

JK Cement LTD.

JK CEMENT  
**BondMaxX**  
Instant Plaster Bonding Agent



JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster

JK CEMENT  
**GypsoMaxX<sup>101</sup>**  
Premium Gypsum Plaster



JK CEMENT  
**GypsoMaxX<sup>301</sup>**  
Premium Gypsum Plaster

JK CEMENT  
**PlastoMaxX**  
One Coat Gypsum Plaster



JK CEMENT  
**PlastoMaxX<sup>90</sup>**  
One Coat Gypsum Plaster

JK Cement LTD.

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Registered Office

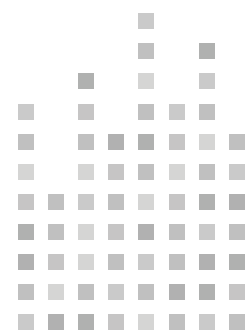
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PRODUCT  
CATALOGUE





## ABOUT JK CEMENT

JK Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate JK Organisation, founded by Lala Kamlapat Singhania. We have over four decades of experience in cement manufacturing and partnering the multi-sectoral infrastructure needs of India on the strength of our product excellence, customer orientation and technology leadership.

We entered the space 3 decades ago with a new product, white cement, when the market was not even defined. Relying upon a process that wasn't tested before, and with a challenge of finding the right quality of limestone at the right location, JK Cement started production, now turning into a wagon for the industry to follow.

Today, the Company is one of the largest manufacturers of White Cement and the leading manufacturer of Wall Putty in the Country.

The results have been significant. From producing 50,000 tonnes per annum (TPA) at inception, JK White Cement now has a capacity of 6,10,000 tonnes per annum (TPA), due to continuous process improvements & modifications.

Over the years, JK White Cement also launched value added products such as JK Wall Putty, JK PrimaxX and several other revolutionary offerings, providing a one stop solution for the consumers.

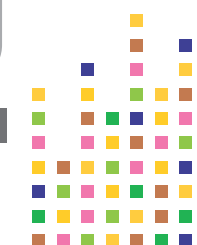
Having established a strong presence in India, we made our first international foray with setting up of a green-field dual process White Cement-cum-Grey Cement plant in the free trade zone at Fujairah, U.A.E to cater to the GCC and African markets. With the commissioning of this plant, JK Cement has become the third largest producer of White Cement in the world.

The product range finds applications in the far corners of the country and indeed beyond the geographical borders.

### Our Strengths

Backed by the state-of-the-art technology, access to the best quality raw materials and highly skilled manpower against the backdrop of India's infrastructural growth in an overdrive, JK Cement has been able to successfully secure the stature of a promising brand. Superior products and a strong brand name, an extensive marketing and distribution network, and technical know-how represent our abiding strengths.

With the help of continuous R&D, JK White Cement identified the unmet customer demand for a product which gives ease of application and higher durability as compared to acrylic putty. This led to the development and launch of JK Wall Putty, which is among a large bouquet of revolutionary value-added products from the white cement team. White cement based putty has nearly replaced the uses of acrylic putty in India and now has more than 90% share in the putty segment, having captured a market size of 2.8 Million MT.





## JK CEMENT **BondMaxX** Instant Plaster Bonding Agent

Formulated with Instant Bonding Polymer, JK Cement BondMaxX is an excellent bonding agent suitable for RCC background and internal gypsum or plaster based wall lining.

The unique mix of polymer, selected sand fillers and additives makes it coarse and improves its bonding properties.

It also acts as a plaster bonding agent for pre-treatment of smooth background.

### Benefits

- Strong durable bonding
- Suitable for RCC, gypsum and sand cement plaster
- Easy single coat application

### Features

- Dual bonding – chemical as well as mechanical grip
- Can be applied using both brush and roller
- Green colour for easy identification



## JK CEMENT **GypsoMaxX** Premium Gypsum Plaster

JK Cement GypsoMaxX is a premium gypsum plaster made up of the purest form of natural gypsum, giving the walls silk like smoothness. It is a premium base produced as a result of calcination of the raw gypsum under a controlled production process in specialized manufacturing units.

### Benefits

- Dazzling whiteness
- Crack resistant
- Silky smooth finish
- Higher transverse strength

### Features

- Enhanced paint brightness
- Extra smooth ceilings and walls
- Long life of painted surfaces



## JK CEMENT **PlastoMaxX** One Coat Gypsum Plaster

JK Cement PlastoMaxX is a gypsum based one coat plaster suitable for application on brick, block and concrete surfaces. Its vermiculite based  $\beta$ -hemihydrate formulation ensures working and setting characteristics.

PlastoMaxX is a one coat plastering solution for the smoothest walls, making them ready for painting.

### Benefits

- Single coat application
- Flame retardant
- Higher coverage

### Features

- Excellent adhesion
- Smooth and beautiful walls
- Thermal resistant



## JK CEMENT **PlastoMaxX<sup>90</sup>** One Coat Gypsum Plaster

JK Cement PlastoMaxX 90 is a gypsum based one coat plaster suitable for plastering application on most internal backgrounds including bricks, blocks, and concrete. It contains perlite as lightweight aggregate which helps in providing a superior coverage of 90 m<sup>2</sup>/MT. It facilitates 2 times faster application than Sand Cement plaster and 1.5 times faster than local Gypsum plaster. An environment friendly product which saves potable water as no water curing is required while reducing the structural load on the building (50% lighter than conventional Sand Cement plaster).

### Benefits

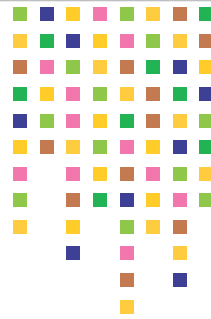
- Extra whiteness
- Single coat application
- Longer paint life

