

# JK Spotlight

Nov.-Dec. 2010 Volume : 1



## Felicitation from the MD



Dear friends,

At the very outset, I'd like to wish you and your families a very happy and prosperous New Year. For decades now, we have collectively harnessed our individual brilliance towards our common goal, to achieve uncommon results. 36 years on and just into a new decade, we decided to create a platform that would serve as a bridge between our offices, departments, people and channel partners, keeping all of us updated about the latest happenings and milestones in our organization, while at the same time serving as a mouthpiece for all of us.

Spotlight, our new bi-monthly newsletter is, I believe, aptly titled, and an idea whose time has come. I commend the efforts of the editorial team and all those who have taken the pains to make this inaugural issue possible. I am sure in the coming times, Spotlight will serve to bring all of us even closer together.

Regards and best wishes,

*Y.P. Singhania*

Yadupati Singhania

## INAUGURAL ISSUE

## Highlights



**Commemorative  
Stamp Release of  
Lala Kamlapat  
Singhania  
by Hon'ble President  
Smt. Pratibha  
Devisingh Patil at  
Rashtrapati Bhawan**



**Founder's Day  
Celebrations at Kanpur  
and  
Nimbahera**





### Inauguration of Tirupati Guest House



*J.K. Cement Team at Tirupati Guest House*

J.K. Cement Ltd. donated a Guest House in Tirumala Hills at 6, Balaji Nagar, Tirumala, Tirupati to the Tirumala Tirupati Devasthanams Trust. There are 12 rooms in this guest house which will be handed over to TTD, Tirupati in the month of January, 2011.

Vastu Pooja ceremony was performed on 15th December 2010. Shri Abhishek Singhania Ji, Smt. Varsha Singhania Ji, Shri A.K. Saraogi Ji, Shri M.P. Rawal Ji and Smt. Nalini Rawal Ji graced the occasion. South Marketing and CTS executives along with stockists, administrative officers of TTD and other departmental officers were also present. Pooja ceremony was followed by lunch and a memento was presented to all the invitees.

### Inauguration of New Mumbai Office



*Mumbai Office Inauguration by Shri Yadupati Singhania Ji, MD, J.K. Cement Ltd. and Shri Raghavpat Singhania Ji, Special Executive, J.K. Cement Ltd. on 6th December, 2010*

A new office at Mumbai was inaugurated by Shri Yadupati Singhania Ji, M.D., J.K. Cement Ltd & Shri Raghavpat Singhania Ji, Special Executive, J.K. Cement Ltd. Also present were Mr. B.K.Menon, GM (Finance) and Mr. A.N. Shukla, G.M. (Mktng-Maharashtra). The new office is located at Aman Chambers, Veer Savarkar Marg, Prabhadevi, Mumbai.

### Inauguration of New Ghaziabad Office



*Shri Raghavpat Singhania Ji, Special Executive, J.K.Cement Ltd. inaugurating Ghaziabad Office on 19th November, 2010*



*Ghaziabad Office at Mahaluxmi Mall*

A New Regional Office of U.P. Region was inaugurated by Shri Raghavpat Ji Singhania, Special Executive, J.K. Cement Ltd. on 19th November, 2010. Also present were Shri R.C. Shukla, President (Mktg-Grey Cement) & Shri V.P. Singh, President (Mktg-White Cement). The new office is state of the art which is located at Mahaluxmi Metro Mall, RDC, Rajnagar, Ghaziabad.

On this occasion, Poojan and Havan were performed at the new office and all the staff participated in the same.

FROM THE

**editor's** DESK**D**ear colleagues and friends,

Greetings and best wishes for a very happy and successful 2011! They say the gestation period before a baby is born is really difficult for the mother. And consequently, the joy of the birth is limitless too. Having gone through the trials and tribulations of putting our inaugural issue of Spotlight together, we are thrilled to see the issue finally in our hands.

The big story right now, of course, is the release of a commemorative stamp honouring our founding father Lala Kamlapat Singhania Ji, by the Hon'ble President of India on 1st December, 2010. Besides giving Lalaji his rightful place in the Hall of Fame for doyens of Indian industry, it serves as a great motivator for all of us to follow in his footsteps and raise our expectations from ourselves as individuals, and as a team.

Besides this rare honour, our company has achieved several landmarks in the recent past; and this inaugural issue of Spotlight focuses on some significant stories, such as the forthcoming launch of J.K. Supreme Cement, Founders Day Celebrations and the inauguration of our new Mumbai & Ghaziabad offices. The spotlight in this issue is on Shri R.G. Bagla, Group Executive President, J.K. Cement Ltd. and Shri M.K. Agrawal, Founder - Tayal Enterprises & Sales Promoter for Rajasthan - two solid pillars of our organization.

We sincerely hope you find this and subsequent issues of Spotlight both engaging and informative. And we urge you to come forward with your suggestions and contributions, in order to make our newsletter a participative platform for all of us.

Best regards,



**Raghavpat Singhania**  
Special Executive, J.K. Cement Ltd.

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# Founder's Day CELEBRATIONS

## The Glorious legacy of Lala Kamlapat Singhaniania

The J.K. Organisation has played an important role in India's industrial history. More than a century of commitment towards leading changes, innovation, exemplary corporate governance and social responsibility has made the Organization a vital part of the country's growth story. It has a leading presence in diverse industries, ranging from cement, paper, tyres, textiles, and many more. The one person who made it all possible was

Lala Kamlapat Singhaniania Ji, our founder. He was a true nationalist and patriot, a man of exceptional acumen, extraordinary foresight and unbound love for humanity.

On 7th November, 2010, the J.K. Cement family celebrated his 126th Birth Anniversary and paid tribute to the legend at Kamla Retreat, Kanpur, Nimbahera, Mangrol and Bamaniania to commemorate his extraordinary vision and commitment.

