

From the Editor's Desk

Dear Colleagues,

As we turn another chapter in our journey, I am thrilled to bring to you, our organisation's latest updates and developments. Our newsletter continues to serve as a valuable platform to share our achievements and milestones, keeping us all connected as one family.

In the past quarter, we have witnessed significant progress across various fronts. One of the most notable events was the Bhoomi Pujan ceremony and inauguration of the Line-2 Project at JKCement Works, Panna. This auspicious beginning was marked by the presence of our esteemed leaders, including Joint MD and CEO, Shri Madhavkrishna Singhania ji, who emphasised the importance of this project for both JKCement and the community.

Additionally, this year is very prestigious for all of us as JK Organisation completes 140 glorious years. Last month, we celebrated this grand milestone at our Founder's Day and Samman event.

I am thrilled to announce our new CSR initiative – JK Volunteers, where our employees can contribute their bit to society. We inaugurated this initiative with a tree plantation drive near our corporate office and our plant locations and also organised a Daan Utsav drive.

As we look forward, I encourage you all to actively contribute to our newsletter, "Spotlight," by sharing your ideas and feedback. Together, we can make it even more engaging and informative for everyone.

Thank you for your unwavering support. Let's continue to strive for excellence and embrace the successes that lie ahead.

Happy reading!

Sincerely,



Dr. Andleeb Jain
Group President : People, Culture, & Digital
JK Cement Ltd.



Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

Uttar Pradesh Chief Minister Shri Yogi Adityanath Ji virtually inaugurated the new JK Cement plant in Prayagraj

On the official inauguration of our Prayagraj plant, Honorable Chief Minister of Uttar Pradesh, Shri Yogi Adityanath Ji, graced us with his valuable time.

JKCement is proud to have invested over ₹1500 crores in three units across Uttar Pradesh—at Aligarh, Hamirpur, and now Prayagraj—within a span of less than six years.

Our Prayagraj unit was setup in 9 months 26 days being the fastest project setup in the cement industry.



BUSINESS
UPDATES

BRAND
NEWS

HR

CSR

EMPLOYEE
ENGAGEMENT

EDUCATION

PROTSAHAN

THE TRIVIA
CORNER

140th Founder's Day CELEBRATION Samman'24



Dr. Nidhipati Singhania ji and Shri Bharat Hari Singhania ji presenting memento to Shri. Vinai Kumar Saxena ji, alongside Dr. Raghavpat Singhania ji and Mr. Madhavkrishna Singhania ji



Dr. Raghavpat Singhania ji giving speech during the event



On stage Dr. Raghavpat Singhania ji, Dr. Nidhipati Singhania ji, Shri Bharat Hari Singhania ji, Shri Vinai Kumar Saxena ji Mr. MadhavKrishna Singhania ji, presenting doctorate degree by SPSU to Shri Rajeev Shuklaa ji



Awardees with the leadership team



Dr. Raghavpat Singhania ji, Dr. Nidhipati Singhania ji, Shri Bharat Hari Singhania ji, Shri. Vinai Kumar Saxena ji and Mr. Madhavkrishna Singhania ji presenting doctorate degree from SPSU to Shri Paresh Maity ji, renowned Indian painter