### Features

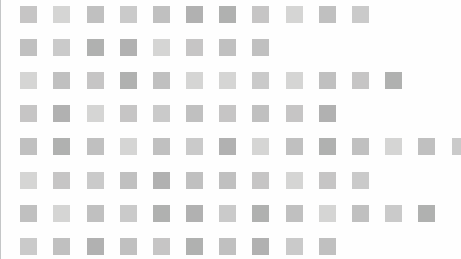
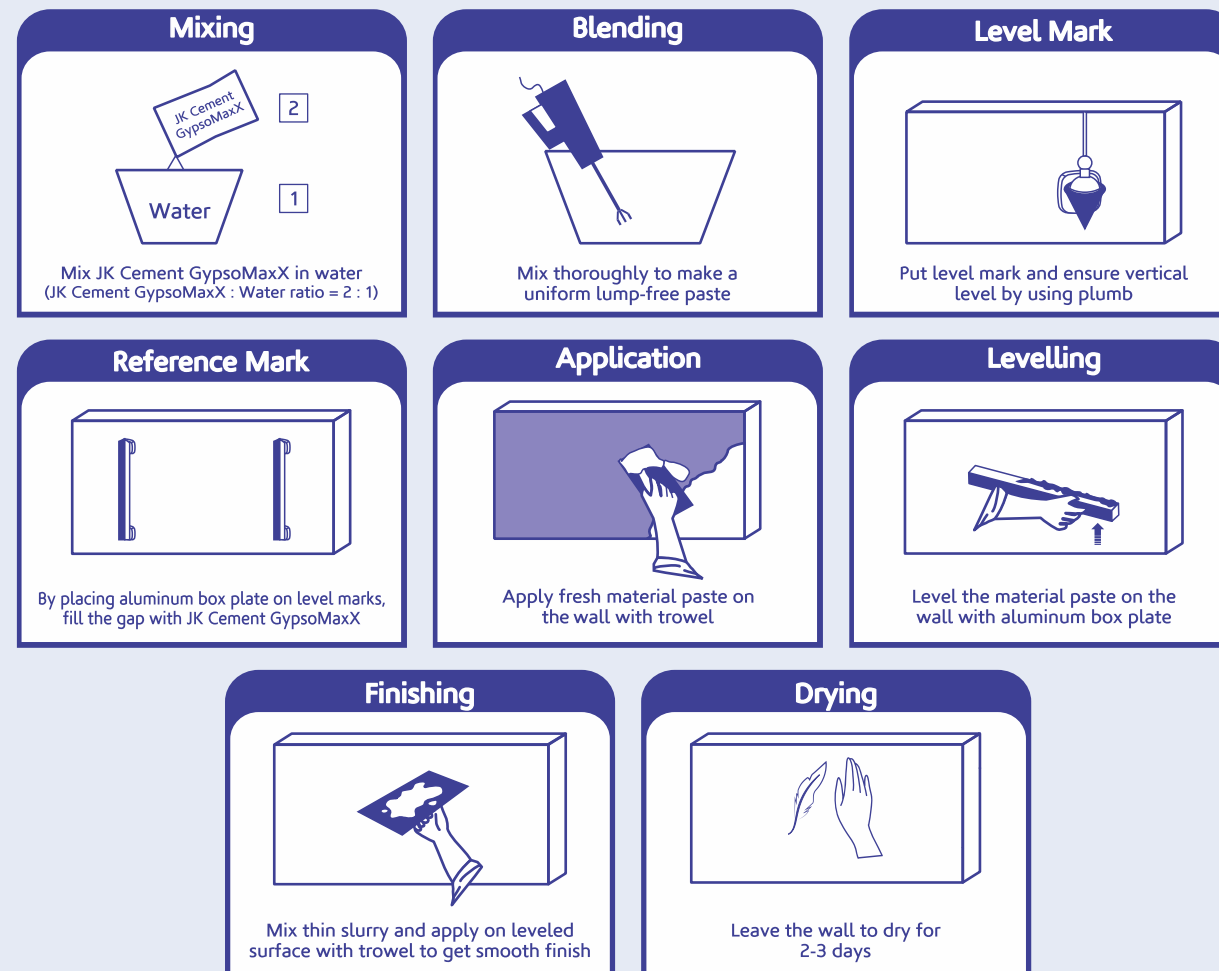
- Strong adhesion on a variety of substrate
- Extra smooth finish
- Four times more resistance to heat transformation





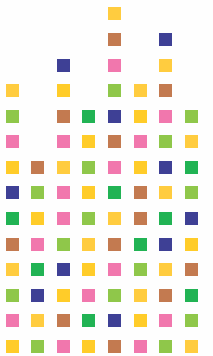


## Process of Application



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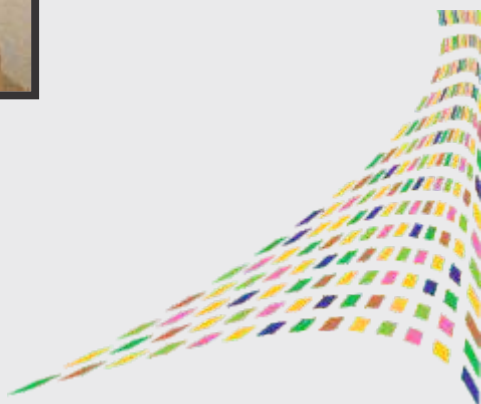




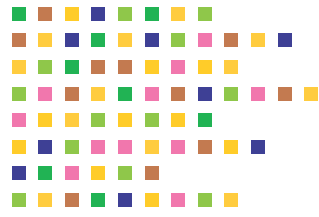


MINUS

PLUS







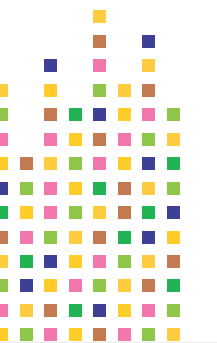
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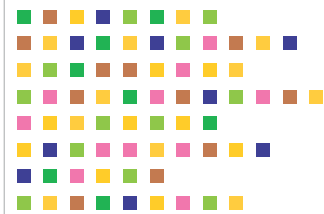


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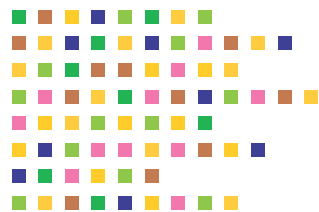


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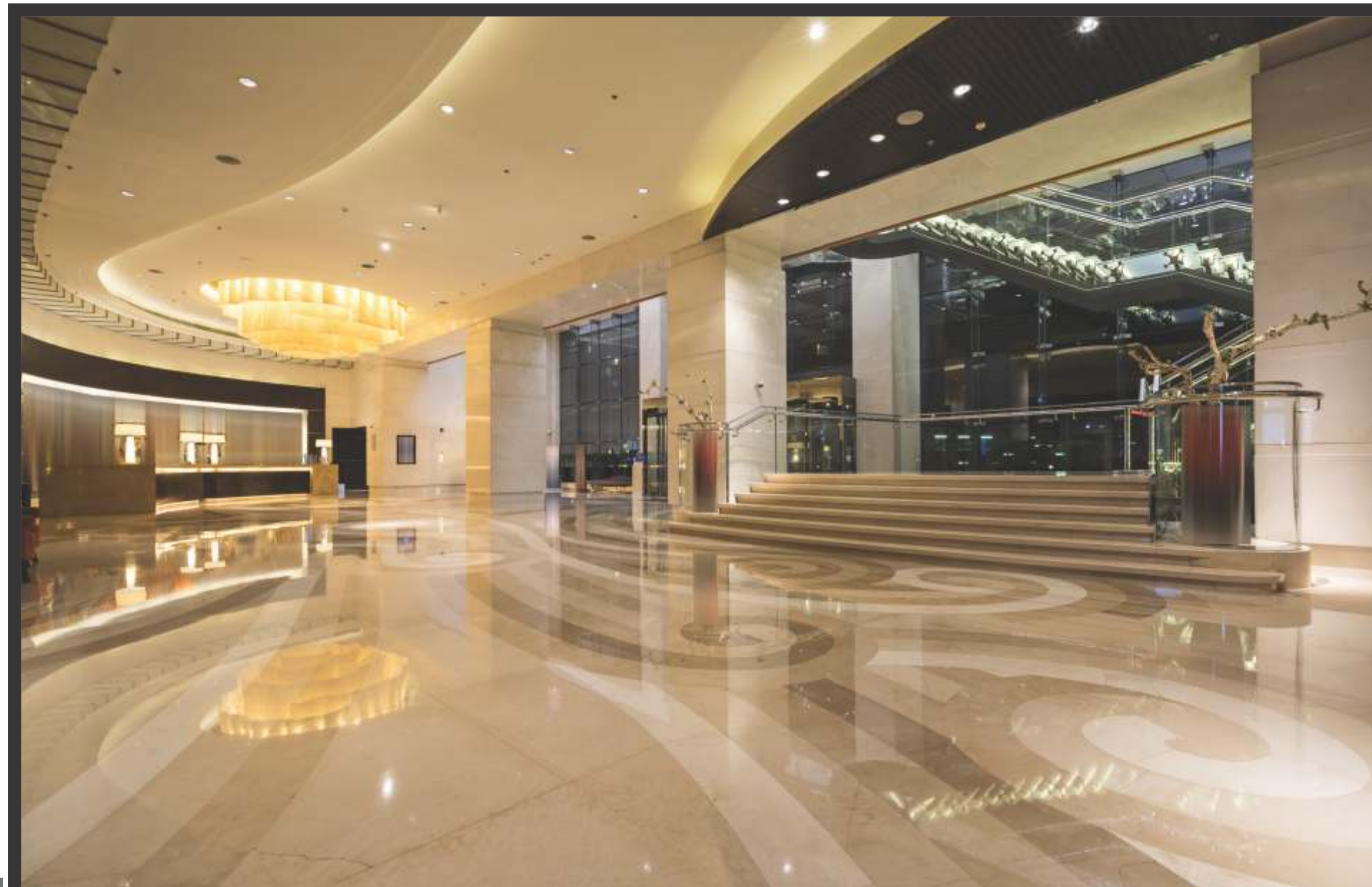
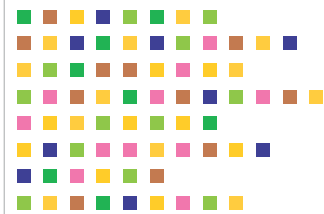


