

## 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 seen various achievements and celebrations. We celebrated Women's day with great enthusiasm across our office locations and the first ladies of the Singhania family joined us as chief guests.

We recently also got the "**Great Place to Work**" certification for 4th time in a row which is a remarkable feat for us as an organisation.

I would like to take this opportunity to once again congratulate all the **Protsahan winners** from the Corporate office and manufacturing plants. Each and every one of you have contributed exceptionally to the organisation, which has allowed us to take many steps further towards our larger business goals.

We owe this achievement to all our employees and their families and take this opportunity to acknowledge their dedicated efforts towards making JKCement among the best companies to work for

I will be looking forward to your continuous support in making Spotlight 2.0 a great success. We hope to see active participation from your side through suggestions and feedback to make this newsletter more effective.



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

### 4<sup>th</sup> Time in a Row!



## Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

### Know Your Leader



In conversation with  
Mr. Neeraj Singhal  
as he shares his  
unplugged side

[Click Here to Read](#)



### Women's Day Celebration



[Click Here to Watch](#)



Business Updates

Brand News

HR

CSR

Employee Corner

The Trivia Corner



NEWS  
BUSINESS

## Power Purchase Agreement (PPA) Signed with CleanMax

JKCement Signed Contract with M/s. CleanMax Enviro for Supply of Hybrid Renewable Energy to meet the UN Energy Compact and Climate Target

“

JK Cement Ltd. has committed to UN Energy Compact to achieve minimum 75% of clean energy mix by 2030 and SBTi climate target. Over the last three years we have increased the green energy share from 19 to 43% and further to accelerate the transition towards clean energy commitment, JK Cement has signed a long term contract with M/s. Clean max Enviro for Supply of Hybrid Renewable Energy for our Muddapur unit which has already achieved more than 85% clean energy mix and established a benchmark by receiving prestigious CII GreenCo Platinum award.

Dr. Raghavpat Singhania  
Managing Director

”



## JK Cement Ltd. Commits to Uttar Pradesh's Growth

Leading the Charge for Growth, Mr. Madhavkrishna Singhania, Dy. MD & CEO represented the company at the Uttar Pradesh Global Investors Summit 2023

“

“We are honoured to be a part of this dynamic state that not only has a geographical advantage for us but it also presents a plethora of opportunities for investment and growth. From the ease of doing business to providing a supportive business ecosystem coupled with its rich resources and skilled workforce, Uttar Pradesh is definitely a preferred destination for our expansion plans”

Mr. Madhavkrishna Singhania  
Dy. Managing Director and CEO

”



## Felicitating Excellence at the YPS Awards Ceremony



The YPS Awards ceremony was a celebration of excellence, honouring deserving recipients with well-deserved accolades. The atmosphere was charged with pride and excitement, creating a memorable experience. Those who attended were treated to an unforgettable celebration complementing the recognition, inspiration and innovation of the day.



# Senior Leadership Team Visits JK Cement Works, Muddapur





Yadupati Singhania Marg Opens

The Yadupati Singhania Marg, which stretches from JK Tiraha to Chungi Naka was officially inaugurated on 6<sup>th</sup> February 2023 followed by a grand celebration at Nimbahera. The chief guest of the occasion was Mr. Udai Lal Anjana, State Co-operation Minister. Other attendees included all ward members of Nimbahera as well as the Nagarpalika Chairman and Vice Chairman alongside local representatives (Sarpanch). This new development offers improved transportation and connectivity to the communities nearby.

Addressing the gathering, Dr. Raghavpat Singhania, Managing Director, JK Cement Ltd. said that “Nimbahera city has given maximum love to Tauji, our founding MD Mr. Yadupati Singhania. He felt a strong connection with Nimbahera as a result of which, he would spend most of his time in Nimbahera despite the group’s presence in other states. As our plant in Nimbahera completes 50 glorious years next year, we have something grand planned for this city. Nimbahera and JKCement complement each other to the extent that we feel the city’s DNA is ingrained in our company’s identity.”



Special Jury Trophy-2022 for JK Cement Works, Nimbahera

JK Cement Works, Nimbahera was awarded with “Special Jury Trophy-2022” for Outstanding Contribution in Energy Conservation under the category of “Large Scale Industries - Cement Group” by Employer’s Association of Rajasthan.



