

HIGHLIGHTS

COVER STORY

We just got STRONGER

With the aim of strengthening our foundations in Gujarat, the new Grey Cement grinding unit was commissioned in Balasinor.



Paying Tribute to the
Visionary. Industrialist. Nation Builder.

Our leader
Late Shri Yadupati Singhania

FINDING THE SILVER LINING: INNOVATIONS BY OUR IN-HOUSE CORONA WARRIORS

Putting their time to optimum use, JK Cement's in-house 'Corona Warriors' wore their innovator's hat and learned new skills and knowledge not just to consume but also to create.



EMPLOYEE'S CORNER

Spotlight is on the real you

When the hobby bug bit the people of JK Cement, the result was worth showcasing; celebrating the lesser seen side of the employees, explored during the lockdown.

JK CEMENT WALL OF FAME

Celebrating achievements and notable recognitions across the Company.



EMPLOYEE INITIATIVES

Initiatives aimed at empowering the employees and recognizing their hard work.

FROM THE EDITOR'S DESK

Dear Colleagues & Friends,

Thank you for welcoming the new and improved version of our newsletter with open arms. I am pleased to share the recent happenings with you all through our second edition of Spotlight 2.0.

I am happy to share that with the continued support of all our stakeholders, our company has performed well which is also visible in our Quarter 2 financial results.

As a part of new beginnings, our Company has again reinforced its growing footprints with the commissioning of the new Grey Cement grinding unit in Balasinor, Gujarat.

Also, both our Grey and White Cement Divisions embarked upon new ventures. While JK White Cement went through a brand makeover with a new name, visual identity and positioning, JK Super Cement paid tribute to the construction workers in an all new social media campaign that recognizes their strength, determination and contribution towards nation building.

The lockdown period gave us an opportunity to witness some great innovations by members of the JK Cement family, aimed at fighting the pandemic and also made us fulfill our social responsibilities. Our teams across plants came together to renew their commitment to protect and nurture the environment.

In this combined issue, we are delighted to celebrate the lesser seen side of the people of JK Cement, showcasing some of their hidden talents that took us by surprise. We applaud the spirit of our employees for coming together to up-skill themselves through the various virtual sessions and meets organized as a part of employee initiatives.

Though these are challenging times, we have emerged stronger together, as one unit. This goes to prove that together in spirit, we can achieve greater heights of success even when the waters are rough.

I thank you all for your relentless efforts and unwavering dedication that has led us on the path of accomplishments.

Looking forward to your continued support in making Spotlight 2.0 a great success.

Stay safe!

Andleeb Jain
Chief People Officer
JK Cement Ltd.



NOTE FROM THE EDITORIAL BOARD

Spotlight 2.0 is our endeavour to keep the growing JK Cement family connected to each other and updated about the developments across the Company. Your active contribution and support towards this new initiative has been very encouraging and we are extremely grateful.

We hope you find the upcoming issues informative and engaging and that you bestow your enthusiastic support by way of inputs, suggestions and feedback to make Spotlight 2.0 even better!

Warm regards,

Shivapriya Iyer
Manager – Corporate Communication

Alisha Bisherwal
Officer – Corporate Communication

COVER STORY

We just got STRONGER

Commissioning of new grey cement grinding unit at Balasinor, Gujarat

Continuing its legacy of contributing to the country's economy and industrial prowess, JK Super Cement has further reinforced its growing footprints in India. With the aim to strengthen the foundations in Gujarat, the Company has commissioned a new Grey Cement grinding unit in Balasinor. Commercial dispatches have already commenced from this unit that has a capacity of 0.7mtpa (million tonnes per annum). A virtual launch was organized for all the channel partners on 24th October, acknowledging their indispensable role in our growth story.

Spread over a total area of over 8 hectares, the Balasinor plant has been set up at a total project cost of ₹200 crores. The plant will cater to the adjoining areas such as Surat, Baroda, Ahmedabad and Godhra, among others. It will not only generate employment opportunities for locals, but would also facilitate access to quality cement for consumers, coupled with on-time delivery; further strengthening the brand's deep-rooted presence across the country.



COVER STORY



Mr. Raghavpat Singhania, Managing Director, JK Cement, says, *“As a leading brand, we have steadfastly held on to our commitment to serve our customers in the best way possible and also contribute to industrial growth. Our decades of legacy in the Indian market hinges*

on our superlative product quality and real-time project delivery. The establishment of this new plant in Balasinor marks our foray into Western India.”



Mr. Madhavkrishna Singhania, Dy. MD & CEO says *“The new grinding unit will enable us to further strengthen our deep rooted presence across the Country, generate employment opportunities for the locals and help us serve our customers better. While we are already*

supplying to the active cement demand in Gujarat, the Balasinor grinding unit will enable us to better serve the high potential markets across Surat, Baroda, Ahmedabad, Gandhinagar and others.”



Mr. A.K. Saraogi, Dy. Managing Director & CFO, JK Cement commented, *“JK Cement has partnered India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. We have over four decades of*

experience in the Cement manufacturing industry with an installed grey cement capacity of 14 MTPA. With the commissioning of this plant in Balasinor, our total capacity has touched 14.7 MTPA.”

While all companies are grappling with the economic impact of the COVID-19 induced lockdown and revisiting their organizational strategies, JK Cement was the only Company to have made such an announcement at such a juncture, eyeing a strong volume growth in Q2 FY21 along with business and financial synergies.



Mr. Rajnish Kapur, Business Head - Grey Cement Division said, *“We have come into the right core market, our strong presence is visible now. We are very confident of ramping up the volume very fast to reach around 60-70% capacity in no time.*

Overall we see that the demand has started catching up, and we are expanding at the right time. What we can see is that the industry demand is on a growth path as against last year. North has done fairly better with around 15% growth compared to last year.”

With a colossal footprint on the infrastructure boom, JK Cement Ltd. has partnered in nation building with a focus on product excellence, customer orientation and technology leadership. Even in the unprecedented times of the pandemic, the Company strove to keep the business operations running smoothly and with this new plant at Balasinor, JK Super Cement will further strengthen its presence in India's high growth markets.