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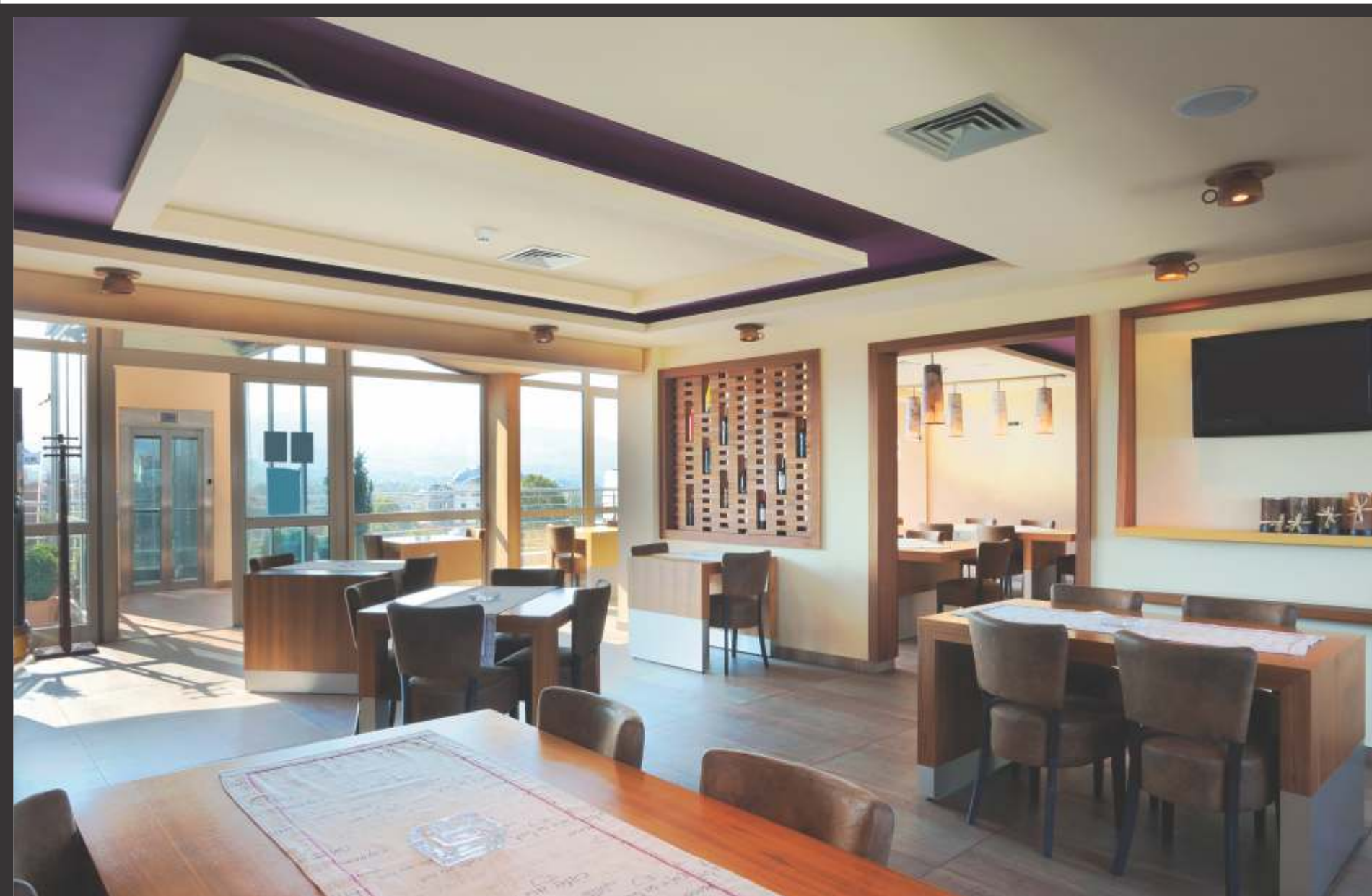






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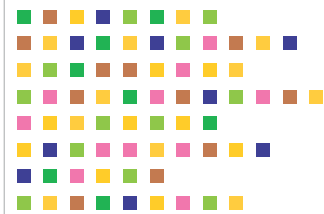


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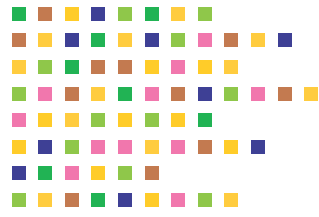


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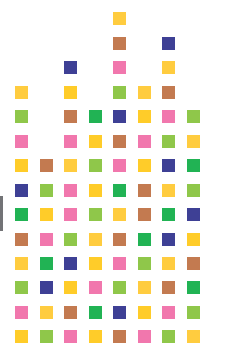
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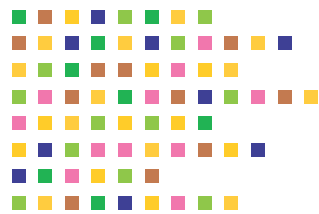


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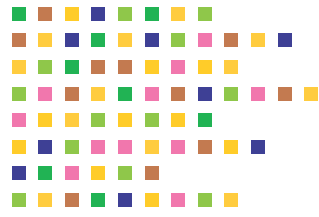


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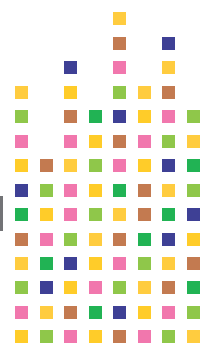
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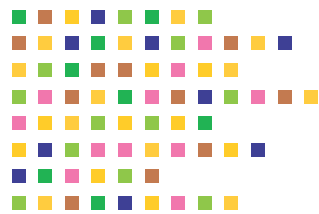


