

## Launch of **JK Lakshmi Pro+** electrifies the **Cement Industry**

JK Lakshmi Cement Limited has a history of innovation. In keeping with this tradition, it has now become the first company in the country to launch a premium brand of cement in North India. In times to come, JK Lakshmi Pro + will surely become the most popular cement in Western and Eastern parts of the country too.

The genesis of Pro+ lies in the insight that in almost every product category in India, there is a segment of superior products for which the customer is willing to pay a premium. So, in early 2014, a focus team was assembled

to work on this project. A detailed Market Research study was done to gauge the preferences of a large number of customers. Simultaneously, senior engineers from the company travelled to Europe to study first- hand the latest technologies being used in the manufacturing of cement.

Based on an analysis of worldwide trends and consumer insights in India, several new product formulations were tried out. The best formulation with the maximum advantages over conventional PPC was chosen. These advantages were branded as 7+ Benefits to the customer.






7+

BENEFITS




**PLUS STRENGTH**




**PLUS DURABILITY**



**PLUS FINISH**




**PLUS SPEED**



**PLUS SURETY**



**PLUS SERVICE**



**PLUS ECONOMY**

Much thought also went into the Brand Name. The word 'Pro' has several positive connotations. 'Pro' for Professional. 'Pro' for Profit. 'Pro' meaning in favour of everything good. The + sign was added to symbolize the + benefits offered by the product.

A superior product demands superior packaging and that is what has been achieved with Pro+. The packaging is tamper

proof and moisture resistant and gives the correct quantity, apart from keeping the cement factory fresh. A wonderful golden yellow hue reinforces the premium nature of the brand.

The bag also packs in 5% more volume resulting in economy from a lower number of bags consumed.

## Dealers galvanised at epic Pro+ Cement launch

JK Lakshmi Pro+ was launched first at a Dealer Conference held at The Leela, New Delhi. The Whole Time Director, Dr. S. Chouksey enlightened the spellbound audience about all the efforts that went into making a superior product and assured dealers that it would not face any difficulty in commanding a premium price. The Chief Executive (Marketing), Shri C. S. Sadasivan said the time had finally come in the cement industry to stop talking about just rates and discounts.

By now the audience was convinced they had a winner on their hands and this was further reinforced when senior Engineers from JK Lakshmi Cement made a detailed technical presentation. The launch ended with a pledge by all Dealers that they would spare no efforts to ensure that JK Lakshmi Pro+ was a thundering success.

Commenting on the launch, the VC and MD, Smt. Vinita Singhania said, "JKLC has always believed in innovation and staying one step ahead of the pack. This launch is yet another milestone in that direction."



Dealers from Delhi-NCR at Pro+ launch



Lamp Lighting by company officials



Dr. S. Chouksey addressing the audience



Team J K Lakshmi at Pro+ launch event



## Knowledge Sharing Sessions enlighten audiences at Pro+ launch

The public launch events of Pro+ were held shortly thereafter, first at Gurgaon and then at Jaipur.

The theme line for Pro+ is 'India – Ab Soch Karo Buland'. In keeping with this thought, the theme of these launch events was chosen as 'Smart Cities-Challenges and Opportunities' which is a priority of the present Government with the personal backing of the PM.

These cities would be built along several corridors that the Government had identified as national priorities, such as the Delhi Mumbai corridor extending from Dadri in the North till Jawaharlal Nehru port in the West. These would be well planned cities with world class infrastructure and provide an ideal environment for work and recreation.

The audience of both these events comprised of senior representatives from the Government, Public and Private sector as well as leading Architects.

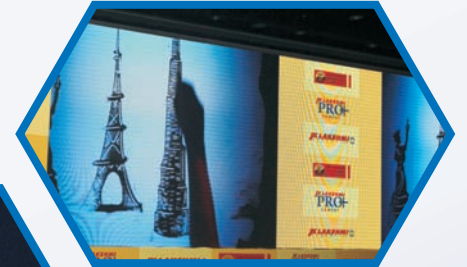
The event at Gurgaon was attended by very eminent personalities who enthralled the audience with their scintillating presentations. Shri Taleen Kumar (CEO and MD of DMICDC) unveiled the grand vision of 100 Smart Cities.

This was followed by a presentation by the Baroda based world renowned Architect Karan Grover who concluded with an impassioned plea to the Government to permit at least one smart city to be developed entirely by the private sector. In his presentation, Architect Rohit Saxena of Perkins Eastman quoted excellent examples of how international cities had turned 'smart'. Ms. Lipika Sood, President of the Guild of Architects and Designers thanked the speakers for their enlightening presentations.

