

From the Editor's Desk

Dear Colleagues,

I trust you are finding our newsletter to be a valuable source of information and updates. It's our ongoing commitment to keep you updated on the latest developments at JKCement and ensure that our collective journey is shared with all of you.

The past few months have been truly remarkable for us at JKCement. We've embarked on an exciting journey by expanding our Geographical presence and the foundation stone was laid for Prayagraj Grinding Unit, Uttar Pradesh. We also inaugurated the Yadupati Singhania Centre for Safety Training with an aim to provide comprehensive health and safety training to industrial workers and supervisors, enhancing workplace safety and productivity. For many more such new projects we are proud to be at the forefront of the cement industry.

During this period, our CSR initiatives positively impacted over 180,000 beneficiaries near our plant sites. Several of our plant locations received awards from state authorities for effective Education and Health initiatives.

Furthermore, due to the efforts of our team, we also played a small part in beautifying the landmark **Bharat Mandapam**, the venue for the **G20 Summit**. Our products, **JKC WallMaxX Wall Putty**, **JKC WhiteMaxX**, **White Cement** and **Acro Texture** have enhanced the beauty of this stellar structure and we are proud & humbled at being a part of this moment in history.

I'm pleased to announce all these successes and there are more updates that you should be aware of, therefore, I request all my dear colleagues to take some time for this Spotlight Version. Much like in previous years, we have upheld our commitment to timely announcements, setting a benchmark within our industry. None of this would have been possible without the collective effort and dedication of our entire workforce.

I would also like to thank our leadership team, without their guidance we would not have been where we are today. As we move forward, I encourage you all to actively engage with us in making our newsletter, "Spotlight," even more informative and engaging. Your suggestions and feedback are invaluable in shaping the content and making it a delightful read for everyone. Thank you for your continued support.

Happy reading, and let's look ahead to a future filled with success!

Dr. Andleeb Jain
Group President - Human Capital, IT, Corporate Communication & CSR
JK Cement Ltd.



Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

#SabkoPataHai Hero campaign for JKC WallMaxX to reinforce our leadership position



[Click Here to Watch](#)

Business Updates

Brand News

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Employee Corner

The Trivia Corner

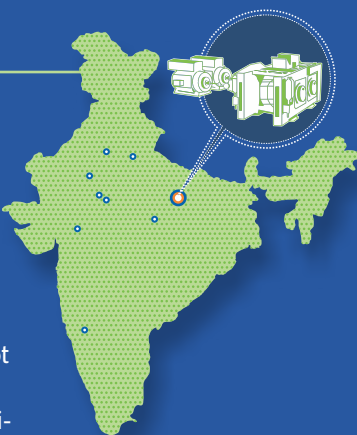


BUSINESS NEWS

JK Cement Ltd. Expands Geographical Presence

Foundation Stone Laid for Prayagraj Grinding Unit, Uttar Pradesh

In a significant stride towards expansion and innovation, JK Cement Ltd. held a foundation stone laying ceremony for its state-of-the-art grinding unit in Prayagraj, Uttar Pradesh. This project involves a substantial investment of approximately INR 500 Crores and will have a remarkable production capacity of 2.5 Million Tonnes Per Annum (MTPA). Located strategically in Prayagraj, Uttar Pradesh, this facility not only enhances JKCement's production capacity but also contributes to generating employment opportunities for the local community, both directly and indirectly.



"JKCement stands at the threshold of opportunities, propelled by our expanding capacities, robust regional diversification, and an ever-evolving portfolio mix that seamlessly aligns with market demands. This strategic trajectory seamlessly integrates with our vision of augmenting capacity and extending our presence into untapped markets, mirroring the demand growth over the impending years. These aspirations underscore our commitment to quality, innovation, and contributing to the socio-economic fabric, all while adhering to the highest standards of operational excellence. We anticipate that these endeavors will not only foster our growth but also actively contribute to the overall development of the region and the nation. We firmly believe that progress is multi-dimensional, intricately intertwined. As India accelerates its infrastructure development to sustain robust economic growth, we are continually scaling our capacities to cater to escalating demands from the infrastructure, housing, and construction sectors."



Dr. Raghavpat Singhania
Managing Director



"In our relentless pursuit of excellence, cementing our market foothold emerges as a paramount objective, seamlessly harmonizing with the company's overarching vision of achieving sustainable and profitable expansion. This strategic addition not only ensures our steadfast role in nation-building but also ushers in an array of employment opportunities within the state. As we press forward, our commitment to operational brilliance and innovative contributions remains unwavering, amplifying growth and progress on both regional and national horizons. With strategic expansion as well as a customer-centric approach, JK Cement Ltd. has achieved remarkable prominence within the cement industry, setting unprecedented benchmarks for quality and reliability. Simultaneously, the company's unwavering commitment to enhancing operational efficiency and reducing its ecological footprint remains steadfast."

