



NEWSLETTER | VOLUME NO. XCI
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REACHING NEW HEIGHTS WITH BEST PERFORMANCE

Launch of Flagship Products by JK Lakshmi Cement for
Central & Eastern Uttar Pradesh

JK Lakshmi Cement organized a gala event on the launch of its flagship products JK Lakshmi Cement and JK Lakshmi PRO+ Cement on 2nd September 2022 at Ramada Hotel, Lucknow. More than 500 dealers, sales promoters & other business associates attended the launch. The company was aptly represented by Mr. Arun Kumar Shukla - President & Director, Mr. Shrivats Singhania - Executive Director, Mr. Amit Mathur - Head of Sales, Mr. S.R. Chitnis - Head Technical Services and Mr. Sunil Kumar Sangwan - Head North Zone. Mr. Rohit Sharma, Captain of the Indian Cricket Team and JK Lakshmi Cement's Brand Ambassador, sent a heartfelt message highlighting our shared values of consistency, resilience & strength.

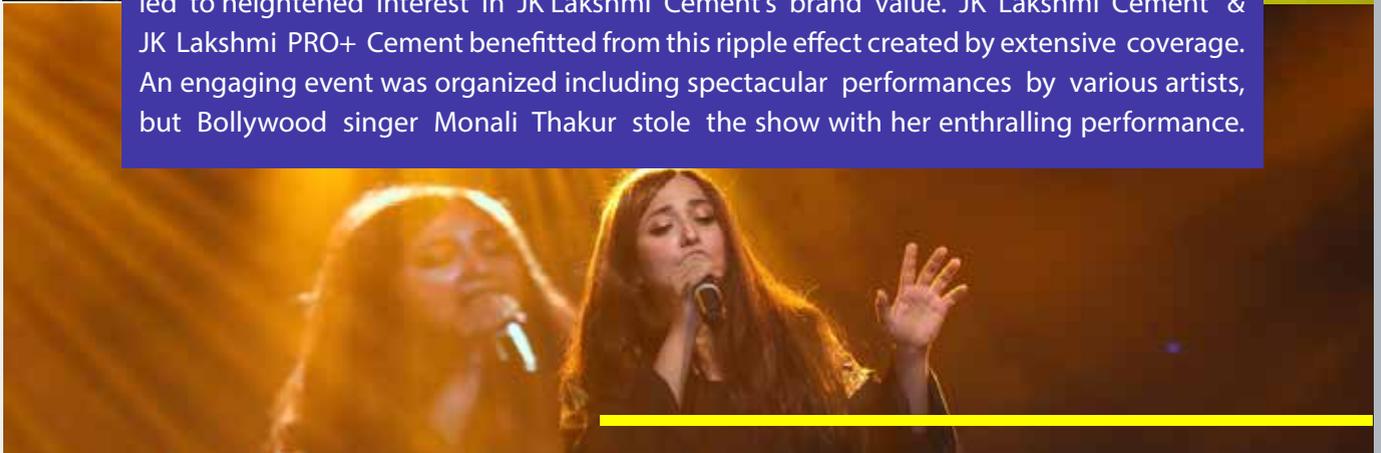


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SOARING BRAND VALUE



Before the event, a fruitful interaction between the media team and JK Lakshmi Cement's Senior Management, garnered huge coverage regionally. This engagement led to heightened interest in JK Lakshmi Cement's brand value. JK Lakshmi Cement & JK Lakshmi PRO+ Cement benefitted from this ripple effect created by extensive coverage. An engaging event was organized including spectacular performances by various artists, but Bollywood singer Monali Thakur stole the show with her enthralling performance.



Premium Product Launched by JK Lakshmi Cement



RECOGNIZING BRILLIANCE, PROMOTING EXCELLENCE

Honour Safety, Win Surely

Durg Plant won the 'Golden Peacock Occupational Health & Safety Award' for 2022 out of 350 applicants. The Award was bestowed on the company by the eminent Jury headed by Hon'ble Justice M. N Venkatachaliah - former Chief Justice of India.



