

JK spotlight

Towards Perfection – Our Tradition

Nov.-Dec. 2014 Volume : 1
Issue : 18



4th

ANNIVERSARY



Highlights

Annual Stockists Meet
Grey Cement South



Celebrating the
Champions behind
the scenes

New Section

Celebrating the Champions
**BEHIND
THE SCENES**

JK spotlight



Towards Perfection – Our Tradition

Nov.-Dec. 2014 Volume : 1
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Pillar Success

Pricing

Q



A small icon of a mobile phone with a call button, inside a white circle.

Mobile Phone
Technology

A small icon of an open book with a blue pen, inside a white circle.

Education

A small icon of an orange shopping bag, inside a white circle.

Shopping

A small icon of a cricket ball and a hand holding a bat, inside a white circle.

Cricket

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Service

Innovation

Managing Director's Message

Dear Friends & Colleagues,

Firstly, I would like to take this opportunity to wish all the J.K. Cement family members a very happy and enriching 2015. I wish you attain several personal and professional heights this New Year.

Spotlight, since inception has cultivated a greater sense of camaraderie among the J.K. Cement team, stockists, shareholders and business associates. As we proudly celebrate the 4th anniversary of this engaging medium of communication, I would like to congratulate the Editorial Team for their tremendous effort towards the interesting and engaging issues. It has been a heartening association and we have been inspired and overwhelmed by the feedback and inputs we have received from all the members of the J.K. Cement family.

I hope this linchpin continues to garner contributions and participation from everyone and we see many more forthcoming issues.

Y. Singhania

Yadupati Singhania
M.D. & CEO
J.K. Cement Ltd.



Celebrating INNOVATION

Marketing has always sought those moments, or touch points, when consumers are open to influence. In a cluttered market place, with ever-increasing choices, customer - brand touch points and the modes of communication have drastically altered. Thus, along with the known parameters of any business model, Pricing (of the product offered), Quality (of product and services) and Service (including but not limited to the buying experience), Innovation has taken the forefront in any business model. As we complete four years of this stimulating platform of creative expression - J.K. Spotlight, we recount innovations that have redefined their respective fields, be it sports, technology, marketing or education, in this anniversary issue.



FROM THE editor's desk

Dear colleagues and friends,

Let me begin by wishing a very happy and rewarding new year to all my friends and colleagues of the J.K. Cement family. This New Year is particularly special as it also marks the completion of 4 glorious years of our invigorating communication platform, Spotlight. On the strength of its merit, and with the love and appreciation it has received from all the members of the J.K. Cement family, Spotlight has developed into an invaluable tool of communication between all of us.

I would like to specially congratulate our young editorial team who have diligently and lovingly nurtured Spotlight into an indispensable part of our lives. I would like to applaud Nitish, who with his boundless energy and enthusiasm has made Spotlight possible. Special mention for Shivapriya, for her diligence and hard work in ensuring that Spotlight has outdone itself with every issue.

In business as in any other venture, innovation is what sets one apart from their competition. At J.K. Cement, we have pioneered various initiatives and technological breakthroughs in the Indian Cement Industry. The fourth anniversary issue thus showcases the fourth pillar of success, INNOVATION. Through this issue, we discuss various innovations that have re-defined the world that we live in.

To make this issue of spotlight even more special, we had embarked on a creative journey to create a new positioning for Spotlight by way of a slogan writing contest. We were overwhelmed by your enthusiastic participation. As promised, the winning entry shall now feature as a by-line on the cover of the subsequent issues of Spotlight. We have also incorporated a new section in this anniversary issue of Spotlight, "Celebrating the Champions Behind the Scenes", which features the unsung heroes who work tirelessly to ensure un-hindered functioning of the Organisation.

The focus in this issue is on our celebration of the long standing partnership with the Stockists for Grey Cement, South through the recently held, grand dealer meets. The Dealer meets, held at Mumbai and Bangalore were themed "Dare to Dream". It was a reminder of the Company's aspiration to continually aim at greater heights of success. These fun-filled, entertaining meetings also serve to strengthen the bonds of friendship with our torch-bearers, the Dealers.

The Founders Day was celebrated at Nimbahera and Jhajjar. The spotlight in this issue is on Mr. Harish Agarwal - Head (J.K. Cement Works, Jhajjar), a torch-bearer in the growth story of our company. The other esteemed personality in focus is Mr. Anil Kumar Agarwal, of M/s Lallamal Kanhaiyalal & Sons, Ajmer, a prominent stockist of Grey Cement North and a long standing loyalist of our brand.

In conclusion, I would once again like to thank all the avid readers of Spotlight, who have encouraged us to make it the engaging interaction medium it is today. I urge you all to continue to exchange your encouraging feedback and inputs, and support our tireless efforts.

Best regards,



Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

Founders Day

NIMBAHERA

At Nimbahera, Senior Executives including Mr. Rajnish Kapur – Business Head (Grey Cement), Mr. D. Ravisankar – President (Projects), Mr. S.K. Rathore – Unit Head, with a large number of Executives, Officers, Officials of J.K. Cement Shramik Sangh and Workers assembled in the factory premises and paid floral tribute to Late Lala Kamalpat Singhaniaji. They renewed their commitment to make all-out efforts towards continual progress of the Organization.

Many employees were honoured for completion of 25 years of services with the Company on the occasion of Founders Day. Mr. Rajnish Kapur, Mr. D. Ravisankar and Mr. S.K. Rathore presented mementos (Silver plates and glasses) and citations to them for their long and dedicated services. Later in the day,

J.K. Cement Works, Nimbahera in association with a voluntary organization “Shree Sewa Sansthan” distributed food to patients and their attendants at Government General Hospital, Nimbahera.

Mr. S.K. Rathore - Unit Head paying floral tribute



Mr. D. Ravisankar - President (Projects) presenting memento & citation to an employee



Mr. Rajnish Kapur - Business Head presenting memento & citation to an employee



Distribution of food at the hospital

JHAJJAR

The Jhajjar family celebrated the 130th Founder's Day on 7th November with great enthusiasm. Mr. Harish Agarwal - Unit Head offered garland and flowers to Shri Late Lala Kamalpat Singhaniaji in the presence of all the staff members at the Plant. Mr. Agarwal spoke about the life journey of Shri Kamalpat Singhaniaji and his many contributions and achievements. He also emphasized that everyone should learn from his life and strive to take our organization to new heights of success.

He also congratulated the staff members and workers for their time, effort and dedication towards setting up the Plant.



Mr. Harish Agarwal - Unit Head addressing the staff members.



Mr. Harish Agarwal paying tribute to Shri Lala Kamalpat Singhaniaji

Diwali Milan Programme

JHAJJAR

The staff at J.K. Cement Works, Jhajjar along with their families visited the Pratapgarh Farmhouse on 2nd November to celebrate Diwali Milan Programme organized by Ladies Club - Pragati. The farmhouse truly represented the culture of Haryana. Various activities, including sports for kids, were conducted. It was a joyful gathering and everybody enjoyed the day.



Mr. Harish Agarwal - Unit Head with staff members during the recreational trip to Pratapgarh Farmhouse



Members of the Ladies Club at Pratapgarh Farmhouse

Children's Day

PADAM VIDYA VIHAR, NIMBAHERA

Padam Vidya Vihar celebrated Children's Day with great joy and enthusiasm. A surprise program was organized by the teachers for the students. Mrs. Neelam Rathore – President (Surbhi Ladies Club) was the Chief Guest for the function while Mrs. Sandhya Jain - Secretary(Surbhi Ladies Club) graced the occasion as the Guest of Honour. The teachers presented

skits which carried meaningful messages for the children such as "Say no to fast food". The dance performances were appreciated by all. Students were awarded certificates and trophies for best calligraphy, discipline, creativity etc. Gifts and chocolates were distributed amongst students. The children thoroughly enjoyed the day.