An extremely spellbinding performance of sand artistry was another highlight of the event which held the audience in rapt attention.

The launch event at Jaipur was also a huge success where luminaries from the field of Architecture, Governance and Media graced the event. Shri Dipesh Goyal, (Ex Add. Chief Secretary, Govt. of Rajasthan) gave an enlightening presentation on the Topic "Smart Cities-A Mission". Architect Ravi Gupta and Architect Mukul Goel also presented their views on the theme. A panel discussion and the lively Q and A session that followed after, was also very well received by the audience.

Team JK Lakshmi drew appreciation on conceptualization and execution of both launch events



*Enthralling performance by sand artist*



*Mr. Sadasivan addressing the gathering at The Leela, Delhi*



*Eminent guests at launch event in Gurgaon*



*Dr. S Chouksey and Mr. Wali (Whole-Time Directors) with senior company officials*



*Lamp Lighting by Dr. Chouksey and esteemed guests*



*Honorable speakers at the Jaipur launch*



## Premium outlets for a premium cement

Apart from offering a superior product and packaging with outstanding technical service support, the kind of outlets that JK Lakshmi Pro+ Cement is sold through are also a cut above the normal cement retail stores. Branding is very strong as is the product display. The use of dummy packs is a first in the cement industry. The overall look is comparable to that of a FMCG product or a Luxury product. The first such shoppes in Delhi were inaugurated by Whole Time Director Shri Shailendra Chouksey.

A total of 13 such special shoppes have been opened in the North in Delhi, Noida, Palwal, Mewat and Faridabad. The response has been very encouraging. According to a consumer, "Buying Cement from the new JK lakshmi Cement Shoppee was a truly enjoyable experience." This step from JK Lakshmi Cement promises to be a game changer in the way the cement is sold in the country.



*Pro+ Shoppe inauguration by Dr. S Chouksey*



*Outside view of the Shoppee*



*Team J K Lakshmi at the outlet*

## Pioneer in selling Cement through malls

Over the last few years, the shopping habits of Indians have changed dramatically. Malls have sprung up in most major cities all over the country. Traffic has burgeoned as the malls offer an irresistible combination of shopping, entertainment and dining. In addition, there is the relative ease of parking as well as an air conditioned environment. So, JK Lakshmi Cement decided to use this platform to sell cement.

Three cities were chosen in Rajasthan for this innovation – Jaipur, Udaipur and Jodhpur. Company Owned and Company Operated outlets were opened with the Shop in Shop concept. The customer could place orders at these outlets and the delivery would be done from the most convenient location. All deliveries would come with a guarantee of free Technical Services.

In Jaipur, JK Lakshmi Pro+ Cement was launched at three of the largest Big Bazaars – at Tonk Road, Sodala and Vaishali. The Architect community was enthused with this pioneering effort by JK Lakshmi Cement. The President of local architect Association, Shri G S Shekhawat, inaugurated the Tonk Road outlet while the Treasurer Shri Prakash Monani inaugurated the one at Sodala. The Udaipur outlet too was inaugurated by a prominent local Architect Shri B. L. Mantri. This innovation promises to be a game changer in the way Cement is sold in the country.



*Mr. Sadasivan at the Big Bazaar Launch*



*Auspicious beginning*



*Mr. Sadasivan Flagging the new initiative*



## Making our value added products more valuable

In order to better serve its customers, JK Lakshmi Cement has an extensive range of value added products over and beyond cement. These include AAC Blocks and Dry Mix Products, RMC and POP. Many of these are products of the future. For example, RMC accounts for 60% of cement consumption in many advanced economies whereas the figure in India is just 10%. This is bound to go up.

In view of their increasing importance, a special Conference focusing on Value Added Products was held at Udaipur on 12th and 13th December. In view of the criticality of this segment of products, the Conference was also attended by the VCMD Smt. Vinita Singhania and WTD Dr. S. Chouksey.



*JKLC Team at Value added product conference*

Cross learnings were shared during this Conference. It was emphasised that each business needed to be treated as an independent profit centre. So while sales were undoubtedly important, management of costs and cash flows were vital too. A healthy cricket match was also organised at the end of the event in which VCMD Smt. Vinita Singhania also participated.



*Smt. Vinita Singhania enjoying cricket along with JKLC family*

All the teams were energised during the Conference and morale and motivation levels were raised. We can certainly look forward to enhanced results in each of these business segments.

