

## From the Editor's Desk

Dear Colleagues,

Hope you have been enjoying our Newsletter. We are making consistent efforts to share all the recent happenings at JKCement and ensuring that each update reaches all of you.

The recent months have been momentous for us. We Scripted a new chapter in our success story, with foray into the paint business with JKMaxx Paints. Offering an array of wall, wood and metal finishes ranging from Emulsions, Distemper, Enamel, Primers, Stainer to Cement Paint which stand out from conventional finishes, offering high performance, durability and aesthetics.

We recently also introduced our EVP campaign - "Jazbat Se Bana Junoon Se Jura" where we break barriers in leadership and gender roles. As we launch our Employee Value Proposition, we celebrate the value and significance of our employees who are the true strength behind our success.

Additionally, in line with industry best practices we also launched Job bands, which provides clarity to employees on the worth of the role they are performing, and brings more objectivity to role elevations and promotions.

We also 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 and changes. 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. 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!



Dr. Andleeb Jain  
Group President - Human Capital, Corporate Communication & CSR  
JK Cement Ltd.



## Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

Launching our EVP Program  
"Jazbat Se Bana Junoon Se Jura"



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BUSINESS NEWS

A Milestone Achievement

12<sup>th</sup> April 2023 marked a momentous milestone in the journey of JKCement. A very special day for our team, as we launched our new decorative paints business vertical, JKMaxxPaints.

JKMaxx Paints is the culmination of our passion and core competence in the building materials and home improvement space. By launching a complete range of decorative paints, we now offer an end-to-end solution for construction and home beautification needs.

A special thanks to our channel partners who have shown tremendous enthusiasm and confidence as we embark on this new journey together. With this stellar beginning, I am confident that we will make JKMaxx Paints a huge success in the market.

Dr. Raghavpat Singhania  
Managing Director



Proud moment for us we launch our own paint brand #JKMaxx Paints.

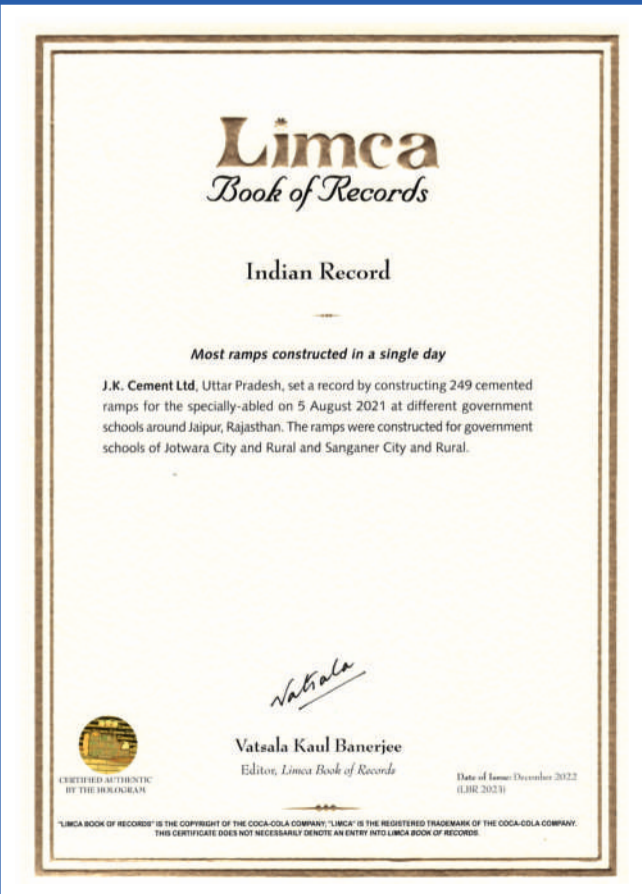
With the launch of our Paints Business, we have an extensive range of building materials to support all segments of construction.

Mr. Madhavkrishna Singhania  
Dy. Managing Director and CEO



JKCement Earns Limca Book of Records Honour for School Ramp Construction Initiative

JK Cement Ltd., has been honoured by the Limca Book of Records, for constructing 249 ramps in 249 schools across Rajasthan in a single day under the campaign “Banaye Har Raah Aasaan”. The construction of the ramps was completed in one day with the support of over 2000 JK Cement employees, dealers, contractors & labour.



First Dispatch of JKMaxx Paints



A triple Triumph – JKCement's HR Strategy shines with another Gold

As a people-first organization, we have cemented our legacy as three-time consecutive winners for 'Best HR Strategy' at BW People HR Excellence Awards 2023, clinching a golden triumph amidst over 180 nominations, 80 short listings, and 27 final winners across diverse categories. It is a remarkable achievement for JKCement, being the only cement company among all the winners!



