



JK Cement LTD.

CIN: L17229UP1994PLC017199

ISO 9001:2000 & ISO 14001 CERTIFIED COMPANY

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Registered & Corporate Office :
Kamla Tower, Kanpur-208 001 (U.P.) INDIA

13th August, 2018

National Stock Exchange of India Ltd.,
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Bombay Stock Exchange Ltd.
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Dear Sirs,

We are pleased to attach:-

- 1) Audited Printed Annual Accounts of J.K. Cement Ltd. for the year 2017-18.
- 2) Business Responsibility Report of the Company for the financial year 2017-18.

Please take aforesaid on record and oblige.

Thanking you,

Yours faithfully
For J.K. Cement Ltd.

(Shambhu Singh)
Assistant Vice President (Legal) & Co. Secretary.



Encl: 1. Audited Printed Annual Accounts for 2017-18
2. Business Responsibility Report of J.K. Cement Ltd. for 2017-18



UNITS:

J. K. Cement Works, Nimbahera
J. K. Cement Works, Mangrol
J. K. Cement Works, Gotan
J. K. Cement Works, Muddapur

J. K. Cement Works, Jharli
J. K. White Cement Works, Gotan
J. K. White, Katni
J. K. Power, Bamania



ANNEXURE D

BUSINESS RESPONSIBILITY REPORT 2017-18

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1.	Corporate Identity Number (CIN):	L17229UP1994PLC017199
2.	Name of the Company	JK Cement Limited (JKCL)
3.	Registered Address	Kamla Tower, Kanpur – 208001, Uttar Pradesh, India
4.	Website	http://www.jkcement.com/
5.	Email id	shambhu.singh@jkcement.com
6.	Financial Year reported	FY 2017-18
7.	Sector(s) that the Company is engaged in (industrial activity code-wise)	Cement and cement related products

Industrial Group	Class	Sub Class	Description
269	2694	26941	Manufacturing of Cement and Cement related products.
		26942	

As per National Industrial Classification – Ministry of Statistics and Programme Implementation

8.	List three key products / services that the Company manufactures / provides (as in balance sheet):	1. Grey Cement 2. White Cement 3. White Cement based Wall Putty 4. Water Proof Compound 5. Tile Adhesive 6. Primaxx
9.	Total number of locations where business activity is undertaken by the Company	Head Office in Kanpur, Central Marketing Office in New Delhi and Cement Plants in Nimbahera, Mangrol and Gotan in Rajasthan, Muddapur in Karnataka and Jharli in Haryana, Katni in M.P.
	Number of International Locations (Provide details of major 5)	--
	Number of National Locations	Head Office in Kanpur, Central Marketing Office in New Delhi and Cement Plants in Nimbahera, Mangrol and Gotan in Rajasthan, Muddapur in Karnataka and Jharli in Haryana, Katni in M.P.
10.	Markets served by the Company - Local / State / National / International	White Cement & White Cement Based Wall Putty –Pan India Grey Cement - Andhra Pradesh, Delhi, Goa, Gujarat, Haryana, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Punjab & Chandigarh, Rajasthan, TamilNadu, Uttaranchal, Uttar Pradesh

SECTION B: FINANCIAL DETAILS OF THE COMPANY (STANDALONE)

- Paid up capital (INR) : 699,272 lacs
- Total turnover (INR) : 470,955.4 lacs
- Total profit after taxes (INR) : 34,315.24 lacs
- Total spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%): During the year, an amount of INR 481.07 lacs was spent on CSR activities. This represents 1.4% of profit after tax spend on CSR activities during the financial year 2017-18.

5. List of activities in which expenditure in 4 above has been incurred:
- 1) Education, Art & Culture & Community Welfare – INR 263.13 lacs
 - 2) Environment– INR 1.43 lacs
 - 3) Rural Infrastructure Development – INR 143.24 lacs
 - 4) Health & Livelihood – INR 73.27 lacs

SECTION C: OTHER DETAILS

1. Does the Company have any Subsidiary Company / Companies?

JKCL has two wholly owned subsidiary Jaykaycem (Central) Limited & J.K. Cement (Fujairah) FZC and one step down Subsidiary i.e. J.K. Cement Works (Fujairah) FZC.

