

AWARDS OF EXCELLENCE 2022



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Mrs. VINITA SINGHANIA A STRONG VOICE OF EMPOWERMENT

FLO Awards of Excellence

It was a proud moment for the entire JK Lakshmi Cement family, when Mrs. Vinita Singhania, VCMD - JK Lakshmi Cement Ltd. was conferred with the FLO AWARDS OF EXCELLENCE 2022. The felicitation ceremony was held on February 18th 2022 at FICCI, Federation house, New Delhi. FLO endeavours to recognize women achievers who have carved a niche for themselves and are playing an exemplary role in the society in their respective areas. The prestigious award categories included industry and innovation, entrepreneurship and social outreach, health, public administration, grassroots impact, start-ups, sports, and arts. Mrs. Vasundhara Raje, National Vice-President BJP and Former Chief Minister of Rajasthan was the Chief Guest and gave away the awards to the women achievers in their respective fields.

With the proven track record set-up by Mrs. Vinita Singhania in her incomparable leadership and innumerable accomplishments, FLO decided to celebrate her as a role model for all women who seek to empower themselves to higher goals and aspirations in their chosen fields. Not just women, Mrs. Vinita Singhania's vision, determination, and perseverance have inspired men as well. Her leadership skills are a constant source of inspiration for the new generation of entrepreneurs across the nation. Her keen business acumen at the helm of JK Lakshmi Cement Ltd. has led to the tremendous growth of the company making it a force to reckon with in the cement industry. With her ongoing legacy, JK Lakshmi Cement has always been committed to empowering women through inclusive development.

An all India forum for women, FLO has headquarters in New Delhi and 18 chapters set-up across India, representing over 8000 women entrepreneurs, professionals and corporate executives. With over 38 years of experience, FLO has been promoting entrepreneurship and professional excellence in women through various workshops, seminars, conferences, talks, training, capacity building programmes, policy recommendations and more. As women play increasingly important roles to take the country forward amidst the paradigm shift in society, FLO is best positioned to play a catalyst's role in bringing about a positive impact. And Mrs. Vinita Singhania indubitably plays a very important role in furthering these goals of empowering women.



Building Stronger Dream Homes - Platinum Supremo Launch

Few business narratives are more enterprising than a launch of an exceptional product. After the successful launches of Platinum Supremo Cement in North and Odisha Markets, the brand finally arrived in the Eastern Region that is Chhattisgarh, Maharashtra and Madhya Pradesh. A Virtual Event was organized for the product launch in the eastern region market via Streaming platform.

The event witnessed a large attendance by dealers, their families and all team members as they tuned in to see the unveiling of the brand in the Eastern market. The virtual launch event was attended by Mr. Vijender Singh as the chief guest. Mr. Arun Shukla, President, JK Lakshmi Cement and Mr. Debasish Sen (Zonal Head East) were present from the top management to unveil the product for all the channel partners.

The event was thoroughly enjoyed by the attendees, as they were delighted to see a revolutionary premium product being introduced in the market. Also, on the same day as token of good luck and new beginnings, trucks of Platinum Supremo Cement were also sent to a local channel partners from the Durg Plant in Chhattisgarh as a first dispatch. This premium product will effectively penetrate deeper into all parts of the state and provide hassle-free services to discerning customers.



Yet Another Milestone - Sarvashreshtha Suraksha Puraskar

JK Lakshmi Cement's Durg unit, has won the well-deserved '1st Level NSCI Safety Awards -2021: SARVASHRESHTHA SURAKSHA PURASKAR (Golden Trophy). The award was won in the category of Manufacturing Sector (Engineering, Cement, Steel, etc.). National Safety Council under the Ministry of labour & employment Government of India has constituted this award and after meticulous research shortlisted the Durg Unit for this prestigious recognition. The process involved a thorough audit of the 'Physical Shop Floor Safety' management system followed by JK Lakshmi Cement Durg Safety Management System presentation before jury. The focal point was the elements of safety management systems implemented to achieve accident free 72 months. This Award will be presented in the month of May 2022 in presence of the Union Minister of Labour (Independent) and Director General of National Safety Council India.

Safety is the continuing commitment by JK Lakshmi Cement Ltd. to behave ethically and contribute to economic development, while improving the quality of life of the work force, their families as well as of the local community and society at large. Moreover, due to persistent team support and continuous guidance from JK Lakshmi Cement Leadership these accolades and rewards have been possible.

