



# Highlights

Annual Sales Review Meeting -Pattaya, Thailand



Launch of J.K. Supreme Cement





## a U Launch of J.K. Supreme Cement ent



Mr. Nitant Shah - GM (CTS) lighting the lamp at the launch of J.K. Supreme Cement in Mangalore

Keeping this in mind, launch events were organised in Goa, Mangalore and also Jaysingpur and Tasgaon in Maharashtra.

Product Application Seminars were also conducted on the occasion which were attended by engineers, retailers and dealers from respective areas.

J.K. Cement Ltd. conducted a multi-city launch for J. K. Supreme Cement – a high quality Portland Slang Cement (PSC) during February 17-19, 2011. The product has been proved to defeat even OPC in long term strength and at the same time, is environment-friendly conforming to IS: 455-1989.

J.K.Supreme Cement is technologically advanced in terms of higher strength and durability with special benefits for costal areas and is a must for any marine construction work.



Product Application Seminar at the launch of J.K. Supreme Cement in Madgaon, Goa. Seen in the picture are Mr. Milind Desai - DMO, Mr. Sunil Parti - A.S.M. & Mr. Nitant Shah - G.M. (CTS)

Launch of J.K. Supreme Cement at Jaysingpur

# Inauguration of Club Building - Nimbahera



Shri Madhavkrishna Singhania - Special Executive and Mr. D. Ravisankar - President (Works) inaugurating the club building at Kailash Nagar, Nimbahera on 18th April, 2011

#### Vaastu Puja at the new Central Marketing Office - Okhla, New Delhi



Shri Raghavpat Singhania – Spl. Executive and Shri Madhavkrishna Singhania – Spl. Executive along with other members of Senior management of Delhi Office performing the Vaastu puja on 5th April, 2011

#### Meet the new spearhead of Strategy & Planning

Mr. Antony Joseph, an alumnus of IIM Bangalore, has over 20 years of experience in Sales & Brand Management across a wide range of industries – Paints, FMCG, Telecom, Tyres & Cement with his last assignment as Head of Marketing at Dalmia Cement, Chennai.

"The demand for cement in India will continue to grow at a healthy pace and the competition will also be intense leading to the requirement of strong branding and an efficient technical backup for our brand. I also see immense



Mr. Antony Joseph Head - Strategy & Planning J.K. Cement Ltd.

potential in our White Cement Division" says Mr. Joseph.

His focus is on integrating the efforts of the marketing teams, adopting the best practices in the industry and improving the pricing power. He emphasizes on both qualitative & quantitative market research to enhance dealer satisfaction, brand perception and to increase distribution width.

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

#### FROM THE

### editor's DESK

### Dear colleagues and friends,

Let me begin by congratulating one and all, especially the marketing team, for a glorious year of impressive performance and achievements, right through FY 2010 - 11. Well done! Let last year's success be an inspiration for all of us, to raise the bar and achieve the targets set for FY 2011 - 12.

Taking a welcome detour from routine, we held our first ever Annual Sales Review Meeting beyond the country's shores in Pattaya, Thailand. We believe that more than a well deserved reward for exemplary performance, this getaway was an opportune moment for our fighting forces to regroup, recharge and plan the battle strategy for the year to come.

Another significant milestone was the multi-city launch of J. K. Supreme Cement. Proven to be a winner for marine constructions, the launch events were organised in coastal areas. We also launched 'Sir Padampat Singhania Man of All Seasons', an inspirational biography of our visionary doyen this year. His inspirational stewardship, both in business and philanthropy, is sure to ignite the minds of all.

The spotlight in this issue is on Mr. V. Chadha - Advisor, J. K. Cement Ltd., and Mr. Rajender Kumar Goel – Stockist, M/s Kumar Brothers. The commitment and dedication of both these gentlemen has stood the test of time and is truly praiseworthy.

I trust you find this issue of Spotlight both inspiring and informative and solicit your active contribution & participation, in order to make our Newsletter truly a mirror of the J.K. Cement family.

Best regards,







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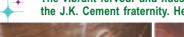
# CELEBRATIONS

#### **Holi Celebrations**

#### Gotan



Holi celebration at Gotan was filled with fervour and excitement and marked a decade of revels even without gulaal and color. Holikadahan was performed with the colony dwellers of J.K. White Cement Works, J.K. Cement Works and their family members. The Holi pooja ceremony was conducted by Shri Rakeshji Pandit of Merta city and also gracing the occasion were Mahant Baba Garibdasji Maharaj, Mr. B.K. Arora – President (Works) and Mrs. Sushma Arora – V.P. (L.K. Singhania Education Centre).



The vibrant fervour and hues of Holi found colourful expression across the J.K. Cement fraternity. Here are a few exuberant glimpses!



The following day, Holi Milan was enjoyed with Sandal, Saffron and Kewra water. The celebrations concluded with Holi Geet, a song and dance programme performed by the students of LKSEC.