Chief Guest - Mrs. Neelam Rathore distributing gifts among students



Meritorious students being awarded



Students enjoying their lunch

Engineers Day

Felicitation Ceremony by Engineers Forum, Muddapur

Engineers Forum, Muddapur organized a prize distribution ceremony on 31st December.

Mrs. & Mr. Antriksh Kumar Jain graced the occasion as Chief Guests while Mrs. & Mr. S. K. Jain were the Guests of Honour. Mr Pavan Kumar Deshmukh – Secretary (Engineers Forum) welcomed the distinguished guests, Padam Nagar residents and family members. Mr. K C Khandelwal – President (Engineers Forum) briefed all present about the activities of the Engineers Forum. Winners of the Suggestion Scheme were awarded. Vote of thanks was delivered by Mr Pavan Kumar and the programme ended with a sumptuous dinner.



Mr. Antriksh Kumar Jain - Unit Head addressing the gathering



A winner of Suggestion Scheme being awarded on the occasion



Bonding Over Food

PADAM TOWER

Autonomy, complexity, and a connection between effort and reward - are, most people will agree, the three qualities that work has to have if it is to be satisfying. We, at J.K. Cement Ltd. continuously strive to encourage team-spirit and camaraderie. In continuation with this effort, we welcomed the New Year with an innovative and exciting initiative, COOK-IT-UP, organized by the Branding & Communication team.

There are very few things that can connect to one and all as effortlessly as food does. To put a twist in the tale, we decided to take our foodie executives and made them Masterchefs for a day. This one of a kind activity featured teams of our employees in a roller coaster ride to plan, prepare and present innovative snacks, desserts and

drinks in a given time period. The judges for the event were Special Executives – Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania and Mr. V.P. Singh-Advisor.

Right to ingredients was won by competing in a Quiz Show Based on Food where the teams won Plastic Money to be used later to shop for their cooking task. The cooking counters were a delightful sight and it was great to see everyone coming together to contribute as much as they could.

'Kitchen Kings' emerged as the Overall Champions of the contest. It was an exciting and fulfilling day for all the participants, packed with different activities as they bravely donned the Chef's Hat in the 'no-fire' cookery competition.



The winning team - Kitchen Kings





Christmas Celebrations

J.K. CEMENT WORKS, FUJAIRAH



Mr. N. Gowrishankar - Head (J.K. Cement Works, Fujairah) cutting the cake along with Mr. M.L. Goyal - Head (Comm., Fujairah)

The Fujairah family celebrates every festival with great warmth and is learning to enjoy working in cultural diversity.

It was a dual celebration which started with Christmas and drove down to New Year. All the staff members gathered to celebrate the festival of Christmas and contributed towards making the get together a memorable one.

New Year Celebrations

NIMBAHERA



To welcome the New Year and bid farewell to the year 2014, a get-together was organized by J.K. Cement Works, Mangrol club on 31st December. Mr. S.K. Rathore - Unit Head, Mr. R.K. Bajaj - V.P. (Projects, Nimbahera), Mr. K.M. Jain - Head (Commercial, Nimbahera), Mr. P.R. Choudhary - Head (Technical, Nimbahera), Mr. N.S. Rajput - A.V.P. (Maint., Nimbahera), Mr. R.P. Singh - A.V.P. (H.R. & R.T.C.), Mr. M.S. Shekhawat - Head (E.R., Nimbahera), Mr. R.B.M. Tripathi, Head (O. & M., Mangrol) along with a large number of club members from Mangrol and Nimbahera along with their family members, participated with great enthusiasm and zeal.



Group dance performance by girls



Mr. S.K. Rathore - Unit Head extending New Year greetings Also seen in the photograph is Mr. RBM Tripathi - Head (O & M, Mangrol)

The programme commenced with dinner followed by a cultural programme. Speaking on the occasion, Mr. S.K. Rathore extended his best wishes for New Year and appreciated the efforts put in organizing the programme. Mr. R.B.M. Tripathi also extended his wishes on the occasion.

Bankers Meet - Hyderabad

A joint meeting of Term and Working Capital Lenders of J.K. Cement was organized at Hotel Sitara, Ramoji Film City, Hyderabad, Telangana on 20th December which was attended by Sr. Executives of all the Banks and the Company.

Bankers and Company Officials at Ramoji Film City



Bankers and Company Officials during the meet



EVENTS

'PRAYAS' The Annual Function of Padam Vidya Vihar - Nimbahera

Padam Vidya Vihar celebrated its Annual Function, 2014 – 'Prayas' on December 22 with great enthusiasm. Mr. Hemendra Nagar - S.D.M., Nimbahera graced the occasion as the Chief Guest, while Mr. S.K. Rathore - Unit Head presided over. At the outset, the Guests were extended a warm welcome, followed by lighting of ceremonial lamp. The programme commenced with Ganapati Vandana. Ms. Rita Trivedi – Principal, then presented the Annual Report of the school. In the series of cultural programmes the tiny tots presented various patriotic songs, dances, ballet, drama etc. on the theme '**Aazadi Ke Deewane**'. The programmes included episodes on Mangal Pandey, Jaliyan Wala Bagh tragedy, Non-cooperation Movement, Daandi March, Bhagat Singh and Quit India Movement.

Meritorious students were awarded for their performance in various curricular, cultural and sports activities. The programme concluded with a beautiful Rajasthani folk dance.



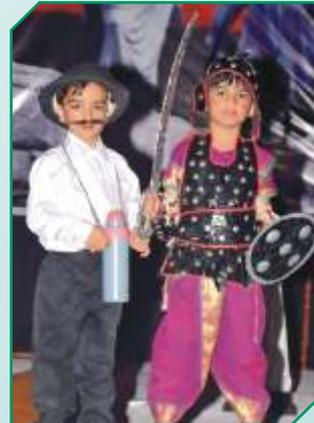
Mr. S.K. Rathore - Unit Head giving away prize to a meritorious student



Dance performance



Drama presentation on 'Azaadi ke Deewane'



Tiny tots dressed as freedom fighters Bhagat Singh and Jhansi Ki Rani

Vaastu Shanti Anusthan - Mangrol

On completion of the Mangrol project, Shree Vaastu Shanti Anusthan was organized at Mangrol in the factory premises between November 11 - 15 by Pandit Shri Umeshji Joshi (Shastri) from Mandsaur and his team of ten other renowned pandits from Mandsaur, Ujjain, Neemuch and Indore. On the first day, the main *Yajmaans* for the *pooja* were Mr. S.K. Rathore - Unit Head, Mr. K.M. Jain – Head (Commercial, Nimbahera) and Mr. R.B.M. Tripathi - Head (O&M, Mangrol). Mr. D. Ravisankar - President (Projects) and Mr. N.K. Mishra - Sr. V.P. (Projects, Nimbahera) were also present on the occasion. A series of special *poojas* and *havan* was performed during these five days. On the fifth day, *sampoorna ahuti yagna* was performed, followed by *prasad* distribution. The *pooja* was attended and performed by many employees along with their families.



Vaastu Shanti Pooja at J.K. Cement Works, Mangrol



Offering of Pushpanjali after the pooja

Mining Day Celebrations - Nimbahera

On the occasion of Indian Mining Day, a free medical check-up and consultation camp was organized by J.K. Cement Works, Nimbahera on 1st November at Village Khodip. The camp was organized under the auspices of Department of Mines and Geology, Government of Rajasthan, in association with Chitrnanj Mobile unit of R.N.T. Medical College, Udaipur. At the camp, about 201 workmen, associated with stone mining of Khodip, Malla Charan, and Tatarmala mines and nearby villagers were given free consultation by Dr. Rajendra Samar – Cardiologist and Dr. Bhanu Pratap - ENT Specialist. Dr. S.K. Choudhary from Nimbahera with his team of para-medical staff and Mr. Amba Lal, R.N.T. Medical College provided assistance during the camp. All patients were given necessary medicines free of cost. During the camp, the miners were also advised about safe working protocols to be followed in the mines. The workmen were given 105 safety helmets, 100 ear plugs and 150 dust masks free of cost. Mr. Aasif Ansari - Mining Engineer, Mr. Rajesh Hada - Assistant, Mr. Lalit Rajpur, Mr. Ratan Singh Shaktawat - Department of Mines and Geology, Mr. R.C. Purohit - A.V.P. (Mines, Nimbahera), Mr. C.P. Tiwari, Jr. Engineer (Mines, Nimbahera), Mr. Babu Lal – President (Stone Mining Association) and a large number of villagers were present on the occasion.



