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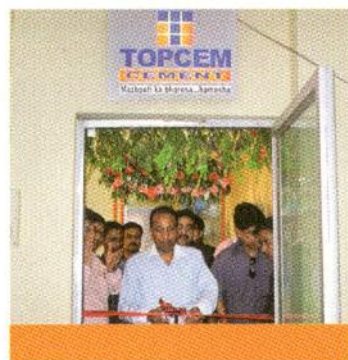
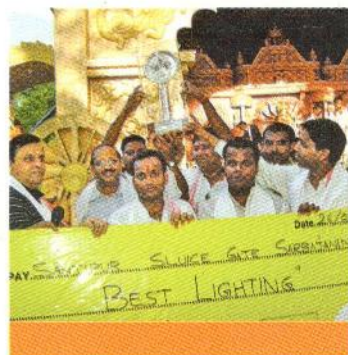
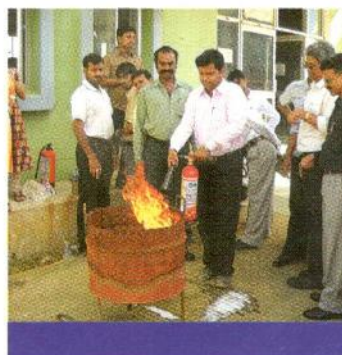
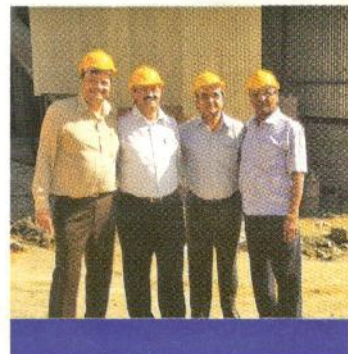
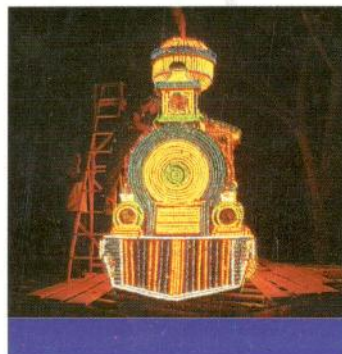
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The first such initiative in North East India

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From the Boardroom



Kailash Chandra Lohia
Chairman

A very happy and prosperous Bihu to all my friends, colleagues and partners in progress. I am happy to see the growth of TOPCEM and I owe this to you because you have made this possible by your hard work and dedication. Our

sales promoters and dealers have always been with us, like family. We need to sustain this interest, solidarity and motivation in the times to come. Driven by a booming infrastructure industry and heavy demands from real estate and power sectors, many players are emerging in the North-East cement industry which may bring tough competition ahead. However, we are the pioneers in this market and know the pulse very well. Continuous technological upgradation, strategic approach and scientific sales tactics will help us move ahead and remain at the top. The competition can only give us the positive thrust to rise and grow. Keep it up!



Mahendra Kumar Agarwal
Managing Director

Happy Bihu!

We are very much optimistic towards the rapid growth in the cement industry in the forthcoming years due to high demand from housing, retail, power and infrastructure industries. Success is about vision and our constant endeavour is to close the gap between organization vision and reality. The year has ended on a positive note and we have initiated fast implementation of our expansion plans to 2600 TPD to be executed in phases and we expect to complete it by the next winter. The 10 MW captive thermal power plant will be also be commissioned in the current fiscal year to fulfil our power needs at lower costs, thereby reducing the dependency on government agencies. MCL believes that our employees are our assets who give us a competitive edge. So, business practices are aligned with the aspiration of the employees to create an encouraging atmosphere.



Bijay Kumar Garodia
Vice-Chairman

My heartfelt wishes to you and your family on the occasion of Bihu and New Year. With your support, we could deliver another year of steady performance registering an increase by 20% in the Company's turnover and by 40% in the

profits as compared to the previous year. We are proud to be a major contributor in the North East. We are glad to initiate various measures in the areas of capital expenditure rationalization and cost control to ensure profitable growth in the current financial year and thereby emerge as a strong player in the long run. We believe that our employees are the key ingredients to strengthen and maintain our business, and therefore, we always focus on unlocking their potential through various training and motivational programmes.



Ram Awtar Agarwalla
Managing Director

Shubh Rongaali Bihu. TOPCEM Cement promises to give Asia's best limestone and world's best technology in every bag. Our aim is to maintain our quality policy year after year.

