



# JKNEWS

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## Durg Cement Plant Starts Production

Offers multiple grades of high quality cement like OPC, PPC, Slag cement



**JK Tyre on expansion mode**

**Set to acquire Birla's Haridwar Unit**



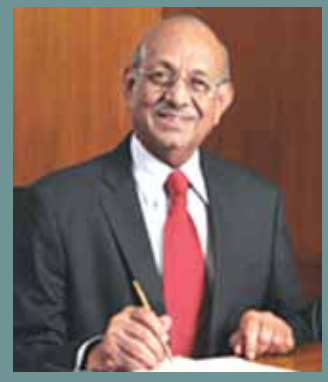
**JK Paper reaches milestone**

**Mr Harshpati Singhania strikes the gong at BSE**



**PSRI shows the way**

**Rare kidney transplant done**



**Mr Bharat Hari Singhania,**  
President, JK Organisation

Dear All,

I on my own, and on behalf of our Group, wish each one you and your family a very happy and prosperous New Year 2016.

A New Year is not only the time to celebrate our accomplishments and the milestones crossed, but to explore new horizons and set up new dreams. We also take this opportunity to dedicate ourselves to the tasks in the year ahead.

Looking back, one of the outstanding milestones of the year was that we doubled our turnover over the past 5 years, in line with the vision we had set out for ourselves. This was achieved on the strength of substantial capital expenditure across our businesses, which exceeded Rs 5,000 crore. More importantly, it reflected our firm belief in the India growth story. This growth has further cemented our businesses and their reach in over 100 countries around the world.

The year 2015 can be termed as “Year of Growth” and a “Year of Quality” for our businesses. Our people, be they in Manufacturing, Marketing, Finance, Procurement or HR, brought about commendable improvement and excellence in operations.

**JK Tyre & Industries**, pioneers of radial tyres in India, continued to maintain its leadership position and has now become the preferred suppliers to several OEs across product categories. Its recent acquisition of the Laskar (Haridwar) unit of Birla Tyres is a major milestone which will further strengthen its position besides giving the company entry into the fast growing two and three-wheeler tyre market.

**JK Paper Limited** achieved its best ever performance in the year 2014-15 by crossing the turnover of Rs 2,500 crore. In spite of higher raw material prices and limitations of pricing of the finished products due to imports, we stood our ground and introduced more high value-added products in the market which have been well accepted.

**JK Lakshmi Cement** continues its enviable leadership position of being the lowest cost producer in the cement industry. Our new grinding units in Gujarat and East and the new clinkerisation facility in Udaipur will soon get commissioned. These will take our capacity to nearly 12 million tonnes, a matter of satisfaction for the Group considering that the capacity was about 5 million tonnes two years back.

**JK Fenner ((India) Limited** continues to be the market leader in power transmission belts. JK Fenner Oil Seals, Hoses, Vibration Dampers are all well accepted in the market. The company’s thrust in global markets continues as it moves forward confidently on this trajectory of growth.

**JK Agri-Genetics** is a R&D-led seed development company that serves the farming community to meet their productivity challenges and increase their incomes. It continuously researches and develops hybrid genetic modified and non-genetic modified seeds of various crops like cotton, rice, jowar, bajra, maize and vegetables that are distributed through more than 40,000 retailers across the country.

*Watch the full speech at: <https://youtu.be/38eovlf0Of4>*

The company to ride into 2/3 wheeler markets

**JK Tyre set to acquire Birla unit at Laskar in Uttarakhand**

JK Tyre & Industries, the country’s third-largest tyre maker, is set to ride into the two-and three wheeler market this year. The company is giving final touch to the plan while firming up its capacity and closing the acquisition process of the recently acquired Birla tyre unit.

As per the contours of the acquisition plan, Kesoram Industries’ wholly-owned subsidiary Cavendish Industries, which houses the tyre factory in Laksar, is being acquired by JK Tyre. The cost is pegged at about Rs 2,200 crore.

The New Delhi-based JK Tyre currently makes tyres for all segments in the four-wheelers and above categories and is the market leader in the Truck Bus radial segment with 33 % share.

The acquisition will provide further impetus towards expanding in the truck and bus radials segment while helping JK Organisation company get a strong impactful entry into the two/three-wheeler segment.

