



JK spotlight

Nov.-Dec. 2011 Volume : 3

1st Anniversary Issue

Highlights

Inauguration of
J.K. Cement Works
Fujairah



Founder's Day
Celebrations



Milestones of J.K. Spotlight

In January 2011, a new milestone was introduced in the annals of the organisation after many trials and tribulations. With immense support of the Special Executive Committee over the past year to make every Issue of Spotlight a success. This long and arduous journey has been a family, raising to fore many news, information and stories important to the Company.

Milestones

Commemorative stamp in honour of our founding father - Lala Kamlapat Singhania



The first milestone that was featured in the Inaugural Issue of J.K. Spotlight was the release of a commemorative stamp issued by the Government of India in honour of our founding father - Lala



Kamlapat Singhania. It was a proud and historic moment for the Organisation. Lala Kamlapat Singhania was a great luminary whose inspired ideologies continue to show us the way like a shining beacon on our path ahead. The stamp was released by the Hon'ble President of India Smt. Pratibha Devisingh Patil on 1st December, 2010 at Rashtrapati Bhawan. The stamp was issued by the Department of Posts as part of the 126th birth anniversary celebrations of Lala Kamlapat Singhaniaji.

Annual Review Meeting Cum Excursion at Pattaya, Thailand



Yet another milestone for the Company was the first ever Annual Review Meeting that was held overseas in Pattaya, Thailand, keeping in view the excellent performance of the team. The meeting was designed with a lot of thought to ensure that there is a balance between work and of course, partying! Every member of the team had a new found sense of determination and team spirit. Attending the meeting thanks to the support and encouragement of senior members of the Management.

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Viru & J.K. Super Cement - A winning partnership

For the first time in the history of the Company, a celebrity was roped in to endorse our Grey Cement brands. The Nawab of Najafgarh, the world's most formidable batsman Virender Sehwag now plays for Team J.K. Cement. Sehwag was unanimously chosen to be the brand ambassador due to the perfect synergy between brand Viru and J.K. Super Cement. The Company introduced multi-media campaigns featuring Sehwag. We are sure that this partnership will take the brand and the Company to newer heights.



zation's history. A realisation of Shri Yadupati Singhania's vision, the first issue of Spotlight was released after & Editor of J.K. Spotlight, Shri Raghavpat Singhania, the youthful team has overcome many obstacles in the yet fruitful journey brought about an integrated communication platform for every member of the J.K. Cement company.

Nitish Chopra
Head - Branding & Communication

Foundation Stone Laying Ceremony of J.K. Cement Works, Fujairah

The foundation stone laying ceremony of the Company's maiden overseas plant at Fujairah, UAE was held on 14th November, 2011 with the blessings of His Highness Sheikh Hamad Bin Mohammed Al Sharqi - Member of Supreme Council and Ruler of Fujairah in the presence of His Highness Sheikh Mohammed Bin Hamad Al Sharqi - Crown Prince of Fujairah, Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd., Shri Raghavpat Singhania - Special Executive, J.K. Cement Ltd. and many other Senior Officials of the Company. The plant is being set up in technical collaboration with M/s. Taheiyo Engineering Corporation of Japan who are pioneers in the field and have the most modern quality control and environment friendly technology.



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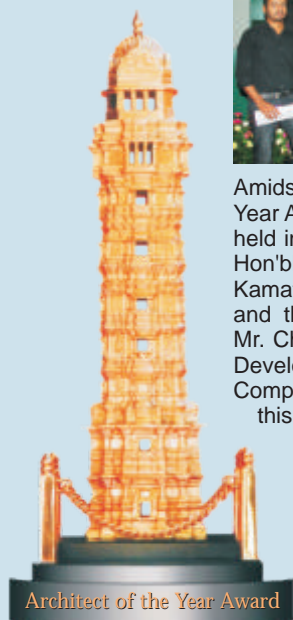
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20th Architect of the Year Awards, 2011



Amidst much fanfare, the 20th Architect of the Year Awards organised by J.K. Cement Ltd was held in picturesque Goa on August 27th, 2011. Hon'ble Chief Minister of Goa, Shri Digambar Kamat graced the occasion as the Chief Guest and the Guest of Honour for the event was Mr. Churchill Alemace - Minister of PWD Rural Development, Science and Technology. The Company added yet another feather to its cap this year by expanding its categories to include The Green Architect of the Year Award - an award meant to applaud initiatives that promote environment friendliness and sustainability in construction. Yet again, AYA lived up to its legacy of awarding excellence and helped pave the way for a better tomorrow.



Architect of the Year Award

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

The Company embarked on a new growth trajectory with the opening of new Central Marketing Office at Okhla, New Delhi. Padam Tower named after Sir P a d a m p a t Singhania is symbolic of a glorious future. Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd. formally inaugurated the office on 17th October, 2011. A havan puja was organised on 6th October that was attended by all the employees.



MANAGING DIRECTOR'S MESSAGE

Dear Colleagues & Friends,

At the onset I'd like to wish the entire J.K. Cement family a very happy 2012. May you have a prosperous and successful year ahead.

It's a very special 1st birthday and I congratulate the entire editorial team for their tremendous effort in bringing Spotlight to this milestone. The newsletter has become, in such a short period, a powerful binding tool for all of us.

With immense positive feedback from stockists, business associates and J.K. team members I am encouraged by the fact that Spotlight has become a vital source of inspiration and information for many.

I hope in the forthcoming issues we see even more participation and the creative contributions continue to pour in from everyone.

Yadupati Singhania

YADUPATI SINGHANIA



Launch of J.K. Spotlight in Jan. 2011

Kudos from Senior Management



Mr. A.K. Saraogi

CFO & President - CA

The magazine has emerged as an important platform of communication and I applaud the editorial team's sincere efforts towards the same.

J.K. Spotlight has been a source of information and inspiration. It has been a true mirror of the J.K. Cement Family.

Mr. B.K. Arora

President,
J.K. White Cement Works



Mr. Antony Joseph

Head
Marketing
(Grey South)



Congrats to the entire editorial team in making our in-house magazine a great success in its inaugural year!

Apart from updating employees spread across various locations in the country on recent events, the interviews with senior executives and important stockists have been very inspiring to read.

I congratulate the entire editorial team for the roaring success and encourage everyone to come forth to participate in taking the magazine to many more such milestones.

Shri Madhavkrishna Singhania

Special
Executive



Mr. Shabbir Khan

Unit Head,
J.K. Cement Works Muddapur

The magazine has bridged the gap between the Company and its channel partners, business associates and employees. I salute the efforts of all the contributors over the past one year and look forward to many more issues of J.K. Spotlight.

My heartiest congratulations to the Editorial Team and the J.K. Cement family for Spotlight's Anniversary Issue. Look forward to many more such milestones.

Mr. R.C. Shukla

President (Marketing)
Grey Cement



Mr. V.P. Singh

President (Marketing)
J.K. White Cement

I am sure J.K. Spotlight will further strengthen relationships and carve a bright future for itself. Wishing the editorial team all the best for the forthcoming issues.

I am sure, J.K. Spotlight will continue to be an important tool of communication, binding all of us together for one goal i.e. excellence of our organization while honouring individual potential.

Mr. M.P. Rawal

President - T&MS



Dear colleagues and friends,

I'd like to start by wishing you a very happy and prosperous new year. May 2012, a leap year, see you and your loved ones prosper and stride by leaps and bounds.

Ever since its birth, every issue of Spotlight has been special to me; but this one takes the cake... the 1st birthday cake! Kudos to everyone who has worked beyond the call of duty, to make Spotlight an indispensable part of our lives.

