

# JK Spotlight

Jan.-Feb. 2011 Volume : 2



## Launch of J.K. Spotlight



Mr. Madhavkrishna Singhania - Special Executive, Mr. Raghavpat Singhania - Special Executive, Mr. Nitish Chopra - Manager (Branding), Ms. Shivapriya - Management Trainee (Branding), Mr. Anthony Das - Assistant Manager (Branding) and Mr. Vinod Krishna - Assistant Officer (Branding) at the launch of J.K. Spotlight.

Communication, they say, is the single most ability that has empowered humanity to reach where we stand today. J.K. Spotlight, our bi-monthly newsletter was formally launched on 7th January, 2011 by Shri Raghavpat Singhania & Shri Madhavkrishna Singhania at the Delhi Office. At the launch ceremony, Shri Madhavkrishna Singhania cut the ribbon of the inaugural issue of J.K. Spotlight and Shri Raghavpat Singhania congratulated the Branding team for this new initiative.

Though in a nascent stage, J.K. Spotlight has received an overwhelming response from everyone.

We hope that you will continue relishing the forthcoming issues and extending your invaluable support in making this initiative a great success.

Editorial Team - J.K. Spotlight

## Highlights

### Republic Day Celebrations



### 12th Productivity Excellence Award – J.K. White Cement Works, Gotan





## Visit of MD to J.K. Cement Works, Muddapur



Seen in the Front Row: From left to right- Mr. A.K. Saraogi - CFO & President (CA), Shri Madhavkrishnaji Singhania - Spl. Executive, Shri Yadupatiji Singhania - MD & CEO, Shri Kailash Nathji - Director & Mr. S. Khan - Unit Head, Muddapur Plant.  
Seen in the row behind: From left to right- Mr. Harish Agarwal - AVP (Technical), Mr. A.K. Jain - AVP (Prod. & QC), Mr. N.K. Misra - V.P. (Projects) & Mr. S.K. Jain - AVP (O&M)

Shri Yadupatiji Singhania - MD & CEO, Shri Madhavkrishnaji Singhania - Special Executive along with Mr. A.K. Saraogi - CFO & President (CA), visited Muddapur plant on 23rd January, 2011. They were given a warm welcome by Mr. S. Khan, Unit Head, at Belgaum. On their arrival at the Muddapur township, Shri Kailash Nathji – Director, along with other executives of the Company extended a warm welcome to them.

During their visit, MD inaugurated the new entrance gate of Muddapur Plant. A pooja ceremony was also organized on this joyous occasion.



Mr. A.K. Saraogi- CFO & President (CA) inaugurating the Shopping Complex at Muddapur

Mr. A.K. Saraogi inaugurated the new shopping complex at Padam Nagar Township on 25th January, 2011. Mr. S. Khan - Unit Head, welcomed Shri Kailash Nathji and other Executives & Staff Members. Mr. N.K. Mishra - V.P. (Projects), Mr. S.K. Jain - A.V.P. (O&M), Mr. Harish Agarwal - A.V.P. (Technical) and Mr. A.K. Jain - A.V.P. (Prod. & QC) were also present on this occasion.



## Dazzling online - J.K. White Cement

J.K. White Cement is all set to launch a smart, contemporary and dynamic website, featuring its entire basket of products - J.K. White Cement, J.K. Wall Putty and J.K. Water Proof making it user friendly and bringing the brands closer to a wider consumer base.

## Meet the Captain of Our IT Crew

Mr. Ashok Cherian brings over 18 years of rich Leadership Experience in IT with his last assignment as CIO-Whirlpool India Ltd., leading the IT function for India and South East Asia. A winner of many accolades across his career, with multiple SAP ERP and Infrastructure Projects to his credit, his expertise also spans to Business Process Excellence as an External Assessor of the Tata Business Excellence model based on Malcom Baldrige USA. Having crafted winning IT enabled business transformational strategies for reputed



Mr. Ashok Cherian  
CIO, J.K. Cement Ltd.

corporates like TATA and Whirlpool, he is passionate about transforming IT into a key business differentiator for J.K. Cement. "As we grow and as the market place becomes more volatile, IT can be a great enabler in lean, productive, efficient and sustainable execution of our business strategies and I want to invite each of you to this exciting journey" says Mr. Cherian.

We heartily welcome you Mr. Cherian to the J.K. Cement family and hope that you act as a catalyst towards the growth of the Company in times to come.

FROM THE

**editor's** DESK**D**ear colleagues and friends,

It gives me immense pride in congratulating all of us for a successful first edition of the J.K. newsletter. With tremendous support from everyone, J.K. Spotlight has truly gathered momentum and is geared to strengthen ties between every member of the J.K. family even further.

The story in focus this issue is the Republic Day celebrations that took place in many centres of the Company with passion and enthusiasm. As a proud contributor to the country's march towards progress and with true patriotism in our hearts, this holiday was commemorated in a way that reminded us to continue our endeavour for a better India.

Besides this, Spotlight March 2011 focuses on other important developments in the Company such as the launch of the happening new J.K. White Cement website that will appeal to the consumers in a very different way and the 12th Productivity Excellence Award received by J.K. White Cements Works, Gotan. The special spotlight in this issue is on Mr. A.K. Saraogi - CFO, J.K. Cement Ltd. and Dr. Anjani Kumar - Managing Director, UniStone Products (India) Pvt. Ltd. – two inspiring leaders.

I hope you find this issue of J.K. Spotlight as appealing and engaging as the previous one and I look forward to your feedback and contributions to make consequent issues resounding successes as well.