SAP - CONCUR Excellence Award

We are thrilled to announce that JK Cement won the Newcomer Excellence Award 2023 at the recently concluded SAP Concur Fusion event. The relentless focus on Employee Delight during the implementation & Go-Live was the highlight of JK Cement's Adoption Journey with SAP Concur.



Major Wins by Jaykaycem (Central), Panna:

Team Panna, Wins awards in the Mines Environment & Mineral Conservation week (MEMC) 2022 within 6 months of operations under the aegis of IBM in March-2023:

- First Prize in Afforestation
- Third Prize in Mineral Conservation

Three awards also won by Koni - Simariya limestone mines under the aegis of Director General of Mines Safety (DGMS) Jabalpur regions:

- First Prize in Transportation of Minerals/overburden
- Second Prize in Electrical installation & ore handling plant
- One special First prize in reporting of near miss incidence in Mines safety week (MSW) 2022

What's New at Panna?

- Raw Mill-2 Commissioned successfully
- Waste Heat Recovery System for AQC boiler commissioning successfully and power generation started from AQC in May-23
- Kakra Crusher (supply-M/s L&T) operation started from April-23 and support to increase Raw Mill Running Hours
- Kiln TPD touch the Figure of 8000 TPD in May-2023 on 17th May-2023.



First Prize in Transportation of Mineral / Overburden & Mining Machineries

First Prize in Near Miss Reporting (Special Category)

Second Prize in Electrical Installation & Ore handling

Installation of Agro Waste HAG at JK Cement Works, Balasinor

At JK Cement Works, Balasinor, we were using fossil hydrocarbon oil as a fuel in (Hot Air Generator) HAG to maintain the required temperature in the Cement mill (VRM). Recently, we have introduced a new green technology of Agro Waste HAG which replaces hydrocarbon oil with bio-mass fuel.

We have installed fluidised bed bio-mass HAG which is able to burn Agro waste, saw dust shrubs and briquettes. This project is helping us move towards green technology and is a step towards the net zero carbon footprint target to be achieved by 2050.





5 STAR RATING AWARD to Halki Limestone Mine, JK Cement Works, Muddapur

Halki Limestone Mine of JK Cement Works, Muddapur, bagged a 5 STAR RATING Award for FY 2021-22 under the “STAR RATING Evaluation of Mining Leases”, a system instituted by the Ministry of Mines through the Indian Bureau of Mines. The award has been bagged by Halki Limestone Mine for the fourth consecutive year since the introduction of this system in 2016.

Halki Limestone Mine, as one of the best performing Mining leases in this sector, has taken efforts and initiatives for the implementation of the Sustainable Development Framework (SDF) in mines and adjoining villages of J K Cement Works Muddapur. Impact management through scientific and efficient mining; addressing social impacts of resettlement and rehabilitation; local community engagement and welfare programs; progressive and final mine enclosure; and adoption of international standards are all STAR RATING assessment parameters that are being very well managed at JKCW, Muddapur.

The award was presented during the 75th Anniversary Function of the Indian Bureau of Mines on Khanij Diwas, at Nagpur by Shri Pralhad Joshi, Union Minister of Coal, Mines and Parliamentary Affairs.



Maliakhera Limestone Mines received Five Star Rating

To celebrate 75<sup>th</sup> Foundation Day, the Indian Bureau of Mines organized a program on the occasion of their Platinum jubilee at IBM Head Quarter, Nagpur.

Maliakhera Limestone Mines received a Five Star rating, at the award ceremony. The award was presented by Hon'ble Sh. Pralhad Joshi, Union Minister of Parliamentary Affairs, Coal & Mines of India.

JK Cement Works, Aligarh Sets a New Record

Ever Highest Dispatch 116092 Matric Tone in May – 2023 from JK Cement Works, Aligarh



Annual Bankers Meet

We organized our Annual Bankers Meet at Jaipur on 18<sup>th</sup> March, 2023 to review the performance of the Company, status of the ongoing projects and future business opportunities.

Different cultural activities and games were organised in the honor of our esteemed Bankers during the evening.





# Together We Can Do the Impossible Annual Review Meeting

On April 25th and 26th, 2023, the Annual Review Meeting (ARM) event was held at The Leela Hotel in Ambience Mall. This event was a platform for the company to evaluate its current sales and marketing operations, as well as its manufacturing processes. The event allowed participants to discuss and analyse potential strategies for the organization to develop and grow in the future through workshops and guided discussions.



