

From the Editor's Desk

Mr. Raghavpat Singhania

"With the aim of upgrading your reading experience and to make the newsletter easily available to you, we are launching a brand new 'e' version of our in-house magazine."

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We are in this together Our collective fight against COVID-19

At JK Cement, we have always believed in the philosophy of contributing to the society, especially during times of crisis. We came forward to contribute our bit towards the collective fight against Covid-19.

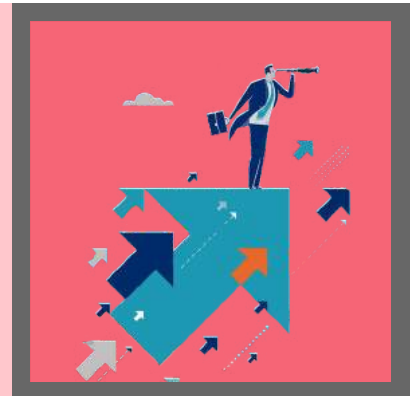
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Learning never stops @ JK Cement

Making the best use of time and technology. Going strong even during the nationwide lockdown, the company and its employees did not refrain from learning and upgrading themselves.

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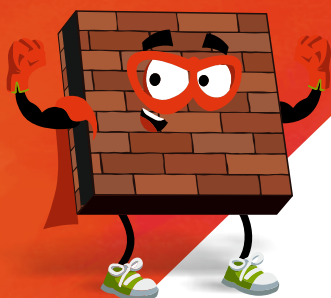
We stand by our commitment We stand by our people

Setting an example for the industry. The Company welcomed many new joiners and effectively carried out the process of joining, induction and training through 'e-joining' despite the challenges posed by the lockdown.

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MR. KNOW-IT-WALL



I know you must be wondering who am I?
I know you must be thinking what am I doing here?
Namaste Team JK Cement!

I am **Mr. Know-It-Wall**, your new 'work-mate'.
Let me introduce you to the all-new version of
our in-house newsletter - **Spotlight 2.0!**

I will be your companion in this new journey that we are
going to embark upon. I'll also bring you some interesting
information, fun facts and trivia!

Go ahead and unveil the first ever edition of Spotlight 2.0!

FROM THE EDITOR'S DESK

Dear Readers,

Hope you and your family are safe, healthy and taking all the necessary measures to fight the pandemic.

As you all know, our newsletter, JK Spotlight, has been a great unifier, bringing all of us together and helping us stay updated on the important happenings across the organization.

Keeping pace with the times and with the aim of upgrading your reading experience, we are launching the 'e' version of our popular magazine.

It gives me immense pleasure in introducing the first edition of our e-newsletter, Spotlight 2.0. I hope you all will extend the same support and love to this new initiative, that made JK Spotlight a huge success!

I would also like to congratulate Team Corporate Communication - the editorial team for this new launch and applaud them for all their contribution towards making the e-newsletter, a prominent platform for enriching communication.

I also take this opportunity to appreciate the dedication and commitment that our employees have shown towards the Company, even during trying times, battling the uncertainty of the pandemic and the extended lockdown.

We have faced the situation as one team and this reinforces my belief that we shall overcome this, together!

I would request all our readers to participate actively and share your valuable feedback and suggestions for making Spotlight 2.0 a huge success.

Stay safe!

Best regards,



Raghavpat Singhania
JK Cement Ltd.



Welcome note from the Editorial Board

"To improve is to change, to be perfect is to change often" – Winston Churchill.

We believe one begins to thrive when one embraces positive change. Each change is a turning page with newer energy, opportunities and experiences. Our internal newsletter, JK Spotlight, has always been a binding force for our employees. With the developments in the ways of communication and advancements around us, it was important to welcome change in the way we brought our organization together through this medium. We are excited to present to you the new and improved version of our newsletter, Spotlight 2.0, which is easy to access, read and interact with. We hope the new e-newsletter will receive the same support and love from you all, which made JK Spotlight a huge success. As always, our endeavor will be to make the newsletter both informative and interactive. Having said that, we are open to ideas that will help us make Spotlight 2.0 even better. We look forward to your valuable suggestions and feedback. You can reach out to us at corpcom@jkcement.com.

