



BIRLA CORPORATION LIMITED

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Press Release

TWO CEMENT BRANDS LAUNCHED

CHANDERIA, 9 March -- Birla Corporation Limited, flagship company of the M P Birla Group, introduced two new-age cement brands, CONCRECEM (OPC 43 & 53 grades) and MULTICEM (fly ash-based PPC) at a befitting ceremony here today. These products are particularly suitable for large commercial, industrial, infrastructural and real estate projects. Shri Sandip Ranjan Ghose (Executive President), Shri V K Hamirwasia (Head, Birla Cement Works and Chanderia Cement Works) and Shri Sunil Sharma (Sales Head) flagged off the first truck, with CONCRECEM and MULTICEM bags, to the *Sanwaliaji* temple as humble offering from Birla Cement Works, in celebration of its golden jubilee.

M P Birla Cement plants, including Birla Cement Works and Chanderia Cement Works, both in Chanderia, use cutting-edge technology and the most modern equipment to produce high quality cement.

CONCRECEM has been engineered to offer strength, durability and faster construction time. At every step, from manufacturing to packaging, care is taken to ensure that the product is of exceptional quality. Owing to its chemical composition and uniform particle size, CONCRECEM sets quickly. It is ideal for versatile applications, particularly large construction projects, including roads, bridges and dams etc.

MULTICEM is a BIS-certified PPC cement, specially engineered for infrastructural development. It is manufactured using the latest cement manufacturing technology and ultra-modern techniques. Apart from repairs and rehabilitation, MULTICEM can be used for marine structures (docks, harbours and jetties), bridges, dams, industrial plants, sewers and sewage disposal systems.

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. Engineers offer advice to on-site concrete testing services.