# JKCement WallMaxX Wins Big at ET Awards 2023



JKCement WallMaxX bagged medals in two categories at the prestigious Economic Times BrandEquity Kaleido Awards 2023 for its heart-touching and impactful brand campaign, Andar Se Sundar 2.0.

The Andar Se Sundar 2.0 campaign recognised and celebrated the painter community who sacrifice their festivities in order to lighten up our festivals. It garnered accolades for the Best Use of Content and the Best Campaign in Real Estate and Construction.



# A Momentous Milestone Achieved JKMaxx Paints Launched



Scripting a new chapter in its success story, JKCement announced its foray into the paint business with JKMaxx Paints. Offering an array of wall, wood and metal finishes ranging from Emulsions, Distemper, Enamel, Primers, Stainer to Cement Paint which stands out from conventional finishes, offering high performance, durability and aesthetics.

To announce its foray into the paints segment and to unveil the new products portfolio, a dazzling launch event was hosted which was graced by the eminent members of the leadership team of JKCement and its valued channel partners from all over UP & Uttarakhand.

The spectacular event saw the official unveiling of the JKMaxx Paint's brand avatar, its packaging and launch digital film "Khushiyaon ka Shade Card". The participants witnessed electrifying and spellbinding performances, followed by cocktail, dinner and gala night.



# New Initiatives

## at JK Cement Works, Muddapur

1. **Breakfast with the New Joinees:** A Welcome breakfast was organized for the new employees and their families with the HR Head. It provided an opportunity to foster a warm, inclusive environment right from the start and help the newcomers bond with the Organization.
2. **Project MITRA for New Employees:** Project MITRA is an innovative initiative designed to enhance employee onboarding and induction processes. Providing comprehensive resources, support, and personalized guidance ensures a smooth and effective transition for the new employees. It also facilitates their integration into the Organization's culture and maximizes their productivity from day one.



# JUMPSTART

## Flagship Induction Program

Total New Employees Covered : 7 batches were conducted covering 154 new employees

Some Participant Testimonials :

**Prajapati Dasharathbha (Senior Officer - Marketing)**

*"It's a very good place to meet and know about all of my Department of ours company."*

**Sachin Alagur (Senior Officer - Marketing)**

*"This inductions session helped me to improve my knowledge about Cement Manufacturing process. Also understand company valuable policies."*

**Lalit Kumar (Senior Marketing - Executive)**

*"Now I have complete knowledge about JK Cement products, we are selling in market, also understand complaint handling process."*

Key learnings for the participants

- Hands on training of our digital solutions – CONCUR portal for Travel Management System & Employee Portal : SAKSHAM
- In depth overview : HR policies , Performance Management process and & group mediclaim policy
- Cement manufacturing process | Types of customer complaints and their origin
- Non – Trade Awareness Session



# Business Capability Building

## Train The Trainer (TileMaxX)

- *Inhouse designed program* to address training needs of TileMaxX team
- Co-curated by L&D and TileMaxX Team
- 14 Internal facilitators developed – Assessment scheduled in Jun’23
- **Regional batches scheduled from Jun’23 onwards**

Key learnings for the participants

- Technical guidance and policies implementation.
- The Whole TileMaxX Product Portfolio
- Overall Industry and Growth aspect of the business.
- This training sessions give me confident and motivation as well as deep technical knowledge

**INTERNAL TRAINERS CERTIFIED**  
North Zone - 05 | South Zone - 02 | East Zone - 01  
West - 05 | Central - 01

Program Structure

Product portfolio & its classification

Application of Tile Adhesive & Tile Grouts

Types of Complaint / Handling Procedure

# Connect to Grow Sales (Grey CTS)

- *Inhouse designed program* in collaboration with CTS Leadership
- Overall concluded **24 Batches** | **500+** REs & SEs covered across locations
- Overall consistent great feedback **4.6 on 5** | **In house delivery by Zonal Heads**

Key learnings for the participants

- Effective communication and HEART
- Handling tough customers
- How to connect with people
- How to improve 1st impression

**INTERNAL TRAINERS CERTIFIED**  
**CTS Leadership** : Manoj Kulshrestha + 6 Zonal Heads : Arvind Jangid | Pradyumna Sharma | Chandrakant Tiwari | Siddharth Kothiya | Prince Piyush | Sachin Verma  
**L&OD** : Sachin Arora | Divya Chopra

Program Structure

Power of Communication

Art of Building Relationships

Lead Relationships to Sales

# Paints On-boarding Training

Paints onboarding training module completed for Phase I of the plan covering 5 markets : Ghaziabad, Agra, Aligarh, Faizabad and Kanpur. The training included sessions on Industry Orientation, Business Value Proposition and Sales Enablement. The training for the other parts of North India is ongoing and scheduled to complete in July 2023.





