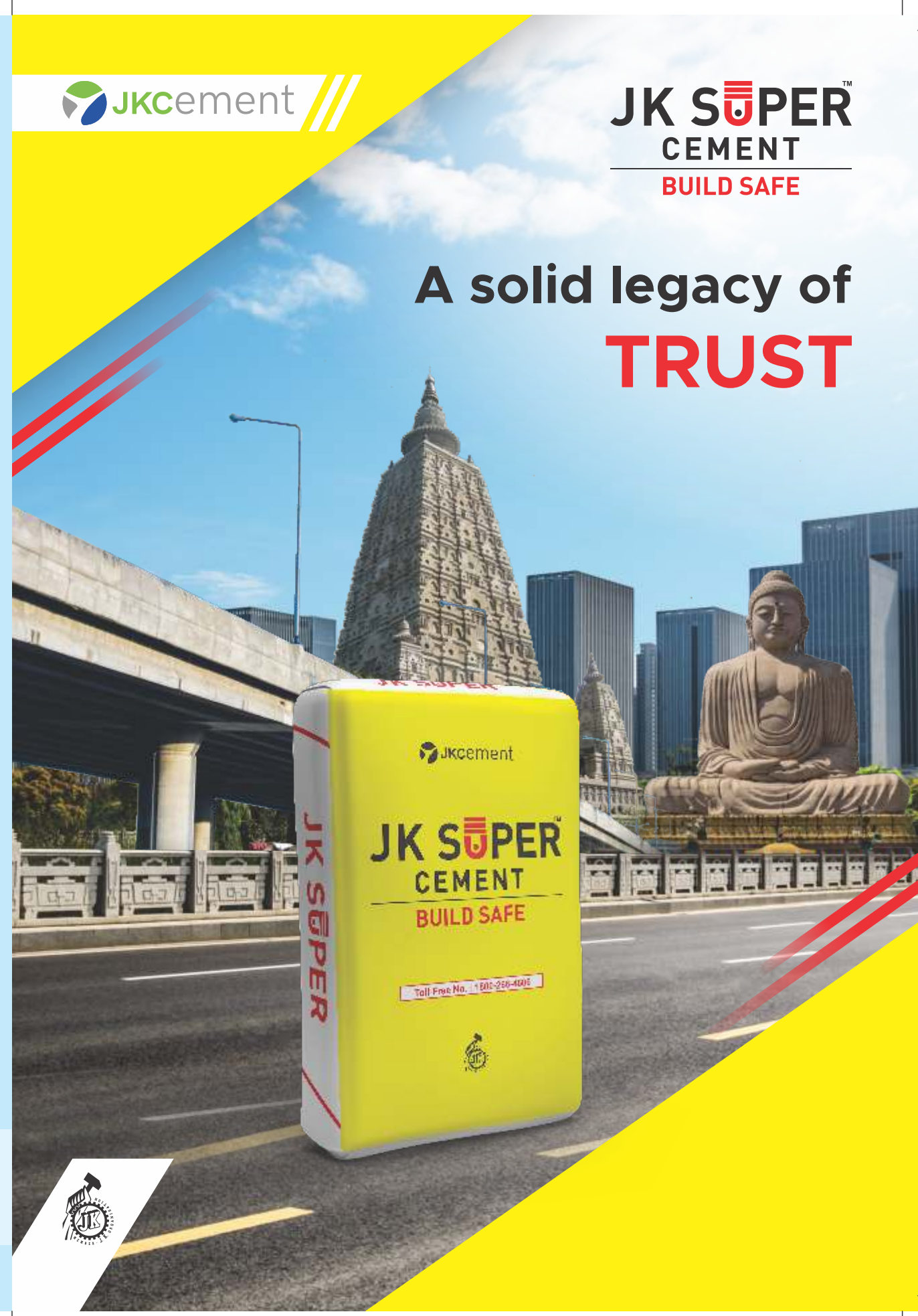




**JK SUPER**  
CEMENT  
BUILD SAFE

A solid legacy of  
**TRUST**



**Customer Technical Service**

Prism Tower, Ground Floor, Ninaniya Estate, Gwal Pahari  
Gurugram - 122102, Haryana Tel : +(91)124-6919000

Website : [www.jkcement.com](http://www.jkcement.com) Customer Care : [consumer.care@jkcement.com](mailto:consumer.care@jkcement.com)



HelpLine No.  
**1800 266 4606**



## About us ...

Fastest growing  
cement brand  
in India



50 years of industry  
experience

Best in class on-  
site technical  
services



Winner of Annual  
Greentech environment  
awards '22, Inex Awards  
'21, ET Future Ready  
Organizations '22

Preferred brand for  
projects like Central  
Vista, Bullet train  
and many more...