Distribution of medicines



Distribution of helmets by Mr. R.C. Purohit - A.V.P. (Mines)

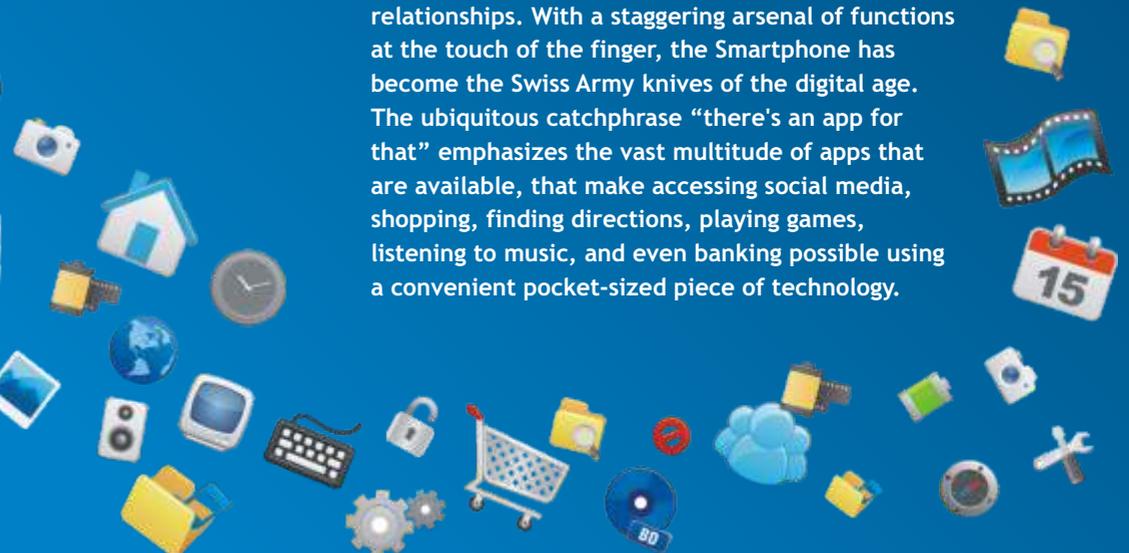


Para-medical Staff assisting patients



Smartphones

The landslide, named smart mobile technology, in a relatively short period of time, has significantly penetrated society, transforming not only the manner in which we communicate but also our sense of culture, community, identity and relationships. With a staggering arsenal of functions at the touch of the finger, the Smartphone has become the Swiss Army knives of the digital age. The ubiquitous catchphrase “there’s an app for that” emphasizes the vast multitude of apps that are available, that make accessing social media, shopping, finding directions, playing games, listening to music, and even banking possible using a convenient pocket-sized piece of technology.

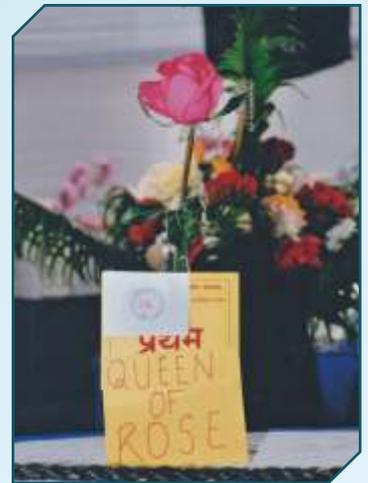


Rose Show 2015 - Gotan



Jodhpur District Administration and Western Rajasthan Industries Handicrafts festival 2014 organized a Rose Flower Show Competition from 2nd January to 11th January at Jodhpur.

More than 360 entries were received in various categories including cut flower - rose, cut flower - guldaudi (chrysanthemum), rose and guldaudi in flower pots etc. The entry of Mr. B.K. Arora - President (Works) was adjudged the 'Queen of Rose'. J.K. White Cement's



entries were also adjudged second in the red cut flower category and in table decoration. The entry of Mrs. Sushma Arora – VP (LKSEC) was adjudged first in the flower pot category.

Overall, the entries from Gotan bagged 6 trophies and 7 certificates.

Over the years, J.K. White Cement has participated in this flower show and has been winning prizes in different categories.

Producing such beautiful varieties of flowers in the western part of an arid desert and securing first positions in various categories for its different entries is a commendable achievement.



ALUMNI MEET

Gaur Hari Singhania Institute of Management & Research (GHSIMR), Kanpur

Galaxy - The Alumni Association of GHS-IMR organized their 6th National Alumnus Meet, Confluence 2014 on 19th October.

The day's program started with Executive Committee Meeting of the Alumni Association. A wide range of issues were discussed to strengthen and enhance the alumni-institute association and interaction. This was followed by 'Alumnus Talk'. The program started with lighting of the Ceremonial lamp and Saraswati Vandana. Dr (Prof.) Rakesh Premi - Director (GHS-IMR) welcomed the alumnus speakers and highlighted the role of the Alumni in institution building.

Mr. Puneet Gandhi (Chief Planning/Operations Officer, Trident Group), Mr. Jatin Pandey (Area Sales Manager, Emami Limited), Ms. Namita Chaturvedi (Managing Director & Trainer, Amicizia Enablers & Advisors) and Mr. Subodh Agarwal (Vice President, Citi Group) of the 1997 batch, Mr. Nitin Jain, a 2003 batch alumnus, Ms. Harshita Gupta (Senior officer - Corporate HR, J.K. Cement Ltd.), a 2005 batch alumnus, and several others shared diverse

experiences of their corporate journey with the current batch. This was followed by a cultural program in the evening. The alumni, along with their family participated in various games and other activities conducted by the current batch. Vote of thanks was proposed by Mr. Kunwar Milind Singh – Chairperson, Galaxy GHS-IMR.

Alumni Speakers and Faculty Members at Confluence - the Alumni Meet 2014



Spotlight on Mr. Harish Agarwal

(Excerpts from an interview with Mr. Harish Agarwal - Head (J.K. Cement Works, Jhajjar))

Q.1) You have had a long association with the Company and you are one of the very few executives who have the experience of working at almost all our Company's units. Please shed some light on your journey.

After completing my graduation in Mechanical Engineering from GSITS, Indore, I joined J.K. Cement Works, Nimbahera as a Trainee Engineer in the Project Department in November 1981. After commissioning of Nimbahera 3rd Unit, I was deputed at J.K. White Cement Works, Gotan. Here, I was fortunate to work under the able leadership of Mr. M. P. Rawal - Advisor & Mr. B. K. Arora - President (Works). Erection and Commissioning of Cement Mill and Packing Plant at Gotan in the year 1984 was a great moment and the day we got the first White Cement Bag is one of the most fond memory. During my stay at Udaipur, working in the White Cement Export Division was a great learning experience. Developing White Cement market in African countries was a huge challenge and we managed to increase our market to almost twenty times in a span of two years. After being associated with the Commissioning of Nimbahera 3rd Unit, White Cement Unit at Gotan and Muddapur Unit, I am now heading the commissioning and operation of Jharli Unit.

Q.2) J.K. Cement Works, Jharli, the first split grinding unit of the Company has been the long nurtured dream of our MD - Mr. Yadupati Singhania. As the Unit Head, what challenges did you have to face while commissioning of this project? Please share with us your experience of working on this project.