Pioneers of the radial technology in India, JK tyre has also been the torch-bearer of motor sports in India. Even before the world came to know about the F1s, JK Tyre was a name synonymous to rallies in India and was the first to introduce

karting and organised championships in this field.

JK Tyre is driven by a mission to be amongst the most admired companies in India. It is the market leader in truck and bus radials in India and exports to over 100 countries around the world. The product range is comprehensive and caters to all segments from farm to off-roaders.

The Company has a combined capacity of more than 20 million tyres annually manufactured in six plants in India and three plants in JK Ternel, Mexico. JK Tyres are a common sight from taxis to Sedans on the streets of New York and the Highways of Europe in six continents around the world.

JK Tyres’s premium brand identity can be attributed to the superior technology, performance and the durability of its products. A strong believer in the adage ‘People make the Organisation’ it provides a challenging and fulfilling work environment to its people.

A good corporate citizen, it supports initiatives in health care, education, culture and environment, known for green initiatives it started a revolution by unveiling the nation’s first eco-friendly coloured radials.



Ranks highest in overall customer satisfaction

**JK Tyre is on the top in JD Power’s TCSI study**

JK Tyre & Industries Ltd, pioneer of radial tyres in India, has been ranked highest in the JD Power 2015 India Original Equipment Tyre Customer Satisfaction Index (TCSI). JK Tyre received the highest rank for its superior quality and many years of relationship with the Indian consumers, in the TCSI Study conducted annually by JD Power.

“Quality is the cornerstone of our brand promise and this commitment further strengthens our focus in delivering quality products and services to our consumers. The award underscores JK Tyre’s continuous product innovation and its understanding of the Indian roads,” said Dr Raghupati Singhania, Chairman and Managing Director, JK Tyre & Industries Ltd.

The ‘JD Power 2015 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study’ carries responses from over 4,000 car owner participants, especially those who purchased their vehicles between May 2012 and August 2013.

According to the JD Power study, customer-reported problems with original equipment (OE) have reduced substantially in OE tyres during the past five years in India. This trend indicates improvement in the quality of OE tyres, according to the study.

JK Tyre has got the highest scores in overall customer

satisfaction with 881 points. The key factors behind JK Tyre’s exceptional performance have been the Appearance (tyre design and styling), where it got 882 points, and Ride (quality and handling), where it got 886 points.

JD Power Asia-Pacific, one of the leading global marketing information company, has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam.

JK Tyre pioneered the radial technology in India way back in late 1970s. It is also the market leader in Truck/Bus

Radials. While the company holds a leadership position in the segment, it also has a global presence in 100 countries across six continents with six plants in India and three in Mexico. Currently, the capacity across nine plants exceeds 20 million tyres per annum. Apart from passenger car radials, JK Tyre offers a wide range of products across other segments including Radial & Bias, Truck/ Bus, Farm, LCV and OTR tyres.



Set-up at a cost of over Rs 1,700 crore, the plant will reach its peak capacity of nearly 3 MTPA

## JKLC Durg commissioned; starts despatches to Chhattisgarh, Bengal, Odisha

JK Lakshmi Cement, one of India's large cement majors started its commercial production at its newly commissioned cement plant in Durg, Chhattisgarh, with effect from January 19, 2015. Spread over 1,200 acres, the facility has been set-up at a cost of over Rs 1,700 crore and will reach its peak capacity of nearly 3 MTPA. The plant has been set up with the latest state-of-the-art technology, incorporating internationally acclaimed best environment-friendly practices.

JK Lakshmi Cement (JKLC) is part of US\$4 bn JK Organisation, which has been in the manufacturing sector for over 100 years in various sectors important to national growth. It has been in the cement business for over three decades and distinguishes itself on the basis of its innovative practices and initiatives aimed at customer satisfaction. JKLC, a blue

chip company with an annual turnover of over Rs 2,500 crore, started its first plant in Rajasthan in 1982. Today, it has its cement manufacturing facilities in Rajasthan, Gujarat, Haryana and Uttar Pradesh. JKLC also manufactures and markets Ready Mix Concrete (RMC), high grade Plaster of Paris (POP) and Aerated Auto-clave (AAC) Blocks, etc.

The commencement of the Durg plant is in line with the Prime Minister's 'Make in India' campaign to boost economy and growth of this region.

