

From the editor's desk

Dear Colleagues,

Thank you for such positive feedback on our new and improved format of Spotlight. It is our endeavour that with each new edition, we will continue to improve, improvise and work on the suggestions shared by you from time to time.

I am pleased to share the recent events and updates with everyone through our second edition of Spotlight 2.0. It's worthwhile to mention here that despite a tough last year, we as a company have done well, which was also evident from results declared in Annual General Meeting of the Board of Directors of the company. We have now stepped into a new financial year with new targets, rigour and enthusiasm.

As a socially responsible corporate we have renewed our resolve to become one of the most environment friendly and sustainable Cement Manufacturing company in the country and there are many initiatives already taken and planned towards achieving this long term goal.

We had a great victory at the first edition of the C3L-Corporate Cricket League, the final of which was held on 1st May 2022. We had a very strong team representing our company selected from across the length and breadth of our company in India. Our Team, aptly named "JK Panthers" defeated the Hero MotoCorp in a nail-biting match.

We have just concluded our performance appraisal cycle, and announced salary hikes. Like the past couple of years, we have kept our commitment of timely announcement of annual salary hikes and promotions, much ahead of many of our industry peers. I congratulate all who have been promoted to the next level, including some senior leadership elevations.

This would not have been possible without the wonderful support from the Top Leadership Team.

I will be looking forward to your continuous support in making Spotlight 2.0 more informative and inclusive. This new quarterly feature of Spotlight 2.0 will keep you informed on the latest happenings in our organisation, about our achievements and big projects. We hope to see active participation from all of you, through suggestions and feedbacks, to make this newsletter even more fun to read.

Happy Reading!

Andleeb Jain
Group President – Human Capital and Corporate Communication
JK Cement Ltd.



Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

Know your leader



In Conversation with
Mr. Pushp Raj Singh
as he shares his
unplugged side!

[Read More](#)



#InFocus

Customer centricity is
the ability of people in
an organization to
understand customers'
situations, perceptions,
and expectations.

[Click here to watch](#)

In Media



Highlights of our
major events

[Read More](#)

Business Updates

Brand News

HR

CSR

Employee Corner

The Trivia Corner

Building Partnerships for a Stronger Nation

Cementing Ties in Fujairah

Dr. Raghavpat Singhania met His Highness Sheikh Hamad Bin Mohammed Al Sharqi, Emir Of Fujairah. JKCement had made an investment in 2010 with a first of its kind dual process plant to produce white & grey cement. Reigniting the business relationship during this meeting they discussed the company's commitment to continue & further grow the relationship between the Emirate of Fujairah & JKCement.



Forging Strong Alliance in UAE



JKCement commits to the Uttar Pradesh vision of 1 Trillion Dollar Economy

JK Cement Ltd. is proud to commit towards the development story of Uttar Pradesh. Dr. Raghavpat Singhania met with the honourable Prime Minister Shri Narendra Modi ji, honourable Chief Minister of Uttar Pradesh Shri Yogi Adityanath ji and other senior dignitaries of the UP government at the UP groundbreaking ceremony 3.0 in Lucknow.

JKCement has committed nearly 2100 Crs. over a period of 8 years to setup 3 cement grinding units (of which 1 has already been commissioned) and a 60Kld paint plant in Kosi near Mathura. The group has its roots firmly entrenched in Kanpur and is committed to the vision of a 1 trillion dollar economy for UP. This investment will create more than 10000 direct and in direct jobs in the state.



Dr. Raghavpat Singhania greeting the Honourable President of India, Shri Ramnath Kovind ji at Uttar Pradesh Merchants Chamber, Kanpur

He presented a book to the Honourable President, on Kanpur's famous JK Temple



Dr. Raghavpat Singhania congratulating the new Lieutenant Governor of Delhi, his excellency Shri Vinai Saxena ji



Dr. Nidhipati Singhania felicitating Shri Rajeev Shukla ji on his being elected as a Member of Rajya Sabha from Chattisgarh



Dr. Nidhipati Singhania presenting a memento of JK Temple (Shree Radhakrishna Temple) to Honourable President of India, Shri Ramnath Kovind ji



Top leadership team congratulating Shri Vinai Saxena Ji, new Lieutenant Governor of Delhi





RACING AHEAD



JKCement forays into the Colourful World of PAINTS!

The Board and Management of JKCement took the strategic decision to diversify and enter the decorative paints business in early March of this year and approved setting up of a Wholly Owned Subsidiary – JK Paints & Coatings Ltd. (JKPCL). This is a very significant milestone for the Organization and a proud moment for all members of the JKCement family. This diversification is aimed at taking the Company into the future and significantly bolstering the growth aspirations of the group. The team of JKPCL is gearing up and putting in place its strategy to launch the complete range of decorative paints in the coming future. This is just the beginning of a great new success story that will surely take JKCement to new heights.

Ultra Modern Cement Plant nearing completion in Panna

Jaykaycem is in the process of Installing an Integrated Cement Plant at Panna (Madhya Pradesh) equipped with the latest technology and state-of-the-art infrastructure.



Key Highlights of the Project

Impact Crusher for Limestone Crushing

6 Stage Preheater (159.6 mtr.)

3 Support Kiln

Roll Press in Finish Mode for Raw Grinding

VRM for Coal Grinding

VRM for Cement Grinding

22 MW Waste Heat Recovery System

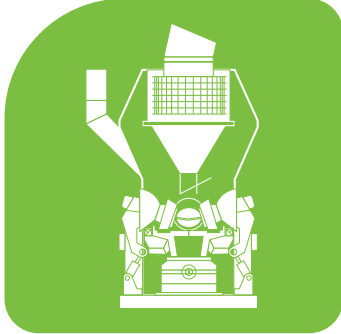
3 Nos. of 16 Spout Rotary Packer

Sophisticated Clinker Grinding Unit coming up in Hamirpur



Jaykaycem's Greenfield Clinker Grinding Unit (GU) of 2.0 MTPA cement production capacity in Hamirpur district of Uttar Pradesh is underway.

