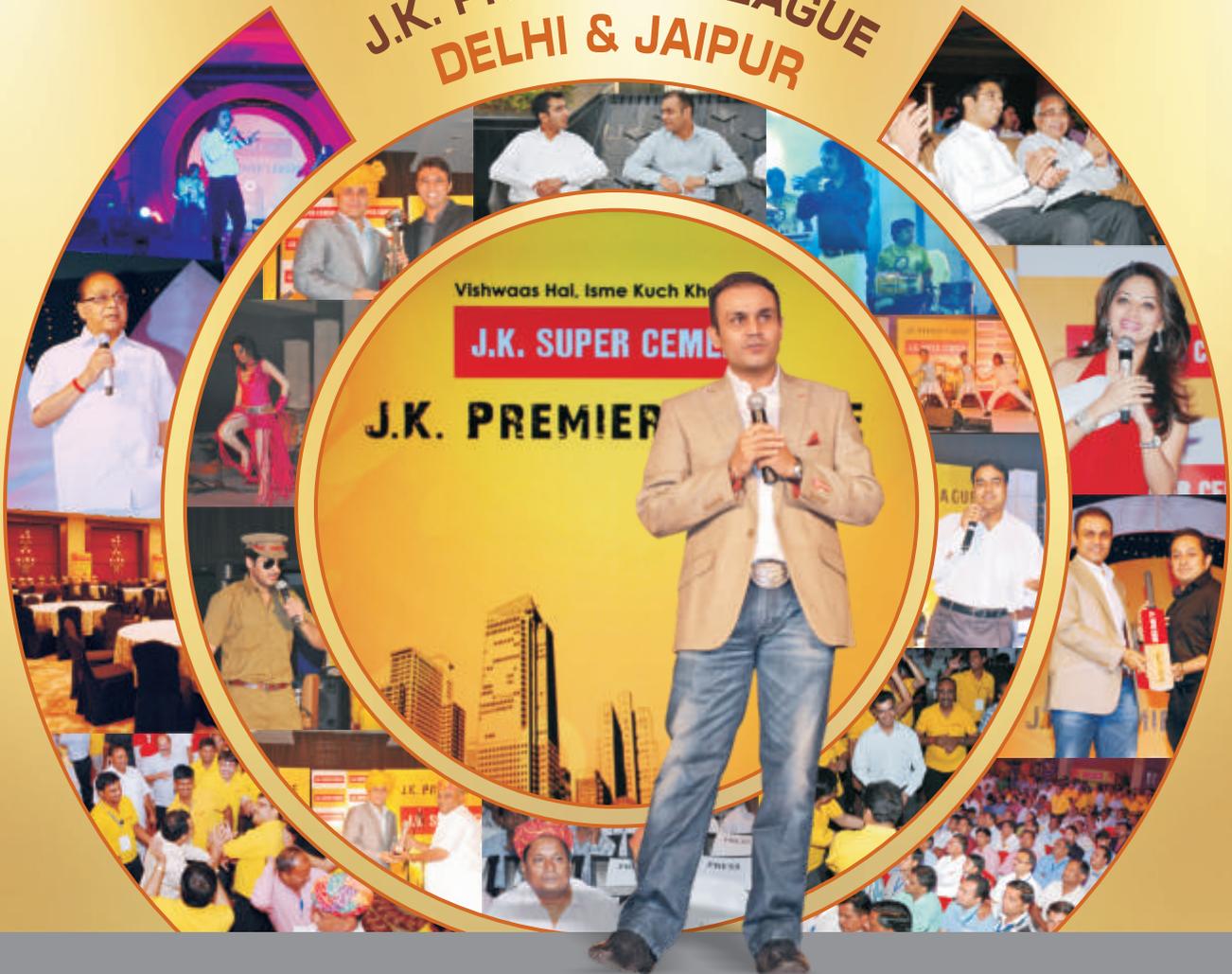




# JK spotlight

May-June 2012 Volume : 1  
Issue : 3

## J.K. PREMIERE LEAGUE DELHI & JAIPUR



### Highlights

J.K. Premier League  
Delhi & Jaipur



Medical Camp  
Nimbahera





## Registration of J.K. Spotlight

It gives us great pleasure in informing you all that J.K. Spotlight is now registered with the Registrar of Newspaper for India under the Press and Registration of Books Act, 1862, thanks to the efforts of our legal team. We thank you all for your contribution and unstinting support in making Spotlight an integral tool of communication in the Company

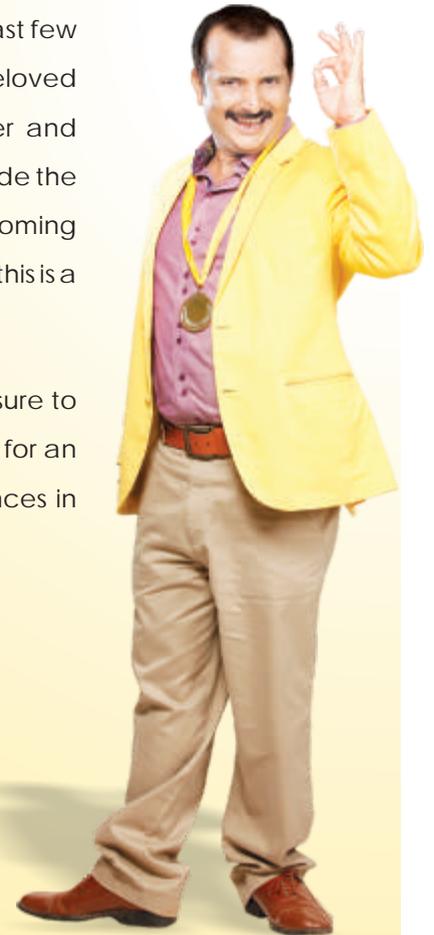
## Shri Chhutkauji's Success Story, Coming Soon ...

