



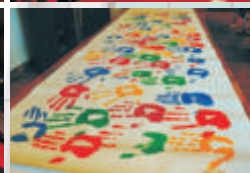
JK spotlight

Sept.-Oct. 2011 Volume : 2

New realms of opportunity

for J.K. Cement Ltd.

*Inauguration of
New Central Marketing Office,
New Delhi - Padam Tower*



Highlights

New Central
Marketing Office,
Padam Tower



Sir Padampat
Singhania University's
First Convocation



Foundation Stone Laying of New Administration Building - J.K. White Cement Works, Gotan

Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P., (LKSEC) laid down the foundation for a new administrative building on 2nd October in the factory premises. Mr. C.P. Jhagdawat - VP (Commercial and Administration) and Mr. Rajeev Sharma - VP (Technical), Mr. P.C. Jain - VP (Accounts), Mr. Raj Pal

Singh - AVP (Civil) and Mr. D.D. Khajwania - Sr. GM (Planning) were also present along with the departmental heads. Mrs. and Mr. Arora performed bhoomi pooja with the guidance and blessings of Mahant Shri Garib Dassji Maharaj of Ramdas Shyam Das Temple.



Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) along with Mahant Shri Garib Dassji during the bhoomi puja



SAP Rollout - J.K. White Cement Works, Gotan

SAP went live at J.K. White Cement Works, Gotan on 1st October, 2011. Mr. B.K. Arora - President (Works) inaugurated SAP and expressed his gratitude to the entire Gotan team along with the teams of Nimbahera and JKT who had been striving tirelessly to make it happen. Mr. CP Jhagdawat - VP (C&A), Mr. Rajeev Sharma - VP (Technical), the respective



SAP Inauguration at J.K. White Cement Works, Gotan

departmental heads and the core team members of SAP implementation from various departments who had been instrumental in the successful roll over were present on the occasion.

Mr. B.K. Arora - President (Works), Mr. C.P. Jhagdawat - V.P. (Comm. & Admin), Mahant Shri Garib Dassji and other company executives at the inauguration



Inauguration of JK Centre for Technician Training



Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd. lighting the lamp at the inauguration

The new training centre set up by J.K. Cement Ltd - 'J K Centre for Technician Training' was inaugurated by Shri Yadupati Singhania - M.D & C.E.O, J.K.Cement Ltd on 19th September. The training centre's website was also launched on the day. On this occasion, Mr. Jürgen Männicke - Senior Consultant, Federal Ministry for Education, Germany and Member Indo-German Joint Working Group on Vocational Education & Training graced the occasion as the Chief Guest. He shared his feedback on the centre and the teaching methodology.

Industrialists and members of Indian Industries Association were also present on the occasion. Meritorious students of the centre were awarded by Shri Yadupati Singhania.



Shri Yadupati Singhania felicitating a meritorious student



Shri Yadupati Singhania with the students and support staff

FROM THE

editor's DESK



Dear colleagues and friends,

It gives me immense pride to share with you the news that we have now commenced the functioning of our swank, state-of-the-art new Central Marketing Office at Okhla, New Delhi. Congratulations to every member of the J.K. Cement family!

I hope that all of you had a sparkling Deepawali; may the Almighty bless us all with the light of prosperity.

The cover story in this issue is, quite obviously, focused on our new marketing office, and the immense possibilities it opens out for our brands. This contemporary 'green' building has been conceived with the age-old tenets of Vaastu in mind. Its hi-tech infrastructure gives it future-ready connectivity and communication facilities, with eco-friendly functional efficiency.

The other big story at this point is the recently convened first Convocation at the Sir Padampat Singhania University, Udaipur, on its 5th Foundation Day. Conceived as a modern seat of knowledge and temple of ethics, this progressive institution is committed to global best practices for the advancement of knowledge.

In this issue, the spotlight is on Mr. M. P. Rawal - President (T&MS) who, for over 3 decades, has been a solid pillar of excellence for the organisation in fields as varied as technical & exports services, ISO and marketing. The other valued personality in focus is Mr. Kewal Kapoor, who, as owner of M/s Kapoor Marketing, has been a competent associate and partner in our progress.

Needless to say, I continue to solicit your enthusiastic support, contributions and suggestions in making Spotlight a cherished reflection of our large and growing family. Let the wisdom and good cheer flow...

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

DEEPAWALI CELEBRATIONS

Gotan

The festival of lights - Diwali embarks zealous celebrations at Gotan. Lakshmi Poojan was performed at both Grey and White Cement plants. Mr. C.P. Jhagdawat - VP (C&A) and Mr. P.C. Jain - VP (Accounts and Stores) performed the pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple. The administrative building and the plant was beautifully decorated with lights, rangoli, flowers, ribbons, wall hangings and dangles. Respective head of departments were present on the occasion. Employees and workers wished each other and sought the blessings of Goddess Lakshmi for a prosperous year ahead.