Mr. Madhavkrishna Singhania
Dy. Managing Director and CEO

JKCement is delighted and proud to announce the inauguration of its pioneering health & safety facility "Yadupati Singhania Centre for Safety Training," in Uttar Pradesh.



Dr. Nidhipati Singhania, Vice President of JK Organisation and President of UPCA, warmly welcomed and hosted Hon'ble Prime Minister Shri. Narendra Modi during the momentous foundation stone laying ceremony for Varanasi's International Cricket Stadium in Uttar Pradesh on September 23, 2023. This stadium is designed to seat 30,000 spectators.



Expanding our Horizons

Bhaganwara Dolomite Mines was inaugurated at our Katni unit this August, boosting our annual Dolomite production to 1.25 MT.



"Best Energy Efficient Organisation"

**"Best Energy Efficient
Designated Consumer
Under BEE PAT Scheme"**

At the 7th edition of the CII National Energy Efficiency Circle Competition



We're thrilled to announce the outstanding performance by JK Cement Works, Jharli at the 7th CII National Energy Efficiency Circle Competition. The plant was conferred with two prestigious awards- Best Energy Efficient Organisation and Best Energy Efficient Designated Consumer.

These prestigious awards not only recognize our dedication to efficiency and sustainability but also highlight our position as an industry leader.

Our 1st Dispatch of WallMaxX Advanced; Premium Wall Putty took place in Sept'23



JKCement is expanding its horizon

We have acquired the Hanamaneri Limestone Mine Block in Bagalkot District, Karnataka. Covering 445.37 hectares, the project aims for 4.0 million tons of limestone production annually. A successful public hearing on October 4, 2023, marked progress toward environmental clearance. This expansion will bring job opportunities, increased government revenue, and improved infrastructure to the local community, elevating their standard of living.

Public Hearing of Jaisalmer Project at Village Parewar Conducted on 25.07.2023 for Plant E.C.



JK Cement Ltd. plans a new Green Field Integrated Cement Plant in Parewar Village, Jaisalmer, with 4x2 MTPA clinker and 3x2 MTPA cement capacity. The public hearing, chaired by Smt. Shilpi Sharma, Regional Office, RSPCB, Jaisalmer, and Shri G.L. Swarnkar, Additional Distt. Magistrate, Jaisalmer, along with government officials, public representatives, and local residents from Parewar, Kabir Basti, Khinya, and nearby villages, took place in July at Rajeev Gandhi Sewa Kendra, Parewar. Questions were answered by Mr. C.P. Jhagdawat, emphasizing the project's benefits in infrastructure, education, healthcare, roads, and job opportunities.



Leadership Visit at Muddapur Plant

Mr. Madhavkrishna Singhania, Dy. MD & CEO, Mr. Rajnish Kapur, COO, Mr. Yagyesh Gupta, Manufacturing Head – Grey Cement, and Mr. Puneet Arora, President (Projects) visited JK Cement Works, Muddapur in August 2023.



Dr. Raghavpat Singhania Applauds LKSEC's Spectacular Annual Day Program

In an enchanting evening that celebrated art, innovation, music, and culture, the Annual Day program at LKSEC (Lakeview K-12 School for Excellence and Creativity) recently received high praise from its distinguished guest, Dr. Raghavpat Singhania. This annual extravaganza showcased the extraordinary talents and dedication of the school's students and staff in a memorable event.



Updates on Jaisalmer Project

The Rajasthan Pollution Control Board, Jaipur, has granted Consent to Operate for our 304 Hect. Khinya Limestone Mines, Jaisalmer Project in August, valid for 5 years, allowing our company to commence mining operations.

After a series of processes, we obtained an allotment of 210 hectares of Govt. land for setting-up our new plant at village Parewar Distt. Jaisalmer. Following the land cost deposit as per government norms, we successfully registered a 99-year Lease Deed in favour of our company.

Launch of Project "KAMYABI 2.0" & "PARIVARTAN"

Mr. Anirudh Dani, Manufacturing Head of White Cement visited the Fujairah plant on 19th September 2023 and launched "KAMYABI 2.0" to further accelerate the journey towards Excellence along with Project "PARIVARTAN".

