

# JKspotlight



Towards Perfection – Our Tradition

Jan.-Feb. 2018  
Volume : 1 Issue : 36



## INTERNATIONAL ANNUAL PLATINUM DEALERS MEET, SHANGHAI

*JK White Cement*



*Highlights*



International Annual  
Platinum Dealers  
Meet, Shanghai  
JK White Cement



IT Conclave -  
Nimbahera





## Rajasthan Chamber of Commerce and Industry honours Chairman & Managing Director with Lifetime Achievement Award

Rajasthan Chamber of Commerce and Industry conferred the Lifetime Achievement Award to our respected Chairman and Managing Director, Mr. Yadupati Singhania for his exemplary contribution to the Cement Industry. Mr. Raghavpat Singhania received the award from Chief Guest, Mr. Ram Charan Bohra - Member of Parliament on CMD's behalf at a glittering ceremony held in Jaipur on 1<sup>st</sup> April.



Chief Guest presenting the citation

Mr. Singhania accepted the award with great humility and thanked the RCCI for this honour bestowed upon Mr. Yadupati Singhania.



Mr. Raghavpat Singhania addressing the gathering on the occasion



Mr. Raghavpat Singhania receiving the trophy from the Chief Guest

## Another remarkable feat for Chairman & Managing Director – Most Enterprising Leader of the Year

It is a matter of great pride that our respected Chairman & Managing Director has been awarded the Most Enterprising Leader of the Year (Infrastructure Sector). The award is an initiative of WBR Corp, a leading brand management and consulting company in the Country. The research team evaluated more than 1500 Companies in different categories and shortlisted some of the best Brands & Leaders across Asia. The list of winners included esteemed names including Ashok Leyland, CAD, Priya Dutt (For Nargis Dutt Foundation) and Chef Kunal Kapur among others. The award was received by Mr. Raghavpat Singhania at a ceremony held in Mumbai on 28<sup>th</sup> February. It goes without saying that it takes unshakeable commitment and contribution of each and every member of the JK Cement family to raise the bar of our growth story.



Mr. Raghavpat Singhania receiving the award

FROM THE **editor's** desk**D**ear colleagues and friends,

I am proud to say that every issue of 'Spotlight' has newer ground to cover and more information to share with its avid readers.

At JK Cement, we go the extra mile to acknowledge and celebrate the efforts of our channel partners. With that aim, the first ever International Annual Platinum Dealer's Meet was organized for JK White Cement at Shanghai, from February 18<sup>th</sup> to 20<sup>th</sup>, 2018. The meet was themed 'Enter the Dragon', to portray the power and passion of our channel partners towards the Company's growth and success.

The IT Team organized its first ever IT Conclave from 18<sup>th</sup> to 20<sup>th</sup> January 2018 where IT teams from various locations gathered at Nimbahera and Mangrol to understand and comprehend the processes, concerns and challenges faced by the Manufacturing Units.

The Annual Dealer Conference themed 'Bahubali' for White Cement Division was hosted in Pune to honour our channel partners from Mumbai and Goa.

2018 has been off to a roaring start. The Company has been the proud recipient of several awards and accolades. Rajasthan Chamber of Commerce and Industry honoured our respected Chairman & Managing Director Mr. Yadupati Singhania with a Lifetime Achievement Award. He was also bestowed with the Most Enterprising Leader of the Year (Infrastructure Sector) award by WBR Corp. JK Cement was awarded with the title of 'India's Most Desirable 30 Power Brands 2018' and 'Best Company of the Year' besides many more such notable recognitions.

We celebrated the 69th Republic Day, across the different centres of the Company with patriotic fervour and pageantry. Various internal training programs were conducted for team building and health, safety and environment.

This issue shines its Spotlight on Mr. Shambhu Singh - Company Secretary, Kanpur and channel partner Mr. Mangaldas Kamat, proprietor M/s Kamat Plus Hardware & Paints, Karwar, Karnataka for their invaluable contribution towards the Company's growth story.

Before signing off, I urge all my friends and colleagues to keep sharing, interacting and giving their valuable opinions and feedback to make 'Spotlight' an even more vibrant medium of communication.

Best regards,



**Raghavpat Singhania**  
JK Cement Ltd.

**CONTENTS**

Awards & Accolades	2
Editor's Desk	3
Celebrations	4-9
Awards & Accolades	10-11
Brand Campaigns	13
IT Conclave	14-15
Events	16-19
Cover Story	20-22
Spotlight on Mr. Shambhu Singh & Mr. Mangal Das Kamat	23
People Power	24-27
Annual Stockist Meet JK White Cement	28-30
Leaders Speak	31
Impressions	32-33
CSR	36-40



## Celebrations

### Republic Day

Amid unfurling of the tricolour and colourful parades, the 69<sup>th</sup> Republic Day was celebrated across all centres of the Company.

#### Kanpur

##### Kamla Tower

The Kamla Tower celebrations began with the Chief Guest, Mr. Anil Agarwal - Sr. Vice President (Taxation) garlanding the picture of Mahatma Gandhi, who then hoisted the national flag along with Mr. R. K. Dwivedi - Sr. Manager (Security). Mr. Agarwal saluted and inspected the Republic Day parade conducted by the security personnel, which was followed by the National Anthem. He then addressed the audience, where he emphasised on the importance of Republic Day. The celebrations were concluded with sweet distribution.

Mr. Anil Agarwal - Sr. Vice President (Taxation) inspecting the Guard of Honour



Mr. R.P. Tomar - Sr. General Manager (Corporate HR) felicitating Mr. S. K. Aggarwal - Director (UPCA)



Flag hoisting ceremony at Kamla Nagar

##### Kamla Nagar Township

The Kamla Nagar colony premises was beautifully decorated on the occasion of Republic Day. The event commenced with the unfurling of the National Flag by Chief Guest, Mr. S. K. Aggarwal - Director (UPCA). Mr. R. P. Tomar - Sr. General Manager (Corporate HR & Colony In-charge) presented the bouquet to the Chief Guest. Mr. Aggarwal addressed the audience and wished them on the occasion of Republic Day. He too spoke about the importance of the day and significance of the National Flag. The event was concluded with the National Anthem.



#### Padam Tower



#### Nimbahera & Mangrol

JK Cement Works, Nimbahera celebrated the 69<sup>th</sup> Republic Day with great fervour and joy. Mr. S.K. Rathore - Unit Head & President (Operations) unfurled the National flag in the presence of special guests Mr. M. Kachhwaha, Mr. M.S. Shekhawat, Mr. Asheesh Gupta and Col. Bharat Singh and a large gathering of employees. Thereafter, Mr. Rathore



Inspection of Guard of Honour by Chief Guest



Mr. D.K. Patel - Technical Head felicitating Mr. M.K. Tyagi



presented various certificates to the employees including the Best Performance certificates and certificates for the Annual Sports Meet held last year.



Students of Kailash Vidya Vihar performing on the occasion

The Mangrol Team also exhibited great enthusiasm while celebrating the day. Mr. D.K. Patel – Head (Technical) hoisted the national flag and inspected the Guard of Honour. He also presented the Best Attendance and Best Services awards to the employees. The special guests for the event were Mr. V.K. Bhardwaj, Mr. S. Vishwanathan, Mr. D.K. Dhakad and Mr. Shahid Khan.

Republic Day was celebrated with equal gusto at Kailash Vidya Vihar, Padam Vidya Vihar, JK Institute of Technology and Shramik Sangh Office.



Mr. D.K. Patel saluting the Tricolour at Mangrol

## Gotan



The White and Grey Cement units at Gotan jointly celebrated the 69<sup>th</sup> Republic Day. Mr. Rajeev Sharma – Unit Head, hoisted the Indian flag and saluted the parading security staff. A group of female employees also presented some heart-rending patriotic songs.

Mr. C.P. Jhagdawat- Vice President (C & A) delivered an inspiring speech, where he spoke about the great significance of 26<sup>th</sup> January in the Indian History. He also highlight the various achievements of the White Cement division as well as some major CSR activities undertaken by the company.



Mr. Rajeev Sharma – Unit Head felicitating a security personnel



Mr. P.R. Kumar – Vice Principal (LKSEC) saluting the National flag



Mr. Sharma & Mr. Jhagdawat awarded the winners of various competitions held that day. The program ended with distribution of sweets.

LK Singhania Education Centre, Gotan also celebrated Republic Day with great zeal and fervour.



## Muddapur

JK Cement Works, Muddapur celebrated the 69<sup>th</sup> Republic Day with great patriotism and joy. Chief Guest Mr. R.B.M. Tripathi - Unit Head unfurled the national flag, which was followed by the National Anthem. Afterwards, security personnel presented the Guard of Honour, followed by march-past.

Mr. Tripathi paid tribute to the martyrs

and highlighted various achievements of the plant. He also announced the construction of Shiv Mandir at Padam Nagar, which is to be constructed with the same red stones from Rajasthan that were used in Akshardham Temple.





## Jharli



At Jharli, the program was presided over by Mr. Harish Agarwal – Unit Head. The event began with the flag-hoisting ceremony, after which the guardsmen saluted the Tricolour. Mr. Agarwal delivered an inspiring speech and hoped that the Jharli team will continue their good work and help the Plant reach new heights of success.

Mrs. & Mr. Agarwal were felicitated by Mrs. & Mr. Manoj Kumar Pandey - HOD, Packing Plant. A cultural program was also organized, where the staff and their family members participated whole-heartedly. The event also included fancy dress competitions as well as games for women. The workers were also awarded for their exceptional performance throughout the year.