Mr. C.P. Jhagdawat - VP (Comm. & Admin.) & Mr. P.C. Jain - VP (Accounts & Stores) performing puja on the occasion of Diwali

Nimbahera

J.K. Cement family at Nimbahera celebrated Deepawali festival with enthusiasm & joy. On this festive occasion company campus and Shri Radhakrishna Temple were decorated with flowers and lights.

Mr. M.L. Goyal - Sr. VP (Commercial) performed worship of Goddess Lakshmi, account books and treasury with vedic rituals. Thereafter Mr. D. Ravisankar - President performed *Mahaarti* along with the employees.

The following day, 'Deepawali Milan' was organized by J.K. Officers Club at Mangal Mandap. Mr. K.K. Jalori - Sr. VP, Mr. P.C. Dhariwal - Sr. VP (Mines), club members of Nimbahera & Mangrol along with their family members participated in the same.



Mr. D. Ravisankar - President (Works) during the puja

Durga Puja Celebrations

Gotan

J.K. White Cement Works, Gotan celebrates Durga Pooja every year in the Workers colony. The celebrations include morning and evening aarti, pooja, prasad distribution and garba - dandiya. Devotees from the vicinity along with the Company



Kanpur



Officials, LKSEC staff and students participated wholeheartedly in the celebrations.

The pooja culminated on the day of Dussehera with Visarjan, where the huge statue of Goddess Durga was submerged in water and all devotees bid farewell to the Goddess, hoping to welcome her soon.

Mr. Arora - President (Works), Mrs. Sushma Arora - VP (LKSEC), Mr. C.P. Jhagdawat - VP (Commercial and Administration) and Mr. Rajeev Sharma - VP (Technical) along with the departmental heads also joyfully took part in the proceedings.





Dussehra - Gotan

Dussehra celebrations at J.K. White Cement Works, Gotan started with a pooja performed by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) with the guidance and blessings of Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das



Temple. Mr. C.P. Jhagdawat-V.P. (Commercial and Administration) and Mr. Rajeev Sharma - V.P. (Technical) were also present along with the departmental heads.

As a tradition, the colourful life size effigies of Ravan, Kumbhakaran and Meghnad were set on flames. The team of Pink City Fireworks from Jaipur exhibited a spectacular display of fireworks. Besides the employees and colony dwellers of LKSEC and the Company, thousands of villagers also participated in the celebrations.

SHRI GANESHOTSAV J.K. Cement Works Nimbahera & Mangrol



Shri Ganeshotsav was celebrated with great reverence, faith and enthusiasm at J.K. Cement Works, Nimbahera & Mangrol under the auspices of J.K. Officers' club and Ladies club 'Surbhi'. The Utsav commenced when the idol of Lord Ganesh was established in Mangal Mandap of Kailash Nagar Colony with religious rites and vedic mantras in the presence of Sr. Executives and a large number of devotees. A special worship was organized in the factory premises at Nimbahera and Mangrol in Personnel Departments



which was attended by a large number of employees. A *Shobha Yatra* of Lord Ganesha was organised on the occasion.



ENGINEERS DAY CELEBRATIONS



Muddapur

Engineers' day was celebrated at J.K. Cement Works, Muddapur with great zeal and enthusiasm. The programme was inaugurated by Mr. S. Khan - Unit Head by garlanding the photo of Sir M. Vishweshwarya, Father of Engineering. During the inaugural speech, Mr. S. Khan urged that we should remember and follow the dedicated, noble and unique contribution of Sir M. Vishweshwarya for the society. Mr. Khan urged all present to put in their best efforts and technical knowledge to make the plant one of the most modern in the Country.

Mr. Harish Agarwal - AVP (Technical), Mr. A.K. Jain - AVP (Prod. & QC), Mr. M. Ramappa - General Manager (Mines)



along with other executives and engineers were also present on the occasion.

Mr. S. Khan -
Unit Head lighting the
lamp on the occasion

Nimbahera



Shri Madhavkrishna Singhania
addressing the audience

To commemorate the 150th birthday and pay respect and homage to the Great Indian Engineer, Dr. Mokshgundam Vishweshwaraya, The Engineers' Forum, Nimbahera organized a programme at J.K. Cement Works, Nimbahera on 15th September which was attended by about 200 engineers of Nimbahera and surrounding areas. Mr. Surendra Reddy - MD, Promech Engineering Co. graced the

occasion as the Chief Guest while Shri Madhavkrishna Singhania - Special Executive, Mr. D. Ravisankar - President (W), Mr. A.B. Singh - Advisor (Power Plant), Mr. K.K. Jalori - Sr. V.P. (O. & E.) and Mr. N. Gowrishankar - V.P. (Projects) were the Guests of Honour. On this occasion, some of the engineers read out papers on C.O. emission, Green Building, and fuel. Shri Madhavkrishna Singhania and Mr. Ravisankar felicitated engineers for their dedicated service of 25 years.



Shri Madhavkrishna Singhania lighting
the lamp on the occasion

Sir Padampat Singhania University convenes its First Convocation

Sir Padampat Singhania University, Udaipur is a progressive institution that lays a lot of emphasis on ethical conduct, student-led initiatives and is committed to advancements in research. Within a relatively short period of time, the University has built for itself a strong name and in its mission is very much aligned to the dreams of Late Sir Padampat Singhania - to see an empowered Indian populace that cherishes the pursuit of knowledge through education.

