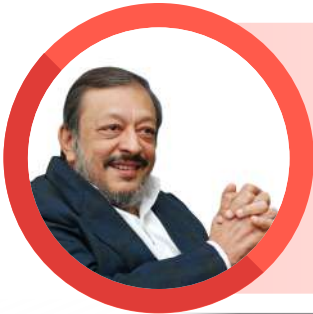


HIGHLIGHTS

COVER STORY

Venturing into the future with a deep rooted legacy

Ushering in a new era of leadership and innovation for the brand, JK Cement Limited launched its new brand identity. The modern and minimalistic corporate logo is not only contemporary and forward looking but strongly depicts the core values of the company.



Reminiscing the visionary

Teams at various locations came together to commemorate the death anniversary of our visionary leader, Late Shri Yadupati Singhania ji.

Latest initiatives

JKCement strengthened the social infrastructure at various locations in and around its plants.



Selfless giving is the art of living

On the birth anniversary of the former managing director, Late Shri Yadupati Singhania ji, several CSR initiatives were undertaken across all the locations. These included blood donation camps, donation drives at old age homes, orphanages, labour hutments, cattle sheds etc.

Celebrations

As festivities made their way, the JKCement family at various locations gathered to celebrate Engineer's Day, Diwali and Vishwakarma Puja with all the zest and zeal.



FROM THE EDITOR'S DESK

Dear Colleagues & Friends,

The Year 2021 has been a landmark year in JKCement's journey towards excellence. Unfazed by the challenges posed by the global pandemic, our employees showed exemplary resilience and marched on to triple our market capitalisation to 3 Billion Dollars.

Honouring the unmatched contribution of Late Shri Yadupati Singhanian ji, we refreshed our brand identity backed by his vision of being the "first into the future". The new visual identity symbolises the letter "Y" which is a tribute to our visionary leader and also represents his stature in the Company; A Tree of Abundance. Our new corporate song "Hum Banayen Kal" sung by Padma Shri Shankar Mahadevan celebrates the brand's indomitable spirit, strength and unity.

Reminiscing our founding father on his 1st death anniversary, several CSR initiatives were undertaken across all our locations. Apart from providing monetary support, we strengthened the medical infrastructure at our plants in Muddapur and Panna, conducted vaccination drives and provided meals to COVID -19 patients at various hospitals.

It gives me immense pride to share that Mr. Basavraj Hoddadi, from Muddapur plant has secured 2nd position in Men's 100 meters running race at ATTF International Open Para Games 2021. This win has brought in a great sense of pride for the entire JKCement family.

Keeping the necessary protocols in strict check, the teams at various plants celebrated the festivities with fervour and pageantry.

Closing this note on a crest, I would like to announce that JKCement has embarked on a new growth trajectory with moving its new corporate HQ to a new location at Prism Towers, Gurugram. Congratulations to every member of the JKCement family!

Andleeb Jain

Chief People Officer
JK Cement Ltd.



NOTE FROM THE EDITORIAL BOARD

The beginning of the calendar year is at its heart! A clean slate and the chance to do things differently – with fresh ideas and attention to purpose. It is also a challenging time for most of us as we gear up for a new schedule and plateful of new tasks!

With your active participation and initiatives, our e-newsletter has gained gradual momentum. The editorial team is constantly exploring ways to make Spotlight 2.0 more engaging and interesting for our readers.

We request you to share your valuable inputs or ideas to help us develop Spotlight 2.0 into a communication medium that keeps you informed as well as entertained!

We look forward to hearing from you. Happy reading!

Warm regards,

Team Corporate Communication

Look out for the new revamped versions of Spotlight 2.0

VENTURING INTO THE FUTURE WITH A DEEP ROOTED LEGACY



Unfazed by the global pandemic, the company managed to triple its market capitalization to reach USD 3 billion in the last fiscal year, reaffirming its leadership position in the cement industry. Celebrating the stellar performance and paying tribute to the unmatched contribution of the former Managing Director, Late Shri Yadupati Singhania ji, JK Cement Limited refreshed its corporate brand identity and unveiled its brand new logo.



