

EDITORIAL

Cementing. Consolidating. Celebrating.

It was Holi then, it is Ramzan (and Eid) now. Time ticks on, and the seasons change - with the Monsoon over the country, there is a new buzz of growth and rejuvenation. If one takes a drive out on the highway, one gets an insight on the continuum of things, and the ongoing nature of enterprise, even as one sees a verdant spread of green -- newly planted fields, trees blooming with new leaves and a thousand and one different shrubs and grasses, all growing anew.

After all, this is the season for all-round growth, a season for cementing, consolidating and celebrating!

We hope that all the readers of OC Times (and their families) have had a spectacular and joyous year so far, and that 2015 continues to be full of successes and prosperity for them.

As always, we have strived hard to put together another issue of OC Times that informs and entertains our readers and we hope you enjoy reading and sharing it as much as we do bringing it out! In addition to our usual round-ups and attractions, this issue carries an interview of Mr. Vishal Sood in the prestigious Indian Cement Review. As for all the travel aficionados who loved our coverage of Matheran, this time around the spotlight is on Eturnagaram, yet another fabulous getaway!

Go ahead and enjoy this issue of OC Times and don't forget to share it with your near and dear ones!

-Editor

National Energy Management Award-2014



In a day and age when "smart" is the all-round buzzword we are happy to announce that we have won another laurel! Orient Cement Ltd., Devapur bagged the National Energy Management Award, in recognition of the systematic approach towards sustainable energy conservation and management in the category of 'Manufacturing Plants'. The awards were given away by the Society of Energy Engineers and Managers (SEEM) at New Delhi on 16th May, 2015.



## From The COO's Desk

Dear Birla.A1 Associate,

I am touching base with you once again, thanks to OC Times! At Orient Cement, we firmly believe that all our stakeholders - dealers, stockists, employees and other associates are like family, so I would like to first of all wish you well. I hope 2015 has been a good year for you so far and that it continues to bring you good tidings!

Speaking of good tidings, as many of you must be aware, there have been quite a few developments that augur well for all of us. With a better expectation of demand, Indian Cement Industry going through an exciting period focuses mainly on consolidation and capacity building.

At Orient Cement, our focus remains the same - we will continue to innovate across the board, in order to reach a best-in-class product to all our markets, endeavouring to build world-class systems along the way!

I look forward to your continued goodwill and support in this endeavour.

Yours sincerely,  
Rahul Deshmukh



# Face to Face

## “Our philosophy is to leverage both ‘Brand Power’ and ‘Bazar Power’.”

While buying a product, the trust level a brand enjoys, plays a major role. The brand differentiation created by us by ensuring consistent product quality and proper communication has built the trust level. This has further led to consistent positive user experience. In addition, our ‘trade partners’ (dealers) advocate the brand Birla.A1 to their customers. This combination of ‘Brand Power’ and ‘Bazar Power’ has helped us to create a strong bond with our customers and finally led to the capacity utilisation of over 80 per cent, which is far better than industry average (especially in south), says **Vishal Sood**, Senior Vice President - Sales and Marketing, Orient Cement.

Marketing Wizard  
Indian Cement Review, April 2015 \*

### What is the basic message you try to project through your commercials?

Basically, our idea is to create trust among consumers that quality of our product is so good and so consistent that he can rely on it for any critical application, be it foundation, load bearing structures or roof. The idea is to create a bond or connect with the customer, rationally as well as emotionally. Our creatives communicate both rational and emotional message - that brand ‘Birla.A1’ provides the ‘mazbooti’ that finally leads to ‘bharosa’, the trust. And I am proud to say, it has created its impact in the market.

### What is the thought process behind the preparation of your media plan?

Our media plan depends on three factors; stakeholder (consumers/influencers/channel partners), market and lastly marketing task (whether it is awareness, brand salience or loyalty).

### Cement, being more of a commodity, how do you differentiate it through commercials?

I do not agree with this perception that cement is a commodity. There are a couple of cement brands including Birla.A1 that enjoy good equity among their stakeholders. The brand differentiation is being created by us through the ‘Trishul’ strategy, first, by ensuring the consistent product

quality. This helps the consistency in positive user experience. Second, communicating the quality through various medium of advertising and finally, having a 'connect' with stakeholders (for eg, consumers, masons, engineers, contractors) through one-to-one and one-to-many interactions.

**How do you reach consumers at different levels?**

A consumer associates oneself with a brand to a trust level, which is very important when it comes to buying a product. We create brand salience in different levels; basically effective communication modes for above the line (ATL) and below the line (BTL). The strategy normally differs as per the segments of clients. The positive feedback what I got from hundreds of masons and engineers is an indication of how successful we have been in creating and sustaining the trust level. And this comes because of the superior and consistent product quality with effective services from our side.

Our visibility is through effective leveraging of outdoor and print media as well as point of sale. Besides, we have team of technical engineers, who are equipped with specially designed mobile vans called as 'Concrete Engineer' which is equipped with modern equipment for on site testing. Our mobile van connects with stakeholders through one-to-one and one-to-many meets.

**What are the challenges involved in brand building?**

The challenge is to build the brand in new markets and sustain it on the existing markets in a category which is low involvement and is cluttered with many suppliers in each market. We have identified and planned to run various programs to communicate as to how our product is different from the competition. We regularly come out with innovative programs for different segments of stakeholders, to communicate the USP of our product.

**Other than price and quality, which factors influence buying decision?**

We believe that quality of cement is the topmost factor influencing the buying decision; pricing comes much later. Other factors such as service levels of the organization, quality of packaging and company image in the market etc, also are very important.

**How successful have you been in enticing consumers to shell out extra for your product?**

In my view, consumer appreciates quality and value additions and is willing to pay a premium. We are able to effectively communicate the value proposition and deliver quality consistently, followed by proper services.

