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How does JKCement integrate sustainability into its growth strategy, particularly in such a carbon-intensive industry?

At JKCement, sustainability is at the core of our growth strategy. We balance economic growth with environmental responsibility, aligning with global goals like net-zero emissions by 2050. Over 50% of our power is renewable through Waste Heat Recovery Systems and solar energy, with a target of 75% by 2030. By adopting low-clinker, blended cement, and alternative fuels, we are reducing carbon emissions while supporting India's urban and infrastructure growth.

Our biodiversity initiatives include planting 1.68 million saplings and creating a 50-acre biodiversity park using the Miyawaki technique at Ahirpura Mines. These efforts enhance biodiversity; create natural carbon sinks. We remain committed to sustainable innovation and responsible construction as part of SBTi, UNGC, and the UNFCCC Race to Zero.

Our Muddapur (Karnataka) plant runs entirely on green power, and Jharli



(Haryana) and Balasinor (Gujarat) units have bagged CII's Best Energy Efficiency Award.

How does JKCement leverage technology to transform processes, improve efficiency, and enhance the customer experience?

Digital transformation enhances efficiency and customer satisfaction, and JKCement has embraced it through advanced technologies:

- Enterprise-Wide Digital Transformation with SAP S/4 HANA on RISE:** This ERP suite is our digital backbone, providing real-time analytics and a cloud-ready architecture. Implemented across 12 plants and 2,000+ depots, it has optimized operations, reducing master data by 70%, custom developments by 80%, and open transactions by 90%. Furthermore, our entire employee lifecycle is managed by SAP SuccessFactors.
- Product Authenticity with QR Code Printing:** We combat counterfeiting by printing QR codes on white cement bags, allowing customers to verify authenticity, reinforcing brand trust.
- Digital Platforms for Sales Force Automation and Distributor Management:** Connecting over 2,000 dealers, 250+ sales professionals across 18 states, the JKOne platform enhances distribution efficiency and provides sales teams with real-time data for better insights for white cement. For grey cement,

Salesforce aids collaboration with stakeholders, while the CTS and SFA apps streamline site updates and account management.

- AI and Automation for Efficiency:** JKC's AI chatbot provides instant HR support, and Concur platform streamlines employee travel and expense management.

Our continued investment in technology aligns with our vision of operational excellence and customer satisfaction, meeting evolving market needs effectively.

According to JKCement, what leadership qualities are essential in driving the company's next stage of growth?

JKCement's growth is driven by leadership rooted in integrity, adaptability, and vision, focusing on sustainable development, transparency, and team support. Integrity builds trust, fostering open communication and resilience. Recognizing people as our greatest asset, our leaders nurture talent, promote accessibility, and involve teams in decision-making, creating a strong sense of ownership.

Strategic vision guides us in balancing immediate challenges with long-term goals, ensuring alignment with our sustainable growth mission. Adaptability is key; leaders encourage learning and upskilling to stay agile.

Lastly, remember, that a leader's journey is one of continual growth. We learn, we grow. ■