

JKspotlight

Towards Perfection – Our Tradition

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CHHUTKAUJI GOES INTERNATIONAL

WITH THE
BRAND NEW T.V. COMMERCIAL

Chhutkau painter and his trusted brand J.K. Wall Putty have been going places. We began the journey of Chhutkau as an aspiring national wall painting champion, who by using JK Wall Putty was able to beat the other contestants who were using POP and chalk mitti. Eversince, Chhutkau has been a very strong promoter of J.K. Wall Putty.

Thus when our very own

Chhutkau Ji opened his own wall painting academy, only the best material for smoothest and beautiful walls was acceptable. The mantra followed strictly by all at Chhutkauji's Wall Painting Academy, "Painting se pehle sirf J.K. Wall Putty"

Since we last met Chhutkauji, he has grown in both fame and recognition. This year, "World famous wall painter" Shri Chhutkauji has been invited

to judge the World Wall Painting Championship.

He adjudges the winner of the International Championship, and quite naturally, the secret of the International Champion, J.K. Wall Putty!

Catch Chhutkauji's story as he goes international in the brand new TV commercial and join in on the excitement as our brand takes the limelight, promising us an exciting boost in business.

HIGHLIGHTS



Chhutkauji goes International



Unveiling the Statue of
Dr. Gaur Hari Singhania
at GHSIMR, Kanpur

Unveiling the Statue of Dr. Gaur Hari Singhania at Gaur Hari Singhania Institute of Management & Research, Kanpur

As a mark of respect and remembrance, the statue of Dr. Gaur Hari Singhaniaji was unveiled on 12th June at GHS - IMR campus by Mr. Y. P. Singhania – Chairman and Managing Director, J.K. Cement. Tribute was also paid by Mr. Nidhipati Singhania, Mr. Abhishek Singhania and Mrs. Varsha Singhania. The event was witnessed by various dignitaries from industry, administration and academia.

Dr. Gaur Hari Singhania, the ex. President of J.K. Organisation left for heavenly abode in February 2015. Floral tributes were paid to the Samaritan by members of the Governing Council, Mr. A.K. Saraogi - President (Corporate Affairs) & CFO, Mr. Anil Agarwal - Sr. V.P., Taxation, Mr. R.K. Agarwal - MD, Netplast India Ltd., faculty and the staff of GHS-IMR. On this occasion, Dr. Gaur Hari ji was remembered as a guiding force for the people of Kanpur in general and the Industry in particular.

Dr. (Prof.) Rakesh Premi – Director, GHS-IMR while paying tribute to the doyen, reflected upon the life and times of Kanpur's Gaur Babu. Industry representatives talked about how he was always a strong source of support.

Dr. Gaur Hari Singhania had over five decades of experience and also served as Chairman of the Merchant's Chamber of Uttar Pradesh, Employers Association of Northern India and Uttar Pradesh Stock Exchange Association Limited. Dr. Singhania was a philanthropist and a socially active man. He lent his support to a number of charitable and educational institutions. He will live in our hearts and memories forever.



Mr. A.K. Saraogi - CFO & President (Corporate Affairs), Dr. (Prof) Rakesh Premi – Director (GHSIMR), Mr. Abhishek Singhania, Mr. Yadupati Singhania - Chairman & M.D., Mr. Nidhipati Singhania and Mr. Anil Agarwal - Sr. V.P. (Taxation) at the function

FROM THE editor's desk

Dear colleagues and friends,

The past few months have continued to be quite eventful, and it gives me immense pleasure to share these with you all.

We had begun the journey of an unassuming brand ambassador, the typical Kanpuria simpleton, Chhutkau, five years back. When he first won the National Wall Painting Championship, he not only became the face of the brand, but also was a representative of all the painters who choose to use Wall Putty. The third TVC featuring Chhutkauji has taken the hilarity to a whole new level as he goes to judge the International Wall Painting Championship. The focus of this edition of Spotlight is thus on the newest edition of J.K. Wall Putty TVC.

Another substantial achievement of the White Cement division was the recently adjudicated Cargo Owner of the Year 2014-15 (Private Companies) awarded to White Cement Works Gotan, at the third edition of Coastal Shipping & Inland Water Transport Business Forum and India Sea Trade National Award. An important focus in this issue is the inauguration of the statue dedicated in the memory of the multi-faceted doyen, Babaji (Dr. Gaur Hari Singhania). Fondly remembered as Gaur Babu, his impact on society, as a philanthropist, industrialist and mentor shall linger on forever.

The 69th Independence Day was celebrated across the centres of the Company with great pride amidst unfurling of the tri-colour and echoes of the national anthem.

In keeping with the ethos of contributing to the society, various Corporate Social Responsibility activities were organised at different centres. We also conducted various training programmes in an attempt to improve workplace awareness and improve working of the Plants.

The spotlight, this issue, is on two gentlemen who have been vital contributors to the Company's success story, Mr. Anoop Kr. Shukla - V.P. (Accounts, Grey Cement North, Kanpur) and Mr. Rameshwar Prasad Singhal, owner of M/s Rameshwar Cement Agency, Aligarh.

This issue, we also focus on some key insights into our overseas operations with Mr. Christer Eriksson - Head (International Operations, Fujairah). We also share a candid conversation with Mr. Suhas Jain – Head (Strategy, Grey Cement) as we welcome him to the J.K. Cement family. We wish both these gentlemen great success in taking our Cement business to greater heights.

Spotlight has become an extensive communication platform for all of us with each progressive issue and the response we have received has been fortifying and has encouraged the entire team to continue the good work. I look forward to your positive response and continued participation.

Best regards,



Raghavpat Singhania
Special Executive
J.K. Cement Ltd.



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Board Meeting of J.K. Cement Works (Fujairah) FZC

The Board Meeting of J.K. Cement Works (Fujairah) FZC was held on 23rd August at the office of Chairman of the Company, His Highness Sheikh Mohammed Bin Hamad Al Sharqi, The Crown Prince, Emirate of (Fujairah), UAE.



Left to Right - Mr. Ajit Singh Yadav - Advisor (Liaison, JKCWF), Mr. Shambhu Singh - Company Secretary (J.K. Cement), Mr. Prashant Seth - V.P. (Commercial, J.K. Cement), Mr. B.K. Arora - Director (JKCWF), Mr. A.K. Saraogi - Director (JKCWF), His Highness Sheikh Mohammad Bin Hamad Al Sharqi - Chairman JKCWF, The Crown Prince of Fujairah Emirate, Mr. Paul Hugentobler - Director (JKCWF), Mr. Raghavpat Singhania - Director (JKCWF), Mr. Christer Eriksson - CEO (JKCWF), Dr. Ibrahim Sa'ad Mohammad Ahmed - Director (JKCWF) and Mr. Ravi Koditwakkur - Head (Finance and Controlling JKCWF)

Sir Padampat Singhania Memorial All India Science Quiz 2015 - Gotan



Chief Guest Prof. Durg Singh Chouhan addressing the gathering

The 17th Sir Padampat Singhania Memorial All India Science Quiz-2015 was organized on 1st September. The main objective of this quiz is to provide a unique platform to students to exhibit their knowledge and

acumen. It also provides an excellent opportunity for them to demonstrate their knowledge, creativity and experience.

The Chief Guest for the event was Prof. Durg Singh Chouhan – Vice Chancellor, GLA University, Mathura. He was given a

warm welcome by Mr. B.K Arora – President (J.K. White Cement Works, Gotan) and Mrs. Sushma Arora - Vice President (LK Singhania Education Centre). The Chief Guest inaugurated the function by lighting the lamp. A floral tribute was given to Sir Padampat Singhania by the Chief Guest and all other dignitaries. Mr. P.R. Kumar - Vice Principal welcomed the Chief Guest, Quizmaster Mr. Abhishek Sen Gupta and all distinguished guests.

Twenty teams participated in this mega event. Two preliminary rounds were conducted to select the finalists. In both preliminaries, ten teams participated. In preliminary rounds one verbal round and a rapid fire round were conducted. In these rounds questions from Physics, Chemistry, Biology, Mathematics and Computer Science were asked. There was strong competition between the teams. Best eight teams were



The Chief Guest being presented with a memento by Mrs. Sushma Arora - V.P. (LKSEC)



Quiz Master quizzing the participants

selected for the finals based on the highest scores in the preliminary rounds.

