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FROM THE EDITOR'S DESK

It has been ten years of journey for TOPCEM Cement since its inception. With the passage of time, the company has surpassed many benchmarks to become one of the leading cement brands in North East India. Producing and selling close to a million metric tons, the company has proved its merit in the market. Starting from Assam and Meghalaya, today it has gone beyond the boundaries of North East India into Bihar and West Bengal. Apart from enhancing its own growth, the Company has wholeheartedly contributed to the society. From sapling plantation for curtailing environmental pollution to organising free health check-up camps for the common masses, the Company has taken up all social issues as its corporate responsibility. Based on the successful contribution towards the growth of the region and TOPCEM Cement's engagement with the society, The Chief Post Master General, Assam Circle has awarded us with "Special Cover & Cancellations". We are proud to write here that we are the first and the only cement company to have received such an honour. We are thankful to the Indian Postal Service, Assam Circle.

All these became possible because of the tireless efforts of the entire team of TOPCEM. I congratulate the entire team for all the successes achieved and wish good luck for future endeavours.

Bajrang Lohia
Director



RELEASE OF SPECIAL COVER

Awarding a Special Cover & Cancellations to any business organisation is a great honour given by the Postal Department of India. TOPCEM Cement became the first cement company in India to receive this honour.

On the 20th December 2016, TOPCEM Cement received its "Special Cover & Cancellations" and "My Stamp" in a gala occasion held at NEDFi house in Guwahati. There were many eminent dignitaries like Mr. PVSLN Murty (CGM, SBI-North East Circle), Mr. B. Paul Mukteih (CMD, NEDFi) and Mr. Riju Ganguly (Director Postal Services-Assam Circle). Eminent persons from TOPCEM Cement included Mr. Kailash Chandra Lohia (Chairman, TOPCEM Cement), Mr. Ramawatar Agarwalla (Managing Director, TOPCEM Cement), Mr. Bajrang Lohia (Director, TOPCEM Cement) and Dr. Anil Kapur (President - Sales and Marketing, TOPCEM Cement). Apart from the dignitaries present on the dais, senior representatives from various NGOs, banks and other financial institutions, educational institutions and cement dealers were present as well. The "Special Cover & Cancellations" was awarded by the Chief Post Master General, Assam Circle. TOPCEM cement has been selected by the Indian Post, Assam Circle for the successful completion of ten years of TOPCEM Cement and for the green initiatives taken up by TOPCEM Cement for curtailing environmental pollution in the region. The occasion started with the lighting of the lamp and felicitation ceremony followed by a presentation by Dr. Kapur on the various CSR activities of the company. It was followed by speeches by the dignitaries. Speaking on the occasion, Mr. Murty appreciated the CSR activities of the company. Mr. Mukteih discussed about the various phases TOPCEM has passed through to reach the pinnacle. Mr. Ganguly in his words appreciated the company's endeavours in the fields of Socio-Economic Development of the region. The Special Cover & Cancellations was awarded by Mr. Riju Ganguly in the presence of all dignitaries present on the dais.





ANNUAL DEALER MEET 2017 (19TH AUGUST 2017)

TOPCEM Cement Annual Dealer Meet was held on the 19th August 2017 at Guwahati Medical College Auditorium. Every year, since its inception, TOPCEM has been celebrating Annual Dealer Meet to felicitate the dealers for their sales achievements. This is the biggest event conducted by TOPCEM Cement.

This year also, more than 400 dealers along with their family members, from entire North East region attended the event. The Sales Promoters from all zones were also present. From all the zones of North East, dealers were awarded Gold, Silver and Bronze trophies. Trophies were given to all the Sales Promoters for their support to the company. This was for the first time that the Sales Promoters were also awarded with a medallion in an Annual Meet for completing successful 10 years. The event was inaugurated with the lighting of the lamp by Mr. Kailash Chandra Lohia (Chairman, TOPCEM Cement), Mr. Ram Avatar Agarwalla (Managing Director, TOPCEM Cement), Mr. Bajrang Lohia (Director, TOPCEM Cement), Mr. Amit Agarwalla (Director, TOPCEM Cement), Mr. Rahul Lohia (Director, TOPCEM Cement) and Dr. Anil Kapur (President–Sales & Marketing, TOPCEM Cement).

