

JK Cement LTD.

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JK Cement LTD.

Silk  
smoothness



JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster

**BENEFITS**

- Dazzling Whiteness
- Crack Resistant
- Silky Smooth Finish

Perfect  
Whiteness



# About

## JK Cement GypsoMaxX

JK Cement GypsoMaxX is a premium gypsum plaster made from the purest form of natural gypsum. It is a premium base coat produced as a result of calcination of the raw gypsum under a controlled production process in specialized manufacturing units.

JK Cement GypsoMaxX ensures perfect whiteness and is suitable for application on internal surfaces including walls and ceilings

## Areas of Application\*

JK Cement GypsoMaxX is suitable for application on internal substrates including AAC blocks, RCC, concrete and various other types of blocks/bricks.

JK Cement GypsoMaxX can be applied as:

1. A two - step process of sand - cement plastering followed by JK Cement GypsoMaxX punning.
2. A one step process of direct application of a single-coat layer.

Application of JK Cement GypsoMaxX would result in a superior silk - like finish and higher coverage.

\*For concrete, plaster board, RCC & other similar surfaces use a bonding agent.

## Benefits



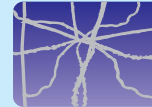
### Cost Effective

JK Cement GypsoMaxX can replace one coat of sand cement plaster, leading to considerable savings due to reduced labour and material costs. Its silky smooth finish post drying reduces the consumption of putty/paint. This also therefore, leads to reduction in labour cost of overall paint application.



### High Strength

Gypsum as a raw material inherently has high transverse strength, hence JK Cement GypsoMaxX is very strong by virtue, in terms of bonding.



### Crack Resistant

JK Cement GypsoMaxX does not shrink or expand post application/drying due to its inherent character, thus avoiding shrinkage cracks.



### Water Saving

Conventional plastering methods require curing of sand cement walls during the application, whereas, JK Cement GypsoMaxX is self-setting.



### Exceptional Coverage

Special additives mixed during the manufacturing process lowers the overall density of JK Cement GypsoMaxX, resulting in higher coverage.



### Dazzling whiteness

The whiteness of JK Cement GypsoMaxX is approx. 75%.



### Silky Smooth Finish

JK Cement GypsoMaxX is a premium gypsum plaster with  $\beta$ -Hemihydrate. Its state-of-the-art manufacturing technology ensures silk-like finish of walls and ceilings.

## About JK Cement

JK Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate JK Organisation. We have over four decades of experience in cement manufacturing and partnering the multi-sectoral infrastructure needs of India.

Our market presence for Grey Cement is across Rajasthan, MP, Gujarat, J & K, Haryana, Punjab, Delhi, UP and Uttarakhand in the North while in Karnataka, Goa, Maharashtra and Kerala in the South. JK White Cement enjoys a pan India presence.

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.

Backed by state-of-the-art technology, access to the best quality raw materials and highly skilled manpower, JK Cement enjoys the stature of the 3<sup>rd</sup> largest producer of White Cement in the world and 2<sup>nd</sup> largest manufacturer of White Cement and WallPutty in India.



At JK Cement, it is our constant endeavour to provide quality products and services to our customers. This design brochure provides a ready reference for beautification of walls and ceilings, helping our valuable partners and consumers to select from an array of designs that suits their interiors the best.

## Table of Content

► <b>Plus Minus</b>	6-11	► <b>Corners and Moulds</b>	
► <b>False Ceilings</b>	12-33	• Circles	56-59
		• Corners	60
► <b>Miscellaneous</b>	34-55		

Plus Minus

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. — PM 001

Plus Minus

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



C.N. — PM 002



C.N. — PM 003



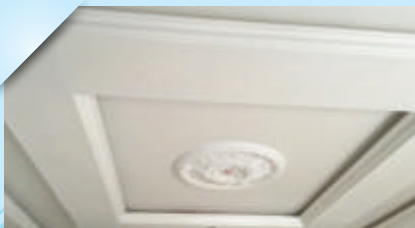
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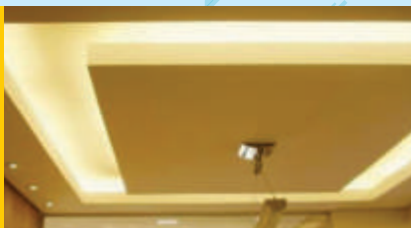
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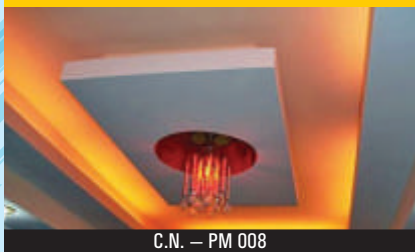
JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



