



# JK spotlight

Mar.-Apr. 2012 Volume : 2

## Annual Review Meeting Singapore



### Highlights

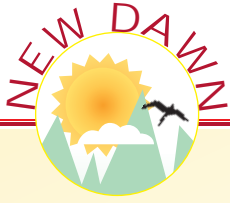
Annual  
Review  
Meeting -  
Singapore



Dealer  
Meet -  
Pune







## Inauguration of New Administrative Building - Muddapur

A hawan & pooja was organized on 30th March, 2012 at new Administrative building on the occasion of inauguration of new Administrative Building at J.K. Cement Works, Muddapur. Mr. S. Khan - Unit Head graced the occasion along with Mr. A.K. Jain - AVP (Production & QC), Mr. S. K. Jain - AVP (O & M), Mr. Harish Agarwal - AVP (Technical), Mr. S.K. Das - General Manager (Civil). Other executives and staff members were also present on this joyous occasion. Mr. Khan inaugurated the new Administrative Building which was followed by distribution of sweets to all present.



Mr. S. Khan - Unit Head inaugurating the Gate



Mr. S. Khan - Unit Head inaugurating the new administrative building

## Inauguration of IDBI Bank Limited, Padam Nagar Branch



Mr. A.K. Saraogi - CFO & President (CA) and Mr. S. Khan - Unit Head (J.K. Cement Works, Muddapur) cutting the ribbon on the occasion. Also seen in the photo are Special Executives Shri Raghavpat Singhania & Shri Madhavkrishna Singhania and Mr. Antriksh Jain - A.V.P. (Product & Quality Control)

IDBI Bank Limited was recently inaugurated in the premises of Muddapur Plant. Mr. A.K. Saraogi - President (CA) & CFO inaugurated IDBI Bank, Padam Nagar Branch and Mr. T.A, Ganesh - General Manager, South Zone, IDBI Bank, Chennai inaugurated

the Safe Deposit Locker. Shri Raghavpat Singhania, Shri Madhavkrishna Singhania, Mr. M.P. Rawal - President (T & MS), Mr. S. Khan - Unit Head graced the inaugural function.



Mr. S. Khan lighting the lamp. Also seen in the photo is Mr. A.K. Saraogi - CFO & President (CA)

## Inauguration of Pune Office



Shri Raghavpat Singhania - Special Executive performing the puja



Mr. A.N. Shukla - G.M. (Marketing) and Dr. Kaustubh Dadhich - Marketing Head (South West) during the puja

## Dear colleagues and friends,

There are few greater gifts given to mankind than the gift of hindsight; as I reflect upon the recent Annual Review Meet in Singapore, I feel a deep sense of satisfaction that besides the fun and gaiety, we actually came out of the get together a more cohesive, and better coordinated team.

The Dealer Meet with brand ambassador Virender Sehwal in Pune was a smashing opener in more ways than one. Not only was it our first event of its kind and scale organized in the history of the cement industry of the region, it set the precedence for more such mutually insightful interactions in the future.

As always, the colourful festival of Holi was celebrated with boundless energy and verve across the many parts of the whole that makes us one complete unit.

The spotlight in this issue is on two sterling members of the J.K. Cement family. First up, Mr. Ashok Ghosh - President, Sir Padampat Singhanian University, who has given new directions to SPSU, our impassioned commitment to bringing better professional education within the reach of India's talented youth. We are equally proud to have Mr. Mohan Borana of M/s Jaishree Enterprises on our team - his loyalty & sincerity to our organisation, ever since assuming charge as our dealer for Grey Cement in Pune is deeply appreciated.

J.K. White Cement Works Gotan was yet again honoured with the Productivity Excellence Award for the year 2010-11 by Rajasthan State Productivity Council; it bears testimony to our continued quest for creating new benchmarks.

As always, I look forward to your enthusiastic participation in making Spotlight a veritable bridge of free flowing communication among all of us.

Best regards,



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



FROM THE  
editor's  
DESK

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## Holi Celebrations

### Kamla Tower, Kanpur



A get together was organized by Corporate HR for the first time at Kamla Tower on the eve of Holi. All the employees enjoyed the occasion thoroughly and participated wholeheartedly in the games.



### Padam Tower, New Delhi



This time holi was celebrated with a different flavour at Padam Tower. With Bhojpuri music and authentic street food, Holi became even more special. Employees let their hair down and joined in the celebrations. The delicious chaat, golgappas and refreshing thandai left everyone asking for more.





## Nimbahera



J.K. Cement family at Nimbahera & Mangrol celebrated the festival of colours with enthusiasm and joy.



