



Expressions

Quarterly in-house journal of My Home Group

November - 2015





Chairman's Message

“A house is made of walls and beams & a home is made of love and dreams”.

Dear colleagues ,

It gives me great joy to greet you on the occasion of the third Quarterly Report.

The previous quarter has been exciting for all of us in the My Home family, and it is my pleasure and responsibility to share them with you.

At the My Home family, we have always been firmly committed to our social responsibilities, and what a better way than to give the future generations of the country a lifetime to cheer about. On 16th of September, My Home awarded 180 scholarships to deserving Govt. school students across the two states of Andhra Pradesh and Telangana.

It will be given out to meritorious students of Class 8 and 9, and the initiative is set to expand to other parts of country in the coming years. Over 13 lakhs have been chalked out for the initiative, which aims to give deserving students the joy of changing their lives through education and discipline.

While primary education is a critical factor in growing India today, the environment is another issue that is of great importance too. Keeping this in mind, My Home also developing of a park in Shamshabad, spanning over 10 acres of land, to protect and preserve endangered and extinct plants. Over 200 plant species are facing extinction, due to rapid industrialization and pollution. To rectify this, the park will be set up exclusively to protect and preserve rare plant species. To add further joy to the occasion, all these plants are of Indian origin, and it could lend a second lease of life to the flora-starved urban space of Hyderabad.

Moving on to sports, this quarter has been fulfilling for our My Home and Maha Cement, as we were one of the sponsors for the Telugu Titans – the Kabaddi team in the Pro Kabaddi League. The Telugu Titans, led by defender Rahul Chaudary, shone in flying colours this season, finishing second in the overall points table.

While these are small steps, we are confident that they will add up to bring about a large change in times to come. Our dream of providing world-class homes at affordable prices to families in India is still what drives us day and night.

I hope you have great pleasure in going through this issue of expressions.

Dr. Jupally Rameswar Rao
Chairman-My Home



Cement Industry News

India is the second largest producer of cement in the world. No wonder, India's cement industry is a vital part of its economy, providing employment to more than a million people, directly or indirectly.

India's cement demand is expected to reach 550-600 million tonnes per annum (MTPA) by 2025. The housing sector is the biggest demand driver of cement, accounting for about 67 per cent of the total consumption in India. The other major consumers of cement include infrastructure at 13 percent, commercial construction at 11 percent and industrial construction at 9 percent. To meet the rise in demand, cement companies are expected to add 56 million tonnes (MT) capacity over the next three years. The cement capacity in India may register a growth of eight per cent by next year end to 395 MT from the current level of 366 MT by the end of 2017. The country's per capita

consumption stands at around 190 kg. The Indian cement industry is dominated by a few companies. The top 20 cement companies account for almost 70 per cent of the total cement production of the country. A total of 188 large cement plants together account for 97 per cent of the total installed capacity in the country, with 365 small plants account for the rest. Of these large cement plants, 77 are located in the states of Andhra Pradesh, Rajasthan and Tamil Nadu.

Investments

On the back of growing demand, due to increased construction and infrastructural activities, the cement sector in India has seen many investments and developments in recent times. According to data released by the Department of Industrial Policy and Promotion (DIPP), cement and gypsum products attracted foreign direct investment (FDI) worth US\$ 3,099.80

million between April 2000 and June 2015.

Government Initiatives

In the 12th Five Year Plan, the Government of India plans to increase investment in infrastructure to the tune of US\$ 1 trillion and increase the industry's capacity to 150 MT.

The Cement Corporation of India (CCI) was incorporated by the Government of India in 1965 to achieve self-sufficiency in cement production in the country. Currently, CCI has 10 units spread over eight states in India.

Brand Focus

Our brand Umbrella under the name Maha Cement has been awarded as the India's Most Promising Brand by WCRC in London this year.

