

Fulfilling responsibilities with care

JK Cement Limited - Sustainability Report 2014-15



Fulfilling Responsibilities with Care

JK Cement's Aspirational Statement:

"In 2020, JK Cement will be a global white cement brand and a premium national grey cement brand with a total capacity of 20 Million Tonnes per Annum (MnTPA). We will continue to be an innovative and ethical company which ensures sustainability and inclusive growth across its businesses."

As evident from our Aspirational Statement, at JK Cement, social and environmental commitment is a part of our corporate philosophy. The essence of sustainable development has driven us from the time of our inception, four decades ago, and we believe that we can only succeed in our endeavour to become a global brand by managing our holistic triple bottom line performance – i.e. - taking into account and being responsible for our impacts on the environment, on society and the economy at large, beyond our own financial performance.

Staying true to our belief, FY 2014-15 was another successful year where your company made significant progress across the triple bottom line impact areas. With an eye on expanding our production capabilities and achieving healthy financial performance, we worked rigorously in the areas of environmental friendly technologies and initiatives, focused on the learning and development needs of our people, strengthened our health and safety practices, and worked towards enhanced automation of our systems for better data management and disclosure. Also, we continued our focus on our Corporate Social Responsibility (CSR) thematic areas with same enthusiasm as when we had begun on this journey four decades ago.

This report is our effort to share our initiatives and progress with you, to highlight how your company has been constantly working towards fulfilling its triple bottom line responsibilities towards its various stakeholders.

Contents

Message from the Chairman.....	3
Message from President	5
Message from Special Executives	6
About the Report	8
About the Company – JK Cement Limited	9
Corporate Governance.....	15
Stakeholder Engagement & Materiality Analysis	25
Economic Performance.....	30
Environmental Performance.....	34
Social Performance	45
People Performance	48
Product Stewardship.....	53
Marketing Communications.....	54
Corporate Social Responsibility	57
Assurance Statement.....	63
GRI Content Index	65

Message from the Chairman



At JK Cement, 2014-15 witnessed significant growth. While, our revenues increased since the previous year, our post-tax profit also surged considerably. This was on account of additional volumes and contribution from all our individual products i.e. grey cement, white cement and wall putty.

Having said this, the global concerns and widespread awareness regarding the climate change and human rights issues have highlighted the range of challenges a company may face, besides the financial uncertainties alone. The need of the hour is to assess performance from a holistic view and take into account impacts on the environment, on society and the economy at large. The responsible business enabled sustainable development is very much the current requirement, with not only governments and regulators pushing for the cause, but also civil society and an internal realisation by businesses. Clearly, sustainability is no longer a soft issue, to be considered only after financial returns and expectations are met.

Sustainability, as we see it, has always been, consciously or unconsciously, a part of our daily business. It is on this note that JK Cement had embarked upon the path of sustainability performance analysis and reporting in FY 2013-14, and we continue on that path with our second sustainability report for the period FY 2014-15. This exercise has not only helped us to improve internally, to objectively analyse our performance and close gaps, but has also allowed us to reach out to our stakeholders, on a more transparent level. Inclusive growth and corporate social responsibility remain our key thrust areas. We believe working harmoniously with our stakeholder communities is the only way for us to operate successfully and succeed in our ambitions of becoming a leading brand and responsible organization in India and globally. In our efforts we have identified communities in and around our manufacturing facilities and have established a formal process of engagement with them. Our areas of focus include education, healthcare, skill development and environment.

As we continue on this journey, we take the opportunity to thank each one of you for your continued support and trust in us, and hope to hear from you with honest feedback on our performance.

Sincerely,

Yadupati Singhania

Chairman & Managing Director

Message from President



Dear Stakeholders,

We welcome you to JK Cement's second sustainability report for FY 2014-15. FY 2014-15 was another tough year for Cement sector, however, the sector saw some recovery from previous year after witnessing an all-time low demand and profitability. The uncertainty stems from a general slowdown in demand and varying macroeconomic trends. As a result, the overall Indian cement industry saw lower than average utilization compared to the past. Despite this, our company persevered through the tough market conditions and delivered better than expected performance.

During FY 2014-15, not only did we focus on reading market developments and taking proactive decisions, but also continued with our emphasis on improving operational excellence, and developing and leveraging on our marketing and distribution networks. FY 2014-15 was also the year of commissioning of our planned projects, which were initiated in the past years. These included commissioning of 1.5 MnTPA split grinding unit in Jharli, Haryana, brownfield expansion of Mangrol plant to 1.5 MnTPA integrated capacity and commencement of commercial production at our first overseas project at Fujairah, United Arab Emirates (UAE). With the beginning of commercial production at Fujairah, we are now the second largest White Cement producer in the world.

On people front, employee career development and safety are our topmost priority areas. We invest proactively and provide our employees with excellent learning and career development opportunities in technical and soft skills areas. We are also working towards developing a zero tolerance culture towards unsafe behavior and have taken multiple steps in this regard. It is our constant endeavor to strengthen existing safety systems, thereby ensuring safety of our people and make sure that safety forms a part of everyone's life.

As an organization we wish to grow our extended family and enrich the lives of our employees, communities, partners and customers. We would be grateful to hear from you, with any feedback and suggestions that you may have, to help better our performance.

Sincerely,

A. K. Saraogi

President (Corporate Affairs) & Chief Financial Officer

Message from Special Executives



Being amongst the leading cement sector companies in the country, we are committed to build a leading global enterprise and continue our journey of becoming a sustainable organization.

Here, besides manufacturing excellence, our people and product stewardship remain the key focus areas for us. On people front we are constantly working towards improving our practices and policies, regularly evaluating and improving our learning and developing, employee feedback and performance evaluation processes beside others. From product stewardship perspective, JK Cement is working hard to understand customer requirements and deliver high quality safe products to its customers. We believe customer-centric approach is critical to our business success and long term sustainability. For ensuring ultimate customer experience we have developed and follow a tailored made marketing strategy to effectively communicate and reach out to our diverse range of customers. In this regard, our Customer Technical Service offices are located in every State Capital and all major Indian cities. Further in our pursuits, we have launched the Sales Force Automation tool, which is an android based mobility tool now available with over 600 JK Cement marketing personnel allowing them to capture customer profile and serve them better.

The sustainability report is our effort to discuss and share with you all the mentioned aspects in detail. We hope it will further build your trust in our organization.

Sincerely,

Raghavpat Singhania

Special Executive



In line with our commitment to become a leading cement manufacturer and premium brand in Indian market by 2020, we remain steadfast on our path of increasing our manufacturing capabilities, improving our processes and efficiency, investing in our people, communities and other stakeholders, enhancing experience of our customers, and building a responsible brand.

The opportunities and challenges that sustainability presents are not going to diminish and it is critical that the Company has a Sustainability Vision to drive our performance through uncertain times across not just economic but also environmental and social aspects. Here, we believe that our sustainability reporting efforts would help us establish the baseline sustainability performance for our business and embark on the journey of continuous improvement.

Following this belief, your company has already started investing in modern technology and state of the art plants. All our manufacturing plants are now ISO 9001, ISO 14001 and OHSAS 18001 certified. Further the latest expansion and capacity addition has been done considering the environment friendly technologies and latest automation based systems and processes, such as the advanced emission control equipment, Robo-Labs and IT enablement.

Details on all these and other environment, social and economic aspects are covered in detail in the report.

Sincerely,

Madhavkrishna Singhania

Special Executive

About the Report

This is JK Cement Limited's second public Sustainability Report¹, and it discloses company's performance across economic, social, and environmental aspects for the financial year 2014-15. The reporting boundary for this year's report covers our cement manufacturing plants situated in India, at Nimbahera, Mangrol, Gotan and Muddapur, our grinding unit at Jharli and our Captive Power plants within the country. Except for the environmental data, which pertains to our manufacturing plants, grinding units, and the captive power plants, the remaining data and information pertains to the entire organization, except where mentioned specifically. This report is developed in line with the GRI G4 guidelines and discloses the performance as per 'in-accordance – Core' option.

Performance of our subsidiary companies including the JK Cement (Fujairah) FZC, holding company of JK Cement Works (Fujairah) FZC, and mining operations have not been included in this year's report. We have applied Intergovernmental Panel on Climate Change (IPCC) and Central Electricity Authority (CEA) published emission factors for calculating our direct and indirect emissions respectively. Further, we have applied World Business Council for Sustainable Development (WBCSD) Cement Sustainability Initiative (CSI) formulae for compiling our calcination process emissions.

To ensure credibility, the report has undergone third party assurance review providing external opinion on the transparency and content. For the same we have sought services of Ernst & Young LLP, to provide limited assurance on the environmental and social data in the report. The assurance is in accordance with the principles of the International Standards on Assurance Engagements ISAE 3000. The assurance approach, methodology, and observations are presented in the issued assurance letter, from Ernst & Young LLP, attached at the end of this report.

We welcome any comments and / or suggestions on the report content and flow. Please send your comments to sustainability@jkcement.com.

¹ Maiden sustainability report for FY 2013-14, was published last year.

About the Company – JK Cement Limited



Legacy Spanning over 125 Years

JK Cement Limited is an affiliate of the industrial conglomerate JK Organisation, which was founded by the Late Lala Kamlapat Singhanian, and has been in business since the early 1900s. All activities of the group come under the banner of JK Organisation founded in the year 1954. Today, the JK Organisation has a leading presence in diverse industries, ranging from cement, paper, tyres, textiles, and many more. The JK Organisation represents the highest ideals of corporate governance and a rich value system which resonate across each of its area of business presence. The JK Organisation is renowned for pioneering various initiatives and technological breakthroughs in the Indian Industry, and is one of the foremost participants in India's industrial growth. It is also renowned for its role as a responsible corporate citizen through a significant contribution to society, creation of public infrastructure, health initiatives and founding and supporting many educational institutions.

Premium Indian Grey Cement Brand

JK Cement has partnered India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. The company has over four decades of experience in cement manufacturing, having its head office (registered and corporate office) at Kamla Tower, Kanpur, Uttar Pradesh, India. Our operations commenced with commercial production at our first grey cement plant at Nimbahera in the state of Rajasthan in May 1975. Subsequently the company also set up 2 more units in Rajasthan at Mangrol and Gotan. In the year 2009, the company extended its footprint by setting up a green-field unit in Muddapur, Karnataka giving it access to the markets of south-west India.

During FY 2014-15, the company further expanded its grey cement capacity in the northern India. During the year, company successfully completed its ongoing Brownfield expansion projects, and dedicating new state of the art manufacturing facilities to the nation, thus actively contributing towards nation building.