### A Capital expression of COLOURS - Holi Celebrations at Delhi



### +

#### Gotan

#### **Mahashivratri Celebrations**

#### Nimbahera



Mahashivratri Celebration at Gotan

Mahashivratri celebration has been an integral part of Gotan for the last 8 years. On the pious occasion of Mahashivratri, Rudrabhishek ceremony was organised at the J.K. White Cement premises on 2<sup>nd</sup> March, 2011. The ceremonial proceedings

commenced before sunrise with chanting of the holy Vedas. Mr. B.K. Arora - President (Works), Mrs. Sushma Arora – V.P. (LKSEC), Saint Garib Das, employees of the company and school along with their family members were present on the devout ceremony.



Mrs. Sushma Arora - V.P. (LKSEC) taking part in the puja

Mahashivratri was celebrated with great devotion and religious fervour at Shri Radha Krishna Temple & Shri Bhimkeshwar Temple at the J.K. premises. The temples were decorated with flowers and lamps. Rudrabhishekh & Saastradhara abhishekh, along with all rituals was performed by the temple priest & devotees followed by Mahaarti and distribution of prasad.



Devotees at the Mahashivratri Celebration at Nimbahera





# National Safety Day Celebrations

#### Nimbahera, Mangrol & Bamania

J.K. Cement Works, Nimbahera celebrated National Safety day on March 4, 2011 with an aim to reinforce the need for safety culture in the company. Gracing the occasion with their presence were Mr. K.K. Jalori - Sr. Vice President (O. & E.) as the Chief Guest and Mr. M.L. Goyal - Sr. V.P. (Comml.) as the Guest of Honour. It was organized by the Safety Department and a large number of employees attended the programme.

At the outset, Mr. S.N. Sharma - Sr. Manager (Safety) extended a warm

welcome to all present, followed by hoisting of Safety flag by the Chief Guest and administering of safety oath by



Senior Officials and company executives taking the safety oath on the occasion of National Safety Day Celebration at Nimbahera

Mr. Rajendra Kumar Sharma. Mr. M.L. Goyal in his speech highlighted the importance of safety and urged everyone to adopt safety culture in every walk of life.

On this occasion, safety exhibition was inaugurated by the Chief Guest and live demonstration of firefighting equipment was made. Mr. S.N. Sharma-Sr. Manager (Safety) delivered the vote of thanks. A prize distribution function for various safety competitions was organized on 23<sup>rd</sup> March, 2011 where the Chief Guest awarded the winners.

J.K. Cement Works, Mangrol and J.K. Power, Bamania also celebrated National Safety Day with the same vigour and commitment.

#### Muddapur



Mr. S. Khan lighting the lamp on the concluding day of National Safety Week 2011

At Muddapur Plant, National Safety Week was observed during 4th-11th March. While inaugurating the flag hoisting ceremony Mr. S. Khan - Unit Head, stated that taking safety precautions is essential to save lives and prevent injuries. He urged all the employees to

undertake proper utilisation of safety appliances in order to keep away from accidents and assured that the team of engineers employed for maintaining safety is competent enough to encourage commitment to safety procedures and achieve the goal of zero accident at Muddapur plant.

On this occasion, Mr. S.B. Singh - Sr. V.P. (Comml.) & Factory Manager, informed all about the required advanced safety equipments which have been procured by the company and urged everyone to use the same during duty hours in the plant. Senior Executives Mr. Harish Agarwal, Mr. A.K. Jain, Brig. (Rtd.) Suresh S. Rao, Mr. K.R. Choudhary, Mr. Deepak Sharma, Mr. S.K. Das and all other officers & staff were present during the opening function.

#### Gotan

J.K. White Cement Works & J.K. Cement Works, Gotan celebrated the 40<sup>th</sup> Safety Day on 4<sup>th</sup> March, 2011 at their Mechanical workshop. Mr. D.D. Khajwania addressed the audience highlighting the importance of employee commitment to working safely and the necessity to ensure integration of organisational health and



Demonstration of the use of fire extinguishers on National Safety Day at Gotan

safety in work culture and lifestyle. Mr. Rajeev Sharma - VP (Technical), Mr. C.P. Jhagdawat - VP (Commercial & Administration) along with all the departmental heads were also present on the occasion.

The audience took the safety pledge with Mr. R.K. Sharma – Security Chief, who asked them to rededicate themselves to the cause of safety, health and protection of environment and to do their individual best in observing rules, regulations and procedures and develop attitudes and habits conducive for achieving these objectives.

In order to create awareness among the employees, a weeklong activity including competitions like essay writing, poster making, poems and safety slogans was initiated and around 280 entries were received. The program concluded with demonstrations of the use of fire extinguishers by Mr. R.K. Sharma and Mr. R.K. Joshi, consultant on fire fighting.

#### **Tour to Kathmandu**



Stockists' Tour to Kathmandu organised from 8th-12th March, 2011

# Off Site



# Trip to Hongkong and Macau



Trip to Hongkong and Macau organised for stockists from 4th-10th March, 2011

### Cover Story

# Going places, together...



#### Annual Sales Review Meeting cum Excursion to Pattaya, Thailand

Last year, history was created in our Company with the first ever offsite Annual Marketing Review meeting which was held in Goa. This year, it only got better... A lot better!

