the company will continue to play its part for sustainable and eco-friendly future.



SHE IS UNSTOPPABLE - WOMEN'S DAY CELEBRATION

"WE CAN ALL CHOOSE TO CHALLENGE AND STAND AGAINST GENDER BIAS AND INEQUALITY WITH BULAND SOCH"

Each year on March 8th, International Women's Day is observed to celebrate the social, economic, cultural, and political achievements of women. An exemplary illustration of accomplished women has been set by Mrs. Vinita Singhanian, Vice Chairman and Managing Director of JK Lakshmi Cement Ltd. The first female president of the Cement Manufacturers Association, her keen business acumen at the helm of JK Lakshmi Cement Ltd. has led to the tremendous growth of the company over the last few years to become one of the leading cement brands. With many prestigious awards in her repertoire of successes, it is a testimony to Smt. Vinita Singhanian's unmatched leadership qualities, corporate responsibility, and enterprising outlook. With her ongoing legacy, JK Lakshmi Cement has been committed always to empowering women through inclusive development.

To celebrate the occasion, the Company organized various programs to celebrate and create awareness on issues that concern women. Talks were organized on reproductive health, child health, vaccination program of the Government on "Covid 19" and masks distribution.



SUCCEEDING TOGETHER - RETAILER MEET, HARYANA

JK Lakshmi Cement not only makes effort in rewarding our channel partners but goes the extra mile in delivering value to the secondary touch points in the channel management. The retailers hard work and commitment towards the brand are rewarded in the most promising manner to encourage their efforts.

Befitting the values of the company, retailer meet was conducted at Joy Gaon-Jhajjar on 5th March, 2021 to facilitate the winners under retailer scheme for Haryana. The winners got a chance to win great prizes and commendation from Mr. Amit Goel - Regional Head. With the company's ever supportive and reassuring endeavors, the retailers have become a part of the JK Lakshmi family.

Another meet was organized on 8th March, 2021 for Karnal retailers at Raj Gharana, Karnal. Here, winners were felicitated under retailer scheme for Haryana. Under the scheme the qualified retailers were commended on stage by Mr. Amit Goel - Regional Head. Amazing incentives were won, from Microwave to Royal Enfield Bikes. Total 250 retailers attended the program and had a fruitful experience mingling with the likeminded cohorts.



AWARE TODAY FOR A SAFER TOMORROW - NATIONAL ROAD SAFETY DAY

JK Lakshmi Cement has been incessantly championing various causes and socially relevant issues. Looking into the scale and gravity of the problems in road safety, the Company is committed to take cognizance of the issue and join hands to make road safety a social movement. Consequently, a well-organized National Road Safety event was organized by JK Lakshmi Cement at Durg on 10th February, 2021.

The event was graced by the Chief Guest Mr. Prashant Thakur, SP Durg and Special Guest Mr. Gurjit Singh (DSP-Traffic, Durg). The celebrations began with aplomb as dignitaries were welcomed by Mr. Mukul Srivastava, Sr. VP (Works). With enlightening addresses by the luminaries, free medical camps for Truck drivers were inaugurated with the participation of around 300 Truck drivers. Unprecedented success was witnessed through various workshops on safety rules and drunken driving, succinctly put up by the JK Tyre's team, Raipur. With interesting events like quiz competitions lined up for the participants, Road Safety booklets were distributed to the Truck drivers. Helmets were awarded by Sadak Mitros to two wheeler and Truck drivers. Other organization like IDBI joined hands to make the event more meaningful.



CONNECTING THREAD - JK LAKSHMI MITRA DEALER APP

JK Lakshmi Mitra Dealer App was launched after meticulous planning to ensure an easy connecting bridge between dealers and the company. For the smooth transaction, features were incorporated for dealers to place orders, make payment. Through this App, dealers can confirm balance and schemes too. The App also facilitates tracking of sales trends, performance, dispatch status, credit limits, outstanding, OD and other reports. It is a one stop platform that ensures transparency and ease of transactions.

The features also give updates about the company and help place various requests and queries. With a calculator and other myriad but important information, this App will prove to be revolution in the Sales and Marketing domain. The App will have a second phase roll out that will be helpful to sales promoters and dealers with more detailed features in the future. The features also give updates about the company and help place various requests and queries. This App, has helped to focus on strategic experiments factoring in dramatic forces in marketing with the help of technological advancement. It has created immense positive shifts and created marketing opportunities for breakthrough growth.



**JK LAKSHMI
MITRA**



SHARING SOLUTIONS - CUSTOMER IN CULTURE



CIC is a tool to take a feedback from the market and network, where a team is formulated as an HR exercise from different departments (HR, Accounts, marketing, and Technical Services). The team visit the market to witness the practices and feedback from the network and how they can make the processes smoother to serve the dealer. A great insight is received through such exercises.

CIC (Customer in Culture) at Delhi market was conducted on 12th February 2021. The CFT team included Mr. Abhishek Sharma (HR), Mr. Sukesh (Sales Accounts), Mr. Shrey Dhanwantri (Marketing Services) and Mr. Sandeep (Technical Officer). Four dealers were covered under CIC exercise - 2 exclusive and 2 non-exclusive.

The CIC helps ensure that every interaction with a customer is a chance to change their opinion about the business. Customers adjust their behavior based on every experience. These changes may be either profitable or unprofitable for the company. It aims at building trust and educating customers. Dealers were pleased and completely satisfied with company's quality, services, and market presence.

PLAYING ON THE FRONT FOOT - SUNRISERS HYDERABAD UP FOR IPL' 2021

है सोच बुलंद आ स्ट्रेन्थ दिखा

With this motto to enlighten the path to victory, JK Lakshmi Cement has yet again associated with the team Sunrisers Hyderabad, as its Title Sponsors for IPL-2021. Sharing the resolution for strong and tenacious performances, the team is brilliantly captained by David Warner, bringing consistent results over the last few years. The orange army won the title once in 2016 and they made it to the play-offs last season too. With the squad comprising of some big match winners, the team is geared up to win it all in 2021. A strong alliance with JK Lakshmi Cement, the way ahead is stimulating with the finest and the most talented team. It's a team that can never be ruled out and that is why they remain one of the favourites for the title again.

With the incredible support of cricket fans, Sunrisers Hyderabad along with its title sponsor JK Lakshmi Cement hope to grow their partnership from strength to strength and add more wins in their repository. With an exciting momentum set, the IPL 2021 has commenced in India with an unprecedented fanfare in the month of April. This 14th edition of IPL will bring forth a new impetus for people as they will collectively support their favourites.





PUZZLE

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

RESULT OF CONTEST LXXXV

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



Ankush Babel
Sirohi



Vipul S Shukla
Ahmedabad



Kapil Kumar
Panipat

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

1. Who conferred JK Lakshmi Cement with the award - Greatest Brand 2019-20?
2. Where was the National Safety Event celebrated?
3. On 8th March, 2021, which international event was celebrated?
4. Durg plant won which Environment Award?
5. Who awarded the 'Fastest Growing Cement Company' award to JK Lakshmi Cement?
6. 'Dream Company to Work For' was awarded by which organization?