In the finals a total of seven rounds were conducted. The rounds were Multiple Choice round, Buzzer round, Wheel of Fortune, Clue round, Audio Visual round and Rapid Fire round. A special round-Ignited Minds was also included in the finals. This round was a tribute to the great scientist Dr. A.P.J. Abdul Kalam. Before this round a short documentary based on the life and achievements of Dr. A.P.J. Abdul Kalam was also screened.

After each round of the quiz, the audience also got a chance to win prizes by answering the questions fired by



Mr. B.K. Arora - President (Works) and Mrs Sushma Arora - V.P. (LKSEC) lighting the lamp

the dynamic quizmaster, Mr. Abhishek Sen Gupta. The host school stood first in finals beating DPS Jodhpur.

The Chief Guest awarded the trophies and certificates to the winners. The convener of the quiz, Mrs. N.C. Bindumol proposed the vote of thanks. The event helped all the students evaluate their level of knowledge and skills.



The host school, LKSEC with the winner's trophy



India Sea Trade National Award 2015 - Gotan

J.K. White Cement Works, Gotan was adjudged the Cargo Owner of the Year 2014-15 at the Third Edition of Coastal Shipping & Inland Water Transport Business Forum and India Sea Trade National Award held at Kerala on 7th August.

The forum reviewed the progress made so far and came up with concrete answers and action plan from policy makers, government functionaries, decision makers in the maritime industry and stakeholders connected with coastal and short-sea shipping.

Gotan was adjudged the Cargo Owner of the Year-2014-15 under the category of private companies. The plant has been regularly using coastal services from Mundra to Kochi/Calicut since the last 3 years and in the last financial year 2014 - 15, the plant dispatched 14 rakes to Kochi/Calicut i.e. around 37000 MT White Cement and Wall Putty through coastal shipping.

The objective of these awards is to reward consistent leadership, significant efforts, exceptional commitments and path-breaking initiatives taken in developing, supporting and scaling coastal shipping and inland water transportation in India.

The India Sea Trade Award is one of the most coveted Awards for Excellence in Coastal Shipping & Inland Water Transport; recognizing individuals, organizations and corporates, who have made a difference with their outstanding contributions to these sectors.

Mr. B.K. Arora - President (Works) received the award along with Mr. Ajay Garg - Head (Sales) from Dr. A. Sakthivel -

Chairman (SR), and Federation of Indian Export Organisations.

Mr. B.K. Arora was also a keynote speaker during one of the sessions and expressed his views on Government's Supportive Measures for Coastal Cargo and their efficiency. In his address, Mr. Arora said that the incentive proposed by the Ministry Of Shipping, Government of India should be transparent and the incentive should be disbursed through single window system. He further highlighted that Service Tax abatement provided by the Government of India is not duly passed on to the cargo owner. Cargo owner pays service tax on full sea freight amount instead of abatement. His views were widely appreciated and valued by the audience.



Dr. A. Sakthivel – Chairman, Federation of Indian Export Organisations (second from left), presenting the award to Mr. B.K. Arora – President (Works) and Mr. Ajay Garg - Head (Sales)

Celebrations Independence Day

As a proud partner in Nation Building, the J.K. Cement family takes great pride in Independence Day Celebrations. All centres of the Company celebrated the 69th Independence Day with great patriotism.

Kanpur

Kamla Tower

The programme began with the Chief Guest, Mr. Atul Bagla - VP (Finance & Treasury), garlanding the picture of the Father of the Nation. Mr. Bagla hoisted the National Flag along with Major S.B. Singh - GM (Admn. & Security). Mr. Bagla along with Maj. S.B. Singh took a salute and inspected the Independence Day Parade conducted by the security personnel. The National Anthem was sung by all the employees present. The celebrations concluded with distribution of sweets.



Mr. Atul Bagla inspecting the parade of Security Personnel



Mr. Atul Bagla - VP (Finance & Treasury) hoisting the flag

Kamla Nagar Township

Traditional gaiety and gusto marked Independence Day celebrations at Kamla Nagar Township. On this occasion, a function was organized at Kamla Nagar township where World famous magician, Mr. O.P. Sharma was the Chief Guest. Mr. R.P. Tomar - General Manager (Corporate HR) welcomed Mr. O.P. Sharma. The event commenced with the garlanding of the picture of the Father of the Nation by the Chief Guest. It was followed by unfurling of the National Flag by

Mr. O.P. Sharma. The function was well attended by the Security, Maintenance staff and children of the residents at Kamla Nagar. Dr. Rakesh Premi, Director, GHSIMR, Mr. Rajeev Verma - Sr. General Manager (White Cement Marketing), Dr. I.B. Shahi, Mr. Ravi Agarwal, Mr. Brijesh Singh, Mr. Aftab Ahmed, Mr. R.K. Singh, Mr. A. K. Pandey and Mr. Ashutosh Tiwari were present on the occasion. The function finally concluded with the echoes of 'JAI HIND' reverberating through the air.



Mr. Rajeev Verma - Sr. General Manager (White Cement Marketing) garlanding the picture of Mahatma Gandhi



Mr. R.P. Tomar - GM (Corporate HR) welcoming Mr. O.P. Sharma



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Mr. Rajeev Verma - Sr. General Manager (White Cement Marketing) garlanding the picture of Mahatma Gandhi



Mr. R.P. Tomar - GM (Corporate HR) welcoming Mr. O.P. Sharma



Gotan

The Gotan family celebrated the 69th Independence Day with great enthusiasm. Mr. B.K. Arora - President (Works) hoisted the Tricolour and took the salute of the parade of security staff. The March past of the school band captivated the audience and the patriotic group song by the students further mesmerized them.



Mrs. Sushma Arora - VP (LKSEC) awarding a staff member

Mr. C.P. Jhagdawat - V.P. (Commercial and Admin.) in his address, talked about significance of the day in Indian history. He said that the team has unceasingly put in diligent efforts to realize the dreams of our visionary leader Mr. Yadupati Singhania. Mr. J h a g d a w a t expressed gratitude to the employees of the factory and school who have contributed to the institute's progress through their incessant and altruistic endeavours.

Mrs. Sushma Arora - VP (LKSEC) awarded the winners and runners up amongst LKSEC Staff and the topper of Class XII. Mr. R.C. Joshi - Principal awarded the winners and runners up amongst the LKSEC Students. Mr. Arora felicitated the employees for their exemplary contribution to the organisation. Mr. Rajeev Sharma - VP (Technical) awarded the winners and runners up amongst the factory employees. Flag hoisting was followed by sweets distribution for the employees, students and staff of LKSEC.



Mr. R.C. Joshi - Principal awarding a student



Mr. B.K. Arora inspecting the parade



Tug of War amongst the staff



Mr. B.K. Arora - President (Works) felicitating an employee for exemplary contribution

Muddapur

The 69th Independence Day was celebrated at Muddapur with patriotic fervour. Chief Guest Mr. Antriksh Kumar Jain - Unit Head, hoisted the National Flag which was followed by National Anthem. Mr. S.K. Jain - Head (O & M), Mr. M. Ramappa - Sr. G.M.

Flag hoisting on the occasion



Mr. Antriksh Jain - Unit Head inspecting the Guard of Honour

(Mines), Mr. S.K. Das - Sr. G.M. (Civil), Mr. K.C. Khandelwal - Sr. G.M. (E & I), Mr. I.B. Chennal - G.M. (Power Plant), Mr. Nitin Purohit - G.M. (Mines) along with other executives, staff members and workers were present on this occasion. The Chief Guest inspected the Guard of Honour presented by Security Personnel followed by March-Past.

The day was celebrated with great enthusiasm at Padampat Primary School as well. Various cultural activities were organized for the students and the winners were awarded.

Mr. Antriksh Jain
presenting a certificate
to a student



Students presenting a cultural programme

Jharli (Jhajjar)

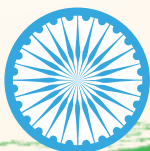
Independence Day was celebrated with great patriotism at J. K. Cement Works, Jharli. Mr. Harish Agarwal – Unit Head and all the staff members were present on the occasion. Mr. Rakesh Jakhar - Member Zila Parishad and Mr. Bheem Singh - Gram Sarpanch, Jharli were amongst the Guests of Honour.

The National Flag was hoisted by Mr. Agarwal followed by National Anthem and March Past by the Security Personnel. Prizes and certificates were given away to 11 village children who had won Gold and Silver medals in different sports events of National Level Championships. Prizes were also given to the employees and workers for their outstanding performance.

