

3<sup>rd</sup> Anniversary



Saudi Cement Company's Internal News Bulletin  
Volume - III, 3<sup>rd</sup> Edition 2012

# SCC NEWSLETTER

Stronger than ever



## Editorial Committee:

### Editor in Chief:

Khalifah S. Al-Dakhil

### Managing Editor:

Ishtiyaque S. Khan

### Designer:

Abdullah Basurah

### Members:

Mahesh Garg

Mohammed Azmathullah

Syed Attaur Rahman

Fouad Hussain

Jamal Zaid



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**Mohammed A. Al-Garni**  
BM & Chief Executive Officer

### MESSAGE FROM THE BM & CEO

**Communication is the key to success:**

Most successful organizations in the world implement effective communication policies, strategies, and techniques for their growth and success. I recall the day three years back when SCC launched this channel of communication between the management and its employees; and since then, it has reported many success stories in our organization. It is a technology-based communication channel for a technology-based industry.

Today, it gives me pride and pleasure in celebrating our E-Newsletter's 3<sup>rd</sup> Anniversary. I attribute the credit of its success to the entire Editorial Team. On this special occasion, I congratulate the entire team for their success during the last three years.

Furthermore, many of our employees have played essential roles in the successful reporting, as I am aware that most of the editorial materials were supplied by the dedicated colleagues from different locations, and I personally appreciate their contributions. It would be great for us that more and more employees actively contribute in this publication to make it more productive and informative.

Finally, I wish all the success to the entire Editorial Team for their forthcoming issues.



### MESSAGE FROM THE HR MANAGER

**Congratulations on your 3<sup>rd</sup> Anniversary:**

Success is defined naturally as the end result of a multidimensional equation. Management and efforts are key elements of that equation and "Team Spirit" is the driving power of any group that makes its members uplift their morale towards achieving a common goal. This is what exactly the Editorial Team of our E-Newsletter has followed, and today the results are ahead of us.

In recognition of all their dedicated efforts exerted in the past three years, I take this opportunity to congratulate them for their success. We have the right and privilege to be optimistic and I am sure that this team will continuously keep improving this publication.

I firmly believe that employees are the vital assets of our organization and it is our duty to keep them informed about all the events and developments in the Company. This communication channel is one of the best sources of sharing the Company's success stories with the employees.

I wish all the best to this team in their future endeavors.

**Salah M. Hakim**  
Human Resource Manager

## MESSAGE FROM THE EDITOR-IN-CHIEF



### Challenges Ahead:

I am glad to state through this channel that it gives me immense pleasure to be part of this successful publication. I have to admit that in the past three years since its inception, I have seen a number of great success stories in making.

It is needless to say that reaching the top is an achievement but the real challenge however is maintaining it. We all have a great challenge ahead of us, as the expectations of our readers are high, and this challenge cannot materialize without every individual's commitments and adherence to the spirit of team-work. As an editorial team, we all are here to ensure that this publication maintains its reputation in all aspects. Let us all work hand in hand to make this more successful.

Finally, I have to state that our Managing Editor Mr. Ishtiyaque Khan has contributed largely to its success, and worked hard and tirelessly to publish each issue on time. On this special occasion, I extend my special thanks and appreciation to him for his all-out efforts in making this successful.

I thank all our readers and those who have contributed in past issues.

**Khalifah S. Al-Dakhil**  
Editor-in-Chief

## MANAGING EDITOR'S NOTE

### Thank You Editorial Team:



Working in team brings a lot of value and synergy and sharing knowledge and best practices raises the competencies and skills. I am deeply honored that I am working with a professional editorial team under the dynamic leadership of our Editor-in-Chief Mr. Khalifah Al-Dakhil. In recognition of all the appreciations received from our management for the E-Newsletter publication, I would proudly state that all of these would not have been achieved if done in a single effort or unilaterally.

It has been realized as a true transformation of the "Team Spirit" and in my opinion, the major achievements are our ambitions which now dominate, motivate, and activate all our team. These now make each and every one of us in a continuous and renewed effort to strive for more success.

Our readers are our valued customers and their expectations are indeed high. We must take concrete and positive steps to meet their expectations. Let us make a commitment that year 2013 shall be an exemplary year for our E-Newsletter and we present our publication in a better look with continuous improvement. Always welcome readers' suggestions.