Source: IBEF & Secondary research



A bouquet of social events to mark 60 years

An inspirational autobiography, a step forward in preserving nature's bountiful beauty, and the fulfillment of dreams in the eyes of little dreamers – these were all part of the grand celebrations of the 60th birthday of the Chairman and Founder of My Home, Dr. J. Rameswar Rao.

On September 16, 2015, to mark the 60th birthday celebrations of the founder and Chairman of My Home, Dr. J. Rameswar Rao, a number of social events were observed. The most heart-touching among them was the announcement of scholarship for 180 deserving and meritorious students across 60 government schools in Telangana and AP. The scholarships, named 'Dr. J. Rameswar Rao's Maha Scholar' to be given to students of Class X. A student, Mamatha, was presented with a Certificate of Scholarship to flag off the first batch of scholarships. It was also announced that while the first phase of the scholarships will look at schools in Hyderabad, Rangareddy, Mahabubnagar, and Vishakapatnam, the plan is set to expand to other parts of the two states as well. A total of over 13 lakh rupees are given to meritorious students in the form of scholarships.

A biography on Dr. Rao – 'The Man and His Mission' was also launched to mark the occasion. Penned by K.V. Kesava Rao, the biography charts the journey of the esteemed Chairman, Dr. J. Rameswar Rao. But that was not all. Dr. Rao also donated a whopping five crore rupees to Jeeyar Integrated Vedic Academy (JIVA), which is overseen







by sri sri sri Tridandi Srimannarayana Chinna Jeeyar Swamy who has always been passionate of preserving the holy ancient Vedic culture. The Academy today has facilities for over 2,000 Vedic scholars, and 2,000 regular students. The academy aims to impart to the next generation of children, the glorious and illustrious past of our ancestors.

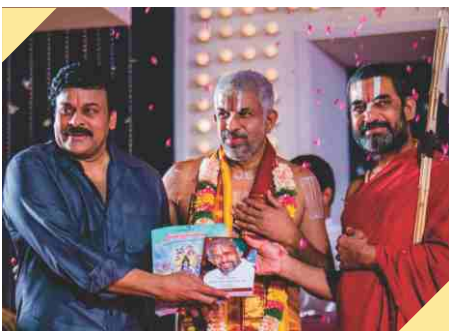


With the gloom of the realty sector slump behind us, the coming quarters promise great times ahead, and with such auspicious actions, My Home hopes and prays that we all achieve our dreams. My Home will continue to strive to provide world-class homes at affordable prices for the city of Hyderabad and beyond.



The 60th Birthday celebrations of the Founder proved that a birthday is not an event to indulge with yourself. It is an event when you count your blessings, and go about sharing the joy with others.

- Editorial Team, Expressions





Maha Scholar by My Home



The 60th birthday of Chairman, falling on 16th September 2015, which has been instituted as “My Home Founder's Day”, was best suited to announce a scholarship for Class X students. A study says that gross enrollment ratio at the Secondary level in government schools in India is below 50%. Dropout rate from Class I to VIII is 53.45% for girls and 52.28% for boys. Majority of students drop out due to lack of financial support. For the lowest quintile (20%) households, average monthly consumption-wise, minimum monthly schooling fee of Rs.260 is 20% of average household consumption in rural areas and 15% in urban areas. In the past, the group has donated to rural schools on several occasions for

infrastructure upgradation. The group chose to provide scholarship to 180 meritorious students in 60 Govt. schools in Andhra Pradesh & Telangana primarily to encourage them to study further and to give them a sense of achievement. Christened as “**Dr. J. Rameswar Rao's Maha Scholar by My Home**”, the selected students will be given financial support to help their studies. The scholarship will be gradually extended to other states next year onwards. The group will take interest in the development of these children so that they can have a brighter future and support themselves, their families and the community at large.

- Editorial Team, Expressions





Maha Cement is Proud Sponsor of Telugu Titans

Since the inception of My Home, we have tried to provide world-class homes at affordable prices to number of happy customers.

