

## EXPRESSIONS

Quarterly in-house journal of My Home Group



## Industries | EWS:



Dr. Rameswar Rao Jupally
Chairman,
My Home Group.

My Home Industries has witnessed tremendous positive changes since the takeover of Sree Jayajothi Cements Ltd in 2013. With an able leadership and dedicated team, the forecasted benefits of the takeover has manifested over a very short span of time, and the cement sales has been witnessing a steady growth with record numbers being achieved month on month. Since the takeover, the Kurnool plant has facilitated easy and well strategized entry into new markets like Tamil Nadu, Karnataka and Kerala.

With this acquisition our capacity stands at 8.4 MT per annum making us the largest producer in Andhra Pradesh and Telangana. The growth is well reflected in the annual balance sheets and has a significant positive effect on the company's turnover. We conducted several dealer meets, mason meets, and other social activities in the last financial year which has considerably increased the visibility of our brand.

Our mobile vans are actively involved in educating people on best practices of construction at different work sites in different regions. Dealer initiatives and effective branding has also seen a new strategic shift and a heightened focus in the last financial year and the dealer network has expanded considerably pan India.

The management is of the opinion that these achievements have been possible through a joint effort of production and marketing and sales team with the support and co-operation from all other departments. The management hopes to see many more such achievements and continued growth over the years.

# Construction EWS:

A look into the current projects of My Home Constructions Pvt. Ltd spells good news, the last year like all other years so far has seen significant success due to the combined hard work and efforts of all the MHCPL Team. There are currently two on going major projects both of which are at significant locations. An overview of both the projects mentioned below re-affirms the My Home Spirit.

### **ABHRA**:

The My Home Abhra project, spanning across an area of 5 acres of land with G+17 floors of luxury housing, is right at the heart of Hi-tech City, opposite to the Inorbit Mall. The project that started in May 2012 has a 28% ground coverage and the rest is beautifully landscaped. The 387 flats ranging from 2310 sft to 4650 sft are centrally air-conditioned. The project has all modern amenities and state-ofthe-art technology with proper provision for parking and maintenance. The project also houses a 30,000 sft club house with facility for fitness and recreation. With construction on full swing, the project is progressing well as per the schedule and the total RCC work is completed and currently brickwork is under progress. The project which is scheduled for handover around March 2015 maintains world class construction quality and best available fittings, owing to which 85% of the flats are already sold off.



### VIHANGA:-

Vihanga - synonymous with a Bird is all about scaling up, and that is what it exactly is for My Home Constructions. Vihanga started in May 2013 located at Wipro Junction, Gachibowli is home to spectacular 1996 flats spread over 21 acres. The 1996 flats housed at Vihanga range between 1115 to 2160 sft. This mega project has 30% ground coverage whereas the remaining 70% is beautifully landscaped. The project was designed to cater to the needs of urban customers and it sold a record 75% in just 8 months.

The project will have 20 blocks in a combination of ground-plus-14 and ground-plus-17 floors. About 16 blocks will have six flats in each floor, while the remaining 4 blocks will have seven flats in each floor. The size of two BHK units are in the range of 1,115 and 1,275 sq ft and the three BHKs measure between 1,690 and 2,160 sq ft. The four BHKs, also called sky villas, will have landscaped terrace. Vihanga's total built-up area will be around 3,500,000 sq ft.

As on date, 2 to 4 slabs in 8 blocks out of the total 20 blocks have been completed, while the remaining 12 blocks earth work is being executed.

There will be dedicated two-level parking which will accommodate about 3,400 vehicles. Amenities include a reception lounge, jogging track, outdoor play, landscaped areas, tennis courts, swimming pool and a skating rink. There will also be multipurpose halls, a clubhouse, gym, spa, guest rooms, convenience stores and a crèche

The project will also have wi-fi enabled areas, car wash area and automated billing for water, power, gas usage and maintenance. On the safety aspects, the project will have a fire alarm, fire sprinklers in individual flats and wet rises in parking and other common areas. It will also have a solar fencing and security system with motion sensor cameras in the common areas, intercom facility to all units connecting security.