## Architects of Ambala discuss best practices on Durability of Concrete

A Knowledge Sharing Session on the subject of "Durability of Concrete" was held in September in the city of Ambala. It had a very enthusiastic response from 62 architects that were invited. Various ways to increase the durability of concrete were discussed.



*Knowledge sharing session at Ambala*

## Top Gujarat Dealers feted at a glittering gold distribution event

The dealers of Gujarat Zone 1 have played a significant role in catapulting JK Lakshmi Cement to the top in their region. As a token of thanks, they were feted at the ultra luxurious Radisson Blu Udaipur which overlooks the picturesque Lake Fatehsagar. Gold was distributed to all the dealers and trophies were given to the top performers. The best performance award was won by Durga Enterprise – Palanpur. One dealer said, "It was a truly awesome event and we will cherish its memory for years to come."



*Gold Event for Gujarat Dealers*

## Simulating the battlefield to impart Training - An HR Initiative

Some of the lessons of war can be said to be relevant to business also. Keeping this in mind, a special outbound Training Programme called BATSIM was conducted for employees of JK Lakshmi Cement from varied locations and different functional areas. BATSIM is an acronym for Battlefield Simulation and in keeping with this theme, participants took part dressed in Army fatigues.



*JKLC at the Battlefield*

The programme was carried out at Red Stone Camp near Dehra Dun and 30 employees participated.

The Training, organised by Praxis Consulting, covered aspects such as induction of stress for mask removal, teamwork and aligning self to team effort, the importance of effective communication, strategising, breaking self-limiting beliefs, risk taking, and more.

All employees learnt some valuable business lessons while bonding and having fun.

## JK Lakshmiplast dealers enjoy the delights of Tashkent, Uzbekistan

JK Lakshmiplast has made a name for itself as a high quality POP in a market hitherto dominated by the unorganised sector. As a reward for the outstanding performance the dealers from across the country visited the historic town of Tashkent. They savoured the sights and also exchanged notes on best practices.



*Dealers enjoying in Tashkent*



## Combining Rural Marketing with CSR

For years, JK Lakshmi Cement has enjoyed a stronghold in both Rural Marketing as well as Corporate Social Responsibility. The company recently undertook some activities that had elements of both. In U.P., Roza Iftar was organised at Bijnor and Budhana with help of local dealers. And a free, pure drinking water kiosk was put up at a rural fair in Badaun. Both these initiatives were welcomed enthusiastically by the local people.



*Roza iftar celebration*

## 74th AGM delights shareholders as well as other stakeholders

The 74th AGM of JKLC was Chaired by the VC and MD of the company Smt. Vinita Singhania in the presence of other Directors and senior officials. It was announced that the company has emerged as the lowest cost producer of cement in the country. The shareholders were also informed that a special committee has been formed to look into the community Development affairs. This will monitor progress in areas such as Family Welfare, Health and Sports.



*74th AGM with shareholders*

## JK Lakshmi Cement wins second prize in Inter Company Engineering Conference

The 22nd Inter Company and Factory Management Conference was held at the JK Tyre plant at Chennai. 45 units from 17 locations participated. The Conference was inaugurated by the Chairman and MD of JK Paper, Shri Harshpati Singhania. The JK Lakshmi Cement team won the second prize at the Conference. The team was delighted but will not rest on its laurels. It will aim for the first prize the next time around!



*2nd Prize for Team JKLC*

## BANDHAN for improved employee morale

It has been said that satisfied employees automatically lead to satisfied customers. JK Lakshmi Cement has always believed in motivating its employees at all levels. During the period July to October 2014, a special Employee Connect Initiative was organised by HR at Milap Niketan and at the RMC plant at Mohali. It was branded BANDHAN which stands for B – Bonding to Accelerate, A – Agility in Action, N – Never discounting memories, D – Diverse Energies,



*Motivated Team JKLC at Bandhan*

H – Hanging out in team, A – Admiring and Adding Values, N – Nesting together. Several activities aimed at inculcating a team spirit and developing leadership qualities were undertaken during this period. These included the screening of motivational and inspirational videos, quiz competitions, management games and brainstorming sessions. All participants were energised and felt they were much better equipped to deal with the challenges of the workplace.

## 5 Gold Awards at Quality Circles Convention

The 13th edition of the Rajasthan Chapter of Quality Circles was held in September 2014. Representatives from five different functional areas of Jaykaypuram participated. These were Instrumentation, Electrical, Mines, Engineering as well as Production and Quality Control. All 5 won Gold Awards. This was the third such consecutive win – a unique hat-trick. At JK Lakshmi Cement, winning has become a habit!