The Branding & Communication department has been consumed in a flurry of animated activity for the past few months. A brand new TVC featuring our beloved Chhutkau, or shall we say, Shri Chhutkau ji, older and wiser, has been in the making and is now ready to ride the airwaves. With J.K. Wall Putty user Chhutkau becoming the National Wall Painting Champion in the last ad, this is a perfect sequel, showing his continuing success.

A definite boost to our Wall Putty sales, the TVC is sure to bring out a chuckle or two from you. So stay tuned for an exciting account of the making and our experiences in the next issue of Spotlight.



Shri Chhutkauji  
with team



## Rendezvous with Special Executive

Imagine, for a moment, that you are the Special Executive of J.K. Cement Limited for a day.

What would you do? Any special efforts or new initiatives that you think might have a positive impact on our organization? Just jot down your ideas and send your note to the editorial team of Spotlight. The winning entry will entitle the author to a memorable day with our Special Executive - Mr. Raghavpat Singhania; a well deserved, all expense paid indulgence in the high life. And we are sure all entries will give meaningful insights and ideas on the road ahead for us.



*Last date of submission of entries  
20th Aug. 2012*

Please send your entries to  
**nitish.chopra@jkcement.com**  
**shivapriya.iyer@jkcement.com**

# FROM THE editor's DESK



Dear colleagues and friends,

It gives me a great sense of pleasure to share the happenings of the recent past with you all.

After our unforgettable dealer conference in Pune with our brand ambassador Virender Sehwal, we have played and won two more tests – in Delhi and Jaipur, with Viru in full form. Besides the dashing opener, our other gifted performers, singer Toshi and stand-up comedian Jitesh Chawla too were in their elements and the unbound enthusiasm of the gatherings is proof enough, that we are on a good wicket.

In continuation of our sincere commitment to our social responsibilities, we joined hands with Medanta – The Medicity, to launch a Three Day Free Health Check-up Camp at J.K. Cement Works, Nimbahera from 19th to 21st May.

As part of the World Environment Day celebrations, trees were planted at Nimbahera and Muddapur, with our team and locals coming together for the noble cause.

The spotlight in this issue is on Mr. Shabbir Khan - Unit Head, J.K. Cement Works, Muddapur. An amazingly dedicated, calm and focused achiever, he has lent his contagious commitment to our organization, since 1974. The other stalwart in focus this time, is Mr. Kanahiya Lal of M/s Agarwal & Company - one of our oldest stockists, and a winning enterprise driven by challenge.

Spotlight has come to become an invaluable link in our communication chain; and that's only been possible because of the dedicated efforts and continued inputs of many, besides our passionate communication team. Do keep your contributions and suggestions pouring in!

Best regards,

**Raghavpat Singhania**  
Special Executive  
J.K. Cement Ltd.

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## PEOPLE POWER

# TRAINING PROGRAMMES

### Sales & Plant Orientation Program - Grey South (Marketing)

#### PLANT ORIENTATION

During the months of April - May, Plant Orientation Programme was organized for South Grey Marketing team at Muddapur Plant. Five teams were organised for the programme.

1. Batch No. 1 (Outsourced Employees) 17 – 18 April'2012
2. Batch No. 2 (Outsourced Employees) 19 – 20 April'2012
3. Batch No. 1 ( Front Line Sales Officers) 25 – 26 April'2012
4. Batch No. 2 ( Front Line Sales Officers) 14 – 15 May'2012
5. Batch No. 3 ( Front Line Sales Officers) 11 – 12 May'2012

The aim was to share the glorious achievements of the Company, its philosophy, culture and values. The programmes focused on Cement as a material, Production and Quality control, Logistics, Manufacturing process and Quality control system.

#### SALES ORIENTATION

During the month of May'2012, Sales Orientation programme was organised for outsourced employees at Muddapur plant with a view to provide in-depth knowledge of our sales concept and practices. The two batches of employees were as follows:

1. Batch No. 1 (Out sourced Employees) 17 – 19 May'2012
2. Batch No. 2 (Out sourced Employees) 21 – 23 May'2012

Case studies and role plays were used to impart practical training. Mr. Cecil Mathew - Zonal Head highlighted the Company's sales vision and mission, goal and objective, sales policy and procedures. organisation structure - role and responsibilities. The account policy – system, procedure and MIS was taken up by Mr. Satish Varule - Sr. Manager Accounts.

Mr. Nitant Shah - G.M. CTS and Mr. P.S. Punneshetty - CTS provided detailed information on CTS activities, their role and responsibilities and customer complaint procedure, to the participants while Mr. Ali Saheb - DGM Logistics, as a mentor talked about warehousing, logistic and inventory control. He also discussed in detail about selling concept, acquiring knowledge about the product, market, sales network, customer and competitor and how to develop a data base.