Project "PARIVARTAN" is launched to enhance and give thrust on the usage of AFR in White Cement at a large scale with the target of achieving 7.5% TSR in white cement.

Mr. Dani visited the plant and interacted with workers and various stakeholders. He reviewed the ongoing developments in the plant along with the thrust on safety and environmental compliances.



Sponsoring Three Thriving Cricket Teams!

We are a proud sponsor of Teams — Kashi Rudras, Jaanbaaz Kota Challengers and JK Super Strikers



Glimpses of Final UPT20 series, Kashi Rudras set a benchmark by winning





JKMaxx Paints Forges Stronger Partnerships with a Mega Retailers Meet

JKMaxx Paints Ltd successfully concluded their Mega Retailer Meet, where they welcomed more than 1100 valued channel partners from Uttar Pradesh and Rajasthan in 4 different locations.

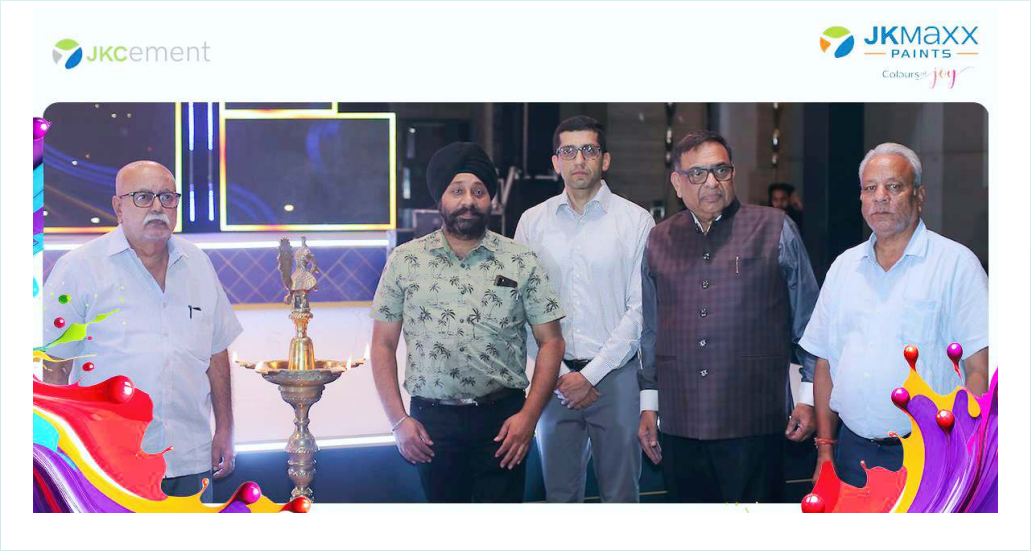
The audience savored every moment of the evening, as they witnessed stunning performances, an engaging product portfolio zone, the launch of a breakthrough product, and a gala dinner. The star attraction of the event was the Bollywood icon, Karishma Kapoor, who enthusiastically interacted with the audience, handed over the awards to the lucky draw winners and shared her joy to discover the new venture into paints.



With a Splash of Colours and a Dash of Joy, We Unveiled a New Horizon!

Along with the leaders at JKMaxx Paints and channel partners, the team set off on a colourful adventure as they launched JKMaxx Paints in the new markets of North India and Rajasthan. They are thrilled to paint the town red (and other hues) as the festive season approaches. Kick starting the new business with painting the town in different colours, as we welcome the festive season.

The event was a feast for the eyes, with the grand unveiling of JKMaxx Paints' logo, product portfolio, informative product film and a captivating launch film. The audience also enjoyed dazzling performances and interactive sessions, ending with a splendid dinner.



Digital-first launch campaign for JKMaxx Paints - #KhushiYonKaShadeCard



Every moment of joy has a colour and JKMaxx Paints brought these colours of joy to life with its digital-first launch campaign **#KhushiYonKaShadeCard**. The campaign seamlessly integrates the brand tagline 'Colours of Joy' and the category element the 'Shade Card'. A film of colours and joy was the start of the campaign, where each colour showed a joyful moment that translated into a lovely shade on the walls; while a soothing melody played in the background. The scenes eventually opened up to form a shade card that revealed the brand, its offerings and the slogan 'ColoursOfJoy'. The film touched 20 million hearts with 16 million views and 250 K reactions in UP & Rajasthan markets.



KhushiYon Ka Shade Card Social Media Contest

To share their colour of joy, netizens were invited to post a picture of a happy moment in a social media contest by JKMaxx Paints. The contest was a huge success, with hundreds of entries pouring into JKMaxx Paints' inbox. The best 5 entries received Amazon gift vouchers and were featured on JKMaxx Paints' Social Media Feed.

