



## **BIRLA CORPORATION LIMITED**

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### **Press Release**

#### **MP Birla Cement launches its PERFECT Cement in Lucknow & Bhopal**

30 January—After acquisition of 100% shares of Reliance Cement Company Private Limited (Reliance Cement), a subsidiary of Reliance Infrastructure Limited, Birla Corporation Limited has launched the Reliance Perfect Cement brand in an entirely new avatar as **MP Birla Perfect Cement** in the fast-growing Central India market.

After the acquisition, Reliance Cement has become a wholly-owned subsidiary of Birla Corporation Limited. The acquisition has provided Birla Corporation Limited with the ownership of high-quality assets, taking its total capacity from about 10 MTPA to 15.5 MTPA.

What is very distinctive about the initiative is that **MP Birla Perfect Cement** has introduced onsite vans, manned by experts, to provide detailed technical information about quality of cement and concrete. These onsite vans offer testing facilities right at construction sites. Stationed strategically, the vans will move to construction sites and offer technical information and conduct tests to determine the quality, strength and other parameters of cement, concrete and other construction material.

Construction companies can call these vans to their project sites and get authentic information about the standard of the ongoing work. The service provided by the vans will benefit both construction companies and customers who will have authoritative information about the quality of the construction material, strength of the building and other parameters, which will be vital in taking important decisions.

Shri Sandip Ranjan Ghose, Executive President, Shri Sajan Maitra, National Head, Marketing, and Shri Mukund Sinha, Integration Manager, among other, flagged off the vans, carrying the new logo of **MP Birla Perfect Cement**, in Lucknow and Bhopal. **Shri Ghose said: "At MP Birla Cement, we believe our job doesn't end with selling cement--in fact, it begins only after that. Selling cement is easy, but the real differentiator is service and technical support".** "Perfect" construction requires not only high quality cement but also knowledge about construction technology and best practices, added Shri Arun Sinha, Head of Customer Support Group, detailing the distinct qualities of the product. Senior Management members from the Corporate Office and sales and marketing teams from Uttar Pradesh, Madhya Pradesh and Vidarbha, along with their business partners, were present at the events.

**MP Birla Perfect Cement** is manufactured at the state-of-the-art integrated plant at Maihar (MP) and grinding units at Kundanganj (UP) and Butibori (Maharashtra). Additionally, the MP Birla Group has cement manufacturing operations in Satna (MP), Raebareli (UP), Chanderia (Rajasthan) and Durgapur (West Bengal).