International 'Certificate of Merit' Awarded to JKCement

JK Cement Ltd. has been awarded the 'Certificate of Merit' in the Manufacturing Sector category at the SAFA Best Presented Annual Report Awards, 2021. This accolade, organized by the prestigious South Asian Federation of Accountants, recognizes our commitment to transparency and exemplary corporate governance. We are dedicated to continuously improving our reporting and governance practices, and this award serves as motivation to continue to strive for excellence. Yet another accomplishment achieved by team JKCement after bagging Silver Shield in the prestigious ICAI Awards for Excellence in Financial Reporting.



JK Cement Works Nimbahera Bags Another Prestigious Award

JK Cement Works Nimbahera has created a landmark win at The 2nd Edition National Electrical Safety, Power Quality and Reliability Circle Competition 2022, conducted by CII. The plant was conferred a winner in 'Electrical Safety through Compliances and System Approach' and also received award for 'Best Case Study on Electrical Safety Risk Management.'



Land Allotted for the Jaisalmer Project

The Hon'ble Chief Minister of Rajasthan Mr. Ashok Gehlot has approved the allotment of 210 Hectares of Government land to JK Cement Ltd. for setting-up a Cement Plant in the village Parewar, District Jaisalmer. The integrated cement plant will be set-up with an investment of about Rs. 5000 crores out of which Rs. 2000 crores will be the proposed investment in the first phase. This project will provide direct employment to approximately 1000 people and 5000 people will get indirect employment. This land allotment by the Government of Rajasthan is under the provision of the Rajasthan Industrial Areas Allotment Rules, 1959.



World's First Dual Tap Chloride Bypass System Inaugurated

JK Cement Works, Muddapur inaugurated the world's first Dual Tap Chloride Bypass System. The commissioning of this system has already helped in achieving outstanding results which saw a TSR increase of up to 31% with 6% bypass.

Muddapur Plant - A Step Closer to Green Power Generation

JK Cement Works, Muddapur, inaugurated its new Waste Heat Recovery System (WHRS) with a Bhumi Pooja. The installation of WHRS technology is a crucial step towards green power generation that helps in making our plant operations more sustainable.







# Expansion In MADHYA PRADESH

JKCement has further reinforced its growing footprint in India by foraying into new markets. The launch ceremony for its Grey Cement business was held in Jabalpur, Madhya Pradesh. The event witnessed the participation of 450+ dealers. Music, food, entertainment, and more made the event a resounding success. Well known illusionist Mr. Rahul Kharbanda, captivated the audience. Mr. Rajnish Kapur-COO, Mr. Pushpraj Singh- Group President, Sales & Marketing and Mr. Anil Badgotri - Unit Head, Panna graced the event. It's worth mentioning the team has achieved a historic sales record, the highest sales ever in MP.







## HUMAN RESOURCE

## JUMPSTART Flagship Induction Program

Total New Employees Covered : 5 batches were conducted covering 125 new employees  
Great Feedback score of 4.1 on scale of 5

### Some Participant Testimonials :

#### Neeraj Kumar (Site Executive)

*"Knowing about the history, culture and the upcoming future of Company and ourselves. Also got the knowledge of my work profile, Growth, our perk and benefits through HR Policy cleared very effectively and efficiently."*

#### Shubham Kumar (Site Executive)

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

#### Avinash Kumar (Site Executives)

*"Good thing about the induction was we were able to meet our team member across India. Best thing about this event was that it was done to introduce our partner. And also induction content was very transparent."*

### Key learnings for the participants

- Awareness about organization history, Core Values
- 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
- USP of our products and raw materials used
- Non – Trade Awareness Session



## Connect To Grow Sales CTS (Grey)

This customized learning intervention for our REs and SEs is co-curated by HR and CTS (Grey) team. This 1-day program is designed to help the target audience to elevate their performance by highlighting the role of three Cs – Converse, Connect and Convert. The program is driven by internal trainers from L&D and CTS team. The program is already rolled-out in all zones (7 batches conducted from Dec'22 to Feb'23) and more batches are planned in the coming months.

