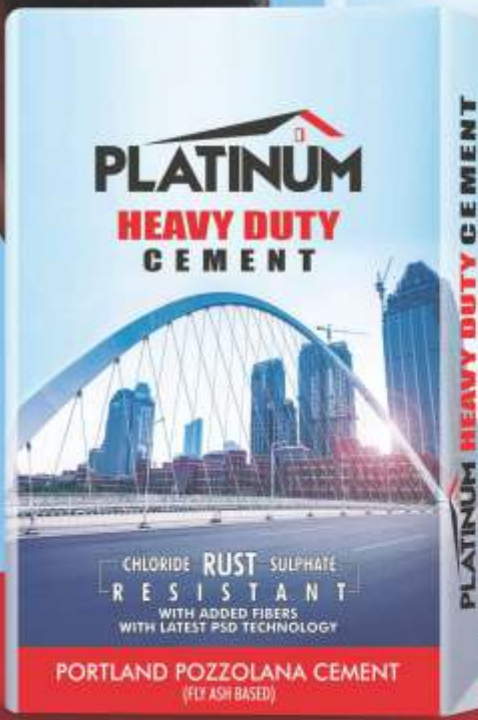
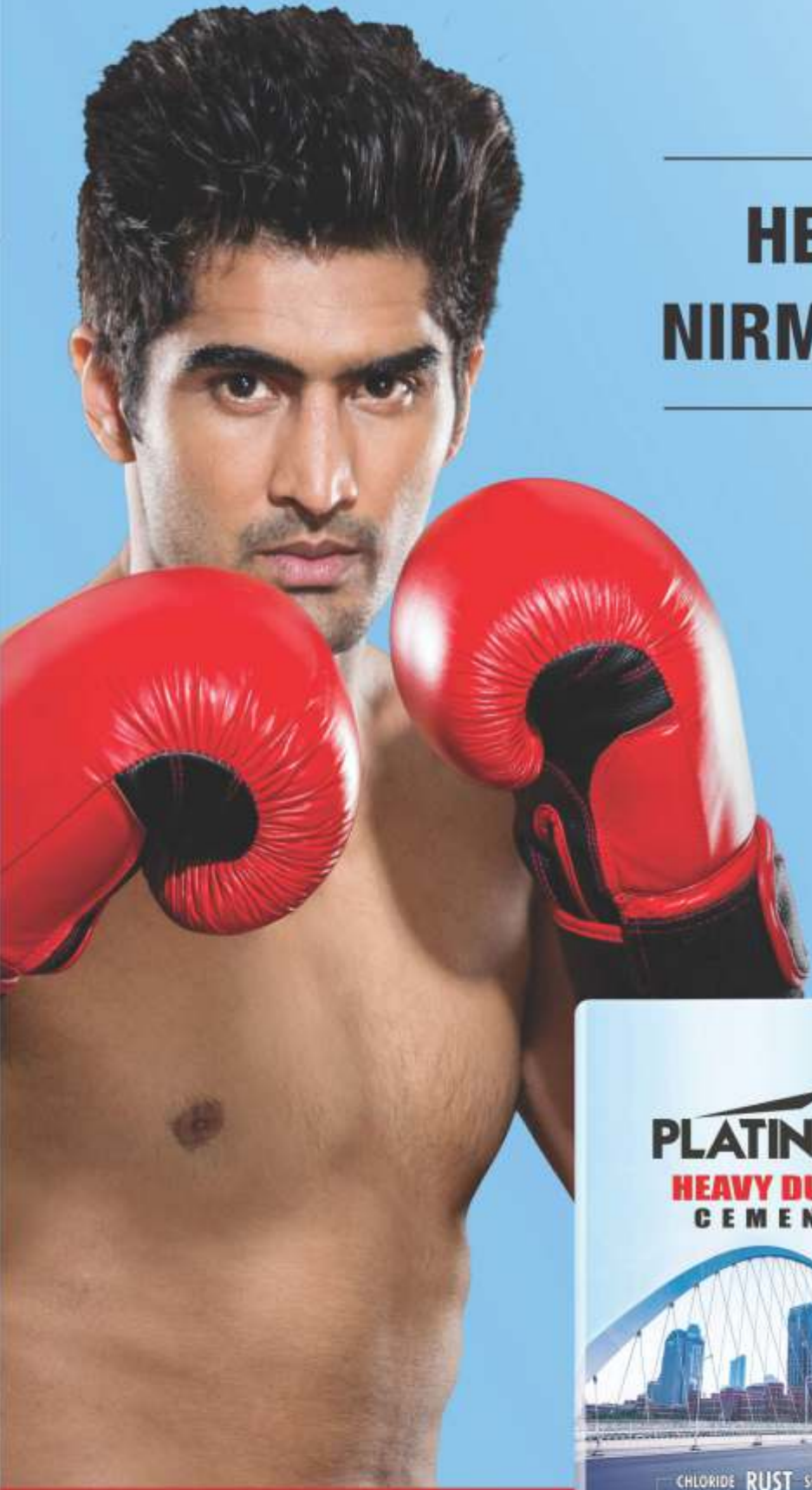




PLATINUM
HEAVY DUTY
CEMENT

HEAVY DUTY
NIRMAAN KE LIYE

Vijendra Singh



HEAVY DUTY PERFORMANCE - OUR INSPIRATION

Heavy duty performer is someone who wins every fight with strength and grit, who knocks out his opponents with incredible performance every time, lasts long with proven durability and withstand the stresses of demanding usage. This heavy duty ability is a source of inspiration for us. That's why we have designed a truly innovative cement which embodies heavy duty in each and every particle.

