

HIGHLIGHTS

COVER STORY

Passion. Purpose. PROGRESS

The trust of the stakeholders and the positive spirit of the employees helped JK Cement Ltd. not only survive but thrive the challenging journey of 2020

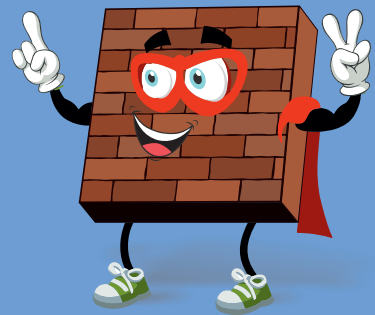


BRAND CAMPAIGNS

Both the Grey as well as the White Cement Business had something new to offer through their 'brand' new social campaigns

EMPLOYEE'S CORNER
SPOTLIGHT is on the real you

Celebrating the lesser seen side of the people of JK Cement



CELEBRATIONS ACROSS PLANTS

Teams across plants came together to celebrate the 136th Founder's Day, Diwali and other festivities

ACTIVITY HIGHLIGHTS FROM
JK WHITE CEMENT (AFRICA) LTD.

Sales promotion initiatives and meets for painters



FROM THE EDITOR'S DESK

Dear Colleagues & Friends,

For most of us, the year 2020 has been incredibly challenging, transformative and life-changing. Looking back, we can see that the lessons we've learned - about health, resilience, commitment, community etc. - are lessons that will hopefully stick with us for the rest of our lives. Many predictions failed, many new ones came in; and came in some permanent changes in the ways we lived, worked, or conducted our business.

Though the times were tough, the spirit and commitment of every individual in the organisation helped the Company rise up to a new level of accomplishments.

The journey has been exciting to the brim. In this issue of Spotlight 2.0, we bring to you a round-up of the developments that took place around the Company in 2020.

Both the Grey and White Cement divisions embarked upon new journeys with their latest brand campaigns on social media. While JK White Cement introduced the 'MaxX' range of products with the 'MaxX Hai Na' campaign, JK Super Cement paid gratitude to the frontline Corona warriors - the doctors and their selfless service to the Nation.

Keeping the COVID protocols in strict check, the teams at various plants celebrated the festivities with fervor and enthusiasm. Our teams across plants came together to help the nearby villages, as a part of their commitment to serve the community.

Together, the JK Cement family has risen above the unprecedented times and has proven to be a strong team. As we step into 2021, I wish everyone a year full of fresh hopes and aspirations and pray that we are blessed with the strength to achieve greater heights in the times to come.

I would like to thank everyone for their active participation towards our new e-newsletter. We look forward to your continued support and suggestions.

Wishing one and all a Happy New Year !



Andleeb Jain
Chief People Officer
JK Cement Ltd.



NOTE FROM THE EDITORIAL BOARD

We take this opportunity to wish all the members of the JK Cement family a very happy and a prosperous New Year. May this new year mark the beginning of new possibilities, adventures and opportunities for us all! We hope and pray for a healthier and happier year ahead.

On behalf of the editorial team, we would also like to express our gratitude to our contributing readership. Spotlight 2.0, in its new form is gaining momentum, only because of your active participation.

We look forward to your continued constructive suggestions and enthusiastic support to make the newsletter even more exciting in 2021.

Warm regards,

Shivapriya Iyer
Manager – Corporate Communication

Alisha Bisherwal
Officer – Corporate Communication

COVER STORY

Passion. Purpose. PROGRESS - Mapping the journey of the year 2020

The Coronavirus outbreak and the economic turmoil that followed have shaken businesses to the core. While many companies are walking tight rope during the pandemic, we at JK Cement Ltd. have managed to not just survive but thrive the journey.

As the dust is settling and people are adjusting to the new normal, we are proud that ours is one of the few brands that held strong even in the times when sustaining was a big challenge in itself. Engagement with our audience, internal and external advocacy, loyalty towards all our stakeholders and strong relationship with the community helped in cushioning the Company and instilling confidence among its members to excel.

The positive spirit and never-say-die attitude of the employees and the stakeholders helped us create great value out of the most difficult times.