## 20 Aanganwaadi Centers Revamped

With an aim to facilitate primary education for children and healthcare to every mother and infant in our areas of operations, JK Cement Works, Aligarh renovated a dilapidated building and converted it into India's biggest Smart Anganwadi Centre, equipped with modern facilities. This center can accommodate over 400 children, it also houses a health care and delivery facility for women and an Aadhar Centre.

Shri Navdeep Rinwa (IAS), Divisional Commissioner of Aligarh inaugurated the Anganwadi in the presence of various officers. As a part of its CSR JK Cement Works, Aligarh has also undertaken the renovation of 20 other Anganwadis.



## Blood Donation Camp at Gotan

JK Cement Works, Gotan organized a blood donation camp in collaboration with the Lions Club of Gotan. Employees as well as local people at Gotan participated in this initiative. Around 460 units of Blood were collected. Additionally, every person who donated blood was gifted with a helmet, to promote safe driving habits.



## Construction of Link Road

The JK White Cement Works, Gotan agreed to undertake the maintenance and repair of the link road. This will enable the safe transportation of men, materials, and goods and assist in boosting the rural economy. The roads will shorten travel time and increase overall rural productivity. Thus, aid increased incomes.



## Endeavours to Save the Environment

JK White, Katni conducted a seminar in collaboration with the State Pollution Control Board to save and protect the environment with the theme of "Say No to Plastic". A team from the Pollution Control Board conducted a Seminar at our Plant. We also planted more than 200 plants in the presence of PCB authorities.





### School Uniforms for Underprivileged Students

JK Cement Works, Balasinor, distributed School Uniforms to the underprivileged students studying in Govt School, Badharpura (Vadadla Gram Panchayat).



### Tree Guards for Balasinor Police

As a part of our Corporate Environment Responsibility (CER) program, JK Cement Works, Balasinor, distributed Tree guards (100 Nos) to Balasinor Police Line Colony



### Earth Day at JK Cement Works, Jharli

JK Cement Works, Jharli celebrated Earth Day by planting trees at different locations in the plant premises. Shri Sameer Pujari, Unit Head Jharli, planted saplings and motivated others to plant as well. Staff members present for the occasion took an oath of planting as many trees as they can and try to reduce the wastage of plant bi-products.



### Computers for Govt School, Hebbal

JK Cement Works, Muddapur extended support to the Government School in Hebbal by donating two computers. This aims to empower the students with access to modern technology, fostering their learning opportunities and enabling them to develop essential digital skills for a brighter future.



### Free Livestock Consultation Camp

Under its livestock nourishment and protection campaign, JK Cement under its JK Gram Vikas Trust Scheme organized a free camp for animals at village – Fachar Ahiran for protecting animals from H.S. Under the guidance of Dr. Pravin Kumar of JK Trust Gram Vikas Yojana FMD vaccine, anti-worm medicine, and mineral mixture was given to 286 cows, 233 buffalos, 109 goats, 02 mares for prevention against disease, for better breeds and increased milk production.

### Installed Health ATM at Deendayal Hospital, Aligarh



### Basketball Court Developed at Aligarh Stadium





EMPLOYEE CORNER

Cricket Tournament at Jaykaycem (Central), Panna

A cricket tournament was organized in March-2023 at Panna. 5 teams were formed and were led by team managers and captains. The match helped employees not only get some physical exercise but also gave them an avenue to bond with each other. The match was held on 2 consecutive Sunday and employees enjoyed the same followed by high tea arrangement.



First Aid Training at Gotan

Basic First Aid Training was organised in which 45 employees and workers were trained as the "First Aid Trainers". This will help us in creating a pool of "First Aid Trainers" in all the departments, including emergency services like medical, security, and safety. Dr. Arthira Nair from Ajax Management Services imparted the training to our employees.