Talking about the new facility, the Whole Time Director of JK Lakshmi Cement, Mr SK Wali, said, "The task of commissioning the plant would have been impossible without the support and co-operation of the state government and local communities, who extended all possible support to our teams during odd situations and helped us implement the project." The factory will be producing multiple grades of high quality cement including, Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Slag cement, etc.

Dr Shailendra Chouksey, Wholetime Director of the JK Lakshmi Cement, expressed his gratitude to the tenacity and determination of the Durg team which helped them sail through various difficulties faced during the construction of the plant. He is confident that the best practices that the company has adopted in other parts of the country, which has enabled it to become the most favourite cement company amongst the cement distributors, dealers and large consumers, will be implemented here as well and would offer unique experience to the ever-growing aspiration of cement users.



## JK Paper organises energy efficiency workshop

JK Paper Ltd organised a workshop on best practices in energy efficiency in the Pulp and Paper sector at Indian Habitat Centre in New Delhi. Dignitaries present for the inaugural were Mr A S Mehta, President, JK Paper Ltd, Dr Ajay Mathur, TERI Chief and Director General, Bureau of Energy Efficiency and Mr Somnath Bhattacharjee, Director, Institute for Industrial Planning.

The workshop focused on latest development under Perform, Achieve and Trade (PAT) model and innovative energy effective technologies for the future. PAT scheme is a 'market-based mechanism', enhancing energy efficiency in large industries through setting targets and certification of energy savings that can be traded. The energy saving targets are assigned on the basis of Specific Energy Consumption (SEC), calculated individually for different sectors.

On the occasion, Mr A S Mehta said, "it is a great platform for knowledge sharing which will pave the way for adaptation of energy efficient practices in order to have a sustained growth with optimal utilisation of our resources. We are pleased to organise this workshop and promote peer-to-peer learning,



outreach and rapid uptakes of best practices and new technologies with paper and pulp sector."

Dr Ajay Mathur said, "The challenge of achieving sustained economic progress has put energy efficiency at the centrestage of our growth agenda. The PAT scheme has geared the optimal utilisation of energy in pulp and paper sector, showcasing significant achievements in the sector."

The Board of Energy Efficiency has also launched Knowledge Exchange Platform (KEP) in partnership with Institute for Industrial Productivity as a mean to achieving continuous improvement in energy efficiency in the industry sectors covered under the PAT in current and subsequent cycles.

The PAT strategy will help in building and expanding the existing capabilities of the industries and linking them with national and global best practice network. This demands participation from various sectors and industries bodies to make this initiative self-sustaining in the long run by being relevant to the industries and value-adding to the services for promoting energy efficiency and management approaches.



Mr Harshpati Singhania, VC&MD of JK Paper, striking the gong at the BSE to mark 50 golden years of the company's listing on the exchange

## JK Paper Limited commemorates golden jubilee at BSE

ON the morning of August 25, a Tuesday, Vice Chairman and Managing Director of JK Paper Ltd, Mr Harshpati Singhania, played a slightly unusual role. As the clock struck 10.30 am on a busy trading day at Dalal Street, Mr Singhania was seen striking the gong at the Bombay Stock Exchange (BSE). It was a historic moment – JK Paper stock had reached a milestone of being traded for 50 golden years on BSE.

JK Paper, one of the India's largest paper companies, celebrated the milestone with a commemorative golden jubilee bell ringing ceremony at the BSE. While highlighting the company's achievements and milestones on the momentous occasion, Mr Harshpati Singhania was accompanied by honourable members of the Board of Directors and senior management – Mr Udayan Bose (Director), Mr Shailesh Haribhakti (management consultant and a former director on the Board), Mr O P Goyal (Wholesale Director), Mr A S Mehta (President) and Mr V Kumaraswamy (CFO) amongst others. Gracing the occasion were several luminaries from the corporate and financial world as well as trade partners, stakeholders and business associates.

Mr Singhania said, "Marking a historical moment in India's corporate history, JK Paper, a part of the over 100-year old JK Organisation, today achieves a rare feat of golden jubilee milestone after listing in 1965. In fact, JK Organisation has been in the paper industry for over 75 years, starting with a 3,600 TPA Board mill at Bhopal (Straw Products Ltd) in 1938.