'Colours of Joy' AR Filter

Further to this, netizens were invited to express their joy in colours with a fun AR Filter on Instagram. They could snap selfies in their favourite hues and show the world their happy faces. On Independence day, a special tricolour effect was added to the filter to celebrate our nation's pride.

Gratifying Platinum and Gold Channel Partners with an experience of a lifetime

JK Cement Limited celebrated the success and loyalty of its select channel partners by hosting its Annual Dealer Conference 2023 in two exotic locations: Istanbul, Turkey for the Platinum club members and Baku, Azerbaijan for the Gold club members. Inspired by nature, the event was themed as SPECTRUM, which inspired the attendees to transform, thrive, and triumph. As the Platinum stockists explored the vibrant markets and savored the delicious cuisine of Istanbul, they felt the allure of the ancient city. The Gold Club dealers were equally enchanted by the beauty and traditions of Baku, where they witnessed the stunning architecture and heard the captivating legends. What united them all was the team spirit they showcased and the lasting friendship that they forged with the JKCement fraternity during their respective unforgettable journeys!



#SabkoPataHai

Hero campaign for JKC WallMaxX to reinforce our leadership position

With its digital-first hero campaign #SabkoPataHai, we aim to communicate the fact that JKCWallMaxX wall putty is synonymous to the category and is the unanimous choice for beautiful and durable walls.

The campaign features three hilarious films, each with a common sutradhaar – the painter and a similar plot twist, set in a hyperbolic world where everyone, regardless of their memory or intelligence, knows one undeniable truth that putty means JKCement WallMaxX. After the release of the first 2 films itself, the campaign garnered a reach of 10 Mn with video-views of 8 Mn and engagement of 70k.

With their clever antics, the films were successful in grabbing the attention of the viewers and tickling their ribs for laughter.



http://feedback.jkcement.com/it/JKWallMaxX_Hero/jk1.mp4



Modern waterproofing solutions with progressive design architecture

JKPROFIX, a complete set of advanced waterproofing solutions for new construction, repairs and renovation, is ready to be launched.

The portfolio features a cutting-edge design architecture that gives the product a competitive edge in the market. The whole range of 26 SKUs showcases the forward-looking vision of the brand.

The tagline 'Trusted by experts' translates the fact that the unmatched quality of the products makes it the first choice by professionals (applicators) for an infallible job.





HUMAN RESOURCE

Leadership Development Workshop

A workshop dedicated to learning and development for leaders at JKCement was held in June'23, focusing on core skills like effective leadership, team handling, negotiation skills, etc. The workshop turned as a great achievement with a feedback score of 4.8 out of 5. Toward the end of the workshop, our leaders were able to learn the art of storytelling and visual learning, the ability to manage Ego and empathize with the team, and how to empower others by showing them the right direction.



POSH Session

In June, our HR team organized the POSH Session: Awareness for Women. With 102 female participants, the average score of the Learning Quiz was 87%, and average feedback was 4.4 out of 5. Topics covered at the workshop centered around sexual harassment laws, redressal procedures for complaints, etc. The session turned out to be very insightful for the employees as it imparted knowledge that was least known to them, it also encouraged them to address such unpleasant situations with confidence.

We also had a different POSH Workshop for ICC Members, talking about similar topics with 45 members.