The 1.5 MnTPA brown field cement plant at Mangrol was commissioned in September 2014. The unit is located at a distance about 12 km from JK Cement Works, Nimbahera having a capacity of 5000 Tons per day (TPD). The plant employs latest technology including a fully automatic Robotic lab, appointed for quality improvement of raw mix and the cement. The Mangrol unit is equipped with a newly commissioned 10 MW waste heat recovery power plant and a 25MW coal based thermal power plant.

The company also commissioned a split grinding unit of 1.5 MNTPA at Jharli, Jhajjar, Haryana, which, has started commercial production with inputs coming from both internal and external sources. Fly ash is being sourced from nearby power plants and clinker for grinding is sourced from Nimbahera and Mangrol plants. This site is very well connected by rail & road, and is strategically located to cater to major markets like Delhi, Haryana & Punjab more effectively and logistically.



Jharli, Haryana



Mangrol, Rajasthan

JK Cement now has an installed grey cement capacity of 10.47 MnTPA, making it one of the leading manufacturers in the country.

Leading Global White Cement Brand

Going beyond grey cement, the company is the leading manufacturer of white cement globally, with an annual capacity of 1.2 MnTPA. With the advent of commercial production from Fujairah plant, UAE, JK Cement Limited has now become the second largest white cement Producer in the World.

The company has made its first international foray with the setting up of a green-field dual process white cement-cum-grey cement plant in the free trade zone at Fujairah, UAE to cater to the Gulf Cooperation Council (GCC) and African markets. The plant at Fujairah has a capacity of 0.6 MnTPA for white cement with a flexibility to change over its operation to produce upto 1 MnTPA of grey cement. The commercial production from Fujairah plant started from September 2014.

JK Cement is also the second largest producer of Wall putty in India with an existing annual installed capacity of 0.5 million tonnes. As a part of our new initiatives, the company plans to increase the

production capacity of Wall Putty to keep pace with the rising demand .In this direction, the company plans to set up a 0.6 million tonnes Wall Putty plant at Katni in Madhya Pradesh in phases. The first phase of 2 lacs tonnes will come up by next fiscal year.

Plant Locations

JK Cement has four decades of experience in cement manufacturing. From modest beginning in the year 1974 with a capacity of 0.3 million tonnes at Nimbahera in Rajasthan, today JK Cement has an installed grey cement capacity of 10.47 MnTPA and white cement capacity of 1.2 MnTPA, making it one of the leading manufacturers in the country and globally.

- **Grey Cement Plants -**

The following are the locations of JK Cement's grey cement plants:

- JK Cement Works, Nimbahera, Rajasthan, India
- JK Cement Works, Mangrol, Rajasthan, India
- JK Cement Works, Muddapur, Karnataka, India
- JK Cement Works, Jharli, Haryana, India (Split Grinding Unit)
- JK Cement Works, Gotan, Rajasthan, India

- **White Cement Plants -**

The following are the locations of JK Cement's white cement plants:

- JK Cement Works, Gotan, Rajasthan, India
- JK Cement Works, Fujairah, UAE

Captive Power Capacity

JK Cement was the first company to install a captive power plant in the year 1987 at Bamania, Rajasthan. JK Cement is also the first cement company in India to install a waste heat recovery power plant to take care of the need of green power. Today at its different locations, the company has captive power generation capacity of 140.7 MW which includes 23.2 MW waste heat recovery power plants.

Production Portfolio

JK Cement produces Portland Pozzolana Cement (PPC), Ordinary Portland Cement (OPC) and Portland Slag Cement (PSC) product lines. Our production portfolio for FY 2014-15 included 54.7% PPC, 41.1% OPC, and 4.2% PSC.

Our grey cement is currently sold in 13 states in India (Delhi, Punjab, Haryana, Uttaranchal, Uttar Pradesh, Rajasthan, Gujarat, Madhya Pradesh, Goa, Maharashtra, Karnataka, Himachal Pradesh, and Kerala), with major market in Rajasthan, Haryana, Delhi, Uttar Pradesh, Maharashtra and Karnataka states. Similarly, our white cement product has seen huge demand within the country, besides being exported to nearly 24 countries across the world, spanning across Asia, Middle-East, Africa and Asia-Pacific geographies.

Grey cement



White cement



Product Innovation

We believe in constant innovation, and invest immense time and resources in R&D activities towards our continuous strive to develop and deliver best quality products to our customers. We have a highly competent in-house R&D team responsible for product innovations. Besides, we also collaborate with universities and students across the country for engaging them in practical R&D projects.

Stock Listing and Shareholding Pattern

J.K Cement is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE). Company's shareholding pattern, as on 31 March 2015, was as following:

Category of Shareholder	Total shareholding as a % of Total No. of Shares
(A) Shareholding of Promoter and Promoter group	
1. Individuals / Hindu Undivided Family	23.87
2. Bodies Corporate	43.04
3. Others	00.02
Total (A)	66.93
(B) Public Shareholding	
1. Institutions (mutual funds, financial institutions / banks, insurance companies, foreign institutional investors)	20.46
2. Non institutions (Bodies corporate, individuals)	12.61
Total (B)	33.07
Total (A) + (B)	100

Corporate Governance



Recognizing that sustainability is a journey rather than a final state, we strive to embed its aspects into everything we do to help deliver increased value to our stakeholders.

Driven by a passion for process innovation and operational excellence, we undertake continuous efforts towards improvements and rigorously monitor all key business aspect areas.

Our strong internal systems and processes also help us address these issues in a structured and effective manner, and focus on improving the measures on an ongoing basis.

Rajnish Kapur

Business Head – Grey Cement

At JK Cement, we view corporate governance in its widest sense, almost like trusteeship. The company's philosophy on Corporate Governance is to enhance the long-term economic value of the company, its stakeholders i.e. the society at large by adopting better corporate practices in fair transparent manner by aligning interest of the company with that of its shareholders/other key stakeholders. Corporate Governance is not merely compliance and not simply creating checks and balances, it is an ongoing measure of superior delivery of company's objects with a view to translate opportunities into reality.

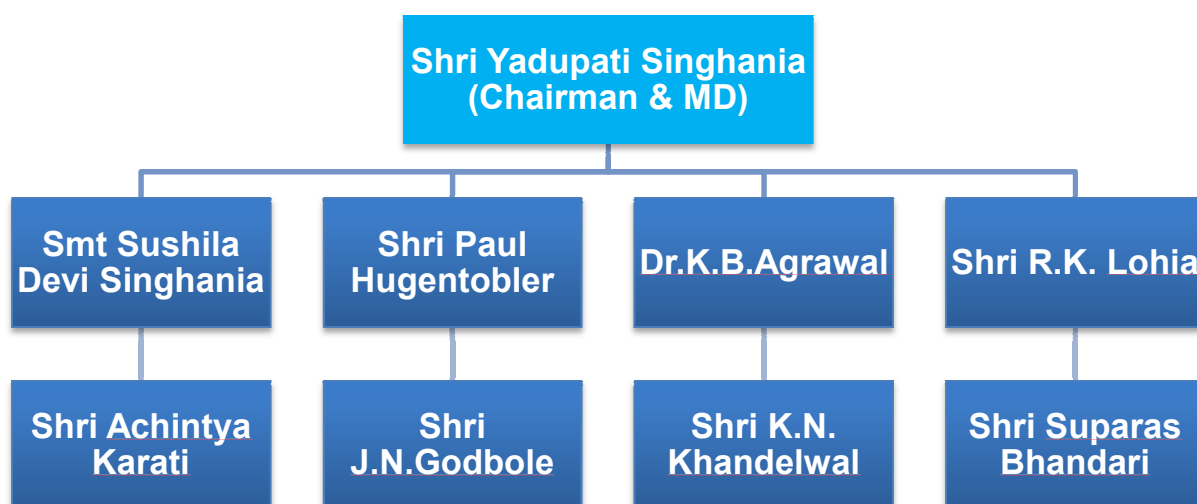
In this regard, our constant effort is to align our interests with that of our shareholders and other key stakeholders. We go beyond mere compliance and the checklist approach to corporate governance; it is instead an ongoing measure at our company. Every stage of our project lifecycle is underpinned by clear business ethics and responsibility, which makes us what we are today.

We have a detailed Code of Ethics and Business Conduct that expresses our commitment on conducting business in accordance with the applicable laws, rules and regulations with the highest standards of business ethics. The Code of Conduct intends to provide guidance and help in recognizing and dealing with ethical issues, provide mechanisms to report unethical conduct, and to help foster a culture of honesty and accountability. All members of the organization including the Directors, Members of the Senior Management Team and company Secretary are expected to comply with the letter and spirit of the Code.

Our Board is headed by our Chairman & MD, Shri Yadupati Singhania. The Independent Directors on the Board are experienced, competent and highly reputed individuals selected from diverse fields for their experience and knowledge. The Independent Directors take active part in the Board and committee meetings, adding vision, strategic direction and value to the entire decision making process.

As on 31st March, 2015 the composition of the Board of Directors was as highlighted below:

Leadership Structure and Board of Directors:



Committees of the Board

CSR Committee	Risk Management Committee
•Smt Sushila Devi Singhania •Dr. K.B. Agrawal •Shri J.N. Godbole •Shri Suparas Bhandari	•Dr. K.B. Agrawal •Shri J.N. Godbole •Shri Paul Hugentobler

Shri Shambhu Singh, Company Secretary, acts as Secretary of all the above Committees.

- **Audit Committee**

The audit committee reviews the matters falling in its terms of reference and addresses larger issues and examines those facts that could be of vital concerns to the Company. The terms of reference of the audit committee constituted by the board, in terms of section 177 of the Companies act, 2013 and the corporate governance code as prescribed under clause 49 of the listing agreement, which broadly includes matters pertaining to adequacy of internal control systems, review of financial reporting process, discussion of financial results, interaction with auditors, appointment and remuneration of auditors, adequacy of disclosures and other relevant matters.

- **Nomination & Remuneration Committee**

The Company's remuneration policy is based on the principles of (i) pay for responsibility (ii) pay for performance and potential and (iii) pay for growth. Keeping in view the above, the remuneration committee is vested with all the necessary powers and authorities to ensure appropriate disclosure on remuneration to the managing director, including details of fixed components and performance-linked incentives. The committee also reviews and decides the policy on specific remuneration package of managing director and non-executive chairman of the Company and decides the terms of remuneration of non-executive directors of the company.

- **Shareholders Relationship Committee**

The committee specifically looks into the redressal of shareholders' and investors' complaints such as transfer of shares, non-receipts of shares, non-receipt of dividend declared, annual reports and to ensure expeditious share transfer process and to review the status of investors' grievances, redressal mechanism and recommend measures to improve the level of investors' services. The company received no complaints during the 2014-15, with no complaint pending as at 31st March, 2015.