C.N. — PM 006



C.N. — PM 007



C.N. — PM 008



C.N. — PM 009

Plus Minus

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**GypsoMaxX**  
Premium Gypsum Plaster



Code No. — PM 010

Plus Minus

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



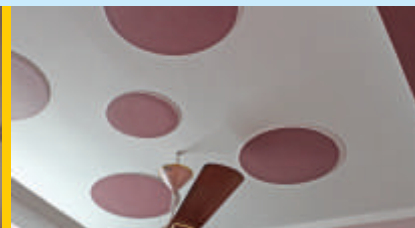
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Plus Minus

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



C.N. — PM 012



C.N. — PM 013



C.N. — PM 014



C.N. — PM 015

False Ceilings

Residential – Hall / Drawing Room

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. – FC 001

False Ceilings

Residential – Hall / Drawing Room

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. – FC 002



False Ceilings

Residential – Hall / Drawing Room

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. – FC 003

False Ceilings

Residential – Hall / Drawing Room

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



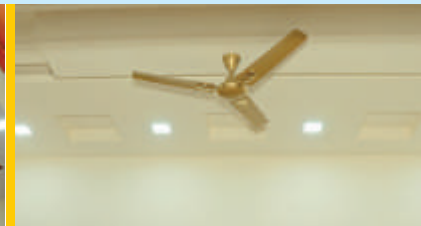
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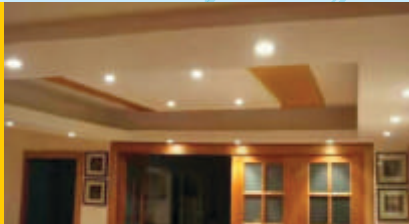
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False Ceilings

Residential – Hall / Drawing Room

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. – FC 015

False Ceilings

Residential – Hall / Drawing Room

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C.N. – FC 016



C.N. – FC 017



C.N. – FC 018



C.N. – FC 019

False Ceilings

Residential – Hall / Drawing Room

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C.N. – FC 020



C.N. – FC 021



C.N. – FC 022



C.N. – FC 023

False Ceilings

Residential – Bedroom

JK CEMENT  
**GypsoMaxX**  
Premium Gypsum Plaster



Code No. – FC 024



False Ceilings

Residential – Bedroom

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**GypsoMaxX**  
Premium Gypsum Plaster

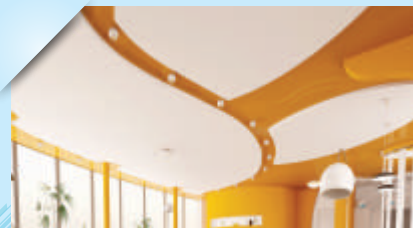


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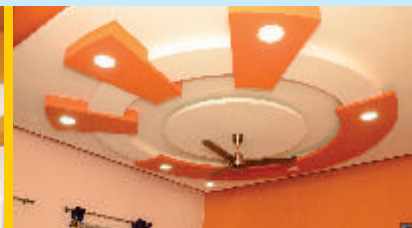
False Ceilings

