

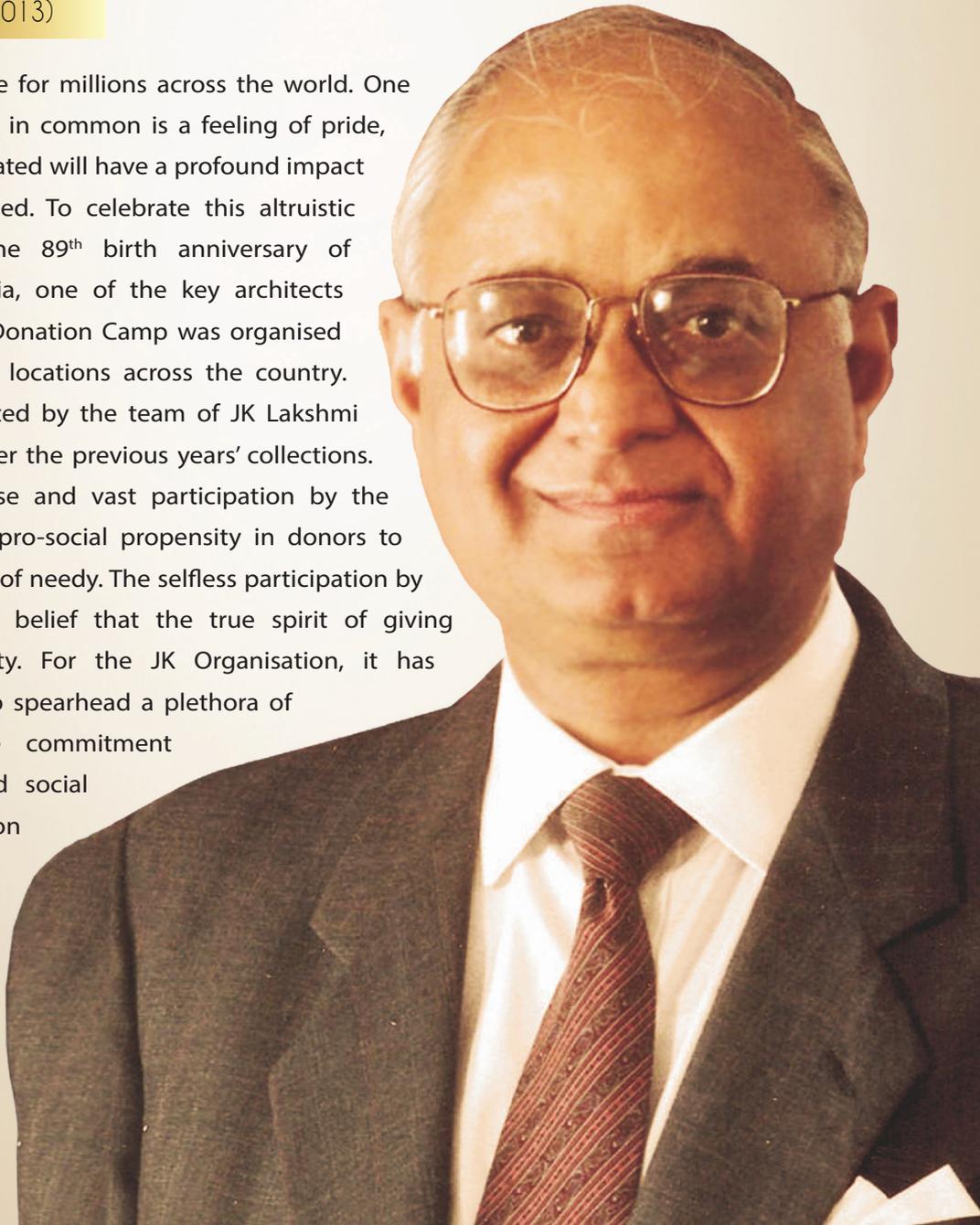
TRIBUTE TO 89TH BIRTH ANNIVERSARY

AN ART OF GIVING EVERY DROP MATTERS

Late Shri Hari Shankar Singhania

(20th June 1933 - 22nd February 2013)