PRESENTING
JK White Cement's new Avatar
JK Cement WhiteMaxX

THE LEGACY

More than three decades ago, in the year 1984, JK Cement changed the landscape of India's cement industry by pioneering the introduction of the dry lime-stone based manufacturing process of White Cement at its plant in Gotan, Rajasthan. Three decades hence, today, this plant along with the LK Singhania Education Centre set up as per the vision of our Late MD, Mr. Yadupati Singhania, has transformed Gotan, from a remote, under-developed hamlet, to a thriving and holistic socio-economic hub.



THE BRAND TRANSFORMATION

A brand is the essence of any business's unique story and identity. Over the years, the JK Cement brand has grown exponentially in salience and this is attributable to a large extent to the strength it derives from the JK White Cement brand.

For over 3 decades, JK White Cement has been a prominent player in the white cement industry and the preferred choice of customers. As a market leader, we have always responded to the changing market dynamics and customer expectations. The rebranding is firmly rooted in the need to build an even stronger consumer connect, making it relevant for the discerning customer. I would like to applaud the entire team for a successful launch and hope that we continue to achieve bigger milestones.



Mr. Niranjana Mishra
 Business Head - White Cement Business

JK White Cement has undoubtedly emerged as one of India's most iconic and trusted Brands, due to its focus on product excellence, customer orientation and technology leadership, complimented by relentless Brand building and marketing efforts. The Company has further been strengthening the foundations of trust with its customers, channel partners, and stakeholders by delivering unsurpassed value. Today, the Brand enjoys an enviable position of market leadership in India and across the Globe. With a state-of-the-art manufacturing facility in Fujairah, UAE, it is now the 3rd largest white cement manufacturer in the World, with exports to over 43 nations.

Some brands are timeless, powerful and have an iconic legacy. They continue to reinvent themselves and change, keeping abreast with the times. JK White Cement is one such Brand. To give the Brand a contemporary & differentiated identity and to bring about uniformity in our Brand architecture, JK White Cement has been inducted into the 'MaxX' range of products. I am delighted that JK White Cement has seamlessly moved into its new Brand avatar of JK Cement WhiteMaxX and we are confident that the rebranding exercise will take our Brand journey to the next level.

Mr. Nitish Chopra
Head – Strategy & Branding (White Cement)

JK White Cement seamlessly moved into its new Brand avatar of JK Cement WhiteMaxX. The 'MaxX' in the logo signifies the Brand reaching for the maximum in everything it does and stands for. Maximum whiteness, maximum strength and maximum customer delight. This change in the Brand's visual manifestation has been appreciated by all our stakeholders who have been associated with the Company since inception — channel partners, applicators, employees and investors alike as one that is fresh, modern and vibrant.

CUSTOMERS SPEAK

"Our relation with JK White Cement is a multi-generational one. Over the years, the product quality has always been consistent and it has been a first choice for retailers and consumers. I'm certain that its new identity – JK Cement WhiteMaxX, will help create ever greater milestones."

Mr. Saurabh Kapoor (Stockist, Kanpur)



"We have been an industrial consumer of JK White Cement since 1988. We have been using the product as an input material for manufacturing many of our Company's products. The product's quality consistency & the Brand's customer-oriented approach, makes it a first choice of any consumer."

Dr. Anjani Kumar (Industrial Consumer, M/s UniStone, Delhi)

COMMUNICATION & LAUNCH STRATEGY

The re-branding of JK Cement WhiteMaxX saw a high decibel launch campaign on social media and BTL. The 30+ year legacy of JK White Cement was celebrated through engaging content, contests and trivia across digital platforms. In line with its new young and modern look, the campaign gave the Brand a youthful tone, while engaging the online audiences in a fun and sometimes quirky manner. The campaign saw an organic reach in millions to become a one of its kind launch. Some of the hashtags that were trending were - #AbSabKuchMaxX, #Brighter, #Bigger, #Bolder, #JKCementWhiteMaxX, #MaxX and #WhiteMagic.



JK Super Cement Pays Tribute to Construction Workers Through its Campaign #YehPuccaHai

JK Super Cement launched #YehPuccaHai campaign as a tribute to the millions of construction workers who with their strength, grit and hard work, ensure that we live comfortably & safely in our homes. The intent of the campaign is to also showcase how JK Super Cement as a brand always stands for building safe structures with a solid foundation.

JK Super Cement is among the first cement brands in the country to focus on labourers and their diligence. The campaign film takes us on a journey of a construction labourer and his son, whose dreams and desires are shaped by his surroundings. The message of having a strong will and determination resonates throughout the film, and the bond between the father and the son is also depicted beautifully.

- .. The campaign garnered a whopping 31 million impressions across all social media platforms
- .. Over 1.5 million YouTube views
- .. Participation from the digital audience, with over 600 self-made videos
- .. Reached out to Dealers & Contractors through games, quiz, puzzle etc.
- .. Created a special microsite and also invited the audience to share their salute to the labour force by clicking on the "I Salute" tab
- .. The Yeh Pucca Hai song released across various music streaming platforms such as JioSaavn, Wynk Music, Hungama Music, Amazon Music, etc. and has been receiving a lot of love and support from the listeners



Snippets from the social media campaign

The effort of the construction workforce across real estate and infrastructure segments is the real strength that drives the development in our country. The stories of their grit, strength and hard work are very much a part of JK Super Cement. Hence, the tagline #YehPuccaHai emerged, which is reflective of the strong commitment our brand has towards its customers. The video is reflective of the thousands of dreams, hopes and ambition attached with JK Super Cement. JK Super Cement salutes all the workers out there who put in their best to ensure that safe structures are built.



Mr. Pushp Raj Singh
President Marketing - Grey Cement Business



Paying Tribute to the Visionary. Industrialist. Nation Builder.

Our leader
Late Shri Yadupati Singhania

Late Shri Yadupati Singhania (Managing Director, JK Cement Ltd.) led the Company on the path to greatness with his inspirational vision and unwavering commitment.

As he departed for his heavenly abode on 13th August, the JK Cement family at various locations came together in spirit and paid tribute to the revered soul in their own ways; unified by the prayers for his soul to rest in peace, the team also pledged to carry forward his legacy of excellence & humility.

Condolence Meeting - Gotan

A condolence meeting was organized on 14th August at JK White Cement Works, Gotan where employees of both the white and grey cement units along with that of LK Singhania Education Centre, paid tribute to their leader. The attendees observed two minutes of silence to pay respect to the departed soul and shared the grief of the bereaved family.