Mr. MMA Khan concluded the programme with a discussion on skills, competencies and qualities of a professional Sales person.



Mr. Antriksh Jain - AVP (Quality Control) addressing the participants during the Plant Orientation



Mr. MMA Khan during the Sales Orientation Programme





## The Team That Serves You

The Customer Technical Services Division has been relocated to Central Marketing Office Delhi with effect from 11th July with Mr. R.P. Singh as the Head. Quality is paramount for us and we are committed to provide the best service to our consumers. CTS is a part of this endeavour and very crucial to the cement business. An integral part of the organization, CTS provides technical assistance to customers in various applications of J.K. White Cement and J.K. Wall Putty. CTS officers are stationed across the Country and they organize various events like Retailer Meets, DOA (Demonstration of Application), Exhibitions so as to reach our valued customers. Here are some excerpts from an interview with Mr. R.P. Singh –

### What are the new initiatives that you plan to launch?

The main aim of Customer Technical Services is to impart knowledge about correct construction practices and quality control. We are already working towards increasing our reach up to the Rural Markets which so far was restricted to B class cities. We are hopeful that this approach will



definitely yield better results.

### How do you think the role of CTS has changed over a period of time?

I take pride in the fact that it was our company, which introduced the concept of Customer Technical Services in the cement industry when we launched White Cement in 1984 with the main aim of educating people about the product. Then there was a transition and CTS activities were introduced by all Grey cement manufacturers also where the main aim was attending to customer complaints. Over the years the focus has shifted to educating the Customer, Traders, Artisans and the end users about the correct construction practices and the right usage and application of cement. This has proved to be a major contributor in increasing our market share and this is the reason why a department which started with 3 CTS executives has now 76 executives.

### What is your vision for the CTS division and how do you

the think the department will contribute in strengthening the position of the Company

Cement is a commodity which is neither purchased everyday nor the decision about the brand is taken by the buyer himself in majority of the cases. The influencers come from different strata of society and industry. While on one hand there are highly educated Architects, Structural Engineers and on the other hand are Masons who have not received any formal training as education in the field in which they are working. The main vision of CTS department will therefore be to continue to bring these influencers and decision makers on the same platform and educate / train both, the customer and the influencers. Collaboration and cooperation of both the CTS department and Marketing will contribute positively to the bottom line.



Mr. R.P. Singh  
Head - CTS

We heartily welcome him to the J.K. Cement family and look forward to a fulfilling and mutually rewarding association

New Joinee  
May - June 2012



Mr. Nilesh Puri  
Sr. Manager  
Sales-HR, Pune

\* Manager level & above only.

## spotlight on Mr. Shabbir Khan

(Excerpts from an interview with Mr. Shabbir Khan - Unit Head, J.K. Cement Works, Muddapur)

### Q1. Please share your most fond memory of your association with the Company.

I joined J.K. Cement Works, Nimbahera in the year 1974 during the installation and commissioning of Unit no.1 with rated capacity of 900 TPD. In the year 1986, I spearheaded the installation of Electrical & Instrumentation system right from inception to its successful commissioning. During my service at J.K. Cement Works, Nimbahera, we undertook substantial upgradation of Unit No.III in the year 1987 from 1500 TPD to 2750 TPD. Entirely new automation systems were installed with a Central Control Room. Since this was the first CCR at Nimbahera and our all CCR Operators were new, we spent three sleepless nights in the Central Control Room itself. This is one instance that I can never forget.

### Q2. As the head of J.K. Cement Works, Muddapur, how do you think the plant has evolved/grown since the time of its inception? What are the challenges that you have had to face during this journey?

I have had the privilege to witness the growth of the Company at J.K. Cement Works, Nimbahera over the years. I have also been a part of the process of setting up of a mega cement plant of 3.5 MMTPA capacity in the state of Karnataka, under the able guidance and valuable direction of our Managing Director - Shri Y.P. Singhania.

Right from the beginning, we faced a number of challenges like the ignorance of the people living in the area as ours was the first large plant in the industrially backward area of Muddapur. However, after regular counselling & discussion, we could

convince them that the plant will definitely improve the economy and uplift the standard of living and lifestyle of people of the area, which is clearly evident today.

### Q3. Our Company driven by the vision of philanthropic enterprise has always contributed towards the betterment of society, stakeholders and the environment. Please share with us some of the initiatives that have been taken to make a difference in the lives of the people living in and around Muddapur Plant.

It is a matter of pride that since inception of the plant, we have had harmonious relations with the surrounding villagers and there have been no industrial disputes. We have been resolving problems in different areas of work like mining operations, transportation, plant operations, etc. with mutual discussion and negotiation. We have also undertaken a number of CSR activities by way of arrangement of water, financial help to the needy persons as and when required, financial help to poor children for higher education, conducting Health Camps, constructing temple in the villages, development of Road, etc. Through such initiatives, we have been able to develop & uplift the standard of living of the people living in and around the Plant.

### Q4. What message would you like to give to the J.K. Cement family?

I strongly believe that sincerity, dedication and hard work can take you to great heights. I extend my best wishes to the Organisation.