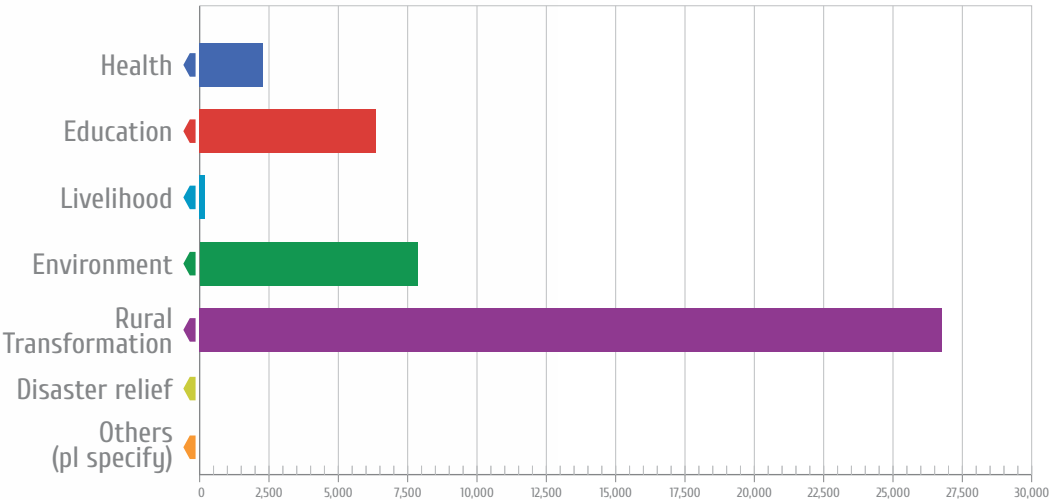
Building Connects at Regional Offices

Glimpses from cluster meets

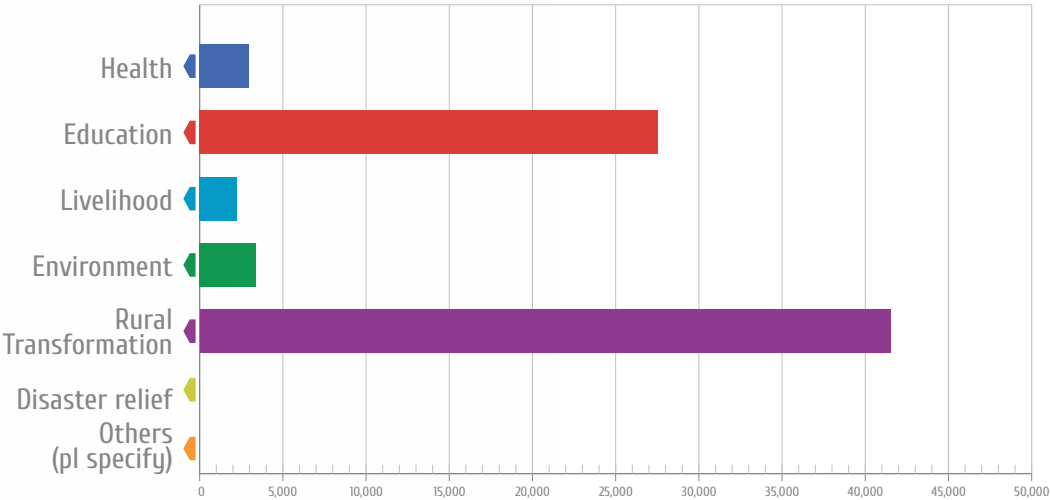




CSR



Direct Beneficiaries Impacted



Indirect Beneficiaries Impacted



Gym and Yoga Center Inauguration at JK Cement Works, Balasinor

As part of our Corporate Environmental Responsibility, we've built a Gym and Yoga Center for the Balasinor community to foster public wellness. The inauguration ceremony was attended by Shri Hiren Chauhan, SDM Balasinor.



Promoting Higher Education at Jharli Plant

Under our ongoing initiative to Promote higher education among students JK Cement Works, Jharli partly sponsoring a coaching teacher who provides coaching to approximately 200 students at the coaching center which is run by village Sarpanch under the "Saheed Ramkrishan Siksha Evam Gram Vikas Samity" along with the help of school teachers of Government High School, Khanpur, Khurd village.



Nutrition support to TB (Tuberculosis) Patients

JK Cement Works, Jharli adopted 18 TB patients for nutrition support as part of our ongoing initiative in the PM TB Mukht Abhiyan. We supplied Nutrition Baskets in collaboration with the Primary Health Centre in Birohar village, in the presence of the Medical Officer and the village Sarpanch.

Fostering Girls' Education and Health at Muddapur

To empower the weaker section of society, JKCement has always come forward and left no stone unturned in providing aid to the communities in need. We saw similar initiatives recently; taking inspiration from the 'BetiBachao, BetiPadhao' scheme, JKCement aided the girls' schools in the different remote regions of Muddapur by donating desktops and science equipment at the schools. We, yet again, didn't overlook, the importance of health and sanitation at the schools and helped schools with basic amenities like utensils for mid-day meals and a Sintex water tank for clean water storage. In addition to this, we conducted a plantation program in Petlur village, distributing saplings to 6 surrounding Government schools; Lokapur, Jalikatti, Hanumaneri, and Venkatpur.





Blood Donation Camp organised at JK Cement Works, Mangrol

A blood donation camp was held at JK Cement Works, Mangrol, in collaboration with Sanwariya Ji Hospital from Chittorgarh and Neemuch. The event celebrated Doctors' Day and CA Day, and was inaugurated by Mr. R.B.M. Tripathi. He encouraged staff and workers to donate blood regularly, emphasizing its life-saving potential. A total of 71 units of blood were collected during the camp.



