



Newsletter | Volume No. XCIII

# UNBREAKABLE BONDS UNSTOPPABLE PROGRESS

India's Best performers shine at  
**Achiever's Conclave 2023**  
at Turkey



We were honoured to host our esteemed President's Club members from JK Lakshmi Cement Limited and Udaipur Cement Works Ltd. at the 2023 Achievers Conclave in Istanbul, Turkey. It was a combined trip to Turkey and Cappadocia, where the event featured the esteemed presence of Smt. Vinita Singhania, VCMD of JK Lakshmi Cement, Mr. Arun Shukla, President & Director of JK Lakshmi Cement, and Mr. Ranjeev Sharan, Chief of Sales. Together, we acknowledged and commended our exceptional dealers for their outstanding sales achievements. Together, we acknowledged and commended our exceptional dealers for their outstanding sales achievements, showcasing their unwavering dedication and hard work. Beyond business, the families of the dealers created cherished memories during this enchanting tour of Turkey. Over 80 members of President's Club along with their Spouses attended this event. Here's to success, unity, and the joy of celebrating accomplishments with our extended JK Lakshmi Cement & Udaipur Works Cement family.





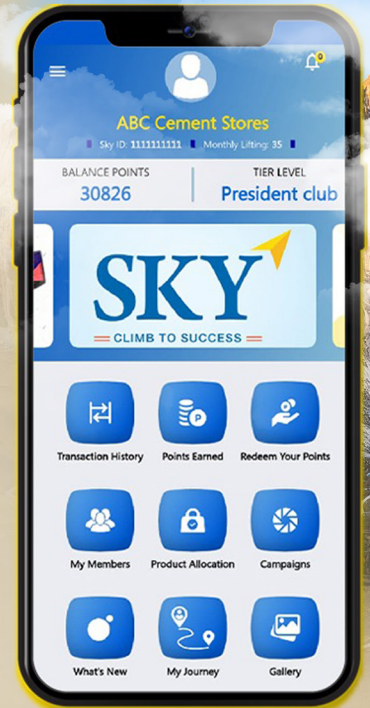
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# SKY

FLIGHT OF SUCCESS

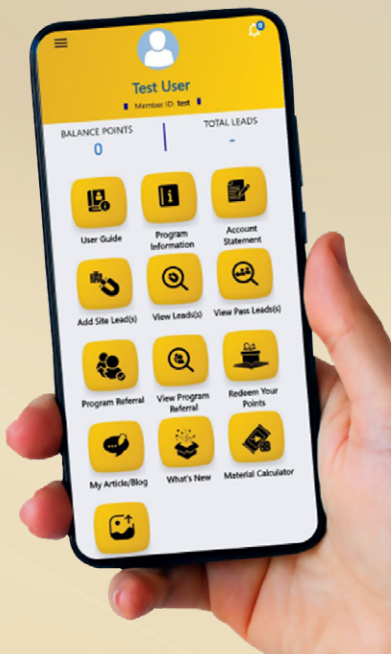
## DISCOVER THE ALL-IN-ONE SKY LOYALTY APP BY JK LAKSHMI

Welcome to a new era of streamlined loyalty and convenience. JK Lakshmi has unveiled a dynamic new loyalty program app called SKY, designed to streamline your experience across its esteemed brands: JK Lakshmi Cement, Platinum Heavy Duty Cement, and JKLC Sixer Cement. In this exciting transition, both Vishwas and Samman have been relaunched. Vishwas now incorporates all brands, including Vishwas (JKLC), Vijeta (UCWL), and Virat (Sixer). Meanwhile, existing members from the Bhagyashree (SIXER) and Sankalp (UCWL) programs are seamlessly transitioned into the comprehensive SKY initiative. The SKY app isn't just an upgrade – it's a transformation.



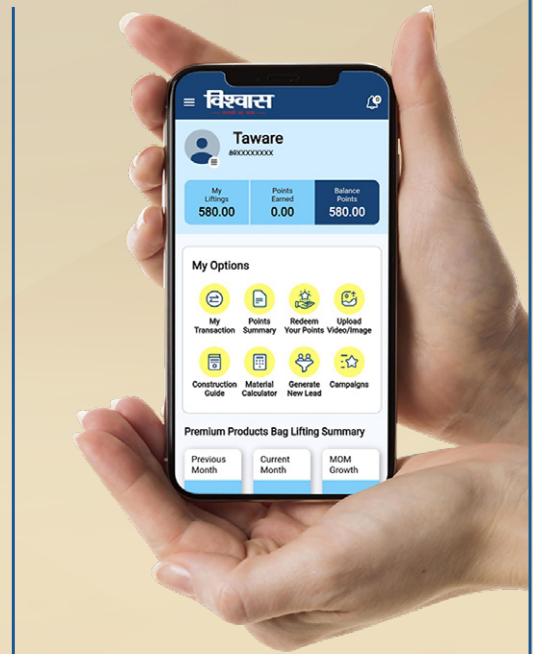
### JK LAKSHMI SAMMAN

Respect. Recognition. Relationship.



