

Introducing our new logo: Inspiring a collective identity



## From the MD's Desk

My Dear Jindal Family & Colleagues,

I am delighted to address all of you and share our collective accomplishments and aspirations. This past quarter has been filled with significant milestones that have sparked immense excitement and a profound sense of achievement. It all started with the unveiling of our new logo, symbolising our integration and strong affiliation with our parent company, a momentous occasion that instilled a sense of belonging across the organisation.

As we move forward, I am immensely proud of each one of you for your dedication, hard work, and relentless pursuit of excellence. Your invaluable contributions have been instrumental in driving our growth and establishing us as a trusted and respected brand in the industry. Let's continue our journey with determination and enthusiasm, striving for even greater achievements.

Yours truly,  
Ms. Deepika Jindal  
MD & Creative Head,  
Jindal Lifestyle Ltd.

## CEO Speaks

As we move towards the next quarter, it is a time for reflection, embracing change, and looking towards the future. I want to express my appreciation to each and every one of you for your dedication and exceptional work, which has driven us forward and solidified our position as industry leaders.

The recent leadership and business workshops have been transformative experiences, equipping us with the tools and insights needed to thrive in the ever-evolving business landscape. Continuous learning and growth will keep us ahead of the competition and lead us towards even greater success in the coming year.



Mr. Rajesh Mohata,  
CEO & Executive Director,  
Jindal Lifestyle Ltd.

## Project focus

Ongoing and Completed Endeavours

We are thrilled with our **collaboration with Vesuvius India Limited**, a prominent Kolkata-based client. In alignment with their corporate social responsibility (CSR) initiative, we designed, manufactured, and installed 02 sets of **Biodegradable at the Paikpara School, Kolkata**, making a positive impact on the local community.



Biodegradable Toilets, Kolkata

## Chennai Airport Project

We have recently accomplished a remarkable milestone with the **successful completion** of the Chennai Airport project, in **collaboration with L&T**. Our team contributed to the project by providing top-quality stainless steel **Trolley Fenders, Mid Railings, and Handrails with Glass**. This achievement showcases our commitment to excellence and our ability to deliver innovative solutions for our clients.





As we move forward, we are thrilled to announce a series of exciting projects that are currently in the pipeline, reflecting our continuous pursuit of excellence:

## Blue Flag Beach Development Project



Land Surveying



Layout Marking



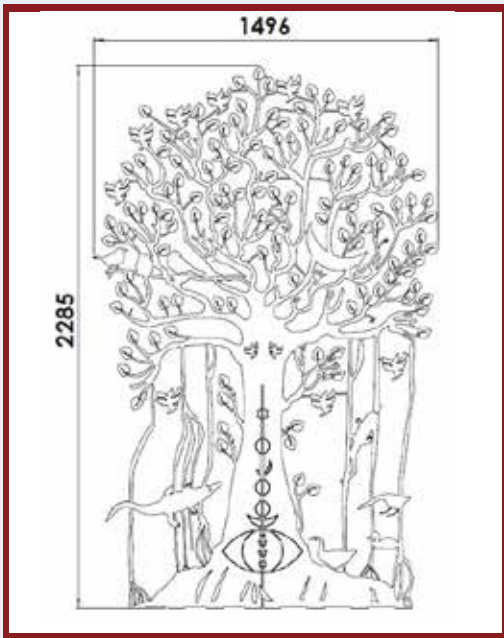
Raft Casting



Site visit of GEC Head IFS Mahesh Singh on 12.06.2023

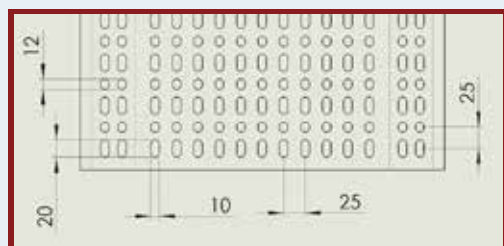
The **Blue Flag Beach Development Project**, an initiative undertaken by the **Gujarat Ecological Commission (GEC)** to transform a designated beach into a world-class, eco-friendly tourist destination that adheres to the strict standards set by the **Blue Flag Program**. With the GEC, Jindal Lifestyle Ltd. aims to create a sustainable and exemplary beach destination that will not only offer a world-class experience to visitors but also contribute to the conservation of the environment and the promotion of responsible tourism.