Warm regards,

Shivapriya Iyer
Manager – Corporate Communication

Alisha Bisherwal
Officer – Corporate Communication

We are in this together Our collective fight against COVID-19

As the life-threatening Coronavirus pandemic affected lives across the globe, it not only took away lives, but livelihoods too. Driven by the philanthropic vision of Mr. Yadupati Singhania – Chairman & Managing Director, at JK Cement, we have always believed in the philosophy of contributing to society, especially during times of crisis. In wake of this unprecedented crisis, we did our bit towards our collective fight against Covid 19.

Over 2,500 employees contributed their one day's salary to the PM CARES Fund to support the Government's fight against the spread of the Coronavirus.

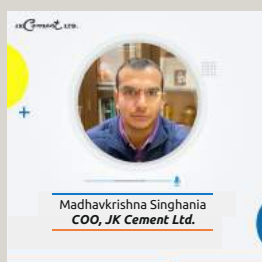


We reached out to Delhi's gallant Corona warriors - the Delhi Police Force, that has been fighting at the frontline, risking life and limb, to ensure our safety and well-being. As a token of gratitude for their unflinching commitment to protect all of us, we contributed 52,000 face masks (amounting to approx. Rs. 11 lakhs) to Delhi Police.

The livelihood of daily-wage earners has been adversely affected by the Coronavirus pandemic. Standing by the painter community in these trying times, JK White Cement extended support to them through Uphaar loyalty program, by giving them the option of encashing their Uphaar points for upto 5000* rupees. The money was directly transferred to their bank accounts. The team kept in constant touch with the painters through digital platforms and offered them moral support.



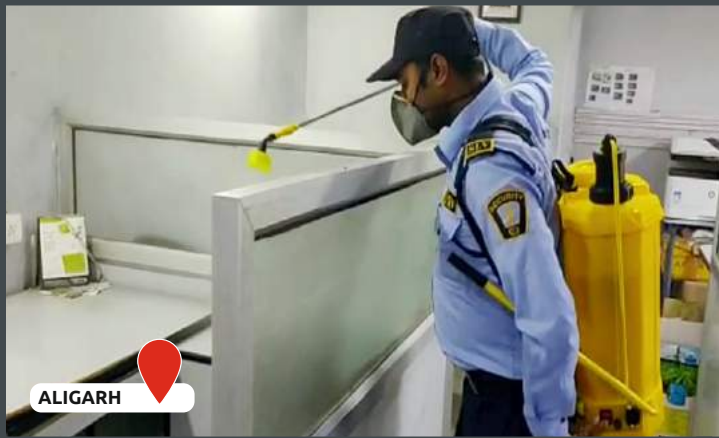
Committed to the well-being of all its stakeholders, JK Super Cement came forward to extend help to its family of contractors. Understanding the adverse effects of the ongoing crisis, the team supported 4000+ contractors with a small token of help which was transferred in their bank accounts.



The senior management, spearheaded by Mr. Madhavkrishna Singhania - COO, JK Cement Ltd. regularly reassured of the Company's commitment to support its employees, painter and contractor community and the society at large. The team constantly circulated communications across stakeholders to spread awareness about the precautionary measures against COVID-19. During these challenging times, we remain committed to supporting the efforts of the Government, in this collective fight.

Safety of our people is our top most priority

The Company took every precautionary measure and followed the instructions of the Government towards keeping the premises clean and safe for the employees and workers across the plants. The plants resumed their operations post all the preparations were made in accordance with the directions and orders of the concerned authorities and necessary compliances.



ALIGARH



GOTAN



JHARLI



BALASINOR



KATNI



MANGROL



NIMBAHERA



MUDDAPUR

WE ARE IN THIS TOGETHER

Company officials across our plants and Head Office joined hands to help the society fight this pandemic. Apart from monetary contributions, the company also supported the local communities through much needed initiatives pertaining to food, shelter and timely payments for casual workers, as well as medical facilities including distribution of PPEs.

