TOPCEM CEMENT
Mazbooti ka bharosa...hamesha

TOPSPEAK

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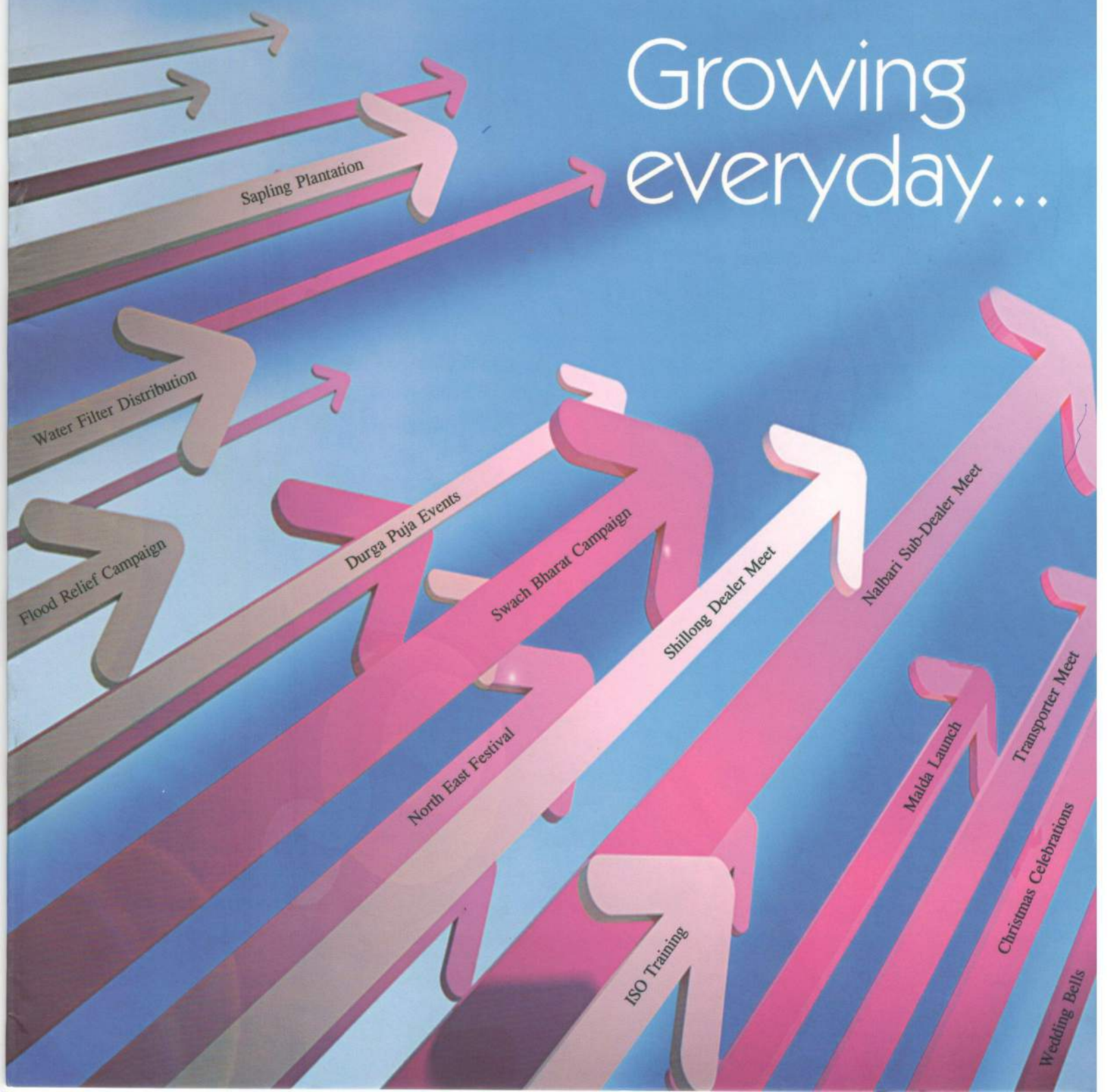
Growing everyday...



FROM EDITOR'S DESK

Being an eventful year, 2014 has seen Topcem advancing in leaps and bounds. Achieving milestones on numerous fronts. Even though, the year saw Topcem penetrating markets in Bihar, Siliguri and Malda, generating profits was not only the area where Topcem left its mark. Social activities also saw a lot of involvement. From setting up blood donation camps, to organizing events for Old Age Homes, from programmes involving mentally and physically challenged children to planting saplings to propagate green. Topcem touched almost all facets of society and contributed greatly to its development.

Bajrang Lohia
Director

Sapling Plantation in Topcem India Gauripur: Spreading the green concept has been the part and parcel of Topcem's Policy. Every information communicated through advertisement campaigns and activities done towards the society, the green factor is kept into the domain. Considering the green message, a sapling plantation programme was organized in Topcem India Plant in Gauripur. The Programme was held on the 11th of July 2014. Dr. Shantanu Kr. Dutta from Pollution Control Board initiated the plantation drive. Akita Miyawaki plantation model, which originated in Japan, was applied in the plantation process.The Dignitaries who actively participated in the programme were Mr. Bajrang Lohia (Director), Mr. Umed Kumar Nahata (GM-Logistics) and Mr. Mukti Kumar Sharma (Manager HR). More than three thousand saplings were planted in the day long programme.