## Gotan



Festivals have their unique flavour at Gotan and Holi is no exception. Gotan has been celebrating Holi in its distinctive way for the past ten years, i.e. without Gulal and colors. Holi was celebrated with full fervour and enthusiasm at J.K. White Cement Works, Gotan.



At the Holi Milan programme everyone exchanged holi greetings with sandal (Chandan), Saffron (Kesar) with Kewra water. On this occasion the students of L.K. Singhania Education Centre, Gotan presented holi geet, dance and poetry.

Mrs. Sushma Arora - V.P. (LKSEC) performing the pooja along with Mahant Shri Garieb Dassji

## Muddapur

The celebrations at Muddapur were filled with fervour and excitement. Mr. S. Khan - Unit Head graced the ceremony and also performed Holikadahan. Padam Club & Roshni Ladies Club Members participated in the function with great enthusiasm.



Mr. S. Khan - Unit Head, J.K. Cement Works, Muddapur performing Holikadahan



## Celebrations

### J.K. Cement hosts a Gala Night at its Muddapur Plant; celebrates Highest Dispatch ever!

Mr. S. Khan - Unit Head felicitating Shri Yadupati Singhania - MD & CEO



A Gala night and dinner was organized at J.K. Cement Works, Muddapur to mark record breaking despatches as compared to last fiscal year. Noted singer and second runner up of Indian Idol Season 1, Rahul Vaidya mesmerized the audience with his performance and famous standup comedian Raja Sagoo left everyone in splits.

Also present at this grand evening were MD & CEO - Shri Yadupati Singhania, Special Executives - Shri Raghavpat Singhania and Shri Madhavkrishna Singhania, Madam Special Executive - Mrs. Sonam Singhania, Mr. A.K. Saraogi - CFO & President - CA, Mr. M.P. Rawal - President (T & MS), Mr. Shabbir Khan - Plant Head (J.K. Cement Works, Muddapur) along with senior officials and family members from the company.



### Safety Week 2012 - Gotan

J.K. White Cement Works, Gotan celebrated the 41st Safety Week from 4th March to 10th March. During this week, various contests such as poetry writing, essay writing, slogans, poster making etc.

on the theme of safety were organised for employees. Apart from the accident and fire mock drills, safety awareness demonstrations were also conducted during the week.



Fire Drill



Company officials taking an oath on the occasion

### National Safety Day Celebration - Nimbahera, Mangrol & Bamania

At Nimbahera, an exhibition on the theme of safety was organized which was inaugurated by Chief Guest, Mr. P. C. Dhariwal - Sr. Vice President (Mines). Fire fighting demo, safety drills and competitions like poetry writing were organized at both J.K. Cement Works, Mangrol and J.K. Power, Bamania.



Mr. S.N. Sharma - Sr. Manager (Safety) explaining the use of safety appliances to employees



Mr. S.K. Rathore - A.V.P. (O & M) addressing the gathering at J.K. Cement Works, Mangrol



# Annual Function of Shri Radhakrishna Temple, Nimbahera



Idols of  
Shri Radha Krishna



Devotees bringing the Idols of Shri Radha Krishna to the chariot for Shobha Yatra



Mr. M.L. Goyal - Sr. V.P. (Comml.), performing pooja & aarti on the occasion

## Shaam-e-Sargam

With Udit Narayan

The Company celebrated completion of a successful year with a performance by singer Shri Udit Narayan at J.K. Cement Works, Nimbahera on 7th April, 2012. Famous Bollywood playback singer 'Padamshree' Udit Narayan along with his wife Smt. Deepa Narayan, co-artists Syara, Madhavi, Raman and Khatri presented a memorable cultural night. Shri Madhavkrishna Singhania - Special Executive, J.K. Cement Ltd graced the occasion as the Chief Guest while Mr. D. Ravisankar - Head (Projects) presided over the function. Syt. Shrichand Kriplani, Ex M.P., public representatives, Government authorities, Sr. Executives of neighbouring cement plants, dignitaries and members of J.K. Cement family were present on this occasion.



Mr. D. Ravisankar - Head (Projects), Shri Madhavkrishna Singhania - Special Executive with Mr. Udit Narayan





## Ram Navami Celebration - Jaipur



Special Executives - Shri Raghavpat Singhania and Shri Madhavkrishna Singhania, Mrs. Sonam Singhania and Dr. Kaustubh Dadhich - Head Marketing, Grey Cement (South - West) at Mandir Shri Ram Chandra, Jaipur



### PEOPLE POWER

## J.K. Cement sponsored a conclave of Kanpur University

Corporate HR team of the Company participated in a conclave called "Success – Mantra" organised by the Placement Cell of Kanpur University on 17th March. Ms. Harshita, Ms. Navneet and Mr. Durgesh of Corporate HR attended the conclave, gave a presentation on J.K. Cement Ltd. and also answered job related queries of students. J.K. Cement Ltd. was one of the sponsors of the conclave.