I believe a special vote of thanks is very much in order here. I begin by thanking our Managing Director for his unconditional support in this endeavour. No words of appreciation are enough for Nitish Chopra, for his boundless energy and enthusiasm, in making Spotlight possible. He was instrumental in driving this initiative right from conception to its present popularity. I'd also like to applaud Shivapriya, for her diligence and hard work in ensuring that issue after issue, is delivered on time. I appreciate the sincere efforts of the coordinators for sending us the inputs from different centres of the Company.

I feel proud to observe that in just 1 year, Spotlight has become an integral part of communication for the entire J.K. Cement clan, as well as all our stakeholders.

The focus in this issue is on our maiden overseas venture – our plant in Fujairah, UAE. Production is expected to commence in this Grey & White Cement plant by the end of next year. We also relived the exuberant Founder's Day celebrations that happened in Kanpur and Nimbahera on 6 - 7 November, 2011.

The spotlight in this issue is on Mr. D. Ravisankar, President, J.K. Cement Works, Nimbahera, a torch-bearer in the growth story of our company, and the spearhead of our first overseas initiative. The other esteemed personality in focus is Mr. Sandeep Dalmia, a 3rd generation supporter and loyalist of our brands, and one of the oldest stockists of the Company.

In sum, I'd like to congratulate one and all on the 1st anniversary of Spotlight and look forward to your continued support & contributions. Once again, Happy 2012!

Best regards,



Raghavpat Singhania
Special Executive
J.K. Cement Ltd.



FROM THE editor's DESK

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Founders Day Celebrations

“Celebrating a glorious legacy”

The J.K. Organisation has played an important role in India's industrial history, being at the forefront of leading changes, innovation and exemplary corporate governance and social responsibility. The one person who made it all possible was our founder - Lala Kamalapat Singhania, a true nationalist and patriot, a man of exceptional acumen, extraordinary foresight and unbound love for humanity.

On 6th & 7th November, the J.K. Cement family celebrated his 127th birth anniversary and paid tribute to the legend at Kamla Retreat, Kanpur, Nimbahera, Mangrol and Bamania to commemorate his extraordinary vision enterprise and commitment.

Celebrations at Nimbahera, Mangrol & Bamania



Mr. A.B. Singh, Advisor garlanding the bust of Lala Kamalapat Ji Singhania at J.K. Power, Bamania

On the occasion, Mr. D. Ravisankar - President (W), Mr. K.K. Jalori - Sr. V.P. (O&E), Mr. M.L. Goyal - Sr. V.P. (Comml.), Mr. N.K. Misra - V.P. (Projects), Mr. R.K. Bajaj - Asstt. Vice President, Mr. N.S. Rajput, Mr. S.K. Gupta - Sr. G.M. (P&L), Executives, Officers, Officials of J.K. Cement Shramik Sangh & Workers assembled in the factory premises to celebrate the occasion. They paid floral tribute to Late Lala Kamalapat

Singhani and determined to put in their best efforts for the Organisation.

To commemorate the occasion, a function was organized at Nimbahera where Mr. K.K. Jalori - Sr. V.P. (O&E) was the Chief Guest while Mr. M.L. Goyal - Sr. V.P. (Comm.) presided over. Mr. S.K. Gupta - Sr. G.M. (P&L) was the Guest of Honour. On this occasion, senior employees were honoured and were presented mementos & citations for their long and dedicated service to the Company.



Mr. S.K. Rathore - A.V.P. (O. & M.) and employees of J.K. Cement Works, Mangrol on the occasion of Founder's Day Celebrations



Recipients of the Award for long & dedicated service to the Company - Nimbahera

Celebrations were also conducted at J.K. Cement Works, Mangrol and at J.K. Power, Bamania where Shri A.B. Singh - Advisor, along with employees paid their tribute.

Honoured Employees



A.C. Mathur



V.K. David



S.S. Chandel



L.S. Khngarot



A.K. Jain



K.M. Bhattacharya



K.D. Mathur



S.C. Bansal



Kapil Bhargav



P.K. Gupta



KL Verma



O.N. Agnihotri



M.B. Singh



B.K. Suthar



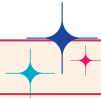
M.B. Awasthi



Radhakrishnan KR



Rajendra Tiwari



Celebrations at Kanpur

At Kanpur, Shri Govind Hari Singhania - Director J.K. Organisation was the Chief Guest accompanied by Dr. Gaur Hari Singhania, Shri Yadupati Singhania, Shri Abhishek Singhania and Shri Madhavkrishna Singhania. Guard of Honour was presented to the Chief Guest and thereafter the function started with garlanding and Pushpanjali to the bust of Lala Kamlapat Ji Singhania by the Chief Guest and other dignitaries.

On this occasion, 38 employees of J.K. Cement were honoured in recognition of their long and dedicated service to the organisation. As a very special token of appreciation, stockists and business associates who have been with the Company for 25 years were also felicitated.

The function was attended by a large number of employees and the elite of Kanpur city.

Shri Madhavkrishna Singhania - Special Executive, J.K. Cement Ltd., Shri Yadupati Singhania - MD & CEO, Shri Govind Hari Singhania on the occasion



Founders Day Celebrations at Kanpur

Honoured Employees



R.B. Jain



A.N. Shukla



A.R. Sharma



Ajit Nigam



Ashwani Kr. Gupta



Bala P. Awasthi



G.S. Bajpai



Gurdev Singh



K.K. Tewari



K.S. Thakur



Kahnaiya Lal



Mamta Tandon



Nirmal J. Pandya



Pankaj Awasthi



Prabhat Misra



R.K. Sharma



Raj Bahadur



Raj Bali



Rajesh Srivastava



Ram Nihoray



Ramesh Malhotra



Rupa



S. Khan



S.N. Pandey



Sanjay Kr. Bose



Santosh Sharma



Satya N. Shukla



Seema Trivedi



Shiv Narain



Sushil Kr. Poddar



Tulsi Ram



U.N. Dubey



Vijay Kr. Shukla



Vijay Kumar

Stockists & Business Associates felicitated at Kanpur

Mr. B.C. Bansal - M/s Cement Traders, Ghaziabad (U.P.)
 Mr. Umesh Agarwal - M/s Agarwal Machinery Store, Bharatpur (Raj.)
 Mr. Bagadi Ram Rebari - M/s Bhagwan Cement Agency, Gudli (Raj.)
 Mr. Narash Rawat - M/s Naresh Trading Company, Alwar (Raj.)
 Mr. Anil Nagori - M/s Anil Nagori & Co., Neemuch (M.P.)
 Mr. Dinesh Kumar - M/s Chetram Dinesh Chand, Ghaziabad (U.P.)
 Mr. Rajesh Saraf - M/s Madhuban Enterprises, Agra (U.P.)
 Mr. Ravindra Kumar - M/s Ravindra Kumar Anil Kumar, Ghaziabad (U.P.)
 Mr. Trilok Chand Gupta - M/s Sohanlal Sukhamal, Ballabgarh (Haryana)
 M/s Mangiram Gupta
 M/s Bhagwan Das & Sons, Satna (M.P.)
 Mr. Kewal Kapoor - M/s Kapoor Marketing, Kanpur (U.P.)
 Mr. Anil Agarwal - M/s P.L. Tandon & Co., Kanpur

Mr. V.P. Aditya - M/s V.P. Aditya & Co., Kanpur
 Senior Chartered Accountants, Statutory Auditors - J.K. Cement Ltd.
 Mr. Suresh Khandelwal - M/s Shakti Steel Traders, Ashok Nagar, Kanpur
 Mr. Mahendra Kumar Kataria - M/s Kataria Carriers, Transport Nagar, Kanpur



Shri Govind Hari Singhania - Director, J.K. Organisation facilitating a stockist on the occasion.