*Team JKLC receiving 5 Gold Awards*

## Haryana dealers enjoy the charms of China

Dealers of Haryana were taken on an excursion tour to China where they visited Beijing and Shanghai. Apart from a well deserved holiday, the dealers also got to observe first-hand the excellent infrastructure of the country and the vital role Cement has played in it. The dealers had the best of times and returned with great memories.



*Haryana dealers in China*

## जॉच-शिविरों का निःशुल्क आयोजन

जेकेपुरम् डिस्पेंसरी में आयोजित निःशुल्क अस्थमा जॉच-शिविर में अस्थमा/दमा/सांस लेने में तकलीफ के लक्षणों वाले जेकेपुरम् वासियों एवं उनके परिवार के बुजुर्गों की जॉच करायी गयी। शिविर का शुभारम्भ कारखाने के वरिष्ठ महाप्रबन्धक (कार्मिक एवं प्रशासन) श्री दिनेश पंड्या एवं स्थानीय जिला प्रमुख तथा श्रम संघ के अध्यक्ष श्री चन्दन सिंह देवड़ा के कर-कमलों द्वारा सम्पन्न हुआ। डॉ.वी के गौड़, वरिष्ठ प्रबन्धक (चिकित्सा सेवा) एवं कम्पनी डिस्पेंसरी की टीम तथा ग्लोबल ट्रोमा सेंटर की टीम ने शिविर में आये लगभग ५३ लोगों की जॉच एवं चिकित्सकीय परामर्श दिया।

इसके अतिरिक्त जे.के.लक्ष्मी सीमेन्ट, जेकेपुरम् में गीतांजली हॉस्पिटल, उदयपुर एवं जे.के.लक्ष्मी सीमेन्ट लि. के संयुक्त तत्वाधान में एक दिवसीय विशाल निःशुल्क जॉच-शिविर आयोजित हुआ। ऑफिसर्स क्लब,जेकेपुरम् के सभागार में आयोजित इस चिकित्सा जॉच शिविर का उद्घाटन कारखाने के वरिष्ठ महाप्रबन्धक (कार्मिक एवं प्रशासन) श्री दिनेश पंड्या के मुख्यआतिथ्य में सम्पन्न हुआ।

विशाल निःशुल्क चिकित्सा जॉच शिविर में गीतांजली हॉस्पिटल, उदयपुर डॉ. आशीष मेहता (पेट एवं लीवर रोग विशेषज्ञ), डॉ.रीता सक्सेना (स्त्री एवं प्रसूति रोग विशेषज्ञ), डॉ.संजय मांडोट (शिशु रोग विशेषज्ञ), डॉ.रचना जैन (नेत्र-रोग विशेषज्ञ), डॉ. निधिष अग्रवाल (चर्मरोग विशेषज्ञ), डॉ.सी.पी.पुरोहित (हृदय रोग विशेषज्ञ) आदि अनुभवी डॉक्टरों की टीम द्वारा शिविर में आये लोगों के स्वास्थ्य की जॉच कर उन्हें उपयुक्त परामर्श दिया। इस बहुआयामी चिकित्सा जॉच शिविर में कुल ३८५ जेकेपुरमवासी लोगों ने अपने स्वास्थ्य की जॉच करवायी तथा विशेषज्ञों से परामर्श प्राप्त कर लाभान्वित हुए। जेकेपुरम् डिस्पेंसरी से डॉ. वी.के गौड़ एवं टीम ने इस चिकित्सा जॉच शिविर में अपना योगदान दिया।



“अस्थमा” जॉच-शिविर का सफल आयोजन



बुजुर्गों का सम्मान है हमारी परंपरा



कौशल बने समाज आत्मनिर्भर बने समाज



साक्षर भारत ही है विकासशील भारत

## “हमारे बुजुर्ग - हमारे आदर्श”

जेके लक्ष्मी सीमेंट लि., जे.के.पुरम् के “मुस्कान परियोजना” की निरंतरता के अन्तर्गत समीपवर्ति ग्राम डुंगरी एवं लोटाणा में वरिष्ठ नागरिकों के सार्वजनिक सम्मान के लिए कार्यक्रम का आयोजन किया गया जिसमें कुल ६५ वरिष्ठ नागरिकों (४८ पुरुष एवं १७ महिलाओं) का श्रमसंघ के अध्यक्ष एवं जिला प्रमुख चंदन सिंह देवड़ा तथा कारखाने के वरिष्ठ महाप्रबंधक (कार्मिक एवं प्रशासन) दिनेश पंड्या, नया सेवरा परियोजना के वरिष्ठ चिकित्सा अधिकारी डॉ. आर.सी.शर्मा एवं लोटाणा ग्राम पंचायत के सरपंच श्री रतनलाल ग्रासिया द्वारा माल्यार्पण, श्रीफल तथा वस्त्र भेंट कर सभी को सम्मानित किया गया।

