



JK spotlight

July-Aug 2012 Volume : 1
Issue : 4



Unveiling
Chhutkanu's
smooth
new avatar!

Highlights

Making of
new J.K. Wall
Putty TVC



Independence
Day
Celebrations





Rendezvous

with
Special Executive



Congratulations Mr. Prasenjit Roy!

Our heartiest congratulations to him for his coveted win. He will spend an entire day with our Special Executive - Mr. Raghavpat Singhania. His engaging entry won him a well deserved, all expenses paid indulgence in the high life. Mr. Roy will get the golden opportunity to interact with Raghavji and discuss innovative ideas and new initiatives that may bring a positive change in the Company. So watch this space to get an in-depth account of his exploits on this unforgettable day!

Thank you all for your enthusiastic participation in the contest and we hope your contributions will keep pouring in for future opportunities to win, featured in this space.

Mr. Prasenjit Roy
Manager - Accounts
Chennai



National Award for Excellence in Cost Management

J. K. White Cement Works, Gotan was honoured with one of the most venerated awards, the 9th National Award 2011 for excellence in cost management on 17th July at Delhi. The award ceremony was held at Vigyan Bhawan in Delhi. Honourable Union Minister for Corporate Affairs Dr. M. Veerappa Moily was the Chief Guest and Mr. R.P.N. Singh, Union Minister of State for Corporate Affairs was the Guest of Honour. Mr. Javed Masood IAS - Secretary Corporate Affairs Ministry and CMA M. Gopal Krishnan - President and member of council for the Institute of Cost Accountants of

India were also present on the occasion.

23 companies were awarded across 11 different categories. J.K. White Cement Works, Gotan was adjudged second in the private manufacturing unit category for its admirable performance in Cost management in manufacturing.

Mr. B.K. Arora - President (Works), received the award from Dr. M. Veerappa Moily along with Mr. CP Jhagdawat - VP (C&A), Mr. Rajeev Sharma - VP (Technical). A silver trophy and a certificate was presented to them.



Mr. B.K. Arora - President (Works), receiving the award from Dr. M. Veerappa Moily along with Mr. CP Jhagdawat - VP (C&A) and Mr. Rajeev Sharma - VP (Technical)

Dear colleagues and friends,

Let me begin by thanking all of you for an overwhelming response to the contest, Rendezvous with Special Executive. The entries certainly brought forth interesting new ideas and initiatives for the organization. I believe that the employees are the company's lifeline and it's great to have such feedback from you.

Our focus in this issue is on the brand new Wall Putty TVC featuring our much-loved Chhutkau painter, or more appropriately, Shri Chhutkauji. The new rib tickling multi-media campaign, which is launching soon, is an interesting extension into a sequel of our earlier TVC. I hope you will enjoy and appreciate this new production.

The nation's 66th Independence Day was celebrated across the various centres of the Company with much pride and a deep sense of patriotism. We are a proud Indian enterprise, which has been a partner in the nation's progress and are committed to a bright future for our country.

A significant milestone for our company was reached on 25th July when the term loan was signed for our Fujairah Plant. With this new development, our ambition to grow globally has surely received a boost, and I hope we continue to spread our wings in the world market.

Our spotlight for this issue is on Mr. K.N. Khandelwal – Board of Director, a major contributor to the Company's success today and Mr. Umesh Trehan of M/s Gian Chand Ashok Kumar who has been a great partner in our company's growth story.

With progressive issues of Spotlight, the response we have received from you has only grown and I would like to thank you for your enthusiastic participation. Your feedback is welcome and I hope you will keep relishing each new issue and continue contributing.

Best regards,



Raghavpat Singhania
Special Executive
J.K. Cement Ltd.