Keeping in view the excellent performance of the team, the Management was kind enough to give the go-ahead for conducting the first ever International destination Annual Review Meeting in Pattaya, Thailand. It was a mammoth project as arrangements for travel and stay needed to be made for no less than 84 team members.

Shri Raghavpat Singhania had a very clear vision of what he expected this excursion to deliver. The itinerary was designed with a lot of thought to ensure that there is a balance between work and of course, partying!

Day 1 saw the arrival of the White Cement Marketing team from various points of departure in India at Bangkok with a direct transfer to Pattaya. Enroute to the Hotel, the team stopped for breakfast at a popular attraction called the SriRacha Tiger Zoo.



What was unique about this experience was that the group enjoyed their meal surrounded by a surrounding enclosure with beautiful tigers. It is hard to tell how much eating among tigers encouraged their appetite, but it was definitely a once in a lifetime experience.



The group reached the Royal Cliff Beach Hotel at Pattaya and was awed at the grandeur of the property, its panoramic location and the warm Thai hospitality.



After a short rest the team head out to watch the world famous Alcazar Show.



This musical show was marked with elaborate sets, colourful costumes and vibrant dances from all over the world making it a truly memorable experience. There was one thing that made this show stand apart from the rest. To the surprise of many of the team members, the beautiful women who were performing the breathtaking cabaret were not really women at all. They were the famed ladyboys of Thailand who were simply, well, gorgeous!

After the show, the team proceeded for dinner to an Indian Restaurant. The relaxed dinner soon turned into a rocking party as the DJ turned up the volume which compelled everyone to put on their dancing shoes. It was also Mr. Ajay Garg's birthday on that day which gave us an excuse to throw him a surprise party.



It was a great day that saw the active participation of every member of the team.



# **JKSpotlight**

#### Day 2

kicked off with the first day of the White Cement conference.



The mood in the meeting was light as the team had done well which saw the appreciation of all senior members of the Management. After the conference, the team moved for dinner at an Indian restaurant where yet another surprise awaited them. A projector hung casually on the wall which made the team a little anxious, lest there be another series of presentations. To their relief, the projector was for a sing along night that had been organised. The team got a chance to croon (and in some cases croak!) to their favourite songs all night which brought out a whole new level of bonhomie and camaraderie among the team members. Karaoke night was a first for most of the team members and if they had it their way, they would never have let the microphone go.





on Day 3 the White Cement conference continued and the targets were set for the financial year. One could definitely spot some members of the team that had beads of sweat on their brows after hearing the targets. However, the team left the meeting completely motivated and charged to achieve the targets set by the Management. Meanwhile, the Grey Cement team and members of the senior Management also arrived at the Hotel. A gala dinner had been organised for the entire delegation at the Hotel. The team had no idea of what to expect as the entire event had been kept under wraps. The team arrived and were awed to see that the Hotel banquet hall had been transformed into a beautiful and elegant venue that was quintessentially J.K. Cement due to the elaborate décor and extensive branding.



As everyone took their seats there seemed to be a sense of curiosity as to what was going to happen next. The evening commenced with the traditional Thai Lion dance with the dancers performing amazing acrobatics and forming towering human pyramids.



This little taste of culture really gave a feeling that the team was indeed in enchanted Thailand. After that, Shri Raghavpat Singhania welcomed the team to Thailand, congratulated them for their performance in the year gone by and told the team that their efforts for the next year need to be doubled.









The Emcee, Shweta, took over the microphone from Shri Singhania and enthralled the audience with her wit and great sense of humour. After some *masti, thumkaas* and playful banter, the team saw something that they had never witnessed.



An illusionist had been invited to show us that there really is something called magic! He performed some awesome illusions and magic that took the breath of the audience away. After that the team did what it does best, dance till they dropped! The DJ played the latest Bollywood tracks which heightened the already high spirits that the team was in. It was a night that all present will soon not forget.



Day 4 was for pure pleasure with no business agenda whatsoever. It started off with a quick breakfast followed by everyone proceeding to the Pattaya beach where the ferries departed for Coral Islands. Each and every member was in the most adventurous mood and didn't hesitate in indulging in water sports and activities like parasailing, banana boat rides, jet-skiing, under water walking etc.







Age was definitely no bar as even the eldest of the members of our team set an example for the youngsters by partaking in all the activities. It was a wonderful experience for all. On return of the team from the Coral Island adventure, everyone assembled in the convention hall for yet another surprise that was in store for them. A team building workshop had been arranged for everyone to further strengthen the bonds between the J.K. Cement family and to take away a few useful lessons that could be used in day-to-day life. It was a high energy series of games and activities with lots of cheering and jeering, high fives, creativity and lateral thinking etc.