### Some Participant Testimonials :

#### Himanshu Bahamnia (GET)

*"I learnt how to tackle the severe conditions without losing temper. Also, how to grasp the attention in least time"*

#### Devendra Menaria (Site Executive)

*"I really learned how to express myself. Also, my motto should be clear before visiting to any site."*



## Paints On-boarding Training

4 – phases approach launched with an objective to make our organization ready for Paints business, Paints On-boarding training was launched for our team members (Trade Sales, Non Trade Sales, CTS) operating in UP market. Two modules were conducted in January and February covering Industry Orientation and Business Value Proposition respectively covering 106 employees.

### Some Participant Testimonials :

#### Kundan Singh (ME)

*"I learnt how to convince and communicate various schemes to all retailers, also I got to know about product range index and product placement index."*

#### Yogendra Pal (Sr. ME)

*"I got to know about distribution network working. I really enjoyed knowing the profit model for retailers and influencer."*





# SOCIAL Media

**JK Cement** 142,284 followers

10

We extend our heartfelt gratitude to **Ms. Mounita Bhowal** for joining our team and bringing her exceptional talent and skills to enhance our collective strength. Your contributions are deeply valued, and we are honored to have you at JKCE.

#CementingEquality

**JK Cement** 142,284 followers

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**Powering UP for Progress**

We are pleased to be a part of this dynamic team that will drive a new era of growth and progress. The team's dedication and expertise are the backbone of our success. We are excited to have you on board and look forward to a successful partnership.

**Mr. Madhav Krishna Singhania**  
Managing Director and CEO  
JK Cement Ltd.

**JK Cement** 142,284 followers

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**HR Leader of The Year**

We are proud to announce that **Mr. Anandesh Jain** has been recognized as one of the top HR leaders of the year by The Economic Times.

**Mr. Anandesh Jain**  
Group President  
Human Capital & Corporate Communication

**JK Cement** 142,284 followers

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**JK Super Cement - It's the way to build safe.** To lay the strongest foundation of your dream home.

**Key to BUILD SAFE**

**JK Cement** 142,284 followers

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**Mazboot GhaRRR**

Building stronger homes, stronger lives.

**JK Cement** 142,284 followers

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**4th Time in a Row**

**Great Place To Work. Certified**

**JK Cement** 142,284 followers

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**CEMENTING EQUALITY**

Happy Women's Day

**JK Cement** 142,284 followers

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**2nd Edition National Electrical Safety, Power Quality And Reliability Circle Competition 2022**

A landmark win for JK Cement at the 2nd Edition National Electrical Safety, Power Quality And Reliability Circle Competition 2022.

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**4th Time in a Row**

**Great Place To Work. Certified**

**JK Cement** 142,284 followers

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**CEMENTING EQUALITY**

Happy Women's Day

**JK Cement** 142,284 followers

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**2nd Edition National Electrical Safety, Power Quality And Reliability Circle Competition 2022**

A landmark win for JK Cement at the 2nd Edition National Electrical Safety, Power Quality And Reliability Circle Competition 2022.







## JK Cement Works, Nimbahera Honoured



The Office of the Joint Director, Animal Husbandry Department, Chittorgarh has honoured JKCement with a citation for its commendable work done towards protecting animals from Lumpi virus. The joint efforts of the Animal Husbandry department & JKCement have resulted in significantly reducing the death rate of cattle in comparison to other areas.

## Swatchata Pakhwada at Panna Plant

Under the swatch Bharat Abhiyan a 15-day Campaign was organised at koni simariya mines to create an awareness about the importance of cleanliness. During this drive various activities & road shows were organized by the company that also included a team visit to the nearby villages & government schools. Cleaning supplies were also distributed at the Bodha & Koni school. Students were also given basic hygiene & health tips to keep themselves safe from infections.



## E-classroom Gifted to Boda Government School!

As a part of our CSR at Panna renovation work at a nearby government school was completed & handed over to the school authority at Boda village. The renovation included classrooms, separate toilets for boys & girls, painting & boundary work. A RO water cooler was also donated to provide the students with safe drinking water.