Mr. Harish Agarwal &
Mr. Rakesh Jakhar
awarding a Gold
Medal Winner
from village Jharli



Mr. Harish Agarwal saluting the National Flag



EVENTS

Cultural evening organized by JK Officers' Club - Nimbahera

JK Officers Club organized a cultural evening on 22nd August. In this programme, leading Odissi danseuse Ms. Kavita Dwivedi, a disciple of veteran Odissi maestro Guru Harekrishna Behera and founder of Odissi Academy in Delhi performed for the audience. Ms. Kavita is known for her vision, versatility and superb *abhinaya*. Her performances have a pristine and divine quality which leaves the audience mesmerized and elevates them to a higher state of consciousness. In her professional career, spanning over about twenty years, she has proved her mettle with her performances that have been appreciated in national and international festivals in India and abroad. With her graceful movements, supple footwork and expressive eyes, today Ms. Kavita is indeed one of the finest and most outstanding exponents of Odissi in India.

The programme was enjoyed by a large number of club members with their families. Speaking on the occasion, Mr. S.K. Rathore - Unit Head extended sincere thanks to Spic Macay, a cultural society for arranging such a marvelous programme. Ms. Neelam Rathore – President, Surbhi Ladies Club presented a memento and citation to Ms. Kavita Dwivedi.



Odissi dance performance by Ms. Kavita Dwivedi



Surbhi Club President, Mrs. Neelam Rathore presenting a memento to Ms. Kavita Dwivedi

Annual Murti Sthapna function at Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan

Situated on the outskirts of Gotan is the *Samadhi Sthal* or Shrine of Baba Ramdasji Shyamdasji. The old and famous Shrine is on the Main Road of Gotan-Merta City and is a symbol of immense faith for the locals of the vicinity. A thick cover of greenery adds beauty to the peaceful ambience of the temple campus which is spread around 20-25 *bighas* of land. The team at J.K. White Cement Works, Gotan renovated the Samadhi's Main Temple along with other buildings of the temple a few years ago. As an annual custom, this year also, the *Satsang* and *Ratri Jagran* were organized at the *samadhi sthal* on 16th and 17th July. On 16th night, the *Sunder Kand Path* was conducted by the team of pandits from Merta City along with ladies' club members, villagers and the Company Officials. On 17th morning, Mr. Rajeev Sharma - V P (Technical) and Mrs. Chitra Sharma performed the *Havan Pooja*, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Merta City and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple. *Mahaprasad* (*lunger*) was also conducted for all the devotees. Employees and the villagers rendered their voluntary services for *mahaprasad* arrangements and around 15000 - 20000 devotees comprising locals from Gotan and the surrounding areas participated in the *Pooja* and *Mahaprasad*.



Mr. Rajeev Sharma - VP (Technical) and Mrs. Chitra Sharma performing Havan Poojan



Mahaprasad organised on the occasion



Company employees and villagers during Satsang and Ratri Jagran

Doctors' Day Celebration - Padam Vidya Vihar, Nimbhahera

As the school reopened after a long vacation, students of Padam Vidya Vihar celebrated Doctors' Day with great enthusiasm on 1st July.

On this occasion, the children visited different hospitals in the city. They presented cards and gifts to doctors to honour them on this very special day. Doctors were happy and appreciated the efforts made by the School to make them feel important and valued on this day.



Students of Padam Vidya Vihar presenting a card and gift to Dr. S.K. Choudhary on the occasion of Doctors' day



Gift and card presentation to a Doctor at a Govt. Hospital

Lady Anusuiya Singhanian Memorial All India Debates 2015 - Gotan

LK Singhanian Education Centre organized the Lady Anusuiya Singhanian Memorial All India Debates 2015 on 31st August and 1st September. Twenty six schools of repute participated both in the Hindi and English debate.

A number of debaters voiced their opinion. The Chief Guest, Mr. B.K. Arora performed the ritual of lamp lighting and paid floral tribute to Lady Anusuiya Singhanian Ji.

For the English debate, Dr. Sudhanshu Trivedi graced the occasion as the Chief Guest while his wife was the Guest of Honour. The school choir group lilted their musical melodious notes through 'Vandana' on the day of the Hindi debate and English prayer on the day of the English Debate. Principal R C Joshi welcomed the Chief Guest and also the Guest of Honour Dr. Bimlendu Tirthankar.

Dr. Sudhanshu Trivedi expressed his pleasant surprise on seeing the excellent infrastructure of the host school and the debating caliber of the participants.

The topic for the English debate revolved around the recent changes in the rules governing foreign funding of NGOs under the Foreign Contribution Regulation Act (FCRA) fearing that the absence of it has made these NGOs a puppet in international hands working against the national interest and development.

In all the three sessions, 52 speakers vied for honours. At the end of the heated but interesting debate which lasted over 9 hours each day, the host school walked away with the coveted overall trophy. The second place went to Maheshwari Public School, Jaipur, and

while on the individual level Rishab Bafna of the host school was adjudged the best speaker and

awarded first prize whereas Charush Khurana of Maheshwari Public School, Jaipur stood second. The third individual prize went to Gargi Bhandari of the host school. The vote of thanks was proposed by the Conveners of the Hindi and English Debates, Mr. Pranay Kumar and Mr. Shankar Nath.



The host school with the overall trophy



One of the participants during the debate



Memento being presented to Chief Guest, Mr. Sudhanshu Chaturvedi & his wife



Mr. B.K. Arora – President (Works) and Mrs. Sushma Arora – V.P. (LKSEC) lighting the lamp and paying floral tribute to Lady Anusuiya Singhanian

Inauguration of New Canteen Building - Mangrol

A new complex including Canteen, General store, Salon and fruit corner was inaugurated by Mr. S.K. Rathore - Unit Head at Mangrol on 16th July. To facilitate basic facilities for Truck Drivers and other workers, this complex has been established with a view to provide necessary items in an organized way. This complex will also help provide quality food and sanitation facility to workers. Mr. R.B.M. Tripathi - Head (O&M), Mr. M.S. Shekhawat - Head (E.R.), Mr. Maheem Kachhawa - V.P. Mines, Mr. D.S. Krishnawat - Dy. G.M. (IR & Welfare) and many executives/staff and workmen were present on this occasion.

Mr. S.K. Rathore - Unit Head inaugurating the new canteen building along with Mr. M.S. Shekhawat - Head (E.R.) and Mr. R.B.M. Tripathi - Sr. G.M. (O & M)



J.K. Institute of Technology, Nimbahera invited for the launch of National Skill Mission

J.K. Institute of Technology, Nimbahera was invited as a participant at the launch of the National Skill Mission held on 15th July at Vigyan Bhawan, New Delhi, on the occasion of the First World Youth Skill Day. At this event, Hon'ble Prime Minister, Mr. Narendra Modi launched the flagship scheme of Skill Development viz. Pradhan Mantri Kaushal Vikas Yojna (PMKVY) for bright prospects of our younger generation.

Only two ITIs from Rajasthan and 100 across the Country were invited to participate in this event. J.K. Institute of Technology, Nimbahera is proud and feels honoured for this recognition received at national level. The group from J.K. institute of Technology was headed by Principal Mr. P.C. Bhandari accompanied by two instructors and

13 ex-students, presently, working with J.K. Cement Works, Nimbahera. Complying with the instructions from Govt. of India, the day was also celebrated in the institute. The celebration included distribution of NCVT Certificates, Skill competition, and organizing exhibition for nearby school students, debate competition and live telecast of the national level programme in New Delhi.

JKIT has been significantly contributing to Vocational Education and has offered large number of employment opportunities to ITI diploma holders. Mr. S.K. Rathore - Unit Head, Nimbahera, Mr. Lalit Khanna and Mr. A.K. Pandey from JK Centre for Technician Training, Kanpur were also invited to grace the function.



Mr. P.C. Bhandari - Principal (JKIT) along with the students at the event

Launch of Pradhanmantri Kaushal Vikas Yojna (PMKVY) Batch on World Youth Skill Day – JK Centre for Technician Training, Kanpur

JK Centre for Technician Training, Kanpur has added one more feather to its cap by becoming the Training Partner of Capital Goods Skill Council (CGSC) which is a sector Skill council (SSC) of NSDC (National Skill Development Corporation). Thus the Institute is working as training partner for Pradhanmantri Kaushal Vikas Yojna (PMKVY) for imparting training to the youth & hence assisting in the placement in fitter & welder courses. This scheme was officially launched by our honorable Prime Minister, Mr. Narendra Modi on 15th July, on the occasion of World Youth Skill day for skill development in India at Vigyan Bhawan, New Delhi. To mark this day, the Institute started two

batches of fitter – fabrication consisting of 40 candidates. Mr. Ashutosh Tiwari - Manager (JKCTT) welcomed and introduced Mr. Lalit Khanna - Head of Operations (JKCTT) to the trainees.