FROM THE editor's DESK

CONTENTS

Rendezvous with Special Executive	2	Cover Story	8-9
Awards & Accolades	2	People Power	10-12
Editor's Desk	3	Impressions	13
Independence day Celebrations	4-5	Stockist's Corner	14
Janmashtami Celebrations	6	Events & Exhibitions	15
Spotlight on Mr. K.N. Khandelwal & Mr. Umesh Trehan	7	CSR	16

Independence Day Celebrations

66 years on and the thought of the nation's struggle and triumph over oppression pour pride and joy in all our hearts. Today, India has come a long way from it's humble yet determined beginnings, and achieved much to gain its place in the global environment. This heartfelt national pride overflowed during vibrant and captivating celebrations at J.K. Cement's

KANPUR



Flag hoisting by
Mr. Anil Kumar Agarwal -
Sr. V.P. at Kamla Tower

Mr. Anil Kumar Agarwal - Sr. VP
taking Guard of Honour



Independence day celebration at Kamla Nagar Colony

PADAM TOWER



Mr. KK Mishra - AVP (Admin) hoisting the
Tricolour at Padam Tower

MUDDAPUR



At Muddapur, the National flag was unfurled by Chief guest Mr. Antriksh Jain - UNIT HEAD followed by "NATIONAL ANTHEM" sung by all present. The security personnel offered guard of honour. Mr. Arun Naik - Officer (Law & IR) welcomed all the dignitaries on the dias. Sports activities were organised for the employees. Mr. D.S. Sudhir - AVP (HR- IR), Mr. M.

Ramappa - G.M. (Mines), Mr. K.C. Khandelwal - G.M (Instrumentation), Mr. S.K. Das - G.M (Civil), Mr. K.R. Choudary - D.G.M (Electrical), Mr. Sanjay Srivastav - Sr. Manager (Process), Mr. Vimallesh Margad - Sr. Manager (Process), Mr. Prakash Awate – Manager (HR), Mr. Nishant Hosur - Assistant Manager (HR) along with other executives of the company, Contractors and workers were also present on this occasion.

Mr. Antriksh Jain -
Unit Head addressing all present



GOTAN



The employees of J.K. Cement works and J.K. White Cement Works along with the employees and students of LKSEC celebrated gathered with great patriotic fervour to celebrate the 66th Independence Day. The tricolour was hoisted by Mr. Rajeev Sharma - Vice President (Technical) and took the salute of the parade of security staff. Cultural Programme and other planned activities could not take place because of incessant rains but the students of LKSEC lifted the spirits of everyone with a patriotic song.

Mr. C.P. Jhagdawat - V.P. (Commercial and Admin) addressing the audience

Mr. C.P. Jhagdawat - V.P. (Commercial and Admin.) in his speech expressed gratitude to the employees of the factory and school who had contributed to the institute's progress through their altruistic endeavors and helped realize our MD - Shri Yadupati Singhania's vision. Mr. P C Jain - V.P. (Stores and Accounts) and the respective head of departments also joined the celebrations.



Students of LKSEC presenting a patriotic song on the occasion

NIMBAHERA



Tiny tots of Padam Vidya Vihar presenting a dance



Mr. M.L. Goyal - Sr. V.P. (Commercial) inspecting parade of Security personnel



Mr. K.K. Jalori - Unit Head addressing the gathering

Janmashtami Celebrations



Shri Krishna Janmashtami was celebrated with great joy and enthusiasm at Gotan, Kanpur and Nimbahera. Students of LKSEC and the tiny tots of Padam Vidya Vihar depicted Krishna Leela. Exhibitions were also organised to show different stages of Lord Krishna's life. It was a grand celebration where everyone participated joyfully.

Gotan



Kanpur

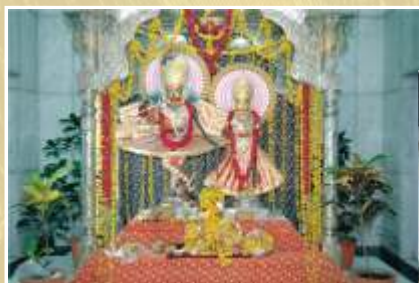


Shri Yadupati
Singhania at
Radha Krishna
Temple



Shri Gaur Hari
Singhania -
Chairman &
Special Executives -
Shri Raghavpat
Singhania and
Shri Madhavkrishna
Singhania at
Dwarkadheesh Temple

Nimbahera



Shri Krishna Raas Leela

Ladies Club - Surbhi celebrating
on the occasion

spotlight on Mr. K.N. Khandelwal

(Excerpts from an interview with Mr. K.N. Khandelwal - Board of Director, J.K. Cement Ltd.)