## Katni

JK White, Katni celebrated the 69<sup>th</sup> Republic Day with patriotic fervour. Mr. Praveen Singh – HOD, Mechanical & Production hoisted the Indian flag and saluted the parading security staff. Mr. Alok Raj Gautam – HOD, Personnel addressed the gathering, where he spoke about the great significance of 26<sup>th</sup> January in Indian history.

A tug-of-war competition was also organized between the Security Department and other departments. Mr. Gajendra Yadav & Mr. Ashish Asopa felicitated the winners & runner-ups. The celebrations were concluded with sweets distribution.



Flag Hoisting ceremony



## Makar Sankranti



### Jharli

The Pragati Club, headed by Mrs. Neelam Agarwal and consisting of female staff members, celebrated Makar Sankranti by organizing a sweet-dish making competition at the Jharli guest house. The event was very well organized and all the ladies worked very hard to present these sweets made with sesame.

Mr. Umesh Rangwani - Head (Elec. & Inst.) and Mr. Surender Dahiya - Head (HR & Admin.) were the judges for the event.





## Celebrations

### New Year Jharli



JK Cement Works, Jharli welcomed 2018 with great joy and enthusiasm. Mr. Harish Agarwal – Unit Head, along with Mrs. Neelam Agarwal inaugurated the event that was attended by all employees and their families. Mr. Agarwal congratulated team Jharli for achieving all their targets for the year gone by and wished them good luck for 2018.

The highlight of the evening was the famous Haryana folk singer and dancer Gajendra

Phogat's troop as the entire team made the event come alive with their talent.

The program also included a lucky draw and was concluded with a delicious dinner.



### Mahashivratri Gotan

On the pious occasion of Mahashivratri, Rudrabhishek ceremony was organized in the premises of Gotan plant on 13<sup>th</sup> February.

The ceremonial proceedings began with the chanting of mantras from holy Vedas. Mr. NL Thanvi invited 71 learned pandits from Jodhpur and Phalodi to perform the *Rudraasthadyaayi Paath* in accordance to Yajur Veda. Mr. Rajeev Sharma - Unit Head and Mr. C.P.

Jhagdawat - Vice President (C&A) performed Lord Shiva's abhishek under the guidance and blessings of Baba Garibbandhu Dasji Maharaj Mahant of Ramdasji Shyamdasji Temple, Gotan. The Company officials, staff members as well as workers participated in the ceremony with their families. Head of departments along with other employees graced the occasion. *Mahaprasad* was also arranged for the fasting devotees and other attendees.



### Katni

JK White, Katni celebrated its first Mahashivratri with great enthusiasm. The function was organized in the Plant premises. The venue was well decorated with flowers and lights. *Rudrabhishek* & *hawan* ceremonies were organized. The ceremonial proceedings began with the chanting of *mantras* & *shloks* from holy *vedas*. Mr. Anil Badgotri - Unit Head, along with Mrs. Veenu Badgotri performed Lord Shiva's *Abhishek*. The entire ceremony was conducted under the guidance of five pandits.

Other company officials and workers also performed the *Rudrabhishek* & *hawan* with their family. After the ceremony, *mahaprasad* was arranged for the fasting devotees.





## Celebrations

### Holi Kanpur

The festival of colours, Holi was celebrated with great fervour and enthusiasm among the residents of Kamla Nagar Colony. The festival began with *Holikapujan*, where *Holikadahan* and *puja* was performed by the pandit and was attended by the residents of the colony.



The next morning, everyone played holi with great joy. Food stalls and rain dance were the main highlights at the celebration. The event was organized under the guidance and leadership of Mr. R.P. Tomar - Sr. General Manager, Corporate HR & Kamla Nagar Colony In-charge and was successfully co-ordinated by the administration and maintenance team of the colony.

### Gotan



Gotan has been celebrating Holi in its distinctive way for the past twelve years, i.e. without any colors containing chemicals. This year, Holi was celebrated with full fervor and enthusiasm on 2<sup>nd</sup> March.

The *holi-dahan* was performed on 1<sup>st</sup> March, where Mr. Rajeev Sharma - Unit Head, Mrs. Chitra

Sharma, Mr. C.P. Jhagdawat - Vice President (C&A) & Mrs. Usha Jhagdawat performed the Pooja, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garib Bandhu Dasji Maharaj of Ramdas Shyamdas Temple. The Respective head of departments graced the occasion, along with the employees and their families.



### Katni



Katni family celebrated the vibrant festival of colours alongside all the staff members and their families. *Holika-dahan* was performed on 1<sup>st</sup> March, where Mr. Anil Badgotri - Unit Head performed the *pooja*. The employees and their families were also present during the occasion. The '*Holi Sneh Milan*' programme was organized on 2nd March, where everyone greeted each other with *gula*. During the event, the employees and their family members sang and danced on holi songs and recited poems. A delicious lunch was also organized for the entire gathering.







## Fujairah

JK Cement Works, Fujairah celebrated the festival of colours with immense joy and fervour, with a clear goal of creating strong bonds of friendship amongst the employees. The program included lots of colours & sweets and invigorating music permeated the entire event. The celebration was a great success and made everyone present feel one with the organization.



## Sir Padampat Singhanian Statue Inauguration - Muddapur



Mr. R.B.M. Tripathi - Unit Head, Mr. Madhavkrishna Singhanian and Mr. Rajnish Kapur - Business Head on the occasion

Sir Padampat Singhanian's statue was inaugurated with great honour on 27<sup>th</sup> February at Muddapur by Mr. Madhavkrishna Singhanian. He inaugurated the statue by garlanding it in the presence of Mr. Rajnish Kapur - Business Head, Mr. R.B.M. Tripathi - Unit Head, other executives and staff members.



Mr. Madhavkrishna Singhanian garlanding the statue of Sir Padampat Singhanian







## More prestigious accolades for JK Cement

The Company has been on a winning streak since the beginning of the year 2018. It is a matter of great pride that JK Cement has been conferred with two acclaimed awards. These awards come as a recognition of JK Cement's effort at building a brand with a unique heritage and a legacy of excellence.

JK Cement was awarded with the title of India's 'Most Desirable 30 Power Brands 2018' at the prestigious second edition of the Indian Power Brands Awards held in Mumbai on 5<sup>th</sup> March. Power Brands research is an annual and ongoing national survey process conducted by the Indian Council of Market Research (ICMR) and the event is conducted by Planman Media.

The Company was also honoured as the 'Best Company' at India's Best Company of the Year Awards 2017 held in Mumbai on 10<sup>th</sup> March. 'Best Company' is a distinctive recognition for a company, based on current year market standing, innovation,

leadership, governance, CSR and other such factors. The award is validated by Media Research Group, USA and organized by IBC Infomedia. These awards will serve as an inspiration for us all to raise the bar and work towards greater glory and success.



Mr. Nitish Chopra accepting the Most Desirable Power Brands award



Mr. Nitish Chopra - Head (Branding & Communication) receiving the India's Best Company of the Year Award

## JK White Cement Works, Gotan felicitated with Rajasthan Chamber Excellence Award 2017

JK White Cement Works, Gotan was honoured with the prestigious Rajasthan Chamber Excellence Award 2017, by the Rajasthan Chamber of Commerce & Industry Jaipur on 1<sup>st</sup> April at Mohanlal Sukhadia Sabhagar Chamber Bhawan, Jaipur. On behalf of the Company, Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (C&A) & Mr. Amit Mehta - Asstt. Vice President (Technical) received the award from Chief Guest, Mr. Ram Charan Bohra - Member of Parliament.

Gotan was adjudged the best for its admirable performance in terms of Productivity, Operational Excellence, Quality, Safety, Harmonious relations with the employees and Cost Efficiency.



The Chief Guest presenting the Rajasthan Chamber Excellence Award 2017

## JK Cement Works, Mangrol wins the prestigious Rajasthan Energy Conservation Award - 2017



JK Cement Works, Mangrol was awarded the prestigious 'Rajasthan Energy Conservation Award (RECA) - 2017' and second prize in 'Large Scale - Cement Sector' by Rajasthan Government on 14<sup>th</sup> December. The award was presented by Mr. RB Gupta - MD, JVVNL, Mr. BK Joshi - MD (RRECL) and Mr. Shrimat Pandey - Retd. IAS, Chairman DISCOM, Rajasthan. The award was received by Mr. DK Patel - Technical Head (Mangrol), Mr. Rajesh Mathur, Mr. Rajneesh Sharma, Mr. Vishal Laddha, Mr. Vikesh Jain and Mr. Rahul Dad. Mangrol Plant has won this prestigious award, consecutively second year in a row.

Mr. DK Patel - Technical Head receiving the award



## JK Cement's HR Team shines at the Global HR Excellence Awards

Mr. Andleeb Jain – Chief People Officer was felicitated as one of the '100 HR Super Achievers' at the Global HR Excellence Awards for his exemplary and visionary leadership & contributions to HR fraternity on various strategic initiatives. Mr. Jain received the award at the function organized by the World HRD Congress at Taj Lands End, Mumbai on 16<sup>th</sup> February.

JK Cement's HR Team also bagged the award for 'HR Team of the Year'. This award was received by Mr. Andleeb Jain - Chief People Officer and Mr. RP Tomar - Sr. GM (HR). The World HRD Congress, instituted 24 years ago, is guided by an Advisory Council that guides the strategic intent of the event, making it the most prestigious and recognized Global Awards for HR Excellence. The gala function organized during the event was attended by leaders & delegates from top corporates across India.



