



Star Cement & Akshay Kumar's Solid Setting. Star ropes in Super Star as the Brand Ambassador.

Guwahati, March 31: Star Cement, East India's Pioneer Cement Brand ropes in one of the Biggest Bollywood Stars Akshay Kumar as its Brand-Ambassador. A Television commercial is airing on major channels whereby Akshay Kumar can be seen as a pilot who tries to land his helicopter after it develops some snag while flying. Much to the surprise of the co-pilot Akshay confidently lands on the roof of a house made with Star Cement. The commercial conveys the message that the roof made with Star Cement has taken minimum time for solid setting which is quick & strong setting. The product feature then blends with the Brand promise of "Hai Tayyar Hum" for all challenges. The Khiladi & Macho image of Akshay Kumar indeed complements the TVC script pretty well.

The TV commercial is supported by billboards across North East, West Bengal & Bihar & can also be seen in the digital medium. Prior to launch of the campaign the brand had released a teaser ad which only mentioned "Hain Tayyar Hum". The teaser not only managed to grab the eyeballs of the masses but also created a viral buzz in the region. With inquisitiveness reaching sky high during teaser, fans were quite impressed to see Akshay Kumar in the reveal TVC.

Commenting on this big development, **Shri Sanjay Kumar Gupta, CEO, Star Cement** said, "Star Cement is now entering into a different phase of growth and a new chapter of its brand journey with new commitments towards every stakeholder of our operations be it Consumers, Trade Partners, Employees and Shareholders. One of Nation's Greatest Icons Akshay Kumar truly reflects our firm commitment, determination and preparedness for all the challenges that may come our way. We are truly proud & honoured to have Akshay Kumar on board as the Brand Ambassador & we believe that this association will turn out to be beneficial for the brand".

Expressing joy over association with Brand Star Cement, Akshay Kumar said, "I am delighted to be associated with Star Cement. I support their goal of being the fastest growing & most competitive cement brand in Eastern India. I quite liked the brand's campaign line 'Hain Tayyar Hum' which is simple yet denotes a strong message...readiness to meet all challenges. We thoroughly enjoyed shooting the campaign. Playing a pilot was a lot of fun and it has turned out so well in the TVC. I look forward to a long and fulfilling association with the brand."

Star Cement Ltd. (SCL) is one of the top cement players in East India cement market. The company recently inaugurated a brand-new production facility at Mohitnagar in Jalpaiguri district of West Bengal which is touted by industry experts as the Largest Private Sector Investment in North Bengal. With this new production facility, the manufacturing capacity of Star Cement has shored up to 6.3 million tonnes per annum positioning it as one of the leading cement players not only in Eastern India but in the entire country. The company also has a clinker capacity of 2.8 million tonnes and 51 MW of captive power.