

JSW Cement opens operations in Bengal

OUR CORRESPONDENT

KOLKATA: JSW Cement, part of the \$11 billion JSW Group, has launched operations in Bengal on Wednesday.

Chief Minister Mamata Banerjee had laid the foundation stone at a function in January 2016. JSW Cement will bring its premium PSC (Portland Slag Cement) grade to the eastern markets to look to aggressively garner market share in this very competitive part of India. The JSW Cement plant in Salboni is the largest of its kind in Bengal. It uses state-of-the-art technology and will manufacture 2.4 MTPA of premium PSC grade cement. JSW Cement will position itself aggressively in the market through a TVC campaign directed by Shoojit Sircar and written and composed by Anupam Roy. This would be the largest ad spend by any cement brand in the Eastern part of India.

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."

JSW Cement is looking forward to strengthening its competitive positioning in the cement market in India and become the largest manufacturer by launching its premium slag cement in the eastern market. The premium slag cement improves durability in construction with unique blending process using state of art technology ensuring better quality cement. JSW Cements entry will play a vital role in changing the profile of Bengal to the rest of India in a very positive way.