Vertical Roller Mill is being considered for Cement Grinding.





NEWS
BUSINESS

Yadupati Singhanian Institute of Technology, ITI Gotan

The Yadupati Singhanian Institute of Technology, in Gotan was established by JK Cement Ltd. to provide quality training for the unemployed and unskilled youth of villages around our manufacturing plants.

The institute's campus has all the facilities required for a world-class vocational training. Its lush green campus is spread over about 8500 sq.m of land and has a 2533 sq. m constructed area. The entire project was completed at a cost of around INR 7 crores. It was formally inaugurated on 28th March, 2022 in presence of Dr. Raghavpat Singhanian, Mr. Madhavkrishna Singhanian, and other senior executives of JK Cement Ltd.

The institute's affiliation with DGET (MSDE New Delhi) is in the final stage and its first academic session will commence from August 2022.



Dr. Raghavpat Singhanian Managing Director

Unleashing the potential of youth through skill training for an inclusive and progressive society is the ethos of JK Cement Ltd. and the Yadupati Singhanian Institute of Technology, spread over 8500 sq.m of land in Gotan is an affirmative step in that direction. ”



Leading The Way Forward !

We are delighted to announce that Mr. Madhavkrishna Singhanian, Deputy Managing Director & CEO of JK Cement Ltd., has been appointed as the new Chairman of CII Delhi for the 2022-23 term.

Leading the way as we prepare for the road ahead

Mr. Madhavkrishna Singhanian
Deputy Managing Director & CEO
of JK Cement Limited, has taken
over as the Chairman of CII Delhi for 2022-23.

It is an honour to be appointed as the Chairman of CII Delhi. India is one of the fastest-growing major economies in the world. Our transitioning economy is being driven by infrastructure growth and the cement industry has a critical role to play in this journey. It is important that this transition is sustainable with the use of clean and green energy.

My utmost priority would be to drive pertinent conversations around achieving our decarbonisation goals and investing in future technologies that will play a key role in keeping our industry ahead. ”



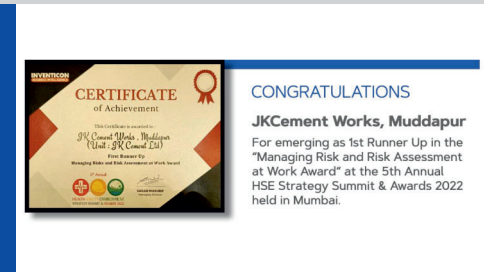
A Conscious Effort Towards a Sustainable Future

We are happy to share that we have partnered with Hindalco Industries Limited to deploy 10 aluminium cart trailers at our Mangrol and Nimbahera plants. This partnership is an exciting development in the direction of sustainable and efficient mode of transporting goods thereby improving our operation efficiency.

Public Hearing of Khinya Limestone Mines



As part of the mandatory environment clearance process under the MoEF guidelines, a public hearing for the limestone mine at Khinya Village in Mohangarh district was conducted at Rajeev Gandhi Sewa Kendra. The area of this limestone mine is around 304.00 Hect. The public hearing was conducted under the Chairmanship of Mr. Amit Sharma, Regional Office, RSPCB, Jaisalmer and Mr. Hari Singh Meena, Additional Distt. Magistrate, Jaisalmer as well as various Govt. officials, public representatives, political leaders and members from Khinya village.



Honoured for being Risk Free

JK Cement Works, Muddapur emerged as the first runner-up in the "Managing Risk and Risk Assessment at Work Award" at the 5th Annual HSE Strategy Summit & Awards 2022 held in Mumbai.

Green Building Material – Cement Award to JK Cement Works, Jharli



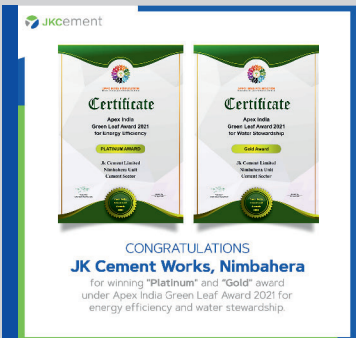
We are proud to share that JK Cement Works, Jharli has bagged the prestigious Fly Ash Utilization Award – 2022 of Mission Energy Foundation under the category Green Building Material – Cement.

Highest Dispatch at JK Cement Works, Aligarh



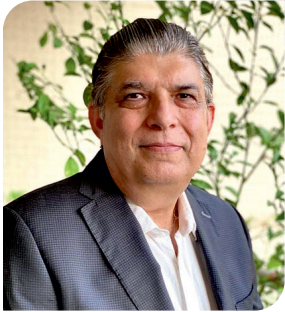
Glory Twice Over!

JK Cement Works, Balasinor was honoured by the prestigious Apex India Green Leaf Awards 2021, for its efforts toward a sustainable future. The Plant has also been awarded the 'Gold Award' for achieving highest energy efficiency.



Platinum Shine!

At JK Cement Ltd., we are committed to protecting the environment and, we have always integrated sustainability into our business strategy. JK Cement Works, Nimbahera won the "Platinum Award" under Apex India's Green Leaf Award 2021 for energy efficiency and the "Gold Award" for water management.



Mr. Rajnish Kapur

Chief Operating Officer, Grey Cement Business

We at JKCement are constantly working towards providing strategic solutions that boost productivity, production and cost-efficiency for our operations. With a vast presence in Northern India, this new Tube Mill will transform production capacity and result in increased measurable results.