The University convened its first Convocation on 21st October, the fifth Foundation day. The formal occasion had a solemn and dignified ambience, yet it was colourful with the graduating students, faculty, Academic Council, Board of Management, Chancellor, Chief Guest, President, Vice-President, Vice Chancellor and the Deans, all donned in different gowns. At the glittering ceremony, 124 graduates were conferred degrees – 36 MBA degrees from the School of Management and 88 B Tech. degrees from the School of Engineering.



Shri Yadupati Singhania awarding degrees to graduating students of SPSU, Udaipur



The Convocation was presided over and opened by Chancellor Shri Yadupati Singhania. In his address, Chancellor Singhania called upon the graduating students to use their knowledge and expertise not just for private benefit but for the benefit of the society at large. The Chief Guest, Lord Tom Sawyer - Chancellor, Teesside University, United Kingdom expressed his delight at addressing the first convocation of SPSU. Rinu Ghosh - Vice President, SPSU relived the four years spent by the graduating students with her presentation entitled 'Nostalgia'. Ashok Ghosh - President, SPSU delivered the vote of thanks. The University continues to embark on progressive paths, achieving each milestone in a magnificent way.



The graduating batch of SPSU

Awards & Accolades

A Commitment to Excellence Rewarded

Congratulations to J.K. Cement Works, Gotan!!

Quality Management System of J.K. Cement Works, Gotan has been awarded the Certificate of Approval for ISO 9001:2008. The certification audit was conducted by a team of Auditors from Lloyds Register of Quality Assurance. The White Cement unit and Wall Putty Plant have also been re-certified.

Mr. P.C. Dhariwal - Sr. Vice President (Mines) attended the National Seminar on 'Environmental Challenges & Role of Social Responsibilities in Mining Sector' on 17th & 18th September 2011 at Jodhpur. The workshop was organized by Mining Engineers Association of India (Jodhpur Chapter). J.K. Cement Ltd. was one of the platinum sponsors of the seminar.

On this occasion, he was felicitated by the Chief Guest, Shri C.S. Gundewar - Controller General, Indian Bureau of

Mines, Government of India for National SIMMIND Award conferred on him by Mining Engineers Association of India at Hyderabad for the year 2008-09 for his meritorious services rendered to the Limestone Industries of India during his lifetime for contributing towards progress of limestone mining industries.



Mr. P.C. Dhariwal being felicitated by Shri C.S. Gundewar - Controller General, Indian Bureau of Mines



Winning Entry

Battling Corruption - The fight begins with us

"Reflecting on global shifts in economics and politics, it is clear that India is a special case.

Despite the downturns GDP growth continues to surprise everyone, and is expected to stay strong over several years.

One of the major risks to our economic success is corruption. It is a cause of worry for all us, as it is harming our image of 'remarkable India', nationally and internationally. It has become a cause of disillusionment, particularly in the minds of our youth, and this can cause serious social economic and political problems.

The government is trying to create a 'big society' by increasing inclusiveness, and this flagship policy will make a difference in future, as more power to the people will only result in greater commitment which will make a difference in correcting the present disorders caused by violence, and the present social conflicts.

Modernity has disrupted the traditional stratas of our societies and values – it has brought the following changes.

- i) An overload of demands from all stratas in the high-tech, middle-tech, or the highly labour intensive sector, and
- i) High-income differentials.

The question is how can we reduce the regional and personal income disparities, which are affecting internal peace?

Answers to the above questions demand something more than a change in laws, and bureaucratic procedure. The call is for a commitment from those in public life to more exacting norms of integrity, a sharper focus towards welfare of the people, and greater efforts to correct the present fractured political life, which can impact the course of events in the country".

Mr. V.P. Singh
President – Marketing
(White Cement)

The topics for January '12 issue are:

(Max 300 words)

1. Balancing work and personal life
2. Technology & the Workplace

Last date for submission of entries is
25th December, 2011

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

*Decision will be taken as per the discretion of the Editor

Winning Entries

1st Runner Up

Maximising output at the workplace
Mr. N.K. Vaishnav - Officer (RTC)
J.K. Cement Works, Nimbahera

2nd Runner Up

Battling Corruption – The fight begins with us
Mr. B.K.Upadhyay - Dy. G.M. (Personnel),
J.K. Cement Works, Nimbahera

Participating Entries

Maximising output at the workplace

- Archana Choudhary - W/O Dr. Santosh K. Chaudhary, J.K. Dispensary, Nimbahera
- Mr. C.S. Dashora - Asst. Manager (Personnel), J.K. Cement Works, Nimbahera

Battling Corruption – The fight begins with us

- Mr. Bharat Barara
- Mr. Manish Todwal - Asst. Engineer (Projects), J.K. White Cement Works, Gotan
- Dr. A.K. Saxena - Chief Medical Officer, J.K. White Cement Works, Gotan
- Mr. Arvind Kumar - Sr. Manager (Marketing), Patna

Sailing towards new horizons

Inauguration of New Central Marketing Office - Padam Tower

J.K. Cement Ltd. has embarked on a new growth trajectory with the opening of the new Central Marketing Office at Okhla, New Delhi. J.K. Cement Ltd. is one of those rare organisations

that has always maintained a balance between modernity and tradition. On one hand is Kamla Tower, a heritage building that represents a legacy of excellence and on the other hand, Padam Tower named after Late Sir Padampat Singhania is symbolic of a glorious future.