Purusha Sukta Pooja (Shanti Path Pooja) – Gotan

A Purusha Sukta Pooja was performed for the heavenly abode of the departed soul from 5th to 7th September by Shri Dineshji Thanvi and his team of pandits, in the presence of Baba Garibbandhu Dasji Maharaj.



Cattle Feeding and Food Arrangements for People at Vridhashram – Gotan

On the occasion of 67th birth anniversary of Late Shri Yadupati Singhania, the team at JK White Cement Works, Gotan arranged 200 kgs of wheat lapsi and 2 tractor trolley fodder for cows at Chhepia Nada Goshala, Shri Krishna Goshala & Nandi Goshala at Gotan. They also distributed masks to the needy people, truck drivers and transporter's staff.

Following the philanthropic path of the MD, the team also sponsored one day's meal in his memory for all the people at Navjeevan Sansthan (Lovekush Bal Grih), Netrahin Vikas Sansthan & Aashtha Sr. Citizen Sadar Vridhashram, Jodhpur. On this occasion, LK Singhania Education Centre also conducted an on-line poem & painting competition for the students.



Prayer Meeting and Shree Purusha Sukta Recitation & Yagna – Muddapur

On 14th August, Mr. RBM Tripathi - Unit Head, Mr. Umashankar Choudhary - Head (Technical), Mr. Kapil Agrawal - Head (Commercial) and Mr. Shivayya B Swamy - Head (HR), other executives, staff members, security personnel and labours gathered to pay homage to the revered soul.

For his eternal peace and also for the prosperity of the organisation, "Shree Purusha Sukta Recitation & Yagna" was organized. As a part of the holy recitation, a mantra was chanted by 11 renowned scholarly Sanskrit Pandits from Dharwad at the plant on 4th September from 9.00 am to 3.00 pm & at Shree Yedureshwar Mahadev Temple, Padam Nagar on 5th September from 7:30 am to 1.30 pm.



Heartfelt Tribute to the Managing Director – Nimbahera

Employees & workmen of JK Cement Works, Nimbahera & Mangrol, representatives of major political parties, citizens, social activists, administrative officials, industrialists and journalists from several media houses of surrounding areas paid floral tribute to the departed soul at a condolence meeting on 14th August and recalled his significant contributions in the field of social welfare & industrial development.

All the attendees expressed their heartfelt condolences at the passing away of the renowned industrialist and prayed to the Almighty to bless his soul with eternal peace and to give strength to the immediate family and JK Cement fraternity to bear with the irreparable loss.



Atma Shantayarth Pooja – Jharli

The Jharli family organized Atma Shantayarth Pooja on 5th September in memory of Late Shri Yadupati Singhania. The pooja was conducted by a group of 11 renowned pandits from Charkhi Dadri. Mantras were chanted and rituals were performed as the team prayed to the Almighty for a peaceful abode of the departed soul. Other staff members and their families attended the programme virtually.



Finding the Silver Lining: Innovations by Our In-house Corona Warriors



JK Cement faced the challenges posed by COVID-19 with vigour and positivity. From ensuring safety of employees to securing the interests and responding to the concerns of the various stakeholders including channel partners, the Company has been doing its best to respond effectively in this hour of crisis.

This urgency of the humanitarian situation also witnessed innovation across the company when Mr. Vipin Kumar Pal - Office Boy (Sigma Staffing) at Udaipur Office developed a Mini Automatic Sanitizer Machine. A tech enthusiast, he would often visit the market and learn about new developments. One such endeavor gave him the idea to create a sensor fitted, portable, no-touch sanitizer dispenser. Deployed at the entrance of the office, this dispenser ensures that people entering the office premise sanitize their hands before getting in, without any contact or touch.



Mr. Vipin Kumar Pal
Office Boy (Sigma Staffing), Udaipur



Automatic sanitizer dispenser had just made its way to the market and since it was also the need of the hour, I thought we must have one of these in our office, as soon many people would start coming. With the help of some YouTube videos and past experiences, I built the dispenser and it was highly appreciated by everyone at the workplace.



Mr. Nirmal Gotalal Shah
BO, Surat



I could develop this machine under the guidance and support of the Marketing Manager at JK Cement. It gives me immense pleasure that along with many other safety equipments, I was able to create this machine as well. I am glad that the effort put in was well appreciated by the team at JK Cement.



We also witnessed innovation with a strong brand connect when one of our valuable Grey Cement dealers, Mr. Nirmal Gotalal Shah - BO (Surat), developed a similar automatic sanitizer dispenser. He used JK Super Cement's "Suraksha ka Chinh" to design the sanitizer, showing his loyalty to the brand and significance of safety at the time of this global crisis.

These initiatives by Mr. Pal and Mr. Shah show us how everyone can do their bit to ensure preparedness of a society against a crisis. These developments are also proud moments for the Company, as it inspires us to take every challenge as an opportunity of learning and becoming future ready, just like our very own innovators!

United in our fight against CORONA

Lending a Helping Hand to the Community

ALIGARH

- ▶ Over 1000 masks and sanitizers were distributed in Satha Village by the HR Team.



Corona Awareness Rath being inaugurated



BALASINOR

- ▶ The Local Administration and JK Cement Works, Balasinor jointly launched a Corona Awareness Rath from 23rd June to 28th June at SDM Office, Balasinor. It covered 43 villages and a population of 1,30,000.

NIMBAHERA

- ▶ JK Cement Works, Nimbahera contributed 15 lakh Rupees to the Chief Minister's Relief Fund, Rajasthan.
- ▶ With the help of Surbhi self-help group, around 3000 face masks were manufactured and distributed to nearby villages, Govt. Departments and Police Force.
- ▶ Food packets were also distributed to the people from nearby villages.



Food packets being distributed



Ensuring a safe and hygienic work environment for the employees

NIMBAHERA & MANGROL

- An awareness session was conducted for security staff on the use of thermal temperature gun by Mr. Chunchun Kumar – Head (OHS), Dr. SK Chaudhary - CMO and Mr. SS Kanawat – Head (Security).
- In association with Government Hospital, Nimbahera and under the guidance of Mr. SK Rathore – President (Operations) the plant organized five free Covid-19 sample testing camps for the employees and workmen of Nimbahera and Mangrol plants.
- JK Cement Works, Nimbahera and Mangrol arranged for regular sanitization drives on the roads, entrances and exits in the colonies and plant areas.
- A homeopathic camp for its colony residents was also organised.