With an aim to boost the education scenario in rural settings that leverages smart classrooms via multimedia tools, an E-classroom was inaugurated by Mr. Rajnish Kapoor - COO, in the presence of sub divisional officer Mr. Saurabh Ratnakar, Head – Manufacturing (Grey Cement) Mr. S K Rathore, Mr. Anil Badgotri, Unit head - Panna & other unit officials.



## Green Drive at JK Cement Works, Jharli

JK Cement Works, Jharli organised a tree plantation drive which plays an important role in environment conservation. Regular plantation drives are conducted to plant saplings that only protect the environment but also creates an awareness among communities to preserve the planet.







Medical Assistance to TB Patients

Jharli

JK Cement Works, Jharli will provide care for 18 Tuberculosis patients from Jharli and surrounding villages. As part of the patient care, food packets will be distributed by the team to the patients on a monthly basis at the Primary Health Centre (PHC)situated in Birohar.

Balasinor

JK Cement Works, Jharli will provide care for 18 Tuberculosis patients from Jharli and surrounding villages. As part of the patient care, food packets will be distributed by the team to the patients on a monthly basis at the Primary Health Centre (PHC)situated in Birohar.



Health ATM at Chharra

A Health ATM was inaugurated by the district magistrate of Aligarh Mr. Indra Vikram Singh at the community health center at Chharra. Health ATMs are a one-stop digital touch-point machines that are designed for managing health-related information that allows individuals to access their personal health information through any internet connected web browser

Anganwadi Kendra Handed over to Aligarh City Administration

As a part of our company CSR initiative JK Cement Works, Aligarh have undertaken the renovation of 20 Anganwadis, that includes renovating the class rooms, replacing floor tiles and electric work, school furniture, playing equipment, pre-school kit & water cooler.

Under this initiative, an old dilapidated building was converted to a Smart Anganwadi equipped with modern facilities. The project, considered the biggest anganwadi in Aligarh was completed within 1.5 months, is now handed over to the city administration. This center can accommodate over 400 children, a health center for pregnant & lactating ladies including a delivery facility and an Aadhar Centre.

Shri Navdeep Rinwa (IAS), Division Commissioner of Aligarh inaugurated the Anganwadi in the presence of district magistrate Mr. Indra Vikram Singh, district administrative staff along with Unit Head – Mr. Sanyog Dubey and management from JK Cement Works, Aligarh. The inauguration was followed by a grant event that included a ceremony for pregnant women, Annaprashan for children and lunch that was sponsored by JK Cement Ltd.



Aanganwadi Revamped in Baidap Village, Gujarat

In our drive to improve the infrastructure of Anganwadi's in our areas of operations, the team from Balasinor undertook the renovation of an Anganwadi in Baidap Village of Mahisagar District, Gujarat. Mr. Yogendra Parmar, MLA from Kheda village was present during the inauguration of the Anganwadi.

Small Steps towards a Better Tomorrow



Roshni Ladies, JK Cement Works, Muddapur provided a Fridge for an Orphanage in Kengeri village, Karnataka



Health Camp at Petlur village, Karnataka where 500 senior citizens, ladies & children were benefited.



Pooja and Bhandara at Chhaphiheda Hanuman Temple

JK White Cement Works, Gotan organized a pooja and donation drive at the Chhaphiheda Hanuman Temple. 40 blankets and dakshina were distributed to the Saadhus, who attended the Pooja. A Bhandara (mahaprashad) for over 5000 people from the surrounding villages and schools was also organized to mark this occasion.





# EMPLOYEE CORNER

## Sporting Prowess Display at the Inter-departmental Tournaments

### Fujairah

HR department at JK White Cement, Fujairah organized its yearly cricket tournament named "JK-Premier League - 2023" at the Plant Premises in Fujairah. The tournament saw an enthusiastic participation where teams from seven departments competed. It was a weeklong event highlighted by excitement, camaraderie & team bonding that was displayed over 13 matches. In a keenly fought Finals, Packing Department emerged winners defeating the Mechanical Department. Mr. Ajay Mathur, Head - International Operations handed the trophy to the Winning team



### FCL, Jharli

Fatta Cricket League, an Intra-Plant cricket tournament was held at Jharli. Mr. Kapil Agrawal, Unit Head, Jharli inaugurated the tournament. The finals saw a clash between the teams from Mechanical and QC-Process where the Mechanical team emerged as the winner of the tournament.



