



# STRENGTHENING VISIONS

## JK ORGANISATION FOUNDER'S DAY

On November 7, 2022, a special day marked the culmination of the rich and glorious legacy of JK Organisation. The members reaffirmed their commitment to company's values and vision. Smt. Vinita Singhania, VCMD, JK Lakshmi Cement, Shri Raghupati Singhania, MD of JK Tyre & Industries and Shri Arun Shukla, President and Director, JK Lakshmi Cement, paid rich tribute to the founder - Shri Lala Kamalpat Singhania, on the occasion of his 138<sup>th</sup> birth anniversary. A talented group of in-house performers performed passionately in honour of the founder, and employees received meritorious service awards for their long-term services to the organisation.

# ACQUIRING ACCOLADES BY ACING PERFECTION

## Awarded Most Iconic Brand Award

ET has awarded JK Lakshmi Cement with its 'Iconic Brands of India' award as a recognition for its efforts in building a powerful brand. The award was received by Shri Aseem Saxena, General Manager, Marketing Services, & Shri Sapan Avarani, Senior Manager, Marketing Services.



## Recognising Exceptional Potential

Platinum Heavy Duty Cement has been recognised as one of "The Economic Times - Most Promising Brands 2022" for striving to build a stronger nation every day. The award was received by senior company officials on behalf of the company in Mumbai.

## Perspectives of Tomorrow

The President and Director of JK Lakshmi Cement, Shri Arun Shukla, shared his views on the current state of the cement industry and also his insights into the company's core values and vision to make a greener conglomerate by reducing carbon footprints, in an interview with Indian Express Publication.



# ENHANCING ABILITY WITH TRANSFORMATION



## Future-Ready Sustainability

Smt. Vinita Singhania, VCMD, JK Lakshmi Cement, and Shri Arun Shukla, President & Director, JK Lakshmi Cement inaugurated an 8 MWp solar power plant at the Sirohi Unit. It's a proud achievement that 40% of the energy requirements for the Sirohi plant, and 36% of the company in total are being met today through a renewable energy source.

## Constitution with Education

Smt. Vinita Singhania, VCMD, JK Lakshmi Cement, laid the foundation stone of "Lakshmi Skill Development Centre" at Jaykaypuram. This center will open in April 2023 with the motto - 'Enter to Learn, Exit to Earn.' JK Lakshmi Cement's President & Director, Shri Arun Shukla & Plant Head, Dr. S.K. Saxena, attended the ceremony as well. A historic day for all of the company's members in the CSR journey.



## The Possibility of a Strong Future

JK Lakshmi Cement Ltd. attended the 17<sup>th</sup> NCB International Conference on Concrete & Building Materials. The theme of the conference was 'Moving Towards Net Zero Carbon Emissions,' where Shri Arun Shukla, President & Director of JK Lakshmi Cement, was also invited as a panelist. At the same event, JK Lakshmi Cement Ltd's Kalol Unit won the second-best award for 'Energy Excellence' for its Grinding Unit from 2019-22, as well as the first consolation award for 'Environmental Excellence.'

# BRINGING PROGRESS THROUGH TECHNOLOGY



## Inception of Excellence

Shri Arun Shukla, President and Director of JK Lakshmi Cement inaugurated the state-of-the-art Autoclaved Aerated Concrete (AAC) Blocks plant at Aligarh, Uttar Pradesh.



## Exhibited Powerful Innovation

With the motto 'India, Ab Soch Karo Buland,' JK Lakshmi Cement Ltd. exhibited its technology-driven and innovative products at DIBEX'2022, a defence industry exhibition, organised at the India Expo Centre, Noida. The Value Added Product's team was present to offer any assistance to potential customers in the exhibition.



## Showcased Strength with Passion

JK Lakshmi Cement Ltd. participated in the Agra Architect Association's Trade Fair and the company stall was inaugurated by the association's president. During the exhibition, our Technical Head Shri S.R. Chitnis gave an insightful presentation on "Sustainable Materials By JK Lakshmi Cement Ltd." The presentation was attended by participants in the expo and architect fraternity which ended in a fruitful exchange of knowledge. Also, JK Lakshmi Cement stall witnessed a huge footfall of potential customers that created huge awareness about the brand Vis-a-Vis strengthened brand recall.

# PARTNERS IN GROWTH



## An Inspirational Meeting

JK Lakshmi Cement Ltd. organised the Annual Dealer Conference of Central Zone at Pattaya, Thailand. The event was graced by Smt. Vinita Singhania, VCMD, Shri Arun Shukla, President & Director & Shri Amit Mathur, Head of Sales. In addition to motivating, entertaining, and inspiring dealers, the top performing channel partners were felicitated at the event and they were motivated by the top management to excel further.



## A Victorious Celebration

JK Lakshmi Cement Ltd. organised 'Jeet ka Jashn,' the Annual Dealer Conference for Gujarat, for the recognition of channel partners. Smt. Vinita Singhania, VCMD, Shri Arun Shukla, President and Director, and Shri Suresh Holagi, Zonal Head, graced the occasion. There were several key highlights, including an award ceremony, cultural performance, and a mesmerising performance by celebrity singer, Aditya Narayan.

