

**JK Lakshmi Cement presented the Golden Peacock HR Excellence Award 2011
by former Chief Justice of India Shri. M. N. Venkatachaliah**



Shri. S. Chouksey- Whole Time Director, JK Lakshmi Cement receiving the Golden Peacock HR Excellence Award 2011 from Chief Justice of India Sh. M. N. Venkatachaliah. Also seen in the picture are Shri. R. K. Gupta (Head- Human Resources) and Dr. P.V. Bhide (President-Corp.HR).



Shri Shailendra Chouksey, Whole Time Director, JK Lakshmi Cement, receiving the Golden Peacock HR Excellence Award 2011 from the Chief Guest of the ceremony, Shri M. N. Venkatachalia, former Chief Justice of India

Delhi, 19th August, 2011: JK Lakshmi Cement Ltd, one of the leading cement manufacturing company, was presented the Golden Peacock HR Excellence Award for the year 2011. **Mr. Shailendra Chouksey, Whole Time Director, JK Lakshmi Cement,** received the award from the Chief Guest of the ceremony, Shri M. N. Venkatachaliah, former Chief Justice of India.

The Golden Peacock HR Excellence Award aims at recognizing the path breaking work done by organizations to strive towards formulating HR policies, which aim at retaining talent and enhance value, for both the employee and the employer. The award also encourages entrepreneurship within the organisations by identifying talents and high performers to take over critical positions. JK Lakshmi Cement has lent a new dimension to the ancient and time tested Guru-Shishya parampara by undertaking an innovative HR initiative called 'Krishna Arjuna'. The initiative recognizes the stellar performance and talent of the junior and his/her direct boss plays the role of Krishna, as the mentor or teacher. In addition, JK Lakshmi Cement has been conducting various Self Reflection Workshop by running a "Pride scheme" which works as a motivational tool for its employees.

Speaking on the occasion, Smt. Vinita Singhania, MD, JK Lakshmi Cement said, "It is a moment of pride for us to be recognised for excellence in HR practices and Management. People are our biggest asset who contributes hugely to the success of our Company. The accomplishment of our business is dependent on the talent and skills of our people. This is a perfect opportunity for us to revisit our people management processes and enhance its relevance and effectiveness. Last year, we were awarded the Golden Peacock Award for Environment Management and Woman Business Leadership Award, thus proving that our people have been continuously contributing to the values and ethics our company stands for."

Receiving the award, Mr. S. Chouksey, Whole Time Director, JK Lakshmi Cement, said, "I am highly honored to receive this prestigious award on behalf of Team JK Lakshmi Cement. The Company has always laid considerable emphasis on Human Resource development. It is a combination of various HR initiatives and our belief in fostering a culture that supports health and well being of every employee. Our innovative employee engagement initiatives have resulted in winning this award. I thank the Jury for appreciating our efforts and honoring us with this prestigious award."

Furthermore, JK Lakshmi Cement continues to put a lot of emphasizes in providing an equal opportunity in supporting women employees and encourage them ready to be leaders of tomorrow. The company also keeps organizing various CSR initiatives that include medical camps, cultural programmes on family planning etc. for the community on a regular basis

About JK Lakshmi Cement:

JK Lakshmi Cement Ltd is in the cement and building material business, operating 4.8 million integrated cement manufacturing unit at Sirohi in Rajasthan alongwith a grinding unit in Kalol, Gujarat. The company also has 10 fully operational State of the Art plants manufacturing Ready Mix Concrete (RMC). Company's cement brand 'JK Lakshmi Cement' enjoys a high brand equity in the market and commands premium in the markets where it operates. Company has a wide network of 2200 dealers served by 70 cement dumps strategically located in the North India and part of Western India.