## Our Complete Range of Home Building and Beautification Offerings



## Wide range of products for all applications



**JK SUPER STRONG**  
CONCRETE SPECIAL  
BUILD SAFE

- Superior 1D and 28D strength
- Special PSD technology
- Optimal & consistent fineness @400+m2/kg (35% finer)
- Tamper proof packaging



**JK SUPER CEMENT**  
BUILD SAFE

- Value for money-All Purpose Cement
- Tried & Trusted since last 50 years
- Economical mixes enabling affordable construction



**JK SUPER PROTECT**  
Weather Shield  
BUILD SAFE

- Water resistant and highly durable
- Corrosion resistance
- Better workability and low water demand
- Revolutionary one of its kind BOPP packaging

**Lets Build a STRONG  
and SAFE Nation Together**



**Superior Packaging:**

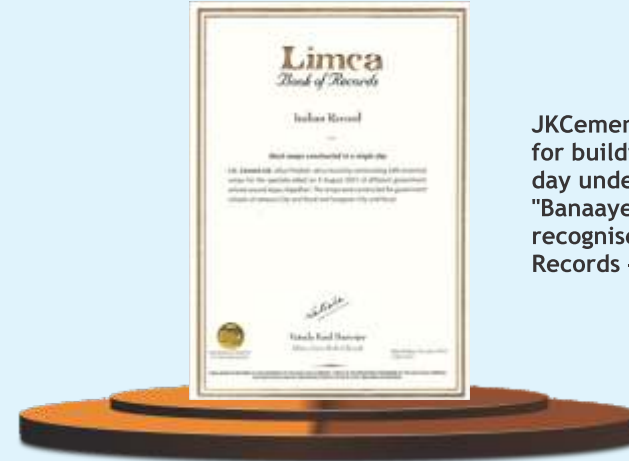
- Tamper Proof Bag - Guaranteed Genuineness
- Moisture Resistant - Keep Cement Fresh & Dry
- Ecofriendly Pack - Free from Pollution
- Free from Pilferage - Right Weight of Cement



**Assured Quality:**

- Higher Compressive Strength
- Optimal & Consistent Fineness
- Protect Steel from Corrosion
- High Workability & Low Water Demand

**We have won multiple awards  
reaffirming our position as  
one of the top cement players**



JKCement sets a new record for building 249 ramps in a day under the campaign "Banaaye Har Raah Aasaan" recognised by Limca Book of Records - 2023

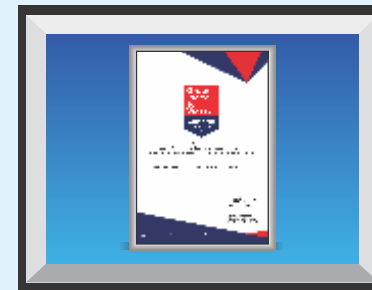
**Awards & Accolades**



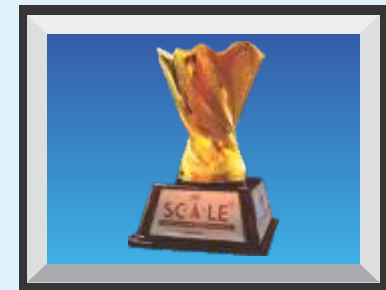
JKCement was awarded as the Second Fastest Growing Cement Company (Large Category) at the 7<sup>th</sup> Indian Cement Review Awards 2023



JK Cement Ltd. has been awarded "The Economic Times Future Ready Organisations 2022" Award in the Large Scale category



We are Great Place To Work, Certified 5<sup>th</sup> time in a row



1<sup>st</sup> Prize in Cement category at CII Supply Chain and Logistics Excellence Award 2020