**Ishtiyaque S. Khan**  
Managing Editor



## OUR PORTRAIT:

### Name:

Mr. Bhanusimha P. Yelandur

### Title:

Operations Manager, Dammam Port Terminal

### Qualification:

Bachelor Degree in Mechanical Engineering from Bangalore University in the year 1980, India.

Post Graduate Diploma in Materials Management from Annamalai University, India.

### Career:

He started his career in the year 1980 immediately after Engineering Graduation in a Cement Plant Project in India as Project Engineer (Trainee). He worked for the Project under the guidance of Consultants, Engineers India Ltd. and other experienced hands. After the completion of the Project, grew up in the ladder in the same company to become Manager, Commercial looking after Materials Management, Packing Plant Management includes Cement silo and distribution of cement.

He was Terminal Manager in L&T (Larsen & Toubro, cement division) in India before joining SCC in the year 2004. In L&T, he has handled Operation, Maintenance and Administration of Terminal facilities including Packing Plant, Silo, Export and Domestic dispatches of cement and clinker by rail, road and sea and receiving cement at the Terminal by self discharging vessels. He has participated in numerous workshops conducted in-house by L&T as well as by professional external faculty.

He had moved from Cement line for few years to other fields as cement industry in India was undergoing some tough period due to surplus production. He got opportunity to work in leading refrigerator and lamp making industries in India for several years. He came back to cement industry by joining L&T in the year 1996.

To summarize; he has handled various disciplines covering all aspects of Materials Management (Procurement, Stores, Vendor development and Inventory control), Distribution of Cement by Rail, Road and Sea (export and domestic) including packing Plant Management, Silos, Maintenance, Operation & Administration of Terminal facilities and Project Management in his career spanning over 30 years.

### Hobbies:

Reading articles on general knowledge, engineering, innovation and new developments, physical fitness and health. Likes walking and exercising, playing games such as carom and chess. He was state level champion in Lawn Tennis in India.

### Opinion:

E-Newsletter is giving a lot of information to employees about our Company's activities and its people. I am always looking forward to reading the E-Newsletter, as and when it is released, since I find it informative and interesting. My hearty congratulations to the Newsletter team for making the magazine a grand success. Newsletter editorial members may consider expanding the contents of the magazine by including interesting information (technical or commercial) on cement industry in Saudi / GCC or even worldwide. Such information will make positive impact on SCC team of employees, as well as beneficial to them.

### SCC INCREASES CEMENT SALES DURING JAN - AUG 2012



Total cement sales of National Cement Companies in Saudi Arabia have increased during Jan-Aug 2012 when they reached to 35,513,000 tons compared to 32,691,000 tons for the same period in previous year i.e. an increase of 8.63%. SCC total cement sales during the first eight months (Jan-Aug) of 2012 totaled to 5,889,615 tons

compared to 4,871,124 tons for the same period in previous year i.e. an increase of 20.91%. Also, SCC's local market share during the same period is 15.8% which is the largest share out of 13 local cement companies. Furthermore, SCC sold total 400,000 tons of OPC Clinker to M/s Arabian Cement Company & Qassim Cement during the period Feb-July 2012.

**Further information from:**  
Hussain Abu Taki – Sales Manager



### DREAM PROJECT AT HOFUF QUARRY

Continuous improvement has been a goal of SCC since its inception and that has led the Company to become the largest cement manufacturing company in the Kingdom of Saudi Arabia. On the same path, another milestone is going to be achieved with the completion of new workshop at Al-Jadidha limestone quarry in Hofuf. This workshop has been built up to State-of-the-Art Technology with an expenditure of 17 million Saudi Riyals.

This workshop will be of great support to our quarry employees under harsh working conditions. This could have not come true without the support of SCC Management. Very soon, the workshop will be commissioned and the readers will be informed of its activities.