JK White Cement Works, Gotan

- Contributed Rs 5 lakh to Collector Nagaur for the fund created to help the people affected by Corona.
- Distributed groceries to the needy families of village Gotan.
- Regularly sent out fire brigade for sanitization of some areas in village Gotan.
- One SUV fitted with announcement system provided to Police Stations for spreading awareness about precautions related to the pandemic.

JK Cement Works, Jharli

- Handed over food packets to Red Cross Society, Jhajjar.
- Vegetables were also distributed.

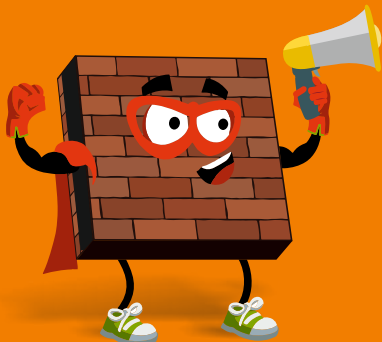
Head Office, Kanpur

- The Management distributed 2000 meal packets daily, along with PPE kits, disposable bed sheets etc. to the hospitals.
- Masks were also distributed among the masses.
- Special food packets containing groceries were prepared under the guidance of the senior management and were delivered to the underprivileged.

JK Cement Works, Muddapur

- Around 3000 face masks were distributed as a part of the CSR activity in the nearby villages.
- In consultation with Tehsildar Mudhol, grocery items were distributed to around 200 deprived people in the area.

EMPLOYEE'S CORNER



Sure, we know you as our dear colleague!

Each one of us is bitten by the '**HOBBY BUG**'. So tell us about your hidden talent or may be an interesting hobby and how you take out time to nurture that passion and keep it alive?

Let us appreciate and celebrate your lesser-seen side!

Watch out for the details of the contest from

corpcomm@jkcement.com

LEARNING NEVER STOPS @ JK CEMENT

Believing in the fact that tough times should not deter us, the Management made the best use of time and technology to build the talent internally to help them face the challenges that lie ahead. Going strong even amidst the daunting times of a nationwide lockdown, the employees did not refrain from learning and upgrading themselves.

The Learning & Development team ensured that the learning for the employees continued. They adopted the concept of virtual training modes, be it on-line modules on the SAP Learning Management System or scheduling in-house on-line technical, behavioural and functional training programmes, using technology especially Microsoft Teams.

The overwhelming number of 6000 learning hours during this period of lockdown shows the enthusiasm among the executives to learn and grow. This is indeed a positive sign that we are ready to greet both challenges and opportunities on the other side of the lockdown.



Participation – Key External Webinars – Manufacturing

CII

Webinar Series – on various Tech. topics

FLSMIDTH

Webinar Series – on various Tech. topics

AKXA

Tech. Webinar – Process Fluctuations & Control System Optimization in Cement Plants

Thyssenkrup

Webinar Series – Kiln Operation & Trouble Shooting

WHO

Infection Prevention and Control (IPC) for Novel Coronavirus (COVID-19)