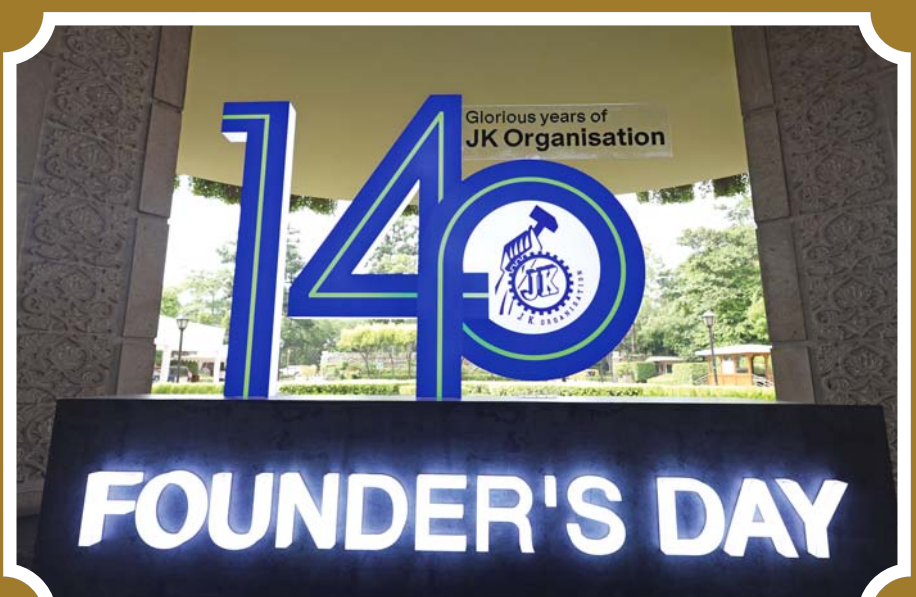
Mr. AK Saraogi ji, Mr. Madhavkrishna Singhania ji, Dr. Nidhipati Singhania ji and Dr. Raghavpat Singhania ji presenting the long service association award to our business partner



Dr. Raghavpat Singhania ji, Dr. Nidhipati Singhania ji, Shri Bharat Hari Singhania ji, and Mr. Madhavkrishna Singhania ji presenting doctorate degree from SPSU to Shri Vinai Kumar Saxena ji



Dr. Andleeb Jain giving speech during the event



ORGANISATIONAL LEVEL PROSAHAN WINNERS



Recognizing People at JKCement





BUSINESS NEWS

Inauguration of the White Cement Manufacturing Plant in Tanzania

Dr. Raghavpat Singhania ji, the visionary MD of JKCement Ltd., inaugurated the white cement manufacturing facility on 14th June 2024 at Dar Es Salaam, Tanzania. This plant has an impressive installed capacity of 240 TPD for our flagship products, JK White Cement - CEM I (52.5N) and CEM II (42.5N).

The inaugural ceremony was graced by Mr. Amit Kothari, Group President (Corporate Strategy and New Initiatives), Mr. Manish Shrivastava (Head – Sub Saharan Africa), Mr. Unmesh Shukla (Head HR – JK Fujairah) and Government & Business dignitaries from Tanzania, Kenya & Uganda.

The state-of-the-art facility is set to redefine JKCement's market presence in the East African Region. This plant will cater its high-quality products to Tanzania, Kenya, Uganda, Rwanda, Burundi, DRC, Mozambique, Malawi, Zambia and other East African Countries.



Bhoomi Puja for Line-2 Project, Panna Plant

The Bhoomi Puja ceremony for the Line-2 Project at JK Cement Works, Panna, took place on 26th April 2024. The event was graced by the presence of several distinguished guests; Shri Madhavkrishna Singhania ji, DMD & CEO, Mr. Anuj Khandelwal, BH, Mr. Yagyesh Gupta, MH, Mr. Puneet Arora, Project Head, and Mr. Kapil Agrawal, Unit Head.

The ceremonial event commenced with traditional rituals and prayers, marking the auspicious beginning of the Line-2 Project. Shri Madhavkrishna Singhania ji performed the rituals, invoking blessings for the Project's success and prosperity. He addressed the gathering, emphasising the significance of the Line-2 Project for JK Cement Works, Panna, and the community. He expressed his gratitude to the entire team for their hard work and dedication.

The event was noted for its meticulous organisation, reflecting the commitment and teamwork of the Panna Team.



★ A W A R D S ★



JK Cement Ltd. received an Award at The Business Innovation Conference & Awards 2024

JKCement's outstanding contributions and innovative efforts have set a benchmark in the industry. The organisation has been awarded the Business Innovation Conference & Awards on 27th July 2024. This recognition is a testament to our hard work and dedication.