### Kanpur

At the function organized at Kanpur, Shri Govind Hari Singhaniania Ji, Director J.K. Organisation was the Chief Guest accompanied by Dr. Gaur Hari Singhaniania Ji, Shri Yadupati Singhaniania Ji, Shri Nidhipati Singhaniania Ji, Shri Abhishek Singhaniania Ji, Shri Raghavpat Singhaniania Ji and Shri Madhavkrishna Singhaniania Ji.

On this occasion, 13 employees of J.K. Cement were honoured in recognition of their long and dedicated service to the organisation. Tributes were paid to the Founder by Shri K.N. Khandelwal, Shri Anil Kumar Agrawal, Kanpur, Shri S.K. Rathore, Mangrol and the Chief Guest Shri Govind Hari Singhaniania Ji.

The function was attended by a large number of employees and the elite of Kanpur city. Vote of thanks was delivered by Shri VDV Singh.

Shri Yadupati Singhaniania Ji presenting a memento of Kamla Tower, Kanpur to Shri Govind Hari Singhaniania Ji



Recipients of the Award for long & dedicated service towards J.K. Organisation

### Nimbahera, Mangrol & Bamaniania

On the occasion, Shri S. K. Gupta, Sr. G.M. (P & L), Shri R.K. Bajaj, A.V.P. (Projects), Senior Executives, Officers, Officials of J.K. Cement Shramik Sangh & workers paid tribute to Late Lala Kamalapatji Singhaniania Ji and took a pledge to make relentless efforts towards continual progress of the organisation.

Shri D. Ravisankar, President (W) was the honorary Chief Guest at the function while Aastt. Vice President Shri R.K. Bajaj, S.K. Jain and Sr. G.M. (P & L), Shri S.K. Gupta were Guests of Honour.



Shri Madhavkrishna Singhaniania Ji, Special Executive - J.K. Cement Ltd. and Shri D Ravisankar honouring Shri K.K. Jalori, Sr. VP(O&E) with presentation of Silver memento, for long & dedicated service

On this occasion 20 senior employees were honoured by Shri D. Ravisankar, and were presented with mementos (Silver plates & glasses) for their long and dedicated service to the Company. Besides this, 32 employees of contractor M/s Sawant Industrial Services were also honoured and presented mementos.

Celebrations were also conducted at J.K. Cement Works, Mangrol and at J.K. Power, Bamaniania where Shri A.B. Singh, Advisor, along with employees paid their tribute.



Shri D. Ravisankar, President (W), J.K. Cement garlanding the portrait of Lala Kamlapat Singhaniania Ji



Shri A.B. Singh, Advisor garlanding the bust of Lala Kamlapat Singhaniania Ji at J.K. Power, Bamaniania

## Employees honoured for dedicated service to the Company

### Employees felicitated at Kanpur

#### 40 years of service



Srikant Mishra  
Dy. Mgr. - Mktg.



Shyam Bihari Gupta  
Daftari



Ram Samujh  
Waterman

#### 25 years of service



Anil Kumar Agrawal  
Sr. V.P.



N.S. Rajput  
A.V.P.



S.K. Rathore  
A.V.P.



Rakesh Gupta  
GM - Mktg.



Anil Dwivedi  
Sr. Manager



Ashwini Kumar Mehta  
Manager



JP Tiwari  
Dy.Mgr. - Mktg.



G.P.Nim  
Officer



Ajay Kumar Mishra  
Daftari



S.K.Tiwari  
Daftari

### Employees felicitated at Nimbahera



KK Jalori  
Sr. V.P. (O. & E.)



RK Bajaj  
A.V.P. (Projects)



SK Jain  
A.V.P. (O. & M.)



AK Jain  
Manager



NT Kurangia  
Manager (Drawing)



SN Sharma  
Manager (Mech.)



AK Gaur  
Asstt. Manager  
(Packing)



CS Dashora  
Asstt. Manager  
(Personnel)



HC Khulbe  
Asstt. Manager  
(T.O.)



PM Kumawat  
Officer (P.P.)



RK Agarwal  
Officer (P.P.)



SL Jain  
Officer (P.P.)



LK Shrimal  
Asstt. Officer



Brij Mohan  
Sr. Engineer  
(Mech.)



LP Singh  
Chief Burner



USP Karna  
Chief Burner



VK Prasad  
Chief Burner



JC Ameta  
Electrician



PC Solanki  
Head Draughtsman

# CELEBRATIONS

## Marketing Offices



G.M. Marketing, Dr. K Dadhich & Mr. B.P. Sharma, G.M., CTS felicitating Retailers & Stockists during Diwali Get-Together (Sawai Madhopur)



Deepawali Milan Samaroh-Indore



Area Manager Shri Sudeep Agarwal felicitating Retailers & Stockists at the Diwali Get-Together organised at Jaipur on 1st November, 2010

## Plants



Mrs. Sushma Arora & Mr. B.K. Arora performing Aarti during Deepawali Poojan

### Deepawali Poojan at Gotan

The festival of lights was celebrated at Gotan White Cement Works & Gotan Cement Works with immense devotion and verve by the staff & workers. Lakshmi Poojan began early morning on Deepawali day at the plants in the presence of Shri B.K. Arora, President (Works) and Smt. Sushma Arora, Vice President, LKSEC with all employees of the factories and the School present. Everyone participated in the ceremony and sought blessings of Lakshmi.

### Deepawali Celebrations at Nimbahera

On the occasion of Diwali the J.K. Works Campus and Shri Radhakrishna Temple were adorned with beautiful flowers and brilliant lights.

After conducting Lakshmi Pooja in the Accounts Department, Shri D. Ravisankar, President (Works), along with other employees performed Maha Aarti followed by distribution of prasad to all present. Pooja was also performed in the Sales department, in the presence of Sr. Executives and staff of various departments.

The following day, some members of J.K. Officers Club organized a get-together at Mangal Mandap, where all members along with their families were invited to participate in the festivities.

