

## Press release

### **JK Lakshmi Cement becomes the principal sponsor for the Rajasthan Royals in 2026 Cricket League season.**

#### Editor's Synopsis

- For the Cricket league 2026 season, JK Lakshmi Cement Limited is back as the principal sponsor of the Rajasthan Royals jersey. This brings together two companies closely connected to Rajasthan.
- The company's logo will be at the back on the Rajasthan Royals jersey
- The goal of the partnership is to improve JK Lakshmi Cement's relationships with customers, channel partners, and communities in its main markets while also promoting Rajasthan's culture on a national level.

**New Delhi/ Jaipur, March XX, 2026:** JK Lakshmi Cement Limited, one of India's biggest cement companies, said today that it will be the Principal Sponsor of the Rajasthan Royals for the 2026 season. The brand is back and the two organisations with roots in Rajasthan are working together again.

The deal says that the JK Lakshmi Cement logo will be very visible on the back of the Rajasthan Royals match jersey. During the entire season, the brand will also be seen on team gear, in-stadium branding, and digital content on match days.

For decades, JK Lakshmi Cement has had a strong presence in Rajasthan thanks to its factories, distribution network, and long-standing ties with dealers, contractors, and local communities. Partnering with Rajasthan Royals shows this shared history by linking a company that has helped the state's industrial growth with a team that represents Rajasthan on one of the country's biggest sports platforms.

**Mr. Shrivats Singhania, Deputy Managing Director of JK Lakshmi Cement Ltd.,** remarked, "Rajasthan has always been integral to our journey, shaping our identity and growth—from our factories and logistics to the people and businesses that inspire us every day. This partnership with Rajasthan Royals deepens that connection, celebrating the shared values of entrepreneurship, performance, and enduring commitment. The T20 league places Rajasthan on a national stage, and we are happy to stand alongside a team that embodies the spirit and excellence of this remarkable state."

Cricket is still one of India's strongest cultural ties, bringing people from different regions and generations together. Fans and families all over the country can share a moment during the cricket extravaganza. JK Lakshmi Cement wants to get more involved with homeowners, contractors, engineers, masons, and dealers through its partnership with Rajasthan Royals. It also wants to strengthen its promise of quality and dependability.

According to **Arun Shukla, President and Director of JK Lakshmi Cement Ltd.,** *"The journey of Rajasthan Royals is similar to ours: strong roots in Rajasthan and a growing presence across the country. This partnership is also about honouring the people who work hard every day to build India, irrespective of the state they reside in. We see this partnership as a way to bring our stakeholders*

*closer to the T20 energy and the shared values of trust and consistency, from individual homes in smaller towns to big infrastructure projects in big cities.*

**Alok Chitre, Chief Operating Officer, Rajasthan Royals,** said, *“We are happy to have JK Lakshmi Cement as our principal sponsor for Rajasthan Royals 2026 season. It means a lot that a brand from Rajasthan is on the back of the Royals jersey. JK Lakshmi Cement is a natural partner because it has a strong presence in the state and beyond. We look forward to working with fans and communities throughout the season.”*

As it helps India's changing infrastructure and construction needs, JK Lakshmi Cement continues to focus on operational strength, innovation, and long-term growth. This kind of strategic partnership helps the brand stay connected to its culture, reach new people, and show that it is still committed to the markets it serves in the long term.

#### **About JK Lakshmi Cement Limited**

JK Lakshmi Cement Limited is a part of the prestigious JK Organisation which is over hundred and thirty-five years old and boasts operations in India and abroad with a leadership presence in the fields of tyre, cement, paper, power transmissions, sealing solutions, dairy products and textiles.

JK Lakshmi Cement, started in 1982, is a renowned and well-established name in the Indian Cement industry for four decades and has an annual turnover of over Rs 6000 crores. The Company has a formidable presence in Northern, Western and Eastern India's cement markets, with a vision of reaching Cement Capacity of 30 Million Tonnes by 2030. The present combined capacity of the Company is about 16.5 Million Tonnes per annum.

The Company apart from grey cement has also introduced Smart Building Solution Products (SBS) such as JK Lakshmi Concrete - Ready Mix Concrete (RMC), JK Lakshmi Gypsum Plaster, JK Lakshmi Wall Putty, JK Lakshmi Primer, JK Lakshmi Adhesives and JK Lakshmi Fly Ash Blocks (Autoclave Aerated Blocks) AAC.

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