Blood donors are a critical lifeline for millions across the world. One thing that all blood donors have in common is a feeling of pride, knowing that the blood they donated will have a profound impact on someone who is in vital need. To celebrate this altruistic emotion and commemorate the 89th birth anniversary of Late Shri Hari Shankar Singhania, one of the key architects of the JK Organisation, a Blood Donation Camp was organised on 20th June 2022 at numerous locations across the country. 2404 units of blood were collected by the team of JK Lakshmi Cement, establishing a record over the previous years' collections. With this overwhelming response and vast participation by the volunteers, it was a proof of a pro-social propensity in donors to make a difference in the lives the of needy. The selfless participation by these donors substantiated the belief that the true spirit of giving is the backbone of our society. For the JK Organisation, it has always been a matter of pride to spearhead a plethora of such initiatives, reflecting the commitment towards community service and social values. It goes beyond the definition of profitability, growth and brand recognition. The legacy of our revered Late Shri Hari Shankar Singhania is carried forward with passion and responsibility and the endeavor is to incessantly contribute towards social upliftment.



In Delhi, the Blood Donation Camp was inaugurated at Nehru House by Mrs. Vinita Singhania, VCMD, JK Lakshmi Cement, along with Mr. Shrivats Singhania, Executive Director. Mr. Arun Kumar Shukla, President, JK Lakshmi Cement, also joined the inauguration. After a complete success at various locations, the camp concluded at Nehru House with a collection of 69 blood units in total. Dr. S. Chouksey, WTD and Mr. Arun Kumar Shukla gave a heartfelt token of appreciation to the Rotary Club doctors and staff. The humanitarian event was organised across all JK Lakshmi Cement's offices, wherein Bhatinda, we have received an award from the district authority.



MAKING HISTORY

FLAG OFF AT AMETHI PLANT

JK Lakshmi Cement has written a whole new narrative through its powerful initiatives to pursue growth and development in the state of Uttar Pradesh. The first batch of trucks with cement bags was sent to the dealers to mark the exciting beginning of JK Lakshmi Cement in the markets of East and Central Uttar Pradesh. As an act of gratitude to God, the first truck was sent to Ayodha.

JK Lakshmi Cement as a company has increased its capacity for more market expansion and opening of new markets in East and Central Uttar Pradesh. The company has focused on creating opportunities for breakthrough growth and reaching potential customers across the state and leaving a lasting Brand recall in their minds.





जेके लक्ष्मी सीमेंट ने अपनी बेहतरीन सीमेंट मध्य-पूर्वी उत्तर प्रदेश के बाज़ार

भेजे गए। इनसे पहले संवर्धन में कामकाज की शुरुआत के लिए पूजा का आयोजन किया गया। इस अवसर पर, श्री अरुण कुमार, प्रिजिडेंट, जेके लक्ष्मी सीमेंट लिमिटेड ने कहा, 'जेके लक्ष्मी सीमेंट अपराजेय ब्रांड में अपने सीमेंट ब्रांड लॉन्च किए हैं। जेके लक्ष्मी सीमेंट और उसके प्रीमियम ब्रांड, जेके लक्ष्मी प्रो + सीमेंट का अनावरण अमेठी संवर्धन में आयोजित एक कार्यक्रम में किया गया। इस अवसर पर कंपनी के शीर्ष अधिकारी, डीएलएस और क्वारिअर सहयोगी मौजूद थे। एलां में आयोजित फ्लैग ऑफ समारोह में, जेके लक्ष्मी सीमेंट से भरा पहला ट्रक अयोध्या में श्री राम मंदिर के लिए भेजा गया।



The flag off ceremony was graced by Mr. Arun Kumar Shukla, President, Mr. Amit Mathur, Head of Sales, Mr. Sunil Jain, Zonal Head, North and Mr. S.K. Saxena, Plant Head, Sirohi. The event was conducted amidst media coverage and the buzz created around the plant resonated with the sounds of enthusiasm and motivation. Widely covered by the local media and other social media platforms, the event generated immense fervor amongst the stakeholders. With extensive exposure that the plant generated, it would be a forerunner in the cement sector in the surrounding areas.