Today, JK Paper commands leadership position in the paper industry with a combined capacity of 455,000 TPA at its plants in Gujarat and Odisha.

"As we commemorate our golden jubilee, we celebrate the journey of the company as a leader and a socially and environmentally responsible corporate wherein JK's brands are industry benchmarks in their respective categories. JK is the absolute market leader in the Copier Paper segment with a current share of 26 per cent. We are amongst the leading players in Coated Paper and Packaging Board. While the Copier Market in India grew by 6 per cent in FY 2014-15, our Copier Volumes went up by 31 per cent. The way forward is to explore new distribution avenues; enhance customer connect and re-establish premium positioning of JK Maplitho grades," Mr Singhania said while talking about future growth plans.

It recently made a major investment of Rs 1,775 crore to augment capacities of Uncoated Paper at its Unit JKPM in Odisha. The new units include a Fibreline (215,000 TPA), Paper Machine (165,000 TPA), a 55 MW Power Plant, A4 Cutting Line and Robotic Palletizer. In the seven quarters that the new project has been in operation, its sales in uncoated segments have increased by 84 per cent. This has been possible due to the strength its brands command in the marketplace. The cost of production has gone down and margins have increased due to this fully automated plant.



## Helping special kids in rural India to be able, differently

FOR 6-year-old Nandini and her parents future was all about darkness and disparity. Born in Rayagada, one of the interior districts of Odisha, Nandini's parents had figured out that she was a special child for whom life was a big challenge. While the metros are well equipped to train and counsel such children, in the interiors of India life for such special children is very difficult.

But, thanks to the efforts of the local administration and an NGO, who strengthened the hands of JK Paper, a member of JK Organisation, Nandini is not helpless. She may not be able to do things in a way other children of her age do, but things are not as dark. She is just differently abled.

Nutan Gyan Vardhini, a special school, takes care of 30 differently challenged children of Rayagada and Kolnora blocks. The school runs from 10 am to 4 pm and the children are served with breakfast and lunch daily. Children are brought to the school and taken back regularly to their homes by the school bus with an escort service. General health check up camp is organised twice every month by JK Paper Mills. In addition, a physiotherapist also renders his services two times in a week.

The school has three special teachers and three non-teaching staff members, who are primarily responsible to make these kids self reliant through various curriculum and activities, including sports and games, song, drawing and story-telling. Picnics are also organised for these children.

Nutan Gyan Vardhini functions under the supervision of a



### Our Intervention

- Imparting activities of daily living skills (eating, dressing, toileting, mobility)
- Facilitating sanction of Disability Certificate, Disability Pension, Travel Concession Certificate and other welfare benefits.
- Therapy services by occupational therapist.
- Re-scheduling/routines like cooking food, gardening, self-medication, using telephone, managing money, self-managed transportation and housekeeping activities.
- Counseling of parents for sustaining self management effort by the differently challenged children.
- Vocational training for economic rehabilitation of mild and moderately challenged children for self reliance.
- Networking with similar organisations to maximise benefits for challenged children.



monitoring committee, chaired by the Collector and District Magistrate with representatives from sponsoring agencies. When the expenditure exceeds the monthly quota, the amount is met by the District Red Cross Society, Rayagada, which is under the chairmanship of the Collector.

The sole purpose of this project is to rehabilitate the mild and moderate challenged children through vocational intervention, within a span of five years. For four girl students in the school, tailoring has been introduced under vocational training. Profound and severe categories are being imparted with Activities of Daily Living Skills (ADLS) and practices for self management. Individual Development Plan (IDP) for each child has been prepared and assessment of progress is monitored at regular intervals. Parents are also counseled once every quarter to assess the progress of the child. This helps in further streamlining the process as the children spend more than 12 hours at home.

The JK Organisation has taken up this initiative in Odisha aimed at mainstreaming the differently challenged children with the help of appropriate therapeutic services, counseling and vocational training so that they can live with dignity.

## JK Paper Mill unit wins Odisha State Safety Awards

JK Paper Ltd won plaudits at the 'State Safety Awards' organised by the Government of Odisha. The Jay Kaypur Rayagada manufacturing facility has been one of the safest working places for the year 2011 and 2012.