Inauguration of Tube Mill at TileMaxX Plant, Jharli

A Tube Mill was installed at TileMaxX Plant at Jharli which was inaugurated by our COO Mr. Rajnish Kapur, and Mr. S. K. Rathore, Head – Manufacturing, Grey Cement Division in the presence of Mr. Anirudh Dani, Unit Head and Jharli Team members on 20th May 2022. At present, the production capacity of our TileMaxX unit is 40 MT/day. The newly installed Tube Mill of 2 MT capacity will enhance the production capacity of the TileMaxX plant to meet the target of 80 MT/day.



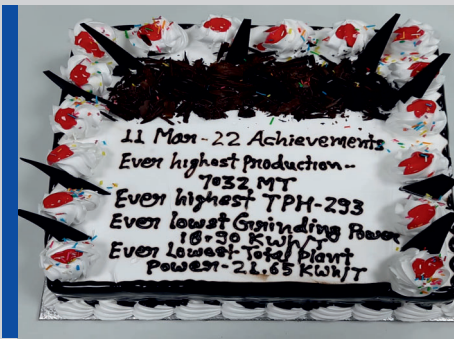
Mr. Rajnish Kapur and Mr. SK Rathore along with Unit Head & Jharli Team during the inauguration of Tube Mill at TileMaxX Plant



A visit to CCR with Team Jharli.



Mr. Rajnish Kapur and Mr. S. K. Rathore with Unit Head and Team Jharli



Team Jarli Soars High

11th March 2022 was a record-breaking day for Jharli Team. They broke all four earlier records for Highest Production & TPH and Lowest Grinding Power & Total Plant Power. Following are the records –

Ever Highest Production in a day	- 7032 MT
Ever Highest TPH in a day	- 293
Ever Lowest Grinding Power in a day	- 18.90 kwh/T
Ever Lowest Total Plant Power in a day	- 21.65 kwh/T

Reversing the Carbon Footprints

As part of our "Nature Positive" 2030 plan, JKCement inaugurated its first Biodiversity Park on its plant premises at JK Cement Works, Nimbahera. As the first project of its kind, it will act as a carbon sink and secure local flora and fauna habitats and improve the environmental footprint of the quarry. The project spans over 50 hectares of mine land in the Chittorgarh district of Rajasthan and is expected to be completed in the next three years.





New Shredder and Smart Express Composter Commissioned in Muddapur

- Muddapur plant has installed a “Smart Express organic Composter” to treat the organic waste (150 kg on day to day basis). This converts the organic waste (Both Wet & Dry) generated from the colony into Compost that is utilized for the Plantation around the manufacturing facilities.
- In yet another move to improve our operational efficiency in a sustainable manner the Muddapur plant has installed an RDF shredder. This has not only helped achieve our cost optimisation goals but has also increased the pre-processing capacity by 25%.



Preventive Maintenance Excellence Meet, Muddapur

The recently held Preventive Excellence Meet was inaugurated by Mr. S.K Rathore, Manufacturing Head – Grey Cement Division in the presence of Mr. Umashankar Choudhary Unit Head, Muddapur Plant, Technical Head Mr. K.S Srinivasu, Commercial Head Mr. Kapil Agrawal, HR Head Mr. Shivayya Swamy and PM Cell Head Mr. Manohar. Also present were all the HODs, PM Cell warriors, PM Cell Executives, and personnel across the organization. Mr. Sanyog Dubey, Jharli Grinding Unit Head was also present during the meet. Mr. Rajnish Kapur, COO along with a team of engineers joined the excellence meet via Zoom. This event marks the launch of the preventive maintenance program to ensure operational efficiency, equipment safety and save cost by eliminating untimely maintenance tasks and breakdown of critical manufacturing assets.



IIT Kanpur Plant Visit

Sustainability and innovation are core to our growth journey. We recently signed an agreement with Technopark@iitk to engage with IIT Kanpur on R&D Collaboration in AFR and Sustainable Energy Engineering. A team of professors from IIT-K visited our manufacturing unit at Mangrol. We hope his visit will provide momentum for our journey toward a Greener and sustainable future.

87th Birth Anniversary of Late Chairman Dr. Gaur Hari Singhania



Remembering Dr. Gaur Hari Singhania on the occasion of his 87th Birth Anniversary, we organized a healthcare drive for the staff and their families.

Blood Donation Camp

Staff, families and students of YPSVEF (all three centres of Vocational Education & Skill Development) volunteered to donate blood. The team of doctors from GSVM, Kanpur did a commendable task in facilitating the blood donation camp.

Eye Checkup Camp

Apart from this, a free eye checkup camp was also organized with collaboration of Center for Sight, Kanpur. More than 300 people participated in this camp.

COVID Vaccination Booster

Booster shots were administered to more than 250 people with the support of Apollo Medics Super Speciality Hospitals.

YPSVEF Inter Institute Cricket Tournament

Yadupati Singhania Vocational Education Foundation (YPSVEF) Inter Institute Cricket Tournament was organized on 12th June, at JK Staff Colony, Kamla Nagar Ground, Kanpur Nagar.

The Tournament was organized among the trainees of the three ITI's in Kanpur. Yadupati Singhania centre for Vocational Skill development (YPSCVSD) and Yadupati Singhania Centre for technician Training Pvt. ITI (YPSCTT). YPSCVSD made it to the final match and the tournament trophy was won by the trainees of YPSCTT.