A SOLID LEGACY OF TRUST



A contemporary and forward looking corporate brand identity, in sync with the changing times strongly reflects the multiple dimensions of the Company. While the new identity and vibrant persona usher in a new era of leadership and innovation for the brand, the tagline, 'A Solid Legacy of Trust', reflects the core values of the brand.

This brand new avatar of JK Cement Limited was officially unveiled at a special virtual event by

Dr. Raghavpat Singhania
Managing Director
JK Cement Ltd.

Mr. Madhavkrishna Singhania
Dy. MD and CEO
JK Cement Ltd.

Mr. A. K. Saraogi
Dy. MD and CFO
JK Cement Ltd.

On their journey of transformation, the company is focusing upon developing people, building strong brands, creating value for all stakeholders, diversification and digitization. The new logo was thus introduced to commemorate Late Shri Yadupati Singhania's teachings and also represents the organization's vision for the future.



“ I am extremely happy that our new logo commemorates our mentor and guide, Late Shri Yadupati Singhania Ji's memory while embodying our Organization's vision for the future. He was a true visionary and a champion of change, who believed that, to be leaders we have to be the 'first into the future'. At JKCement, we have always been committed towards creating value for all our stakeholders. We have been a forerunner in adopting innovative best practices which have helped us to stay ahead of the curve and successfully navigate many difficult situations, even during the pandemic. We wanted to introduce a symbol that represents Yadupati Ji's vision, values and legacy. The alphabet 'Y', the central theme of the symbol is inspired by him and it is his vision that has propelled JKCement towards continuous growth. Our new corporate logo not only encapsulates the very essence of our brand while giving it a fresh dimension, but also renders it a contemporary and differentiated identity.”

- Dr. Raghavpat Singhania, Managing Director, JK Cement Ltd.



The Tree of Abundance

The tree trunk spreads wide
The branches reach high
Spurring us on
To reach for the sky.

Y for our founding father
Late Shri Yadupati Singhania Ji
Energy and sustainability
Define our Abundance Tree.

Green is our vision
Grey, our foundation
Blue is the limitless sky of opportunities
That inspires our transition.





“The symbol 'Y' in our new visual identity is inspired by the metaphor that the 'tree' represents - the tree of abundance, which beautifully captures the philosophy of our organisation. It also pays homage to our Tauji, Late Shri Yadupati Singhania Ji who strived to create a beneficial ecosystem for all our stakeholders to succeed and thrive in. He nurtured JKCement into an organization with a solid foundation of trust and one that gives back selflessly to the society. Our new corporate identity reflects our core ethos and our ongoing mission of transformation and we hope to take Tauji's legacy of excellence and humility forward with this new and exciting chapter in our brand journey.”

- Mr. Madhavkrishna Singhania, Dy. MD and CEO, JK Cement Ltd.

Celebrating the vision of the former Managing Director of building a strong and prosperous nation for the future generation, JKCement also released its Corporate Song – Hum Banayein Kal. Encapsulating the essence of the company's journey and contributions made towards nation building, the song is a musical celebration of the brand's indomitable spirit, strength and unity.

Sung by the music maestro, Padma Shri Shankar Mahadevan, Hum Banayein Kal was released on the birth anniversary of Late Shri Yadupati Singhania ji on 29th September 2021.

Inspired by his vision and legacy, JKCement has risen above challenges as a family and has continued on the path to fulfil the promise of building a stronger tomorrow. JKCement has grown to be an organisation that not only

succeeds on the business course but also gives back selflessly to the society. The new corporate song symbolizes this and falls completely in line with the new brand identity that represents the organisation's vision for the future as well as the core values of strength, sustainability and the spirit to conquer an endless sky of opportunity.

The corporate brand transformation of JKCement was supported by a 360 degree integrated campaign encompassing print, digital and social media, on ground brand visibility, public relations etc.

