

TOPSPEAK



**THE FUTURE
IS STRONG.**

*Envisioning future
cities.*

**TOPCEM
DEALER MEETS**

*Where business
grows with
community.*



From The Editor's Desk:



Topcem Cement proudly marks its 18th year of success, a journey marked by resilience and determination. Over the years, we have navigated numerous challenges and stiff competition from established and emerging brands in the North East.

Our commitment to excellence has allowed us to rise above these obstacles, solidifying our reputation as one of the most respected brands in the region.

However, this milestone is not our destination; it is a stepping stone towards continued growth and improvement. As we look ahead, we recognize the importance of staying agile and innovative to meet future challenges.

I extend my heartfelt gratitude to all departments at Topcem Cement for their unwavering dedication and teamwork. Together, we have laid a strong foundation for future achievements, and I am confident that even greater successes are on the horizon.

Here's to our collective journey and the promising future ahead!



Topcem Cement and Guwahati Scooter Motorcycle Garage Owners Association Organize Biswakarma Idol Biswarjan Avijan.

Dates: September 19-20, 2023



Topcem Cement, in collaboration with the Guwahati Scooter and Motorcycle Garage Owners Association (GSMGOA), is proud to announce the annual **Biswakarma Idol Biswarjan Avijan**, aimed at promoting a Clean Guwahati. This initiative, which has been successfully advocating for environmental awareness since 2014, seeks to enhance community participation and foster a sense of responsibility towards our city.



This year's event started off on **September 20, 2023, at 10 AM**, from Ulubari, near the Old ASTC Compound. Together, we ensured the

respectful immersion of Biswakarma idols while prioritizing cleanliness and sustainability.

Nagaon Dealer Meet September 25, 2023



The Nagaon Dealer Meet was successfully held on **September 25, 2023**, at Hotel Refresko, bringing together 23 esteemed dealers from the region. The meeting was presided over by **Dr. Anil Kapur**, President - Sales and

Marketing, Meghalaya Cements Ltd. In his address, Dr. Kapur discussed the ongoing expansion of the plant, highlighting the positive impact this growth will have on operations and service delivery. He also took the opportunity to commend the dealers for their exceptional performance, acknowledging their vital role in the company's success.



The event was further enhanced by the presence of key members from the Nagaon team, including **Mr. Vijay Kumar**, DGM of Sales and Marketing, and **Mr. Bicky Sutradhar**, Manager of Technical & Sales. Their participation underscored the collaborative spirit of the meeting and provided valuable insights into the company's strategic direction.

Agartala Dealer Meet



The Agartala Dealer Meet took place on **September 28, 2023**, at Hotel Polo Towers, with a gathering of 53 valued dealers from the region. The meeting was chaired by **Dr. Anil Kapur**, President - Sales and Marketing - Meghalaya Cements Ltd.

During his address, Dr. Kapur shared exciting updates about the ongoing expansion of the plant, emphasizing how this growth will enhance our capabilities and service. He also recognized the outstanding performance of our dealers, acknowledging their crucial role in driving the company's

fabulous success.

The meeting was further enriched by the presence of key figures from the Tripura team, including **Mr. Dinesh Kumar**, DGM of Sales and Marketing, and **Mr. Ranjeet Dheer**, Assistant Manager - Sales & Marketing. Their insights and support were instrumental in fostering a collaborative environment.

Aizawl Dealer Meet December 8, 2023

The Aizawl Dealer Meet was successfully held on **December 8, 2023**, at Hotel Royale Lalawi, with **15 esteemed dealers** in attendance. The meeting was presided over by **Dr. Anil Kapur**, President Sales and Marketing - Meghalaya Cements Ltd.

The gathering provided an excellent platform for discussing strategic initiatives and enhancing collaboration among the dealers. Dr. Kapur addressed the attendees, highlighting key developments and future plans for the company. His insights underscored the importance of strong partnerships in driving growth and success.

The meeting also featured contributions from key members of the Aizawl team, including **Mr. Surajit Roy**, AGM - Sales and Marketing, and **Mr. Partha Malakar**, Senior Manager - Sales & Marketing. Their participation enriched the discussions and helped to foster a collaborative atmosphere.



Meghalaya Dealer Meet Dec '23 December 12, 2023

The Meghalaya Dealer Meet took place on **December 12, 2023**, at Hotel Royale Windermere Inn, Shillong, gathering an impressive **65 dealers and sub-dealers** from Shillong and the Jaintia Hills. The meeting was presided over by **Dr. Anil Kapur**, President - Sales and Marketing - Meghalaya Cements Ltd.