Sample being collected at the camps

- Proper record-keeping of quarantined individuals and their screening on daily basis was arranged at both the plants.
- Corona Prevention and Awareness day was also celebrated wherein the dignitaries appealed to all the participants to spread awareness at the workplace and follow safety tips to help prevent the spread of the disease. A drawing competition was also conducted and the winners were awarded by the Chief Guest.



Immune Booster Homeopathic Camp

GOTAN

- As a proactive and preventive measure, Gotan CHC team was called upon to collect the test samples of the primary contacts, when a supervisor tested positive. However, the test results of all the 112 people were found to be negative.
- A COVID-19 Emergency Response Drill was conducted at IT Office at the White Cement plant. As is the goal of every drill or exercise, areas for improvement were identified. As a result, the plans will be revised accordingly. COVID-19 Safety awareness campaign was also conducted in the month of June.



Test samples being collected



COVID19 Emergency Response Drill at the plant



Health and safety department conducting safety awareness campaign

JHARLI

- A two-day safety awareness campaign was conducted at various locations across the plant.



Touch Free Hand wash arrangement



Mock Test Covid-19



Exhibition for Awareness



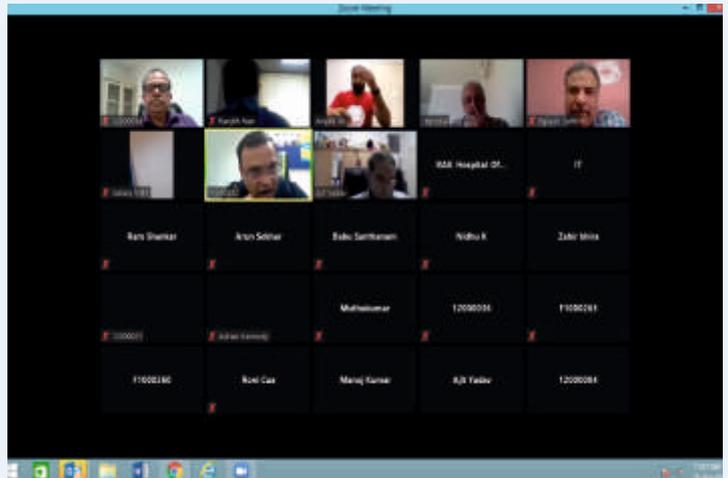
Awareness for Security Staff



FUJAIERAH

- During COVID-19 outbreak, the HR & Admin Teams found alternate ways of running the business in order to proactively look after the health of the employees and ensure productivity of the entire workforce.
- The team made sure that the employees were well aware of the proactive steps to be taken while conducting regular jobs via suitable information sources such as SOPs and posters.
- Steps to boost immunity and ensure workplace hygiene were discussed in various webinars.
- 9 fully equipped quarantine rooms were created for labour and were regularly visited by doctors and staff for inspection.

- With the help of social media, notice boards, posters, flyers, televising videos in canteen & reception, etc. the plant ensured awareness at all levels.
- Every protocol like sanitizing, wearing masks and social distancing was followed. Body temperature monitoring and disinfection measures for manpower and machinery were taken care of at the work place premises.
- For the safety & well-being of all the employees, the HR Team also organized COVID-19 PCR test besides health talks for creating awareness.



New ideas, conceptual leaps and advances at JK White, Katni

Inauguration ceremony of Private Freight Terminal

JK White, Katni plays a vital role in India's wall putty market and production of its allied products.

The cost of logistics is a major element of putty cost. In an extremely competitive business environment, every brand tries to provide a cost effective product to the consumers, while keeping the margins intact.

In line with this, Katni plant has expanded its wings with the construction of its own Greenfield Private Freight Terminal (GPFT) to curb the logistics cost as well as to enter into the logistics business by giving the opportunity to other potential users to use the facility for mutual benefit.

The inauguration ceremony of PFT was organized on 4th August; the first rake was placed on this day. A pooja was performed by Mr. Anil Badgotri - Unit Head, Mr. Arpit Dhabriya - HOD (Logistics), Mr. Lokendra Jaiswal - HOD (Civil) along with other executives to commemorate the occasion.

Commissioning of Line 3



After the successful commissioning of Line 3, JK White, Katni is now the largest putty plant in India, with a capacity enhancement from 4 lakh to 7 lakh tonnes per annum.

The inauguration ceremony at the Katni plant took place on 19th October, virtually for the leadership with a puja. Commemorating this feat, the first truckload from the newly commissioned Line 3 was live telecasted and a virtual tour of the plant was organized for all the attendees.

Launch of JK Cement WallMaxX Professional Putty

JK Wall Putty and JK White Cement have been the preferred choice of customers for more than 2 decades and have also been awarded the prestigious 'Superbrand' status. As a market leader, the company has always worked with the aim to satisfy the needs of its customers by bringing them the best in class new products.

Keeping abreast with the dynamic market trends and to cater to various segments of consumers, a new variant of wall putty was launched at Katni, for the non-trade segment, with the brand name "JK Cement WallMaxX Professional Putty". JK Cement WallMaxX Professional Wall Putty is a white cement based putty; with a unique formulation which provides a highly durable base coat, that resists flaking and abrasion in big construction projects, making it perfect for professional use.

This professional wall putty is especially manufactured to be used by professionals for multi-storied buildings and large scale undertakings.

An official launch was held on 7th September at Katni, where a small pooja was performed by Mr. Anil Badgotri - Unit Head who was joined by other executives at the plant.



First Anniversary Celebration of Shri Yedureshwar Mahadev Mandir at JK Cement Works, Muddapur



JK Cement Works, Muddapur celebrated the first anniversary of Shri Yedureshwar Mahadev Mandir with *Maharudrabhishek Pooja* held ritually on 3rd June at Padam Nagar.

Mr. RBM Tripathi - Unit Head and Mrs. Sushila Tripathi offered the *Maharudrabhishek Pooja* to Lord Yedureshwar Mahadev and sought blessings.

Sr. Executives and their families participated in the pooja along with Padam Nagar residents.

New product development and launch at Fujairah JK Cement PlastMaxX

The UAE is one of the largest economies in the Middle East with one of the highest urbanization rates in the world, and the largest one in the region. Civil construction in UAE has been enjoying a steady growth rate in the past few years. Commercial and residential construction is concentrated in Abu Dhabi and Dubai, the touristic, commercial and financial poles of the country.