Continuing on the path paved by the visionary leader, Shri Yadupati Singhania ji, JKCement family is determined to carry forward his legacy of excellence and build an empire on the solid foundation of trust.



JKCement signs a MoU with IIT Kanpur

JKCement signs a Memorandum of Understanding (MoU) with IIT Kanpur to collaborate for setting up a Super-Specialty Hospital as part of the School of Medical Research & Technology (SMRT)



Our corporate website just got a makeover! Experience the seamless user interface

In an endeavour to ace the digital race, JKCement has launched a new corporate website. With a fresh and contemporary look and packed with latest features, the new website provides a seamless and intuitive user experience.



Presenting the winners of 29th and 30th Architect of the Year Awards



JKCement celebrated 3 decades of architectural excellence at the 29th and 30th Architect of the Year Awards (AYA).



Reminiscing the Visionary - Paying Tribute to Our Leader **Late Shri Yadupati Singhania Ji** on His Death Anniversary

Paying homage to the departed soul at Gotan

JKCement team at Jodhpur office gathered to remember our visionary leader on his death anniversary. To pay respect to the departed soul, the team maintained a moment of silence and prayed for his soul to rest in peace. The members present at the event also showered flowers at the picture of Late Shri Yadupati Singhania Ji.



Remembering the Compassionate Leader with an Act of Good Deed at Panna

To commemorate the one-year anniversary of Late Shri Yadupati Singhania ji, the Panna team donated blankets & bed sheets to an old age home. They spent their day with the residents from the old age home and also provided lunch and dinner.

Inspired by the founder's great vision and commitment to serve the society, the team from Panna pledged their support to serve the community in its area of operations. They also distributed umbrellas to Government schools in nearby villages.



Dy. MD and CEO, Mr. Madhavkrishna Singhanian pays a visit to the Jaykaycem (Central) plant at Panna

On 3rd August 2021 Dy. MD & CEO, Mr. Madhavkrishna Singhanian visited the site and toured the site area. He expressed his sincere appreciation to the team at Panna for their continuous efforts in improving the progress of the site. He was happy to note that they were committed to making a productive contribution during the pandemic.

During Mr. Madhavkrishna Singhanian's visit, he spoke to every individual and acknowledged their feedback and concerns. The team further discussed the upcoming projects & future plans of the organization. At the end of his visit, the Dy. MD & CEO planted a sapling in front of project office. Motivated by his parting words the team at Panna promised to make this project successful in every aspect.



Collaboration Visit of Industry Leaders to YPSVEF Institutes at Kanpur

With an objective to bridge the gap between industry requirements and academic curriculum, Yadupati Singhanian Vocational Education Foundation (YPSVEF) hosted an array of industry leaders at its institutes in Kanpur to experience in person the strides made by our students in developing their vocational skills.

The industry delegation comprised of Mr. Satyanarayana Maharana, Advisor - Electronic Sector Skills Council of India, (ESSCI), Mr. Virender Dhiman, CEO representative - ESSCI, Dr. Sachin Verma, VP (HR) - Solex Energy, Mr. Arun K Singh, Director - Phytex embedded, Mr. Om Prakash, Director - IG Drones India and Mr. Amit S. Regional Head-Havells India. The delegation visited the twin campuses of Yadupati Singhanian Industrial Training Centre & Yadupati Singhanian Centre for Vocational Skill Development and had a very engaging interaction with our students and

faculty members. The Students showcased their unique projects on Robotics, Drones & Solar cycle. The officials were impressed with the strong practical skills and discipline the students demonstrated.

The distinguished industry leaders agreed to extend their support to the institute and its students in multiple spheres to fulfill the vision of our former CMD Late Shri Yadupati Singhanian ji.

Havells and IG Drones have agreed to set up a Center of Excellence in YPSITC. Other organisations have also committed to various initiatives like OJT with stipend, micro-entrepreneurship programs, advanced trainings in technologies like IoT, Robotics & UAV. The industry leaders also agreed to offer placements to deserving students coupled with trainings and certifications.



