

From the Editor's Desk

Dear Team,

I am thrilled to update you on the latest developments and achievements at our organisation. Our newsletter continues to be a cornerstone for celebrating milestones and fostering our strong sense of community.

Over the past quarter, we have achieved significant milestones across various fronts. A standout development was the formalisation of our joint venture with Saifco Cements, to acquire a 60% stake and our joint effort with NCCBM and IIT Roorkee, for Carbon Capture and Utilization (CCU) Test Beds Project.

Beyond these strategic achievements, our commitment to sustainability and community engagement remains steadfast. Our employees at both the corporate office and various plants enthusiastically celebrated Environment Day, embracing the theme of 'Reuse, Reduce, and Recycle.' It was inspiring to see everyone create innovative artifacts from waste, showcasing our collective dedication to environmental stewardship.

Looking ahead, I encourage everyone to actively engage with our newsletter, "Spotlight," by sharing your thoughts and suggestions. Together, we can enrich it to be more engaging and informative for all.

Thank you for your unwavering support. Let's continue to strive for excellence and embrace the successes that await us!



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



Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

Shiv Mandir Bhoomi Pujan at Gotan



In February 2025, we laid the foundation stone for the upcoming Shiv Mandir in Gotan. The event was graced by Dr. Raghavpat Singhania, Mr. Madhavkrishna Singhania, and the JKCement family, heralding a new era of spiritual growth and harmony within the company.

BUSINESS
UPDATES

BRAND
NEWS

DIGITAL

HR

CSR

EMPLOYEE
ENGAGEMENT

EDUCATION

ARTISTIC
FLAIR



NEWS
BUSINESS

JKCement formalises Joint Venture with Saifco Cements

In a major step towards accelerating infrastructural and employment growth in Jammu & Kashmir, JKCement announced the successful formalisation of its joint venture agreement with Saifco Cements for acquiring a 60% stake in the company. This landmark partnership establishes JKCement as the first major cement manufacturer to set up manufacturing operations in Srinagar, signalling a decisive step toward regional economic empowerment.



Pioneering Carbon Capture Project Awarded to the Joint Teams of JK Cement Ltd., NCCBM, and IIT Roorkee

JKCement is spearheading sustainability in the cement industry, launching a pioneering Carbon Capture and Utilization (CCU) test bed alongside NCCBM and IIT Roorkee. Awarded by the DST under a PPP model, this initiative will establish a pilot plant at their Mangrol facility to capture CO₂ and convert it into lightweight concrete products and olefins. This marks a significant step towards decarbonization and sustainable innovation, transforming CO₂ from a challenge into a valuable resource for a greener future.



Jharli Plant Earns Prestigious GreenCo Silver Rating

JK Cement Works, Jharli, has been honored with the GreenCo Silver rating by CII-Sohrabji Green Business Centre in February 2025, valid until 2028. This prestigious certification recognizes the plant's commitment to sustainable manufacturing practices, particularly in reducing energy and water consumption, highlighting its significant environmental excellence.



This is to recognize

JK Cement Limited

AMONGST THE LEADERSHIP FACTORIES™ OF INDIA

for their exceptional leadership development practices as assessed through Great Manager Institute's proprietary Leadership Capability Maturity Model.

Prasenjit Bhattacharya
Co-Founder and CEO
Great Manager Institute®



Valid through June 2025 - May 2027.



JKCement has been recognized by the Great Manager Institute as a certified Leadership Factory in India. This recognition reflects our ongoing commitment to fostering a culture that develops strong, people-first, and future-ready leaders.



Muddapur Plant Achieves Record-Breaking Performance

The Muddapur Plant has set new benchmarks, celebrating its highest-ever dispatch volume in a single month in March 2025, and also the highest dispatch volume for FY 2024-25 since its inception. The plant further achieved an Ever Highest TSR for two consecutive months (March and April 2025) and a new milestone of Ever Highest Clinker production capacity.



