



LET'S SHAPE A NEW WORLD TOGETHER

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1

INTRODUCTION

Building the nation with quality products

We manufacture world-class cement brands and construction solutions with a presence across all major cities and towns of East & North India. Our high quality products are curated at our state-of-the-art plants and aided by our exclusive R&D facility - Construction Development and Innovation Centre (CDIC). Nuvoco always strives to bring you innovative construction solutions that shape the future.

What makes us stand out ?

- Innovations in manufacturing process
- Best BIS standards and specifications
- Quality raw materials give our products a premium and consistent performance



Quality products of Nuvoco Vistas Corp. Ltd.

2 OPERATIONS AND GEO FOOTPRINT

Cement Operations

7 Plants

Aggregate Operations

2 Sites

RMX Operations

75 Plants (Commercial and Captive Plants in various places of the country)

Fly Ash Bricks and Hollow Concrete Block

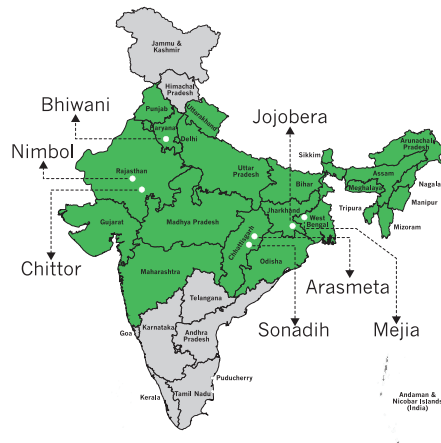
1 Plant

Construction Chemical Operations

Toll Manufacturing Units at Raipur, Kolkata and Vapi

PLANT	CEMENT CAPACITY
Arasmeta Cement Plant	1.8 MT
Bhiwani Cement Plant	0.5 MT
Chittor Cement Plant	2.1 MT
Jojobera Cement Plant	4.6 MT
Mejia Cement Plant	1.3 MT
Sonadih Cement Plant	0.55 MT
Nimbol Cement Plant	2.28 MT
Total	13.13 MT

Taking a look at our Pan-India presence



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CONSTRUCTION DEVELOPMENT AND INNOVATION CENTRE

- Operational since 2012 in Andheri, Mumbai.
- State-of-the-art facilities across 17000 sq. ft.
- National Accreditation Board of Testing and Calibration Laboratories (NABL) certified lab for testing and certification of construction materials.
- IIT Madras-Institutional tie-up.
- Innovates and develops products as per local requirements and conditions.
- Promotes good construction practices.

CDIC Facilities

- Construction System Lab
- Sustainable Construction
- Networking
- Academic and Scientific
- Regional Innovation Development
- Expertise and Project Assistance
- Cement and Concrete Testing
- Field Services
- Product Benchmarking



CONSTRUCTION DEVELOPMENT
& INNOVATION CENTRE

4 OUR PROJECTS

World One

World's Tallest Residential Tower, Mumbai
Grades: M95 - 45000 m³, M75: 9000 m³, M60, M40

Delhi and Mumbai Metro

- Involved with iconic infrastructure projects across the length and breadth of India, through our RMX division.
- Focusing on specialised products.
- Few other on-going projects.
- **Dravyavati River Rejuvenation Project** in Jaipur, Rajasthan. **First Make in India Locomotive Project** at Madhepura, Bihar. **World Trade Center**, Chennai, Tamil Nadu. **One Paramount**, Chennai, Tamil Nadu.

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COMMITTED TO INNOVATION WITH OUR HIGH-END PRODUCTS

PSC



PPC

OPC



Value Added Products

6 PORTLAND SLAG CEMENT CONCRETO

GOOD HOMES
SHAPE GOOD VALUES
AND GOOD HOMES ARE SHAPED BY CONCRETO

NUVOCO
Shaping a new world

To watch Concreto's unique **5 star advantage**, scan this QR code.