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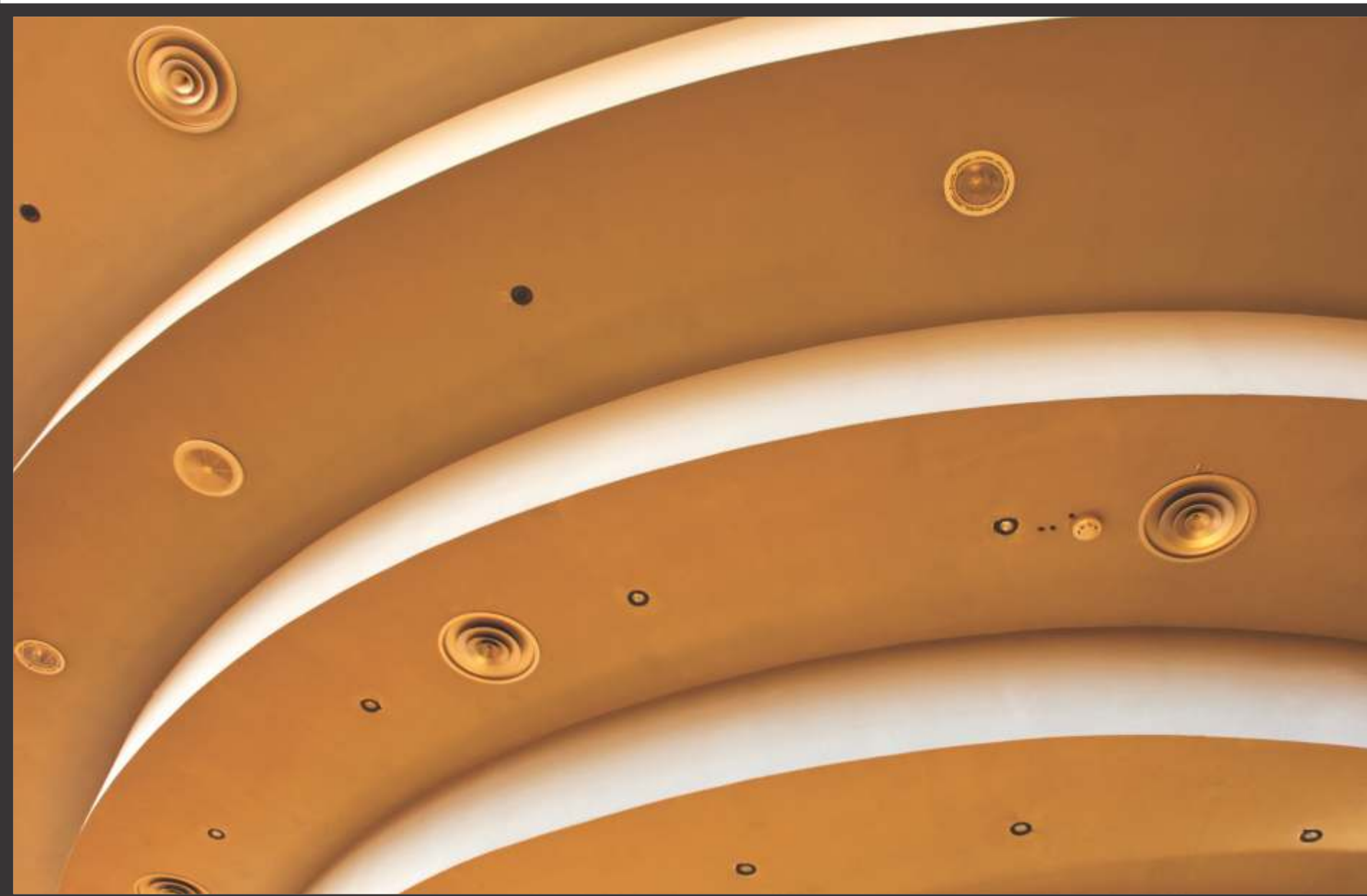






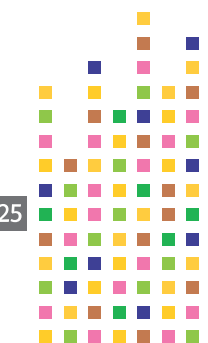
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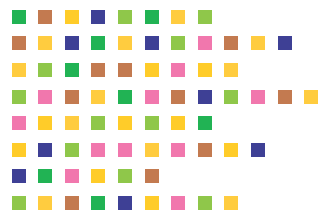


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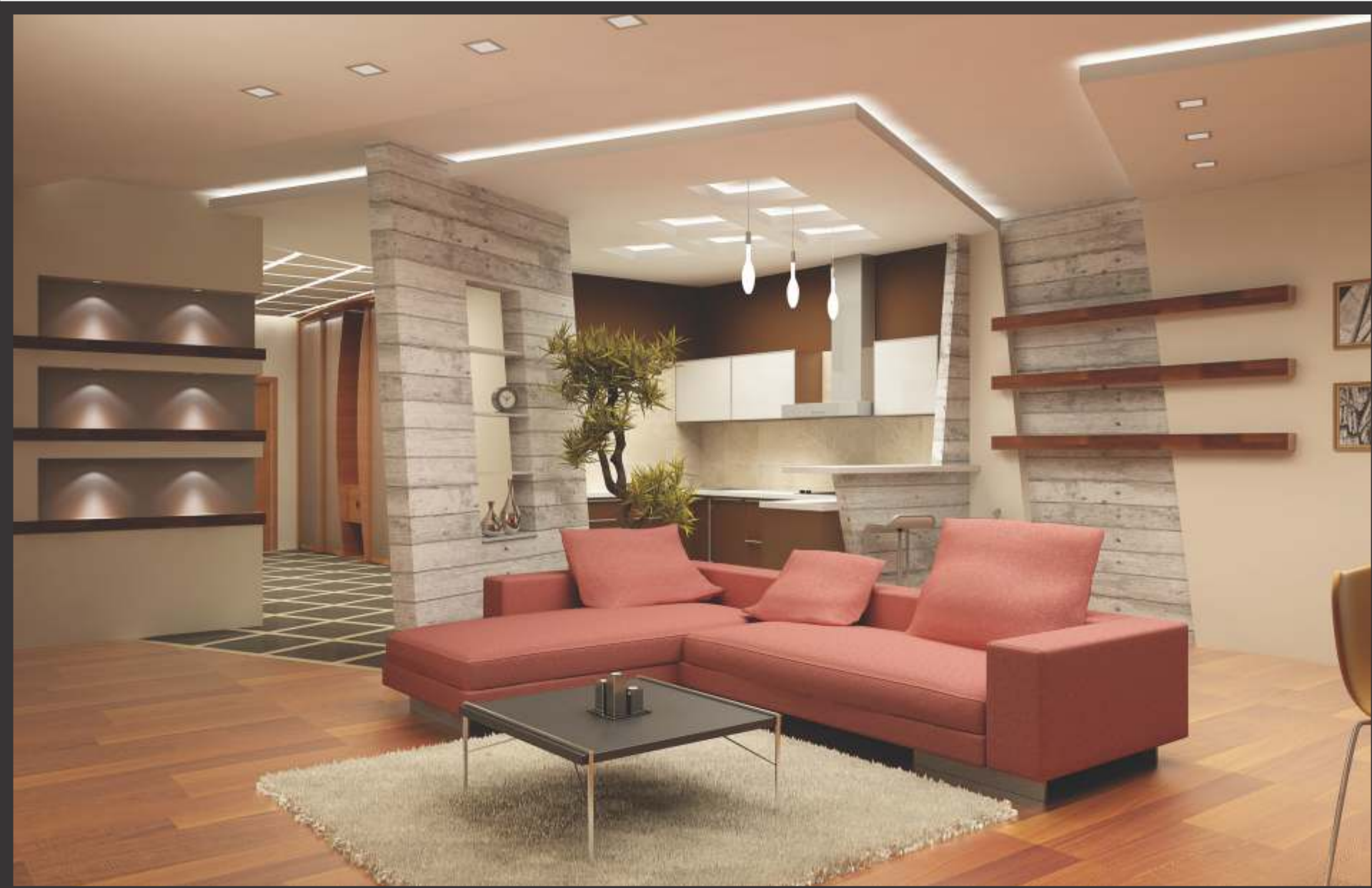