Nimbahera Mines Shine at MEMC Week 2025

JKCement mining operations in Nimbahera received significant recognition at the 35th Mine Environment and Mineral Conservation (MEMC) Week 2025, organized by the Indian Bureau of Mines (IBM). Karunda Limestone Mines secured the 2nd position in the Overall category, while Maliakhhera Mines achieved the 3rd position in the Overall category. Other mines, including JKCement Limestone Mine, Mangrol-Tilakhhera Limestone Mine, and Mangrol Limestone Mine, were also recognized across various crucial categories such as Environmental Monitoring, Sustainable Development, Afforestation, Waste Dump Management, and Mineral Conservation, underscoring JKCement's commitment to responsible and environmentally conscious mining practices.

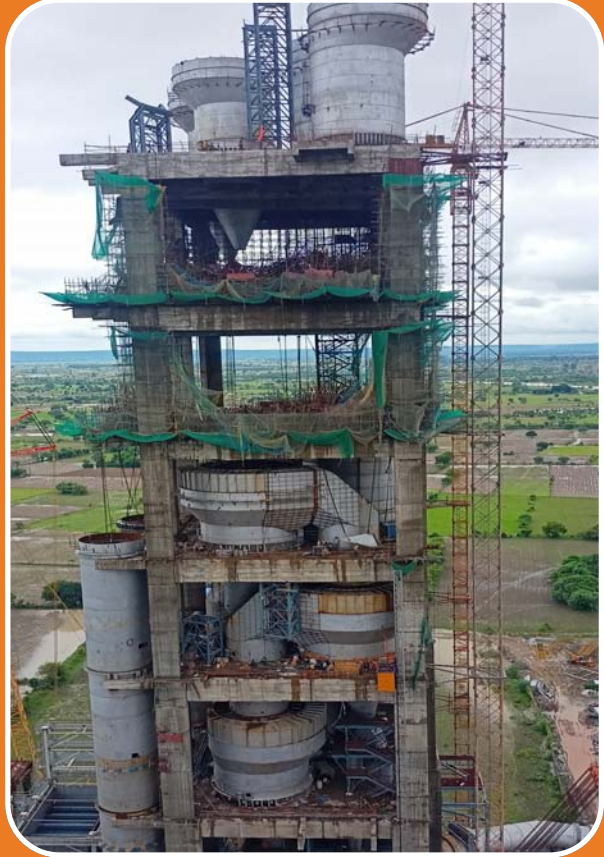


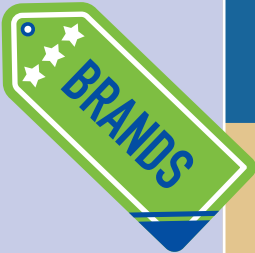
Update on Greenfield Grinding Unit at Buxar, Bihar

Construction for the Buxar unit began in February 2025. The engineering phase is now nearing its completion, and the plant is on track for commissioning by December 2025.



Glimpses from Panna Line 2 Project





Heartwarming AI Films Connect for Valentine’s and Holi

Setting a new standard for topical content, JKMaxx Paints released innovative, AI-driven films for Valentine’s Day and Holi. These heartwarming stories resonated deeply, spreading the spirit of love and the Colours of Joy.



Trendz Tru-shyn Launch

JKMaxx Paints proudly expands its Trendz franchise with the launch of Trendz Tru-shyn, a new super premium interior emulsion. The launch was amplified through a captivating digital film, engaging creatives, and one of its kind launch collateral.



BRAVE - Annual Review Meet 2025 - White Cement and Paints Business

The White Cement and Paints Business recently wrapped up its impactful annual review meetings, kicking off with a national inauguration attended by key leadership including Dr. Raghavpat Singhania, Managing Director, Mr. Madhavkrishna Singhania, Joint Managing Director & CEO, Mr. Nitish Chopra, Business Head Paints and White Cement. Leaders shared insights, and delivered a compelling keynote, setting a bold vision. The "BRAVE" spirit (Breaking barriers, Risk to Win, Accelerate growth, Visionary thinking, Exponential resilience) permeated discussions as zonal teams meticulously reviewed achievements and strategized ambitious plans. These meetings have undeniably energized the entire team for a triumphant year ahead.





Game Badal De Campaign

#GAME badal De

The "Game Badal De" campaign positions JK Super Cement as a brand that helps shape people's dream homes and empowers them to Build Strong - strong structures, strong values, and strong futures.