Key Live Webinars at Corporate Level

Deloitte - HR Strategies for New Normal

Team HR across locations

Leadership During Lockdown

BH, Unit Heads, CHRO, CPO, CIO & Functional Heads

Harvard Business School- How to Lead Courageously During a Crisis

BHs, CHRO, Branding Heads, CPO, & Functional Heads

And more in pipeline from Kellogg School of Management & Wharton Business School

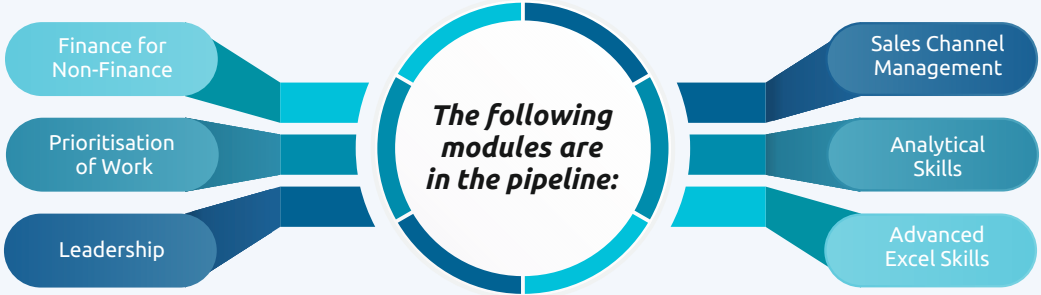
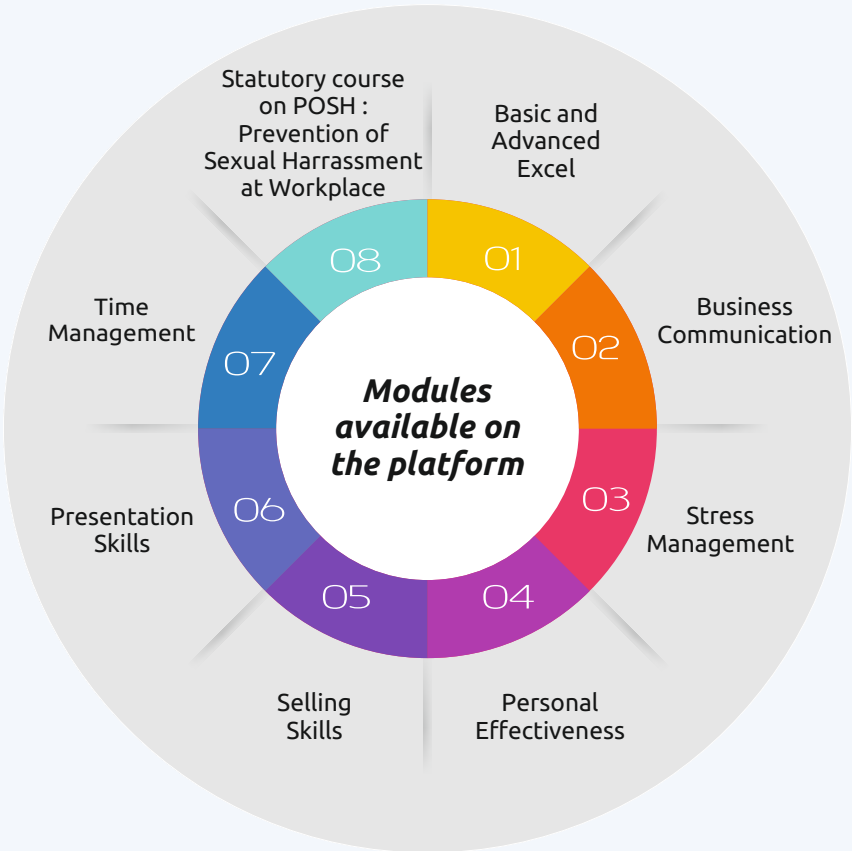
Participation
In-house Webinars - Manufacturing

Webinar Series on OHS (Safety) -
Trainer : Mr. ChunChun Kumar - OHS Head
Participation : Across Plants & Project Team (500 + people and counting)
Special Featured Webinar : **Safe working during Corona risk period**

Participation
In-house Webinars – Cross Functional Trainings

- A) **Webinar Session on :** Refractory and castable by Mr. Umashankar Choudhary - Technical Head (JK Cement Works, Muddapur)
- Participation : Procurement Team (Kanpur & Delhi)
- B) **Webinar Session on :** Quality – to understand Raw Material Quality and its importance in Cement Manufacturing
- Participation : Procurement Team (Kanpur & Delhi)
- C) **Safety Training for Field Force – Sales Team & CTS**

SAKSHAM



WE STAND BY OUR COMMITMENT WE STAND BY OUR PEOPLE

Setting an example for the industry, JK Cement stood by its commitment towards its people despite the challenges posed by the lockdown. The HR team opted for e-joining, without halting the hiring process or deferring the joining dates of candidates and the process of joining, induction and training was completed effectively. Consistent communication with the new joiners was key in onboarding them with minimum hassles and helping them understand their roles. The new joiners include frontline sales staff as well as mid and senior level officials across functions and locations. Here's to staying home and staying effective!

