

### JK Lakshmi comes up with premium product in city

POST NEWS NETWORK

**Bhubaneswar, Nov 20:** Keeping in mind, the special construction needs of the discerning consumers of Odisha and to partner in the progress of the state, JK Lakshmi Cement Ltd, one of India's most prestigious companies, launched a premium cement brand Platinum Supremo Cement in city, Saturday.

Renowned Boxer Vijender Singh, the brand ambassador of Platinum Supremo Cement said "I am delighted that I have been associated with the company for many years now. By my personal experience of using Platinum Supremo Cement, when it was manufactured for trials, for my own house, has made me believe that this cement is the best in class."



The company's president Arun Shukla said "Platinum Supremo Cement with its unbeatable quality and supreme strength will capture everyone's attention. Its ability to create denser concrete for roofs makes it rise above from rest of the competition and that is why the brand promise is Ab Har roof bane zabardast Strong. We are confident new product too would garner a special place in the heart of consumers of Odisha."

A flag off ceremony was held, Friday, at company's plant at Cuttack in which first Platinum Supremo Cement was dispatched to top dealers in Odisha.