श्री चंदनसिंह देवड़ा ने अपने उद्बोधन में कहा कि जेके लक्ष्मी सीमेंट अपने सामाजिक दायित्व निर्वहन में हमेशा अग्रणी रहा है। उन्होंने वरिष्ठ नागरिकों के प्रति उद्गार व्यक्त करते हुए बताया कि कारखाने के प्रबंधन द्वारा आस पास के चयनित गांवों के वृद्धजनों में खुशियाँ लाने, उनका उत्साहवर्धन करने एवं सार्वजनिक सम्मान करने हेतु मुस्कान कार्यक्रम के तहत गाँव-गाँव में इस कार्यक्रम को आयोजित किया जा रहा है। समाज के वरिष्ठ नागरिक हमारे आदरणीय हैं, हमारी विरासत हैं और इन्हें उत्साहित रखना, इनकी मूलभूत आवश्यकताओं की पूर्ति कर समुचित देखभाल करना नयी पीढ़ी का परम धर्म है।

जेके लक्ष्मी सीमेंट की सी.एस.आर टीम के चेतन रावल, किशोर वी. रावल एवं महेन्द्र पुरोहित ने वृद्धजनों को निम्बू-चम्मच दौड़ एवं बकेट-बॉल का खेल खिला कर उनके चेहरों पर वास्तविक मुस्कान ला दी। खेलों में प्रथम, द्वितीय एवं तृतीय आने वाले सम्भागियों को अलग से इनाम द्वारा सम्मानित किया गया।

## साक्षरता अभियान एवं प्रेरक प्रशिक्षण कार्यक्रम

जेके लक्ष्मी सीमेन्ट कारखाने के आस-पास के गांवों व आदिवासी क्षेत्रों में निरक्षर महिलाओं व बालिकाओं को शिक्षित करने के लिए साक्षरता अभियान संचालित करती हैं। इस अभियान के तहत संस्था द्वारा साक्षरता केन्द्रों को संचालित करने के लिए नियुक्त प्रेरकों का प्रशिक्षण कार्यक्रम दिनांक २५ सितम्बर २०१४ को आयोजित किया गया। प्रेरक प्रशिक्षण कार्यक्रम में लोटाना, आपरी खेडा और वारकी खेडा की विभिन्न फलियों में संचालित साक्षरता केन्द्रों के प्रेरकों ने भाग लिया। संस्था के साक्षरता अभियान के प्रशिक्षक किशोर रावल द्वारा प्रशिक्षण दिया गया। वर्तमान में आसपास के गांवों के आदिवासी क्षेत्रों व फलियों में १५ साक्षरता केन्द्र संचालित हो रहे हैं।

जेके लक्ष्मी सीमेन्ट साक्षरता अभियान के साथ शिक्षा से वंचित व ड्राप आउट बच्चों को स्कूल में नामांकित होने को प्रेरित करती है। नये शिक्षा सत्र २०१४-१५ में संस्था के आसपास के ७ सरकारी विद्यालयों में ७५ बच्चों को नामांकित करवाया गया। साथ ही आदिवासी छात्रावासों में २४ आदिवासी छात्राओं को प्रवेश दिलवाया। संस्था द्वारा प्रवेशोत्सव का आयोजन किया गया जिसमें नव प्रवेशित बच्चों को तिलक लगाकर, मुंह मीठा कर स्वागत किया गया। सभी बच्चों अनुसूचित जनजाति के हैं। संस्था द्वारा नामांकित सभी बच्चों को संस्था की ओर से शिक्षण सामग्री भी वितरित की गयी।

संस्था के आसपास के आदिवासी बाहुल्य क्षेत्र की सरकारी विद्यालयों में आदिवासी बच्चों को अंग्रेजी भाषा सिखाने के लिए संस्था के द्वारा नये शिक्षा सत्र २०१४-१५ में ६ विद्यालयों आदर्श, डुंगरी, बसंतगढ़, आदिवासी बालिका छात्रावास-आपरी खेडा, लोडर कॉलोनी और वालोरिया में योग्यताधारी शिक्षकों को नियुक्त किया गया है।