### Kannada Rajyotsava Day Celebrations at J.K. Cement Works, Muddapur

Kannada Rajyotsava Day was celebrated at J.K. Cement Works, Muddapur, on 1st November, 2010 with traditional fervour & enthusiasm by a large number of employees and workmen. The programme commenced with the hoisting of Karnataka flag by the Chief Guest Shri S. Khan, Unit Head, followed by "NADA GEETE" sung by all present. In his address, Shri S. Khan highlighted the importance of Kannada Literature and its role in the freedom movement. Shri N.K. Misra, VP (Projects), Shri S.K. Jain, AVP (O&M) and Shri M. Ramappa, G.M. (Mines) alongwith other executives of the company, also graced the occasion.

The programme concluded with the vote of thanks by Shri Basappa Sholapur, Manager (Purchase/Stores).



Shri S.Khan delivering his speech on the occasion of Kannada Rajyotsava Day celebrations at Muddapur Plant

## Children's Day Celebrations at Padam Vidya Vihar



14th November celebrates the recognition of the fact that children are the most essential constituents of our future.

The Children's Day Celebrations at PVV began with the morning assembly where students from Jr. LKG presented cultural programmes. Mrs. Rita Trivedi, Head Mistress and all the teachers extended their good wishes & blessings to the children.

## 34th Mines' Safety Week Celebration

J.K. Cement Lime Stone Mines celebrated the 34th Mines' Safety Week from 14th to 24th November 2010, under the auspices of Directorate of Mines Safety (Udaipur Region). A function was organized on 22nd November, 2010 at J.K. Limestone Mines, Nimbahera, which was presided over by Chief Guest Shri Madhavkrishna Singhania Ji, Special Executive, J.K. Cement and Shri P.C. Dhariwal, Sr. V.P. (Mines). Shri N.K. Joshi, Conveyer of Mines Inspection Team and members Shri Alok Saxena, M.C. Mathur, Anil Topo and Secretary of J.K. Cement Shramik Sangh, Shri Ved Prakash Chaturvedi were Guests of Honour.

In his welcome speech, Shri P.C. Dhariwal, highlighted the objectives of safety week and emphasized that high productivity can be achieved only by adopting safe and proper work practices.

Shri Madhavkrishna Singhania Ji appreciated the enthusiasm and efforts towards safe mining operations. Further he said that earnest efforts were being made for safety and overall development of employees.

On this occasion, teachers and students of Kailash Vidaya Vihar and employees presented songs, poems and a drama on the theme of safety.



Shri Madhavkrishna Singhania Ji, Special Executive, J.K. Cement Ltd., lighting the lamp at Mines' Safety Week



Shri Madhavkrishna Singhania Ji and Company Executives taking oath at Mines' Safety Week Celebration

## Safety Inspection at Muddapur and Halki Limestone Mines



J.K. Cement Works, Muddapur witnessed a ceremonial flag off ceremony for Mines' Safety Week 2010 of Mines Safety Association Karnataka Zone-IV at Padam Nagar Guest House premises

CELEBRATIONS

## 24th MINES' SAFETY WEEK hosted by J.K. White Cement Works, Gotan

The prize distribution ceremony marked the culmination of the 24th Mines' Safety Week 2010 (under the aegis of Directorate General of Mines Safety) Ajmer Region that was celebrated at J.K. White Cement Works, Gotan on 28th - 29th December, 2010. The flag was handed over to J.K. White Cement Works, Gotan last year during the closing ceremony of the 23rd Safety Week at Hindustan Copper Ltd., Khetri.

On the 28th a cultural night was organised where Padma Shri ghazal maestro, Shri Pankaj Udhas enthralled all present with his soul stirring performance.

The prize distribution ceremony was held on the 29th where Shri P.K. Sarkar, Dy. Director General, DGMS, North Zone & Ghaziabad attended as the Chief Guest. Shri B.K. Arora, President (Works) presided over the function, Shri D.K. Saxena, Director, DGMS Ajmer was the Convener, Shri C.P. Jhagdawat, Vice President (Comm & Admn) was the Chairman, Shri M.S. Ravindranathan of Neyveli Lignite was the Vice Chairman and Shri Bajrang Lal, Manager (Mines) was the secretary of this Mines Safety Week.

Shri B.K. Arora delivered the welcome address. An exhibition was organized where various companies displayed stalls on the theme of safety. The LKSEC students presented the welcome song, a band display as well as a skit on the safety aspect of mines working. The Safety Calendar was also released which was prepared by inputs from the school students themselves.

Shri Bajrang Lal announced that this Mines' Safety Week broke all previous records with representation of 210 mines in comparison to 146 mines in the previous year. Chief Guest, Shri P.K. Sarkar shared his views by sharing data on safety worldwide and the present scenario in India. He appreciated the idea of Shri B.K. Arora regarding change in attitude to achieve 100% safety. He declared that the hospitality and excellent arrangements done by J.K. White Cement due to the efforts of Smt. Sushma Arora and her team has become the benchmark for all future mines' safety weeks.

J.K. White Cement Works bagged the First Prize of OVER ALL PERFORMANCE in B-Category (sem-mechanised), apart from first prizes in various sub categories such as Open Cast Working, Transport Road and Dust Suppression, Publicity, Propaganda and House Keeping & Mine Plan and Records.

The rolling trophy was jointly presented by Chief Guest Shri Sarkar, Shri Abhay Godha, M.D. of Eros Minerals and Shri D.K. Saxena to J.K. White Cement Works as the host to recognize the efforts put in making the event so memorable.

The flag was handed-over to the next hosts, Shri M.S. Ravindranathan of Neyveli Lignite Corporation, Barsingsar.

Shri C.P. Jhagdawat, Chairman extended the Vote of Thanks especially to the Chief Guest for sparing time to attend the function, Shri B.K. Arora and Mrs. Sushma Arora for their able guidance and active participation, the Director Mines Safety, Dy. Directors, advertisers, all the mines' owners, representatives from various mines, media persons and entire team of J.K. White Cement Works and LKSEC for their contribution.