Best regards,



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

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# CELEBRATIONS

## New Year Celebrations at Nimbahera



Mr. R.G. Bagla-GEP & Mr. D. Ravisankar along with their families at the New Year Celebration

attended by Mr. M.L. Goyal - Sr. V.P. (Commercial), Mr. P.C. Dhariwal - Sr. V.P. (Mines) along with a large number of club members and their families.

The following day, J.K. Cement Officers Club organized a cultural programme at Mangal Mandap in which "Navaankur", a famous musical group of Bhopal presented a memorable Cultural Night.



Cultural Programme organised on the occasion

J.K. Cement Officers' Club & J.K. Ladies Club "Surbhi" celebrated New Year eve with great enthusiasm on 31st December 2010. Mr. R.K. Bajaj, Vice President of Officers' Club delivered the welcome speech and conveyed his best wishes for the coming year. Mr. N.S. Raput, President - J.K. Officers Club in his speech appreciated the cooperation of all in the year gone by. The programme was



Children enjoying the celebration

GEP, Mr. R.G. Bagla was the Chief Guest while President (Works) Mr. D. Ravisankar presided over the function. Smt. Maya Bagla, Smt. Janki Ravisankar - Dy. S.P. Mr. Vijay Swamkar - C.I. Mr. Veera Ram Chaudhary - Professor Nityanand, Dr. R.K. Gupta & Dr. J. M. Jain were Guests of honour.

Mr. R.C. Purohit, Sr. G. M. (Mines) while delivering the welcome speech, extended

## at Mudhol

To bid farewell to the year 2010 and to welcome 2011 a get-together was held on 31st December, 2010 at Padam Nagar Township. It was jointly organised by J.K. Officers Padam Club & Roshni Ladies Club. Mr. S. Khan, Unit Head, conveyed his best wishes to all present for every joy of life, turning all dreams into reality and all efforts into great achievements.



Mr. & Mrs. S. Khan cutting the cake on the occasion

a warm welcome to all dignitaries and expressed his wishes for prosperity, peace and growth in the days to come.

GEP, Mr. R.G. Bagla, in his speech thanked all present for a wonderful programme and conveyed the Shri Yadupatiji Singhanian's best wishes to all members of J.K. Family at Nimbahera for New Year.

## Lohri Celebrations at Gotan



Mrs. Sushma Arora & other members of the Darpan Ladies Club enjoying the warmth of the bonfire

The warmth of Lohri was spread across Gotan during the festival celebrations organised by the Darpan Ladies Club. Mrs. Sushma Arora, President-Ladies Club, Mrs. Usha Jhagdawat and Mrs. Chitra Sharma along with Company officials and their families celebrated the spirit of brotherhood, while thanking the Almighty for blessing the Earth with a bountiful harvest. Traditional folk songs and dances were enjoyed around the bonfire amidst much merry making.



Mr. B.K. Arora-President (Works), Mrs. Sushma Arora-President, Ladies Club along with Company Officials & families

## Christmas Celebration at Lady Anusuiya Singhanian Education Centre, Jhalawar

Principal, Dr. A. Ramaswamy and students at the Christmas Celebration at Anusuiya Singhanian Education Centre, Jhalawar.



## Special Executive's Visit to Nimbahera



Members of Nimbahera Plant with Senior Members from the Management



Mrs. & Mr. Raghavpat Singhania & Shri Madhavkrishna Singhania cutting the Welcome Cake



Ladies at Nimbahera Plant welcoming Mrs. Sonam Singhania

## Lala Kamlapat Singhania's Stamp Release Function held at Kanpur

A commemorative Postage Stamp was released by the Department of Posts, Government of India, to immortalize the legacy of Lala Kamlapat Singhaniaji by Hon'ble President of India, Smt. Pratibha Devisingh Patil at the Rashtrapati Bhawan, Delhi on 1st December, 2010. As a part of the continued celebrations of Lala Kamlapat Singhaniaji's 125th birth anniversary the stamp was also unveiled and showcased at the Merchants' Chamber of Uttar Pradesh, Kanpur on 13th February 2011. Honourable Minister of Coal - Shri Shri Prakash Jaiswal was also felicitated on his elevation as Cabinet Minister of Govt. of India. A book on the life of the legendary Lala Kamlapatji Singhania was also released on the occasion. The list of dignitaries that graced the occasion included, Chief Patron - Dr. Gaur Hari Singhaniaji, Past President - Shri Govind Hari Singhaniaji, Patron - Shri Yadupati Singhaniaji, Shri Mahendra Mohan Gupta, MP and CMD Jagran Group, Shri Rajiv Shukla, MP & Vice President of BCCI, Mr. S.K. Jhunjhunwala, President MCUP and Shri R.K. Lohia, incoming President of MCUP.



Hon'ble Shri Shri Prakash Jaiswal unveiling the Postage Stamp of Lala Kamlapat Singhaniaji



Release of Book on the life of Lala Kamlapat Singhania Ji, (From left to right) Shri Govind Hari Singhania Ji, Shri Shri Prakash Jaiswal, Dr. Gaur Hari Singhania Ji, Shri Rajiv Shukla and Shri. Yadupati Singhania Ji

## Mines Environment & Mineral Conservation Week – 2010 Prize Distribution Ceremony

The prize distribution function for the 11th Mines Environment & Mineral Conservation Week - 2010 (Udaipur Region) which was celebrated from 12th-18th December 2010 was conducted on 12th February, 2011 at CTAE Udaipur. It was organized by The Hindustan Zinc Limited under the auspices of Indian Bureau of Mines. Shri C.S. Gundewar, Controller General, Indian Bureau of Mines, Nagpur (M.S.) GOI was invited as the Chief Guest.

