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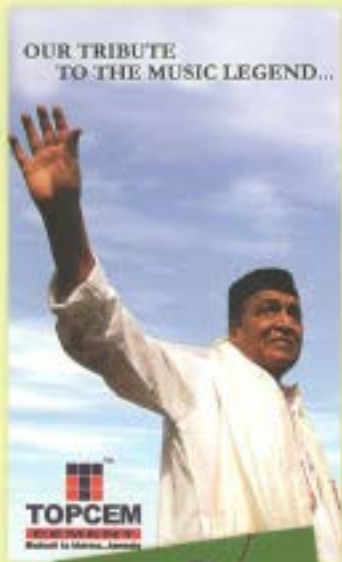
Topcem Sports Initiative
Through fun and games



LIVE GREEN



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build
a stronger
India



Topcem Dealers

2011 saw Dealer Meets being organized in all the important locations of the Northeast. These included Guwahati, Dibrugarh, Sivasagar, Jorhat, Nagaon, Bongaigaon, Tezpur, Silchar, Shillong, Aizawl and for the first time, in Nalbari. Starting from May, the events continued until June end. These Meets were presided over by Mr. Anil Kapoor (NFI Sales & Marketing) along with the respective area sales team and sales promoters. Every Dealer Meet included a quiz competition for the dealers and concluded with a cocktail lunch or dinner and gifts being distributed to the dealers as a token of appreciation.

Dibrugarh

Date: 01.06.2011



Jorhat

Date: 03.06.2011



Kokrajhar

Date: 05.07.2011



Nagaon

Date: 17.07.2011



Meet 2011

Nalbari

Date: 06.06.2011



Sivsagar

Date: 02.06.2011



Tezpur

Date: 10.07.2011





Present: SS

Topcam representation: Mr. Anil Kapur (VP, Sales & Marketing)

This year, SS of Topcam's best performing dealers were rewarded with a round-trip to Bangkok and Pattaya. Mr. Anil Kapur, Mr. Hiteshwar Sanku and Mr. Dibash Mehta of Topcam accompanied them. A Certificate of Appreciation was also awarded to the dealers at a formal event.



Dealers' Manager Meet

Date: 29.06.2011



Venue: NeCFI Auditorium

Present: 35

Topcam representation:

Mr. Anil Kapur (VP, Sales & Marketing),

Mr. Joydeep Nath (AGM Technical) and

Mr. Debashish Hazarika (AGM HR)

The Meet was essentially a session conducted by Topcam's technical team. Here, managers of the various dealer points were familiarized with the company's products and their specifications. The long session, in which the guests also participated, was followed by a quiz and it ended with lunch arranged by the company.



Kokrajhar Engineers' Meet

Date: 20.09.2011



Venue: Assam Police Housing Corporation Ltd, PWD (ETAD Kokrajhar).

Engineers are the majority of the construction industry. Topcon took an initiative to create a platform where these engineers could interact with the company's technical team and get first hand information about the company's products. To this end, the company succeeded in organizing a meeting with two iconic establishments from the construction industry in Assam. The PWD (ETAD, Kokrajhar) and Assam Police Housing Development Corporation Ltd, Guwahati. Everything, from cement quality to

construction procedures was discussed in detail.

Mr. Joydeep Nath (AGM - Technical, Topcon) gave a presentation on both occasions. Mr. R. Kempf (Chief Engineer - PWD, ETAD Kokrajhar) and Mr. D. Kalita (Chief Engineer - APHDC) were also present during the Meet in their respective areas.



Masons' Meet

Mason Meets are conducted by the technical department on a regular basis, to enhance the brand visibility amongst the end users. It is a very productive and effective marketing tool.

In all, more than 200 such Meets under the supervision of Mr. Joydeep Nath, were conducted covering the entire Northeast over the last six months. The Sales team was instrumental in the smooth execution of these Meets. So far, Meets have been held in Sivasagar, Aparajita, Dhamonagar, Dibrugarh, Tirokha, Dulajain, Jorhat, Nagaon, Sivasagar, Guwahati, Barpeta and Nalbari. A Meet is also scheduled for Mizoram in the near future.



Property and Lifestyle Fair

Date: 09.09.2011

Venue: Mankom Dewan Trade Centre
Chief Guest: Mr. Pradyut Borah (of State Industry Minister).

In the month of September 2011, Topcon Cement participated in a property fair held in the Mankom Dewan Trade Centre in Guwahati. It was a real estate and building material congregator, where some of the top ranking companies from the industry participated. The event was very successful and the turnout was good.



Canopy (The Haat Event)

The rural populace forms a major part of Topcon's consumer base. To cater to this segment, the company started the Canopy Event. This involved going deep into rural areas, setting up canopies or temporary kiosks and introducing games for the locals.

The exercise had been so successful in areas such as Guwahati, Vijaynagar, Borika, Nalbari, Raha, Mirza and Nagaon, that a new event was added. RJ, or presenters from the radio station, Red FM, discussed different topics with the local listeners as part of the new addition.