# REFINING COMMUNITY WITH COMPETENCY



## Power Up Women



JK Lakshmi Cement Ltd's Kalol Unit under its flagship CSR Project 'JK Lakshmi Aajivika' conducted an event on women empowerment where our Vama Learners showcased their handcrafted products after the successful completion of their vocation training course.



## Educate to Empower



JK Lakshmi Cement's Jharli Unit under its CSR Project 'JK Lakshmi Aajivika' provided training to women on Food Processing for starting street food stalls. Jharli Grinding Unit awarded them certification for successfully completing food processing training.

**स्वास्थ्य परीक्षण कर निशुल्क दवाइयां वितरित की जेके लक्ष्मी सीमेंट की ओर से स्वास्थ्य जांच शिविर आयोजित**

नगरजीति (फलोदी)। जेके लक्ष्मी सीमेंट की ओर से स्वास्थ्य जांच शिविर आयोजित किया गया। इस अवसर पर जिला चिकित्सालय फलोदी के प्रभारी डॉ. वैभवराज सोनी, नेत्र रोग विशेषज्ञ एलमी नारीरी एवं जेके सीमेंट के स्वास्थ्य जांच शिविर आयोजित करने के लिए प्रमुख स्वस्थ जांच शिविर का आयोजन किया गया। शिविर में डॉ. जयर कुंरोही और उनकी टीम ने रक्तचाप, रक्त शर्करा, टिटनेस इन्जेक्शन, आयरन की जांच करवायी।

**सिविल ठेकेदार राजमिस्त्री स्वास्थ्य जांच शिविर का आयोजन**

खुदोत खंडावटका, महासमुंद्र। जेके लक्ष्मी सीमेंट कंपनी द्वारा 14 दिसंबर को साहू समाज भवन महासमुंद्र में सिविल ठेकेदार राजमिस्त्री एवं उनके परिवार के लिए मुफ्त स्वास्थ्य जांच शिविर का आयोजन किया गया। शिविर में डॉ. जयर कुंरोही और उनकी टीम ने रक्तचाप, रक्त शर्करा, नेत्र जांच, शारीरिक माप, टिटनेस इन्जेक्शन, आयरन की जांच करवायी।

**135 मरीजों का स्वास्थ्य जांच**

जेके लक्ष्मी सीमेंट लिमिटेड के तत्वाधान में सिया ट्रेडिंग कंपनी पर लगा शिविर आयोजित किया गया। इस दौरान उपस्थित लोगों को निशुल्क स्वास्थ्य जांच शिविर आयोजित किया गया। शिविर में 135 से अधिक लोगों को निशुल्क स्वास्थ्य जांच शिविर में नेत्र जांच, रक्तचाप जांच, रक्त शर्करा जांच, टिटनेस इन्जेक्शन, आयरन की जांच करवायी।

## A Health-Building Initiative

JK Lakshmi Cement Ltd. organised a free health-checkup camp - Sanjeevani, for civil contractors and their families across various cities, offering free of cost eye check-ups, blood tests, blood pressure check-ups, test for diabetes, and much more. The response from the contractors and their families was overwhelming which made this initiative a huge success and the company received a great deal of gratitude from the families. Not only this, the event was covered by several local newspaper publications, where the company's initiatives were appreciated.

# UNSTOPPABLE EXHILARATION



## Fervour of Cricket

JK Lakshmi Cement's Sirohi Unit organised a 9-day cricket tournament in 2022 called the JK puram Premier League (JKPL). Eight teams competed in this tournament, with 'Team Eagles' emerging as champions. Smt. Vinita Singhania, VCMD, Shri Arun Shukla, President & Director, and Dr. S.K. Saxena, Unit Head-Sirohi, graced the final match with their presence. In addition to presenting the winner's trophy, Smt. Singhania praised and motivated the players' sportsmanship.



## Celebrating with Passion

Diwali Milan Samaroh - an event organised by JK Lakshmi Cement in various cities for its dealers and their families to celebrate the festival. People participated in the cultural program with zeal and zest, contributing to the massive success of the event.



## On the Edge of the Seat

JK Lakshmi Cement organised a live screening of India's T20 World Cup match against England, in association with 94.3 MY FM in 6 cities, especially for the dealers and their families. Everyone there enjoyed this experience and had a gala time cheering for India.

# A MOVE TO CHANGE MOMENTUM

On the occasion of 'National Energy Conservation Day' on 14<sup>th</sup> December'22, JK Lakshmi Cement Ltd. conducted an innovative and encouraging 5-day National Energy Conservation week in JK Lakshmi Plant, Durg, Chattisgarh to raise public awareness about the importance, and benefits of energy management. The program features many activities such as Cycle Run from home to plant. Energy Audit of plant site by CFT, Energy Awareness Sessions, Energy Conservation Oath, etc.



We would like to thank Mr. Amlash Srivastava, Mr. Amresh Mishra, Mr. Nitin Dwivedi, Ms. Sonia Duggal & Mr. Sapan Avarani for their contribution to this edition of Shilalekh.

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