Latest Launches

Inauguration of Newly Established Cement Concrete (CTS) Lab at Muddapur Plant

The "Concrete Lab" is an addition to the existing state-of-the-art Technology Center at JK Cement works, Muddapur, that will enable JKCement to achieve new benchmarks in the industry.

The lab was inaugurated by Mr. Uma Shankar Choudhary - Unit Head & Chief Guest, in the presence of Mr. KS Shrinivasu - Head (Technical), Mr. Kapil Agrawal - Head (Commercial) and Mr. Shivayya B Swamy - Head (HR), Departmental Heads, other executives and staff on 27th August 2021.

This lab will enable hands-on testing perspectives of

Concrete (Fresh & Hardened Concrete) and comes with the following benefits:

- R&D work for continuous improvement.
- Better approach/easy to get the material from non-trade client (Client site – Area godown – Plant).
- Better comparison between cement & concrete results.
- Check the quality of civil construction work in the plant/colony premises.
- Market support/project work based on the customer/market requirement.



Muddapur Plant Celebrates an International Win!

Mr. Basavaraj Horaddi, working in the Stores Department at Muddapur Plant, has secured 2nd position in Men's 100 Meters Running Race at the "ATTF" International Open Para Games 2021 and Para Beach Games 2021. The games were held in Male (Maldives) from 24th August 2021 to 26th August 2021.

This win has brought in a great sense of pride for the entire team at Muddapur.



Latest Initiatives

Park near IDBI Bank in Padamnagar colony and near old Plant Gate at Highway

Under the guidance of the JK Muddapur's Unit Head, the Security Team transformed a barren patch of land in the vicinity of Temple in Padamnagar into an attractive garden with Kavery statue and water fountain, by utilizing available internal resources. Similarly, an area in front of the plant at Lokapur-Yadwad Highway was also turned into a clean and green spot.



Road safety initiative

To tackle the frequent road accidents involving company workers, Unit Head JK Plant, under the leadership of Mr. Shivayya B Swamy, Head-HR, a team of officials from Safety, Civil and Security visited the accident prone spots along the Lokapur-Yadwad Highway on 2nd August 2021. They organized a road safety awareness briefing for all truck drivers and helpers to ensure that there is significant decrease in accidents.



Shramadan at truck parking area and at the labour camp area

Under the leadership of the Unit Head, JK Muddapur, the Security Team has unanimously decided to carryout 'Shramadan' in and around the plant area for promoting and managing an environment friendly atmosphere.



Inauguration of a Super Market

Balaji Super Market with new vendor was inaugurated by Unit Head Mr. Umashankar Choudhary, to provide good quality, varied grocery items for the residents. Commercial Head Mr. Kapil Agrawal, HR Head Mr. Shivayya Swamy and all the residents were present during the inauguration ceremony.

A newly constituted committee has been appointed, who will monitor the quality and rates of the materials.



New Safety Initiative "Self-Commitment Safety Culture" at JK Cement Works, Muddapur

In an endeavour to achieve Safety Excellence at the Muddapur plant, the team at JK Cement Works Muddapur launched a new initiative titled-Self-Commitment Safety Culture that will focus on 'Life Saving Cardinal Rules' thereby paving the way towards a zero harm culture.

Led by the Safety Head Mr. Manjunatha Rajeurs, the initiative was rolled out on 13th September 2021 and was chaired by the Unit Head Mr. Umashankar Choudhary, Technical Head Mr. K. S. Srinivasu and Commercial Head Mr. Kapil Agrawal were also present at the event.

To create and encourage safe practices at work, printed

banners on safety protocol were displayed at prominent locations across the plant including the mines.

Tip cards on "Life Saving Cardinal Rules" were printed in 3 languages and distributed among all the employees and workers.