Mr. Andleeb Jain - receiving the '100 HR Super Achievers' Award



Mr. Andleeb Jain - Chief People Officer and Mr. RP Tomar - Sr. GM (HR) receiving 'HR Team of the Year' Award

## JK Cement wins 'CSR Campaign of the Year' and 'Best Social Media Campaign' at Realty Plus Interior Exterior (INEX) Awards 2018

JK Cement Ltd. bagged the 'CSR Campaign of the Year' for JK Cement SwachhAbility Run and 'Best Social Media Campaign' for JK Super Cement – Build Safe at the Realty Plus Interior Exterior (INEX), Awards 2018 held on 31<sup>st</sup> January in Mumbai. Organized by Realty Plus, INEX awards felicitate excellence in building products & construction material.

The award ceremony was concluded on a grand note amidst a gathering of more than 250 delegates. The attendees included renowned architects, developers, property consultants and the Founders & CEOs of Indian & international reputed building products companies.



Mr. Nitish Chopra - Head - Branding & Communication receiving the award

## JK Cement SwachhAbility Run bags 'Innovations in Corporate Social Responsibility Practices' Award at Making of Developed India (MODI) Awards



Ms. Shivapriya Iyer - Asst. Manager (Branding) receiving the award

JK Cement SwachhAbility Run was awarded with 'Innovations in Corporate Social Responsibility Practices' at Making of Developed India Awards (Excellence in CSR & Social Innovation), held on 17<sup>th</sup> February in Mumbai.

Presented by ET Now, MODI awards are designed to facilitate investment, foster innovation, and enhance skill development. It recognizes companies who embrace and encourage best practices and continuous advancement across a range of disciplines. Companies are rewarded for the nature and complexity of their project, their ability to objectively demonstrate its value and effectively communicate its significance to others.



## Chhepia Nada - Gotan

As per traditions, the annual function of *Hanuman Mandir Murti Sthapna* was held at the Cheppia Nada temple on 6<sup>th</sup> February. The program began with the recitation of *Sunderkand Path* which was followed by *Ratri Jagran*.



On 7<sup>th</sup> February, Baba Garibbandhu Dasji Maharaj, Mahant Ramdasji Shyamdasji Samadhi, Gotan, Mr. Rajeev Sharma - Unit Head, Mrs. Chitra Sharma, Mr. C.P. Jhagdawat - V.P. (C&A), Mrs. Usha Jhagdawat along with the departmental heads and employees performed the *havan pooja*, under the guidance and blessings of Pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garibbandhu Dasji Maharaj of Ramdas Shyamdas Temple. After the *havan yagya*, *maha prasad* was served to all the devotees, where all the senior company officials and staff members rendered their services.

## Bhoomi Pooja - Muddapur

JK Cement Works, Muddapur organised a *bhoomi pooja* and foundation stone laying ceremony for the proposed Shiva Mandir at Padam Nagar on 26<sup>th</sup> February. Mr. Madhavkrishna Singhania graced the occasion along with Mr. Rajnish Kapur - Business Head, Mr. RBM Tripathi - Unit Head and other executives.

Executives and staff members along with their families participated in the programme with great devotion. The *pooja* concluded with distribution of *prasad*.



## Cultural Programme - Muddapur

A cultural programme was jointly organized by Padam Club and Roshni Ladies Club at Padam Nagar, Muddapur. Mr. Rajnish Kapur – Business Head (Grey Cement) and Mrs. Shalini Kapur were cordially invited as the Chief Guests for the occasion.

Mrs. & Mr. Kapur were warmly welcomed by Mr. R.B.M. Tripathi – Unit Head and Mrs. Tripathi. Many cultural activities such as classical songs were performed by the members of the club. The event was concluded with a gala dinner.





## INNOVATIVE BRAND CAMPAIGNS

### JK Super Cement – Suraksha ki Pathshala

**JK SUPER  
CEMENT**  
BUILD SAFE



JK Super Cement organized a campaign called 'Suraksha ki Pathshala' during the *Falgun mela* in Khatu Shyamji, Rajasthan from 22<sup>nd</sup> to 28<sup>th</sup> February. The campaign was conducted to increase the awareness of the attendees about safety issues. The campaign covered women safety, traffic rules, construction safety and environmental safety. The aim was to create a connect with JK Super Cement's positioning

statement 'Build Safe' through this campaign. The campaign reinforced the message of 'Build Safe' through installation of various stalls and pillars with brand visibility and distribution of branded pocket calendars and fabric bags.

The campaign was highly successful reaching out to more than 25 lakh devotees from Rajasthan, Haryana, Delhi, Gujarat, UP and MP.



**JK  
PrimaxX™**  
White Cement Based Primer

### Campaign at Holla Mohalla Fair - Punjab

JK PrimaxX organized an innovative campaign called 'Feel the Pride' at Holla Mohalla fair at Anandpur Sahib, Punjab from 25<sup>th</sup> February to 3<sup>rd</sup> March. This campaign was directed towards the pride of Sikhs who fought at the borders to keep our Nation safe; just as JK PrimaxX fights to protect the exterior walls of a house. This campaign showcased famous personalities from the Sikh community who have made the Nation proud. The emcee encouraged the crowd to enter the JK PrimaxX stall and express their thoughts on Guru Gobind Singh Ji's teachings. Participants were felicitated with JK PrimaxX certificates and medals. The stalls also included selfie zones, gaming zones, as well as a message board where people could write Sikh lessons that they felt would benefit the society. The fair was visited by more than 30 lakh devotees in a span of seven days.





The IT Team organized its first ever IT Conclave from 18<sup>th</sup> to 20<sup>th</sup> January, 2018. This was a one of a kind event, where 44 individuals from IT teams of various locations gathered at Nimbahera and Mangrol to understand and comprehend the processes, concerns and constraints faced by the Manufacturing Units (over and above understanding the cement manufacturing processes). The IT Conclave was a focused approach to connect, learn, empathize and improve IT functions across all locations in the Company.

## IT Conclave

Nimbahera

### Day 1

#### Focusing on Team Vision

The first day commenced with the welcoming of the IT team and the inaugural meeting in the presence of Mr. PR Chaudhary - Technical Head, Nimbahera and other seniors. Mr. Jitendra Singh - CIO (IT) introduced the team to the honourable guests, discussed the current projects and emphasized on the best practices that must be adopted for enhanced performance. By envisioning the ideal or best case scenario, a team can renew and re-commit towards excellence. The conclave included a session about Cisco Meraki Solution and product portfolio, conducted by Mr. Pankaj Verma from Delhi followed by two technical sessions on Instrumentation conducted by Mr. Manoj Madan (E&I). Mr. Surendra Singh - Planning also conducted a session about plant maintenance while Mr. Kartik Solanki accompanied the team for a visit to Nimbahera plant.



Mr. Jitendra Singh - CIO addressing the participants





**Day 2****Understanding the working of a plant**

The next day began with the visit to Mangrol plant under the guidance of Mr. DK Patel - Technical Head (Mangrol). Process and Safety team elucidated the safety instructions to be followed. Mr. Rajneesh Sharma - Production (Mangrol) gave a brief description of the working of the plant & CCR and demonstrated the FLS automatic quality check system. Furthermore, a get-together was organized by the IT team, Nimbahera at Justa Nahargarh Lake Palace.

**Day 3****Team Building Session & Rajasthani Cultural Night**

Ms. Huma Aziz (RTC) conducted a team building session with a mix of traditional activities and games. The convention's motive was to enhance team spirit. The benefits of these team building exercises was clear – increased productivity, improved services and bonding within the team. This event was followed by a typical Rajasthani themed night at Castle Narela Resort with Chief Guest Mr. SK Rathore - President (O) & Unit Head, Nimbahera & Mangrol along with Mr. DK Patel - Technical Head, Mangrol and other dignitaries from Nimbahera and Mangrol plant.

The IT Conclave'18 can be considered as a successful benchmark for JK Cement and was greatly appreciated by the senior executives. The conclave was concluded with the promise to organize more such inspiring summits in the future so that everyone could work together achieving excellence.





## EVENTS

## UTSAV - The Family Day – Kamla Tower



The team at Kanpur organized Utsav - The Family Day on 13<sup>th</sup> January for the employees and their family members. The management intended to motivate the staff members by organizing a lively event where they could spend some quality time with their loved ones.

Utsav was a one of a kind event where both Lohri and Makar Sankranti were jointly celebrated.



The event witnessed colourful décor representing Lohri and Makar Sankranti. The program included entertainment, music, comedy, snacks and food stalls as well as a kid's corner with games and other engagement activities. The highlight of the day was the melodious live music. The

employees and their families thoroughly enjoyed the event as it gave them an opportunity to refresh their childhood memories. The employees were also presented personalized mugs as souvenirs. The event was successfully organized by Corporate HR team under the inspired guidance of Mr. Yadupati Singhania – Chairman & Managing Director and Mr. A.K. Saraogi - President (CA) & CFO.