The project will have power backup for all flats and common area excluding ACs and geysers. For water management, there will be rainwater harvesting facilities, sewage treatment plant and recycled water for flushing and gardening



JIMS,



Smt.Geeta Reddy(MLA), Dr.J.Rameswar Rao(Chairman-My Home Group), Sri.N.Uttam Kumar Reddy(MLA) & Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamy are inaugurating the event.

### ANNIVERSARY



Sri.Sri.Sri.Trida<mark>ndi Srimannarayana R</mark>amanuja Chinna Jeeyar Swamy & Dr.J.Rameswar Rao(Chairman-My Home Group), are inaugurating the event.

aking Life Better" is what My Home Group truly believes in. This mission truly reflected in action during the 3 day mega medical camp organised by Jeeyar Integrative Medical Services (JIMS) hospital to attend to all the medical needs of hundreds of rural people mainly in and around Shamshabad, free of cost who would otherwise go untreated or end up in debts due to expensive treatments.

The camp was organised as part of the first anniversary celebrations of the JIMS Hospital and took off on February 14<sup>th</sup> and continued till 16<sup>th</sup> February, 2014. The camp was inaugurated by Sri Sri Sri Tridandi Chinna Jeeyar Swamy .About 20,000 people from Hyderabad and Ranga Reddy Districts have benefited from the camp. About 200 doctors with different specialities and 300 paramedical associates have treated the patients from 82 villages.



Sabita Indira Reddy (Ex Home Minister of AP), Sri.J.Ramu Rao(Whole Time Director), Dr.J.Rameswar Rao (Chairman-My Home Group)



### 'A BOON TO THE POOR'



In addition to the medical staff and doctors, around 1000 volunteers have participated including 500 NCC cadets, My Home employees and Students of various colleges who were divided into 16 teams, each team having specific responsibilities in the camp like traffic management, coordination, logistics, registration, refreshment etc. Employees of the My Home Group committed to the Groups vision

"to continue to develop solutions that make living better be it through Construction of World Class Living and Working Spaces or illuminating households through generation of power or manufacturing products like quality cement to build dream homes or enriching lives through imparting quality education." and spearheaded the activities at the camp and handled teams such as Pre-Registration, Registration, Transportation, Accommodation to the medical staff, Security, Housekeeping and Crowd Management. The commitment and leadership shown by My Home Group staff was commendable and several media channels and papers applauded their efforts and the





camp received a great feedback. The camp was personally supervised by Dr. Rameswar Rao Jupally, Chairman, My Home Group and Mr Jagapathi Rao Jupally, Managing Director, My Home Constructions.

Along with the Group Chairman and the Managing Director of My Home Constructions, following suit were the entire leadership of each of the group companies of My Home Group, who were actively involved in the entire process.

From the date of the camp inauguration to the valedictory, Dignitaries from various fields visited the camp, including Mr. Uttam Kumar Reddy, Dr Mrs. J Geeta Reddy, Mrs. Sabitha Indra Reddy, Mr. Sridhar Babu, TDP legislator Erraballi Dayakar Rao, TDP Vice President T Krishna Reddy, other leaders Prasad Reddy, Bhaskar Rao, DCMS Chairman Sravan Kumar Goud, former Chairman Yellaiah Mudiraj, village Presidents Rajasekhara Reddy, Siddulu, Mahendar Reddy, D Satyanarayana Goud, Saritha Ravinder, Siddeswar, Rathnam, GB Subhash, Krishnaiah, Kishen Naik, Pentaiah and Suresh Babu etc

Major supporters for this camp were My Home Group, Yashoda Hospitals, Chelmela Andhra Rao Medical College, NATCO Pharma, Dr Reddy's Laboratories, Maxi Vision, Bhaskara Medical College, Basava Tarakam Indo American Cancer Hospital, Maha Cements, FMS Dental Hospital, HMTV, The Hans India and City Vision, without whose support, such a large camp could not have been successful..