Residential – Bedroom

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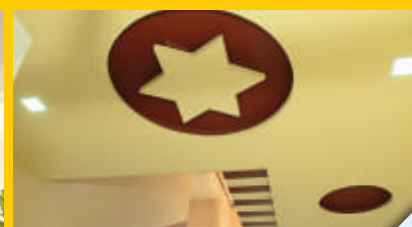
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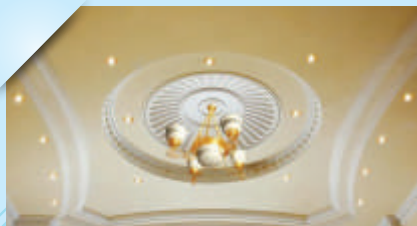
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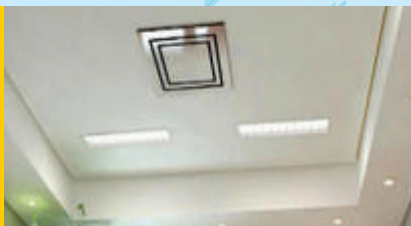
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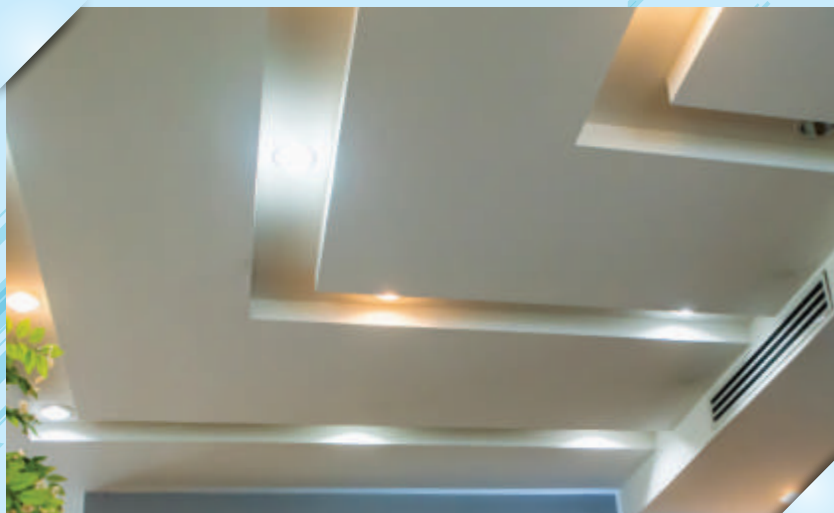
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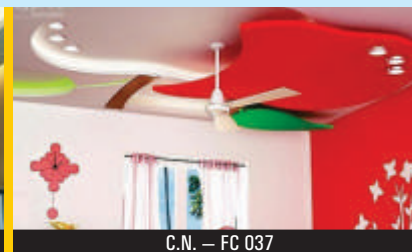
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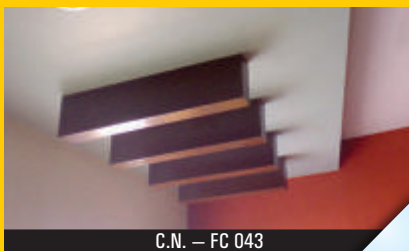
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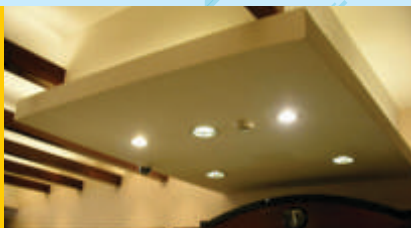
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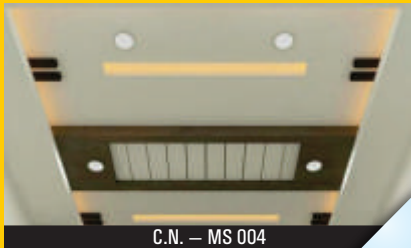
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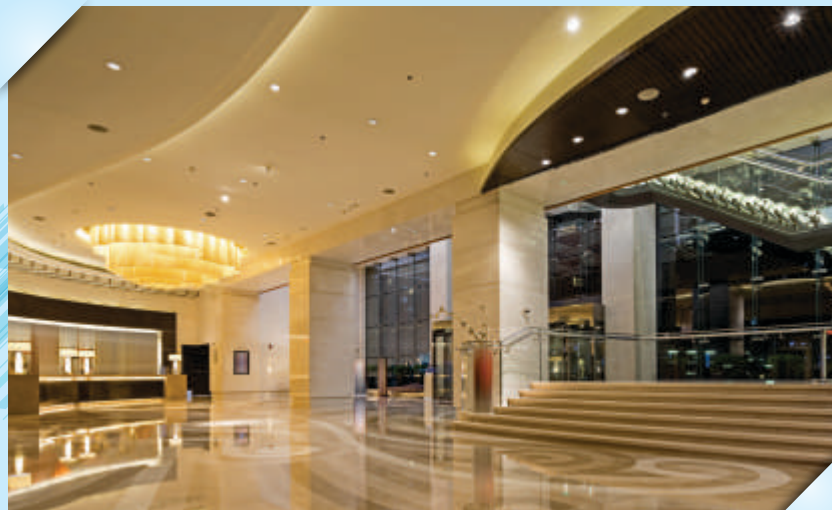
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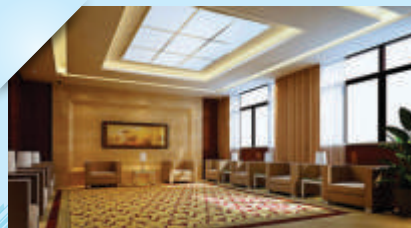
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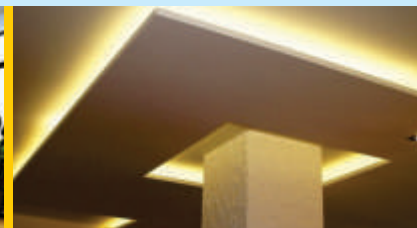
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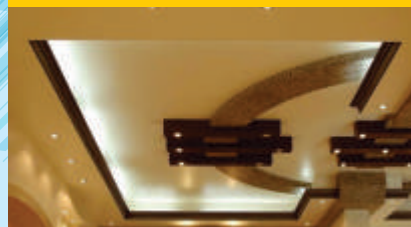
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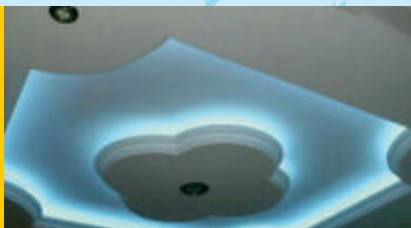


