



**WINNERS
LIVE IT UP WITH
CONFIDENCE**

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FROM THE EDITOR'S DESK

TOPCEM Cement's ventures in various areas have catapulted its image to that of an iconic company of the Northeast Indian Region. This is the most remarkable achievement in the recent past. Even though the competitors are catching up fast and they are providing a tough competition in every field, the trail of success for TOPCEM continues with all its achievements and glory. With the change in business environment, the competitiveness of the employees of TOPCEM has helped the company to grow. They have turned more professional and proactive. This change in the attitude of the employees is the main reason behind all the achievements of the company. But to contemplate in a greater context, still a long way has to be stridden by all of us together. After all "Success is a never-ending Journey".

Bajrang Lohia
Director



MEDIA FESTIVAL AND MEDIA CRICKET

The 5th Northeast Media Festival was organised on the 5th of February 2018. TOPCEM Cement was the title sponsor of the event. The programme was jointly inaugurated by Rajib Prakash Baruah (ADC, Kamrup Metro) and Dr. Anil Kapur (President - Sales & Marketing, TOPCEM Cement). After conclusion of the festival, a friendly cricket match was played between TOPCEM XI and Journalist XI. The match was held on the 22nd of February 2018.





SKILL DEVELOPMENT PROGRAMME - GUWAHATI AND SHILLONG

To improve the skill levels of masons and masonry helpers, TOPCEM in association with Centum Foundation, organised a training programme for the unskilled labourers from various locations of Guwahati and Shillong. A total of 110 masons were certified after successful completion of the training programme. Centum Foundation is a Government authorised agency for imparting skill development programmes in various fields. The programme is approved by the National Skill Development Authority.



VOLUNTARY BLOOD DONATION CAMP

TOPCEM Cement organised a voluntary Blood Donation Camp on the 7th of November 2017. The camp was organised in association with Gauhati Medical College and Hospital (GMCH). Dr. Upakul Kashyap headed the team of doctors who represented GMCH. A total of 58 persons participated, of which 29 could donate blood. Dr. Anil Kapur, President - Sales & Marketing, TOPCEM, started the event by donating blood. A press conference was presided over by Dr. Kapur related to the event. Dr. Kashyap from GMCH explained the benefits of blood donation. It may be noted that TOPCEM Cement has been conducting Blood Donation Camps since 2012 and voluntary participations have grown over the years.



BIHU ACTIVITY IN VARIOUS INSTITUTES

This has turned into a tradition in TOPCEM Cement to celebrate all the festivals in a way which leaves a mark in the society as a whole. Following the process like previous years, TOPCEM Cement went to various institutes and establishments with a team to entertain the members and inmates. The Bihu Husori (Dance Troupe) was taken to various Old Age Homes and Institutes for Special Children to interact with and entertain them. Apart from that various items were donated to these institutes as a part of the CSR initiative. It may be noted that TOPCEM Cement has been doing Bihu CSR since 2012.



BIHU DEALER ACTIVITY

Apart from the regular CSR Activity, this year TOPCEM Cement initiated a new activity to mark the Bonga Bihu Celebrations. It was a celebrity association where renowned Assamese actress Nishita Gowami visited various dealer points of TOPCEM Cement. A Bihu Troupe accompanied her along with a team from TOPCEM. The troupe performed in various dealer locations and this was followed by gifts and *ganjosa* distribution to the dealers.



TURA MARATHON (TURATHON)

For supporting the green cause, a marathon was held at Tura on the 12th of November 2017. There were more than 5000 participants from six countries. The competition was divided into three categories 7 km, 21 km and 42 km. The Marathon was organised by Tura Runner Club. TOPCEM was one of the main sponsors of the event. The concept of Build Green was the main theme of the marathon. Participants from Nigeria, Kenya and Ethiopia were the main highlights of the show. It was a day-long programme supported by the Tura District Administration, Department of Tourism - Meghalaya was actively involved. TOPCEM was represented by Mr. Hiron Seal (Area Sales Manager) and Mr. Faizur Rahman from Sales. Arvind Hardware Stores was the main dealer involved in the event. It may be noted that Arvind Hardware Stores is one of the most prominent dealers in the Tura region.



TRANSPORTERS MEET

Transporters play an important role in delivering the consignments of TOPCEM Cement to various destinations. This is one of the most important part of the sales process. To felicitate the transporters for their contribution, a Transporter Meet was organised on the 7th of April 2018. The event was inaugurated by Dr. Anil Kapur (President - Sales & Marketing, TOPCEM). The transporters were awarded in various categories. Dr. Anil Kapur, Mr. Birendra Singh (GM - Accounts, TOPCEM) gave away the prizes. The event was concluded by a cultural programme followed by dinner.