56 Mines of Udaipur Region participated in Underground & Opencast Mechanized Mines, Semi Mechanized Opencast Mines & Manual Mines categories. Our Maliakhera Mines were awarded the 2nd prize for overall performance and community development & first prize for protective measures taken for Air & Water Pollution Control. Besides this, Nimbahera Mines won the first prize for publicity & propaganda and Karunda Mines was awarded the first prize for Mineral Conservation.



Chief Guest Shri C.S. Gundewar presents shield and certificate 2nd Prize overall performance for Maliakhera Mines to Mr. P.C. Dhaniwal, Mr. R.C. Purohit and Mr. M. Kachhawaha alongwith officers of J.K. Cement Works.



## Off Site

### Stockists Tour to Australia

J.K. White Cement organised a stockists' tour to Australia from 20th to 27th January, 2011 against the points scheme programme.

At one point the tour was almost cancelled, as most of the continent was submerged in water. Fortunately, Gold Coast & Sydney were very safe and not affected by the excessive rains.

At last, the long & overdue tour with stockists saw attendance of 76 participants. The tour turned out to be one that not many had experienced before. The beauty and romance of the Darling Harbour, the Architectural Marvel of the Sydney Opera House,

### Thailand Tour for Dealers of Punjab Region



Stockists & Company Officials at Thailand

A trip to Thailand for 6 nights and 7 days was organized from 25th-31st January for the dealers of Punjab region based on their performance in the 4th quarter of 2009-10. 20 participants including company officials were a part of this tour. The group visited Pattaya & enjoyed Alcazar Show, Coral Island & Gems World. Besides this, they had fun Scuba diving, Para-sailing & indulging in other water sports. The group returned with fond memories of Safari World where the acrobat performing Dolphins stole the show.



Stockists & Company Officials at Australia

the fun n' frolic at Bondi Beach in Gold Coast were some of the beautiful memories everyone took back with them. Mr. V.P. Singh - President (Marketing) had this to say, "it was a WOW experience that I shall soon not forget"!

### Trip to Mysore and Ooty



Trip to Mysore and Ooty organised for stockists of Punjab from 10th - 13th February, 2011

### Nanital – Corbett Tour



Tour to Nanital & Corbett organised for dealers of Punjab from 25th - 30th January, 2011

## Brand Story

#### The Challenge:

The journey of J.K. Wall Putty, battling for supremacy in its category, has been a long, fascinating odyssey. There have been trials and tribulations, challenges and adversities a plenty; but every challenge has opened out new avenues of opportunity.

For one, wall putty is a tough category to be in; being an invisible wall cladding, it doesn't enjoy the high consumer involvement other categories like Paint do. And because of that, the real challenge really comes from indirect competition like POP & Chalk Mitti.

Our advertising has tackled this challenge in what can be tangibly termed as two phases of communication maturity. It's really been a labour of love, a gradual progression of brand building with sheer passion.

**Phase 1: Communicating the product's most visible benefit – beautiful walls that don't flake and peel with seepage, owing to white cement base.**

The take-home message – Beautiful walls for years.



## Going Green...

### Mission Possible?

The world over, architects and builders are becoming more aware of the importance of green friendly designs in making structures and buildings and coming up with innovative ways of how to conserve energy. Despite this revolution, in India, only a handful of architects are utilizing these cutting-edge techniques of energy conservation and most new buildings are still being made using outdated methods which are neither smart nor Green friendly. Some examples of common design faux pas are the use of tinted glass façades or aluminum panels which are aimed at giving the buildings a more contemporary look. Bricks & mortar walls are still encasing air-conditioning systems which end up generating excess heat and reducing their cooling efficiency.

It is important to remember that the Green design should be incorporated at the blueprint stage itself, as once a building has been completed it becomes difficult and uneconomical to factor it in. It takes not more than 5-10 % additional cost against a conventional building design to incorporate a total green building design and this extra expenditure starts to give returns within two years.

### Some basic concepts of the Green Ready approach

The Green Ready approach can also be seen as frugal thinking on how to conserve energy where and when it matters most.

**HVAC** - Heat can be transferred in three ways - Conduction, Convection & Radiation. To conserve energy it is imperative to have proper insulation along with an efficient Heating Ventilation & Air-conditioning or HVAC system which contributes to almost 70-80 % of the total energy bills. By simply cutting down the HVAC costs there could be considerable savings.

**INSULATION** - Human beings hardly emit any heat, and air conditioners basically reduce the heat transferred by the walls of a building when they become hot. So, external & internal insulation of walls becomes essential to conserve energy. We benefit by conserving energy in offices & residences, especially in tropical countries like India, where air-conditioning is almost a perennial requirement. The ability of certain insulating materials to prevent the indoor temperature from rising results in considerable savings. Examples of such insulating materials are styrofoam bricks, double glazed glass exteriors (with vacuum), fiber-glass foam etc.

Other ways of going Green are the use of Recyclable and Non VOC compounds, Rain Water Harvesting, Waste water recycling, solid and other waste treatment plants etc.

In my view, going Green is a philosophy, a way of life which when adopted not only benefits us but also Mother Earth.

*Mr. Manoj Sharma  
Business Development Manager, Delhi  
J.K. White Cement*

#### TVC 1 : (2005-2007)

**Theme : Smart neighbour's advice**

**Message: Mazbooti andar, khoobsurati bahar laye.**

**Treatment :** A rhyming, storytelling approach, based on the protagonist's dilemma, and how a smart neighbour's advice leads to a product-brand switch and beautiful walls for years. While the 'nukkad natak' narrative approach, highly popular with the masses keeps the message clear and indulging, the peppy treatment ensures that the ad is received in a happy frame of mind.