Presentation of Rolling Trophy to President(W), Mr. B.K. Arora



Ghazal Maestro, Shri Pankaj Udhas being felicitated by Mrs. Sushma Arora



Mr. C.P. Jhagdawat, V.P. (Comm. & Admin) delivering vote of thanks



## Off Site

### Trip to Europe

A trip to Europe was organised from 25th to 30th November, 2010 by J.K. White Cement on the basis of points scheme. Eighteen people including company officers and stockists along with their families were a part of this unforgettable tour. The team explored everything from charming Zurich to romantic Paris and everything in between. Chilly glaciers, chugging train rides in the rolling Alps, the magnificent Eiffel Tower with a scenic river cruise at the Seine, the group certainly had everlasting memories to take home.



Company Officers & Stockists along with their families in Europe



## Tour to China

J.K. White Cement Works organised a Stockists tour to China from 6th to 10th September, 2010 against the points scheme programme. 42 persons from all over India including the company's officers were on the tour.

Everyone thoroughly enjoyed visiting the Great Wall of China in Beijing and marvelled at one of the great wonders of the world. Another highlight of the trip was the Huangpu River Cruise ride. It turned out to be a memorable expedition for all.

*Stockists Tour to China*



## Bankers' Meet



Mr. S.K.Dutta DGM (Allahabad Bank) being felicitated by Mr. Anil Aggarwal, Senior V.P. (Taxation), Mr. Sanjeev Garg A.V.P. (Finance) and Mr. Atul Bagla A.V.P. (Finance) at the Bankers Consortium Meeting organised by the Company at Nainital on 27th November, 2010.



*Bankers' Meet at Nainital*

## Visit to Bangkok

A trip to Bangkok was organised from 18th to 22nd August, 2010 on the basis of points scheme wherein a team of 64 officials & stockists spent 4 nights and 5 days at Bangkok and Pattaya.

Besides the limitless possibilities for shopping in the gigantic malls of Bangkok city, the group also soaked in the sun at Pattaya beach while sampling some of the exotic Thai delicacies.



*Company Officials & Stockists in Bangkok*

## International Industrial Visit of GHSIMR Students



*Students in the Campus of Jent Business School, University of Kent, Conterbury*

## China Visit



*Dr. Prithvi Yadav, Director-GHSIMR & Indian Delegates with Prof Thomas Callaman & Prof Claudia Schafer, China Europe International Business School, Shanghai.*



## Commemorative Stamp in honour of our

*In his lifetime, he was the epitome of entrepreneurship, patriotism, enterprise and philanthropy. And even today, his inspired ideologies continue to show us the way, like a shining beacon on our path ahead.*

This great luminary is none other than our very own founding father, Lala Kamalpat Singhania Ji. A staunch believer in hard work. A freedom fighter who wanted to prove India's industrial capabilities to the world. The person who set up the first Indian textile mill in Kanpur.

As we celebrate the 126th birth anniversary of Lala Kamalpat Singhania Ji who was born in 1884, the Government of India has deemed it fit to issue a commemorative postal stamp in his honour.

This stamp was released by the Hon'ble President of India, Smt Pratibha Devisingh Patil Ji, on 1st December, 2010 at Rashtrapati Bhavan. The stamp was issued by the Department of Posts as part of the ongoing 126th Birth Anniversary Celebrations of Lala Kamalpat Ji.

The President arrives in Yellow Drawing Room, Rashtrapati Bhawan



Shri Gurudas Kamat Ji presenting the first copy of the Stamp Album to the Hon'ble President.

From left to right- Shri Govind Hari Singhania Ji, Shri Devisingh Ji Shekhawat, Smt. Pratibha Devisingh Patil Ji, Shri Gurudas Kamat Ji and Shri Yadupati Singhania Ji



Singha  
Hon'bl

Cover Story

# Founding Father

Hon'ble President Smt. Pratibha Devisingh Patil Ji being received by Shri Gurudas Kamat Ji, Shri Hari Shanker Singhania Ji & Shri Govind Hari Singhania Ji



From left to right-Shri Bharat Hari Singhania Ji, Shri Raghupati Singhania Ji, Shri Gurudas Kamat Ji, Smt. Pratibha Devisingh Patil Ji, Shri Govind Hari Singhania Ji, Shri Devisingh Shekhawat Ji, Shri Hari Shanker Singhania Ji and Shri Yadupati Singhania Ji



Vote of thanks being delivered by Shri Yadupati Singhania Ji

The President unveiled the stamp, the first day cover and a coffee table book on the legendary entrepreneur at the function, in the presence of the Minister of State for Communication and Technology – Shri Gurudas Kamat Ji, Shri Shree Prakash Jaiswal Ji, Minister of State – Coal, Smt. Sheila Dixit Ji, Hon'ble Chief Minister of Delhi, Members of Parliament - Shri Mahendra Mohan Gupta Ji and Shri Rajeev Shukla Ji amongst other prominent dignitaries. Prominent industrialists Shri Hari Shanker Singhania Ji, Shri Govind Hari Singhania Ji, Shri Yadupati Singhania Ji, Shri Bharat Hari Singhania Ji, Shri Akshaypat Singhania Ji also graced the occasion. Rich tributes were paid to Lala Kamalpat Ji, for his role as 'the precursor of business and socially responsible entrepreneurship in India'.

Shri Govind Hari Ji gave the welcome address at the programme. Speaking on the occasion, our Managing Director Shri Yadupati Singhania Ji noted: "As a family and Organisation, we are deeply indebted to the Government of India for immortalizing the legacy of Kamalpat Singhania Ji through this stamp. He envisioned inclusive growth in the early decades of the twentieth century and worked hard to realise his objective through the foundation of J.K. Organisation."

nia family with Her Excellency e President Smt. Pratibha Devisingh Patil Ji



This is dummy caption co

## spotlight on Baglaji

(Excerpts from interview with  
Mr. RG Bagla, Group Executive President, J.K. Cement Ltd.)



