

TOPSPEAK



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FROM THE EDITOR'S DESK

The Indian Cement sector has encountered numerous challenges with the North East Region witnessing significant growth in recent years. Local brands have emerged, making a substantial impact compared to previously dominant national brands. Despite the market potential reaching approximately 13.5 million metric tons highlighting competition from new brands and present challenges. Topcem Cement has consistently overcome these obstacles. Looking ahead as time progresses, more challenges may arrive. However, we are confident that the team is well – prepared “to overcome them”. Keeping our commitment towards a greener earth, we have successfully commissioned Waste Heat Recovery Plant (WHRP) at our Lumshnong plant. It significantly reduces CO2 emissions by converting waste heat into usable energy, reducing our carbon footprint & preserving the planet for generations to come.

Bajrang Lohia
Director

SCHOOL STATIONERY DISTRIBUTION - NOV E V E N T S

In Guwhati there are many schools and Childcare homes run by various NGOs. Topcem has always supported such establishments who have asked for help not only in the form of monetary donations but also in kind. Keeping in view of the children's day which falls on 14th November and International Children day, which is celebrated on the 20th November, the company distributed school stationeries to various schools and childcare homes. These included pens, notebooks, rulers, erasers etc. The request of these items came from the institutions where these items were distributed.



E V E N T S

NORTH EAST BUILD EXPO - DEC



Topcem Cement participated in the North East Build Expo organized by Evantage Trade Fair and Events Pvt. Ltd. The event was held for three days at Guwahati and provided Topcem Cement with an opportunity to showcase its products to a wider audience.

ROADSIDE CALENDAR DISTRIBUTION - JAN 2023



Topcem distributed 5000 calendars among the people of Guwahati as a part of its annual New Year calendar distribution drive. This initiative, which started since 2011, aims to reach out to the working-class population, including morning walkers and masons.

GLIMPSES OF SUB DEALER MEETS HELD AT HAILAKANDI AND KAMRUP



CATARACT SURGERY - FEB 2023

E V E N T S



Topcem sponsored 50 cataract operations for the rural people from Mangaldoi and Baska. The project was conducted in associations with Eye Doctors Clinic and Institute. Topcem Cement has been supporting cataract surgery for the rural population since 2018. Approximately 140 surgeries have been completed till date.

BIHU CELEBRATION - APRIL 2023



Rongali Bihu was celebrated in Topcem Cement. Topcem Cement performed various bihu activities for the intimates of various child care homes and old age homes. Various items were donated to these institutions which included Handloom, Refrigerator, Fire Extinguisher etc. Apart from this activity Topcem Cement associated with radio channel Red FM and conducted an activity where Bihu Husori visited various dealer points and performed bihu for the dealers.

E V E N T S

ANNUAL SALES CONFERENCE - APRIL 2023



The Annual Sales Conference was held on April 6, 2023, at Hotel Viswaratna in Guwahati. The event was inaugurated by lighting of the lamp by Dr. Anil Kapur, President - Sales & Marketing. A cake cutting ceremony was held on achieving 12,61,974 MT in the FY - 2022-23, which is the highest ever since its inception. The celebration was held in the presence of the Chairman Mr. Kailash Chandra Lohia & Director Mr. Bajrang Lohia. Two more cake cutting ceremonies were also held to honour the Sales Promoters, Vinay Shoppe & S.M. Marketing on achieving 81,791 MT & 1,11,213 MT respectively.

Awards to the Sales Team & the SPs were given by the Chairman & the Director for their performance.

After the conference, motivational speaker Mr. Sonu Sharma, gave a presentation on personal development and success. The event concluded with a performance by a live musical band, followed by dinner.



MCL PLANT

E V E N T S

Fitness Seminars : A seminar on fitness, diabetes and spondylitis was held on the 17th of May 2022 in the community hall of Meghalaya Cements Ltd. at Lumshnong. A total of 150 people attended the seminar, including senior officials from various departments of the plant. It was a day long activity.



Provident Fund Workshop : A Provident Fund workshop was held on the 19th of May 2022 at the Workshop Hall in the Lumshnong plant area. The participants were mainly workers of contractors working in the plant area, and a total of 180 workers attended the workshop. The session was conducted by officers from the Provident Fund office in Shillong, and the main areas of discussion were the benefits available under the Provident Fund scheme.



Food and Water Distribution : Food and water were distributed among the landslide stranded passengers in the Lumshnong area near the MCL Plant. More than 2150 passengers were provided with the service, and the Human Resource department of the company took the leading role in the distribution. It was a three-day activity that concluded on the 19th of June 2022.



World No Tobacco Day Celebrations : World No Tobacco Day was celebrated at Topcem Public School, Lumshnong. A total of 360 students and teachers participated in various activities, which were part of an awareness campaign on the ill effects of tobacco consumption and the resulting diseases.