Mr. Lalit Khanna - Head of Operations (JKCTT) addressing the students

Mr. Khanna interacted with the trainees & told them about the need of skill development in our country at present & motivated all the candidates to attend the classes regularly & be prepared to start working as and when an opportunity of placement arrives after their training is completed successfully.

The Centre is already running two batches of 50 candidates in Fitter & welder courses.



Mr. Anoop Kr. Shukla

Spotlight on Mr. Anoop Kr. Shukla

(Excerpts from an interview with Mr. Anoop Kr. Shukla - V.P. (Accounts, Grey Cement North), Kanpur)

Q.1) Please shed some light on your journey with the Company. What is the most fond memory of your association?

In October 1993, I joined J.K. Cement at Kanpur after serving a short tenure in Thapar Group, managing Plant Commercial functions and Tata's sales centre's financial marketing functions in MP. At the Head Office, I was given many opportunities and responsibilities at regular intervals under the able leadership of Mr. A.K. Saraogi - CFO & President (Corporate Affairs). The year 2007- 2009 was more challenging, once the Company had decided on the implementation of SAP. In this project, process knowledge, IT knowledge and Managerial Accuracies, Re-engineering of operational processes, team management and coordination with Senior Company Officials were the main challenges. 1st July 2009 was the day when SAP was implemented by us in Grey Cement. The efforts put in by the team day and night efforts bore fruit and with the support of our seniors and Chairman and Managing Director – Mr. Yadupati Singhania, we could successfully accomplish SAP implementation. This remains my most fond memory.

Q.2) Being the Accounts Head of Grey Cement North, what is your take on the culture of cost consciousness in the Company? What kind of compliances are being followed to ensure the same?

J.K. Cement is amongst the top Business Houses in India and the Management Information and Reporting system was inbuilt even before my joining. Each and every vital element related to cost, realization and achieving better corporate relations are being reviewed not only by Seniors, but even the Promoters are taking active part in the said review. Centralised Fund Management and Accounting Functions provide the leverage to nurture more. Cost and Budgeting Functions are being implemented with proper approval matrix to execute business functions more effectively.

Q.3) According to you, what are the essential elements required to ensure the success of the Accounts function of an organization?

Commitment is an essential ingredient for success in Accounts Function. Basically the Accountant is a watch Agent and Compliance Officer of the Company who should know Law, Taxation, Accounts including International Standard for Accounting and IT functions to safeguard the organization from risks.

Spotlight on Mr. Rameshwar Prasad Singhal

M/s Rameshwar Cement Agency, Aligarh

Mr. Rameshwar Prasad Singhal of M/s. Rameshwar Cement Agency, Aligarh is a prominent stockist of Grey Cement North. Born in a business family, he entered the cement business under the guidance of his uncle. Mr. Singhal has been recognised for his performance by the Company at many occasions. An exclusive dealer, he is currently selling approx. 18000 MT Per Annum in Aligarh territory. He has been a loyal and dedicated associate of the Company and we thought it was fitting to have him share his experience with us.

Q.1) You have been associated with the Company since a long time. Please share with us about your journey.

I was born in a Business Family. I started my career with a milk Business at the age of 10. After the death of my father, I entered the cement business under the guidance of my Uncle who inspired me to grow & learn the Cement Business. This is when I got an opportunity to get associated with J.K. Cement Ltd.

With my hard work & the Company's vision, I am an exclusive dealer of the Company today in Aligarh territory. The Organisation has recognised my performance, loyalty & honesty through various awards & certificates.

Q.2) What according to you are the strengths of our brand?

In my opinion, the strengths of our brand are consistent quality, profitability oriented and reliability. The branding activities and marketing support are also worth mentioning

Q.3) What is your strategy for success? How have you been able to sustain your business?

My strategy for success is based on Customer Satisfaction, relationship building, goodwill and conducting business with ethics & honesty. These have been crucial in sustaining our business.

Q.4) What message would you like to give to the J.K. Cement family?

I wish all the luck to the Company and hope the organization grows by leaps and bounds in the time to come.



Mr. Rameshwar P Singhal

A new high in our brand's success story!

Chhutkau goes International!

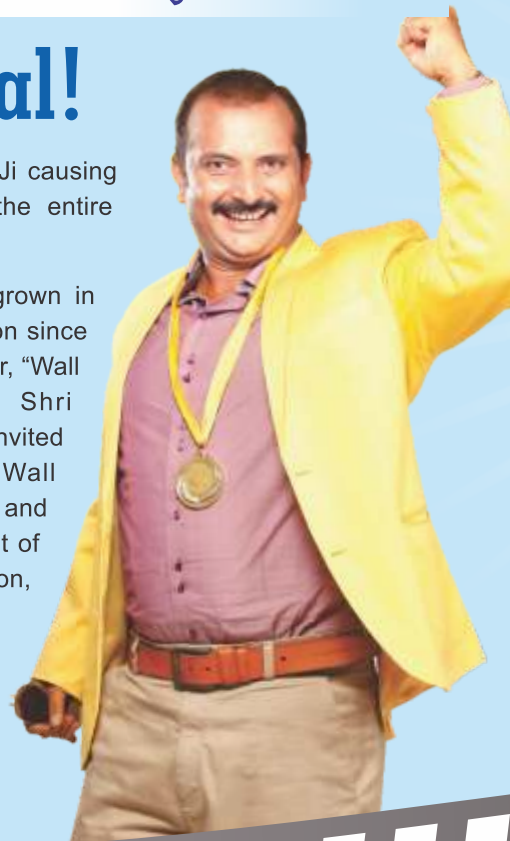
Since the inception of the idea of an aspiring National Wall Painting Champion, our beloved simpleton, Chhutkau painter, has made a mark. He has gained wide recognition, while connecting effectively with the target audience, the painting community. The outrageous idea of creating a wall painting championship itself had been a huge success, resulting in widespread fame for our protagonist, with stories of local painters being jokingly referred to as 'Chhutkau'!

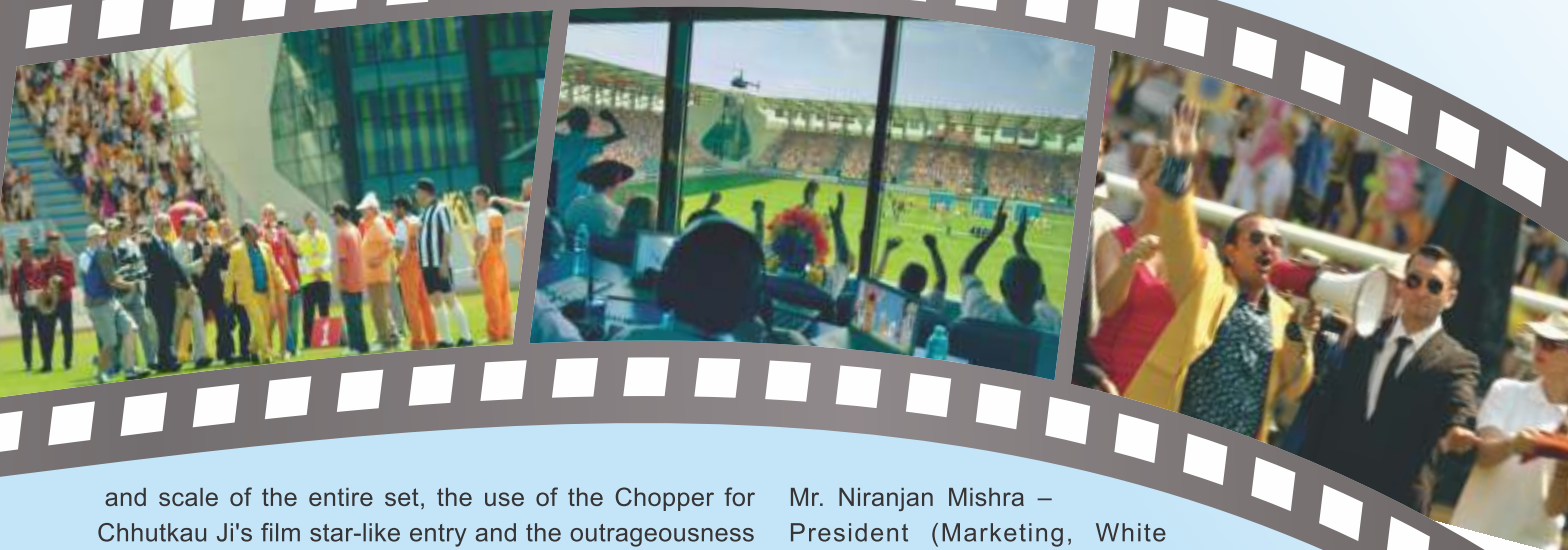
Eversince, Chhutkau has been a strong proponent of "Paint Se Pehle Sirf J.K. Wall Putty" for the smoothest and most beautiful walls. Two years on, when we met with "Chhutkau Ji" at his Wall Painting Academy, he hadn't lost either his Kanpuria touch or the strong faith in J.K. Wall Putty. Thus, when the painter who finishes first, nonchalantly omits using J.K. Wall Putty, he invokes the

wrath of Shri Chhutkau Ji causing quite a commotion in the entire academy.