We also listen to voice of our customers/consumers on ongoing basis and make necessary improvements. For example, we have improved the quality of our packaging in last two years based on the inputs received from our stakeholders.

**Tell us about your distribution strategies.**

Distribution strategy should achieve two objectives - one, the product should have adequate reach so that consumer gets it easily. Second, the brand must be present in the outlets that matter. It's very important for us that we are available when consumer wants us, and available at the right outlets. On the one hand, dependence on only a few large dealers may not enhance reach of the product to sufficient number of outlets and on the other hand, having very large network of dealers may not be sustainable due to huge transportation costs involved. Hence in my view it must be optimization of the two parameters.

**Quality perception of cement varies from customer to customer. Does it have an impact on your marketing strategies?**

That's true. However, while quality perception may vary from customer to customer there are also groups of customers who have similar behaviour/buying patterns. So we chose to target segments of customer who have similar attitudes and beliefs and behaviour pattern. As mentioned earlier, we have different set of communication channel tailor-made to suit various client segment.

**Is there any expansion plan on the anvil? And also tell us the marketing strategies?**

The company's vision is to become a relevant national player. We have set ambitious plans to increase capacity from the current 5 MTPA to 15 MTPA by 2020. We shall achieve one of the milestones in the current financial year when our new greenfield plant with a capacity of 3 MTPA at Gulbarga will be operational shortly. This will help us open up new market and further consolidate our presence. So we will continue doing what we have been doing for our existing business and the strategy will be to raise awareness in new markets.

**Is there anything else you would like to share with us?**

I have just begun this journey into the cement sector and I am still learning. All I can say is that our intent is to build one of the best marketing companies in next three years. We are looking forward to have the best possible talents for our expansion plan.

*\* Reproduced in entirety pages 51-52, Indian Cement Review, April 2015 issue*



Face to Face

Corporate Round-Up

**Brief Profile**

Mr. Vishal Sood brings with him rich experience of over 22 years in Sales & Marketing with cross-functional exposure to production, Finance, IT, Supply Chain and CRM and has good exposure to distribution management, sales force effectiveness and route to market strategy in the urban, semi-urban and rural markets across Country. During his professional career, he has been associated with reputed companies in key positions with Pidilite Industries Limited, Tata Teleservices, Castrol, Sandvik Asia, and BOSCH. He heads Sales & Marketing function at Orient Cement and is based out of Hyderabad. He holds degree of Bachelor of Engineering (Mechanical) from REC Nagpur (currently known as VNIT, Nagpur) and MBA (Marketing) from IMRT, Nasik. He also attended Management Development Program 3TP at IIM Ahmedabad. Mr. Sood is married to Mrs. Shikha, who is a Home Maker and are blessed with two daughters.



**Vishal Sood**  
Senior Vice President, Sales & Marketing

# CREDAI

## Mega Property Expo, Buldhana



Orient Cement participated in the prestigious CREDAI-Mega Property Expo, Buldhana. Associated with this event as a sponsor, we leveraged our presence by putting up a stall (where Birla.A1 ads and jingles were played on a LCD TV), displaying technical apparatus and demonstrating Concrete Engineer. Thus Orient Cement benefitted from tremendous visibility from an audience comprising of HNI's , Builders, Contractors, Engineers and Architects over three days (13th, 14th, 15th Feb, 2015). Additionally, Orient Cement could update key associates with current developments on technical services and product quality and generate goodwill with valued clients. During the event, Mr. Gurpreet Singh Chahal (Deputy Manager - Branding, Orient Cement) felicitated Mr. Shri Radheshyam Chandak, Founder and Chairman, Buldhana Urban Co-op Society.

Established in 1999, the Confederation of Real Estate Developers' Associations of India (CREDAI) brings together more than 9000 Real Estate Developers from 152 city chapters across 23 states of India as the apex body for private sector developers .

HNI's , Builders, Contractors, Engineers , Architects & Individual were invited via different medias.

### Sponsorship Strategy :

- To build brand positioning through associative imagery ; (CREDAI) a National level federation working within the same fraternity.
- To update the associates with our technical services & product quality.
- To act as corporate hospitality that promotes good relations with clients.

### Highlights of Birla A1 Stall:

- Stall with LCD playing Birla.A1 Ads & Jingles
- Concrete Engineer at Stall.
- Technical Apparatus Display.
- Technical Leaflet
- Birla.A1 Technical Application via Mobile

In line with Orient Cement's tradition of encouraging sports and cultural meets, Birla.A1 was the Main Sponsor for the JCEA Construction Cricket League, held at Jalgaon on 27th & 28th Feb, 2015. This was a mega cricket tournament organized by Jalgaon Civil Engineers Association (JCEA), a group of 150 reputed practicing Engineers of Jalgaon.

The Birla.A1 logo was prominently displayed during the event, on the team T-shirts, Trophy, signage on the entrance gate, ground branding, etc. The brand also got appreciable recall through announcements during the commentary (like "A1 Shot", etc.). Additionally, a stall was put up at the event and Technical Van was displayed on the ground.

BRAND PROMOTIONS

Faster, Higher, Stronger

# JCE-Cricket

## Jalgaon



# NAC Training Program

Nizamabad



# Tech Lecture on III Gen Concrete

Rajiv Gandhi Engineering College,  
Chandrapur



BRAND PROMOTIONS

Faster, Higher, Stronger

# OJAS-2015, Bhilai Institute of Technology

Durg



Orient Cement was the Mains Sponsor for the Annual Function of Bhilai Institute of Technology (BIT), Durg (held on 12th, 13th & 14th March, 2015). Mr. Sagar Tyagi (Assistant Manager) and Mr. Ramavtar Sahu ( Technical Assistant) put up a stall during the event to introduce the brand - Birla.A1 to the students. Mr. Naresh Kr. Jaiswal (Sales Manager) & Mr. Bhagchand Jain ( C&F Agent of Durg) distributed certificates to the winning teams.