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Truly, technology has enabled seamless joining of new employees who were shortlisted to join at various levels.

Andleeb Jain
Chief People Officer, JK Cement

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In the words of our new joiners



Er. Pavan Y Sethi
Zonal Head – CTS (White Cement)

The HR team at JK Cement made my joining as smooth as it could get, through e-joining. The emotion of being a part of this company can be best described in one line as - 'Trust and care from day one'. It feels like being a part of a family - where no one gets left behind or forgotten!



Gaurav Sharma
DGM Commercial – Business Heads Office (White Cement)

It was a wonderful experience to start my journey with the JK Cement family by e-joining. I would like to applaud the team for going ahead with this way of on-boarding their new employees even amidst this deadly health crisis.



Himani Rautela
Manager – Branding (Grey Cement)

My joining process has been smooth and the e-joining has helped me understand about the company and the processes without any hassles. Within a few days, I felt ready to handle my work.



Shuchit Gupta
Sr. Officer Branding – White Cement

Both my manager and the HR team kept in constant touch and helped me clear all my doubts. Once this lockdown ends, I am keen to meet my entire team and work together.



Kamal Srivastava
State Head – UP 1 (Grey Cement Marketing)

I would like to mention the wonderful job done by the HR team who had taken utmost care regarding my joining, induction, training and educating the rules & policies in a very precise & effective way.

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WE SHALL OVERCOME!

The employees of JK Cement Ltd. kept the spirit high in their own ways to knockdown the blues of lockdown!

JK Cement LTD.

JK SUPER CEMENT
BUILD SAFE

Presenting our Multitaskers

Helping in and enjoying the household chores! Let's contribute in taking care of our families and homes.



Sharing is Caring - Our multitaskers in Grey Cement shared the load of their loved ones by helping with the household chores, thus adding to the happiness of their families!

JK Cement LTD.

JK SUPER CEMENT
BUILD SAFE

#SundayFitnessChallenge

51 Challengers
449,000+ Successful steps
510+ Km Triumphed
20,400+ Kcal Burnt

Meet the achievers who went extra miles and took 15K+ steps

RAUNISH KOPUR (Business Head)	JURY RAJ JAIN (Sr. Manager Logistics)	ADHISHK JOSH (GM)
HARPREET (JGM)	ARVIND SHARMA (Head Sec. Logistics)	DINESH RAWAT (Sr. Manager Logistics)

That's how we knockdown the lockdown!

JK Super Spirit, #StayFit #StaySafe

Sunday Fitness Challenge - JK Super Cement team members went the extra mile for fitness and took the challenge to achieve 10K steps and give this lockdown a cold shoulder. Some achiever successfully completed the challenge and crossed 15k steps!



Share the load - Taking part in every little activity at home, the men did their bit to help their better halves and ease the burden off their shoulders.

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JK CEMENT
WallMax X
White Cement Based Putty

House @ Home

A team that plays together, stays together!



Team JK White Cement, enjoying e-Tambola

A team that plays together, stays together - JK White Cement team organized a fun engagement activity with a game of e-Tambola to re-energise the employees and help break the monotony of work-from-home.

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Heal your mind, body and soul with Yoga

JK White Cement employees practiced Surya Namaskar!

#EnjoyYourIndoors



Making health a priority - JK White Cement employees took some time out for their physical and mental well-being with the 12 asanas of the Surya-Namaskar.

JK Cement LTD.

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Webinar on Living in the COVID-19 ERA
Curated by JK White Cement

Team JK White in discussion with Dr. Gaurav Mishra



Dr. Gaurav Mishra (Resident Doctor, SGMH, New Delhi) advised channel partners & employees on health precautions in times of COVID-19 during this webinar

900+ participants

Webinar on Living in the Covid 19 Era - Team JK White Cement organised a Webinar on Living in the COVID-19 era for its channel partners & employees with Dr. Gaurav Kumar Mishra, a Resident Doctor at Sanjay Gandhi Memorial Hospital (Delhi) where he has been leading the war against Coronavirus. While busting myths around the virus, he also advised on health precautions that should be taken as we gradually get back to business.