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JK Lakshmi Cement becomes title sponsor of Rajasthan Royals

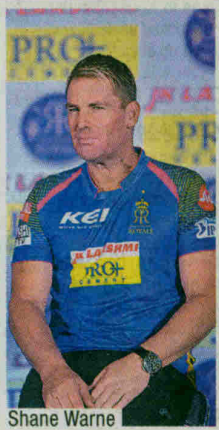
Dalbeer Singh Negi/dna



Ajinkya Rahane



Jaydev Unadkat



Shane Warne



Rajasthan Royals unveiled its new jersey in Jaipur on Thursday, where mentor Shane Warne, captain Ajinkya Rahane & pacer Jaydev Unadkat graced the event and shared the dais with the team's co-owner Manoj Badale & president JK Lakshmi Cement Shailendra Chouksey

After Hrs Correspondent

Indian Premiere League (IPL) franchisee - Rajasthan Royals announced its association with JK Lakshmi Cement Ltd, as their title sponsor for the upcoming IPL Season. JK Lakshmi Cement Ltd is a part of the renowned, multi product-multi location, JK organisation having a legacy of over 125 years.

JK Lakshmi Cement LTD is a leading cement company in the country with state of the art world class manufacturing facilities spread over different states. Speaking of the association with Rajasthan Royals, Dr S Chouksey, Whole Time Director, JK Lakshmi Cement Ltd, said, "We are proud to associate with Rajasthan as the title sponsor for this IPL



Shailendra Chouksey

edition. This team's inherent strength, killer instinct, Buland Soch coupled with innovative thinking are the ingredients of sure success, something very similar to philosophy of JK Lakshmi Cement Ltd. Rajasthan Royals have shown the undaunted temperament to take on the competitor head-on, is a trait which is a perfect fit for the brand JK Lakshmi. We wish the team

all the best and look forward to forging a great and lasting partnership."

Announcing the tie-up, Manoj Badale, co-owner of Rajasthan Royals also shared his excitement about the partnership, "We are proud to be associated with the JK Lakshmi, a leading and trusted cement manufacturing brand in India which is known for its uncompromising values and virtues and celebrates

a century old trust from its consumers."

The company's huge Royal brigade of loyal fans in Rajasthan, Gujarat, Chattisgarh and Haryana etc, are immensely excited with this partnership which will further help the brand in gaining undisputed leadership in the marketplace. The company has been supporting and promoting sports like cricket and boxing.



Sunil Agarwal, Shailendra Chouksey, Manoj Badale