

## Dalmia Cement Launches Dalmia Ultra Brand in South

Dalmia further strengthened the brand in the southern region by launching its latest offering Dalmia Ultra with HALC on August 12, 2013 in Bangalore. The colourful signage and high-rise branding made the entire KTPO (Karnataka Trade Promotion Organization) come alive. Upon reaching the stairs to the hallway, one could hear the music pulsating, almost inviting you to embrace a new life, a new beginning.

This product, which is a mix of six different kinds of high-grade cement has one purpose - to make sure that structures last a lifetime, and who better to bring this but Dalmia Cement. This latest product helps in the production of high quality concrete.

The KTPO hall was packed to the brim with serpentine queues where the dealers, distributors and contractors were busy learning more about Dalmia Ultra with HALC, and other facts about the Dalmia Group. High tea was served to all present with delectable snacks and beverages. The entire atmosphere was really modern, technology driven and energized.

The event started with *Dollu Kunitha*, a traditional welcome dance, which immediately set the tone for the evening – this was going to be a rocking launch for an equally amazing product! This followed by the ceremonial lighting of the lamp by dignitaries from Dalmia Cement, PWD, Civil Engineering stalwarts and officials from the Government of Karnataka.

The emcee for the evening Ms. Pallavi, kept the audience entertained, excited and very motivated. She made sure everyone actively participated in encouraging and applauding performances by Isha Sharvani, and other talented dancers. Finally the floor was handed over to Ms. Radhika Pandit, the renowned Karnataka actor, who launched Dalmia Ultra with HALC supported by the senior management from Dalmia Bharat.

The dealers were given an opportunity to meet and interact with Ms. Pandit through a lucky draw, and they were also told about Dalmia Plus – an exciting benefit scheme from Dalmia Cement, with foreign trips and other mega winnings!

The mega highlight of the evening was however the amazing three new television commercials featuring Mr. Prakash Raj, the brand ambassador for Dalmia Ultra with HALC who is known across the world as a seasoned actor and professional.