However, constructing a house is not the same as building a home. In our association with the city of Hyderabad over decades, we have come to realize that the true essence of living is in giving back to the society. We as human beings use the resources available to us. And yet, we never stop ourselves to think – Are we only consumers, or do we give back too?

To add another feather to the cap, My Home is proud to be associated with the Indian Pro Kabaddi League, as one of the patrons behind the highly successful Telugu Titans. Beginning last year, the Pro Kabaddi League has taken the nation by storm, and the quick, action-packed matches kept the audiences over the country glued to the screen for the entire duration of the tournament.

In India, a lot of us often complain about how only Cricket is promoted as 'Sports'.





However, we rarely do anything about it. In order to practice what we preach, My Home has gone ahead and become a partner in the rampaging success of the Telugu Titans. Led by the captain of the team Rahul Chaudary and coach by J. Udayakumar, the Telugu Titans have been one of the most popular teams on the circuit, winning not only the matches, but also the hearts of the fans and opponents by their fair play and sporting spirit.

The year 2015 has been memorable for the Telugu Titans, as they finished second in the overall points table of the Pro Kabaddi League 2015. It fills us with great pride to be supporting sports in India, especially sports that originated in our ancient India.

Kabaddi is a unique sport that requires not only your physical, but also mental and emotional strength. Featuring two sessions of 20 minutes each, Kabaddi is a sport that leaves you with no time to sit down to take a deep breath, and relax. You have to be constantly on the move, planning and strategizing. But the trick is to keep the whole team on the same page, because a winning Kabaddi team is one that displays valor, bravery, and team-spirit.

Most of the Group's social activities revolve around children and youth, and this is another attempt by the Group to connect to the pulse of the youth of the country. My Home and Maha Cement wishes the Telugu Titans the heartiest wishes and good luck, and look forward to a long and fruitful association in this regard.

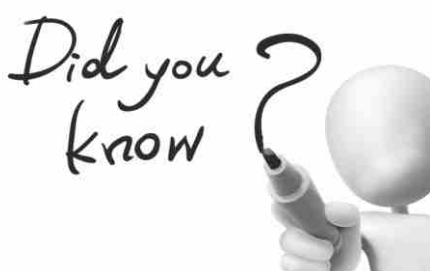


- Editorial Team, Expressions

Behavioural Based Safety Training



Behavioural Based Safety (BBS) training program was conducted at VGU by Mr. KSRG Sarma on 3rd & 4th Aug '15 at VGU. About 35 executives from various cadres and departments had participated in this program.



Did you know?

- The Egyptians used a cement-like material (containing gypsum) to make the Great Pyramid in 2600 B.C.
- Cement is a caustic. It can burn skin and eyes, just like acid.



Successful Completion Of “White Topping” Of Road No. 10 Banjara Hills, Hyderabad

“White topping” is overlaying of thin cement concrete topping over existing Bituminous Road. This type of concrete overlaying increases the life of the road by 20 to 30 years without any repairs. It also provide smooth surface and comfortable ride apart from excellent service life.

In order to demonstrate the advantages of cement concrete white topping over “Black topping” by Bituminous Concrete, Cement Manufacturers' Association has taken up the 1 kilometre pilot project of White topping of Road No. 10 Banjara Hills, Hyderabad from “City Centre “ to Johar Nagar – one of the busiest road in Hyderabad with major hospitals on either side –was selected. As such, concrete laying work is allowed only in the night and the concrete has to attain sufficient strength within 10 to 15 hours to allow grove cutting and leave for traffic after 48 hours.

A special concrete of M40 Grade with Polypropylene fibres that can achieve 5 MPa flexural strength in 3 days was to be supplied. The slump required is just 30-40 mm at site. Due to low slump, transportation cannot be done in Transit Mixers (TMs). It has to be transported in open tippers.

Out of the many RMCs, CMA selected only Ultratech and Maha to complete such a critical work.