### Q1. Please share your most fond memory of your long association with J.K. Cement.

My entry interview was taken by Sir Padampat Singhania Ji and Lala Sohanlal Singhania Ji, cousin of Sir Padampat Ji. I can never forget the moment when I appeared before the great personality, Sir Padampat Ji. Instead of creating an atmosphere of fear, he put me at ease and

made me feel comfortable enough to speak my mind. My first professional interaction with Sir Padampat Ji is definitely a very fond memory.

### Q2. Please shed some light on some of the milestones in your association with the Company.

I had the good fortune of receiving the blessings of Rev. Sri Sri Maaji, the matriarch of the J.K. family & Sir Padampat Ji, when I was studying at Bombay University in 1957.

My service under Lala Sohanlal Singhania Ji (the then Director in-charge) for 17 years and all that I had learnt from this legend was a milestone in my career.

Being instrumental in turning J.K. Rayon around from a sick unit in 1977 to a profit making unit in 1 year is a special milestone for me.

In 1985, I started reporting to Shri YP Singhania Ji and Dr. Gaur Hari Singhania Ji. Dr. Gaur Hari Ji introduced me to institutions like Merchants Chamber of UP, NPC, Bankers, Govt. executives etc. The period from 1985 working closely with the Chairman and M.D. of the company was another milestone for me.

When the Company was going through trouble, it was the strength and fearlessness of our MD with the blessings of Lord Dwarikadheesh Ji that in 2004 we were able to come out of BIFR and progress with galloping speed. This was another milestone, not only for me, but for us all.

### Q3. What is the current market scenario for Cement and our other products?

The current installed capacity in India of Grey Cement is about 270 million tons and for White Cement it is 0.90 million tons per annum. The White Cement market is encouraging while the Grey Cement scenario presently is not so rosy because of the sudden installation of capacity (overhang of about 25 million tons) in various parts of India. This has created an imbalance of supply over demand. Though during last 5 years, the demand is growing @ 7-8%. Certainly, the market prices are under pressure and this will impact earnings from Grey Cement business in the near future.

### Q4. Being a life member of AIMA, what is your Golden rule or Mantra for Management?

I have realised that learning is a constant process and one should continuously strive to innovate. One should leave old baggage so that there is space for fresh thoughts. Arrogance is dangerous and we should recognize the importance of team-work and delegation of authority.

### Q5. What is the message that you would like to give to our J.K. Cement family?

The future is always bright for those who work with a clear vision, missionary zeal and determination. We should ignite our minds, hearts and souls to be 'achievers, for ourselves and for our teams'.

JAI HO

## spotlight on MK Agrawalji

Shri M.K. Agrawal of M/s Tayal Enterprises, Udaipur became a part of the J.K. Cement family with the commissioning of our flagship plant at Nimbahera way back in 1974. Cement Marketing has always come naturally to Mr. Agrawal as that has been his family legacy since 1930. He introduced the concept of Sales Promoter model of selling in the Cement Industry. Mr. Agrawal has had a long and fruitful association with the J.K. Cement family and we thought it would be fitting to have him share his views about Cement Marketing. We hope his journey with J.K. Cement continues and he helps take the Company to new heights.

### Q1. What are your thoughts about the JK Cement culture and the people keeping in view your long association with the Company?

J.K. Cement is an organisation that believes in building relationships with its employees, vendors and business partners. It is like a big family where each member gets a chance to grow socially, culturally and economically and the organisation has complete faith in its members. It is this trust which is and should be the motivating factor for them to perform their best.

### Q2. What is your one Golden Rule or Mantra for Marketing?

Create a strong partner network and manage the same through mutual respect. Solid network builds the market and mutual respect is the glue that holds together the functioning of teams, partnerships and managing relationships is the key to success.



Mr. Jorgen Huno Rasmussen, Group CEO, FLSmidth felicitating Mr. M.K. Agrawal for 25 years of association with J.K. White Cement Works at Gotan

### Q3. What according to you does the future hold for Cement Marketing?

India, being the second largest cement producer in the world after China has a huge cement industry. With the Government of India giving boost to various infrastructure projects, housing facilities and road networks, the cement industry in India is currently growing at an enviable pace and has a bright future.

### Q4. What is the message that you would like to give to the J.K. Cement family?

Building strong Systems to compliment strong relationships would bring in the professionalism required to meet the challenges of the new economy. Effort is required from each member of the family to bring in strong systems.

## STOCKIST'S Corner



Mr. R.C. Shukla, President,  
Marketing- Grey Cement  
felicitating Punjab Stockists

### Annual Dealers' Conference of Punjab Region at Chail (H.P.)

The Annual Conference of Punjab Region was conducted at the Tarika Resorts on 30th-31st November, 2010 which is situated in the lap of nature on the hills of Chail, near Shimla. The sheer beauty of this place made up for the otherwise tiring road journey undertaken by the 125 participants coming from different corners of Punjab.

The Chief Guest for the conference was President Marketing, Shri R.C. Shukla. In his address to the stockists, Shri R.C. Shukla shared vital information about the present scenario of Cement industry in context to Punjab market as well as company's future plans to cope up with the competition. The announcement of opening of new grinding unit (near Punjab) in the near future was welcomed by the stockists.

Shri Pankaj Gupta, Dy. G.M. Marketing, welcomed the



stockists and spoke about the performance of Punjab Region during the year 2009-10 and appreciated all the stockists for their collective performance and long association with the company. The Dealers' Award function followed where awards were conferred to stockists by President (Mktg.) on the basis of their performance.

The conference culminated with an inter-depot cricket match amongst the four teams comprising stockists of different regions. It was a close match which was ultimately won by Nawanshahar team.