Q1. Please throw some light on your association/journey with the Company?

My association with J.K. Group has been continuing for the last 43 years. I had joined in April, 1969 as a qualified Chartered Accountant. When I joined J.K. Synthetics Ltd. it was a small company with one Nylon manufacturing unit at Kota which was a money spinner at that time. My first assignment was to prepare documents needed by Sir Padampat Singhania about "What will be JKSL in next 7 years". I got the opportunity to be associated with funds raising exercise for all the projects which saw the light during seventies. It was 1972 when Sir Saheb appreciated my work, called me personally and blessed for bright future. I feel that was the turning point for me at JK. Thereafter, I got the opportunity to work with Lala Sohan Lal Ji, Shri Sita Ram Ji, Chairman, Vice-Chairman and Shri Y.P. Singhania Ji and had a small stint with Shri Nidhipati Singhania Ji as well. What I liked about the organization was the favourable working atmosphere, encouragement, inspiration, responsibility and appreciation. In 2004, Yadupati Ji made me a Director of the Company. I am fortunate enough to have the blessings of our Chairman and valuable support and guidance of MD.

Q2. You have been a witness to the Golden Era of J.K. Synthetics. Please share your experience with us.

J.K. Synthetics was primarily engaged in manufacture of Man Made Fibre. The first unit in 1968. Before that all man made fibres (Nylon, Polyester, Acrylic, Nylon Tyre Cord) were being imported. Till mid eighties man made fibre industry was a money spinner and all its products had tremendous demand in the Indian market. J.K. Synthetics could reap good results and at one point of time it was one of the blue chip companies of India having made liberal bonus issues to shareholders. JKSL's share were investors' fancy. During those days borrowings from Financial Institutions / Banks was extremely difficult and all proposals had to go through many channels before getting approved. To raise funds from external sources was really challenging. But, it was not so difficult for J.K. Synthetics. It was on priority list of Financial Institutions and Banks for lending.

Q3. What were the challenges you had to face when J.K. Synthetics was in a phase of sickness and how did you overcome them? Also, you have played a pivotal role in the demerger of J.K. Cement from J.K. Synthetics Ltd. Please elaborate.

The Golden era of J.K. Synthetics ended in 1990 when our cash flow

dried due to adverse working of man made fibre units and delay in implementation of projects in hand. There were defaults in repayment of dues to Financial Institutions and Banks. Several efforts made by the management to remedy the situation could not bring desired results as external factors (devaluation of rupee, costlier imports, stiff competition from large capacity plant) made man made fibre operations unviable.

Ultimately, JKSL net worth became negative in 1996 and it became a sick company with defaults aggregating to Rs.1200 crores to Financial Institutions / Banks. All man made fibre plants had to be closed. Revival of JKSL including demerger of cement units was the most challenging assignment of my career. It took seven years for us to win this battle. The entire process of revival started with Shri Yadupati Singhania Ji taking up the challenge. I was lucky to be a part of the team which our M.D. formed for the purpose. We initially prepared the revival scheme which stipulated to continue operations in all the units, but due to several reasons this did not get approval as lenders wanted their money back instantly. Ultimately, we considered a scheme for settlement of their dues by one time settlement. The challenge at that time was to raise the funds needed for the purpose and simultaneously to persuade Lenders to wait. Fortunately, we could rope in some banks to arrange the funds against the security of cement plants. 4th November, 2004 was an important for all of us when we could implement demerger.

Q4. As you are aware that the Company is on aggressive growth path, where do you see J.K. Cement heading? What advice would you like to give to the management?

I must appreciate the efforts taken by J.K. Cement Ltd. in Brand Enhancement, employees orientation and introduction of e-systems. Today, we can claim J.K. Cement Ltd. as a cash rich company with the same reputation of J.K. Synthetics' Golden era in the eyes of lenders. We have blue prints ready for inclusive growth for all the plants / products and are in process of implementing the same in stages considering various factors. Soon we shall have 11 million tonnes capacity. If the market support continues, we may consider further expansions to achieve next target of 15 millions tones in 5/6 years. I personally feel that dedication, loyalty, integrity and honesty are the strengths of an employee.