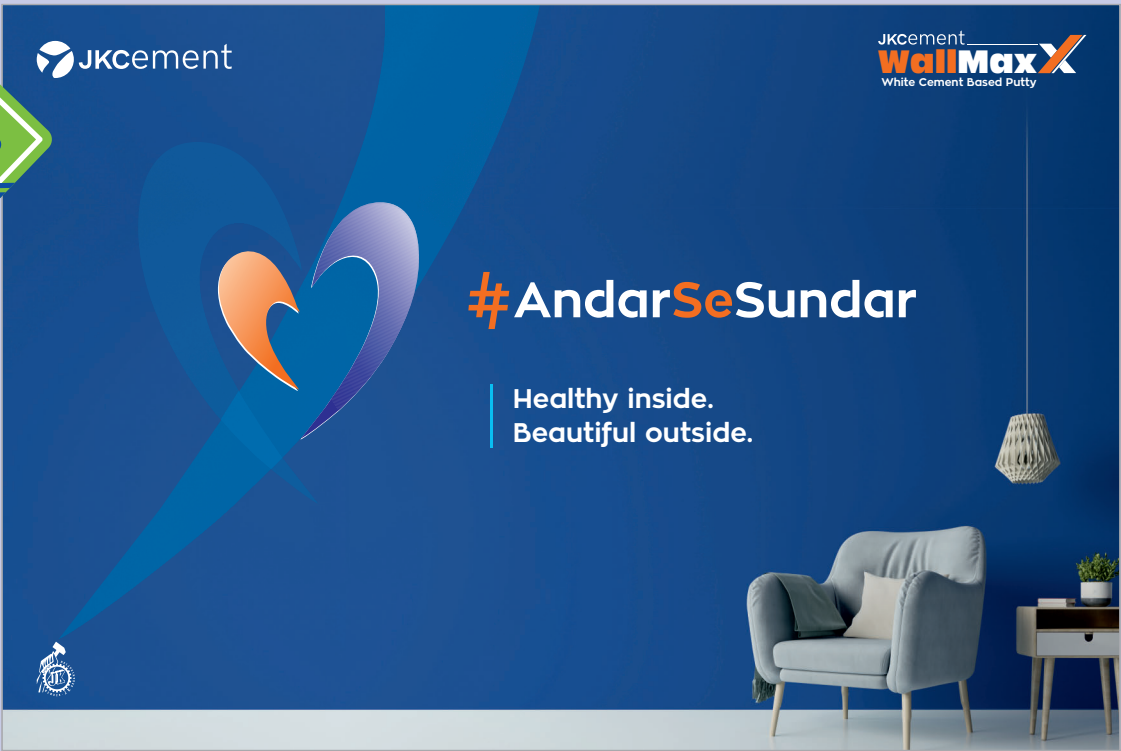
'Bhule Bisare Geet'

'Bhule Bisare Geet' - a musical evening was organized by Merchant Chambers of Uttar Pradesh, Kanpur. The event was attended by prominent personalities from Kanpur and executives of JKCement along with their family members.



BRAND NEWS

#AndarSeSundar Campaign



JKCement WallMaxX's disruptive digital-first campaign **#AndarSeSundar** is an initiative that celebrates people who are good, even when no one's watching. The brand commits to the age-old adage that beauty comes from within and reiterates it by celebrating small gestures of kindness in our everyday lives.

Preceded by a series of interactive posts throughout various social media platforms, the hero film flags off the humorous yet heart-touching campaign; which showcased a prestigious award function where people chosen from different walks of life are being felicitated for their acts of goodness, no matter how insignificant they may be.

Execution

Media Promotions & Innovations

The Hero Video was promoted on Digital Media platforms like Disney+ HotStar, JioTV, Sony LIV and publications like Financial Express, Jan Satta, The Indian Express and The Economics Times. This also included advertising on premium properties like Kapil Sharma Show, India West Indies series etc. Rich media and lock screen innovations were also adopted to promote the campaign.

Better India Collaboration

The brand also collaborated with the world's largest positive content-driven impact platform, "The Better India" to recognise people from different walks of life for their contribution to society. The platform not only promoted their campaign but also appreciated the effort put in by the brand to beautifully inculcate the social message in their campaign.

#AndarSeSundar Contest

The brand also prompted the social media audience to share their #AndarSeSundar stories. The contest received stories from all over the country and garnered appreciation from their audiences.

Influencer Marketing

To amplify the contest and the larger thought, the brand collaborated with celebrities & micro-influencers who narrated their #AndarSeSundar stories with a CTA to take part in the contest.

AR/VR Filter

A Technology Integration on Facebook and Instagram through filter creation via Sparks AI, where the audience is engaged in a virtual game to check their #AndarSeSundar score.

Social Experiment Video

A Social experiment done at real locations with real people to see how many people in today's world are #AndarSeSundar.

Results

Quantitative



IMPRESSIONS
37 Mn+



VIEWS
23 Mn+



REACH
25 Mn+



ENGAGEMENT
7.1 Mn



The campaign has scored healthy engagement rate of almost **19%**



Niranjana Mishra Business Head, White Cement Division

This digital first campaign was a rousing success and generated much love for the brand. We successfully established a parallel between people who are kind even when no one is watching and WallMaxX that protects walls from the inside. With a catchy and creative storytelling, the film highlights the product's distinguishing qualities its uniqueness, durability and longevity conveyed through the beautiful message of kindness under all circumstances.