- **Corporate Social Responsibility Committee**

The Committee's prime responsibility is to assist the Board in discharging its social responsibilities by way of formulating and monitoring implementation of the framework of 'corporate social responsibility policy', observe practices of Corporate Governance at all levels, and to suggest remedial measures wherever necessary. The Board has also empowered the Committee to look into matters related to sustainability and overall governance.

- **Risk Management Committee**

Business Risk Evaluation and Management is an ongoing process within the organization. The Company has a risk management framework to identify, monitor and minimize risks as also identify business opportunities. The Committee reviews risks, trends, exposure, potential impact analysis and mitigation plan.

Transparency and accountability

The Shareholders' Grievance Committee as mentioned earlier specifically looks into the redressal of shareholders' and investors' complaints. Further, the Annual General Meeting provides a platform for our shareholders to interact with the members of the Board and share relevant

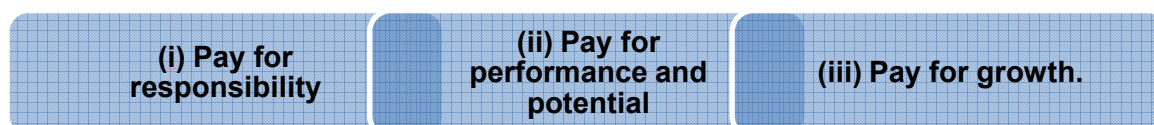
feedback. The Board meets at least once a quarter for its functioning and the same was followed strictly during the reporting period without any defaults. The grievance redressal system is a formal channel for our employees and other stakeholders to share their opinions and concerns with the management.

Conflict of interest

During FY 2014-15, there were no transactions with related parties viz. Promoters, Directors or the Management, their Subsidiaries or relatives conflicting with the company's interest. JK Cement recognizes and respects that employees may take part in legitimate financial, business and other activities outside their jobs. However, such activities must be lawful and free of conflict with employee responsibilities towards JK Cement. Employees must not misuse JK Cement's resources or influence, or discredit JK Cement's name and reputation in such interactions. The effectiveness of this policy depends in large part on the cooperation of all employees in disclosing any situation that may be contrary to the intent of the Policy and the standards of conduct that it expresses.

Executive compensation

The company's remuneration policy is based on the following principles:



The Remuneration Committee is vested with all the necessary powers and authorities to ensure appropriate disclosure on remuneration to the Managing Director including details of fixed components and performance linked incentives. As for the Non-executive Directors, their appointment on the Board is for the benefit of the company due to their vast professional expertise in their individual capacity. In the context, we suitably remunerate them by paying sitting fee for attending the meetings of the Board and various sub committees of the Board, and provide them with commission on profits.

Code of Conduct

The Board has already adopted the Code of Ethics & Business Conduct for the Directors and Senior Management Personnel as mentioned earlier in this chapter. The same is a comprehensive code applicable to all Executives as well as Non-executive Directors, and members of the Senior Management. A copy of the Code is available on the company's website: www.jkcement.com.

The Code has been circulated to all the members of the Board and Senior Management Personnel and compliance of the same has been affirmed by each individual.

Commitment to Integrity

- ▶ **Controllershship:** Controllershship comprises of four factors that are vital to JK Cement's unyielding commitment to transparency that enhances share owner's value: integrity of records, strict adherence to business processes, integrity in communications and preservation of documents and records.
- ▶ **Payments:** JK Cement employees should not offer anything of value to customers, governmental authorities or any person or party in order to obtain any advantage in selling goods and services, conducting financial transactions, or representing JK Cement's interests. JK Cement must not authorize, involve itself in, or tolerate any business practice that does not follow this Policy. In addition to disciplinary action, any violation of this Policy can result in severe civil and criminal penalties.
- ▶ **Insider Trading/Dealing and Stock Tipping:** JK Cement is committed to the principles of fair and open markets for publicly traded securities throughout the Indian markets where everyone has an equal chance to succeed. This Policy establishes standards of conduct for employees and others who obtain Inside Information through their work for JK Cement. Insider trading, insider dealing and stock tipping are criminal offenses in India and most countries where JK Cement does business.

Sustainability performance evaluation

The Board reviews and approves the annual plans prepared by the business units. Decisions on all strategic matters related to capital expenditure, revenue, etc. are taken subject to the approval of the Board. The Board also discusses and deliberates on issues pertaining to risk management, safety performance, and monitors compliance to applicable statutes and norms.

As per the processes currently in place in the company, the Board does not rate the sustainability performance of its members according to any defined framework. Nevertheless, there is a continuous effort by the Members to collectively evaluate the performance of the company, and thereby the Board's performance also gets evaluated. The Members suggest and implement appropriate actions aimed at raising the standards of sustainability performance.

Zero-tolerance stance towards corruption

The company has a zero-tolerance approach to tackling corruption. Thorough checks and due diligence systems are in place across our plants and offices for ensuring strict compliance. As a result, there were no cases of corruption reported or observed during the reporting period. Aspects of zero tolerance to corruption are included in our Code of Conduct and Business Ethics guidelines. However, we do not provide formal trainings to our employees in this regard. On receiving any complaints on this matter, thorough investigation is conducted for determining the actual case. Upon inquiry if found guilty, workmen are dealt in accordance with Certified Standing Orders and staff in accordance with Modal Standing Orders.

Legal compliance

As far as compliance with the requirements of Clause 49 of the Listing Agreement with the Stock Exchanges is concerned, the company is in full compliance with the norms and disclosures that have to be made. All laws pertaining to environment and product responsibility are adhered to. During FY 2014-15, no fines were levied on us in these regards.

Business opportunities and risks

Indian cement industry has grown at a commendable rate in the past decade with a compounded growth of about 8%, however the growth has slowed down to ~4% in the recent years. The housing sector is the biggest demand driver of cement in India, accounting for about 67 per cent of the total consumption. The other major consumers of cement include infrastructure at 13 per cent, commercial construction at 11 per cent and industrial construction at 9 per cent². In the current financial year, FY 2014-15, India's cement industry grew by ~5.6% year-on-year. This lethargy in growth can mainly be attributed to slowdown in the construction activities, regulatory delays in the infrastructure projects and high interest rates. The industry also witnessed high operating costs including cost heads such as raw materials, energy and freight. Further, steep depreciation of the rupee and hike in freight and diesel prices further aggravated the concerns³.

Here, although several key business aspects can pose risk for our operations including availability of training manpower and lack of investment in innovations, some imminent focus areas for our business includes:

² IBEF, <http://www.ibef.org/industry/cement-india.aspx>

³ EquityMaster, <https://www.equitymaster.com/research-it/sector-info/cement/Cement-Sector-Analysis-Report.asp>

► **Industry risk areas⁴**

Competition	The Indian cement sector has become highly competitive with multiple large players operating, result of entry of foreign players and years of consolidation and expansion by domestic companies. While earlier most companies were catering to specific parts of India, now most players are expanding their reach pan-India thus creating greater market competition.
--------------------	--

Fuel availability and prices	Coal is the primary source of fuel for the captive power plants and cement plants. Here shortage of coal supply, quality of coal, and volatility of fuel prices remain a major concern for the sector. With dwindling production of domestic coal supplies, coal linkages for cement companies is expected to decline further on account of coal linkages being offered to power producers (India, being power deficient country) and for the new capacities, coal linkages are likely to be minimal.
-------------------------------------	---

Bargaining power of the customers	Cement is a commodity business and sales volumes mostly depends on the distribution reach of the company. However, things are changing and some brands have now started commanding a premium on account of better quality.
--	--

Increase in production cost	There has been severe pressure on the production costs over the past years, primarily driven by a rise in costs of raw materials, fuel, power, and freight costs which approximately forms 70% of our overall costs.
------------------------------------	--

► **Sustainability risks⁵**

CO₂ and climate protection	Approximately 5% of total global man-made CO ₂ emissions is caused due to cement production. As the demand for cement is forecasted to continue increasing worldwide, particularly in emerging economies where housing and infrastructure boosts development, CO ₂ emissions pose a significant concern.
--	--

⁴ EquityMaster, <https://www.equitymaster.com/research-it/sector-info/cement/Cement-Sector-Analysis-Report.asp>

⁵ WBCSD, <http://www.wbcdcement.org/>

Employee health and safety	Considering the nature of work involved in cement manufacturing process, ensuring health and safety of the employees and other stakeholders is a top priority for cement companies.
Local community and environmental impacts	Cement industry poses a significant negative impact on local community in the form of air emissions and noise pollution. Further, limestone mining activities impacts the natural landscape of the place and affects the regional biodiversity.
Water impact management	Cement production requires water for cooling heavy machinery and exhaust gases in emissions control system and for operating the captive power plants, etc. As cement plants are often located in remote areas, they draw water from community sources which can create potential conflict with the communities.

However, irrespective of the slowdown observed in the cement sector in India in the previous few years, as per the 12th Five Year Plan, the government plans to increase investment in infrastructure to the tune of US\$ 1 trillion. This stimulus by the Government, along with the recent Make in India investment commitments made by many developed countries, is expected to provide resurgence for the cement sector by addressing the demand-supply gap.

In light of the same, we at JK Cement are focusing on the future growth opportunities. We are busy expanding our footprint across the country and are adding new capacities to be able to cater to the expected future demand. In this regard, we completed our grey cement capacity expansion of 3 MnTPA from 7.47 MnTPA in FY 2013-14 to 10.47 MnTPA during FY 2014-15.

With our state-of-the-art technology, strategic pan-India presence, and competent workforce against the backdrop of India's anticipated infrastructural needs, we are upbeat about the future. These, coupled with a strong brand name and an extensive marketing and distribution network, provides our organization with a strong platform for sustainable growth in the future.

Public Policy

We are aware of our responsibilities and the position to influence that we hold in the Indian economy. It is hence a conscious decision on our part to steer away from any influence on the Government or

the policy of the country, in order to avoid any controversy regarding vested interests. The company does not make any monetary or in-kind contributions to political parties or religious groups either.

We form part of many industrial associations and forums, engaging with our peers on various matters related to our business. Senior officials from the company represent us on various forums and associations, where we are active on Cement sector related and other relevant discussions and best practices information sharing. Some of these associations include:

- **JK Organization**
- **Federation of Indian Chambers of Commerce and Industry (FICCI)**
- **Cement Manufacturer's Association (CMA)**

Anti-Competitive Behavior

Competition Commission of India (CCI) has issued an order alleging cartel in the cement industry and levied penalty on 11 cement manufacturers. JK Cement is amongst the 11 companies named in the case. The order was released by CCI post investigating a complaint filed by the Builders' Association of India, a lobby group of engineering and construction contractors. We strongly deny any such cartel activity on our part and are in the process of appealing against the CCI order.