Winning Streak - National Safety Award

JK Lakshmi Cement's Jhajjar Unit has been commemorated with the prestigious and top-ranked award "National Safety Award -2018" constituted by the Director General Factory Advise Services and Labour Institute; Ministry of Labour and Employment, Government of India.

The applications were adjudged by Tripartite Awards committee constituted by the Ministry of Labour and comprising of five members selected solely on the basis of their experience and technical expertise in area of Industrial Safety based on accident free year.

Mr. Sunil Sharma (DGM - Technical) received the Award from Mr. Bhupender Yadav, Honorable Minister of Labour & Employment, Environment, Forest and Climate Change in the Government of India. This is the 5th recognition of the Jhajjar Unit, the award was given on 8th March 2022 at Vigyan Bhawan, New Delhi. Another feather in the cap was won by the Surat Grinding Unit through the prestigious "National Safety Award -2018" by "DGFASLI"; Ministry of Labour and Employment Government of India. JK Lakshmi Cement's Surat Unit has been recognised consecutively 2nd time as a winner. It is a matter of utmost pride that JK Lakshmi Cement has proved its responsibility towards safety protocols and worked towards a secure environment for all its stakeholders.



Shripati Singhania Memorial Cricket Tournament - Creating Champions



The 7th Shripati Singhania Memorial Cricket Tournament 2022 was an exciting event for all. Twelve teams and over 150 players contested for the prestigious trophy. The initial rounds of championship matches were played in Udaipur. Entrhralling the audience, these matches were thrilling and played with passion as all teams fought to reach the finals. The final match was played between Delhi Warriors JK Lakshmi Cement and JK Sirohi Panthers on 3rd April 2022, at the Noida Stadium. Mrs. Vinita Singhania, VCMD of JK Lakshmi Cement, was also in attendance at the event, along with the other members of the management. She motivated the players to give their best to win the tournament and emphasized the importance of teamwork for achieving success both on and off the ground. The Delhi Warriors put on a solid show and took the trophy home. The good performances were appreciated. Trophies and cash prizes were also given to the runners-up team and players with the most sixes and wickets were commemorated. Mr. Virender Tanwar (Senior General Manager, Projects) was given the 'Man of the Match Award', while Mahipal Singh Shaktawat (Senior Engineer) walked away with the 'Man of The Series Trophy.'

Investing In Learning - Knowledge Sharing Session

Knowledge has a beginning but no end. With strong belief in this adage, a Knowledge Sharing Session (KSS) for Architects & Engineers was organized in Udaipur on 25th February 2022. Mr. Ajay Dadhich (Sales Head) welcomed Architects & Engineers and highlighted the essence of JK Organisation's business. An enthralling session of informative and engrossing information about JK Lakshmi Cement's market, products and capacity was discussed in depth.

Mr. S.R. Chitnis (Technical Head, JK Lakshmi Cement) gave the presentation on "Sustainable Constructions" while Mr. D.N. Nagar (Senior GM - Technical) explained about the advantages of Blended cement and Samman Scheme. This session witnessed the participation from more than 60 Architects & Engineers and were joined by the representatives of all cement brands in the company

Another edition of KSS for Architects & Engineers was organized at Jodhpur, where Mr. S.R. Chitnis gave deeper insights on the construction process." In this session, more than 85 Architects & Engineers participated, along with the officials representing all the brands of the company. These sessions proved to be a huge success while being informative. All Architects & Engineers appreciated the KSS and welcomed this platform of learning and education.



Bringing Social Awareness - CSR Workshop

JK Lakshmi Cement is committed towards socially responsible endeavors and have always translated their ethos to build socially sound futures for all the stakeholders and community at large. In tune with these ethics, the Jaykaypuram Unit of JK Lakshmi Cement organized a CSR workshop at their Plant on 26th February 2022. The objective of the workshop was to inform multiple stakeholders about various community development initiatives which the Plant had been undertaking since 2004 and how these initiatives had brought positive changes in the lives of the local communities. In order to highlight this, a CSR Book - "Transforming Lives and Setting Smiles" - was also released amidst accolades.



During the workshop, many beneficiaries narrated their life stories and how they evolved with the support of JK Lakshmi Cement. Mr. Arun Shukla, President, JK Lakshmi Cement graced the occasion and expressed company's commitment for the development of the local area and the communities. The workshop was attended by various district & block level Government officials, Sarpanch from various Panchayats, media persons and beneficiaries from the local communities. Moreover, the company was represented by the senior leaders of the Plant and Plant CSR team. The workshop was widely covered by the local media and garnered huge readership.