The brand was awarded Sharma Award for Best Performance in Safety for Regular Worker, Best Environment Management and Act of Bravery award for year 2011. Mr Shayam Sundar Mohanty, Operator-G, and Mr Brahmam Achary, Fabrication Fitter cum Blacksmith, won the Sharma Award for their innovative ideas for safety and discharging their responsibilities with dedication. They have helped improve safety, quality and productivity for the manufacturing unit,

which has made it a much healthier environment for work.

The plant has also been crowned with Best Environment Management unit for its initiatives to minimise and eliminate the adverse ecological impacts arising out of the manufacturing process. The Act of Bravery awards went to operators Mr G K Rao and Mr Srikanta Biswal, for their valour and quick movement to avoid a dangerous accident by timely arresting heavy chlorine from its defective tonner valve.

For 2012, JK Paper bagged the Best Occupational Health Care Award and Best Medical Officer for Occupational Health Care award for Dr K V Rao, CMO, for conducting safety awareness workshops to ensure healthier workforce.

**At PSRI, we celebrate life**

Ravi's wife and relatives had given up hope. At just 32, he was fighting death. He was suffering from a complex renal (kidney) disease which had rendered his organs dysfunctional.

Hoping against hope his relatives rushed him to the PSRI hospital at Saket, New Delhi, on a afternoon of Mid-2015. The Nephrology expert at PSRI learnt that Ravi's relatives had approached many hospitals in Delhi for transplant which of course was the last option, but the doctors there were unable to go for the procedure. The potential donor, patient's mother was unable to donate her kidney as she was medically unfit.



While evaluating various options the team of experts at PSRI learnt that Ravi's wife had also volunteered to donate her kidney. But since her blood group was A+ve while her husband's was O+ve, they were of under the impression that the transplant would not be possible.

Transplant coordinator at PSRI explained to them that the procedure was very much possible and that PSRI is well equipped and experienced to carry this out satisfactorily as similar cases were handled in the past.



State-of-the-art operation theatre at PSRI

The assurance came as ray of light at the end of a dark tunnel to Ravi's wife and other relatives. Soon began a complex process of preparing Ravi's body to accept a kidney from his wife. The pre-surgery procedures were conducted over a week and finally came the D Day.

Today, Ravi is a back on his feet and can often be spotted at the malls in Delhi over weekends. For him it's a great feeling to enjoy dinner with the family after he is back from his work. *(Name of patient changed to maintain privacy)*

**JK Lakshmi Cement chosen among 100 most admired brands of Asia**

JK Lakshmi Cement Ltd added one more jewel to its crown at the first Asian Brand Conclave event. The Brand was named among 100 most admired brand of Asia in the infrastructure category at the glittering award ceremony held at The Imperial Hotel, New Delhi on February 20, 2015.



Ernst and Young as their process advisors with research input by White Page International. JK Lakshmi Cement received

the award in recognition of its Brand Value proposition, Marketing Connect and Innovation.

The award was conferred on JK Lakshmi Cement by Admired 100 Asia, an initiative of VWP world brands, which is an international independent platform on branding that recognises and pays tribute to renowned brands that have shown exceptional reliability and sustainability over the years. 'Admired 100 Asia' is a research-based list of selected brands from several Asian countries and have

On this occasion, Mr C S Sadasivan, Chief Executive-Marketing, JK Lakshmi Cement, said, "We are honoured to be chosen among the 100 most admired brands of Asia, which is a great achievement and winning it shows a genuine commitment to protect and fulfil the promises made to the consumer. It's all about ensuring the consistent quality, delivering the same value and customer satisfaction year in and year out."

**JK Lakshmi Cement on Snapdeal**

IN the booming period of e-commerce and online buying, JK Lakshmi Cement, one of India's large cement majors, has tied up with one of the popular e-commerce site, Snapdeal. JKLC will now offer its entire product range, including cement, Plaster of Paris, RMC, AAC blocks and gypsum plaster, on the site in all the existing markets for the products.



Marking the first one in North and East markets, JKLC is the first company to foray in online selling of a multiple basket of products across various geographical states while other are restricted to particular state or city. Providing ease of access to its customers, one can order a minimum of 10 bags of cement at a go.