#### TVC 2 : (Oct. 2007-April 2010)

**Theme : Raj and his muse – the wall**



**Message: Deewarein bol uthengi**

**Treatment:** A highly creative approach leveraging surprise and romance, wherein the protagonist is spoken to by a female voice, reminiscing about how he has changed from an indulgent partner, to an indifferent person. Only later does the focus shift on flaking walls and the key message is delivered.

This approach very effectively used the male-female relationship tangent to appeal to the emotional side of the TG, delivering the brand as a solution for reviving the romance with a beautiful home.

**Phase 2 : After years of advertising non flaking walls as the USP, the putty category came up against an emerging indirect threat – non-flaking paints. As a first-mover, we responded swiftly to shift focus on putty's many unmatched advantages, thereby standing out not just from direct, but indirect competition.**

#### TVC 3 : (May 2010 - Present)

**Theme: Chutkau painter**

**Message: Deewarein bol uthengi.**

**Treatment :** A pioneering, revolutionary approach to putty advertising! The product's leading buyer/specifier, the painter became the protagonist. A hilarious national wall painting championship was won by 'Chutkau painter' using JK wall putty. While the unique treatment cut through the clutter and allowed application demonstration, a commentary approach ensured that all product virtues – shortest painting time, smoothest, glossiest paint finish with minimum paint consumption and of course, no flaking from seepage, were communicated within a short span of time.



This unusual campaign has made Chutkau painter a household name, thereby bringing the brand closer to painters and consumers, while also bringing out the multiple benefits of the product.

**As of now, J.K. Wall putty is firmly positioned as a quality leader in the category, pan India. With extensive exposure across TV, print & outdoor media, dipstick surveys are showing an encouraging growth in consumer understanding, both about wall putty and more specifically, about our brand benefits.**

# Republic Day 2011

## Cover Story

It seems like only yesterday when in 1975, we began our march towards exceptional entrepreneurial heights. India, then a young Republic, was surging towards rapid nation building and, as an impassioned native enterprise, we took it upon ourselves to march forward with the nation, every step of the way.

Today, as the Indian Republic celebrates its 62nd year, we are proud to be an active, vibrant part of the great India growth story. And we celebrate the Republic Day with much gusto and passion!

## Republic Day Celebrations

### Gotan

The employees of J.K. White Cement Works, J.K. Cement Works along with the employees and students of LKSEC celebrated the 62nd Republic Day Function on 26th January, 2011. Mr. Rajeev Sharma - V.P. (Technical) hoisted the flag and saluted the parade of security staff and the students of LKSEC. Mr. S.N. Chawla - A.V.P. (Utility) gave the welcome address. Mr. Chawla expressed his gratitude to Mr. B.K. Arora and Mrs. Sushma Arora along with the employees of the J.K. White Cement Works and the School who had contributed over the years towards the progress of the Company as well as the community at large through their relentless and altruistic endeavours. Mr. Chawla said that J.K. Cement has established its identity in the realm of social service at a national level and the credit goes purely to the efforts made by the employees of the Company.



On this occasion various sports contests were organized for the students and employees and Mr. K.M. Sharma - Estate Manager, LKSEC and Mr. R.C. Joshi awarded the winners in various categories.

Mr. S.N. Chawla - AVP (Utility), delivering the welcome address at Gotan



Parade by students of LKSEC



Security Staff and students of LKSEC presenting Guard of Honour to Mr. Rajeev Sharma - V.P. (Technical)

### Mudhol

Muddapur Cement Plant celebrated Republic Day with great zeal and patriotism. The National flag was hoisted by the Chief Guest, Mr. S. Khan (Unit Head), which was followed by the National Anthem. The Guard of Honour was presented to the Chief Guest followed by a meticulous parade.

Mr. Kailash Nath - Director, Mr. N.K. Mishra - V.P. (Projects), Mr. S.K. Jain - A.V.P. (O&M), Mr. Harish Agarwal - A.V.P.

(Technical), Mr. A.K. Jain - A.V.P. (Prodn. & QC) and other executives & staff members were also present.

On this joyous occasion friendly Cricket & Volleyball matches were organized by Padam Officers Club & Roshni Ladies Club at Padam Nagar premises. The event was inaugurated by Shri Yadupati Singhania - MD & C.E.O and Mr. A.K. Saraogi - CFO & President - CA. Everyone participated with a lot of zeal and enthusiasm and the presence of our distinguished MD made the occasion even more memorable.

Mr. S. Khan (Unit Head) hoisting the National flag



Friendly Cricket Match for women organised on the occasion



Arrival of Shri Yadupati Singhania and Mr. A.K. Saraogi at Mudhol Plant

### Kailash Vidya Vihar & Padam Vidya Vihar

Republic Day was celebrated with great zeal and fervour at Kailash Vidya Vihar.

The programme began with Guard of Honour, presented to the Principal, Mr. Rajesh D. Malaviya, by the senior students of the school. The tri-colour was then hoisted by the Principal. Thereafter students presented a soul stirring patriotic song "Sare Jahan Se Achchha".

Students of Kailash Vidya Vihar presenting a patriotic song



At Padam Vidya Vihar, the National flag was hoisted by Head Mistress, Mrs. Rita Trivedi. Students presented a poem and a group song on the occasion. The celebration culminated with distribution of sweets to all present.