HUMAN RESOURCE

Leadership Elevation



Mr. Pushp Raj Singh
Group President
Sales and Marketing (Grey Cement)



Mr. Andleeb Jain
Group President
Human Capital and Corporate
Communication



Mr. Anil Agarwal
Group President
Management Services



Mr. Amit Kothari
Group President
Group Strategy & New Business
Development



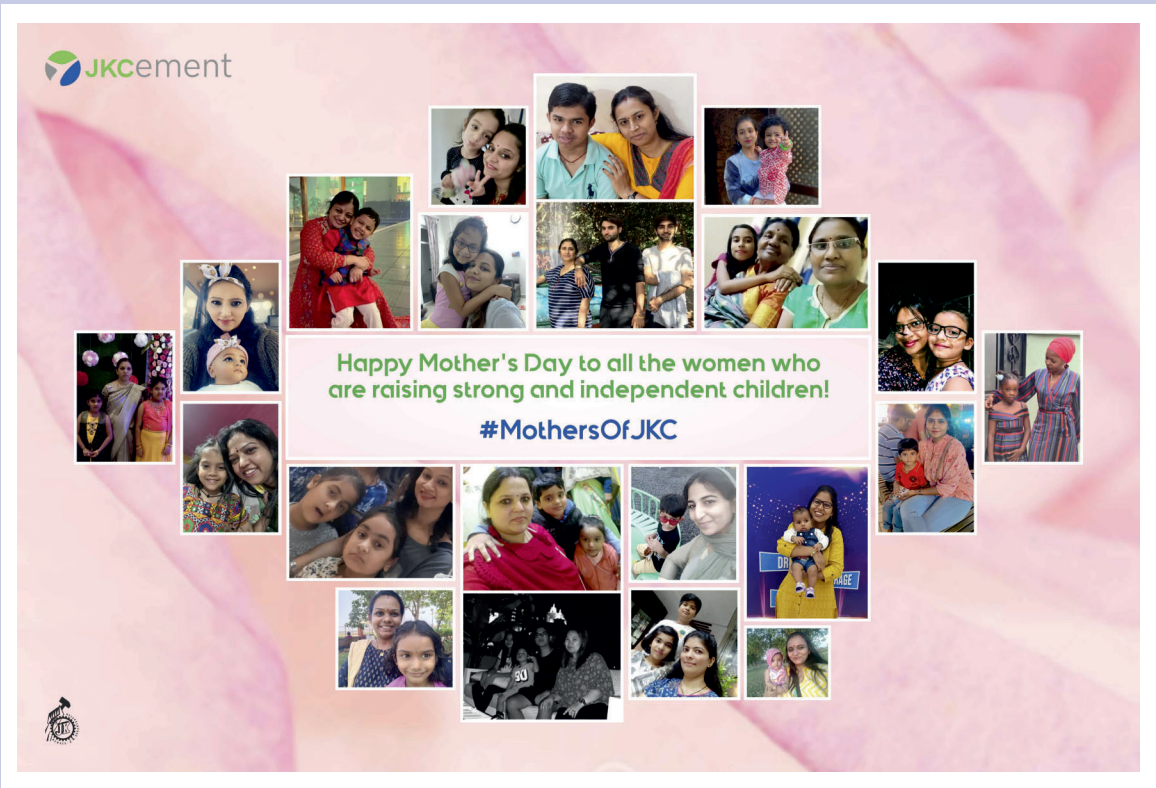
Mr. Nitish Chopra
Head
Paints Business



Mr. Hardeep Singh
President
White Cement Business



IN MEDIA



Congratulations

Congratulations JK Cement Panthers for winning the first ever CII Corporate Cricket League.

A collage of photographs showing the JK Cement Panthers cricket team celebrating their victory, holding trophies, and posing for group photos. The photos include the team with their trophy, individual players, and group shots on the field.

Kudos to the entire team:

Piyush Singh Kushwah (Aligarh), Devesh Kumar Singh (Aligarh), Surya Prakash Sharma (Mangrol), Dhanraj Choudhary (Gotan), Purushottam Shukla (Gotan), Nagappa Patil (Muddapur), Jitendra Chauhan (Balasinor), Durgesh Kumar Yadav (VC & WC) (Gurgaon), Gaurav Batra (C) (Delhi), Umesh Garg (Delhi), Sukoon Mishra (Gurgaon), Rajendra Bajiya (Gurgaon), Jitender Bajaj (Gurgaon), Akash Sinha (Gurgaon), Amar Porwal (Ghaziabad)



Healthcare at your Doorstep



Under this initiative, a Mobile Medical Unit (MMU) with adequate infrastructure and testing facilities, along with the support of a qualified medical practitioner and paramedical staff has been catering to the health needs of the nearby communities since January this year. This initiative will benefit over 25 villages within and around the project area impacting over 30,000 people. A visiting gynecologist has also been appointed who will treat the women in the area. The MMU is equipped with the following facilities:

- Free consultation by doctors (Includes a Senior Lady Gynaecologist who visits on a weekly basis)
- Free medicines
- X-ray
- ECG, sample testing for blood, sugar, urine etc.

Through this initiative, we aim to improve the health index of this region as well as create health awareness among the villagers and aim to provide timely medical care and support.

As of date, 68 visits have been made to the patients in the surrounding areas where over 4133 (approx.) villagers have benefited through this initiative. Apart from this, medicines worth INR 2.17 Lakhs (approx.) were distributed free of cost.



Swachhata Drive

Plantation drives were carried out at the Government Primary School of Charliya, Rajkiya and Pipliya Prathmik Vidyalaya in Rajasthan to convey the importance of tree plantation. To spread awareness on health and hygiene among students, a Swachhata program was launched where they were taught about basic hygiene and well-being. Dustbins were also distributed during this drive.



Plantation Drive

A Massive plantation drive was organized at all 5 mines of JK Cement Works, Nimbahera. The drive aimed at planting around 9000 saplings to increase the green cover in the area and protect the environment. A Banyan tree was also planted by Mr. Gabbar Singh Ahir, Member- Zila Parishad, Chittorgarh at the newly developed area around Tilakhera mines.