# ■ JKspotlight



Everyone wanted their teams to do well and enthusiastically participated to ensure that it happened. Shri Raghavpat Singhania congratulated the victorious team and awarded them with trophies. It was memorable to see the entire team as a cohesive unit irrespective of divisions, locations, languages etc. The action packed day ended with a relaxed dinner at the beach and the team got a chance to really let their hair down. The ocean breeze and the soothing sounds of the waves gently crashing against the shore provided the perfect end to a day full of fun, excitement and celebration of the team spirit that we at J.K. Cement are so proud of.











On Day 5 the White Cement team headed to Bangkok for shopping while the Grey Cement team settled in for their Review Meeting to discuss their performance in the year gone by and the plan of action for the new year.







After their Meeting was wrapped up, the team headed for the Alcazar show which they enjoyed thoroughly.

Day 6 was the day of departure for the Grey Cement team and officially the last day that team J.K. Cement spent in Thailand.

Even though the visit to Thailand was merely 6 short days, those days had wrapped in them enough memories that the team will cherish forever. Every member of the team had a new found sense of determination and zeal after attending the meeting thanks to the active participation and involvement of our young and dynamic Special Executives i.e. Shri Raghavpat Singhania and Shri Madhavkrishna Singhania along with the other Senior members of the Management without whose support and encouragement this meeting could not have been such a roaring success.

### Spoulight on Mr. V. Chadha

Excerpts from an interview with

Mr. V. Chadha - Advisor, J.K. Cement Ltd.



Q1. Being one of the oldest employees of the J.K. Cement family, how has your journey been? Please share your most fond memory of your long association with us.

I joined this organisation way back in 1972 when cement was a licensed commodity. Working under the leadership and guidance of Late Shri Sohanlal Singhania was a learning experience. He was a father figure to me and his diligence and punctuality are some of the qualities that I have imbibed from him. Shri Yadupati Singhania's humility touched me. He treated me more like a friend than an employee and his valued advice

was always welcome. The journey that we embarked on many years ago with a vision to set up the J.K. White Cement Plant at Gotan – the brainchild of Shri Yadupati Singhania, remains a precious memory.

Q2. You played a pivotal role in setting up the first J.K. White Cement plant at Gotan, which was not an easy task. Please share with us the challenges that you faced and how you were able to overcome them.

Since white cement as a concept itself was unheard of and was classified as a luxury product back then, there were some apprehensions about setting up a White Cement Plant. Cement was a licensed commodity and the licensing committee consisted of 11 members including DGTD, Ministry of Company Affairs, Railway Board and others. Due to innumerable bureaucratic demands and being the era of License Raj, getting the license for the plant was a herculean task. I had to contact people in the Ministry, meet them at odd hours and pore over every phrase in the submitted documents to ensure that the processing of the application would take minimal time. Shri Yadupati Singhania accompanied me on these meetings and he left no stone unturned in making his vision a reality. Finally, our conviction and persistence was rewarded when the license was granted.

Also, we were able to achieve a capacity of 15.04 lakh tonnes at the time of de-licensing in 1989 from a license capacity of 3 lakh tonnes at the time of my joining in 1972.

### Q3. You have been looking after the legal aspects of the company for a long time. Please highlight an important case that you have handled.

A prominent case that I can never forget is related to the fixation of retention price for cement by the Government of India. J.K. Cement was placed in the lowest category. This was the first case that we filed against the Government. We challenged this case in the High Court and emerged successful.

# Q4. Coal Management has been another area that you have been involved with. We have recently heard of the proposed Bander Coal Block (Mining) project. When will it be operational & how do you think this project will benefit J.K. Cement Ltd.?

The industry is faced with shortage of coal. It is a monopoly item with Coal India Ltd. The cement companies are facing a lot of challenges in procuring coal. In such a scenario we have been allocated a coal block in Bander, near Nagpur. Bander Coal Co. Pvt. Ltd. is a joint venture of J.K. Cement Ltd., M/S Century Cement and AMR Iron & Steel. We are still facing hurdles in getting clearances from Ministry of Environment & Forests but nevertheless we have submitted a mining plan to the Ministry of Coal. Since availability of coal is an important factor for a cement company like ours, this project will definitely benefit us when all the clearances from respective agencies are through.

#### Q5. What is the message that you would like to give to the J.K. Cement family?

I believe that honesty, dedication and hard work can help you accomplish the most difficult tasks. Be committed irrespective of obstacles and regard the organisation as your family. An atmosphere of trust and mutual respect empowers all members of the organisation and ensures continued growth.

# SOOUIO No Mr. Rajender Kr. Goel

Mr. Rajender Kumar Goel of M/s Kumar Brothers has been a part of J.K. Cement family since 1984, being one of the oldest stockists for J.K. White Cement. A leader in the Western U.P. market, he started his enterprise in 1979 which is now being taken forward by his sons Mr. Rahul Goel and Mr. Abhishek Goel. He has had a long and fruitful association with our



organisation and we thought it would be fitting to have him share his views about the trade that he has excelled in over the last 27 years.

### Q 1. Keeping in view your long association with the Company, how has your relationship with the organisation evolved?