2. Do the Subsidiary Company / Companies participate in the BR Initiatives of the parent Company? If yes, then indicate the number of such subsidiary Company(s).

No subsidiary Companies of JKCL participates in the BR Initiatives of JKCL.

3. Do any other entity / entities (e.g. suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities?

No, none of the entity / entities with whom Company does business participates in the BR initiatives of the JKCL.

SECTION D: BR INFORMATION

1. Details of Director / Directors responsible for BR:

a) Details of the Director / Directors responsible for implementation of the BR policy / policies:

DIN Number : 00050364
Name : Shri Yadupati Singhania
Designation : Chairman & Managing Director

b) Details of the BR Head:

Name : Shri Shambhu Singh
Designation : Company Secretary and Asst. Vice President (Legal)
Telephone no. : +91-512-2371478-81
E-mail id : shambhu.singh@jkcement.com

2. Principle-wise (as per NVGs) BR Policy / policies (Reply in Y / N):

The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs) released by the Ministry of Corporate Affairs has adopted nine areas of Business Responsibility.

Principle 1	Businesses should conduct and govern themselves with Ethics, Transparency and Accountability
Principle 2	Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle
Principle 3	Businesses should promote the well-being of all employees
Principle 4	Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized
Principle 5	Businesses should respect and promote human rights
Principle 6	Businesses should respect, protect, and make efforts to restore the environment
Principle 7	Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner
Principle 8	Businesses should support inclusive growth and equitable development.
Principle 9	Businesses should engage with and provide value to their customers and consumers in a responsible manner

Sl. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	Do you have a policy / policies for	Yes								
2.	Has the policy been formulated in consultation with the relevant stakeholders?	Yes, Views from respective stakeholders, relevant internal and external stakeholders as deemed necessary, have been considered while formulating the respective policies and practices.								
3.	Does the policy conform to any national / international standards? If Yes, specify? (50 words)	Policies and practices meet application regulatory and best practices requirements as evaluated by the organization at the time of their formulation. The same are evaluated and updated from time to time as seen appropriate.								
4.	Has the policy being approved by the Board? If yes, has it been signed by MD / Owner / CEO / appropriate Board Director?	Yes								
5.	Does the Company have a specified committee of the Board/Director / Official to oversee the implementation of the policy?	Yes. Company has in place numerous Board level and other committees in place for looking after different aspects of the day to day business activities, including supervision over proper application and adherence to various company policies and practices.								
6.	Indicate the link for the policy to be viewed online?	Relevant company policies can be accessed and viewed on company website: http://www.jkcement.com/								
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes, policies and practices have been communicated to concerned stakeholders as per their applicability.								
8.	Does the Company have in-house structure to implement the policy/ policies?	Yes								
9.	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Yes. Company has a Whistle Blower Policy with grievance redressal mechanism for stakeholders to raise their grievances.								
10.	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?	Yes. Checks and balances are in place for ensuring strict compliance to various company policies and practices.								

2a. If answer to S. No. 1 against any principle, is 'No', please explain why: (Tick up to 2 options)

S. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	The company has not understood the Principles	-	-	-	-	-	-	-	-	-
2.	The company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles	-	-	-	-	-	-	-	-	-
3.	The company does not have financial or manpower resources available for the task	-	-	-	-	-	-	-	-	-
4.	It is planned to be done within next 6 months	-	-	-	-	-	-	-	-	-
5.	It is planned to be done within the next 1 year	-	-	-	-	-	-	-	-	-
6.	Any other reason (please specify)	-	-	-	-	-	-	-	-	-

3. Governance related to BR:

a) Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.