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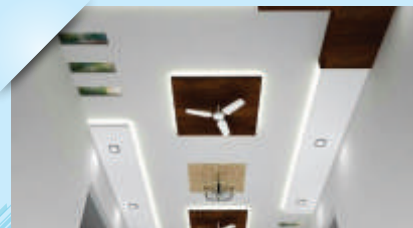
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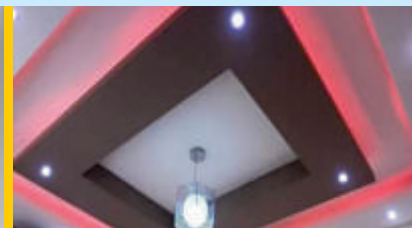
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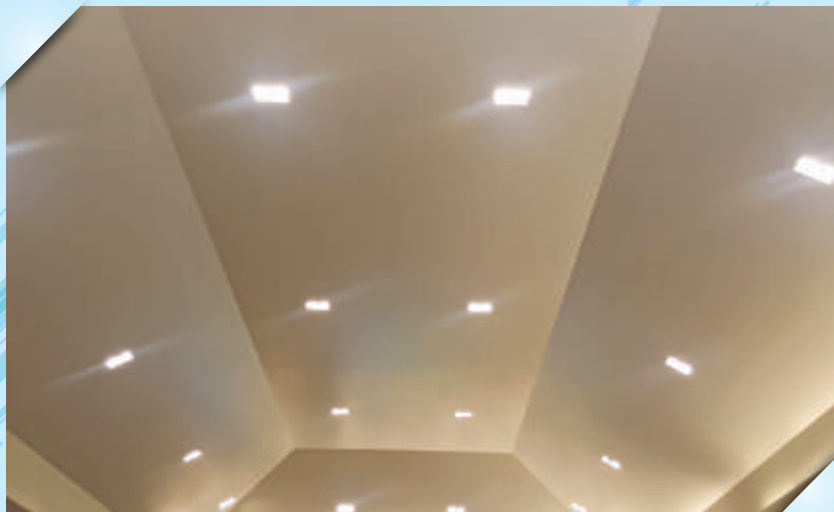
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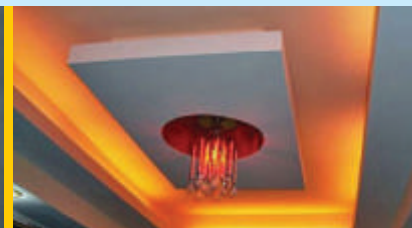




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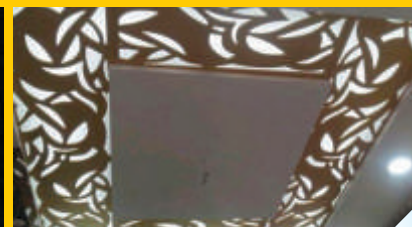
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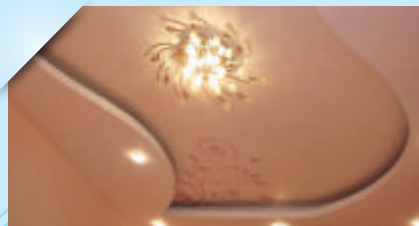
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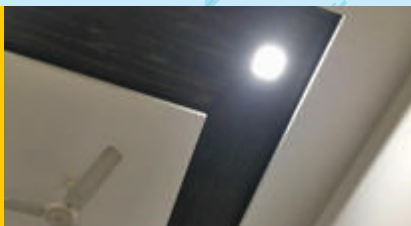
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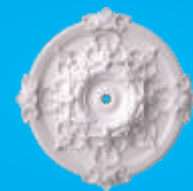
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