To assess the market size & competitive landscape of dry mix sector in UAE, JK Cement Works, Fujairah conducted a market research & based on the same identified render & plasters as potential products.

JK Cement PlastMaxX offers premium Plastering mortar solutions for Concrete Substrates, Concrete Blocks and AAC Blocks. It yields paramount performance in adhesion, resistance to climate conditions, levelling and finishing and is best suited for both interior and exterior walls, resulting in strong platform for subsequent painting stages.

Complying International Standards:

EN 998-1, EN 13914-1, EN: 13914-2, BS 5262, BS 5492, ASTM C348, ASTM C349, ASTM C926 and ASTM C897

PRODUCT RANGE:

PlastMaxX – PP11 is a premium multipurpose dry mix plaster for properly prepared concrete surfaces, concrete blocks etc. It is applied either by spray plaster machine or manual application.



PlastMaxX – PP22 is a premium dry mix plaster suited for highly absorbent substrates like AAC Blocks, Calcium Silicate Blocks, etc. It is applied either by spray plaster machine or manual application.

PlastMaxX – RS11 (RUSHCOAT) is a dry premix bonding coat for smooth concrete walls, for usage prior to plastering.

PlastMaxX – RS99 (RUSHCOAT PREMIUM) is a premium dry mix bonding coat for green concrete and dense concretes containing micro-silica, silica fume, GGBS and fly ash, to be used prior to plastering.



United by the Zeal of Celebrations

Vishwakarma Pooja – Gotan

Every year, Vishwakarma Jayanti is celebrated with great enthusiasm at Gotan. In Hindu culture, Vishwakarma is known as 'Devashilpi' or 'The Architect of Gods'. On this day, all the workers worship their tools and instruments that are generally used in their profession.

The pooja and yagya were performed with the guidance and blessings of Baba Garib bandhu Das ji Maharaj Ramdas ji Shyamdas ji Samadhi Sthal, Gotan and Pandit Shri Rakeshji Vyas from Mertacity, in the Mechanical department and central workshop. Mr. C.P. Jhagdawat - V.P. (C&A) & Mr. Anil Gupta - Technical Head, graced the occasion with their presence. Respective head of departments, contractual workers and other employees were also a part of the celebration.

Mr. Rajkumar Kriplani - Head (Mechanical) along with Mr. Deepak Khabya - Dy. Manager (Electrical) performed the yagya and pooja in the grey cement plant workshop. The programs were concluded with prasad distribution.



Ganesh Chaturthi Celebrations – Muddapur

The Muddapur family celebrated Ganesh Chaturthi with great fervour and faith. The idol of Lord Ganesha was brought to Padamnagar Colony followed by *Pratisthapana*, religious rites and *pooja* at the stadium premise. Mr. RBM Tripathi - Unit Head, Mr. U. S. Choudhary - Head (Technical), Mr. Kapil Agrawal - Head (Commercial), Mr. Shivayya Swamy – Head (HR), other executives and staff members along with their families participated in the celebrations and sought blessings of Lord Ganesha. The celebrations and rituals were conducted in a simple manner, keeping in mind the current situation and all the participants adhered to the necessary safety protocols.

The team also decorated the *mandap* and designed a rangoli all by themselves, using the flowers and leaves from the CPP department garden. This not only enhanced the festive spirit but also instilled team spirit among the participants.



Engineer's Day Celebration – Nimbahera and Mangrol



To commemorate the 159th birthday and pay respect and homage to the Great Indian Engineer, Dr. Mokshgundam Vishveshwaraya, a virtual meet was organised on 15th September which was attended by all the engineers of Nimbahera and Mangrol. The program was conducted under strict guidelines for Covid-19 and live telecast was organized for all other members through Video Conferencing.

At the celebration, lamp lighting ceremony was followed by paying of homage to Dr. Vishveshwaraya.

Mr. S.K. Rathore – President (Operations) & Unit Head addressed all the engineers and congratulated them for their valuable efforts. In his speech, he appealed to everyone to adopt the life values of the great Indian engineer in their lives. Other dignitaries also expressed their views and motivated the engineers to perform to the best of their abilities.



Laying the foundations of a GREENER FUTURE

World Environment Day Celebrations Across Our Plants

NIMBAHERA & MANGROL

- Celebrations and tree plantation were carried out while maintaining social distancing.
- On this occasion, Mr. S. K. Rathore – President (Operations), Nimbahera & Mangrol passed on his message digitally to all the staff and workmen and appealed to everyone to make use of the current situation of the pandemic as an opportunity to make efforts towards balancing the eco-system and the nature.
- Mr. S.K. Acharya - Head (Environment), apprised everyone of the measures taken for bio-conservation.
- At Mangrol plant, Mr. Devendra Kumar Patel - Head (Technical) expressed his views on the importance of conservation of biodiversity and planted saplings while ensuring social distancing.
- Everyone present on the occasion took an oath and reiterated their commitment towards environmental protection.



KATNI

- This year JK White, Katni carried out a unique tree plantation campaign to make their surroundings green where every employee planted a tree in the premise and also took the responsibility to nurture the plant.
- The programme was inaugurated by Mr. Anil Badgotri - Unit Head.
- After tree plantation, a virtual presentation was organised on 'Biodiversity' where Mr. Satyendra Jha, explained how the responsibility lies with us to preserve and protect the biodiversity of this beautiful planet that we call home.



ALIGARH

- On this special day at Aligarh, everyone came together to plant over 101 saplings inside the plant premises.
- Mr. Ram Gopal - Regional Officer (Environment and Pollution) mentioned that the day pushes for individuals to think about the way they consume; for businesses to develop greener models; for farmers and manufacturers to produce more sustainably; for governments to safeguard wild spaces; for educators to inspire students to live in harmony with the Earth; and for youth to become fierce gatekeepers of a green future.
- In his address, Mr. Sanyog Dubey - Unit Head emphasized that it is important for us to know ways to protect the environment. He also declared the plant completely tobacco free and plastic free and also a No-smoking zone.



August Revolution Week

NIMBAHERA & MANGROL

JK Cement Works, Nimbahera celebrated August Revolution week starting from 9th August to 15th August. The inaugural function was organized on 8th August at the captive power plant with the commitment to give top priority to environment conservation. The formal welcome of the guests was followed by celebrations and plantation activity. On this occasion, Chief Guest, Mr. S K Rathore - President (Operations) planted a sapling and addressed all the attendees. Mr. SK Khandelwal - Head (Power Plant) praised the measures taken for the plantation drive.

