



Har bag mein
peedhiyo ka vishwas.



*Low Alkali Cement is produced only at the Dabok plant.

JK LAKSHMI  TM
CEMENT LTD.

Soch Karo Buland

For BIS certification details visit: bis.org.in

Every iconic structure begins with a strong foundation. At JK Lakshmi Cement Limited, we know that strength lies in the unseen details—quality limestone, rigorous testing, and flawless manufacturing processes. That's why we bring Platinum Heavy Duty Cement, the result of years of reverse engineering. We've fine-tuned everything from raw material to final product with a single goal: to help you build with confidence, knowing our cement meets global standards and your expectations. From the house of JK Lakshmi Cement, a pioneer in quality construction materials comes Platinum Heavy Duty Cement, the cement of choice for long lasting construction.

The Low Alkali Advantage:

Most structural cracks start with a chemical process called AAR (Alkali-Aggregate Reaction). It silently damages concrete from the inside. Platinum Heavy Duty Cement, made with low alkali limestone, stops AAR before it starts, ensuring your structure stays strong for decades. Thanks to its low alkali property, it helps to enhance durability. Low alkali cement is a type of Portland cement containing no more than 0.6% of alkalies (expressed as Na_2O equivalent), used to prevent the alkali-aggregate reaction (ASR) that causes concrete to crack and deteriorate.

Why is it important especially for Individual Home Builders (IHBs)?

A home is a one-time investment for a lifetime of memories. Platinum Heavy Duty Cement offers you peace of mind, safety and strength for generations. You don't see cement after the house is built—but what's inside makes all the difference. Platinum Heavy Duty cement is not just considered strong, it's smart and cares for your building.

Built to withstand the toughest environments:

- Corrosion inhibitors protect steel reinforcements from rust and prevent seepage.
- Resistant to sulphates and chlorides, making it ideal for coastal, water-logged, and chemically aggressive areas.
- Improved workability and bonding make life easier for your workforce—and your structure stronger.

Product Benefits:



Strength & Durability

High compressive strength and dense, impermeable concrete ensure long-lasting structures. Thanks to its **low alkali** property, it helps to enhance durability.



Rust Protection

Protects steel bars from sulphate and chloride, enhancing structural strength and durability.



Superior Particles

Ultra-fine particles give more volume per kg and a smoother finish.



Easy Workability

Spherical particles make concrete/mortar easy to transport and place on-site.



Strong Bonding

Fine particles and unique chemistry offer excellent bonding with brick, concrete and stone.

Best for:



Bungalows



Residential buildings



High-rise buildings



Bridges



Industrial buildings



Commercial complexes



Highways



Water tanks



Pre-cast industries

Applications:

Foundations, columns, slabs, beams, and roofs that are meant to last.
Because the strength inside matters.



☎ Customer Helpline: 1800-102-5097 📞 84484 54964/Vaani 2.0 (Virtual Assistant)

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