

IPL 12: JK Lakshmi Cement title sponsor for Rajasthan Royals again



JAIPUR, March 22: After making a refreshed entry back into the IPL last season, the re-energized Rajasthan Royals are back in pink of health for IPL 12 - literally.

In their new pink jerseys – signifying their Pink City origin, bearing the logo of JK Lakshmi Cement– India’s leading cement major, for the second consecutive season; Rajasthan Royals is all set for a cracking show under the steward-ship of captain Ajinkya Rahane, much charged up for the upcoming tournament.

Speaking on the renewed association with Rajasthan Royals, Dr. Shailendra Chouksey, Whole Time Director, JK Lakshmi Cement Ltd. said, “It has been a power-packed journey for us as well as the Royals and the decision to continue our association was but natural. While both JK Lakshmi and Rajasthan Royals hail from the state, the aspiration of both partners is to constantly strive to rise, improve and scale newer heights.”

In fact, inspired by the impactful association with the Rajasthan Royals during IPL 2018, JK Lakshmi Cement launched a new brand named as JK Sixer Cement – a product which attributes the winning strokes to all class of constructions like the most scoring shot in cricket. The theme of cricket captured in the JK Sixer cement was well appreciated in various markets.

In this season’s renewed association of JK Lakshmi with the Royals; logos of JK Sixer - the official sponsor in the current season of IPL 2019, will flash on the back of helmets and caps of the squad.

The team’s inherent strength, killer instinct, Buland Soch coupled with fast improvisation in its strategy is in sync with the philosophy of JK Lakshmi Cement Ltd., Dr Chouksey asserted. “Rajasthan Royals have shown the unmatched temperament last season and in this year it will come forth as stronger contender in the championship,” he said.

Ranjit Barthakur, executive chairman, Rajasthan Royals said, "We are delighted to have JK Lakshmi Cement our last year’s sponsor back this season again. This consistency in collaboration I am sure will strengthen the performance of Rajasthan Royals and JK Lakshmi as a brand."

The Royals’ team which had experimented with pink during practice sessions and even played a game last season has now switched to the colour this season from its blue jerseys in the last season. “This is an exciting change for us and comes as a response to the fantastic reaction from the fans to our training kit and of course inspired by the colour of our state that has a touch of pink everywhere,” Barthakur said.

About JK Lakshmi:

JK Lakshmi Cement, the cement arm of JK Organisation, was started in 1982 from Sirohi, Rajasthan. It has always been an industry out-performer. The brand today is a top rung cement manufacturer meeting India's infrastructure needs with a wide range of world class products including multiple grades of cement to build runways, highways and the dream houses for the people of India. It has adopted eco-friendly processes that involves recycling of waste, conservation of soil and reduction in emission and has introduced products which shortens construction time and enhances project sustainability.

It operates fully computerized integrated cement facilities at Sirohi and Udaipur in Rajasthan, Durg (Chhatisgarh), Kalol and Surat in Gujarat and Jharli (Haryana), at par with international standards. It has an annual capacity of about 13 million tons.

Besides being a socially responsible corporate in terms of including the socio-economically backward rural communities in its expansion plans, the company has also been supporting and promoting sports activities including boxing.