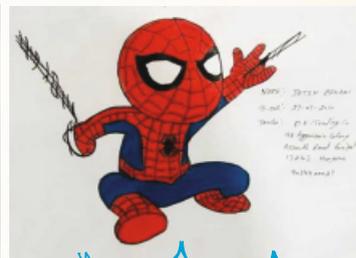
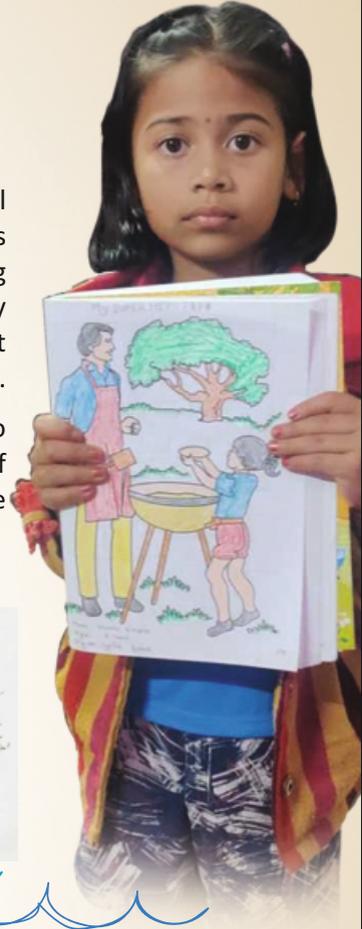
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Drawing Out The Talent -

JK Lakshmi SKY Painting Contest

JK Lakshmi Cement has been the proponent for an array of inclusive experiences for its channel partners and their families. Besides running various innovative and successful campaigns for its channel partners in its loyalty schemes, JK Lakshmi strongly adhere to the belief of increasing the happiness quotient of their families and children. Recently under the JK Lakshmi SKY Loyalty Scheme, JK Lakshmi Cement launched a painting contest for the children of JK Lakshmi Cement Dealers. The contest showcased the talents of the participants and was widely acclaimed by all.

With its inimitable, value-driven ethos, JK Lakshmi Cement propagates innovative schemes to drive creativity. It is a company that values talents and believes in providing an array of platforms to reach out to the associates and their families. Taking everyone together in the journey and creating an atmosphere of a big inclusive family, JK Lakshmi Cement is relentless to bring all the stakeholders to its folds.



Rewarding Retailers - JKLC Sixer Retailer Meet

JKLC Sixer has ensured to keep up the rhythm through the immensely successful meet and greet events that help to maximize effective network for all the participants. These events are powerful networking and interactive tools that act as a catalyst for more productivity. One such event JKLC Sixer Cement Retailer Meet was organized in Udaipur on 10th January 2022 at the Historia Royal. More than 100 retailers and Influencers participated in the meet under the cluster of Udaipur District. Gifts were distributed under the JKLC Sixer Retailers Promotional Schemes. The event was attended by Mr. Ajay Dhadhich, Sales Head - Rajasthan & MP.

JKLC Sixer has been running a successful sprint in the markets of Rajasthan, and the product is well accepted across demographics. The schemes and loyalty programs run by it are highly appreciated by the retailers. The quality of the product is top notch and the scheme also motivated the retailers and influencers to push the product in the market.

JKLC Sixer team thanked the retailers for participating in the schemes and the loyalty programs with such enthusiasm and completing their targets within stipulated time. JKLC Sixer Cement also rewarded and felicitated the retailers with exciting gifts which were welcomed by everyone.



Spreading The Colours Of Joy - Holi Milan Across North

Holi is a time of happiness and fun as people smear bright colours on each other. It is a great occasion to catch up with family, friends, and colleagues. JK Lakshmi Cement celebrated this festival with its extended family of dealers, retailers, and sales promoters across North India in a series of fabulous events.

The first event was held on 11th March 2022, for the dealers of Noida and Greater Noida, along with JK Lakshmi Cement's officials. 32 dealers attended the event with great enthusiasm. Mr. Sunil Jain (Zonal Head - North) graced the event and interacted with the dealers, and celebrated the cheerful occasion. The event was marked by a lavish feast and great celebrations.