Mr. Kailash Chandra Lohia, the Chairman, has conveyed thanks to all the dealers, sales promoters and other guests for making the meet a grand success with their gracious presence and also promised to continue with the best quality and services to all the customers.



FLOOD RELIEF & OUR PARTICIPATION

In the beginning of August 2017, part of Kaliabor sub-division was flooded with a sudden surge of water from Kolong river thus inundating and damaging 70 villages with more than 40000 people. Schools were damaged, roads were washed out and there was a scarcity of drinking water besides food and other supplies.

TOPCEM Cement took the initiative and approached the Kaliabor Deputy Commissioner (Civil) for supporting and contributing towards alleviating the grief of local people.

WATER FILTER DISTRIBUTION – In association with the administrative office of Kaliabor sub-division, in the beginning of September 2017, Dr. Anil Kapur, President–Sales & Marketing, TOPCEM Cement, handed over 200 water filters in the affected areas. Sri Pankaj Chakraborty, ADC – Kaliabor and other senior dignitaries of the Kaliabor Press Club and the Local Administration were present on the occasion.



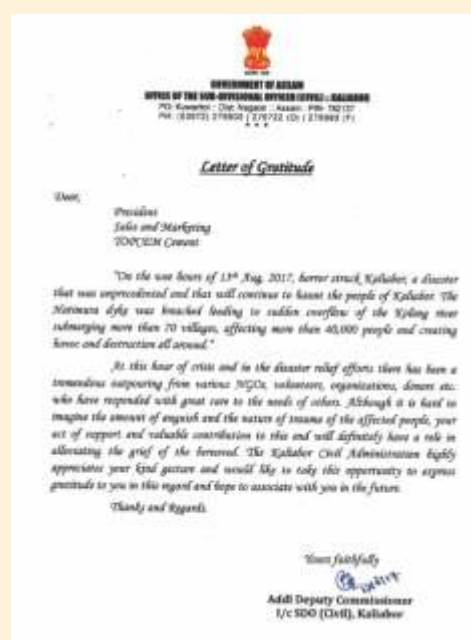
PAINTING AND RENOVATION MATERIAL FOR SCHOOLS

During the flood, schools were the ones which got damaged either in the flood water or due to the use of their premises as Relief Camps. There was a certain need to repair and repaint the schools in an urgent manner so that the students could resume their classes.



Under the aegis of the Administrative Authority, in order to carry out the painting work of schools, Dr. Anil Kapur, handed over the painting materials and other necessary things to the concerned authority, to carry out the work in 50 schools. The initiative was highly appreciated by the Kaliabor District Administration and the Kaliabor Press Club.

Additional Deputy Commissioner, I/C, SDO (Civil), Kaliabor, acknowledges our participation through his letter of gratitude.



OLD VISHWAKARMA IDOL IMMERSION (A SWACHH BHARAT INITIATIVE)

Like the previous years, this year also, TOPCEM Cement in association with Guwahati Scooter Motorcycle Garage Owners Association conducted a cleanliness drive by picking up old Vishwakarma idols left in the roadside after the completion of puja. This is a common practice among the residents of Guwahati to keep the old Vishwakarma idols by the road side. This creates an environmental hazard. TOPCEM has been conducting this cleanliness drive since 2011. The Event was flagged off by Dr. Anil Kapur, President–Sales & Marketing, TOPCEM Cement and Mr. Ajay Dutta, Ex-MLA and the advisor Guwahati Scooter Motorcycle Garage Owners' Association. More than ten thousand idols of various sizes were picked up and disposed off in the various designated places assigned by the authorities.