Equality that Reaches the Top

Because of its constant efforts in creating gender equality & environment of inclusivity, JK Lakshmi Cement's Jhajjar Unit secured the Indian CSR Award for Best Women Employment Initiative of the Year (Corporate), 2022.



Save Energy, Bring Value

JK Lakshmi Cement Sirohi unit won the 23rd Prestigious National Award for Excellence in Energy Management 2022. The award was received by the top officials at an event in New Delhi.



Honour in 'Honourable Mention'

JK Lakshmi Cement was mentioned under "Honourable Mention" category under Aspirational Districts / Difficult Terrain category Western Indian National CSR Awards 2020

A Legacy of Building Excellence

"I believe in the power of fostering collaboration, empowering performance and driving excellence across business domains" - Mr. Arun Kumar Shukla (Getting ranked among the top 10 CEOs in India)

10 Best CEOs in India 2022
On the Front Seat of a Rs. 5000 Crore Cement Company

Arun Shukla

President, JK LAKSHMI CEMENT

The President of one of India's top cement brands, JK Lakshmi Cement, Mr. Arun Shukla needs no introduction. He holds a B.E. in Civil Engineering, is an alumnus of IIM, Calcutta, and has completed a general management program from INSEAD, France. He is currently pursuing his Fellow Program (F.P.D.) in Management (EFMD), Strategic Management from IIM Ranchi and has close to three decades of rich experience in leadership roles across Steel and Cement industries.

Having started his career nearly three decades ago as a young engineer at Tata Steel in 1992, he has travelled to lead JK Lakshmi Cement, a Rs. 5000 crore cement company. His journey is that of grit, determination, and dedication.

I believe in the power of fostering collaboration, empowering performance and driving excellence across business domains.

TradePlock spoke to Arun to find out more about his journey and the expertise that helps him lead JK Lakshmi Cement from the front.

Please elaborate on your professional journey, from Tata Steel to JK Lakshmi Cement.

I started with Tata Steel in the Central Engineering and Development Department and contributed towards the modernisation phase 3 of the steel major. My next move was to Lafarge India Limited in 1999, where I spent nearly two decades of my professional life and held several key positions within the company ranging from Sales & Marketing, Manufacturing to greenfield and brownfield expansion projects. Subsequently, I worked as CEO for Lafarge BHC and was instrumental in turning it around within a short span.

Towards the end of 2018, I moved to Dalmia Cement (Bharat) Ltd. where I spent nearly two-and-a-half years as their Executive Director - Sales and Marketing. Post this, I joined JK Lakshmi Cement Ltd as their President in February 2021 and am responsible for their BHC, manufacturing, business expansions, sales & marketing, people growth, and much more.

Tell us more about the traits that help you drive the company from the front seat.

I believe that I am a quick learner, a steady and efficient implementer, and an optimist to the core. I have keen observation skills that help me understand the situation and people better. My strategic business sense and my passion



BRINGING INNOVATION TO CEMENT INDUSTRY



An Agreement to Innovate

A tripartite agreement was signed by Shri Arun Shukla, President & Director, JK Lakshmi Cement Ltd, Dr. B N Mohapatra, Director General, National Council for Cement and Building Materials (NCCBM), and Shri Avnish Kumar, CEO, LivNSense to demonstrate the application of Artificial Intelligence & Machine Learning models in the cement manufacturing process.



Enjoy the Elixir of Independence

JK Lakshmi Cement marked the 75th Independence Day across various locations by taking part in the 'Har Ghar Tiranga' campaign under 'Azadi ka Amrit Mahotsav'. All stakeholders celebrated with pomp and jollification. Our nation's progress was fueled by those who contributed to its growth and progress.

THE CHANNEL PARTNERS CONNECT



Sharing honour with family

East Zone held its Annual Dealer Conference at Hukums Lalit Mahal, Raipur, on 25th August. Dealers from various places were invited along with their families. The best performing dealers were facilitated and awarded.



Club with Exclusive Benefits

A top tier – President's Club was launched for the top dealers of the Dealer loyalty program, JK Lakshmi SKY. The members of the President's Club were given a plaque and letter from the President as a welcome gift at their work places. This Club comes with a host of exclusive benefits and exciting gifts.