Mr. K.N. Khandelwal



Mr. Umesh Trehan

spotlight on Mr. Umesh Trehan of M/s Gian Chand Ashok Kumar

M/s GIAN CHAND ASHOK KUMAR is counted amongst the very prominent stockists of the Company. Mr. Umesh Trehan, proprietor of the firm joined the firm in year 1970 and has successfully established it as a leading name in Building materials in the region. The firm has achieved tremendous growth year on year due to its very strong dealers network in the tricity of Chandigarh, Panchkula, Mohali, and especially in Himachal Pradesh. Today J.K. White Cement and Wall Putty is available even

in the remote areas of HP because of them. Besides J.K. White Cement and Wall Putty the party is also dealing in Grey Cement, Paints, POP and allied building materials.

Q1. How has your association with the Company evolved over the years? How has the journey been?

Our firm was established in the year 1955 and we became a stockist for J.K. Cement in the year 1993. Since then our association with the Company has only grown stronger year after year. We have grown with the organization, stood by the organization in good and bad times and faced the challenges together. The journey has been quite satisfying and we have achieved the Highest Sales of J.K. Wall Putty Pan India and have reached the 1st Position. We feel proud to be a part of J.K. Cement.

Q2. What do you think differentiates our brands from others? What is the customer perception?

In my view, these are the factors that differentiate our brand from others - Consistent Quality of Products, Whiteness, Strength & Brand Identity of J.K. Cement

Customer perception is definitely good now. Being the first producer of White Cement and installing of the White Cement plant at Gotan (Raj), has been a great advantage.

Q3. What is your strategy for success? Have you faced any challenges in promoting our brand?

Our strategy for success is very simple. We believe in honesty, delivering prompt Service and complete dedication and loyalty towards the Company. Fulfilling the commitments made to channel partners and organizations is crucial and feedback received from the market must never be ignored.

We did face challenges in promoting J.K. Wall Putty in the beginning especially because Birla White had launched their brand in a very professional and systematic way by conducting product launch meets for Architects/Builders/Contractors/Painters/Dealers, sales promotional meets, media advertising through TV and Newspapers etc. on a large scale. But over the years we could establish J.K. Wall Putty as a brand and now customers demand it by name. The Company has also done a lot of promotional meets/Outdoor advertising and activities in the market to influence the opinion makers and customers which has produced good results.

Q4. What message/suggestions would you like to give to the Company?

Company should prepare itself for the future challenges as competition is increasing with more players are entering in this segment. The future market trends are to be looked into and the suitable strategy to be followed. Good performance of the channel partners should be recognized and appreciated to boost their morale and motivate them to perform even better. The need of the hour is to add new products from time to time with continuous R&D. The diversification and addition of new product range will definitely help in increasing the turnover of the organization further.



The success story co

In 2010, the think tank at J.K. Cement came to the conclusion that conventional advertising, which was just promoting the anti-flaking properties of J.K. Wall Putty, was not enough. The product had many other benefits that required to be communicated to the consumers and our target audience, the painters.

This resulted in the birth of our beloved simpleton, Chhutkau painter, the winner of the National Wall Painting Championship! The TVC created was fast paced, engaging, funny while conveying the brand message effectively and memorably, essentially connecting with our prime target audience – the painter community. In fact, so widespread was his fame that there were stories of local painters being jokingly referred to as 'Chhutkau'!

But this year, the time had come to extend the idea, taking the popular TVC story further by showing our Chhutkau in a new persona. The team, faced with the daunting task of creating a successful sequel, put their head together and came up with a befitting solution. The new TVC features a prosperous, entrepreneurial Chhutkau, or shall we say, Shri Chhutkau ji, who has achieved fame due to his winning partnership with



Making of new
J.K. Wall Putty TVC

continues!