A havan puja was organised on 6th October, the auspicious day of Vijaydashami, and was attended by all company officials, key channel

partners and business associates. Special Executives Shri Raghavpat Singhania and Shri Madhavkrishna Singhania performed the puja.

Shri Yadupati Singhania - MD & CEO, J.K. Cement



Team J.K. Cement that worked on the project



Shri Yadupati Singhania - M.D. & CEO
J.K. Cement Ltd. inaugurating the new office



Reception Area



Havan Puja organised on 6th October 2011



The Conference Room

Staff - J.K. Cement Ltd.



Cover Story

Ltd, formally inaugurated the new office on 17th October and extended his best wishes to all.

Shri Raghavpat Singhania - Special Executive, J.K. Cement Ltd. remarked, "This project is very close to my heart. It was our MD, Shri Yadupati Singhania's vision to see the Company progress towards newer heights. Padam Tower is symbolic of that journey. I have tried my best to fulfil his vision of having a modern and contemporary office".

Mr. Sanjeev Garg - A.V.P (Finance) who has been working on this project since its inception says, "Setting up the office right from scratch has been challenging yet satisfying. There was a strict timeline that we had to adhere to. We faced numerous challenges such as taking permission from the authorities, co-ordinating with various vendors and ensuring that the work is done at the standards that are up to the expectations of Raghavji. But teamwork and perseverance pulled us through. It has truly been a team effort."

The office, spread over an area of 18,000 square feet (approx), has interiors that have been conceptualised on contemporary lines with hints of the classical genre. The floor spaces have been immaculately utilised giving an aesthetic and efficient formation to the layout, being conceived keeping the ancient science of Vaastu in mind. State-of-the-art technology like, access control for security & attendance, centralised printing and scanning facilities have been installed along with new-age meeting rooms and conferencing facilities. LED lighting and VRV Air Conditioning Systems have been used to conserve energy and cut down on the electricity consumption. Fully self-serviced,

the new complex is the first step towards a modern organisation, reinforcing the company's commitment towards keeping up with the times.

Since three and a half decades the Company has been constantly reinventing itself to deliver value beyond expectations. With this new change, the Company hopes to further strengthen its relationship with its customers, channel partners and stakeholders by bringing solidarity and trust even closer to them.



Padam Tower



spotlight on Mr. M.P. Rawal

(Excerpts from an interview with Mr. M.P. Rawal - President (T&MS))



Q1. Please share your most fond memory of your long association with J.K. Cement.

My journey with J.K. Cement Ltd. started in 1978. My fond memories are closely associated with our MD, Shri. Y.P. Singhaniaji. We worked shoulder to shoulder on various projects.

In the beginning, there was only one kiln of 900 TPD in the entire J.K. Organisation. In those days the required technology was not available in India and we had to source it from different countries. Many factories abroad were located in rural areas where no English was spoken or no vegetarian food was available. Each country needed separate visa & separate currency. Exchange sanctioned was good only for modest living. Even though

overseas travel seemed tough at times, those memories will stay with me forever. I somehow managed to keep my spirits high because of my desire to excel.

Q2. Please shed light on some of the milestones in your association with the Company.

Milestones are many however, the most significant milestones were my association with projects like J.K. Cement Works, Nimbahera (Line-2 & Line-3), self power generation, J.K. White - Gotan, J.K. Lakshmi (Line-1) and J.K. Raymond (Line-1). These projects were really memorable as they were inundated with numerous challenges.

The absence of all modern conveniences that we now take for granted like STD telephones, computers, fax etc. were absent in remote places where we were setting up our plants. The commute between our plants and corporate offices or major suppliers' factories itself was a nightmare. The responsibility for all decisions, big or small, rested completely on our shoulders. The Management was clear in its expectations and it was up to us to deliver results without having the luxury of passing the buck through emails or mobile phones. Therefore the sense of achievement was magnified when we accomplished our goals being a part of this challenging journey.

Q3. You have been associated with the prestigious Architect of the Year Award since its inception. How has the journey been? What role do you think it has played in providing a platform for the architect community?

AYA, at its conception was confined to Delhi only. I felt that if the awards were taken to other towns of India, it would benefit the local architects and builder community.

I travelled across the country and met leading architects & associations and shared our vision. From these interactions it emerged that architects were doing good projects in these towns but resisted in participating due to entries from big names such as Charles Correa, Christopher Benninger, Sharukh Mistry, Hafiz Contractor, Sanjay Mohe and the like. That is how the idea of introducing 'focus states awards' category was born.

