



## **BIRLA CORPORATION LIMITED**

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### **Media Release**

## **Golden Jubilee of Birla Cement Works** **M.P. Birla Group to increase cement capacity to** **5.5 million tons in Chanderia**

**JAIPUR, 29 March.**—The M.P. Birla Group celebrated the Golden Jubilee of Birla Cement Works, the second member of its 10-member Cement Division, at Chanderia on Monday, 27 March 2017, in the presence of Shri H V Lodha, Chairman of the Group, and members of the Board of Directors of Birla Corporation Limited, flagship company of the group. On this auspicious occasion, long-service awards were presented to 40 employees.

Shri Lodha said Birla Cement Works was the first dry process plant in India, using the latest technology. The M.P. Birla Group has two cement plants at Chanderia, Birla Cement Works (1967) & Chanderia Cement Works (1986). Today, the total production capacity of the plants per year is 4 million tons and in the near future it would go up to 5.5 million tons. He referred to the restrictions on blasting in the Chanderia mines since the past six years, affecting the performance of the plants. However, despite the difficult times, the plants were working in full gear. Shri Lodha congratulated the Chanderia team on its initiative in ensuring normal performance of the plants.

**Referring to the presence of the MP Birla Group in Rajasthan, Shri Lodha said the multi-speciality 200-bed MP Birla Hospital & Research Centre at Chittorgarh was going to be opened soon at Chanderia. Work on the Jaipur unit of Bombay Hospital was to begin soon also.**

Shri D.N. Ghosh, Member, Board of Directors of Birla Corporation Limited, flagship Company of the MP Birla Group, said it was a great occasion when “we can take pride of ourselves”. He referred to the signal contribution of the Chanderia team since the past 50 years. He emphasized that a large part of the profit made by the Company went to charitable work.

Shri Pracheta Majumdar, Executive Director, said “we keep pace with the times but without sacrificing our basic values”. Referring to the CSR activities of the group he referred to the hospital being set up at Chittorgarh and support to the poor by Priyamvada Birla Aravind Hospital in Kolkata. Shri B R Nahar, Managing Director, also addressed the invitees.

The Cement Division of the M.P. Birla Group now has 10 units in Rajasthan, Uttar Pradesh, Madhya Pradesh, Maharashtra and West Bengal. The Group acquired the cement business of Reliance Infrastructure Limited recently.

The units at Chanderia produce Portland Pozzolana Cement (PPC), OPC 43 Gr., OPC 53 Gr. & SRC, under the brand name “Birla Samrat CHETAK Cement”. The cement facilities at the units have received the ISO-9001:2008 quality system certification,

covering the entire range of production. CHETAK Cement is ideal for mass concrete, RCC/pre-stressed/precast structure (for reduced thermal crack), increased water tightness of concrete, increased resistance to sulphate soil & aggressive water and increased resistance to alkali aggregate reaction, besides corrosion resistance properties.

**MultiCem & ConcreCem:**

On 9 March 2017, Chanderia units launched two cement brands, MultiCem (PPC) & ConcreCem(OPC 43 & 53), for the first time in India which are approved by BIS. MultiCem (PPC) is suitable for all mass constructions like dams, marine structures, underground works, all structures having severe exposure conditions etc. and ConcreCem (OPC 43 & 53) is suitable for all big infrastructure projects like roads, bridges, flyovers, railways, precast structures etc. These two products are designed to suit the requirements of severe exposure conditions.

**Shri Sandip Ranjan Ghose (Executive President, Sales, Logistics & Marketing) said at the launching ceremony at Chanderia: “The introduction of the two maiden brands under the M P Birla Cement banner is a milestone in the journey towards making M P Birla Cement one of the most admired and respected cement majors in the country.” He emphasized that the new brands provided the consumer with a combination of solutions, service and product. The CONCRECEM (OPC 43 & 53 grades) and MULTICEM (fly ash-based PPC) marketing team will provide technical support, mix design, site supervision and testing facilities and logistics solutions to consumers.**

**UPSD Technology:**

Controlling the particle size is essential to the strength of cement. Both CONCRECEM and MULTICEM are products of the Uniform Particle Size Distribution (UPSD) technology which keeps a constant check on the manufacturing process and produces high strength cement consistently . The technology ensures that the distance among the particles is minimized while the cement hydration process is on. It gives unmatched bonding strength with other construction material, including sand, aggregates and steel. While setting itself, air, water and harmful chemicals cannot penetrate the construction, resulting in improved building strength. M P Birla Cement’s unique On-site Expert Vans offer a wide array of services for cement consumers, including advice by engineers.

**Awards:**

Birla Cement Works received the Greentech Safety Gold Award 2014 from Greentech Foundation, New Delhi, for outstanding achievement in safety management, and got the Greentech Silver Award for environment management. It also received the ‘Bhamashah Award 2013’ from the Ministry of Education, Government of Rajasthan, for excellent contribution towards education.

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