PEOPLE POWER

TRAINING PROGRAMMES

Following Training programmes were conducted by Regional Training Centre – North (RTC-N) during the month of November, 2011



Mr. R.P. Singh - Sr. G.M. (HR & RTC) presenting a memento to one of the faculty members



Participants during a training program

Program on 'An Orientation to Cement Manufacturing Process'

RTC-N organized a five days training program on 'An Orientation to Cement Manufacturing Process' for new entrants of Lafarge Cement, Bhawaliya from Nov. 01 - 05. Nineteen participants attended the program. Senior part-time trainers from J.K. Cement, Nimbahera and Mangrol were the faculty for this program which received a positive feedback from the participants.

Program on 'Operation and Maintenance of Gearboxes and Alignment'

A three days training program on 'Operation & Maintenance of Gearboxes and Alignment' for Engineers / Managers was organized from Nov. 02 - 04. Fifteen participants from different cement companies of the region attended the program. Various practical problems and case studies were discussed. Mr. N.S. Rajput - Asst. Vice President (Maint.), J.K. Cement Works chaired the valedictory session of the program.

Program on 'Specialized Automation Program on FUZZY LOGIC, CEM-SCANNER and QCX'

A three days training program on 'Specialized Automation Program on FUZZY LOGIC, CEM-SCANNER and QCX' for Engineers / Supervisors was organized from Nov. 09 - 11. Mr. Mukesh Birla, Birla Cement and Mr. Chetan Mishra, J.K. Cement, Mangrol and Experts from Emerson Automations and Panalytic conducted the program.

Training Program on 'Alignment – Pump Motor Shaft, Chain Sprocket Alignment & V Belt Pully'

TRAINING PROGRAMMES

A one day training program on 'Alignment - Pump Motor Shaft, Chain Sprocket Alignment & V Belt Pulley' was organised at Chanderiya Lead Zinc Smelter (Vedanta Group), Chittorgarh on Nov. 10, 2011 for Supervisors / Technicians. Twentyone participants attended the program. Mr. R.B.M. Tripathi and Mr. Kishor Sharma from J.K. Cement Works - Mangrol spearheaded the program.

Management Program on 'Negotiation Skill for Managers'

A management program on 'Negotiation Skill for Managers' for Frontline / Middle Management was organized on Nov 14 - 15. Eleven participants from J.K. Cement Works, Nimbahera and Mangrol Plant attended the program. Mr. C. Sumant and Mr. Love Bhatnagar, I Growth - Corporate Training and Management Development, Indore conducted the program. The participants found the workshop useful.

Training Program on 'Thermal Energy Conservation and Management'

A one day training program on 'Thermal Energy Conservation and Management' for Supervisors / Engineers was organised from Nov. 28 - 30. Mr. D.S. Paliwal, Mr. Dinesh Kumar & Mr. Rajesh Mathur from J.K. Cement and Mr. B.S. Tiwari from Birla Cement conducted the program.



Mrs. Sushma Arora - V.P. (LKSEC)

Mrs. Sushma Arora - A Life Less Ordinary

The Vice President of L.K. Singhania Education Centre, Gotan - Mrs. Sushma Arora is an inspiration for many. Her initiatives and ideas have signaled a new beginning for the village of Gotan and the plant.

No one could imagine that in a small village like Gotan, a school that started under her guidance and directions, with two rooms, one teacher and a few children will be counted amongst the premier institutions of the country.

Today LKSEC is educating more than 1500 children from almost every part of the country. This could be possible because of the 'never say die spirit' of Mrs. Sushma Arora.

She has managed to bring a revolution in the village of Gotan by introducing several initiatives. She formed the ladies club 'Darpan Club' with some wives of company officials with a view to contribute to social causes like education for girls. Construction of many temples, hospitals for the treatment of villagers, provision of pure drinking water facility and many more initiatives go to her credit. It is because of her sincere efforts that now every year blood donation camps and eye check up is organised for the benefit of the villagers. She instituted the L.K. Singhania Education Sansthan Soldiers Family Beneficiary Fund under which children of Kargil Martyrs are given free education and lodging in the school campus.

J.K. White Cement Works, Gotan has been receiving the Best Employer Award from the Rajasthan Government year after year. This honour would not have been possible without Mrs. Sushma Arora's contribution and unwavering support.

Her energy and enthusiasm is infectious. No celebration of J.K. White Cement Works, Gotan is complete without her presence. She has truly been a binding tool for the J.K. White Cement Works Gotan family.

We heartily
welcome him

to the J.K. Cement family and
look forward to a fulfilling and
mutually rewarding association

New Joinee
Nov - Dec 2011



Mr. Rajeev Kumar Srivastava
Manager (Accounts) -
Grey Cement Division, Kanpur

* Manager level & above only.

35th Mines Safety Week Celebrations



Mr. P.C. Dhariwal -
Sr. V.P. (Mines)
inaugurating the event



Safety Oath being taken
by the participants
on the occasion

J.K. Cement Lime Stone Mines celebrated the 35th Mines Safety Week under the auspices of Directorate of Mines Safety (Udaipur Region). A function was organized on 13th November 2011 at J.K. Lime Stone Mines, Nimbahera. The convenor of Inspection Team, Shri S.K. Saha graced the occasion as the Chief Guest, while Mr. P.C. Dhariwal - Sr. V.P. (Mines) presided over. Mines Inspection Team members Mr. P.C. Barbar, Mr. N.L. Panchal, Mr. Shrikant Bhut, and President of J.K.Cement Shramik Sangh, Mr. Dalpat Singh Shakatwat were the Guests of Honour.

Mr. R.C. Purohit - Sr. G.M. (Mines) delivered the welcome speech. Mr. P.C. Dhariwal - Sr. Vice President (Mines) in his speech highlighted the importance of safety. He further elaborated that there have been significant & positive changes in the working style of mining operations as a result of the learnings & experiences acquired during Safety Weeks organized so far.

On this occasion, teachers and students of Kailash Vidya Vihar and employees presented songs, poems and a drama on the theme 'Safety'. A large number of employees attended the programme.

New Year cum Christmas Party – Delhi

A fabulous night of revelry saw the entire J.K. Cement Team letting their hair down for a Christmas and New Year bash. The celebrations took place at Crowne Plaza, New Delhi on 23rd December, 2011



Stockist's CORNER

Dealer's Meet - SOLAPUR



Mr. Nitant Shah - GM (CTS) addressing the dealers at the meet organised at Solapur on 23rd November, 2011

Stockists & Dealer Awareness Programme - LUCKNOW



Mr. Alokand Saxena - Deputy Manager (Marketing) at the SDA organised at Lucknow on 26th November, 2011

Stockists & Dealer Awareness Programme - MALLAPURAM



Mr. Joby Varghese - Manager (Marketing) addressing the participants at the SDA organised at Mallapuram, Kerala on 23rd November, 2011

Retailers Meet JALANDHAR



Mr. DD Sharma - DGM (Marketing) addressing the audience at the retailers meet organised at Jalandhar on 25th December, 2011