Another plantation activity was carried out at Mangrol 132 Mines where Mr. CS Bhandari - SDM, Nimbahera graced the occasion as the Chief Guest while Mr. DK Patel - Technical Head & Mr. Manish Toshniwal - Head (Mines) were the Guests of Honour. Along with a celebration, plantation was carried out. Mr. Bhandari planted the sapling and concluded the event by addressing the gathering.



Fulfilling the infrastructural needs of the society

Railing Installation at Katni City Road

JK White, Katni has initiated several developmental projects with the aim of improving the quality of life of people under the marginalized segment. These include cleanliness drives under "Swachhta Hi Seva" campaign, providing furniture to Government, Primary & Middle Schools of Rupaund village, Public Garden development at Badwara village and various other health related initiatives in the nearby villages.

At Katni city, the beautification work like railings on road divider, selfie point etc. are in progress. Mr. Anil Badgotri - Unit Head attained cognizance and initiated the installation of 500 meter railing on the road divider. The company has invested approx. Rs. 6 lakhs for development and beautification of the city. The project received appreciation from the general public as well as the Collector of Katni.



JK Cement Wall of Fame

JK CEMENT WALLMAXX TVC WINS GOLD AT 9th GLOBAL CUSTOMER ENGAGEMENT AWARDS



The brand refresh of our iconic brand JK Wall Putty with its all new avatar - JK Cement WallMaxX, has taken the brand's key positioning "Deewarein Bol Uthengi" to a different level with the new ad campaign. The brand new TVC, "Masterpiece for Masterpiece", received immense appreciation and bagged the Gold at the 9th Global Customer Engagement Awards, 2020. ACEF Global Customer Engagement Awards is a platform for Learning and Networking for GLOBAL Brands, Agencies and Media Houses that also recognizes Best Campaigns, Creatives and Activities.

As aesthetics is the prime focus for every homeowner, the latest campaign featuring the famous brand ambassador, Chhutkan painter, addresses their need by highlighting the attributes of JK Cement WallMaxX that make the walls of their dream home a masterpiece. The team is thrilled with this yet another milestone in the brand's journey and hopes to achieve many more laurels to keep the banner of the brand flying high.

CII AWARD FOR BEST MANAGED ELECTRICAL SYSTEM, SAFETY & POWER QUALITY FOR JK WHITE, KATNI

JK White, Katni has always been at the forefront of implementing the best practices. The plant recently participated in 'Best Managed Electrical System, Safety & Power Quality Competition' organised by CII National Energy Circle Competition (CII – Centre of Excellence for Competitiveness) held from 17-19th June over CII's virtual platform. The competition witnessed participation from the leading corporate sector organisations in the country. Katni plant emerged as the 1st Runner up in the competition, that too within 4 years of its commissioning. This came up as a source of motivation and positivity among the team members in this otherwise difficult time due to the Coronavirus outbreak.



GREENCO GOLD RATING AWARDED TO JK CEMENT WORKS, MUDDAPUR



JK Cement Works, Muddapur was awarded the GreenCo 'Gold' Rating by Confederation of Indian Industry at the 16th Green Cementech Conference, in recognition of its efforts towards reducing energy & water consumption.

Muddapur plant started its GreenCo journey on 25th March 2019 and achieved the Gold rating in January 2020 with the team's efforts and Management's guidance. The plant is one amongst a few other plants to get Gold rating in the first instance in India with Energy and Renewable Energy category as a National Benchmark.

JK WHITE, KATNI BAGS APEX INDIA GREEN LEAF AWARD 2019



JK White, Katni has always adopted the best practices to protect the environmental resources and energy. In recognition of the plant's efforts in this direction, JK White, Katni was honoured with "Platinum Award" under Apex India Green Leaf Award 2019 organised by Apex India Foundation for Excellence in Energy Efficiency. The award presentation ceremony was put on hold due to COVID-19 restrictions. However, the e-certificates were presented to the winners on 14th September. The steps taken for energy efficiency by the unit were well appreciated by the jury during the presentation.

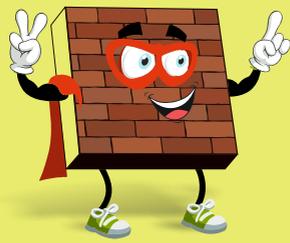


A HATTRICK FOR TEAM MUDDAPUR - 9TH GREENCO INTERNATIONAL SUMMIT 2020

Under the leadership and guidance of Mr. RBM Tripathi - Unit Head and Mr. U.S. Choudhary - Technical Head, JK Cement Works, Muddapur Team won 3 prestigious awards under sustainable category at the 9th GreenCo International Summit 2020 conducted by Confederation of Indian industry (CII)

- **GreenCo Star performer award – GreenCo trending performers 2020:** In this category, JK Cement Works, Muddapur was the only plant from the Cement Industry to achieve the award.
- **Indian Climate Champions League 2020 – Winner Climate Change Champion:** In this category, 75 contestants participated across the country from various sectors and after 8 rounds of different assessments, **Mr. Vaibhav Pratap Singh - Deputy Manager (Process) was selected as a Gold Medalist** (National level, First Prize) and **Mr. Dinesh Pawar - Assistant Manager (Production) received the runner-up stature.**
- **GreenCo Gold Rating** – CII announced JK Cement Muddapur as a GreenCo Gold Rated plant at the International Conference.





Employee's

CORNER

Spotlight is on the Real You

Let's take a moment to celebrate the talents of the people of JK Cement!



Having a hobby that we enjoy brings us joy and enriches our lives. Sketching is one such thing and during the lockdown, I went one step ahead by playing with oil pastels.

The current situation coupled with work from home has given us ample opportunities and the time that we can utilize for self-development and fueling our passion. Sketching helped me relieve my daily stress, giving me the much needed 'me-time'. The challenge of making a new sketch every time also helped me become more patient.

As there could be no outings during the lockdown, my weekends were specifically earmarked for sketching. Quality time spent with kids, sitting next to you and everyone making their own sketch was a unique experience in itself.