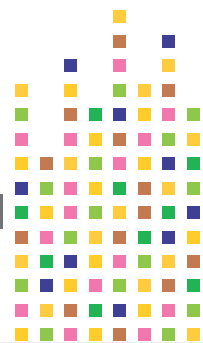
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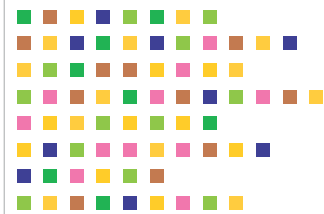


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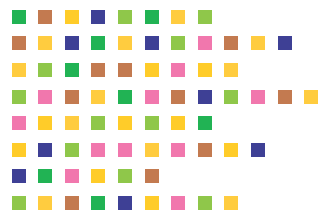


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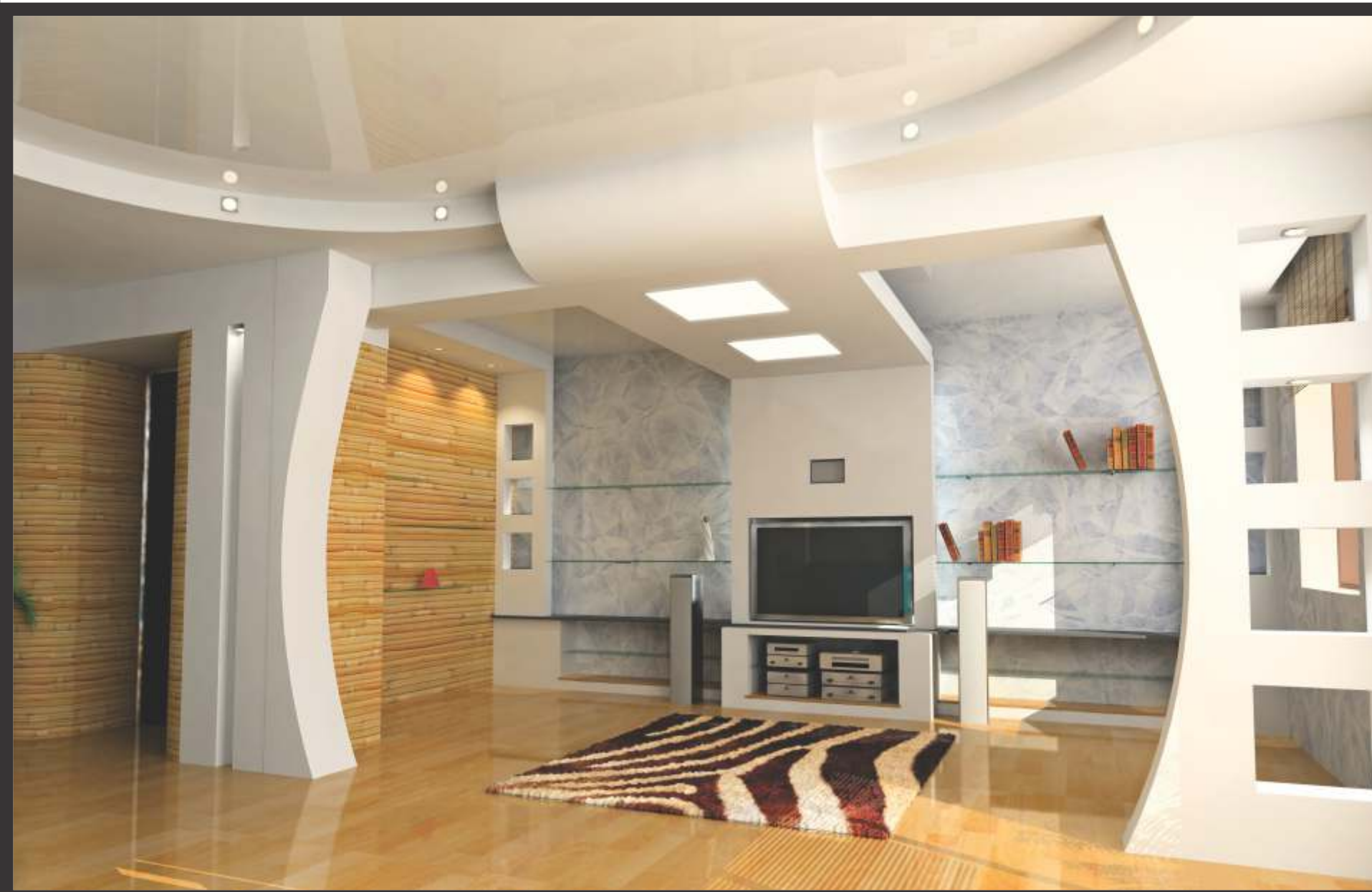






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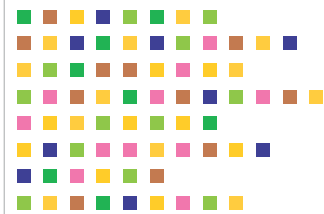


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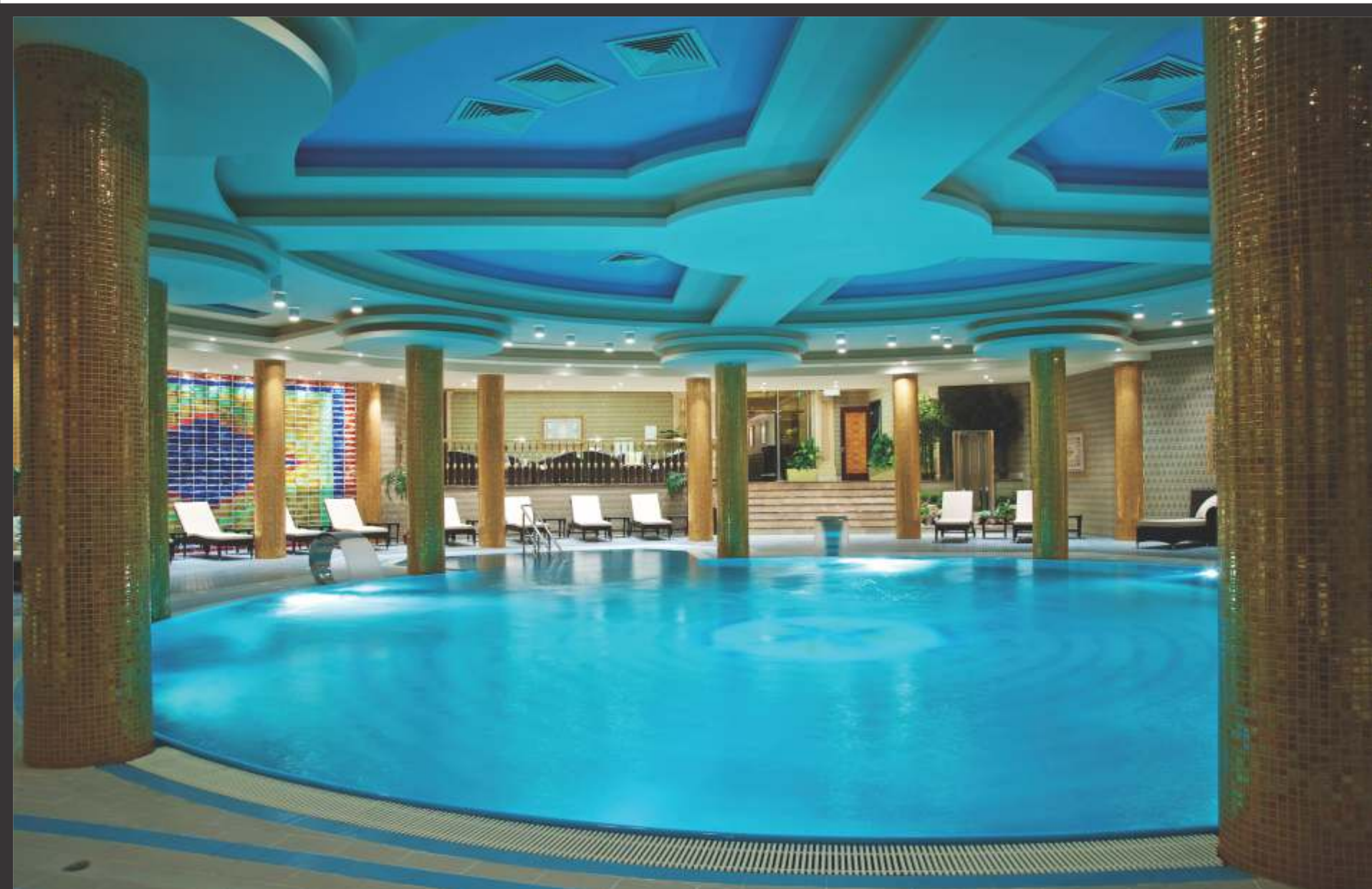