## Customer Technical Services (CTS) Training Programme, SRINAGAR



Mr. M.P. Rawal – President (T & MS) and Mr. R.P. Singh – Dy. G.M. (CTS) at the Training Programme Organised for J&K, Himachal Pradesh, Punjab, Uttar Pradesh and Uttarakhand CTS Executives at Srinagar from 3 - 6 April 2012

## The J.K. Cement family strengthens further...

Mr. Arun Khurana is an Engineering Graduate with Post Graduation in Marketing. He has 20 years of cross functional experience in the cement industry cutting across functions like Projects, Procurement, Technical Services, Marketing & Logistics. In his last assignment with UltraTech Cement he was Heading the vertical of "Infrastructure Development" for Logistics.



Mr. Arun Khurana  
Sr. Vice President  
Logistics, Delhi

He thinks that going forward, traditional brand differentiators like product quality etc would be taken for granted. Associating the product /brand with service as key differentiator will help create a strong brand identity for the Company in the market.

We heartily welcome you Mr. Khurana to the J.K. Cement family. We hope to scale new heights under your able leadership.



## spotlight on Mr. Ashok Ghosh



Mr. Ashok Ghosh

(Excerpts from an interview with Mr. Ashok Ghosh - President, SPSU)

**Q1. How did the thought of setting up a University germinate?**

Mr Yadupati Singhanian – MD & CEO, J.K. Cement Ltd. had a long cherished desire to create something in memory of his grandfather that will be a fitting tribute to that legend in history. He saw in my idea of a good University, a synergy of thought and the rest as they say is history.

**Q2. You have been a part of the University since its inception. Please share with us some of the challenges that you have had to face whilst establishing the institution?**

Yes, there have been several challenges. To begin with we were given a budget and a timeline. Of our own volition, we halved the budget and brought forward the timeline by one year. From conception to functioning as a full-fledged University, it took us less than a year at less than half the cost.

However, by far the biggest challenge has been to establish a credible private University, given the general scepticism in India about Universities set up by the private sector. I am happy, that within a span of less than five years, we have matured as an institution of higher learning and have grown both in scope and magnitude with Pan Indian fraternities of faculty members and students.

**Q3. What is the ethos of the Sir Padampat Singhanian University, Udaipur?**

Central to our vision of creating a good University has been the formation of a contemporary curriculum, delivered by selected faculty to meritorious students and underpinned by an educational infrastructure worth emulating. Then we have a concept of building a community for learning and experience sharing by creating networks which emphasise global outlook informed by local knowledge.

Ours is a student centric University where merit is the only yardstick. Once a student satisfies the selection criteria we do not turn away anyone for lack of economic resources. The Sushila Singhanian Scholarships for Meritorious Students has been established for such a purpose and also funds brilliant students to study abroad for upto one full semester.

**Q4. What are the future plans in store for SPSU?**

Having established SPSU, going forward, the focus will be on consolidation from being a good to a better institution. Our vision foresees a fully residential University of under two thousand students where quality and merit coexists. Our future plans include strengthening of our research facilities and the nurturing of our incubation centre into a formidable initiative and setting up other Schools beside the Schools of Engineering and Management which we have today.

SPSU will offer itself for both national and international accreditation, once we complete six years of existence, which is the usual eligibility criteria.



Mr. Mohan Borana

spotlight on Mr. Mohan Borana  
of M/s Jaishree Enterprises

*Mr. Mohan Borana of M/s Jaishree Enterprises ranks 2nd amongst the dealers for the Company in Pune. He was based at Rodhla, Johla Dist (Rajasthan) and moved to Pune in the year 1992. He started with a sweet business in the name of Endrani Sweets. Later in the year 2004, he started the hardware business*

*and in the same year he also entered the cement business. For the first few years he was a retailer. Thereafter he got the opportunity to take up dealership with J.K. Cement Ltd. We thought it would be fitting to have him share his views about his foray in cement trade and his experience with the Company thus far.*

**Q1. What are your thoughts about the J.K. Cement culture and the people?**

I am grateful to the Company for the unstinting support throughout. I cannot forget the day when Shri Raghavpat Singhanian – Special Executive, came to visit my shop accompanied Dr. Kaustubh Dadhich. I never expected that Raghavji will come and meet me. It was a dream come true and I was touched by his humility.

