

## **New Salboni cement plant launched by JSW Cement**

JSW Cement, part of the JSW Group, has launched its state-of-the-art Salboni cement plant in Bengal.

The largest cement plant of its kind in the state, the facility has a cement capacity of 2.4Mta and will produce premium Portland Slag Cement (PSC) grade cement.

JSW Cement has targeted the eastern markets gain market share. JSW Cement will market its brand through a TVC campaign. This will be the largest ad spend by any cement brand in the eastern part of India, claims Millenium Port.

At the launch, Parth Jindal, MD, JSW Cement, said: "JSW Cement is now one of the fastest growing cement companies in India. We have a strong presence across the Southern Market, Maharashtra Goa and Odisha. With East as a new addition to our map, we are looking further to increase our network and reach out to new customers. We hope to expand our horizons in the industry and take JSW Cement to greater heights in the region."