



Editor's Choice

JK Cement LTD.



White Cement Based Putty

Wall Painting guru  
Chhutki's mantra  
for beautiful walls - J.K. Wall Putty



- Minimises paint usage
- Smoothest and most beautiful surfaces
- Ensures the best Shades and Colour
- Resists Flaking\*
- Eco-friendly product

Now Available in an attractive New Packaging



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Indications \* :  
• The Imported High Density Polymer (HDP) compound in JK Wall Putty helps reduce the chances of flaking of the painted surface and enhances its water repelling properties.  
• JK Wall Putty is not a water proofing compound and hence any dampness / seepage should be treated appropriately.  
• The durability of the product depends upon the quality of the base surface on which it is applied.



# J.K. Wall Putty

## Preferred Choice of Customers

J.K. Wall Putty has captured a distinctive space in the customer's mind based on excellence in product quality and keeping pace with the customer's changing needs. It is seen as a premium brand and is the preferred choice of the customers for the smoothest and most beautiful walls

**J**.K. Wall Putty is a white-cement-based fine powder that provides an ideal base for beautiful walls, giving the smoothest surface for luxurious and silky interiors. It is damp-resistant and provides a smooth finish for further application of all kinds of paints.

There is concerted hard work behind the brand building exercise. J.K. Wall Putty has carved a niche for itself through various multifaceted and innovative branding and communication initiatives including 360 degree media campaigns, consumer contact programmes, online promotion, public relations, etc.

In 2010, the think tank at J.K. Cement came to the conclusion that apart from anti-flaking, the other benefits of J.K. Wall Putty like minimum paint usage and smoothest and most beautiful surfaces were also required to be communicated to the consumers and the target audience, the painters. After rounds of extensive research, an important consumer insight was unearthed that the painter was the most important influencer in the buying decision. Thus began the journey of the brand ambassador, Chhutkau Painter – the winner of the National Wall Painting Championship. Not only did he gain wide recognition, he also effectively connected with the target audience, the painter community. To project the average painter as a Hero and Champion, an innovative campaign was created; showing a National Wall Painting Competition where the Brand Ambassador (the user of J.K. Wall Putty) emerges a winner in the contest by defeating other contestants using POP, chalk mitti, etc.

Ever since, Chhutkauji has only grown in fame and stature, first opening his own Wall Painting Academy and now being invited

to judge the World Wall Painting Championship. The brand has scaled new heights along the journey and the success story continues!

The positioning strategy of J.K. Wall Putty has given a clear and differentiated edge to the brand over competition, which has received a positive response from the dealers, painter community and end consumers alike.

### BUILT ON A STRONG FOUNDATION

With over four decades of experience in cement manufacturing, J.K. Cement Ltd, has an installed Grey Cement capacity of 10.5 MTPA, making it one of the leading manufacturers in the Country.

The Company is the second largest manufacturer of White Cement in India, with an annual capacity of 6,10,000 tonnes in India. J.K. Cement is also the second largest producer of Wall Putty in the Country with an annual installed capacity of 5,00,000 tonnes. J.K. Cement's pioneering foray into White Cement over 30 years ago created a new chapter in the history of the Organisation. The Company was the first to set up a limestone based White Cement facility in India to manufacture Cement through the dry process.

### EXTRAORDINARY RESULTS

J.K. Wall Putty provides an ideal base for concrete/cement-plastered walls and ceilings. Its water repelling properties prevents flaking of your expensive paints.

J.K. Wall Putty is superior to ordinary putty, as it integrates with the plaster due to its White Cement constitution.



## CERTITUDES

- J.K. Cement is the second-largest manufacturer of White Cement in India, with an annual capacity of 600,000 tonnes in India.
- It is also the second-largest producer of Wall Putty in the country with an annual installed capacity of 5,00,000 plus tonnes.

## BEACON OF TOMORROW

- J.K. Cement plans to increase the production capacity of Wall Putty to keep pace with the rising demand.
- In this direction, the Company plans to put up 6 lakh tonne capacity at Katni in MP. The first phase of 2 lakh tonnes will be taken up by the end of Fiscal 2016.