ADVANTAGE ASSAM - GLOBAL INVESTORS' SUMMIT (FEBRUARY 3RD AND 4TH)

To highlight the business opportunities in Assam, the State Government organised Advantage Assam - Global Investors' Summit in association with the Central Government. TOPCEM participated in this summit by supporting the initiative through various branding activities. Hoardings were put up in different locations welcoming the participants. The two-day summit was attended by major industrialists from all over the country.



CEMENT DISPATCH THROUGH WATERWAYS

TOPCEM Cement crossed a new milestone in its remarkable journey by successfully dispatching the first consignment of cement weighing 400 MT from Pandu Port (Guwahati) to Dhubri on the 5th March 2018, through NW2 of IWAJ (Indian Waterways Authority of India) on the Brahmaputra.

The consignment was successfully flagged off by Dr. Anil Kapur, President - Sales & Marketing, TOPCEM Cement.

The mighty river Brahmaputra is an indispensable part of the Northeast region. Shipping of cement consignments through the Brahmaputra can be considered as another key mode of transport which is economical as well as the most preferred transport proposition in the days to come. The idea is to explore the Brahmaputra (NW2) for commercial transportation and the efforts are part of renewed focus to promote inland water transport in the Northeast.



ROADSIDE CALENDAR DISTRIBUTION

Following the tradition of the last four years TOPCEM Cement distributed wall calendars of 2018 in various locations across Guwahati. The main recipients were the daily-wage labourers who play an important role in enhancing the sales.



PRE-CHRISTMAS EVE CELEBRATIONS

Under the friendship flag of MCL, the employees of Meghalaya Cements family and the residents of the nearby villages organised Pre-Christmas Eve on the 21st December 2017 to commemorate the birth of Jesus Christ and spread its message of peace, happiness, joy and prosperity, as well as to welcome Mother Mary and the New Year 2018.



SCHOLARSHIP FOR THE MERITORIOUS STUDENTS

Meghalaya Cements Limited, Thangskai has been distributing awards since 2008 to the meritorious students of the three villages viz. Thangskai, Wahiajer and Chidhruphi. Students who passed with excellent marks in the SSLC Exam are eligible for entry. This award is given under the "Merit & Excellence Award" Programme. Under this programme, MCL has been awarding certificates of Merit & Excellence and cheques of ₹15,000, ₹11,000 and ₹8,000 respectively to First, Second and Third position holders. MCL also provides scholarships of ₹5,000 each to the nine children, who belong to the BPL category - decided by the Headman of each of the three villages. In order to facilitate them, a function was held on the 21st December 2017 at TOPCEM Public School and was attended by the aforesaid three headmen and TOPCEM Officials, Shri R.K. Pareek - President, Shri G. S. Sodhi- VP (C&LL).

The management of MCL always strives to work for the betterment of the society and takes all the necessary actions to uplift the future of our present and the future generations.



Meritorious students in "Merit & Excellence Award" along with Seniors of MCL & Headmen of three villages.

MCL INTER-DEPARTMENTAL CRICKET TOURNAMENT 2017-18

To keep the MCL employees physically fit and to develop team spirit, TOPCEM organised Inter-departmental Cricket Tournament from 3rd December 2017 to 26th January 2018.



TOPCEM WINS INTER-PLANT CRICKET TOURNAMENT

To keep our society physically fit and to develop the team spirit, **Jaintia Hills Cement Manufacturers Association** started an Inter-plant Cricket Tournament from 30th Dec 2017 in the playground of Dalmia Bharat Cement Ltd.

Following members of the association participated in the tournament

- | | |
|---|--|
| 1. Meghalaya Cements Ltd. - TOPCEM | 5. JUD Cements Ltd. - Best Cement |
| 2. Cement Manufacturing Company Ltd. - Star Cement | 6. Goldstone Cement Ltd. - Black Tiger Cement |
| 3. Dalmia Bharat Cement Ltd. - Adhunik Cement | 7. Amrit Cement Ltd. - Amrit Cement |
| 4. Hills Cements Ltd. - Taj Cement | 8. Green Valley Industries Ltd. - Max Cement |

This tournament had several unique features at the end of the session and the final match was played between **Star Cement** and **Meghalaya Cements Limited - TOPCEM** on 22 Jan 2018.

Under the leadership of the President of the MCL Plant, Mr. R. K. Pareek, who is also the President of **Jaintia Hills Cement Manufacturers Association, Meghalaya Cements Ltd - TOPCEM** gave a clean sweep and reached the final, where they defeated the **Star Cement** by 4 wickets.



VARIOUS ACTIVITIES OF TOPCEM



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PRESS COVERAGE



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