

**JK LAKSHMI  
CEMENT**

TITLE SPONSOR



## A DREAM TEAM - GOING STRENGTH TO STRENGTH

JK Lakshmi Cement has always advocated positivity, progress, and brand rejuvenation. The company is breaking barriers by finding new ways to cut through the noise and build kinship with the changing consumer demographics. With the new television commercial 'Aa Strength Dikha', JK Lakshmi Cement has elevated its brand positioning to greater heights. Forever in pursuit of innovating and discovering, the company is incessantly reinventing itself to build stronger resonance with India's younger demographic. With a resounding success, the campaign has been garnering close to 4 million views on YouTube. Beautifully encapsulating the essence of the 'Buland Soch' of the four protagonists - Engineer, Mason, Young Girl (end user) and Dealer (all customer segments), it depicts the strength and progressive thinking represented by a cement block made of JK Lakshmi Cement. The weaker block symbolizes the ordinary thoughts taking our society towards a more regressive path. The poetic message of 'Aa Strength Dikha', depicts the fight between the ordinary and the extraordinary (JK Lakshmi Cement). The extraordinary is always victorious and stands the test of time. This dynamic approach forms the core of JK Lakshmi Cement. Bridging the gap with the youth who are the new homemakers, the campaign has highlighted the perfect way with which the company's products are viewed as modern and technically sound. This ad film serves as an analogy on how it is important to get together and build a stronger Nation. The song has been tremendously popular across various audio platforms. With a sound and focused strategy in the brand's lifecycle, #AaStrengthDikha captures the brand's values, leadership stance and social intent.



## GLORIOUS MILESTONE - ASIA'S MOST PROMISING BRAND

This year, 'Asia's Most Promising Brand' Award ceremony was held on 6<sup>th</sup> April 2021 through a virtual online digital platform. In the view of unprecedented situation, participants got together virtually for one of the most prestigious honour. Platinum Heavy Duty Cement, a trusted product from the JK Lakshmi Cement stable, was commemorated as Asia's most promising brand in the cement sector. Mr. Shrivats Singhania, Executive Director, was present at the event to receive the award on the company's behalf. After the intense selection criteria like Company Growth, Customer Service, Market Development, Sales & Marketing, Community Service, new innovations in technologies and sustainable products; Platinum Heavy Duty Cement was bestowed this prestige. With a spotlight on innovation, international scalability, differentiation, the product celebrates its success through the steadfast obsession with strict quality control and unique qualities. Platinum Heavy Duty Cement is a product that not only wins every fight in strength and grit but also lasts long, with a proven durability to withstand the stresses of a demanding usage.



## ACCOLADES AND ACCLAIM - ECONOMIC TIMES ICONIC AWARDS



It was one more feather in the cap for JK Lakshmi Cement, as it was awarded the most coveted award – 'Economic Times Iconic Awards 2021'. Mr. Shrivats Singhania - Executive Director, received the award on behalf of the company at a virtual event that saw the participation of the who's who of the business community.



JK Lakshmi Cement with its brand narrative, has instantly created a connection with the audience. JK Lakshmi Cement is a trendsetter that others choose to follow and has transcended to the iconic status in its brand journey. This well-earned recognition of "Iconic Brand" has stood the test of time through its solutions catering to the needs of its customer with honesty and transparency.

# A HAT TRICK OF EXCELLENCE

While the 13<sup>th</sup> edition of the IPL was like a welcome deluge after a damp scenario, the Sunrisers Hyderabad team played some promising performances. Enough buzz was created all around giving an instant brand recall to JK Lakshmi Cement. With the squad comprising of some big match winners, the team was geared up to win it all in 2021.

A strong alliance with JK Lakshmi Cement is the way ahead as the winning combination was one of the favourites. The future is bright as the association with its 'Buland Soch' connects strongly with the audience on an emotional level. As we strive to keep the motivation high with values of strength, resilience and quality, the association will reach more milestones together.



## CHAMPIONS IN ADVERSITY

Due to pandemic the matches were held inside empty stadiums in India but that did not let the fans deter or let down their enthusiasm. Through various platforms they were cheering on. JK Lakshmi Cement was also lending relentless support to SRH and standing behind them at every game challenge.