**NITW**  
Warangal



**CIVIGNAN'15**  
KITS, Warangal



**Shivaratri**  
Kamareddy



**Shivaratri**  
Nizamabad



## New Concrete Engineer Flagged Off Gulbarga



A new Concrete Engineer has been flagged off and is now operational across the Gulbarga region. The Concrete Engineer can offer a variety of tests and technical services on site, like : Compressive Testing, Silt Test, Rebound Hammer, Slump Cone Test, Concrete Cube Test and Concrete Cube Casting.

The objective is to differentiate Birla.A1 and create a buzz in the Gulbarga area, as many brands are coming up with green/grey field projects here. Simultaneously, while ensuring maximum satisfaction (regarding quality) for Birla.A1 users, and boosting confidence levels of dealers, the flag-off also aims to provide on-site technical services to our customers and divert non Birla.A1 users to our brand through effective site visits.

Prior to dispatching the Concrete Engineer vehicle, Puja was performed at Hyderabad office on 19th May, 2015. Mr. Deepak Khetrapal (MD) performed the Puja and set free the vehicle. Mr. Rahul Deshmukh (COO) , Mr. Vishal Sood (EVP ), Mr. Y.S. Rao (VP), Mr. Keshav Sharma (VP), Mr. Abhay Deshpande (Sr. GM) and Mr. A.V.S.N. Panthalu (DGM Technical Services) and other members of Orient Cement family were also present on this occasion.

Prior to the flag off, at Gulbarga, Puja was performed at Shri Koranti Hanuman Mandir, the abode of the Gram Devta of Gulbarga city.

New Concrete Engineer Launch & Meets

Stakeholders Outreach

## Builders and Contractors' Meets

Ahmednagar



Ahmednagar

A Builders and Contractors meet was organized by Orient Cement at Yash Grand Hotel in Ahmednagar on 3rd March, 2015. Approximately 125 eminent builders and contractors attended the meet making it a great success. Mr. Ajay Sen Jain briefed the audience about the company and its expansion plans. He announced the new and upcoming Orient Cement plant at Gulbarga, Karnataka and shared that the company's vision is to have a national presence by 2020 by tripling its production.

Through this and other similar events, Orient Cement has built a well-entrenched relationship -- between the brand and event participants. The interaction between the officials of the company and the builders was commendable and a testament to the curiosity about the brand in their mind. In the near future, Orient Cement can expect a commendable response from their side.



Nirmal



Hanumakonda



Nashik



Nanded



Nizamabad



Nagpur

# CEO Circle Kick-Off Meet

Hyderabad. 13th March 2015



VIEW FROM THE HELM

Corporate Cockpit

Any corporation that wants to excel and win cannot do so without that most important (and yet, elusive) business fuel - leadership. Moreover, in keeping with Organizational Behaviour dynamics, leaders cannot be groomed overnight, because leadership is like the proverbial "X" factor, and goes beyond functional competence and managerial ability - it is something that needs to be inspired, imbibed, learned...

In keeping with this truism, Orient Cement has recently kicked-off a leadership development program - The CEO Circle. This is a targeted initiative that identifies and nurtures talent to build a leadership pipeline for the company. Mr. Deepak Khetrpal interacted with the first batch of The CEO Circle at its kick-off meet, organized in Hyderabad on 13th March, 2015.

## Sr. VP visits Jalgaon Plant

Mr. Vishal Sood, Sr VP (Sales & Marketing) at Jalgaon Plant



Group Photo: Right to Left (Mr. Narayan Dikshit, Mr. Vishal Sood, Mr. Sunil Rattawa & Mr. Bindesh Bhole)

Mr. Vishal Sood visited the Jalgaon Grinding Unit of Orient Cement on 8th May, 2015 along with Mr. Narayan Dikshit (GM- Logistics, Hyderabad) & Mr. Bindesh Bhole (DGM, Marketing). Mr. Sunil Rattawa (Unit Head) introduced his team and the heads of various departments. The agenda of this meeting was to interact with all HODs and discuss the process followed between all departments right from raw material procurement to grinding and final dispatch of cement bags to the market via rail and road.

During his visit, Mr. Sood also interacted with divisional authorities of the Indian Railways (IR) for planning optimized dispatches through IR and to explore new siding points at our existing markets.

An Authorized Road Transporters meeting was also conducted to understand the inputs required for optimizing road transportation. Mr. Sood also interacted with the Dealers at their shops in order to understand their concerns.



**MANTHAN - II**  
**CGU - SALES REVIEW MEET**  
11th Feb, 2015  
HOTEL RAMA INTERNATIONAL,  
AURANGABAD

Khandesh Sales Review Meet was organized at Hotel Rama International, Aurangabad on 11th February, 2015. Among other things, the Meet focused on successful initiation of sales, studying market spread versus available manpower, alignment of organizational and individual goals, knowledge sharing with team members, providing exposure, finding and analyzing gaps. The Meet ended with a discussion of the way forward.