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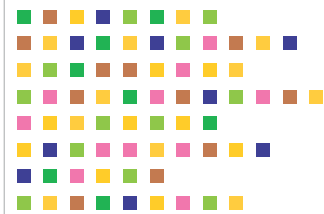


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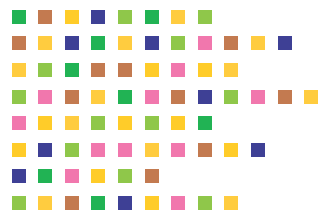


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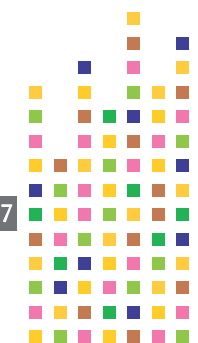
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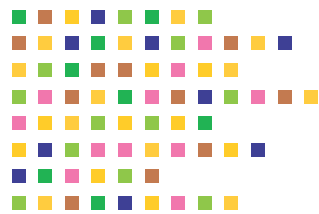


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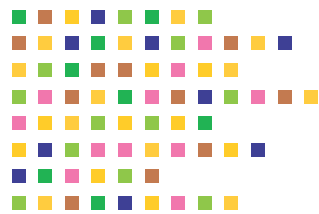


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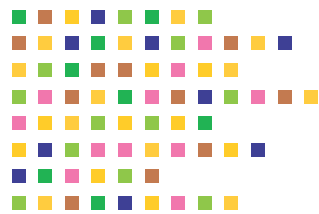


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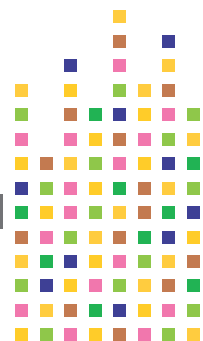
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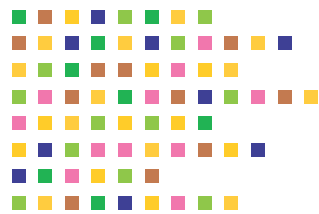


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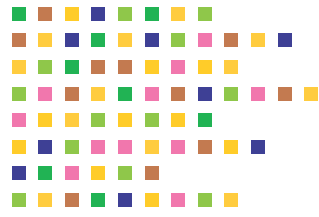


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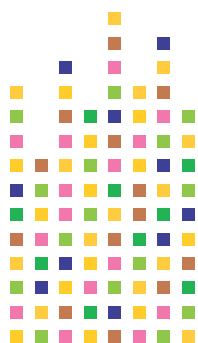
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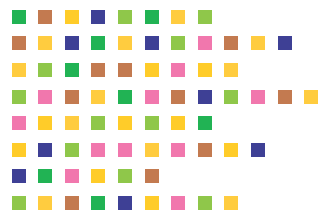


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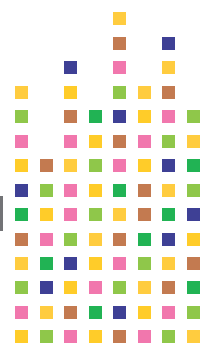
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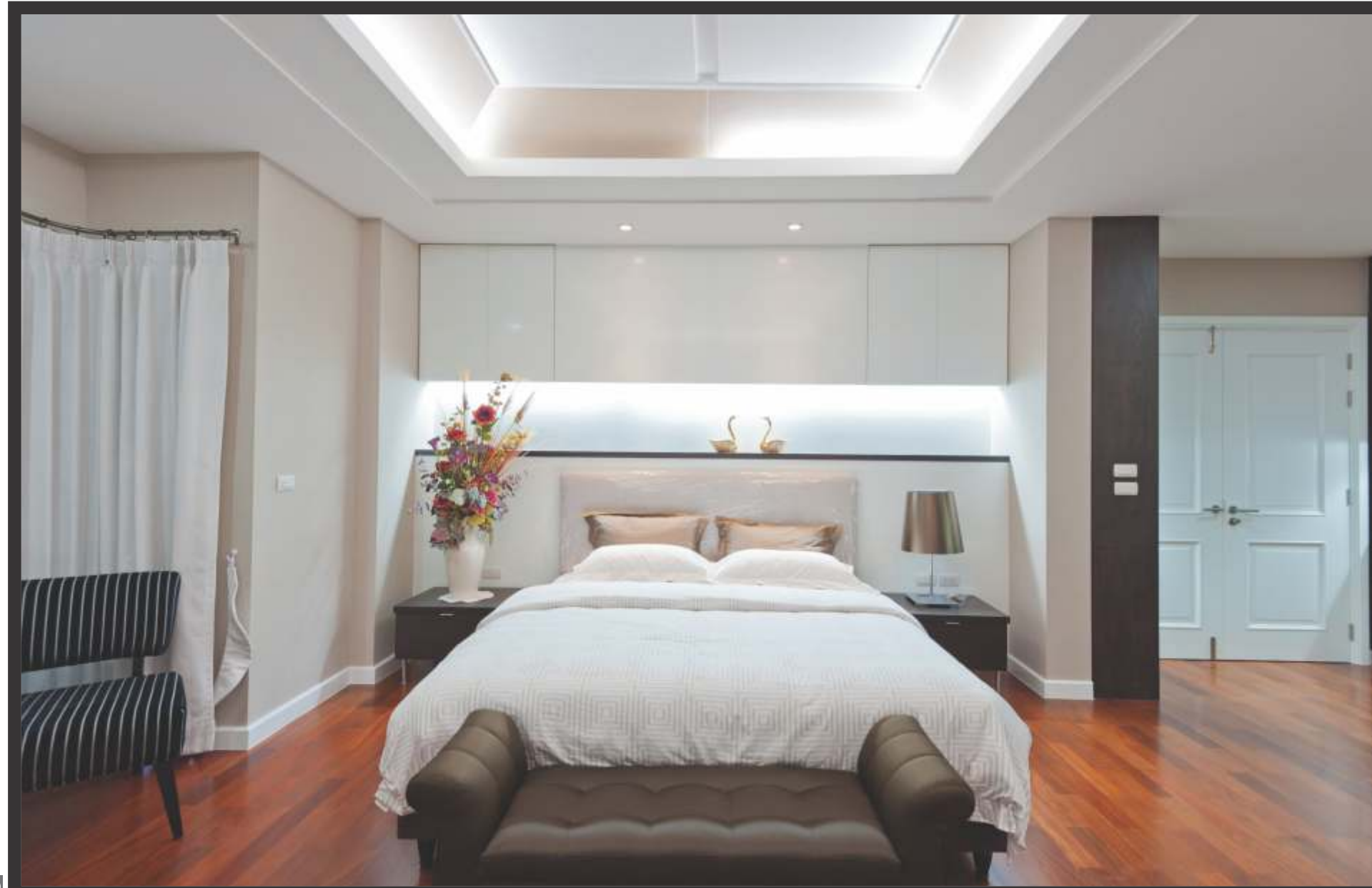
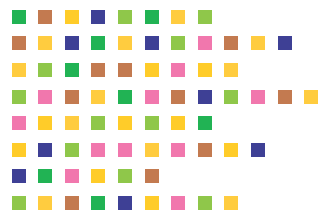