JKCL has been an advocate and practitioner of sustainable development since its inception. Further, Company inspires to become a renowned sustainable brand name in India and globally. In this regard, the Company evaluates sustainability related risks, performance and present the outcomes to management team and Board for their information and consideration. The sustainability performance of the Company is assessed on continual basis, at least once annually.

b) Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?

The Company publishes sustainability report on annual basis. The sustainability report for FY 2017-18 (under publication) is compliant with the Global Reporting Initiative (GRI) G4 guidelines. The latest report was released for FY 2016 -17, based on GRI G4 guidelines and can be accessed at the following link: <http://www.jkcement.com/pdf/sustainability-report-new-2016-17.pdf>

SECTION E: PRINCIPLE-WISE PERFORMANCE

Principle 1: Ethics, Transparency and Accountability

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Does it extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

JKCL aims at creating an environment where compliance is a central commitment and thrives to adopt greater levels of transparency, objectivity and professionalism. The pillars of good governance i.e. integrity, transparency, trusteeship, accountability and compliance with laws are cemented in our business practices.

Our Board, management and stakeholders help us conduct our operations in an ethical manner. The Company strongly oppose illegal labour practices and exploitation of child labour is strictly prohibited at all our plants and offices. Company has a detailed Code of Ethics and Business Conduct that outlines our commitment on conducting our business in accordance with the applicable laws, rules and regulations with the highest standards of business ethics. A copy of our Code of Conduct is available on the Company's website www.jkcement.com.

The Code is applicable for all members of the organisation. Also, Company have adopted a Whistle Blower Policy which empowers any person associated with the organisation to file a grievance if he/ she notices any irregularity. A proper mechanism has thus been established for the employees to report issues to the management regarding unethical behaviour, actual or suspected fraud or violation of the Company's Code of Conduct or ethics policy.

Further, JKCL has safeguards in place which discourage bidders to engage in any corrupt practices during tendering process.

2. How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

JKCL received 30 shareholder complaints during the FY 2017-18, while no complaints were pending from previous financial year. All the 30 complaints have been successfully resolved during the year.

Principle 2: Goods and services

1. List up to three of your products or services whose designs have incorporated social or environmental concerns, risks and/ or opportunities.

The Company is strategically focusing on development of products and services that help customers build sustainable structures which are more resource-efficient, durable, cost-effective and conducive to human lifestyle. JKCL manufacture a range of products that cater to construction needs from foundation to finish. These include

Grey Cement, White Cement & White Cement based Wall Putty, Water Proof Compound, Tile Adhesive and recently launched Primaxx. The Company has deployed best-in-class technology and processes that use resources and energy optimally thus reducing the impacts of our cement manufacturing activities.

2. For each such product, provide the following details in respect of resource use (energy, water, raw material and so on) per unit of product (optional):

i. Reduction during sourcing / production / distribution achieved since the previous year throughout the value chain.

Making the most efficient use of resources is an objective for the cement industry and an issue of increasing significance for customers and clients. At JKCL, we give highest importance to resource efficiency. Resource efficiency, achieved through responsible management of natural resources, helps in conservation of scarce natural resources as well as enhances the quality output with lesser investments. In this regard, JKCL is investing significant time and effort for technology up-gradation in the areas of process improvement, sustainable development and energy management. JKCL's manufacturing operations consume alternative materials like fly ash, pond ash and slag etc. which help in conserving natural raw materials used for cement production. Further, alternative fuels such as agro waste, carbon black, fibre mass, ETP sludge, liquid mixed waste and solid mixed waste are consumed in kiln firing thus substituting fossil fuels to some extent. As a step towards water conservation, we are continuously exploring opportunities to increase use of recycled water and reduce water consumption across our plant sites.

ii. Reduction during usage by consumers (energy, water) has been achieved since the previous year?

Cement as a product is used for a variety of purposes and by diverse consumers. Hence, it is not feasible to measure the usage (energy, water) by consumers.