Here's a round-up of developments and achievements of the company in 2020.

Continuing to add strings of achievement

The year bestowed some of the most prestigious awards on the Company; one of them being the 'Great Place to Work' certification appreciating the high-trust work culture and enhanced employee experience at JK Cement Ltd.



We are growing stronger

JK Super Cement marked key milestones in the business journey with the launch of two new grinding units in Aligarh (UP) and Balasinor (Gujarat). With this, the total capacity of Grey Cement has increased to 14.7 MTPA. Further strengthening our deep rooted brand presence across the country, these plants will enable us reach out to new markets, serve more customers and also generate employment for the locals.

Campaigns that not just caught eyeballs but also stole hearts

White Cement

- #EnjoyYourIndoors - Employees across the organization showcased their sides that were never seen before, sharing pictures of times spent with their families, about their hobbies and how they spent their time indoors during the lockdown.
- In order to gain attention of the contemporary homeowners and to stay abreast with the changing market dynamics, JK White Cement aced up the game by introducing its 'MaxXHaiNa' campaign which reinforces the brand's initiative to bring all the brands of JK White Cement under the 'MaxX' umbrella.



COVER STORY



Grey Cement

JK Super Cement paid tribute to construction workers with its campaign #YehPuccaHai, saluting their spirit, strength and hard work that drive the development of the country.

Furthermore, JK Super Cement launched another social campaign #ThankYouDoctors as a tribute to the frontline Corona Warriors, the doctors, who have toiled day and night to keep the Nation safe from the deadly virus. The film garnered overwhelming engagement on various social media platforms, including 4.2 M views on YouTube and 11.6 M views on Facebook.

The all new avatar of JK White Cement

Strengthening the commitment to deliver only the 'MaxX'imum to the customers, White Cement division introduced the brand new avatar of JK White Cement; JK Cement WhiteMaxX, for maximum whiteness, maximum strength and most importantly maximum customer satisfaction.



Extending a help hand towards our stakeholders and the society

Committed to the wellbeing of the members of the JK Cement family and that of the society, we did our bit to help the people in need, to minimize the repercussions of the devastating crisis.

JK White Cement division, under the Uphaar Loyalty Program, helped the painter community by encashing their points earned directly to their bank accounts. Even the teams from Grey Cement kept in constant touch with their contractors at the ground level to keep a check on them and offered moral as well as financial support through their initiatives for contractor's welfare.

Apart from monetary contributions, the company also supported the local communities around its plants and offices through much needed initiatives like food, shelter and timely payments for casual workers, as well as medical facilities including distribution of PPEs and masks.



Ensuring employee health, safety and well-being

During the COVID-19 pandemic, the employees and workers were given special attention while they returned to work from the lockdown. Regular checkups, sanitization of the premises, awareness programs following strict protocols etc. were conducted on a regular basis to ensure everyone's safety. While the employees and workers took care of the operations around the Company, the Company took the responsibility of their well-being and the Management made sure that their worries were put to rest.



We grew along the learning curve

The times got tough during the pandemic, but it wasn't tough enough to break the motivation of our employees. Even when the situation wasn't conducive, our people made the best use of their time. Training sessions, workshops and webinars by experts kept the learning going. From COVID-19 awareness sessions to training and motivational webinars, from fun workshops to some serious teachings, the employees utilized every moment to learn, upskill and create value.



B R A N D C A M P A I G N S

THANK YOU DOCTORS

#YehPuccaHai

JK Super Cement pays tribute to frontline Corona warriors, the doctors, who sacrificed their lives while saving patients during the ongoing COVID-19 pandemic and continue to ceaselessly do so. This campaign is a continuation of JK Super Cement's efforts in acknowledging the front line warriors of COVID19. The moving campaign depicts a mother's constant and resolute perseverance towards her responsibilities as a doctor, sacrificing at times her responsibility as a mother, and the disappointment of being unable to celebrate Diwali with her loving daughter.

The #YehPuccaHai – THANK YOU DOCTORS social message film garnered overwhelming engagement on various social media platforms, including 4.2 M views on YouTube and 11.6 M views on Facebook till date. People are showering praises on the thought behind the film and are emotionally relating with the theme of the story.