5 star advantage
Best Heat of Hydration | Lowest C₃A | Highest C₂S | Best Colour | Best Durability

CONCRETO
CEMENT
ACCHE GHAR KI PECHHAAN

RAW MATERIALS	FEATURES	ADVANTAGES	BENEFITS
Clinker	High class clinker at our Sonadih Plant	Yields low heat of hydration, C ₃ A < 6%, high C ₂ S content	Very high strength at 28 days. Least cracks, porosity and permeability
Slag	Cast house granulated blast furnace slag from Tata Steel	95-96% glass content with highest cementitious properties	Unique light colour, Excellent smoothness, High durability
ADSTAR bags	Laminated poly propylene material	Tamper and pilferage proof	Freshness intact and least handling loss

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PORTLAND SLAG CEMENT PSC - PREMIUM SLAG CEMENT



STEEL JAISA MAZBOOT NIRMAN

STRENGTH & POWER
THE PROMISE OF STEEL



Superior Finish | Light Colour | Excellent Strength



RAW MATERIALS	ADVANTAGES	BENEFITS
High class GGBFS with +95% glass content	Less water requirement	Higher strength through highest free lime conversion
Clinker with optimised C ₃ A	Less alkali formation	Reduces formation of cracks
	Gets stronger with time	Higher strength
	Fascinating colour	
	Optimum setting time	

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PORTLAND POZZOLANA CEMENT DURAGUARD MICROFIBER CEMENT

**FUTURE READY HOMES,
NOW IN INDIA**

With Microfiber-enriched Duraguard

NUVOCO
Shaping a new world

DURAGUARD MF MICRO FIBER

1ST

NIRMAAN KA BHAVISHYA

To watch Duraguard Microfiber's unique **fiber technology**, scan this **QR** code.

RAW MATERIALS	FEATURES	ADVANTAGES	BENEFITS
Microfiber	Glass fibre	Micro reinforcing agent	High bonding, Low cracks
PPC based	Fly ash with low carbon content and round particles	Abrasion resistance	Smooth finish
ADSTAR bag		Reduces rebound loss	High durability
		Excellent strength	Tough surface
		Tamper-proof	Saves labour and material loss
			~50Mpa strength in 28 days
			Fresh cement

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PORTLAND POZZOLANA CEMENT DURAGUARD CEMENT

DURAGUARD CEMENT
PRINCIPAL PARTNER

Performance Mein NO GAP

DURAGUARD CEMENT

NUVOCO
Shaping a new world

50kg

DURAGUARD CEMENT

VRT

DURAGUARD CEMENT

MAZBOOTI ANDAR, SURAKSHA JEEVAN BHAR

To watch Duraguard's unique **Void Reduction Technology (VRT)**, scan this **QR** code.

RAW MATERIALS	ADVANTAGES	BENEFITS
Low C_3A	Low heat of hydration	Lesser cracks
Void Reduction Technology	Dense concrete	High durability
Fly ash with low carbon content and round particles	Excellent strength	~50Mpa strength in 28 days
Different sized particles	Non-porous concrete	
High C_2S		

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PORTLAND POZZOLANA CEMENT DURAGUARD XTRA CEMENT

**SETTING TIME SAHI
AUR MAJBOOTI WAHI**

UNIQUE FEATURES

- BALL BEARING ACTION**
Enhanced Workability
- LOW WATER TO CEMENT RATIO**
High Workability
- OPTIMUM HYDRATION**
High Inter-Granular Density
- UNIFORMLY DISTRIBUTED GRAIN SIZE**
360° Compact Packing



NUVOCO
Shaping a new world

RAW MATERIALS	ADVANTAGES	BENEFITS
Uniformly distributed spherical grains	Secures from external weathering agents	Longer life
Ball bearing mechanism	Low water cement ratio	High workability
SuperSet Technology	Optimum initial setting time	Saves on labour, time and cost
Uneven cement molecules	High compactness	Higher strength

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CONSTRUCTION CHEMICAL ZERO M WATER SHIELD

Integral liquid waterproofing compound – A waterproofing compound enriched chemical, it is added during the mixing stage to provide waterproofing and improve strength from insides by forming crystals and sealing the pores.