**Q2. Considering the fact that south is a relatively new market for the Company in Grey Cement, how has your experience thus far been?**

I have been associated with the Company for the last 3 years. I was the second dealer to start with J.K. Cement Ltd. in Pune for the southern market and the first to start in the PCMC (Pimpri-Chinchwad Municipal Corporation) Division, Pune. Even though I have been approached by various other cement companies but I am determined not to touch any other brand at any cost. I am very happy with the Company and my loyalty remains with J.K. Cement Ltd.

**Q3. What is your success mantra in Marketing?**

Everyone should have the drive to excel. The people in my village said that I will not be able to achieve anything significant in life but I decided to prove them wrong.

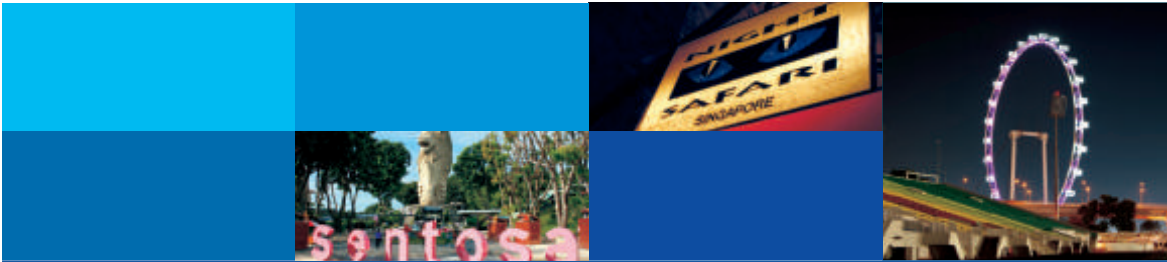
We have a retailer network of 50 – 60. Also Jaishree Enterprises does not work with over draft or cash credit. I invest my own capital and am committed to increasing the business of the Company.

According to me, hardwork always pays off. We believe in putting sincere efforts and providing timely service. Consistency and dedication plays a vital role.

**Q4. What message / suggestions would you like to give to the J.K. Cement family?**

My first suggestion is if we could get OPC 53 into the Pune market as well increase the number of Retailer Meets organised in a year. Also I feel that the frequency of Masons Technical Workshop and Painters Meet can be reduced as they do not really serve any purpose.





# Flying to new shores of Achievements

Annual Review Meeting cum Trip to Singapore

## Review Meet / Conference

*Last year, magical Pattaya, Thailand was host to much revelry and fun by the J.K. White & Grey North marketing teams for the first-ever international destination Annual Review Meeting. However, this year, amazing Singapore left everyone spellbound.*

*The Annual Review Meeting brought the entire J.K. Cement family together as this year the Grey South Marketing Team also joined the others for a rollicking time.*

A more serious yet equally important part of the trip was a roaring success too. Spirits were upbeat and the team was optimistic about the future. This time the meeting was different and special in that there was more focus on strategy formulation rather than only having a retrospective outlook. It is also noteworthy that Dr. Kaustubh Dadhich – Head Marketing, Grey Cement (South – West) introduced a

very interesting system of presenting case studies for evaluating the performance of Grey South Marketing Teams.

Special Executives, Shri Raghavpat Singhania, Shri Madhavkrishna Singhania and Mr. A.K. Saraogi – CFO & President – CA were very clear that this time the meeting will be forward looking and we will not dwell on the past.

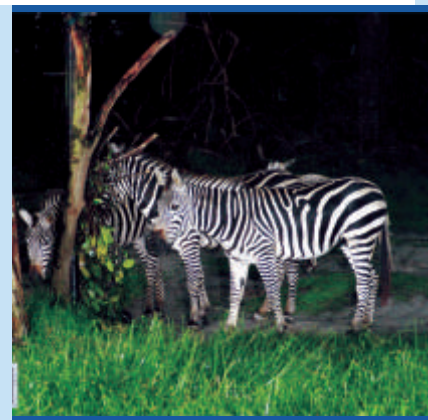
New targets were set but the management was encouraging and motivated the team members to keep their sights set on achieving higher and higher.



## Night Safari & Flyer

A very unique experience indeed, the Night Safari through a dense jungle was certainly one of the highlights of the trip. It was not a typical zoo experience. The teams were able to observe nocturnal creatures in a recreation of their natural habitat. The night safari was not only enjoyable but also reinforced the concept of wildlife conservation.

The spectacular Singapore Flyer, at a height of 165 m is the world's largest Giant Observation Wheel. The flyer beautifully captures Marina Bay's skyline with a glimpse of neighbouring Malaysia and Indonesia.







