



Press Release

Star Cement Welcomes Olympic Medallist Lovlina Borgohain as Brand Ambassador

Star Cement, the esteemed pioneer of the cement industry in Northeast India, is proud to announce the appointment of Olympic medallist Lovlina Borgohain as its new brand ambassador. This partnership marks a pivotal moment in Star Cement's journey, reinforcing its commitment to excellence and deepening its connection with the communities it serves.

Lovlina Borgohain, a trailblazer from Assam, a true inspiration and pride of the nation, renowned for her remarkable achievements in boxing. Her success is a testament to her determination and perseverance, qualities that mirror Star Cement's own values of resilience and dedication.

Shri Pradeep Purohit, Chief Operating Officer at Star Cement, stated, "We are thrilled to have Lovlina Borgohain join the Star Cement family. Her remarkable journey and unwavering commitment to her sport resonate with our core values of strength and excellence. As we continue to lead in the Northeast and expand into West Bengal and Bihar, this partnership signifies a major step in fortifying our market presence and deepening our bond with our audience."

The collaboration with Lovlina Borgohain aligns with Star Cement's long-standing ethos, epitomized by the slogan "Har Ghar Mein Hai Star", which has been planned by Mr. Dibyajyoti Guha, Brand Head of Star Cement. This phrase reflects Star Cement's enduring presence and dedication to the people of Northeast India, emphasizing its role in their lives and its shared spirit of overcoming challenges and striving for success. Star Cement remains steadfast in its mission to promote and support local talent, and this partnership with Lovlina Borgohain is a step forward in celebrating and empowering the exceptional talents of Northeast India.

Lovlina Borgohain expressed her excitement about the partnership, saying, "I am honoured to be associated with Star Cement, a brand that has been a steadfast part of the Northeast for many years. I look forward to working together to inspire and engage with the community, reinforcing the values of determination and success that both Star Cement and I hold dear."

Star Cement Limited is the leading cement company in North-Eastern India and one of the fastest growing cement brands in West Bengal & Bihar, acquiring strong foot hold in the Indian construction Industry. Star Cement Ltd. has established itself as the most accredited brand in the region for providing high-quality cement and fair pricing.