In my 27 years of association with J.K. Cement Ltd., I have emerged as one of the prominent stockists for the Company. On the occasion of Silver Jubilee Celebrations of J.K. White Cement, I was honoured for 25 years of association with the Company. It shows the kind of trust and confidence that they hold in their channel partners. I have also ensured that I play my role with utmost sincerity and dedication.

# Q 2. White Cement, being a new product back then, how difficult or easy was it for J.K. White Cement to gain acceptance in the market?

Though White Cement was a new concept, selling our product was not a difficult task as we launched a competitive brand which was widely accepted in the market. The challenge at that point of time was to create awareness and build a strong brand with a wide distribution channel. We were able to achieve this in a short span of time by organising activities like Retailers Meet, Masons Meet, Painters Meet etc.

#### Q 3. What according to you does the future hold for White Cement and Wall Putty?

J.K. Wall Putty has carved a niche for itself in the industry. The future of Wall Putty is promising and I see it as one of the primary revenue generating products for the Company in the future.

Relatively, consumption of White Cement has reduced over a period of time. I would like to suggest that more applications of J.K. White Cement should be introduced to keep the consumption level growing over the years.

### Q 4. With change in customer perception over the years, what has been your strategy to sustain in the market and cope up with competition?

Our goodwill is the most important factor that has enabled us to stand the test of time irrespective of change in building materials, customer demands etc. Despite the competitive scenario, we remained loyal to the organisation.

Honesty, transparency & service in dealings and commitment towards delivering the best has been our strategy to maintain a strong foothold in this competitive market.

### Launch of the Biography -'Sir Padampat Singhania Man of All Seasons'

In an endeavour to showcase Sir Padampat Singhania's life, individuality and his determination to serve society, his sons Dr. Gaur Hari Singhania - Vice President, J.K. Organisation and Shri Govind Hari Singhania -Director, J.K. Organisation have authored his biography 'Sir Padampat Singhania Man of All Seasons'. His Excellency, the Governor of Uttar Pradesh, Shri B.L. Joshi released the Biography on April 26, 2011 at Merchant Chamber of Uttar Pradesh, Kanpur.

The Biography details out Sir Padampat Singhania's achievements, his business acumen, diverse interests, his passion and concern for human welfare and his tireless spirit in making J.K. Organisation one of the most respected business conglomerates today. Various members of the Singhania family, leading names from the industry, prominent citizens of Kanpur and employees of J.K. Organisation were present on the occasion. All major newspapers and various electronic channels extensively covered the event.



The Singhania family at the Book Launch

Dr. R.G. Bagla - Group Executive President. J.K. Cement Ltd., Shri Govind Hari Singhania – Director, J.K. Organisation, His Excellency, Shri B.L. Joshi - Governor of U.P., Dr. Gaur Hari Singhania - Vice President, J.K. Organisation and Mr. Lalit Khanna at the book launch in Kanpur

#### **Book Launch in the News**



#### **Participation in Cartier 'Travel with Style'** Concours, 2011

One of the most prestigious of all car shows, the Cartier Concours, hosted by the renowned French jeweller and watchmaker, Cartier International, showcases some of the most gorgeous vintage cars from the Indian subcontinent. The 2011 edition of Cartier 'Travel with Style' Concours

witnessed the display of an extraordinary collection of 56 exquisite classic automobiles at the Jaipur Polo Grounds in New Delhi on 11<sup>th</sup> and 12<sup>th</sup> March. Shri Yadupati Singhania's 1925 Rolls Royce Phantom 1 seven-seater Hunting Saloon received the Children's Choice Award.



Shri Yadupati Singhania's Rolls Royce Phantom that won the Children's Choice Award at Cartier 'Travel with Style' Concours, 2011

Shri Madhavkrishna Singhania - Spl. Executive (J.K. Cement Ltd.) with Rolls Royce Convertable, the second car that was selected for Cartier Travel with Style' Concours, 2011





Training Programmes at Regional Training Centre (RTC) - March, 2011

- A one week program was conducted on 'Orientation for Cement Manufacturing Process'. Mr. R P Singh - Sr. G.M. (HR & RTC), J.K. Cement along with Mr. H R Shridhar Sharma - Sr. HR Executive (Rajshree Cement), Karnataka inaugurated the event. 14 trainees from UltraTech Cement and Rajshree Unit attended the training.
- 2. The following presentations were held on Thursday Forum:
- Mr. N.K. Dewat, Sr. Engineer (Process) from Mangrol plant administered a presentation on 'Ball Mill Grinding'.
- A presentation on 'Safety & Health for the supervisory personnel working in hazardous processes' by Mr. Ved Prakash Sogra, Asst. Engineer (Mech).
- A Presentation on 'Weigh Feeder & Controller' by Mr. Mayur Mittal, Engineer (Instt.)
- A one day in-house program on 'Workers' Development' was organised on 11th March for the workers. Primary topics of discussion were first aid, health and hygiene, safety in hazardous processes, energy conservation and productivity improvement.