Participants of the meet :

Mr. Keshav Sharma (VP-Mktg)  
Mr. Bindesh Bhole  
Mr. Sameer Mahurkar  
Mr. Prabhjot Suri  
Mr. Prasoon Gairola  
Mr. Gurpreet Singh Chahal  
Mr. Lalit Pailani  
Mr. Pranay Chapparghare  
Mr. Vijay Yadav  
Mr. Piyush Sharma  
Mr. Rahul Kothaw  
Mr. Jyoti Pratap  
Mr. Pramod Singh  
Mr. Priyank Sharma  
Mr. Nikitesh Mundhada  
Mr. Saiket Tidke  
Mr. Narsingh Thakur  
Mr. Dibjyoti Dev  
Mr. Satyam Rakshit  
Mr. Abshiek Patil  
Mr. Kalpesh Sonkul  
Mr. Surendra Padole  
Mr. Vivekanad Chitikala  
Mr. Rahul Hazeri  
Mr. Umesh Jangid



# Consumer Camps

Orient Cement has a dedicated focus on organizing Consumer Camps aimed at primary and secondary consumers. The Consumer Camps are aimed at disseminating information dealing with product enhancements, and also for communicating Orient Cement's salient brand attributes – product quality, strength and durability. The objective of the Consumer Camps is to establish Orient Cement as a company that cares for its customers and helps them build better.

The Consumer Camps are informative and highly interactive events replete with a variety of activities like QA sessions, Corporate film screenings, etc. They are held periodically at locations that maximize contact with key audiences.



Adilabad Town



Bhalsa



Jangaon



Atnoor



Brahmangaon, Pusad



Jalkot



Sengaon



Yavatmal



Dhule



Sangareddy

## Camps Diary

- Adilabad Town
- Atnoor
- Banswada
- Bhupalpally
- Brahmangaon
- Cherial
- Choppadandi
- Dhule
- Jalkot
- Jangaon Town
- Kagahznagar
- Kangti
- Karimnagar
- Khammam
- Kotagiri
- Lasalgaon
- Hyderabad
- Manwat
- Medak
- Mudhole
- Nandurbar
- Naraynagaon
- Pingli
- Sangareddy
- Sengaon
- Shembalpimpri
- Shiruranatpal
- Toopran
- Wani
- Yavatmal

CONSUMER CAMPS

Stakeholders Outreach

# Site Engineers Meets

Orient Cement conducts Site Engineers Meets, periodically and across various locations. On one side, these enable the collection of valuable feedback from key stakeholders and on the other -- the dissemination of critical knowledge on latest technologies and good construction practices. Our Site Engineers Meets are in line with our brand character, as we have always valued relationships and emphasized on "connecting" with key stakeholders, which in this case are the Site Engineers – qualified and capable Civil Engineers and Supervisors.

SITE ENGINEERS MEET  
Stakeholders Outreach



Yavatmal



Site Engineers Meet



Nashik



Cube Testing at Betul Site



Site Engineers Meet



Nizamabad

# Mason Meets

Our Mason Meets comprise of QA sessions, interactions with experts, knowledge sharing, technical training, etc. - making them highly interactive and vibrant events. They are organized with the overall objective of ensuring our brand a good visibility and exposure where it matters the most – at the very grass roots level.

Our Mason Meets provide the much-needed last mile connectivity to our brand's outreach, and targeted at our end consumers, they help us establish and build our brand image at the very bottom of the construction pyramid.



Mancherial



Bodhan



Bhandara



Bhandara



Chhindwara, MP



Kamareddy



Bhandara



Karimnagar



Bhandara

## Mason Meets Diary

Bhandara

Bodhan

Chhindwara

Dhule

Etunagaram

Hyderabad

Kamareddy

Karimnagar

Mancherial

Narsapur

Nalgonda

Wadsa

Mason Meets

Stakeholders Outreach



## World Environment Day 2015

celebrations in Mines on 5th June 2015.

Theme : Sustainable consumption and production

Slogan : Seven Billion Dreams. One Planet

Orient Cement's Devapur Limestone Mines actively participated in the World Environment Day 2015 celebrations on 5th June, 2015.

On this occasion a Tree Plantation program was organized at the Mines. Sri RVR Murthy, (Vice President --Operations), Shri Subrath Sharma, (VP-Mechanical) and other Officers from Plant and Mines along with mine workmen participated in the celebrations.

As a part of contribution to create awareness about environment protection, Sr. Officers of Orient Cement addressed the gathering and this was followed by everyone taking the Environment Oath. Subsequently, all the participants planted trees over reclaimed areas.

## 44th National Safety Week

The 44th National Safety Week campaign was organized at our plants from 26th February to 4th March, 2015. As part of the campaign, various

awareness programs were organized to propagate the safety awareness amongst employees, housewives and school children -- at our school, and also schools in Devapur and Maddimada. Propaganda banners were displayed at various locations inside as well as outside the Plant. Banners given to us by Telangana Factories Dept were also displayed in and around Devapur Village.

The Safety Week campaign started with the inauguration of Fire Safety Exhibition by Mr. RVR Murthy (VP-Operations & Factory Manager).

A training program on Fire Fighting and a demonstration of Fire Fighting was organized at the HRD Centre by Mr. T Chandra Shekar Reddy (Security Manager) and 112 employees participated in it. PASS System was explained to all the participants and all the participants practiced PASS on the dummy extinguisher. Later live fire was extinguished using various kinds of extinguishers.

Various personal protective equipments were displayed in the safety exhibition and their usage was explained to all the employees, workers and visitors. During this event, all workers PPE's were audited and defective PPE's were replaced.

A training program on Electrical Safety was organized at HRD centre by Mr Debashish Mitra. There were 82 participants.

Safety Posters were displayed adjacent to the main road at the Administration building area. Posters indicating Do's & Don'ts for safe working were displayed.

A training program on "Safety in Cement Industry" was organized by Mr. V Madhusudhan at HRD Centre on 2nd February 2015; 43 employees participated in this program. A live demonstration on working at heights and confined space rescue was organized inside the plant premises by personnel of M/s Karam Industries.

## Onsite LOTO Training

Awareness on LOTO application was disseminated to electrical personnel on 22nd May, 2015.