Shri. Chhutkau Ji has grown in both fame and recognition since we last met him. This year, "Wall Painting ke Sartaaj" Shri Chhutkau Ji has been invited to judge the World Wall Painting Championship, and quite naturally, the secret of the International Champion, J.K. Wall Putty!

The production of this new ad took place in Ilie Oană Stadium, Romania. The scope





and scale of the entire set, the use of the Chopper for Chhutkau Ji's film star-like entry and the outrageousness of the fanfare following an "International Wall Painting Championship" are sure to leave the audience in splits.

Mr. Nitish Chopra – Head (Branding & Communication) remarks "This was our first ever international shoot and we were apprehensive about how things will unfold and what the end product will be. But we are glad that the efforts put in by the team have borne fruit and we are positive about taking the brand journey to the next level through this new TVC".

Mr. Niranjan Mishra – President (Marketing, White Cement) says, "This exciting partnership of Chhutkau and J.K. Wall Putty in the brand new campaign will surely take the brand to newer heights and further cement our position in the market".

We hope that you will enjoy Shri. Chhutkau Ji's story as he goes international in the brand new TV commercial and join in on the excitement as our brand takes the limelight, promising us an exciting boost in business.



WINNING ENTRY

Importance of Informed decisions in Successful Mergers & Acquisitions

Every merger or acquisition requires a well-thought-out and structured plan, carefully explaining how the deal enhances the company's core strategy.

The main reasons for the failure of mergers and acquisitions are lack of human integration, mismanagement of cultural issues and lack of communication which make informed decisions crucial for successful mergers & acquisitions.

An informed decision can be said to have been made based upon a clear appreciation and understanding of the facts, implications, and future consequences of an action. For this to happen, thorough Market Research, Number Crunching and due diligence is naturally required, meaning data analytics has a critical role to play while a merger or acquisition is being targeted.

Using informed decisions, while planning an acquisition can help stakeholders to visualize the bigger picture, allowing for comparisons, combinations or cutting of duplicate resources to be made to help maximize revenue and minimize costs.

Whilst the acquisition is going through the buying process, predictive data analytics techniques can also be used to see how the market will likely respond after a deal is made. Ultimately, such specific analysis offers the security required to justify such an important activity.

Not only that, but when merging with another company, data is inevitably stored in different silos. Customer data remains separate to financial data which remains separate to HR data. What is needed is a way to quickly analyse these disparate data sets, so that actionable intelligence across the organization can be quickly found. The value in so much information is that new business models and sources of revenue can be built more fluidly. Without a commitment to analytics (both tools and skills), these opportunities will be missed.

When one organization acquires another, there is often a clash of personalities, minds and ultimately cultures. When defining a new organizational culture, it's worth keeping in mind that the most successful ones are where all employees can use company data to make better informed business decisions.

There is a greater opportunity than ever before to build upon employee interest and encourage the training of a wider skill set so that every employee possesses the analytic skills needed to thrive in this data-driven economy. When armed with a full repertoire of analytic technologies and mind-sets, businesses will be able to improve the speed and confidence in all future business decisions. What better common cultural bond to build

than creating a data-driven approach into the business so success is made clearer with each insight and answer.

The most successful acquisitions are often defined by how quickly this process can be managed. What many don't realise is how effective and intelligent data management and analytics can help drive M&A success. An enterprise lives or dies based on its ability to make decisions in an accurate, timely and effective manner. With the availability of so much data and the capability of modern Analytics tools, an improving success rate for mergers and acquisitions should be right at hand.

Recent Examples of Mergers & Acquisitions based on the Informed decisions:

Birla Corporation on 17th August, 2015 signed an agreement with French based Lafarge group to acquire its Jojobera Unit in Jharkhand and sonadih in Chattisgarh for a sum of Rs 5000 crores.

RIL- Network 18 Media and Investments

Reliance Industries Limited (RIL) took over 78% shares in Network 18 in May 2104 for Rs 4,000 crores

Ranbaxy - Sun Pharmaceuticals

The deal is expected to be completed in December, 2014. Ranbaxy shareholders will get 4 shares of Sun

Pharma for every 5 Ranbaxy shares held by them. The deal, worth \$4 billion, will lead to a 16.4 dilution in the equity capital of Sun Pharma.

TCS-CMC

Tata Consultancy Services (TCS), the \$13 billion flagship software unit of the Tata Group, has announced a merger with the listed CMC with itself as part of the group's renewed efforts to consolidate its IT businesses under a single entity. TCS already held a 51% stake in CMC.

Flipkart-Mynta

The seven year old Bangalore based domestic e-retailer acquired the online fashion portal for an undisclosed amount in May 2014 (Industry analysts and insiders believe it was a \$300 million or Rs 2,000 crore deal.)

Tech Mahindra and Mahindra Satyam merged to form Mahindra Satyam.

Ranbaxy Daichi Sankyo (USD 4.5 Billion, Pharmaceutical Sector, June 2008)

Mr. Kratagya Gupta
Finance Officer, Mumbai



Winning Entries

1st Runner Up

Common man and the future of governance

Mr. Imtiyaz M Khanmohammd
Stores Dept, Muddapur

2nd Runner Up

Common man and the future of governance

Mr. Akash Verma
Shift Chemist, Gotan

Participating Entries

Importance of informed decisions in successful mergers and acquisitions

- | | |
|--|---|
| 1. Mr. Mohsin Khan - Engineer
(Instrumentation), Jharli | 2. Mr. Mrityunjay Kumar
Civil Engineering Dept, Muddapur |
|--|---|

Common man and the future of governance

- | | |
|--|---|
| 1. Mr. Gaurav Lodha – Dy. Manager
(Accounts), Gotan | 2. Mr. Mrityunjay Kumar
Civil Engineering Dept, Muddapur |
|--|---|

The topics for November '15 issue are:
(Max 300 words)

1. Technology and the workplace
2. Importance of organisational culture

Last date for submission of entries is
25th October, 2015

Please send your entries to
nitish.chopra@jkcement.com
shivapriya.iyer@jkcement.com

*Decision will be taken as per the discretion of the Editor.
Please send original articles only to avoid copyright violation.

Offer Letter Distribution to the Trainees on World Youth Skill Day - JK Centre for Technician Training, Kanpur

JK Centre for Technician Training, Kanpur is a training partner with UPSDM (Uttar Pradesh Skill development Mission) for imparting training to the youth in different engineering trades of Electrician, Fitter & Welder since January 2014.

On the occasion of World Youth Skill day (15th July 2015), UPSDM organized a program at Indira Gandhi Pratishthan, Lucknow for distributing the offer letters & honouring the candidates who have completed training under the scheme & have been placed by the training providers.

Seven candidates of JK Centre for Technician Training also participated in the program.



Stall set up by the candidates

They were given offer letters & gifts by Prof. Abhishek Mishra - Honourable Minister for Vocational Education & Skill Development, Govt. of UP.

A stall was also put up at the venue by the Institute, displaying jobs & projects made by the trainees of the Institute. The Institute was the only one to be invited from Kanpur out of twenty two training providers based in the area.



Seven candidates of JKCTT receiving the letter and gift from the Minister



LEADERS SPEAK

Towards new directions

Continued growth through quality excellence

– Mr. Christer Eriksson

Head (International Operations, Fujairah)



The J.K. Cement family has risen to great heights of success guided by visionaries with profound experience. Here, we introduce the torchbearers of the Company, under whose guidance we expect to post even greater achievements.