The company had filed an appeal against the order before the Competition Appellate Tribunal (COMPAT). COMPAT has stayed the penalty imposed by the CCI in an interim order upon deposit of 10% of penalty amount till the final disposal of appeal. The company has deposited 1285 lacs in the form of fixed deposit favoring COMPAT.

Based on expert legal advice, company believes that it has fair chances before COMPAT and accordingly no provision has been made in accounts.

JK Cement Limited filed two appeals i.e. Appeal No.112 of 2012 and 128 of 2012 respectively before the Competition Appellate Tribunal (COMPAT).

Stakeholder Engagement & Materiality Analysis

Stakeholder engagement is the process of connecting, talking and listening to stakeholders who are *“entities or individuals that can reasonably be expected to be affected significantly by the organization’s activities, products, and/or services; and whose actions can reasonably be expected to affect the ability of the organization to successfully implement its strategies and achieve its objectives”*.

⁶

Engagement with stakeholders is an integral part of the entire sustainability reporting and strategy process that enables understanding the priority issues and reasonable expectations of different interest groups. The process helps in ensuring effective and responsive management of identified concerns that in turn drives sustainability performance.

Stakeholder engagement

In the reporting year FY 2014-15, JK Cement conducted structured stakeholder surveys that involved seeking feedback from internal stakeholders i.e. employees, spread across the manufacturing plants, corporate office, and management personnel.

The feedback received from the survey was consolidated and analysed to establish the top priority / material issues of the internal stakeholder group, employees and management personnel. These top issues are the priority areas for JK Cement sustainability journey, future reporting and strategy benchmarking and roadmap exercise.

- **Priority issues identified by JK Cement employees**

Structured materiality survey questionnaire was developed and circulated amongst employees across manufacturing plants at Nimbahera, Mangrol, Gotan, Muddapur, Jharli and corporate office, Kanpur. Responses were then evaluated based on the weighted average methodology.

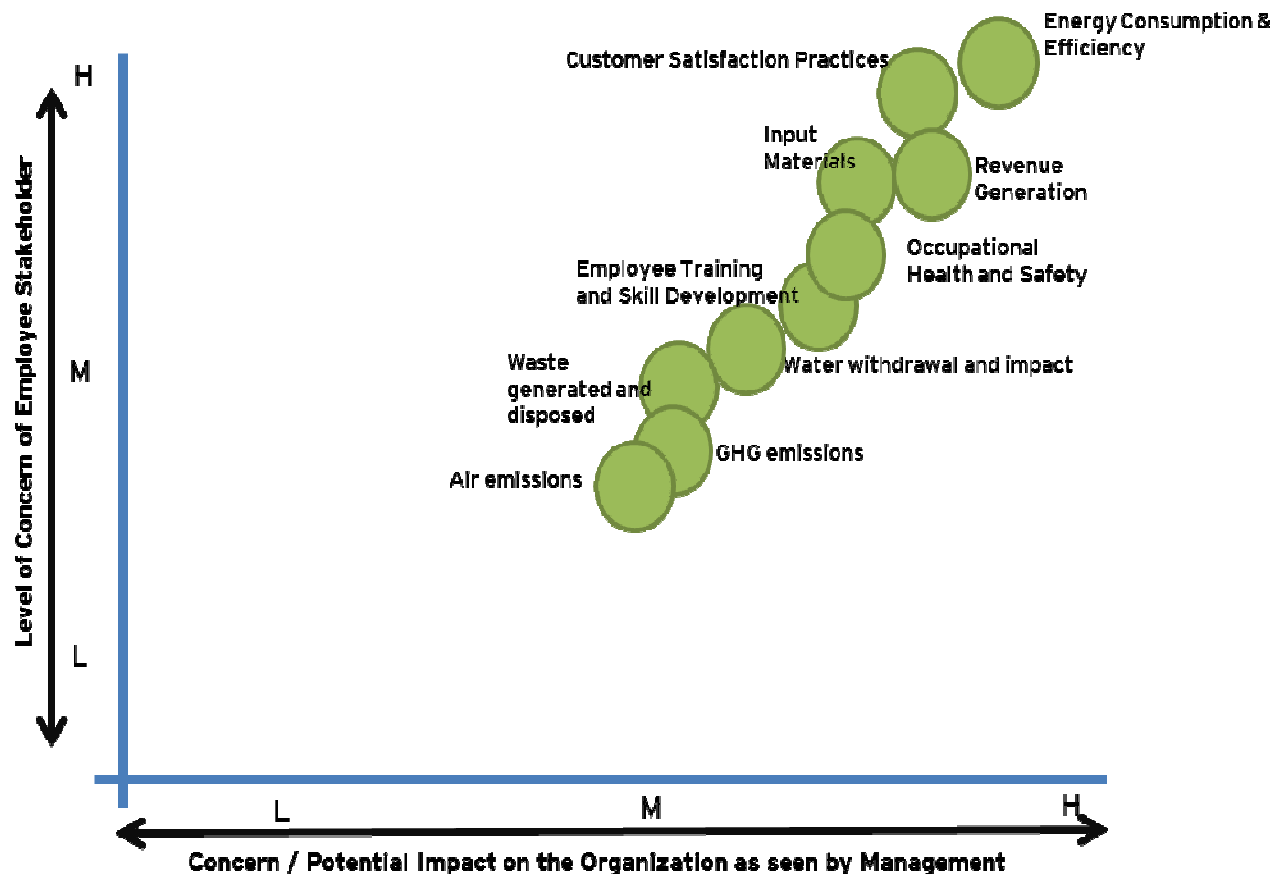
- **Priority issues identified by JK Cement management**

Aspects from the sustainability survey questionnaire were used to analyse JK Cement’s management opinion on the sustainability aspects they deem most important for the continued growth and success of the company.

⁶ GRI Guidelines

Material aspects

By mapping the prioritized set of issues identified by the management stakeholder against the prioritized issues as seen by the employee stakeholders, 10 key converging issues have emerged as most material from JK Cement perspective. The same are represented below:



Material aspects for JK Cement Limited:

- ▶ **Energy Consumption & Efficiency**

Comprehensively map our energy use and various sources, and constantly work towards reducing our energy footprint.

- ▶ **Customer Satisfaction Practices**

Effectively communicate and reach out to our diverse customer segments, and comprehensively map and address customer expectations.

▶ **Input Materials**

Efficiently manage resources being utilized in our business through product and technology innovations such as use of alternate materials.

▶ **Revenue Generation**

Be a productive and successful business with an ability to provide year-on-year healthy return to our shareholders.

▶ **Occupational Health & Safety**

Provide a safe and healthy working environment for our employees and other stakeholders. Constantly work towards making our operations safer and becoming a zero accident organization.

▶ **Employee Training & Skill Development**

Invest in our employees – implement systems and practices for their continuous skill and career development.

▶ **Water withdrawal and impact**

As our operations are mainly in dry and water scarce areas, work towards reducing our water footprint and generating awareness amongst our stakeholders regarding judicious use of water.

▶ **Waste generated and disposed**

Manage our waste properly with focus on reduce, reuse and recycle.

▶ **GHG emissions and Other Air Emissions**

Constantly strive to reduce GHG and other air emissions associated with our industry through innovation in operations, installation of greener and cleaner technologies, and use of alternate fuels with lower emissions impact.

These material aspects along with our efforts and performance across these aspects are discussed in the subsequent sections of the Report.

Economic Performance



From economic performance standpoint, year FY 2014-15 witnessed significant growth for JK Cement. While, our revenues increased since the previous year, 19.98%, our post-tax profit also surged considerably, 61.7%. This performance is highly commendable building upon a disappointing FY 2013-14 where we saw our revenues and profits fall owing to unfavourable market conditions. The renewed performance of the company can be attributed to additional volumes and contribution from all our individual plants and products i.e. grey cement, white cement and wall putty, and on account of capacity expansion projects realized by us during the year.

The following table illustrates the JK Cement's standalone economic performance and the value added over a three year period (FY 2014-15 & FY 2013-14) in terms of economic value generated, distributed and retained by the organization:

Economic Value Generated & Distributed (EVG&D)	Units of reporting	FY 2014-15	FY 2013-14
1. Income from Operations	Lacs INR	340852	284378
2. Economic Value Distributed (EVD)			
a. Cost of materials consumed	Lacs INR	55620	46233
b. Power and Fuel	Lacs INR	79346	67390
c. Employee benefits and wages	Lacs INR	20254	16779
d. Finance cost	Lacs INR	21942	15260
e. Tax Expense	Lacs INR	223	3924
f. Others	Lacs INR	147775	125089
3. Economic Value Retained	Lacs INR	15692	9703

Actively sharing its financial profits with its stakeholders, the company has announced the equity dividend of INR 4 per share for its shareholders, with total dividend outflow equalling INR 33.67 crores. Further, company invested significantly towards the growth and development of its employee stakeholders. During the year INR 202.5 crores were spent on employee learning and development, wages and salaries related aspects, an increase of 20.7% compared to FY 2013-14. Also, during the year company invested towards environment management and impact mitigation at its plants with interventions and initiatives such as wastewater treatment, sewage treatment plant, rainwater

harvesting system, ESP maintenance, pollution certificates, annual calibration charges of air pollution monitoring equipment etc.

Local hiring and procurement⁷

The company encourages local employment in the workforce and 100% of our workforce at our manufacturing units across India is locally hired from within the country.

Further, we are a true believer in the Indian growth story and are contributing, besides direct contribution in terms of taxes, through indirect economic impacts. In this regard, during the year company completed its ongoing Greenfield and brownfield expansion projects and successfully dedicating new state of the art manufacturing facilities to the nation. company completed the brownfield expansion of 1.5 MnTPA integrated unit at Mangrol, Rajasthan along with a split grinding unit of 1.5 MnTPA in Jharli, Haryana, and. With these expansions, company contributed significantly towards increasing its direct and indirect impact on the country's economy, providing more employment opportunities for the local population and creating business prospects for local businesses as well.

Environmental Expenditure

During the reporting year, we spent considerable amount towards environmental initiatives across our manufacturing plants in India. In the reporting period, costs have been incurred for treating wastewater, ESP maintenance, pollution certificates, annual calibration charges of air pollution monitoring equipment etc. across sites.

Further, we ensured state of the art machinery and equipment was installed at our newly commissioned plants for ensuring minimum impact on environment due to our activities. In this regard equipment at our Jharli plant is procured from renowned cement machinery manufacturer M/s Thyssen Krupp. Similarly, as part of the brownfield expansion of our Mangrol plant, we employed state of the art machinery and systems, allowing the plant to be energy efficient and less polluting. Here, advanced pollution control equipment has been installed allowing for outlet emission level < 50 mg /Nm³, much less than the allowed limit of the Central Pollution Control Board.

