TOPSPEAK

TOPCEM CEMENT
Mazbooti ka bharosa...hamesha

OCTOBER 2021

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FROM THE EDITOR'S DESK

The fight with Corona is on. We as a team are taking all the precautionary measures to curb this pandemic. The situation is not yet over and our fight is on. But, above all these, it is indeed a great achievement on the part of Topcem Cement to have passed the one million metric tons for the financial year 2020-21 overcoming so many impediments. I would like to congratulate the entire sales teams, dealers and associates for this achievement. I hope that this success streak will continue this year also. Stay Safe and Healthy. Wishing you all the best.

Bajrang Lohia
Director

CLEFT OPERATION WITH MISSION SMILE

Topcem sponsored 40 Cleft operations for children from Assam and Meghalaya. The operations were conducted under the supervision of "Mission smile" at Mahendra Mohan Choudhurty Hospital in Guwahati. Topcem sponsors Cleft operations on yearly basis. Till date 100 Cleft operations have been sponsored by Topcem. The event was inaugurated by Mr. Bajrang Lohia (Director, Meghalaya Cements ltd) and Dr. Anil kapur (President-Sales & Marketing, Meghalaya Cements Ltd)

ASJA MEDIA SPORTS FESTIVAL

Topcem ASJA was held by the Assam Sports Journalist Association. All the event were successfully managed and Topcem proudly participates in the event. Moreover, Dr. Anil Kapur gave away the prizes to the winners during the closing ceremony which was held on the 9th of March 2021.

AREA POSITIVE ACHIVERS

Kamrup Cake Cutting for Highest Sale for the month of March.

Annual Sales Conference was held on the 9th of April 2021. The success of all the sales employees and sales promoters were highly appreciated for the year 2020-21. Our Chairman Mr. Kailash Chandra Lohia, Director Mr. Bajrang Lohia were also present on the occasion.

There was a cake cutting ceremony for Kamrup (under Vinay Shoppe) for achieving a record sales of 10,000 Metric Tons for March 2021. SM Marketing, Sales Promoter Sonitpur, achieved 14000 Metric Tons for March 21. It was a overall record sale for Sonitpur since inception. Our Directors congratulated all the Sales Promoters for conducting a record sale for the year 2020-21 and they have wished each and everyone to have a continued performance like this. Dr. Anil Kapur, in his presentation appreciated the technical team, engineers

Sonitpur Cake Cutting for Highest Sale for the month of March.

and builders for their contribution in this grand success. All Sales Promoters and Sales Executives who achieved their area target were awarded by the director Mr. Bajrang Lohia.

Cake Cutting Ceremony for highest volume for the FY 2020-21

MANIPUR DEALER MEET

Manipur dealer meet was held on the 25th March 2021 at Hotel Classic Imphal Manipur. All Covid protocol was followed during the event. Masks and social distancing were maintained. Dr. Anil Kapur gave away the prizes to all the top dealer for their performance during the financial year 2019-2020. The event concluded with dinner. It was the first dealer meet held after the Covid pandemic.

BIHU GIFT DISTRIBUTION TO SCHOOLS AND OTHER ORGANIZATIONS

Bihu was celebrated in a special way at Topcem. As festivities could not be held because of the Covid situation, so the company donated various items to the schools and old age homes in Guwahati.

SANITIZER SPRAYING AT THANSKAI VILLAGE

Hypochlorite sanitizer was sprayed in the entire village of Thanskai. All the location including market areas residential areas, community centre, schools and other areas of gathering were sanitized. The activity was done as a part of the anti Covid initiative.

VACCINATION AT MCL OCCUPATIONAL HEALTH CENTER

To cure the covid threat within the MCL plant premises, a vaccination drive was taken up at the Occupational Health Center. The vaccination was done in association with the ministry of heath, govt. of Meghalaya.

SANITIZER AND MASK DISTRIBUTION AT MCL PLANT

As a part of the anti- covid drive, sanitizers and masks were distributed among the residents of Chiehruphi, Thangskai and Wahiajer village in the Lumshnong area within the close proximity of the production plant of Meghalaya Cements Ltd. More than 5000 people where benefitted in all the three villages of the area. The activities were held on the 30th of April, 5th and 6th of June 2021. Mr. R.K. Pareek, President, MCL plant was present in the occasions.

OXYGEN CYLINDER STAND DONATION

Meghalaya Cements limited donated 10 number of Oxygen Cylinder stands to the Khliehriat Community Health Center on 28th of May 2021. This was done to support the Meghalaya governments anti covid initiatives. Senior officials from the company gave away the stands to the concerned authority.

WORLD ENVIRONMENT DAY

A sapling plantation program was carried out with the factory area of Meghalaya Cements Ltd. At Lumshnong. A total 250 fast growing verity of sapling were planted. The drive was organized to celebrate World Environment day which falls on the 5th of June every year. The activity was held keeping in view of all the necessary Covid protocols .

MASON MEET

Masons meets are organized by Topcem Cement on a monthly basis throughout the enter North East Market. It is mainly a part of mason training activity organized by the technical and sales team . The activities are performed in the dealers counters or locations organized by the dealers.

SUNIL MANOHAR GAVASKAR AS BRAND AMBASSADOR

Sunil Manohar Gavaskar is regarded as one of the most admired cricketers around the world. He belongs to that group of Indian cricketers which won India's first World Cup defeating the mighty West Indies in the year 1983.

Through out his entire career, he displayed extraordinary talent in the field as an opening batsman. His long and consistent innings were reason for many of India's victory. Stability and consistency were the main attraction of his playing style.

Topcem is also a brand which commits of consistency in quality and service. Over the years, Topcem has proven as one of the most dependable cement brands of North East.

Both consistency and dependability are synonymous with both Sunil Gavaskar and Topcem Cement. Keeping the points in mind Topcem signed Sunil Gavaskar as the new brand ambassador for TOPCEM.

PRESS COVERAGE

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