**Safety Gate Meetings**

A Safety Gate Meeting is conducted every month on the first working day. The flag was hoisted by Mr. K Lalu, Mr. Mallesh, Mr. Kursinga Ballarshaw, Mr. RVR Murty and Mr. Satyabrata Sharma from January to May 2015, respectively.

The "Safety Man of the Month" award was won by Mr. Chanaboot, M/s K Rajaiah (January, 2015 ), Mr. M Damodhar, M/s RK Engineering (February, 2015), Md Hussain, M/s K Rajaiah (March, 2015), Mr.K.Yadav, M/s DEEW, (April, 2015) and Mr. M Maruthi, M/s DEEW (May, 2015).



**Key Safety Highlights in January, 2015**

A key highlight was the achievement of ZERO INCIDENTS. As a token of appreciation, management presented mementoes for all the contract & wage board workers. Vehicle Entry Permit System was introduced in this month. A Road Safety Week campaign was organized from 11th to 17th, in association with RRTA, Mancherial. During this, we organized various awareness programs for employees, housewives and school children. A Quiz competition was also organized prizes were given to the winners.



**Key Safety Highlights in February 2015**

Various safety competitions were organized for employees, housewives, school children. Best Entries were selected and sent to National Safety Council -- AP Chapter, for a state level competition. At the state level, we bagged 9 prizes. On 24th Feb 2015, M/s Dragger Safety "Mission Suraksha" Truck visited our plant on our request. It is a campaign taken up by M/s Dragger Safety in which one truck equipped with various safety gadgets will tour India during 2015.

**Key Safety Highlights in March 2015**

On 4th March, we sent our school children (of Carmel School) to Hyderabad to give mime performance on "Safety With Mobile Phone". Our participants who were winners at the state level safety competition were awarded prizes at Ravindra Bharati on 4th March.

**Key Safety Highlights in April 2015**

Fire fighting awareness and safety quizzes were organized, not only for employees but for housewives, school children, teachers, etc.

**Key Safety Highlights in May 2015**

Introduction of the LOCK OUT TAG OUT system at Devapur Plant in the pipeline. First Aid training program on BASIC LIFE SAVING organized for our employees by team of Doctors from Apollo Hospitals; 114 employees participated in this program.

News From The Plant  
**Devapur News**



Rangoli Competition



Kite Flying



ESI Camp



Blanket Distribution



## Felicitation of employees who completed 25 years of service

At Orient Cement, we believe that our employees are members of our family for life and that retirement from service is just a phase in this enduring relationship. Moreover, it has always been the bedrock of our ethos to acknowledge the contribution of our valued employees and associates – the company couldn't have grown into what it is today, if not for their unstinted service! In keeping with our company's tradition, Orient Cement's management felicitated all the employees who completed 25 years of service on Republic Day, 2015.



**Dilip Kumar Mundhra, Stores**



**Ashok Kumar Sharma, Mechanical Maint**



**Sidam Bhem Rao, Clinkerisation**



**Mohan Chowdary, Clinkerisation**



**Sidam Keshava Rao, Electrical**



**Sidam Ramdas, RM Grinding**



**Janardhanarao, RM Grinding**



**Durgam Laxmaiah, Loading Contract**



**B Pocham, Loading Contract**



**Aileveni Rai Mallo, Loading Contract**



### Sports & Games

The school's annual sports meet was conducted on 31st January, 2015. Students participated in various events and displayed all-round sporting excellence. Prizes were given to the winners. The school's students -- R. Praveen, L. Vamshi, J. Sanjeev, S. Mahesh, Manish Goud, B. Vamshi, Maniraj, S. Manisha, etc. participated in sports and games at District Level, State Level and National Level meets and secured certificates, thus bringing honour to the school by their excellent performance. In the District Level Rajiv Gandhi Khel Abhiyan, our student L. Vamshi of 8th English Medium got first place in 1500 Mts race and was selected to the State meet. L. Vamshi, S. Mahesh and S. Manisha were honoured by Mr. Joga Ramanna, Minister of BC Welfare and Environment.

### Farewell to the outgoing students

A farewell party was organized at the school for the outgoing X class batch of 2014 – 2015 on 17th March, 2015. Children shared their experiences regarding their learning experiences in school. Children provided lunch for the teachers and honoured them with gifts. Cultural programs were arranged for entertainment and the function ended with vote of thanks.

### Fire Service Week Campaign

On 15th April, 2015, Mr. Chandra Shekhar Reddy (Manager – Security) and Mr. Ganesh (Deputy Manger – Safety) organized a demonstration class regarding fire safety for the teachers. They explained about different types of fire accidents and demonstrated the use of fire safety equipment to the teachers. Teachers participated with a lot of enthusiasm and said they would create different teams in the school like Fire Fighting team, Fire Picketing team, First Aid team and Fire Salvation team.





## Republic Day Celebrations

All the employees and their families took part in the Republic Day Celebrations. Indoor (Carrom and Chess) and outdoor (Volley Ball and Cricket) games for all the employees as well as the workers were organized. The winning and the runner up teams were given prizes on the day of flag hoisting.

On 26th January, a Tug-of-war was played between teams comprising of both staff and workers, while Musical Chair for kids and Throw-ball for ladies were also organized. As a part of CSR, sweets and Namkeen were distributed in 3 schools in nearby villages.

