

A TIMELESS LEGACY

90th BIRTH ANNIVERSARY

At JK Organisation, community service is deeply ingrained in our core values. We believe in the power of collective action and the profound impact it can have on the lives of others. Just as every drop of blood sustains a life, every act of kindness and support brings hope and healing to those in distress.

We come together to celebrate the 90th Birth Anniversary of Late Shri Hari Shankar Singhania on June 20th, 2023.

A special Blood Donation Camp was organised across the country. It was hosted by the all JK Organisation group companies including JK Lakshmi Cement and aimed to collect blood units for those in need. Surpassing last year's record, the JK Lakshmi Cement collected a whopping 2600 units of blood. What's even more amazing is that there was a 22% increase in the number of volunteers who participated this year compared to the previous year. This incredible response and the active involvement of the volunteers show that JK Lakshmi encourages everyone to be socially responsible citizens and managers.



LATE SHRI HARI SHANKAR SINGHANIA
(20th June 1933 - 22nd February 2013)

JOINING HANDS, SAVING LIVES

Across India, numerous offices conducted impactful blood donation camps. This noble endeavour fosters a culture of saving lives and inspiring communities to unite for a greater cause. In Delhi, the Blood Donation Camp started at Nehru House which was inaugurated by Mr. Shrivats Singhania, the CEO and Director of UCWL, and Mr. Arun Kumar Shukla, the President and Director of JK Lakshmi Cement Ltd. The contribution of their presence made the event truly memorable. The company wants to express gratitude to all the employees for their contribution and for making this noble mission a success.



UNMATCHED PERFORMANCE, BUILT TO LAST



The company is thrilled and honoured to announce that JK Lakshmi Cement Ltd., Sirohi plant, has been awarded the prestigious Platinum Award at the Apex India OH & Safety Awards 2022. This recognition highlights our unwavering commitment to ensuring safety in the workplace.

The organisation congratulates Mr. Deepak Kumar Sahoo, our Head of the Safety Department, for being acknowledged as the OH&S Role Model of the Year 2022. This distinguished recognition reflects Mr. Sahoo's exceptional commitment, innovation, and significant contributions to Safety Management. His leadership and unwavering focus on safety have played a pivotal role in our success.

The organisation is equally delighted to share that its Unit Head, Dr. SK Saxena, has received the Special Guest Award. This recognition further exemplifies our team's collective efforts towards ensuring a safety culture within our organisation. The Felicitation Programme, held at Cidade de Goa by Taj in India, was graced by the presence of Hon'ble Smt. Poonam Dhillon a renowned Bollywood Actress & Politician. Her esteemed presence added prestige to the event and reinforced the significance of workplace safety.



JK LAKSHMI CEMENT ATTAINS SUPERBRAND STATUS

JK Lakshmi has earned the prestigious Superbrand status for 2023-24, solidifying its position as an unmatched industry leader. This recognition sets the company apart as the sole brand in the grey cement category to achieve this highly coveted honour, reinforcing its reputation as a frontrunner. The Superbrand title reflects JK Lakshmi Cement's steadfast dedication to excellence and commitment to delivering top-quality cement products to its esteemed customers. This esteemed accolade showcases the brand's exceptional performance and trusted status as the preferred choice in construction.

CELEBRATING WINNERS THROUGH MEET & GREET

It has been a pleasure hosting the brand ambassador and captain of the Indian cricket team, Rohit Sharma, at a special event organised by JK Lakshmi Cement Ltd. in Ahmedabad. The event was held to recognise and reward our top-performing business associates from the President's Club of West Zone & Central Zone.

The company's top management, including Mr. Arun Shukla (Director and President of JK Lakshmi Cement Ltd.), Mr. Shrivats Singhania (Director and CEO of Udaipur Cement Works Limited), and Mr. Ranjeev Sharan (Chief of Sales), attended the event and provide valuable insights and encouragement to our dealers. Here are some highlights from the engaging interaction with Rohit Sharma.



DRIVING GROWTH, BUILDING RELATIONSHIPS

JK Lakshmi Cement Ltd organised an annual conference in Phuket, Thailand, for its dealers from the JK Lakshmiplast Gypsum Plaster and JK Lakshmiplast Smart Wall Putty divisions. The conference was a grand affair with distinguished guests like Shri Sujeet Kumar Jha (Business Head-VAP), Shri Sanjay Mathur, and other company officials in attendance. The organisation would like to congratulate all the exceptional dealers, who were recognised and rewarded with well-deserved accolades and acknowledgements during this remarkable event. The event was an absolute delight, filled with laughter, camaraderie, and a sense of togetherness. It provided a soothing and enjoyable escape from our busy work schedules.



