

## MAZBOOT RETURNS



**MAZBOOTI GUARANTEED**

# Snapshots



The Hon'ble President of India with the winners of Lakshmipat Singhania - IIM, Lucknow National Leadership Awards. Seen in the photograph are Shri Hari Shankar Singhania, our Chairman and Shri Bharat Hari Singhania, our Vice Chairman.



Gujarat plant inauguration - Rallies from our different markets of Gujarat.



## *Chairman's Message*

The year that went by, was not one that the world will forget easily. What started off as a turmoil in the financial sector of the advanced economies, snowballed into a full-blown crisis in many other sectors of the economies all over the world.

It is to the credit of the policies followed by the Indian Government that our economy managed to weather the storm better than many. Our financial markets, particularly banks, continued to function normally. India's comfortable foreign exchange reserves allowed us to manage the balance of payments despite reduced exports and capital inflows. Inflation was brought under control. Programmes like National Rural Employment Guarantee (NREG) Scheme as well as farm loan waivers helped rural demand to be buoyant.

The growth figures for cement demand in the last quarter showed positive outcome of the stimulus packages. The formation of a stable Government at the Centre augurs well for the Economy. The new government has rightly focussed on rapid development of infrastructure including roads and housing. Encouraging lending for housing with emphasis on low cost housing would provide fillip to the cement demand. The industry is investing heavily in capacity creation for meeting our burgeoning future needs.

JK Lakshmi Cement Ltd. grew significantly in this financial year by increasing its capacity by nearly 30%. Further increase in the capacity by 3 million tonnes is envisaged by expansion as well as by setting up a new Greenfield Cement Plant at Durg in the State of Chattisgarh.

I am confident that "Mazboot" foundation built by the Company will stand in good stead to seize the emerging opportunities.

I am sure we will have the continuing support of all the stakeholders – distributors, vendors, financial institutions, shareholders and last but not the least the employees in the company's march towards faster growth.

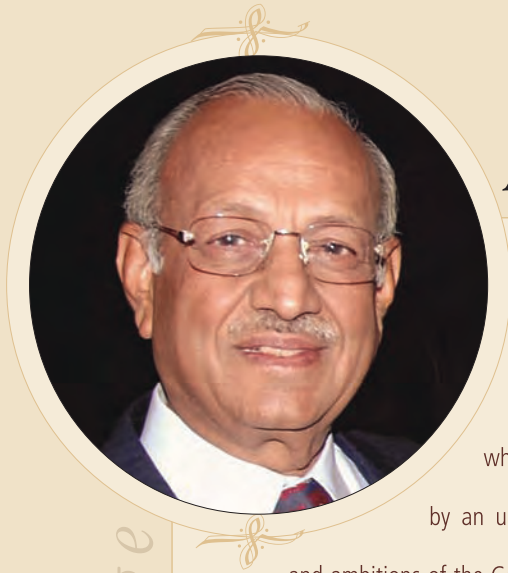
Hari Shankar Singhania

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## *Auguring a prosperous tomorrow*

The Indian society is undergoing a significant transition driven by aspirations and ambitions. It is a situation like never before, when desperation has been replaced by hopes, and procrastination by an urge for rapid progress. To meet the growing needs, aspirations and ambitions of the GenNext, we need sustained high growth in all areas – agriculture, manufacturing and services, which is so essential for all-pervasive and participatory growth and the quintessence of inclusive growth.

This needs to be supported with massive investments in social capital formation, encompassing health, education and housing, for an overall improvement in the quality of life in rural as well as urban habitats. We, at JK Group, truly believe in the philosophy of inclusive growth encompassing all sections of the Indian community, and have been actively involved in numerous Corporate Social Responsibility initiatives. We, in JK Lakshmi Cement, provide the backbone for the infrastructure development so vital for addressing the national agenda. Inspired by this guiding principle of our business, we are committed to servicing the cause of all stakeholders and are confident of securing for our economy a place of prominence in the global economy.

**Bharat Hari Singhania**

Vice Chairman & Managing Director



# THE YEAR THAT WAS...

## *Launch of Gujarat Plant*



Mr. Bharat Hari Singhania, VC & MD and Mrs. Vinita Singhania, MD flagging off the first consignment from our Gujarat plant.



Mr. Om Puri, our Brand Ambassador with the MD and other company officials at the launch event held at Ahmedabad.

## *Launch of JK Lakshmi Champs*



Lighting of the lamp at the launch of JK Lakshmi Champs- Winning Together, a CRM programme for channel partners.

## *JK Lakshmi comes to Pune*



Mr. Shailendra Chouksey, Whole-time Director and Mr. C.S. Sadasivan, Chief of Marketing with Mr. Azharuddin at the Pune launch.

## *The Numero Uno in Energy Conservation*



Mr. S Chouksey & Mr. Ganpat Singh accepting the National Award for Energy Conservation from Hon'ble Minister of Power, Shri S.K. Shinde.

## *CEO with HR Orientation Award*



Mrs. Vinita Singhania, MD, receiving the coveted award at the 16th Asia Pacific HR Congress.

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## *Together to get there*

In today's business environment when access to capital and technology is relatively easier, the cutting edge lies in developing a highly motivated, committed and talented pool of employees and business partners who are willing to take on the challenges arising out of the cyclicity of business. Towards this end, our endeavour has always been to create "Mazboot Rishtey" amongst our stakeholders as well as foster an environment where team spirit, innovation and creativity are constantly encouraged.

This focus with emphasis on innovation has led us to constantly offer unique services including value added products, resulting in our scaling higher level of customer satisfaction. Our team has constantly worked on improving the efficiencies of all the functions which resulted in optimized fuel combinations, smart purchases and cost improvements, in a year when there was all-round increase in the input costs. It is a matter of great pride for me that this emphasis on the Team Spirit has enabled the company to continuously increase its capacity, nearly doubling in a matter of three years, that too at much lower Capex than the standards. The capacity utilization at 104% during the year is also much higher than the industry's average. The "Mazboot Team" built by us over the years has truly delivered through thick and thin.

I am confident Team JK Lakshmi would continue to display the same spirit to face future challenges and excel in every initiative they undertake.

A handwritten signature in black ink, reading "Vinita Singhania".

Vinita Singhania  
Managing Director



# Board of Directors



Hari Shankar Singhanian  
*Chairman*



Bharat Hari Singhanian  
*Vice Chairman &  
Managing Director*



B.V. Bhargava



Dr. Raghupati Singhanian



N.G. Khaitan



Dr. Ajay Dua



Amita Narain



K.N. Memani



Pradeep Dinodia



Shailendra Chouksey  
*Whole-time Director*



S.K. Wali  
*Whole-time Director*



Vinita Singhania  
*Managing Director*

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**COMPANY SECRETARY:** Brijesh K. Daga

**OFFICES:** **Registered Office** - Jaykaypuram-307 019, Basantgarh, District Sirohi (Rajasthan).

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

**PLANTS:** I. JK Lakshmi Cement Limited, Jaykaypuram-307 019, Basantgarh, District Sirohi (Rajasthan).

II. JK Lakshmi Cement Limited, Motibhoyan, Kalol, District Gandhinagar (Gujarat).

**AUDITORS:** Lodha & Co., Chartered Accountants

**BANKERS:** State Bank of India Punjab National Bank  
IDBI Bank Ltd. Canara Bank

**REGISTRAR & SHARE  
TRANSFER AGENTS:**

MCS Limited, F-65, First Floor, Okhla Indl. Area, Phase-I, New Delhi-110 020  
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