

## **COMPANY PROFILE**

The year-1982.

The place- a remote area in the zero-industry district of Sirohi in Rajasthan.

The story of JK Lakshmi Cement Limited thus began. And as it has completed more than 25 years of its glorious existence, the company is renowned for its strength, quality and performance.

One of the established names in the cement industry, JK Lakshmi Cement Ltd has state-of-the-art plant at Jaykaypuram, dist. Sirohi, Rajasthan. With the capacity expansion and further commissioning of a split location grinding unit at Motibhoyan, Kalol (Gujarat), the combined capacity of the Company today stands at 4.75 Mn. MT per annum. With the use of the latest technology from M/s Blue Circle Industries and modern equipments from M/s Fuller International of USA, the Company is going from strength to strength.

It is also the first cement producer of Northern India to be awarded an ISO 9002 certificate and be accredited by NABL (Department of Science & Technology, Government of India) for its Lab Quality Management systems.

JK Lakshmi Cement manufacturing facility has been rated amongst Greenest Cement Plant of India by CSE GRP 2005 thus highlighting our commitment to the environment even while ensuring the highest standards



of quality for our products. We have also won the Productivity Excellence Award 2007-08, Energy Conservation Award 2008, NCB award 2007, Building Leadership Award 2007, National Award for Environmental Excellence & Energy Management 2007, Golden Peacock Award for Corporate Social Responsibility 2007, ICWAI National Award 2007 for Excellence in Cost Management, The Pinnacle Cement 2006 award by MTech Zee TV, Green Tech Safety Award and a place of pride amongst the top ten companies in India in HR practices. (as per the Business Today- TNS Mercer survey).

Its wide network of 70 cement dumps and over 2200 dealers spread across the states of Rajasthan, Gujarat, Delhi, Haryana, U.P., Uttaranchal, Punjab, J&K, Mumbai & Pune and the vast pool of highly trained & dedicated marketing and technical service team helps the Company to service its customers at their doorstep.

The First Cement Manufacturer in Northern India to introduce coloured bags, JK Lakshmi Cement's Technical Service Cell provides construction solutions to its customers & carries out regular & innovative contact programmes with Individual House

Builders, Masons and Business Associates to keep in tune with their needs and requirements.

Keeping in touch with the global construction trends & changing needs of customers, the company has introduced state-of-the-art Ready Mix Concrete (RMC) with the brand name” JK Lakshmi Power Mix”. Currently, the company has 10 fully operational plants in Western & Northern regions of the country and is further expanding in this area. ‘JK Lakshmiplast’ the first premium branded Plaster of Paris (POP) in Northern India is another value added product launched by the Company for discerning customers.

An integral part of Major Projects like IGNP, Sardar Sarovar Dam, Golden Quadrilateral and major corporations like L&T, Reliance, NTPC, Essar and Airport Authority of India, JK Lakshmi Cement has become the preferred choice among the customers because of its consistency, high level of quality and impeccable customer service.

A true showcase of 'Mazbooti Guaranteed', the Company has been able to connect very strongly with its customers at an emotional level. With this thought as a constant reminder of company's values, everyone at JK Lakshmi strive to keep up the standards and continue with the good work for many years to come.