

*Beautiful homes,
Beautiful moments... Forever*



**SUNBATA
GUARANTEED**



JK LAKSHMIPLAST
GYPSUM PLASTER

Gypsum Plaster

*The journey of
strength and
reliability.*



Almost 100 years ago, responding to the historical call of Bapuji to achieve self-sufficiency in every field, began the legendary journey of one of the pioneers in India's industrial revolution, **JK Organisation**. Initiated by Lala Juggilalji and Lala Kamapatji Singhanian, the company gradually expanded its wings in many fields with reputed companies like JK Paper, JK Tyre, Fenner India, JK Agri Genetics and JK Lakshmi Cement.

With a 5 lac MT capacity **JK Lakshmi Cement** came into being in 1982, shouldered by the visionary, the Late Shri Shripatiji Singhanian in the then backward district of Sirohi of Rajasthan. Fortified by state of the art technology and customer service of global standard, the distinguished cement house now boasts of a turnover of over 1400 crores and commands an enviable respect across its area of operations. The dream of Shri Shripatiji Singhanian gets bigger and bigger with each passing year as JK Lakshmi Cement has shown commendable growth and has become the behemoth we know today.

JK LAKSHMI
C E M E N T

JK AGRI-GENETICS

JK TYRE



Fenner
Fenner (India) Limited

*Let your wall
speak of you.*

Decorative cornices, ceiling flowers, ornamental columns...the magic of Gypsum Plaster is incredible. To give wings to your imaginations, JK Lakshmi Cement has introduced JK Lakshmiplast - a superfine Gypsum Plaster with extraordinary whiteness that will bring you unforgettable moments at home. Let your walls reflect your personality while you get:

Quality Manufacturing

Feature	Benefits
Higher Adhesive Ability	Because of its higher adhesive ability, it can be easily used with wood, metal and masonry.
Exceptional Purity	Being pure, JK Lakshmiplast dissolves well and allows crack-free designs.
Ideal Setting Time	Its low setting time allows lower time cycles.

Value for Money

Feature	Benefits
Superfine plus	JK Lakshmiplast's consistently fine particles enable better workmanship and more refined finish.
Whiteness (over 82%)	Superior whiteness permits saving on painting costs and enable experiments with different new shades.
Consistency	Launched by the reputed JK Lakshmi brand, JK Lakshmiplast's quality and quantity are guaranteed.

Better Packaging

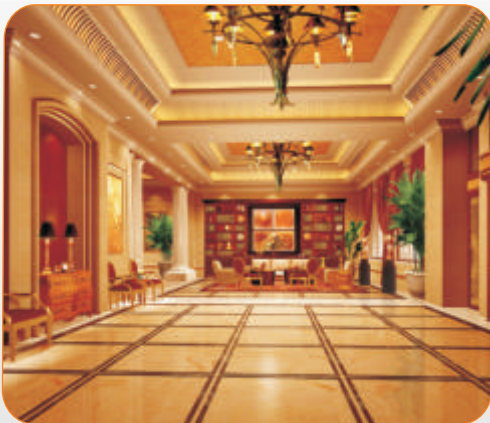
Feature	Benefits
Dust-free	No messy, no dusty packs. JK Lakshmiplast comes in superior dust-free packaging.
Moisture-proof	Moisture-proof packaging makes the Gypsum Plaster remain perfect and ready-to-use over longer periods of time.
Hologram	JK Lakshmi's hologram on each pack promises you of the product's authenticity.

*Ready to help
you.*

The constant encouragement of our customers has made us aim for greater goals. Our Customer Care Cell has been set up as a little token of gratitude to these valued members of our extended family.

Customer Care Cell

To offer better services and guidance to our customers we have a dedicated Customer care Service Cell. The Cell is equipped with



the latest equipments and our civil engineers bring in their expertise of Gypsum Plaster to offer a perfect solution to you. On regular intervals we organize customer seminars and mason meets.

These not only extend our responsibility as a company to provide you with a good product but also offer better services to you.

The Right MIX!

- The right way to mix is to add power to water, but not water to powder.
- Avoid mixing more powder than can be used within 15 minutes.
- Do not temper or mix fresh material once a mix has started to set.
- Setting time can not be altered by diluting the mixture with water.

Application of Gypsum Plaster

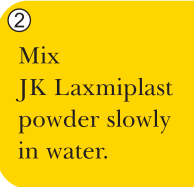
For efficient use of JK Lakshmiplast :-

1. Surface must be clean, dry and firm, and free of dust, loose mortar and grime.
2. Important properties like soluble salt content, thermal characteristics, shrinkage, strength, suction bonding properties etc of the background which is to be plastered, should be evaluated before application.
3. The thickness layer in a single application should not exceed 11 to 13 mm. If more thickness is desired, Re-plastering can be done, only after the drying of first layer.
4. Suitable fixtures can be fixed after the plaster reaches its initial setting time.

Instructions for preparing the paste:-



1 Extract JK Lakshmiplast powder with a dry vessel.



2 Mix JK Laxmiplast powder slowly in water.



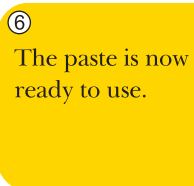
3 Stir the mixture for 2 or 3 minutes for proper mixing.



4 Leave the mixture for 2 minutes.

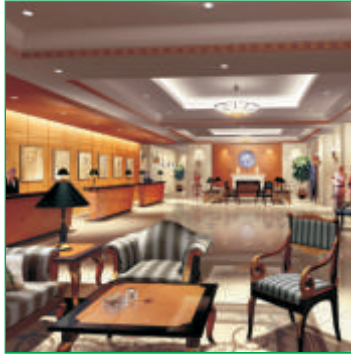


5 Gradually blend the mixture, until it thickens.



6 The paste is now ready to use.

JK LAKSHMIPLAST
GYPSUM PLASTER
Gypsum Plaster



PRECAUTIONS

while using
Gypsum
Plaster

- Do not attempt to make a cast by using the material by any body part as the material hardens and becomes hot, which may cause injury.
- After the application of Gypsum Plaster, thorough cleaning of all body parts is mandatory before consuming eatables.
- In case of accidental eye contact, flush thoroughly with water for 10-15 minutes.

The Right Way to **STORE** Gypsum Plaster

- Gypsum Plaster bag should be kept in clean, dry area to enhance its longevity.
- Never use hooks for handling the bags.
- Always close the bag after taking out the plaster from the bag every time.



Available in convenient packing options of 2 Kgs., 20 Kgs. and 25 Kgs.

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www.jklakshmicement.com