The night was ripe with celebration and great fun with Jitesh, our spontaneous host keeping everyone highly entertained with his wit and sense of humour. The Company's first ever Corporate Anthem was launched amidst great excitement.

The decor that evening left everyone spellbound. All the tables were adorned with beautiful roses and lit with candles.

The star of the evening, winner of X Factor Geet Saagar mesmerized the audience with his powerful singing and many took to the mike and crooned alongside him. The fun awards, that had some very interesting categories like 'Ghajini', 'Dabangg' and 'Golmaal', had everybody in splits. It was amazing to see how sportingly everybody participated in this and had a good laugh.

It was a night that will be hard to erase from our memories, filled with fun, lots of masti and laughter.





## Team Building Program



Filled with fun activities plenty of exercises to nurture a sense of togetherness, the Team Building Program put together by Focus Adventure strengthened the bond between the teams. After a few ice breaking exercises, the main task was to build a working model of a roller coaster using everyday items like straws, newspaper etc. It was a challenge, however all teams competed fiercely and one could see a great sense of collaboration. Working towards a common goal, everyone had an enjoyable time participating in all the activities.



## Karaoke Night

Music brought together the J.K. Team together in a memorable night of Karaoke. The entire team got into the spirit of the night and almost everyone came forward to sing. Many dedicated songs for their better halves while others over estimated their singing abilities making it difficult for the audience to bear with them! But nevertheless, it was great fun and all in good humour. Hidden talents like Mr. R.P. Singh, M<sup>s</sup> Shivapriya and Mr. Nitish Chopra were discovered that night. The laughter and merriment that night was infectious and all were affected.





## Sentosa Island - Underwater World, Dolphin Show & Songs of the Sea

The sudden rain before leaving for Sentosa Island did not dampen the team's spirits. Everybody enjoyed each moment there, among the amazing variety of marine life in Underwater World. The Dolphin Show thereafter was an absolute delight too. The pink dolphins awed everyone with their intelligence and dexterity while the mischievous sea lions danced to the tunes of the instructors. The Grand Finale was 'Songs of the Sea'. An amazing laser and water fountain, it left everyone spellbound! With an open air view, it had the theatricality of Disney but was quintessentially Singapore!



## Shopping

An absolute delight for shopaholics, Singapore proved to be everything and more it promised for those in the mood to indulge. At Mustafa, located in the aptly named Little India and Vivo City, Singapore's largest entertainment and lifestyle destination, everyone received their dose of retail therapy.



*Everybody took back beautiful memories. The trip to magical Singapore has been rejuvenating for all and a new beginning for the J.K. Cement team, all geared up to work towards higher goals and even better performance.*





## WINNING ENTRY

### "Customer Retention – Challenge or Opportunity"

'Customer retention refers to the percentage of customer relationships that, once established, a business is able to maintain on a long-term basis. It is a major contributing factor in the net growth rate of businesses.

Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. A company's ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace. Customer retention has a direct impact on profitability.

For example, a company that increases its number of new customers by 20 percent in a year but retains only 85 percent of its existing customers will have a net growth rate of only 5 percent (20 percent increase less 15 percent decrease). But the company could triple that rate by retaining 95 percent of its clients.

Customer retention is ultimately driven by value. Even the best segmentation, targeting, positioning, creative messaging or promotion with flawless execution will fall flat in the absence of value. In developing a plan to maintain and upgrade a customer base it is necessary then to build on solid foundation. Then, and only then will the steps unlock the door to greater customer retention and overall organizational success.

Relationship marketing is one of the opportunities that any organization can adopt and thereby improve its presence and dominance in the market.

Customer retention is more than giving the customer what they expect; it's about exceeding their expectations so that they become loyal advocates for your brand. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the center of business strategy'



**NIRMAL J PANDYA,**  
Dy. GM (Mktg.),  
Grey Cement, Ahmedabad

### Winning Entries

#### 1st Runner Up

Value of Work Ethics

Ms. Neha Kabra, J.K. Cement Ltd, Jaipur

#### 2nd Runner Up

Customer Retention : Challenge or Opportunity

Mr. Mehraj Ahmed, M.T., Kaithal, Haryana

### Participating Entries

#### Customer Retention: Challenge or Opportunity?

- |   |  |
|---|--|
| 1 . Mr. Raj Singh – Senior Marketing Officer, Grey Cement, Karnal   | 6 . Mr. Alok Kumar Buxi – J.K. Cement Ltd (Grey), Punjab                     |
| 2 . Mr. Bharat Barara – Area Sales Manager, J.K. Cement Ltd, Karnal | 7 . Mr. Anand Kumar Mishra – Marketing Officer, Sirsa                        |
| 3 . Mr. Subroto Ganguli – D.G.M. - Marketing                        | 8 . Mr. C.S. Dashora – Asst. Manager (Personnel), Nimbahera                  |
| 4 . Mr. Gopal Krishan – J.K. Cement Ltd, Bhatinda                   | 9 . Mr. Himanshu Upadhyay - Marketing Executive, J.K. White Cement, Ludhiana |
| 5 . Mr. S. Nagarajan – CTS (Chennai)                                |  |