It was decided that one lane would be

completed by Ultratech and other side would be done by Maha. Since Ultratech had a big team of experts in this technology, they preferred to lay first.

Initially getting right consistency was difficult even to the Ultratech. Either the mix was too harsh requiring lot of effort in unloading the concrete from tipper or too loose sticking to the side of tipper body. In first two days, it was possible to lay only 80 to 120 cum. Later it was improved, but it took 9 days to complete the one lane.

After witnessing the difficulties, many have doubted the ability of the Maha to supply the difficult concrete. However, from day one the concrete mix of Maha was excellent. The mix was just right requiring minimum effort in unloading the concrete from tipper. The co-ordination between site team and production team at plant was excellent maintaining minimum time of waiting. The concrete was finished in 6 days in spite of disturbance by rain on one of the days.



The above work was completed by a team headed by Mr. P.J.Mathai Sr.VP-Marketing and actively supported by both cement marketing team and RMC team.

- S S Mouray, CCS, MHIPL





Annual Dealers' Meet 2015 Malaysia

MHIPL has organised Annual Dealers Meet'2015 at Langkawi Island and Kuala Lumpur of Malaysia in October'2015. The tour was organised to motivate the Dealers and to build a cordial relationship with them. The 5 days tour program comprising 2 days in Langkawi Island and 3 days in Kuala Lumpur. Dealers, with their families and friends, taking the total count of travellers to 210 Nos. including the Marketing HOD's and Managers participated in this tour. The dealers had a good time with great fun in the event and entertainment activities, sightseeing, cable car drive, water sports, shopping etc.



A mega event was organised with Malaysian Cultural Programs and Entertainment programs followed with Gala dinner for our Dealers in Kuala Lumpur. We have gifted souvenirs of "Petronas Twin Towers" to all our dealers as a spellbinding memory of the tour. The Dealers from AP, Telangana, Karnataka, Tamil Nadu, Kerala, Orissa, West Bengal, Bihar and Jharkhand made it a grand success. The dealer fraternity truly enjoyed the trip and on their return to India, they have expressed their happiness and gratitude to MHIPL for organising such a memorable trip.

- Ch. Ajay, Marketing, MHIPL



MY HOME SWACHH HOME

For A Better India



My Home Chairman Dr. J Rameswar Rao and other Swachh Bharat Ambassadors with the Hon'ble President of India.



In recognition of social initiatives by My Home, the Chairman Dr. J Rameswar Rao was nominated as a Brand Ambassador for Swachh Bharat, an initiative of Government of India. Dr. Rao truly lived to the expectations of this responsibility and My Home conducted several cleanliness drives, awareness programmes and other environment conservation campaigns.

- B Rajshekar, CCR, MHCPL





Employee Motivation

Employee motivation is vital for the continuing success and development of any business. However, motivators do not only include good salaries and benefits, employers must dig deeper and understand 'hidden' employee values to understand what motivates them. **Lack of communication**

The problem: The majority of employees are motivated when they start a new job, but demotivation can quickly set in after a few months. One of the reasons for this is lack of communication from management. The idea of “need to know” will only leave employees feeling frustrated and have a negative impact on productivity.

The solution: Proper communication from a manager begins with a clear organisational purpose (a reason for turning up each day of the week) and should be maintained by continual reinforcement and flow of information between employer and employee. If, for example, your company is about to undergo a restructure, it is important that employees are aware of the situation and how it is developing. If you are not much of a communicator, then you must change and improve this skill, while also taking the time to receive feedback from employees on the flow of information in your company.

No development or new responsibilities

The problem: If employees are going to remain motivated in their role, then they need to be learning new skills and being challenged on a regular basis. We are all aware of how repeating the same processes and not facing new challenges can negatively affect our attitudes, and this is no different in the work environment.

The solution: Let employees know about the opportunities that are in place to help them train and develop. New projects and more responsibility can help to improve motivation, while regular workshops can help to disseminate information and improve skills among your employees.