- Ms.Madhubala Rao Jupally

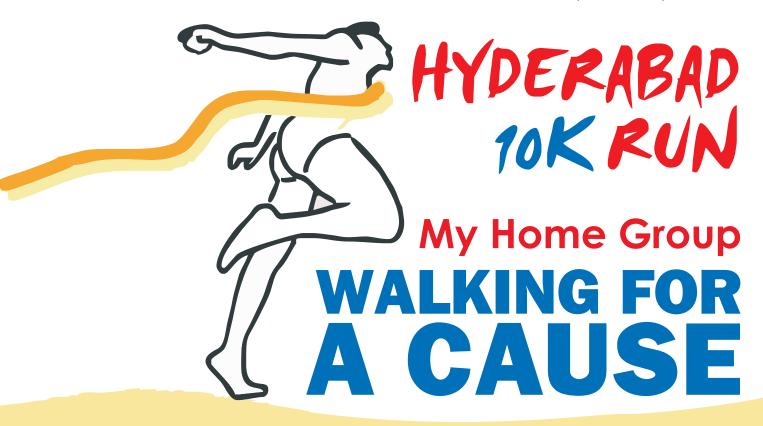
### Commenting on the event

#### Dr.Rameswar Rao Jupally (Chairman-My Home Group) said

"As a Group we remain committed to corporate and social responsibilities. In all our actions we strive to ensure that all economic, social and environmental factors are considered. We believe that this approach, driven by our three mantras of quality, reliability, and integrity, will make us more respected in the national and international arenas.".

Dr Jupally also personally expresses his gratitude towards the volunteers, supporters and various corporates who participated in the camp and contributed to its success.





y Home Group was one of the main sponsors and corporate participants of the Hyderabad 10k Run which was organized towards end of November 2014 as a part of its CSR plan. The event which was focused at promoting health awareness among Hyderabadis saw participation from many renowned figures like Pullela Gopichand, super cop Anurag Sharma, and the Chairperson of the Hyderabad 10k run - Uma Chigurupati. A dash of glamour was added by actors Madhushalini, Sharwanand and Regina Cassandra.



The management of My Home Group also participated in the event where Mr Jagapathi Rao, Managing Director, My Home Constructions Pvt. Ltd, flagged of the run and several employees and all the Directors participated and completed the run successfully. The participation of My Home Group in the run ascertains its solidarity for the causes it supports. Inspirational quotes, hand-picked to motivate the runners and to mark milestones in the 10 kilometre stretch along with the My Home Group and Maha Cement banners added to the success of the event.

- Ompad Mohanty











# Sports Day CELEBRATIONS

Sports and Games are essential for many reasons. They not only help us to maintain good health but also foster friendship and good behaviour.

> Recognizing the importance of sports, My Home Group celebrates Sports day every year in the month of December with an aim to bring more harmony and closeness between the employees of My Home Group which consists of MHIL, MHCPL, MHPPL & MHPCSL. It also gives a break to the employees from the regular routine work and helps them to show their talent in different sports activities like cricket, Badminton, tug of war, javelin throw, athletics, carrom, chess, etc.

Last year the games were conducted from 15th to 27th Dec'13. Genesis ground was booked for conducting the outdoor games on 15th Dec'13 which started with different individual and group games for Men & Women. Individual games included javelin throw, shot put, running races of 100mts & 200mts, sack race, lemon & spoon race, skipping race, musical chair, badminton, etc, while group games included kho - kho, tug of war, balloon blowing game, etc. These games enhanced interpersonal relationships between the employees of My Home Group as the teams were formed by mixing employees from different divisions.

Indoor games like carrom, chess, dancing, singing & quiz were also conducted in our MY HOME HUB premises. Employees actively participated and cheered for the same, playing not with a feeling of competition but for sheer fun and wellbeing as there is more joy in playing than in its end result. Games were concluded with the Cricket tournament between different divisions of My Home Group which was won by My Home Constructions team on 27<sup>th</sup> Dec'13.



