

PRESS RELEASE
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Bangur Cement's Latest TVC Campaign Celebrates Superior Strength of Bangur Magna and Bangur Roofon

Championing Strength, Endurance, and the Spirit of Indian Homes

Shree Cement, one of India's leading cement manufacturers, has launched a TVC campaign under its master brand Bangur Cement, showcasing its two premium products- [Bangur Magna](#) and [Bangur Roofon](#).

The TVC for **Bangur Magna Cement** is centered around the proposition "Use for Solid Concrete" and addresses a common challenge faced by individual home builders (IHBs): **the unreliable quality of sand, aggregates and water**. Set in a thematic approach of "Makaan Chef" competition that echoes the popular MasterChef fervour, the film features Abhishek Banerjee, Indian actor best known for his roles in Stree, Bhediya, Stree 2 and Paatal Lok. The story contrasts two teams one relying on high-end materials but failing, and the other succeeding with regular ingredients thanks to Bangur Magna. With its advanced **CSH Gel technology**, Bangur Magna Cement ensures superior bonding and unmatched strength, giving consumers confidence in every pour.

The second TVC featuring **Bangur Roofon Cement**, is introduced as the "Concrete Master". This emotionally resonant story is narrated from the soul of the roof, portraying it as the silent witness to daily life, seasonal changes and family gatherings. The narrative highlights the need for a cement that offers lasting strength, durability and protection qualities embodied by Bangur Roofon.

Speaking on the campaigns, Mr. Neeraj Akhoury, Managing Director, Shree Cement Ltd., said, "These campaigns are a reflection of our commitment to engaging meaningfully with consumers by addressing their real-world aspirations, while showcasing the advanced performance of our products. Bangur Magna and Bangur Roofon stand as benchmarks of innovation and reliability in the cement industry designed for discerning builders who seek both strength and lasting trust in their construction materials. Bangur Magna offers exceptional concrete strength even with conventional inputs and Bangur Roofon honours the enduring role of the roof in protecting generations. Through compelling storytelling, we aim to reinforce Bangur Cement's position as a trusted partner in every homebuilding journey."

The campaign has been rolled out extensively across leading national and regional TV channels. This latest initiative further strengthens Bangur Cement's premium product portfolio, which includes offerings like Bangur Marble, Powermax, Jungrodhak and Rockstrong. Both TVCs reaffirm Bangur Cement's

commitment to quality, durability and innovation. The campaign marks another significant step in reaching out to **Individual Home Builders (IHBs)**, offering them superior solutions for every part of their dream home from foundation to rooftop.

YouTube Link for the TVC:

Bangur Magna: <https://youtu.be/MFnIUt9uVc?si=4SGF1uV6ySYu7C2B>

Bangur Roofon: <https://youtu.be/mCWywrN5-aw?si=4NNC8QrIBezDJKSH>

About Shree Cement Limited

One of the leading cement groups in India, Shree Cement Limited ('SCL') (BSE: **500387**/ NSE: **SHREECEM**) is known for its industry leading green credentials, cutting edge innovative practices and cost leadership. It follows 'highest standards of Corporate Governance and has a long history of enjoying stakeholders' trust. Shree Cement is known for its high-quality products which are manufactured at advance manufacturing facilities across India and UAE. It is determined to deliver the most sustainable building material solutions to its consumers.

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