डीलर मीट आयोजित



Press Clipping - Punjab Kesri

जलंधर, 27 दिसम्बर (सुप्री) : भारत की कम्पनी जे.के. व्हाइट सीमेंट एवं गर्ग एंड गर्ग के सहयोग से स्थानीय खंडरलैंड में आयोजित डीलर मीट में मार्केटिंग मैनेजर जी.डी. शर्मा एवं मार्केटिंग ऑफिसर दलजीत एवं सुपर स्टॉकिस्ट आशीष गर्ग उपस्थित हुए। डीलर मीट में कम्पनी के सुपर स्टॉकिस्ट गर्ग एंड गर्ग को तरफ से डीलरों को गिफ्ट भी बांटे गए। इस मौके पर अतुल किसान, प्रमोद गर्ग आदि उपस्थित थे।

Stockists Meet - PUNE



Stockists and staff with Special Executive

Mr. Nitant Shah - GM (CTS), Mr. Nitish Chopra - Head, Branding & Communication, Shri Raghavpat Singhania - Spl Executive, Mr. Antony Joseph - Head, Marketing (Grey South), Mr. A N Shukla - GM (Marketing-White) and Mr. Alisaheb Ammangi - Dy. G.M (Logistics) at the Stockists Meet held at Pune on 24th November, 2011.



spotlight on Mr. D. Ravisankar

(Excerpts from an interview with Mr. D. Ravisankar - President, J.K. Cement Works, Nimbahera)

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

I joined J.K. Cement Ltd. in the year 1978 and had the privilege of working with the stalwarts of industry before taking over as Unit Head in 1989. Over the years, I have witnessed and actively participated in the growth story of our company especially Nimbahera unit where capacity was increased from 0.3 MTPA single cement kiln in 1976 to 1.54 MTPA with 3 lines by 1988. During my stint of 30 years in the Company, there have been many rough periods like recession which we effectively used for strengthening our infrastructure and enhancing capacity by introducing in-house modifications and eventually emerged stronger. In the recession from 1996 to 2002 we enhanced our capacity from 1.54 MTPA to 3.6 MTPA cement which includes commissioning of one more additional 2100 TPD line at Mangrol in 2001. This remains the most fond memory for me.

Q2. How do you keep yourself informed about and abreast with the developments in the Cement Industry?

It is important for every top executive to keep himself updated on the latest technological developments, changing industry scenario and opportunities and challenges posed by the Industry. I keep myself updated by reading magazines, interacting with other plant heads and by visiting plants worldwide. Based on these inputs we have been able to incorporate latest technology and other in-house modifications in our plant.

Q3. As the head of the company's flagship plant at Nimbahera, how do you think the plant has grown/ evolved over the years? How have you been able to maintain the culture and uphold the values that J.K. Cement stands for?

I am happy to see the growth of the plant over the years. We did a number of in-house modifications to enhance capacity of

Nimbahera plant. Despite the severe recession in late 1990's we were able to commission a new production unit at Mangrol under the able guidance and valuable direction of our Managing Director - Shri Y.P. Singhania. Quality in every aspect of our activities has been the essence of working.



Mr. D. Ravisankar

It is a matter of pride that over the last 20 years we have had excellent employee relations and there have been no industrial disputes. We have also undertaken a lot of CSR activities for the public by way of arrangement of water, building roads, schools and community centres. Through such initiatives we have been able to improve the quality of life of the employees and the people living in and around the Plant.

Q4. The inauguration of J.K. Cement Works, Fujairah has been the long cherished dream of MD Sir and the realization of your efforts. What are the challenges you had to face since the time it was conceived?

J.K. Cement Works, Fujairah limestone lease was allotted to us in February, 2007. We had initially planned to put up a 1.7 MTPA grey cement unit. However, the project did not take off due to severe recession in the Middle East and elsewhere. With the blessings of H.H. Sheikh Hamad Bin Mohammed Al Sharqi - Member of Supreme Council and Ruler of Fujairah the foundation stone of J.K. Cement Works was laid on 14th November, 2011 in the presence of Crown Prince of Fujairah - H.H. Sheikh Mohammed Bin Hamad Al Sharqi & Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd. With this long cherished first venture, the Company will move towards realizing the desire of our visionary Managing Director, Shri Y.P. Singhania.



Mr. Sandeep Dalmia (left),
Mr. G.S. Dalmia (right) &
Late Sh. Ram Saran Das
Dalmia (inset)

spotlight on Mr. Sandeep Dalmia of M/s Ramesh Chander Rajender Kumar

M/s Ramesh Chander Rajender Kumar, is one of the oldest stockists of the Company, a well known firm in Rajasthan. They have been with J.K. Cement Ltd. since 1976 when the plant at Nimbahera was set up. As legend goes, the first dispatch of cement was sent to their outlet in Sri Ganganagar. At present, the fourth generation of the Dalmia family is carrying forward their relationship with J.K. Cement. We found it fitting to have Mr. Sandeep Dalmia share his views on their long and

dedicated association with the Organisation.

Q1. In this world of cut throat competition, your loyalty has remained with J.K. Cement Ltd. What is the reason for this?

We have completed more than 35 years with the company and now our fourth generation is also into the same business. We appreciate the values that the Company stands for. It has been a mutually rewarding association. The support & guidance of Rajasthan Sales Promoter, Shri M. K. Agarwal Ji has been a great source of motivation.

Q2. What are your thoughts about the J.K. Cement culture and the people?

We feel proud to be associated with such an organization where business associates are treated as most important family members. We have also been honoured by Shri Gaur Hari

Singhania Ji - Chairman, J.K. Organisation at Kanpur for completing 25 years with the Company. Moreover we have received the unstinting support of the Company & its people especially during times of market crisis.

Q3. How do you think the market for our Grey Cement brands has evolved over the years?

In the initial years, when we entered this business, cement used to be sold on a controlled basis and marketing was totally different. After decontrolling, selling cement has taken an all together different route & many brands have jumped in fray. We have been able to maintain the market share with full support of the Company in terms of providing customer contact programs like Meets for Engineers, Architects, Builders, Skilled Masons, Painters and Dealers which is definitely bringing different potential segments in the market closer to the Company.

Q4. What is your strategy for achieving success in Marketing?

We have always treated work as worship. Our mantra for success is team work, dedication, relationship building at grass root level in the market & hard work. Being in close contact with the market makes a huge difference.

Q5. What message / suggestions would you like to give to the J.K. Cement family?

The Company is growing at a fast pace & we also wish to grow our business alongside. As a family member of J.K. Cement Ltd, my only suggestion is to maintain timely supply of cement and to motivate exclusive stockists on a regular basis.



Off Site

Trip to Kathmandu - Grey (North)



Stockists (Delhi) during the trip to Kathmandu organised from 29th November-2nd December, 2011



Tour to Thailand - Grey (North)



Dolphin Show - Safari World



Company executives and stockists (Delhi) during the Tour to Thailand organised from 8th - 10th December

Stockists Meet (White Cement) - Udaipur

Gujarat



Mr. V.P. Singh - President (Marketing) addressing the participants at the meet organised from 11th - 13th December, 2011. Also seen in the photo are Mr. CS Rathore - GM (Marketing), Mr. Mohan Sharma - AVP (Marketing), Mr. Ashok Kapur - Sr. V.P. (Accounts) and Mr. Saumya Chaturvedi - Mgr. (Marketing)

Rajasthan



Mr. VP Singh - President (Marketing) inaugurating the stockist meet organised from 13-15 December, 2011 at Udaipur



Staff and Stockists at the meet



Mr. VP Singh - President (Marketing) felicitating a stockist at the meet. Also seen in the photo are Mr. Kamlesh Kumar - ASM (Delhi), Mr. Ashok Kapur - Sr VP Accounts, Mr. Rakesh Gupta - GM (Marketing), Mr. Shailesh Chandra Gupta - Sr GM (MIS)

J.K. Cement forays into Global market with mai

Conquering new shores

The Company has added yet another feather to its cap with the announcement of its maiden overseas plant at Fujairah, UAE. The plant's foundation stone laying ceremony was held on November 14th, 2011 with the blessings of His Highness Sheikh Hamad Bin Mohammed Al Sharqi - Member of Supreme Council and Ruler of Fujairah in the presence of His Highness Sheikh Mohammed Bin Hamad Al Sharqi - Crown Prince of Fujairah. Also gracing the occasion were Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd., Shri Raghavpat Singhania - Special Executive, Mr. A.K. Saraogi - CFO & President (CA), Mr. D. Ravisankar - President, J.K. Cement Works, Nimbahera and Mr. N. Gowrishankar - Unit Head (J.K. Cement Works, Fujairah).