Livestock Nourishment Camp

JK Cement Works, Nimbahera under its JK Gram Vikas Trust Scheme organized a livestock nourishment and protection camp. This was a free camp for animal screening and cattle care at Gram Panchayat, Mewasa. The aim was to protect animals from diseases and infertility. The doctors of JK Trust Gram Vikas Yojana administered anti-worm medicine and mineral mixture to 31 cows & 53 buffalos to guard against diseases, produce better breed, and increase milk production. The cattle owners were informed about timely vaccinations for the cattle, and training conducted by the center. Besides this, deworming inhalation and external parasitic drugs was given to them free of cost.



Wrestling and Kabaddi Competition

Wrestling and Kabaddi competitions were organized by JK Cement Works, Jharli at Khanpur Khurd and Akheri Madanpur villages. Around 300 players along with a few National level players participated in this competition that was attended by dignitaries and a large number of people from neighbouring villages.



Harnessing Solar Energy

JK Cement Works, Jharli installed a 1 Kilowatt Solar panel at the Panchayat office of Jharli village. This contribution was made on behalf of the HR team of Jharli Plant.



Sheervardhan - YPS: Cattle Breed Improvement Project

The objective of this project is to improve the health and breed of cattle through Artificial Insemination process. Through this project, we aim to cover approximately 225 surrounding villages and are operating under the 30 ILDC centers at Panna. Providing veterinary services, advising villagers to grow low-cost fodder and helping farmers to improve their income through an increase in milk production are some of the objectives of the INR 7 crores project.



Promoting Feminine Health and Hygiene

Under Jaykaycem (Central) Ltd. Panna's CSR initiative, Spandan – A YPS Health and Sanitation Mission 4 Sanitary Napkin Vending Machines were installed along with 4 environment-friendly Disposal Machines at the following Schools to promote girls' hygiene and health.

- Govt. Kasturba Gandhi Higher Girls Hostel, Panna.
- Govt. Higher Secondary Girls School, Amanganj, Panna.
- Govt. Higher Secondary School, Kamtana, Panna.
- Govt. High School Girls School, Purena, Panna.

As part of the International Women's Day celebration, a health awareness programme was held in the presence of District Collector, Panna, where girls were informed about menstrual hygiene, personal care and social and psychological health.



Renovation of 23 Anganwadi Centres in Aligarh

An Anganwadi provides basic health care facilities for children in rural India. JK Cement Works, Aligarh as a part of its CSR initiative has renovated 23 Anganwadis in and around Aligarh. This renovation was undertaken to provide a better place for children where they can get vital nutrition Supplements, health check-ups and receive pre-school non-formal education.



ILDC Centre at Danwara Village

Livestock Health Monitoring Camp

Under JK Cement Works, Jhajjar's CSR initiative an animal treatment camp was held by JK Trust, at the ILDC Centre in Mohanbari Village. The Sarpanch doctors from the Government veterinary Hospital and Mr. Ajay Kumar, DMO, JK Trust were present at the Camp along with Mr. Ashok Kumar, Liaison Officer, JK Cement Works, Jharli. Over 217 animals were treated at the camp. The treatment camp has benefitted around 98 dairy farmers from the surrounding villages.

Similar camps were held at various ILDC centers

Kaliyawas village, Birohar

At the camp, approximately 178 animals were treated. The treatment camp has benefitted around 58 dairy farmers in surrounding villages.

Mohanbari village, Khanpur Khurd, (Chehra), Jhajjar District

85 animals were treated benefitting around 43 dairy farmers from surrounding villages.



AIDS Prevention through Awareness

A workshop on AIDS & HIV Awareness was organized by JK Cement Works, Muddapur in association with HIV (ICTC & DSRC) Department, Taluk Hospital, Mudhol and Primary Health Center, Metugud. The team of doctors addressed the gathering and raised awareness on the prevention and treatment of HIV and AIDS.

This programme was organized specially for truck drivers and casual workers. More than 100 individuals participated in the awareness camp, out of which 47 of them voluntarily got themselves tested.



EMPLOYEE CORNER



Medical Camp Organized at Mangrol Mines

A medical camp was organized for all the Staff and Workers of Mangrol. The medical team from the Mangrol plant visited the mines office for a health check-up for all the staff present.



International Water Day

JK Cement Works, Mangrol organized an event on the occasion of International Water Day to spread awareness on water conservation. Participants competed in slogan writing, poster making and essay writing competitions. Prizes were given away to the winners by the President, Operations and Unit Head of Nimbahera and Mangrol. The chief guest Mr. Tripathi highlighted the importance of preserving water and how JKCement is constantly focusing its efforts to use minimum groundwater for its plant operations to achieve its aim of "Five times water positivity" at the earliest. Also present during this occasion were Mr. Prabhat Singh Parihar, Technical-Head, Mangrol and Anil Kumar Jain, Head, Environment who elaborated on the water management and conservation work being done at the manufacturing facilities as per the set targets of the UN.



Fitness Challenge 2.0

Fitness Challenge 2.0 was organised at Nimbahera's Cricket Ground, for all its employees and their spouses. The program aimed to motivate all to adopt a healthy lifestyle and keep themselves physically fit. Cash prizes were given to the winners and runner-ups. Special gifts were also given to a few participants for their enthusiastic participation.



IT Conclave

Jaykaycem (Central) Limited, Panna, organised its first IT Conclave in March, which was graced by our CDO Mr. Jitendra Singh, along with the IT teams across the organisation. Enthusiastic participation of the family members for fun activities and games combined with plantation drive and a plant visit made the event memorable.



Table Tennis Tournament

Jaykaycem(Central) Ltd., Panna, organized a table tennis tournament in which 6 matches of singles and 4 matches in the doubles category were played. Winners were felicitated with trophies.