Dr Shailendra Chouksey, Whole Time Director, JK Lakshmi Cement, said that despite being one of the oldest brands with a legacy of over 100 years, "we constantly aim at adapting innovation measures to ensure ease of access to our customers.

Digital and e-commerce has seen boom in the past couple of years and has proved to be one of the most effective options to reach out to our potential customers. Our sustained approach to innovativeness has enabled JK Lakshmi Cement to become the most favourite cement company amongst distributors, dealers and consumers." He is very positive about this tie-up and believes this will take the brand and the entire construction sector to new heights.

JK Tyre, WIAA, Aamby Valley City come together to celebrate the spirit of womanhood

Mumbai's first 'Women's Rally to the Valley' on Women's Day

IT'S not every day that one witnesses hundreds of elegant and trendy cars driving through the city streets in perfect tandem. But this was not just another day. It was the day when thousands of women came out and gathered to celebrate the spirit of womanhood. It was the *Women's Rally to the Valley* – a women's car rally presented by JK Tyre & Industries Ltd and organised by Western India Automobile Association (WIAA) in association with Aamby Valley City on the occasion of International Women's Day.

Mumbai's first Women's Car Rally had over 250 cars (1,000 women) owning the streets of Mumbai on their special day. The rally commenced from Hotel Sahara Star (Domestic Airport) at 8 in the morning and proceeded through the heart of the city. The participants then passed through Worli Sea Face, Peddar Road, Chowpatty, Marine Drive, Churchgate and reached Aamby Valley, the hosts for the grand culmination ceremony.

On behalf of WIAA, Executive Chairman Mr Nitin Dossa said, "Since WIAA's prime focus is creating awareness in society about road safety, we have now taken initiative to create awareness about women's safety on roads, in public transport and in public places. With growing attacks on women in recent times, it is important to create awareness amongst the

citizens of Mumbai to build a protective society for women."

Present on the occasion Mr Arun K Bajoria, President and Director, JK Tyre & Industries Ltd, said, "At JK Tyre, it's all about making lives safer. We feel that each one of us has a responsibility to make a society that is based on equality and honour." Wishing all the participants, he added, "On International Women's Day, we would like to reiterate our commitment to safety for all and recognise the tremendous contribution made by generations of women folk to the society."

Mr Jean Todt, President, Federation Internationale de L'Automobile (FIA), the world body for Motor Sports & Mobility, was the special guest at the rally. He, along with Mr Bajoria, flagged off the rally amidst loud cheers and camaraderie from the participants. The rally was unique in the sense that 77-year-old Rajkumari S Kasliwal was the first driver to be flagged off by Mr Todt.

Several famous personalities from Mumbai, who have time and again voiced for the rights of women and equality in society, participated with much enthusiasm. Actress Tanvi Azmi, Neerja Birla, veteran rallyist Renuka Kripalani, Deepa Damodaran and yesteryears rallyists Navaz Bhatena Sandhu along with senior Katy Bhatena graced the occasion.



Mr AK Bajoria, Director and President of JK Tyre, flagging off the Women's Rally in Mumbai



## Ranger Series' design ensures best in class braking in most rigorous conditions

### JK Tyre launches Ranger – The premium range of SUV tyres

JK Tyre & Industries Ltd launched its exclusive range of highly advanced multi-terrain tyres, Ranger, in Panaji, Goa, on July 26, 2015. With the Ranger series, JK Tyre aims to augment its presence in one of the fastest growing segments in the Indian auto industry, the Sports Utility Vehicle (SUV) segment. JK Tyre will export the new range of tyres to its international markets.

The Ranger Series is designed to upgrade the overall driving experience of SUVs in India. The Superior DUAL Tread Compound provides maximum grip and control to match the power and size of these vehicles. Ranger tyres will be available in two specialised applications – Ranger A/T, for all-terrain performance, and Ranger H/T for tarmac application. The tyres come in 10 sizes and, therefore, work best with a variety of SUVs available in the Indian market, like Audi Q-series Land Rover Freelander, Fortuner, Nissan X-trail, Terrano, Pajero, EcoSport, Duster, and many more.