Expected to commission production by end of 2013, the plant is being set up in technical collaboration with M/s. Taheiyo Engineering Corporation of Japan who are pioneers in the field and have the most modern quality control and environment friendly technology. The capacity of the Grey cum White Cement plant is slated to be at



PRESS COVERAGE



Cover Story

Speaking on the occasion, Shri Yadupati Singhania - Managing Director & CEO, J.K. Cement Ltd. remarked, "We are extremely proud that with the foundation stone of the plant at Fujairah having being laid, J.K. Cement Ltd is set to spread its wings and explore opportunities beyond our country's shores. The proposed plant at Fujairah will have a capacity of 0.6 million tonnes per annum for White Cement with a flexibility to change over its operation to produce upto 1 million tonnes per annum of Grey Cement. Thus, the Company plans to cater to the demand in the region as well as to the neighbouring countries through this manufacturing facility. As has been a ritual with J.K. Cement Ltd., in this venture as well, we will continually strive to uphold the quality consciousness, customer experience and best ethical practices that J.K. Cement Ltd. is known for."

H.H. Sheikh Mohammed Bin Hamad Al Sharqi -
Crown Prince of Fujairah laying Foundation Stone of
J.K. Cement Works, Fujairah alongwith
Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd.



जके सीमेंट यूएई में प्लांट लगाएगी



नई दिल्ली • जेके सीमेंट में आज कहा कि वह एक सहस्रक कीर्ती के जयेंत समुका अरब अमीरात में एक बग्टर सीमेंट प्लांट स्थापित करे के लिए 750 करोड़ रुपय से अधिक का निवेश करेगी। इस प्लांट की भवनाला 6 लाख टन सीमेंट उत्पादन करे होगी। जेके सीमेंट ने बीएसई की बी जलकरी में कहा कि वह ग्रीनफील्ड प्लांट फुल्लेअ प्री कट बीज में स्थापित करेगा और इसमें से सीमेंट की उत्पादन में लवदील होने का भी अपेक्षित होगा। कंपनी ने कहा कि इस प्लांट की स्थापना इसकी सहस्रक कीर्ती के सीमेंट पर्व (फुल्लेअ) संचार की जाएगी जिसमें फुल्लेअ सरकार की एक अंडरटकिंग फुल्लेअ वेस्टमेंट्स की 10 सिंगल कंसेप्टी है। बनपन में कहा गया कि इस प्रोजेक्ट की सिंगल ई। के टंड इन्वेस्टी अनुप्राप्त में करे जाएगी।



WINNING ENTRY

TECHNOLOGY AND the WORKPLACE

If you take a moment and look around, you will notice that at any given point in time you are surrounded by at least half a dozen gadgets. There's probably an iPod on charge, a mobile buzzing away, someone typing feverishly at a laptop sending out urgent emails, digital memos reminding you of your next appointment to name a few. Behind all this if you look hard enough there will be a web of wires and cables blending into the background so seamlessly that they aren't even noticeable.

This is the reality for any workplace. From the very moment that you enter office, you have to mark your presence with an electronic RFID based punch machine, you open your laptop and it is pretty much your best friend for the day, the Big Boss / CCTV camera system monitors your every move, during break time your coffee machine is ready with a refreshing brew. The GPS navigator helps you reach your client for an important meeting while you make last minute changes to your presentation on your android phone. Video-conferencing creates an interface between you and your clients or colleagues from across the globe without you physically being present. The internet brings the world to your fingertips. Bluetooth has made all our gadgets compatible. The touchscreen revolution has made tweaking of knobs and pressing of buttons a thing of the past.

Though advances in technology have greatly altered our lives for the better, there is a flip-side to this boon. Over-dependence on technology reduces physical activity and affects fitness. Elevators, escalators etc. help us get from one place to another without much effort, but taking the stairs instead keeps our heart and joints healthier. Over use of gadgets and machines also weaken our analytic abilities. With progress, must come a sense of self-realization and introspection. Technology is to make our lives more comfortable and enjoyable, but let us not put to rest entirely the machines that our bodies are.



Prakhar Joshi

Deptt. of Computer Science & Engineering
Sir Padampat Singhania University, Udaipur

First Runner up

BALANCING WORK AND PERSONAL LIFE

Work, love and play are the great balance wheels of man's being.

To me, balance means complete equality between all elements. There was a time when the boundaries between work and home were fairly clear. But in today's time, work is entering in our personal life — and maintaining work-life balance is no more a simple task. Still, work-life balance isn't out of reach. And personal happiness does not necessarily depend on earning more money and being successful at work, other things have a much bigger impact on our well being.

Balancing work and life is a major issue for many. No matter how much you love your job, no matter how big a part of your life it is, you need to be able to "turn it off" and spend some time away from it. Therefore, it is important to make a rational schedule between work and personal life. The time you've assigned to your family, housework and your own activities need to be just as inviolable as the time you spend in the office.

Work-life balance as a concept includes maintaining proper prioritization between career and ambition as part of 'Work Life' and health, family, development, which are part of 'Personal Life'. The degree to which a person is able to successfully



combine paid work with other aspects of personal life has been termed "work-life integration"

Sometimes we have to make personal sacrifices in order to achieve our career aspirations. What is important is how we balance our sacrifices so they don't greatly interfere with our personal goals. One important thing in balancing life is how one can fit roles such as son, husband, father and friend into an already hectic schedule. With

proper planning it is possible. Yes, it is possible to have not only a successful career, but a rewarding and enjoyable personal life as well. To achieve this, important step is to get your family to agree on what the priorities should be. Success in careers requires long hours work, dedication towards assigned job, and support from the family.

In the end I would like to say that before making any drastic changes to our personal or professional life, we must consider implications of each decision and plan properly to integrate changes in our schedule.

Nikhil Mathur

Asst Engineer (Instrumentation), J.K. White Cement Works, Gotan

Second Runner up

BALANCING WORK AND PERSONAL LIFE

The secret of balancing professional and personal life lies in effective time management. Quite often, executives, white collar workers, professionals and others tend to take work home. This sometimes causes stress between the executive and his/her family but the executive himself fails to relax at home in his free time.

This sets in motion a chain reaction, causing loss of concentration at work, health problems due to stress etc. Therefore, manage your time well. In 24 hrs, at least 8-10 hrs are devoted to sleep and personal time. Out of the remaining 14-16, maybe about 8-10 hrs are spent at the work place (including 2 hours commuting time). This should leave us with a lot of personal time.

This is a rosy picture but how many of us effectively plan our lives so that we can have enough time personally to meet our friends and family, exercise, meditate, or even pursue a hobby.

There are many ways to plan your time. Here, I'll mention one of the ways. Divide the week into rest days and work days. On work days plan your professional and personal time a day ahead.