**AB APKA GHAR HOGA
NAMI SE AUR BHI SURAKSHIT**

**Available in
1L, 5L, 10L and 20L**

NUVOCO
Shaping a new world

BHAR KA RAHIB DAT

**ZERO M
WATER SHIELD**

FEATURES	ADVANTAGES	BENEFITS
Waterproofing (Concrete and Mortar)	Prevents leakages and dampness	More durability
Low consumption	Only 150 ml per bag	Cost benefit
Low rebound loss	Improves workmanship, quality and saves time	Cost reduction (labour)
Corrosion resistant	Prevents steel corrosion	Safeguards the building and for long life

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CONSTRUCTION CHEMICAL ZERO M ACRYLIC POWER

Super bonding and waterproofing compound – An UV resistant acrylic enriched compound, it is the best suited for external applications including waterproof slurry coating on the concrete surfaces that helps in extending their longevity.



The advertisement features a central image of a modern house with a grey roof and white walls, set against a blue background with a network of white dots and lines. A large green hand is shown holding the house from below. In the bottom left corner, there is a logo for 'ZERO M ACRYLIC POWER' with a globe icon and the text 'FOR MOISTURE RESISTANT HOMES'. In the top right corner, the 'NUVOCO' logo is displayed with the tagline 'Shaping a new world'. Below the house, a red banner states 'Available in 1L, 5L, 10L and 20L'. To the right of the banner is a white bucket with a green lid, labeled 'ZERO M ACRYLIC POWER'.

FEATURES	ADVANTAGES	BENEFITS
Acrylic based	Hard impermeable film	Protects from water and fumes
Waterproofing	Prevents leakages and dampness	Improves life of the structure
No chlorides	No chance of chloride contamination	Improves life of the structure
UV resistant	Waterproof coating can be exposed to the sunlight	Increases the longevity of waterproofing membrane

13 CONSTRUCTION CHEMICAL ZERO M LATEX EXPERT

Multipurpose repair and waterproofing compound – A latex enriched compound, it makes the mortar/ concrete more cohesive, sticky and prevents water movements inside. It is suited for internal applications, such as repair-works.

GET COMPLETE WATERPROOFING SOLUTIONS

Give your building expert protection from leakage, seepage and dampness with the Zero M Latex Expert.



Available in
1L, 5L, 10L and 20L



FEATURES	ADVANTAGES	BENEFITS
Waterproofing	Prevents leakages and dampness	Improves life of the structure
Bonding and adhesive strength	Reduces cracks in the masonry structure	Reduces cracks in the masonry structure
Bond, rebar, coat	Protects against corrosion	Long life of the structure with less maintenance

14 WALL PUTTY ZERO M POLY RICH WALL PUTTY

Zero M Polyrich Wall Putty comes with the Polymer advantage which protects from water damage, cracks and dampness and thus makes your walls super smooth and durable.



**WITH THE POWER OF POLYMER!
GIVE YOUR WALLS THE WATERPROOF COVER**

Introducing **ZERO M POLY RICH** wall putty

NUVOCO
Shaping a new world

-  **All Weather-proof**
-  **Crack-proof**
-  **Smoother finish**
-  **More Durable**

FEATURES	ADVANTAGES	BENEFITS
White cement based	Higher strength and bonding	Higher durability
Enhanced with Polymers	High waterproofing and adhesive strength	Usable on both interior and exterior. Protects from cracks, flakes, peels, dampness and water damage.
	High reflectance and smooth finish	Reduces paint consumption
	5-7% extra coverage	Lower cost

Performance comparison chart

POINT OF COMPARISON	POLYRICH WALL PUTTY	ACCLAIMED CONVENTIONAL PUTTIES	PLASTER OF PARIS
Area of application	Universal, both for interiors and exteriors	Not very suitable for externally exposed surfaces	Cannot be applied on exterior exposed surface
Binding properties	Polymer rich cement based, hence higher bonding property	Lower binding properties due to presence of chalk powder	Low bonding capacity
Coverage	Around 14-15 sq.ft./kg, depending upon the condition of the surface	Around 12-14 sq. ft./kg, depending upon the condition of the surface	Around 7-8 sq.ft./kg, depending upon the condition of the surface
Consumption of paint	At least 10-15% less consumption	At least 8-10% less consumption	Requires higher quantity
Cost	Higher economy	Moderate economy	Lower economy
Durability	Depends upon the surface preparation and application	Depends upon the surface preparation and application	Lower compared to putty and easily affected by water/ moisture
Strength	Comparable to cement lamina	Better than POP	Cannot be compared
Water resistance	High	Moderate	Not at all, gets deteriorated

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GUIDING YOU TO A BETTER CONSTRUCTION

- 9 rules of construction
- 9 checks of a good godown
- 9 rules of cement storage
- All you need to know about cement quality
- Possible reasons for causes of cracks
- Possible reasons for cracks in the plaster
- Possible reasons for any concrete seepage

16 9 RULES OF CONSTRUCTION

1 Potable water – Ideal

The water quality similar to the water for washing clothes; should be used for mixing.