## Inaugural Function at OHC - Nimbahera

JK Cement Works, Nimbahera organized a function on 12<sup>th</sup> January to celebrate the latest upgradation of equipments at the OHC to enhance the quality of EGC, Lung Function Test & HbA1c test. Mr. M.S. Shekhawat - AVP (HR & ER) and Dr. S.K. Chaudhary welcomed the Chief Guest for the occasion Mr. S.K. Rathore – President (Operations) along with their team members. Mr. Rathore inaugurated the event and spoke highly about the facilities that are now available for the staff members, workers and their families. Mr. Dileep Singh Krishnawat - GM (Welfare), Mr. Chun Chun Kumar - AVP (OHS) and many other executives, staff members and workers were present on this occasion.



Mr. S.K. Rathore - President (Operations) inaugurating the upgraded OHC at Nimbahera

Mr. S.K. Rathore observing the demo presented by the medical team

## 28<sup>th</sup> Mines Environment and Mineral Conservation Week 2017-18 - Gotan

Shree Cement Ltd., Beawar organized the 28<sup>th</sup> Mines Environment and Mineral Conservation Week 2017-18 under the aegis of Indian Bureau of Mines Ajmer region. JK White Cement Works, Gotan's Dhanappa Limestone Mines was adjudged as the winner for overall performance. Dhanappa mines also bagged the first prize in Sustainable Development and Systematic & Scientific Development and second prize in Waste Dump Management for their exceptional performance. The awards were received by Mr. Bajrang Lal - General Manager (Mines) on 13<sup>th</sup> January at Beawar.



## Felicitations Ceremony for 25 years of Service - Gotan

Mr. Rajeev Sharma - Unit Head, Gotan felicitated the employees who recently completed 25 years of service with the organization by presenting them with a silver memento. He spoke on behalf of the entire JK Cement family as he congratulated them and



appreciated their commitment, loyalty and priceless contribution towards the progress and well being of the organization over the years. The honoured employees also expressed their gratitude towards the Company. Mr. Ram Lal - Yard Attendant (Mill House), Mr. Shiv Danand Mr. Guman Singh - Helpers (Civil Department), were also presented with a memento for their dedicated services and uncompromising commitment over the years.

## 31<sup>st</sup> Mines Safety Week 2017 - Gotan

ACC Limited, Lakheri organized the final day event for the 31<sup>st</sup> Mines Safety Week 2017, under the aegis of Director General of Mines Safety. Dhanappa Limestone Mines was adjudged as the winner for overall performance. Dhanappa mines also bagged the first prize in Publicity Propaganda & House Keeping and Transport Roads & Dust Suppression and second prize in Opencast Working.

The awards were received by Mr. Bajrang Lal - General Manager (Mines) from Mr. Arvind Kumar - Director Mines Safety, Ajmer on 24<sup>th</sup> December at Kota.







Mr. RC Joshi - Principal, sharing the welcome address

## UDAYIN 2017 - LK Singhania Education Centre, Gotan

In an effort to nurture the overall development of the students of LKSEC, a sports and cultural fiesta called Udayin was launched.

Udayin 2017 was celebrated from 25<sup>th</sup> to 30<sup>th</sup> December for the session 2017-2018. The opening ceremony was held on 25<sup>th</sup> December. The Chief Guest for the ceremony was Mr. B.K. Arora - Business Head while Mrs. Sushma Arora - Vice President, LKSEC graced the occasion as the Guest of Honour. They were welcomed by Mr. R.C. Joshi - Principal, Mr. P.R. Kumar - Vice Principal, members of administration and the students council. This was followed by flag hoisting by the Chief Guest. The Ceremonial flame at the arena was lit by Mrs. & Mr. Arora. Students performed festive dances from different states such as Pongal dance, Bhangra, Holi dance etc. Music competitions across various categories such as *Bhajan*, solo instrumental, duet songs, western songs, *qawwali* etc. were also conducted.

The closing ceremony was held on 30<sup>th</sup> December, where the Chief Guest was Mrs. Vijaya Deshmukh - Director (NIFT, Jodhpur). A special program was organized to make the closing event a memorable affair. Udayin 2017 was concluded with an inspiring speech by Mrs. Arora.



Students performing the folk dance of Chhatisgarh



Students performing qawwali



Students participating in relay race



The opening ceremony of Udayin 2017



Chief Guest being presented a token of appreciation by Mr. & Mrs. Arora

## National Safety Day Celebration - Gotan

The Grey and White Cement Units at Gotan celebrated the 47<sup>th</sup> Safety Day on 5<sup>th</sup> March at their Mechanical Workshop, with an aim to reinforce the need for safety culture in the Company. Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (C&A), Mr. Amit Mehta - Asstt. Vice President (Technical) graced the occasion as the Chief Guests. The event was organized by the Safety Department and was attended by all the department heads along with many employees.

At the outset, Mr. Ashutosh Shrivastava - Manager (Safety) extended a warm welcome to everyone present. The audience then took the safety oath along with Mr. Raveendra Kumar Sharma - Sr. Manager (Security). Mr. Shrivastava spoke about the safety statistics & safety initiatives at the plant. The Safety department also conducted a safety quiz. In order to create awareness about safety among the employees, various competitions such as essay



writing, poster making and slogan writing were organised. The prizes were distributed by the Chief Guests & Department HODs.

In his speech, Mr. Sharma highlighted the importance of safety & urged everyone to adopt safe practices in every sphere of life. He encouraged adherence towards safety procedures so as to achieve the goal of zero accident at Gotan.





## Safety Day Celebration - Katni

JK White, Katni celebrated the 47<sup>th</sup> Safety Day on 5<sup>th</sup> March. To celebrate this occasion, various contests were organized for the employees such as poetry, essays and slogan writing based on the theme of safety. Besides this, firefighting training, safety awareness sessions and demonstrations were also organized. The program began with a safety oath taking ceremony, led by Mr. R K Mishra – Security Head, where all the employees present pledged to rededicate themselves towards the cause of safety, health & protection of the environment by obeying all the rules, regulations & procedures.

Mr. Haribhajan Shukla – Safety Officer briefly spoke about the incidents & accidents that happened during the year and Mr. Praveen Singh – HOD mechanical elaborated upon the importance of safety.



Oath taking ceremony

Mr. Anil Badgotri – Unit Head addressed the audience and highlighted the importance of keeping safety first in day to day working. Mr. Badgotri also felicitated the winners of various competitions held that day. The programme was concluded with a demonstration on firefighting techniques, precautions and the uses of fire extinguishers by Mr. Mishra and his team.



## 28<sup>th</sup> Mines Environment & Mineral Conservation Week 2017-18 (MEMCW) - Nimbahera Mines

The 28<sup>th</sup> MEMCW 2017-18 was celebrated under the auspices of Indian Bureau of Mines, Ajmer for mines of Udaipur and Ajmer Region from 3<sup>rd</sup> to 10<sup>th</sup> January. The prize distribution ceremony was held on 13<sup>th</sup> January at Shree Cement Ltd., Beawar. The program was graced by Mr. Ranjan

Sahai - Controller General of Mines, Indian Bureau of Mines (Nagpur, Government of India) and Mr. T.K. Rath - Controller of Mines, North Zone (Indian Bureau of Mines, Udaipur) was the Guest of Honour.

The awards were received by Mr. Maheem Kachhwaha - Vice President & Head (Mines), along with Mr. Rath's team of staff and workers. A total of 52 mechanized mines participated in different categories. All five of JK Cement's Limestone mines participated in Mechanized Opencast Mines Group & won a total of 18 Prizes in different categories.



## Annual Day of Sir Padampat Primary School - Muddapur

Sir Padampat Primary School, Muddapur celebrated its 6<sup>th</sup> annual day on 2<sup>nd</sup> February. Chief Guest Mr. R.B.M. Tripathi - Unit Head inaugurated the function with lighting of the ceremonial lamp. Principal Mr. Bheemashankar read the School report for the year 2017-18.

Mr. Tripathi delivered the honorary speech. Mr. R. C. Purohit and Mr. Girish Bakshi graced the event with their presence.





# Annual Platinum Dealers Conference

JK Cement deeply values its dealers and has always striven to strengthen this partnership. Keeping this in mind, the first ever International Platinum Dealers Meet for JK White Cement was organized at Shangri-la Hotel, Pudong, Shanghai from February 18th to 20th, 2018.

The meet was attended by over 150 channel partners from across the Country and aptly themed 'Enter the Dragon'. The theme, was inspired by dragons, a fire-breathing legendary creature that is frequently



Kapoor Marketing - National Topper



Hari Ram Enterprises - South 2 Zone Winner



BLK Enterprises Pvt. Ltd. - Lower North Zone Winner



Shree Agencies - West 2 Zone Winner





## Cover Story

# Conference – Shanghai

featured in myths of many cultures including China. This theme was chosen as it suitably portrayed the fierce passion of the channel partners to contribute towards the Company's success story.

An experiential tour was organized for the valued dealers and the theme was made an integral part of their marvelous journey. The Company left no stone unturned in making the guests feel special. Starting from the grand placards that



greeted them on the airport to the branded key jackets and water bottles, each moment was created to give them an oriental experience of a lifetime.

Jade Buddha temple was their first stop, where the guests were left in awe by the sight of ancient artistic excellence they witnessed. A cruise over the Huangpu River was especially organised to give the dealers a view of Shanghai's fabulous skyline with colonial architecture and modern skyscrapers along the river. The Shanghai circus, which is a unique multimedia theatrical show comparable to the Broadway Musical, had everybody spellbound. The performance had acrobatics, martial arts and dance in perfect harmony with music, sound, lighting and other special effects, including a water screen.

The conference, that was held the next day, was attended by all the channel partners. Mr. Niranjana Mishra – President (Marketing) reinforced the Company's vision for JK White Cement. The challenges faced by our partners were also discussed in great detail.