**Further information from:**  
Mahesh Garg – Senior Manager, Mines Operation



### SCC HOSTED RAMADAN IFTAR

On Sunday, 29<sup>th</sup> July 2012 corresponding to 10<sup>th</sup> Ramadan 1433H, SCC hosted a grand Iftar for its employees and customers at Al-Andulus premises in Dammam. This is a continuous tradition of SCC over several years to gather its employees and customers

during the Holy month of Ramadan, creating an opportunity for informal interactions between employees, management and the customers. Around 175 corporate employees along with leading customers, retired and outgoing personnel of SCC attended this grand Iftar. Public Relations organized this event and welcomed the guests; and later the BM&CEO greeted all and thanked the customers for accepting the invitations and attending the event. The customers appreciated SCC's hospitality extended to them and thanked the management for inviting them. It was a successful event and everyone prayed for SCC's success and growth in coming years.

**Further information from:**  
PR Correspondent – Public Relations



### SCC's SOCIAL COMMITTEE DELEGATION VISITED HOSPITALS IN AL-HASA

On Tuesday, 18th September 2012, a 6 member delegation from SCC's Social Committee visited two hospitals in Al-Hasa led by Mr. Abdullah Al-Mousa, Controller - Relations & Office Services, Hofuf. They began their visit from Children's inpatient wards in Prince Saud Bin Jalawi Hospital and distributed flowers, gifts and sweets to children, in coordination with the hospital staff and wished speedy recovery to the

hospitalized children. Later, they visited Prince Sultan Center for Special Care where they exchanged few encouragement words and token of good wishes with flowers and chocolates to the inpatients who were suffering from injuries and wished them speedy recovery.

Both the hospital administrations extended their sincere thanks and appreciation to SCC's delegation and the good initiative taken by SCC management. At the end of each visit, the delegation delivered special message from SCC's BM&CEO to the Directorate of the Hospitals with special plaques and thanked and appreciated their support for smooth access to this noble cause.

Further information from:  
PR Correspondent – Public Relations



### SCC PROVIDES DAILY IFTAAR FOR HOUSING COMPOUND EMPLOYEES

As an Islamic tradition, our Board Member & CEO has approved a special budget for providing special tent with air-conditioners, Iftar, food and cold drinks during the Holy month of Ramadan 1433(H) for all employees residing at the SCC Housing Compound in Tobaishi. Communications &

Services Division has managed and supervised this noble task. A tent was erected at the empty area of the Compound which is cooled by three slim air-conditioners. Around 55 to 60 employees, both Muslims and non-Muslims, have attended breakfast (Iftar) in this cool-carpeted tent daily. All the employees thanked SCC management for providing such noble act and facilities.

Further information from:  
Saeed H. Qahtani – Controller, Communications & Services Division



### SCC HOSTED EID GATHERING AT HEAD OFFICE

On Saturday, 25<sup>th</sup> August 2012, corresponding to 7<sup>th</sup> Shawwal 1433H, SCC hosted a special social gathering on the occasion of Eid-ul-Fitar to its employees at Head Office premises in Dammam.

Like every year, SCC gathers its employees on the 1<sup>st</sup> day in office after the Eid holiday break. This practice is from several years on the occasion of two Eid's, creating an opportunity for employees to greet each other under one roof. More than 125 corporate employees attended this event under the patronage of our BM&CEO. Public Relations organized this event and welcomed all the guests in the Head Office lobby. Later, the BM&CEO greeted all employees and extended his good wishes to employees and their families.

Further information from:  
PR Correspondent – Public Relations



### SCC PARTICIPATED IN AL-AHSA LABOUR OFFICE EVENT

Al Jafer Hospital, in cooperation with Saudi Cement Company, conducted the program "We are all Medics" in Al-Ahsa Labour Office during the month of September 2012. The program was under the patronage of the Director of Labour Office in the region Mr. Abdulrahman Al Saiaah. Mr. Abdullah Al-Mousa, Controller – Relations & Office Services in Hofuf Plant and the Head of Relations in Al-Jafer Hospital, Mr. Tawfik Al-Ahmad attended the event, representing their companies respectively. Earlier, the event was inaugurated officially by the Director of Health Affairs in Al-Ahsa, targeting employees of government departments. In the beginning, detailed explanation of the program was presented by the Assistant of Administrative Services in Al-Jafer hospital, Mr. Hussein Al-Saleh. The workshop focused on awareness on how to deal with some emergency cases at home and in public, which may help to prevent the untoward development of the affected person, and on how to act in some emergency home cases. This contribution was part of SCC's CSR programs in the region.