Games and sports are very important for health, but their importance is far greater, as it helps develop a balanced and mature personality. It develops in a person the desire to win, at the same time, it makes us realize that one cannot win all the time. In short, it teaches us that ups and downs are a part of life and we must prepare ourselves to accept both with equanimity.

- Saloni Gupta



### NEW YEAR CELEBRATIONS 2014

Employees of the My Home Group of companies and their families celebrated the New Year 2014 in a grand manner at Hotel AVASA on the 1<sup>st</sup> January. Before commencement of events, the Chairman, Managing Directors of My Home Industries, My Home Constructions and the Director & CEO of My Home Power Consultancy Services, Directors of the Group companies and other distinguished personalities addressed the gathering. All of them while welcoming the New Year 2014, stressed upon the need to work harder than before to achieve good results in terms of operational efficiency, profitability and employee engagement. The Managing Director of My Home Industries referred to, among other things, the export potential of My Home Industries and said that in the coming years, MHIL would further spread its foot print across the country, making it one of the key players in the country's cement economy.





The proceedings of the get-together included music by well-known artistes in the city, skits, prize distribution and concluded with dinner. A feature of this year's New Year celebration was the huge presence of the staff and their families indicating their emotional bonding with My Home Group and identification with its fortunes. It was a day worth remembering by every member of the My Home Group.

- Kesava Rao





The sales meet 2014 was conducted at Bali, Indonesia where Vice President, Marketing - My Home Industries Ltd. gave an overview of the marketing performance for the financial year 2013-14 and the plans for the financial year for 2014-15. Respective state heads and regional heads from Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Bihar, Jharkhand, West Bengal, Orissa and Maharashtra made a detailed presentation of their targets and action plans for brand building.

The team had a great time at Bali. All people from different regions came together. They also got an opportunity to interact with each other and share their success and achievements.

The team visited various places like:

- -Kintamani Volcano: A massive volcano 30,000 years ago created 3 kilometer wide caldera. Now Lake Batur fills half of the ancient caldera and the active Volcano Mount Batur occupies the other half.
- -Marine walk and water sports: Walking under the waters of Lembongan island Bali with a revolutionary diving system.
- Uluwatu Temple: the most spectacular temple on the island of Bali.
- -Luwak coffee: one of the finest and most expensive coffee in the world.

The tour ended with sweet memories!

### **Annual Sales Conference -2014**

My Home Industries Ltd hosted a two day Sales Conference on February 14<sup>th</sup> and 15<sup>th</sup> at Avasa Hotel, Hyderabad. This event is held once annually and is attended by all our regional heads, regional managers and sales teams. Discussions pertaining to review of region- wise past sales figures, future sales targets, competitor analysis, advertising plans and budgets are held during the conference. The event also features presentations followed by Q&A.

A training program on "Empower My Sales" was conducted where strategic sales plans were also discussed, product knowledge was shared and competitor analysis was done. Tips for sales prospecting were discussed and there were discussions related to customer satisfaction. Other important discussions included team work, work balance, regions wise market analysis, hurdles faced and how to overcome these hurdles.



### NATIONAL SAFETY WEEK CELEBRATIONS



he 43<sup>rd</sup> National Safety Week celebrations were held in a festive, enthusiastic and befitting manner at My Home Industries Itd, Mellacheruvu.

The celebrations commenced by hoisting of the National Safety flag by Sr. Vice President - Works in the premises of the Factory. The National Safety theme for this year was "Manage Stress at work Place and control hazards ".

Around 800 employees including contract workers actively participated in this function. The safety pledge in Hindi &Telugu was administered by all employees.

The significance & importance of the Safety week celebrations were explained in brief by Assistant General Manager - Safety.

Mr.K.Kesavulu, Deputy Chief Inspector of Factories and Smt.K.Sreedevi, Inspector of Factories, Nalgonda District graced the occasion as Chief Guest & Guest of Honour and gave their message on safety. They also appreciated the various safety systems implemented at My Home Industries Itd and motivated everyone to continue the same.

The HODs of all departments also participated actively in the celebrations.