Cover Story



J.K. Wall Putty. Although older and wiser, he is still our endearing Kanpuria, but now the brains behind 'Chhutkanu Ji's Painting Academy'.

The production of this new ad took place in Film City, Mumbai. An exciting process, the scope and scale of the entire set was fascinating. An entire wall adorned with Shri Chhutkanu ji's awards and accolades was created, which opened into a studio completely converted into a full-scale painting academy.

The twist in the tale comes when the painter who finishes first does so by committing the cardinal sin – not using J.K. Wall Putty. Shri Chhutkanu ji's annoyance on such an omission, which causes quite a commotion in the entire academy, will surely bring out a chuckle or two from the audience.

We hope that you will enjoy Shri Chhutkanu ji's exploits in this new TVC and it will take the brand further, generating success and prosperity for us all.





PEOPLE POWER

TRAINING PROGRAMMES

at Regional Training Centre (Nimbahera)

July 2012

Following Training Programs were conducted during the Month of July 2012

1. Program on 'Maintenance of Electronics Equipment & Drive' for Technicians: July 04-06

Eleven participants from Northern Region cement plant attended the program. Senior Part-time Trainers from Aditya Cement, Birla Cement and J.K. Cement, Nimbahera Plant were faculty in the program.

Program on 'Electrical Safety & Hazards' for Electricians / Supervisory Staff: July 06-07

A two days training program on 'Electrical Safety and Hazards' for Electricians/Supervisory staff was organized at Zawar Mines, Udaipur where nineteen participants attended the program. Mr. Mahendra Singh - Sr. Manager - Elect. J.K. Cement and Mr. Rahul Bargal - Sr. Officer - Safety, Vikram Cement were the faculty for

the program.

2. Program on 'Machinery Alignment - Tools & Techniques' for Technicians: July 10-12

A three days training program on 'Machinery Alignment - Tools & Techniques' for Technicians was organized where seven participants from Binani Cement, Birla Cement, J.K. Cement and Vikram Cement plant attended the program. Senior Part-time Trainers from Aditya Cement, Birla Cement and J.K. Cement, Nimbahera Plant were faculty in the program.

3. Program on 'An Orientation to Cement Manufacturing Process' for GETs/MTs: July 10-14

Nineteen GETs / MTs from J.K. Cement, Nimbahera and Mudhol plant attended this program. Senior Part-time Trainers from J.K. Cement, Nimbahera were faculty in the program. Dr. R.P Singh, AVP-HR &

RTC chaired the valedictory session of the program. The participants expressed their views in the valedictory session.

4. Program on 'Positive Attitude for Peak Performance' for Frontline / Middle Management : July 16-17

A two days management program on 'Personality and Self Development' for Frontline / Middle Management was organized. Seventeen participants from J.K. Cement Mangrol / Nimbahera plant attended the program. Dr. Sanjay M Pandya, Management Consultants, Vapi was the faculty for the program.

5. Program on 'Continuous Improvement Techniques' for Frontline / Middle Management : July 30-31, 2012

Mr. Suneel Rahator, Management Consultants, Mumbai conducted this program which was attended by 11 participants.



Training programme in progress



Participants at RTC

August 2012

Following Training Programs were conducted during the Month of August-2012

1. Training Program on 'QUALITY CONTROL PHYSICAL TESTING OF CEMENT': Aug. 06-08

This program was meant for Tester Gaugers / Lab Assistant / Chemists target group. Twelve participants attended the program. Senior Part-time Trainers from J.K. Cement

Works and Vikram Cement were the faculty for the program.

2. Management Program on 'Creativity and Problem Solving Techniques' for Frontline / Middle Management: Aug. 10-11

Fifteen executives from J.K. Cement Works attended the program. Mr. M.B.S. Sastry from Kolkata who has 42 plus years of experience in the field of training & development as well

corporate sector conducted the program.

3. Program on 'Impact of Raw Mix Design & Burnability in Cement Quality' for Engineers / Supervisors: Aug. 16-18

Various practical problems and case studies were discussed in the program. Eleven participants from different cement industries of the region attended the program. Senior

Part-time Trainers from Vikram Cement and J.K. Cement conducted the program. Dr. R P Singh - AVP (HR & RTC) chaired the valedictory session of the program where the participants expressed their views.

