

Press Release

Nuvoco Vistas Corp Ltd. Launches its patented Nuvoco Duraguard Microfiber Cement in Western Uttar Pradesh

Western Uttar Pradesh, January 28, 2025: Nuvoco Vistas Corp. Ltd., India's fifth-largest cement group by capacity, has launched its groundbreaking and patented Nuvoco Duraguard Microfiber Cement in Western Uttar Pradesh.

Nuvoco Duraguard Microfiber Cement is a next-generation Portland Pozzolana Cement (PPC) variant enhanced with microfibers that act as micro-reinforcing agents. These microfibers significantly reduce the development of micro-cracks in concrete, mortar, or neat cement matrices, ensuring longer-lasting construction. The product is developed using a patented Fiber Reinforced Cement Composition technology, standing out in the market for its superior quality and durability.

Reinforcing its commitment to customer-centricity, Nuvoco continually strives to deliver best-in-class products to its consumers. To strengthen its presence in Northern markets and ensure faster product accessibility, Nuvoco has commenced the production of Nuvoco Duraguard Microfiber Cement at its Haryana Cement Plant. This plant's strategic location allows for swift delivery, catering to the growing demand for high-quality building materials in the region.

Chirag Shah, Head of Marketing, Innovation & Sales Excellence, Nuvoco Vistas Corp. Ltd., stated: *"The launch of Nuvoco Duraguard Microfiber Cement in Western Uttar Pradesh marks a significant milestone in our journey to provide industry-leading solutions that redefine construction standards. With local production at our Haryana Cement Plant, we aim to ensure prompt availability and consistent supply for our customers in the Northern region. We are excited to bring this innovative product to the market, reaffirming Nuvoco's leadership in delivering high-quality cement solutions tailored to the unique needs of our customers."*

Nuvoco Duraguard Microfiber Cement is now available at leading outlets across Western Uttar Pradesh, offering a cutting-edge solution for durable and reliable construction.



About Nuvoco Vistas

Nuvoco Vistas Corporation Limited ("Nuvoco") is a building materials company with a vision to build a safer, smarter, and sustainable world. Nuvoco started its operations in 2014 through a greenfield cement plant in Nimbol, Rajasthan, and further acquired Lafarge India Limited, which entered India in 1999 and Emami Cement Ltd. in 2020. Today, Nuvoco is India's 5th largest cement group in terms of capacity (25 MMTPA), with INR 10,733 crore in total revenue from operations in FY24. It is among the leading players in East India. Nuvoco offers a diversified business portfolio in three business segments: Cement, Ready-Mix Concrete (RMX), and Modern Building Materials (MBM). Nuvoco's Cement product portfolio includes - Concreto, Duraguard, Double Bull, PSC, Nirmax and Infracem brands that offer a complete spectrum of Ordinary Portland Cement (OPC), Portland Slag Cement (PSC), Portland Pozzolana Cement (PPC) and Portland Composite Cement (PCC). Nuvoco's RMX business possesses a pan-India presence and offers value-added products under Concreto (Performance concrete), Artiste (Decorative concrete), InstaMix (ready-to-use bagged concrete - the first-of-its-kind in the industry), X-Con (M20 to M60) and Ecodure (Special green concrete) brands. It is also a proud contributor to landmark projects like the Mumbai-Ahmedabad Bullet Train; Birsamunda Hockey Stadium (Rourkela), Aquatic Gallery Science City (Ahmedabad), Metro Railway (Delhi, Jaipur, Noida and Mumbai), and among many others. Nuvoco's MBM product portfolio, under the 'Zero M' brands, comprises construction chemicals, tile adhesives, wall putty and cover blocks. Through the NABL-accredited Construction Development and Innovation Centre (CDIC) based in Mumbai, Nuvoco identifies gaps in the marketplace and offers innovative products to meet customer requirements.

Know more about the Company on to www.nuvoco.com

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