Regional Controller of Mines, IBM Mr. P.N.Sharma also attended the function as special Invitee of the function and expressed his happiness for associating with the celebrations. Prizes were distributed among the employees and their family members, who won during the safety events conducted.

While addressing the gathering, President Operations -My Home Industries Itd spoke about the growth and achievements of the past years. Because of combined efforts and the commitment of the Employees and Management, we could achieve Safety awards at National & International Level.

Post this event, various activities such as safety awareness & training programs including mock drills were conducted.

My Home Group congratulates everyone on these achievements and wishes everyone all the best in continuing the efforts to sustain the same so as to bring laurels to the factory.





### MY HOME INDUSTRIES,

### VIZAG GRINDING UNIT GETS AWARD FOR BEST PRACTICES



Vizag Grinding Unit has received the 14<sup>th</sup> Greentech Environment & CSR award -2013 silver category in cement sector on 29<sup>th</sup> January 14 at Chandigarh.

Award was presented by Dr. Bhaskar Chatterjee- IAS (Retd.), D.G. & C.E.O- Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Govt. of India in presence of Mr. Kamaleshwar Sharan, Chairman- Greentech Foundation.

#### Following Best EHS practices were noted by CII EHS:

- -Behavior initiations.
- -Objectives, targets, programmes & review through Internal Audits and CRH audit
- -Video screening at Rest Hall
- -Complete Railway line is fenced throughout on either side of the rail tracks.
- -Hydraulic Mobile crane moving parts guarded
- -Celebrating Electrical Safety Week
- -Asbestos Abatement Programme started
- -Green Belt Avenue Tree Plantation in 39.5 acres
- -Fencing of all Railway line even outside premises boundary
- -Public Address system at the Main Gate with Safety communication at the beginning of each shift
- -Monday Safety Pledge, Every Second Saturday Electrical Safety Pledge
- -Various Spill Control Measures VRM, 521 BC1, 511 BC3, 492 BC2
- -Rain Water Harvesting Pond
- -Work at Height Safety Booklet circulated
- -Safety & Environment Committee contract employee participation
- -CSR Activities evidenced
- -Material Handling Automation evidenced
- -Behavior Based Training VDO classes, Behavior Management Training by SrG.M, 3 days Behaviors Safety training for contract employees

### ಉಅಭಿನಂದ



హెల్త్ క్యాంప్ను ప్రారంభించిన చినజీయర్స్వామి, సావనీర్ను ఆవిష్మరిస్తున్న చినజీయర్స్వామి, మంత్రి గీతారెడ్డి, టీడీపీ తెలంగాణ ఫోరం కన్వీనర్ ఎర్రబెల్లి దయాకర్రావు తదితరులు

- అస్పత్రి వాల్ని కోత్సవంలో చినజీయర్స్టామి
- ఉచిత సేవల్లో ప్రపంచఖ్యాతి పాందుతుందని ప్రశంస
- ఉచిత వైద్య శిజరం ప్రారంభం

శంషాబాద్ రూరల్, ఫిబ్రవరి 14 (టీ మీడియా): జీయర్ ఇంటిగ్గేటివ్ మెడికల్ సర్వీసెస్(జిమ్స్) ఆస్పత్రి సేవలు అభినందనీయమని చినజీయర్స్వామి కొనియా డారు. రంగారెడ్డి జిల్లా శంషాబాద్ మండలం ముచ్చింతల్ శ్రీరామనగరంలోని జిమ్స్ ఆస్పత్రి ప్రథమ వార్షికోత్సవం సందర్భంగా ఉచిత మెగా వైద్య శిబిరాన్ని శుక్రవారం ప్రారంభించారు. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా హాజరైన చినజీ