Students of Padam Vidya Vihar

## Head Office

Maj. S.B. Singh hoisting the National flag on the occasion of Republic Day at Kamla Tower, Kanpur



Guard of Honour Presentation Ceremony



President (W) Mr. D. Ravisankar hoisting the National flag at Nimbahera

Mr. D. Ravisankar rewarding factory staff for excellent performance



### Nimbahera, Mangrol & Bamania

On the morning of Republic Day, Mr. D. Ravisankar - President (Works) and Chief Guest for the occasion unfurled the tri-colour. The Guard of Honour was presented by Security personnel. Mr. Dilip Singh Krishanawat - Manager (Welfare) delivered the welcome address. Thereafter, Mr. D. Ravisankar distributed prizes to factory employees for their performance during the year. Awards were given for best attendance, best service and various other competitions in

the Annual Sports Meet organized on the occasion.

Celebrations were also conducted at J.K. Cement Works, Mangrol. Chief Guest Mr. M. L. Goyal - Sr. V.P. (Commercial) hoisted the National flag which was followed by Guard of Honour presentation by the Security personnel.

J.K. Power family celebrated Republic Day with great joy and enthusiasm. On this occasion, Mr. A.B. Singh - Advisor (Power Plant) hoisted the National flag in the presence of employees, nearby villagers and students of Bamania School. The celebration culminated with a cultural programme presented by the students.



Mr. M.L. Goyal - Sr. V.P. (Commercial) inspecting the Security parade at J.K. Cement Works, Mangrol

## spotlight on Mr. A.K. Saraogi

Excerpts from an interview with

Mr. A.K. Saraogi - CFO & President (CA), J.K. Cement Ltd.



**Q1. Please tell us about your family's and your association with the J.K. Organisation.**

My family has been associated with J.K. Organisation for over 8 decades now. My great grandfather, grandfather, my father and two of his brothers, my brother and three of my cousins, two nephews and me have served the Organisation. Combined, my family has put in over 250 years of service with the Organisation which

is probably a record in the corporate history of India.

I have been serving the organisation for 33 odd years now. My family and I feel privileged to have received the love, affection and unequivocal confidence of the organisation over the years. Interestingly, at the inauguration of Kamla Tower on 1st April, 1935 three generations of my family were present along with the founding members of the organisation and Promoter family members.

**Q2. During your association with J.K. Cement Ltd. what has been the biggest challenge that you have faced?**

J.K. Cement Ltd. started off as a part of J.K. Synthetics which had been declared a sick unit in 1998. Its' man-made fibre plants closed down and all its liabilities were transferred to J.K. Cement. The biggest challenge for us was to work out a reconstruction plan after settling all the debts of Synthetics, pay off all the creditors and put in place a unified Management System. This journey, for me personally was full of trials & tribulations but eventually a very rewarding experience as not only were we able to salvage the company but also put J.K. Cement back on the path to a healthy and profitable future.

**Q3. What is our Company's philosophy for financial management?**

Our Company's core philosophy is the optimum utilisation of its financial resources for creation of productive assets and capacity augmentation. We believe that it is not wise to be overstressed financially as it hampers the growth prospects of the Company. It is imperative to work out a transparent and realistic Financial Management Program.

Using modern financial models and accounting systems and adopting best management practices to ensure efficiency and effectiveness in our operations. Avoiding window dressing, other accounting malpractices and ensuring complete transparency in all dealings. As a matter of principle, all are liabilities towards creditors & banks are paid as per commitment and on agreed terms.

**Q4. As Head of Corporate Affairs, what is your vision for J.K. Cement Ltd.?**

J.K. Cement Ltd. plans & aspires to remain a premium Cement Company with a national footprint and to grow from 7 MT to 15 MT by 2015. To continue to provide high quality products consistently. It is this passion & commitment that has led to creation of great brand value and goodwill for us in the market. The Company believes in making no compromises for short term gains in quality, deliveries and customer service.

## spotlight on Dr. Anjani Kumar



Dr. Anjani Kumar established UniStone Products (India) Pvt. Ltd. in the year 1998. A graduate in medicine, Dr. Kumar, moved to the building materials industry when he decided to join his brother in setting up their own business. He has played an instrumental role in introducing superior and innovative building material products in India. He has had a long & fruitful association with our company and we thought it would be fitting to have him share his views about the future of the innovative building materials industry.

**Q1. How did you make such a radical shift from Medicine to the Building Materials industry?**

I am asked this question all the time as this is not something that you hear of everyday. It was actually a series of rather fortunate events that led to my entry in this field. My father had worked for many years in a construction company and my brother is a Chemical Engineer by qualification who wanted to start a business of his own. I started off by helping him set up the business but my technical bent of mind and surprising interest in this category led to my full time involvement. Slowly but surely, the innovative building materials segment captured my imagination and here I am today.

**Q2. Kindly narrate any incident of your association with the Company which has left a lasting impression on you?**

I fondly remember my first meeting with Mr. V.P. Singh - President (Marketing-White Cement). Despite holding a senior position in the company, his gentle demeanour and humility really touched me.

**Q3. In your view, what is the future of the GRC and Paver Tiles industry and how can J.K. Cement improve its contribution towards quality enhancement of your products?**

India is still a premature market for innovative building materials such as GRC, Pre cast panels etc. However it is encouraging to see that thanks to the infrastructure boom, architects and builders are beginning to take notice of these new materials and have started accepting them. Hence the future looks bright. Our biggest challenge today is the increase in competition. The quality of products provided to us by J.K. Cement has been excellent thus far and we hope that this continues in the future.