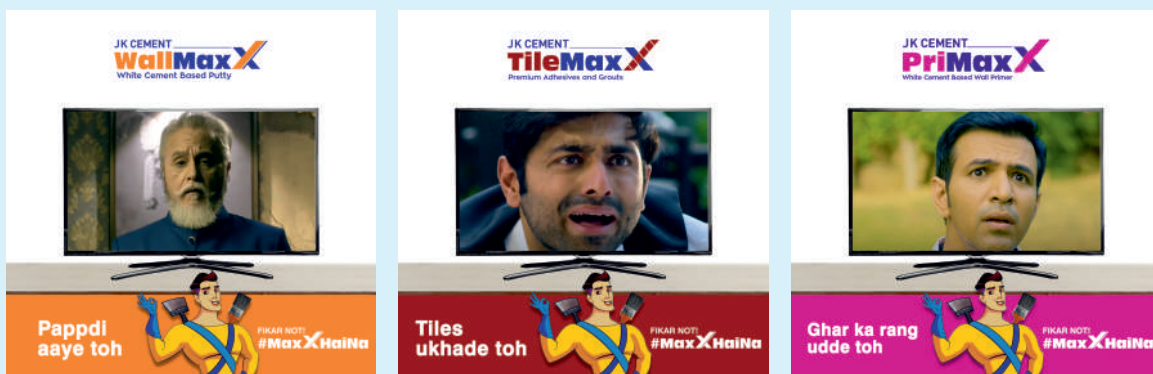
FIKAR NOT!

#MaxXHaiNa

Launch of a new communication campaign for MaxX range of products!



A legacy of two Superbrands, a position of market leadership and with several awards and accolades under its belt, JK White Cement has launched a quirky new communication campaign. The new campaign aims at celebrating the integration of its complete and diversified product offerings under the MaxX umbrella in order to take on all the home improvement related woes of our consumers. The slick, fun and youthful new communication social media campaign has been launched to appeal to even the younger audiences and to drive home the message – **Fikar Not #MaxXHaiNa!**



The 15 seconds films bring the essence of JK White's MaxX range of products to the fore, while engaging audiences through the superlative use of humour, visual content and music. This campaign finds resonance with and reinforces the recent rebranding initiative of bringing all the brands of JK White Cement under the 'MaxX' umbrella. It also informs audience about the solutions to all their home improvement problems is in fact, the MaxX range of products. Be it an embarrassing, flaking wall hidden behind a wallpaper or a disaster that could happen due to a tile de-bonding or a house losing its sheen in a matter of months – these are some situations that can catch us off guard and put us on the spot. Giving these situations a humorous touch the #MaxXHaiNa campaign, in a memorable manner, tries to reinforce the benefits of the MaxX products.

“

We have always aspired to raise the bar by providing the best quality products and services. At the same time, we have continued to reinvent ourselves, keeping abreast with the changing market dynamics and consumer expectations. We have expanded and strengthened the JK White Cement portfolio with the aim of providing better than the best and bringing uniformity in our brand architecture. Our 'MaxX' family of products provide a one stop solution to the customers for all their home building needs.

Mr. Niranjan Mishra
Business Head (JK White Cement)

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With crisp digital ad films, intelligent content and catchy music forming the fulcrum of the campaign, "MaxX Hai Na" aims to reassure consumers, that no matter what their home improvement requirement is, the MaxX range of products is the solution. With a youthful and quirky tone, our campaign has been designed to be creative, yet contextual and the tagline 'Fikar Not, MaxX Hai Na' is memorable as well as relevant.