This significant event provided a valuable platform for collaboration and discussion, allowing dealers to share insights and experiences. Dr. Kapur

addressed the attendees, outlining the company's vision for growth and highlighting the importance of strong partnerships in achieving shared success.

The meeting also saw participation from sales promoters from both areas, fostering a sense of community and teamwork. Notable attendees included **Mr. Dinesh Kumar**, DGM - Sales and Marketing, along with the entire Meghalaya team, who contributed to the enriching discussions.



TOPSPEAK

School Stationery Distribution on World Children's Day 2023



On **November 16, 2023**, in celebration of World Children's Day, TOPCEM CEMENT, in partnership with Utsah Guwahati, launched a significant initiative to distribute school stationery to underprivileged students across **10 Child Care Homes** in Guwahati. Since its inception in 2021, this program has positively impacted over **500 students**, providing essential support for their educational journeys and nurturing brighter futures.

The distribution event took place in Guwahati, where stationery kits were delivered to several institutions, including:

- Kalyani Niwas, Rupnagar
- Seven Sisters Children Home for Girls, Bhagaduttapur
- Sishu Kalyan Sadan, Jalukbari
- Open Shelter Home for Boys, Panjabari
- UTSAH Education/Community Centre, Bamuiaidam
- Ashaneer Home, Rupnagar
- Amoya Cholihaloi Open Shelter Home for Boys, Ulubari
- Sneha Bandhan, Jayanagar

- Late Rishi Hazarika Memorial Home for Children, Bhagaduttapur
- Kasturi Children Care Home, Suraj Nagar, Sixmile

This year's distribution included approximately **12,000 pencils**, **7,000 pens**, and **1,200 notebooks**, carefully allocated according to the specific needs identified in a proposal by Utsah.

The event saw active participation from Utsah Guwahati officials and representatives from the beneficiary institutions. **Dr. Anil Kapur**, President - Sales and Marketing - Meghalaya Cements Ltd., addressed the gathering, highlighting the fundamental right of every child to education. He expressed heartfelt gratitude to Utsah for facilitating this impactful initiative, which underscores the importance of community support in empowering underprivileged youth. Through this collaborative effort, TOPCEM CEMENT and Utsah continue to champion the cause of education and strive to make a lasting difference in the lives of these children.

Pre-Diwali Celebrations at Office Nov '23

In the spirit of joy and togetherness, we hosted a vibrant **Pre-Diwali celebration** at the office on **November 11, 2023**. Diwali, the festival of lights and happiness, provided the perfect backdrop for our festivities. Our celebration embraced a traditional theme, beginning with a delightful lunch shared among all team members. The atmosphere was filled with laughter and camaraderie as we enjoyed a variety of delicious dishes.

The excitement continued with a **Rangoli competition**, where creativity flourished as teams crafted beautiful designs that brightened our workspace. Additionally, we held a **traditional dress competition**, showcasing the rich cultural heritage of our team members. Everyone looked stunning in their colorful attire, making the day even more special.

Overall, the event was a wonderful celebration of culture, unity, and the festive spirit of Diwali, strengthening our bonds and setting a positive tone for the season ahead.



TOPSPEAK



Roadside Calendar Distribution

January 4, 2024



In celebration of the New Year, TOPCEM CEMENT continued its cherished tradition by distributing **2024 calendars** at various locations across Guwahati on **January 3, 2024**. This marks the **ninth consecutive year** of this initiative, aimed at spreading joy and community spirit as we welcome the new year.

The distribution was met with enthusiasm from residents,

reinforcing TOPCEM CEMENT's commitment to community engagement and connection. Each calendar serves not only as a functional item but also as a reminder of the importance of unity and progress in the year ahead.

Topcem Cements thanks the people of Guwahati for their continued support and look forward to another year of growth and collaboration!

Dealer & Sub-Dealer Picnic

January 7, 2024

To celebrate the New Year, a delightful **Dealer and Sub-Dealer Picnic** was held on **January 7, 2024**, at Pagladia Resort in Nalbari. The event welcomed a total of 40 dealers and sub-dealers, fostering camaraderie and strengthening relationships within our network.

The picnic provided a perfect opportunity for participants to relax and unwind while enjoying a range of fun activities and delicious food. It was a day filled with laughter, bonding, and shared experiences, reinforcing our commitment to teamwork and collaboration.



Golaghat, Jorhat & Majuli Dealer Meets

January 2024



In January 2024, Topcem Cement successfully held a series of Dealer Meets across three locations: **Golaghat, Jorhat, and Majuli**.

Golaghat Dealer Meet:

On **January 17**, the Golaghat Dealer Meet took place at **Hotel Borgos The Wild Valley Dhansiri**, attracting an impressive **101 dealers**. The event provided a valuable platform for discussing business strategies and strengthening partnerships.