TOPCEM Cement has been widely accepted in the entire North-East region. This has been possible because of our quality consciousness and continuous support from the sales promoters, dealers, distributors, vendors, customers, government and other agencies. Our success is an outcome of the combined efforts of all our employees and associates. The sense of togetherness binds us as one - TOPCEM family. We also take pride in pursuing our social responsibilities through various community development, sports development, education, drinking water and healthcare programmes. Initiatives have also been taken to build a greener world and conserve the natural resources because resources saved are resources generated.



Editorial

Vikash Saraf
Sr. General Manager (Commercial)

Hello Friends. Season's Greetings.

A warm welcome to you at the 3rd issue of Topspeak...our voice. An open window at Meghalaya Cements where one can feel proud being a part of the TOPCEM family. This issue brings me a sense of self-satisfaction as we have succeeded in many spheres and fulfilled our responsibilities towards the Company, Environment, Human

Resources, Local Welfare and Social Responsibilities as a whole. My sincere thanks to Mr. Anil Kapur, Mr. K. Shyamal Rao and Mrs. Rachana Paharia along with other team members for their efforts and valuable contributions towards edition. Sharing all the events and achievements with all our partners in progress, team members and well-wishers is a great responsibility which I personally cherish a lot. TOPCEM considers its human resources as the most valuable asset. Ours is a performance-driven environment where we encourage and motivate all to think out of the box and deliver excellence.

This being the 5th operational year of TOPCEM Cement, we are determined to surge ahead and win the top position in the market and in the people minds forever.

Let's go to the top.



*Many
Congratulations!*

Mr. Anil Kapur becomes the Vice President (Sales & Marketing)

The Bihu season has started with a great news this year. Mr. Anil Kapur has taken up the position of Vice President (Sales & Marketing) of our Company. He has been elevated from the post of Sr. Genral Manager (Sales & Marketing). A prudent person with a very sharp mind, his management strategies and coordination methods have won the confidence of our sales promoters and dealers. Brand TOPCEM will achieve new heights under his able leadership in the years to come. We wish him all success.

**Save money
when you build
a house.**

To find out how
SMS **TOPCEM** to
56070 and get
free advice.



"There's a very positive relationship between people's ability to accomplish any task and the time they're willing to spend on it." - Joyce Brothers

TOPCEM Annual Dealers' Meet



Our dealers highly appreciated the gesture and manner by which TOPCEM celebrated its Annual Dealers' Meet in Guwahati on 06 October 2009. It was the first of its kind in the entire North East.

Tripura, Barak Valley, Meghalaya and Aizawl Dealers' Meets had been organized separately before.

All our dealers from Kamrup, Baska, North Lakhimpur, Sonitpur, Barpeta, Bongaigaon, Kokrajhar, Nalbari, Tura, Nagaon, Dibrugarh, Jorhat, Tinsukia, Golaghat, Sibsagar, Mokokchung, Siliguri, Imphal, Itanagar, Bhalukpong and Nagaland came to attend the Annual Dealers' Meet in Guwahati.

TOPCEM Gold Dealer



TOPCEM Silver Dealer



TOPCEM Bronze Dealer



The evening started with lighting of the holy lamp by Mr Kailash Chandra Lohia (Chairman), Mr Ram Avtar Agarwalla (M.D) and Mr Bajrang Lohia (Executive Director). A local cultural troupe performed Bihu dance. Celebrated singer Amit Paul set the audience in a dancing mood. Children joined him upon the stage with much joy and excitement. The evening ended with a formal dinner in the hall. Everyone was very much pleased and satisfied with the experience that TOPCEM credited all its success to the sales promoters and dealers who are deemed to be our partners in progress.

The major highlights of the event:

- Our dealers were cordially invited along with children and family. This gave a warm feeling of oneness.
- Incentives were distributed among the dealers in the form of gold coins.
- Top three dealers in each of the areas were recognized with the 'TOPCEM Achievement Award' – in the categories of TOPCEM Gold Dealer, TOPCEM Silver Dealer and TOPCEM Bronze Dealer.



My country
My dream

Let's come together to
establish a stronger
foundation for a stronger
nation. Jai Hind!


TOPCEM
CEMENT
Mazbooti ka bharosa...hamesha

**A
Greener
World**



Let's rebuild it


TOPCEM
CEMENT
Mazbooti ka bharosa...hamesha

TOPCEM YATRA

TOPCEM Dealers visited our plant at Meghalaya

We had successfully conducted factory visit programmes for all our dealers from North East during February and March last year. Dealers participated from Silchar, Golaghat, Sibsagar, Jorhat, Tinsukia, Dibrugarh, Nalbari, Nagaon, Kamrup, Bongaigaon, Baska, Goalpara, Kokrajhar, Tura, Sonitpur, North Lakhimpur, Meghalaya, Tripura and Mizoram.

