

JK Lakshmi Glitters at the 4th RMAI Corporate Awards 2012



In the last few years, an increasing number of Corporates have realised the vital role of rural markets in affecting the top and bottom line growths of companies. With an aim to recognise rural initiatives which have made a difference in the market, Rural Marketing Association of India (RMAI) had instituted their awards in 2006. RMAI Awards 2012 is in its 4th Edition covering the period from 1st April, 2010 to 31st March, 2012. JK Lakshmi Cement has been awarded in the category of Best Integrated Initiative using ATL and BTL. This award was to honour the rural initiative taken by JK Lakshmi Cement, effectively using a range of disciplines like van campaign, mason engagement, channel development, new construction site visits, static branding, etc. to meet set marketing objectives. A presentation was made highlighting the initiatives taken by JK

Lakshmi to communicate with its customers in Haryana, Rajasthan and Gujarat regions. Shri Sunil Agrawal, while accepting the award on behalf of team JK Lakshmi mentioned “It is an extremely proud moment for the entire JK Lakshmi team. This award is a motivator for us to push our limits and aim for the sky. JK Lakshmi has always emphasised on the rural market and its importance in one’s expansion”. The top companies and the thinkers of the nation were present at the ceremony. This was certainly a meritorious achievement for team JK Lakshmi.

Caption: *Shri Sunil Agrawal, Sr. Vice President {Marketing} receiving the award from Shri S Siva Kumar, CEO ITC {ABD} along with Shri Mayank Mathur, Manager {Marketing Services} and Ms. Richa Sahi, Consultant, MART.*