

A FUTURE FULL OF STRENGTH



Jaykaypuram, Sirohi

Durg, Chhattisgarh

Sustainability and conservation are together the lynchpins on which the core of JK Lakshmi Cement's ethos exists. As meticulously exhibited by the plants at Jaykaypuram and Durg, each day is considered to inspire and challenge eco-sensitive and environment-driven experience for all the stakeholders. The state-of-the-art facilities at these plants have been awarded innumerable times for achieving energy efficiency, lowering the cost of construction, reducing environmental footprint, and meeting high standards of aesthetics, health, and safety.

As one of the leading conglomerates in India, the vision of JK Lakshmi Cement ensures in building innovative and sustainable solutions. Playing an essential role to accelerate world's transition towards a more sustainable future, JK Lakshmi Cement has forged ahead of its competition to be at the forefront of green building solutions. Moreover, commitment to conducting business with integrity, the company's best-in-class R&D teams develop the most innovative products, solutions, and services, as well as advanced manufacturing processes.

JK Lakshmi Cement has rewritten the legacy of the cement industry through innovative processes, class products, technology, and its unique human resource. Time and again, the company's customer-centric approach and focus on designing and manufacturing, unmatched products have transcended to applause.



GREEN IMPETUS - EXCELLENT ENERGY EFFICIENT UNIT AWARD

Clinching the prestigious 'Excellent Energy Efficient Unit', JK Lakshmi Cement's Jaykaypuram Plant set another milestone. This significant 22nd National Award ceremony for 'Excellence in Energy Management' was organised by the Confederation of Indian Industry (CII) at Green Business Centre'. Through a virtual conference and exposition on energy efficiency, the event was held from 24th to 27th August 2021.

The objective of these awards is to recognize companies engaged in energy-efficiency initiatives and adopting best practices. With technological advancement in their daily operations, the Jaykaypuram Plant exhibited its mettle in green practices. The jury evaluated 404 participants on several parameters of energy efficiency and innovative thought process. In cement sector 54 companies applied from all over India

and 32 companies was shortlisted. The team, JK Lakshmi was represented by Mr. Pankaj Tiwari as team leader and Mr. Mayur Yeole and Mr. Rajesh Kumar aptly supported the JK Lakshmi Cement team.

JK Lakshmi Cement has demonstrated its commitment to sustainable practices and facilitates the process through excellent energy efficient processes. Instilling and motivating its various plants across the country, the company has achieved excellence and established futurity by pinpointing 'Carbon Emission Reduction' initiatives focussed on energy conservation.

PROCLIVITY FOR SAFETY - GREENTECH EFFECTIVE SAFETY CULTURE AWARD 2021

Securing the most prestigious, admired, and top honour award, JK Lakshmi Cement's Durg Plant won the "Greentech Effective Safety Culture Award 2021" from Greentech Foundation, New Delhi. After stringent screening on various parameters like technology, digitalization, innovations, coupled with effectively mitigating critical risks at the site, the companies were shortlisted. The next stage involves a technical presentation before jury with special focus on Safety Management Systems implemented to achieve accident free 65 months.

Greentech Foundation presents these awards to the finest in the business industry. It is a token of appreciation to celebrate the safety culture that brings the best to the forefront. A selection process that strives to be as fair and transparent as possible, with an emphasis on professional excellence and impact.

It's a matter of deep pride that these incredible awards reinforces the strength of JK Lakshmi Cement's community comprised of the exalted leadership, management, employees and all the stakeholders. Determined to continue this culture of safety in all the units, this award recognizes outstanding and exemplary initiatives, and practices in areas of developing effective safety culture to reduce incidents and accidents and save precious human lives at workplaces.





REIGNING SUPREMO - 'THE ECONOMIC TIMES MOST PROMISING BRAND 2021'

Making headlines, Platinum Supremo Cement earned a well-deserved accolade by winning 'The Economic Times Most Promising Brand 2021'. The felicitation ceremony was held on 29th September 2021,

on a virtual platform. This recognition was awarded by the Economic Times after conducting an extensive survey and shortlisting top brands on the parameters of innovation, brand value, brand recall, consumer satisfaction, customer service and quality.

Platinum Supremo Cement has succeeded to capture the fancy and loyalty of millions of customers. Resilience is the need of the hour, and the brand has sustained the business through its unbeatable combination of strength and supreme quality. Blending the changing consumer preferences and sustainable branding, Platinum Supremo Cement has shown the muscle to thrive and succeed.

Mr. Shrivats Singhania, Executive Director received the felicitation on the company's behalf amidst an event attended virtually by the industry leaders and glitterati. While receiving the award, Mr Shrivats Singhania congratulated the employees and business partners for the accolades received by Platinum Supremo Cement.