#### Value of Work Ethics

- |  |   |
|--|---|
| 1 . Mr. R.K. Singh – Sr. Manager (Marketing), J.K. Cement Ltd., Gurgaon    | 7 . Mr. Gyan Chand Jain, G.M. (Instrumentation)                           |
| 2 . Mr. Mehraj Ahmed – M.T. Kaithal (Haryana)                              | 8 . Mr. Anand Kumar Mishra – Marketing Officer, Sirsa                     |
| 3 . Ms. Sonali Bhatt – MT, Secretarial Practice                            | 9 . Mr. DD Purohit, J.K. White Cement Works, Gotan                        |
| 4 . Mr. P.S. Mishra – Manager (CAD System), J.K. White Cement Works, Gotan | 10 .Mr. Alok Kumar Buxi – J.K. Cement Ltd (Grey), Punjab                  |
| 5 . Mr. C.S. Dashora – Asst. Manager (Personnel), Nimbahera                | 11 .Mr. Santosh Chaudhary – Medical Officer, J.K. Cement Works, Nimbahera |
| 6 . Mr. Mradul Kumar - Marketing Officer, Ambala                           | 12. Mr. Hitendra Bhadauria – M.T. (Logistics), Nimbahera                  |



## The topics for July' 12 Issue

(Max 300 words)

1. Importance of Organisational Culture
2. Resolving Conflict at Work

Last Date for submission of entries is

20th June, 2012

Please send your entries to :

[nitish.chopra@jkcement.com](mailto:nitish.chopra@jkcement.com); [shivapriya.iyer@jkcement.com](mailto:shivapriya.iyer@jkcement.com)

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



# Off Site

## Australia Tour - Grey South



Company officials and stockists during the Tour to Australia organised from 5th to 10th March and 11th to 17th April

Company officials and dealers enjoying a ride in Australia



## Transporter's Tour Hyderabad



Mr. Ali Saheb - DGM (Logistics), Mr. D.K. Pandey - DGM - Logistics, Mr. Jitendra Pathak - Officer Branding, Dr. Kaustubh Dadhich - Head Marketing - Grey (South - West) and Mr. Ashok Bannur from Srinivasa Goods Transport during the tour organised from 7th - 9th April

## Australia Tour - White Cement



Mr. Deepak Chhabra - DGM (Marketing), Ghaziabad and Mr. Aditya Chaturvedi - A.V.P. (Tech & Mgt Services) in Australia during the trip organised from 1st to 5th March.



# JK PREMIER LEAGUE - I

Brand Ambassador, Virender Sehwag felicitates top dealers at the biggest ever Dealer Meet in Pune



Launch of J.K. Cement's Corporate Anthem



Shri Raghavpat Singhania - Special Executive welcoming Virender Sehwag



The Company organised a one-of-its-kind dealer meet in Pune on 26th March in the presence of brand ambassador and ace cricketer, Virender Sehwag. The Meet was the first event of its kind and scale organized in the history of the Cement Industry of the region, besides being a very exciting and memorable time for everyone as they were meeting one of India's most admired batsmen in person. It was a mammoth project, undertaken by a tireless team to arrange travel and stay for no less than 800 dealers from different hubs in Maharashtra and Karnataka like Solapur, Goa, Nagpur, Nasik etc. 3 hotels for accommodation and around 30 coaches were arranged to get all the dealers from their respective hubs to the location. The Meet was even more special as this was first Dealer Meet where Virender Sehwag was present and the dealers were given the golden opportunity to interact with him.

**J.C. :** If not a cricketer what would you be?

**Viru :** I wouldn't say that I would have been an Engineer, Doctor or IAS. My father was a farmer, so I would have been helping him out like a good son.