The dealers learnt the cement manufacturing process in the TOPCEM plant. They were enriched by the knowledge they gained during these one-day programmes.

In the evening, all gathered to participate in quiz, music, indoor games and other sociable activities at leisure. We arranged proper accommodation for our dealers at our guest house in the plant premises.



TOPCEM SHARADIYA SHRESTHA SAMMAN

Like the previous years, this year also TOPCEM awarded the **Sharadiya**

Shrestha Samman to the Top Puja, Top Pandal,

Top Idol and Top Lighting for Durga Puja in Guwahati.

The puja committees participated in the TOPCEM Award to take part in this pioneering initiative. TOPCEM is the first in Guwahati to introduce the Sharadiya Samman Award.

It has encouraged people to organise Puja in an organised way giving prior importance to fire safety and first aid.

It has also boosted the creativity among the theme developers.

Durga Puja these days is more of a visual extravaganza than worshipping Maa Durga only. At Guwahati, Puja is celebrated in a big way. TOPCEM Awards have motivated the Puja

Committees to the highest level. The number of participation is increasing year by year.

We congratulate all the winners in various categories.



TOPCEM CEMENT
presents

THE TIMES OF INDIA

শারদীয়া শ্রেষ্ঠ সম্মান



New TOPCEM Quality Testing Laboratory in Guwahati

TOPCEM has come up with their new Quality Testing Laboratory at Nav Gaon in Guwahati on 19 March 2010. This is in addition to its sophisticated Testing Lab at the plant in Meghalaya. The Company also has a mobile concrete testing van for quality testing at construction sites.

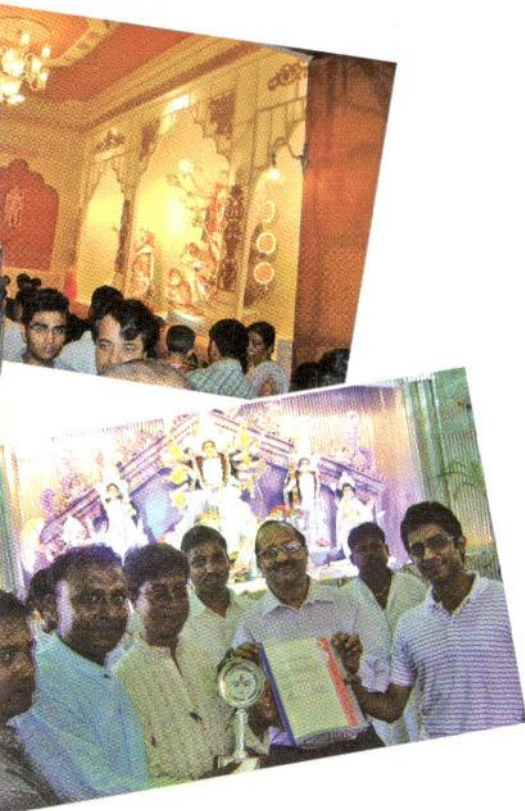
The 1500 sq. ft. Nav Gaon lab, located in the 9th mile godown premises is fitted with all equipment for physical testing of finished cement. This includes Comprehensive Test Machine, Vibrating Machine, Humidity Chamber, Hot Air oven, Cement Autoclave, Vicate Apparatus, Blains Apparatus, Curing tank, Test Sieve, etc.

Shri Bajrang Lohia, Executive Director of Meghalaya Cements Ltd., inaugurated the new TOPCEM Quality Control Lab in the presence of a formal gathering. "Our aim is to provide consistent quality to our customers. This new QC Lab will strengthen our quality objective," he said in his inauguration speech.

Shri Anil Kapur thanked the guests for their presence. "We are the first company in the North East India to introduce a second QC Lab for second-level testing to ensure consistent quality. Our customers can examine TOPCEM Cement for their satisfaction. They do not have to visit the MCL plant far in Meghalaya now as this new QC Lab has opened up in Guwahati", he said.

The officers from NHPC and other national companies were taken through a demonstration of quality testing procedures. Mr Joydeep Nath, AGM Technical, discussed the various utilities of different state-of-the-art machines with relevant theoretical explanations.