4. Management Program on 'Effective Business Communication & Presentation Skills' for Frontline / Middle Management: Aug. 20 - 21

Twelve executives from J.K. Cement Works attended this program. Mr. J.K. Nair who is a Soft Skill

Trainer, Educator and Motivator was the faculty. He has 15 plus years of experience in Training and HR.

5. Program on 'Operation & Maintenance of Variable Speed AC Drives' for Managers / Engineers : August 22 - 23

Mr. Paresh Patel (Manager-AEIL), Mr. Jignesh Patel (Asst. Manager - Power Quality & Energy Conservation) and Mr. Ananad Raval (Sr. Engineer) from AMTECH Electronics (India) Ltd., Gandhi Nagar (Gujarat) were faculty in the

program which saw participation from 17 executives. Practical case studies were highlights of the program.

6. Program on 'ISO CERTIFICATION COURSE' for J.K. Cement Executives : August 22 - 24, 2012

This program was organized for Executives of J.K. Cement. Mr. Shivaramakrishnan from LLOYD'S, Mumbai was faculty for the training that was attended by 17 participants.



Programme on 'Impact of Raw Mix Design & Burnability in Cement Quality'



Participants of the programme 'Quality Control - Physical testing of cement'

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

New Joinee
July - Aug. 2012



Mr. Chandra Prakash Dak
Sr. General Manager
(Civil-Project)
J.K. Cement Works
Mangrol



Mr. Manish Aggarwal
Manager (MIS)
Grey Cement -
Delhi



Mr. Amit Sinha
Infrastructure End User
Services Lead
Sr. Manager
I.T. Department
Delhi



Mr. Manish Gaur
Manager - Network
and Telecom Infrastructure
Lead - I.T. Department
Delhi



Mr. Rajesh Kumar Lal Das
Shared Services IT
Lead, Sr. Manager -
IT Department
Delhi

* Manager level & above only.

New Move to Learn Technology

The benefit of Computers is far reaching. Keeping the above in mind, Ladies Club – Surbhi has started organizing computer classes from 18th July at Nimbahera and Mangrol. All the women residents of the Colony at J.K. Cement Works, Nimbahera and Mangrol are participating wholeheartedly and making the most of this wonderful opportunity to learn and acquire skills.



Visit of Special Executive to Bangalore



Shri Raghavpat Singhania - Special Executive along with company officials at the Retailer Meet organised in Bangalore on 19th July

Annual Murti Sthapna function at Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan



Term Loan Execution - J.K. Cement Works, Fujairah

A Term loan of USD 98.00 Million has been sanctioned by IDBI, EXIM and Canara Bank to J.K. Cement Works (Fujairah) FZC, our subsidiary company which is putting up a Grey Cement cum White Cement, dual processing plant in Fujairah, UAE. Loan documents for the same were executed in Dubai on 25th July 2012 by Mr. A.K. Saraogi - President (CA) and CFO.



Mr. A.K. Saraogi - President (CA) and CFO presenting a memento on the occasion to Mr. Rajeev K. Sinha - CEO, IDBI Bank Ltd., Dubai. Also seen in the photo are (L to R) Mr. D. Ravisankar - Projects Head, Mr. Atul Bagla - AVP Finance, Mr. T. Santhanakumar - Vice President, IDBI Bank Ltd., Dubai and Mr. K. Bala Menon - Sr G.M. (Finance)



WINNING ENTRY

CEMENT: COMMODITY OR BRAND

The markets are expanding in terms of breadth and depth and this growth is being propelled forward by manufacturers and marketers, who are racing to place their brand across geographies. The Cement Industry too has a good market share and has occupied a genuine permanence in both the rural and the urban shopping basket. This indicates a stronger consumer pull which has given birth to the concept of Branding.