**Q4. What is your core belief in business that has helped you sustain and grow your Company over the years in the face of increasing competition?**

The core philosophy that guides our business is introducing innovative products in India. I strongly believe that this is the reason behind our success. Innovation and quality of products has helped us differentiate and cope with increasing competition.

## Awards & Accolades

### Productivity Excellence Award 2008-09

J.K. White Cement Works, Gotan has been yet again awarded the Productivity Excellence Award 2008-09 by Rajasthan State Productivity Council for best overall performance with regards to Quality, Cost, Employee Relations, CSR activities and Environment Conservation. The award was presented on 13th January, 2011 by the Industry Minister, Mr. Rajendra Pareek at Jaipur. The award was received by Mr. B.K. Arora - President (Works), Mr. Rajeev Sharma - V.P. (Technical) & Mr. C.P. Jhagdawat - V.P. (Comm. & Admn) were also present on the occasion. The function was attended by various office

bearers of the Rajasthan State Productivity Council, representatives of various industries and trade associations, trade union representatives, Govt. Officers and other dignitaries of various Cement Companies.

The President of RSPC, Dr. K.L. Jain welcomed the dignitaries and highlighted the milestones achieved by our Company. Industry Minister, Shri Rajendra Pareek, in his speech also appreciated the green belt developed by us as well as various CSR initiatives taken up by J.K. White Cement Works, Gotan.



Mr. B.K. Arora - President (Works), receiving the Productivity Excellence Award from Industry Minister, Mr. Rajendra Pareek. Also present are Mr. C.P. Jhagdawat - V.P. (Comm. & Admn) & Mr. Rajeev Sharma - V.P. (Technical)

### Matter of Pride

The biggest responsibility that educators have today is to nurture and prepare the youth for a world which is full of challenges.



Smt. Sheila Dikshit presenting the award to Mr. R.C. Joshi - Principal (LKSEC)

L. K. Singhania Education Centre run by J.K. White Cement Works, Gotan, has a number of gifted educators and the first among them is Mr. R.C. Joshi - Principal (LKSEC), under whose able leadership the school is scaling new heights. His efforts have helped bridge the gap between the curricular and co-curricular

aspects of the education system. Today, LKSEC is standing sky high among the top most education imparting institutions of our country.

For his contribution in the field of education, Mr. Joshi has been awarded by the "Independent Schools Federation of India" at Delhi. The award was presented to him by Hon'ble Chief Minister of Delhi, Smt. Shiela Dikshit. More than 200 educators were nominated for this prestigious award, out of which 22 were bestowed with this honour.

Celebrations were held at Gotan where Mr. Joshi acknowledged and thanked Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) for their immense guidance and support.

*Congratulations to Muddapur Plant for record breaking dispatch of Grey Cement.*

### Certificate of Approval



Certificate of Approval-Quality Mgt. System was given to J.K. Cement Works, Muddapur by Lloyd's Register of Quality Assurance

## Prestigious Projects

which have used J.K. Cement Ltd. brands



Navin Housing Dayton Heights, Chennai



Municipal Corporation, Raipur



AIIMS Housing Complex, Raipur



Shri Sai Baba Mandir, Ludhiana



## Training & Development Cell Activities-Head Office

The training and development cell, Corporate - HR conducted a series of training programmes on 'Professional Selling Skills' for Asst. Managers and below, to meet Individual development as well as organizational requirements with a view to enhance professional selling skills for achieving higher performance and excellence in day to day working.

The programme was conducted for both Grey and White Cement Marketing Divisions, across various parts of India. Dr. Vishnoi, Professor of Economics, St. John's College, Agra was the faculty who imparted the training to the participants.



Workshop in progress – White Cement Mktg. Team (Delhi & Haryana) at Delhi on 15h January 2011.



Workshop in progress – Grey Cement Mktg. Team at Jaipur on 6th Dec. 2010

Review Workshops on the Training Programmes on Professional Selling Skills that were organized by the training cell of the HR department were held in December '2010 and January '2011. Feedback review workshops were organized at Mumbai, Pune, Ahmedabad and Indore and various other offices for White and Grey Cement Marketing Teams.

The feedback programme has helped Executives of both Grey and White Cement Marketing teams to prepare an action plan for improving their weak areas for achieving higher performance.

## Indian Society for Training & Development (ISTD)

### 41st ISTD National Convention

Indian Society for Training & Development (ISTD), New Delhi, invited Mr. R P Singh - Sr. General Manager (HR & RTC) to chair the technical session third in the 41st ISTD National Convention on "Towards cutting Edge HR Strategy – Issues, Prospects & Challenges held at Kota during 28–29, Jan 2011.



ISTD-National Convention held on 28-29 January

## “Power of Positive Thinking”

A workshop on the the “Power of Positive Thinking” was conducted on 15th & 16th February by Dr. Anand Prakash - Dean & HOD, Department of Psychology, Delhi University. Middle management staff from Accounts, Finance, Administration, IT, HR, CS & Legal of JKCL & GHS-IMR participated in the same which was organised at GHS-IMR, Kanpur.



## Plant Induction for Marketing Executives

A Plant Induction was conducted for Marketing Executives during 8<sup>th</sup> Feb - 11<sup>th</sup> Feb 2011. A total of 26 marketing executives from all over the country viz. Karnataka, Tamilnadu, Kerala, West Bengal, Delhi, UP Maharashtra and M.P. were given training. The team was welcomed and greeted in the opening meeting by Mr. C.P. Jhagdawat - V.P. (Commercial and Administration), Mr. Rajeev Sharma - V.P. (Technical) and Mr. D.D. Khajwania - Head (Planning). Mr. Khajwania gave presentations on JKWC company profile, giving them a brief of the plant and its various departments. This was followed by the plant visit. Sessions on Insurance and functioning of the sales department were conducted by Mr. B.L. Aggarwal and Mr. Ajay Garg respectively.

