JK CEMENT WallMaxX White Cement Based Putty

A prominent player in the white cement industry over the last three and a half decades, JK White Cement is a division of JK Cement Ltd., a leading cement manufacturer in India that has partnered the country's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology. The company's foray into white cement created a new chapter in its history and today, JK White Cement is the third largest white cement manufacturer in the world. JK White Cement's strength lies in its large channel partner network and the excellence in product research enabling it to achieve many milestones. As a company, it has always believed in sharing the success with others and giving back to the society with its sustainable development and CSR efforts.

Market

As the Indian customer has become more discerning over the years, aesthetics in construction practices has become the focal point. Changing expectations and needs of the consumer has ultimately led to a paradigm shift in the market.

More than four decades ago, JK White Cement envisioned this change with the launch of white cement in the country. This led to the opening up of many new avenues where white cement could be used either in the pure form or as input material for a host of other products such as wall putty, tile adhesives, white cement-based primers.

Based on continuous R&D, JK White Cement identified the unmet customer demand for a product which gives ease of application and higher durability along with longer paint life and smooth finish. This led to the development and launch of JK Wall Putty which is a part of the innovative value-added products from JK White Cement. Today, white cement-based wally putty has emerged as the preferred choice of customers as the base coat for walls and has significantly replaced the use of acrylic putty in India while becoming a norm in construction practices.

Achievements

An unwavering commitment towards achieving excellence and highest standards of quality has earned JK White Cement several accolades through the years. The company's manufacturing facilities have been bestowed with many prestigious awards related to productivity, environment management and logistics besides the brands and campaigns winning many laurels.

The flagship white cement unit, JK White Cement Works, Gotan was awarded the Prestigious Rajasthan Energy Conservation Award (RECA), 2018 and also bagged the Second Prize in Large Scale-Cement Sector by Rajasthan Government for its conscious and systematic efforts put in for efficient utilisation and measurable conservation of energy during the year 2017-18.

The JK White Cement Works, Gotan plant has also been honoured with the prestigious Rajasthan Chamber Excellence Award by the Rajasthan Chamber of Commerce & Industry, consecutively for the last five years. Its putty manufacturing unit at Katni, Madhya Pradesh was recognised with the Platinum Award by Apex India Foundation for pollution control, for excellent safety standards and green belt development.

While JK White Cement has achieved many laurels for manufacturing, it has garnered equal appreciation in the world of brand building, marketing and communication. The brand campaigns have always stood out for their consistency, uniqueness and high recall. The very popular JK Wall Putty TV Campaign (International Wall Painting Championship) bagged Gold at the Asia Pacific Customer Engagement Forum in 2016. JK Wall Putty was conferred with the prestigious World's Greatest Brand – Asia & GCC in the Building Materials category (Infrastructure Sector) at the Indo-UAE Business Summit and Awards – 2015.

Besides this, JK PrimaxX TVC bagged Bronze at the Summit International Creative Awards – USA, 2018 in the product/service commercial category.

JK White Cement has also partnered in prestigious projects of India. JK Cement PrimaxX was used to enhance the beauty of the iconic Statue of Unity. JK Wall Putty has been one of the essential products in the making of Ahmedabad Metro, IIT Gandhinagar, Supreme Court of India, Nagpur Metro, AIIMS Nagpur, and National Cancer Institute, Nagpur.

History

JK Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate JK Organisation, founded by Lala Kamlapat Singhania. With over four decades of experience in cement manufacturing, JK Cement has partnered the multi-sectoral infrastructure needs of India on the strength of its product excellence, customer orientation and technology leadership.

The journey of the company started with the commercial production at its first grey cement plant at Nimbahera in Rajasthan in 1975. Subsequently, five more units were set up, making it one of the leading manufacturers in the country today with grey cement capacity of 14 MnTPA. The new grey cement manufacturing units in Aligarh, Uttar Pradesh and Balasinor, Gujarat will further strengthen its growing footprints.

Backed by a strong research-oriented approach, JK Cement pioneered the introduction of white cement with its flagship white cement unit at Gotan, Rajasthan in 1984, turning it into a beacon for the industry to follow. It was the first white cement facility in India which was limestone based and manufactured cement through the dry process. The company saw beyond and took it

upon themselves to establish a market for white cement in India. With increase in demand, the company established its second wall putty unit at Katni, Madhya Pradesh in 2016.

Today, JK White Cement today enjoys a pan-India presence and the company is the leading producer of wall putty in the world. Having established a strong presence in India, JK Cement made its first international foray with the setting up of a green-field white cement unit in Fujairah, UAE to cater to the GCC and African markets. It supplies white clinker and white cement to more than twenty countries across the globe. With the commissioning of this plant, JK Cement became one of largest producers of white cement in the world with a white cement capacity of 1.20 MnTPA and wall putty capacity of 0.9 MnTPA.

Product

JK White Cement, a technologically advanced product with the dual virtues of superior compressive strength and aesthetics, has expanded the creative horizon for the building and construction industry. Highest quality of raw materials and state-of-the-art technology ensure its enduring and consistent white colour. Not only is JK White Cement the most popular and time tested choice for floors and walls but its applications have unimaginable scope. It can be used for a variety of decorative, structural and architectural applications such as mortar, plasters, coloured concrete, in situ terrazzo, and flooring surfaces, pre-cast components, cast stones, tiles & blocks, facing panels and other value-added white-cement based products. JK White Cement surpasses IS 8042-2015 and conforms to equivalent world standards.