The veterans in the cement business believe that there is a very little scope for differentiation in cement because the common people still think of it as a fine powder with ability to set and harden. But of course there is much more to it. Hence, different marketing strategies were developed by the companies to sell their product which catalyzed the concept of Branding. The Indian cement industry has nearly doubled its production capacity in the last decade. This shows that there are lots of new players who want to cash on the growing demand of cement. So companies have started their spending spree on brand promotion. Branding their cement with the

faces of celebrities along with a catchy tag line for their cement brand is the new trend which is being followed all over these days. In fact, the brands are now being identified by their brand ambassadors and the tag lines. The cement industry is in desperate search of brand ambassadors because the home owners now account for almost half the number of cement consumers, which being an extremely brand conscious section, is being pampered by the companies. The common people often get influenced by these celebrities which makes it easier for the companies to sell their product. So the companies often build their marketing strategy by keeping in mind this notion.



The companies too, over the years have realized that instead of being perceived as a regional commodity, they need to grab the Indian mind space in order to fetch large profits and to grow their roots in the market.

This shows that cement industry has evolved in a short span of time from being just a commodity into a global brand.

Mr. Anurag Tiwari,
Mech. Dept - Gotan

Winning Entries

1st Runner Up

Importance and Emergence of Rural Marketing

Mr. R.K. Singh - DGM (Mktg.)
Grey Cement Delhi

2nd Runner Up

Importance and Emergence of Rural Marketing

Mr. Prashant Upadhyay - Asst. Manager
Pune

Participating Entries

Importance and Emergence of Rural Marketing

- | | |
|--|---|
| 1. Mr. Pawan Dua – Marketing Executive, J.K. White Cement, Sriganganagar | 8. Mr. CS Dashora – Dy. Mgr. (HR), Nimbahera |
| 2. Mr. Mehraj Ahmed – Depot Incharge, Kaithal | 9. Mr. Surendra Gupta – Head, Key Customer Cell |
| 3. Mr. Pradeep Beniwal – Godown Keeper, Kaithal, Haryana | 10. Mr. Deepak Khabya - Gotan |
| 4. Mr. Gopal Krishan – Bhatinda | 11. Mr. Sanjeev Trivedi - Nimbahera |
| 5. Mr. Arvind Kumar – Sr. Manager, J.K. White Cement, Patna | 12. Mr. Vishu Chakravarty – Mktng Officer, Yamuna Nagar |
| 6. Mr. Kumar Saurabh – Nuh Depot, Haryana | 13. Mr. Anand Misra – Mktng Officer, Sirsa |
| 7. Mr. Himanshu Upadhyaya – Marketing Executive, Punjab | 14. Mr. Saurabh Yadav – Asst. Manager, Environment, Nimbahera |
| | 15. Mr. Sonu Kr. Singh – CTS, Bhagalpur |

Cement : Commodity or Brand

- | | |
|---|--|
| 1. Mr. Pawan Dua – Marketing Executive, J.K. White Cement, Sriganganagar | 4. Mr. Kalpit Tiwari - Muddapur |
| 2. Mr. Mehraj Ahmed – Depot Incharge, Kaithal | 5. Mr. Pradeep Beniwal – Godown Keeper, Kaithal, Haryana |
| 3. Mr. Himanshu Upadhyay – Marketing Executive, J.K. White Cement, Ludhiana | 6. Mr. Sanjeev Trivedi - Nimbahera |
| | 7. Mr. Deepak Khabya - Gotan |

The topics for September '12 issue are:

(Max 300 words)

1. Strategy for Diversification in the Building Sector
2. Importance of Training & Development in an Organization

Last date for submission of entries is **20th October, 2012**

Please send your entries to

nitish.chopra@jkcement.com

shivapriya.iyer@jkcement.com

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

STOCKIST'S CORNER

Retailer Meet - Pune



Mr. Raghavpat Singhania - Special Executive awarding Mr. Kishor Oswal from M/s Ronak Enterprises at the meet organised in Pune. Also seen in the photo are Mr. Manish Bahuguna - Deputy Mktg. Head (Grey South) and Dr. Kaustubh Dadhich - Mktg. Head (Grey South)

Retailer Meet - Mohali



Mr. D.D. Sharma - DGM (Mktg.) addressing the participants at the Retailer Meet organised in Mohali on 31st August