Distribution of School Bags and Textbooks at Chainpura Government Primary School

In July, JKCement provided school supplies to the Government Primary School, Chainpura, Nayagaon. Sh. Manish Gudhainiya, expressed a warm welcome to the villagers and Gram Panchayat members, highlighting our longstanding commitment to various social causes, including education, health, environment, women empowerment, rural development and water conservation. We plan to further expand our social engagement in this region in the future.

JK Cement Works, Aligarh distributed Poshan Ahaar Potali to TB Patients under National TB Elimination Program in June 2023



School Boundary Wall Inauguration by JK Cement Works, Hamirpur

Education is a cornerstone of success, and at JK Cement, it's ingrained in our core values. We proudly built and inaugurated a boundary wall for the safety of students at Itra Primary School, with the presence of our Unit Head, HR Head, and CSR Head.



JK Cement Works, Hamirpur's contribution to Pradhan Mantri TB Muktbharat Abhiyan

Under Pradhan Mantri TB Muktbharat Abhiyan, 118 TB patients were adopted by JKCement and a commitment to continuous support for the next 6 months was made. We also contributed to distributing nutrition kits during the event. Our efforts were highly appreciated by the Uttar Pradesh Governor. JK Cement Works, Hamirpur organized a Mega plantation tour with employees and workmen, they together planted 500+ saplings.



From our Panna Plant

In the last quarter, our Mobile Medical Unit conducted 53 health visits across 20 villages near the plant area. We offered preventive and curative health services and raised awareness about eye flu. We reached 2,440 patients through curative services and 18,000 individuals through awareness campaigns.

Additionally, we continue our initiative to promote menstrual hygiene among young girls at Kasturba Gandhi Girls Hostel Panna, Govt. Girls H S School Amanganj, Govt H S School Kamtana, and Govt H S School Pagra. In the first phase, we installed 4 sanitary vending machines and incinerators in these institutions and nearby colleges. This quarter, we supplied 2,650 sanitary napkins for refilling, benefiting a total of 1,807 girls.

This quarter, JK Cement Works, Panna, improved infrastructure in Govt. schools in Boda, Koni, Guda, and Pagra to benefit 430 students. We established an E-classroom in Koni Govt. School with computer, projector, AC, and stabilizer, with classes starting next quarter. We also initiated 'Learn with Fun' by painting educational murals on school walls, enhancing the learning environment for approximately 430 students.

Furthermore, separate toilets for boys and girls were constructed, and 280 desk benches were provided to these schools for better seating arrangements.



Upwards & Onwards

Under our ongoing project, we sponsored 30 marginalized youth for skill training at Nimbahera ITI center. They completed 1-year training for welder trade and 2-year training for Fitter AOCP and RAC trade. This quarter marked their return after training, and we have begun the process of connecting them with job opportunities.



A wall for those who can break the walls

In Hamirpur, we constructed a boundary wall at Chandpurva Government School to enhance the safety and security of approximately 100 children. This prevented unauthorized entry and the intrusion of domestic animals, ensuring a safer environment for the students.



Placement Status at YPSVEF

YPSVEF has successfully placed a total of 229 students from our ITIs, including YPSIT Nimbahera, YPSIT Gotan, YPSITC Kanpur, and YPSC TT Kanpur, in prestigious companies like Adani Solar, Tata Motors, Welspun, L&T, and IT Pulse. Notably, Welspun has been a regular recruiter with an annual package of 2.6 Lakhs per annum. Additionally, YPSCVSD Kanpur students organized a grand rally on World Youth Skill Day, showcasing their commitment to skill development.





EMPLOYEE CORNER

Training at JKCement to Save Life

In August 2023, we conducted an Ergonomics Hazard session, which included First Aid and CPR training, for both JK staff and Katni White workers. A total of 31 participants, including 15 workers, benefitted from this activity.



Sports at Work

At JK Cement Works, Katni, Sports Week was organized to enhance employee engagement and motivation. This event featured Volleyball and Cricket Tournaments, with attractive prizes awarded to both the winning and runner-up teams.



Promoting a Healthy Working Environment at JKCement

The successful health camp was held in collaboration with RAK Hospital at our JK Cement Works, Fujairah in August. This event saw active participation from our dedicated workforce, offering accessible healthcare services and knowledge, and contributing to a healthier work environment. The workforce was provided with comprehensive health check-ups, expert consultations, and insights for healthier living, reaffirming our commitment to employee well-being.