As the first set of trucks with cement bags was sent to the dealers, they were welcomed and brought warmly in the folds of JK Lakshmi Cement's family. It is a matter of pride that with forays in UP, JK Lakshmi Cement will attain new heights of success.



जेके लक्ष्मी ने लांच किया सीमेंट ब्रांड का पहला ट्रक अयोध्या में श्री राम मंदिर के लिए

लखनऊ (काशीवात)। अपने ग्राहकों को विशेष निर्माण आवश्यकताओं को ध्यान में रखते हुए और उत्तर प्रदेश राज्य को आगे बढ़ाने के लिए, भारत की सबसे प्रतिष्ठित सीमेंट कंपनी, जेके लक्ष्मी सीमेंट लिमिटेड ने पूर्वी उत्तर प्रदेश में अपने सीमेंट ब्रांड लॉन्च किए हैं। जेके लक्ष्मी प्रो + सीमेंट और उसके प्रीमियम ब्रांड, जेके लक्ष्मी प्रो + सीमेंट का अनावरण अमेठी संवर्धन में आयोजित एक कार्यक्रम में किया गया। इस अवसर पर कंपनी के शीर्ष अधिकारी, डीएलएस और क्वारिअर सहयोगी मौजूद थे। एलां में आयोजित फ्लैग ऑफ समारोह में, जेके लक्ष्मी सीमेंट से भरा पहला ट्रक अयोध्या में श्री राम मंदिर के लिए भेजा गया और बाद में पूर्वी और मध्य उत्तर प्रदेश में कंपनी के शीर्ष डीलरों को सीमेंट से भरे 51 ट्रक भेजे गए। इनसे पहले संवर्धन में कामकाज की शुरुआत दर्जा हासिल कर चुका है। जेके लक्ष्मी सीमेंट कारोबार ₹ 5000 करोड़ है, भारत की प्रमुख सीमेंट कंपनियों में से एक है। कंपनी ने 1982 में राजस्थान में अपना



CREATING SOCIAL IMPACT

CSR INITIATIVES



As JK Lakshmi Cement is navigating through a new emerging world of work, there are fresh opportunities that are opening up to reconstruct and reimagine work in a post-COVID era. JK Lakshmi Aajivika Project under CSR marks the beginning of a new innovative approach to tackling unemployment. By boosting student engagement and experience, and creating an impact in the community, JK Lakshmi Aajivika Project heralds a new era of employability that places purpose at heart of the skill development.

Under the principles of promoting vocational skill development programs, JK Lakshmi Cement established a Computer Training and Beauty Parlor Training Center at Jhajjar, Haryana. Mr. Arun Kumar Shukla, President inaugurated these centers along with the Chief Guest Captain Shakti Singh, Deputy Commissioner of Jhajjar at Bal Bhawan. This is a joint project in partnership with District Child Welfare office, Jhajjar. The Chief Guest announced that these initiatives would create employment and develop skills and confidence in the youth. The skill development training centers would give the necessary impetus to the youth to work towards their livelihood and self-dependency.



JK Lakshmi Cement has a commitment, addressing key social issues in terms of employment and upliftment of marginalised communities for income generation. The company has initiated sustainable livelihood creation through the promotion of many such initiatives and would continue to work towards the betterment of the society in any which way. At its heart, JK Lakshmi Aajivika Project initiative is a unique attempt to bring about social impact while you learn. The initiative also shows how businesses can weave 'purpose' into their growth strategy.



Another glorious win!



