



**YOUR ROOF IS  
YOUR FOUNDATION.**



  
**JK LAKSHMI**<sup>TM</sup>  
**CEMENT**

Soch Karo Buland

For BIS certification details visit: [bis.org.in](http://bis.org.in)

## BUILDING INDIA WITH EXCELLENCE

As part of the 140 year old JK Organisation, we at JK Lakshmi Cement are proud to be a leading name in the Indian cement industry, with a strong presence across Northern, Western and Eastern India. With an annual turnover exceeding ₹6,000 crores, we drive growth in India's infrastructure sector. Founded in 1982, we operate integrated plants in Rajasthan and Chhattisgarh, along with grinding units in Gujarat, Haryana and Odisha, achieving a combined capacity of 16 million MT and more to come.

## OUR COMMITMENT TO QUALITY

With over 400 cement dumps and 5,000+ channel partners, we ensure that JK Lakshmi Cement delivers premium quality products and reliable customer service, supported by a skilled technical expert team.

## OUR DIVERSE PRODUCT PORTFOLIO

We offer a diverse product range which includes OPC 43 & 53 grades, blended cement variants (PPC, PSC, Composite) and flagship brands like JK Lakshmi PRO+, Platinum Heavy Duty and Platinum Supremo. Our products are known for their quality and reliability. Additionally, we provide Smart Business Solutions like Ready Mix Concrete (RMC), Gypsum Plaster, Fly Ash Blocks, Wall Putty and White Cement.

## ICONIC STRUCTURES AND TRUSTED PARTNERSHIPS

We've powered iconic projects like the Indira Gandhi Nahar Pariyojna, Sardar Sarovar Project, Golden Quadrilateral and Mundra Ports. Trusted by industry giants like L&T and NTPC, we contribute to nation-building across housing, infrastructure and commercial sectors.

## OUR BELIEF SYSTEM

At JK Lakshmi Cement, we believe in the power of "Buland Soch" – thinking big and always aspiring for greatness. This belief drives us to set higher standards and push boundaries, striving to elevate both our brand and the lives of those we serve. Central to this belief is the idea that every individual's dream is to own a home. To us, homeownership represents much more than a place to live; it symbolises success, stability, security, social status, community and a lasting legacy. It reflects one's identity, pride and dreams. Through this belief, we aim to inspire people to dream boldly and confidently, knowing that owning a home is the foundation of a better, more secure future.

## PRO+ CEMENT

### What makes us the Pro+ cement of India?

Pro+ Cement is a specially designed cement that gives faster strength and better performance. It is developed using advanced research to meet modern construction needs, allowing buildings and structures to strengthen quickly and last longer.

## PRO+ PRODUCT ATTRIBUTES



### Unmatched Early Strength

Delivers higher 1-day and 3-day strength, ensuring faster strength development and early load-bearing capacity.



### Durability

Engineered with optimised particle size distribution, it creates a denser concrete, minimising moisture ingress and protecting structures from long-term damage.



### Enhanced Construction Speed

Its high early strength shortens wait time between stages, enabling faster completion without compromising quality.



### On-call Site Support

Users receive on-site support from our trained engineers for construction guidance, mix optimisation and essential quality tests like slump, surface strength and cube testing.



### Optimised Cement Usage (Volumetric Batching)

The larger surface area helps use less cement for the same strength, saving costs in standard concrete mixes.

## DO'S AND DON'TS DURING CONSTRUCTION:

Store cement in a dry, waterproof shed or godown.

Keep cement at least 1 foot above the ground and cover it with a tarpaulin at the site.

Use older cement bags first (first in, first out).

Do not store opened cement bags for later use.

## DO'S AND DON'TS POST CONSTRUCTION:

Regular curing is essential for strength and durability.

After concrete sets on the roof, cover it with a tarpaulin or empty cement bags to prevent water evaporation.

Start curing as soon as the concrete is set.

Cure the concrete for at least 10-14 days for better performance.

## USAGE:



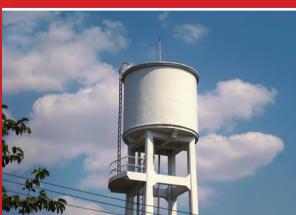
Concrete work for high rise towers and apartments



Residential buildings



Pavements made of concrete



Water tanks



Bridges



Airport runways



Precast industry



**JK LAKSHMI** ™  
CEMENT LTD.

 Customer Helpline: 1800-102-5097  84484 54964/Vaani 2.0 (Virtual Assistant)

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