



Newly Launched Star Weather Shield Cement Surpasses Expectations, Creating Unprecedented Demand

Guwahati, OCT 4th, 2023: Star Cement, a leading name in the cement industry, is delighted to announce the incredible success of its latest innovation, "Star Weather Shield Cement," which was unveiled on September 14, 2023, at the prestigious Annual Dealer Conference- 'Sitaron Ka Milan' held in Pattaya by the honourable CEO of Star Cement, Mr. Vinit Kumar Tiwari and Head of Branding, Mr. Dibyajyoti Guha.

Since its launch, this ground-breaking product has received an overwhelming response in the market, leading to an exponential increase in demand.

Star Weather Shield Cement is becoming a game-changer in the construction industry. It is the first and only cement brand in North East to demonstrate the physical properties of water resistance, showcasing its remarkable features which gives super high strength to structure. This unique product has been specifically tailored to thrive in the face of harsh weather conditions prevalent in all the geographical region of North-East & East.

The market response to Star Weather Shield Cement has been nothing short of extraordinary. Orders have been pouring in since its launch, and the company has ramped up production to meet the surging demand. Builders, contractors, and developers have expressed their delight in having access to a cement that not only meets but exceeds their expectations, ensuring the longevity and durability of their construction.

CEO Mr. Vinit Kumar Tiwari expressed his enthusiasm, saying, "The success of Star Weather Shield Cement reaffirms our commitment to innovation and customer satisfaction. We are delighted to witness the market's embrace of a product that truly meets the demands of the region and delivers exceptional performance under challenging conditions."

Star Cement's dedication to excellence has resulted in a product that empowers builders to create structures capable of withstanding the test of time and nature.

The success story of Star Weather Shield Cement is a testament to the company's relentless pursuit of quality and innovation, setting a new industry standard. As the demand continues to surge, Star Cement remains committed to meeting customer needs promptly and efficiently.