Mr. Shabbir Khan



Mr. Kanahiya Lal and Mr. Rajendra Lal receiving the super six award from Virender Schwag

## spotlight on Mr. Kanahiya Lal of M/s Agarwal & Company, Raya, Mathura

M/s Agarwal & Company is one of our oldest stockists. A well known firm in western Uttar Pradesh, they have held the no. 1 position in U.P. for last few years. Mr. Kanahiya Lal Agarwal the owner of the firm, started cement business in 1974 as a dealer. Later he got the opportunity to take up a dealership of J.K. Cement Ltd through a sales promoter of

the Company. He got our first consignment in February 1976 by rail. Starting with a small scale business in building materials, Mr. Agarwal now successfully runs this enterprise along with his son Mr. Rajendra Kumar Agarwal. We thought it would be fitting to have him share his views about his association and experience with the Company thus far.

### Q1. You have had a long association with the company. How has this journey been? How do you think the association has grown/evolved over the years?

We have completed more than 36 years with J.K. Cement Ltd. It has been a very long and fulfilling journey. It is our pleasure to be associated with an organisation, where its channel partners are treated like family. The Company and its people have always come forward when in need of support. Moreover they never compromise with quality and supply even in the time of crisis.

### Q2. Despite the competition in the industry, how have you been able to sustain business over the years? What is your success mantra?

We have been able to maintain our market share with timely service, making material available at site as and when it is required, developing and nurturing a good sub-dealer network and improving the overall spread and penetration of our distribution with help of company. Also the Company gives us full support for sustaining our business in terms of providing Customer Contact Programmes such as meets for Engineers, Architects, skilled masons, Dealers and sub-Dealers. Our mantra for success is dedication, hard work and persevering despite all challenges.

### Q3. What according to you is the perception of our grey cement brands in the market? Please share with us the challenges that you had to face in promoting our brand if any.

I would like to say that J.K. Cement is a trusted name in the marketplace. Our Grey Cement brands both J.K. Super and J.K. 43- Grade enjoy strong brand equity and are preferred the most by the customers. Most of all J.K. Cement Ltd. stands for goodwill, trust, dependability and quality. Also the multimedia campaign of the Company has immensely contributed to good visibility. Despite this we have faced some challenges in promoting our brands in the recent years due to aggressive advertising by our competitors and greater frequency of customer contact programmes conducted by them.

### Q4. What message/suggestions would you like to give to the company?

We would like that our firm's fruitful association grows in the future. In my view, it is important for the Company to maintain close contact with the sub-dealers & small retailers through incentive schemes like our competitors. Also, I hope that we would continue to have timely supply.



Stockist's  
CORNER

Dealer Meet - SHIRDI



Shri Raghavpat Singhania with the stockists of Aurangabad. Also seen in the photo are Mr. Manish Bahuguna – Dy. Marketing Head (Maharashtra), Mr. Jugal Dubey – Area Mgr. (Aurangabad), Dr. Kaustubh Dadhich – Marketing Head – Grey (South-West) and other company executives



Shri Raghavpat Singhania – Special Executive with Mr. Bhaskar Rao Wakchure & Mr. Nilesh Wakchure from Wakchure Patil Sales Agency at the Dealer Meet organized in Shirdi on 23rd May

Retailer Meet – BARMER



Proprietor of M/s Chandra Prakash Singhal (B.O.) - Mr. Shailesh Singhal welcoming Shri Raghavpat Singhania – Special Executive at the Retailer Meet organised for Dealers of Barmer on 6th June. Also seen in the photo is Mr. Pankaj Kr. Gupta - State Head (Rajasthan)

Retailers Meet - KATHMANDU



Mr. Paras Kumar - G.M. (Marketing) addressing the participants at the Retailer Meet organised for the retailers of Kathmandu on 10th May. Also seen in the photo are Mr. Prashant Chaturvedi – ASM (Nepal), Mr. Mohan Sharma – AVP (Marketing) and Mr. Shailesh Gupta – Sr. G.M. (MIS)

Inauguration of Publicity Service Van - Rajasthan



Mr. A.K. Saraogi - CFO & President CA inaugurating the van. Also seen in the photo are Special Executives – Shri Raghavpat Singhania & Shri Madhavkrishna Singhania, Mr. D. Ravisankar – Projects Head, Mr. LK Gattani, Mr. Suni Jain – State Head (MP) and Mr. Saurabh Yadav – CTS (Jaipur)



Flagging off ceremony



Service Van



## Mr. Arif Khan Felicitated with the Best Teacher Award

Mr. Aarif khan - Senior Faculty of Kailash Vidya Vihar, Nimbahera was bestowed with the Best Teacher Award by Science Olympiad Foundation, New Delhi on 6th May 2012. Hon'ble Justice Manish Bhandari of Rajasthan High Court, felicitated Mr. Khan by presenting a Trophy, Certificate and Cash prize at a grand function at Maharana Pratap Auditorium in Jaipur. Parents, students, teachers and Principals from different schools were also present.

Mr. Aarif Khan was also invited to be a part of a three day seminar at Delhi, organized by Science Olympiad Foundation in association with British Council to discuss the changing scenario in the field of education and ways to add value to the existing system.