The participants expressed their commitment to practice "Life Saving Cardinal Rules" in their respective areas of work. The team also advised all HODs to include the safety manual in their daily tool box talk and training programs and monitor the safety protocols on a daily basis.



Award Ceremony at Aligarh

An award function was organized at Aligarh to felicitate the contract workers. The event was organized on 15th August 2021 in the presence of the Manufacturing Head – Mr. Sanyog Dubey



Selfless Giving is the Art of Living

Animal Welfare Initiatives

Inauguration of "Cow Shed" at the Shri Yadureshwar Mahadev Temple, Padamnagar, Muddapur

As a part of a new philanthropic initiative, the team at Muddapur under the direction of Mr. Umashankar Choudhary, offered a cow and her calf to the Shri Yadureshwar Mahadev Temple. The residents of Padamnagar performed a Gomata pooja. A new cow shed was also constructed and it was decided to use the cow's milk from now on for the temple rituals. The residents were pleased with the initiative and expressed their sincere appreciation to the Unit Head, Commercial Head and the Civil and Mechanical team.



Donation to Gaushala by JK Cement Works, Jharli

JK Cement Works, Jharli, has donated money to construct a boundary wall around the cowshed at Danvir Balla Jakhar 36 Khap Gaushala Salhawas. Mr. Anirudh Dani, Unit Head, granted a sum of ₹ 2,51,000/- for the construction work. The Gaushala Committee extended their gratitude to the team at Jharli.



Cattle Breed Improvement Project at Jaykaycem (Central), Panna



The team at Jaykaycem (Central), Panna, launched a Cattle Breed improvement project and inaugurated its 1st ILDC Centre at village Puraina Tehsil Amanganj. The objective of this project is to improve the health & breeding of local cows and buffaloes through Artificial Insemination process. Through this project the team will be covering approx. 200 villages, operated under 22 ILDC centers. The objective of this project is to increase the income of farmers by significantly improving milk production & other dairy products.

The other objective of the project includes providing veterinary services to the cattle and advising the villagers on how to produce low cost fodder. With a budget of ₹ 7 Crores approx., the project has been planned out for 5 years.

Free livestock nourishment & protection camp at JK Cement Works, Nimbahera

Under its livestock nourishment and protection initiative of JK Gram Vikas Trust Scheme, JK Cement Works, Nimbahera, organized a free camp for animals at the Gram Panchayat of Maliakhhera.

In the camp, doctors of JK Gram Vikas Trust gave antiworm medicine and mineral mixture to 90 cows, 177 buffalos & 49 goats. The goal was to improve the health of the herd, increase the quality of their breeding program, and yield greater output of milk.

Dr. Pravin Kumar of JK Trust, Mr. Umesh Purbia, Centre Incharge, Vill-Phalwa, Shrawan Kumawat, Omendra Singh Solanki, Ramesh Dangi offered their services at the camp. JKCement received heart felt appreciation from the cattle owners for arranging this camp.



Celebrating the Birth Anniversary of Our Leader, Late Shri Yadupati Singhania ji

Activities Held at Jharli

JKCement's team at Jharli organized a voluntary blood donation camp in association with SFG Blood Bank, a unit of SUNFLAG GLOBAL Hospital, Rohtak. A total of 66 units of blood were donated by staff members and contractor workers.

A group of team members visited Baba Mathurapuri Gaushala, Matanhail, and donated a day's food worth ₹ 11,000/- for the animals on behalf of the Organization.



JK Cement Works, Muddapur Remembering our Founder

Team Muddapur remembered the late Shri Yadupati Singhania ji on his birth anniversary by organizing events that included:

- Mega Blood Donation Camp
- Offered Rudrabhishekam Pooja @ Lord Yadureshwar Mahadev Temple, Padamnagar
- Grocery Kit with fruits distribution to children's orphanage in Mudhol
- Grocery Kit distribution to our workers staying in the labour's hutments

Chief Guest & Unit Head Mr. U. S. Choudhary inaugurated the "Mega Blood Donation Camp" in the plant premises, which was organized in association with KLE Hospital Blood Bank, Belgaum. Commercial Head, Technical Head, HR Head, other executives and contract workmen participated in the program to make it a grand success.