VISHWAS 4.0 - SILVER COINS DISTRIBUTION

JK Lakshmi Cement appreciates the ceaseless support from contractors and masons across its operational markets. The relentless confidence exhibited by this segment of influencer customer-base in JK Lakshmi Cement brand has made all the company's products a first choice of preference. With an objective to honour their efforts and loyalty towards the brand, JK Lakshmi Cement has designed an exclusive loyalty program for its contractors and mason friends called the JK Lakshmi Vishwas . Through this program, they can earn points which can be redeemed for enticing rewards. Apart from the points, the members can also avail access to certain other benefits like insurance coverage against accidents etc.

Silver coins were distributed to Contractors in Barmer district under JK Lakshmi Cement Contractor Vishwas 4.0 scheme in the presence of all company officials. In this meeting, silver coins were presented to the contractors. A similar events are been organized across our markets where contractors are awarded with these mementos. The contractor were appreciative of this gesture by the company and felt treasured.





FELICITATIONS GALORE - GUJARAT & RAJASTHAN ANNUAL DEALERS' CONFERENCE

It was the first big congregation after the beginning of the pandemic. Two annual dealers conferences were held of Gujarat and Rajasthan Dealers for 'JKLC Sixer' cement, on 4th-5th October 2021. Held in Udaipur, the meet was organized with social responsibility, as all Covid protocols were stringently maintained. The event witnessed a huge response amidst a luxurious 1Night/2Day stay at Ananta Resort, at Udaipur. The vast vista of the resort provided a truly invigorating ambience owing to its location in the picturesque hills of Aravalli's at the outskirts of Udaipur. The event was organized at the grand hall of the resort.

Sales Promoters of JKLC Sixer, along with dealers from Gujarat and Rajasthan had an incredible experience that comprised of performances, address by dignitaries and a special prize distribution ceremony. The event also had a special section where all of the outstanding dealers, based on their performance, we presented with trophies. And the sales promoters were felicitated for their association with the JKLC Sixer brand.

The highlight of the event was gift distribution. All the dealers were presented with amazing gifts, which added to the celebration and spirit of the day. This spectacular event, was followed by cocktails and a gala dinner. Also, a remarkable performance by the famous Bollywood singer Shahnawaz, with his dance troupe, kept the audience mesmerized. A trip full of memorable events, it left the dealers impressed by the impeccable arrangements made by JKLC Sixer team from Gujarat and Rajasthan.

CHAMPIONING DIGITAL FREEDOM - INDEPENDENCE DAY CELEBRATION

As India kick started the annual celebration to mark the 75th anniversary of its independence on 15th August' 2021, JK Lakshmi Cement celebrated the day in a unique manner. Through the Digital Platform, the public was enamoured and motivated by the heart touching, quirky and inspiring story of a young man. Attuned to the spirit of freedom, it encapsulated the young man's freedom of owning a home. His joy and jubilation in building a new home and getting the freedom to celebrate life in becoming a homeowner has caught the imagination of the audience.

The film was released on various social media platforms such as YouTube, Instagram, and Facebook. Widely appreciated and shared by the masses, it was a humongous success to be featured in the top list of Viral Brand Film done by Brand Equity and Economic Times. With immense media chatter, channels, and sheer creative content, and the ability to connect across social media platforms, the film formed a compelling tool with an endearing message.



PROJECT FOCUS CAMP - BHUBANESHWAR

Project 'Focus Camp' was organized at Khordha district in Odisha for 2 days. An erstwhile Puri district, it has become a center for numerous industries. Successfully executed, the camp witnessed participation of employees from sales, tech, and marketing team, along with local sales promoters. During those days the team visited 25-26 counters, where they interacted with people and built more popularity and network for our products. They efficiently showcased the Company portfolio, product types, packaging and other benefits.

The main subject of discussion was on recently functional 'Cuttack Grinding' unit, with its USP of supplying 'fresh cement to the customers within a committed time frame'.

Diligently innovating, the company is conducting various activities, incorporating road rallies and meetings during evening time. With vision to take off to new heights, the brand is already creating benchmarks.



ACTION IPL 2.0 WITH SRH

As title sponsors for Sunrise Hyderabad, JK Lakshmi Cement has been proud to form this strong collaboration. With gusto and enthusiasm building up, a great environment was created for the IPL 2.0. With the flow broken once the tournament was suspended earlier in 2020, but the SRH team, along with team JK Lakshmi Cement, ensured to rebuild energies and get back in the groove. The Company believes in giving strength to all its associates, partners as well as endeavours to forge ahead on a resilient and relentless journey together.