3. Does the Company have procedures in place for sustainable sourcing (including transportation)? (a) If yes, what percentage of your inputs was sourced sustainably? Besides, provide details thereof in about 50 words or so.

The Company's sourcing practices are targeted at seeking cost optimization, ensuring environment sustainability, societal interest and resource efficiency. The Company understands the impact of its supply chain and has taken proactive steps to identify the most significant environmental and social challenges within its value chain. JKCL believes that sustainability in logistics can be achieved by using less fuel consuming transport options or selecting

vendors that are situated closer to our manufacturing locations. Screening of transport providers is done based on parameters like newer vehicles, requirement for drivers to carry pollution certificates, requirement for drivers and support staff to always carry safety aprons, helmets, driving license etc. Further, we are shifting towards the rail mode of transportation related to the dispatches of our end products as well as inter unit transfer of clinker. This will help us in further reducing our impact on the environment.

4. Has the Company taken any steps to procure goods and services from local and small producers, including communities surrounding their place of work? (a) If yes, what steps have been taken to improve the capacity and capability of local and small vendors?

The Company favours procurement of goods and services from local vendors. In order to strengthen partnership with the vendors, the Company organizes periodic vendor meet and trainings to discuss possible avenues to facilitate a mutually enriching business. Contractual workforce at the manufacturing plants is sourced from nearby villages through the contractors and are provided year round training including occupational health & safety and are involved in various capacity building programmes. Our primary raw material, i.e. limestone, is sourced (mined) and transported from the captive mines from nearby sources, through dumpers thus having lower transportation impacts. In case of other raw materials, wherein our expectations are not met within the local market or due to lack of availability of required product or services, we procure from outside India.

5. Does the Company have a mechanism to recycle products and waste? If yes, what is the percentage of recycling them (separately as <5%, 5-10%, >10%)? Besides, provide details thereof in about 50 words or so.

The Company's products i.e., cement and power, are not meant for recycling as cement is used in building and construction typically having a high life span and power is

consumed immediately. Further, the cement manufacturing process as such does not involve production of any by products or waste. However, the fly ash generated from the Company's captive power plant during power generation is utilised in blended cements. In this regard, cement plant utilizes the waste of other industries in the form of alternative fuels and raw materials (AFR) which ultimately provides a solution to industrial waste disposal. Further, hot waste gases coming out of Klin process is utilized for power generation through Waste Heat Recovery Power Plants thus reducing power cost and minimizing impact on environment.

Principle 3: Employees

1. Please indicate the total number of employees : 2967
Permanent Employees (as on 31st March, 2018)

2. Please indicate the total number of employees hired on temporary / contractual / casual basis

Category of employees	No of employees
Sub-contracted employees	2710

3. Please indicate the number of permanent women employees : 52 (as on 31st March, 2018)

4. Please indicate the number of permanent employees with disabilities : 8

5. Do you have an employee association that is recognised by the Management? :

The Company has recognized trade unions at our manufacturing plants viz. Gotan, Nimbahera and Mangrol which are recognised by the Management.

6. What percentage of your permanent employees is member of this recognised employee association? :

At JK Cement, none of our permanent employees are part of the recognized trade unions at our manufacturing plants. However, at Gotan, Mangrol and Nimbahera, 100%, 28.2% and 34.45% of our workers respectively, are members of recognized employee associations.

7. Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending as on the end of the financial year.

S. No.	Category	No of complaints filed during the financial year	No. of complaints pending as on end of the financial year
1	Child Labour	Nil	Nil
2	Forced Labour	Nil	Nil
3	Involuntary Labour	Nil	Nil
4	Sexual Harassment	Nil	Nil

8. What percentage of your under-mentioned employees were given safety & skill up-gradation training in the last year?

We strive to upgrade our workforce skills’ levels through various learning and development programs. In this regard, various training needs are identified and provided to our employees include functional, behavioural and Health Safety and Environment (HSE) trainings. Further, we also conduct in-house, on-the-job and external trainer led trainings for our employees. Basic safety induction and training is given to all employees upon their induction in the company. Further, at our manufacturing locations, specific safety trainings are provided to employees based on their job profiles, including for temporary and contractual workforce.