Sharing his views on the launch, Mr Vivek Kamra, President India Operations, JK Tyre & Industries Ltd, said, "Technology and R&D have been the driving forces at JK Tyre. Aspiring to augment our presence in each and every product segment, Ranger Series is yet another marvel from our state-of-the-art



R&D facilities." He added, "Being a customer-centric company, this product reiterates our commitment to identify new and emerging customer needs and proactively introduce technologically advanced products to keep pace with changing market scenario."

Ranger Series has been rigorously tested globally by professional race drivers on various terrains and has been assessed as best in class in handling, grip and braking. The Ranger AT Series stops within 4 seconds; be it a dry road or a wet road – on a dry road 100 to 0 kmph in less than 4 seconds and on wet roads 80 to 0 kmph in less than 4 seconds.

The Ranger tyre series was launched at a unique experiential off-road drive along with JK Tyre Off-Road Expo, which was attended by thousands. With this experiential launch, JK Tyre added another feather to its cap by putting it up for experience before the commercial launch, thus demonstrating the potency of its extremely high quality range.

In addition to focusing mainly on India, JK Tyre is also considering organic and inorganic growth in the emerging markets of South-East Asia. The company currently has nine plants across India and Mexico with an annual capacity of around 20 million tyres.

## JK Pro+ cement has 7+ desirable benefits

### Pro+ Cement goes east and west

JK Lakshmi Cement, one of India's large cement majors, introduced Pro+ cement in four major Indian markets this year – Odisha and West Bengal in eastern India and Vidarbha and Gujarat in western India. This follows the commencement of JK Lakshmi's Durg plant. In West Bengal, Pro+ cement entered the southern West Bengal regions like Kolkata, Howrah, Burdwan, Bankura, etc., in the first phase. In Gujarat, where JK Lakshmi is already a well-accepted and formidable cement brand, a series of launch events were held at Ahmedabad and Baroda in presence of business partners and business associates.

The Pro+ cement is manufactured with a special formula providing dense and higher impermeable concrete with 7+ desirable benefits – durability, finish, speed, surety, service, strength and economy – catering to the new age construction needs. Dr Shailendra Chouksey, Wholtime Director of JK Lakshmi Cement is optimistic that Pro+ cement, which will be manufactured in the newly commissioned plant at Durg, will be the highest selling cement in the markets it has been introduced.



## Premium variety ensures high durability

### Platinum Cement launched in Odisha

JK Lakshmi Cement launched its premium variant JK Lakshmi Platinum Cement in the Odisha market. Platinum Cement was unveiled at a glittering function in the Holy city of Puri in presence of company's top officials, business partners and business associates. JK Lakshmi recently entered the Odisha market with the commencement of its Durg plant.

Platinum is a premium cement manufactured with a special MPS (micro particle strength) technology, which results in dense and highly impermeable concrete ensuring high durability. Platinum Cement, launched in an attractive, tamper-proof and moisture-resistant packaging, promises 10 superior benefits catering to the new-age construction needs. These 10 benefits include, superior early and later strength, surety of weight accuracy, all round technical services, speedy construction, smoother finish, overall economy and corrosion resistance. It is an eco-friendly PSC that uses slag as an ingredient.



## AWARDS

### Success of T1 Prima Trucks repeated by Jetracing, the first Indian truck racing tyre

#### JK Tyre Jetracing speeds up the 2nd T1 Prima Truck Racing Championship

JK Tyre demonstrated superiority of its products in the Indian motorsport arena yet again. Jetracing, the first truck racing tyre in India from JK Tyre, was a major success when T1 Prima Truck made its Indian debut in 2014. Experts and international truck drivers swore by the “reliable” and “grippy” tyres from JK Tyre. The ultimate race of the giants took place on March 15, 2015, at the Buddh International Circuit in Greater Noida. The trucks this time were more aerodynamic and much faster than the first season.

Mr Arun K Bajoria, President & Member of the Board of Directors, JK Tyre & Industries Ltd, said, “Although we were excited to know that the Prima race truck are 10 per cent faster with a speed of up to 130 km/h compared to 110 km/hr last year, we took it upon ourselves to develop higher specs tyres. The latest tyre has been developed using new design technique of ‘Tapered tread profile’ completed with ‘HE wire’ and ‘special wire wrap’. These tyres are capable to run up to a speed of 160 km/hr.”



