



## Rohit Sharma now the face of JKLC Sixer Cement

**NEW DELHI:** Well established cement brand JKLC Sixer Cement is happy to associate with ace cricketer, Rohit Sharma as its brand ambassador. JKLC Sixer is the youngest cement brand of parent company JK Lakshmi Cement Ltd which is a part of diversified 135 years old industrial conglomerate, JK Organization.

One of the modern era greats, ‘Hitman’ Rohit Sharma will be part of advertisements and other brand communications of JKLC Sixer in his role.

“Rohit Sharma is the most natural fit for Brand Sixer with his effortless batting leading to numerous batting records and recognitions to his name. A man for all seasons, Rohit is an ideal ambassador to represent our popular brand JKLC Sixer,” said Dr. Shailendra Chouksey, Whole-time Director of JK Lakshmi Cement, announcing Sharma’s association with JKLC Sixer brand.

“In fact, with his unique and landmark records in cricket, no other sportsman is more appropriate than Rohit to define the JKLC Sixer tag-line “Tod do Saari hadein,” asserted Mr Shrivats Singhania, Executive Director. He also hinted that a Premium brand in Sixer range will be introduced in market very soon.

“Our association with “hitman” Rohit Sharma would further strengthen JKLC Sixer brand which is formulated with special technology to provide dense and high strength concrete and suitable for all type of construction.” mentioned Mr Sharad Agrawal, Chief of Sales, JKLC Sixer.

Expressing his thoughts, Rohit Sharma said, “I am pleased to be associated with JKLC Sixer. JK Lakshmi Cement carries a rich legacy, resonating with trust amongst its customers, which is an extremely important attribute.”

I look forward to my collaboration with JKLC Sixer Cement, being a part of their growth journey,” added Rohit, who is exclusively managed by IMG Reliance’s talent arm.

JKLC Sixer brand has been supporting the prolific construction sector in Rajasthan, Gujarat & MP and has been a dominant player in this region with two grinding units in Kalol and Surat and two integrated units in Sirohi and Udaipur (Rajasthan). The vibrant brand based on the theme of Cricket, was launched two years back and has been consistently increasing its market share in the region since then.

Available in all varieties and 3 grades, JKLC SIXER is a clear winner in the field of construction because of its complete focus on quality product and customer care. With world class quality control in all its production processes, this cement promises to be a superior product going by the global standards.

JKLC Sixer brand distinguishes itself on the basis of its innovative practices and initiatives aimed at customer satisfaction like App based Customer relationship management. It is also amongst the first in cement industry to explore digital media to acquire new customers and is extremely popular online. JKLC Sixer Cement is determined to make each futuristic construction better, stronger and more durable.

**To watch the video, Click on the link: <https://youtu.be/eA4typ9RxH4>**

### **About JK Lakshmi Cement**

*JK Lakshmi Cement- a part of the \$ 4 billion JK Organisation having a legacy of over 100 years - started in 1982 has always been an industry out-performer. The brand today is a top rung cement manufacturer meeting India's infrastructure needs with a wide range of world class products including multiple grades of cement to build runways, highways and the dream houses for the people of India. It has adopted eco-friendly processes that involves recycling of waste, conservation of soil and reduction in emission and has introduced products which shortens construction time and enhances project sustainability.*

*It operates fully computerized integrated cement facilities at Sirohi and Udaipur in Rajasthan, Durg (Chhatisgarh). It also has grinding units in Kalol and Surat (Gujarat), Jharli (Haryana) and Cuttack (Odisha) which are at par with international standards. It has an annual capacity of about 13.50 million tons.*

*Besides cement, JK Lakshmi Cement is also in the business of manufacturing and marketing of Ready Mix Concrete (RMC), high grade Gypsum Plaster, Wall Putty and Aerated Auto-clave (AAC) Blocks.*

### **About Rohit Sharma**

- Vice Captain of India LOI teams
- Rohit Sharma hit fastest 400-sixes in international cricket
- Rohit hit 20 sixes across 4 Tests vs South Africa in 2019 - a world record
- Rohit has also hit the most sixes by an Indian in Test, ODI and T20I
- First batsman to score five centuries in a single World Cup in 2019