Remember, all your work related activities depend on yourself. So fix all your appointments on the phone one day earlier. Arrange all your necessary papers and keep them ready in your briefcase and charge cellphone and laptop at your home. Then plan your cloths and shoes after arranging everything. Now, go to sleep at your usual time.

After a small meal, before you leave home, always let your family know when you will be expected back. But once you leave the house, put aside your personal problems and do not let them distract you at work.

This is why balance is important; our personal life should not spill over into professional life and vice versa.

At the work place try to avoid personal calls as far as possible. If you have managed your communication with your family properly, they will need to call only in urgent cases.

At the work place finish, what you have planned for the day, but of course, be prepared for the unexpected clients and their calls.

If you are going to be later than usual, phone home. But try and finish work at the allotted time and go home. This makes for a happier personal life.



Of course, we are used to delays, which means clients will be late and more time will have to be allotted to them. Remember the customer is always right. But you yourself should be on time and having made the allowance for your client, go home.

If you don't give quality time to your personal life like you do to your professional life, there will be tension on the family front.

If your professional life demands that you have a flexible schedule and you have to tour a lot, then try and work fixed working hours when you are in your home city. Remember that one's professional life is definitely the most important part of one's life, as without it the basic necessities of life aren't fulfilled. But, personal life is equally important as well. Striking the balance is crucial to our emotional and mental well being.

Benoy Kr. Dutta

*Manager (Applications & Development)
J.K. WHITE CEMENT, AGRA*

Consolation Entry

TECHNOLOGY AND THE WORKPLACE



The technological advances achieved in the past few decades have brought about a revolution in the business world, affecting nearly all aspects of working life. E-mail, the Internet, fax, and other forms of technology have streamlined office

tasks. People can reach others in a matter of seconds wherever they are, with the cost being increasingly negligible. Employees no longer need to be physically present with their clients and co-workers; instead they can communicate effectively at home, at a distant office, across the world, and even in their car or on in an airplane. These new technologies offer a wide variety of services and opportunities; they seem united by a single factor: increased efficiency and productivity.

Indeed, companies have been quick to adopt many of these

technologies, and tout significant improvements in business performance. However, as the physical office loses importance and employees are encouraged to telecommute from their location of choice, these physically isolated workers will inevitably lose out on face-to-face interpersonal skills which may lead to deterioration of relationships in the workplace.

Social network sites like Facebook, Orkut, etc are supposed to be fun and does help in maintaining business/personal relationships, the frequent reporting of harassment, cyberstalking, online scams etc indicates that such sites can hamper with the security of the person and society at large, if not used with right intention.

We are becoming servants in thoughts and actions, despite the fact that technology has been created to serve us. It is somewhere hampering our creativity.

The need of the hour is to learn to balance the material wonders of technology with the spiritual demands of our human race.

Bharat Barara

*Area Sales Manager
Marketing (Karnal)*

Participating Entries

Technology and the Workplace

1. Mr. C.S. Dashora - J.K. Cement Works, Nimbahera
2. Mr. Manish Todwal - J.K. Cement Works, Gotan
3. Mr. V.P. Singh - J.K. White Cement
4. Mr. S.K. Kansal - J.K. Cement Works, Nimbahera
5. Mr. Subroto Ganguli - J.K. Cement Ltd, Ghaziabad

Balancing Work & Personal Life

1. Mr. Subroto Ganguli - J.K. Cement Ltd, Ghaziabad
2. Mr. Pankaj Sharma - MIS, J.K. White Cement, Delhi
3. Mr. Deepak Gandhi - Gotan
4. Mr. Sanjay Trikha - JK White Cement, Chandigarh
5. Mr. Sunil Jain - J.K. Cement Works, Jaipur
6. Mr. C.S. Dashora - J.K. Cement Works, Nimbahera
7. Mr. S.K. Rathore - J.K. Cement Works, Mangrol
8. Mr. S.K. Kansal - J.K. Cement Works, Nimbahera
9. Mr. Maneesh Mathur - J.K. White Cement, Bhopal
10. Mr. Arun Kumar Tripathi - J.K. Cement Ltd, Kanpur
11. Mr. Dileep Hirenarti - IT Department, J.K. Cement Works - Muddapur
12. Mr. Arvind Kumar - J.K. White Cement, Patna
13. Mr. Mahesh Bhatnagar - J.K. White Cement Works - Gotan
14. Mr. Cecil Mathew - J.K. Cement Ltd, Belgaum

ARTICLES ON OTHER TOPICS

NEW YEAR RESOLUTIONS

A New Year Resolution is a commitment that an individual makes to himself of one or lasting goals or performing a habit. But do they really follow it? Let's read and find out!

"This year I'll definitely follow my exercise regime?"

"This year I'll control my temper"

"This year I'll be at peace with everyone"

And the list is never ending.

Yes, I am talking about the numerous things we promise to ourselves when the clock strikes 12.00 on New Year's Eve. Forgetting or at least trying to forget how the last year passed, we feel determined to make a resolution for the New Year. For most people this resolution varies from something as simple as learning something new to something as difficult as losing weight.

Nevertheless, people do make resolutions. And they even follow it; well atleast for the first week of the New Year. It is said that exceptions are everywhere. Here the exceptions are people who follow their resolution for the entire two weeks!! And you ought to agree with me that these people are the real champions of the New Year. For them it is a great matter of pride and joy that they followed their resolution for two whole weeks. After all it was not an easy thing to do. They reached here with a lot of hard work and a determined will.

There is also a third group of people. They are the ones who are true to themselves and follow their resolution throughout the year. The saying "when the going gets tough, the tough get going" is apt for these people. They cling to their resolution and leave no stone unturned in following it. This group is a minority, rather a rare type; just like the blood group "O". Externally they



may seem to be really satisfied, everyone praising their firm will and appreciating how they are sticking to their regime. But if you ask these people how they really feel about following their resolution. I believe they would not be too happy about it. I mean, can you imagine getting up as early as 4 o'clock to exercise just because you were influenced by others around you and took up a vow! These people may say that they are very happy; but if you read between the lines, rather between their expressions, you'd get a different story altogether. You will see eyes which would say "I am damn tired of getting up early every single day".

There is, in my opinion, no bigger folly than taking such a haphazard decision and repenting over it for the rest of the year. I believe that if you really want to do something then you need not wait for a particular time or day to start it. You can and you should start it then and there! And even if you can't follow it religiously you won't feel guilty and spoil your year. It is always better to start with small attainable goals and then move towards larger goals. And even if you can't follow it, don't be upset or feel guilty. Because there is always a new day and with it comes a new opportunity to begin afresh.

And even if you miss out on these chances, then there is another "New Year" and with it a new "New Year Resolution!"

Anushikha Massey

English Teacher

Lala Kamalpat Singhania Education Centre, Gotan

IMPORTANCE OF HOUSE JOURNALS IN CORPORATE COMMUNICATION

It is a matter of great pleasure & pride for all of us that our bi-monthly newsletter "JK SPOTLIGHT" is celebrating its Anniversary Issue. Since its inception in January 2010, it has become a vibrant tool of corporate communication, providing a platform to us for sharing all important information and achievements of the Company. The magazine has also given a golden opportunity to all employees and stakeholders to express their creativity and share their opinions. On this occasion, it is relevant to understand the importance of corporate communication specifically in the context of the House Journal.

Since the beginning of mankind the need to communicate with each other has brought humans together into cohesive groups. Communication is not only an exchange of news and information; it is sharing ideas, facts, thoughts, messages and any other kind of social activity. This desire to communicate resulted in the birth of language, developed into modes of communication through different technological means. Corporate Communication is essentially an exercise in public relations to bring in public domain the objectives and achievements of the company and to obtain feedback from its stakeholders to achieve corporate goals.