Jorhat Dealer Meet:

The following day, on **January 18**, the Jorhat Dealer Meet

was held at **Hotel Clubway Grand A Boutique Hotel**. **42 dealers** participated, engaging in productive discussions that emphasized collaboration and growth in the region.

Majuli Dealer Meet:

Finally, on **January 19**, we gathered at **Niribili Homestay in Majuli**, where **16 dealers and sub-dealers** came together to share insights and experiences. The intimate setting fostered meaningful conversations and reinforced our commitment to supporting each other.

TOPSPEAK

The Future Is Strong.



As we gaze into the horizon of urban development, our vision of the cities of the future is not just defined by their skyline but by their core principles of resilience, sustainability, and innovation. These are the pillars on which the

metropolises of tomorrow will stand, a testament to human ingenuity and the collective aspiration for progress. This forward-looking perspective is more than a dream; it's a blueprint for urban ecosystems where every structure embodies the

The Future Is Strong.

strength and foresight required to thrive amidst the challenges and opportunities that lie ahead.

Envisioning future cities

The urban landscapes of tomorrow are conceived as vibrant ecosystems, where resilience and sustainability are not just buzzwords but integral components of every construction project. In these cities, every building, bridge, and boulevard stands as a testament to our era's enduring strength and our commitment to a sustainable future.

Sustainability at the core

Sustainability is the cornerstone of future urban planning. It encompasses more than just the creation of green spaces; it involves the integration of eco-friendly materials and technologies into the urban fabric. The aim is to develop cities that not only reduce their carbon footprint but also promote energy efficiency, ensuring harmonious coexistence with the natural environment for generations to come.

Resilience in the face of adversity

The cities of the future must be built to withstand the tests of time and nature. This means creating infrastructures that are not only robust against natural disasters like earthquakes and floods but also adaptable to the evolving challenges of urbanisation. The focus is on resilience—ensuring that cities remain safe, stable, and secure havens for their inhabitants, regardless of what the future holds.

Innovating for tomorrow

The path to the future is paved with innovation. It's about embracing smarter, more efficient construction techniques and materials that redefine the boundaries of what's possible. The investment in research and development to pioneer such advancements is crucial. These

innovations are the building blocks of intelligent infrastructures that are not just strong but also smart, ensuring that future cities are not merely strongholds but exemplars of human achievement and progress.

A collective endeavour

The dream of future cities is a shared vision, one that requires the collective effort of architects, engineers, urban planners, and all stakeholders in the construction ecosystem. It's about fostering a community united by the goal of creating a sustainable, resilient, and innovative urban future. This collaborative spirit is essential for turning the blueprint of future cities into reality.

Laying the foundation of tomorrow

As we stand on the cusp of a new era, it's clear that the future is indeed strong. With every structure that rises, we are laying the foundation for the cities of tomorrow. These are not just physical spaces but legacies of our commitment to building urban landscapes that are strong not just in structure but in spirit.

The vision of future cities is a beacon of progress, guiding us towards a world where urban environments are more livable, sustainable, and resilient. It's a journey we undertake together, building the future one visionary project at a time.



TOPSPEAK

Activities Organized by Meghalaya Cements Ltd, Thangskai

New Basketball Court Unveiled at Chiehruphi School

Exciting news for the basketball enthusiasts at **Chiehruphi School**! Thanks to Topcem, a brand-new basketball court has been constructed, providing a fantastic space for students to enjoy the game.



The project took nearly two months to complete, showcasing dedication and craftsmanship. With this new facility, students will have the opportunity to hone their

skills, engage in friendly competition, and foster teamwork and sportsmanship.

Medical financial assistance to deserving people in Meghalaya

Topcem is dedicated to improving the well-being of the community by offering financial support for medical expenses to the weaker sections of society in the Thangskai area. This initiative aims to ensure that essential healthcare services are accessible to those in need, helping to alleviate the financial burden associated with medical treatments.

By prioritizing the health of the community, Topcem is making a meaningful impact and fostering a supportive environment for all residents. This commitment to social responsibility reflects the company's dedication to uplifting the lives of those who require assistance the most.



New Football Ground Under Construction in Thangskai Village



Thangskai Village has long been home to passionate football enthusiasts, but the lack of a dedicated practice space has been a challenge. Recognizing this need, Topcem has stepped up to make a difference by initiating the construction of a new football ground.

The project is currently underway, promising to provide the community with a much-needed facility for practice and play. This new ground will not only give local players a space to refine their skills but also foster a sense of community and teamwork among villagers.

Topcem Offers Subsidized Cement Prices to Support Local Construction.