Water Filter Distribution in Schools: Access to Hygienic and Healthy drinking water is the birth right of every individual living in the society. It ensures good health and reduces many water related hazards. After a thorough field study conducted by Topcem in the cities of Shillong and Guwahati, it came to the limelight that many of the government schools especially the primary categories lack proper drinking water facilities. Topcem Cement took up an initiative to distribute water filters to many government schools in both the cities. Highly modernized and "State of the Art" water filters were disseminated in thirty schools in the two cities. The entire event was divided in two chapters, the Guwahati episode was held on the 13th of August 2014 in a gala occasion in Hotel Gateway Grandeur and the Shillong phase was concluded on the 8th of November 2014 at Hotel Polo Towers Shillong. For the Guwahati Chapter, Mr. Anil Kapur (V.P-Sales & Marketing) was present along with Mr. Joydeep Nath (DGM-Technical) whereas in Shillong Mr. Kapur was assisted by Mr. Sujit Ghosh (GM-Sales) and Mr. Rohit Agarwal (Sales Promoter-Shillong). Approbation for the activity came from both the media and the schools.

Flood Relief Operation: In the third week of September 2014, there was an incessant rain resulting from the receding monsoon. After three days of continuous shower, there was a deluge in some of the interior parts of Kamrup District. The District Administration took up massive steps to provide basic necessities to the people in the flood effected areas. Topcem came up with a helping hand by distributing packaged drinking water in the areas. Two Thousand water bottles were distributed in the areas of Notboma, Sijubari and Anil Nagar within the jurisdiction of the Kamrup Administration. The District Administration appreciated the quick and spontaneous response from Topcem.

The Topcem Cup: Since 2011, Topcem Cup has been taking place in the North Guwahati region. The tournament organized by Rudreshwar Ajanta Club is solely sponsored by Topcem. This year it was the fourth edition and the popularity of the tournament has increased many folds. This year in all nineteen teams participated. Boko United Club were declared the Champions and Narengi Sports Club were judged as Runners-up. The victorious team was given a cash prize of Rs. 30000 along with a Trophy and the runners up team received a monetary award of Rs. 20000 along with the Runners-Up trophy. Mr. Sujit Ghosh (GM-Sales) gave away the prizes. More than five thousand people saw the proceedings of the final held on the 19th Of October 2014 in the North Guwahati Stadium.

Transporters' Meet: Transporters play an important part in the entire logistics operation of the company. Their contribution is highly noteworthy as they play a pivotal role in the proper dispatch of material top the various assigned destinations. To, appreciate and celebrate the performance and contribution of these transporters, a get together was organized at Hotel Gateway Grandeur on the 24th of December 2014. Mr. Anil Kapur (V.P. – Sales & Marketing) presided over the gathering. After a 'Question and Answer' session, the celebration started with a DJ performance followed by dinner. The event concluded with gift distribution to all the transporters as a token of appreciation.

The Sub-Dealer Meets in Karimganj and Hailakandi: Two Sub-Dealer meets were held in Karimganj and Hailakandi on the 19th and 22nd of December 2014 respectively. Mr. Joydeep Mukherjee (Senior Manager) with the sales team, marketing team and the Sales Promoter (Mr. Rajesh Khandelwal) were present on the occasions. Both the event took place in the day time and were concluded with lunch.

The Christmas Celebrations: This year Christmas was celebrated in a special way by Topcem Cement. Topcem bought Santa-Claus amidst the children of Guwahati. The Santa Clauses gave away gifts in the Churches in the city of Guwahati. More than 50000 people were present in the venues where the gifts were given by the Santa Claus. All the major churches of Guwahati were covered in the event.

Durga Puja Celebrations: The Durga Puja was celebrated in various notes in 2014. It was held for the first time in Lumshnong Plant. Apart from this, the Sarod Srestha Sanman Awards were held in Guwahati and Silchar. The Guwahati Sarod Awards were given to the winners in a grand occasion in Hotel Gateway Grandeur. Mr. Amit Agarwal (Director), Mr. Rahul Lohia (Director) and Mr. Anil Kapur (V.P. - Sales and Marketing) were present. The list was topped by Geetanagar Puja Committee Guwahati. The Sarod Sanman was also held in Silchar in association with Rotaract Club of Silchar. Mr. Joydeep Mukherjee (Senior Manager) was present in the prize distribution. The overall best Prize went to Tarun Club Silchar Another event of Puja on Wheels was organised where the idol of the Goddess was taken to various old age homes and other areas so that the people may offer their prayer. It has been a practice in Topcem to give a social touch to festive celebrations. The visit to old age home was a part of that endeavor. It has to be taken into account that Social Responsibility gets the top priority in every step of Topcem cement.