2 Fresh is good

Use the mortar and concrete within 3-4 hours of mixing with the water.

3 Less is more

Less water gives best results in strength and durability.

4 Soak

Well soaked bricks are must.

5 Fair measurement

Measure in identical containers.

6 Hear the sound

Good quality bricks emit ringing sound.

7 Frequent is better

Regularly collect the mortar that has fallen down and mix with fresh mortar.

8 Uneven is good

Stone chips and sand should be uneven in size but uniformly distributed.

9 1 Bag + 22-26 litres of water

To obtain perfect mortar.



17 9 CHECKS OF A GOOD GODOWN

- 1 Weather-proof/air-tight building or shed.
- 2 Waterproof concrete/brick masonry walls (plastered on both sides).
- 3 Sloped roof with proper GC sheets
- 4 RCC roof overlaid with waterproofing course.
- 5 Small windows, kept shut tightly.
- 6 Floor 150 mm concrete slab laid on dry course soil.
- 7 1200 mm above ground level with high plinth for lorry chassis and floor at similar level.
- 8 Ground draining away from warehouse.
- 9 Stacks should not be on the floor but on staging above 150 mm (6").



18 9 RULES OF CEMENT STORAGE

1 No piling against walls

1000 mm gap to be maintained on all sides.

2 Dry warehouse

Newly constructed warehouse should be allowed the time to dry.

3 Plastic sheets

Bags to be piled on thick plastic sheets.

4 No air

Place bags close together to reduce the air circulation.

5 Less is more

Max 10-12 pcs. bags to be piled on one after another.

6 Idle arrangement

Crosswise and lengthwise piling for piles higher than 8 bags.

7 Moisture is bad

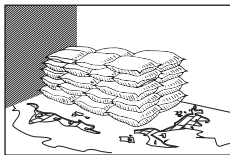
During monsoons and long duration storage, cover with 700 gauge polythene sheet.

8 Correct pile setting

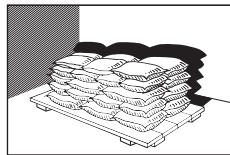
Bags should be removed from 2-3 tiers back to avoid overturning the piles.

9 'Warehouse pack' develops on lower layer bags

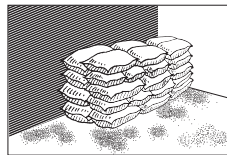
No need to rotate piles/layers, manage when the cement is taken for use.



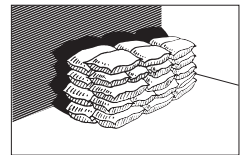
Wrong



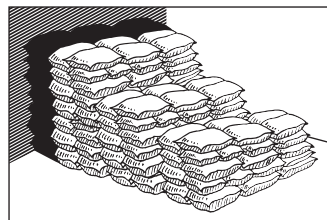
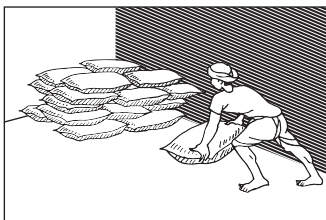
Right



Wrong



Right



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ALL YOU NEED TO KNOW ABOUT CEMENT QUALITY

“Does a cement having faster rate of gaining strength imply a better cement?”

- Mostly not. It gets damaged in two ways, during mixing and casting.
- The lime reacts with the water and yields very high heat of hydration which may lead to generate fine cracks by increasing the permeability of the concrete.
- The lime gets converted into slaked lime and remains locked inside the hardened concrete or mortar. This slaked lime inside a concrete or mortar swells when wet and contracts when dry. This phenomenon induces huge stress inside a concrete or mortar which leads to further increase in permeability and ultimately causes cracks.
- It further aggravates due to the increased permeability when the water comes in contact of reinforcing steel and rusting starts.