S. No.	Category	Nimbahera	Mangrol	Gotan	Jharli	Muddapur	HO & Marketing
a	Permanent employees	74.53%	76.69 %	100%	100%	77.89%	52.7
b	Permanent women employees	100%	80%	100%	Nil	100%	100%
C	Casual / Temporary / Contractual employees	100%	100%	100%	70%	100%	Nil
d	Employees with disabilities	50%	Nil	100%	Nil	100%	Nil

Principle 4: Stakeholders

1. Has the Company mapped its internal and external stakeholders? Yes / No

Yes, the Company has identified its internal as well as external stakeholders as part of the sustainability reporting process. Engaging with stakeholders is an integral part of the entire sustainability reporting and strategy process that enables understanding of priority issues and reasonable expectations of stakeholders.

2. Out of the above, has the Company identified the disadvantaged, vulnerable and marginalised stakeholders?

Yes, the Company has mapped disadvantaged, vulnerable and marginalised stakeholders in and around areas of its significant operations, and is actively working towards their inclusive growth as part of CSR efforts.

3. Are there any special initiatives undertaken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders? If so, provide details thereof, in about 50 words or so.

The Company, for the betterment of its disadvantaged, vulnerable and marginalized stakeholders, has taken initiatives in the areas of Corporate Social Responsibility that are mainly targeted to bring meaningful difference in the lives of its associated stakeholders.

These initiatives comprise of programs related to education, community hygiene, infrastructure development, livelihood support, vocational training and skill development. The Company has a well-established CSR policy which reflects its objective of creating a positive impact through economic and social development.

Principle 5: Human rights

1. Does the policy of the Company on human rights cover only the Company or extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

Presently, the Company does not have a Human Rights Policy. Any related issue is addressed based on relevant legislations. The Company encourages its suppliers and

contractors to meet with the human rights obligations as applicable to them. Further, the Company’s Code of Conduct, Harassment and Whistle Blower Policies all cover aspects on human rights, and are applicable for all the Company employees and business partners.

2. How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the Management?

In total, 30 complaints have been received from shareholders and 30 complaints have been resolved by the management successfully. There were nil complaints regarding breach of human rights aspects during the reporting period.

Principle 6: Environment

1. Do the policies related to Principle 6 cover only the Company or extends to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

The Health, Safety and Environment policies, rules and regulations of JKCL are applicable to the entire Company including all stakeholders i.e. employees, contractors and other business partners, involved in JKCL’s business activities.

2. Does the Company have strategies / initiatives to address global environmental issues, such as climate change, global warming, and others? If yes, please give hyperlink for webpage etc.

JKCL is aware of its responsibility towards imbibing climate change issues in the strategy itself and taking appropriate action so as to achieve growth in manner that does not harm the environment. The Company’s energy conservation measures include process optimization to improve operational efficiency, use of Variable Frequency Drives (VFD) to conserve electrical power, Installation of Energy efficient equipments, R&D activities and adopting new technologies. During the year 2017-18, these energy conservation measures led to a reduction in power consumption by 13,126,335 kWh thus yielding a saving of INR 2,306.94 Lacs for all plants combined.

Our commitment towards innovation and technology up-gradation is evident from our targeted investments in viable technologies that help us improve the Company's environmental footprint while promising profitable growth. Examples of technology absorption and up-gradation activities include decreasing clinker factor, replacing energy intensive equipment with energy efficient equipment, modification of Bag filter bin in packing unit, astronomical Switch for Auto control of lightings, installation of VFD in CPP for pumps and fans, installation of energy saving equipment such as LED lights instead of conventional lights etc. These initiatives form a part of JKCL's climate protection strategy and for a more detailed reading are available at <http://www.jkcement.com/pdf/sustainability-report-new-2016-17.pdf>.