HSE Training at JKCement

To address workplace hazards and prevent personal injuries, JK Cement Works, UAE organised a knowledge-sharing session in collaboration with Honeywell on Right PPE and its Correct Usage. The training aimed to enhance understanding, proper usage, and the significance of Personal Protective Equipment (PPE) in maintaining workplace safety. Our technical head stressed the importance of safety helmets with chin straps and shared valuable insights from his experience. The event was a great success, fostering interaction between manufacturers and end-users, followed by a Q&A session.



Adding another Star at Padam Nagar Colony, Muddapur

With support from JK Cement Management, we inaugurated a Ladies' Beauty Salon to enhance the amenities available within the colony. We identified a talented individual, who received professional training as a skilled beautician to operate the salon. Moreover, as a component of our Corporate Social Responsibility initiatives focused on skill development, we have extended opportunities to rural girls for training within our Beauty salon. Upon successful completion of the training, they will be awarded certificates to acknowledge their achievement.



Breaking the monotony at Muddapur

To encourage Employee Family Engagement at JKCement Works, Muddapur Unit, we introduced Dance and Karate Classes for children in the colony, with an external coach. Given our remote location, these facilities are greatly appreciated by our employees. We have over 50 enthusiastic students participating in this ongoing 6-month session.

We also introduced Zumba and Aerobic classes for our employees' families. These sessions, led by an external coach, provide an enjoyable and health-promoting activity for our community.



Health Awareness Talk

The Medical Teams of Nimbahera and Mangrol organized a Health Awareness Talk in August at the Celebration Hall, Kailash Nagar-1, JK Cement, Nimbahera. During the session, doctors discussed topics related to Neuro Headaches, knee treatment myths and facts, and Women's Wellness, addressing doubts from the audience. The session was attended by over 120 employees and their families.



Recreational Activities for Employee Engagement at Hamirpur Plant

At JK Cement Works, Hamirpur we organized a picnic and 'Hamirpur Got Talent.' It was a day filled with activities, fun, food, and entertainment. Numerous nominations were received, making it a great show. Employees and their families showcased talents across different generations, leaving everyone mesmerized and filled with joy.

Independence Day Celebration



Hamirpur



Aligarh



Aligarh



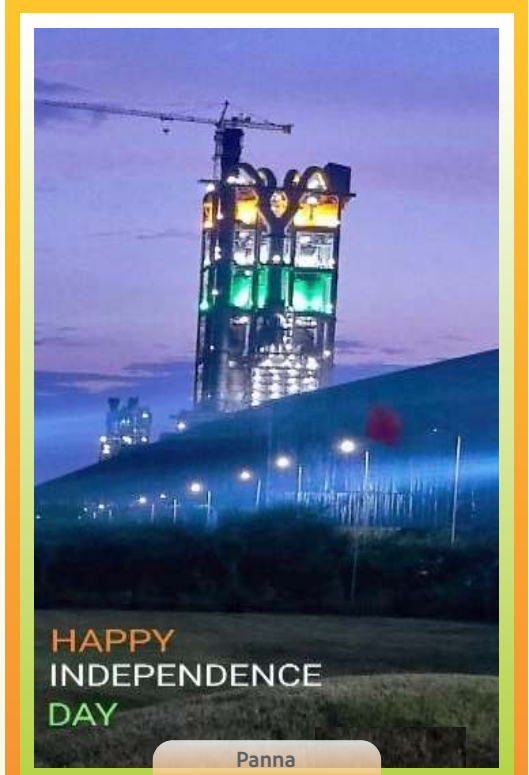
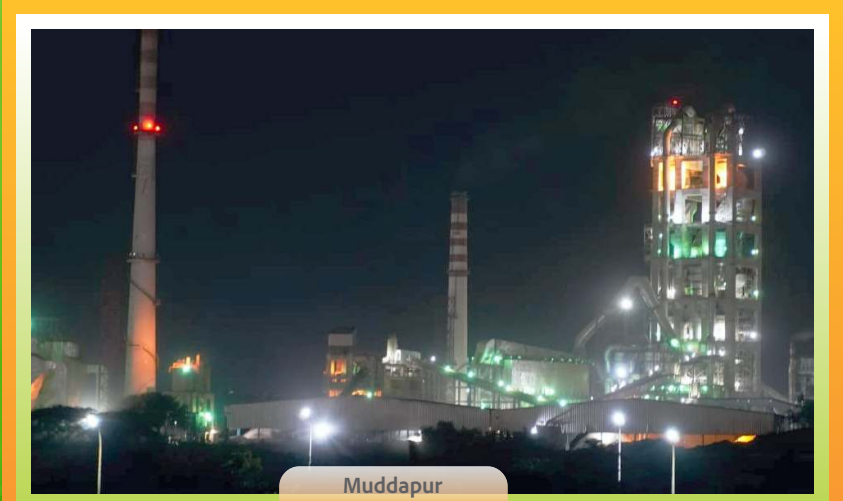
Katni