“Is OPC superior to blended cements?”

- Other than OPC's faster rate of gaining strength, in no way.
- Any cement reacts with the water in the following manner:



- To efficiently manage the “silent killer” Calcium Hydroxide, reactive Silica is added in calculated proportion to convert $\text{Ca}(\text{OH})_2$ part in Calcium Silicate Hydrate – resulting in higher 28-days strength and enhancing the durability.
- Blast Furnace Slag from Steel Plants or Fly Ash from Thermal Power Plants are added to OPC clinker. During or after grinding BIS specifies addition of 25% to 70% addition of Slag and up to 35% addition of Fly Ash.

“Are all blended cements similar?”

- No.
- Mere blending, by only adhering to BIS norms, may be able to fetch ISI mark or certificate, but not the best possible result.
- If the blended Slag or Fly Ash is not adequate to convert 100% Calcium Hydroxide into cement gel, then the full benefit is not achieved.

- It is easier to produce a good OPC but very difficult to produce an excellent blended cement. This requires superior technology, expertise, experience and rigorous quality monitoring of both the clinker and blending agents.

“Is OPC the best in foundation and plinth?”

- No.
- OPC concrete containing excess lime is more prone to attack by subsoil water, which is acidic in nature in 99 out of 100 cases.

“Are the defects in a concrete due to the cement used?”

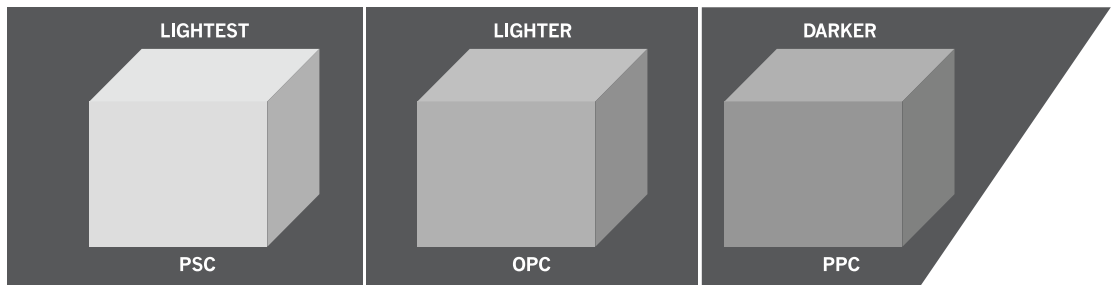
- Mostly it is due to:
 - A. Improper mix of the water or sand or aggregates.
 - B. Quality of the water, sand and coarse aggregates.
 - C. A faulty workmanship.
- Rarely, due to the cement. As it is produced in very large batches; therefore, few bags out of a highly quality checked lot cannot give problems.

“Is 53 grade cement the best?”

- Other than OPC no other cement has any grade so far.
- There are good blended cements which always exceed the 28 days strength of 53 grade OPC and at the same time provide much higher durability.
- 43 and 33 grade OPC fall further behind.

“Are darker cements better cements?”

- The colour of cement has got nothing to do with its quality, strength and durability. The colour is only an outcome of the process adopted to produce it.



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POSSIBLE REASONS FOR CAUSES OF CRACKS

- 1 Use of contaminated/impure water.
- 2 Delayed used of the mortar/concrete after mixing with the water.
- 3 Improper sand to cement ratio.
- 4 Use of the sand with high clay or mica content.
- 5 Draining out the cement from the heap at the time of mixing.
- 6 Improper water to the cement ratio.
- 7 Concrete or mortar coming in contact with retarders viz. molasses, sugar, fertilisers and other harmful organic materials etc.
- 8 Wrong doses of admixtures.
- 9 Low ambient temperature ($<20^{\circ}\text{C}$) at the time of casting.
- 10 Collecting and using material that have fallen down, remixed with the water.
- 11 Use of improperly stored cement.