Gracing the occasion were Special Executives - Shri Raghavpat Singhania and Shri Madhavkrishna Singhania, Mr. Shabbir Khan – Unit Head, J.K. Cement Works, Muddapur, Dr. Kaustubh Dadhich – Head (Marketing) – Grey South, Mr. Sanjeev Garg – A.V.P (Finance), Mr. Antriksh Jain – A.V.P. (Product & Quality Control), Mr. Harish Agarwal – A.V.P. (Technical), Mr. S.K. Jain – A.V.P (O&M) and Mr. Nitish Chopra – Head (Branding & Communication).

Dealers across India form an important part of the J.K. Cement family. Through this Dealer Meet at Pune, the Company applauded the excellent efforts put in by this strong dealer community of 800 members in the crucial markets of Maharashtra, Karnataka and Goa. Brand ambassador, Virender Sehwag felicitated the top performing dealers for their outstanding contribution in their regions. He remarked that he was excited to be a part of this momentous event and could





Senior Company officials with Virender Sehwag

Virender Sehwag felicitating one of the top performing Stockist



The Organisers - Branding and Communication team



**J.C. :** What made you choose J.K. Super Cement?

**Viru :** There should always be some connect between the brand ambassador and the brand. I really like their tagline "Vishwaas hai isme kuch khaas hai" and I think the country also has a lot of belief in me as a cricketer.

foresee that events like this would surely bring cement community

the J. K. closer together.

Adding to the delight of the dealers were performances by popular singer, Harshi Mad and standup comedian, Jitesh Chawla. The highlight of the evening was the rib-tickling Q&A between Jitesh Chawla and Virender Sehwag, which had the entire audience in splits!

Shri Raghavpat Singhania - Special Executive said, "Through this meet, we have further strengthened our bond with our existing dealers and hope that this winning partnership continues in the years to come."

## Press Coverage

**जे.के. सीमेंट लि. और वीरू**  
**बॉनो साहसपूर्ण अभूतपूर्व अंश मिल**  
**समेत गोपित सवाल-जवाब**

**अच्छी गुणवत्ता ही हमारी पहचान: राघवपत सिंघानिया**  
**प्रधानमंत्री कार्यालय, नई दिल्ली**

भारत की एक नई पीढ़ी निर्माण के क्षेत्र में जे.के. सीमेंट लि. विश्वास और विश्वास की भावना से देश में फैली है। जे.के. सीमेंट लि. अपने विश्वप्रसिद्ध और प्रतिष्ठित ब्रांड 'जे.के. सीमेंट' के माध्यम से देश में विश्वास और विश्वास की भावना फैला रहा है। जे.के. सीमेंट लि. अपने विश्वप्रसिद्ध और प्रतिष्ठित ब्रांड 'जे.के. सीमेंट' के माध्यम से देश में विश्वास और विश्वास की भावना फैला रहा है।

**J.K. SUPER CEMENT**  
**DEALERS MEET**

**जे.के. सीमेंट लि. और वीरू ने डीलरों को किया सम्मानित**

**जे.के. सीमेंट लि. और वीरू ने डीलरों को किया सम्मानित**

**जे.के. सीमेंट कंपनी का चलकरंजी शहरास पुरस्कार**



## EVENTS

### A Heart-felt Farewell for Mr. V. Chadha



Mr. V. Chadha being felicitated on the occasion of his farewell. Also seen in the photo are Shri Raghavpat Singhania - Special Executive and Mr. K.K. Mishra - A.V.P. (Admin)



Company Officials on the occasion

A farewell ceremony was held on 20th April in honour of Mr. V. Chadha who has been associated with the Company for more than 40 years now. Special Executive – Shri Raghavpat Singhania and senior company officials shared their most fond memories of knowing him, learning and working alongside him. He played a pivotal role in the setting up of J.K. White Cement Works, Gotan and has also been looking after the legal aspects of the Company. No amount of praise is enough for his valuable and significant contributions towards the Company.

### Holi Get-Together for Dealers

#### Ahmednagar

Dr. Kaustubh Dadhich - Head Marketing Grey (South - West) felicitating Mr. Purshottam Mandhane, Swapnil Agency



#### Gurgaon



Dealers, Staff & their families enjoying the occasion.



Holi celebration at Gurgaon

#### Belgaum

Company Officials and dealers with their family



Dr. Kaustubh Dadhich - Head Marketing Grey (South - West) felicitating a dealer at the get-together at Belgaum

#### Pune



Holi celebration at Pune





## Productivity Excellence award 2011

J.K. White Cement Works Gotan was yet again honoured with one of the most venerated awards, the Productivity Excellence Award for the year 2010-11 by Rajasthan State Productivity Council on 16th March at Jaipur.

Honorable Industries' Minister Mr. Rajendra Pareek presented the prestigious award to Mr. B.K. Arora – President (Works).