Mines Environment & Mineral Conservation Week 2023

JK Cement Works, Muddapur hosted Mines Environment and Mineral Conservation Week 2023. The concluding day and the award presentation ceremony at Padam Nagar saw many stalwarts like the Chief Controller of Mines, Nagpur, Shri. Pankaj Kulshreshtha, as the Chief Guest. Shri. V. Jayakrishna Babu, Controller of Mines, Bengaluru as Guest of Honour. Shri. Naresh Kataria, Dy. Controller of Mines & OIC, Goa region, and Shri.S.K. Rathore, Manufacturing Head, JK Cement Muddapur were present as Special Guests. The program started with Flag hoisting, followed by the inspection of the stalls that were put up by various service provider companies. During this function, the cultural program team enacted "Shree Krishna Rasleela". Awards were presented to various mines that showcased their efforts towards environment protection & conservation. Halki and Muddapur Limestone Mine bagged Excellence Award during MEMC 2023.



Kids Library Center at JK Cement Works, Muddapur

The Kids' Library was inaugurated at Padam Nagar Colony, on March 20, 2023, by esteemed MH - Shri S.K Rathore. The library is dedicated to serving the educational and recreational needs of children in the community.



Free Dental Camp, Nimbaheara

Free Dental Check-up camp was organised in association with Bisnoi Dental Care at Club House Kailash Nagar-1, Nimbaheara. Dr. R.R. Bishnoi and his team provided dental check-ups and treatment to over 160 employees and their families. Dr. S.K. Chaudhary and his medical team facilitated the requirements at the campsite and the event concluded successfully.



Free Dental Camp, Mangrol

A free Dental Check-up camp was organised in association with Bisnoi Dental Care at JK Guest House, Mangrol. Dr. R.R. Bishnoi and his team provided dental check-ups and treatment to employees and their family members. Dr. Pankaj Mani and his medical team facilitated the campsite requirements. The event was a big success.





VE  
&  
SD

## Collaborating for Skill Training

To enhance the quality of Training and impart manufacturing best practices, we have partnered with Daikin Air conditioning India Pvt. Limited (DAIPL) to set up “Center of Excellence – Airconditioning” in line of Japan India Institute for Manufacturing. This CoE will be developed at Yadupati Singhania Industrial Training center, Kanpur where DAIPL will contribute with Advanced tools, equipments, and RAC Trainings to students & Instructors. Whereas JKC will support in upgrading Infrastructure of CoE. Further Passed out students will be absorbed by DAIPL in its Value-chain.



## Advanced Workshop Training Program for SURYAMITRA at IIT Kanpur

As per the MOU of Yadupati Singhania Centre for Vocational Skill Development (YPSCVSD), Kanpur with IIT Kanpur regarding the advanced workshop Training, A Three Day Technician Training Program for the SURYAMITRA Trainees concluded at IIT Kanpur on Wednesday, 24th May 2023.

The Program was organized by IIT Kanpur for the Trainees of YPSCVSD Kanpur from 22nd to 24th May 2023. A Total of 24 trainees of SURYAMITRA program getting training in Solar Trade got an opportunity to learn advanced skills from the world class experienced staff members of IIT Kanpur.

The trainees will also get a certificate from IIT Kanpur. This is the 1st of it's kind of any association of a vocational Training Centre with an Institute like IIT Kanpur.This was the 12th overall batch of YPSCVSD Kanpur & 9th Suryamitra for the workshop at IIT Kanpur.



## On Job Training (OJT) to 240 nos. trainees in Different Industry

OJT is a form of training where trainees learn and develop their skills and knowledge directly at the workplace. It typically involves a combination of hands-on experience, observation, and mentorship from experienced employees.

Trainees have ample opportunities to actively participate in real work tasks. They are given responsibilities that gradually increase as they gain confidence and competence.

150 hours of OJT to 240 Trainees for solar, fitter, electrician, RAC, welder & mechanic motor vehicle trades were organized by all ITIs with different industries like JK White Cement Works & different automobile OEM service centers of Maruti Suzuki, Tata Motors & Hyundai Motors, DAIPL value chain, etc.





THE TRIVIA

TRIVIA CONTEST WINNER



Name : Vamsikrishna Adapa  
Department : Assistant Manager, Business Development (CTS), JK cement Ltd, Vizag  
Duration with the organization : 11 Years 4 months

About Yourself

A civil engineering graduate from Karanataka university. My aim is to be able to contribute effectively to the organizations growth and become the best in its field. I believe in using the challenges that come my, for learning and improving my capabilities.

Hobbies

Travelling and exploring new places, Learning new languages and cycling.

**Q1** What is the name of our product range under JK Paints & Coatings?

**Q2** What is the difference between cement and concrete?

**Q3** List down all our operational plant names

**Q4** When did our JK White, Katni unit commence its commercial dispatch?

**Q5** What are the benefits of Wall Putty?



Editorial Team  
Konica Tandon  
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