Over the years, new areas in architecture have emerged such as Green Architecture, Infrastructure Architecture etc. The architect community has expressed their delight time and again about having been given such a great platform for showcasing their work. They look forward to the AYA every year. The participants and jury members also are proud of their association with J.K. Cement Ltd and AYA.

Q4. Yours is a multifaceted personality. You have been contributing to various departments from Technical and Exports to ISO and Marketing. What is the driving force behind each endeavour of yours?

My driving force can be encapsulated in one word - "Self Motivation". I worship work in the truest sense. I try and focus on the fundamentals rather than big Management theories.

Another driving force for me is my team. I teach them and learn from them. It is this mutual friendship and trust which keeps us going strong.

I have the desire to learn and I read a lot which helps me immensely in my daily life. I strongly believe that learning happens throughout one's life. Each new assignment puts me back into the classroom with the curiosity of a school boy.

Q5. What according to you is the importance of "Systems" for the success of any organisation?

Systems based on "defined freedom" are good tools for steering any Organisation in the right direction. Systems put everybody on the same page and align expectations allowing individual excellence to flourish. Systems & sensibility if used together can work wonders for an Organisation.

spotlight on

Mr. Kewal Kapoor



Mr. Kewal Kapoor

Mr. Kewal Kapoor of M/s Kapoor Marketing has been a part of the J.K. Cement family since 1985. He was recently felicitated for his 25 years of association with the company. Based in Kanpur, he is an exclusive dealer of White Cement & Wall Putty. He has had a long and fruitful association with the Company and we thought it would be fitting to have him share his views about his experience thus far.

Q1. You have recently been felicitated for 25 years of association with J.K. Cement Ltd. How has your journey been? Please share your experience.

The Company has always made us feel like a family member. It has been a very fulfilling journey. In all these years we never felt that we were dealing with such a large and what might seem to be an intimidating Organisation such as J.K. Cement. When in need of support, the Company and its people have always come forward to lend a helping hand.

Q2. Have the brands, J.K. White Cement and J.K. Wall Putty gained customer preference over the years? How has this change taken place?

The Company's efforts towards implementing customer awareness programmes, Branding initiatives, architect meets, engineers meets etc. have surely helped build customer preference for the Brands.

Establishing contacts with renowned builders, tile manufacturers, cement paint manufacturers have also been key in fortifying the Brand's image.

A stringent quality policy has also helped in reinforcing trust in the products.

Q3. What according to you does the future hold for White Cement and Wall Putty?

According to me, the market for J.K. White Cement and J.K. Wall Putty will surely grow in years to come. As far as Kanpur is concerned there has been an increase of about 30% to 35% in the sale of J.K. Wall Putty (YOY) and we hope that this will only get better in the future.

Q4. What has been the role of JK Organization's role in the development of Kanpur City?

Kanpur City is almost synonymous with the Singhania name. The city is well known for the social and cultural activities undertaken by our respected Chairman - Dr. Gaur Hari Singhania, MD - Shri Yadupati Singhania and other members of the family. The support extended by the Singhania family to make Kanpur City a better place to live cannot be described in words.

Q5. What is your secret for achieving success in Marketing?

I believe that 'Work is worship'. Dedication and hardwork has always been my mantra.

I also attribute our success to our marketing team as teamwork has a vital role in the growth of any Organisation. Last but not the least, honesty and transparency in dealings should always be maintained.

ASIA CEMENT SUMMIT 2011



Shri Madhavkrishna Singhania -
Special Executive, J.K. Cement Ltd.
delivering the keynote address at the
Asia Cement Summit 2011

The first Asia Cement Summit 2011 was organised on 14th - 15th October at The Leela Kempinski, Delhi NCR which saw a participation of 50 cement companies. Representatives of the participating companies reviewed the development of national cement industry and discussed topics of common concern.

Shri Madhavkrishna Singhania – Special Executive, J.K. Cement Ltd. presented the key note address at the conference. In his presentation, he put forward the challenges faced by the cement industry and also remarked that the “Global Cement consumption in India continues to grow at a reasonable rate, despite the impact of the

financial recession started in 2008”. The summit provided a significant platform for engaging the industry’s leaders, engineers, equipment suppliers & technical analysts to share & exchange the latest developments to respond to the challenges being currently faced by the Cement Industry.



DEALERS VISIT TO J.K. CEMENT WORKS, MUDDAPUR

The dealers of Grey Cement - South Market from all the regions of Karnataka, Maharashtra and Goa visited J.K. Cement Works, Muddapur during 17th October to 22nd October, 2011. Mr. Antony Joseph - Head (Grey South Marketing), Dr. K. Dadhich - G.M. (Strategy & Planning), Mr. Cecil Mathew – Zonal Head (North Karnataka), Mr. Nitish Chopra – Head (Branding & Communications) were also present during this

plant visit. Mr. S. Khan - Unit Head welcomed the distributors and executives at J.K. Guest House. Mr. Harish Agarwal - AVP (Technical), Mr. S.K. Jain - AVP

(O & M) and Mr. A.K. Jain - AVP (Prod. & QC) briefed all present about the working of the plant.