The crack in concrete

- 1 Improper water to the cement ratio.
- 2 Faster drying during the initial stage.
- 3 Over or under compaction of concrete.
- 4 Improper curing.
- 5 Use of very fine sand.
- 6 Finishing with dry cement on the concrete surface.
- 7 Improper shuttering or settlement of props.
- 8 Low humidity and high temperature at the time of casting.
- 9 Faulty placement of the reinforcement.
- 10 Faulty design.



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POSSIBLE REASONS FOR CRACKS IN PLASTER

- 1 Plastering on the surface that is too wet or dry.
- 2 Shrinkage due to the use of the sand that is too fine.
- 3 Use of a stale mortar.
- 4 Use of higher water to the cement ratio.
- 5 Excessive troweling.
- 6 Improper curing.
- 7 Use of the sand with high mica content.
- 8 High ambient temperature and low humidity at the time of work.
- 9 Plastering more than 12 mm thick not done in layers.
- 10 Settlement of the main structure.



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POSSIBLE REASONS FOR ANY CONCRETE SEEPAGE

- 1 Use of improper ratio of the sand or stone chips in excess.
- 2 Use of less cement than minimum cement content.
- 3 Use of more water during mixing.
- 4 Casting in an ambient temperature that is too low or too high.
- 5 Over or under compaction.
- 6 Improper placing of the concrete, causing segregation.
- 7 Improper curing.
- 8 Draining out of cement slurry during casting.
- 9 Rainfall within 3-4 hours of casting.
- 10 Formation of cold joint during casting.
- 11 Use of the water contaminated with organic substances.
- 12 Sand and stone chips containing organic impurities.



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MAITREE PROGRAMME
FOR DEALERS

MAITREE
GOLDEN
BOOK



GUIDELINES OF GROWING WITH US

Building Relationships. Growing Together.

Maitree is a dealer engagement programme, which is conducted with an objective to motivate dealers so that they can achieve new heights, both in terms of business growth and personal milestones.

In this programme, dealers are provided with an opportunity to earn incremental points through various targets and incentives. They are also provided with an open communication platform to interact with Nuvoco on a regular basis and exchange ideas so that each other's needs and aspirations are better understood and aligned.

Thereby, helping both the dealers and Nuvoco to come closer and prosper together.



Dealers' Eligibility Benchmarks

The dealers are given titles based on the minimum purchase of cement. Here are the requirements to be eligible for acquiring titles and the benefits, thereafter.

- ★ **Valid Nuvoco dealer ID.**
- ★ **Minimum purchase of 600 MT in the rolling 12-month period.**
- ★ **Based on the 12-month rolling tonnage, dealers will be placed in one of the following tiers:** Super Legend, Legend Plus, Legend, Megastar Plus, Megastar, Superstar, Star.

Membership Validity

- ★ The Maitree Membership is active as long as the dealership is valid and active with Nuvoco.
- ★ No transaction for 6 consecutive months is considered as dormant.
- ★ After a period of no transaction, the transaction period will resume, the membership will be reactivated in the subsequent 6-12 months and the member will be again put into the base tier.

Claim Your Points

Nuvoco offers various opportunities to its dealers to earn reward points on following basis:

Base Points

The dealers, depending upon the tier they belong to, the type of cement they purchase and the market type that is premium or regular, will be accredited base points between 5–12.

Bonus Points

The dealers, irrespective of their tier, stand an opportunity to earn additional points on participating or winning in the Nuvoco contests, offers, etc.

Consistency Points (Annual Benefit)

Few points will be credited based upon consistency of the Maitree members; if they have transacted 9 out of 12 months annually, on per ton basis.

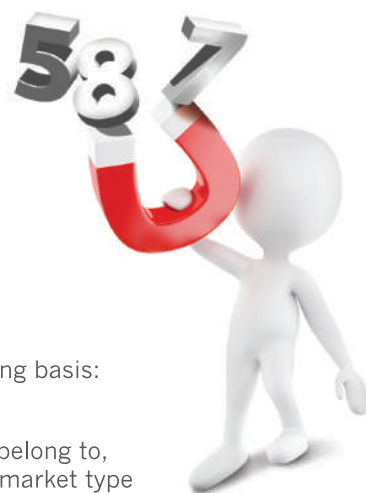
Turbo Points (Deferred Annual Benefit)

This extra point will be provided purely on performance basis that is, if any dealer member stands out during its service to Nuvoco.