Mr. Aarif Khan being felicitated with Trophy and Citation by Justice Manish Bhandari

**J.K. Cement family congratulates Mr. Khan and wishes that he achieves new heights in the future.**



## Visit of Special Executive to Patna

Shri Raghavpat Singhania – Special Executive, at a get together organised for major stockists of Patna on 1st June at Hotel Maurya. Also seen in the photo are Mr. Shailesh Gupta – A.V.P. (MIS), Mr. Mohan Sharma – A.V.P. (Marketing – White Cement) and Mr. Paras Kumar – G.M. (Sitting).



Shri Raghavpat Singhania – Special Executive with stockist in Patna

## Site Exploration



Shri Madhavkrishna Singhania – Special Executive on a site exploration for a prospective plant

Shri Madhavkrishna Singhania – Special Executive being welcomed at the site

## Unveiling of the Corporate Song

The Branding & Communication team set about a very exciting project. A project to further solidify the bond of the entire J.K. Cement family through the universal language of music. The new, foot-tapping Corporate song has everyone humming with the energy of working towards a common goal of success, together. The song is sung by two very talented singers – Palash Sen from the much loved band Euphoria in Hindi and by Pirthwish Dev from Delhi based popular band Them Clones in English. Composed by Roy Menezes with lyrics by Manish Bhatt, it has truly raised everyone's spirits, and renewed the belief in a brighter future for us all.



mBks- t \$ smBrh gDehukj \$  
 tkxks- t \$ smEehn\$tkx\$

vkvk\$[ kq vi uk uke i \$kjs  
 bd t\$ d\$ dj dsvc fn[ kyk n\$  
 gksfQj jLrse\$fdruh nhokj \$  
 tlr\$sl k\$yM+g\$vi usbjkns

t\$dsI he\$ vi uh c\$u; kn\$sl k\$yM  
 t\$dsI he\$ g\$vi usokn\$sl k\$yM  
 d/k\$sl sdU/kk t\$Mksl cdksfn[ kk n\$  
 t\$dsI he\$ g\$sl k\$yM (Chorus)

dneksI sdne feyk d\$Hkx\$  
 tkuk g\$gedksI \$vt I svkx\$  
 vi uh uh\$ksi sgksI kjk nsk [ kMk- j\$  
 ; sgk\$ k I k\$yM g\$vi usbjkns

(Chorus)...

gks---- tksvi usi [ k\$se\$sl kd g\$  
 rksfQj oksnjvf{ kfr t Hkh i kl g\$  
 gedksi \$vt fo' okl g\$  
 geesd\$ [ kkl g\$

(Chorus)...

### Caller Tune Activation

Now you can make the Corporate Song your caller tune by following some simple steps mentioned below:

#### For Airtel Subscribers

Dial up ID = 5432111076401

VCode = 009110700006401

Just dial the ID on your mobile and follow the instructions provided by the system to copy the Hello Tune on your Mobile.

#### For Vodafone Subscribers

The J.K. Cement CT Code is 2765842

Any Vodafone user can get this caller tune activated through SMS

The user will have to send an SMS to 111 by typing ACT 2765842

#### For IDEA Subscribers

Type DT 2782876 and send an SMS to 55456

The charges as applicable to the subscribers tariff plan will apply





## J.K. PREMIER LEAGUE - DELHI

The smashing success of the Company's first ever dealer meet in Pune for Grey Cement South, with brand ambassador and ace cricketer, Virender Sehwag proved beyond doubt that we are on a good wicket. And so, we repeated the success story with two more meets for Grey Cement North, in Delhi and Jaipur.

Shri Raghavpat Singhania – Special Executive addressing the gathering

Successfully organising dealer meets of such scale is no easy feat. The Company managed to accomplish a herculean task considering that the two meets took place one after the other in a span of just 20 days. Despite many challenges, we put up a spectacular show and managed to cover more than 1000 dealers spread across the Northern market.



Mr. A.K. Saraogi – CFO & President CA welcoming Virender Sehwag – our Brand Ambassador

The dealer meet in the capital, organized at Taj Palace on 30th May was a gala affair with local lad Virender Sehwag obviously feeling completely at



The organizing team – Branding & Communication Department with Special Executives & Senior Officials

# SUPER HIT DEALER MEETS WITH SEHWAG!

Mr. Vikas Chauhan of M/s Aditya traders, a top dealer from Haryana receiving his award from Virender Sehswag



Mr. Girish Aggarwal from M/s Mahabir BM Store ecstatic after receiving his trophy

home. Gracing the occasion from the Company were, Special Executives - Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania, Mr. A.K. Saraogi – CFO & President – CA, Mr. R.C. Shukla – President, Marketing (Grey North) and Mr. M.P. Rawal – President (T & MS).

On the occasion of the dealer meet, Mr. Raghavpat Singhania – Special Executive, J.K. Cement Ltd remarked, "We believe that dealers across India are equal partners in our organisation's growth. We are a trusted name and have been in the northern market for 38 years now. The Company would not have been able to strengthen its position without the valued contribution of the dealers. Through such Dealer Meets we acknowledge the excellent



Toshi – Voice of India fame performing on the occasion



Jitesh Chawla - Standup Comedian, entertaining the audience



## J.K. PREMIER LEAGUE - JAIPUR

efforts put in by our strong dealer community of over 1000 members in the crucial markets of Delhi, UP, Haryana, MP, Rajasthan, Gujarat and Punjab.”

On this occasion, Virender Sehwag commented, “I am happy to be a part of this J.K. Cement family. I believe that J.K. Super Cement is a brand that stands for trust, quality and reliability. I wish them a long and productive innings in the marketplace.”