Further, JKCL understands that natural resources are declining at an alarming rate and hence there is a need to maximise the output from minimum input of raw materials. Our aim is to use natural resources responsibly while reducing our air emissions so that we build a successful future for our Company as well as the Planet. Our approach of integrating responsible business practices into the business operations backed by corporate ethics that go beyond compliance with law and integrity, together, has helped us conduct business in a responsible and sustainable manner.

3. Does the Company identify and assess potential environmental risks? Y/N

Environmental performance improvement is an important pillar of JKCL's business success and so we have a risk management mechanism in place to identify, assess and mitigate the impact of potential environmental risks. As part of our commitment towards Environmental, Health and Safety (EHS) management, we have implemented a fully integrated EHS management system in our manufacturing plants, which are certified by the internationally recognised ISO-9001, ISO-14001, OHSAS-18001 and SA 8000 standards. In addition, we regularly conduct EHS management system audits by third-party certification agencies to maintain the requirements of global standards. We also have implemented Energy Management System (EnMS), ISO 50001 thus achieving improved operational efficiencies.

4. Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof in about 50 words or so. Besides, if yes, mention whether any environmental compliance report is filed?

Currently, no projects related to Clean Development Mechanism have been taken up by the Company.

5. Has the Company undertaken any other initiatives on clean technology, energy efficiency, renewable energy etc. Y/N? If yes, please give hyperlink to web page etc.

JKCL has a strong focus on employing clean technology, increasing energy efficiency and procuring renewable

energy. The Company has undertaken numerous initiatives over the years keeping in mind clean and green technology. Some of these include Waste Heat Recovery, Solar Energy, Rain water Harvesting, Energy Efficiency frequency measures etc. Today, our total waste heat recovery based power generation capacity stands at approximately 18.5% of our total captive power generation capacity, and contributes significantly towards reducing our carbon emissions. Details of these initiatives are covered in the Corporate Sustainability Report issued by the Company every year. To fulfil the minimum requirement of green energy, we have also consumed wind and solar energy.

6. Are the emissions/waste generated by the Company within the permissible limits given by CPCB/SPCB for the financial year being reported?

Yes, the emissions/waste generated by the Company is within permissible limits given by CPCB and SPCB and it employs various measures to maintain compliance with the various applicable emission/waste standards.

7. Number of show cause / legal notices received from CPCB / SPCB, which are pending (i.e. not resolved to satisfaction) as at the end of the financial year.

No show cause /legal notices from CPCB / SPCB have been received by any of the JKCL manufacturing plants during the financial year.

Principle 7: Policy Advocacy

1. Is your Company a member of any trade and chambers or association? If yes, name only those major ones that your business deals with.

The Company is member of various trade and chambers or association, where the senior management represents JKCL and engages in discussions on various topics related to best practices, upcoming regulations, information sharing etc. Some of these associations include:

1. JK Organisation
2. Federation of Indian Chambers of Commerce and Industry (FICCI)
3. Cement Manufacturer's Association (CMA)

2. Have you advocated / lobbied through the above associations for the advancement or improvement of public good? Yes / No; if yes, specify the broad areas (drop box: governance and administration, economic reforms, inclusive development policies, energy security, water, food, security, sustainable business principles and others). No

Principle 8: Inclusive Growth

1. Does the Company have specified programmes / initiatives / projects in pursuit of the policy related to Principle 8? If yes, provide details thereof.