## Tree Of Life



**Tree Of Life:** We are thrilled to unveil the Tree Of Life Project, a captivating collaboration with renowned artist Seema Kohli. Our team's meticulous craftsmanship brought her vision to life, creating a stainless steel masterpiece that pays homage to traditional tapestry art.

## KRCL URBAN PROJECTS KATRA TO BANIHAL



Perforation Detail

Cable Tray 300x54x2mm thick (3m) with ceiling Hanging Bkts & corner trays



Ladder Cable Tray 600x54x2(L-3m) with wallHanging Bkts



**Cable Trays:** We are excited to introduce our latest innovation - stainless steel cable trays. Designed for safety and efficiency, these trays provide a reliable solution for electrical and communication systems. Their durability and ease of installation showcase our dedication to delivering practical and long-lasting solutions for our clients.



## Pune Airport - Stainless steel



Initiating the project



Perfecting the framework



Readying the design



Revealing the stainless steel cladding

**Pune Airport Project:** We are pleased to announce our continued collaboration of the Pune Airport Project. The stainless steel pillars, meticulously crafted from start to finish, stand as a testament to our commitment to sustainable infrastructure, leaving a positive impact on both travellers and the environment. This project is yet a work in progress.

## In the News



Ms. Deepika Jindal was the face of the prestigious Marwar Publication's May Edition. The story highlighted Ms Jindal's entrepreneurial journey and personal passions.



## Jindal Lifestyle opens outlet

Jindal Lifestyle, a subsidiary of Jindal Steel has inaugurated its latest store Artt'd'inox aficionados in Delhi. As India's luxury homeware segment continues to boom, Artt'd'inox has emerged as a premier provider of both luxury and eco-conscious home decor options, setting itself apart from competitors with its exquisite craftsmanship and exceptional fabrication. The new store has a range of products, featuring an exquisite collection of tableware, dinnerware, barware, serveware, and home accessories. The outlet is a sanctuary of opulence and a mecca for all design connoisseurs in search of premium homeware selections.

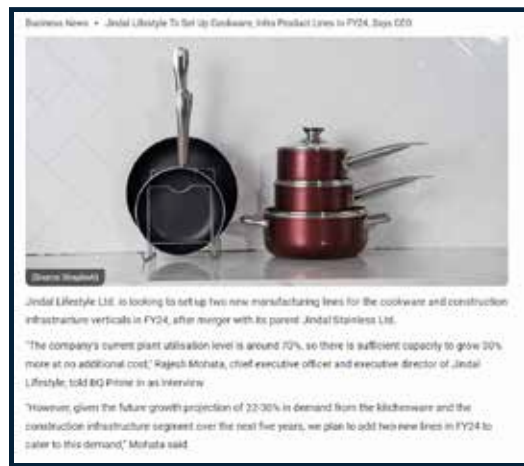
## जिंदल लाइफस्टाइल ने किया आर्टडी आइर्नॉक्स रिटेल फुटप्रिंट का विस्तार, खान मार्केट नई दिल्ली में खोला नया स्टोर

**भास्कर समाचार सेवा**  
**नई दिल्ली।** आर्टडी आइर्नॉक्स के उत्पादों की बढ़ती मांग को पूरा करने के लिए जिंदल लाइफस्टाइल ने दिल्ली के खान मार्केट में अपना नवीनतम स्टोर खोला है। भारत में लकजरी होमवेयर सेगमेंट तेजी से बढ़ रहा है और ऐसे में आर्टडी आइर्नॉक्स लकजरी एवं इको-कंशियस होम डेकोर के मामले में प्रीमियर प्रोवाइडर के रूप में सामने आया है। अपनी बेहतरीन क्राफ्टमैनशिप और फेब्रिकेशन के दम पर इसने खुद को अन्य प्रतिस्पर्धी कंपनियों से अलग स्थापित किया है। यह नया स्टोर आर्टडीआइर्नॉक्स के रिटेल फुटप्रिंट को बढ़ाने की दिशा में महत्वपूर्ण है। साथ ही यह लकजरी होमवेयर की दिशा में ब्रांड की लोकप्रियता का प्रमाण भी है। पिछले कुछ वर्षों में लकजरी होमवेयर उत्पादों की बढ़ती मांग को देखते हुए ब्रांड ने अपनी ऑफरिंग्स को स्टेनलेस