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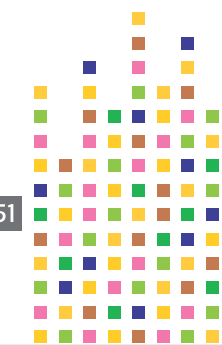
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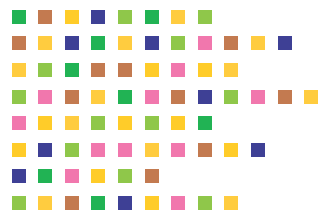


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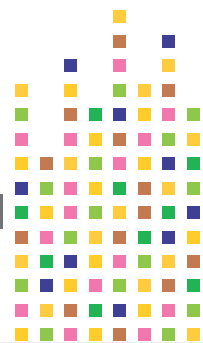
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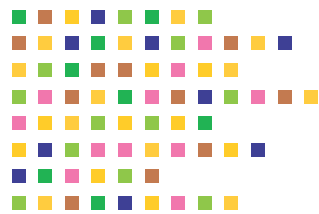


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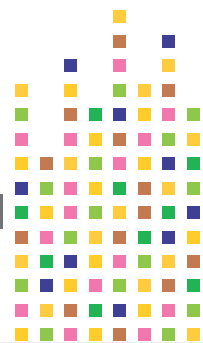
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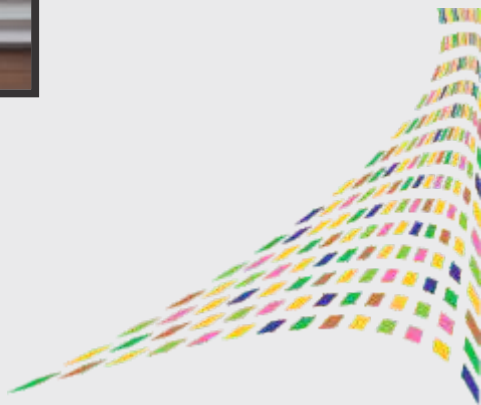




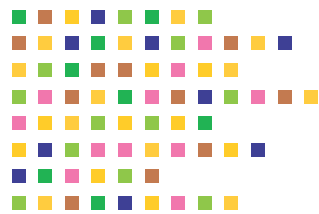
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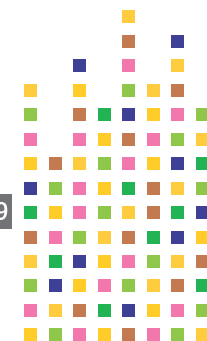
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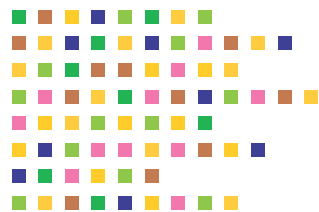


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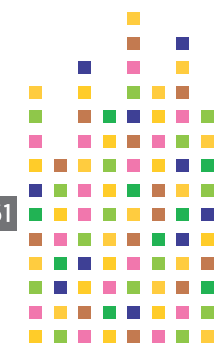
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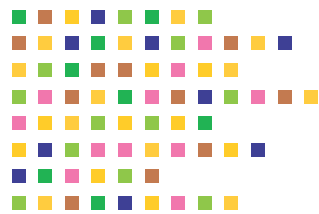


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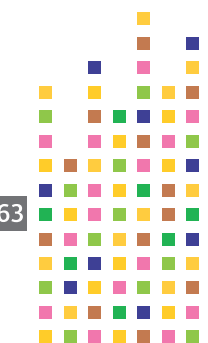
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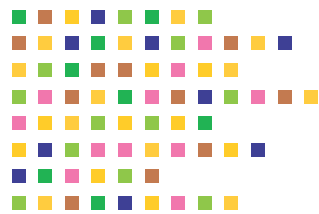


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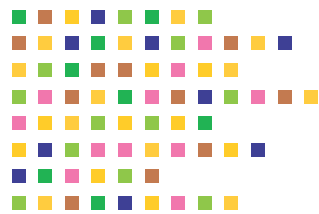


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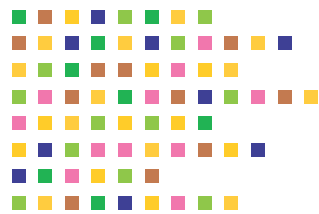


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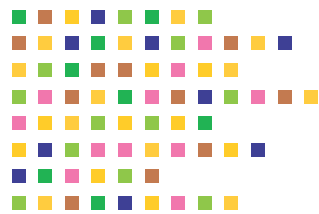


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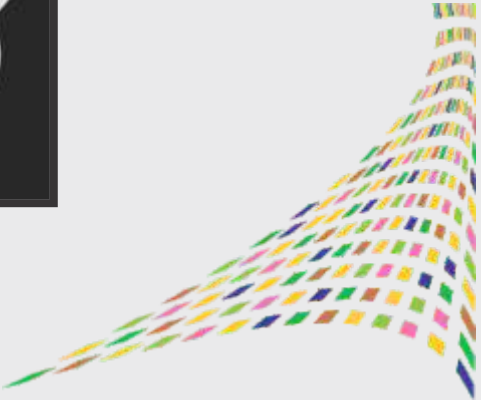
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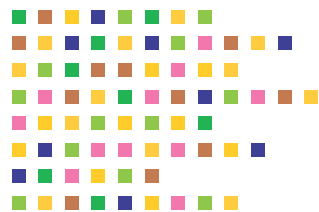


CIRCLES



CIRCLES





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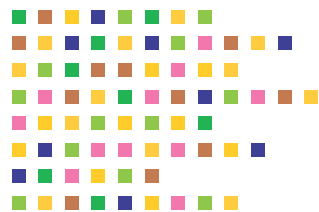