Ruchi Trading Company - Central Zone Winner



Chetak Mineral - West 1 Zone Winner



Garg Trading Company - Upper North Zone Winner

The highlight of the event was the gala night, where the guests were treated to a lavish dinner and vibrant performances such as the Dragon act and Shaolin act. The celebrations began with an inspiring address by Mr. Niranjana Mishra - President Marketing (White Cement). Emcee Nitin Arora was the perfect host for the evening. He charmed the audience with his spontaneous wit & humour and kept the guests engaged.

The evening concluded with an award ceremony where the top performing dealers were felicitated for their outstanding achievements. The vote of thanks was presented by Mr. Mohan Sharma - AVP Marketing (White Cement).

The Platinum Dealers Meet, was a landmark event that was able to successfully strengthen the fighting spirit of the channel partners and the company officials, preparing all of us to forge ahead towards a brighter and more successful future.





## Spotlight on Mr. Shambhu Singh

(Excerpts from an interview with Mr. Shambhu Singh - Company Secretary, (Kanpur))

### 1) Please shed some light on your journey with the Company. Please share with us your most fond memory of your association.

This year, I have completed 10 years with JK Cement. After completing my education from Kolkata and working there for 15 years, I joined JK Cement at Kanpur. I found the work environment in the Company to be very good. I am very fortunate to have very good seniors who provided me the right opportunities, befitting my qualification/exposure. My seniors reposed their confidence and trust in me and allowed me to work in different areas/assignments. Working under the guidance and support of our respected CMD, Mr. Yadupati Singhania, Mr. Ajay Kumar Saraogi – President (CA) & CFO, Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania has been an enriching experience. The unstinting support and co-operation received from Business Head, Plant Heads, my dedicated team and colleagues has made my journey smooth and fruitful. My association of ten years with the Company is something that I truly cherish and hence I cannot single out any particular memory.

My journey from a DGM to Assistant Vice President has been a memorable transformation under the able guidance and dynamic leadership of seniors. This has helped me fulfill my dream of becoming a professional with rich experience in diverse areas.

### 2) Our company has a strong corporate governance structure in place. Please share with us about how you have been able to ensure compliance to corporate governance.

The new Companies Act 2013 (CA 13) and SEBI Regulation 2015 has thrown a great challenge. Since a strong inbuilt compliance structure was present in the Company for decades and the Management has been swiftly adopting the new changes in laws, implementing the provisions of CA 2013 and SEBI Regulations remained smooth. The top management of the Company is law abiding and compliant. The Board comprises of independent professionals from diverse fields who bring with them vast experience. For this reason, the Company has been adhering to Corporate Governance in its truest sense.

### 3) Yours is a diverse profile that includes overseeing litigation matters. According to you, how equipped is the Company in dealing with challenges in this regard?

The Company has a dedicated team of legal professionals at Kanpur, Delhi and at all plant locations. All cases/ litigations are regularly reviewed and monthly legal MIS is prepared at all locations and shared with the Management. Cases with immediate implication are closely watched under the guidance of the President (CA) & CFO. On quarterly basis, the Legal MIS is placed before the Audit Committee consisting of Directors who take stock of the important cases and their implications. Therefore, in my opinion, the Company is well equipped in dealing with any future challenges.



Mr. Shambhu Singh



Mr. Mangaldas Kamat

## Spotlight on Mr. Mangaldas Kamat

M/s Kamat Plus Hardware & Paints, Karwar, Karnataka

Mr. Mangaldas Kamat of M/s Kamat Plus Hardware & Paints is a new member of the JK Cement family, whose association with the Company started in 2016. Based out of Karwar, Karnataka, he is a trusted name in the dealer community. He began his journey with a tinder business in the year

### you been able to grow your business?

Market analysis is always the first step towards growing your business. I have always tried to provide good quality service and maintained good relations with engineers, architects, structural engineers as well as government officials. Constructive opinion of masons and contractors is important to me and I keenly observe the market and implement suitable strategies accordingly. I firmly believe that these practices have helped me grow my business.

### 3) What according to you sets our brand apart from others?

Since I am an exclusive dealer of JK Cement, my knowledge about the cement market is still developing. Fortunately, the company officers have always extended their help in all situations and have been a strong source of support for market development, for instance, creating loyal customers out of engineers and architects. In short, the team has always stood by me while creating brand awareness and increasing the sales volume. In my opinion, this sets the brand apart from others in the competitive space.

### 4) What message would you like to give to the JK Cement family?

My message to the JK Cement family is that it is imperative that they continue to develop brand value and create a strong sub-dealer network. Availability of products in all our areas of operation is crucial. I firmly believe that it is always good to receive an order than ask for it.

1994 and in the year 2000, he engaged in the business of stone crushing, where he is currently the biggest aggregate supplier in Karwar. He has also been very successful in his construction business as well as Water Cargo Transportation business across regions. Within a short span of time, Mr. Kamat has emerged as one of the top 5 dealers of Grey Cement South for JK Cement.

### 1) You became a part of the JK Cement family in 2016. How has your journey so far been?

Although I have been dealing with construction materials for many years, I wanted to be a part of the cement and steel segment. Therefore in 2016, I finally took up dealership with JK Cement where I began supplying 200 tons/month which has now increased to approx. 3500 tons/month. Although I am happy with my achievements, I am in no way satisfied as I am certain that there is a lot of scope in terms of increasing the sale. The best part of my journey has been my interaction with the JK Cement family that has supported me through thick and thin.

### 2) What are the traits that make you successful? How have





## PEOPLE POWER TRAINING PROGRAMMES

### RTC TRAINING PROGRAMS - JANUARY 2018

The Regional Training Centre conducted 9 training programs in the month of January. This includes 5 Technical and 4 Management programs and a total of 148 participants were trained during the month. 138 participants from JK Cement and 10 participants from different companies including Ambuja Cement., Udaipur Cement, Vikram Cement and Wonder Cement Works attended the training session and truly utilized the opportunity.



Participants of the session on Finance for Non-Finance  
Mr. Kaustubh Joshi (RTO Inspector) and Col. Bharat Singh conducted the program and shared their knowledge and experience with the operators.



Participants of the program on Driver safe operation of vehicles

Highlight of the month was the training program on 'Driver Safe Operation of Vehicle' which was attended by 14 participants. Mr. Kaustubh Joshi (RTO Inspector) and Col. Bharat Singh conducted the program and shared their knowledge and experience with the operators.

In the month of January, RTC also conducted a training program on 'Industrial Safety and Hazard Management' to reinforce the concept of safety at the plant.

### Training Summary - January 2018

S. No.	Course Title	Trainer	Date	No. of participants
1	DRIVER SAFE OPERATION OF VEHICLE	RTC Trainers	8-9/01/2018	14
2	OPERATION & MAINTENANCE OF CRUSHER	RTC Trainers	10-12/01/2018	7
3	EFFECTIVE MANAGERIAL SKILLS	Ms. Huma Aziz	16-17/01/2018	15
4	FINANCE FOR NON FINANCE	Ms. Huma Aziz	18-19/01/2018	23
5	NAV CHETNA	Ms. Huma Aziz	22-23/01/2018	20
6	AN ORIENTATION TO CEMENT MANUFACTURING TECHNOLOGY	RTC Trainers	22-24/01/2018	17
7	INDUSTRIAL SAFETY & HAZARD MANAGEMENT	RTC Trainers	24-25/01/2018	17
8	SEXUAL HARASSMENT AT WORKPLACE	Ms. Huma Aziz	25/01/2018	25
9	OPERATION AND MAINTENANCE OF DC DRIVES	RTC Trainers	29-31/01/2018	10

### RTC TRAINING PROGRAMS - FEBRUARY 2018



RTC conducted 6 training programs in the month of February including 3 Technical and 3 Management programs. A total of 102 participants were trained during the month, out of which 54 participants belonged to JK Cement and 48 participants were from different companies including Hindustan Zinc Ltd., Udaipur Cement, Aditya Cement and DCM Shri Ram Cement.

Participants from the training program on Train the Trainers for HZL



Highlight of the month was the training program on 'Operation & Maintenance of DC Motors'. 11 participants attended this program, conducted by Mr. Dinesh Kumar Soni (Ex-GM, BHEL)

In the month of February, RTC conducted the final phase of 'Train The Trainers' for Hindustan Zinc LTD Dariba. 18 participants completed the training in three phases.

Participants of the session on  
'Operation & Maintenance'



## Training Summary - February 2018

S. No.	Course Title	Trainer	Date	No. of participants
1	Shop Floor Man Management	Ms. Huma Aziz	09/02/18-10/02/18	15
2	Operation & Maintenance of DC Motors	Mr. DK Soni	15/02/18-17/02/18	11
3	Personality Development for JK- ITI	Ms. Huma Aziz	16/02/2018	23
4	Train the Trainers	RTC Trainers	22/02/18-24/02/18	9
5	Thermax Educational Course	Consultants	23/02/18-24/02/18	40
6	Train the Trainers for HZL	RTC Trainers	26/02/18-28/02/18	4

## SAMANVAYA 2018

SAMANVAYA 2018, a two day Senior Leadership Meet was held in Udaipur on 16<sup>th</sup> – 17<sup>th</sup> February.

The intervention was initiated on the theme 'Leadership and Team building' for 24 senior executives from Nimbahera & Mangrol plant.