JK Cement Works, Katni has been awarded with the Madhya Pradesh Best Employer Award 2024



Halki Limestone Mine, Muddapur Awarded with 5-Star Rating Award

Under the leadership of Shri Prabhat Singh Parihar, Unit Head and Shri Vikram Singh, Sr GM Mines/Agent Mines, our Halki Limestone Mine bagged 5-Star Rating Award for the FY 2022-23 under the Star Rating Evaluation of Mining Leases, a system instituted by the Ministry of Mines through Indian Bureau of Mines.



JK Cement Works, Jharli Outshines at the 8th CII-National Energy Efficiency Circle Competition

JK Cement Works, Jharli has been awarded the 1st Runner Up under the category-Best Energy Efficient Designated Consumer (Under BEE PAT Scheme) at the 8th CII National Energy Efficiency Circle Competition 2024, Chandigarh.



KAKRA Mines Office Inauguration Puja, Panna

KAKRA Mines Office inauguration Puja was held on 16th April 2024 at JKCement works, Panna in the gracious presence of the Unit head, and other Function Heads & Staff members.

BRAND NEWS

BRANDS

JK MaxX Paints unveiled its latest brand campaign, #SingleBrandSharmaJi



The campaign resonates deeply with JK WallMaxX customers who prioritise trust and consistency in their choices. Featuring actor Jimmy Shergill as Sharma ji, a discerning homeowner who values quality and fervent brand loyalty, the campaign underscores the reliability of JKMaxX Paints as the preferred choice for home beautification needs. JKMaxX Paints launched its first TVC to drive awareness about JKMaxX paints and build an emotional connect with the TG. The campaign was launched in the HSM. The brand also launched a digital campaign with the same asset.



Impressions
61.7
Mn

Reach
16.6
Mn



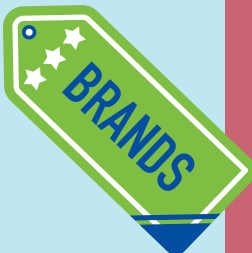
Views
32.2
Mn

Fun Friday Activity

Employee Engagement Activity



BRAND NEWS



New Digital IP - XpertSahab

Launched a new digital initiative, XpertSahab to position JK Cement as “the voice” in construction and nation-building conversations. A 1-minute shorts spotlight Expert Sahab explains construction anecdotes and highlights lesser-known facts in a human and engaging manner.

A character-based IP where facts meet storytelling, resulting in a series that brings the infotainment to the forefront. As a result, the audience liked our new IP and gained organic traction of more than 120K in less than 15 days. Additionally, within the same timeframe, we have established a leading position on Instagram compared to our competitors following the release of this IP.



JK Super Cement Brand Transition

We proudly launched our new brand identity in the presence of 325 Gold Dealers in Pattaya, Thailand, with a simultaneous rollout across all digital platforms. This included the release of our Brand Transformation and Brand Ambassador Announcement videos. Our website now features updated logos, packaging, brochures, and banners, while all social media handles—YouTube, Facebook, Instagram, X, WhatsApp, and LinkedIn—were revamped in sync. Internally, our corporate office was decorated with branding balloons, danglers, and standees with QR codes linking directly to the brand ambassador video. Additionally, 258 hoardings were installed across India to celebrate this significant transformation.

Brand Transition Objective –

- Enhancing brand recognition
- Modernising brand image
- Create differentiation from competition

Brand Identity Elements –

- New logo aligned with corporate values
- Contemporary typography
- Modern colour palate signifying core values – Green, Grey & Orange
- Bold and differentiated packaging
- Brand messaging emphasizing single minded proposition - Strength

Brand Logo

Product brand logo aligned with corporate identity



Brand Colour Theme



Brand Positioning





Samwaad

A CHRO Connect

Samwaad is a new initiative introduced recently to build & strengthen employee connect. Also, to bridge the gap and provide a platform to the employees where they can speak and share openly regarding any queries, suggestions or inputs on the day-to-day working and support required. The intent is to understand what is working well and where we need improvement related to areas such as Job Banding, Learning & Development, Payroll, PMS, Policies & Procedures, Rewards & Recognition, Administration etc. We have had two sessions till now. Samwaad - Session 2 was organized on 24th September 2024,

Highlights of the event:

1. From the leadership team we had our Business Head – Grey Cement, Business Head - Paints & White Cement & Group President - People | Culture | Digital who led the SAMWAAD forum.
2. Approx. 1000+ employees had joined the meeting.
3. We received 482 responses including feedbacks, queries, and suggestion on various subjects.