E V E N T S

ANNUAL DEALER MEET & PRESS MEET



From right to left
Mr. Bajrang Lohia - Director
Mr. Sunil Manohar Gavaskar -
Brand Ambassador
Dr. Anil Kapur -
President - Sales & Marketing



The Annual Dealer Meet was held on the May 31, 2022. Our Brand Ambassador, Mr. Sunil Manohar Gavaskar, graced the occasion with his presence and presented prizes to the best-performing dealers and sales promoters. In the second part of the event, there was a cultural programme with song performances by Sachit Tandon and Parampara Thakur. Mr. Bijay Kumar Garodia, Vice-Chairman, Mr. Bajrang Lohia, Director, and Dr. Anil Kapur, President - Sales & Marketing, Meghalaya Cements Ltd. were also present to grace the occasion.

CLEFT OPERATION

E V E N T S

Topcem Cement, in association with Mission Smile conducted 25 cleft operations for the people of Mangaldoi and Baska. All the children were between the age of 1 year to 3 years. Topcem Cement has been doing this activity since 2018 and till date 165 children has been operated upon. Cleft lip is a physical deformity which if not treated on time leaves the face of a person deformed and with time leads to other physical problems. All the operations were conducted between the months of June and July 2023.



SIVASAGAR SUB – DEALERS' MEET



A sub dealer meet was held on the 16th of June 2023 at Hotel Brahamaputra, Sivasagar. Total of 79 dealers & sub-dealers graced the event. Dr. Anil Kapur, President - Sales & Marketing, Meghalaya Cements Ltd. presided over the meeting alongwith Mr. Dinesh Kumar, DGM - Sales & Marketing. Several important points regarding the upliftment of the brand in the market were discussed therein.

KAMRUP DEALERS' MEET



Kamrup Dealers' Meet was held on the 22nd of July 2023 at Kiranshree Grand, Guwahati. Total of 59 dealers attended the meeting. Mr. Ram Awtar Agarwalla, Managing Director, Meghalaya Cements Ltd. presided over the meeting. In his speech, he spoke about the expansion of plant which is under progress. He also appreciated the dealers for their performance. Dr. Anil Kapur, President - Sales and Marketing, spoke about the teamwork & the challenges to be met post expansion.



E V E N T S

BARAK VALLEY DEALERS' MEET



Held on the 12th of August 2023 at Sagarika Resort Silchar, the meeting was attended by 38 dealers all across Barak Valley which included Silchar, Karimganj and Hailakandi. Dr. Anil Kapur, President - Sales & Marketing, Meghalaya Cements Ltd. presided over the meeting. Apart from Dr. Kapur, Mr. Vijay Kumar, DGM - Sales & Marketing, Mr. Partho Malakar, Sr. Manager - Sales & Marketing, Barak Valley were present with the entire team.

LOWER ASSAM DEALERS' MEET



Lower Assam dealer meet was held on the 19th of August 2023 at Hotel Cygnet Meghna, Bongaigaon. Total of 96 dealers from Nalbari, Barpeta, Bongaigaon, Kokrajhar, Goalpara, Tura and Mankachar were present. The meeting was inaugurated by - Dr. Anil Kapur, President - Sales & Marketing, Meghalaya Cements Ltd. Other members present were Mr. Surajit Roy, AGM - Sales & Marketing along with the entire team of Lower Assam.

TRANSPORTERS' MEET



A meet was organized for the transporters to appreciate their contribution towards the performance of the company. Total of 55 transporters attended the meeting which was held on the 2nd of September 2023 at Hotel Ratnamouli, Guwahati. Dr. Anil Kapur, President - Sales & Marketing, Meghalaya Cements Ltd., presided over the meeting and along with the other officials and gave away the awards to the best performing transporters & also mentioned that logistics plays a pivotal role in the upliftment of the brand & which is impossible without their continuous support.

WEDDING IN THE FAMILY

E V E N T S

Mr. Umang Lohia, son of Mr. Bajrang Lohia and Mrs. Anita Lohia got married to Ms. Akshika daughter of Mr. Kailash Agarwal and Mrs. Anjana Agarwal from Ahmedabad on the 7th of June, 2023.



BUILDINGS CONSTRUCTED EXCLUSIVELY WITH TOPCEM CEMENT



KASHI ENCLAVE, B.K. KAKOTI ROAD, ARYA NAGAR, GUWAHATI



SIMS HOSPITAL, NAGAON



Kashi Enclave, at B.K. Kakoti Road, Guwahati & SIMS Hospital at Nagaon are 2 major Projects, built completely by Topcem Cement. We thank them for believing in us as their trusted product.

Wishing you a year of
**UNSHAKEABLE
PROSPERITY**

**HAPPY NEW
YEAR**



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