The Unit Head addressed the importance of blood donation and motivated the team to donate. He also expressed his sincere thanks to KLE Hospital Management for their help during the Covid-19 pandemic. All HOD's, Padamnagar Roshni Ladies Club Members, Sir Padampat School teachers, Staff and technicians voluntarily came forward to donate blood. A total of 118 units of blood were donated. Individual donors as well as the organization received a certificate from KLE Hospital.



Mega Blood Donation Camp at Nimbahera and Mangrol

JK Cement Works, Nimbahera organized a mega blood donation camp on September 29th, 2021. At the outset, the Hon'ble guest Shri Udaylal Anjana, Co-operative & IGNP Minister, Govt. of Rajasthan inaugurated the camp. The guests were welcomed by Sh. RBM Tripathi, President-Operations, Nimbahera & Mangrol & Sh. SK Rathore, Manufacturing Head-Grey.

A team of doctors from MB Govt. Hospital, Udaipur, Pacific Medical College & Hospital, Udaipur, Lokmitra Blood Bank, Udaipur & Sanwalyaji Chikitsalaya, Chittorgarh, collected 525 units of blood at Mangrol & 378 units of blood at Nimbahera.



Covid Relief Initiatives across Plants Initiatives at Muddapur

A new initiative launched by Dr. Jagadish Kulkarni, Medical Officer at the Muddapur Plant, wherein teams of doctors visited the nearby hospitals & primary health centers in Mudhol, Lokapur and Metgud. The focus of this initiative is to provide the best medical care for our employees.

The team also donated 12 jumbo oxygen cylinders to Taluk Hospital, Mudhol & 35 jumbo oxygen cylinders to District Hospital Bagalkot to treat Covid-19 patients. 10 oxygen concentrators of 10 ltrs /minute capacity each were

donated to Taluk Hospital Mudhol and 4 oxygen concentrators of 10 ltrs/ minute each capacity were given to Govt. Hospital Lokapur.

The team also donated ₹ 1 lakh to Janahita Trust Mudhol, for providing meals to Covid-19 patients located at various hospitals.

A Covid-19 2nd dose vaccination camp was organized at Muddapur Plant Dispensary in association with Taluk Hospital Mudhol.



Initiatives at the Panna Plant

In line with the organizational mission of always standing up for the welfare of its people and the society as a whole, Jaykaycem (Central), Panna strives to serve the best to the people of their plants and their respective families. During the pandemic, the unit had donated 10 oxygen concentrators to the nearby district and tehsil government hospital in the presence of District Collector to contribute to fulfill the surging immediate need of oxygen. This contribution was made to serve the purpose of saving lives of people and for ensuring the availability of basic amenities at hospitals.



Donations Made by the Team at JK Cement Works, Nimbahera

Mr. RBM Tripathi, President-Operations & Unit Head, Nimbahera & Mangrol, on behalf of JKCement contributed ₹ 12 lakhs towards Jan Sahbhagita Yojana to Sh. Yogesh Patidar, Sarpanch, Vill-Arnoda & members of School Development Committee based on the recommendations from Hon'ble Sh. Udaylal Anjana, Co-operative & IGNP Minister, Govt. of Rajasthan for the construction of a newly proposed 5 classrooms at the Govt. High School in Arnoda.

Mr. Prabhakar Mishra, Head-HR & ER and Mr. Shailesh Choubisa were present on the occasion. The construction of 6 bio-toilets is in progress at the Government Schools at Maliakheda & Tilakheda along with a playground for the Govt. School in Mangrol JK Surbhi Club President - Smt. Sushila Tripathi and other members of the club distributed food, fruits and biscuits to the patients at the Govt. Hospital in Nimbahera. A self-help group made more than 100 baby and maternity kits to be distributed at the

maternity ward. Throughout the day, food was distributed for free by Indira Rasoi.