"You have to dream before your dreams can come true." - Dr A P J Abdul Kalam



Independence Day Celebrations

The Nations 62nd Independence Day was celebrated at Plant on 15th of August 2009. Sri Phon Syih - Local Director unfurled the National Flag amidst March Past by Security Guards. Sri Phon Syih-Local Director, Sri N. Padmanabhaiah-Joint President (Operations), Sri Gopal Sharma-Sr. Vice President (C&F) and other Senior Executives had given Independence Day messages to all the gathering.



Lecture by Sri B.K. Chandrashekarji



Sri B.K. Chandrashekar of Rajyog Foundation Center, New Delhi had given a lecture on "Increasing Memory Power and Invisible Doctor" on 8th of November 2009 at the Club House. Sri B.K. Chandrashekar just mesmerized the Audience with his ability of Memory Power and Water Therapy. Not only employees of MCL but also Executives from neighboring Cement Companies such as CMCL, Hills Cement and Green Valley were among the Audience. This program had been conducted through the kind courtesy of Sri Brahmakumari Centre, Shillong.

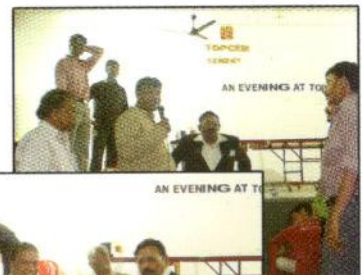
Diwali celebrated at TOPCEM

The Laxmi Puja was conducted at our Accounts Department on the occasion of Diwali. Diwali was celebrated at the TOPCEM Recreation Club. The staff, their friends and family along with children enjoyed the whole day. Indoor games and quiz added to the pleasure of all. This was followed by delicious dinner. A lucky draw also decided the lucky winner of that evening.



The TOPCEM Recreation Club has conducted a program "An Evening at TOPCEM" at the TOPCEM Recreation Club on August 15th Evening as part of Independence Day celebrations. The highlight of this program was "Anand Mela" wherein Gent Members have shown their Culinary Skills by preparing different varieties of delicious food items for all the gathering through 11 different Food Stalls. Mr. Umesh Sharma and his team (Masala Dosa & Idli) has bagged the first prize, Mr. G. Bathwal and his team (Vegetable Biryani and Dal Tarka) got 2nd Prize, Mr. Jayanta Das & his Team (Lassi) bagged the 3rd Prize. Apart from Food Stall a number of interesting events such as One Minute Games, general Knowledge Quiz and Memory Games have been conducted.

An Evening at TOPCEM



The annual "Vishwakarma Puja" was conducted on 17th of September 2009. The Vishwakarma Idol which was brought from Ladrymbai was installed at the Mechanical Workshop. The Puja Committee headed by Mr. V.N. Sharma conducted this Puja wherein personnel from all departments have actively participated in the Puja. A community Lunch was arranged for all the employees including all the contract workmen and their family member. Nearly 2000 persons have participated in this lunch program. The Vishwakarma Idol was taken to Sonapur in a

Procession for the Ritual Immersion in the holy water of Sonaprydi.



Pyramid Spiritual Societies Movement, India

This Pyramid Spiritual Societies Movement, India, New Delhi have conducted Pyramid Meditation Classes for our employees on 5th & 6th of May 2009 in the Community Hall. These Meditation classes were conducted by Madam Pavani, Mr. Harish & Mr. Eranna.



TOPCEM TOP TEAM



Training Workshop on "High Performance Leadership"

This Training Program had been organized on 25th & 26th of October 2009 at the Plant Site. This programme was aimed for Senior Level Executives. The faculty for this program was Mr. Ajay Agarwal of Rapid Learning System Ltd. Kolkata. 25 Sr. Executives from MCL-Plant, MCL-Kolkata, MCL-Guwahati and from BVCL had attended this two-day Training Workshop.



Mr. N. Padmanabhaiah, Jt. President (Operations) An effective team leader

Dear Friends,

Teamwork in our organization is the most important aspect. The Company is surging ahead with the help of sincere team spirit of our talented human resources. Our well concerted team is the key factor towards our success. We are organizing team



building activities at regular intervals which shall retain us at the top.

