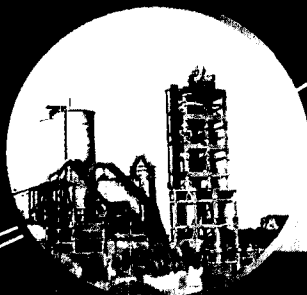


**A STORY
OF A GLORIOUS PAST,
SPLENDID PRESENT
& PROMISING FUTURE**

ANNUAL REPORT 2007-08



JK LAKSHMI
CEMENT Ltd.



www.reportjunction.com

JK Lakshmi Cement Ltd. Changing Face of India

Over a period of time, India has evolved from an agrarian economy to an industrialised economy. Now it is seen as a country producing world-class entrepreneurs, efficient managers and highly skilled technocrats.

Undoubtedly, the 21st century is the best period to be an Indian. The country's

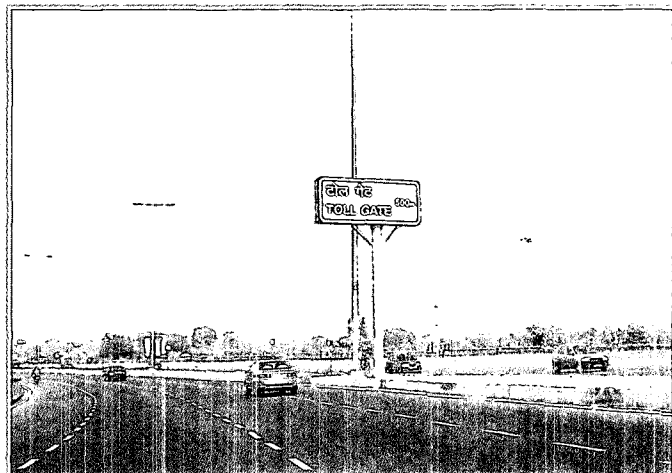


liberalisation policies have paved a path for an unprecedented growth in almost every sector. Today, Indian entrepreneurs are making their presence felt in the world economy and laying the footprints for India to emerge as the next big super power.

In recent years, India's infrastructure sector has witnessed a remarkable growth. The country's skyline is changing rapidly. In this changing phase, JK Lakshmi Cement is lending its support to make the country structurally strong. The mazboot bridges, flyovers and condominiums are a few

testimonials of our contribution in building the nation.