A similar high-powered dealer meet was also organized in Jaipur at Mariott Hotel on 20th June.

Adding to the delight of the dealers on both the occasions, was a performance by popular singer, Toshi of Voice of India fame. Toshi mesmerised the audience with his



Mr. Suresh Goyal of M/s. Agarwal Trading & Co receiving his trophy from Virender Sehwag





Traditional Saffa tying ceremony for our Brand Ambassador. Also seen in the photo is Mr. Bhandari of M/S Naveen Distributor

powerful singing. To lighten up the occasion, Jitesh Chawla, famous stand-up comedian kept the audience in splits with his hilarious acts. Super six awards were also given to the top six dealers of each state by Virender Sehwaag. The highlight of these evenings



was the rib-tickling Q&A between Jitesh Chawla and Virender Sehwaag, which had the entire audience in splits!

Our stockists are an indispensable part of the Company's growth story and we hope to further strengthen this partnership in the future.

## JKPL in the News

The collage features several newspaper clippings from 'Dainik Navjyoti'. The main headline is 'विकास की ओर अग्रसर 'जेके सीमेंट'' (Moving towards development 'JK Cement'). Other headlines include 'जके सीमेंट चित्तौड़ में करेगी 1000 करोड़ का निवेश' (JK Cement will invest 1000 crore in Chittaur), 'साहस्यग ने किन्ना डीलर्स को सम्मानित' (Sahasrag honored Kinna dealers), 'जेके सीमेंट की डीलरमीट सतपक्का' (JK Cement dealer meeting Satpuka), and 'Sehwaag attends cement dealers meet'. The clippings show photos of award ceremonies and group meetings.



## WINNING ENTRY

### Resolving Conflicts at Work

Conflict is a normal part of healthy relationships. After all, two people can't be expected to agree on everything at all times. Learning how to deal with conflict, rather than avoiding it, is crucial.

The very best and most efficient workplaces are not the ones without conflicts but those that handle conflicts constructively. Particularly when a workplace is changing and new ideas are being thought of and implemented, conflict is inevitable. There can be no business change without conflict. We can take essential steps like asking nicely if somebody has done something that made you angry, or if you don't understand their viewpoint, actions, simply asking about it can make a world of difference.

A hurried conversation at your desk between emails and phone calls won't solve anything. You need an undisturbed location and time to address the issue so invite the other person to talk about the situation.

"However, it's important that you laugh with the other person, not at them."

Communication skills, of course, include using 'I' statements instead of 'you' language. Owning your own feelings and your own communication is a much more effective way to communicate and teaching employees to communicate that way with others, goes a long way towards reducing conflict. Active listening, observing, apologizing, appreciating, requesting will be helpful to resolve conflict at work place.

As employees, we can also change our attitude toward the job while putting up with the unpleasant aspects of it.

So, handle conflicts sooner rather than later. Resolve a conflict when it starts, as it only gets worse with time.



**Mr. Swapnil Mene**  
CTS Executive

### Winning Entries

#### 1st Runner Up

#### Importance of Organisational Culture

Mr. Prakhar Joshi

Sir Padampat Singhanian University

#### 2nd Runner Up

#### Importance of Organisational Culture

Mr. Pawan Dua, Marketing Executive

J.K. White Cement, SriGanganagar

### Participating Entries

#### Importance of Organisational Culture

- |   |   |
|---|---|
| 1. Mr. Hitendra Bhadauria – M.T. (Logistics), Nimbahera | 7. Mr. Sunil Kumar Sharma – Dy. Manager, Personnel, Nimbahera |
| 2. Mr. Himanshu Upadhyaya – Marketing Executive, Punjab | 8. Mr. DD Purohit – J.K. White Cement Works, Gotan            |
| 3. Mr. CS Dashora – Dy. Mgr. (HR), Nimbahera            | 9. Mr. Bhavik Patel – Technical Executive, CTS Mehsana        |
| 4. Mr. Varun Yadav – Marketing Officer (Bhiwani)        | 10. Mr. Manish Todwal - Asst. Engineer (Projects), Gotan      |
| 5. Mr. B.K. Tiwari – CTS, Udaipur                       | 11. Mr. Anand Misra - Marketing officer, Sirsa Dept.          |
| 6. Mr. D. Sai Samba Siva Rao - CTS Executive Hyderabad  |   |

#### Resolving Conflicts at Work

- |  |   |
|--|---|
| 1. Mr. Pawan Dua – Marketing Executive, J.K. White Cement, Sriganganagar | 7. Mr. Ashish Mande – CTS Executive, Aurangabad                           |
| 2. Mr. Ashish Thakur -   | 8. Mr. S.S. Bakshi – Dy. Manager (Accounts), Nimbahera                    |
| 3. Mr. Parag Joshi – Manager Marketing, J.K. White Cement – Mumbai       | 9. Mr. C.S. Dashora – Dy. Mgr. (HR), Nimbahera                            |
| 4. Mr. Nitin Sharma - CTS  | 10. Mr. Maneesh Mathur – Asst. Manager (Trade), J.K. White Cement, Bhopal |
| 5. Mr. Anand Misra - Marketing officer, Sirsa Dept.                      | 11. Mr. D. Sai Samba Siva Rao - CTS Executive Hyderabad                   |
| 6. Mr. Bhavik Patel - Technical Executive, CTS, Mehsana                  |   |