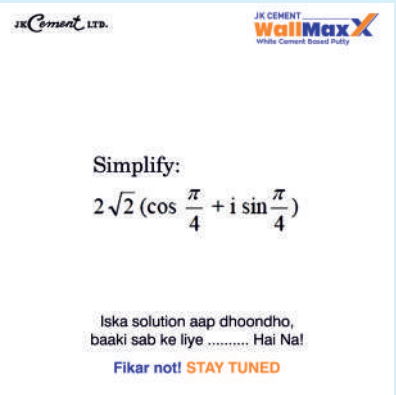
Mr. Nitish Chopra
Head - Strategy & Branding (JK White Cement)

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The ad films showcase some of the products in JK White Cement's portfolio - JK Cement WallMaxX (wall putty), JK Cement PriMaxX (wall primer) and JK Cement TileMaxX (tile adhesives and grouts). All the products in the MaxX bouquet are an extension of JK White Cement's core brand messaging i.e. delivering the maximum in everything it stands for. Pro-actively reaching out and identifying consumer needs while understanding emerging patterns like digital and music, 'Fikar Not, MaxX Hai Na' is an off-the-wall marketing tagline easily identifiable with our customer base. The campaign is live across a mix of offline and online platforms including print and social media.

The digital trend has witnessed a swell owing to the pandemic hitting physical presence and marketing. In addition to conventional media, which still forms an important medium for reaching the TG, these aspects of content marketing have been important to establish a consumer connect with the Brand when physical presence is absent; and JK White Cement has hit a home run yet again, putting all of these strategies to 'MaxX' use!

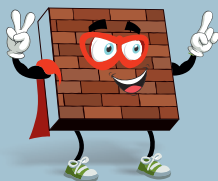




The campaign was promoted on OTT platforms like MX Player and Gaana along with social media platforms like Facebook, YouTube, Instagram, LinkedIn and Twitter, garnering a reach of 25 million and still counting. The carefully thought strategy of promoting it during the blockbuster release of Aashram (a popular show on MX Player) along with other channels of communication, have increased its impression value in the minds of consumers. The hashtag #MaxXHaiNa will play a pivotal role in designing the future communication campaigns for the JK White Cement division.

Employee's

CORNER



Spotlight is on the Real You
Let's take a moment to celebrate the talents of
the people of JK Cement!



I often take out time to pursue my hobbies; which includes photography, writing, travelling and much more. As a manufacturing unit's employee, it is very hard to find time for myself. But I believe when one wishes wholeheartedly for something to happen, the universe helps us manifest it in some or the other way.

After a tiresome day, my passion for writing and other hobbies help me cool down and release all the stress I experience throughout the day.

I often observe my surroundings while travelling and I tend to click pictures of the things that amuse me. I clicked one such picture of

the Radha-Krishna Temple at JK Cement Works, Nimbahera in the evening in the natural lighting. It was a beautiful sight and the picture needed no special effects or editing.



Akash Bohra

Graduate Engineering Trainee, Electrical
JK Cement Works, Nimbahera

"One good thing about music, when it hits you, you feel no pain"
-Bob Marley



Whatever the feeling, it is based on emotion. Music has an impact on our mood, memory, performance and wellbeing. Music is the soul of life and a way to express one's feeling that otherwise cannot be put into words. My favorite hobby is playing and listening to music.

Music helps me relax. The different kinds of sounds and their variations often made me curious and that's how I started learning music.

My love for music began from my school days where I used to take part in small programs. Later, when I became a volunteer in NSS during my college days, I started taking the lessons more seriously. I also got an opportunity to represent my college in National Level Youth Festivals and Camps.

I am not perfect but I am still learning, and love to play Khartal, Dholak, Harmonium, Keyboard, Morchang etc. because learning never ends. After my office, at home I spare some time for music. My family also enjoys music with me, so whenever I get free after work I listen to music or practice instruments to uplift my mood.

Krishna Kant Daiya

Quality Control Dept.

JK White Cement Works, Gotan

Banker's visit to JK Cement Works, Jharli

Bankers from reputed banks including Indian Bank (e-Allahabad Bank) and Union Bank of India, along with their Sr. Officials, made a joint visit to JK Cement Works, Jharli on 24th December.

Mr. Pukhraj Jain and Mr. Vishal Jain from Jharli unit and Mr. Ajai Srivastava, Finance Deptt. (Delhi) were also present during this visit.