In response to the rising costs of cement, Topcem is committed to supporting the local community by providing cement at highly subsidized prices. This initiative aims to make construction more affordable for residents, enabling them to undertake various building projects.

By offering quality materials at reduced rates, Topcem is

helping local families and businesses bring their construction dreams to life while contributing to the overall development of the community. This effort underscores Topcem's dedication to fostering growth and sustainability in the region.



Infrastructure Repairs on NH06 Supported by Topcem Cement

Topcem Cement is actively involved in repairing multiple sections of NH06, enhancing the quality and safety of this vital roadway. Utilizing its own inventory of equipment—such as dumpers, compactors, and excavators—Topcem is ensuring efficient and effective repairs.

This initiative not only demonstrates Topcem's commitment to infrastructure improvement but also supports local transportation needs, benefiting the entire community.



Activities from April 2023 to March 2024 Organized by Meghalaya Cements Ltd, Thangskai

Distributed food packets and water to the stranded passengers and truck drivers who were stuck due to the massive flow of debris and mud from adjoining hills on the Sonapyrdi (Sonapur) Tunnel, East Jaintia Hills, Meghalaya



Mock exercise on earthquake & landslide by state level outsource Govt. Officials at MCL campus.

The Disaster Management Authority of the Government of Meghalaya conducted a mock exercise to demonstrate effective response strategies for natural calamities such as earthquakes and landslides.



Street lights provided at various locations of Thangskai, Chiehruphi & Wahiajer villages.

In a significant effort to improve safety and visibility, 45 new street light with poles have been erected across various locations in Thangskai, Chiehruphi, and Wahiajer villages. This initiative has greatly benefited the local communities, providing well-lit streets that enhance security and foster a more welcoming environment for residents.

The installation of these street lights marks an important step towards improving the quality of life in these villages, making it safer for families to navigate their neighborhoods after dark. Topcem is proud to contribute to this positive change in the community.



Medical Camp Organized by Topcem Recreation Club.

The **Topcem Recreation Club** recently organized a successful medical camp at the recreation center, bringing essential healthcare services to the community. Medical professionals from Shillong participated in the event, offering their expertise and support.

During the camp, free medicines were distributed to residents

of the plant and surrounding areas, ensuring that everyone had access to necessary medical supplies. This initiative reflects Topcem's commitment to promoting health and well-being in the community, making a positive impact on the lives of many.



Polio Immunization Campaign by Topcem Dispensary.

Topcem Dispensary recently organized a vital polio immunization campaign, benefiting children from the plant and nearby areas. With limited medical facilities in the surrounding villages, this initiative provided crucial vaccinations to protect against polio.

The campaign underscores Topcem's commitment to community health, ensuring that children receive essential immunizations even in areas where healthcare access is limited. This effort is a significant step towards safeguarding the health and future of local children.

TOPSPEAK

Activities

Cleaning Drive in Wahiajar Village.

Topcem recently organized a cleaning drive at the primary school area and along the village roads in Wahiajar. This initiative involved the use of a water tank from the MCL plant to facilitate the cleaning efforts.

the community, fostering a healthier environment for students and residents alike. Topcem's commitment to community service shines through this effort, contributing to the overall well-being of Wahiajar Village.

The drive aimed to enhance the cleanliness and hygiene of



Daily Water Supply System Established in Chiehruphi Village.

MCL has successfully constructed a daily water supply system for the residents of Chiehruphi village, providing a vital resource for the community. Each day, a total of 20,000 liters of clean drinking water is supplied, ensuring that locals have reliable access to this essential resource.

This initiative significantly enhances the quality of life for villagers, promoting health and well-being by providing safe drinking water. MCL's commitment to supporting the community is evident through this important project.



Dustbin Distribution.

MCL distributed 20 dustbins across the villages of Wahiajer, Thangskai, and Chiehruhphi to promote proper garbage

disposal and maintain cleanliness in the area.



LPG (Liquified Petroleum Gas) awareness programme by safety & vigilance dept at MCL (Community Hall).

The use of LPG cylinders is common in households, but improper handling can lead to serious accidents. To address this, the Safety and Vigilance Department organized a safety awareness program for plant residents, educating them on

essential safety procedures for using LPG cylinders.



Call Toll Free: 1800 123 3666

www.topcem.in

[topcem.cement](https://www.instagram.com/topcem.cement)

[f topcem](https://www.facebook.com/topcem)

BUILD
GREEN

As **Strong** as trust



World's best
Rotary Kiln Technology.

Manufactured from
India's best limestone.



Call 1800 123 3666 (toll-free)



www.topcem.in



[topcem.cement](https://www.instagram.com/topcem.cement)



[topcem](https://www.facebook.com/topcem)