I am very grateful to the Management for giving me the opportunity of heading J.K. Cement Works, Jharli, the first split grinding unit of J.K. Cement Ltd. Jharli is a remote village in Jhajjar district and availability of infrastructure is very poor. Erection of Plant & Machinery at this site was tough, as compared to other locations.

Weather conditions in this area are extreme with maximum temperature in summers and minimum temperature in winters with heavy fog. Since we were working for the first time in Haryana, hence liaison with local and state level agencies was a difficult task. Laying of 9 Km overhead power line passing through three different villages from Bahu Sub station to our plant was the most challenging task for me. But I am happy that I could accomplish this with the support of Mr. Madhavkrishna Singhania -

Special Executive and Mr. D. Ravisankar - President (Projects). During the project, my emphasis was on adopting the available latest technologies and systems. I ensured that Jharli has a SAP system right from the beginning. Today, I feel proud that we have all necessary government clearances, full tie-up of fly ash & good infrastructure facility, ready to achieve 100% utilization of plant capacity. All safety measures were taken care of and we successfully commissioned the plant with 'Zero' accident.

Q.3) What are the plans for J.K. Cement Works, Jhajjar going forward?

Our main objective is to achieve optimum capacity utilization of all equipments, reduce power consumption, increase fly ash consumption and train available manpower. Our team's dream is to make J.K. Cement Works, Jhajjar a Model Unit of our organization which has the latest state-of-the-art technology, a healthy work culture, new systems of operation which includes RFID etc. The location of our plant is very close to a huge market area for building related products. We are planning to produce two to three new building related products at our Plant.

Q.4) What according to you has been your biggest contribution to the Company?

Besides plant erection and commissioning of all the units, the Management gave me the opportunity to take up different roles of diversified nature and entirely different from my specialization. I am grateful to our MD & CEO, Mr. Yadupati Singhania and Mr. Madhavkrishna Singhania for their unstinting support and motivation that helped me in achieving the targets and led me on the path of success. Also, all these achievements were possible only due to the professional freedom, good working environment and the confidence reposed in me and my team.



Mr. Harish Agarwal

Spotlight on Mr. Anil Kumar Agarwal

M/s Lallamal Kanhiyalal & Sons, Ajmer

Mr. Anil Kumar Agarwal of M/s Lallamal Kanhaiya Lal & Sons, Ajmer is a prominent stockist of Grey Cement North. His association with the Company dates back to 1982, when a sales promoter approached him with the proposition to start cement business. Since then, he has never looked back. Mr. Agarwal, who deals exclusively in the Company's brands used to run his family business before taking cement dealership. He has been awarded on different occasions for achieving the highest sales. Mr. Agarwal has been a loyal and dedicated member of the J.K. Cement family irrespective of the changing times and we thought it would be fitting to have him share his experience.

Q.1) Please throw some light on your association with the Company. What are your thoughts about the J.K. Cement culture and the people?

Our association with J.K. Cement started in 1982. I entered the trade business and was awarded with a television for highest sales in 1984 by our Respected MD Sir. Subsequently I again received the award for highest sales in 1994 by our Honourable Chairman.

Since then we are exclusively dealing in the Company's products and our business has grown manifold. I take pride in sharing with people that I am associated with J.K. Cement, a business house with great values and culture. I am indebted to the Company and will continue to be a loyal associate in times to come.

Q.2) How do you think the market for our Grey Cement brands has evolved over the years? What according to you differentiates our brand from others?

If we compare the initial years with the present scenario, there is a drastic change. There is almost a flood of new brands entering the market every

day. With different schemes, policies and approaches, the market has become quite competitive. J.K. Cement has always been a brand of trust, tradition and quality. Our brand is widely known PAN India. It is praiseworthy that even after the entry of several brands, we have maintained the position of the brand in the market. Branding and sales promotion activities have played an important role in sustaining the momentum and strengthening the position of the brand.

Q.3) What is your strategy for achieving success in Marketing?

In such a competitive scenario, 'Hard Work' becomes the key to success. However policies, branding, etc play a vital role. But at the same time, sincere efforts always bring success.

In today's times when urban markets are reaching a saturation point, we also focus on rural areas as they retain huge potential.

Q.4) What message / suggestions would you like to give to the J.K. Cement family?

In order to grow & prosper, a competitor should think one step ahead of what others think. Our approach should be competitive and aggressive too. I think J.K. Cement is moving ahead with the same spirit and will surely scale new heights of success in times to come.

With a proactive approach, our branding, marketing, logistics departments will have no problem in adjusting to the dynamics of this competitive era.

I am very grateful to the Management and extend my best wishes to the Company for all the future endeavours.



Mr. Anil Kumar Agarwal



WINNING ENTRY

'The key to success - Hard Work or Smart Work'

One are the days when only hard work could get us somewhere in life – today, employers are looking for people who work diligently, in a smart manner. Hard work may help us to complete our tasks but we may not be able to do so efficiently, and that's where smart work comes into play.

When someone works in a smart manner, he not only completes his tasks but ensures that time is utilized properly. A smart worker makes a list of the tasks he needs to do and prioritizes them based on the importance – as such, he completes urgent and important tasks first and leaves the rest for a later date. This way, he does not get bogged down by the enormity of the tasks.

Sometimes, we may see smart workers getting better grades than hard workers and this is because smart workers know how to prioritize their work and manage their time efficiently.

At work, we come across hard workers, who only focus on getting their work done, but sadly, they don't get proper recognition from their bosses. This is because they forget to do important things like building good relationships and making their voices heard. At the time of promotion, it is not the person who puts in the most number of hours who gets promoted but it is the person who has managed to do work on time, taken the time to build relationships with his colleagues and bosses and gone the extra mile to assist his peers.



It is not wrong to be a hard worker – hard work is important, no doubt, but it is more important to work smart. So, do not simply focus on your work but get to know people too – try to enhance your interpersonal skills and time management skills and success will follow suit.

Mr. Rahul Jain,
Muddapur

Winning Entries

1st Runner Up
'The key to success – Hard Work or Smart Work'
Ms. Nitya Chawla
Corporate HR (Kanpur)

2nd Runner Up
'The key to success – Hard Work or Smart Work'
Mr. Mrityunjay Kumar
Civil Engg Department, Muddapur



Participating Entries

The key to success – Hard Work or Smart Work

- | | |
|---|---|
| 1. Mr. Gaurav Kumar Singh - Sr. Engineer
(Mechanical, Jhajjar) | 4. Dr. A.K. Saxena - Gotan |
| 2. Mr. N.K. Gupta - Sr. Manager, IT (Kanpur) | 5. Mr. Vivek Dohare - GET (Mechanical, Katni) |
| 3. Mr. Brijesh Singhal - Project Sales Executive
(Udaipur) | 6. Mr. Rajan Singh Tanwar - Engineer (Mangrol
Power Plant) |

Who makes a country – Govt. or People

- | | |
|------------------------------------|---|
| 1. Mr. V.A. Hiremath – Dy. Manager | 2. Mr. Mahaveer Singh – GET (Mechanical, Katni) |
|------------------------------------|---|

The topics for January '15 issue are:
(Max 300 words)

1. Censorship in Art / Media.
2. Mandatory Retirement Age and the effect on the workforce.

Last date for submission of entries is
5th March, 2015

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

*Decision will be taken as per the discretion of the Editor.
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in Cricket T-20 Cricket

The advent of the internet generation was characterised by the declining patience levels, making longer versions of “The Gentleman’s game”, cricket almost obsolete. Delivering fast paced exciting cricket, coupled with the added entertainment of the likes of the Super-Bowl and EPFL, T20 revolutionized the cricketing experience. Limited by the 20 overs of playing time, it ensured nail-biting narrative twists and turns that make watching a compelling and memorable experience. The advent of T20 overhauled the nature of the game with the introduction of concepts like “Free-hit” and “Powerplay”. In addition, noteworthy on-field innovations, such as the “Dilscoop”, the Slow Bouncer and “The Helicopter Shot” have made cricket a tactical battlefield, leading to the evolution of the sport and athlete.