The stockists bid farewell on the morning of 1st November with good memories and renewed determination.

### Family Get-together for Retailers at Sangli



Shri M.P. Rawal - President (T & MS), lighting the lamp at family get-together for retailers at Sangli. Also present were Shri K.K. Tapadia, Mr. Hemant Sahastrabudhe, Mr. Nitant Shah & Mr. Sunil Parti

### Family Get-together for Retailers at Satara



Dealers of Satara District welcome President (T & MS), Shri M.P. Rawal during the Family Get-Together for Retailers at Satara



Company Officers at the Stockists and Dealer Awareness Programme conducted on 26th November, 2010 at Jabalpur

## Awards & Accolades

### A fitting tribute to our visionary Chairman

Our Chairman, Dr. Gaur Hari Singhania Ji, was honoured with the Long Term Service Jewel award for 50 years of membership with Grand Lodge of India by Capt. (Dr.) B. Biswakumar, The Grand Master of Grand Lodge of India on 19th of December, 2010 in a glittering ceremony at Kamla Retreat, Kanpur. Mr. Yadupati Singhania Ji presented a memento of Shri Radhakrishna Temple to all dignitaries and Lady Chairman, Mrs. Sushila Singhania Ji conveyed the vote of thanks. Our Chairman also declared a grant of ₹ 30 lakhs for National Rural Electrification Scheme run by Grand Lodge.



### ABCI Award



Mr. K Balachandran, Sr. G.M.-Finance (on the right) receiving the ABCI Award on behalf of J.K. Cement Ltd. from Mr. M.B. Jayaram, General Manager, Karnataka Power Corporation Ltd. (on the left).

Two publications of J.K. Cement were conferred awards by The Association of Business Communicators of India at the Golden Jubilee Annual Awards Nite on 11th November, 2010 at Mumbai.

The J.K. White Cement coffee table book titled '25 years of white', a commemorative publication brought out on the occasion of silver jubilee of J.K. White Cement Plant won a gold medal and the book titled 'The Singhania's and Kanpur – 125 years of association' published in the honour of 125th birth anniversary of our founder Lala Kamapat Singhania won a silver medal under the category "Prestige Publications".



Major S.B. Singh, GM (Admin & Security), Head Office received a memento on behalf of our organization for providing special co-operation in organizing the 12th Annual Inter State Cricket Tournament of the Police Department, U.P. at Kamla Club, Kanpur

### A Collaboration of Intellectual Capital



Prof Hugo Gaggiotti, University of the West of England, Dr. RG Bagla, Group Executive President, J.K. Cement & Governing Council Member, GHSIMR, Prof Prithvi Yadav, Director, GHSIMR & Ms. Sophie Turnbull, International Exchange Coordinator, UWE after signing the MoU

An MoU was signed between Gaur Hari Singhania Institute of Management & Research, Kanpur & University of the West of England (UWE) on 24th November, 2010 for Credit Transfer & Student Exchange.

### In India's Elite League

J.K. Cement Ltd has been listed at rank 288 in the Fortune 500 companies in India.



## Events & Exhibitions



Company Executives at the "Lokmat Good Home Show" an Exhibition organized by Lokmat Newspaper at Aurangabad from November 28th to 31st November, 2010



Visitors at the J.K. Cement Stall set up during the Inside Outside Mega Show Exhibition organized at Chennai from 2nd - 5th September, 2010

APREDA Property Exhibition Show organized at Hyderabad on 30th October-31st October, 2010



Exhibition Bace Expo 2010 organised by Indian Institute of Architects at Science City Grounds, Kolkata from 19th November to 21st November 2010

## Inter-Cement Industry Tournament

### Prize Distribution Ceremony at J.K. Cement, Nimbahera

The Inter Cement Industry Sports Association organized concluding and prize distribution ceremony of 11th Inter-Cement Industry Tournament and Cultural Competitions at J.K. Cement Premises at Nimbahera on 20th November, 2010. The Chief Guest for the occasion was Shri Madhavkrishna Singhania Ji, Special Executive, J.K. Cement while Shri D. Ravisankar, President (W), J.K. Cement presided over the function. Shri Chandrashekar, Executive President of Vikram Cement was the Guest of Honour.

The ceremony was inaugurated by Chief Guest Shri Madhavkrishna Singhania Ji, Shri D. Ravi Sankar, Shri Chandrashekar and senior executives of participating cement plants by lighting the lamp and garlanding the portrait of Goddess Saraswati.

Shri M.L. Goyal, President of Inter Cement Sports Association and Sr. V.P. (Commercial), J.K. Cement in his welcome speech, congratulated all players for their performance in this tournament. While appreciating the significant progress of the association over the years he remarked that today these tournaments have become an important medium for fostering brotherhood and spirit of excellence amongst the participating cement plants.



Shri Madhavkrishna Singhania Ji, D. Ravisankar and Shri Chandrashekar presenting General Championship Trophy to executives and players of Aditya Cement

A series of cultural competitions such as solo dance, group dance, solo song and poems were conducted by participants from Aditya, Birla, Vikram, Shree and J.K. Cement plants.

Shri D. Ravisankar congratulated the organizers of member cement plants and the players for making the event memorable.

## Prestigious Projects

High Court, Bilaspur, Chattisgarh



Radisson Hotel Ranchi



Vedanta Hospital (Medicity Project), Gurgaon



Accounts General Office, Chattisgarh



Tamil Nadu Secretariat, Anna Salai Chennai



## Training & Development Activities at Regional Training Centre-Nimbahera

### Following Training Programmes were conducted during the month of November, 2010

**INDUSTRIAL SAFETY AND HAZARDS MANAGEMENT** - A two-day in-house program on 'Industrial Safety & Hazards Management' was conducted on 9th & 10th November by Mr. S.N. Sharma, Sr. Manager (Safety), J.K. Cement, Nimbahera, Mr. M.K. Singh & Mr. C.S. Pandey, Vikram Cement. The program was designed for Engineers & Supervisors and 14 Participants from J.K. Cement, Nimbahera, Mangrol and Gotan plants attended the same. Mr. R.P.Singh, Sr. G.M. (HR & RTC) welcomed the faculty for the training. It was an interactive and useful exercise for the participants.