May Day Celebration at JK Cement Works, Jharli

International Labour Day was celebrated with a lot of enthusiasm at Jharli which was attended by all the workers of the plant. Prizes were given away to the winners who participated in various events that were held on the occasion that concluded with sweets being distributed amongst all the workers and employees.

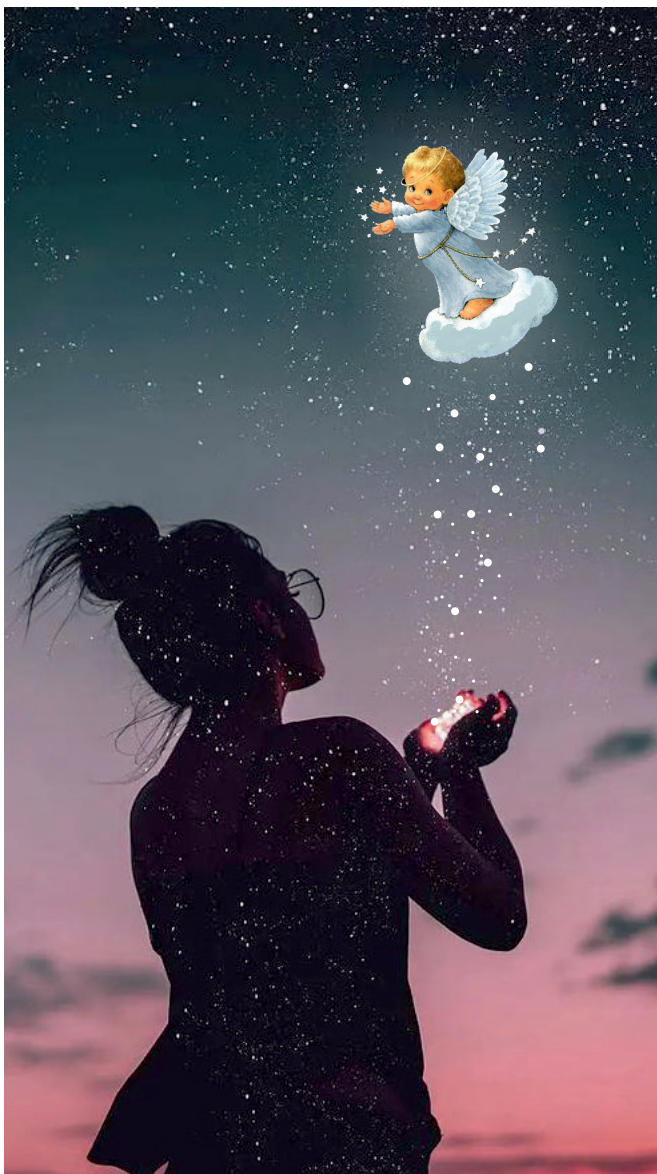


RCCI Excellence Award

Rajasthan Chamber of Commerce & Industry, Jaipur awarded the "RCCI Excellence Award" to C.P. Jhagawat, Head Commercial - Jaisalmer Project. The Chief Guest of Award Ceremony was Mr. Rajeev Arora, Chairman, Rajasthan Small Industry Development Nigam, Mr. Niranjana Arya, IAS, Advisor to Chief Minister & former Chief Secretary, Govt. of Rajasthan and Mr. K.L. Jain, Honorary General Secretary, RCCI and other distinguished guests. The award was judged due to the excellent social work done by Mr. Jhagawat in the field of Social Development, Infrastructure Development and Education.

“आस एक बेटी की”

Harshita Chaurasia
Engineer – Process Department, Mangrol



चाह थी मेरी की मैं भी उड़ु,
उड़ु उस मग्न पंखी की तरह
जिसे न समय की पाबन्दी है,
ना किसी की रोका टोकी है,

चाँद की चांदनी, तारों की टिमटिमाहट
उस नील गगन को छूना चाहती थी मैं
हसना चाहती थी मैं,
जिन्दगी के हर सुख दुःख अपना कर
इस दुनिया को अपना बनाना चाहती थी मैं

माँ को अपनी मीठी शरारतों
और पिता को अपनी जिद से परेशान करना चाहती थी मैं
उनकी लाठी बन राह की मुश्किलों को दूर करना चाहती थी मैं

लेकिन पता नहीं क्यों
इस दुनिया को ना भा पाई मैं
ना मेरा कुसूर, ना माँ की मजबूरी जान पाई मैं
ना पिता की नफरत, ना इस दुनिया का दस्तूर समझ पाई मैं।
समझी तो बस इतना की
ना मेरा कोई सत्त्व था, ना कोई पहचान

बस इतनी शिकायत है मेरी तुमसे माँ
एक बार मुझे अपना स्पर्श तो दे देती
मुझे अपने गोद का एहसास दिला देती
मैं तेरे हर एक आँसू को खुशी में बदल देती
मेरी उम्र भी तेरे नाम कर देती
एक यही आस थी मेरी तुमसे ,“माँ“



Family, Fun and Yoga: A Day to Remember

JK Cement Works, Muddapur had organized "Vanmahotsav" a family get-together, at Shree Yadureshwar Mahadev Temple lawn area that was attended by the residents from the Muddapur colony . Fun games for women and children coupled with delicacies were the highlight of the day.

Yoga classes were held at Muddapur to ensure physical and mental wellbeing of all the employees & its colony residents.



Annual function at Shree Radha Krishna Temple

Festivities marked the occasion of the 32nd annual function of Shri Radha Krishna Temple. The temple, its premises and the idols of Lord Radhakrishna, Lord Yadureshwara Mahadev and Lord Hanuman were decorated with flowers and lights.