**Further information from:**

**Abdullah Al-Mousa** – Controller – Relations & Office Services, Hofuf



### SCC HONORED MEDIA PERSONNEL

On Monday, 10<sup>th</sup> September 2012, SCC invited two leading Media personnel for an informal meeting to share few light moments between the Company and the local media, in order to keep the long term relations intact. Al-Youm Newspaper and Al-Thama Media Production representatives respectively invited for a lunch at Hotel Sheraton Dammam. RSM, Mr. Khalifah Al-Dakhil briefed them about SCC's current activities and contributions to the society. The media personnel appreciated SCC's efforts in all Corporate Social Responsibility events particularly in Al-Hasa region and promised to keep the good relations intact in future.

**Further information from:**

**PR Correspondent** – Public Relations



### IN-HOUSE TRAINING ORGANIZED BY HRD

With an objective to sharpen the skills of our employees, two-days training sessions on Time Management & Stress Control were organized by Human Resources Department in Hotel Coral International in Al-Khobar on 15 & 16 of July 2012. HR Department availed the services of a professional consultant to train the employees of Engineers and Division Heads level. During both sessions, trainees were able to participate in the workshop and learned the modern methods and latest techniques of Time Management. Around 20 employees from Corporate Office and Hofuf Plant took part in the exercises. The participants thanked the Company's efforts in providing them with this training and committed to carry the responsibilities with this experience.

**Further information from:**

**Nagendar R. Rao** – Training Specialist

### SCC PARTICIPATED IN AL-HASA PALMS FESTIVAL



HRH Prince Badar Bin Mohammed Bin Jalawi Al-Saud, Governor of Al-Hasa & Chairman of Tourist Development Council opened Al-Hasa Festival for Palms & Dates in the first edition under the banner "Dates Homeland" on 16<sup>th</sup> September 2012. The event was organized by Al-Hasa Municipality, in cooperation with the Drainage and Irrigation Authority and the Chamber of Commerce, which was also attended by some group of Government departments. SCC was represented by Mr. Abdullah Al-Mousa, Controller - Relations & Communications in Hofuf. SCC was awarded with a special Honorary Shield during this occasion, which was received by Mr. Al-Mousa on behalf of the Company. This is in line with SCC's several programs in the province based on the directives of the BM&CEO to play a vital role in the development of society and contribute to the events that benefit the people of our homeland.

Further information from:

Abdullah Al-Mousa – Controller – Relations & Office Services, Hofuf



### RAMADAN COMPETITION RESULTS ANNOUNCED

The 23<sup>rd</sup> SCC Ramadan quiz competition was held during the holy month of Ramadan 1433H. Like every year, SCC printed and distributed 1,000 booklets in Arabic & English languages, comprising 30 general questions within the Company for its employees as a quiz competition.

On Tuesday, 25<sup>th</sup> September 2012, RSSD had arranged a gathering in the Head Office lobby to pick and announce the winners through ballot system for Head Office employees. The event was supervised by Mr. Salah Hakim, Human Resources Manager who picked the 15 lucky winners from the ballots. The winners were awarded with luxurious gifts on the spot. Relations & Support Services Manager, Mr. Khalifah Al-Dakhil thanked all the participants and congratulated the winners.

Further information from:

PR Correspondent – Public Relations



### TRANSPORTATION SECTION ORGANIZED SPECIAL TRAINING

In line with Transportation Section's objective to train and familiarize its personnel with different locations in the Eastern Province, scheduled visits are being made throughout the year 2012 by concerned personnel of Transportation Section. They visited various places for getting familiarized with their routes which covered Dammam Airport, SCC Export Terminal, and certain places in Dammam, Khobar & Hofuf Cities. A special crew also visited Riyadh office during the month of July 2012. The Transportation Section is committed to provide the best services to SCC employees.

Further information from:

Nawaf Al-Shammari – Transportation Operations Supervisor





## ORACLE SELF-SERVICE-HR SYSTEM WENT LIVE IN PHASES

Oracle Self-Service Human Resources module allows SCC's workforce to update and use employee-specific information, online via an internet browser that is personalized to an individual's role, experience, work content, language, and information needs. SCC Managers and employees are now permitted to access and manage their own information and transactions in a paperless environment, HR professionals can now move from being transaction processors to being consultative partners.