The program started with the welcome note of Mr. S.K. Rathore - President (Operations). The workshop was facilitated by OD expert Mr. J.M. Radhakrishna. The programme pedagogy was based purely on 'experiential learning', where a blend of simulations, human process learning, reflections, sharing, dyadic & group interactive sessions along with formulation of personal and group action plan was employed.

The entire session was planned resulting into key deliverables namely:

- SWOT analysis for expansion plans for the units
- Understanding the voice of both the units and developing synergy



- Drafting of personal and group action plan on the basis of SWOT analysis

Mr. Rajnish Kapur - Business Head (Grey Cement) also attended the meet and discussed with the participants about the learnings from the program. He emphasized on the importance of listening, type of leadership, team building etc. and advised that the action plan created during the workshop be reviewed quarterly.

The participants shared positive feedback and went back with rejuvenated energy, commitment and dedication towards the Organization and the people.







## Session on Team Building through Percussion - Gotan

JK White Cement Works, Gotan is recognized for its unparalleled efforts towards employee engagement and organization development. The team at Gotan organized a session on Team Building through Percussions on 23<sup>rd</sup> February for around 200 staff members of both Grey and White Cement. Mr. Rajeev Sharma - Unit Head and Mrs. Chitra Sharma took keen interest in organizing this session which was conducted under the direction and guidance of Top Management & Mr. Manish Kumar Bakshi – Head (HR). The session was conducted by Mr. Vikram Badhwar & Mr. Fakhroddin Ghaffari of Syngnity Transformation Solutions. The opening ceremony was graced by Mr. Sharma, Mr. C.P. Jhagdawat - Vice President (C&A) and Mr. Amit Mehta – A.V.P. (Technical).

The session was well appreciated by all the participants. In the closing session, some of the participants shared their personal experiences and Mr. Sharma also spoke about the outcomes of the session. Through this session, all the participants learnt about the spirit of teamwork in an organization. Mr. Amit Vaid - Officer (HR) & Mr. Devesh Chandra Bajpai - Manager (Personnel) were the main coordinators for the program from Gotan Complex.



## Marketing Induction - Gotan

As a part of a robust Induction Plan, a four days Orientation for White Cement Marketing executives was conducted during 17<sup>th</sup> to 20<sup>th</sup> January. The opening ceremony was graced by Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (C&A) and Mr. Amit Mehta – AVP (Technical) where they shared their valuable inputs & shared their expectations. During the program, all the new inducted employees were trained & equipped with the necessary knowledge of product, process, specification & special features of White Cement, Wall Putty & JK PrimaxX.



A total of 18 Marketing Executives from Bihar, Kerala, Delhi, Karnataka, Maharashtra, Tamil Nadu and Uttar Pradesh were inducted during the said period.

Various useful sessions on the Company profile, basics of cement, mosaic flooring, functioning of the sales department, HR policies, insurance and CTS were conducted for the participants.

The induction program concluded with a meeting with Mr. Amit Mehta along with the faculty. The group members shared their experiences, concerns and suggestions towards improvement. The team termed this a memorable learning experience.

## HSE Trainings - Fujairah

JK Cement Works, Fujairah conducted a number of internal and external HSE trainings for their management and non-management staff on;

1. HSE incident reporting requirements (Internal)
2. General HSE awareness and Legal obligations (Internal)
3. Risk Assessment (External)
4. Scaffold Inspection (External)

The trainings were organized to develop a healthy HSE culture within the organization as training is one of the key objectives for success. Fujairah team has shown remarkable leadership in organizing trainings for their employees with internal and external facilitators.





## Internal Training Programs - Jharli

JK Cement Works, Jharli organizes Internal Training programs on a regular basis. Following Training Programs were held at Jharli in the last week of December and in the month of January and February, 2018.

- On 27<sup>th</sup> December, a one-day learning session on Stress Management and Naturopathy was conducted by VIKALP – A Social & Charitable Trust from Nagpur for two batches of 41 staff members. The session was very interesting and health tips & yoga asanas suggested by them were found beneficial by the participants.
- On 28<sup>th</sup> and 29<sup>th</sup> December, a learning session on Personality Development was conducted by Ms. Huma Aziz, Faculty, Regional Training Centre, Nimbahera. The program was attended by 26 staff members across all departments.
- On 13<sup>th</sup> January, a learning session on safe working practices at heights and confined areas was conducted by Professor A. K. Singh from Jaipur. This was organized by Safety Department, Jharli which was attended by 19 participants across departments.
- A two-day learning session on Microsoft Excel by Mr. Sanjay Gandhi, KENAHAL, New Delhi was organized at Jharli Guest House on 16<sup>th</sup> & 17<sup>th</sup> January. The session benefited 44 participants across departments.
- 21<sup>st</sup> - 22<sup>nd</sup> February, 2018 – a two-day learning session on Managerial Development Programme on 'Finance for Non-Finance' was conducted by Professor Ashok Malhotra (CA) from New Delhi which was attended by 18 members.



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

**New Joinees**  
Jan. - Feb., 2018



**Mr. Ajay Kr. Sharma**  
Sr. Manager (Civil)  
Nimbahera



**Mr. Rajendra Singh Udawat**  
Sr. Manager (Logistics)  
Nimbahera



**Mr. Man Mohan Kakani**  
Dy. General Manager  
(Accounts)  
Nimbahera



**Mr. Shanti Lal Jain**  
Dy. General Manager  
(Mech)  
Nimbahera



**Mr. Suresh Chandra Mittal**  
Dy. General Manager  
(Land Acquisition)  
Nimbahera

*\* Manager level & above only.*



# Celebrating the Success of Annual Stockist Meet



Chetak Mineral - Winner (White Cement), Mumbai

JK Cement is an Industry leader because of the unstinting support and invaluable contribution of its channel partners.

The Annual Dealer Conference for White Cement Division was hosted in Pune on 6th

February to acknowledge and salute the efforts of our valued channel partners from Mumbai and Goa.



After a warm welcome, the guests stepped into the world of 'Bahubali'. The theme (inspired by the movie 'Bahubali') was especially chosen keeping in mind the warrior spirit and valour of our associates.

The creatively constructed massive stage cast a spell on the audience. The show started with an inspiring audio visual on the subject, followed by the 'Bahubali' act. The guests were transfixed by



Ajanta Hardware - Winner (Wall Putty), Rest of Maharashtra





# our Nationwide Partners

## - JK White Cement

the high level of artistic performance they witnessed. The energetic 'Shivaay' act and dance dramas

by various troupes further set the tempo. The Emcee kept the guests engaged through-out the evening with small interactive sessions and games, including a lucky draw.

Mr. B.K. Arora – Business Head (White Cement) and Mr. Niranjan Mishra – President (Marketing) inspired the channel partners with their keynote address.

A unique selfie zone on the theme



Chemtech Industries Pvt Ltd - Winner  
(White Cement), Goa

# BAHUBALI







Chetak Mineral - Winner  
(Wall Putty), Mumbai



Ajanta Hardware - Winner  
(White Cement), Rest of Maharashtra



was also created for the dealers to click pictures with Bahubali. During the course of the gala evening, the dealers were felicitated for their exemplary performance in the previous financial year.

The meet was a resounding success, giving all of us an opportunity to strengthen our bond with our channel partners and renew our commitment to the Company for mutual growth and glory.







## LEADERS SPEAK

### Towards new directions

#### Maximising efficiency for increased profitability

**– Mr. Pushp Raj Singh**  
President – Marketing (Grey Cement)



*The JK 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. Pushp Raj Singh has joined JK Cement as President – Marketing (Grey Cement). He brings along with him rich experience in Sales & Marketing, spanning over 23 years in Cement and Tyre Industry. Most recently he was heading Sales & Marketing function of JSW Cement as Chief Marketing Officer, based at Mumbai. Mr. Singh's key strengths are strategy building for organizational growth and speed of execution. He is an incisive thinker and has the acumen to solve business problems.

Mr. Singh holds a Bachelors Degree in Physical Sciences from University of Allahabad, and Masters in Business Administration, with specialization in Marketing from University of Indore. He has also completed a specialized course in Strategic Planning and Leadership Development from IMD Switzerland.

His previous assignments include stints with Prism Cement, Dalmia Cement, Apollo Tyres and JK Tyres.

❖ **You have a rich experience of over two decades in Sales and Marketing. What according to**

**you are some of the golden rules of Marketing that you abide by?**

In my opinion, the thumb rule should be, DWYSYWD (Do what you say you will do) Secondly, clear communication to all the stakeholders, both internal and external is of prime importance. Last but not the least, people and team spirit are the key strengths of an organization.

❖ **What are some of the key challenges that you see for the Grey Cement Sector in the Indian Market in the near future? How effectively do you think JK Cement is geared up to face these challenges?**

Our main challenge now is to improve the bottomline and therefore we have to optimize logistics, improve our price positioning and sell more in the core markets.

❖ **What role do you think good leadership plays in the success of a team and an organisation?**

The importance of leadership in management cannot be

overemphasized. Good leadership is crucial for the growth of an organization. A good leader inspires the team to set their goals high and helps maximize their efficiency in order to achieve the organizational goals.

A group becomes a team when all the members contribute and appreciate the skills of each other and a good leader inculcates this spirit.

❖ **What message would you like to give to the staff and our extended family of channel partners?**

Our team and channel partners are our main strength. We will keep building a stronger and efficient network.

Through strategy we can get to the playing field but actually it is execution which is of utmost importance. We will strive to excel in both and also deliver with speed which is the key.