**THERMAL ENERGY CONSERVATION AND MANAGEMENT** - A three-day workshop was organized from 18th to 20th November on 'Thermal Energy Conservation & Management'. The program was attended by 17 managers & engineers from J.K. Cement Nimbahera, Mangrol, Bamania and Gotan plants. Participants from other Cement Plants like Birla Cement, Chittorgarh, Birla White, Jodhpur were also present. The program was conducted by Mr. D.S. Paliwal, Mr. J.L. Sunar and Mr. Rajesh Mathur of J.K. Cement, Nimbahera, Mr. Lokesh Baheti, J.K. White, Gotan and Shri B.S. Tiwari, Birla Cement, Chittorgarh. Lectures on

subjects like energy management, energy related production planning & control, energy audit, waste heat recovery etc. were delivered.

**SUPERVISORY DEVELOPMENT** - A three day in-house workshop was organized from 18th to 20th, November on 'Supervisory Development' for the frontline and middle management. 20 executives from J.K. Cement, Nimbahera & Mangrol plants attended the program that was conducted by Dr. Karunesh Saxena, Director, FMS, Udaipur & Mr. M.L. Barbar, Management Consultant, Udaipur.

A workshop on **Operation and Maintenance of Crushers, Stackers and Reclaimers and Maintenance of Electrical Equipment, Transformers and Switchgear** was conducted for technicians.



Training Programme - Thermal

### Following Training Programmes were conducted during the month of December, 2010

1. **Presentation on "Basic Component of VRM Circuit and Functions"**: A presentation was given by young engineer Mr. Mohd. Zahir Abbas Khira on 16th December on the topic *Basic Component of VRM Circuit and Functions* at the Training Centre of J.K. Cement Works, Nimbahera. It was evaluated by Sh. R.P.Singh, Sr. General Manager (HR & RTC), Shri N.S. Rajput, Asstt. Vice President (Maint.), Shri Jayant Malhotra, Dy. General Manager (Mech.).

2. **Training Program on "Motivation A Powerful Tool For Change"**: A two day program was organized during 17th – 18th December on *"Motivation A Powerful Tool For Change"* at Regional Training Centre – North. The program was attended by 20 Managers / Engineers from J.K. Cement Nimbahera and Mangrol plants. The program was conducted by Mr. A.S. Yadav, Director, AMAR H R Solutions, Bhiwadi.

3. **Programmes on Machinery Alignment** : Tools & Techniques, Operation & Maintenance of D C Motors & Drives & Operation & Maintenance of Baglifters & ESPs were also organized for Technicians (Fitters/Mechanics) & Engineers/Supervisors respectively.





## Training and Development Cell Activities - Head Office

(a) Seven training programmes on 'Professional Selling Skills' for Marketing Teams of Grey Cement & White Cement were conducted to meet individual development as well as organizational requirements with a view to enhance professional selling skills for achieving higher performance and excellence in day to day working. Between the 9th and 15th of November, 2010, Feedback Review Workshops were conducted at Agra for UP/UTR team at Chennai for Andhra Pradesh & Tamil Nadu teams and at Bangalore for Kerala & Karnataka teams.

(b) Mr. Rajeev Tiwari, Dy Manager (Fin.) & Mr. Anil Asthana, Officer (Fin.) attended the workshop on "Raising Finance for Working Capital & Debt and its Effective Management" held on 24th November, 2010, at Hotel Park Land, Aurobindo Marg, New Delhi.

(c) Mr. Manoj Pant conducted an in-house workshop on 'Optimal usage of Blackberry and PC', on 25th November, 2010 at Kamla Tower, Kanpur. 25 Executives attended the programme to learn smart working on PC & Blackberry.

## New Joinees

We heartily welcome them to the J.K. Cement family and look forward to a fulfilling and mutually rewarding association



Mr. Dinesh Kumar Pandey  
Dy. G.M. (Logistics)  
Nimbahera



Lt. Col. (Retd.)  
Raj Shukla,  
Chief Security Officer  
Nimbahera



Dr. (Mrs.) Vidya Kiran,  
Sr. Manager  
(Medical Services),  
J.K. Cement Works,  
Muddapur



Rajendra Singh  
Shekhawat,  
Dy. G.M. (Logistics),  
Muddapur



Mr. Surjit Singh Rana,  
Manager (Logistics),  
Muddapur



Mr. Satish Varule, Sr.  
Manager (Accounts),  
Belgaum



Mr. Jugal Dubey,  
Area Manager,  
Aurangabad



Mr. Michael Figredo,  
Manager (Accounts),  
Belgaum



Mr. Akshay Pratap  
Singh Shekhawat,  
Manager HR,  
J.K. White Cement Works,  
Gotan

\* Manager level & above only

# OPERATION BRANDING

Going Places- Excellent Visibility of J.K. Cement Brands in 2010

J.K. SUPER CEMENT



Branding at Railway Station



Taxi Branding



DMRC Security Panels



Punjab Toll Plaza



Unipole



Auto Branding



DMRC Tower



Wall Painting



Flyover Panel



Hoarding



Bus Branding White Cement



DMRC Pillar



Auto Branding



Bus Shelter



Bus Branding Grey Cement



Festive Arch



Diary & Calender - 2011



Branding Drive





## Concrete Component Project-Kotputli



Shri Raghavpat Singhania Ji, Special Executive, J.K.Cement Ltd. performing Bhoomi Pujan at Kotputli



Shri Madhavkrishna Singhania Ji, Shri Yadupati Singhania Ji & Shri Raghavpat Singhania Ji at Kotputli Bhoomi Pujan Ceremony

A Poojan ceremony was performed for setting up concrete component plant at Village Keshwana, Kotputli, Jaipur. Shri Yadupati Singhania Ji, Shri Raghavpat Singhania Ji along with Smt. Sonam Singhania Ji, Shri Madhavkrishna Singhania Ji and Shri M.P. Rawal Ji were present during the ceremony.