SCC's Managers, Supervisors, Foremen, Secretaries & HRD/RSS support staff are now using the Self-service application to process leaves; (short, annual, business), Travel authorizations, Introduction letters, Loan request (Car/Furniture), Thrift saving plan, Housing allowance payment & employee loan fund requests, review and print pay-slips for one or more month, review loan repayments/outstanding, Competency profile, Education and Qualifications, release information, enter/amend personal information and more, with fully automated approval workflows.

Detailed English, as well as Arabic user guides, were printed and distributed to all the employees as a reference guide during and after the go-live process. The 1<sup>st</sup> & 2<sup>nd</sup> phases of going-live with Oracle Self-service-HR were successfully completed during July and August, and the 3<sup>rd</sup> phase is planned to go-live in September 2012.

Further information from:  
Ahmed Al-Quraihi – Oracle Project Manager



## FAREWELL TO ABDULAZIZ AL-NUAIM

Under the patronage of BSA, Mr. Ibrahim Anshassi, a farewell gathering was organized to honor Mr. Abdulaziz Al-Nuaim, outgoing Executive Administrator of BM&CEO's office who left the Company for good after 5 years of service with SCC. Several Head Office employees along with Managers attended the event organized by Public Relations. BSA appreciated the efforts exerted by Mr. Al-Nuaim during the tenure of his service with SCC and conveyed BM&CEO's best wishes to him.

At the same time, an emotional Al-Nuaim whole-heartedly thanked the SCC management and the BM&CEO in particular for the support extended to him. FNM, Mr. Osama Sid Ahmad, TDA, Mr. Arun Dixit and his colleague in BM&CEO's Office Mr. Romeo Galvez exchanged their feelings and recalled the moments while working closely with him. They all appreciated his dedicated services and wished him all the success in his future endeavors.

Further information from:  
PR Correspondent – Public Relations



### SAFETY FIRST

SCC Management strives to implement ISO 14001:2004 and OHSAS 18001:2007 in their plants to close all the gaps for meeting the said standards. SCC has awarded the consultancy job to QUALITY ESNAD to implement the integrated management system of both standards. As a part of this program Management Representative, Dy. Management Representative & Core team members were appointed. Gap analysis of plant has been conducted by the consultant and process

of closing of gaps has been started via meetings, interactions with all departments.

Further information from:

Sami Al-Buhair – Health, Safety, & Environment Manager

### SCC BASKETBALL TEAM SHINES



The SCC Basketball Team, led by veteran captain Arvin Diamante and mentored by playing coach Benjamin Quijano and his assistant Joey Gabison brought down favored STC Phone Pals 63-61 in a breath-taking victory, in its opening 40 & Above game on the first week of the 15th AHSA 2012 Basketball Tournament organized by the Al Hasa Sports Association under the auspices of the All Filipino Community & Sports Commission (AFCSCOM) and the Philippine Overseas Labor Office (POLO-ERO) at the Al Hajer Sports Complex.

The SCC Clinker Masters led all the way, taking a huge 21-9 lead after the first quarter, courtesy of awesome triples from ageless long tom artist Edgar Lara, and precise give & go plays by elite point guard Richard Suarez and hunk power forward Roque Sarmiento, who top-scored with 18 points. The triangle defense imposed by ace guard Jimmy Alcano, forward Policarpio Largado and center Junard Repuesto prevented sporadic attempts by the opposing team to penetrate their stonewall blockade. Repuesto also dominated both boards.

SCC hoopsters sustained their superb firepower during the second quarter behind baseball fast break passes from guard Glicerio Hintapa who played second fiddle to Sarmiento by garnering 12 points, and accurate perimeter shots by forward Leo Manacap. Their cohesive defense, terrific ball movement and fluid offense seemed too much for the other team. Classic center-forward Ramon Valerio effectively played low post with nice pivots, enabling guard Mike Lapaceros to get away so many times with easy pick-and-roll lay-ups, finishing the quarter with a 29-18 score.

In the third quarter, the Clinker Masters switched from zone to man-to-man defense but were really affected by the very humid climate. The Clinker Masters played safe in the last quarter by fielding their ever dependable first five – Valerio, Sarmiento, Manacap, Alcano and Lapaceros, and competed without a legitimate center inside in order to control the ball better and infuse more mobility.

Further information from:

Romeo Galvez – Executive Secretary, BM&CEO's Office