Company officials and dealers at J.K. Cement Works, Muddapur



Off Site

Stockists Meet - U.P. (Bhimtal and Nainital)



Mr. V.P. Singh with company officials

Mr. V.P. Singh - President, Marketing (White Cement) felicitating a stockist at the meet organised from 6th - 8th September



Mr. Rajeev Kumar - G.M. Marketing (U.P. & UTR.) addressing the participants. Also seen in the picture are Mr. V.P. Singh - President (Marketing) - White Cement, Mr. Mohan Sharma - AVP Marketing & Mr. Shailesh Gupta - Sr. G.M. (MIS & Accounts)



TRAINING & DEVELOPMENT ACTIVITIES – Regional Training Centre (RTC) Nimbahera

Following training programmes were organized during the month of September, 2011.

1. Operation & Maintenance of Crushers, Stackers & Reclaimers

A three days training program on 'Operation & Maintenance of Crushers, Stackers & Reclaimers' for Technicians was organized from Sept. 05 to 07. Ten participants from Northern Region cement plants attended the program.

Mr. J. S. Surana - Birla Cement Works, Mr. Rajesh Soni, Mr. Chetan Mishra, Mr. Kamal Dangi, Mr. Surendra Singh - J. K. Cement Works were the faculty for the program.

2. Quality Control – Chemical Analysis of Cement

A three days training program on 'Quality Control – Chemical Analysis of Cement' for Supervisors/Sr. Chemists target group was organized from Sept 08 to 10. Thirteen participants from different cement industries of the region attended the program. Various practical problems and case studies were discussed in the program.

3. LT & H T Motor – Trouble Shooting

A one day training program on 'LT & H T Motor-Trouble Shooting' for Supervisors/ Technicians was organised at Chanderiya Lead Zinc Smelter (Vedanta Group), Chittorgarh on Sept 09. Sixteen participants attended the program. Mr. S. K. Burad and Mr. Mahendra Singh of J. K. Cement conducted this program for all.

4. Harmonics & Mitigating Techniques

A two days training program on 'Harmonics & Mitigating Techniques' for Supervisors/ Engineers was organised from Sept 13 - 14. Eight participants from Birla Cement Works; Aditya Cement; Shree Cement; J.K. Cement Works, Nimbahera/Mangrol plants and Vikram Cement attended the program.

5. Positive Attitude for Peak Performance

A two days management program on 'Positive Attitude for Peak Performance' for Frontline/Middle Management was organized from Sept 19 - 20. Seventeen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program. Mr Sanjay Pandya - The Motivator of Vapi, spearheaded the program.

During the valedictory session of the program, the participants expressed that the session was very useful to them.

6. Cutting and Welding

A one day training program on 'Cutting and Welding' for Supervisors/Technicians was organised at Chanderiya Lead

Zinc Smelter (Vedanta Group), Chittorgarh on Sept 21. Twenty Three participants attended the program.

7. Maintenance and Repair of Ball Mills

A three days training program on 'Maintenance and Repair of Ball Mills' for Engineers/Supervisors was organized from Sept 22 - 24. Sixteen participants from Birla Cement Works; Aditya Cement; J.K. Cement, Nimbahera and Mangrol Plant attended the program.

Mr. R.B.M. Tripathi; Mr. Shailendra Dashora of J.K. Cement Works, Mangrol and Mr. Neelesh Thakker from Vikram Cement conducted the program.

Following training programmes were conducted during the month of October, 2011.

1. Program on I/O in PLCs

A one day program on 'I/O in PLCs' was conducted for Technicians on Oct. 04. Seventeen participants attended the program. Mr. Chetan Mishra from J.K. Cement Works, Mangrol and Mr. B.S. Ranawat from Aditya Cement, Shambhupura were faculty for the program. The program was appreciated by the participants.

2. Program on Productivity Improvement through 5 S - A Proactive Approach

A two days training program on 'Productivity Improvement through 5 S - A Proactive Approach' for Frontline/Middle Management target group was organized on 11th & 12th October. Eleven participants from different cement companies of the region attended the program. Various practical problems and case studies were discussed in the program. Mr. Mukesh Kumar, B.E. (Industrial Engg) and PG Diploma (Industrial Management) of IIT Roorkee was faculty for the program. Mr. R.P. Singh - Sr. General Manager - R & RTC chaired the valedictory session of the program. The participants gave their feedback during valedictory session.

3. Training Program on Role of PLC in Cement Industry

Training program on 'Role of PLC in Cement Industry' was organized from Oct. 13-15. Mr. P.K. Dad of Binani Cement, Mr. Mukesh Birla of Birla Cement. Mr. Chetan Mishra of J.K. Cement Works, Mangrol and Experts from Emerson Automations conducted the program.