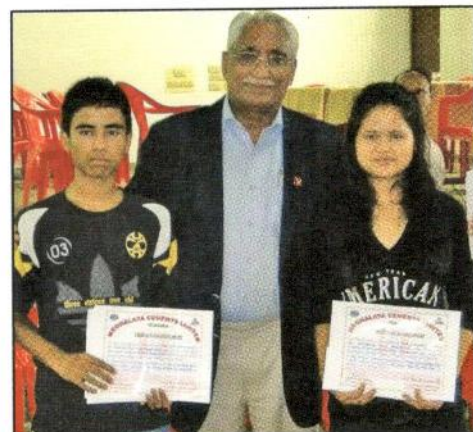
Training Workshop on "Improving Personal Effectiveness and Basic Managerial Skills."

The Training Program had been organized on 27th & 28th of October 2009 at the Plant Site. This program was aimed for Middle Level Managers. The faculty for this program was Mr. Ajay Agarwal of Rapid Learning System Ltd. Kolkata. 32 Middle Level Executives from MCL-Plant, MCL-Kolkata, MCL-Guwahati and from BVCL had attended this two-day Training Workshop.



Distribution of Cash Awards for Academic Excellence

A Program was organized at the Community Hall on 22nd of August 2009 to honour Meritorious Students from among the three villages of Chiehruphi, Thangskai and Wahiajer who stood first, second and third in the 2009 Secondary School Leaving Certificate Examination. The Headmen of the Three Villages Sri Phon Syih, Sri Thymme Talang and Sri Lowis Nongtdu and the Chairman of Three Villages Co-Ordination Committee Sri Stingson Siangshai and other prominent persons of the Three Villages attended this function. Apart from giving Cash Awards for Academic Excellence, the MCL also gave Cash Awards to 9 needy students, 3 each from above three villages towards uniforms, books and fees.



Safety is our prime concern:

Training Programme on "First Aid and Fire Safety"

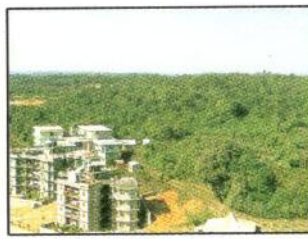
We organized a much awaited Training Programme on First Aid and Fire Safety. This Training Program was not only a statutory requirement under the Factories Act 1948 but also a mandatory one for ISO Certification (It is essential that 10% of employees are to be trained in First Aid and Fire Safety Programme). This programme had been conducted on 16th, 17th & 18th of July 2009 at the Plant Site. The Training was given by "St. John Ambulance Association, Chennai", a highly renowned and specialized organization in giving such trainings. The faculty consisted of **Mr. B.R. Venkatesh** for "First Aid" and **Mr. M.D. Gopalakrishnan** for "Fire Safety". As many as 77 employees of different cadres from all the departments attended these training programs. This was nearly 13% of the total employees.



A Greener World. Let's rebuild it.

Greenbelt Development

MCL has taken up plantation work on a massive scale to improve greenery inside the Plant premises. Nearly 1500 saplings were planted in the last six months. This tree plantation was taken up right from the main gate near National Highway and on the both sides of all the roads throughout the Plant and near all residential buildings. Apart from plantation, we are also developing Grass Carpets wherever vacant place is available, such as near Block A, B and C, around the Community Hall and in the Children's Park.



NIT Silchar students visit TOPCEM Plant

"Experience can teach even the toughest of Lessons". The prestigious National Institute of Technology Silchar put this percept into practice recently, in January 2010, when 36 Civil Engineering students, with the help of the institute's placement cell, drew up a plan to visit the TOPCEM (Meghalaya Cement Limited) plant for a practical engineering experience.



The students, led by faculty member Mr. Pallav Das, arrived at the plant in the middle of the day after a tiring journey from Silchar. But their enthusiasm was such that they quickly shrugged off the tiredness to plunge into the production and allied processes. The tour started with a visit to the Central Control Room of the production department, where they had a 90 minute interactive session with Mr. S.K. Sinha, the departmental head. They then visited the main production site to visualize the production process.

The second phase of their visit saw the students visit the laboratory to learn about the methods of limestone testing and how the sample of different required minerals are tested. This was followed by a session on

the logistic process. They also got an insight into how cement and raw materials are stored and how the finished product is packed so that freshness is maintained. A trip to the limestone mines rounded up the field trip. In the evening there was an interactive sessions with senior officials of the company and the students took the opportunity to acquire as much knowledge as they could.

The plant visit was first of its kind and everyone involved in the process enjoyed it. This was the first such venture by an engineering institute in the whole of North East and a great achievement for both TOPCEM and NIT-Silchar.