Retailer Meet - Najafgarh



Mr. R.K. Singh - DGM (Marketing), Delhi addressing the participants at the retailer meet organised on 24th August at Najafgarh

Retailer Meet - Water Park, Kolkata



Dealers along with their families at the Retailer Meet organised on 21st July at Aquatica Park, Kolkata



Dealers and Company Staff at the meet

Retailer Meet - Gujarat



Company Staff and dealers at the Retailer Meet



Mr. Nirmal J Pandya - DGM (Marketing) addressing the participants at the meet. Also seen in the photo are Mr. Malkesh Patel - Marketing Officer, Mr. Deepak Patel - Star Stockist, M/s. Raj Corporation & Mr. S.P. Arora - GM (CTS)

Annual General Meeting

EVENTS
&
EXHIBITIONS



Shri Yadupati Singhania addressing the audience at the AGM

Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd. and Shri Gaur Hari Singhania - Chairman at the Company's 18th Annual General Meeting held at the Merchants' Chamber of Commerce in Kanpur on 4th August



The Annual General Meeting in progress

A Fitting Farewell to our treasured employees

Mr A.K. Rastogi

A farewell was organised at Kamla Tower on 31st August for Mr. A.K. Rustagi who has dedicated 38 years of his corporate life to the Company.



Mr. A.K. Saraogi - President - CA & CFO presenting a memento to Mr. A.K. Rastogi - A.V.P. (Corporate Affairs)

Mr. S. Khan

A get together and farewell party was organized on 31st July at J.K. Cement Works, Muddapur in honour of Mr. S. Khan. Mr. Antriksh Kumar Jain - Unit Head highlighted Mr. Khan's long and dedicated association with the Company at various locations viz. Nimbahera, Mangrol and Muddapur and also his valuable contributions towards the establishment and growth of the plant at Muddapur. The J.K. Cement family extends its best wishes to Mr. S. Khan for all his future endeavours.



Mr. S. Khan being felicitated by Mr. Antriksh Jain - Unit Head

Mr. P.K. Saraf

Mr. P.K. Saraf – Sr. V.P. (Finance) retired on 31st August and a farewell ceremony was held in Padam Tower in his honour. He joined J.K. Cotton Mills in 1982 and was later transferred to J.K. Cement in 1994. During this long association, he has played a pivotal role in the revival of J.K. Cotton Mills and has been a source of inspiration and encouragement for all those who have worked alongside him. He will always be remembered for his dedication and professionalism



Corporate Social Responsibility

Food Camp organised by Padam Tower Staff

At Padam Tower, as part of CSR activities that have been initiated by Madam Special Executive – Mrs. Sonam Singhania, a food camp was organised on the occasion of Independence Day at Chatrawas Chandra Arya Vidya Mandir and Chandra Aasrya Grah. Around 500 girls study at the institute and are also provided with basic amenities. The J.K. Cement family got together on the holiday to participate in this noble cause and took charge of arranging and serving food to the girls.

The staff joyfully worked towards this initiative with a selfless spirit.



Volunteers from Padam Tower with Mrs. Sonam Singhania



Blood Donation Camp - Gotan

Keeping alive the philanthropic spirit of its founders, like every year to commemorate Sir Padampat Singhania's birth anniversary, a Blood donation camp was organised at J.K. White Cement Works, Gotan. The employees at the plant participated with great enthusiasm and supported the noble cause. Mr. Rajeev Sharma – VP (Technical) and Mr. CP Jhagdawat - VP (C&A) inaugurated the camp along with Dr. Mahendra Singh Sankhla from

the Blood bank of Mahatama Gandhi Hospital, Jodhpur. Respective departmental heads were also present along with the employees and School staff.

J.K White Cement Works has been organising blood donation camps annually over a number of years now and in the wake of growing requirements the camps are being organised bi-annually.

Mr. C.P. Jhagdawat - V.P. (Comm & Admin) paying a floral tribute to Sir Padampat Singhania



Blood Donation Camp at J.K. White Cement Works, Gotan

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