**We have been the cement of choice in many projects of national importance**



Ahmedabad Mumbai Bullet Train



Central Vista Project



Agra Lucknow Expressway



Eastern Peripheral Expressway



Mumbai Goa Expressway



Atal Tunnel, Himachal Pradesh

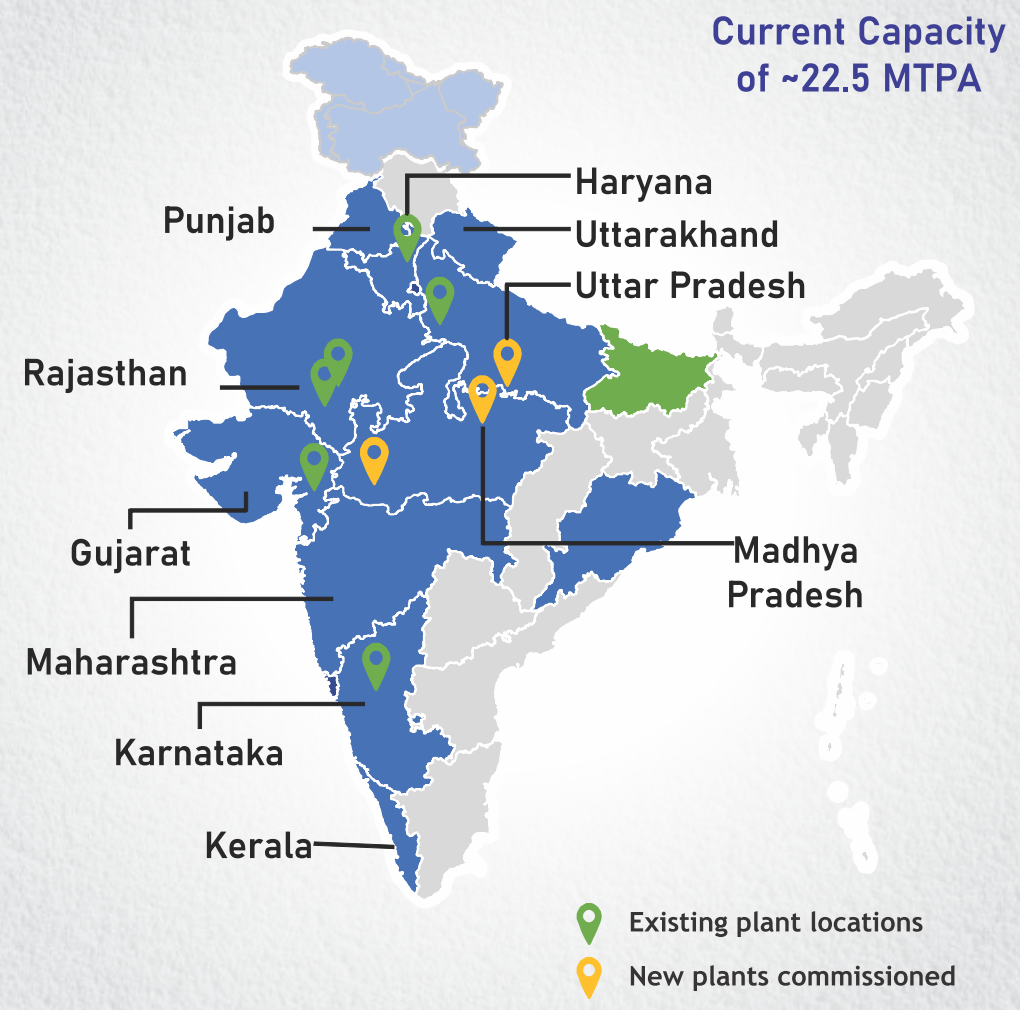


National War Memorial



Statue of Unity

**Our strong growth momentum continues this year with capacity reaching 24.5 MTPA ...**



2 MTPA Ujjain (Nov'23)

Bihar GU (Upcoming)

2 MTPA Prayagraj GU (June 24')



Provision for channel financing for dealers

Vehicle financing facility for exclusive/premium dealers



JK Samridhi-monthly program for dealers

JK Super Medical Insurances



Indoor and outdoor branding support



JK Samridhi Samuha-yearly program for long-term dealers

### Our 6 promises to our dealers

### Our offers to our influencer partners and customers ...



Best-in-industry architect & engineer program



Loyalty program for contractors



Exclusive program for authorized retailers



Program for Individual home builders (IHB)



Ses for on-site assistance



Van assistance for priority sites



Service package with 11+ tests

**We are focusing on high impact local visibility initiatives ...**



50,000+ walls are giving our message of build safe across locations



10,500+ counters have been branded pan India



20,000+ trolleys are carrying our brand logos in rural & semi urban areas



3,500+ overhead water tanks branded



4,000+ autos carries our brand

**We are focusing on high impact local visibility initiatives ...**

*and many others like -*



Bus branding



Pole branding/hoardings



1,500+ traffic barricades are carrying our brand



Railway station branding

We are focusing on high-impact campaigns that resonate with consumers



43 Million Views

Naam se toh Kaae, Kaam se Ek hi No. 1 campaign launched in July'23 on all platforms-outdoor, digital & TV