With Jetracing, JK Tyre has reinforced its Truck Radial Technology and motorsport leadership in India. The difference between a usual road tyre and Jetracing tyre is that the contact patch of the latter is optimised to meet the unfathomable turning requirements of a racing circuit. Also, the asymmetric tread pattern is designed for better handling on a dry pavement. It has asymmetric shoulder drop with a rounded outer shoulder for a balanced cornering and lateral stability. The shallow circumferential grooves with optimised groove sections provide excellent heat dissipation. The belt package is optimised in terms of lay and angle for excellent tread stiffness that enhances the steering and handling ability.

JK Tyre has been associated with motorsports for almost three decades and has played a pivotal role in its evolution in India. From the very beginning, JK Tyre has laid down a long-term and sustained approach to invest in motorsport as a route to brand building. It has invested over Rs 100 crore (US\$16.67 million) towards building infrastructure alone.

### Mysore plant brings kudos to company

#### JK Tyre receives Caterpillar award

JK Tyre & Industries Ltd received the ‘2015 Silver Level Certification in its Supplier Quality Excellence Process’ in October. The award was conferred on JK Tyre’s Mysore OTR manufacturing facility in recognition of its high levels of quality, process control, delivery and performance that helps enhance productivity and value to end-users. The facility is also the recipient of the prestigious ‘Golden Peacock Environment Award’ in 2011.



Caterpillar’s Supplier Quality Excellence Process (SQEP) is aimed at recognising suppliers that demonstrate their commitment to excellence, and drive a “zero defects” culture within their organisations. SQEP certification requires suppliers to adhere to

stringent supplier performance standards. This certification demonstrates JKTIL’s strong values and ethical principles in conducting business and the company’s commitment to collaborate with Caterpillar’s objective to implement a culture for “zero-defects” across its supply base.

Speaking on the occasion, Mr Devesh Dabas, Head of Off-the-road Business, JKTIL, said, “Receiving the Silver Level Certification reinforces the commitment to provide world-class products and after-services. We are honoured to earn the award.”

### JUST3D to give a fillip to ‘Make in India’

#### JK Group’s new business initiative

JUST3D is a latest business initiative of JK Organisation which has always been known in India for its pioneering efforts in the field of modern technology.

Armed with the latest state-of-the-art technology, JUST3D is providing services to large scale, medium scale and even the small scale sectors to cater to their Prototyping, 3DScanning or Reverse Engineering needs.

The facility aims to revolutionise the manufacturing processes in India by shortening project-implementation periods drastically without having to invest in high value technology to produce world class products.

JUST3D facilities are also geared up with best equipment and highly skilled manpower to support prototyping services in India with a focus on the government’s initiative of ‘Make in India’.



**New member of  
JK organisation**

# 131<sup>ST</sup> FOUNDER'S DAY



Delhi Lieutenant Governor, Shri Najeeb Jung flanked by Smt. Vinita Singhania and Shri Bharat Hari Singhania at the inaugural session



JK Organisation employees and their kin put up a fantastic cultural show on the occasion



Members of Singhania family pose with the star performers of the day: Shri Vikram Pati Singhania (far left), Smt. Vinita Singhania (in blue sari, centre), Shri Bharat Hari Singhania (in red tie) and Shri Harshpati Singhania (far right)



## Raghupati Singhania inducted in TIA - Hall of Fame 2015

IT was a moment of celebration once again at JK Organisation when Dr Raghupati Singhania, Chairman and Managing Director, JK Tyre & Industries Ltd, was inducted into the "TIA Hall of Fame 2015" on November 2, 2015.

TIA's Hall of Fame award is the highest honour in the world for any individual in the tyre industry.

This award is to honour, preserve and perpetuate the names and outstanding accomplishments of personalities who have brought lasting fame to the tyre, rubber and transportation industries.

The 'Hall of Fame 2015' honour was conferred upon

Dr Singhania by Mr Glen Nicholson, President, TIA, during a ceremony organised on the eve of the Global Tire Expo - Powered by TIA at SEMA (Speciality Equipment Market Association Show) in Las Vegas.

The TIA honoured Dr Raghupati Singhania for his distinguished and exemplary service towards the growth and development of the Indian Tyre industry. He is the third Asian to receive this prestigious award in the last 30 years.

The Tyre Industry Association (TIA) is an international non-profit association representing all segments of the tyre industry.