DARE TO DREAM

Annual Stockists Meet Grey Cement South



The world of work is changing faster than ever and the old rules of business are rapidly losing their relevance. Success is no longer driven by technology, infrastructure and capital. We have entered the Human Age, where people are the real agents of business success. At J.K. Cement Ltd., we have always maintained that our growing network of dealers is the pillar of our success. To celebrate their contributions and showcase our ever-growing aspirations, the Annual Stockists Meets for Grey Cement, South, were organized on 8th November in Mumbai and on 10th December in Bangalore. Themed "Dare to Dream", these meets were attended by dealers from Maharashtra, Karnataka, Goa and Kerala. J.K. Cement Ltd. has been one of the foremost participants in India's industrial growth, having pioneered various technological breakthroughs in the Indian Industry.



Mr. Pannalal Dalya of M/s Sarvesh Cement Shoppe with the Zonal Champion's trophy



Mr. Rajnish Kapur - Business Head (Grey Cement Division) addressing the gathering



Mr. Sudhakar Patil of M/s Heera Enterprises receiving the District Champion's trophy from Mr. Manish Bahuguna - Head (Sales) & Mr. Rajesh Deshpande - Sr. Manager (Marketing, Solapur)

MUMBAI

COVER STORY

These meets were a reminder to our corporate ethos of constantly aspiring for even greater success for the Company and partners.

Speaking on the occasion, Mr. Rajnish Kapur - Business Head (Grey Cement Division) said "With cost pressure and reducing margins, it is time for us to gear up to do our best and scale newer heights of success and profitability. Let us together overcome all challenges and move towards a promising future".

Top performing dealers were felicitated for outstanding performance in their regions. Besides the award ceremony, members of the dealer network were treated to a grand, entertaining evening which included various exciting performances. The daredevil acts performed by the African Acrobats were not just defying the laws of gravity and physical stamina, but also the limits of credulity. Stand-up comedian



Mr. Parikshit Kand of M/s Sankalp Traders receiving the District Champion's trophy from Mr. Manish Bahuguna – Head (Sales) and Mr. Jugal Dubey – DGM (Marketing, Pune)



Mr. Happy Fernandes of M/s Mag Cement receiving his trophy for State Champion (Goa) from Mr. Shailesh Gupta – A.V.P. (MIS, Delhi). Also seen in the photograph is Mr. Milind Desai - Deputy Manager (Marketing, Goa)





Jitesh Chawla was another star attraction of the meets, with his rib tickling antics that left the audience in laughter riots.

Energetic and vivacious performances by a troupe of international dancers and Fictitious Dance Group (of India's Got Talent fame) added to the exuberant spirit. The highlight of the evening was the dance performance by the Dance India Dance famed Kamlesh Patel. As the physically challenged performer danced on his hands, he resonated the theme of the meets that no ambition is unachievable if you can dare to follow your dream.



Mr. Sreedharan of M/s Yenmark Trading Co. receiving the State Champion's trophy (Kerala) from Mr. Rajnish Kapur – Business Head (Grey Cement Division) and Mr. R Ganesh – Head (Marketing). Also seen in the photograph is Mr. Jitesh PU – Sr. Manager (Marketing, Kerala)



Mr. Hemanagowda of M/s CK Traders receiving the District Champion's trophy from Mr. Antriksh Jain – Unit Head (J.K. Cement Works, Muddapur) & Mr. Vinod Nair – DGM (Marketing, South Karnataka & Kerala). Also seen in the photo is Mr. Basalingayya Hiremath – Asst. Manager (Marketing, Bengaluru)



BENGALURU



COVER STORY

Mr. Brahmesh Desai of M/s Madhuban Enterprises receiving the State Champion's trophy (Karnataka) from Mr. Rajnish Kapur – Business Head (Grey Cement Division) and Mr. R Ganesh – Head (Marketing)



Mr. R Ganesh – Head (Marketing, Grey Cement South) thanked the dealer network for their valued contribution and said “Our strong dealer community has a crucial role in the Company's success story. We hope to further strengthen our association with our channel partners”.

The logistics for the meet, including making arrangements for stay and travel of the 1000 plus attendees was indeed a daunting task. The efforts of the organizing team - Branding & Communication department were highly appreciated and the event was a huge success. The dealers were enthralled with the grandeur and scale of the meet and went back with some great memories.

Our dealers have been instrumental in helping us achieve higher growth and greater visibility due to their incessant efforts. These meets serve as small tokens of our appreciation for their outstanding work. As occasions to laud their contributions to the success of J.K. Cement Ltd, the meets form an important effort towards strengthening friendship and business association.



Mr. R. Ganesh - Head Marketing (Grey Cement South) addressing the gathering



Mr. Prashant Pote of M/s Venkatesh Traders receiving the District Champion's trophy from Mr. Manish Bahuguna - Head (Sales). Also seen in the photograph are Mr. Dayanand Kalal - Deputy Manager (Marketing, Belgaum) and Mr. Ali Saheb – DGM (North Karnataka)





PEOPLE POWER TRAINING PROGRAMMES

RTC Activities - NOVEMBER

1) Personality Development - November 03 - 06:

Dr. Lali Banerjee, THINK INC and Mr. Micheal Ekoh, Head (Training & Development) conducted the program, attended by thirty six Middle / Senior Management executives from J.K. Cement Works, Mangrol and Nimbahera.

2) 'An Orientation to Cement Manufacturing Process for CTS Personnel' - November 06 - 08

Twelve participants attended the program conducted by Mr. Dinesh Kumar, Mr. P.K. Sharma, Mr. Manoj Kulshrestha, Mr. R.C. Vyas and Mr. Pramod Sancheti as resource persons.

3) 'Problem Solving Tools & Technique – Analytical Skills' - November 10 - 11:

Twenty one participants of Frontline/ Middle Management level from Aditya Cement and J.K. Cement Works, Mangrol & Nimbahera attended the programme directed by Mr. Sunil Rahator - Breakthru Consultants, Mumbai



Participants during the programme on Problem Solving Tools & Technique – Analytical Skills

was the faculty. Twenty two Frontline/Middle Management executives of J.K. Cement Works, Nimbahera and Mangrol attended the program.

6) Special Training Program at HZL – Chanderiya Lead Zinc Smelter on 'Maintenance of Transformers / Protection Systems & Lighting Illumination System': November 26 - 29:

The program conducted by a team of RTC faculty was attended by nineteen technicians.

7) 'Heat and Mass Balance': November 27 - 28:

The programme was conducted for Engineers/Supervisors by a team of RTC faculty and attended by sixteen participants from Birla Cement, J.K. Cement Works, Mangrol and Nimbahera, Shree Cement Ltd. Units - Ras and Beawar.



Participants of programme on 'An orientation to cement manufacturing process'

4) Special Training Program at HZL – Chanderiya Lead Zinc Smelter on 'Weighing Systems & Its Maintenance / UPS, VFDs Basics and Trouble Shooting': November 17 - 20:

Fourteen technicians attended the programme conducted by a team of R.T.C. faculty.

5) 'Inter-personal Skills for Better Performance': November 24-25:

Dr. Naveen Gupta, Director, Hindustan Institute of Management & Computer Studies (A unit of SGI, Mathura)



Training program on Personality Development

RTC Activities - DECEMBER

1) An orientation to Cement Manufacturing Process: December 01 - 03:

A group of fifteen CTS Executives from different locations PAN India attended the program conducted by Mr. P K Sharma, Mr. Rajesh Mathur, Mr. Deepak Kalla and Mr. N.K Dewat.