Smt. Anita Dak, Smt. Poonam Khandelwal, Smt. Sneha Toshniwal, Smt. Poonam Malhotra, Smt. Shobha Mishra, Smt. Priyanka Chakraborty of JK Surbhi club & Ms. Sweta Rathore of Sparsh Sanitary Unit were present on the occasion.



Welfare Initiative at JK Cement Works, Muddapur

JK Cement Works, Muddapur extended a helping hand by contributing ₹ 2 lakhs for the construction of a Community Hall at Kashilingeshwar Temple at Muddapur.

Along with this a health and wellness programme was organised at Padam Nagar for all the employees and their family members. A newly constructed workmen colony was also inaugurated.



Engineer's Day Celebrations

Celebrating the Ones Who Make the Unimaginable Tangible

Engineer's Day Celebration at Jharli Plant

On the occasion of the 160th birth anniversary of Sir Mokshagundam Visvesvaraya on 15th September, the team at JK Cement Works, Jharli celebrated the 53rd Engineer's Day. Mr. Abhinav Jain, HOD Mechanical and Mr. Manoj Pandey, Packing Plant Jharli inaugurated the function and paid tribute to Sir Visvesvaraya.

They addressed the gathering and emphasized the importance of learning and emulate his greatness.

Many engineers and staff members presented outstanding technical presentations, that commemorated and highlighted new innovations introduced by engineers in India and around the world.



Celebrations at Nimbahera

To pay homage to the Great Indian Engineer Sir Mokshagundam Visvesvaraya on Engineers Day, The Engineer's Forum, Nimbahera & Mangrol and JK Officers' Club organised a program under the guidance of Mr. Manish Toshniwal, Secretary-Engineer's Forum Nimbahera on 15th September.

The event included presentations by Mr. Balendu Gaur, GM-Quality Control, Mr. Pramod Sancheti, Sr. Manager-QC and Mr. Priyesh Shrivastava on some of the innovative ideas, techniques and machines that have been incorporated in our plants to optimize results.

Mr. RBM Tripathi, President-Engineer's Forum, Nimbahera & Mangrol and President-Operations and Unit Head, Nimbahera & Mangrol Plant were the chief guests of the event. Mr. Tripathi honoured 10 engineers with mementos for their successful completion of 25 years of engineering services on behalf of Engineer's Forum.



Diwali Celebrations

Celebrating the victory of light over darkness

Nimbahera

Diwali Milan Samaroh was organized by JK Officers' Club at Nimbahera on the auspicious occasion of Diwali for the colony residents of Nimbahera & Mangrol. At the outset, club committee members gave a warm welcome to the Chief Guest of the function, Mr. RBM Tripathi, President-Operations, Nimbahera & Mangrol.

The event witnessed graceful dance performances and soulful music from the Members of Officers' Club & Surbhi Ladies club. The celebration also had various games like Housie and Bumper Lucky Draw. The program concluded with a sumptuous dinner and a vote of thanks by Mr. Pankaj Trivedi.



Aligarh

Diwali embarked zealous celebrations at the Aligarh plant. Members of the plant gathered to perform the Diwali pooja in the evening. The office premises were adorned with decorations and the event concluded with gifts and prasad being distribution to all the attendees.



Welcoming A New Dawn

Pooja for the Newly Constructed ITI Building

A pooja was organized to inaugurate the newly constructed ITI Building, on 16th September 2021. The pooja was performed by Mr. S. K. Jain, Mr. P. C. Bhandari and Mr. C. P. Jhagdawat along with their respective spouses. All the HODs of the company and LKSEC were present on this holy occasion.



Vishwakarma Pooja Celebration

Jharli

On 17th September 2021, Vishwakarma Pooja was celebrated with great enthusiasm at JK Cement Works, Jharli Plant. The ceremony was attended by all the staff members, contractors and workers. Prasad was also distributed amongst the workers and staff members by the team after all the rituals.