Illustrious Meet with Dealers

The South Gujarat - 2 team of JK Lakshmi Cement organized a Gold Distribution Meet at Avadh Utopia (Vapi) for the dealers of Navsari, Dang, Valsad and UT region. The dealers were happy to meet at the exotic location. The event was graced by Sales Promoters & dealers.

CUSTOMER CONNECT



Learn Together, Build Together

JK Lakshmi Cement paid homage to the legendary Engineer Dr. M. Visvesvaraya by celebrating the Engineers' day through out the month of September. Entire month was celebrated as Engineers' Month by conducting multiple meetings across various locations of our operations. The theme for these events was "Amendment in BIS Specifications".

Proficient Development, Future Construction

JK Lakshmi Cement has always encouraged learning and ensured to bridge the gap between learning and finding a career. Therefore, when the 2nd year civil engineering students of Geetanjali College of Engineering, Udaipur visited the company's RMC plant, they were gratified by the immense learning opportunity.



Constructional Convention with Contractors

20 contractors visited Durg Plant from Mohgaon, Dist. Kawardha, Chhattisgarh. Along with dealer M/s Vishnu Krishi Kendra and Technical Service Cell Officer, Mr. Jitesh Solanki to understand the cement manufacturing process & gain knowledge.

Exchanging Visions, Bonding Nation

JK Lakshmi Cement participated in the Economic Times Mining Oil and Gas Conclave on 3rd August, 2022 at Marriott Hotel, Jaipur. An exchange of ideas, innovation, inspiration, networking and learning were the hallmark of this conclave in Rajasthan's wonderful capital city of Jaipur.



PRODUCE OPPORTUNITY, UPLIFT SOCIETY

A Path to New Horizons

Under its educational initiatives, a Skill Development Centre was inaugurated at Bal Bhawan, Jhajjar. The event was jointly inaugurated by the Deputy Commissioner of Jhajjar and Shri. Arun Kumar Shukla, President & Director of JK Lakshmi Cement.



Shape Your Mind

JK Lakshmi Vidhya (a CSR project by JK Lakshmi Cement) launched a Career Counselling and Guidance Program. More than 700 students are benefitting from this program. This program includes skill development, counselling (X-XII students), English communication, psychometric analysis, etc.



Praveshotsav- Give New Beginnings to Beginners

'Shala Praveshotsav' a three-day drive to enroll students was organized under the program of Sarva Shiksha Abhiyan. JK Lakshmi Cement distributed 2000 school bags to first time school entrants and to top 3 rank holders from I-VIII across 17 schools.



World Literacy Day- Change For The Better

Under its various CSR initiatives, JK Lakshmi Cement helped more than 5000 students received scholarships, build school infrastructure, sponsored teachers, sponsored disabled children, run libraries, organized medical and dental camps, etc. and helped the society by nurturing the future generations.



EMPLOYEE CONNECT



Motivation to Sales Team

Through its innovative and encouraging programs, JK Lakshmi Cement has found creative ways to motivate its sales team. JK Lakshmi Cement launched its much awaited and very first sales contest under the name of 'Titans of the Trade'. Mr. Atish Nilekar from Nagpur became the First Hitman of the Month on 6th August 2022.

Interconnection Enterprise of Vision

Bandhan, an Employee Connect Activity were organized for the employees based in Bhubaneswar & Baroda, where interactive sessions were formulated. This meeting aimed to discuss the organisation's vision, mission and values, as well as performance related to them.



Mitra App for Dealers

Customers-In-Culture (CIC) activities were conducted in Nagpur, Ahmedabad and Udaipur by multiple Interdepartmental Teams. Dealers provided valuable feedback regarding the Mitra App to the team. The team not only resolved their issues, but also informed them about the different services they can avail from the app.

We would like to thank Mr. Aman Gandhi, Mr. Amlsh Srivastava, Mr. Arpit Kansara, Mr. Munish Srivastava, Mr. Nitin Dwivedi, Mr. Prakash Chaubey, Mr. Ravi Mishra, Mr. Sanjeev Jha, Ms. Sonia Duggal and the entire Technical Services Cell Team for their contribution to this edition of Shilalekh.

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