FIELDING WELL - AT MEET & GREET

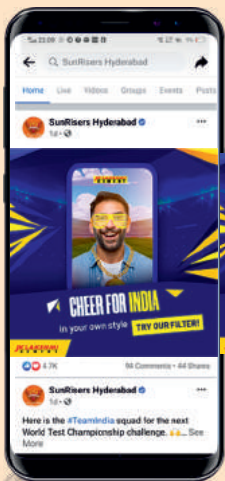
An incredible line-up of events was held across all the four Zones of the company through two Meet & Greet programs. The 1st Meet & Greet took place on 23rd September for the West and Central zones. Daily activities and contests involving dealers and their families were organized, leading to massive support and strong engagement. The dealers were immensely excited and suitably challenged by new contests and interactions with SRH players.

The 2nd Meet & Greet took place on 28th September where in the dealers from East and North Zone were a part of a gala virtual event. The highlights were the immensely interesting interaction with the key players of the Sunrisers Hyderabad team. Apart from that, an important highlight was a special speed painting act by Mr. Rohit Kumar, who created a spectacular sparkle painting of VCMD Smt. Vinita Singhanian, that spell bounded the audience.

The Meet & Greet events proved to be a massive networking catalyst. Senior management of JK Lakshmi Cement Mr. Shrivats Singhanian (Executive Director), Dr. S. Chouksey (WTD), and Mr. Arun Shukla (President) were the Chief Guests at these spectacular events.

ON FRONTFOOT - A FACEBOOK ENCOUNTER

With an associated credence of valour, resolve, and progressive thinking, JK Lakshmi Cement along with Sunrisers Hyderabad ensured to make an impact through a plethora of events and activities. With heightened spirits and powerful ardour, an environment was created for an effective engaging of groups across Facebook with Live Sessions. It was organized with JK Lakshmi Cement and SRH Players on 20th September 2021, with a stream of fans pouring in from JK Lakshmi Cement and Sunrisers Hyderabad Facebook pages. Amidst lot of fanfare the star players of SRH answered questions raised by fans. It witnessed a huge participation from the fanbase that helped leverage the brand association. These astoundingly Facebook Live Sessions with SRH players enriched the experiences of the huge fanbase of JK Lakshmi and SRH fans alike.



With an illuminated digital presence and virtual platforms, JK Lakshmi Cement rolled out an array of activities for the fans, such as AR Filters for engagement on Facebook and Instagram. 3 Addictive online games were rolled out for the cricket lovers that raised the IPL fever to a new pitch, under JK Lakshmi Cement brand, becoming huge hits.

Another major highlight that created a good brand recall activity for the brand was the highly engaging GIPHY / Gifs. With incredible creation of the players imagery for conversations, these Gifs increased the fun factor for the masses during chats on various digital platforms. With appropriate

branding through these mediums, JK Lakshmi Cement very smartly placed an indelible impact on the consumers' mind for brand recall.

Lastly, the catchy fan anthem that was released for the masses on various platforms and "Aa strength Dikha" phrase, completely hooked the audiences. Raising the fandom and creating ripples across platforms. The video was shared and viraled widely, becoming a huge hit.



COMING BACK FOR ANOTHER INNINGS!

Bright and shining, rising to the occasion and challenges, IPL with JK Lakshmi Cement and SRH, will be back with a bang next year. And this powerful partnership will create milestones and achieve crowning glories through their strength, resilience, and grit yet again. As always.



PUZZLE

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

RESULT OF CONTEST LXXXVII

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



ANAND TRIPATHI
New Delhi



MANASVI BAWEJA
Gurugram

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

1. In which country second leg of IPL was played?
2. The most promising brand award was presented by which entity?
3. 'Greentech Effective Safety Culture' Award 2021 was presented to which JKLC plant?
4. Which project was organized in Khurda district?
5. Gujarat dealers meet was organized in which city?
6. 'Excellent Energy Efficient Unit' was awarded to Jaykapuram by which body?

JK LAKSHMI
C E M E N T L t d.



JK LAKSHMI
PRO+
CEMENT

JK LAKSHMI
CEMENT

PLATINUM
SUPREMO
CEMENT

PLATINUM
HEAVY DUTY
CEMENT

JKLC
SIXER
CEMENT

SUPER
SIXER
WEATHER GUARD
CEMENT

JK LAKSHMI
Power Mix
READY MIX CONCRETE

JK LAKSHMIPLAST
GYPSUM PLASTER

JK SMARTSLOX
MULTI PURPOSE GROUTING