On day 2, Mr. K.N. Pandey took a session on the history of White Cement, its manufacturing process, BIS specifications, specifications for cement testing, quality parameters and uses and applications of the same. Following a lab visit, the application of JK Wall Putty was demonstrated to the group by Mr. D.D. Purohit and Mr. A.K. Gautam.



Induction for Marketing Executives held on 8th February

On day 3, a session on the basics of Wall Putty was conducted covering aspects of its preparation, application and storage followed by a brief about Water Proof Compound.

On the final day, the induction programme concluded with a meeting with Mr. B.K. Arora, Mr. C.P. Jhagdawat, Mr. Rajeev Sharma and the respective heads of departments. The group members shared their experiences, concerns and suggestions towards improvement. It was a great learning experience for the team as it familiarized them with the product and increased their confidence to face the challenges that lay ahead in the market.

## Training & Development Activities at Nimbahera



Participants & Faculty members of "Use of Fly Ash in Cement Industry" training programme

Following Training Programs were conducted in the Month of February - 2011

1. A training program on "the Use of Fly Ash in Cement Industry – Issues & Challenges" was organized during 03 – 05, Feb, 2011 at Regional Training Centre – North (RTC-N) by Dr. V.K. Mathur - Ex. GM (NCCBM - Delhi) and other experts from Cement R&D Centers. The program was attended by 16 Engineers from various Cement Plants in the North.
2. A two day in-house workshop on "Stress Management & Meditation Techniques" was organized on 18 and 19, Feb., 2011 at RTC-N for Manager level and above, for the age group of 45 years and above. The program was conducted by Dr. Meena Shah from Ahmedabad. Fourteen participants from J.K. Nimbahera, Mangrol & Bamania plants attended the program.
3. A workshop was organized for "Maintenance of Heavy Earth Moving Machines" – Shovels & Dumpers for Technicians (Fitters / Mechanics) from 24 to 26, Feb, 2011 at RTC-N.

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

New Joinees  
Jan-Feb. 2011



Mr. Vipin Mishra  
Manager (Accounts)  
Grey Cement, Kanpur



Mr. Kamlesh Kumar  
Area Sales Manager  
White Cement Marketing, Delhi



Mr. K. Sudhindra  
Zonal Head - South  
Grey Marketing, Bengluru



Mr. Atanu Saha  
Area Sales Manager  
White Cement Marketing

\* Manager level & above only



# Events & Exhibitions

## Friendly Cricket Match - H.O.

A friendly cricket match was organised between J.K.Cement Ltd. & Times of India at Kamla Club ground, Kanpur on 23rd January, 2011.



Mr. Samir Gupta of J.K. White Cement Accounts was adjudged best batsman



Mr. Vikas Saraogi, Captain of J.K. Cement - XI with the trophy



Mrs. Renu Nanda from Times of India presenting the best fielder award to Mr. R.P. Tomar - D.G.M (Corporate-HR), J.K.Cement Ltd.

## COSMO Expo 2011-Raipur



Company Executives at the COSMO Expo 2011 Exhibition at Raipur

## Decor India Show-Indore



J.K. Cement's stall at the exhibition organised by Decor India Show at Indore

## Exhibition Nirman-Ahmedabad



J.K. Cement's stall at Exhibition 'NIRMAN-2010' held at Ahmedabad

## Builder's Meet - Ahmedabad



Product Application Seminar held during the Builders' Meet at Ahmedabad on 27th January, 2011

## P.A.S.-Udaipur



Product Application Seminar

## P.A.S.-Lucknow



Rajesh Mishra (C.T.S), Alokand Saxena (Mktng) & Chandrika Gautam at P.A.S. held at Lucknow.

# INTER CEMENT INDUSTRY TOURNAMENTS (A series of Sports Competitions)

The Inter Cement Industry Sports Association (ICISA) has been regularly organizing various sports and cultural competitions for the past 11 odd years amongst members of the Cement Plants of the area i.e. J.K. Cement, Vikram Cement, Birla Cement, Aditya Cement and Shree Cement. Inter Cement Industry Tournament – 2011 was organized with great vigour & enthusiasm wherein various sports like Cricket and Tennis were held.

The Cricket tournament was played between J.K. Cement Works, Nimbahera & Shree Cement Ltd., Beawar on 2nd January 2011 at the

J.K. cricket grounds amongst a large crowd of enthused cricket lovers. The two teams were pitted against each other in a battle of will and skill. The J.K. Cement team emerged victorious and won the match by 22 runs.

The Table Tennis tournament was organized at Shree Cement Plant, Beawar on 4th January 2011 in which all ICISA member Cement Plants participated. Out of the participating teams, Shree Cement team won the competition. Chief Guest Mr. Sanjay Mehta - Sr. V.P. (Commercial) presented prizes to members of the winning team.



Mr. S.K. Gupta - Senior G.M. (P&L) and Mr. N.S. Rajput - A.V.P. (Maintenance) being introduced to the players of the Cricket team

## Udayin-2010



Mr. B.K. Arora-President (Works) & Mrs. Sushma Arora-V.P. LKSEC flagging off Udayin 2010

Lala Kamlapat Singhania Education Centre, Gotan organized Udayin - 2010 which saw a great level of fervor & enthusiasm from all participants. There were competitions held in spheres including both co-curricular activities and sports. The Chief Guest at the opening ceremony held on 25th December, Mr. S. U. Sorte, Regional Officer, Ajmer declared the fest open by lighting the ceremonial cauldron.