Training Programmes at RTC and Plant Training Centre - April, 2011

- A two day training program on 'Operation and Maintenance of H.T. Motors' was conducted by Mr. H.A. Ghanekarv -Former Director, BHEL along with Mr. Tapan Chandar - Ex – Executive, BHEL. 20 participants from various cement plants of north zone attended the program.
- A two day in-house workshop on 'Emotional Intelligence for Personal & Professional Effectiveness' was organised for Frontline & Middle Management which was attended by 12 participants from Nimbahera & Bamania plants. The program was conducted by Dr. B. L. Dubey, an

# Training & Development Activities - Nimbahera



Participants from UltraTech Cement (Rajshree Unit, Gulbarga-Karnataka) during the program on 'Orientation of Cement Manufacturing Process' at RTC, Nimbahera

internationally known clinical psychologist with over 27 years of experience in counseling, industry and teaching in business schools in India & USA.

- A program on 'Refractory Laying Techniques in Kiln System'
  was conducted by Dr. Indranath Chakraborty President
  (R & D), Ace Calderlys Ltd who is a B. Tech (Ceramic
  Engineering), BHU and MS & PhD from USA along with
  Mr. R K Lahariya Dy. Manager, Ace Calderlys Ltd. Twelve
  participants from cement companies of north attended the
  program.
- 4. Thursday Forum: Mr. Satish Vijayvargiya Engineer (Mech) from Nimbahera plant gave a presentation on 'Basics of Vibration'. Engineers from Process, Mechanical, Electrical, Instrument, Project discipline participated in the forum. The presentation was evaluated by Mr. P.K. Panwar Sr. Manager (Planning) and Mr. R.K. Yadav Manager (Instt.). The other presentations held were CSP (Clinker Storage Pile), Wagon Loading System and SPRS (Slip Power Recovery System).

#### **Annual Review Meeting - Grey South**

#### Belgaum

The Annual Review Meeting for the Grey Cement division, South was conducted from 25th-27th April, 2011 at Belgaum. Shri Madhavkrishna Singhania – Special Executive, graced the occasion with his presence. Besides the executives from Grey South Marketing, HoD's and representatives from various divisions like Accounts, Logistics, Branding, CTS, IT and HR also participated in the forum.

The meeting started with the agenda to review the performance in the year gone by, address the areas of concern and renew the set targets to be achieved for the next financial year. Mr. Hemant Sahasrabudhe – Marketing Head (Grey South) congratulated the team for the efforts put in throughout the year and encouraged all present to contribute their best in order to achieve improved performance in the future.



Shri Madhavkrishna Singhania - Spl. Executive along with the Karnataka Marketing Team and officials from Logistics and CTS



Shri Madhavkrishna Singhania - Spl. Executive along with Maharashtra Marketing Team and officials from Logistics, Accounts and CTS

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

#### New Joinee March-April 2011



Mr. Rudresh K. Area Manager -South Grey Marketing, Davangere

\* Manager level & above only

#### **Plant Induction for Marketing Executives - Gotan**

Plant induction for marketing executives from all over the Country was conducted from 23rd to 26<sup>th</sup> Feb'11 in Gotan. The team was welcomed by Mr. D.D. Khajwania -Head Planning and Mr Akshay Pratap Singh - Manager (HR). Mr. Singh presented the JKWC profile company giving a short brief of the plant and its



Induction Training at JKWC Gotan

sections, followed by the plant visit with Mr. D.D. Khajwania. Mr. K.N. Pandey then took a session on the basics of the cement industry explaining the history, manufacturing process, BIS specifications; cement testing procedures, quality parameters, uses and applications etc.

The second day started with a session on the functioning of the sales department by Mr. Ajay Garg following which Mr. Pandey escorted the group to the Quality Control Lab wherein chemical characteristics of cement paint were explained and demonstrations of testing techniques were given. Mr. D.D. Purohit and Mr. A.K. Gautam exhibited the application of J.K. Wall

Putty to the group and the day ended with a session by Mr. B.L. Aggarwal on Insurance.

The third day commenced with a session by Mr. D.D. Purohit and Mr. A.K. Gautam on the basics of Wall Putty, its requirements, preparation, applications and storage etc. The

team was then taken to the school and civil sites to exhibit the mosaic flooring, sand spray and pre cast panels.

On the last day, Mr. Khajwania conducted an awareness session on management systems and the group was taken to the plant for the demonstration of 2<sup>nd</sup> coat application. The induction programme concluded with a meeting with Mr. B.K. Arora – President (Works), Mr. Rajeev Sharma - V.P. (Technical), Mr. C.P. Jhagdawat - V.P. (C&A) and the respective heads of departments. The group members shared their experiences, concerns and suggestions towards improvement.

# Awards & Accolades

#### **NABL Accreditation of JKWC LAB**

"Genius is one percent inspiration and Ninety-Nine percent perspiration"

The words of Thomas Edison were brought to life this March when the unremitting efforts and years of toil gave way to results and the prestigious NABL accreditation became ours. JKWC has thus become the first company in the entire cement industry in India to be accredited with the NABL (BIS and EN Standards) at international standards.