With a collective confidence of valour, fortitude, persistence, and progressive path, JK Lakshmi Cement along with Sunrisers Hyderabad joined hands to fight the despair in these trying times. Participation in IPL helped dispel the sadness and helped lift the prevailing mood. Despite the social distancing norms and empty stadiums, IPL has spread hope, cheer, jubilation in the hearts of millions of cricket devotees, not only in India but across the entire globe.



# HITTING IT RIGHT - WITH SOCIAL MEDIA LIVE



With an apt platform of IPL, JK Lakshmi Cement saw a brand spike in the 'Top of Mind Awareness' which is the immediate awareness a brand looks for. Starting as a metro phenomenon, it has traversed across the interiors of the Nation helping JK Lakshmi Cement's foray further in the heartland. The IPL tournament besides creating an exciting buzz, was a great visibility forum for JK Lakshmi Cement as well.

With unstoppable spirits and determined attitude, an environment was created for a compelling vista of engagements for the channel partners. Devising innovative campaigns across multi-media platforms, led to a unique collaboration amongst the various stakeholders. FB Live and Fan Anthem with Sunrisers Hyderabad Players was organized along with the Digital Wall of Support. It led to an intense engagements and interactions amongst the viewers and the players.



# BATTING FOR SUCCESS JK LAKSHMI BRAND RECALL

With an all-encompassing and illustrated digital presence, virtual platforms, and ground activities, JK Lakshmi Cement ensued an intertwining of its brand value with that of IPL Franchise Sunrisers Hyderabad.

With an enormous reach, it was highly effective and measurable. A detailed statistics and data were put out for the benefit of the current and potential customers and other stakeholders, with a methodical tactics for enhanced visibility. With creative and innovative drives like Highway OOH, Office Branding across markets, Digital Displays at T3 Airport at Delhi for the entire season of IPL, Print Campaign in all operational markets in Dainik Bhasker newspaper, proved to be an excellent marketing strategy.



# PLAYING ON THE FRONT FOOT

The Indian Premier League (IPL 2021) was a cause for cheer as JK Lakshmi Cement Ltd. Teamed up with Sunrisers Hyderabad as its Title sponsors. With an intense buzz, the IPL 2021 started amidst fanfare, excitement, joy, jubilation. The team SRH fought with fervor and immense grit. However, it was not meant to be as it was unanimously decided to postpone IPL 2021 season indefinitely. To bring in some positivity and cheer, however, it is imperative that we look forward for the next part of the season with as much enthusiasm, encouragement as possible, because together JK Lakshmi Cement and Sunrisers Hyderabad are an Invincible combination.

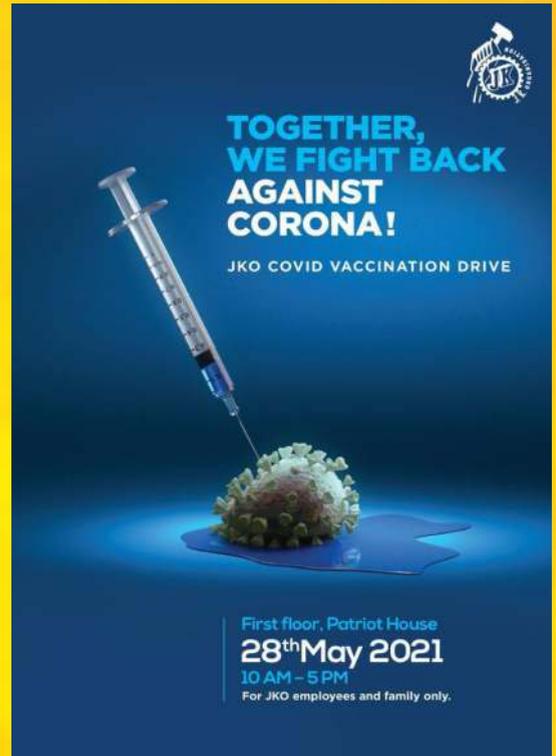
Since content is king in the marketing world, the in-Stadium Branding, Fan Anthem on Youtube, Jersey Portal for Fans and Contests on Facebook and Instagram, added value by educating, entertaining, and informing customers. Moreover, A Shoot of SRH Players with JK Lakshmi Cement team, made it a lifetime experience for the participants. The customized Dealer Kit comprising of cheering POP for Channel Partner and sales promoter for the IPL season, resulted in tremendous thrill, pleasure, and excitement amongst them. Additionally, 13 WhatsApp Group were created, in which 2000 Dealers in 4 languages and 39 winners were declared everyday through exciting contest across all operational markets. Every aspect of marketing criterion was carefully and thoughtfully brought to the virtual and ground masses as JK Lakshmi Cement continues towards new milestones each day.