2) Assessment of Testing Laboratories & Performance Improvement of Analytical Chemists: December 02 - 06:

A special experiential learning based program was conducted by Dr. V.K. Mathur – Ex G.M., NCCBM. Participants from Wonder Cement; J.K. White Cement, J.K. Cement Works, Mangrol & Nimbahera attended the program.

3) Root Cause Analysis for Breakdown in Cement Industry: December 05 - 06:

Twelve Frontline / Middle Management executives from J.K. Cement Works, Mangrol & Nimbahera attended the program. Mr Suneel Rahator, Breakthru Consultants, Mumbai directed the program.

4) 'Thermal Energy Conservation and Management': December 08 - 10:

The program was organized for Engineers / Supervisors from J.K. Cement Works, Mangrol & Nimbahera. Senior line managers from the plants conducted the session.

5) An Executive Development Program: December 11-12:

Mr. Vishal Sharma from Delhi, an accredited Trainer for Entrepreneurial Motivation, having rich experience across diverse industries, conducted the program for Frontline / Middle Management executives. Twenty one participants from J.K. Cement Works, Nimbahera and Mangrol attended the program.



Participants of programme on Assessment of Testing Laboratories & Performance Improvement of Analytical Chemists

6) Quality Control - Physical Testing of Cement: December 15 - 17:

This was one of the most significant programs of quality discipline organized by RTC for the lab testing skill enhancement of Testers / Gaugers / Lab Attendant. Eight Participants from J K White Cement; Wonder Cement and J K Cement Works, Mangrol and Nimbahera attended the program. The resource persons from Cement Industries & R&D center were invited to add value to the program. The program was inaugurated by Mr. Shailendra Jajpuria - Head (QC), Lafarge India Pvt. Ltd.



Participants of programme on An Orientation to Cement Manufacturing Process

7) Special Training Program at HZL – Chanderiya Lead Zinc Smelter on 'Operation & Maintenance of Compressors, Pumps, Fans& Blowers: December 17 -20:

Twenty - two participants attended the program conducted by a team of RTC faculty.

8) 'Leadership Development through Managerial Grid': December 18 - 19 :

An Internationally recognized Workshop was conducted at RTC by Dr. R.P. Singh - Head (HR & RTC), a Certified Managerial Grid Instructor trained by Dr. Bruce Carlson, President, Grid International, USA. The program was inaugurated by Mr. S.K. Rathore - Unit Head (Nimbahera), who highlighted the importance of grid workshop for effective leadership. Apart from J.K. Cement Works, Nimbahera & Mangrol, five senior



A view of classroom of Programme on Leadership Development through Managerial Grid

executives from JK Lakshmi Cement, Durg also attended the workshop.

9) 'Behavioural Safety & Practices in Industry': December 22 -23

The programme was conducted for Frontline/Middle Management by Mr. M.L. Barber, a senior trainer & Ex Executive of HZL who spoke on different aspects including Health, Environment & Safety.



Programme on Root Cause Analysis for Breakdown in Cement Industry

New Joinee
Nov. - Dec. 2014
 We heartily welcome them to the J.K. Cement family and look forward to a fulfilling and mutually rewarding association



Mr. Nitin Purohit
 General Manager - Mines
 J.K. Cement Works, Muddapur

* Manager level & above only.

Basic First AID and CPR Training Program - Jhajjar

A one day "Basic First Aid and CPR Training Program" was organized for staff and workers at Jharli plant on 5th December. The training program was conducted by Dr. Asif Satter, 24x7Medical Services, New Delhi. Mr. Tarun Dak – Officer (HR, Jhajjar) extended a warm welcome to the trainer & 25 participants who attended the training.



Session on Basic First Aid Training & CPR



Participant performing CPR on dummy

The main objective of this training was to develop awareness about basic first aid to be provided in case of emergencies. Dr. Satter explained the participants about how temporary medical help can be provided to the injured person with the available resources till the patient is shifted to a hospital. Participants were made to demonstrate Cardiopulmonary Resuscitation (CPR), dealing with Fractures, Burns, Heart Attack, Chocking, Nose Bleeding, Asthma, Heat Stroke, Fainting, Snake Bite etc.

Mr. Paul Hugentobler, Director (J.K. Cement) Visits J.K. Cement Works, Fujairah

Mr. Paul Hugentobler – Board of Director visited J.K. Cement Works, Fujairah from 29th - 30th December for taking a bird's eye view of the progress and technical know how about the plant. It was an informal visit and he wanted to know more about the facilities at the plant. He spent two days at the factory while getting to know various departments and key persons from Marketing, Technical, Commercial etc.



Mr. Paul Hugentobler - Director being welcomed by Mr. B.K. Arora - CEO (UAE, Operations)



NEW SECTION

Celebrating the Champions

BEHIND THE SCENES

A successful venture is never a lone initiative. Unnoticed, and often unappreciated, a multitude of ceaseless contributions enable successful completion of an enterprise. In this section of Spotlight, we salute those heroes who have worked tirelessly to ensure un-hindered functioning of the Organisation, and helped position ourselves as major contributors in India's growth story.



Jagdish Narain Shukla
Supervisor, Kanpur

Mr. Jagdish N. Shukla joined the JK Group in Jan 1970 as a temporary 'Daftari' of Mr. Lalit Kumar Singhania Ji in the JK Cotton division, Kanpur which was a unit of JK Synthetics at that time. During that period, Our MD & CEO, Mr. Yadupati Singhania was undergoing training in the Company. Mr. Jagdish's basic job was to do paper work but he welcomed all kinds of tasks which were

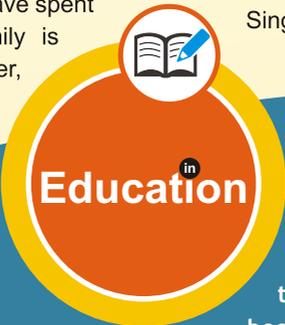
assigned to him. After Mr. Lalit Kr. Singhaniaji resigned, he was appointed as a 'Daftari' to Mr. Yadupati Singhania.

Mr. Shukla's dedication towards the Company speaks volumes. He would work for more than 12 hrs a day under the guidance of MD Sir. One incident that he recalls with great pride was when he was newly married and had gone to watch a movie with his wife. Mr. Yadupati Singhania had to go out of town and suddenly his plan got cancelled. On returning from the airport, Mr. Singhania enquired for Mr. Shukla. Mr. Shukla left the movie midway and rushed back to office, ready to assist MD Sir. Mr. Singhania was courteous to tell him that he should have spent time watching the movie because family is equally important. For Mr. Shukla, however, 'work is worship'. Mr. Shukla also acknowledged the unstinting

support extended by Mr. Yadupati Singhania, for his daughter's marriage.

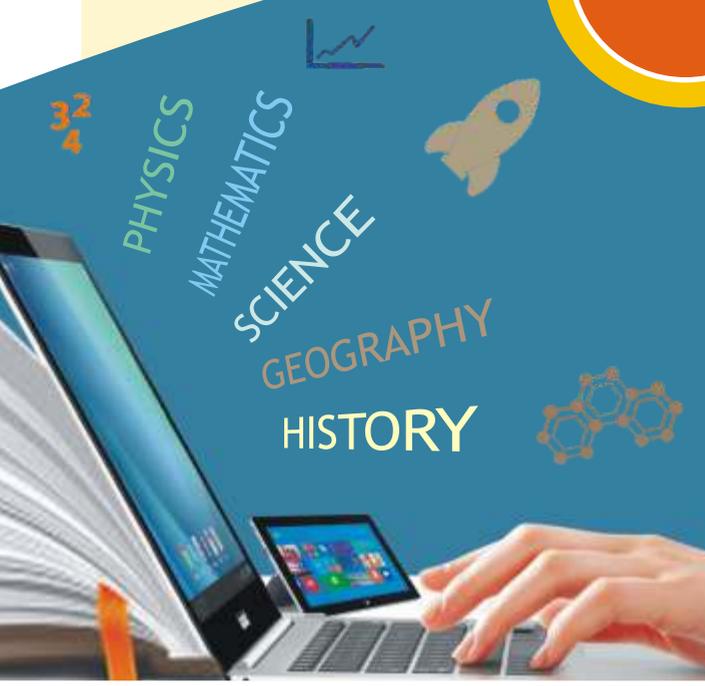
Mr. Shukla's contributions were awarded when he successfully completed 40 years with J.K. Cement. He has been a great asset for the Company and people like him enrich the organization.