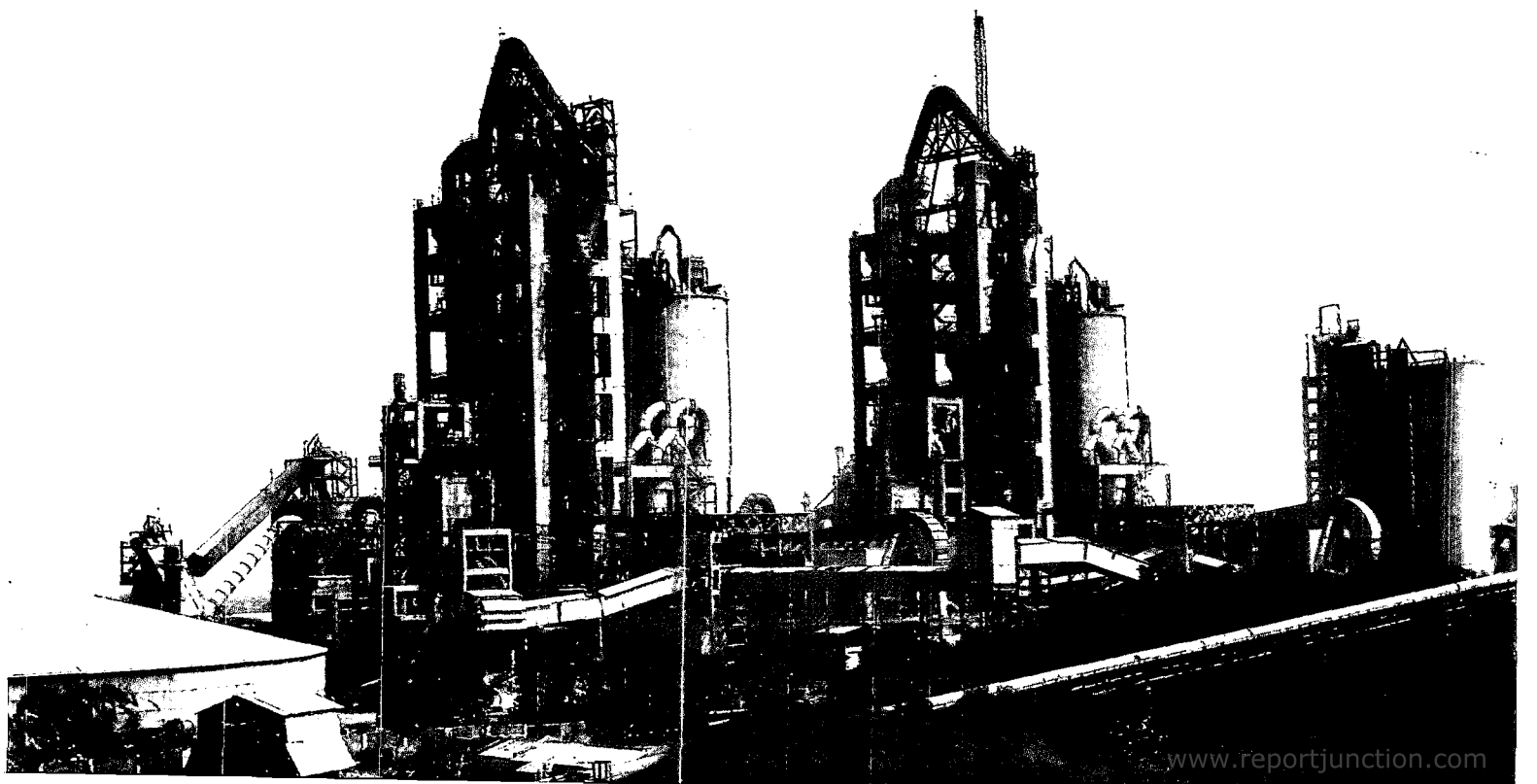
The journey of JK Lakshmi Cement started in the year 1982, in Sirohi District of Rajasthan. It was a tribal area with hardly any infrastructural support. But these challenges did not deter the dreams of our late Shri Shripatiji Singhania, to set up a plant with 5 lac MT capacity. Today, the plant has reached a capacity of 36.5 lac MT. The Company has flourished under the able leadership of Shri Hari Shankar Singhania, our Chairman and the two Managing Directors supported by a highly motivated professional management team. All these years, we have not only produced cement of highest quality but have also built trust and goodwill amongst our esteemed stakeholders.



1982 - Then



2008 - Now



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Chairman's Message



India with its GDP exceeding one trillion US \$ and strong economic fundamentals is fast emerging as a global economic power. The appetite for a host of new goods and services is being fuelled by the growing consumer class and young population. Increased rural connectivity and prosperity would also change the dynamics of the Indian market beyond recognition in the years to come. All told, India is in the midst of an exciting economic revolution.

The Company completed 25 years of cement business in August 2007 - a journey with many ups and downs. JK Lakshmi Cement has learnt useful lessons during this period and emerged stronger. Its resilience is clear from the way it handled difficult situations and in the process converted challenges into opportunities by consistently following growth oriented strategies.

With the dynamic growth in the Indian economy, the construction industry would see a paradigm shift. This will give rise to fresh challenges for newer methods and technologies of construction, calling for innovative solutions from the allied industries including cement. I am happy that JKLC is geared to meet these challenges and face the future with greater determination and confidence.