Imparting the right spirit for a successful journey ahead

• E-Induction program for Management Trainees - Grey & White Cement Business

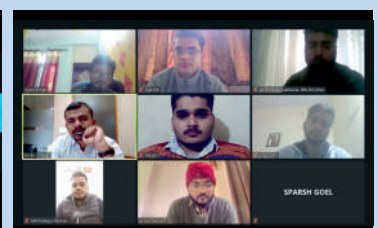
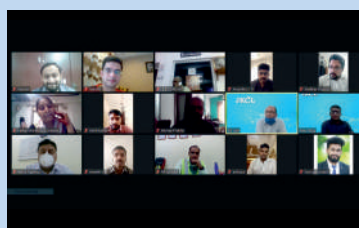
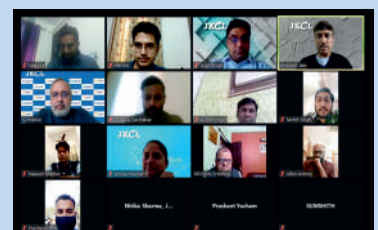
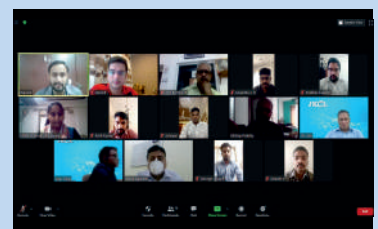
Batch of Management Trainees (in the Sales & Marketing Team) was recruited and on-boarded followed by a 3 days online induction program. The induction program included interaction with Business Heads/HR Head/President Marketing along with other power packed sessions about their field of work.

• E-Induction program for Experienced professionals who joined White Cement Business (Sales & Support Function) in the month of October – November

A virtual induction program was conducted for the newly appointed professionals in the White Cement Business. The session was attended by the Business Heads and HR Head along with the new recruits.

• Webinar Series (on-going) – Finance for Non-Finance Executives

This is a year-long intervention, where members from our Accounts Team at Head Office are training officials in the Sales & Marketing Team.



Remembering the Founding Father

136th Founder's Day Celebrations

Jharli

On 7th November, JK Cement Works, Jharli celebrated the 136th Founder's Day, on the birth anniversary of Late Shri Lala Kamlapat Singhania. As a gesture to pay tribute to the founding father, Mr. Umesh Rangwani – Head (E & I) garlanded his photo and offered flowers, in the presence of other team members of the plant.

Mr. Rangwani addressed the gathering and highlighted the achievements and invaluable contributions of the great visionary. He also emphasized that one should take lessons from his life and try to follow his footsteps in order to take the organization to newer heights of success.



Muddapur

JK Organization's 136th Founder's Day was celebrated on 7th November with great devotion at Muddapur Plant. Mr. U.S. Choudhary - Technical Head garlanded the portrait of Late Shri Lala Kamlapat Singhania and addressed the gathering. He spoke about the inspirational life of the founding father and accentuated his achievements. Mr. Shivayya Swamy - Head (HR) other executives & staff members actively participated in the celebration.



Celebrating light, life & goodness!

Diwali Celebrations

Padam Tower

Diwali celebrations at Padam Tower began with prayers being offered to Lord Ganesha and Goddess Lakshmi. The pooja was performed by Mr. Raghavpat Singhania - Managing Director and Mr. Madhavkrishna Singhania - Deputy Managing Director and CEO. Members from Senior Management along with functional heads were also present to seek blessings of the Almighty.



Gotan

The celebrations of the festival of lights, Diwali, began at Gotan with prayers offered to the goddess of prosperity and wealth, Goddess Lakshmi.

Lakshmi Poojan, the offering to the Almighty that forms the essence of the festival, was performed on 14th November in the administrative hall of both the Grey Cement and White Cement units. Mr. S.K. Jain - Unit Head and Mrs. Alka Jain performed the pooja at JK White Cement Works while Mr. C.P. Jhagdawat - Vice President (C&A) and Mrs. Usha Jhagdawat performed the pooja at JK Cement Works, under the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdasji Shyamdasji Samadhi. HODs, employees and other workers present in this pooja ceremony also sought blessings of Goddess Lakshmi for themselves and their families. The event was concluded with prasad distribution to all the attendees.



Katni

This year Diwali was celebrated with full enthusiasm at Katni. Mr. Amit Choudhary and Mr. Praveen Singh, along with other employees of the company, commenced the celebrations by performing pooja in the admin office. The pooja began in the morning, where all the employees and other workers sought blessings of Goddess Lakshmi and Lord Ganesha and ended with prasad distribution to the gathering of devotees.