Mr. Christer Eriksson holds a Masters Degree in Civil Engineering and a degree in Project Management from Chalmers University of Technology and a Senior Management program from INSEAD. He has more than 18 years of experience in the International Cement Industry. Prior to joining J.K. Cement Ltd, he held senior management positions in Asia, Middle East, Africa and Europe with: Sinai White Portland Cement (part of Aalborg Cementir Group) and Tanzania Portland Cement, Union Cement, Scan Cement International, Norcem and Cementsa (part of Heidelberg Cement Group).

❖ **This is the second year of operations for J.K. Cement Works, Fujairah. What challenges do you foresee for the Industry in the near future?**

J.K. Cement Works Fujairah FZC, being in its second year of operations with a state-of-the-art plant is today producing and exporting White Cement and clinker at highest standards. J.K. White Cement is today spread from West Africa to Asia and Australia, being exported into more than 25 countries, supplied and serviced from our UAE operations and is an excellent platform for continued growth. Main challenges are competitions with increased capacities in clinker/ grinding and the need for continuous growth in the construction sectors to fuel the White Cement Industry. A second level challenge within the White Cement Sector relates to increase in the overall demand. Little focus in

development of applications is given which are not growing on a global scale and are fairly easily replaceable. With a high cost of production compared to Grey Cement there is limited budget available for aesthetics and finishing which comes as last post in the construction budgets.

J.K. Cement Ltd is today one of the largest White Cement manufacturers with 1.2 MnMT global installed clinker capacity. We don't have to excuse ourselves - our products are at par with the best white cement products in the world. Today we are in a position to lead and take steps to find new ways forward to increase our presence.

For us to grow our presence in existing and new markets, we have to be confident and aggressive supported with consistent quality of our products, various packing modes made available and acceptable in the receiving country ensuring short lead time from order to supply and high level of service to our partners and end customers.

As of today, we have increased our product portfolio now having two cement qualities – CEM I and CEM II (which follows the ASTM and EN standards, worldwide being the main referred cement standards).

❖ **What are the risks and opportunities associated with our company operating in the markets of GCC, UAE and African countries?**

With increasing government expenditure on infrastructure development and housing projects in the Middle East region after the financial crisis, a major boom has happened in the construction and real estate sectors in the GCC countries. Although this is a positive outlook, J.K. Cement Works, Fujairah, today having its core market in the GCC countries and surrounding Middle East covering a large geographical area is continuously exposed to various risks among others associated to political instability, conflicts/war zones/embargoes, currency fluctuations/devaluations.

Our core markets, which are the GCC countries, i.e UAE, Oman, Saudi Arabia, Qatar, Bahrain and Kuwait are close to conflict/war and embargo zones in the Middle East which has negatively affected white cement consumption in neighbouring countries in Syria, Iraq, Iran, Lebanon, Libya and Yemen resulting in increased efforts from supplying countries to redirected flow of cement into well-functioning markets. Another challenge for our growth is continued low oil prices which for the Middle East economy, being oil dependent, will affect spending adversely in public and private sectors and slow down the economic growth.

Our company being a free zone company in UAE is enjoying non duties on imported raw materials but is challenged with duties of 5% on CIF value once products are exported into

the GCC countries and upto 30% on CIF value into Arab League countries affecting our competitiveness.

As of our Asian markets, where we today are competitive with an efficient logistical solution is the recent China currency devaluation - a challenge which will make their export cheaper in our target markets.

Moreover, in a saturated market where we are aiming to gain market shares, the competition will face reduced sales with surplus capacity eventually resulting in pressure on prices in local and regional markets, i.e surplus capacities in Egypt and Iran due to severely contracted local markets may have consequences with increased flow in our premium priced markets in Africa & GCC.

There are also opportunities in our core markets. Once stability is reached in conflict zones, the rebuilding will spur growth and with a high average consumption of white cement in the Middle East, the demand is posed to increase rapidly. With upcoming events in our core markets, such as Expo 2020 in UAE and FIFA 2022 in Qatar the white

**“ You can't
save to reach
a leading position,
it is the customer
who makes
leaders ”**

cement consumption will increase with the boost in local construction with additional growth and we are to be positioned to meet this demand.

Taking advantage of the west-east freight route from Europe to Asian countries, we see potential to increase our sales in the APAC region as well as the MENA region. We also want to build relations with global trading houses and major cement players for long term tie up in regions we today have none or less presence in.

❖ **As the Head – International Operations, what is your vision for J.K. Cement Works, Fujairah?**

The Company's maiden overseas plant at Fujairah, UAE, is the fruition of a long nurtured dream.

Based on our mission to be one of the

major brands in local and regional markets, my vision for J.K. Cement Works, Fujairah is that it emerges as a role model for the regional White Cement Industry where our employees are striving for excellence together with our partners in Africa, ME and APAC. Also that we are able to expand our white cement presence internationally and become a globally sought after brand.

With J.K. Cement Works (Fujairah) FZC, the Company will cater to the demand in the Middle East region as well as to markets feasible for supply in Asia, Australia, Africa and Europe. As has been a ritual with J.K. Cement Ltd., we will continue to uphold the quality consciousness, customer service and best ethical practices that J.K. Cement Ltd. is known for.

I and my team are proud to be a part of J.K. Cement Ltd, which gives us the strength to enhance our offerings to serve customers beyond Indian borders and I would like to thank the Government, our customers and shareholders for their continuous support and for believing in our journey of excellence.



J.K. Cement Works, Fujairah



PEOPLE POWER TRAINING PROGRAMMES

RTC Activities - JULY

1) Quality Control – Chemical Testing of Cement - July 02-04

The programme was organized for the benefit of Chemists/Supervisors and was attended by participants from Birla Cement, Shree Cement, Vikram Cement and J.K. Cement Works – Nimbahera, Mangrol and Jharli.

2) Continuous Improvement Techniques - July 14-15

Mr. Suneel Rahator - Director, Breakthrough Consulting, Mumbai conducted the program for Front line / Middle Management. Participants who attended the program found it very informative.



Participants of the session on Development Programme for Frontline Mining Supervisors



Participants of the session on Advance Wear Resistance Technology

The Mining Engineers and Supervisors from cement plants of Northern India including Gujarat Region attended the program. The line managers conducted the program as RTC resource persons.

5) Effective communication & presentation skills - July 24-25

Mr. Devinder Kumar Rethaliya - Director, Inspire HR Solutions Pvt. Ltd., Gurgaon conducted the course for Frontline / Middle Management executives, which was attended by nineteen participants.

6) Advance Wear Resistance Technology - July 28-29

The programme conducted by Mr. Virendra Kharbikar and his team from AMTECH Electronics (India) Ltd., Gandhinagar (Guj.) was attended by twelve Engineers/Supervisors from J.K. Cement Works, Nimbahera, Mangrol and Jharli.

3) Variable Speed AC Drives - July 16-17

Sixteen Engineers/Supervisors from J.K. Cement Works, Nimbahera, Mangrol and Jharli attended the programme conducted by Mr. Virendra Kharbikar and his team from AMTECH Electronics (India) Ltd., Gandhinagar (Gujarat)

4) Development programme for Frontline Mining Supervisors - July 20-23

RTC Activities - AUGUST

1) Kiln Repair and Maintenance Including Alignment : August 03–05

The program was organized for Technicians/ Mechanics/ Fitters. Participants from Birla Cement, Chittorgarh, Ultratech Cement - Unit Vikram Cement, J.K. Cement Works, Nimbahera, Mangrol units attended the program.

2) Team Building & Conflict Management : August 10–11

Mr Balendu Bajpai - Director, AP Shubham Consultants, Surat conducted the programme for Frontline/ Middle Management executives. Participants, who attended the program found it very informative. They also shared, their action plan to implement the learning in feedback sessions.

3) Operation & Maintenance of HEM Equipment – Dozer & Loaders : August 12-14



Participants of the programme Operation & Maintenance of HEM Equipment – Dozer & Loaders

Twelve HEM Operator/Technicians/Mechanics from Birla Cement; Gujarat Cement; Shree Cement Ltd; Vikram Cement; Wonder Cement and J.K. Cement Works, Nimbahera and Mangrol attended the program.