My aim is to achieve profitable growth, both for the Company and our channel partners.





## WINNING ENTRY

### Role of Corporate Wellness in Improving Productivity

According to National Institute for Occupational Safety and Health (NIOSH), 40% of all workers today feel highly overworked, leading to anxiety, depression and ill health. According to American Psychological Association, depression is the single most expensive ailment costing \$44 billion dollars in lost productivity every year.

Nowadays, wellness programs have become highly popular as they provide easy access to health tips and advice that busy people appreciate. Regardless of the outcome, these programs make the employees feel cherished by their organizations resulting in a boost in engagement and productivity.

Some studies have found that such programs result in immeasurable benefits. One meta-analysis of 42 corporate wellness studies found a 25% reduction in absenteeism and sick leave, a 25% reduction in health costs, and a 32% reduction in workers compensation and disability costs. It therefore stands to reason that wellness programs lead to healthier and more productive employees.

In August 2017 a study was carried out by the University of California Riverside found that companies offering employee wellness programs saw a significant gain in productivity among workers. Researchers studied a wellness program and found that all employees who participated, improved productivity on an average of one full workday per month! In a



world where studies suggest that the average worker is productive for only about 3 hours a day, boosting productivity is a key goal for many businesses. Understanding how workplace wellness initiatives help improve productivity can help introduce programs or opportunities to improve employee wellness and boost productivity too. In a corporate environment that increasingly demands more from their employees, such as keeping pace with accelerating technology and higher expectations, stress can have a negative impact on their well being and productivity.

Wellness is more than simply enjoying an illness-free life. Wellness programs support employees' physical, mental, and financial health. Offering virtual or live workshops on a quarterly basis with expert guest speakers is a great way to provide corporate wellness tips to employees without committing to full-time or in-house programs.

Here are the top five benefits that Wellness Programs can offer:

1. Improved employee health behaviour
2. Reduced risk of elevated health risks
3. Reduced healthcare costs
4. Improved productivity
5. Decreased absenteeism

**Mr. Bandari. K**  
Shift Engineer  
Fujairah

## Winning Entries

1<sup>st</sup> Runner Up  
**Role of Corporate Wellness in Improving Productivity**  
Ms. Priyanka Srivastava  
Senior Officer (Library), Kanpur

2<sup>nd</sup> Runner Up  
**Role of Corporate Wellness in Improving Productivity**  
Mr. Sudheer Kumar Nair  
Sr. Officer (Production/IMS), Mangrol

## Participating Entries

### Role of Corporate Wellness in Improving Productivity

1. Mr. Mohit Tiwari – Production Department, Gotan
2. Ms. Nishat Hashmi – Engineer (Process), Fujairah
3. Mr. Pawan Kumar Mishra – Officer (Corporate HR), Kanpur
4. Mr. N.K. Vaishnav - Ex-Sergeant (Indian Air Force), Nimbahera
5. Mr. Sajjan Singh Bhati – Officer (HR), Mangrol



## Participating Entries

### News : Lost in Sensationalism?

1. Mr. Bandari. K – Shift Engineer, Fujairah
2. Ms. Nishat Hashmi – Engineer (Process), Fujairah
3. Mr. V. Jagadeesan - Sr. Engineer (Projects), Gotan

**The topics for May'18 issue are:**  
(Max 300 words)

1. Is death penalty an answer to crime against women?
2. Importance of cyber security awareness for employees.

Last date for submission of entries is  
**5<sup>th</sup> May 2018**

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

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



## NISCHAY - A Manufacturing Excellence Initiative - Fujairah

JK Cement Works, Fujairah embarked on a manufacturing excellence transformation journey 'Nischay' from February onwards to improve plant performance. This initiative has been based on a strong foundation of relentless focus on Plant Key performance indicators (KPI). The underlying theme to connect everyone, "Well directed approach toward our target" is emerging stronger and stronger.

Under this initiative, the Plant implemented structured processes to bring about improvements in Plant KPIs (structured approach involving past data collection & analysis, baseline and aspiration setting, idea generation, idea approval,

idea implementation & tracking).

Nischay has helped in creating key cultural change levers at the Plant. These include:

- All the Technical Managers are now aligned with the Company's objective
- Accountability and ownership at all levels to address various issues.
- Focus on operations and quality towards achieving aspirations.



## Inter-Corporate Cricket Tournament - Fujairah

JK Cement Works, Fujairah participated in the Inter-Corporate Cricket Tournament in Ras Al Khaimah, UAE. This tournament was conducted by Arabian Wellness, Ras Al Khaimah on 2<sup>nd</sup> and 9<sup>th</sup> March at the Stavin Rock cricket ground, Ras Al

Khaimah. 12 teams from different companies participated in this highly entertaining and fun-filled tournament.



## Advanced Technician Training Program JK Centre for Technician Training, Kanpur

A three-day Technician Training Program for the Suryamitra technicians was concluded at IIT Kanpur on 10<sup>th</sup> February. The program was organized by IIT Kanpur for the trainees of JK Centre for Technician Training (JKCTT) from 8<sup>th</sup> to 10<sup>th</sup> February.

Thirty trainees of Suryamitra program, currently training in Solar Trade, got an opportunity to learn advanced skills from the highly experienced staff members of IIT Kanpur. They were also provided with certificates by the Institute.

This association of JKCTT with IIT

Kanpur is first of its kind. The entire course was conducted & coordinated by the staff members of JKCTT & IIT Kanpur under the supervision of Mr. Lalit Khanna - Head of Operations, JKCTT & Prof. Sameer Khandekar - Head of Central Workshop, IIT Kanpur.



## Heritage Wheels - Vintage and Classic Car Rally - Kanpur

Heritage Wheels – 10<sup>th</sup> Vintage and Classic Car Rally was organized under the patronage of our Chairman & Managing Director, Mr. Yadupati Singhania and in association with Vintage and Classic Car Club of Cawnpore on 26<sup>th</sup> January. Mr. Abhishek Singhania unfurled the flag and declared the rally open.

The rally started from RadhaKrishna Temple and ended at Kamla Nagar Lawns. This was followed by a Motor Show. The main attraction at the rally was Rolls Royce built in 1913 and Ford Anglia Car. The other highlights were the vintage cars,

bikes and scooters from the era 1955-1958.

Mr. A.K. Saraogi, Mr. Anil Kumar Agrawal, Mr. Atul Bagla, Mr. Anoop Shukla, Maj. (Retd.) S.B. Singh and Mr. R. P. Tomar were also present on the occasion.





## Science Camp

### Sir Padampat Singhania University, Udaipur

INSPIRE (Innovation in Science Pursuit for Inspired Research) Internship Science Camp was organized by the Department of Science and Technology (DST), Govt. of India to inculcate scientific temper and foster a thirst for innovation and creativity in various fields of science and research. Eminent scientists delivered lectures and interacted with the students during the Camp that was held at SPSU.

The students participating in this five-day residential camp got an excellent opportunity to interact with the best scientific leaders of this country. Motivating lectures by renowned academicians, open discussions, laboratory sessions, group discussions, scientific documentaries and inspirational talks organized in the camp aimed to create an environment of understanding nuances of nation-building research for the students.



## Student Exchange Programme

### Sir Padampat Singhania University, Udaipur

The cultural and academic Exchange Programme for students of Chiba University of Commerce, Japan commenced from 10<sup>th</sup> February at Sir Padampat Singhania University, Udaipur. A group of Japanese students along with the faculty participated in the program that consisted of various cultural, literary and industrial experiences.

The student exchange program also included a visit to JK Cement's Central Marketing Office at Delhi on 21<sup>st</sup> and 22<sup>nd</sup> February. The students were given a corporate induction to make them understand various functions of the Company such as Marketing, Branding, Logistics, Finance, IT etc.



They were also taken to Agra to see the Taj Mahal. The study abroad academic exchange program of the University is founded on the principle of creating a more peaceful, just and inclusive world through international cooperation and it acts as a forum for exploration of diverse cultures.

## Achieving Best Plant Performance - Fujairah



JK Cement Works, Fujairah celebrated their exemplary performance at plant, which was achieved due to the joint efforts put in by all the departments, thereby setting a good example of team work. This joyous occasion was celebrated by all the staff members and workers together with Mr. Christer Eriksson – CEO and other senior company officials.

## Corporate Social Responsibility

Laying the foundations of a better world



# Corporate Social Responsibility

### Charity Drive - Padam Tower



As a regular practice, a charity drive was organized at Padam Tower on the occasion of Republic Day. The event that was organized under the leadership of Mrs. Sonam Singhania and Mrs. Sanaa Singhania, saw active and wholehearted

participation of the staff. They joyfully contributed to the cause by distributing clothes and food to the needy. The spirit of selfless service displayed by the team made the charity drive a successful endeavour.

### Contribution to Charity Drive - Gotan

"We make a living by what we get, but we make a life by what we give." - Winston Churchill. JK Cement as an organization has tried to keep the spirit of service alive, driven by the vision of philanthropic enterprise of its founders.

As a practice, a charity drive was organized to support the charity event conducted at Padam Tower Delhi. Mrs. Chitra Sharma motivated the employees to contribute to the noble cause who donated clothes in large numbers. The clothes were sorted, segregated and

packed in cartons by members of Darpan Ladies Club. The staff members of LK Singhania Education Centre also contributed towards the Charity Drive. The clothes collected were then sent to Delhi.