Inadequate recognition

The problem: A compliment about work performance can make a big difference to an employee's level of motivation; at the same time, lack of recognition can leave workers wondering why they even bother. Recognition is a fundamental human need that reinforces positive actions and leads to their repetition.

The solution: Both large and small contributions should be recognised by an employer. Also, rather than criticising employees about mistakes, provide them with constructive feedback that challenges them to improve.

The wrong motivation

The problem: Yes, motivation is important for all employees in a business if they are going to remain productive in their work. However, have you considered that not all employees will appreciate the same type of motivation? The workforce includes people from many different backgrounds, beliefs and values, but many managers remain unaware of such diversity and try to motivate employees in a manner that ultimately de-motivates them.

The solution: Employers need to take the time to understand what it is that motivates employees, not only as a group, but as individuals. For some, money and benefits can make a big difference, while others appreciate praise, and then others still want to have a good work/life balance.

Lack of leadership

The problem: If you add the above de-motivators to poor management style, which does not demonstrate consistent leadership or maintain clear goals, then this can leave your workforce feeling hindered and looking elsewhere.

The solution: Leadership begins with goals that combine that of your business and your employees, which ultimately requires good communication and planning. Furthermore, leading by example and going the extra yard yourself is vital if you expect your employees to be performing at a high standard. Good leadership also means applying a fair system of incentives, rewards and benefits, which encourages employees to work hard.

- Inform employees when they do something good, and provide constructive feedback when they do something wrong.
- Make sure that employees have clear goals to work towards.
- Be consistent and fair in any disciplinary procedures.
- Provide opportunities for training and development.
- Be the positive example that employees should follow.



Always Be Cool. Don't have Ego with Friends & Family. Give up Hurting Individuals. Just Keep Loving Mankind. Never Omit Prayers. Quietly Remember God. Speak Truth. Use Valid Words. Xpress Your Zeal.

- G Laxmi Narayana, HR, MHIPL

Be Bold. Not Workaholic!

We all work hard and then we lament that it does not pay off. Why not smart? Let's think differently, someone is trying to do something the same way over and over again can be counted a hard work.

But, Wait! Stop!! For a moment. Think, do we need to do this repeatedly, mind numbingly is there a better way, smarter way where we can achieve the same result with less effort? Every such problem of hard work has a waver smart solution. Find out, Can't we break Hard work in to pieces.

Let's sit down at our desk. At the start of the day and slog on till lunch break. Why? Experts say "Take breaks every 45 minutes" it's a principle followed by Stephen Covey.

Let's put a pop-corn into our mind! Our work day is made up of all the work we are supposed to do for the day. But, we can't do everything at one go. Expertise does "put on the things we have to do on that particular day, in a smallest detail. This way we won't waver. Then breakdown the list in the sections based on the amount of time it will take to complete it. Now take action start the work like how you eat pop-corn while watching a movie.

Let's not do it ourselves a guide. We know we are not a one – person army. Then why we are trying to do everything on our won. Smart workers delegates work whenever possible & then keep track of it.

We are not perfect! Everyone needs to practice & accept it. Our efforts might aim for perfection, we are only delaying things. Delaying things don't keep working at it. They save office's time. Finally, stop wasting office time period. Itching to go to a social networking sites or shopping site which important work is piling up? Hold on. Keep that for free time. Working on one side and liking profile pictures on the either side doesn't count as smart work!