NEWSLETTER | VOLUME NO. XC
April - June, 2022



SAVVIEST OF ALL BRAND OF THE YEAR

JK Lakshmi Cement as a savvy brand has tapped into the wave of refreshed consumer intent to soar high. The company has once again shown its impressive brand power and positioning along with consistent growth. The company yet again proved its dominance in the industry. JK Lakshmi Cement has seized the opportunity and rose the prominence after receiving the coveted Brand Of The Year 2022 award. At a glittering event in the Lalit hotel, Mumbai

JK Lakshmi Cement conferred with the **Brand Of The Year 2022** Award

on 1st July 2022, the award was presented to company officials by actress Ms. Neha Dhupia. Mr. Suresh Holagi, VP Marketing & Mr. Ejaz Khan, DGM Marketing, were present on the company's behalf to receive the award. The event was attended by all the major brands across industries. Brands of India 2022 is an exclusive gathering of the brands, which celebrates their achievements over the past year and beyond. With a deep cache of consumer trust to draw upon, Marksmen has constituted this award for brands that shook off systemic shockwaves as they donned a new avatar and continued to reign supreme in the hearts and minds of consumers.

UDAAN A FLIGHT OF CREATIVITY

JK Organisation organised JKO UDAAN COMPETITION -2021-2022, an annual intervention wherein teams from all Businesses participate. Anchored to a theme based on the organisational change to be cascaded across all businesses by the top leadership, the objective of this intervention is to unleash creativity and innovation, develop leadership capabilities and promote cross-functional teamwork.

JK Lakshmi Cement was also represented by a team of most talented and innovative members, who participated in the Best paper presentation at the group level. The ideas presented by JK Lakshmi Cement's team to judges was exceptionally original and a new breakthrough. The JK Lakshmi Cement team was the proud recipient of the first prize at the Group level after a decade.



The team took the opportunity to consolidate best practices and new technologies by leveraging data-driven decisions and creating differentiation to enhance customer experience and engagement.

STRENGTHENING BONDS

ANNUAL DEALER CONFERENCE NORTH

Annual Dealer Conference North Zone in GOA was held on April 2022. It was an exciting and exhilarating event as dealers across UP, Haryana, Uttarakhand, Punjab, J&K, Himachal Pradesh and Delhi participated with enthusiasm. The event witnessed the participation of total 225 dealers and Sales Promoters from the North. A plethora of fun activities and performances by artists kept the dealers entranced. ADC was graced by the presence of Mr. Arun Kumar Shukla, President, Mr. Sharad Agarwal, Chief of Sales, Mr. Amit Mathur, Sales Head and Mr. Sunil Jain, ZH-North. All the Sales Promoters, North were felicitated by the senior management on stage and those who had completed the 25-year milestone were honoured on stage. All participants were presented with amazing gifts as a mark of honour. JK Lakshmi Cement takes pride in organising such events that are a springboard for people with similar interests to come together, interact, and be appreciated for their contribution to the company's growth.



AN IRREFUTABLE PRESENCE

PEPSCON EXHIBITION

To promote the use, development, preservation, operation and maintenance of the Precast Concrete Industry in India or elsewhere, PSI organised PEPSCON Exhibition 2022 at YMCA International Centre, Ahmedabad on April 2022. JK Lakshmi Cement participated as Co-Sponsor for Prefabricated and Precast Construction Technologies. Marking its strong presence through a well-envisioned stall, it was inaugurated by Mr. Prahladbhai Patel, Chairman of PSP Projects Ltd.

Prominent Structural Engineers, Architects, Builders, Government authorities attended the Exhibition & Conference. The company's stall attracted a strong footfall with prominent stakeholders visiting and interacting with our officials. The conference was supported by structural Engineers Association of India and witnessed participation by prominent players from Precast and Construction Industry across India. The event was inaugurated by Chief Secretary of R&B Department, while team members from Cement and VAP divisions guided the visitors on the company's product portfolio.