### Results of various sports and games

#### Indoor Games

##### Carrom (Single)

Winner : Mr. Nirmal Bhatt

Runner-Up : Mr. Atul Dixit

##### Carrom (Double)

Winner : Mr. R K Shahi & Mr. N C Shekhar

Runner-Up: Mr. Swapnil Gore & Mr. Sushil M

##### Chess

Winner : Mr. N C Shekhar

Runner-Up: Mr. R K Shahi

#### Outdoor Games

##### Volley Ball

Winner: Team-Commercial + P&A

Runner-Up : Team-Mechanical

##### Cricket

Winner: Team-E& I

Runner-Up : Team-Mechanical

## National Safety Week

National Safety Week was celebrated from 4th to 10th March, 2015 at Orient Cement's Jalgaon unit. Opening program was conducted on 4th March 2015 and started with Puja of Goddess Saraswati. During the program, Safety Oath was taken by all employees as well as workers and Mr.VT Patil (DGM - Electrical) delivered a speech on the importance of Industrial Safety. During this week, programs like safety awareness training, fire mock drill were conducted and approximately 50 candidates were trained. Various competitions like Safety slogans, Essay writing, Design of Posters were also organized on this occasion and the winners were rewarded.

### Winners of various competitions :

#### Essay Writing

1st Prize - Vinod K. Pal (Draftsman)

2nd Prize - Sangita Daga, W/o Mr.M.G.Daga

3rd Prize - Shashibala, W/o N.C.Shekhar

#### Poster

1st Prize - Sandip Sunil Patil, Divine Infra Services

2nd Prize - Ramys Saroja (GET)

3rd Prize - Pooja Shravan Jodha, D/o S.S. Jodha

#### Slogan

1st Prize - Mr.Bhushan B.Patil, B/o Kiran B.Patil

2nd Prize - Mr.Nirmal Bhatt (Manager-Process)

3rd Prize - Mr. Sunil Kalaskar (Divine Infra services)



### World Environment Day

In keeping with the company's credo of being a good corporate citizen and in order to spread awareness about the environment among employees and associates, celebrations were organized on World Environment Day at Chittapur project on 5th June, 2015.

### Dental Camp

Normally, access to quality dental care is not possible outside metropolitan cities and major towns. With the welfare of its employees at heart, the company organized a Dental Camp at Chittapur plant on 24th May, 2015.

### Best Safe Project Site Award

Orient Cement's Chittapur plant received the Best Safe Project Site award for 2014-15 during Kalburgi Regional Industrial Safety Day Celebration (KRISC), 2014-15. KRISC was hosted by M/s. Chettinad Cement Corporation Limited.



**UDAAN-4 - Destination CHINA**  
**Dealer Motivation Program**



A Dealer incentive overseas tour was conducted by the company, this time the destination was China. It was a 5 days long trip covering Shanghai and Beijing. Some of the places visited across these two cities were: Buddhism Shrine- Jade Buddha Temple, Shanghai Financial Tower - 95th floor, 95th and 100th floor, Silk Centre, Pearl Centre, Nanjing Road, The Bund, Huangpu River Cruise, Golden Mask show, Yashow Market, Jade factory, Great Wall at Juyong Pass with Cable Car, Beijing Olympic Park, National Stadium, Bird's Nest, National Aquatics Center, Water Cube, Tiananmen Square, Forbidden City and the Silk Museum

# Wedding Bells



G. Ganesh Kumar, Time Office Dept. weds Sukanya on 11-06-15



G. Santosh Reddy of Personnel Dept. weds G. Samatha on 27-02-15



K. Rama Brammam of Prurchase Dept. weds Sahiti on 08-05-15



K. Sravan Kumar of Electrical Dept. weds Ramya on 12-12-14



L. Kranthi Kumar of Mech. Maint. Dept. weds Sumalatha on 25-01-15



Satyajit Jeena of Purchase Dept. weds Ayusmati on 21-04-15



Sanjay Kumar of Sales & Marketing, weds Neeta on 28-05-15



A. Sagar of Sales & Marketing weds Sushma on 29-05-15

WEDDING BELLS

News, Talent & Sundries

Wedding Bells



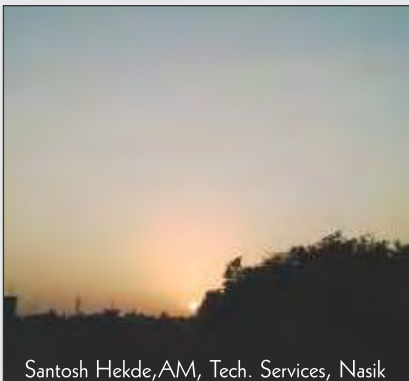
Ravindra Reddy, Asst. Manager-Safety newly married on 06-05-15



Srikanth, Sr. Engineer-Condition Monitoring, newly married on 10-05-15

CLICK MANIA News, Talent & Sundries

Click Mania



Santosh Hekde, AM, Tech. Services, Nasik



Santosh Hekde



Piyush Sharma, Sales Manager, Dhulia Zone



Piyush Sharma



Piyush Sharma



Piyush Sharma



Sunil Rattawa



Sunil Rattawa, VP, Unit Head- CGU Jalgaon

We invite readers to send interesting photographs clicked by them

## Painting the highways A1 Dhaba-Boards' Branding

Dhabha boards branding has been done with an innovative concept of covering major highways.

They are installed along the highways on the Dhabhas in some of our addressable markets.

The photos below are of NH-6 (Jalgaon to Aurangabd)-160 Kms (total 105 boards)

Similarly, Dhabhaboards have been installed on other routes like.