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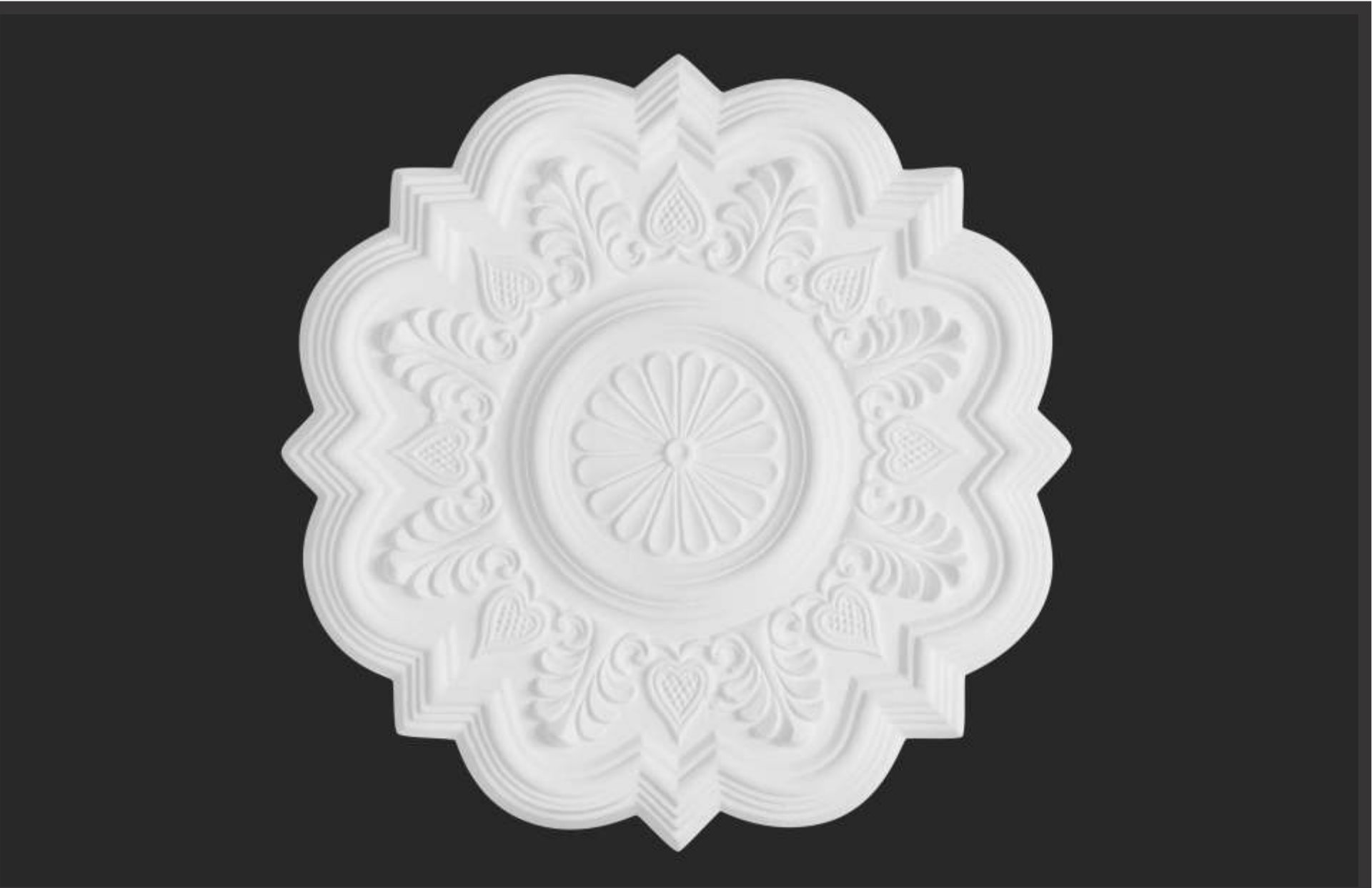






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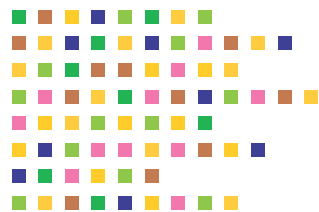


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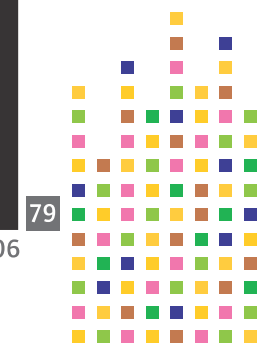






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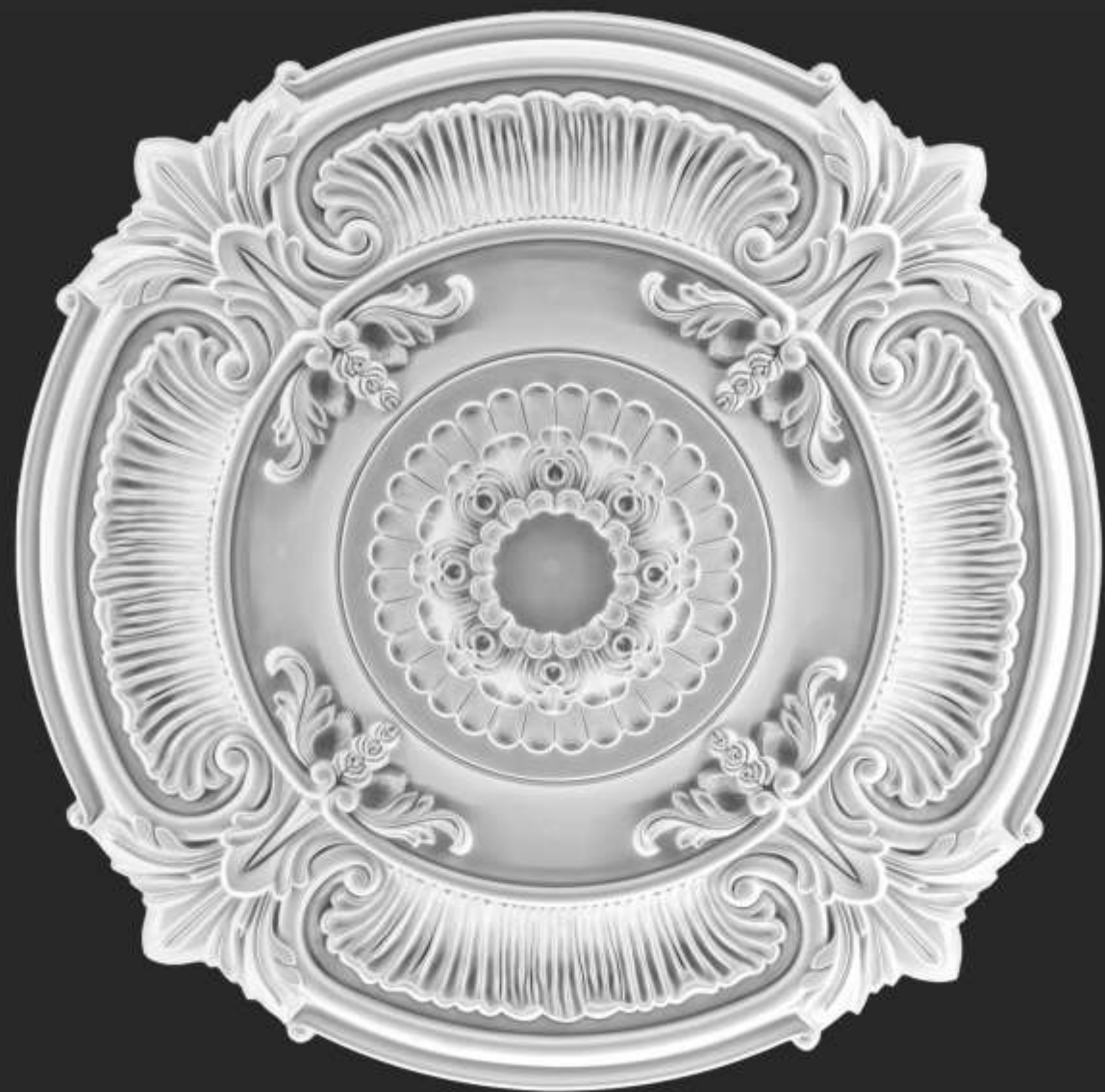
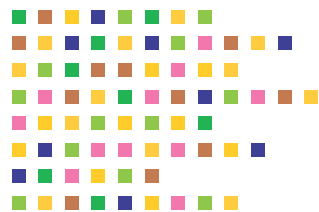
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