THAILAND SAGA

DEALERS CONNECT

JK Lakshmi Cement ensures in its endeavors to keep the dealer family happy. 75 Dealers from Chhattisgarh were taken on Thailand tour, after a long hiatus of two years. The tour spanned June 2022 and was a great success. The itinerary involved some amazing trips to tourist destinations and helped the dealers to de-stress and enjoy the splendors of the beautiful country. The exotic locations, beaches and shopping centers, all enthralled the dealers' fraternity and left them mesmerised.

JK Lakshmi Cement has ensured to appreciate and take care of all its stakeholders and has continuously organised events and tours to rejuvenate the hard-working community of dealers. In turn, the dealers have recognised the company's efforts to make them part of the JK Lakshmi Cement's family & making their appreciation evident through their relentless spirit.



ENRICHING KNOWLEDGE

STUDY TOUR AT CUTTACK PLANT

JK Lakshmi Cement has established its reputation through various initiatives. With credibility and passion that is unmatched, the company has ensured to nurture and educate the youth through informative initiatives. Developing educational tours that include exploration, Factory visits, and knowledge augmentation is part of the ethos of JK Lakshmi Cement, as the company believes in providing the best exposure to the future generation of talent.

Technical colleges BOSE and Synergy organised a study tour for their students and visited the CUTTACK plant as part of their curriculum and project.

Mr. Grish Tiwari, GU Head, Cuttack, and Mr. Gangadhar Pardhan, State Technical Head, conducted the classes at the Plant for these students. They ensured to provide the best knowledge-sharing experience for the students, thus showcasing the company's rich learning culture. Our experts of dedicated, enthusiastic and friendly team left no leaf unturned to make sure of a hassle-free and most comfortable learning experience. Moreover, the team made the whole learning process simple through the magic they created with world-class technology at the plant.



BUILDING INSIGHTS

PALANPUR PROPERTY EXPO

A first ever Property Expo of North Gujarat was organised in Palanpur, planned with the support of CREDAI Banaskantha Gujarat. JK Lakshmi Cement's Gujarat team participated in the Exhibition, a 3-day event held on April 2022. The exhibition saw extensive participation by real estate and building materials segment of the Banaskantha district. JK Lakshmi Cement was the "Presenting Sponsor" with its own stall and was represented by the company officials Mr. Suresh Holagi, Mr. Mahendra Gadhvi, Mr. Darshak Langaliya, Mr. Milap Solanki and other team members from Marketing, Technical & Accounts department. Additionally, officials and sales promoters from Platinum & Sixer brands were also present at the stall. The stall was inaugurated in presence of Sales Promoter Durga Group members and senior members of CREDAI. It was an honour that the company's stall was visited by the leader of BJP Banaskantha district and other VVIP bureaucrats and Govt. officials. The event was extensively promoted in print, outdoor and FM media and was supported by BTL activation in surrounding towns and villages.



NAME ME - GAME

1. My every drop can save the lives of people in need.
2. A cement plant established on my soils in UP witnessed a flag-off.
3. Under CSR, I mark the beginning of tackling unemployment.
4. I bring creativity and innovation through cross-functional team competition.
5. What esteemed award is associated with JK Lakshmi Cement?
6. I witnessed an extensive participation by real estate and building materials segment of the Banaskantha district.
7. The Annual Dealer's Conference North Zone was held in my beautiful city.
8. JK Lakshmi Cement Co-Sponsored my exhibition held in Ahmedabad.

Congratulations

RESULT OF CONTEST LXXXIX



Krishan Chand
Yamunanagar



Deepesh Mittal
Jaipur

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 (abhik@lc.jkmail.com).
LUCKY WINNERS WILL GET SUPRISE GIFTS!

We would like to thank Mr. Debdatta Sahu, Ms. Mahima Bhatnagar Tyagi, Mr. Manish Shekhar, Mr. Munish Srivastava, Mr. Prakash Chaubey, Mr. Sapan Avarani, & Mr. Shrey Dhanwantri for this edition of Shilalekh.