### Nimbahera

An inter-department sports tournament was held in JK Cement Works, Nimbahera that involved Individual as well as team tournaments for track and field competitions that witnessed an overwhelming participation from all departments.



### CII Corporate Cricket League (C3L)

JK Cement Ltd. participated in the CII Corporate Cricket League (C3L) held at Jamia Millia Islamia University Cricket Ground, Okhla, New Delhi. The event witnessed overwhelming participation from players representing some of the biggest names in corporate India.



### MEMC week

Under the guidance of the Indian bureau of mines, Mines Environment & Mineral conservation week was celebrated at Koni - Simariya mines. As part of the week-long observance, inspection of mines, and discussions were organised to create awareness about mines environment and mineral conservation among employees and other stakeholders.

### Annual Road Safety Week

To save millions of lives that are endangered worldwide due to road accidents, National Road Safety Week is celebrated in January every year to raise awareness and prevent death and injuries worldwide. In line with this, road safety week was celebrated at Jaykaycem (central), Panna under the theme "SADAK SURAKSHA, JEEVAN RAKSHA". The objective of this Campaign was to create awareness on road safety, traffic rules and safety guidelines. Road shows, street theatre and Rallies were organised as part of the campaign



### Panna Marathon

A 3 Km marathon was organized under the theme **एक दौड़ - आपसी सहयोग की**. The goal of the marathon was to draw focus on heart and overall health. Around 120 employees & their family members had participated in the run. Ms. Aarti Singh – SDM, Panna flagged off the marathon & awarded the winners.

### R&R Ceremony at Aligarh



Reward & Recognition Function of Security Personnel at Aligarh



### Inauguration Ceremony by Mr. S K Rathore



Canteen & Drivers Rest Room Inauguration by Mr. S K Rathore, Head – Manufacturing, Grey Cement Business







Republic Day  
CELEBRATION



Aligarh



Padam Tower



Panna



Panna



Nimbahera



Jharli



Mangrol



Jharli



Muddapur



Nimbahera



Aligarh



Gotan



Muddapur



## *Celebrating* **Our Star Achievers**





## Celebrating Our Star Achievers *Corporate function winners*







# National Safety Week

C E L E B R A T I O N







# Spotlight on Mr. Neeraj Singhal

Vice President - Management & Internal Audit



## Career before JKCement ?

Prior to joining JKCement in April 2021, I was working with HSIL Group as the Group Head of Internal Audit for 10 years. My experience is a mix of MNCs and Indian companies in various sectors like automobiles, manufacturing, IT, Infrastructure etc.



## What is the best thing about working at JKCement ?

Without any doubt it is the empowerment that Management gives to the role!

At JKCement people are at the core of the business and Management ensure that each person feels valued in their role. I have worked at many organisations and the one thing that stood out at JKCement is the empowerment & freedom that Management gives to audit as a function. Unlike other companies audit team is treated as a core function than just a support team. We are a crucial part of all business reviews that take place every month. We are given an opportunity here to leverage technology wherever possible and are given the flexibility to take important decisions.



## What drives you to excel in your role ?

My role is such that it involves a lot of "Thinking Outside the Box" as I don't have a set framework that I have to follow rather I have the flexibility to try and find out new and improved ways of working that benefits the organisation by bringing in cost and time efficiency and improved controls.



## Who or what inspires you the most ?

My father, he's no more with us but will continue to be my role model. He has taught me to remain humble, treat people with love and respect, and to continue to pursue knowledge. These values are a result of my upbringing. I am a better person as a result of them. Growing up in a middle-class family, my father always told me that whenever you are in a difficult situation, you should think from the other person's point of view as that will help you arrive at a balanced decision. I like to follow his path and wherever I am stuck I always think "what would dad advice?" which then helps me arrive at a wise decision.



## What is your favourite sport ?

Honestly, I am not much of a sports person but whenever I get the time I prefer to play a good game of chess!