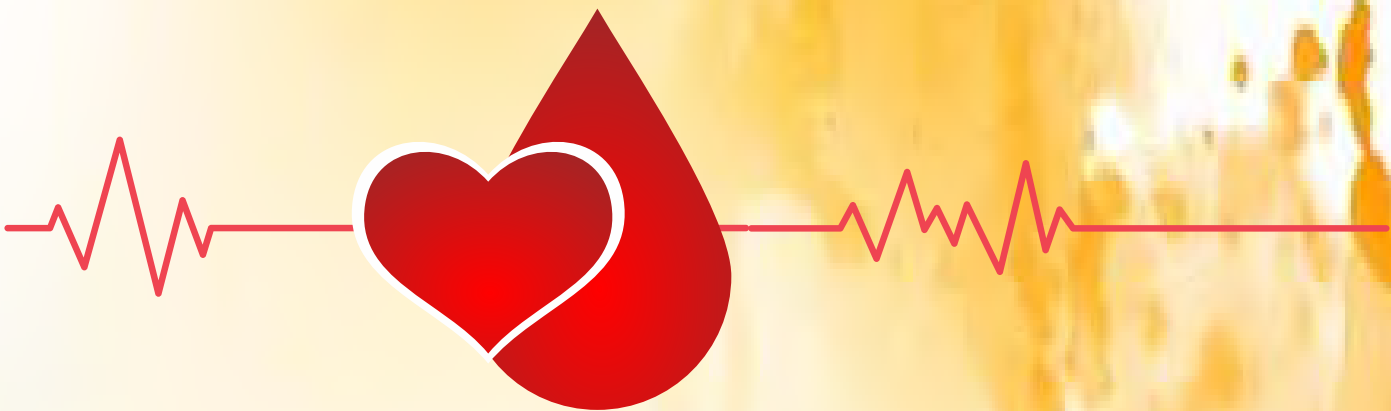


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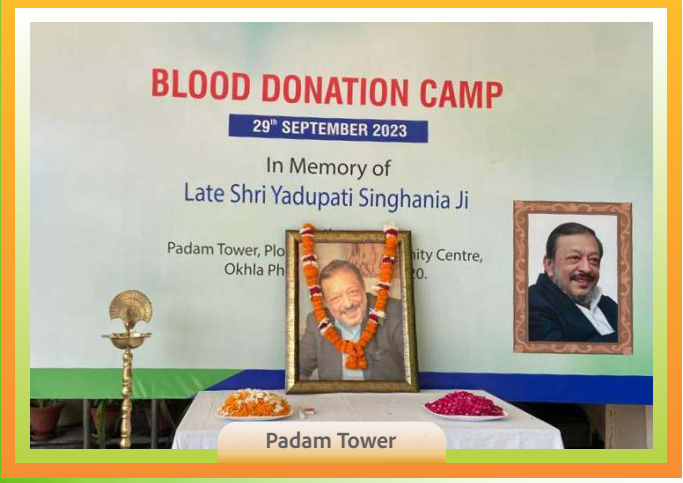
Balasinor





Remembering Shri Yadupati Singhania ji on his birth Anniversary

JKCement family conducted blood donation camps across regions to promote sense of donation and helping the ones in need.





Ganesh Puja at JKCement



THE TRIVIA

TRIVIA CONTEST WINNER

Name:

DIVANSHU GARG

Department:

Senior Engineer (Preventive Maintenance Cell), JK Cement Works, Nimbahera

Duration with the organization:

5 Months

Favourite Memory at JKCement:

So far my journey at JKCement has been full of learning and fun. I am enjoying working here with a fantastic team

About Yourself

A post graduate engineer in Electrical & Electronics from Bhilwara. I love nature and I like to spend my time with family and friends, learning new skills and delivering work with perfection.

Hobbies

Listening to Music, Travelling and exploring new places



“DID YOU KNOW”

You have a chance to get featured in next Spotlight edition?? All you have to do is get all the answers right and send them to us at corpcom@jkcement.com

Q1 Where in Uttar Pradesh is our upcoming plant located?

Q2 What is our vision statement?

Q3 How much is our White Cement & Wall Putty Capacity in India?

Q4 What is the difference between integrated unit and grinding unit?



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