NABL accreditation is a formal recognition of the technical competence of a testing, calibration or medical laboratory for a specific task following ISO/IEC 17025:2005, ISO 15189:2007 Standards. NABL accreditation enables us to eliminate the scope of non-acceptance of test results and measurement of data, which is considered a technical barrier to the trade by World Trade Organisation.

This accreditation would enhance customer confidence and satisfaction and enable our products to enjoy greater access to both domestic and international markets. This has added another feather to our cap, making our Holi celebrations more colourful and joyous and it has been possible due to the relentless endeavours of the J.K. Cement and JKWC Lab Team.

Congratulations to the J.K. Cement family and a big round of applause for those at the JKWC Lab!

#### Welcome Party organized for Special Executive at Muddapur Plant



# **Events & Exhibitions Ons**

#### ACREX India 2011-Delhi



J.K. Cement's stall at Exhibition Acrex India 2011 held at Delhi

#### **Décor India Show-Udaipur**



Visitors at the J.K. Cement stall set up during the Décor India Show 2011 organised at Udaipur

#### 20th Architect of the Year Award - Jury Meeting

The historical city of Bhubaneswar was the venue for 20<sup>th</sup> Architect of the Year Award Jury Meeting. Senior Architects from across India, Bangladesh & Nepal met at Hotel Crown, Bhubaneswar on 11<sup>th</sup> February 2011 to undertake the challenging task of selecting the winners for the 14 awards of the prestigious AYA.

AYA Secretariat had their hands full with responsibilities ranging from ensuring the comfort of all the guests, arranging for a briefing of jury members to displaying of

JURY MEETING
Architect
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Awards
Awards

Jury Members of 20th AYA Meeting

208 entries appropriately at the venue. The day was marked with intense discussions and deliberation between the jury members. Architects from Bhubaneswar and nearby towns as well as other professionals related to the construction industry attended the exhibition that was organised at the venue with keen interest.

Mr. Akshay Beuria, Senior Architect from Bhubaneswar & professional advisor for 20th AYA introduced the jury members and Mr. Sharukh Mistry, architect of national prominence declared the winners. Mr. M.P. Rawal – President (T & MS) thanked all the invitees, jury members, hotel staff, all the supporting agencies, media both print and electronic & AYA secretariat for making the Jury Meeting a grand success.



Particpants at the Jury Meeting



Mr. Akhay Beuria - Senior Architect and professional advisor, Mr. M.P. Rawal - President (T & MS) and Administrator, AYA and Mr. Sharukh Mistry – Architect & Jury Member at the 20th Architect of the Year Awards Jury Meeting

#### **Annual Games and Sports Meet**



Chief Guest Mr. P.C. Dhariwal - Sr. V.P. (Mines) awarding a winner

The Annual Games & Sports meet for the Mines Department was held on March 16, 2011 at Kailash Vidya Vihar. It was attended by the employees of the Mines department and their families with great enthusiasm. The meet hosted a number of individual events like races etc. as well as team events

like volleyball between the Operations and Maintenance teams.

Chief Guest Mr. P.C. Dhariwal - Sr. V.P. (Mines) and Sr. Executives distributed prizes to the meritorious participants and appreciated their spirit of sportsmanship.



Volley Ball match organised at the Annual Games & Sports Meet

#### Painters' Technical Workshop cum Tirupati Painter's Premier League



J.K. Cement Cricket Team at the Tirupati Painter's Premier League match organised at Tirupati



Participants of the Painters' Technical Workshop at Tirupati

# ■ JKSpotlight

#### **Mines' Workers Tournament - Nimbahera**

Under the auspices of Labour & Employment Ministry, Labour Welfare Organisation, Ajmer organized a two day State Level Lime Stone & Dolomite Mines' Workers Tournament hosted by J.K. Cement Works, Nimbahera from 8<sup>th</sup> - 9<sup>th</sup> March, 2011 at Kailash Vidya Vihar.

The inaugural function of the tournament was held on 8<sup>th</sup> March where Mr. K.K. Jalori - Sr. V.P (O&E) was the Chief Guest and Mr. P.C. Dhariwal - Sr. V.P. (Mines), Mr. M.L. Goyal - Sr. V.P. (Comm.) & Mr. S.K. Gupta - Sr. GM (P&L) were Guests of Honour. Mr. Prakash Benjamin - Cess Commissioner presided over the event. Participating Cement Companies included teams of J.K. Cement, Birla Cement, Aditya Cement, UltraTech Cement , A.C.C. Ltd,



Mr. D. Ravisankar and company executives with J.K. Cement team, the winner of Tug of War competition



Chief Guest Mr. D.Ravisankar - President, J.K. Cement Works delivering his speech at the prize distribution ceremony

Manglam Cement, R.S.M.M. Ltd., Shree Cement Ltd, R.S.M.M. Ltd., Binani Cement, J.K. Lakshmi Cement & Ambuja Cement.