AI-Powered

HR Support

On 7th October 2024, we launched "Tia", an AI-powered HR support bot designed to revolutionize HR-related support to our employees. Tia is equipped to address queries related to various employee life-cycle policies and processes like attendance, leaves, Medclaim etc. The intent is to provide self service oriented real-time and accurate responses to employees on basic transactions and queries. With its 24/7 availability, Tia empowers employees with access to information anytime, making HR support more accessible and seamless than ever before.



Tylo Training at Gotan Plant

On 16th July 2024, the Gotan plant organised Tylo Training for new joiners from Sales & Marketing teams from different states. The training helped the attendees to understand the step-by-step production of Tylo at the Plant. Attendees got the chance to visit the Gotan Plant, they experienced the complete manufacturing process and also visited the Quality Lab to see the full process of quality testing and standards.





Employee Development through UDAY 2.0

UDAY 2.0 is one of JK Cement's flagship learning programs that focuses on employee development through various training programs, workshops, and skill enhancement initiatives. The program aims to nurture young talent, enhance competencies, and foster a culture of continuous learning and development within the organisation. For the FY24 batch, 89 UDAYites have completed this 6-month learning journey. For the FY25 batch, 102 employees are selected after a rigorous selection procedure.



AAROH: Training Session for New Trainees

Aaroh aims at developing all the employees who join the organisation as trainees. This program offers intensive training, mentoring, and experiential learning opportunities to the participants with the skills, knowledge, and confidence required to give a winning start to their careers and to contribute to business growth. This training session was a huge success with a diversity rate of 76 female and 40 male participants.



Pragati: Skill-based Programs for our Employees

The Pragati 1.0 program at JKCement is a flagship intervention program aimed at enhancing the skills and capabilities of our sales employees. Specifically designed for the frontline employees, this program consists of a series of learning programs that provide employees with opportunities for professional growth, skill development, and career advancement.





Providing Sustainable Income

JK Cement Works, Aligarh distributed vegetable seeds to 200 families for the summer season and educated them on climate-smart agriculture practices.



Going Green

JK Cement Works, Aligarh organised a Mass Tree Plantation drive in the presence of the Environment Regional Officer (UP Pollution Control Board, Aligarh).





Health Checkup Camp

As a part of the CSR drive, JK Cement Works, Balasinor organised a multispecialty health check-up camp in the village of Kunjara, within the Badiyadev Panchayat. The initiative aimed to provide comprehensive healthcare services to the residents, ensuring they receive necessary medical attention and promoting overall community well-being. The camp featured various specialists offering a range of medical check-ups and consultations.

At Muddapur Plant: Three medical camps were organised in local villages, benefiting around 530 individuals by treating common ailments and raising awareness about chronic diseases.



Mobile Medical Unit (MMU) Services

At Panna: In the 1st quarter of FY 2024-25, 65 health visits were conducted by the MMU in the vicinity of the plant area, providing essential curative services to 3,530 patients in 20 villages. The visits also focused on raising awareness and preventing gynecological health issues among women and girls.

At Nimbahera: This quarter, health visits were conducted by the MMU in local villages near the plant area, providing medical care to a total of 777 patients. Common ailments addressed included cough & cold, fever, and knee pain, contributing to the overall well-being of the communities served.



Promoting Road Safety

A drawing and slogan writing competition was organized by JK Cement Works, Hamirpur at a Govt School under the campaign of Road Safety Awareness at gross root level. In this competition, 34 students from two Govt Schools participated. Winners of the competition were awarded by the Unit Head, Principal and Janpratinidhi of Ingohata Villages.