**Amit Saraogi**

Head – Accounts, White Cement (Kanpur)



I love playing with toys and creating one. This is my childhood hobby and I have been nurturing it since I was 5 years old. It all started one day when my father bought me a 'Mechanics Set', with steel parts of different shapes and sizes. I had created almost 100 numbers of toys using multiple sets and electronics!

I have received various awards and a lot of recognition for my projects in college including once for an oiling drilling rig. My latest creation is a 4.1 surround sound speaker set with multiple charging sockets for a seamless movie experience.

**Priyesh Shrivastava**

Technical Analyst - JK Cement Works, Mangrol



In my 28 plus years with JK Cement, this is the first experience of work from home and hence a unique one for me. During the lockdown, due to the work from home policy, it was easy for me to get the work done effectively and efficiently as I could save the time that was usually spent on travelling to and from the office and on other miscellaneous jobs. This also gave me

some personal time.

At home, I noticed that we had a lot of empty bottles. After discussions with my loved ones, I learnt the art of designing such bottles. I created something new and beautiful out of them, in a way that they could be used as a show piece for decorating the house.

**Tanaz Adil Bhesania**

Assistant Manager - White Cement Marketing (Mumbai)

Employee's

CORNER



I was a good athlete in school, always taking part in as many sports events as possible; but then life got busy as I got caught up with work and other personal responsibilities. Eventually, the sedentary lifestyle started impacting my health a lot. That's when I decided to pick up an activity that will not just help me get back in shape, but also something that I will enjoy. I chose running, since it had always been my favourite sport since childhood.

Bringing discipline to one's lifestyle is the biggest challenge. I started with small steps and worked my way up to a good routine. Sleeping early and waking up at 5 am in the morning for my runs was a critical part of my fitness journey. I also joined a marathon training program in Hyderabad which helped me increase my endurance and achieve my running goals.

I have run a few half marathons; my dream now, is to run a full marathon someday.

Anthony Das

Sr. Manager – Marketing Strategy, White Cement



Always loved sketching and often tried my best to pursue the same. It was quite a task to spare time to nurture that passion after returning from the busy work schedule. However, I used to manage it by utilizing my weekends.

My passion for drawing and sketching helped me to a very large extent during the lockdown, in relaxing and energising myself. Working with colours would help me maintain a peaceful state of mind; it would also



motivate me to observe the nature and its beauty.

The art helps me stay focused as well. I apply the same amount of intricacies and systematic arrangements in my daily jobs, which are needed while finishing an art work.

I do listen to music while drawing; this combination helps me stay positive and enjoy the moment to the fullest.

R. Durgaram

Sr. GM – Power Plant, Muddapur



Thank you for the overwhelming response and sharing your unique talents with us!
We will be featuring all the other entries in the upcoming edition.

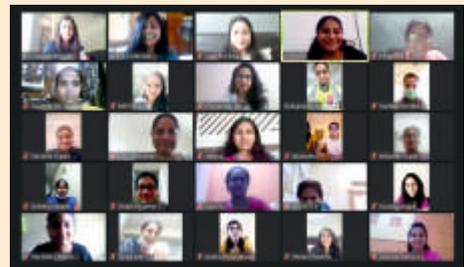
Watch this space for your moment of fame!

EMPLOYEE INITIATIVES

Breast Cancer Awareness Webinar



- ▶ As a gesture of support as well as empowerment, the HR Team organised a virtual breast cancer awareness session for the women employees of JK Cement.
- ▶ The Breast Cancer Awareness Webinar was conducted by Neeti Leekha Chhabra - TEDx Speaker and Founder of Yes To Life (NGO supporting breast cancer patients and survivors), who is herself a breast cancer survivor. The session highlighted the importance of keeping a regular check and self-examination besides spreading the word about breast cancer among others for prevention, early detection and cure.



Resumption of Reward & Recognition Award Ceremony – JK Cement Works, Fujairah



JK Cement Works, Fujairah resumed its Reward & Recognition ceremony from the month of April by organizing the award ceremony virtually via Zoom on 29th June. Mr. Unmesh Shukla – Head (HR & Admin) moderated the meeting in the presence of Ex Co headed by Mr. Amit Kothari - CEO. Winners in different categories for the months of April & May 2020 were announced as given below.

April to May

April 2020

- **Employee of the Month Award** – Mr. Piyush Kumar – Manager (MIS)
- **Business Initiative Award** – Cross functional team of QC, Production & Packing Plant employees

May 2020

- **Employee of the Month Award** – Mr. Asok Sreenivasan – Chemist (QC)
- **Business Initiative Award** – Cross functional team of NPD, Packing Plant, Logistics, Procurement, Production, Costing, QC & Mechanical employees

Two new awards were initiated in this R&R Award programme considering the current crisis of the pandemic.

- **Crisis Warriors** – Cross functional team of HR & Admin, IT & HSE employees for the key role they played in Covid-19 containment
- **CEO's Excellence Award During Exceptional Times** – Awarded to the following teams
 - Finance & Purchase employees for their key role in making Cash Flow Liquidity Tool
 - Packing Plant & Production employees for their support in dispatch of clinker, cement and VAP products during Covid-19 crisis

June to August

The HR Team at Fujairah organized its 23rd R&R Award ceremony on 23rd September under the guidance of Mr. Unmesh Shukla - Head HR. Mr. Amit Kothari - CEO and Ex-Co members awarded certificates and gifts to all the winners in the presence of their line managers. The R&R program became a morale boosting event for all the employees especially in the current COVID-19 atmosphere. The program ended with Mr. Kothari congratulating all the winners, motivating the employees and sharing organizational updates.