⁷We define 'local' as from within India.

Investments in Inclusive Growth

We are well aware of our responsibility towards development of the communities in and around which we operate. The company has been constantly engaging in Corporate Social Responsibility activities in and around its sites of operations, in Rajasthan, Karnataka and Haryana.

We have contributed to the society through educational initiatives and institutions, by improving healthcare services accessibility by setting up medical camps, better drinking water facilities, temples and other infrastructure development, and undertaking overall rural development initiatives. During FY 2014-15 we spent INR 5.15 crores on our CSR efforts, up 66% compared to FY 2013-14 when we had spent INR 3.12 crores.

Of this total amount spent on CSR initiatives, INR 2 crores was donated to the Sir Padampat Singhania University, around INR 1 crore was spent on other education related education initiatives, around 58 lakhs were spent on rural development initiative, and remaining around 1.57 crores were spent on miscellaneous activities such as organization of medical camps at our various locations and infrastructure work as per the requirement raised by the communities.

Environmental Performance



The cement industry is a vital part of Indian economy, providing employment to more than a million people, directly or indirectly. Ever since it was deregulated in 1982, the Indian cement industry has attracted huge investments, from both Indian and foreign investors, making it the second largest in the world. The industry is currently in a turnaround phase, trying to achieve global standards in sustainability.

India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent major government initiatives such as development of 100 smart cities are expected to provide a major boost to the sector.

At the same time, the industry has a huge impact on the environment, much larger than some other traditional industrial sectors. This is primarily due to the calcination phase during the clinker production, which is highly a CO₂ emissions intensive process. A 2009 roadmap paper released by World Business Council for Sustainable Development (WBCSD) highlighted that the Cement industry alone accounts for some 5% of the global man-made CO₂ emissions. However, the paper also realistically acknowledged that there are no viable substitutes to the material, and that Cement will continue to fuel urban development in the coming years. Here, operational efficiency and product innovation by the Cement industry leading to reduced resource consumption and emissions presents the best way forward.

We, at JK Cement, understand this situation and are constantly striving to reduce our environmental impact. While keeping our deep commitment to environment protection and the responsible utilization of natural resources, the environment performance of our units is benchmarked to stringent norms and regulations.

This section portrays of our environment performance for the current reporting period FY 2014-15 period and highlights upon some of the unique and environment friendly initiatives taken by our various sites.

Material consumption - Use of alternate materials

The primary input materials consumed during the process of cement production comprise – limestone, gypsum, clay and laterite. Amongst these, limestone is the most important raw material and to ensure constant uninterrupted supply of this material, we have invested in limestone mines and our plants, across the country, are strategically located near limestone rich areas. This not only ensures the short and long term supply of the raw material, but also allows us to save on our material transport related

footprint. During the current reporting period, FY 2014-15, our manufacturing plants in Nimbahera, Muddapur, Mangrol and Gotan consumed a total of 7899141 MT of limestone, producing a total of 6302263 MT of grey cement and 489002 MT of white cement.

The respective consumption figures of the raw materials are presented in the table below.

Raw Material	FY 2014-15 (MT)	FY 2013-14⁸ (MT)
Limestone	7899141	6961731
Gypsum	296295	260071
Clay	107965	116076
Laterite	406507	364735

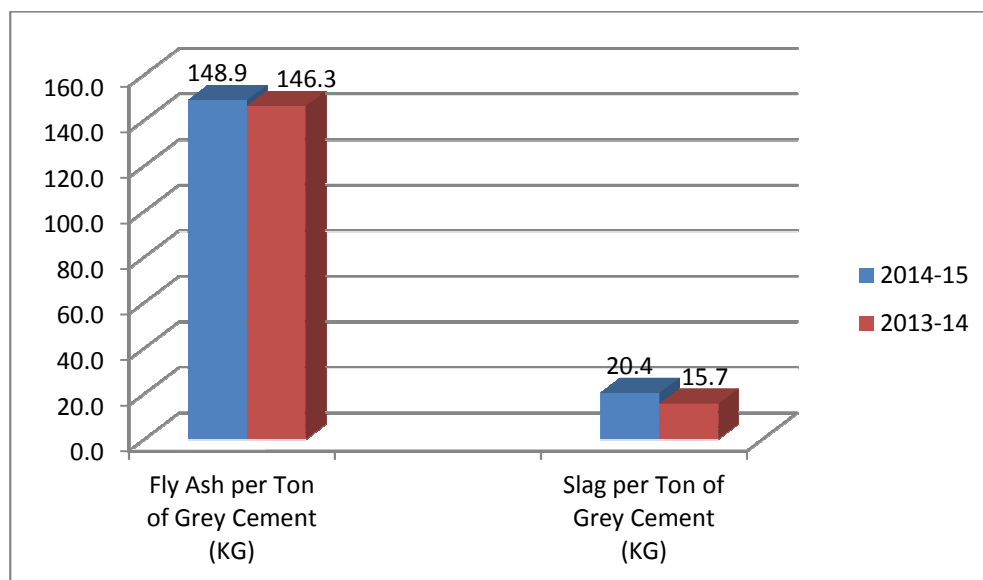
Although Limestone, Gypsum, Clay and Laterite remain the primary raw materials in our business, the use of alternate and recycled materials is slowly increasing substituting dependence on virgin materials. We are constantly striving to incorporate and promote the use of recycled materials in our production process, as and where feasible. Here, flyash and slag are two commonly used recycled materials in our manufacturing process. FY 2014-15 saw JK Cement increase its use of recycled and alternate raw materials in the manufacturing of grey cement. Company's focus lied on increasing the use of Fly Ash and Slag in our grey cement manufacturing, resulting in increased consumption of these materials on absolute and on per ton of grey cement basis. The same is highlighted in the table and chart below:

Cement Material	FY 2014-15	FY 2013-14
Grey cement (MT)	6302263	5337808

Recycled, Alternative Raw Material	FY 2014-15	FY 2013-14
Fly Ash (MT)	938526	780925
Fly Ash per Ton of Grey cement (KG)	148.9	146.3

⁸ The raw material consumption reported for FY 2013-14 in the previous Sustainability Report (FY 2013-14) does not include the relevant raw material consumption for white cement production.

Slag (MT)	128383	83679
Slag per Ton of Grey cement (KG)	20.4	15.7



Besides the input raw materials, we also consume large quantity of packaging bags. In FY 2014-15, we consumed 121745314 (nos.) packaging bags for the grey cement category, including those used for PPC, OPC and PSC products.

Energy Usage

Managing energy use effectively enhances business efficiency and conserves natural resources. Reducing fossil fuel combustion improves air quality, decreases fine particulates that contribute to adverse health effects, and reduces greenhouse gas (GHG) emissions.

As the Cement production is an energy-intensive process, depending massively on the primary energy sources (direct fuels) and secondary energy sources (grid electricity). To meet this massive energy demand, all our plants have captive power facilities except grinding unit at Jharli. Infact, JK Cement was the first company in India to install captive power plant in the year 1987. Today at its different locations, the company has captive power generation facilities of over 140.7 MWs including Waste Heat Recovery of 23.2 MW.

S. No.	Plant	Capacity
1	Bamania	15 MW
2	Nimbahera	20 MW
3	Mangrol	25 MW
4	Gotan	7.5 MW
5	Muddapur	50 MW
6	Nimahera (WHR)	13.20 MW
7	Mangrol (WHR)	10 MW
Total		140.7 MW

JK Cement was also the first cement company in India to install a waste heat recovery power plant to take care of the need of green power. A 13.20 MW plant has been installed in this regard at our Nimbahera manufacturing plant and in the current reporting year, we have installed at 10 MW plant at the Mangrol plant to utilize waste heat for power generation. Now company's total waste heat recovery based power generation capacity stands at 23.2 MW or 16.5% of our total captive power generation capacity, and contributes significantly towards reducing our carbon emissions.

The major direct demand of fuels in our industry is towards operating the pre-heater and kiln facilities. The same usually operate at temperature range of 750-1500 degree Celsius, requiring constant supply of high calorific value fuels. Coal (including Lignite, Petcoke), Furnace Oil, Agro Waste and HSD are the major primary fuels used across our cement manufacturing facilities and our captive power plants. The consumption data regarding the same is presented below.

Fuel consumption	FY 2014-15
Petcoke, Coal, Lignite (MT)	1034490
Furnace Oil (MT)	3466
Agro Waste (MT)	3682
HSD (KG)	8400
Others (Charcoal Dust, Carbon Black, Cinder) (MT)	5990

The total direct energy consumption from our plants cumulated to 20490127 GJ, whereas the total indirect energy consumption, grid electricity, at our plants during FY 2014-15, was 102096 MWh, corresponding to 367544 GJ.

Energy efficiency and conservation are particularly critical issues for a company like ours. Our strategy to achieve energy efficiency is to foster innovation and process improvements. The important energy efficiency initiatives implemented at our cement plants during the reporting period includes:

- Use of alternative fuels such as Carbon Black and Agro Waste
- Reduction in Thermal Energy of Kiln by operational modifications & improvements
- Installation the Variable Frequency Drives
- Replacement of Metal halide lights by LED lights
- Replacement of DC motor & DC drive with high efficiency AC motor & VFDs
- Replacement of old motors with new high efficiency motors
- Installation of PIDs and SPRS, etc.

Emissions Management

Total GHG emission from our energy consumption during the reporting year was 2044471 tons CO₂ equivalent, of which 4% contribution, or 83718⁹ tons CO₂ equivalent, was from indirect energy consumption.¹⁰

Apart from these, the GHG emissions from the calcination process during the clinker manufacturing at our facilities for the year stood at 2975265 tons CO₂ equivalent.

Utilizing waste heat

Keeping in view of our commitment towards the environment, our waste heat recovery power plants (13.20 MW plant at Nimbahera and 10 MW plant at Mangrol) have helped reduce the GHG emissions through utilization of waste hot gases released from our cement manufacturing process. In FY 2014-15, we have generated 52,025 MWh of electricity by utilizing these waste gases, which correspondingly led to the emission reduction of 42,661 tons CO₂ equivalent (considering grid power as the baseline).

⁹ CEA CO₂ baseline database for the Indian Power Sector User Guide Version 10.0 - Average for India.

¹⁰ This only includes emissions from our energy consumption. Process emissions are not included in this data.

Ozone depleting substances

Our operations do not consume a significant amount of ODS. The ODS gas used in our plants was R 22 gas, which was consumed in our plants in condensers, chillers and AC units during routine servicing and repair. The total consumption of ODS gases in the reporting period in our plants was 401.61 kg, amounting to 22.09 Kg of CFC-11 equivalent.