On 14th March 2022, another event was organized in Haryana at Pratapgarh Farms. Around 150 dealers and employees from different parts of Haryana came to join the Holi celebrations. The attendees enjoyed games like cricket, basketball, balancing act, and rumble ball. The event was addressed by Mr. Sunil Jain (North Zonal Head) and Mr. Puneet Agarwal (Regional Head). Another celebratory event was organized on 16th March 2022, at RK Riyasat Resort in Karnal, where around 180 dealers and employees from different areas of Haryana came together and danced to the beats of DJ to celebrate the colourful festival. Mr. Sunil Jain, along with the regional head, distributed Holi gifts among the dealers of JK Lakshmi Cement and Platinum Heavy Duty Cement. In Delhi, one more Holi Milan event was organized at Palm Greens Resort at GT Karnal Road, with around 80 dealers and employees in attendance. This event was graced by Mr. Sharad Agarwal (Chief of Sales), who motivated the dealers and extended his festive wishes to channel partners and company employees.



JKLC Sixer Holi Milan in MP

Holi revelries were marked with the joyous and vibrant colours of rainbow at Babu Water Park & Hotel, Rukdraksh, Ratlam on 16th March 2022. Around 85 invitees, including dealers and employees of JK Lakshmi Cement, were immersed in the vivacity of colours and delectable food as they shared the bountiful jubilation with each other. The company was represented by the senior management personnel Mr. Gouher Ali (Senior General Manager - Sales). The event also marked some vibrant discussions on the marketing and technical branding of JKLC Sixer Cement. The informative yet fun interactions were enjoyed by all.



Sanjeevani – The Health Initiatives

JK Lakshmi Cement has a dedicated team of Technical Service Cell who works closely with Masons and Contractors in the surrounding areas to design and deliver CSR projects focusing on healthcare. While rapidly mobilizing the kind of resources needed to effectively increase healthcare support, JK Lakshmi Cement has also successfully assisted by building community support networks for the Masons and Contractors in the nearby areas.

Various free health camps were organized across several districts of Rajasthan, focusing on Masons and Contractors. These camps provided free health and eye check-ups, Covid vaccinations, and free consultation by proficient doctors and health care workers. These camps witnessed a huge turnout and provided healthcare support to many people. The effort and relentless dedication of the Technical Service Cell has been highly appreciated by the Masons and Contractors.

JK Lakshmi Cement has always been at the forefront of providing basic support and amenities to the communities and has contributed responsibly to the betterment of various sections of society.



Influencing The Influencers - Multiple Contractor Meets



As a regular practice, JK Lakshmi Cement organizes Training and Meetings for Contractors under Technical Services Cell. These events are used as a tool of skill development among the influencer groups for understanding new construction techniques and for making a strong India. Earlier, these sessions were conducted face to face; however, the practice was shifted to a virtual mode during the pandemic. With the decline of Covid cases, the onsite events are being resumed with proper safety protocols. Covid protocols assist JK Lakshmi Cements in organizing meetings in several cities. It demonstrates that the company wishes to regain its position before Covid. After facing difficulties due to Covid, the company wants people to train and acquaint knowledge more effectively and efficiently. These events witnessed many contractors participating in it with great enthusiasm. It shows that people are equally

interested in these meetings as JK Lakshmi Cement. The company is providing a great opportunity to network and interact. These interactions lead to great collaboration among the stakeholders. Hence, JK Lakshmi Cement has always been at the forefront of providing fundamental assistance in skill development among the influencer groups for acquainting new construction techniques and contributing to all community sections of India.

PUZZLE

A	S	D	F	G	H	F	L	O	E
Z	X	J	H	A	J	J	A	R	X
J	K	L	C	S	G	H	K	L	E
C	V	B	L	I	D	N	M	S	L
Q	W	E	O	X	U	S	D	F	L
E	P	S	T	E	R	N	C	V	E
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- Mrs. Vinita Singhania, VCMD - JK Lakshmi Cement Ltd. was conferred with which award?
- Platinum Supremo Cement was recently launched in which region?
- Sarvashreshtha Suraksha Puraskar was awarded to which JKLC Plant?
- JK Lakshmi Cement's which Unit has been commemorated with the prestigious and top-ranked award "National Safety Award – 2018"?
- JKLC Retailer Meet was organized in Udaipur for which brand?
- Which edition of the Shripati Singhania Memorial Cricket Tournament 2022 was held recently?

Congratulations

RESULT OF CONTEST LXXXIX



Sambit Kumar Nayak
Technical Services
Odisha



Manojbhai Patel
Muktanand trading co
Mehsana

THANK YOU READERS!

We are thrilled by your participation.

Congratulations to all the winners, keep participating and win exclusive prizes.
Send in your entries through e-mail to Abhik Bhargava (abhikb@lc.jkmail.com).

LUCKY WINNERS WILL GET SURPRISE GIFTS!