# HEALING RESPONSIBLY BECAUSE 'JK CARES'

The JK Group employing over 30,000 people globally, has announced its initiative 'JK CARES', that provides Covid Vaccinations, assistance, relief and support through its intensive drive. Continuing with the JK Care initiative, an elaborate vaccination drive was carried out at the head office in Delhi for all the JK Group employees and their families. The massive vaccination drive, witnessed a huge participation that was imperative to fight the war against Covid. This successful initiative was joined by all group companies i.e. JK Tyre, JK Paper, JK Lakshmi Cement, JK Fenner, JK Agri- Genetics, Umang Dairy, and PSRI Hospital, thus serving its long legacy of humanitarian causes.

According to the company's media release, the purpose of this relief initiative is to support the affected families, in case of any casualty(ies) of the employee(s), due to COVID between April' 2020 and March' 2022, thus covering both the pandemic waves. Chairman of the organisation Mr. Bharat Hari Singhania, was quoted to say, "Safety and wellbeing of our employees is of utmost importance for us. As part of our principle of "caring for people", we have been extremely mindful of the need to provide extended support to the families of our beloved employees, who have unfortunately lost their lives. In case of any casualty of any of our employees, we will support the bereaved families on three fronts: financial support for the family by way of the continuance of salary, education support for children and medical insurance for the family. All these support systems will be provided to the families for a number of years."



# JK LAKSHMI SAMVAAD EVENTS - ARTICULATING HOPE

As a reigning expert in the cement industry, JK Lakshmi Cement has always endeavoured to initiate events that have polarized and changed the perception of its myriad stakeholders and public in general. Committed to being proactive visionaries, JK Lakshmi Cement's 'Samvaad' series are an inspirational way to stay ahead in providing content that can transform lives. Beginning with the first of these events, JK Lakshmi Cement organized 'Child Care in Covid Times' a talk show on 7<sup>th</sup> May, 2021 conducted by Dr. Juhi Chouksey. A truly enlightening and useful program for parents, it helped in awareness about child health, care and sensitizing about the Covid protocols. The second episode in the series of JK Lakshmi Samvaad program which is primarily for employee and customer engagement "Haunsle Hain To Manzile Hain" was conducted on 27<sup>th</sup> May, 2021 wherein there were talks by experts on the contemporary issues being faced by each one of the populaces. This motivational talk show blossomed into a flurry of ideas that inspired and motivated the participants for a truly inspirational insight.

The Third Session was held on 19<sup>th</sup> June 2021 with Dr. Santosh Ghai on the topic of 'Health Care in Covid Times'. Talking about general practices to take care of our health in adults during the pandemic, the talk was full of information and relevant features to fight the difficult and challenging times. The Fourth Session 'Crafting Through Yoga' scheduled on 6<sup>th</sup> July 2021, was a virtual event under the Samvaad series. Yamini Manohar, a yoga expert articulated the healing process through yoga. Advising how to balance your mind and body at home during this period of confinement during Covid, JK Lakshmi Samvaad Series was supported by the encouraging words from the senior management.

Through these initiatives, JK Lakshmi Cement has exhibited its constant drive for growth and progression, while inspiring the communities. Spreading the positivity and brightening up the outlook to inspire self, and also those around, which has been the real motivation to organize these aspirational events.





# PUZZLE

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

## RESULT OF CONTEST LXXXVI

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



**Prabhat Kumar**  
Delhi



**Kapil Mishra**  
Jaipur



**Yogendra Kumar**  
Moradabad

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

1. Print campaign was launched in which newspaper?
2. What is the name of employee and customer engagement program?
3. During IPL, how many WhatsApp groups were created for the dealer engagement?
4. Yamini Manohar orchestrated which Samvaad event?
5. What program has been instituted by JK Organisation for Covid relief?
6. JK Lakshmi Cement was awarded the Iconic Brand Award by which media group?