Hari Shankar Singhania

Board of Directors

Hari Shankar Singhania
Chairman

Bharat Hari Singhania
Vice Chairman & Managing Director

B.V. Bhargava

Vinita Singhania
Managing Director

Dr. Raghupati Singhania

Pradip Roy

Nand Gopal Khaitan

S.K. Wali
Whole-time Director

V.K. Guruswamy

Shailendra Chouksey
Whole-time Director

COMPANY SECRETARY Brijesh K. Daga

OFFICES

Registered Office - Jaykaypuram-307 019, Basantgarh, District Sirahi (Rajasthan).

Administrative Office - Nehru House, 4, Bahadur Shah Zafar Marg, New Delhi-110 002.

PLANT

JK Lakshmi Cement, Jaykaypuram-307 019, Basantgarh, District Sirahi (Rajasthan).

AUDITORS

Lodha & Co., Chartered Accountants

BANKERS

State Bank of India
Punjab National Bank
Canara Bank
Bank of Baroda

**REGISTRAR & SHARE
TRANSFER AGENTS**

MCS Limited, Shri Venkatesh Bhawan, W-40, Okhla Indl. Area, Phase-II, New Delhi-110 020.
Ph. (011) 41406149, 41406151-52, 41609386, 41709885. Fax No. 91-11-41709881

COMPANY'S WEBSITE

www.jklakshmicement.com

All Inclusive Growth

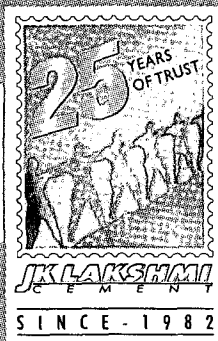


A healthy financial performance is a business imperative for any Company. However, our Group has always believed that to be truly successful in the long run, all those associated with us, directly as well as indirectly, must also prosper. Way back in 1972, my late father Shri LakshmiPatji Singhania had said, "We seek a society which is proud of its past, conscious of the present and full of hope for the future - a society in which every citizen would be equally conscious of his rights and responsibilities."

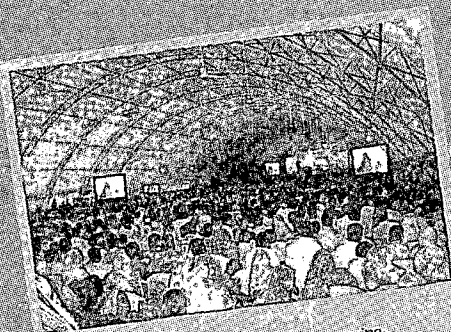
We, at JKLC have been able to live this philosophy and serve the stakeholders, society and nation at large. Our impressive performance on all fronts has resulted in all-round growth of the Company which in turn has led to the prosperity of all the stakeholders.

A handwritten signature in dark ink, appearing to read "Bharat Hari Singhania". The signature is fluid and cursive.

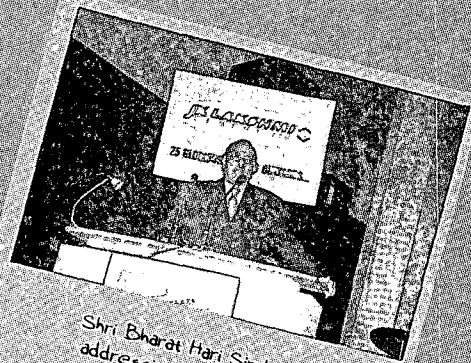
Bharat Hari Singhania
Vice Chairman & Managing Director



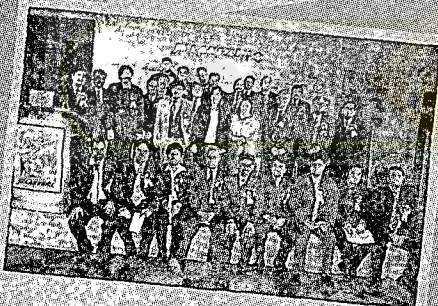
Memorable Moments of our Silver Jubilee Celebrations