**The topics for September '12 issue are:**  
(Max 300 words)

- 1. Cement : Commodity or a Brand**
- 2. The Importance & Emergence of Rural Marketing**

Last date for submission of entries is  
**20<sup>th</sup> August, 2012**

Please send your entries to  
**nitish.chopra@jkcement.com shivapriya.iyer@jkcement.com**

\*Decision will be taken as per the discretion of the Editor  
Please send original articles only to avoid copyright violation



## Off Site

### Trip to Thailand - Grey Cement (South)



Stockists from Bangalore in Thailand

### Stockists Meet - Club Himalaya



Mr. Mohan Sharma - A.V.P. (Marketing - White Cement) lighting the lamp on the occasion



Company Officials and dealers at Pattaya Beach during the Trip to Thailand organised from 29th May to 2nd June



(Sitting - from left to right) Mr. Paras Kumar - G.M. (Marketing), Mr. Mohan Sharma - AVP (Marketing), Mr. Mr. Shailesh Gupta - Sr. G.M. (MIS) and Mr. Rameshwar Singh (CTS) at the meet organised from 11th to 13th May. Mr. Abhishek Dixit - Officer (Branding) (Extreme left), Mr. Prashant Chaturvedi - ASM (Nepal) and Mr. Gairik Chanda - MT (Branding) with Staff of J.K. White Cement, Nepal

EVENTS & EXHIBITIONS

## Silver Jubilee Celebration & Annual Prize Distribution Function

### L K Singhania Education Centre, Gotan



Series of cultural activities presented on the occasion



The Annual Prize Distribution and Silver Jubilee Celebration at LK Singhania Education Centre, Gotan was a grand celebration. The program commenced with the Art and Craft Exhibition. The Chief Guest for this gala event was Gp. Capt. Vijay Kaushal who was accompanied by his wife Mrs. Sangita Kaushal. The exhibition showcased the beauty of life and was a splendid riot of colors. Various still life paintings, meticulous imitation of famous paintings of the world, glass

paintings, fabric paintings, Rajasthan's famous 'Bani Thani' paintings, painted posts and beautifully done linens decked the Art Hall.

Amidst a thunderous applause Chief Guest, Air Marshal A. K. Gogoi, PVSM, AVSM, VSM. ADC, AOC-IN-C HQ, South Western Air Command, Air Force and Guest of Honour - Mrs. Leena Gogoi, President, Air Force Wives Welfare Association (Regional) were warmly received by Mr. B.K. Arora - President, J.K. White Cement Works, Mrs. Sushma Arora - Vice President, LKSEC, Mr. R.C. Joshi - Principal and other members of the administration and staff.

The Chief Guest was given a traditional welcome with the song "Kesaria balam, padharo mare desh". After the lamp lighting

ceremony, the cultural program kickstarted with the Orchestra comprising 85 students playing Alaapa, Jod Alaapa, Harmonic, Western Music and Rhythmic Jugalbandi.

The Annual Report was then presented by Mr. R C Joshi that highlighted the achievements of the students throughout the year. The students later presented a play "Veer Abhimanyu" based on the life of Abhimanyu from Mahabharata. This show was undoubtedly the highlight of the entire program. Meritorious students were awarded by the Chief Guest for excellence in academics, sports and other co-curricular activities. The school's Annual Magazine, 'Creations, 2011-12' was also released on the occasion.



Chief Guest, Air Marshal - Mr. A. K. Gogoi being welcomed by a student



## Exhibition - Mangalore



Mr. P.S. Punneshetty (CTS) and Marketing Executives at the Manipal Ace Exhibition organised on 19th-20th May at Mangalore

## Exhibition - Bangalore



Mr. P.S. Punneshetty (CTS), Mr. Ravi - Projects (White Cement) and Mr. Anjan Kumar - Projects (White Cement) at the Karnataka Udhogyo Mitra (Govt. of Karnataka) Exhibition organised from 6th to 8th June at Bangalore

## CSM - Bandel



Mr. Goutam Ghosh - Sr. ME, Mr. Sanjay Chatterjee - Mgr. - CTS (Assam & West Bengal) and Mr. Chiranjeevi Ghosh - CTS Executive at the Counter Service Meet

## Demonstration of Application - Goa

People demonstrating the application



DOA Training Program organised in Ponda & Madgoan

This was followed by some more breathtaking performances by the students including '**Kalari**', an Indian martial art cum dance form from the state of Kerala and '**Lavani**', a popular Maharashtrian dance.

The guests were full of praise and appreciation for the

students and their creative genius.

Towards the end of the program, the announcement by Mr. B.K. Arora for a new building for a state of the art auditorium came as a pleasant surprise for all.



Gp. Capt. Vijay Kaushal congratulating a student on the Exhibition



Meritorious students being awarded by the Chief Guest

## CULTURAL EVENING ORGANISED BY LADIES CLUB - SURBHI, NIMBAHERA

Ladies Club Surbhi at J.K. Cement Works Nimbahera organized a cultural evening at Mangal Kailash Nagar – 1 on 18th June 2012. Mrs. Sonam Singhania graced the occasion as the Chief Guest while Shri Madhavkrishna Singhania -

Special Executive, Mr. D. Ravisankar – Head (Projects) and Mr. M.L. Goyal - Sr. V.P. (Commercial) were the Guests of Honour.