Communication is the key to corporate success. A regular two-way flow of information can set up a bridge of understanding between an organization and its stakeholders. It can impart knowledge where there

is ignorance. It can also neutralize the harmful impact of disinformation. Besides, communication can affirm and confirm existing knowledge and attitude. It can build and consolidate relationships. The better-known company is also better regarded. Communication, therefore, is a vital function of public relations.

One of the important channels for corporate communication is the Company's house journal. The House Journal came into existence primarily to inform the employees of the company about the Company's functioning so as to bridge the gap and strengthen relationships between the employer and employees. This gets the employees involved in the overall development of the Company and motivates them to contribute their best. House Journals are intended to enhance the confidence of employees and keep them informed about matters of mutual interest.

A well informed and motivated employee becomes an ambassador of the company. This greatly contributes to the goodwill of an organization. Well orchestrated communication between an employer and employee will lead not only to greater involvement of the employees conducive for higher productivity but will go a long way in bringing industrial peace and contributing to congenial working atmosphere.

B.K. Upadhayay

Dy. G.M. (Personnel)

J.K. Cement Works, Nimbahera



Other Entries

We acknowledge the following participants' entries on other topics. Thank you for your contribution. We will definitely feature these in the forthcoming issues.

- | | | |
|--------------------------|------------------------|------------------------|
| 1. Mr. Chetan Mishra | 5. Mr. Gopal Krishan | 9. Mr. Sudhir Nanda |
| 2. Mr. A.L. Sundararajan | 6. Mr. Mukesh Barsiwal | 10. Mr. Pranay Kumar |
| 3. Mr. Joby Varghese | 7. Mr. R.K. Singh | 11. Mr. Sunil Jain |
| 4. Mr. P.K. Sharma | 8. Mr. Bharat Barara | 12. Mr. Surendra Gupta |

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

1. Corporate Grooming
2. Importance of CSR for an organisation

Last date for submission of entries is
25th February, 2012

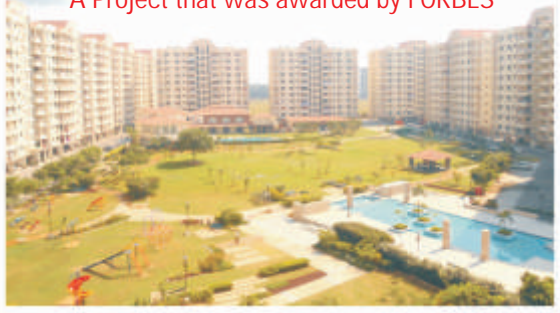
Please send your entries to
nitish.chopra@jkcement.com
shivapriya.iyer@jkcement.com

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

PRESTIGIOUS PROJECTS

Our products - J.K. White Cement,
J.K. Wall Putty & Super Cement
have been used in the following projects

A Project that was awarded by FORBES



Ashiana Angan - Bhiwadi



Centrum Jyoti Mall -
Jalandhar



Lovely Professional
University - Jalandhar



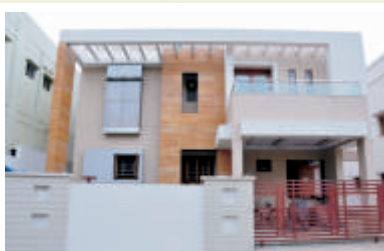
Raj West Power Project (JSW) - Barmer, Rajasthan



Unitech Business Zone - Gurgaon



Banda Singh Bhadar Hostel - Punjab



Residential Building - Ichalkaranji



Orange County - Indirapuram



Spaze Tower - Gurgaon



University College - Punjab



TDI CITY AGRA



Shiv Sagar Residency - Shiv Sagar Enterprises (Gujarat)



Sona College of Technology - Salem, Tamilnadu



Geetanjali College - Udaipur



Koteshwar Dam - TEHRIL



J.K. White Cement Works, Gotan Bags Best Employer Award

J.K. White Cement Works, Gotan was honoured with one of the most venerated awards-Best Employer for the year 2010, by the Employers' Association of Rajasthan. The Employers' Association of Rajasthan presents Awards to the 'best employer', one in each of the three categories of large, medium and small industries. Honourable Minister for Industry - Mr. Rajendra Pareek presented the prestigious award to Mr. B.K. Arora - President (Works) in the large scale industries category. Mr. Arora received the award with Mr. C.P. Jhagdawat - V.P. (C&A), Mr. Rajeev Sharma - V.P. (Technical) and INTUC Union Leaders Mr. Gopa Ram Mundel - President and Mr. Munni Ram Choudhury - Secretary in the grand ceremony at Hotel Clarks, Jaipur on 5th November, 2011.

Representatives from various cement companies were also present on the occasion. A panel of judges reviews various companies' contribution on Health & Hygiene, Safety & Accident Prevention measures, Environment, Corporate Social Responsibility, Production, Sales, Cost Cutting Initiatives and Industrial Relations etc. as the parameters for this award.

The Company was adjudged the best employer for its unparalleled efforts towards employee care, corporate social responsibility, industrial health and safety.



Best Employer award being received by Mr. B.K. Arora - President (Works), Mr. C.P. Jhagdawat - V.P. (C&A) and Mr. Rajeev Sharma - V.P. (Technical) from Honourable Minister for Industry - Mr. Rajendra Pareek

LKSEC – The Best ICT Enabled School of the year 2011



Lala Kamlat Singhania Education Centre, Gotan added another feather to its cap by grabbing the Best ICT Enabled School of the year 2011 award on 15th December 2011 in South Asia e-India Conclave at Gandhinagar, Gujarat. The Vice Principal, Mr. P.R. Kumar along with the ICT program coordinator of the school Mr. D P Singh also Head Master, Middle School received the award on behalf of the institution from Member, Rajya Sabha and famous TV Celebrity - Smriti Irani.

Mr. B.K. Arora - President, J.K. White Cement Works along with Mrs. Sushma Arora, Vice President (LKSEC) congratulated the Principal, the members of the administration, the teachers and the students on their achievement. Mr. R.C. Joshi - Principal (LKSEC) attributed this recognition to the efforts of all the staff members and students under the support and guidance of the Management. He added that they would leave no stone unturned to take the school to newer horizons.



In the Opening Ceremony of the Games, Sports & Cultural Festival 'UDAYIN' the award was handed over to Mrs. Sushma Arora by the Chief Guest - Mr. Ashok Kumar, former International Hockey Player and Arjun Awardee.

Mr. Ashok Kumar - former International Hockey Player and Arjun Awardee presenting the award to Ms. Sushma Arora - V.P. (LKSEC)

A Standing ovation for
*our smashing brand ambassador
for breaking the world record
for highest runs in a day inning!*



* Trivia

* Sehwag's 219 runs against West Indies is the highest score in one day innings by any batsman

EVENTS & EXHIBITIONS

INTER CEMENT INDUSTRY TOURNAMENTS

Concluding and Prize Distribution Ceremony

The Inter Cement Industry Sports Association organized the concluding and prize distribution ceremony of 12th Inter-Cement Industry tournament and cultural competitions in the premises of Aditya Cement on November 26, 2011. Mr. B.B. Joshi - Executive President, Aditya Cement, Mr. Chandra Shekhar - Executive President, Vikram Cement, Mr. V.K. Hamirvasia - President, Birla Cement, Mr. S.R. Singhvi - Joint President (H.R.), Shree Cement and Mr. M.L. Goyal - Sr. V. P. (Coml.), Mr. S.K. Rathore - A.V.P. (O&M), Mr. S.K. Gupta - Sr. G.M. (P&L) along with team coordinators were present at the event.