Mega Plant Distribution

Mega Plant Distribution at Bhaganwara Dolomite mines by JK Cement Works, Katni.



Promoting Education

JK Cement Works, Panna has almost completed renovation of the school infrastructures at Kakra, Puraina and Kamtana Schools, which will improve the learning environment and facilities for approximately 1000 students and other staff members. This quarter, they have successfully renovated seven govt. schools, one ITI centre, and one Anganwadi centre. These upgrades are aimed at enhancing the educational environment and providing better support for quality education.

Moreover there is also an ongoing construction of an ITI college in Panna aimed at providing skill development opportunities for approximately 250 local youths. Admission mobilisation efforts have commenced to prepare for the college's opening, aiming to boost future employment and economic growth in the region.



Empowering Education through Enhanced Infrastructure at Dhanapa's Government Girls Upper Primary School

JK Cement Works, Gotan has constructed the study room and cleared the playground area. Painting of study room and leveling of the school ground has also been done.



Improving School Infrastructure

JK Cement Works, Muddapur undertook painting and wooden works at a primary government school. The aim was to improve the overall environment and aesthetics, contributing to a better learning atmosphere for students.



Cattle Breed Improvement Initiative at Nimbahera

At JK Cement Works, Nimbahera, a cattle breed improvement initiative conducted 4,239 procedures this quarter, leading to the birth of healthier calves. This program, in partnership with JK Trust, operates across 25 centres in 25 panchayats within the Nimbahera block, enhancing livestock quality and supporting local farmers.

1st Cricket Tournament was organised for Contractual Workmen at JK Cement Works, Aligarh



Office Ergonomics Session

JK Cement Works, Balasinor organised a virtual session on "Office Ergonomics" led by Dr. Nisha Kanabar. The session aimed to educate employees on the importance of proper ergonomics to enhance comfort and productivity in the workplace. Dr. Kanabar shared valuable insights and practical tips on setting up ergonomic workstations, preventing strain injuries, and promoting overall well-being.



Going Green!

A Mega Tree Plantation Campaign by the name of "एक पेड़ माँ के नाम" was organised at JK Cement Works, Hamirpur. All employees planted trees on the campus and took oath for its safety, security, and proper growth.



A Health Awareness session on Mensural Hygiene was organised at JK Cement Works, Panna



Written by:
Prachi Sharma
Engineer at Production and Process Department
Jk Cement Works, Ujjain



EDUCATION

LKSEC Inauguration at JK Cement Works, Panna

On 17th July 2024, JK Cement Ltd. inaugurated the Lala Kamlapat Singhania Education Centre (LKSEC) in Panna, underscoring its commitment to education advocacy. The event, attended by dignitaries including Mr. Yagyesh Gupta, MH, and Mr. Puneet Arora, Project Head, featured a ceremonial ribbon-cutting marking the centre's formal opening. Mr. Gupta highlighted the importance of quality education, while Mr. Arora and Mr. Kapil Agrawal, Unit Head, Panna, emphasized LKSEC's role in empowering local youth. Mr. P. R. Kumar, Principal of LKSEC, praised JK Cement's support and outlined the school's holistic educational approach.

The inauguration of LKSEC signifies JK Cement Ltd.'s commitment to social responsibility and its mission to foster community development through education. The centre is poised to serve as a beacon of knowledge, providing students in Panna and neighboring areas with enriching educational opportunities aimed at nurturing future leaders and fostering regional socio-economic growth.



SPSU: Refining Excellence Through Innovation, Diversity, and Engagement



Achievement of NCC Cadets and Zonal NCC Camps

Students at SPSU actively participated in Zonal NCC (National Cadet Corps) camps designed to instill leadership skills, discipline, and a sense of social responsibility. It is noteworthy that recently nine students excelled in NCC 'C' Certificate examination. They are exempted from the UPSC written exam and will be directly called for the SSB interview. They will also receive bonus marks in various examinations for Central and State police services and paramilitary forces.