JK Cement WallMaxX is a white-cement-based putty formulated with imported Xtra Long Life Polymers (XLLP), which give longer life to painted surfaces. Its unique formulation gives a smooth velvet-like finish and brilliant whiteness while offering superior coverage. When applied to the surface, JK Cement WallMaxX provides a high-durability base coat, which resists flaking and gives additional strength to the mortar plaster.

The company has also added a white-cement based primer, JK PrimaxX to its umbrella, which acts as the perfect undercoat for the paint surfaces, enhancing the quality and coverage of paints and giving them a longer life. The company has also launched JK Cement GypsoMaxX, a premium gypsum plaster made of the purest form of natural gypsum which is perfect for application on internal surfaces including walls and ceilings.

Recent Developments

Earlier last year, the company introduced a brand refresh by presenting an all new avatar of India's favourite JK Wall Putty – JK Cement WallMaxX. The re-branding was communicated through a 360-degree marketing campaign across TV, print, radio, OOH, social and digital media. It was kicked off with the launch of a new television commercial featuring the brand evangelist – Chhutkauji to communicate the brand refresh and the new packaging of JK Cement WallMaxX. This was backed by multiple campaigns on social media and OTT platforms besides on-ground BTL activities and dealer meets across the country.

Customers are assured complete protection from dampness on walls with JK Cement ShieldMaxX Universal Waterproof Putty which is formulated with Active SiH4 molecules, for higher coverage and velvet-like finish.

The brand has further broadened its scope by entering into the category of tile adhesives and grouts. JK Cement TileMaxX is a premium range of high-strength, multipurpose adhesives and premium grouts that are suitable for all kinds of applications on tiles and stones.

With a superior range of products, JK White Cement stands out in the market with the promise of everlasting beauty for homes.

Promotion

With the insight that painters are the key influencers and backed by research, the brand introduced a protagonist – Chhutkau painter to create a strong differentiation and to communicate the product attributes to the consumers. The painter became the face of the brand, hence according it higher credibility.

The JK Cement WallMaxX campaign featuring Chhutkau is one of the most iconic and longest running TVC campaigns in India. It started airing in 2010 with Chhutkau Painter, the national wall painting champion touting victory over substitute products like POvP and inexpensive chalk mitti by using JK Wall Putty. In 2012, the campaign was extended to show a prosperous Chhutkauji, with his own wall painting academy, training a new breed of wall painting experts. With the third campaign in 2015, Chhutkauji grew in both fame and recognition and is invited to judge the World Wall Painting Championship. Taking the brand to the next level, a new campaign launched in 2019, established JK Wall Putty's new avatar – JK Cement WallMaxX – that makes the walls of your home the ultimate masterpiece.

Over the years, the Chhutkau series has very successfully strengthened the positioning statement of JK Cement WallMaxX – Deewarein Bol Uthengi.

The company's branding exercises are backed by extensive market research and brand study. JK Cement WallMaxX and JK White Cement have carved a niche in the market through various multifaceted marketing initiatives including 360-degree media campaigns, consumer contact programmes, online and social media promotions and public relations, among others.

To celebrate their relationship with the numerous painters associated with JK Wall Putty and JK White Cement, the brand launched Uphaar in 2013, a painters' loyalty programme. As a part of the Uphaar family, registered painters can earn points and redeem them against attractive gifts, acquire new skills and professional certification. The benefits also include a 100% scholarship for the children of these painters. Over 8000 painters have been awarded life and accidental insurance under the loyalty programme.

JK White Cement also celebrates the indispensable role of its channel partners in its growth story through mega dealer meets in India and abroad. These meets that reinforce the brand message and reward outstanding performance have been hailed as some of the best in the industry in terms of the brand experience and in delivering the wow factor.

Brand Values

Standing on the firm grounds of integrity, quality, innovation and productivity with sustainability, JK White Cement represents the highest ideals of corporate governance and a rich value system, which resonate across each of its area of business presence. JK White Cement is synonymous with beauty and aesthetics and having stayed strong in the market for over 35 years, the brand stands for timeless quality and consistency.

With an effective arm of research and development and making most of its state-of-the-art technology, JK White Cement is the ultimate brand for contemporary homeowners.

JK Cement WallMaxX stands for efficiency, consistency, value and perfection. It is a brand that has been constantly reinventing itself and evolving to stay updated with the dynamic market and is committed to, 'bringing your walls to life!' (Deewarein Bol Uthengi). In its new avatar of JK Cement WallMaxX, the brand aims to only deliver better than the best to customers with its credo of 'smoothness max, beauty max and finish max'.

Things you didn't know about JK White Cement

- Having a market existence of over three and a half decades, JK White Cement is a brand with a legacy
- JK White Cement is one of the top three white cement manufacturers in the world
- JK Cement WallMaxX is the leading wall putty brand in the world
- JK White Cement Works, Gotan was the first white cement facility in India, which was limestone based, and manufactured cement through the dry process.
- JK White Cement is a member of the Indian Green Building Council

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