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

- First is to spend some quality 'me' time by either spending time at home or in the garden close to nature.
- My second choice is to spend time with friends and family. I make sure that I take out some time to meet my extended family and friends to catch up with them.
- Above all I love spending time with my wife and son – we make it a point to go out for our customary binge eating at our favourite restaurants.



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

I believe there is no role model beyond my family as they are the ones who understand me well and have always stood by me. Therefore, most of my dinners would be spent with them.

But if I were to invite someone from outside the family, it will definitely be Raghav Ji and Madhav Ji because they have inspired me a lot and provided great support.



## What invention could you not live without ?

Nowadays its internet! It is something that occupies a major part of my personal and professional life. It is the go to platform to get the right knowledge and improve our skillset.



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

I am not an avid reader but one book that still stays with me is "The monk who sold his Ferrari" by Robin Sharma, as I related extremely well to his ideology of not running after materialistic things and giving value to what's important. Values and relationships are more important to me.



## What are you currently watching on OTT ?

The current show that I am watching is Farzi on Amazon Prime. I prefer watching thriller and suspense shows/movies.



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

Clearly it is "Main zindagi ka sath nibhata chala gaya, Har fikr ko dhuyein mein udata chala gaya"



## If you could who would you exchange your role with ?

It will be Mr. Andleeb Jain, Group President – Human Capital and Corporate Communication. This thought came to my mind when I first read about Infosys CFO switching to an HR role. From being a number cruncher to going into a people centric role really caught my interest and I thought why would someone shift to a very different role. Later I realised that people management role gives you a lot of satisfaction and lets you interact with everyone, so if given a chance I would like to exchange my role with him and work on people management.



## Which movie title describes you well ?

Zindagi Na Milegi Dubara



## Share a personal fact no one would guess about you ?

I am a great cook! Though I cook less but I do I make some lip smacking food. At home I am known for making the best Pao Bhaji and Rabri! I like to experiment and make something good for my family.



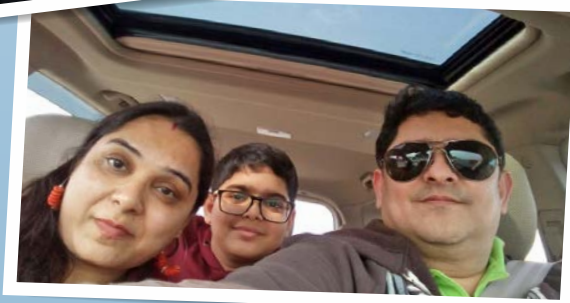
## If you had one super power — what would it be and how would you use it ?

Reading others mind as it will help me in my profession as well and also sometimes in personal life..... to know what my wife is thinking.



## Your Favourites

- |                  |  |
|------------------|--|
| Drink            | : Strong masala Tea, the desi way  |
| City             | : Delhi & Lucknow where I spent my initial childhood days                    |
| Food             | : Anything and everything Oily and unhealthy! Parathas! Puri! Pizza! Burger! |
| Social Media App | : WhatsApp – if you want to be in touch one has to be on this!               |
| Movie            | : Zindagi Na Milegi Dubara   |





THE TRIVIA

TRIVIA CONTEST WINNER

Name

:

Shafique Deshwali

Department

:

Information Technology,  
JK Cement Works, Muddapur

Duration with  
the organization

:

9 Years 6 Month

Favourite Memory at JKCement

My favourite memory at the organization was when our Muddapur team won the Greenco Platinum Awards. We had been preparing for months. Everyone was so excited and proud of our accomplishments as well as what we had achieved together. It was such a great feeling to be surrounded by everyone's enthusiasm and positivity, it made me feel even more proud to be part of such an amazing team and Organisation.

Hobbies

Playing Cricket, Write and do Shayari.

Q1

How many times has JKCement received the 'Great Place to Work' certification?

Q2

Which mobile phone company has recently changed its logo for the first time in 60 years?

Q3

Who has become the first woman in the world to reach 300 million followers on Instagram?

Q4

Which company did we recently acquire?

Q5

Which stone provides the calcareous component required for the manufacturing of cement?

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Editorial Team

Natasha Raj  
Konica Tandon  
Corporate Communication

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