SPSU's Participation in International Spic Macay Convention at IIT Chennai

SPSU's multi-talented students were selected to represent the university at the prestigious 9th International Spic Macay Convention, held from May 20-26, 2024 at IIT Madras, Chennai. Students presented various cultural acts such as enthralling Odissi Dance, Caranatic Violin, Classical Dance performances, Summer Spectrum- Exhibition cum painting workshop, etc.

New Initiatives for Academic Year 2024-25



Workshop on OBE, E-Content and AI Tools

Recently SPSU organised a workshop on 18-19 July 2024 on outcome-based Education, E-Content and AI Tools in which eminent experts such as former UGC Chairman Prof. Ved Prakash and INSA Best Teacher Awardee 2020 edupreneur Prof. Vimal Rarh acquainted faculty members with the principles of OBE, the implications of the National Education Policy (NEP) 2020, and innovative advancements in teaching-learning pedagogy.



SPSU's Spectacular 5KM Walkathon at Fatehsagar Lake Promoting Sustainability

Promoting environmental conservation and sustainable practices Sir Padampat Singhania University (SPSU) Udaipur organised 5KM Walkathon: Steps for Sustainability at Fatehsagar Lake on May 18, 2024. With over 600 enthusiastic participants, including residents of the city, members of the SPSU fraternity, and dynamic youth, the Walkathon not only advocated for sustainability but also embodied a spirit of collective action and responsibility towards our environment.



SPSU Orientation 'Sangyaan 2024: Welcoming Batch of 2024'

Looking at the enormous admissions the University has planned to conduct Orientation in two phases. In the first phase, more than 800 students and parents participated in the orientation program of Sir Padampat Singhania University, Udaipur 'Sangyaan 2024' held on July 22, 2024. The next phase of orientation has been planned for the first week of August 2024. The orientation features a diverse range of engaging activities, including hands-on workshops, panel discussions, motivational talks, LAN gaming, and ice-breaking sessions, all of which enhance camaraderie among the students.



World Youth Day at YPSIT ITI JK Cement Works, Panna

On 15th July 2024, World Youth Day was celebrated with great enthusiasm at Yadupati Singhania Institute of Technology, Panna. The program emphasized the crucial role of technical skills in empowering the youth of the country. It was announced that courses in Solar Technician, Fitter, Electrician, Building Construction, and Front Office Assistant would be offered, to provide job-based training recognised by the Government of India. This initiative is expected to benefit around 170 youth every year, marking a significant contribution by JK Cement Ltd. to the development of the Panna region.

World Environment Day



International Yoga Day

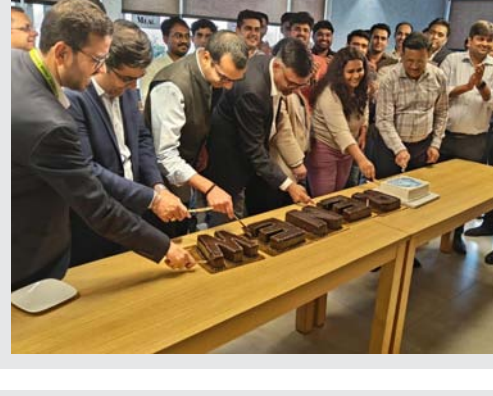
21ST JUNE



Shri Yadupati Singhania Ji's Birth Anniversary



New IT Applications



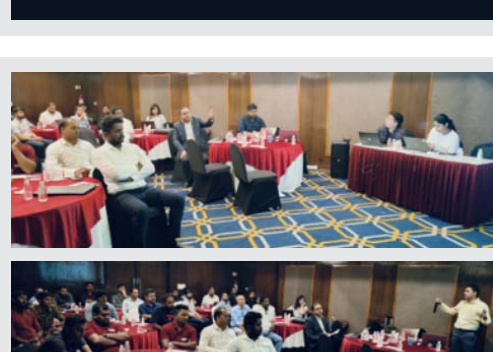
S4 HANA

Enterprise wide Digital Transformation Project of migrating from ECC 6.0 to SAP S/4 HANA affecting 2200 users across 12 Plants and 2000+ Depots. This complex, smart brownfield migration project spanned 8 months and included integration with 23 peripheral applications through the S/4 HANA Integration suite. We achieved the lowest production downtime in our industry, with just 12 hours of downtime to Go live on 1st April 2024. The migration has resulted in significant improvements, including a 70% reduction in overall master data, an 80% reduction in custom developments, and a 90% reduction in open transactions.