Other air emissions

Our plants track ambient air-quality in and around the plant-premises and the emission levels in 2014-15 were found to be below the permissible limits. No fines were levied in the current reporting period in this regard on any of our manufacturing units.

The parameters measured as part of continuous monitoring include the sulphur dioxide (SO₂), oxides of nitrogen (NO_x), carbon monoxide (CO) and respirable particulate matter (RPM₁₀). However, we are currently not recording the cumulative NO_x, SO_x and particulate matter emissions during the year for all the plants. Going forward we plan to comprehensively track these parameters. In line with this as part of the expansion at Mangrol, the plant is equipped with state of the art machinery and systems for pollution control which will control outlet emission level to < 50 mg /Nm³ - much lower than the allowed limit of the Central Pollution Control Board in India. Further, the Board has also approved the installation of online stack monitoring system at Gotan and Muddapur for continuous monitoring of the air emissions.

Biodiversity Management

None of our plants are situated in or adjacent to protected areas. Still being a responsible organization, we are constantly taking measures from our side to reduce our impact.

To feed the required limestone to our grey cements plants, we hold mining leases at Ahirpura, Maliakhera, Karunda, Tilakhera, Murlia and Mangrol (132 Hectare) in Rajasthan and Muddapur and Halki mines in Karnataka, where mining is carried out using deep-hole drilling and blasting. A lot of care is taken to negate the ill effects of this ecology affecting activity.

To begin with, we have converted the dry drilling into wet drilling, water is sprinkled on the haul roads, dense plantation has been cultivated around the working pit, we use Sequential Blasting Machine, and down the hole delay technique is being used to reduce noise, vibration and fly rock. Rainwater

harvesting is promoted, as water is being collected and kept for use during dry summer months. This practice also helps recharge the ground water table in the region.

Conserving Biodiversity

We have always been committed in creating a rich natural environment. We are achieving this through our environmental management systems and activities designed to achieve continuous improvements in environmental performance. As part of our commitment, we take into consideration the environmental impact of our business activities and comply with all relevant environmental laws, regulations and guidelines as well as with each customer's specific guidelines and requirements.

A list of our major ongoing initiatives is provided below:

Plantation Drive

Plantation is a regular process at JK Cement. We have planted more than 2 lacs plants across our sites through the reporting period. During these plantation drives, water from our STP's is used extensively.

Year Book

The 2014 Year Book has been printed on recyclable and eco-friendly Forest Stewardship Council (FSC) certified paper in accordance with JK Cement's constant endeavor to conserve our environment and safeguard the future of our planet. FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of World's forests. Through the course of this reporting period, the organization has printed one lac copies of the year book.

Green Manufacturing Facilities

JK Cement has a stringent eco-friendly policy in place including regular technology updations for emission reduction, effluent management and energy efficiency. The first waste heat recovery power plant in the Indian Cement Sector was set up by us in Nimbahera, Rajasthan. Looking at the success of the same, we have installed another 10 MW WHR power plant at Mangrol unit in the current reporting period.

Water consumption, reuse and discharge

Our sources of water are varied, depending largely on the availability of water at the location of our manufacturing plants. The water withdrawal is mainly from the surface sources, including the river water, and groundwater sources. In the reporting year, the total water consumption at our manufacturing plants (including the grinding units) was 1668478 m³. We are aware of our footprint and are consciously taking steps towards reducing our consumption and contributing towards maintenance and recharge of water sources. During the reporting year, no water sources were significantly affected as an impact of our operations.

Waste-water treatment

We realize that water is a highly precious resource. We are constantly working on conserving this natural resource. In this regard, all of our plants are zero water discharge plants and comprehensively treat and reuse domestic and industrial waste water generated on site. We utilize the treated effluent water in dust suppression and for other uses, with no water discharge from premises.

Recycling and reuse of water

Realizing that most of our plants are in dry regions, with water scarcity a major challenge, the focus is on maximum utilization of available water and minimum possible wastage. In FY 2014-15, we recycled 517526 m³ of water (~ 31% of water consumption) across our plant sites.

Waste-Management

Waste generation and disposal

We have a constant endeavor of reducing our generated waste by bringing greater level of operational efficiency in our processes and looking for opportunities to recycle and reuse the generated waste. In this regards, we are the first cement company in India to install a waste heat recovery power plant for effective waste management. A 13.20 MW plant has been installed and is operational at our Nimbahera plant. With the intent of utilizing the waste heat, we have installed a 10 MW WHR power plant at Mangrol plant in the current reporting year.

Waste Dump Management

We have a strong focus on Waste Dump Management. The generation of waste material alongside the mining of limestone at all our mines, is almost negligible. However, some waste like Interstitial Clay, when generated, is collected separately and dumped at the specified places. These waste dumps are

being properly levelled which are then covered with black cotton soil, scraped from other parts of the pits. This arrangement forms the bed for natural plantation and afforestation. The heights of the dumps are strictly kept around 5 to 6 meters. This is with the aim of negating any possibility of de-stabilization of these dumps, in the long run.

In the reporting period FY 2014-15, we generated and disposed various categories of hazardous waste. The disposal was strictly as specified by the Government of India and Pollution Control Board norms of the respective regions. The major hazardous waste categories generated and disposed through our plants included Used Oil and Oil Contaminated Waste.

Hazardous Waste Category	Quantity
Used Oil (Litres)	74007
Oil Contaminated Waste (Litres)	67035

Non-hazardous waste

Besides, our plants also generate non-hazardous waste including Metal Scrap, Paper Scrap, Plastic Scrap, Wood Scrap, Empty Drums and Other Waste. These were again disposed through proper scrap vendors. The quantities of Non-Hazardous waste generated and disposed in FY 2014-15 include:

Non-Hazardous Waste Category	Quantity
Metal Scrap (MT)	1413
Paper Scrap (MT)	175
Plastic Scrap (MT)	258
Wood Scrap (MT)	26
Empty drums (Nos.)	682
Other Waste (MT)	124

Spill management

We have storage facilities regarding proper storage of our required fuel mix including the Furnace Oil and Diesel. Here, we identify that spills can cause massive damage to the environment and pose significant threat to our business from compliance and statutory requirements. To avert the same, we conduct comprehensive inspection and surveillance programs and have advance equipment installed on site for monitoring of safe storage and transfer of these fuels. Special care is taken at power plants, pre-heaters and kiln facilities to ensure proper and safe handling of fuels and avoid any instance of spills.

No significant spill incident occurred across our plant premises during the FY 2014-15 period and we were subject to no fines in this regard.

Social Performance



We believe that our continued success is dependent on our relations with our various stakeholders and our ability to engage and operate harmoniously with them. In this regard we have been working constantly to engage with our key stakeholders and identify material areas which require our imminent and continuous focus.

Here, our people are our biggest strength and a key factor for ensuring our success. At JK Cement we endeavour to provide our people with an environment for continuous innovation and improvement, and believe in rewarding our people for their dedicated efforts towards achieving company's goal. We have constant focus on the quality and health and safety aspect in our operations, with all our manufacturing plants certified with Quality Management System as per ISO 9001 and Health & safety Management System as per OHSAS 18001. Further, in the last few years we have put significant effort into developing a learning and development model for our employees that takes care of their job related skill requirements and fosters personal growth as well. We are now tracking training performance of all our employees, in Head office, Corporate office, plants and marketing locations, and continuously striving to improve our performance year on year.

From customers perspective, our focus is on ensuring ultimate customer experience. We have developed and follow a tailored made marketing strategy to effectively communicate and reach out to our diverse range of customers. Our Customer Technical Service (CTS) offices are located in every State Capital of India and all major Indian cities. The team of CTS executives are trained and dedicated to resolving product related customer issues in a prompt manner and have so far conducted more than 13000 different activities for Architect, Builders, Contractors, Engineers, Masons, Painters, Applicators, Retailers, Dealers, Stockist, Civil & Architect Students beside others. Further, in our pursuit for customer experience excellence we most recently launched the Sales Force Automation (SFA) tool, which is an android based mobility tool now available with over 600 JK Cement marketing personnel. The tool is used to capture the customer's profile and provide a better understanding about JK Customer and Customer Universe.

We have very cordial and long association with our neighbouring communities. We have established our plants on their land, we employ people from these communities to run our operations and we depend on community based businesses to provide associated services to support our plant operations such as transport logistics. Hence we own a great deal to our associated communities and hold a responsibility towards their growth as our company grows. In this regard Corporate Social Responsibility (CSR) and public service are deeply embedded in our cultural fabric. At JK Cement, we participate in the holistic development of the communities in which we operate. Our strategies and initiatives have brought smiles to numerous families. We have built schools, colleges, training

institutes, hospitals, temples and other social infrastructure, as a part of our community intervention. Continuing with our legacy, in FY 2014-15 we spent INR 5.17 crores towards corporate social responsibility and charitable activities. Our major focus areas during the year included education, healthcare, promotion of sports and rural infrastructure development.

People Performance

We believe that the key to our success lies with the motivation, skills and commitment of our employees. We focus on empowering our employees to drive sustainable growth and productivity and strive to provide them fulfilling careers with the opportunity for constant development and learning, allowing them to achieve their utmost potential. Our focus is on attracting and retaining the best talent. We strive to provide them with best working environment and support infrastructure to perform their responsibilities.

At JK Cement, we endeavor to provide environment for continuous innovation and improvement by rewarding for their dedicated efforts in achieving company's goal. We believe whatever we achieved from where we started our journey long back is the result of our people efforts. So, we consistently aim to provide a sustainable environment for learning right from the stage of recruitment to retention. We have also drawn up a long-term strategy to nurture human potential within organization by retaining and grooming them and by attracting requisite talent from outside to focus on filling gaps across all level of the organization.

As on 31st March 2015, the JK Cement family had 2470 employees associated with it, of which 1593 employees were based at the cement manufacturing plants and power plants, and 877 employees were based at the company's Kanpur Headquarter, Delhi Corporate and marketing offices¹¹. The category and gender-wise details of the HO & Marketing employees are as following:

Category	Unit	FY 2014-15	
Designation	Head office & Marketing		
		Male	Female
Senior Management	Nos	45	0
Middle Management	Nos	102	1
Junior Management (Executive)	Nos	674	16
GETs/PGETs	Nos	38	1
Total	Nos	859	18
Grand Total	Nos	877	

¹¹ This includes the Marketing Personnel.

Employee turnover

We define employee turnover as the number of employees who leave the organization voluntarily or due to dismissal, retirement, or death in service. Our permanent employees are considered for reporting against this indicator. During the reporting period, 197 people joined the JK Cement family, while 121 employees disassociated from the organization¹².