Mrs. Sushma Arora - VP (LKSEC) along with staff members



Mr. CP Jhagdawat - VP (C & A) along with other Company Officials



## Free Medical Check-Up Camp - Nimbahera

A free medical camp was organized by JK Cement Works, Nimbahera in association with RNT Medical College, Udaipur at Atal Seva Kendra of Gram Panchayat Falwa on 19<sup>th</sup> February. Medical check-up and consultation of around 108 patients (30 general, 14 ortho, 48 gynaecology and 16 ENT patients) was carried-out by Dr. LN Sen - General Surgeon, Dr. Anurag Talesara - Orthopaedic Surgeon, Dr. Bhanu Pratap Varma - ENT, Dr. Saroj Pareek - Gynaecologist, Dr. Jitendra Meena - Physician. Besides this, free sugar test

for 16 patients was also carried out. The patients were given medicines free of cost. Mr. Amba Lal - RNT Medical College, Dr. SK Choudhary, Mr. Ashish Kumar and Mr. Shailesh Choubisa from JK Cement organized the camp and extended their support.

Sarpanch Mr. Shambhu Lal Jat and other citizens expressed their gratitude towards the Company for organizing the camp.



Doctor providing consultation to patients



Distribution of free medicines



Medical staff conducting a sugar test



Headmistress distributing bags and stationery to needy children

## National Girl Child Day Celebration - Nimbahera

Padam Vidya Vihar School celebrated 'National Girl Child Day' on 24<sup>th</sup> January, with great zeal and enthusiasm.

As a part of moral education, with the efforts of staff and students, bags and stationery items were distributed to around 130 needy girls of nearby areas. The girls accepted these gifts with great joy and happiness.

## Women Self Help Group participates in Mewar Handicrafts Exhibition - Nimbahera

Every year under the aegis of District Industries Centre, Chittorgarh, an exhibition is held at Mewar Handicrafts and Art Exhibition, Kirkhera, where all the major industries and handicraft workers of the district exhibit their art.

In this series of CSR Activities of JK Cement, Surbhi Self Help Group participated in the exhibition with the products made by women co-workers of villages - Mangrol, Arnia Joshi, Badoli Ghata, Shahbad and Nimbahera, which

was highly appreciated by the the public.

In this exhibition, Surbhi Self Help group set up three stalls, where items like clothes, bags, sarees, safety jacket, soft toys, home decorative items, paper mache crafts, different types of pickles, spices, herbal beauty products as well as Sparsh sanitary napkins were displayed and sold.

Mr. Shailesh Choubisa of JK Cement shared that Surbhi Self Help Group has provided several kind of trainings to more than 2600 rural women in the last four years and inspired them to become independent.



## Blanket Distribution at Mohanbari Village - Jharli

During this winter, a blanket distribution programme was organized at Mohanbari Village on 1<sup>st</sup> January in which 125 pieces of blankets were distributed to the old, poor and needy villagers. The programme was well organized by Mohanbari village Sarpanch and his team. Nearly 250 villagers were present on this occasion. Mr. Surender Dahiya, Mr. Harikesh Malanhans and Mr. Anirudh Sharma represented the Jharli Team at the distribution program. The team was welcomed by village Sarpanch. He thanked JK Cement Works, Jharli on behalf of the villagers and appreciated the sincere efforts put in by the Company. Blankets were also distributed the same day at the slum near Jharli village by the Jharli team members - Mr. Ashok Kumar and Mr. Narender Singh.



## Animal Treatment Camp - Jharli

JK Cement Works, Jharli in association with JK Trust Gram Vikas Yojana organized Animal Treatment camps at different centres in Jhajjar district in the month of February. Camps were organized at Pahadipur and Kherikhumar centres on 6<sup>th</sup> and 9<sup>th</sup> February respectively.



JK Trust team with the villagers during the Animal Treatment camp at Pahadipur centre



JK Trust team at the treatment camp at Kherikhumar centre

At Pahadipur Centre, 36 farmers with 104 cattle attended the camp where 36 cattle were treated for infertility, 48 for deworming and 72 cattle were provided treatment. Kherikhumar Centre was visited by 43 farmers with 208 animals where 72 cattle were benefitted for infertility, 70 for deworming and treatment was provided to 96 cattle.

## Road Safety Week - Jharli

Road Safety Week was observed from 11<sup>th</sup> to 17<sup>th</sup> January at Jharli Plant under the guidance of Mr. Manoj Srivastava - Safety Officer. The safety week saw active participation of all HODs, Engineers, Officers, Supervisors, Contractors and their workers with the aim to work towards prevention of accidents, occupational health and environment in the interest of self, family, community, organisation and the Nation at large. Mr. Harish Agarwal - Unit Head, in his inaugural speech urged everyone to enhance their road safety awareness and educate the employees, students, villagers and the society at large by following simple traffic rules. He flagged off the Traffic Route March from the Plant.

12<sup>th</sup> January - A program was organized with bulker transporters and drivers to fulfil the vehicle safety requirements of Safety department. The program was coordinated by Mr. Narender Kumar - Jr. Officer (Fly Ash).



13<sup>th</sup> January - Prof. AK Singh, President of All India Safety Prof. Association on Traffic Safety was invited to conduct a training session on Safe Working Practices at heights and confined areas for plant personnel and contractor supervisors.

15<sup>th</sup> January - A lecture session of Film and Signage Awareness on road safety was conducted by Safety Officer for all the plant personnel. It was also decided and discussed to create new measures for road safety in the plant and surrounding areas.

17<sup>th</sup> January - A traffic awareness programme was organized for all loader contractors along with drivers. T-Shirts were distributed to promote road safety rules.



The same day, a road traffic awareness program was organized at Jhajjar Road which was coordinated by HOD - HR & Admin. and Jharli team. Vehicle drivers on the route were encouraged to wear helmets and use seat belts during driving. Key rings and caps were also distributed amongst the travellers.



## Construction of Room at Govt. Primary School - Gotan

JK White Cement Works, Gotan had taken up the responsibility of constructing one new room for Govt. Primary School, Nut Colony (Near the Plant), as a part of its CSR activities. A new room was constructed with a verandah to help the poor and needy students.

On completion, the Company handed over the new room to the school administration on 30<sup>th</sup>

January and the school management

appreciated this sincere initiative. Gotan has been recognized for its unparalleled efforts and its contributions to Corporate Social Responsibility. Over the years, the plant team has ensured a healthy working environment with harmonious relations between general public, employees and the Management.



## Clean-Up Campaign - Fujairah

JK Cement Works, Fujairah participated in the 'Clean-Up Campaign' in association with Environment Protection Section, Fujairah Municipality in the month of February. The team at Fujairah took up the responsibility of Thoban Industrial Area. Fujairah Municipality appreciated the efforts put in by the plant team towards this campaign.



## Medical Camp - Fujairah

JK Cement Works, Fujairah in association with RAK Medical Centre (RAK Hospital), organized a Medical Camp for all its employees in the plant on 15<sup>th</sup> February. Employees attended this camp and availed GP consultation, consultation for blood pressure, blood sugar, BMI test and body mass index.



## Corporate Social Responsibility

### Swachh Abhiyan - Jharli



Efficient production and a good working environment are complementary. Good housekeeping involves all phases of industrial operations and should be adhered to throughout the premises, indoors and out. It is more than mere cleanliness. It requires orderly conditions, waste management, safe working environment & 5S in the offices. Improved housekeeping not only provides clean & safe working environment but also enhances the productivity of the plant. In view of the above objective and under the able guidance of Mr. Harish Agarwal - Unit Head, the plant has undertaken a new initiative, Project Swachh - 2, to improve housekeeping & safety at the plant.

To fulfil this objective, the plant was divided into 11 Zones/Areas with two/three responsible persons accountable for each zone to administer the housekeeping and safety of that particular area. A duration of 15 days was given to every department to improve housekeeping, waste management & safety compliance.

One inspection team was formed for carrying out inspection of the proceedings. The teams started their preparation with all the available resources. They not only focused on cleanliness but also on safety, waste management and awareness among the employees as per the set criteria. During these 15 days, all the employees contributed enthusiastically to improve housekeeping in their departments.

The final inspection was done by the team on 22<sup>nd</sup> & 23<sup>rd</sup> January. The results were announced on 26<sup>th</sup> January on the occasion of Republic Day. Cement Mill Zone and Gardening Zone won the 1<sup>st</sup> and 2<sup>nd</sup> prize respectively. Owing to the whole-hearted efforts of each and every department, every zone was rewarded with consolation prizes.



Cement Mill Zone receiving the 1st prize



Gardening team receiving the 2nd prize for Project Swachh-2

#### Editorial Board :

##### Nitish Chopra

Head (Branding & Communication)

##### Shivapriya

Asst. Manager (Branding)

##### Diya Sengupta

Officer (Branding)

Editor : Raghavpat Singhania  
JK Cement Ltd.

Publisher : Nitish Chopra  
Head (Branding & Communication)  
nitish.chopra@jkcement.com

Printer : Brijbasi Artpress Ltd.

Owner : JK Cement Ltd.

Address of Printer : Brijbasi Artpress Ltd., E-46/11, Okhla, Industrial Area, Phase- II, New Delhi- 110020

Place of Publication : JK Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

**For any feedback, inputs and suggestions please contact : [editor.jkspotlight@jkcement.com](mailto:editor.jkspotlight@jkcement.com)**

**Bi-Monthly House Magazine for free distribution**