యర్స్వామి మాట్లాడుతూ గత ఏడాది ఒక వైద్యుడితో ప్రాంభించిన ఆస్పతి నేడు రెండు వేలకు పైగా రోగులకు ఉచితంగా ఆపరేషన్లు చేయడం చూస్తుంటే ప్రపం చంలోనే పేరు సంపాదిస్తుందనడంలో సందేహం లేదని ప్రశంసించారు. కోట్ల సిరి సంపదలున్నా తోటివారికి సహాయం చేసే గుణం ఉండడం అభినందనీయమ న్నారు. గ్రామీణ ప్రాంతాల్లోని ప్రజలు అనేక రోగాలతో నిత్యం అవస్థలు పడుతు న్నారని, అదిచూసి మై హోమ్ గ్రూప్ చైర్మన్ జూపల్లి రామేశ్వరరావు, ఎండీ జగ పతిరావు పేదలకు ఉచితంగా వైద్యసేవలందించాలనే సంకల్పంతో ఆస్పతిని ప్రారంభించడం చాలా గొప్ప విషయమన్నారు. మూడు రోజులపాటు జరిగే ఈ వైద్య శిబిరంలో అన్ని వయసుల వారికి అన్ని రకాల జబ్బులకు వైద్యం, అవసర మైనవారికి అపరేషన్లు నిర్వహిస్తారని వివరించారు. రామేశ్వరరావు, జగపతిరావు, మంత్రులు గీతారెడ్డి, ఉత్తమ్కమారిరెడ్డి, బ్రసాద్కుమార్ మాట్లాడుతూ జిమ్స్ అస్పతి అందిస్తున్న వైద్య సేవలను అభినందించారు. చినజీయర్స్స్మామి కృపతో అస్పతిలో అలోపతి, హోమియోపతి, ఆయుర్వేద బికిశ్బలు నిర్వహిస్తున్నట్లు వివ రించారు. కార్యక్రమంలో టీడీపీ తెలంగాణ ఫోరం కన్వీనర్ ఎర్రబెల్లి దయాకర్ రావు, స్థానికి ఎమ్మెల్యే ప్రకాశ్గాడ్, యశోద ఆస్పత్రి ఎండీ జీఎస్ రావు, హోమి చెక్క్క్ ప్రామెటిస్టు పావులూరి కృష్ణవౌదరి, అపర్ల వైర్మన్ ఎండీ ఎస్ఎస్ రెడ్డి. ఆరో గ్యశ్రీ సీఈవో ధనుంజయ్రెడ్డి పాల్గొన్నారు. అనంతరం అయుర్వేదిక్ అస్పతి సావనీర్ను చినజీయర్స్వామి ఆవిష్కరించారు.

### 25,000 throng JIMS medical camp





### A BOON TO THE PO



### కాల్హకుల సంక్షేమమే మహా ధ్వేయం

మేళ్ళచెరువు, మార్చి 6 ప్రభాతవార్త

జాతీయ భద్రత వారోత్స వాల కార్యక్రమాలలో భాగంగా గురువారం మైహోం సిమెం ట్ ఇండస్టీస్ ఆవరణలో జరిగిన కార్మికుల నదన్ను లో వర్మికమ ఆధికారులు అనం తం,ఎంఎం పాఠిల్ మాట్లాడుతూ 🏻 కార్మిక కుటుంబాల నంక్షేమమే మహా సిమెంట్ ద్రధాన ధ్యేయమని ఆన్నారు. వరిశ్రమలో వని చేసే కార్మికులందరికి ఉచిత విద్య వైద్యం తో పాటు గృహ వసతి,వలు సౌకర్యాలను కర్పించామని తెలిపారు. కార్మికుల కు తృష్టికరమైన వేతనాలు ఇన్నూ చ్రతినిత్యం, కార్మిక కుటుంబాలకు కావాల్సిన నదుపాయాలు కల్పించేందుకు ప్రత్యేక శ్రద్ధ తీనుకుంటున్నామని అన్నారు. ఉత్తమ కార్మికులకు బహుమతులను అందజేశారు. ఈ కార్యక్రమాలలో కేశవులు, శ్రీదేవి, యుకె రాయ్,జగన్నాధరావు,మహేంద్రరావు,వున్నరావుతో పాటు వరిశ్రమ వివిధ



విభాగాల అధికారులు, కార్మికులు, ఉద్యోగులు కుటుంబ నభ్యులు పెద్ద పాల్గొన్నారు.

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