Our people's philosophy ensures that the following principles are followed within our organization:

- ▶ We are committed to ensuring that our work places are free from all forms of discrimination or harassment on the basis of age, caste, sex or religion;
- ▶ Complying with all applicable laws and regulations within our areas of operation;
- ▶ Meeting all our responsibilities and HR obligations as a direct and indirect employer and respecting the human rights of all of our employees and contractors;
- ▶ Have robust processes and systems in place for leadership development, training and growth to deliver value to the organization and society;
- ▶ Creating a conducive atmosphere where performance is recognized and rewarded in a fair and transparent manner;
- ▶ Engaging with employees to encourage feedback and address concerns;
- ▶ Generating local employment and providing support and resources for long-term skill building.

Labour unions

Apart from the Muddapur plant, all the other plants have dedicated trade unions, namely, either, INTUC or BMS or both. These trade unions are used as a platform for constructive dialogue.

¹² The new hire and attrition data corresponds to the Head Office, Corporate Office and Marketing offices only.

Human rights

We are determined to contribute to the promotion and protection of Human Rights. We intend to support human rights within our operational geography. We also take due care to ensure that our physical working environment is congenial to the workforce and free from any form of exploitation.

We respect the human rights of our employees and encourage fair practices. We are committed to provide equal opportunities at all levels, safe and healthy workplace and protecting human health and environment.

In the reporting period, no cases of discrimination or harassment were reported by our employees across our plants or the corporate office.

Against child labour and compulsory labour

We strongly oppose illegal labour practices. Exploitation of children and child labour is strictly prohibited at all our plants and offices. We do not work with any supplier or contractor known to operate with unacceptable labour practices such as the exploitation of children, physical punishment, female abuse, involuntary servitude or any other form of unacceptable behaviour. The agreements with contractors and suppliers also, mandatorily include necessary clauses on human rights and child labour as specified by the GoI and Factory Act regulations.

In the reporting period, there were no reported instances regarding child labour, forced or compulsory labour at any of our plants or the corporate office.

Learning and development

We invest proactively and provide our employees with excellent learning and career development opportunities in technical and soft skills areas. A large amount of learning in our premises and offices takes place on a day-to-day basis, on the job, from everyday experiences and sharing with team mates. The combination of strong learning programs and our work culture makes learning a way of life for our employees. Leadership and problem solving sessions were held in tandem with other trainings to enable individuals to drive change in a rapidly evolving company.

Trainings for all hierarchical levels including direct and indirect employees are essential in developing and maintaining employee satisfaction and promoting the culture of continuous innovation. Investing

in our people remains a priority for us. The continuous development of human resources is considered a catalyst for meeting business goals.

The following table presents total recorded average training man-days spent on training at our manufacturing plants in India during the current reporting year:

Employee Category	Average Training Man-hours (2014-15)	Average Training Man-hours (2013-14)
Senior Management	11	7
Middle Management	19	19
Junior Management	18	18
Permanent Workers	9	10

From FY 2014-15, we started tracking the training man-hours spent by our Kanpur Head Office, Delhi Corporate Office and marketing office employees as well, the details of which are as following:

Employee Category	Average Training Man-hours (2014-15)
Senior Management	9
Middle Management	68
Junior Management	2

Regional Training Centre – North

The Regional Training Centre (RTC) – North, situated at our Nimbahera plant, is a premier training centre of North India promoted by J K Cement with assistance from World Bank, DANIDA and Govt. of India as a unique HRD project in Cement Industry. It is equipped with modern training aids and caters to the skill enhancement and competency developmental needs of more than 25 cement plants of northern India. It has trained over 12000 technical and managerial personnel since its inception in June, 1994. The centre has also conducted many tailor-made in-house programs for cement and other industries in India and abroad including for Oman Cement, Oman and Star Cement, Dubai and Hama Cement, Syria / EHDASSE Sanat Corp. Iran and National Cement company, Yemen besides many cement plants in India.

RTC, Nimbahera has specialized packages / modules in areas like Mining, Cement Process, Mechanical and Electrical & Instrumentation designed and developed by renowned International / National agencies like FLS Denmark, NCCBM, TATA Interactive Systems, VEC, NITTTR, etc. More than 150 senior line managers from 10 cement plants have been trained at Denmark, NITTTR, Bhopal and Chennai,

who act as resource persons for these programs. Besides, OEMs and management experts of national repute are invited for various technical and management programs to make them effective and gainful experience for the participants.

Health & Safety

Our principal operational priority is the safety of our employees and contractors. Enhancing our working conditions to enable high standards of safety for our workplace is instrumental for business success. Keeping this philosophy in mind, we consider every single incident as a source of learning and an opportunity for improving our existing systems. We have various practices and policies in place for ensuring work-place safety and safeguarding employees against events related to work-place related serious disease and fatalities.

Incident-accident recording systems are maintained as per regulatory requirements. All of our manufacturing facilities monitor the injuries (first aid, minor and reportable injuries). During the year, all the manufacturing plants managed the non-reportable injuries internally as all our offices and sites have established Environment, Health & Safety (EHS) Management systems with designated responsibilities and safety infrastructure, which are under constant supervision and up-gradation to comply with leading international standards. A thorough root cause analysis (RCA) is done which identifies the reasons for the incident and recommends the corrective actions. The learnings from these incidents are shared amongst the employees to prevent any future repeat occurrence.

Further, there were no fatalities this year across all our manufacturing plants.

To further instil the safety culture, a safety committee is functional at all our manufacturing plants and is powered by equal participation from management and worker representatives. During the year, we have organized various awareness and counseling programs on Health and Safety aspects across our plants covering occupational health and safety aspects, lifestyles diseases and common seasonal diseases beside others.

Further, now besides our Gotan plant, Nimbahera, Mangrol and Muddapur plants have also received OHSAS 18001-2007 certification which became effective from 3rd August 2014 onwards.

Product Stewardship

We are committed to and continuously strive to improve the quality of our products, processes and services. Implementing a systematic approach is the key issue to manage the group processes aiming at satisfying quality requirements, creating value along the life cycle of products and enhancing relationships with customers and suppliers.

In this regard, all our plants are certified with Quality Management System as per ISO 9001. Further, our JK white cement carries the CE Mark as well which is the Mark of Conformity as per European Construction Products Directive.

At Nimbahera and Mangrol, our labs are equipped with State-of-the-art Process control instrumentation and quality control system. The testing laboratory is manned by qualified personnel to ensure quality of product comparable to the best available in the market at all times.

JK Cement Works, Muddapur is equipped with high efficiency dust filtration systems, which are installed for the main manufacturing process as well as at various transfer points to avoid dust emission to the atmosphere. Thus the plant has latest technologies, process control as well as quality control for plant operation with Robo lab and Automatic Blain Analyser. The entire plant is controlled from Central Control Room (CCR) with sophisticated control systems of latest technologies including Fuzzy Operations.

Further, as part of our recent brownfield expansion at Mangrol plant, we have installed a fully automatic Robo lab, appointed for quality improvement of raw mix and cement, will take samples automatically and will check and give correction for a better quality of the product.

All these measures allow us to monitor and maintain quality of our product while ensuring health and safety of our people and the environment. Along with this we ensure strict adherence to regulatory requirements applicable to our industry including compliance to product labeling and marketing practices.

No incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products, product and service labeling and marketing communications were reported during the FY 2014-15 period.

Marketing Communications

JK Cement follows a tailored made marketing strategy to effectively communicate and reach out to its diverse range of customers. In order to communicate effectively with its clientele, the organization directs its marketing communications and branding strategies by breaking down its customers into the following segments and using mass media, personal communication and professional forums as platforms for communications:

- ▶ Channel Partners –Stockists and retailers
- ▶ Specifiers – Architects, interior decorators, project managers and contractors.
- ▶ Applicators – Masons and painters
- ▶ End Consumers –Residential, institutional, retail and commercial property owner

JK Cement has carved a distinctive niche for its brands through various multifaceted ATL and BTL marketing initiatives including 360 degree media campaigns, consumer contact programs, online promotion, public relations etc. The company conducted the following innovative campaigns during the FY 2014-15:

a. Road Show Campaign – JK Cement Works, Jharli

In line with the launch of the company's new grinding unit in Jharli (Haryana), a road show campaign was conducted to strengthen the Brand's presence in existing areas and also to reach out to new markets.

A high pitch on-ground roadshow activation was carried out across Haryana for 60 days to increase the Brand recall value and make a strong connect with the end consumer through a customized and out of the box campaign. Around 177 villages and towns were covered through the campaign with over 14892 people contacted with approximately 2600 leads generated.

This initiative helped to create a buzz in the market and generated a lot of interest among existing and prospective dealers, end users and applicators.



b. Uphaar – Painters’ Loyalty Program – Wall Putty Token Scheme

Painters or applicators are major influencers in the customers’ decision to decide on a particular brand. With a view to establish connect with the painter fraternity, a loyalty program christened ‘Uphaar’ was conceived. Genesis of this program lay in encouraging the painter fraternity to adopt and recommend our product to the customers, explain them the benefits and get them to ‘experience’ JK Wall Putty.

An online portal has been developed to facilitate redemption of points and rewards for the painters. The company has been able to induct over 20,000 painters into this loyalty programme in a span of six months which has resulted in incremental sales and growth of Wall Putty in our markets.

c. Road Show Campaign – Kerala (Wall Putty)

A Road Show campaign was conducted in Kerala to create awareness about the Wall Putty Token Scheme and strengthen the brand presence of JK Wall Putty. Spread across 30 days, the focus of the campaign was on enrolling the applicators for the scheme and helping them redeem the token. The activity covered 11 districts and the team interacted with over 500 painters and conducted 52 Counter Service Meets. Besides this, a telecaller contacted 1658 painters across Kerala during the campaign and briefed them about the token scheme. Following this activation, the Brand was able to derive a lot of mileage on the awareness and sales conversion front.



Customer Technical Services:

Customer Technical Service (CTS) offices are located in every State Capital of India and all major Indian cities. These offices serve as a one stop for contacting our executives. The team of CTS executives are trained and dedicated to resolving product related customer issues in a prompt manner.

CTS team has conducted more than 13000 different activities for Architect, Builders, Contractors, Engineers, Masons, Painters, Applicators, Retailers, Dealers, Stockist, Civil & Architect Students and also run innovative campaigns to create distinct brand image of for JK Cement in public at large.

We have also participated in 56 different Exhibitions/ Trade Fairs on pan India basis and many visitors have shown interest in our products.

Our mobile service van has covered 277 different markets with 5415 touch points which further enhanced product awareness among customers and channel partners.

Customer Grievance:

Being a customer centric company, we believe in resolving consumer grievances related to construction practices and application of our product. We have a dedicated helpline number - 1800 102 8868, through which consumers can register their product related complaints with us. Consumers can also contact our executives in their respective areas directly by drawing their contact details from our website. We have received 795 customer complaints out of which we have given satisfactory solutions to 784 customers with the satisfaction ratio of 99%.