### विश्वास

— तरक्की का साथ —



## SIROHI UNIT EARNS THIRD CONSECUTIVE NATIONAL ENERGY LEADER AWARD

JK Lakshmi Cement Ltd Sirohi division has secured the prestigious 'Energy Excellent Unit Award - 2023' at the 24th National Award for Excellence in Energy Management, hosted by the Confederation of Indian Industry (CII) in Hyderabad. This marks the plant's third consecutive recognition, leading to the 'National Energy Leader Award - 2023.' It's a historic accomplishment and a testament to the JK Lakshmi Cement team's dedicated efforts and the top managements invaluable support.



## CELEBRATING VISIONARIES IN SUSTAINABLE ENERGY PRACTICES

JK Lakshmi Cement Ltd. Surat unit was honoured with the "SEEM Silver Award, 2022" at the SEEM India Energy Conclave for their exceptional dedication to sustainable energy conservation. This award celebrates the remarkable teamwork at JK Lakshmi Cement, Surat, and

encourages industries to promote sustainable energy conservation in 2022-23. Congratulations to the outstanding Surat team involved in this achievement.



## CHAMPIONING SAFETY AND WELLNESS IN DURG MANUFACTURING

JK Lakshmi Cement Durg Unit received the State Level Safety, Health & Environment (SHE) Award 2022-23 in the Large Scale Manufacturing category from the Confederation of Indian Industry (CII). The award, presented by the Hon'ble Governor of Chhattisgarh, Biswabhusan Harichandan, the award acknowledges company's commitment to excellence in safety, health, and environmental practices. Congratulations to the entire JK Lakshmi Cement Durg team on this outstanding achievement.



## JK LAKSHMI REALIGNED “FUTURE GOALS” FOR A BETTER TOMORROW

JK Lakshmi Cement proudly reveals its updated Purpose, Vision, and Mission Statements during a ceremony at its head office in Delhi. The distinguished presence of the Smt. Vinita Singhania, VCMD, Mr. Arun Shukla, President & Director and senior leadership team, signifies a crucial juncture realigning company's corporate goals. This alignment propels us towards a future that is not only promising but also deeply rooted in purpose.



## JK LAKSHMI LAUNCHES ‘CAREER KI UDAAN’

We're delighted to announce the launch of the company's new campaign, "JK Lakshmi Vidya Career Ki Udaan," reflecting the company's commitment to the well-being and growth of the company stakeholders. The program was inaugurated by key figures, including Smt. Vinita Singhania (VCMD of JK Lakshmi Cement Ltd.), Mr. Shrivats Singhania (Director & CEO of Udaipur Cement Works Ltd.), and Mr. Arun Shukla (President & Director of JK Lakshmi Cement Ltd.). This initiative, in collaboration with the company's technical partner, Top Rankers, offers exclusive online career counselling for the children of the company's valued dealers. It aligns with the company's belief that a successful business extends beyond profit.





## JAYKAYPURAM'S SIROHI PLANT RECOGNISED FOR SUSTAINABILITY

Jaykaypuram plant in Sirohi has received the coveted somWHR Award 2023, earning the title "Cement Plant of the Year" in the Northern Region for 2022-23. The Mission Energy Foundation presented this prestigious award to the manufacturing plant. The company extends its sincere appreciation to Shri Ahswani Khatri, Director General of Mission Energy Foundation, for this esteemed accolade. It underscores the company's steadfast dedication to energy efficiency and sustainability. The company express gratitude to its dedicated employees, stakeholders, and the entire JK Lakshmi Cement family for their enduring support as it continue to lead in the cement industry.

