



FOR IMMEDIATE RELEASE

Star Cement Unites with Rising Star of Indian Cricket Riyan Parag: Strengthening Ties with Northeast India

Guwahati, July 06, 2024: Star Cement, a pioneer in the cement manufacturing industry, proudly announces the appointment of Riyan Parag, a rising star in Indian cricket, as its new Brand Ambassador. This partnership reflects Star Cement's deep bond with the Northeast region and its commitment to excellence and community engagement. This strategic collaboration marks a significant step for Star Cement in bolstering its brand identity. As an Indian Cricket Team player from Guwahati, Assam, Riyan Parag symbolizes the spirit and aspirations of the Northeast, making him a perfect fit for the brand. Through this partnership, Star Cement hopes to inspire the youth of the region and beyond, emphasizing the shared values of strength, resilience, and quality.

The agreement was signed between **Riyan Parag & Shri Pradeep Purohit, Chief Operating Officer, Star Cement Ltd** in Mumbai in the presence of Shri Dibyajyoti Guha, Brand Head of Star Cement. On behalf of Star Cement, Cornerstone Sports and Entertainment facilitated the association between Riyan Parag and the brand.

Commenting on this development, **Shri Pradeep Purohit, Chief Operating Officer**, added, "Our roots are deeply intertwined with the land and people of the Northeast. Riyan Parag's association brings special significance."

Riyan Parag, known for his remarkable cricket performances, brings youthful energy to Star Cement. His journey from a young talent in Guwahati, Assam, to a celebrated cricketer mirrors Star Cement's growth and success. **Riyan** shared his excitement, stating, "I'm honoured to partner with Star Cement, a brand that embodies strength, resilience, and quality—qualities that resonate deeply with me as a sportsperson. Being from the Northeast, this collaboration holds special significance. Together, we hope to inspire and connect with audiences nationwide."

Reflecting on Star Cement's bond with the Northeast, **Shri Pradeep Purohit** added, "This collaboration with Riyan Parag is a significant milestone for Star Cement. His growing popularity and inspiring journey as a young Indian Cricket Team Player will undoubtedly enhance our brand's reach and engagement. Riyan's association will reinforce our position as a leader in the cement industry, reflecting our values of strength, reliability, and unwavering commitment to quality."