4. Training Program on VFD System

A one day training program on 'VFD System' for Supervisors/ Technicians was organised at Vedanta Group – Chanderiya Lead Zinc Smelter, Chittorgarh on Oct 12, 2011. Twenty participants attended the program.



Faculty and participants of the program on 'Positive Attitude for Peak Performance'



Mr. Mukesh Kumar interacting with participants during the program on 'Productivity Improvement'

5. Management Program on Performance Management System Including Personal Counseling

A two days management program on 'Performance Management System Including Personal Counseling' for Senior/Middle Management was organized from Oct 17 – 18. Thirteen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program. Mr. Rajan Sinha – CEO, Mantrana Consulting who has around 30 years of experience in HR, training and consulting served as the faculty for the program.



Training program on 'Breaker – Types & Its Maintenance'

ART OF HEALTHY LIVING WITH YOGA AND NATUROPATHY

Roshni Ladies Club organized a session on "Art of Healthy living with Yoga and Naturopathy" by Smt. V. Renuka (W/o. Shri Laxminarayan, DMS) on 19th October, 2011 at J.K. Guest House, Muddapur. Mrs. Hamida Khan – President (Roshni Ladies Club) extended a warm welcome to Smt. V. Renuka. All club members attended the programme and wholeheartedly participated in the discussion.



Mrs. Hamida Khan welcoming Smt. V. Renuka

A Tryst with Kellogg

When I was asked by Mr. MMA Khan from the Training & Development department whether I would like to attend a course on Branding at the Kellogg School of Business in Chicago, I honestly didn't know what to make of it. The skeptic in me said I shouldn't get my hopes too high. I was flabbergasted when the approval came through from the Management and I was in fact given the fantastic opportunity to attend a programme titled Creating, Building & Rejuvenating your Brand at Kellogg. Kellogg on Branding was the first ever book I had read on the subject almost a decade back which was given to me by my Father.

The course administrators were none other than the authors of the book - Tim Calkins & Alice M. Tybout. This is what made the programme all the more special for me. The lectures were extremely informative and

I hung on to every word uttered by the professors as the gospel truth! I felt that the real learning came out of our interactions with fellow Brand managers attending the programme who hailed from almost every continent on the globe. The issues discussed in the programme really broadened my thinking and were inundated with many a revelation.

I am ever grateful to the Management for giving me this once in a lifetime opportunity to attend such a prestigious programme.

Mr. Nitish Chopra

Head - Branding & Communication



Mr. Nitish Chopra - Head (Branding & Communication) at Kellogg School of Business

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

New Joinees
Sept. - Oct. 2011



Mr. Joby Varghese
Manager (Mktg.)
White Cement,
Cochin



Mr. Mohd. Share-UI Haque
Dy. Manager (Mktg.)
Surat

* Manager level & above only.

Events & Exhibitions

All India Debate & Quiz Competition – Lala Kamlapat Singhania Education Centre, Gotan



Lady Anusuiya Singhania Memorial All India English and Hindi Debate

Lady Anusuiya Singhania Memorial All India Debate and Science Quiz Competition was organized at Lala Kamlapat Singhania Education Centre, Gotan from 8th – 10th September.

Renowned schools participated from across the country in the English and Hindi debates. The host school bagged the overall first prize in English and Hindi debate whereas MMPS, Udaipur stood second. Eminent adjudicators from prominent academic institutions including the likes of Delhi University etc. were present at the event.

The Chief Guest, His Excellency Shri Amolak Rattan Kohli, former Governor, Mizoram was welcomed by Mr. B K Arora – President (Works) and Smt. Sushma Arora - Vice President (LKSEC). Principal Mr. R C Joshi, welcomed the Chief Guest, the judges and the participants.

The debate provided a great platform for budding orators to display and hone their skills in the midst of the talented participants that came from across the country.



Sir Padampat Singhania Memorial All India Science Quiz

The 13th Sir Padampat Singhania Memorial All India Science Quiz was organized on 10th of September. Twenty one teams participated in this mega event. The Chief Guest for the event was Mr. B K Arora and Dr. J R Sharma - Director, Regional Remote Sensing ISRO, Jodhpur. After the preliminary round, 6 finalists moved on to compete in six challenging rounds including audio visual and rapid fire rounds which kept the participants and audience rapt with attention. The competition was stiff and it was a fight to the finish.

Dr. Sharma appreciated the efforts of the participants and awarded the trophy to the winning team.

The debate and quiz competitions left all feeling intellectually stimulated and discussions lingered on even after the event ended. The event was found to be very informative and interesting. The staff and students worked day and night to make the event a grand success.