The campaign gains powerful emotional depth by onboarding India cricket's game changer, Jasprit Bumrah. His journey, from facing challenges to becoming one of the sport's most dependable match-winners, perfectly reflects the brand's message.

In a crowded market, this campaign enables JK Super Cement to connect with aspirational India, people who are not just building homes, but building strong foundations for change.

Signed Ball Contest



Cricket isn't just a sport in India—it's an emotion that unites millions across age groups and regions. Recognising this deep-rooted passion, JK Super Cement launched the Signed Ball Contest on Instagram as part of its broader Game Badal De campaign.

The contest centred around JK Super Cement's brand ambassador and India's game-changing bowler, Jasprit Bumrah, celebrating his remarkable journey and achievements.

Over the course of eight weeks, one question was posted each week, challenging participants' knowledge of Bumrah's career and inviting them to become part of his story.

Winners received exclusive cricket balls signed by Jasprit Bumrah, turning their participation into a treasured memory. This initiative boosted digital engagement while strengthening the emotional bond between the brand and its audience.

Kumbh Mela Activation - Kumbha Kalash

The **Kumbha Kalash** is a sacred symbol of purity, prosperity, and auspicious beginnings in Indian culture. During the spiritually significant **Kumbh Mela** in Prayagraj, JK Super Cement installed a **25-foot-tall** monumental **Kumbha Kalash** at four different locations, not only as a tribute to tradition and faith, but also as a gesture of meaningful service.

This specially designed Kalash dispensed both hot and cold drinking water, providing comfort to hundreds of thousands of devotees in the harsh weather conditions of the mela. In doing so, the brand offered more than symbolic strength - it delivered practical care, aligning physical well-being with spiritual fulfilment.



JK Super Cement's "Hand of Progress" Gets Emotional Boost from Influencer Campaign

To amplify the impact of JK Super Cement's "Hand of Progress" installation, influencer marketing was employed to drive authentic engagement.

Nano and micro influencers from regional, lifestyle, and social impact domains shared stories that highlighted the dignity of labour and the significance of the tribute.

Their content added emotional depth and extended reach, helping the brand connect with digital audiences and reinforce its message of **building strong values alongside strong structures**.



BRANDS

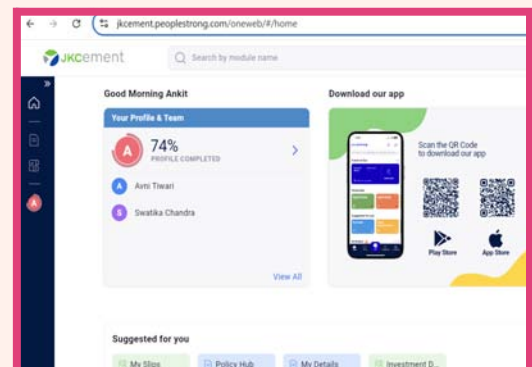
DIGITAL

Digital

SAP Go-live : JKCement has completed the SAP Go-live at its Kenya and Tanzania locations. This project involved the implementation of SAP at one plant in each country. The adoption of SAP is expected to streamline Management Information Systems (MIS) and significantly ease the consolidation of JKCement's global operations, providing a more unified and efficient approach to data management and reporting.



Group Reporting : In addition to the successful SAP Go-live at Kenya and Tanzania locations, JKCement has also gone live with the SAP Group Reporting tool. This tool automates group-level financial consolidation, providing a consolidated view of the financial performance across all entities. The Group Reporting tool will streamline the consolidation process, improve accuracy, and facilitate faster reporting, thereby supporting better decision-making at the group level.



Panchkoshas: A Transformative Journey to Holistic Wellness

JK Cement Ltd. is excited to introduce PANCHKOSHAS, a holistic wellness program designed specifically for all female employees under its SHAKTI 2.0 initiative. This transformative journey is structured in two phases: Phase 1 focuses on a comprehensive Panchkosha Assessment & Workshop, providing foundational insights into holistic well-being. Following this, Phase 2 will offer a Personalized Wellness Track, tailored to individual needs.