Enthralled Audience enjoying 25 years celebrations at Jaykappuram



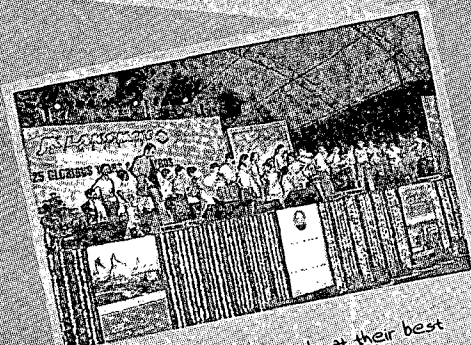
Shri Bharat Hari Singhania addressing the audience



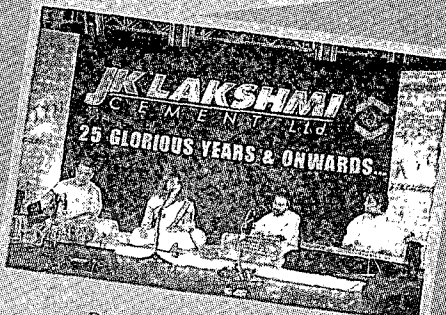
Team JK Lakshmi at Delhi



Sh. Narpot Singh Raju, Honble Industry Minister, Govt. of Rajasthan lighting the lamp at Jaykappuram



Sudesh Bhosle & Kids at their best



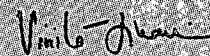
Pendaz Masadani mesmerizing the audience at Jaipur

The Stakeholders' Family



JKLC has several stakeholders - from shareholders to employees, business associates to customers, community to country and more. What I find truly gratifying is the spontaneous reservoir of support and goodwill, I have observed over the years, which reached its peak during our Silver Jubilee year. A retired employee insisted on attending our function in Jaipur even though he could barely walk. A key supplier from a leading industrial group complimented us for being one of the first adopters of a successful new technology they had introduced. A dealer told me that he regarded a security deposit with our Company safer than even a bank fixed deposit.

These, and many more such examples, add to our satisfaction on achieving our best ever performance. We have ambitious plans for the future, including the setting up of a new Greenfield project, and are confident of meeting the heightened expectations of all our stakeholders in the years to come.



Vinita Singhania
Managing Director

Together We Prosper

Today, JK Lakshmi Cement is one of the leading cement companies in the country. Our consistent performance is a result of our firm conviction in the policy of "All Inclusive Growth". We strongly believe that a company can grow only when it includes the larger sections of society in its development. We have successfully converted our policy into results.

OUR EMPLOYEES

Highly engaged and empowered employees are critical to business success. We are proud of having a passionate, focused and a cohesive team of professionals. They have a sense of ownership, enjoy autonomy and at the same time have taken accountability for delivering outstanding results.



Team-building outbound river rafting camp at Shivpur, Rishikesh



"Caring for" our employees, is the main tenet of the organisation's core values. Our HR policies focus on the competency development of employees, innovative interventions to

motivate them and meeting their ever increasing aspirations. All the initiatives are within the framework of transparency, fairness and equity.

Mentoring programmes, Young Leader Forums, Cross-Functional Teams are platforms to bring out their best. Lot of emphasis is laid on continuous learning and self-development through seminars, classrooms and outbound programmes. No wonder, we feature in the top 10 companies of the country, for our best HR Practices, as per the Business Today - TNS Mercer survey. We have also been conferred with many awards for innovative HR practices.



Presentation at IIM, Bangalore

"At JK Lakshmi Cement, the top leadership is committed to unleash the full potential of each employee.

The work-force is an excellent combination of experienced and young movers and shakers. We offer a work culture where every individual gets an opportunity to grow with the Company."

Dr. P. V. Bhide, President (Corporate HR)