Two hundred local administrative officers and villagers also attended the pooja followed by a lunch.

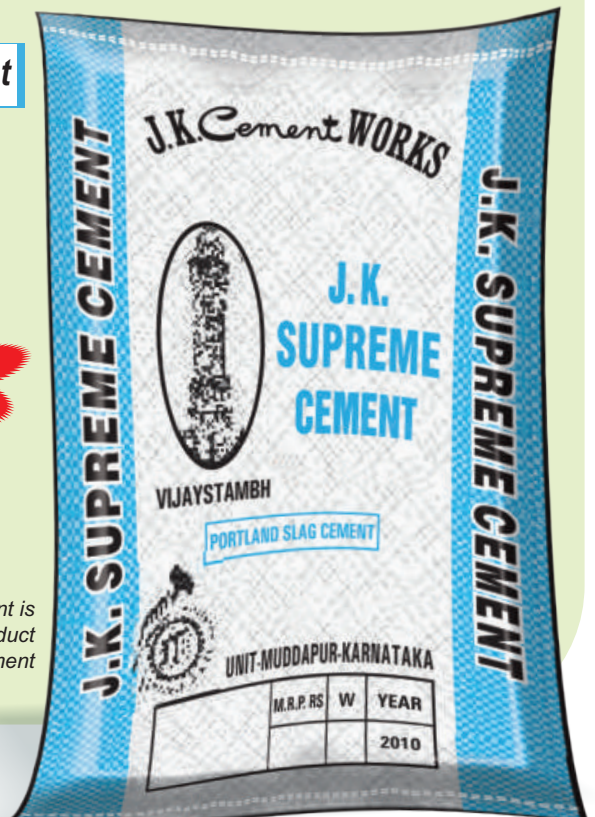
Various types of concrete components like mosaic tiles, pavement blocks, ready mix mortar, architectural items, ready mix concrete will be produced at the plant.

## A new facet of Supremacy – J.K. Supreme Cement

J.K. Supreme Cement – a high quality Portland Slag Cement (PSC) comes with higher fineness and improved workability, making concrete more dense and corrosion resistant. This results in more durable and longer lasting structures, with special benefits in constructions in coastal areas.



J.K. Cement Ltd. Muddapur plant is gearing up for a new product launch - J.K. Supreme Cement



# Corporate Social Responsibility



## BLOOD DONATION CAMP

A blood Donation Camp is conducted every year at Gotan in the memory of Sir Padampat Singhania. Employees and workers participate wholeheartedly in the same and every year 101 units of blood are donated to Mahatma Gandhi Hospital, Jodhpur.



This year, the blood donation camp was conducted at

Gotan on 12th December, 2010 wherein the company employees and staff of LKSEC donated blood for the noble cause. The camp commenced with a lamp lighting ceremony followed by floral tributes that were paid to Sir Padampat Singhania by Shri B.K. Arora - President (Works). Mr. Arora expressed his gratitude to all donors for their contribution. Dr. M.S. Sankhla of Mahatma Gandhi Hospital expressed his thanks to the J.K. Management for their generosity. The camp was a success due to the efforts of the dispensary doctors, Dr. A.K. Saxena, Dr. Ankur Arora along with their teams.

Shri B.K. Arora, Mrs. Sushma Arora, Vice President, LKSEC, Shri C.P. Jhagdawat, Shri P.C. Jain, Shri R.C. Joshi – Principal of LKSEC, were present amongst others, during the camp.

The next camp is expected to be organized in the month of June/July 2011.



Mr. B.K. Arora - President (W) inaugurating the Blood Donation Camp held at the J.K. Cement Works Campus, Gotan

Blood Donation Camp at Gotan

## 11th MINES' ENVIRONMENT AND MINERAL CONSERVATION WEEK

J.K. Cement Lime Stone Mines celebrated the 11th Mines' Environment and Mineral Conservation Week under the auspices of Indian Bureau of Mines (Udaipur Region). A function took place on 13th December, 2010. Shri Raj Kumar Khayani, Moderator, Inspection Team was the Chief Guest, while Shri Chetan Jain, member of Inspection team was Guest of Honour and Shri P.C. Dhariwal, Sr. V.P. (Mines) presided over the function.

After lighting of the ceremonial lamp by guests, Shri Rajendra Sharma, M.T.O. administered the oath to obey rules and regulations of Mines' Environment & Mineral conservation.

In his welcome speech, Sr. G.M. (Mines) Shri Maheem Kachhawaha highlighted the various programs implemented by J.K. Cement Lime Stone Mines for mines' environment protection & mineral conservation. Further he informed that under plantation programme, 20,000 saplings are planted every year. Our company also contributed ₹ 35 lakhs towards community development of the area.

Shri Manish Bohara, Member of Inspection Team, appreciated the efforts of J.K. Cement in the area of environment protection. Shri P.C. Dhariwal in his speech said that multidimensional development along with ecological balance is a challenge for all of us and hence it is our responsibility to save resources for the coming generations.

Vote of thanks was proposed by Shri R.C. Purohit, Sr. G.M. (Mines).



Dignitaries taking oath for Environment & Mineral Conservation



Chief Guest Shri Rajkumar Khayani inaugurating Mines' Environment & Mineral Conservation Week by lighting the lamp

## Upliftment of Minority Students

J.K. Cement Works, Mudhol donated a handsome amount towards the upliftment of minority students at Urdu School, Mudhol, on 23rd November, 2010.

For any feedback, inputs and suggestions  
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