Month	Award	Employee's Name	Department	
June-20	Employee of the Month	Happiness Henry Makarious	Administration	
		Spot Award	Sandeep	Mines
	Star Award	Mathew Antony	Mechanical	
		Bhola Hajam	Civil & HSE	
		Ram Shankar	Mechanical	
		Mahamad Zahir Abbas Khira	Mechanical	
		Abhimanyu Chellappan	Mechanical	
		Dhirendra Kumar Singh	Mechanical	
		Dalvir Singh	Mechanical	
		Mangal Singh	Mechanical	
		Dilbag Singh	Mechanical	
		Sunil Kumar Yadav	Mechanical	
Sunil Chavan	Mechanical			
Jul-20	Employee of the Month	Tanmay Shekhar Bhide	Sales & Marketing	
		Spot Award	Ketan KirtiKumar Bhatt	Accounts & Finance
	Business Initiative Award	Neeraj Selot	Production	
		Tanmay Shekhar Bhide	Sales & Marketing	
		Saikat Babu	Logistics	
		Adnaan Munir Khan	Purchase	
		Ritesh Mohanraj Sand	Accounts & Finance	
Aug-20	Employee of the Month	Ketan KirtiKumar Bhatt	Accounts & Finance	
		Spot Award	Sanjay Patel	Production
		Kalyan Singh	Production	
		Parshottam Chopda	Production	
Ramesh Chopda	Production			

Medical Emergency Drill - Fujairah

- To ensure a safe working environment for the workers at the plant, a medical emergency drill was conducted at the Palletizer shed; wherein an employee had to act out a scene where he pretends to fall from a ladder while at work. His colleague had to inform the first aider and then to the shift Engineer, as well as the Section Manager and Safety Officer.
- It was further reported to the Emergency Commandant (Head Technical); who then shifted the patient to a nearby hospital. Total response time and emergency response team effectiveness were evaluated and all the areas of concern were identified and recorded for further improvement.

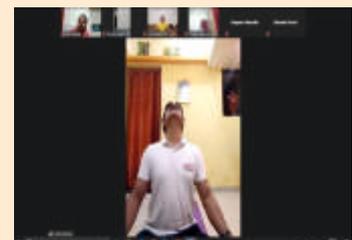


Town Hall Sessions - Fujairah

- To appreciate the efforts and team spirit of the employees and to keep them motivated during the difficult times of the pandemic, the HR Team organized two Town Halls. The sessions were organized in the presence of Mr. Amit Kothari – CEO.
- A virtual session was conducted on 21st July which was later followed by a face to face meet on 23rd September.
- During the speech, the CEO spoke on behalf of the management and provided assurance of support and aid to all the employees. Mr. Unmesh Shukla - Head (Human Resources) also addressed the gathering and informed them about the new safety guidelines to be followed at the plant. Mr. Kothari concluded the day with an interactive session with the employees.

Virtual recreational sessions and webinars for healthy living – Muddapur

- Employees all over the globe are dealing with a major change in their work environment. For businesses, it became important to keep the employees motivated more than ever by helping them stay focused and stress free while working from home. To ensure the employees' mental well-being, a virtual stress management session was conducted by Mr. Pramod from Chennai. Over 57 members from Muddapur plant became a part of the HFN session, which was an initiative taken by Mr. Shivayya Swamy - Head (HR). The session was a success and garnered positive feedback from all the attendees.
- To keep colony residents engaged and entertained, the team at Muddapur organized a virtual session of Magic and Mimicry Show for the employees and their families. The show was performed by two of the most renowned magic and mimicry artists, Dr. Ramya & Mr. Phani Madhav Kasturi. The show was attended online by over 200 employees along with their family members. The programme was well appreciated by the participants. It was equally enjoyed by both children and adults.
- In order to promote healthy living and to break the monotony of the work-from-home schedule, the higher authority proposed an online Yoga and Pranayam session for the staff and their family members. The online Yoga classes were scheduled for a month, which were conducted over 'Zoom' from 6-7am. The sessions were conducted by a Certified Yoga expert, Mr. Ashok Bankar, from Patanjali Yogapeeth's Belagavi branch.



RTC Training Programs – Nimbahera

Regional Training Centre, Nimbahera conducted 9 online training programs in the month of September during the challenging time of Covid - 19. All 9 programs were of technical stream i.e. Electrical, Instrument, Process and Quality Control. The program was conducted with the help of OEM's through webinars. A total of 219 participants from Northern Region Cement plants i.e. Wonder Cement Ltd., Birla Cement Works, HZL - Vedanta Group, UltraTech Cement, Khor, Nuvoco Vistas Corporation, Bhawaliya, JK Lakshmi Cement, Sirohi, Mehta Group – Gujarat Sidhee Cement Ltd., Junagadh (Guj.), Saurashtra Cement Ltd., Porbandar (Guj.) and all units of JK Cement Ltd. attended the training sessions. All the participants thoroughly utilized the opportunity. It was organized by Dr. K Mohan, Former Director General - NCCBM.



S. No.	COURSES
1.	Trap Key System
2.	Safety Light Grid & Safety Light Curtain
3.	Energy Saving Module- Power TRIM
4.	Indicative Safety- Signs & Lable
5.	Temperature & Pressure Measurement
6.	Gas Analyzer Sampling System Components
7.	Impact of raw mix design & burnability in Cement Quality (For JKCL-Units)
8.	LoRa (Low Range Wireless Gateway)
9.	Satech- Modular Fencing / Machine Guarding
10.	Mitsubishi Electric Variable Frequency Drive Product & Solutions

In informed and motivated employees, lies the strength of a strong Organisation

#DooriHaiZaroori - Traffic Distancing Awareness

A virtual session to spread awareness about road safety was organised for the employees on 3rd October.

The session was conducted under an initiative named **#IndiaAgainstRoadCrash**, by an NGO- **Drive Smart Drive Safe**. It aims at building a collaborative platform to collectively fight deaths on Indian roads through awareness, trainings & self-enforcement across the organisational ecosystem & residential surroundings.

The session **#DooriHaiZaroori** that was attended by more than 100 employees was organised to make the participants understand the importance of Traffic Distancing.



Turn Setbacks Into Comebacks – Motivation Session By Shiv Khera

In today's business world, it is important to understand how to turn problems into opportunities. In line with this, the HR Team organized a webinar on the topic **"TURN SETBACKS INTO COMEBACKS"**.

The virtual session was conducted by one of the most inspiring and renowned motivational speakers of the country, Mr. Shiv Khera. The session focused on optimizing performance by building on attitude, leadership, motivation and values. This open house session was held on 17th October for all JK Cement employees from India & Fujairah.

The talk focused on 3 key points- 'how to cope with current crisis', 'how to prepare for Success & Win' and 'how to motivate yourself and others'. The session was attended by Business Heads, CHRO, Unit Heads, Functional Heads and other senior management team and executives. The key highlights from the session included dealing with setbacks & challenges with integrity, setting the right plans, standing for values and making the right choice to give life a new direction, towards positivity and success.

After the session, the executives had an opportunity to have their questions answered by Mr. Khera. The session was well appreciated by all the attendees who also shared encouraging feedback.