Club Members during a dance presentation



Mrs. Sonam Singhania inaugurating the Cultural evening



Mr. M.L. Goyal - Sr. V.P (Comm), Mr. D. Ravisankar- Head (Projects), Shri. Madhavkrishna Singhania - Special Executive at the programme

## Corporate Social Responsibility

### J.K. Cement partners with Medanta for a Three Day Free Medical Camp at Nimbahera, Rajasthan

The Company has always made consistent efforts to contribute towards the betterment of society, stakeholders and the environment. Recently J.K. Cement Ltd. joined hands with Medanta – The Medicity, Gurgaon, one of India's largest projects in multi-super specialty institutions to launch its Three Day Free Health Check-up Camp at J.K. Cement Works, Nimbahera from 19th to 21st May. The camp was launched under the able guidance of Mrs. Sonam Singhania – wife of Shri Raghavpat Singhania who inaugurated the camp in the presence of Shri Madhavkrishna Singhania - Special Executive, J.K. Cement Ltd. Also gracing the occasion were Mr. M.L. Goyal – Sr. V.P. (Comm.), J.K. Cement Works, Nimbahera, Dr. Hemant Singhal - Director, Medanta Breast Service and Dr. Narmada P Gupta - Chairman, Academic & Research, Urology, Medanta Institute of Kidney and Urology



*"Since inception under the guidance of Shri Yadupati Singhania – MD & CEO, J.K. Cement Ltd, we have been driven by our core philosophy of contributing to society be it in the field of education, health or any social cause that leads to a better quality of life for people."*

Mrs. Sonam Singhania

and key personnel from the Plant, Public representatives and Government Officials.

It was a mammoth project that could not have been possible without the inspired guidance of Mrs. Sonam Singhania and the sincere, selfless efforts of the plant officials especially Mr. M.L. Goyal.

Volunteers made door to door contact with villagers' particularly the needy people and motivated them to attend the health check-up camp. A team comprising doctors and employees from the plant visited 40 villages in and around Nimbahera. Around 2000 patients were checked and 1100 were registered for further check-up and remaining patients were provided free medicines & consultancy by the Company from 5th to 15th May 2012.

On 19th May, a Press conference was organized in which a large number of



Shri Raghavpat Singhania - Special Executive inaugurating the camp

*"We are proud to be associated with J.K. Cement Ltd. for this noble cause. We have done several such camps but this one has received a tremendous response. The camp has been so well organized and we truly appreciate the efforts of the Company personnel".*

*Dr. Hemant Singhal  
Medanta Group*



Mrs. Sonam Singhania helping out during the camp

electronic & print media participated. During the Press conference, speaking on this initiative, Mrs. Sonam Singhania, further elaborated on the medical camp.

The 20 members' team consisting of 6 Doctors and paramedical staff of Medanta Medicity successfully carried out various tests & Check-ups including physical examination in general, blood sugar, Eye test, blood sugar, blood pressure, ECG, Mammography and Echocardiography. Mrs. Sonam Singhania was present in the camp on all the days and personally ensured that all arrangements are carried out in the best manner possible.



Mrs. Sonam Singhania with the Medanta team



Mrs. Sonam Singhania addressing the audience at the Press Conference organised on 19th May



Medical Camp in Progress

## Press Clippings

# World Environment Day Celebrations

# EARTH

Let's Recommit Ourselves for a Greener Future

## Muddapur



Mrs. Hamida Khan during Tree Plantation



Mrs. Hamida Khan inaugurating the programme. Also seen in the photo is Mr. Harish Agarwal - AVP (Technical)

At Muddapur, Mrs. Hamida Khan, Mrs. Neelam Agarwal, Mr. Harish Agarwal and Mr. S.K. Das graced the occasion as the Chief Guests. Senior executives along with Padam Nagar residents were also present.

Trees were planted as part of the ongoing plantation drive at the plant. A seminar was organized on the occasion where many locals were made aware of the benefit of plantation /green belt development. Employees and residents of Padam Nagar enthusiastically participated in competitions like painting and essay writing.

## Nimbahera



Mr. KK Jalori - Unit Head and Mr. P.C. Dhariwal during the plantation

Tree Plantation marked the World Environment Day celebrations at J.K. Cement Works, Nimbahera where everyone got together with a commitment towards conservation & development of environment.

Chief Guest & Unit Head Mr. K.K. Jalori planted saplings and inaugurated the plantation programme at Regional Training Centre, Nimbahera in the presence of large number of employees. On this occasion Mr. P.C. Dhariwal - Sr. V.P. (Mines), Mr. S.C. Kurmi - V.P. (P.P.), Mr. S.K. Rathore - Head (Tech. & IR), Mr. N.S. Rajput - A.V.P. (Tech), Mr. S.K. Acharya, Mr. Mahim Kachhawa, President & Secretary of J.K. Cement Shramik Sangh - Mr. Nahar Singh & Mr. Iqbal Khan - Vice President (Cement Workers Federation) along with Sr. Executives also planted saplings.

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(Branding)

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Special Executive,  
J.K. Cement Ltd.

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**For any feedback, inputs and suggestions  
please contact :  
editor.jkspotlight@jkcement.com**