Mr. Dilip Ajmera of Labour Welfare Department and convener of the programme delivered the welcome address. Thereafter Chief Guest Mr. K.K. Jalori & Mr. Prakash Benjamin hoisted the games flag and players presented march past.

The concluding & prize distribution function was organised on  $9^{\text{th}}$  March, 2011 in which Mr. D. Ravisankar- President, J.K. Cement Works was the Chief Guest and Mr. Om Prakash - Welfare Administrator presided over the function.

During these two days, several games & sports competitions like High Jump, Three Leg Race, Shot-put, Volleyball & Cricket were organised.

# STOCKIST'S CORNER



#### **Retailers Meet - Noida**



Family Get-together for Retailers organised at Noida

#### Mr. D.D. Sharma -Dy. G.M. (Mktg) awarding the first prize for highest sales in Wall Putty to M/s Pawan Trading Co. Ludhiana

### Stockist & Dealer Awareness

Retailers Meet - Ludhiana



Mr. R.K. Jha - Sr. Manager (CTS), Mr. Pankaj Basra - Sr. Manager, Marketing (Haryana) & Mr. N.C. Shukla - Area Manager at the SDA held at Rewari.

#### **Retailers Meet - Jalandhar**



Mr. Navdish Sharma -Sr. Manager (Marketing), Punjab awarding a retailer

### Corporate Social Responsibility

#### **Blood Donation Camp-Muddapur**

A Blood donation camp was organised by J.K. Officers' & Ladies club (Padam Club & Roshni Club) at Muddapur plant on 26th February, 2011 in association with KLE Hospital & Medical Research Centre, Belgaum, as a part of community service.

On this occasion, our company employees along with contract workers & general public donated blood for the noble cause. A total of 97 people voluntarily donated blood during the camp. Mr. S. Khan - Unit Head, expressed his gratitude to all donors for their wholehearted contribution. On behalf of Padam Club, Mr. S.K. Jain, Mr. K.R. Choudhary and all senior executives of JKWC Muddapur including



Blood Donation Camp at Muddapur Plant



Mr. S. Khan - Unit Head, Muddapur Plant expressing his gratitude to the donors

Mr. S.B. Singh, Mr. Harish Agarwal, Mr. M. Ramappa & Mr. Deepak Sharma actively participated in this programme and made it a grand success. Mr. Uday Kulkarni - Welfare Officer co-ordinated the camp.

Awareness speech on "Importance & benefits of Blood Donation" was delivered by Dr. Vidya Kiran - Sr. Manager (Medical Services), JKWC Muddapur. Dr. Shrikant Virgi, KLE - Belgaum expressed his thanks to the J.K. Management for their generosity, excellent arrangement and support. Free treatment was provided to Thalassemia patients and treatment for Haemophilia and Aplastic anemia cases was offered at nominal rates by KLE. Certificate and Appreciation letter was also issued to the blood donors by Mr. S. Khan.

#### **Donation to Bagalkot District Wrestling Association**



A handsome amount was donated to the Bagalkot District Wrestling Association (BDWA) by J.K. Cement Works, Muddapur. Shri Madhavkrishna Singhania - Special Executive and Mr. S. Khan - Unit Head handed over the contribution to Mr. Kallappa Picheli - President, Bagalkot District Wrestling Association, during his visit to the plant.

Shri Madhavkrishna Singhania - Spl. Executive, Mr. Kallappa Picheli – President, Bagalkot District Wrestling Association and Mr. S. Khan - Unit Head, Muddapur Plant



Shri Madhavkrishna Singhania - Special Executive and Mr. S. Khan – Unit Head handing over the contribution to the President, BDWA

#### **Magnetic Treatment Camp - Nimbahera**

J.K. Cement Works and Vidarbha Arogya Sewa Sansath, Nagpur organised a Magnetic Treatment camp during April 17 - 26, 2011, at the company's premises.

Mr. N.S. Rajput – AVP (Maint.) & President (J.K. Officers Club) was the Chief Guest while Mr. B.K. Upadhyay - Dy. G.M. was the Guest of Honour and Dr. Raja Khobre presided over the inauguration function of the camp and briefed the participants about Naturopathy & Magnetic Therapy. He highlighted the benefits of



Magnetic Therapy for various diseases like asthma, sugar, blood pressure, heart diseases etc. During the camp, various medical services were extended to the employees and their family members.

Naturopathy & Magneto Therapist Dr. Raja Khobre explaining the benefits of Magnetic Therapy at the Magnetic Treatment camp. Also present were Mr. N.S. Rajput – A.V.P. (Maint.) & President (J.K. Officers Club) & Mr. B.K. Upadhyay - Dy. G.M.

#### **Marathon 2011: Save the Girl Child**



Mr. Hemant Sahasrabudhe
- Marketing Head (Grey South),
Mr. Laxmikant Deshmukh
- District Collector, Kolhapur and
Dr. Rajesh Chipre - President,
Lions Club at the event



