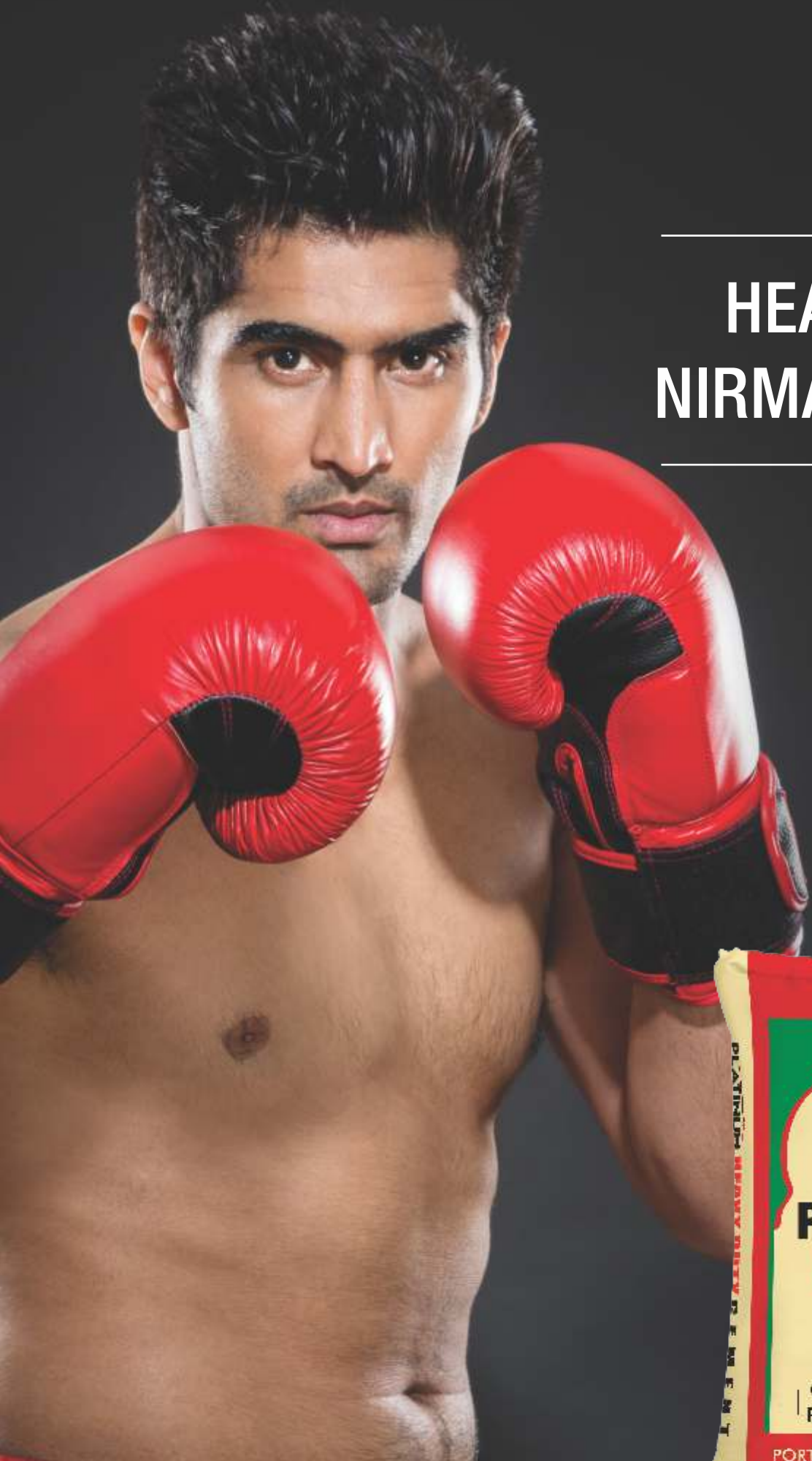


**PLATINUM**  
**HEAVY DUTY**  
**CEMENT**

**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 with-stand 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 'Particle Packing Technology', we have ensured a better quality product.

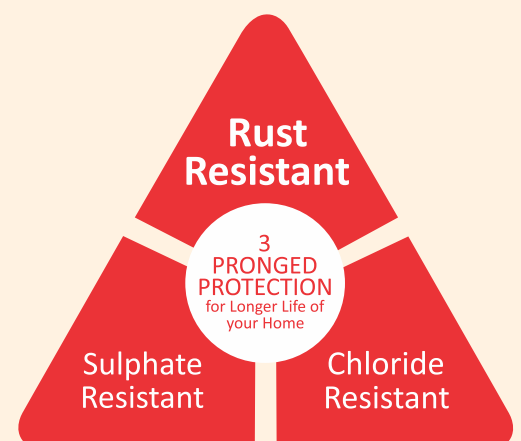
Blending in along with, utmost perfection, precision and satisfaction, JK Lakshmi Cement Limited is much proud to present, the indigenous **PLATINUM HEAVY DUTY CEMENT**.



## 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 diminished durability of structures.

Platinum Heavy Duty Cement with high reactive fly ash, resists sulphate and chloride attacks and 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 BENEFIT

### RUST PROTECTION

Resistance to sulphate and chloride protects the steel bars, enhancing the strength and durability of the structure.

### SUPERIOR PARTICLES

Super fine particles lead to more volume per kg of cement with superior finish.

### LONG-TERM STRENGTH & GREATER DURABILITY

Higher compressive strength, more impermeable as well as dense concrete made from this cement, contributes to greater durability of construction.

### SUPERIOR WORKABILITY

It's superior spherical particles make Concrete / mortar very easy to transport & place at job site.

### SUPERIOR BONDING

Due to the unique chemical composition and fine particles, it gives superior bonding on brick, concrete, stone masonry.

## 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



**JK LAKSHMI**   
C E M E N T L t d.

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