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JK Lakshmi Cement: The Cementing Force in India's Surge Ahead

A caller on the JK Lakshmi Cement employee's mobile phone is greeted by a song which isn't your standard call tone. It is indeed a rousing anthem that bonds together the employees and the Company. It is a paean to progress, national pride and an exuberant winning spirit. It exemplifies the growth-oriented drive that JK Lakshmi Cement has demonstrated over the last 29 years.

Growth stems from a solid foundation

In the year 1982, J.K. Organisation, one of India's most respected business houses, envisioning need for solid infrastructure to build a strong economy, set up JK Lakshmi Cement. Strengthened by its core attributes of innovation, savoir-faire and state-of-the-art technology, JK Lakshmi Cement has acquired a leadership position in the burgeoning cement industry, with the Company having assumed pride of place as an icon brand.

It's the bond that makes the growing great

It is synergy, motivation and bonding between the Company and its trade partners that stimulates the JK Lakshmi Cement growth dynamics. With a distribution network of 70 dumps and 2200+ dealers, our endeavour is to ensure timely delivery to the remotest markets.

Dealer motivation runs high at JK Lakshmi Cement where a very successful dealer loyalty programme called 'JK Lakshmi Champs' rewards and recognises dealers who have contributed to the growth of the brand over the years.

JK Lakshmi Cement support runs down the line to masons and contractors covered under a scheme 'Sahyogi Sanrakshan Club', that ensures that they and their families are helped in the event of unfortunate and untoward circumstances – an innovative concept in the country.

'Customer First': The JK Lakshmi Cement success mantra

Being close to the customer is in the very DNA of the Company. From JK Lakshmi Cement's endeavour to give its customers a superior quality product and efficient services, have emerged numerous innovations:

- The first brand to introduce OPC 43 grade cement in North India.
- One of the first brands to have the ISO 9002 certificate in the cement industry in North India.
- The first brand to launch coloured cement bags to create product differentiation.

True to its role as a forerunner in the cement industry, JK Lakshmi Cement

launched value added products like Ready Mix Concrete under the brand name "JK Lakshmi Power Mix" providing customers with a smarter way to construction and "JK Lakshmiplast", a superfine Plaster of Paris offering the promise of exceptionally superior whiteness for beautiful homes.

The power of a promise delivered

"Mazbooti Guaranteed" – the very expression of the JK Lakshmi Cement brand promise has been effectively conveyed in the brand communication by no less a personage than Shri Om Puri, the renowned film actor who is also the brand ambassador of JK Lakshmi Cement.

Of course, nothing is more convincing that brand promise has translated into customer experience than the customer's verdict itself and recently JK Lakshmi Cement was conferred with the title of 'Star Brand', accorded to chosen brands that have generated immense trust and faith among consumers.

The corporate citizen responds to other citizens

At JK Lakshmi Cement, giving back to society is a corporate imperative. Among the various JK Lakshmi Cement initiatives to improve the living standard of the people residing around its



Night view of JK Lakshmi Cement plant at Sirohi, Rajasthan

manufacturing Unit are: Naya Savera, a basic health care facility, Akshaya Kaleva, food distribution programme, Adult and Women Literacy Programmes for the benefit of people living below the poverty line in Sirohi district of Rajasthan.

JK Lakshmi Cement has been recognised time and again for its Corporate Social Responsibility contribution, being a several-time winner of the prestigious Golden Peacock Award.

Building a greener world

JK Lakshmi Cement is among the first few in Indian Cement Industry realising the potential of energy loss through hot air being exhausted to atmosphere. Our engineers have put in place the right technology to harness the heat emitted from the Pre-heaters & Clinker Coolers and thereby reducing the Greenhouse gas as no coal is used in generating this power. JK Lakshmi Cement, in collaboration with the leading

companies of this field, developed a custom built Waste Heat Recovery plant for this purpose.

To make it further green, the air cooled condenser technology was installed in the power plants and using this technology has helped save 20 lac litres of water every day.

Quality of leadership is critical for business excellence

The Company emphasises and undertakes various HR initiatives for "Individual Development". These initiatives include Leadership Development Programmes, 360 degree appraisals, Team building exercises and many more. Employee Engagement activities like Coffee with MD and Young Executive's Meet have been a useful tool in motivating and retaining the employees. As a result, JK Lakshmi Cement has improved its ratings in the Employee Satisfaction Survey called "TRIM Index" year-on-year. At present,

JK Lakshmi Cement rating is 85, which is even better than the Global Benchmark.

Trust and Impact

JK Lakshmi Cement has always earned the trust of all its stakeholders, customers, employees, business associates, bankers and shareholders. For its relentless efforts, the Company has been bestowed with numerous prestigious honours at both national and international levels, such as:

- Productivity Excellence Award" by Rajasthan State Productivity Council
- Green Tech Safety Award
- The CIDCO Vishwakarma Award for being the "Best Professionally Managed Company"
- National Award for Excellence in Energy Management-"Energy Efficient Unit" awarded by Confederation of Indian Industry (CII)
- Leaders Award in range

category for Green Manufacturing Excellence Award instituted by Frost & Sullivan, and many more.

Ensuring the future is 'Mazboot'

With a strong focus on the future, the Company has initiated aggressive expansion plans. A grinding unit with 5 Lac MT capacity has been set up in Kalol, Gujarat, while another is coming up in Jharia, Haryana.

A Greenfield Cement plant of 27 Lac MT is also coming up in Durg, Chhattisgarh, which would considerably increase the total production capacity of the Company.

More JK Lakshmi Power Mix plants are being blue-printed to extend the footprints in the rapidly growing ready mix concrete industry.

The JK Lakshmi Cement saga exemplifies the truth that a corporate edifice that is rock solid can equally be sensitive, nimble and fleet-footed.



JK Lakshmi Cement participating at a Trade Exhibition



Silver Jubilee Celebration of JK Lakshmi Cement



Postage Stamp of Lala Lakshmi Prasad Singhania released by Hon'ble President Smt. Pratibha Devisingh Patil



Shri Om Puri, Brand Ambassador - JK Lakshmi Cement, awarding the winner of the Consumer Scheme being run by JK Lakshmi Cement



Technical Van run by JK Lakshmi Cement as a part of the Rural Marketing Initiative