New initiatives:

Sales Force Automation (**SFA**), an android based mobility tool, implemented in JK Cement. More than 600 marketing team members are using this application. The application is used for beat planning and adherence and capturing secondary sales information for further analysis and planning. It is also used to capture the customer's profile and provide a better understanding about JK Customer and Customer Universe.

The application helps in recording the **Customer Voice** which is addressed by concern departments through an automatic workflow system. All support team like CTS, Logistics, Branding & Accounting are connected in this platform and proving the required support to address the customer grievances without any scope of dilution.



Corporate Social Responsibility

Corporate Social Responsibility (CSR) and public service are deeply embedded in our cultural fabric. Over the years, serious efforts have been directed towards making a meaningful contribution in uplifting and transforming the lives of the underprivileged.

At JK Cement, we participate in the holistic development of the communities in which we operate. Our strategies and initiatives have brought smiles to numerous families. We have built schools, colleges, training institutes, hospitals, temples and other social infrastructure, as a part of our community intervention. Our in-house policy for the upliftment of the masses finds reflection in a comprehensive and ongoing outreach programme, entailing participation in various social, charitable, healthcare, educational and religious initiatives.

Driven by the solid vision of philanthropic enterprise of its founding fathers, JK Cement stands firmly committed to its obligation towards the society, stakeholders and the environment.

We have a rich legacy of social development, taking care of our stakeholders and protecting the interests of communities. Our community development agenda reflects our ideals, our passion and our inherent belief in the improvement of people through opportunities for growth. Our strategies and initiatives have brought smiles to numerous families. We have built schools, colleges, training institutes, hospitals, temples and other social infrastructure, as a part of our community intervention.

Any successful commercial operation is an agglomeration of a large number of factors. And each of these factors is driven by different individuals with diverse interests. At JK Cement, care for each and every stakeholder is part of our DNA. The areas that we focus are on enhancing employment, conserving environment, promoting healthcare and imparting education.

Given below is the break-down of major CSR initiatives areas and expenditure amount undertaken during the FY 2014-15 period:

CSR Initiatives - FY 2014-15	Total Expenditure (Lakhs)
Charity and Donation (Donation to Sir Padampat Singhania University)	200

Education Services and Assistance	100
Rural Community Development Projects	58
Miscellaneous (Healthcare Services, Medical Aid & Treatment, Road Development, Temple Development, Sports Promotion etc.)	157
Total	515

In total we spent 5.17 crore and significant time and effort towards community development and charitable initiatives during FY 2014-15. Details of few CSR initiatives taken by our plants during the FY 2014-15 period are as following:

Cleanliness Drive

- Gotan employees organised a cleanliness drive and planted trees at the Gotan Railway station to create cleanliness' awareness and development a green belt.



- Nimbahera and Mangrol plant employees volunteered for cleanliness drive as part of PM's Swatchh Bharat Abhiyan.



- **Healthcare**

Concerned about acute lack of modern medical facilities in remote areas, dynamic measures have been taken to bring healthcare within the reach of general public. Initiatives like free eye checkup, dental checkup, special camps for women etc. are taken up by our plants from time to time.



Dental Camp at Muddapur



Ladies medical check-up camp at Muddapur



Free Medical Camps at villages Arniya Joshi and Bhawliya around Nimbahera and Mangrol plants

- **Community Infrastructure Development**

- Responding to the local community's need JKWC Gotan contributed towards and supervised the construction of boundary wall around the cremation yard in Gotan.



- Mangrol plant contributed towards construction of public toilets in village Mangrol under the Nirmal Bharat Abhiyan.



- Gotan plant contributed towards construction of railway platform and fixing of benches for the public use.



- **Blood Donation Camps**

As a responsible citizen, JK Cement plants regularly organize blood donation camps in association with local blood banks and medical centres for collection of blood. JK Cement employees contribute actively in these drives along with their families and local community members.



Blood donation camp organized at Gotan plant

- **Education – Our Continuous Focus Area**

We have always believed that quality education and knowledge dissemination are critical pillars for a nation to prosper. We have been prominent in the nation's educational landscape for decades. Our educational institutions comprise K-12 schools, universities and technical institutes, at various places across the country. Sir Padampat Singhanian University at Udaipur and L.K. Singhanian Education Centre (CBSE-affiliated co-educational school) at Gotan has played a key role in helping shape the country's knowledge potential.



LK Singhanian Education Center (Gotan)



Sir Padampat Singhanian University (Udaipur)

Besides running our own educational institutes, our plants are also supporting local community educational institutions and providing support in form of distribution of books, cloths and transport for school children.



Distribution of School Uniforms by Nimbahera plant

- **Vocational Training**

Creating employability for the country's youth is a vital cog in the community development vision of JK Cement Limited. The company's vocational training institutes are creating promising career avenues for

many. These institutes develop human resources that will contribute to the nation development on the technological and infrastructure front.

Assurance Statement

GRI Content Index

GENERAL STANDARD DISCLOSURES		
General Standard Disclosures	Page Number (or Link) Information related to Standard Disclosures required by the 'in accordance' options may already be included in other reports prepared by the organization. In these circumstances, the organization may elect to add a specific reference to where the relevant information can be found.	External Assurance Indicate if the Standard Disclosure has been externally assured. If yes, include the page reference for the External Assurance Statement in the report.
STRATEGY AND ANALYSIS		
G4-1	03-04	Yes, Page 63-64
G4-2	21-23	Yes, Page 63-64
ORGANIZATIONAL PROFILE		
G4-3	10	Yes, Page 63-64
G4-4	13	Yes, Page 63-64
G4-5	10	Yes, Page 63-64
G4-6	12	Yes, Page 63-64
G4-7	14	Yes, Page 63-64
G4-8	13	Yes, Page 63-64
G4-9	12, 13, 31, 48	Yes, Page 63-64
G4-10	48-49	Yes, Page 63-64
G4-11	49	Yes, Page 63-64
G4-12	- (JK Cement intend to provide the information on the supply chain from the next reporting cycle)	Yes, Page 63-64
G4-13	10	Yes, Page 63-64
G4-14	Entire report	Yes, Page 63-64
G4-15	08	Yes, Page 63-64
G4-16	24	Yes, Page 63-64
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES		
G4-17	08	Yes, Page 63-64
G4-18	27	Yes, Page 63-64
G4-19	65-67	Yes, Page 63-64
G4-20	27-29	Yes, Page 63-64
G4-21	27-29	Yes, Page 63-64
G4-22	08	Yes, Page 63-64
G4-23	08	Yes, Page 63-64
STAKEHOLDER ENGAGEMENT		
G4-24	26	Yes, Page 63-64
G4-25	26	Yes, Page 63-64
G4-26	26	Yes, Page 63-64
G4-27	26-29	Yes, Page 63-64

REPORT PROFILE					
G4-28	08	Yes, Page 63-64			
G4-29	08	Yes, Page 63-64			
G4-30	08	Yes, Page 63-64			
G4-31	08	Yes, Page 63-64			
G4-32	08	Yes, Page 63-64			
G4-33	08	Yes, Page 63-64			
GOVERNANCE					
G4-34	08	Yes, Page 63-64			
ETHICS AND INTEGRITY					
G4-56	19-21	Yes, Page 63-64			
SPECIFIC STANDARD DISCLOSURES					
DMA and Indicators	Page Number (or Link) Information related to Standard Disclosures required by the 'in accordance' options may already be included in other reports prepared by the organization. In these circumstances, the organization may elect to add a specific reference to where the relevant information can be found.	Identified Omission(s) In exceptional cases, if it is not possible to disclose certain required information, identify the information that has been omitted.	Reason(s) for Omission(s) In exceptional cases, if it is not possible to disclose certain required information, provide the reason for omission.	Explanation for Omission(s) In exceptional cases, if it is not possible to disclose certain required information, explain the reasons why the information has been omitted.	External Assurance Indicate if the Standard Disclosure has been externally assured. If yes, include the page reference for the External Assurance Statement in the report.
CATEGORY: ECONOMIC					
MATERIAL ASPECT: ECONOMIC PERFORMANCE					
G4-DMA	31-33	-	-	-	No
G4-EC1	31-33	-	-	-	No
CATEGORY: ENVIRONMENTAL					
MATERIAL ASPECT: MATERIALS					
G4-DMA	35-37	-	-	-	Yes, Page 63-64
G4-EN1	35-37	-	-	-	Yes, Page 63-64

G4-EN2	35-37	-	-	-	Yes, Page 63-64
MATERIAL ASPECT: ENERGY					
G4-DMA	37-39	-	-	-	Yes, Page 63-64
G4-EN3	37-39	-	-	-	Yes, Page 63-64
G4-EN6	37-39	-	-	-	Yes, Page 63-64
MATERIAL ASPECT: WATER					
G4-DMA	42	-	-	-	Yes, Page 63-64
G4-EN8	42	-	-	-	Yes, Page 63-64
G4-EN10	42	-	-	-	Yes, Page 63-64
MATERIAL ASPECT: EMISSIONS					
G4-DMA	39-40	-	-	-	Yes, Page 63-64
G4-EN15	39-40	-	-	-	Yes, Page 63-64
G4-EN16	39-40	-	-	-	Yes, Page 63-64
G4-EN20	39-40	-	-	-	Yes, Page 63-64
MATERIAL ASPECT: EFFLUENTS AND WASTE					
G4-DMA	42-44	-	-	-	Yes, Page 63-64
G4-EN22	42	-	-	-	Yes, Page 63-64
G4-EN23	43	-	-	-	Yes, Page 63-64
G4-EN24	44	-	-	-	Yes, Page 63-64
CATEGORY: SOCIAL					
SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK					
MATERIAL ASPECT: OCCUPATIONAL HEALTH AND SAFETY					
G4-DMA	52	-	-	-	Yes, Page 63-64
G4-LA5	52	-	-	-	Yes, Page 63-64
MATERIAL ASPECT: TRAINING AND EDUCATION					
G4-DMA	50-51	-	-	-	Yes, Page 63-64
G4-LA9	50-51	-	-	-	Yes, Page 63-64
SUB-CATEGORY: PRODUCT RESPONSIBILITY					
MATERIAL ASPECT: PRODUCT AND SERVICE LABELING					
G4-DMA	53	-	-	-	Yes, Page 63-64
G4-PR4	53	-	-	-	Yes, Page 63-64



**J.K. SUPER
CEMENT**



JK Cement LTD.

Registered and Corporate Office

Kamla Tower, Kanpur - 208001, Uttar Pradesh, INDIA

Telephone: 0091-512-2371478 / 81, Fax: 0091-512-2399854 email: jkshr@jkcement.com Web: www.jkcement.com