



PRESS RELEASE

Star Cement Joins Forces with Olympic Champion Mirabai Chanu to Build Dreams

Guwahati, July 19, 2024 – Star Cement, the Pioneer Cement Brand of Northeast India and a growing brand in West Bengal & Bihar, is thrilled to announce its partnership with the esteemed Olympic medallist, Mirabai Chanu. This collaboration underscores Star Cement’s unwavering commitment to excellence, strength, and resilience—qualities embodied by Chanu in her illustrious career.

Mirabai Chanu, a true inspiration and pride of the nation, has achieved remarkable feats on the global stage. Her journey from a small village in Manipur to winning an Olympic medal resonates deeply with the core values of Star Cement. She will now bring her story of determination and success to Star Cement's upcoming television commercial (TVC), designed to inspire and connect with audiences throughout the region. The campaign aims to promote a powerful message of building a stronger and brighter future together.

Shri Pradeep Purohit, Chief Operating Officer of Star Cement, expressed his enthusiasm about the collaboration: “We are ecstatic to welcome Mirabai Chanu as the face of our new campaign. Her unwavering dedication, relentless perseverance, and inspiring success story perfectly align with the ethos of Star Cement. We believe that this partnership will not only elevate our brand image but also inspire millions across the region to strive for excellence in their own endeavours. Mirabai Chanu’s incredible journey from her roots in Manipur to achieving global recognition is nothing short of inspiring. Her story of resilience and triumph mirrors the values we uphold at Star Cement.”

Mirabai Chanu, reflecting on the association, said, “I am deeply honoured to be associated with Star Cement, a brand that symbolizes strength and reliability. Through this campaign, I aspire to motivate people to build their dreams with the same determination and hard work that has been the cornerstone of my journey. Together, we can construct a stronger and more resilient future.”

Shoot of the Television Commercial featuring Mirabai Chanu is already done under the guidance of Mr. Dibyajyoti Guha, Brand Head of Star Cement and will be launched across multiple platforms in the coming weeks, reinforcing Star Cement’s steadfast commitment to quality and excellence. The campaign promises to be a celebration of resilience, determination, and the collective effort to build a brighter future.