## कौशल विकास कार्यक्रम

हमारी संस्था जेके लक्ष्मी सीमेन्ट अपने सामाजिक दायित्वों का निर्वहन करते हुए आस-पास के गांवों व आदिवासी क्षेत्रों के विकास के लिए विभिन्न योजनाएं संचालित कर रही है। संस्था के आसपास की आदिवासी महिलाओं को आत्मनिर्भर बनाने हेतु संस्था ने कौशल विकास कार्यक्रम की शुरुआत की है। इस कार्यक्रम के तहत आसपास के गांवों व आदिवासी क्षेत्रों में महिलाओं के लिए सिलाई प्रशिक्षण केन्द्र आयोजित किये जा रहे हैं। यह कार्यक्रम महिलाओं के बीच बहुत ही लोकप्रिय हो रहा है।

गांव बसंतगढ़ के भूटेश्वर फली में सिलाई प्रशिक्षण केन्द्र पर कुल २२ आदिवासी महिलाओं ने सिलाई कार्य सीखा। सिलाई प्रशिक्षण केन्द्र पर आदिवासी महिलाओं को थैली, फंजाबी ड्रेस, स्कर्ट, घाघरी, ब्लाऊज और छोटे बच्चों की स्कूट यूनिफार्म की सिलाई करना सिखाया जाता है। सिलाई कार्य का प्रशिक्षण प्राप्त कर चुकी कुछ महिलाएं अपने घर पर सिलाई कार्य कर आजीविका कमा रही हैं।

कार्यक्रम की सफलता को देखते हुए संस्था प्रबन्धन ने इस कार्यक्रम को दूसरे गांवों में भी शुरु करने का निर्णय किया। इसके तहत वर्तमान में दो सिलाई प्रशिक्षण केन्द्र पुरावत फली (बसंतगढ़) और साझा बस्ती (लोटाणा) में आयोजित किये जा रहे हैं जिसमें आसपास की फलियों की आदिवासी महिलाएं भाग ले रही हैं। अभी तक आयोजित चार सिलाई प्रशिक्षण केन्द्रों पर ८६ आदिवासी महिलाओं ने सिलाई कार्य सीखा।



## 5 QUESTIONS

- Ques 1) How many benefits does JK Lakshmi Pro+ Cement promise?  
(A) 4 (B) 5 (C) 6 (D) 7
- Ques 2) In how many cities of Rajasthan was JKLC Pro+ Cement sold at Big Bazaar?  
(A) 3 (B) 4 (C) 5 (D) 6
- Ques 3) In which city did the BATSIM program take place?  
(A) Dehradun (B) Ludhiana  
(C) Udaipur (D) Jaipur
- Ques 4) The \_\_\_\_\_ AGM took place in 2014  
(A) 73rd (B) 74th (C) 75th (D) 76th
- Ques 5) How many people were felicitated in CSR program "Muskaan Pariyojna"?  
(A) 95 (B) 96 (C) 97 (D) 98

Send in your entries through e-mail to Abhik Bhargava (abhikb@lc.jkmail.com). Lucky Winners will get SURPRISE GIFTS!

## RESULT OF CONTEST VOL. LVIII

Thank you readers! We are thrilled by your participation. Congratulations to all the Winners. Keep participating and win exclusive prizes.

**CONTEST  
WINNERS**



Umesh  
Jaykaypuram, Sirohi



Naveen Vyas  
Jaykaypuram, Sirohi



Lokeshwar Verma  
Durg

## HUM SAATH SAATH HAI

JK Lakshmi Cement is proud of the strong bond it shares with its team of dealers. We are thankful to our dealers for their committed support. It is because of them that we have reached where we are.

One such dealer is Shri Somaram Prajapati of Ashapuri Cement/Pindwara. Starting with JK Lakshmi Cement in a small way in 1988, today the enterprise has sales of Rs. 12 crore and a network of 9 retailers in its territory.

JK Lakshmi Cement is proud of its association with such partners who create win-win situations.



Mr. Somaram Prajapati



Ashapuri Cement Trading Co.

We would like to thank  
Shri Dinesh Pandya and Shri S. R. Chitnis  
for their contribution to this edition of Shilalekh

Kindly send your suggestions / comments to Abhik Bhargava at:  
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