In association with The Times of India**Partner representation:**

Mr. Anghuman Dey (Branch Head, The Times of India)

Topcem representation:

Mr. Ramawtar Agarwal (Managing Director)

Mr. Bajrang Lohia (Executive Director)

Mr. Anil Kapur (VP, Sales & Marketing)

Judges:

Mr. Fankaj Thakur (Theatre and Film Personality)

Prof. A.K. Dutta (Professor, IM Shillong)

Mrs. Madhobi Goswami (Principal, Mwa Secondary School)

Winners:

Overall Best Puja - Pendo Nest Camp Kali Bari Durga Puja Samiti

Best Pandal - Fancy Bazar Puja Samiti

Best Prithma - Gaetanagar Puja Samiti

Best Lighting - Shantipur Skuico Gate Puja Committee

Topcem's association with Durga Puja in Guwahati over the last three years has proved to be very fruitful. In a tie-up with The Times of India, Topcem has developed a new event format whereby various Puja Pandals are judged and awarded prizes based on various categories ranging from overall best puja to best lighting arrangement.

This initiative received accolades from various agencies in Guwahati. Moreover, this event has become a tradition in Meghalaya Cement Limited. A rare example of Business Promotion combined with cultural and spiritual endeavours.

**Topcem Sports Initiative****Mrityanjoy Cup Corporate Cricket****Tournament**

Date: 14.05.2011 - 15.05.2011

Venue: Sarusojal Stadium

Teams: 14

Topcem representation:

Mr. Anil Kapur

(VP, Sales & Marketing)

Chief Guest: Mr. Sankar Barua

(DGP Assam)

Winners: GVKEMR

Runners up: (Baja) Allianz Life Insurance

**Topcem Challenger Cup****Football Tournament**

Date: 15.10.2011 - 30.10.2011

Venue:

North Guwahati Mini Stadium

Teams: 14

Topcem representation:

Mr. Bajrang Lohia (Executive Director)

Mr. Anil Kapur (VP, Sales & Marketing)

Chief Guest during inauguration:

Mr. Kamal Baishya (ADC)

Special Guest during closure:

Mrs. Rohita Bishnu (Director WPT&BC)

Winners: Rajadower Club & Library (North Guwahati)

Runners up: Goreswar Ganga Club



Topcem has been actively involved with sporting events since its inception. 2011 saw two major sporting events sponsored by Topcem. The Mrityanjoy Cup, for a corporate level Cricket competition and the Topcem Challenger Cup, for a club level Football match. The Cricket competition was inaugurated by Mr. Sankar Barua (DGP Assam) and Mr. Pradip Hazarika (Director of Sports for Assam), while the Football competition was inaugurated by Mr. Kamal Baishya (ADC) and Mrs. Rohita Bishnu (Director WPT&BC). Mr. Bajrang Lohia (Executive Director - Topcem) and Mr. Anil Kapur (VP, Sales & Marketing) also attended both occasions.

Children's Art Competition

Date: 13.09.2011 to 23.09.2011



Venue: Army School Narangli, Gawahati, Delhi Public School, Gawahati, Don Bosco, Pan Bazar and Children Art School Beltola, Gawahati.

Participation: 950 candidates.

Corporate Social Responsibility has been of prime importance to Topcem Cement since its inception. In keeping with the philosophy, the organization has always strived for social development. This year, it was in the form of an art competition for children from different schools. To make the competition more vibrant, the participants were judged on an intra-school basis. Three students were selected from each participating school and were awarded accordingly. More than 950 students participated in the event. The competition was one of its kind, as it took place in the respective school premises, keeping the convenience of the teachers and comfort levels of the children in mind.



TOP Inspiration

Banker to the Poor



MUHAMMAD YUNUS

"Each individual person is very important. Each person has tremendous potential. She or he alone can influence the lives of others within the communities, nations, within and beyond her or his own time."
— Muhammad Yunus.

In 1983, Muhammad Yunus, Ph.D, a Bangladeshi economist, fueled by the belief that credit is a fundamental human right, founded the Grameen Bank. An institution that provided micro-credit to the poor who possessed no collateral and helped them establish creditworthiness and financial self-sufficiency. He was awarded the Nobel Prize for Peace in 2006, along with Grameen Bank, for his Herculean effort.

During the prize announcement, The Norwegian Nobel Committee mentioned:

Muhammad Yunus has shown himself to be a leader who has managed to translate visions into practical action for the benefit of millions of people, not only in Bangladesh, but also in many other countries. Loans to poor people without any financial security had appeared to be an impossible idea. From modest beginnings three decades ago, Yunus has, first and foremost through Grameen Bank, developed micro-credit into an ever more important instrument in the struggle against poverty.

From Dr. Yunus' personal loan of small amounts to destitute basket weavers in Bangladesh, overcoming everything from violent radical leftists to the conservative clergy who told women that they would be denied a Muslim burial if they borrowed money, the Grameen Bank advanced to the forefront of a burgeoning world movement to eradicate poverty through micro-lending.

Today, replicas of the Grameen Bank model operate in more than 100 countries worldwide.

JOKES

Dad writes on son's Facebook wall: Dear Son, How r u? All r fine here. We miss u a lot. **PLZ TURN OFF THE COMPUTER & COME DOWN FOR DINNER!**

Doctor to a rich man: Do you prefer local anesthesia?

Rich man: I would rather prefer an inspired one.



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