All the school children put their best foot forward by embracing the spirit of healthy competition and sportsmanship, making the event memorable for one and all.

The Chief Guest at the closing ceremony was Capt. V. K. Verma - former chairman of IPSC. Capt. Verma, Mr. B. K. Arora - President (Works), Smt. Sushma Arora - V.P. (LKSEC) and Mr. R. C. Joshi - Principal supported and cheered the children on during their performances for the cultural function. Capt. Verma highlighted that the fest provided a very good platform to the youth for showcasing their talent and skills.



Series of Cultural activities and events organised during Udayin - 2010

## STOCKIST'S Corner



### Retailers Meet-Chennai



Mr. V.P. Singh-President (Marketing) lighting the lamp at the Retailers Meet held at Chennai on 22nd February, 2011. Also seen are Mr. A.L. Sundararajan - G.M. - Marketing - South, Mr. V. Mahaadev - Manager (Marketing - Chennai) & Mr. S. Amarnath (Projects)

### Retailers Meet at Mumbai



Shri Raghavpat Singhania - handing over the bumper prize to a retailer of khopoli, Mumbai



(From Left to Right) Mr. Nitant Shah, G.M. (CTS), Mr. Nitish Chopra - Manager (Branding), Mr. V.P. Singh - President (Marketing), Mr. Mohan Sharma - A.V.P (Marketing), Mr. A.N. Shukla - G.M. (Marketing) Maharashtra, Mr. Parag Joshi - Regional Manager (Mumbai), Mr. Bhanwarlal Khatri-Partner, Chetak Minerals & Shri Raghavpat Singhania Special Executive, J.K. Cement Ltd. at the Retailers Meet jointly organised by Chetak Minerals and J.K. White Cement.

### New Year Get together - Indore



Mr. Nirmal J. Pandaya - D.G.M. (Marketing) addressing the participants at the family get together organised for stockists at Mandsaur on 9th January, 2011

### SDA Ahmedabad



Mr. Saumya Chaturvedi - Manager (Marketing - Gujarat) lighting the lamp at the SDA Program held in Ahmedabad

# Corporate Social Responsibility

## Family Planning Camp



Family Planning Camp organised at Chittorgarh

J.K. Cement Ltd. has always contributed towards social welfare activities in and around Nimbahera. On 28th January, 2011, a Family Planning Camp was organized at the Government Hospital at Badi Sadri, Chittorgarh. The hospital staff present at the function appreciated the contribution of J.K. Cement towards the welfare programme. A cash incentive was awarded to all participants opting for family planning.

## Eye Camp at Gotan

In a series of annual eye camps organized by Lions Club Gotan, the 25th Eye Camp was held on 2nd January, 2011. Dr. Ratan Purohit and his team of Centre for Sight & Ram Rishi Laser Centre, Jodhpur visited Gotan for conducting the camp. The camp was inaugurated by Mr. B.K. Arora - President (Works), J.K. White Cement Works and other dignitaries including Mrs. Sushma Arora - V.P. (LKSEC, Gotan) and Baba Garibdasji Maharaj. In this camp 650 patients were examined and medicines were distributed to them. 100 patients were selected for IOL operations. Tri-cycles were also distributed to handicapped persons during the camp.



Mr. C.P. Jhagdawat, Mrs. Sushma Arora - V.P. (LKSEC) & Mr. B.K. Arora - President (Works) at the Eye Camp

Dr. Ratan Purohit gave tips to the patients for precautions to be taken after eye operation. Mr. B.K. Arora, founder President and MJF lion of Lions Club Gotan conveyed his best wishes in his speech and also assured all present that J.K. White Cement Works will continue to work towards social upliftment, rural development activities and various other CSR activities for the people of Gotan and surrounding areas.



Eye Camp organised by Lions Club Gotan in association with J.K. White Cement Works, Gotan

## Health Awareness Programme at J.K. Cement Works, Muddapur

A medical check up on Bone Marrow Density Detection (BMDD) & Pulmonary Function Test (PFT) was organised by the Medical Department of J.K. Cement Works, Muddapur on 5th & 6th January in association with Cipla Pharma.

A total of 302 persons including 146 employees of J.K. Cement Works, Muddapur, underwent medical tests on/for BMDD & PFT. A talk on awareness on medical issues like BMDD, PFT & the use of PPE and obesity were given. The tests were extended to the employees' family & contract labourers as well. Treatment was prescribed for required cases & medicines were made available at the Plant premises at discounted rates – courtesy CIPLA Pharma, Bijapur Division.



Mr. S. Khan, Unit Head & other staff members at the Health Awareness Programme

## Project Hunar-Inauguration

The shortage and quality of technicians has become a major issue that is already affecting the growth plans and activities in the infrastructure and engineering sectors of the country. Project Hunar brings a novel approach to technician training and prepares trainees for apprenticeship and jobs through a 3-months programme. The first programme in Electrician and Fitter trades started at Kanpur on 24th January 2011. Mr. Manoj Pant, Dr. Rajneesh Karki & Mr. P. C. Bhandari spoke about the significance of this project. On this occasion, Mr. Lalit Khanna, Mr. A. K. Rastogi and many other senior officers from J.K. Cement were also present.



First batch of students of Project Hunar



Project Hunar Inauguration

## Walk for Leprosy 2011



J.K. White Cement supports LEPRO India's Walk for Leprosy 2011 held at Hyderabad

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