Employees and contractual workers were present in good numbers to seek the blessings of the Almighty on the auspicious occasion of Diwali.

Jharli

At JK Cement Works, Jharli, Diwali celebrations commenced with the auspicious Lakshmi-Ganesh Pujan. The pooja took place in the accounts section of the plant and was attended by Mr. Anirudh Dani - Unit Head and other Jharli team members.

Prasad and sweets were distributed amongst all the employees and workers in the plant post the pooja.



HO HO HO Secret Santa Came Home This Christmas!

This year although the workstations weren't decorated, the cubicles weren't adorned with mistletoes, stars and dangles, the modern day practice of exchanging gifts kept the spirit of Christmas high among the employees.

The Secret Santa tradition once again became synonymous with workplace Christmas celebrations at Padam Tower, Kamla Tower, Aligarh and Balasinor units. Every participant had to submit their address and then they were assigned their Secret Child to send presents for Christmas but without revealing the sender's identity.

Even though the members of JK Cement family couldn't be together physically to celebrate the day, the zeal of festivities reached their homes along with the true essence of Christmas - spreading joy, love and laughter.



Transcending Backgrounds & Boundaries Celebrating Karnataka Rajyotsava - Muddapur

65th Karnataka Rajyotsava day was celebrated on 1st November with great joy and vigour across the state of Karnataka. At JK Cement Works, Muddapur, Chief Guest Mr. RBM Tripathi - Unit Head hoisted the red and yellow Kannada Flag & offered pooja to 'KANNADAMBE' followed by chanting of Kannada anthem (Jaya Bharatha Jananiya Tanujate). Respecting the Guard of Honour, Mr. Tripathi in his address, admired the rich culture, sculptures and serene religious practices of Kannadigas and nature's beauty of the land of Sandalwood - KARNATAKA. He remembered his long association with Karnataka during his graduation days. He conveyed his good wishes to all Kannadigas. He also stated that JK Cement Ltd. will continue contributing towards the development and prosperity of the State of Karnataka.

Mr. U.S. Choudhary - Head (Technical), Mr. Kapil Agrawal - Head (Commercial), Mr. Shivayya B Swamy - Head (HR), executives, employees, security personnel and other workmen also marked their auspicious presence during the celebrations.



Activity Highlights from JK White Cement (Africa) Ltd.

CSM (Counter Sales Meetings) ACTIVITIES FOR THE PAINTERS

Counter Sales Meetings (CSM) form an integral part of marketing and branding activities in Tanzania. It is a monthly activity and is a vital step taken to train painters right from surface preparation stage to JK Wall Putty product application.

These meetings were scheduled when the unprecedented Covid-19 pandemic hit the world and social distancing steps were initiated by the Government. The aim was to keep JK Wall Putty and its attributes rooted to the minds of the painters while creating a long term relationship and expanding the customer database.

Minimum 40 new painters are trained from each zone by zonal sales representatives along with the applicators per month, up-skilling a total of 200 new painters by training them every month across the country.



SALES PROMOTION INITIATIVE IN KENYA

With the growing competition in skimming products in Kenya, it was crucial for the team to initiate sales promotion of "buy 25 bags of JK SkimMaxX and get 1 free" to maximize sales, attract and retain loyal customers. In this case, the aim was to get the painters to purchase and also influence house owners to always opt for the best skimming product in Kenya.

This sales promotional initiative was launched on 2nd November. It took a different turn when bulk SMS campaigns were initiated with the aim of delivering the message easily to all the painters at once. The much needed painters attention, curiosity and inquiries began knocking in immediately after the launch of the scheme. Although the promotion is still at its initial introductory stage, it has intrigued excitement, product knowledge and sales around the market.



CSR

Donation for Animal Fodder

Jharli

As a part of service dedicated towards the society, some members from JK Cement Works, Jharli visited Khanpur Khurd village on 5th November. On behalf of the plant, the team donated Rs. 50,000 to Mr. Uday Singh, Sarpanch Khanpur Khurd for arranging animal fodder.