CELEBRATING GROWTH & TOGETHERNESS

The Retailers' Meet in Udaipur for JK Lakshmi Cement Ltd. was a resounding success! Held at Hotel Sterling Resorts, it drew spirited participation from retailers. Sh. Suresh Holagi, Sh. Mahendra Gadhvi and Banaskantha district members graced the event. Retailers left inspired and energized, ensuring a promising year ahead with their appreciation and motivation fueling great performances.



RETAILERS MEET AT UDAIPUR FOR JKLC



DEALERS ENJOY A MEMORABLE TOUR

JKLC Sixer hosted an exciting dealer tour for its dealers and sales officers in Dubai and Abu Dhabi. The tour's flawless arrangement, well-crafted itinerary, and overall experience received immense appreciation and praise from the delighted dealers. This remarkable tour strengthened the bond between JKLC Sixer and its dealers and paved the way for prosperous collaborations and a shared vision for future success.



DUBAI/ABU DHABI TOUR FOR SIXER DEALERS



EMPOWERING A GREENER FUTURE

JK Lakshmi Cement Ltd. has again proven its unwavering dedication to environmental sustainability, social responsibility, and good governance practices. It earned accolades at the esteemed 3rd ESG Summit and Awards hosted by Transformance Forums. The company's remarkable achievements were celebrated as it claimed not one but two prestigious titles – "Best ESG Performance in Renewable Energy" and "Best ESG Performance in Community Engagement and Empowerment."

The momentous event witnessed Mr. Jogendra Singh, President (Finance) of Hero Corporate Service Pvt. Ltd., presenting these distinguished awards. Mr. Kanish Singh, from JK Lakshmi Cement accepted the award on behalf of the organisation.



AWARDED BEST ESG PERFORMANCE IN RENEWABLE ENERGY

DIGITAL IS THE WAY AHEAD

The Centre of Excellence department at JK Lakshmi Cement organised a highly successful Digital Engagement Workshop for East Zone, bringing together the sales team, dealers, and sales promoters. During the event, participants actively participated in comprehensive demonstrations of the Employee App, Dealer App, and WhatsApp Chatbot. The feedback received was overwhelmingly positive, as attendees were encouraged to adopt these tools. Additionally, the session provided an insightful overview of forthcoming digital initiatives, equipping participants with better preparation for the future.



DIGITAL ENGAGEMENT WORKSHOP – EAST ZONE



EXCELLING PERFORMANCE, REWARDED

JK Lakshmi Cement is thrilled to announce the expansion of the "Titan of Trade" Reward and Recognition program, which received an overwhelming response since its launch in August 2022 for district officers. The program is being extended to include Area Heads in Sales and District Officers in the Technical Service Cell, with the new title, "Titan of Trade 2.0." This fully automated program, backed by our team of analysts, aims to incentivise and recognise the outstanding performance of our top achievers.

We are dedicated to encouraging excellence and fostering a culture of appreciation within our organisation.

TITANS OF TRADE 2.0				
Captains - Sales Area Heads				
EAST	WEST	CENTRAL	NORTH	
PAVAN ROY Chhattisgarh(2)	FAHAD RAMPHORIA Gujarat 1	MAHENDRA SINGH Uttarpradesh	VIPIN BHANDARI UP	
Technical Service Officers				
CENTRAL	WEST	UP EAST	EAST	NORTH
VIRENDR K. PUROHIT Rajasthan 1	VISHU RAJESHWAR Gujarat 1	PRATIKSH SINGH Delhi	ANIL K. KHATKE MP (East)	VINAY KUMAR UP & UP
HitMan - Sales Officers				
PAN INDIA	CENTRAL	WEST	NORTH	
SHALENDRA SINGH Chhattisgarh(2)	Suresh Sharma Uttarpradesh	Vivek Rupareliya Rajkot,Gujarat 2	KISHAN CHAND HR, Yamuna Nagar	
Hard Hitters - Sales Officers				
Sales Achievement %	Visit Per Day	New Dealer Addition		
MADHANSINGH SINGH NORTH - UP	AJAY KUMAR EAST-MAHARASHTRA (EAST)	PANKAJ KUMAR GUPTA EAST-JHARKHAND		
Dealer Active %	PP %			
SUDHANSHU SINGH NORTH-DELHI	MADHANSINGH SINGH NORTH - UP			

TITANS OF THE TRADE 2.0 (SALES & TSC) - 1st Week JULY '23



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SUPPORTING THE FUTURE OF THE COUNTRY

We are pleased to announce that JK Lakshmi Cement Ltd. has taken an important step towards fulfilling its Corporate Social Responsibility by launching the JK Lakshmi Vidhya Yojna initiative. As part of this initiative, the company recently distributed 4200 school kits to the children of masons and contractors under the Vishwas scheme. The aim is to help these children build a better future and empower them to reach their full potential. The company extends its heartfelt gratitude to everyone who has supported this initiative and contributed to its success. Together, we can positively impact these children's lives and create a brighter tomorrow for all.



VIDYA YOJANA INITIATIVE



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