PUJA PARIKRAMA (SARAD SRESTHA SAMMAN, 26-28TH SEPTEMBER 2017)

During 26-28th September 2017, TOPCEM conducted the Puja Awards in association with The Times of India. A team of Judges along with a team from TOPCEM Cement and The Times of India visited twenty Puja Pandals for judging the Pujas in various categories like lighting, pandal decoration, ambience and many others. More than twenty-one categories were taken into consideration. An online voting system was also enabled for the occasion. The Judges included Dr. A.K. Dutta (an eminent educationist and Founder Director of IIM Shillong), Ms. Hela Das (A renowned wooden sculptor) and Mr. Sattyakee D'com Bhuyan along with Ms. Yankee Parashar from the Assamese Movie "Mission China". The team from TOPCEM was represented by Dr. Anil Kapur (President – Sales & Marketing), Mr. Sujit Ghosh (Sr. GM – Sales & Marketing), Mr. Birendra Singh (GM – Accounts), Mr. Vijay Kumar (DGM – Sales), Mr. Gunjan Deka (AGM – Marketing) to name a few. Mr. Angshuman Dey (Branch Head, The Times of India, Guwahati) represented The Times Group along with the entire team. For the Overall Puja category, Athgaon Sarbojanik Durga Puja Samiti won the prize, for Best Idol the Award went to Maligaon Kalibari Durga Puja, Best Lighting was awarded to Nayan Tara Club of Kumarpara Guwahati and for Pandal, the award went to Shantipur Sluice Gate Sarbajanin Puja Committee. For the first time since its inception, the Puja Parikrama was held for three consecutive days.



WORLD HEART DAY CELEBRATIONS

The Heart Care Society of Assam (Tinsukia Chapter), in association with TOPCEM Cement, conducted a free health check-up camp at Tinsukia. The event was held on the 10th of September 2017 in Agrasen Bhawan Tinsukia. The camp was organised to celebrate the International Heart Day. World Heart Day is generally celebrated on the 29th of September every year. The Heart care Society of Assam came into existence in 1999 and has been conducting such camps since 2011. The Tinsukia Chapter has been organising free health in association with TOPCEM Cement and various other organisations in Tusukia. This year many senior doctors and guests were present on the occasion. Dr. N K Bhattacharjee, President-Heart Care Society of Assam, inaugurated the event with the lighting of the lamp. TOPCEM Cement was represented by Mr. Dinesh Kumar (AGM-Sales) and Mr. Gopal Sahu (Sales Promoter-TOPCEM Cement). More than 200 people visited the health camp. Free ECG was performed along with other check-ups including diabetes detection etc. Among the doctors present were Dr. R.C. Bhuyan (General Practitioner), Dr. Ramesh Agarwal (Eminent Cardiologist, Dr. K K Dey (Eminent Cardiologist) along with Dr. N K Bhattacharjee. Mr. Sanjay Kishan, MLA from Tinsukia was the Chief Guest on the occasion.



GST MEETING

TOPCEM Cement conducted an awareness seminar for its channel partners and dealers on Goods and Service Tax (GST) on Friday, 14th July, 2017 in Guwahati. As the Goods and Service Tax (GST) is a technology based taxation system, the seminar was an attempt to train and educate the channel partners and dealers on GST compliance and its seamless adoption and to create awareness about the necessary procedural compliances under the new taxation system. It also emphasised that proper adoption of technology is a significant step in the successful adoption of GST.

The seminar was inaugurated by Dr. Anil Kapur, President, Meghalaya Cements, who in his welcome speech underlined the importance of GST and termed it as a major reform in the Indian economy's indirect tax regime.

The seminar was addressed by an expert, C.A. Raginee Goyal, a finance expert and an empanelled faculty for GST at IDTC of ICAI. The seminar was attended by more than 50 channel partners and dealers of Kamrup and Kamrup (M) who expressed various concerns and queries on GST.



INDEPENDENCE DAY CELEBRATIONS 2017

The 71st Independence Day was celebrated in the Recreational Club premises of MCL Plant in Lumshnong. The festivities started with the hosting of the national tricolour by Mr. R K Pareek (Plant Head). This was followed by speech by all the senior dignitaries from various departments. Various cultural programmes were performed by the local residents and students. The event concluded with the distribution of sweets among the guests who visited the venue of the programme.



WORLD ENVIRONMENT DAY

To fulfil the motto **"LIVE GREEN – SAVE ENVIRONMENT – SAVE EARTH"**, TOPCEM has taken up lots of initiatives for the development of greenery and environment conservation in the society. A major activity has been the sapling plantation programme that can be done on regular basis. On the 5th June 2017, on the occasion of World Environment Day, a plantation programme was organised in Lumshnong area of Thanskai. Saplings were planted in TOPCEM Public School to create awareness on environment and protection of trees among the children. The entire programme was headed by the President and was attended by all the Heads of the Department of TOPCEM Cement, teaching staff of the school and the children. More than 2000 saplings were planted.