GPTW Certification – 6th Time in a Row:

Pleased to share our 6th Great Place to Work Certification, which demonstrates our strong commitment to fostering a positive and high-trust workplace culture. It validates our focus on aspects like trust, respect, fairness, and camaraderie within a company. This certification not only acknowledges our internal employee voice but acts as a powerful signal to potential employees, validating a company's commitment to a positive and supportive workplace, thus attracting top talent and improving recruitment success.



JKCement Wins Awards for Thriving Culture and Empowering Tech Strategy

At a distinguished ceremony held in Delhi, JKCement was honored with two prestigious accolades. These awards celebrated the company's exemplary policies and practices, recognizing their dedication to cultivating a thriving organizational culture and strategically leveraging technology to empower their valued employees. Following are the two valuable awards rewarded to the organization:

- 1) Organization Culture Transformation
- 2) Best Technology Strategy for People processes





Celebrated 50 years with a tree plantation drive and Bhandara



JK Cement Works, Nimbahera, celebrated a 50-year glorious ceremony by organising a tree plantation drive across several villages near its industrial site. The program aimed to enhance the green cover in these communities, contributing to both environmental sustainability and the well-being of the local population. Following the plantation drive, the organisation hosted a Bhandara (community meal) to foster a sense of unity and gratitude.



JKCement's Commitment to Health & Wellbeing

- Facilitated over 2,500 TB patients with nutrition kits under the PM TB Mukht Abhiyaan in Aligarh, Jharli, and Hamirpur
- Strengthened specialized healthcare access through initiatives like Adharshila Renal Care and CKD Screening

Promoting Community Health and Animal Welfare Through Holistic Initiatives at Nimbahera

Under its Integrated Livestock Development Program, three Animal Health Camps were organised in Arniya Joshi, Pipliya, and Malyakhedi villages, benefiting approximately 2,500 animals with free medicine and nutritional fodder. The initiative also included feeding sessions for cows. Recognising these significant contributions, the District Administration of Chittorgarh honored JK Cement Works, Nimbahera on Republic Day 2025 for its achievements in Livestock Development.

Further empowering farmers, JK Cement Works, Nimbahera, organised a 3-day residential training in Gujarat for 60 livestock farmers from nearby villages of Nimbahera and Mangrol plants. This training, in collaboration with Kamdhenu University and Banas Dairy, aimed to enhance farmer income and livestock productivity. The successful Animal Exhibition in Phachar village, part of the Cattle Breed Improvement Program, saw 212 farmers participating with their cattle, showcasing the project's decade-long impact.



Muddapur Plant Fosters Community Well-being

Muddapur Plant organised a free eye checkup camp. The camp witnessed significant participation from patients who attended the camp; approximately 540 beneficiaries received treatment and benefited from this event.



Construction of the Anganwadi School at Dandeli

In a bid to promote early childhood development, the Muddapur plant initiated the construction of an Anganwadi School at Dandeli, aiming to create a conducive environment for the holistic development of young children (0-6 years) and the well-being of pregnant and lactating mothers.



Sanitation Initiatives at Ningapur Village

Muddapur plant completed the construction of 14 community toilets in Ningapur Village, providing hygienic and safe sanitation for 500 beneficiaries and improving public health.



Disaster Relief & Humanitarian Support

Extended support during the Gujarat floods through relief distribution and recovery support.



World Water Day Celebration at Nimbahera Plant

JK Cement Works, Nimbahera, in collaboration with the Environment Team and YPSIT Nimbahera, celebrated World Water Day on 22nd March with an awareness rally, Nukkad Natak, tree plantation, and bird water feeder installation, promoting water conservation.



Blanket distribution Drive at JK Cement Works, Jharli

A blanket distribution drive provided 100 warm blankets to underprivileged families in Jharli village, ensuring comfort during the cold season.



Farmers' Visit to the National Institute of Dairy Development

To promote modern agriculture practices, a special visit was organised for 60 farmers from nearby villages to the National Institute of Dairy Development at Karnal, Haryana, fostering awareness of innovative technologies and sustainable farming methods.



Blanket Distribution to the unprivileged community at Hamirpur

The Hamirpur GU demonstrated its commitment to the underprivileged by distributing **600 blankets** to needy individuals in nearby villages.