78 Boards along Jalgaon to Dhulia NH6 (100 Kms)

90 Boards along Jalgaon to Khandwa (125 Kms)

30 Boards along Nagpur to Saoner (70 Kms)

30 Boards along Nagpur to Mansar (70 Kms)

25 Boards along Nagpur to Jam (60 Kms)

30 Boards along Nagpur to Katol (60 Kms)

100 Boards along Nagpur to Amravati (150 Kms)

45 Boards along Nagpur to Bhandra (60 Kms)

21 Boards along Betul to Amla - (100 Kms)

22 Boards along Balaghat to Seoni - (100 Kms)

34 Boards along Chindwara to Parasia -(100 Kms)

34 Boards along Raipur to Bilaspur- (100 Kms)

21 Boards along Durg to Raipur (60 Kms)

22 Boards along Durg to Rajnandgaon (42 kms)



## CSR- Jalgaon



Construction Of School Gate at Vikas Vidyalaya in Nasheerabad

## Welcome Aboard

S.No	Employee Name	Designation	Location
9165	Mahesh Chand Gupta	General Manager - Operations	Chittapur
9166	Santosh Kumari Agarwal	Senior Officer - Accounts	Hyderabad
9167	T Ramakrishna	Asst. Officer - Drawing	Chittapur
9168	Anil Nago Mahajan	Senior Officer - Accounts	Nanded
9169	Ch. G. Suresh Babu	Asst. Manager - Instrumentation	Chittapur
9170	Y Venkata Subba Reddy	Mate Cum Blaster	Devapur
9171	P Srikanth	Senior Engineer - Mechanical	Chittapur
9172	Sarang Mangesh Deshpande	Senior Officer - Accounts	Nashik
9179	Gullu Prasad Lal	Junior Officer - QC	Jalgaon
9180	M. V. K. Praveen Kumar	Officer - Process	Chittapur
9181	C. Raviteja	Senior Engineer	Chittapur
9182	K. Srinivasachar	Deputy Manager	Chittapur
9183	Biswa Bhusan Nayak	Asst. Manager - Mechanical	Chittapur
9184	Anand Sharma	Senior Officer - Accounts	Chittapur
9185	S. Subramaniam	Engineer - Electrical (CPP)	Chittapur
9186	Ravindra Shantreddy	Asst. Manager - Safety	Chittapur
9190	Toofan Kumar Yadav	Senior Officer - Chemist	Chittapur
9191	T. Nagesh Swamy	Senior Officer - Process	Chittapur
9192	Ashwani Kumar Soni	Manager - Production	Chittapur
9193	Shreeshail Yargol	Manager - Instrumentation	Chittapur
9194	D. Ravisankar	Head - Liaisoning	Hyderabad
9195	M. Mahesh Kumar	Asst. Manager - Environment	Chittapur
9196	Anil D Madlani	General Manager - Materials	Devapur
9197	T. Kranthi Kumar	Officer - Chemist	Chittapur
9198	G. Venkateswara Reddy	Senior Officer - Chemist	Chittapur
9199	Santraj S. Jaiswal	Officer - Raw Material Handling	Jalgaon
9200	Mahesh S Nimbargi	Senior Engineer - Mechanical	Chittapur
9201	V. Krishna Chaitanya	Asst. Manager - HR	Devapur
9202	Pradeep Kumar Pandey	Officer - Process	Chittapur
9203	Gangadhar S. Konnur	Senior Officer - Chemist	Chittapur
9204	Deepak Vyas	Officer - Laboratory	Jalgaon
9205	Alok N Bagaria	General Manager - Operations	Jalgaon
9206	Satyabrata Sharma	Vice President - Engineering	Devapur
9207	P. N. Ravindra Kumar	Senior Manager - Legal	Hyderabad
9208	Venkataramana Kallella	Senior Officer-process	Devapur
9209	Balasaheb P. Takalkar	Officer - Security	Jalgaon
9210	Mallikarjun Itasi	Officer - Sales	Gulbarga
9211	Shivanand M Biradar	Officer - Security	Chittapur
9212	Anup Joshi	Officer - Sales	Dharwad
9213	Jagdish S Joshi	Officer - Sales	Bidar
9214	Mahesh Tengalgi	Asst. Manager - Sales	Raichur
9215	Kamal Kishore R Maniyar	Asst. Manager - Sales	Gulbarga
9216	Sagar Jaju	Officer - Sales	Yadgir
9217	Patankar Ganesh Sakharam	Manager - Logistics	Jalgaon
9218	A. Praveen Raju	Senior Officer - Accounts	Chittapur
9219	T. Bhanusatya Venkata Vijay	Officer - Sales	Bellary
9220	Shirish Popat Pimpale	Officer - Laboratory	Jalgaon
9221	Manoj Kumar Sharaf	Manager - Logistics	Devapur
9222	Jai Prakash Yadav	Assistant Manager - Mis	Chittapur
9223	K. Saikirshna Chaitanya	Senior Officer - Advertising	Hyderabad
9224	Roshan Rednam	Asst. Manager-Tech. Services	Warangal
9225	Sagar S Kedge	Jr. Officer - Tech. Services	Solapur
9226	P. Sravan Kumar	Senior Manager - Marketing	Aurangabad
9227	Shivaraj M. Gouripuri	Asst. Manager - Sales	Koppal
9228	Nagaraj R. Mudalaji	Asst. Manager - Sales	Belgaum
9229	Santosh S. Bhagoji	Asst. Manager - Sales	Gadag
9230	Pavan Kumar A G	Senior Officer - Sales	Bagalkot
9231	Santosh	Officer - Sales	Bijapur
9232	Mahesh Kallolli	Senior Officer - Process	Chittapur
9233	Reena George	Executive Secretary	Hyderabad
9234	S. Dhiraj Kumar	Asst. Manager - Advertising	Hyderabad

# Is Your Building Earthquake - Resistant?

In a well-designed earthquake resistant building, the basic mantra adopted is - the soil must be stronger than the foundations; the foundations must be stronger than the columns and the columns must be stronger than the beams. To check if an existing building is safe or not, consult a competent structural engineer.

While buying or constructing a new house, there are a few things one should keep in mind.