Mr. Arora received the award with Mr. C.P. Jhagdawat – VP (C&A) and Mr. Rajeev Sharma - V.P. (Technical). Mr. Arora highlighted that the Company has completed 27 years and the production capacity has reached 4 lakh tonnes from a mere 50,000 tonnes. The Company has also been producing Wall-Putty since 2003.

J.K. White Cement Works, Gotan was adjudged the best for its admirable performance in terms of Productivity,

Operational excellence, Quality, Safety, Cost Efficiency and many other aspects.



Mr. B.K. Arora – President (Works) receiving the award along with Mr. C.P. Jhagdawat – VP (C&A) and Mr. Rajeev Sharma - V.P. (Technical) from Mr. Rajendra Pareek – Industries Minister

## Mr. R. P. Singh Awarded Ph.D



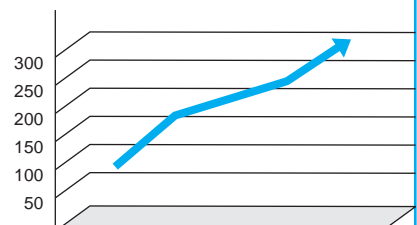
Mr R P Singh – Sr. General Manager – HR & RTC (Regional Training Centre) based at Nimbahera has been awarded doctorate degree by Vardhaman Mahaveer Open University (VMO), Kota. His thesis on "Performance Management System as a tool for Competency Mapping and Development in Cement Industry" has been done under the supervision of Dr. P K

Sharma - Prof. and Head, Deptt of Management, VMO University, Kota. Dr. Singh has about 30 years post qualification experience in Academics and Industry including 4 years as Faculty in a B- School in NCR, 16 years in Hindustan Zinc (Central Public Sector), 2 years with HZL, Vedanta Resource Group and 8 Years with J.K. Cement Ltd.

## Record Breaking Despatches

The Company had a record despatch of 5.93 Lakh Tonnes of Grey Cement in March, 2012 which is 7.9% up over the same month last year. J.K. Cement Works, Nimbahera achieved a dispatch of 3.92 Lakh Tonnes and J.K. Cement Works, Muddapur achieved a despatch of 2.01 Lakh Tonnes in March 2012.

Growth over the same month last year



## Retailer Meet – Sawai Madhopur

Mr. Suesh Goyal – Chief Stockist being awarded by Mr. B.P. Sharma – G.M. (CTS), Mr. L.K. Gattani – Dy. G.M.(Mktg.) and Mr. Sandeep Verma – Area Manager (Mktg.) at the Retailer Meet organised at Sawai Madhopur



## Retailer Meet – Bharatpur



Mr. Sandeep Verma (Area Manager, Marketing) addressing the participants. Also seen in the photo are Mr. Ahmad Rashid (Area Marketing Officer), Mr. Dalbir Singh (Chief Stockist, Bharatpur) & Mr. B.P. Sharma (GM, CTS)



## Corporate Social Responsibility

### Get-Together with Lunch at Nimbahera

The Management organized a Get-together with Lunch on 9th April 2012 at Kailash Nagar-1, which was attended by all executives/staff, workers along with their family members and contractors of J.K. Cement Works, Nimbahera, J.K. Cement Works, Mangrol & J.K. Power Bamania.



Shri Raghavpat Singhania & Shri Madhavkrishna Singhania taking part in the event



Special Executives, Shri Raghavpat Singhania, Shri Madhavkrishna Singhania, Mr. D. Ravisankar – Head (Projects), Mr. K.K. Jalori - Unit Head, Mr. M.L. Goyal - Sr. V.P. (Comm.) & J.K. Cement Shramik Sangh President & Secretary Mr. Nahar Singh Devada & Mr. Iqbal Khan were present during the program. The members of J.K. Cement family highly appreciated the involvement of the Special Executives during the programme. J.K. Cement family came forward offering their humble services to make the event a grand success.

### Lunch on the eve of Labour Day - Muddapur

A lunch was organized for all the workers, staff members and their family on the eve of Labour Day on 28th April at J.K. Cement Works, Muddapur. Shri Yadupati Singhania - Managing Director & C.E.O., Shri Raghavpat Singhania - Special Executive, Madam Special Executive - Mrs. Sonam Singhania, Shri Madhavkrishna Singhania - Special Executive, Mr. A.K. Saraogi - CFO & President (CA), Mr. S. Khan - Unit Head along with other senior officials graced the occasion and also participated with great enthusiasm.



Madam Special Executive - Mrs. Sonam Singhania participating in the event



Mrs. Hamida Khan on the occasion



Lunch organised at J.K. Cement Works, Muddapur

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