Enhancing Educational Institutions by JK Cement Works, Hamirpur

Educational infrastructure was also boosted with the provision of **100 wooden study chairs** and the development of a **computer lab with 7 computers** for a Rural Government School in Chandpurva village.



Balasinator Improves Early Childhood Centers

In Balasinator, the Anganwadi at Jamiyatpura (Bid Na Muvada) underwent a significant renovation, with painting and infrastructure improvements enhancing the quality of care and learning for over 52 children.



Eye and Health Checkup Camps at Balasinator

A series of health camps were organized across the Balasinator plant, benefiting 209 individuals with consultations from specialists in ENT, cardiology, gynecology, and general medicine. These camps also provided diagnostic tests, imaging services, and comprehensive eye check-ups, with eyeglasses distributed to those in need, improving overall community health and well-being.

Promoting Sport at JK Cement Works, Muddapur



JK Cement Works, Muddapur Inaugurated a box cricket stadium, Pedal Ball Court and Picket Ball Court. Successfully conducted the Muddapur Premier League Tournament both for Men's, Ladies, as well as Children's.

Organised Khel Mahotsav at Katni Plant



As part of our continuous employee engagement efforts, we also organized "Khel Mahotsav," at Katni plant, a sports festival that witnessed significant involvement from our workforce and effectively fostered a spirit of healthy competition and camaraderie.

Cricket Tournament at Fujairah Plant



The JK Premier League 2025 was an action-packed, week-long tournament with 7 teams fiercely competing for the championship. After an intense series of matches, Team Packing claimed the top spot as champions, while Team Mechanical earned the well-deserved runners-up position.

Vastu Shanti Puja



Vastu Shanti Puja was held at Panna Plant. This week-long observance was dedicated to fostering positive energies and promoting the overall well-being of our plant. The key attendees included our Manufacturing Head, President Projects, Unit Head and Construction Head for their dedicated participation throughout the entire week. Their presence and engagement were instrumental in the successful completion of the rituals.

This yearly Puja is an important practice, as it reinforces our commitment to creating a harmonious and thriving environment for our operations, with belief that the positive energies cultivated during this time will contribute significantly to the betterment of our plant in the year ahead.



Free Health Checkup Medical Camp

As part of our ongoing commitment to employee well-being, a Free Medical Health Check up Camp was successfully organized at our Fujairah plant. The initiative saw active participation from over 100 employees, who availed comprehensive health screenings, including BMI assessment, blood pressure and blood sugar checks, and General Physician consultations. The camp was professionally conducted by the expert medical team from RAK Hospital, ensuring quality care and personalized attention. This initiative reflects our dedication to promoting a healthy workplace and empowering our team to prioritize their health and well-being.



Khel Mahotsav at Jharli Plant

JK Cement works, Jharli has organised the “Karamchari Khel Mohastav” under the employee engagement initiative in the month of Jan'25. To promote employee well being & engagement beyond just everyday work. Various indoor & outdoor games were organised for the employees & workmen i.e. cricket, volleyball, carrom, chess, lemon race etc.



Volleyball Tournament

Volleyball Tournament was organized at Panna Plant. The tournament witnessed enthusiastic participation and spirited competition from all the teams. JK Night Riders were the deserving winners of the tournament. This tournament not only provided a platform for healthy competition and physical activity but also fostered a sense of camaraderie and team spirit amongst the employees.



Sports for Workers

Our Gotan plant organized a vibrant sports event for its workers in Jan 2025. The events include 100 - meter race and 400 - meter race, slow cycle race, relay race, javelin throw, shot put competition and Tug of war competition. The games were not only entertaining but also encouraged teamwork and showcased individual skills.



Sports Week at Balasinor

At JK Cement Works, Balasinor, Sports Week was organized in January, featuring Chess, Carrom, Badminton, and Cricket matches at the plant level. Employees participated with enthusiasm, fostering camaraderie and promoting physical activity and teamwork within the organization.



Chaat Delight

As part of our food festival initiative, we had organized chaat items for employees in Prism Tower.