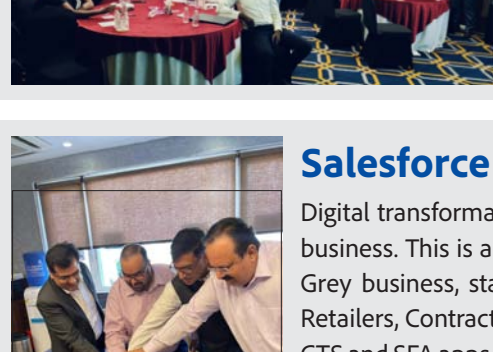
JKCL Platform migration from Microsoft O365 to Google Work Space

Google Workspace is a fully web-based platform, making individual data accessible from any device or location, and is fully integrated with AI suite and features thereby accelerating digital collaboration across the organisation. On-premise email solution has been revamped to a fully cloud-based email solution. GWS has the strongest security measures which have been implemented across all user interfaces, including Google Sheets, Google Docs, Google Slides, Google Meet, Google Drive, and Gmail.



Bizom

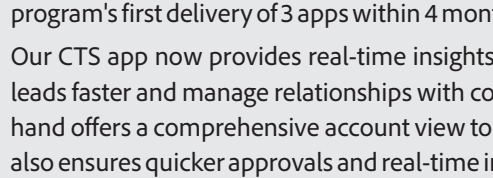
Single platform for Sales force Automation & Distributor Management system called JKOne. More than 2000 dealers and 250+ salesmen have been onboarded on this system across 18 states in the White business. DMS aims to streamline distribution processes, improve inventory management, and provide data-driven insights for better decision-making. Whereas, SFA will boost sales productivity with real-time data access and efficient route planning, enhancing customer insights and accountability.



Salesforce

Digital transformation project aimed at revamping the completed digital landscape of the Grey business. This is a program on the SFDC platform which involves building 7 applications for our Grey business, starting from internal Relations (CTS and SFA) to our external partners (Dealers, Retailers, Contractors, Architects and Individual Home Buyers). As of now, the first version of the CTS and SFA apps has been rolled out to our 1500+ salesmen PAN-India. Also, DMS App launch for 10K dealers is planned within a month.

Importantly, New Development approach has been followed in the Salesforce project focussing on Agile Development, Product Prototyping, DEVOPS and Security Best Practices, performance Testing and Change Management under CAB because of which we could turn around this program's first delivery of 3 apps within 4 months.



Our CTS app now provides real-time insights into site progress and sales opportunities, enabling our sales team to convert leads faster and manage relationships with our sales, architects, and engineers more effectively. New SFA app on the other hand offers a comprehensive account view to contractors, facilitating seamless collaboration with dealers and retailers. It also ensures quicker approvals and real-time integrations with SAP.



THE TRIVIA

TRIVIA CONTEST WINNER



Name : Rajesh Dhakar
Department : Mechanical Maintenance
Pyro Section
Duration with the organization : 12 years
Favourite Memory at JKCement : Memories during the Covid Pandemic, the way Management provided support to the employees and their family members was outstanding.

About Yourself

I started my professional career in 2012 after completing my B.Tech in Mechanical Engineering from SPSU Udaipur and then joined JKCement as a GET. I am currently working as Manager of Mechanical Maintenance. I have two kids; my daughter is 8 years old and my son is 4 years old.

Hobbies

Playing badminton and learning new skills.

Q1 Name the recent product launched by JKMaXX.

Q2 Which Founder's Day are we celebrating this year?

Q3 In which year was our Gotan White Cement Plant inaugurated?

Q4 Name any two Grinding Units of Grey Cement Business.



Editorial Team
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