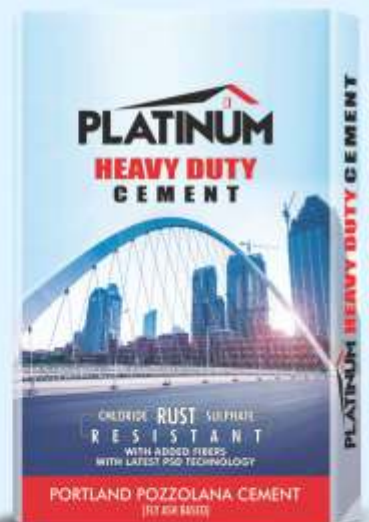
At JK Organisation, it is our relentless pursuit to focus on minor details that go behind building your dreams. We always strive to bring you products that adhere to global standards, conform to your needs and deliver beyond your expectations.

Our latest offering to you, Platinum Heavy Duty Cement is nothing but our obsession towards backward quality control. Right from paying attention towards the limestone quality to enforcing world-class quality control measures in production processes, we have taken utmost care to bring you the best.

Also, we took care for the addition of special chemicals during the blending of high reactive fly ash. With the installation of machines equipped with 'PSD Technology', we have ensured a better quality product. Platinum Heavy Duty is a modern cement with high reactive fly ash and short discrete fibres.

Platinum Heavy Duty Cement introduces for the first time in the market, an exceptional packaging with unique features that challenge the cloning market with its lens and hologram seals, to prevent duplicacy. This multi-colored bag offers a distinctive visual delight and easy recognition. Coming in safe flex packing, it prevents pilferage, leakage and wastage.

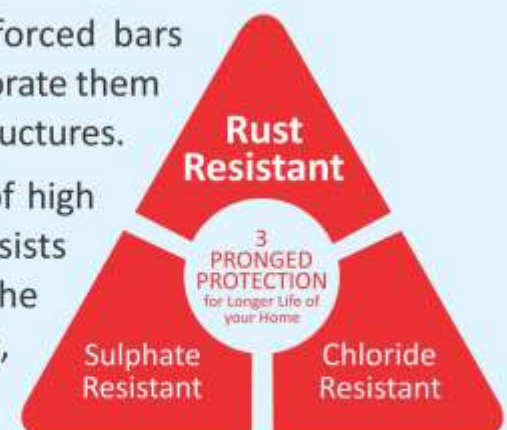
Blending in with utmost perfection, precision and satisfaction; JK Lakshmi Cement Ltd. is proud to present, the new indigenous **PLATINUM HEAVY DUTY CEMENT.**



RUST RESISTANT CEMENT

Sulphates and chlorides are the biggest enemies of reinforced bars (steel/sariya). They cause the rusting of these bars and deteriorate them over the years resulting in reduced strength and durability of structures.

Platinum Heavy Duty Cement with its special combination of high reactive fly ash containing short discrete fibres, easily resists moderate sulphate and chloride attacks. Thus, protects the reinforced bars from the menace of rust. The result being, your dream house remains fresh as ever and durable for years.



BEST CEMENT, AMAZING BENEFITS

PSD TECHNOLOGY



- More volume per bag
- High early strength
- Better workability
- Speedy construction
- Superior finishing
- More coverage in less effort
- Dense concrete
- Long term durable structure

ADDED FIBRES



- Reduced shrinkage cracks
- Superior bonding on re-inforced bars
- Minimum rebound loss and less wastage

WORLD CLASS PACKAGING



- Aesthetically pleasing
- Moisture resistant
- Tamper proof
- Weight assurance
- Hologram for authenticity
- First ever lens technology for non-duplication

BEST PRACTICES, PERFECT RESULTS

- Excess water is like poison for the concrete. Use maximum 26 liters of water per bag.
- Use cover blocks (spacers) for keeping bars in position, increasing durability of structure and fire resistance.
- Use vibrator for increasing the strength of concrete (upto 25%).
- Use shuttering tapes to prevent the leakage of slurry from fresh concrete.
- Curing:
 - Use only clean water for curing.
 - Start curing as soon as the concrete hardens i.e. no nail/thumb impression on freshly laid concrete.
 - Proper curing should be done for 7-10 days.



SUPER STRENGTH, SMART CONSTRUCTION



Bungalows



Residential Buildings



High Rise Buildings



Commercial Complex



Pre-Cast Items



Industrial Buildings



Concrete Roads



Water Tanks

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