Shining in Sports

Our employee, Mr. Basavaraj T Horaddi, working at JK Cement Works, Muddapur, recently participated in Asian Games in Cycling Race 1 & Race 2 representing JKCement. A renowned sportsman & cyclist he has participated in state, National and International sporting events and won more than 100 medals



EDUCATION

SPSU Hosts International Research Convention 2025; Launches MBA in Sustainability Management



Sir Padampat Singhania University (SPSU) successfully organized its International Research Convention 2025 on "Recent Trends in Sustainable Development, Science, and Technology" from March 19-20. A highlight of the convention was the launch of SPSU's pioneering MBA in Sustainability Management, making it the first university in Rajasthan to offer such an innovative program.

Vice-Chancellor Prof. (Dr.) Prithvi Yadav emphasized the need for impactful research and sustainable management, aligning with SPSU's vision to equip future leaders. Guest of Honour Col. (Dr.) Sanjay Sinha from JKCement Education Vertical underscored the importance of integrating sustainability, equity, and social justice into research for innovative solutions.

The convention featured an impressive lineup of over 20 esteemed professors and scientists from leading institutions worldwide, enriching discussions with their profound research insights. With over 100 innovative abstracts, sessions focused on emerging trends, ethical practices, and real-world applications in technology integration, sustainable development, and inclusive growth.



Mesmerizing Sarangi Recital by Ustad Kamal Sabri at SPSU

Sir Padampat Singhania University (SPSU), in collaboration with SPIC MACAY, hosted an enchanting Sarangi recital by internationally acclaimed maestro Ustad Kamal Sabri.

Prof. (Dr.) Prithvi Yadav, Hon'ble President and Vice Chancellor, felicitated Ustad Sabri, acknowledging his profound global impact on Indian classical music. Ustad Kamal Sabri, a seventh-generation virtuoso of the Moradabad Gharana, captivated the audience with the soulful melodies of the Sarangi, an instrument deeply embedded in India's musical legacy.



Panache' 2025: SPSU's Grand Extravaganza

Sir Padampat Singhania University (SPSU) successfully hosted Panache' 2025, its annual techno, management, sports, and cultural fest, on April 4-5. Organized by the Student Council and Student Welfare, the event was inaugurated by Prof. (Dr.) Prithvi Yadav, President & Vice Chancellor of SPSU, and Col. Prof. (Dr.) S. S. Sarangdevot, Vice Chancellor, Janardan Rai Nagar Rajasthan Vidyapeeth. The fest saw enthusiastic participation from over 600 students from SPSU and other institutions including, MLSU, GITS, Pacific, and Techno NJR.

The event featured a diverse range of activities, from technical and management competitions and a blood donation camp to thrilling sports tournaments and vibrant cultural performances.



Marketing Masterclass: From Print to Pixel

Mr. Niranjana Mishra, former Business Head – White Cement, JKCement, delivered an impactful and interactive lecture titled "From Print to Pixel: An Ever-Changing Landscape of Marketing" at SPSU. Drawing from decades of industry experience, Mr. Mishra provided students with invaluable real-world insights into marketing's evolution, sparking engaging discussions and bridging the gap between academic learning and industry realities.



Two teams from SPSU have reached the final round of CMR Hackfest 2.0

Two teams from SPSU have reached the final round of CMR Hackfest 2.0, a national-level hackathon. Teams from 20 different states are participating, and out of 1,500 teams, 110 have reached the final round from across India. Two of these 110 teams are from SPSU. They now have the opportunity to showcase their ideas in the final round. This event is organized by CMR College of Engineering and Technology, Hyderabad.



ARTISTIC FLAIR

EMPLOYEES IN SPOTLIGHT

Showcase Your ARTISTIC FLAIR!

Do you paint, sketch, draw, or create art in any form?

We know our employees are full of incredible artistic talent, and we would love to feature it in our upcoming newsletters!

For our next newsletter, a special section will be included to highlight your creations. Please send us a picture of you and your artwork(s), along with a brief description of your piece. We will publish the most impactful artwork(s).

Please send your entries to corpcom@jkcement.com



Editorial Team

Konica Tandon
Sumedha Nagpal
Corporate Communication