Mr. Shukla, in admiration, wants to pen a book on Mr. Yadupati Singhania.



E-Learning

Education was liberated from the limitations of the physical classroom with the advent of computers, and learning became a more global process. E-Learning bridged not only geographical and language barriers, but also provided flexibility. Essentially giving learners the ability to fit learning around their lifestyles and allow students to learn when and where it's convenient for them. Through improved accessibility, E-learning has enabled access to a previously closed off world and has been vital in breaking down educational boundaries through the use of modern technology, creating a global classroom.



Bankers Visit to J.K. Cement Works, Jhajjar

A maiden Joint Inspection of Grey Cement Plant situated at Jharli (Jhajjar), Haryana was made on 15th November, by Term Lenders of J.K. Cement Ltd. which was attended by the Sr. Officials of IDBI Bank, Consortium Leader, Allahabad Bank, United Bank of India and the Company as well.



Bankers inspecting the Packing plant



Bankers & Company officials at the plant



Bankers interacting with the Unit Head and Company officials

Letter of Offer to JKCTT students by H'ble CM of UP

JK Centre for Technician Training (JKCTT) has been contributing to the field of Education and Training by Training World-class technicians in Vocational skills through short term intensive hands on training programs. JKCTT is a training partner of UP Skill Development Mission in Electrical, Fabrication & Electronics sector. JKCTT is imparting training to the local unemployed youth of Kanpur and helping them with opportunities in the Industry under this scheme.

On 12th Dec, Shri Akhilesh Yadav - H'ble Chief Minister of U.P. visited CSA Campus, Kanpur for providing benefit to the different beneficiaries of different schemes run by the State Govt. Ten candidates of JKCTT were selected for this purpose out of which 5 candidates received the offer letter from the Honourable Chief Minister.



Slogan Contest for J.K. Spotlight

As a new challenge to let your creative spirit soar, we had requested you to embellish Spotlight with a new by-line. We thank you for the overwhelming and encouraging response and genuine support. We share the name of participants who joined us in this slogan hunt.

Winning Entry Towards Perfection – Our tradition

Mr. Kuldeep Pawar
Accounts Officer (Costing & MIS)
Nimbahera & Mangrol



Participants

- | | |
|---|--|
| Mr. Kamal Srivastava – Area Manager, Haryana | Mr. Saurabh Srivastava – Kanpur |
| Mr. V. Mahaadev – Manager, Marketing (Tamilnadu, White Cement) | Mr. Jitendra Arun Vyas – Jodhpur |
| Mr. Aditya Raina – Marketing Executive (Delhi, White Cement) | Mr. PR Kumar – Vice Principal, LKSEC |
| Mr. Shashipal | Mr. Prakash Karajagi – Sr. Chemist, Muddapur |
| Mr. Vikas Prajapat – Engineer Mechanical (Planning Department, Nimbahera) | Mr. Deepak Khabya – Sr. Engineer (Electrical, Gotan) |
| Mr. Rahul Jain – Muddapur | Mr. Vinay Kumar Jaiswal – Asst. Officer (Taxation), Kanpur |
| Mr. Mrityunjay Kumar – Civil Engg. Department, Muddapur | Mr. Saurabh Sharma – Mumbai |
| Mr. Shiv Charan Sharma – Assistant Account, Ganganagar | Mr. S.B. Choudhary – LKSEC |
| Mr. Francis Xavier – GM (Commercial, Muddapur) | Dr. A.K. Saxena – Dispensary, Gotan |
| Mr. Arvind Kumar – Sr. Manager, Patna | Dr. Saurabh Kumar Yadav – Dy. Manager, Environment (Muddapur) |
| Mr. Rajeev Kr. Srivastava – Accounts, Kanpur | Mr. Arvind Kumar Misra – Stores, Mangrol |
| Mr. A.L. Sundararajan – Sr. G.M. (South, White Cement) | Mr. Dinesh Raghuvanshi – White Cement, Kanpur |
| Mr. Dilip Singh Rathore – Jaipur | Mr. CP Dak |
| Mrs. Suman Singh – Asst. Manager (Instrumentation, Muddapur) | Mr. Uttam Kumar Paul – Exec. Secretary, Jhajjar |
| Mr. Vineet Kr Jain – Officer (Marketing) | Mr. Lalit Khanna – V.P. (Solar Housing & Infrastructure Limited, Kanpur) |
| Mr. K. Vaidyanathan | Mr. Sanjive Sharma |
| Mr. Robin Gupta – Sr. Engineer (Mech, Muddapur) | Mr. Sunoj P – Officer (Branding) |
| Mr. R.P. Tomar – Corporate HR, Kanpur | Mr. Kratagya Gupta – Finance Officer, Mumbai |
| Mr. Deepak Chhabra – DGM (Marketing, Ghaziabad) | Mr. Anjan Kumar – White Cement, Bangalore |
| Mr. Ravikumar B | Mr. Rajmal Gaur – Marketing Officer, Udaipur |
| Mr. Manish Grover – Jodhpur | Mr. Rajan Singh Tanwar – Mangrol |
| Mr. Brijesh Singhal – White Cement | Mr. Neeraj Dwivedi – Stores, Mangrol |
| Mr. Deepak Sharma | Mr. Nalin Prabhat – Manager (Marketing, White Cement) |
| Mr. Rahul Agarwal – IT Department | Mr. Rajesh Sharma – L K Singhania Education Centre |
| Mr. Anupam Rohatgi – DGM (T&MS), Udaipur | Mr. Anand Mishra – Ambala |
| | Mr. V.B. Nijampure – CTS (Hyderabad) |



Off Site

Mahabalipuram & Pondy chery Tour Grey Cement North



Company Officials and dealers during the tour organised from 3rd - 6th December and 15th - 18th December

Lonavala Tour Grey Cement North



Company Officials and dealers during the tour organised from 14th - 16th December

Thailand Tour Grey Cement North



Company Officials and dealers during the tour organised from 10th - 15th December

Director, Gaur Hari Singhania Institute of Management & Research (GHSIMR) felicitated



Dr. (Prof.) Rakesh Premi – Director, GHSIMR being felicitated for his outstanding contribution in the field of 'Academics' by former HRD Minister, Dr. Murli Manohar Joshi in a function organized by "Hindustan", Daily Newspaper on 11th November





J.K. Cement Bags the Award for Best Dealer Incentive Programme 2014

J.K.Cement has been consistently organising best in the industry events and dealer meets. This effort was recognised by MICE Travel Mart and Luxury and Leisure Travel Mart and the Company was awarded for the Best Incentive Program for Dealers.



Mr. Vineet Notani – Officer (Travel, Delhi) receiving the award at the ninth edition of MICE Travel Mart (MTM) and the third Luxury and Leisure Travel Mart held on 28th November



Mr. Nitish Chopra - Head (Branding & Communication) receiving the award for the Best Incentive Program for Dealers/Distributors from Mr. Raghavpat Singhania - Special Executive and Mr. A.K. Saraogi - CFO & President (Corporate Affairs). Also seen in the photo are (From left to right) Mr. Gagan Vig - Deputy Manager (Travel), Mr. Vineet Notani - Officer (Travel) and Mr. Anthony Das - Manager (Branding)



Online Shopping

The rapid and widespread invasion of the internet, carried on computers and smartphones, resulted in a global shopping revolution. The promiscuous consumer was no longer restricted to buying just locally, and was literally exposed to a world of brand options. Consumers can now embark on a shopping trip to Hong Kong, China or America, compare and get the best deals in the comfort of their living rooms.