स्टील उत्पादों से आगे बढ़ाया है। खान मार्केट स्थित इस नए स्टोर में टेबलवेयर, डिनरवेयर, बारवेयर, सर्ववेयर और होम एक्सेसरीज का शानदार कलेक्शन मिलेगा। यह आउटलेट नजरो को लुभाने वाला है, जहाँ पहले से कहीं ज्यादा प्रोडक्ट उपलब्ध कराए जाएंगे। यह प्रीमियम होमवेयर के शौकीन लोगों का महत्वपूर्ण ठिकाना बनकर सामने आएगा इस लॉन्च के मौके पर जिंदल लाइफस्टाइल लिमिटेड की मैनेजिंग डायरेक्टर एवं क्रिएटिव हेड दीपिका जिंदल ने कहा, हम खान मार्केट में अपना नया स्टोर खोलने को लेकर उत्साहित हैं।

The Artt'd'inox, Khan Market Store's grand opening made waves in renowned publications like Hans India, Statesman, and Dainik Jagran.



Manohar Lal, an Artt'd'inox designer, shared insightful tips on adding colour to stainless steel kitchens in an article for News18.



The Artt'd'inox Fluted Tea Set stole the spotlight in India Today Home's February issue.



Rajesh Mohata engaged in an exclusive interaction with OEM Update Magazine.



Rajesh Mohata's interview with BQ Prime sheds light on Jindal Lifestyle's plans to establish cookware infrastructure and product lines in FY24.



## Spotlight | Influencer Collaboration



Ms. Deeksha Khurana



Ms. Shibani Kashyap



Ms. Nitibha Kaul

For the launch of Artt'd'inox Khan Market store, we initiated an influencer campaign. In a strategic move to expand our reach and engage with our target audience, we collaborated with popular influencers, Deeksha Khurana, Shibani Kashyap and Nitibha Kaul.



“

**HR HEAD QUOTE:**

“Lifestyle Connect is not just a collection of stories; it is a symbol of our vibrant community and the achievements we have accomplished together. It is through initiatives like this that we foster a sense of belonging, celebrate our collective successes, and inspire each other to reach new heights. I invite you to dive into the articles, share your own experiences, and embrace the connections we have built as we continue on our journey of growth and excellence. Together, let us make a lasting impact and create a workplace that empower and supports each and every one of us.”

– Swastika Chakraborty, HR Head

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## **HR Insights & Initiatives**

### *Empowering Our Workforce*

In our ongoing commitment to empower and nurture our workforce, we have implemented several HR initiatives that drive growth, engagement, and professional development. These initiatives are designed to unleash the full potential of our employees and create a thriving work environment. Here are some highlights:

## **0 - 1 - 100 CAMPAIGN**

# **Zero - One - 100%**

**Ego**

**Team**

**Engagement**

As part of our efforts to encourage teamwork and collaboration, we launched the 0 - 1 - 100 Campaign. Led by our HR Head, Swastika Chakraborty, we organised sessions at our Chennai plant and Homespace Department, fostering a spirit of unity and cooperation among our employees.



### **HR Digitization Initiatives:**

One of our key focus areas has been HR digitization, and we have made significant progress in streamlining our HR processes with the implementation of Darwinbox. This has enabled us to simplify and automate various HR tasks, ensuring efficiency and accuracy in our operations. In addition, we conducted face-to-face awareness sessions to guide our employees in setting goals and appraising their performance. This annual Performance Management System has been successfully completed, providing valuable feedback and insights for personal and professional growth.



### **Orientation**

We conducted a four-day orientation program, led by Pushpanjali Prahad, to welcome and onboard new joiners into the Jindal family. The program ensures a strong sense of belonging and familiarity. It includes an extensive visit to all plants in Delhi NCR, including our parent plant in Hisar, allowing individuals to understand our operations and scale. New joiners also go on an office tour and meet existing employees, building valuable connections. This program is especially important for head office joiners as they witness the manufacturing process firsthand.