The artists from the participating cement companies presented a cultural programme. Mr. M.L. Goyal, in his speech congratulated all the organizers of member cement plants and the participants for their sincere efforts. Smt. & Shri V.K. Hamirvasia & Mr. M.L. Goyal presented mementos to members of Apex & working committee and coordinators of participating cement plants. Mr. B.B. Joshi and Mr. Chandra Shekhar presented prizes to the winners in different categories.



Cultural Programme being presented by participants from J.K. Cement



Mr. M.L. Goyal - Sr. V. P. (Coml.) addressing the participants



Mr. B.B. Joshi - Executive President, Aditya Cement presenting award to a winner



Dealers Visit J.K. Cement Works, Muddapur



Mr. Shabbir Khan - Unit Head, J K Cement Works, Muddapur addressing the dealers during the visit



Company executives and dealers at the plant

12th Mines Environment & Mineral Conservation Week

J.K. Cement Lime Stone Mines celebrated the 12th Mine Environment and Mineral Conservation Week under the auspices of Indian Bureau of Mines (Udaipur Region). A function was organized on 15th December 2011 where Mr. R.S. Daheria - Convenor, Inspection Team was the Chief Guest, while Mr. Z. Shekh and Mr. D.K. Methani - members of the Inspection team and Mr. Dalpat Singh - President, J.K. Cement Shramik

Sangh were the Guests of Honour. Mr. P.C. Dhariwal - Sr. V.P. (Mines) presided over the function.

Further to this, the prize distribution and concluding ceremony for the same was organized on 18th December where Nimbahera Limestone Mine was awarded the first prize for overall performance



Release of souvenir on Mines Environment & Mineral Conservation



Chief Guest - Mr. C.S. Gundewar presenting the prestigious first prize for Overall Performance to Mr. D. Ravisankar - President (Works), Mr. P. C. Dhariwal - Sr. VP (Mines) and other staff members

Exhibition - EAGB, Bengaluru



Company executives at the Exhibition EAGB Bengaluru

Painter's Meet - Jamshedpur



Mr. Mukesh Kumar welcoming
Mr. Mukesh Bhatt aka
Chutkau Painter - Brand
Ambassador of J.K. Wall Putty

Exhibition Bace Expo - Kolkata



Company executives at Exhibition BACE Expo, Kolkata organised from 11 - 13 November, 2011

Masons Technical Workshop - Rajasthan



Mr. LK Gattani - DGM (Marketing) addressing the participants at the Mason's Technical Workshop organised at Barmer, Rajasthan

FAREWELL ORGANISED AT
J.K. CEMENT WORKS,
MUDDAPUR

A farewell party was organized on 18th November, 2011 at J.K. Cement Works, Muddapur in honour of Shri Kailash Nath Ji. Mr. S. Khan - Unit Head extended a warm welcome to him. In his speech, Mr. Khan highlighted Kailash Nath Ji's long and dedicated association with the Company at various locations viz. Gotan, Nimbahera, Mangrol and Muddapur.



Mr. Shabbir Khan -
Unit Head felicitating
Mr. Kailash Nath



Launch of J.K. Super Slag Cement in Southern Markets



The Company announced extension of its popular brand 'J.K. Super'

to the Slag cement category at the launch ceremony held at Belgaum on 15th December, 2011 that was attended by around 140 dealers. Chief Guests - Special Executives, Shri Raghavpat Singhania and Shri Madhavkrishna Singhania inaugurated the event by lighting the lamp and addressed the gathering. Mr. Antony Joseph - Head, Marketing (Grey South), Mr. Shabbir Khan - Unit Head, J.K. Cement Works, Muddapur, Mr. Antriksh Jain - A.V.P. (Q&P), Mr. Nitant Shah - GM (CTS) and Mr. Nitish Chopra - Head, Branding & Communication were also present on the occasion. On this occasion, our stockist Mr. Ramchand Shah of M/s Ratnatreya Traders was felicitated for his dedicated association with the Company.

Shri Raghavpat Singhania - Special Executive, J.K. Cement Ltd. remarked, "The southern market for grey cement is of strategic importance for the Company. With the support of the trade we have been able to establish our brand in the past two years. We are optimistic that Mr. Antony Joseph and his team will be able to take the brand to newer heights."

Shri Raghavpat Singhania - Special Executive, J.K. Cement Ltd lighting the lamp on the occasion. Also seen in the photo are Mr. Shabbir Khan - Unit Head, J.K. Cement Works, Muddapur, Shri Madhavkrishna Singhania - Special Executive and Mr. Antriksh Jain - AVP (Q&P)



Mr. Ramchand Shah of Ratnatreya Traders honouring Shri Raghavpat Singhania on the occasion



Mr. Antony Joseph - Head Marketing (Grey South) welcoming Shri Madhavkrishna Singhania



Press interaction for launch of J.K. Super Slag Cement



Company staff and stockists at the launch

J.K. Super Slag Cement Launch in the News



Operation Branding



Corporate Social Responsibility

CONTRIBUTION IN FAMILY PLANNING PROGRAMME

The Company extended financial assistance towards Family Planning Programme initiated by Health Department, Government of Rajasthan during the month of November, 2011.

As a part of the above initiative, Mega Family Planning Operation Camps were organized at Government Referral Hospital at Nimbahera, Public Health Centre - Kanera, and Government Hospital at Badi Sadri of Chittorgarh District.

Mr. Dilip Singh Krishanawat - Manager (Welfare) and Mr. S.D. Paneri - Officer (HR) presented cash incentives to the participants. Chief Medical & Health Officers, in-charge of respective hospitals & Health Centers present during the camp appreciated this contribution of the Company towards the welfare programme.



Construction of Community Centre - Nimbahera

The Company will set up a community centre in the village Fatcharahiran (Distt. Chittorgarh) in order to improve the basic facilities for the people living in and around the area. The foundation stone ceremony of the community centre was held at Village Fatcharahiran on 8th December. Mr. Udai Lal Anjana, M.L.A., Nimbahera graced the occasion as the Chief Guest while Mr. K.K. Jalori - Sr V.P. (O. & E.) presided over. Mr. Gopal Anjana, Pradhan of Panchayat Samiti, Nimbahera & Mr. Purshottam Jhanwar, President - Block Congress,



Nimbahera were the Guests of Honour on the occasion.

Mr. K.K. Jalori, Mr. P.C. Dhariwal - Sr. V.P. (Mines), Mr. S.K. Gupta - Sr. G.M. (P & L) and Mr. Gopal Anjana performed bhoomi pooja. The Chief Guest in his speech highlighted the importance of C.S.R. activities and appreciated the social welfare & community development programmes implemented by J.K. Cement Ltd.

EYE CAMP

J.K. Cement Works, Muddapur

A free eye check up & cataract screening camp was organised by J.K. Cement Works, Muddapur in association with MM Joshi Eye Hospital, Hubli and National Blindness Control Program, Dist. Bagalkot on 24th November in the premises of Padam Nagar.

The camp was inaugurated by Mr. S. Khan - Unit Head. In his inaugural speech, he highlighted the social welfare activities that have been undertaken since the inception of the plant. Mr. Govind M. Karjol - Minister for Minor Irrigation, Planning and Statistics, Government of Karnataka graced the occasion as the Chief Guest. Around 445 patients from different villages registered themselves for this camp. The programme was arranged by Mr. Uday Kulkarni - Officer (Welfare).



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

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