- Shashanka Manakonduru, MHCPL

Get Your Thinking Cap On

G	B	R	Z	G	R	J	N	L	G	Z	H	T	F	K	Y	S	U
A	I	G	A	U	N	I	P	O	C	L	D	N	B	R	T	N	S
L	Z	R	E	B	H	K	R	D	S	C	O	A	A	P	O	O	V
L	T	L	A	P	B	I	C	R	N	R	G	H	W	O	C	G	B
I	W	Y	L	F	L	I	F	E	O	O	A	P	E	S	U	O	M
G	I	O	U	L	F	E	T	G	I	C	A	E	D	B	V	Q	C
A	D	Q	A	W	O	E	L	I	L	O	D	L	J	U	E	E	B
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G	U	M	R	W	X	W	Y	G	H	E	E	E	R	R	E	K	N
U	S	M	O	G	R	R	A	B	A	Q	Y	G	D	I	R	E	E
U	O	F	K	H	S	Y	R	P	C	I	H	R	A	T	B	N	A

Find at least 15 animal names and send to the below mail id before 31st January, 2016. Exciting gifts awaited for lucky winner. Mail us your smart answers at expressions@myhomegroup.in



CONGRATULATIONS! August 2015 Edition Answers :

Vishal Tiwari
Projects, MHIPL

- Mary
- One story building don't have stairs
- Smiles – it has a "mile" between two s
- The word "short"
- The letter "m"
- Mississippi
- A secret
- Cold
- Breath
- Teapot
- Electric train doesn't produce smoke
- Green house is made of glass
- Add g to it "one" becomes gone and disappears

Nukkad Naatak at Berhampur Region



Around 85% of Odisha's 37 million populations are rural, and a vast majority of the state's live in rural areas. South Odishais one of the largest rural populated regions of the state. In order to promote Solid HD+ in rural markets of southern part of the state, a NUKKAD NAATAK have been conducted.

A team of 10 members of Nukkad team have performed with an approved script. 100 shows have been conducted in various districts of Southern Odisha like Ganjam, Koraput, Nabarangpur and Rayagada etc. A well-equipped mobile van with SOLID HD+ branding along with the artists started their performance from 19th October for 30 days. Concern regional marketing officers along with the dealer network were involved in the show.

End of each show was followed up by a question-answer session with the audience. Questions related to Solid HD+ were asked by the moderator and gave-away prizes branded with Solid HD+ were given to winners.

In addition, Mr. Pragyana, a famous comedian from Odia cine industry played his charismatic performance in the Naatak. As a result there were a large number of gatherings which helped to create a marketing hype for Solid HD+.

In each show of Naatak, there was a good response from the audiences. They got delighted to know that they would be getting free consultancy from the company's engineers for their roof casting. Quite a few people were convinced that Solid HD+ is one of the premium and best cement for concreting.

Above all the Naatak helped a lot to create branding of Solid HD+ among the rural market of South Odisha.

- Siddharth Sankar Sahoo, Branding, MHIPL

Cycling for a Healthy Heart

Recognizing that well-being of the heart is the core of a physical and mental health, MHIPL, in association with the leading newspaper of Odisha state Sambad, organized Bhubaneswar Cyclothon on 27th September 2015. It was done on the occasion of World Heart Day to create awareness about healthy lifestyle for a sound heart.

Cyclothon was conducted from KIIT University to Kalinga Stadium, a stretch of around 15 KM. More than 1000 cyclists participated. Several eminent personalities including politicians, cine stars, athletes, bureaucrats, eminent doctors, etc. were present. The rally was flagged off by MHIPL AVP-Marketing Mr. Sanjeev Gupta and Minister for Health, Odisha Government, Mr. Atanu Sabyasachi. Mr. Sanjeev Gupta talked about the importance of a balanced diet and physical exercise and the company's



contributions towards the cause of health in its catchment markets.

At the end of the show, there was a skill demonstration by a group who awed the audience with their cycling gymnastics.

Prior to the event, to encourage participation, a promotion drive was run in print, TV, radio, outdoor and digital media. Corporates from the city were invited and pamphlets were placed at our dealer retail points.

- Abhineesh Das, Manager, MHIPL

Solid HD+
CEMENT
Yug Yug Ka Lige

Presents

CYCLOTHON
Cycling for a Healthy Heart

27th Sept. 2015
Bhubaneswar