### **Change Ability Survey:**

To ensure that our recent changes are effectively implemented and understood by our workforce we conducted the Change Ability Survey. This initiative involved face-to-face and virtual sessions to gather feedback and insights from our employees, enabling us to gauge the effectiveness of these changes and make necessary improvements. We also provided assistance to employees in filling out the survey, ensuring their voices were heard and valued.



### **Women's Day Celebration:**

Celebrating the contributions and empowerment of our women employees, we organised a special program in honour of Women's Day. This outbound program brought together our corporate and plant women workforce, providing a platform for recognition, support, and empowerment. We believe in creating an inclusive work environment where every individual feels valued and respected.



### **Chennai Celebrates Holi:**

We also celebrated Holi, the festival of colours, at our Chennai location, embracing the cultural diversity within our organisation and promoting inclusivity.



### **A week dedicated to safety awareness:**

Safety is of utmost importance to us, and we organised a Safety Week celebration at all our plants that included employee counselling sessions. This initiative was designed to raise awareness about safety practices and provide guidance to our employees, ensuring their well-being and promoting a safe work environment. Through these initiatives, we aim to drive growth, enhance employee engagement, and create a supportive work environment for our valued workforce.

### **Chennai Plant Meet-up:**

We organised a meet-up at our Chennai plant, aimed at strengthening connections and fostering unity among our workforce. The event included team-building activities and interactive sessions, creating an environment of camaraderie and collaboration.





## Events | Celebrating Excellence

### Fantastic Friday



## Welcome Jindalites



**Pramod Yadav**


DOJ: 06-03-2023

 Workout, Music



**Prem Singh Rawat**

DOJ: 09-03-2023

 Cricket, Travelling



**Deepak Kumar**


DOJ: 15-03-2023

 Travelling, Music



**Anukool Biswas**

DOJ: 04-03-2023

 Riding Bike, Travelling



**Mohd Afaz**


DOJ: 05-03-2023

 Cricket, Music



**Vjay Singh**

DOJ: 20-04-2023

 Reading, Music



**Anuj Kumar Mishra**

DOJ: 17-04-2023

 Cricket



**Ajay Singh**


DOJ: 01-05-2023

 Cricket, Travelling



**Vishakha**

DOJ: 08-05-2023

 Reading, Cooking



**Neeraj Bhardwaj**

DOJ: 15-05-2023

 Travelling, Reading



**Sankar**

DOJ: 22-05-2023

 Music



**Sonia Wadhwa**

DOJ: 25-05-2023

 Travelling





## Beyond 9to5



**Anushka Tewari**  
Associate Manager  
Human Resource



Anushka, AM - HRBP, was a guest speaker at BML Munjal University's "HR Connect: Experience of Leading Professionals" series. She shared invaluable insights into effective HR practices for businesses in today's competitive world, including our own. Anushka's expertise covered cross-cultural HRM, employer branding, and effective hiring practices. She highlighted the significance of addressing knowledge gaps and communication in successful cross-cultural HRM, while promoting diversity and inclusivity. The event sparked meaningful discussions and provided fresh perspectives on HR practices, leaving the audience inspired with practical insights to enhance their own approaches.



**Shyam Sundar Samal**  
Manager, Marketing & Communication




## Spiritual Quote

### Sangeeta Didi's Spiritual Quote Inspires Inner Serenity

"When we talk about responsibility, it always includes the family, work, social, and health sectors of life. So responsibility is not just about 'doing,' but primarily about 'being.' Being happy, peaceful, and positive is also the most important responsibility. Responsibility helps us stay focused. So when 'being peaceful' is our responsibility, it means taking care of everything that contributes to being happy and peaceful. This allows us to perform our responsibilities happily. Therefore, it is rightly said, 'The moment you take responsibility in your life is the moment you can change anything in your life'"

**- Sangeeta Didi**

## STAY CONNECTED

Explore our latest updates and offerings on social media and visit our websites for online shopping & design consultations.

Jindal Lifestyle:   

Arttd'inox:   

Jindal Kitchens:   

Visit now: [www.jindallifestyle.com](http://www.jindallifestyle.com)

Shop now: [www.arttdinox.com](http://www.arttdinox.com)

Book Design Consultation: [www.arttdinoxkitchens.com](http://www.arttdinoxkitchens.com)