Ladies Club Fete – J.K. White Cement Works, Gotan



As a tradition, Darpan Ladies Club organizes a fete at J.K. White Cement Works, Gotan on the eve following Dussehera Raawan dahan. The fete, this year was inaugurated by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora – VP (LKSEC). Officials of LKSEC, their families and students participated and enjoyed the occasion to the

Mr. B.K. Arora - President (Works) inaugurating the fete. Also seen in the picture Mrs. Sushma Arora - VP (LKSEC)

fullest. The fete is a foodies' delight with various stalls serving different delicacies. The fete not only provides a platform for social interaction but also fosters unity and harmony



Ladies Club Fete – J.K. White Cement Works, Gotan

Exhibition at National Dussehra Fair, Nimbahera

The National Dussehra fair was organized at Nimbahera from September 28 to October 6, 2011. J.K. Cement Ltd set up an exhibition that was formally inaugurated by Smt. Mamta Sharda – Chairperson, Municipal Board in the presence of Shri Kamallesh Abusaria - S.D.M. of Nimbahera, Dy. S.P. Shri Anil Singh, journalists, administrative authorities, and general public. Mr. K.K. Jalori - Sr. V.P. (O. & E.), Mr. S.K. Gupta - Sr. G.M. (P. & L.), Mr. T.D. Sanadhyay - Dy. Manager (Sales), Mr. Dalpat Singh Shakatawat - President (J.K. Cement Shramik Sangh) and other executives of J.K. Cement extended a warm welcome to the guests.

Various models on Cement manufacturing process, pollution control equipment, photographs of various social and cultural activities of the Company and Architect of the Year Awards were the highlights of the exhibition besides the model of victory tower - the emblem of J.K. Cement.



Smt. Mamta Sharda inaugurating the exhibition

Buildtech Exhibition Belgaum



Mr. Hemant Sahasrabudhe - Sr. G.M. (Marketing)
Mr. S. F. Patil – Executive Engineer Belgaum,
Mr. Sharanbasavva C Pillai – Principal,
KLE Engineering College,
Mr. Arvind Sangolli – Civil Engineer &
Mr. Suresh Angadi – Civil Contractor at
BUILDTECH EXHIBITION held at Belgaum on 16.09.11, co-sponsored by J.K. Cement

Exhibition - Tirupati



Mr. R.P. Singh (CTS) and other company officials at the Buildtech show exhibition organised from 9th to 11th September

Stockist's Corner



SDA - Lakhimpur



Mr. Alokand Saxena - Deputy Manager (Marketing) at the Stockist & Dealer Awareness Programme organised at Lakhimpur

Rajasthan Stockist Meet



Mr. Raghavpat Singhania - Special Executive, J.K. Cement Ltd.,
Mr. R.C. Shukla - President, Marketing (Grey Cement) &
Mr. M.K. Agrawal of M/s. Tayal Enterprises, Udaipur at the stockist meet organised at Rambagh Palace, Jaipur



Mr. Raghavpat Singhania felicitating a stockist at the meet

Corporate Social Responsibility

MEET ON MINES ENVIRONMENT & MINERAL CONSERVATION WEEK - 2011

12th Mines Environment & Mineral Conservation Week – 2011 will be organized in the month of December, 2011 under the auspicious of Indian Bureau of Mines (I.B.M.), Govt. of India - Udaipur. The event will be hosted by J.K. Cement Works, Nimbahera.

A planning meeting for the same was held on 12th Oct, 2011 at Hotel India International, Udaipur, which was chaired by Shri J.R. Choudhary, Regional Controller of Mines (Udaipur Region). Thirty nine representatives from Regional Mines participated in the meeting.

At the outset, Mr. P.C. Dhariwal - Sr. VP (Mines) delivered welcome speech and

appealed to all participants to extend their cooperation for successful organization of MEMCW – 2011. Mr. R.C. Purohit - Secretary, MEMCW - 2011 shared the details about the upcoming event.

Regional Controller of Mines, Mr. Choudhary in his speech said that during the Mines Environment & Mineral Conservation Week, experienced teams of Mining Engineers will inspect various mines of the region and the best mines will be honoured

at the event that will be held at J.K. Cement Lime Stone Mines on 18th December, 2011.



Spreading the light of Knowledge

Students and faculty of Gaur Hari Singhania Institute of Management, Kanpur recently visited Purva Madhyamik Vidhyalaya School in Katri, Shankarpur Sarai Locality of Kanpur. They donated their

furniture and basic books for the school and pledged to offer all support for the institution. In due course of time, the students will also be taught by the staff of GHSIMR. It was an enriching experience for all present.



GHSIMR donates books to school

Students and faculty of GHSIMR recently visited Purva Madhyamik Vidhyalaya School in Katri, Shankarpur Sarai Locality of Kanpur. They donated their furniture and basic books for the school and pledged to offer all support for the institution. In due course of time, the students will also be taught by the staff of GHSIMR. It was an enriching experience for all present.



Mr. Prithvi Yadav - Director, GHSIMR handing over a book to a student

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Editor : Mr. Raghavpat Singhania
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Publisher : Nitish Chopra
Head - Branding & Communication
nitish.chopra@jkcement.com

Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

Address of Printer : Brijbasi Artpress Ltd.,
E-46/11, Okhla Industrial Area,
Phase-II, New Delhi - 110020

Place of Publication : J.K. Cement Ltd., Padam Tower,
19 DDA Community Centre,
Okhla Phase - I, New Delhi - 20

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Bi-Monthly House Magazine for free distribution