CSR policy is the continuing commitment of JKCL to behave ethically and contribute to the economic development of the

- local community and society at large. CSR goes beyond just adhering to statutory and legal compliances but create social and environmental value while supporting the JKCL’s business objectives and reducing operating costs; and at the same time enhancing relationships with key stakeholders and customers. The Company contributes to raising the standard of living of nearby communities by investing in the creation and maintenance of health and education facilities. Our aim is to develop and support the communities in which the Company operate and prosper. Our key thrust areas around which we centre our CSR strategy include rural area development, Health & Livelihood, Education, Art & Culture and Community Welfare. The social initiatives taken by JKCL have impacted life of local people belonging to gram panchayats and villages situated around our operational plants.
2. **Are the programmes / projects undertaken through in-house team / own foundation / external NGO / government structures / any other organisation?**
- JKCL has a Board level CSR committee which assists the Board in discharging social responsibilities. It formulates and monitors implementation framework of CSR Policy, observe practices of Corporate Governance at all levels and provide remedial measures wherever necessary. The projects / initiatives are implemented either through in-house teams or in support with other external competent authorities such as NGOs / government structures based on skill, resources and competence required.
3. **Have you done any impact assessment of your initiative?**
- JKCL regularly engages with local community members as part of its stakeholder engagement exercise, during which community need assessment and discussions regarding the impact of the ongoing projects are also analysed and complied. These allow JKCL to gaze the impact of its ongoing initiatives and design / modify future engagements to better assess the needs of the communities.

4. **What is the Company’s direct contribution to community development projects? Provide the amount in INR and the details of the projects undertaken?**
- INR 481.07 lacs was spent during the financial year 2017-18 on CSR initiatives across our major manufacturing locations. This represents 2.09 % of average net profit after tax for immediately preceding three financial year.
- | CSR Initiatives (FY 2017-18) | Total Expenditure (in INR Lacs) |
|--|---------------------------------|
| Rural Infrastructure development | 143.24 |
| Health & Livelihood | 73.27 |
| Environment | 1.43 |
| Education, Art & Culture & Community Welfare | 263.13 |
| TOTAL | 481.07 |
5. **Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in around 50 words.**
- JKCL regularly engages with local community members to gaze the impact of its ongoing CSR initiatives. Projects are assessed under the agreed strategy and are monitored on a quarterly basis. We continuously seek to execute effective CSR interventions to boost the living standards and the overall economic status of under privileged community.

Principle 9: Customers

1. **What percentage of customer complaints / consumer cases is pending, as at the end of the financial year?**
- We received 1375 Complaints in Grey & White Cement during the FY 2017-18, out of which 1371 complaints were resolved successfully by 31st March 2018, only 1 complaint is pending in case of grey cement & 3 complaints are pending in white cement and its value added products.
2. **Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information).**
- Yes. The Company displays all information as mandated by the regulations to ensure full compliance with relevant laws.

3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and / or anti-competitive behaviour during the last five years and pending as at the end of the financial year? If so, provide details thereof, in about 50 words or so.

Particulars	Remarks/Status
The Competition Commission of India (CCI) issued two separate orders dated 31.8.2016 and 19.1.2017 imposing penalty on certain cement manufacturers including the Company, concerning alleged contravention of the provisions of the Competition Act, 2002. The penalty imposed on the Company for orders dated 31.8.2016 and 19.1.2017 are INR 128.54 Crore and INR 9.28 Crore respectively.	The Company has filed appeals with Competition Appellate Tribunal (COMPAT) against these orders. COMPAT has stayed the CCI order in first matter on deposit of INR 6.56 Crore and hearing of appeal concluded, order reserved. In second matter, COMPAT has stayed the demand. The appeals with COMPAT are transferred to National Company Law Appellate Tribunal (NCLAT) and appeals are being heard. The Company, backed by a legal opinion, believes that it is good case and accordingly no provision has been made in the accounts.

4. Did your Company carry out any consumer survey / consumer satisfaction trends?

The Company has been maintaining its brand positioning not just by producing and selling best quality products but by listening to its customers and taking corrective actions accordingly. In this regards, Consumer Satisfaction Survey is carried out by the Company to measure consumer sentiments and to take appropriate measures to expand consumer satisfaction and loyalty. Based on the inputs received, we define our action plan in order to achieve high customer satisfaction.