A special Puja was offered by Mr. Jayant Malhotra, Technical Head, Nimbahera. Also present were officers from JK Cement Works, Nimbahera along with members of Surbhi Ladies Club and other devotees.



Yoga: A Stress Antidote

As part of the "Azadi ka Amrit Mahotsav" celebrations, all the 5 mines of JK Cement Works, Nimbahera organised a Yoga Camp for workers in Maliakhera Mines.

Over 100 people, including the staff and workers participated in the Yoga camp. Yoga guru Prateek Ameta, taught a few asanas and breathing techniques that are beneficial for overall health. He also discussed the importance of Yoga in our lives and how to incorporate Yoga in our daily routine.



KNOW YOUR LEADER

Spotlight on

Mr. Pushp Raj Singh



What was your career path before JKCement?

My overall experience spans over 27 years. Prior to joining JKCement, I have worked with various cement brands like - JSW Cement as Chief Marketing Officer, Dalmia Cement as Executive Director and Prism Cement as President and Chief Marketing Officer. I have also had a long stint of 13 years with Apollo Tyres as Head of Sales for India and also Head of their European Operations based in Frankfurt.



What is the best thing about working at JKCement?

I believe that culture is what sets an organisation apart from others. A company that puts its people before business is automatically set on the path towards success and without a doubt, I can say that the overall culture at JKCement is very inclusive and conducive, especially the top management is quite practical and receptive. Every person, opinion and thought is valued, heard and acted upon here.



What drives you to excel in your role?

"Nothing is as important as passion. No matter what you want to do with your life, be passionate."
These famous lines by Jon Bon Jovi describe my approach towards tasks at hand. Passion is what drives me. It has always been my passion to excel in all the organisations where I have worked. In case of JKCement, initially there were many challenges related to price management, trade volumes etc. Coming up with solutions to tackle these challenges gave me a high as I did my best to manage those situations.



Who or what inspires you the most?

The shehanshah of Bollywood, for whom age is just a number and no stopping to how much he can work or achieve. The one and only Mr. Amitabh Bachchan.



What is your favourite sport?

Earlier used to be cricket and badminton, however now I really like a good game of Golf!



What are the 3 things that help you relax over the weekends?

Spending some quality time with family and friends, plus exploring new places by travelling around.



On a different note, who would be your first 3 dinner guests and why?

I think that is a tough choice to make. My list is long; so if I host something like this, I would rather have a big dinner and invite everyone.



What invention could you not live without?

Electricity! As it is one source that enables you to do a lot of things.



What's the best book you've read so far?

The monk who sold his Ferrari and Straight from the Gut.



What are you currently watching on Netflix?

Generally, action movies and there are so many of them on my watch list.



What's that one classic song that explains your way of working?

Zindagi ke safar main guzar jaate hain jo makaam woh phir nahin aate by Kishore Kumar.



If you could who would you exchange your role with?

Like I said I am very passionate towards my work and what I do, so I would ideally not want to exchange roles but would be open to know who all would want my role :)



Which movie title describes you well?

Top Gun.



Your Favourite

- Drink

:

Virgin Mojito
- City

:

Edinburgh
- Food

:

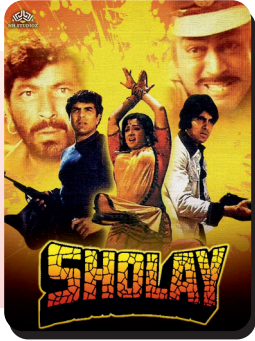
Indian Vegetarian
- Social Media App

:

Twitter and LinkedIn
- Movie

:

Sholay



THE TRIVIA



TRIVIA CONTEST WINNER

Name : Kirti Agarwal
Department : Legal & Liaison Dept., Gotan
Duration with the organization : 6 Months

Favorite Memory at JKCement

My favorite memory at JKCement was this year on the 8th of March when I attended the International Women's Day event at Gurgaon. It was a memorable experience for me as I got to meet many women employees across locations on a single platform. At that event, I got to experience a great motivational speech by Ms. Arunima Sinha. She surely inspired me a lot, but along with that, she taught me that whatever problems you face in life, always be strong and focused towards what you want to achieve. I am so thankful to JKCement for providing us with this wonderful opportunity.

Hobbies

Reading, listening to music, and traveling

About Yourself

I am Kirti Agarwal, a law professional with over nine years of experience in the Cement Industry. I have done my MBA and LLB and I also hold a Master of Business Laws degree from the National Law University, Bangalore. I have also done many short-term industry-based certifications.

As I am a people person, I like to work together and collaborate with teams across functions. Although, if needed, I can be a lone wolf too and still ace my job. My life mantra is that *"it's better to light a candle than to curse the dark."* I believe that if there are no solutions in sight, focus your energy on finding a solution, and believe that the solution exists. Always remember that we can only achieve what we believe is true.

My objective in life is to achieve professional excellence in my career and become a successful corporate leader in the legal domain. I also want to become a superwoman for my daughter and an amazing daughter for my parents. On the personal front, I belong to the city of Lord Krishna i.e. Mathura. I am a single parent of a 10 years old daughter. My dad is a businessman, my mom is a homemaker and I have two siblings.

DID YOU KNOW?

You have a chance to get featured in next spotlight edition??
All you have to do is get all the answers right and send them to us at corpcom@jkcement.com

- Q1 How many times have we been certified as Great Place to work?
- Q2 How many countries in Asia are UN members?
- Q3 What is our company's tagline?
- Q4 How many countries does our company operate in?
- Q5 What year was our company founded in?
- Q6 What is the name of our cricket team?
- Q7 Which two countries are currently at War?



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