Swach Bharat Campaign: The Cleaning drive under "Swach Bharat" campaign was done in Topcem India plant in Gauripur and Meghalaya Cements Limited plant in Lumshnong. Massive Cleaning drives were taken up in both the locations. All round participation was seen in both the plants. Even the Heads of all the departments were present. Both the events took place in the month of November 2014. Adjoining areas of both the plants were also covered in the cleaning drive.

North East Festival: The North East Festival was held from the 7th of November 2014 to 10th of November 2014 in New Delhi. It was a platform to showcase the cultural highlights of the North East Region. It was a good space for brand promotion activity. The event was held at Indira Gandhi National Centre for the Arts. The footfall was more than 50000 spanning in all the four days. Topcem had installed a stall where various branding accessories were displayed and distributed among the gathered crowd. The main purpose of the participation was communicating brand information of Topcem among the people of Delhi.

Shillong Dealer Meet : Shillong Dealer Meet was held on the 8th of November 2014. The meet was attended by all the dealers of Shillong. The proceedings, organized by the Sales & Marketing department, was presided over by Mr. Anil Kapur (V.P. - Sales & Marketing). Mr. Sujit Ghosh (G.M.- Sales) was also present.

Nalbari Sub-Dealer Meet : Nalbari Sub-Dealer Meet was held on the 22nd of November 2014. This was held for the first time in Nalbari. The event started with the Topcem Television Commercial being shown to the guests, which was followed by an interactive session with the Sales team headed by Mr. Anil Kapur V.P. (Sales & Marketing). The event concluded with dinner for the guests followed by gift distribution.

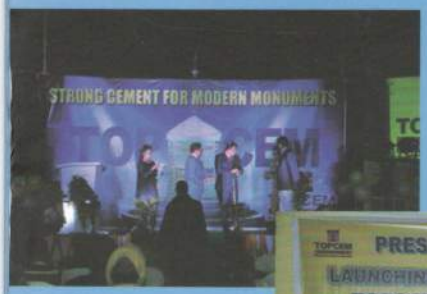
The ISO Training Session: The much awaited training for ISO documentation and procedures was finally conducted by Mr. D.L.N. Sharma (Sr. V.P. - Quality Control) at Topcem on 28th November 2014. He was aided by ISO audit members from Topcem Plant Gauripur and Guwahati office. This was a very successful training on ISO audit procedures.

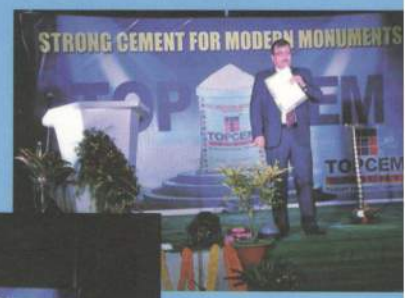
Wedding Bells

The Topcem Family congratulates Miss. Gunjan Garodia (daughter of Mr. Bijay Kumar Garodia- Vice Chairman MCL and Mrs. BinaGarodia) & Mr. Ayush Agarwal (Son of Mr. Anand Kumar Agarwal & Mrs. Asha Agarwal) on their wedding ceremony held on the 7th of July, 2014 at Hyatt Regency, Kolkata.

The Topcem Family congratulates Mr. Nishant Garodia (son of Mr. Bijay Kumar Garodia- Vice Chairman MCL and Mrs. BinaGarodia) & Ms. ShrutiKedia (Daughter of Mr. Atul Kumar Kedia& Mrs. SunitaKedia) on their engagement ceremony held on the 5th of July, 2014 at Hyatt Regency, Kolkata.

Malda Launch





Malda Launch: There has been a new phase in the market expansion policy of Topcem. The entire North East Market was already within the grasp of the company, along with that North Bengal and Bhagalpur was formally inducted in the expansion domain. In the month of November 2014, Topcem was formally launched in Malda in West Bengal. In the launching phase fourteen dealers were created. The list included Saha Cement Agency, Sahi Traders, Sultan enterprise, Debananda Ghosh, Arapur Cement Centre, Roy Agency, Subham Traders, Mahananda Traders, KrishiSurakhya, Hoda Enterprise, MahaLaxmi hardware, Krishnadeep Traders, Kadmi Enterprise and SahaSuppliers.Mr. Anil Kapur (V.P. - Sales & Marketing) and Mr. Sujit Ghosh (GM-Sales) were present on behalf of the company. The newly appointed dealers were given a silver coin by Mr. Kapur as a token of appreciation. The entire event was covered by the local media. The Company has further plans to reach out to the markets of Birbhum, Murshidabad and finally to the capital city of Kolkata.

SAP Implementation: Giving a boost to the IT department of the Company, ERP software SAP was formally installed in the work domain of Meghalaya Cements Ltd. and Topcem India. This gave a boost to the entire operations of the company. All the departments were integrated in a very well-coordinated manner. This was indeed a great achievement on the part of Topcem. The formal launching took place on the 1st of October 2014