## JK LAKSHMI'S ATAL TINKERING LAB INITIATIVE

JK Lakshmi Cement Ltd., committed to improving education quality in villages surrounding its plant, proudly announces the completion of an Atal Tinkering Laboratory building at Govt. Higher Secondary School, Nandini Khundini, Durg, Chhattisgarh, as part of the JK Lakshmi Vidya CSR Project. The lab building, inaugurated in the presence of the Company's senior management, Gram Panchayat, school staff, and students, makes the school eligible for government support in purchasing lab equipment. This aligns with the government's Atal Tinkering Lab scheme, fostering curiosity, creativity, and vital skills to empower young minds as future innovators and leaders. The company extend its gratitude to all who supported this endeavour, shaping a brighter future for students.



## JK LAKSHMI'S DURG UNIT UNVEILS COMPREHENSIVE YOUTH DEVELOPMENT CENTRE

The Durg Unit proudly inaugurated the JK Lakshmi Yuva Kaushal Vikas & Coaching Centre, a vital component of our Vidya CSR Project, dedicated to the holistic development of youth. This multi-disciplinary centre offers career counselling, professional course coaching, government job entrance preparation, personality development, access to a library, and computer facilities for tasks like entrance exam form-filling and job-related information searches, all aimed at empowering and nurturing the potential of the youth.



## JK LAKSHMI CEMENT WINS 'BEST PROCUREMENT TEAM OF THE YEAR' AWARD

We are excited to announce that JK Lakshmi Cement Ltd. has been lauded with the esteemed "Best Procurement Team of the Year" Award at the 15th Express, Logistics & Supply Chain Conclave, held at the prestigious Taj Lands End, Mumbai. The ELSC Leadership Awards, celebrated for their industry credibility and enduring legacy, have bestowed upon us a great honour. This accolade is a testament to the unwavering commitment and tireless efforts of the company's exceptional procurement team. We extend our

heartfelt congratulations to the JK Lakshmi Cement procurement team for their remarkable contributions, making this achievement possible.



## A DAY OF SHARED INSIGHTS AND ASPIRATIONS AT VENDORS' MEETING

JK Lakshmi Cement Ltd. & Udaipur Cement Works Ltd. celebrated 'Partners in Progress' at the Holiday Inn, Delhi. The inaugural Vendors' Meet fostered a collaborative platform for our esteemed business partners, and the event also hosted our leaders such as Smt. Vinita Singhania, VCMD, Mr. Arun Shukla, President & Director of JK Lakshmi Cement and Mr. Shrivats Singhania, Director & CEO, UCWL. The top management emphasised the company's dedication to sustainability, resilience, speed, and clarity in procurement, these principles propel us toward responsible and efficient practices, charting a course for a brighter, more sustainable future. The company extend sincere appreciation to its strategic partners for their steadfast support as we strive for new heights of excellence and prosperity.



## ANNUAL DEALER CONFERENCE EAST ZONE 2023

In a remarkable gathering of industry achievers, JK Lakshmi Cement recently hosted its Annual Dealer Convention for the East Zone at the enchanting Nong Nooch Village in Thailand. This event was a splendid celebration of excellence designed to acknowledge and honour the exceptional performance of dealers across various categories during the financial year 2022-23. Amidst this star-studded affair, awards were presented to the best of the best, recognizing their outstanding contributions to the company's success. The icing on the cake was the presence of Mr. Ranjeev Saran, Chief of Sales, who graced the occasion as the chief guest, adding an extra layer of prestige to this extraordinary gathering.





## A GRAND CELEBRATION OF SUCCESS JKLC SIXER'S GUJARAT DEALER MEET 2023

It was a night to remember in the heart of Gujarat as the JKLC Sixer Gujarat Team hosted a spectacular dealer meet, at the exquisite Hotel Leela, Gandhinagar. The event brought together the vibrant community of dealers and sales promoters associated with the JKLC Sixer brand from all corners of the state. With a gathering of around 275 participants, which included dealers and their spouses, the evening was a testament to the success of the brand and the enduring partnerships it has fostered.



### *Special Thanks to the Editorial Reporters*

We would like to thank Ms. Deepika Soni, Mr. Munish Srivastava, Mr. Nikunj Jain, Mr. Sapan Avarani and Ms. Sonia Duggal for their contribution to this edition of Shilalekh.

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**PLATINUM**  
HEAVY DUTY  
CEMENT

**PLATINUM**  
SUPREMO  
CEMENT


**JKLC**  
SIXER  
CEMENT

**SUPER**  
SIXER  
WEATHER GUARD  
CEMENT

**JK LAKSHMI**  
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**JK LAKSHMI PLAST**  
GYPSUM PLASTER | SMART WALL PUTTY

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