BHOGESWAR BARUAH ROAD SHOW

TOPCEM Cement, in association with Assam Sports Journalist Association (ASJA) conducted a road show, which marked the 50th Anniversary of Mr. Bhogeswar Baruah's achievement of winning the Gold Medal in the 5th Asian Games held at Bangkok in 1966. Mr. Bhogeswar Baruah is the first sportsman from Assam to win a gold medal in an international event. He was conferred the Arjuna Award by Government of India in the year 1967. As a gesture of paying respect to the great sportsperson of Assam, the vehicle displayed the Gold Medal and the prestigious Arjuna Award along with the formal coat he donned in the Bangkok Asian Games. The road show canter-van visited various schools in Guwahati to inspire and motivate the youngsters by making them aware of the achievements of this iconic sportsperson.



PRESS FOOTBALL

TOPCEM Cement created a football team with players hired from TOPCEM Challenge Cup to play a friendly match with the team of journalists organised by Assam Sports Journalist Association. TOPCEM won the game 2-1. The game was inaugurated by Mr. Kailash Chandra Lohia (Chariman, TOPCEM Cement). The winning team was awarded a cash prize of ₹10,000 and the runner-up was awarded a cash prize of ₹5000. The awards were given away by Dr. Anil Kapur (President – Sales & Marketing, TOPCEM Cement). The match was held on the 10th of December 2016 at Nehru Stadium, Guwahati.



INDUSTRY FAIR

To highlight the industrial development in Assam, an industrial fair was held from the 15th June 2017 to 19th June 2017 at Mani Ram Dewan Trade Centre in Guwahati. The fair was organised by the Ministry of Industries, Government of Assam. The five day activity saw a good footfall. TOPCEM installed a stall at the venue where product information was displayed for the people to understand the various facets of TOPCEM and its product range.



SUB-DEALER MEET DIBRUGARH

A Dealer and Sub-Dealer Meet was held on the 28th of June 2017 in Hotel Little Palace in Dibrugarh. The meeting was organised by the Sales and Marketing team of TOPCEM Cement in association with the Sales Promoters of the area. Total eighty-five dealers and sub-dealers attended the meeting. On behalf of TOPCEM Cement, Dr. Anil Kapur, President–Sales & Marketing, presided over the meeting. Other seniors present on the occasion included Mr. Gunjan Deka (AGM–Marketing), Mr. Dinesh Kumar (AGM–Sales) along with their respective team members. Mr. Rajesh Kejriwal, Sales Promoter, Dibrugarh was also present on the occasion.



EMPLOYEES MEET (23RD SEPTEMBER 2017)

An Employees Congregation was held on the 23rd of September 2017 in the office premises of TOPCEM Cement. To conduct similar activities like the last year, various stalls were put up along with game stalls. Food stalls with cuisines from various parts of India were the centre of attraction in this event. A quiz competition was also held among the various employee teams. Employees from all the departments participated in various activities. The event was organised by the Recreational Club of TOPCEM Cement.



Regional

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BIHU

Bihu is an integral part of Assam's culture and heritage and TOPCEM Cement has always been a part of various festivities associated with Bihu celebrations. Every year Bihu is celebrated with various organisations related to the deprived and challenged people who lack the resources to enjoy the festivities. It is an important part of TOPCEM Cement's responsibility towards the society. This year, Bihu was celebrated in Ashadeep (A school for the differently-abled children), Assam Autism Foundation, Shishu Sarothi, Mother Old Age Home, Amar Ghor Old Age Home, Seneh Old Age Home and Shanti Niwas Orphanage and Old Age Home Nalbari. With the passage of time, these celebrations have made a great impact on these organisations and on the society as a whole. People from all spheres of life appreciated the initiatives taken up by TOPCEM Cement.



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ADDING
 TOP STRENGTH
 TO THE FESTIVAL
 OF FOOTBALL



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PRESS COVERAGE



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