Coupled with social media, brand images change at dizzying pace as purchase decisions are compared with the like-minded, online. The continually evolving online marketplace offering same-day delivery to “try before you buy” facilities is set to forever change the shopping experience.



Corporate Social Responsibility Laying the foundations of a better world

J.K. Cement Works, Nimbahera signs MOU under Nirmal Bharat Abhiyaan

J.K. Cement always remains a step ahead in fulfilling its social responsibilities. In this series, J.K. Cement Works, Nimbahera signed a tripartite memorandum of understanding for one year on December 12 at Jila Parishad, Chittorgarh to construct 2000 quality toilets on P.P. Model for the villagers residing in villages in Gram Panchayat Mangrol and Karunda under the "Nirmal Bharat Abhiyaan" of Central Government. The agreement was signed by Shri Laxmi Kant Balot, CEO, Jila Parishad, Chittorgarh, Mr. S.K. Rathore - Unit Head and Mr. Raj Kumar Choubey - Secretary, Regional Agricultural Research and Human Service Institute, Rajsamand. The Regional Agricultural Research and Human Service Institute, Rajsamand will take-up construction work, while Swacchh Bharat Mission, Chittorgarh and J.K. Cement Works will contribute towards the financial requirements of the project.

Mr. M.S. Shekhawat - Head (E.R., Nimbahera) coordinated the activities in this regard.



Mr. M.S. Shekhawat - Head (E.R.) and Mr. Laxmi Kant Balot - C.E.O., Jila Parishad, Chittorgarh after signing the M.O.U.

Free eye-check up camp - Nimbahera

J.K. Cement Works in association with Gomabai Netralaya, Neemuch organized a free eye check-up camp on December 10 at Rajeev Gandhi Sewa Kendra, Mangrol. In the Camp, Ophthalmologist Dr. Sarfaraj Khan with the assistance of Mr. O.P. Sharma - Technician carried out eye testing of around 148 patients with the latest equipments. Out of these, about 60 patients were advised to undergo



Eye treatment in process

surgical operation. The patients were given spectacles and medicines free of cost. J.K. Cement's Dr. S.K. Choudhary, Dr. Pankaj Mani and nursing staff extended necessary assistance during the camp. Members of Ladies Club 'Surbhi', Ms. Neelam Rathore, Ms. Vimla Rajput, Ms. Maina Sisodia, Ms. Santosh Gupta and Ms. Sudesh Kapoor also actively participated. Mr. Ghanshyam - Sarpanch, Gram Panchayat and a number of villagers were also present on the occasion. They expressed their gratitude towards the Management for organizing the camp.



Doctor carrying out eye check-up at the camp



ENT Medical Camp - Muddapur

J.K. Cement Works, Muddapur organized an ENT Medical camp for children. 154 children from Sir Padampat Primary School & 10 dependent families of the employees were benefited by the camp. Mr. Anant Benni welcomed everyone and Mr. S.K. Jain - Head (O & M) thanked the ENT Team lead by Dr. Prashant Patil - Unit Head & Professor, KLE Hospital & Research Centre, Belgaum for extending their service to the children.



Orthopaedic Camp - Muddapur

An Orthopaedic Camp was organized at Muddapur in association with JLN Medical College & KLE Hospital, Belgaum at Medical Aid Centre with free consultation & medicines for all the beneficiaries. Renowned Orthopaedic Surgeon, Dr. Mahantesh Patil and his team rendered their selfless service to the needy. The Commissioner, Excise joined Mr. A.K. Jain - Unit Head in welcoming the team while Mr. S.K.Jain - Head (O & M, Muddapur), Mr. Girish Bakshi – Head (ER, Muddapur), Mr. Prashant Khare, Mr. KC Khandelwal, Mr. K.R. Choudhary, Mr. M. Ramappa, Mr. Francis Xavier, Mr Sanjay Shrivastava and Sr. Management staff greeted the team & extended their best wishes for a successful camp.

Health Check-up Camp For Women - Muddapur

Ladies Club - Roshni, Muddapur in association with JLNMC & KLE Hospital - Research Centre, Belgaum organized a Health Check Up Camp for women at Health Care Centre at Padam Nagar on 15th November.

Mrs. Kalpana Jain - President, Mrs. Deepika Khandelwal, Mrs. Poonam Shrivatsava, Ms. Neeta Sharma and Dr. Vidya Kiran actively participated towards the successful organizing of the camp. Mrs.Kalpana Jain thanked Dr. Hemalata Patil (Prof. OBG), Dr Gouri (Ass.Prof), Dr. Swaroopa & Dr. Ana for attending the camp.



Health Check-Up Camp - Kanpur

Corporate HR organised a medical camp at Kamla Nagar Township as a welfare initiative for the employees and their family members under the banner of Corporate Wellness Program.

The camp was organized with a view to target two main areas – Orthopaedic Check-Up and Blood Sugar/Diabetes.

The health check- up camp was a free camp where various tests including ECG, Blood Pressure, Blood Sugar, Haemoglobin, Blood Group etc. were done. The screening test for diabetes was also conducted and as many as 20 new cases were detected.

Out of total patients who attended the medical camp, around 60% consulted for different ortho- complaints, 57 people got their Hb tested, and around 25 people got their blood group tested and were advised accordingly.

The objective with which the camp was organised was fulfilled. This camp was organized in association with Krishna Super Speciality Hospital. Colony Maintenance and Security Team contributed immensely in making this camp a successful one. Moreover, the success of the camp is also attributed to the efforts by Dr. Prashant Singh and Mr. R.P. Tomar.

With this success and endearing response from the visiting patients, the medical team wishes to conduct more such camps to help serve the community in a better and healthier manner. This human endeavour of Krishna Super Speciality Hospital Team, Medical Team of JK Cement Ltd. was well received and appreciated both by the patients and the Management.

For the Employees of J.K. Organisation and their Family Member
FREE HEALTH CHECK-UP CAMP
 at KAMLA NAGAR COLONY
 On 08-Nov-2014 **FACILITIES**
 1- WEIGHT 2- BLOOD PRESURE 3- BLOOD SUGAR 4- BLOOD GROUP
 Dr. B. Gupta (Orthopedic Surgeon) will be available in camp
 from 10:30 am to 1:00 pm for consultation
CONTACT NO. 8400002380, 8400002377



Corporate Social Responsibility

Blood Donation Camps

Gotan



A Blood donation camp was organised in memory of Sir Padampat Singhania, on 16th November at Gotan. A large number of employees participated in and supported the noble cause. The camp was inaugurated by Mr. PC Jain - VP (Accounts, Gotan) along with Dr. Rakesh Mahla - Blood Bank, Mahatma Gandhi Hospital, Jodhpur by lighting the ceremonial

lamp and offering floral tribute to Sir Padampat Singhania. 75 units of blood were collected with the kind support of Dr. Mahla and his team of doctors and medical assistants. The blood testing was done by Dr. AK Saxena, Dr. Ankur Arora and their team.

Gaur Hari Singhania Institute of Management & Research (GHSIMR) - Kanpur

GHSIMR Kanpur organised a blood donation camp in association with HDFC Bank and Rotary Club, Kanpur North on 3rd December.

The camp saw great enthusiasm, not only among the students but outsiders as well. The ceremony was flagged off by Dr. (Prof.) Rakesh Premi - Director, GHSIMR; Mr. Sajjad Hasan Rizvi - Sr. Manager, HDFC Bank and Mr. Ajay Dixit – President (Rotary Club, Kanpur North). The programme was convened by Dr. Sunil Shukla.

Seventy seven people donated blood to the Blood Bank of GSVM College, Kanpur. All faculty members and staff contributed towards making the event a grand success.



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Manager (Branding)

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