TOP MOMENTS



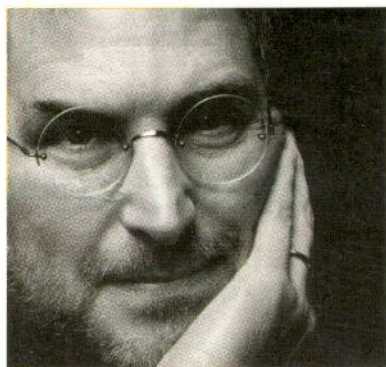
Picnic

MCL Kolkata team went for picnic to have fun and socialize with each other apart from their regular business assignments to finish. Employees get a chance to socialize with each other while enjoying food in a fun and friendly environment. It was held at "Aqua Marina", at Hooghly on 5th January 2010. The company picnic is an event for everyone.



All the employees who were a part of this event, also took part in various games held at the picnic spot. We enjoyed playing cricket, housie, dart, passing the ball and other competitions organized during the event.





STEVE JOBS *Co-Founder, Chairman, and CEO of Apple Inc and former CEO of Pixar Animation Studios*

In the late 1970s, Steven Paul Jobs (born February 24, 1955), with Apple co-founder Steve Wozniak, created one of the first commercially successful personal computers.

In 1976, Jobs, then 21, and Wozniak, 26, founded Apple Computer Co. in the Jobs family garage. The first personal computer was sold for \$666.66. By 1980, Apple had already released three improved versions of the personal computer. It had a wildly successful IPO, which made both founders millionaires many times over. Steve Jobs had managed to rope in John Sculley of Pepsi to head the marketing function in Apple.

Steve Jobs also started Pixar Inc., which has gone on to produce animated movies such as Toy Story (1995); A Bug's Life (1998); Toy Story 2 (1999); Monsters, Inc. (2001); Finding Nemo (2003); and The Incredibles (2004). This venture has made him one of the most sought after men in Hollywood.

Post Pixar, Steve Jobs wanted another round of revolutionizing to do. This time it was the music industry. He introduced the iPod in 2003. Later he came up with iTunes, which was a digital jukebox. A million and a half iPods later, the music industry still does not know whether this invention will save it or destroy it. Apple has a great advertising track record and its 'Rip, Mix, Burn' campaign was another feather in its cap. Now the industry uses a Mac to make the music and an iPod to store it.

"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully"- Steve Jobs

10 Golden Lessons From Steve Jobs: 1. "Innovation distinguishes between a leader and a follower." 2. "Be a yardstick of quality. Some people aren't used to an environment where excellence is expected." 3. "The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." 4. "You know, we don't grow most of the food we eat. We wear clothes other people make. We speak a language that other people developed. We use a mathematics that other people evolved... I mean, we're constantly taking things. It's a wonderful, ecstatic feeling to create something that puts it back in the pool of human experience and knowledge." 5. "There's a phrase in Buddhism, 'Beginner's mind.' It's wonderful to have a beginner's mind." 6. "We think basically you watch television to turn your brain off, and you work on your computer when you want to turn your brain on." 7. "I'm the only person I know that's lost a quarter of a billion dollars in one year.... It's very character-building." 8. "I would trade all of my technology for an afternoon with Socrates." 9. "We're here to put a dent in the universe. Otherwise why else even be here?" 10. "Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

JOKES

Museum Watchman: That's a 1000 year old statue you have broken.

Visitor: Thanks God! I thought it was a new one.

Huband and wife go to a coffee house. They buy 2 cups of coffee.

Huband: Drink quickly... drink quickly... before it gets cold.

Wife: But why...

Huband: They charge Rs. 40 for hot coffee and Rs 150 for cold coffee.

Teacher to Student: Boy, your essay on "My cat" is exactly the same as your elder brother's. Did you copy from him?

Student: No Ma'am, it's about the same cat!

Ela: Why do you close your eyes while playing the piano?

Bhola: I can't see the agony of the audience.

A man buys a ticket for Rs 500 and wins the lottery of 1 crore. He goes to claim it.

Man: I want Rs 1 crore.

Lottery Agent: We give you 10 lakh today. The rest amount will be paid in the next 10 months.

Man: Oh, no! I want all my money right now. If you don't do it today, then I want my Rs 500 back.

Chemistry Teacher: What is the chemical formula of water?

Student: h-i-j-k-l-m-n-o.

Chemistry Teacher: What are you talking about?

Student: Yesterday you said h to o.

A man points towards sky and asks another man: Is it sun or moon?

Second man: I can't say what it is, because I am also new in the town.



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