Determine if the plan and elevation of a building is simple and regular. Typically, excessive architectural

features that are not connected to the main frame of the building are potential seismic disasters. The building should have a simple geometrical plan, such as, rectangular or circular. Even in a rectangular plan avoid excessively longer lengths in one direction. Buildings which have L, U, V, Y or H shape in plan are avoidable. If such geometries are unavoidable, one should make sure a separation joint is provided so that each side behaves as a separate unit during the earthquake. Typically, buildings with vertical setbacks such as plaza type buildings or buildings with excessive overhangs such as cantilever staircases perform poorly in an earthquake.

For a structure more than two storeys, ensure that it has been designed as per relevant National Building codes of India and Indian Standards.

Determine if the building has adequate core shear walls. If the building has stilt parking without walls, ask if relevant ductile designing for columns has been done.

Determine if the building has any columns that run within floors only and do not run all the way into the ground. Such columns are called floating columns and can reduce the structural capacity during earthquakes.

The staircase is the ONLY escape route during an earthquake and should be designed so as to not fail during it. Check that the staircase slabs are integrally connected to the frame of the building to prevent collapse.

Check whether proper geotechnical investigations have been conducted prior to the start of the design and construction process. Ask if adequate pile lengths in rock have been provided to get proper anchorage in the soil. Inquire about soil liquefaction studies and slope stability studies conducted during investigations.

- Article contributed by Mr. Santosh Hekde, AM (Technical Services), Nasik

### Guidelines for Earthquake Resistant Design

**SLOPE SECTION**  
 Building should be sufficiently early slope steep slopes. **Right**  
 Building should not be built on filled-up soil. **Wrong**  
 If unavoidable, use raft or pile.

**PLAN OF BUILDING**  
 Asymmetry should be avoided.  
 Asymmetric buildings undergo torsion and external corners are subjected to very large earthquake forces.

**SHAPE OF THE BUILDING**  
 Right:  $H/B < 4$   
 Wrong: Very slender buildings should be avoided.  
 Right: Protruded penthouse type buildings are avoided.  
 Wrong: Sudden changes in lateral stiffness should be avoided.

**PROJECTIONS AND OVERHANGS**  
 Wrong: Large overhangs and projections attract large earthquake forces.

**SEPARATION JOINT**  
 Right: Separation joint design details.

**AVOID HEAVY MASS AT TOP**  
 Wrong: Large water tanks should be avoided. Small tanks, if provided, should be properly connected with the framing system.  
 Wrong: Swimming pools of the top should be avoided.

**OPEN RIGID SIDING**  
 Wrong: Damage to soft ground stories building.  
 Right: Model ground floor plan for building with zoning.

**Earthquake Engineering Research Centre  
 International Institute of Information Technology  
 Gachibowli, Hyderabad - 500 032, India  
 eerc@iiit.ac.in, http://eerc.iiit.ac.in**



Situated at the extreme fringe of the state and bordered by Maharashtra and Chattisgarh, Eturnagaram is one of the oldest sanctuaries of Telangana (declared as a sanctuary in the year 1952 by the erstwhile Hyderabad Government). Eturnagaram Wildlife Sanctuary is located 110 km from the cultural capital of Telangana, Warangal – a city that used to be the capital of the Kakatiya dynasty and still choc-a-bloc with age-old temples and other historical monuments.

Reached by driving on State Highway No. 202 (four-laned all the way to Warangal and a wide carriageway thereafter), Eturnagaram Wildlife Sanctuary is a perfect weekend getaway for those who are interested in spending time amidst trees and open expanses. The footloose are in fact advised to turn right (after Warangal) on the road at Jungalapally and take a detour to Ramappa Temple. This is a magnificently carved old temple, on the banks of a huge man made reservoir (Ramappa Lake) where one can enjoy boating.

The entrance to Eturnagaram Wildlife Sanctuary is at the quaint village of Tadwai and the sanctuary is spread across terrain that comprises of plains as well as hills. The watershed is from the west to the east and a perennial river DayyamVagu flows through the sanctuary, dividing it into two halves. The forest here is of the tropical dry deciduous type with huge swathes of good quality, high-standing Teak and tall clumps of bamboo. There are many indigenous trees as well and many streams and springs originate in the hilly regions of the sanctuary. Apart from being a sanctuary for wildlife, Eturnagaram is also the base for the famous Sannakka-Saralamma Jatara, a tribal festival held at Medaram village in TadwaiMandal, once in every two years.

While there are no organized Safaris at Eturnagaram, one can explore the forest with permission from the DFO (office at Warangal). However, straying into the forest without permission is strictly discouraged because it can cause a law and order problem. Spread across 812 sq km, the Sanctuary is rich in leopards and sloth bears and also home to the tiger. Among other animals, one can spot spotted deer, langurs and peafowl, many a time right beside the main road. Eturnagaram Wildlife Sanctuary is also rich in a variety of birdlife and reptiles.



Apart from its munificent bio-diversity, Eturnagaram Wildlife Sanctuary is reputed to have caves and tree fossils in the Sarvai area. Eturnagaram can be the perfect getaway for those who just want to meander in an unplanned way through a forest. In fact, one can simply drive through the sanctuary, entering it at Tadwai and exiting it at the town of Eturnagaram! A bit after the town flows the river Godavari, and on the other side of the river is Chattisgarh.

#### Reaching Eturnagaram Wildlife Sanctuary

The sanctuary is connected to Hyderabad by excellent roads and located at a distance of 110 km from Warangal and approximately 250 km from Hyderabad. Warangal is also well connected by trains.

#### Accommodation options

Warangal is the best place to stay, with a range of Three Star hotels and the Telangana Tourism run HarithaKakatiya Hotel too. One can also look at staying at Ramappa in the lakeside cottages managed by Telangana Tourism. For those who are more adventurous there is a Forest Rest House at Tadwai and an ITDA Guest House at Eturnagaram, but to stay at either, one will need written permission from relevant authorities.

