

BRAND CATEGORY REPORT

CEMENT



ELUCIDE SPORTS

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RESEARCH REPORT

A report on brands within the Cement category and their current involvement in sports sponsorship and media.

KEY PLAYERS

UltraTech
CEMENT
The Engineer's Choice

TCI
MAX
CEMENT
Solid Strength *Hamesha*

ACC
ACC LIMITED

WONDER
CEMENT

PRISM
CEMENT
दूर की सोच®

Ambuja
Cement

STAR
CEMENT
Solid Setting

JKCement

MP BIRLA
GROUP

JK LAKSHMI
CEMENT LTD.

JSW Cement
Start Strong. Grow Stronger.

JK CEMENT



Jasprit Bumrah

Cricket Athlete

Endorsement



UP Rudras

Hockey India League

Owner + Sponsorship



JK Super Strikers

Sher-E-Punjab T20 Cup

Owner + Sponsorship



Gwalior Cheetahs

Madhya Pradesh League

Owner + Sponsorship

WONDER CEMENT



Indian Premier League

League

Sponsorship



India Tour of Sri Lanka

Cricket Series

Sponsorship

STAR CEMENT



Shillong Lajong FC

I-League

Sponsorship



Riyan Parag

Cricket Athlete

Endorsement



Bhaichung Bhutia

Football Athlete

Endorsement



Mirabai Chanu

Weightlifting Athlete

Endorsement



Lovlina Borgohain

Boxing Athlete

Endorsement

JK LAXMI CEMENT

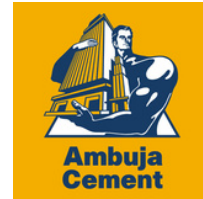


Rohit Sharma

Cricket Athlete

Endorsement

AMBUJA CEMENT



Gujarat Giants

Women's Premier League

Owner + Sponsorship



Gujarat Giants

Ultimate Kho Kho

Owner + Sponsorship



Adani Ahmedabad Marathon

Marathon

Owner + Sponsorship

ACC LIMITED



Indian Premier League

Pro Kabaddi League

Owner + Sponsorship



Adani Ahmedabad Marathon

Marathon

Owner + Sponsorship

ULTRATECH CEMENT



India Tour of Sri Lanka

Cricket Series

Sponsorship



Bengaluru Open

Tennis

Sponsorship

JSW CEMENT



Haryana Steelers

Pro Kabaddi League

Owner + Sponsorship



Neeraj Chopra

Javelin Athlete

Endorsement

MP BIRLA CEMENT



Mohun Bagan Super Giant

Indian Super League

Owner + Sponsorship

PRISM CEMENT



Delhi Toofans

Prime Volleyball League

Sponsorship

TCI MAX CEMENT



Legends League Cricket

League

Sponsorship