4) Managerial Effectiveness : August 17-18

Dr Karunesh Saxena - Director and Chairman, FMS, MLSU, Udaipur conducted the program for Frontline/ Middle Management executives. Twenty participants



Participants of the Specialized Training Program on Electrical Protection System & Relay Coordination - Transformers & Motors

attended the program and found the session very useful.

5) Specialized Training Program on Electrical Protection System & Relay Coordination - Transformers & Motors : August 19 - 21

The program organized for Managers/ Engineers/ Supervisors was attended by nineteen participants from Aditya Cement; Birla Cement Works; Udaipur Cement Works; Gujarat Cement Works; Wonder Cement and J K Cement Works, Nimbahera and Mangrol. Mr B D Shah – Director, Power Consultants, Mumbai conducted the program.

6) Hydraulics – Basics & Applications in VRM & HEM Equipment : August 25 – 27,

The program conducted by RTC part-time trainers from nearby industries was attended by Eleven Engineers/ Supervisors from Birla White, Jodhpur; Trinetra Cement, Banswara; J K Cement Works, Nimbahera and Mangrol and SS & Company, Chittorgarh. Lack of proper maintenance is the leading cause of hydraulic component and system failure. However, practicing preventive maintenance (PM) can reduce machine downtime and increase reliability by preventing these failures in the first place.

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

**New Joinees
July - August 2015**



Mr. Digvijay Singh
DGM - Marketing (White Cement)
Lucknow



Mr. Ravindra Kumar Dwivedi
Sr. Manager (Security)
Kanpur



Mr. Roopendra Singh
DGM - Marketing (Grey Cement)
Jaipur



Mr. Arvind Kumar Sharma
DGM - Marketing (Grey Cement)
Chandigarh



Mr. Ajay Raj Vaishnav
Manager (Procurement)
Nimbahera



Mr. Prashant Bajaj
Manager (Raw Material)
Nimbahera

* Manager level & above only.

Fire Training Programme - Jharli

A Fire Safety Training programme was organized at J.K. Cement Works, Jharli near the store yard. Training was conducted by Mr. Vikas - Fire Officer, SLV Securities Pvt. Ltd., Gurgaon. The subject of the programme was display and application of different types of extinguishing systems. 41 staff members and workers attended the training programme. They were shown a demonstration of techniques and application of different types of fire extinguishing systems which are installed at the Plant.

Mr. Vikas, Fire Officer of SLV Securities Pvt. Ltd.
during the demonstration of Fire Equipments



White Cement Marketing Team awards the '**Employee of the Month**' to the top performers in their respective zones every month. Here we have the winner for the month of August 2015

Anurag Chaudhary
Sr. M.E. (White Cement), Kanpur



J.K. Cement bags the National Award for Excellence in Talent Management



J.K. Cement was felicitated with the National Award for Excellence in Talent Management by Thomas International and Delhi Management Association. The nomination was evaluated against companies from

various sectors. Ms.

Anju Malhotra - Head (Business HR) & Mr. Michael Ekoh - Head (Training & Development) received the award at the function held on 3rd July at Hotel Radisson Plaza Blu, Delhi. Participants from 45 companies along with representatives of National HRD Network, Delhi Management Association and Thomas International were present on the occasion.



Mr. Michael Ekoh - Head (Training & Development) and Ms. Anju Malhotra - Head (Business HR) with the certificate and the trophy



Ms. Anju Malhotra and Mr. Michael Ekoh receiving the award



NEW DIRECTIONS

The J.K. Cement family has always been driven to set new frontiers to conquer. We hope that these new torchbearers of the Company shall propel us to greater heights



Mr. Suhas Jain

Head - Strategy
(Grey Cement)
Delhi

Mr. Suhas Jain has joined J.K. Cement Ltd. as Head - Strategy (Grey Cement). A Masters in Business Administration, Mr. Jain who is based at Delhi, has extensive experience in the Cement Industry spanning over 23 years, with his last assignment being with Ambuja Cements. His previous assignments include stints with Birla Corporation and Wallace Pharma.

• **Our company is in a state of flux with increase in capacities and renewed focus. What are the challenges that you foresee for the Grey Cement Sector?**

a) The biggest challenge is to grow 3 times faster over the anticipated growth of industry in the coming three years in order to attain full capacity utilization.

b) Retention of good channel partners and bringing in new potential dealers in our system is another challenge.

c) Depressed market price scenario due to oversupply situation which will continue in the coming years, thus, remaining profitable is also a big challenge.

• **What are the strategies that we plan to implement to face these challenges?**

Cement marketing scenario is very dynamic and every year we witness some new challenges like more demanding consumers / channel partners thus we have to be customer centric and contextually correct from customer's point of view. 'Go to market go to customer' will be the most effective strategy under present market conditions.

To place ourselves competitively in the dynamic market condition we have to tweak our marketing mix with correct placement of 4Ps in order to minimize adverse impact of external environment, identify and capitalize the opportunities. We have initiated preparation of micro plans for each market to address specific challenges of specific market under our new initiative called 'Area Activation Plan' which is based on bottoms up approach to capture minute detail which is crucial to attract and retain customers. In strong markets, our focus will be on enhancing brand

equity by influencer engagement, improving our supply chain system and brand building whereas in weak markets, our focus will be on increasing presence by spreading retail network with the help of retailer activation programme. With this drive, we aim to create strong USP for J.K. Super Cement to strengthen our presence in the market place.

We have launched project 'Kuber' to create awareness and build capability of our field force to understand the importance of optimization and plug the leakages. Under project Kuber, we have introduced a series of initiatives for effective margin management and improving basic hygiene to support the initiative. This will be the key factor in improving our profitability in the depressed price scenario.

In nutshell, our focus will be on creating correct brand positioning to bring in shift towards performance advantage for J.K. Super Cement.



Off Site

Stockist Meets - White Cement

Maharashtra (Lavasa) – 19th - 21st August

Mr. Niranjan Mishra – President (Marketing) lighting the lamp



Mr. Niranjan Mishra – President (Marketing) felicitating M/s Chetak Minerals, Navi Mumbai for being the top performing stockist for White Cement and Wall Putty. Also seen in the photograph are (from left to right) – Mr. Nitant Shah – Sr. G.M. (CTS), Mr. Mohan Sharma – A.V.P (Marketing), Mr. Shailesh Gupta – A.V.P. (MIS, Delhi) and Mr. A.N. Shukla – Sr. G.M. (Marketing) and Mr. Nitish Chopra – Head (Branding & Communication)



M/s Goda Sales, Nasik being felicitated for being the 2nd runner up for Wall Putty

Tamil Nadu (Kodaikanal) – 22nd - 24th August



M/s Hariram Enterprises, Puducherry being felicitated for being the top performing stockist for Wall Putty



Mr. Niranjan Mishra – President (Marketing) felicitating M/s MRL Agencies, Chennai for being the top performing stockist for White Cement. Also seen in the photograph are (from left to right) – Mr. Mohan Sharma – A.V.P (Marketing), Mr. Shailesh Gupta – A.V.P (MIS) and Mr. A.L. Sundararajan – Sr. G.M. (Marketing, South)



Senior Company Officials along with the Tamilnadu Team

Corporate Social Responsibility

Laying the foundations of a better world

J.K. Cement Works, Nimbahera supports Govt. Sr. Secondary School



A classroom furnished with stone benches provided by J.K. Cement Works, Nimbahera

With a view to fulfil its social obligations, J.K. Cement Works, Nimbahera presented about 90 stone benches to Govt. Sr. Secondary School, Noor Mahal, Nimbahera. On this occasion, Mr. Mohan Lal Sharma - Block Education Officer, Mr. Imtiyaz Khan - School Incharge, Mr. M.S. Shekhawat - Head (E.R.) and Mr. C.P. Dak - Sr. G.M. (Civil) were present. Speaking on the occasion, Mr. Shekhawat informed that the plant has adopted 20 schools of Nimbahera area for their all-round development and inspired students to attend school regularly.

various developmental activities like medical and health, education, rural development, tree-plantation, etc. for betterment of society.

Expressing his gratitude to the Management for this gesture, the Block Education Officer, Mr. Mohan Lal Sharma said that J.K. Cement has always been a step ahead in making efforts towards the all-round development of Nimbahera area. The school administration and students expressed their sincere thanks to the Company.