Nimbahera and Mangrol

JK Cement Works, Nimbahera & Mangrol celebrated Vishwakarma Jayanti on 17th September 2021 with great devotion and faith. On this occasion, the plant and machineries in all departments were worshiped by employees and hawan was performed, followed by prasad distribution.

Vishwakarma pooja was also organized at Mangrol plant. At mechanical workshop, pooja and hawan were performed by Mr. RBM Tripathi, President-Operations, Nimbahera & Mangrol in the presence of Mr. Prabhat Singh Parihar, Technical Head-Mangrol, Mr. Jayant Malhotra, Technical Head-Nimbahera and other devotees.

The celebrations were attended by other employees, workers, and worker union office bearers.



JK Super Cement Spreads the #LightOfHappiness



JK Super Cement rung in the festivities with a special Diwali campaign - Kare Har Raah Roshan #LightOfHappiness- by lighting up streets and chowks across eight states in India. This sustainable initiative was done by installing 160 solar-powered lights in different villages across India, impacting a population of over 12 lakhs.

JKCement identified dark alleys and by-lanes across villages where passers by found it difficult or unsafe to cross those streets due to inadequate lights. The company installed the lights in those areas thereby preventing road accidents and other related difficulties.

Making Education Accessible to All

Earlier this year, JK Super Cement created a record by constructing 251 ramps in various government schools in the district of Jaipur, Rajasthan in a single day. The initiative ensures that every child gets the opportunity to access their right to education, thereby fostering an inclusive academic ecosystem in the process. The initiative commemorated the first death anniversary of JKCement's former CMD, Late Shri Yadupati Singhania ji.



JK Super Cement is all set to launch its Manufacturing Unit in Hamirpur

The division has opened a new market with its dealership network across Kanpur, Lucknow and the adjoining areas of Barabanki, Unnao, Fatehpur and Jalaun. It has also announced to set up a new grinding unit in Hamirpur, Uttar Pradesh, in the next two years.



“The upcoming manufacturing plant in Hamirpur will have a capacity close to 2 mn MT per year and is a part of JKCement's overall expansion plans. The plant will cater to all urban and rural areas in the adjoining districts. This new plant will also open up new avenues for employment across the region on a sustainable basis. ”

- Mr. Rajnish Kapur (COO, Grey Cement Business)

#ArtManeScience

JKCement WallMaxX launched a yet another innovative 360-degree campaign, with its iconic brand protagonist, Chhutkau painter as a testament to its market leadership position. In this disruptive, RTB (Reason to Believe) driven campaign, #ArtManeScience, Chhutkau collaborates with world renowned scientist Dr. Bakshi, to educate the consumers about the A-R-T of Science that gives your walls world's most long lasting beauty. This high-decibel campaign caught the Target Audience's attention and created a prominent brand recall with the captivating hook – 'A-R-T mane SCIENCE'.



“ As JKCement WallMaxX enjoys a market leadership position in the Wall Putty category, it becomes important for us to constantly innovate and give our customers world-class product quality. Abrasion Resistant Technology is a testimony to our product's superiority and through #ArtManeScience campaign, we will be able to communicate this unique value proposition ”

Mr. Niranjan Mishra (Business Head, JK White Cement Business)



#DiwaliMaxXWali

The White Cement business also launched a Diwali campaign, #DiwaliMaxXWali, which showcased different products under its MaxX umbrella in an engaging and innovative style. Mr. MaxX, the brand mascot was brought to life through cutting edge 3D animation in this Diwali-themed video which received a tremendous traction across social media platforms.

JKCement WallMaxX – Building a Stronger Market Presence

JKCement WallMaxX, strengthening its foothold in the Southern & Eastern markets to keep up with its burgeoning demand in the region, has launched a toll manufacturing unit at Guntur, Andra Pradesh and another toll manufacturing unit at Siliguri, West Bengal. With these manufacturing units, the brand plans to improve its supply chain management in these regions and provide a meaningful value addition to its consumers.