Mr. M.S. Shekhawat and Mr. C.P. Dak interacting with school authorities

School Uniform Distribution - Mangrol

J.K. Cement Works, Nimbahera and Surbhi Ladies Club distributed uniforms to students of Govt. Upper Primary School, Mangrol on 24th August. On this occasion, a programme was organized where Mrs. Neelam Rathore, Mrs. Sandhya Jain, Mrs. Renu Kachhwaha, Mrs. Vijaya Nagori and Mrs. Vijay Laxmi Jain were present. The School Headmistress Ms. Durga Vaishnav along with school staff extended a warm welcome to all on their arrival. On this occasion, Mr. Om Prakash Meena - Sarpanch, Mangrol Gram Panchayat expressed his gratitude for the social activities under taken by J.K. Cement.



Mrs. Neelam Rathore giving uniforms to students

Surbhi Club members, school staff and students

Blood Donation Camp at Dispensary - Mangrol

Dispensary Team and Officers Club, Mangrol organized a Blood Donation Camp at Mangrol Dispensary on 1st July in association with Red Cross Society, Neemuch. Mr. S.K. Rathore - Unit Head (Nimbahera) inaugurated the camp by donating blood first and inspired all employees to donate blood. Mr. R.B.M. Tripathi - Head (O&M, Mangrol) stated that the objective with which the camp was set up was achieved. Hundred units of blood was donated and in the future the target will be higher than this attempt. Unit Head congratulated all the team members for their contribution. Mr. K.M. Jain - Head (Comml.), other employees and workers were present on this occasion. Camp activities were organized by Dr. Pankaj Mani and Mr. Rajeshwar Sharma.



Mr. S.K. Rathore - Unit Head donating blood at the camp



Company Officials at the camp

Tree plantation under Green Nimbahera Expedition

The local administration launched Green Nimbahera Clean Nimbahera expedition to protect and conserve the environment. To begin with, 51 saplings were planted on the main road from JK Tiraha to Nimbahera city on 3rd August. On this occasion, local



Mr. S.K. Rathore - Unit Head planting a sapling along with other officials

MLA Syt. Shreechand Kripalani, Mr. Hemendra Nagar - SDM, Nimbahera, Mr. Gautam Lal - Tehsildar, Mr. Anil Pahadia - BDO, Mr. Ashok Navlakha - Ex-MLA along with Mr. S.K. Rathore - Unit Head, Mr. PR Choudhary - Head (Technical), Mr. KM Jain - Head (Commercial), Mr. M Kachhwaha - Head (Mines), Mr. M.S. Shekhawat - AVP (HR & ER), Mr. RP Singh - AVP (HR & RTC), Lt. Col Raj Shukla - GM (Security) and a large number of other employees were present. Mr. D.S. Krishnawat - Dy. GM (IR & Welfare) informed everyone that the team is going to plant about 2000 plants on both the sides of the main road from the Welcome Board to the Railway Crossing to beautify the city and develop environment awareness amongst the people.

The programme was convened by Mr. Ajay Dashora - Horticulturist, Mr. S.D. Paneri - Sr. Officer (HR) and a member of Municipal Board

Mango Garden Plantation at Sushila Nagar, Mangrol

A Mango plantation programme was organized on 11th July at Sushila Nagar Colony with a view to develop a Mango Garden at Mangrol Colony. Mr. S.K. Rathore - Unit Head started the campaign with planting various types of Mango trees. Mr. R.B.M. Tripathi - Head (O&M, Mangrol) and Mr. Maheem Kachhawa - Head (Mines) also planted five trees each.

200 special types of mango trees including Dasahari, Langda and Chausa were planted on the day. Mr. Amrendra Singh - Dy. Manager (Horticulture) organized the program.



Mr. S.K. Rathore - Unit Head watering a mango sapling after its plantation

Health Talk by JK Officers' Club - Nimbahera

JK Officers' club organized a talk on 26th August on various diseases and their prevention and cure. At the event, Dr. Rajendra Samar - Cardiologist, Dr. Anurag Talesara - Orthopedic Surgeon and Dr. Bhanu Pratap, ENT Specialist of Chitrangan Mobile Unit of RNT Medical College, Udaipur focussed on common diseases like joint pains, ailments of ear, diabetes - its preliminary symptoms, precautions to be taken, exercises, lifestyle and balanced diet. Replying to the queries of audience, the doctors said that making exercise a regular part of life, to remain tension free and eating a balanced diet can prevent serious ailments.



Dr. Rajendra Samar during the talk

Mr. A.K. Srivastava, Mr. Maheem Kachhwaha, Mr. R.C. Purohit, Mr. C.P. Dak, Mr. V.K. Maheshwari, Mrs. Neelam Rathore - President, Surbhi Ladies' Club, Mrs. Sandhya Jain, Mrs. Renu Kachhwaha, Mrs. Vijaya Nagori, Mrs. Vijay Laxmi Jain along with a large number of members of both clubs participated in the talk.

The programme was conducted by Dr. S.K. Choudhary.



Dr. Bhanu Pratap addressing the audience

Free medical check-up camps – Nimbahera and Mangrol

J.K. Cement Works, Nimbahera organized medical check-up camps in the month of July and August in association with Chitrnanjan Mobile Unit of R.N.T. Medical College, Udaipur at Mangrol and Nimbahera.

At the camps, a team of qualified doctors carried out medical examination of more than 350 patients. The patients were given medical consultancy and medicines free of cost. Free E.C.G. and blood sugar tests of patients were also done during the camp. Mr. Amba Lal of R.N.T. Medical College, Dr. S.K. Choudhary of J.K. Cement Works and his team of nursing staff extended necessary assistance to Doctors.



Blood sugar test of a patient at the camp

Blood pressure examination of a patient

Inauguration of JK Trust Programme - Jhajjar

J. K. Cement Works Jharli launched a livestock development program in Jhajjar district under the umbrella of J. K. Trust Rural Development Plan. The programme was opened with the opening of the Livestock Development Center



J.K. Trust members explaining the activities of the trust to D.C. Jhajjar



Dr. Anshaj Singh, D.C. Jhajjar cutting the ribbon

at Mohanbari on August 12. The Centre was inaugurated in Mohanbari Panchayat building by Dr. Anshaj Singh - Honourable Deputy Commissioner, Jhajjar. On this occasion, distinguished guest, Mr. Vishal - D.D.P.O Jhajjar, Dr. Manish Davas - S.D.O (Animal Husbandry and Dairy Department), B.D.O. Matanhail, Mr. Bheem Singh - Sarpanch - Gram Panchayat Jharli, Mr. Kriparamji Mohanbari, Mr. Karan Singh - Lumbardar-, Mr. Harish Agarwal - Unit Head, Mr. S. S. Singh and Mr. Satyavir Sharma were also present.

After the opening program, Mr. Harish Agarwal addressed the gathering and briefly highlighted the C.S.R. activities at the plant. He expressed his intention of working for the emerging wrestling and boxing players from the region and the State.

After that, Dr. Ravi Shankar Yadav informed everyone about the Livestock Project operated by J. K. Trust Gram Vikas Yojana. Mr. Yadav said that the Trust is the chief N.G.O regarding rural development work which is operating 4,000 livestock development centers in 11 States and soon more than three thousand new centers will be opened. Presently, the Trust is working in 122 districts of the Country which includes 21 districts of Haryana.

In this new Livestock Development Program, 20 centres will become operative in District Jhajjar. Each center will cover 5 to 7 villages. All the centres will work for artificial insemination of cows and buffaloes and cattlemen will be trained for proper maintenance of animals.



Distinguished Guests during inauguration of Livestock development programme at Mohanbari Panchayat Bhavan

Corporate Social Responsibility

Charity Drive at Chatrawaas Arya Mandir

- Padam Tower

As is a ritual every year, a food camp was organized by Padam Tower Staff for the students of Chatrawaas Arya Mandir, New Delhi on the occasion of Independence Day. The staff members joyfully rendered their services towards this noble cause under the able guidance of Madam Special Executive, Mrs. Sonam Singhania.



Health Checkup Camp for Staff - Jharli

A one day Staff Health Checkup camp was organized on 29th July at Jharli. The camp was inaugurated by Mr. Harish Agarwal - Unit Head in the presence of all staff members and workers of the Plant. Around 37 staff members were physically examined during the camp. The camp was organized with the help of a team of doctors from Express

Clinics Pvt. Ltd., New Delhi. Spirometry tests (Lung Function Test) of staff members were also done at the camp. During the camp, the staff members were given consultation on treatment of skin, eye, ear & lungs related diseases.



Doctor examining a staff member during health checkup camp at Jharli



Staff members with the team of Express Clinics Delhi at the camp

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