Redeem Points to Win Rewards

If a dealer member has sufficient points, he can redeem the points on an exciting range of rewards like cars, watches, gold vouchers, mobiles, bikes, ACs, laptops and many other gifts.

There are different modes by which a dealer can redeem points - Website and Mobile App. The redeeming window will be open throughout the year for the dealers.



Insurance Benefits

Special Member Benefit

A special member is eligible for family health insurance and personal accident insurance.

Family Health Insurance Benefit

Super Legend, Legend Plus and **Legend** members and their family members are entitled to a family health insurance

worth **₹3.5 Lacs** from ICICI Lombard.

For married dealers, it covers spouse and two children below 35 years. For unmarried dealers, it covers parents along with the dealers.

Personal Accident Insurance Benefit

Megastar Plus and **Megastar** members (for proprietors only) can claim an accident insurance worth **₹20 Lacs**.

A **Superstar** member (for proprietor only) can claim an accident insurance worth **₹10 Lacs**.



Reach Us

Get information on
Maitree Membership
through various modes –

- ★ **Maitree Website –**
www.maitree.co.in
- ★ **Maitree Mobile App**
- ★ **Maitree Helpline**
1800 419 9098
(Toll Free)
- ★ **Email**
helpdesk@maitree.co.in



MAITREE
PARTNERSHIP FOR GROWTH



*The loyalty programme is applicable for registered members of Nuvoco only | Nuvoco reserves the right of approving points and redemption of the members | Nuvoco reserves the right to terminate membership along with points accrued | The programme does not entail a cash benefit in lieu of the product or voucher | Pictures shown are indicative only and may vary from actual product | Nuvoco reserves the right to modify or discontinue the programme at any point of time without assigning any reason whatsoever | Any dispute arising out of the programme are subject to the jurisdiction of a competent court of the state of Delhi

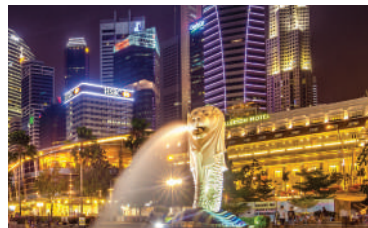
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MILAN PROGRAMME FOR RETAILERS

MILAN Loyalty and Rewards Programme is for our retailers where every registered member can earn benefits on each bag of cement purchased from an active Maitree Dealer.





Benefits

On the basis of average MT of lifting between each financial year, members will be given incentives in the form of domestic or international tours and other high value incentives.



How to Earn Rewards

Each registered member needs to record his monthly sales (within that particular month) through any of the following modes: Help-Desk or Mobile App or Website to get benefits under MILAN. Mother Dealer also need to approve the same through Maitree app or website.

			
MILAN enrolled member needs to register his monthly sales within that particular month through Help Desk/ MILAN Mobile App/ Website.	For Help Desk, call 1800-4199098 or give a missed call to 0124-6184577, our representatives will call you back within working hours.	For MILAN Mobile App, please download the App from Google Play Store/ IOS store and log on with your MILAN ID and Password. Click on Sales Registration.	For Website, log on with your MILAN ID and Password in www.milanrewards.co.in Click on Sales Registration under Sales Tracker.

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VRIDDHI PROGRAMME FOR INFLUENCERS



This programme is built to provide benefits to influencers such as the masons, engineers and any other person who recommends purchasing our products.

Benefits

This will earn them reward points which can be redeemed in return of exciting prizes which includes refrigerators, mobile phones, television sets, bikes, travel bags, etc.

Steps of Registration

For membership registration, call on the toll free number. Consequently, recommend any of our products and register sales on the 7th of every month which will be verified by the dealers on 14th of the same month.



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OUR JOURNEY TILL NOW

1999

- Incorporated as a 100% subsidiary of Lafarge SA France
- Lafarge Cement launched in Eastern India
- Acquisition of Tata Steel's cement business

2001-2006

- Acquisition of Raymond Ltd's cement division in 2001
- PPC1 mill commissioned at Jojobera Cement Plant
- PPC2 mill transferred to Jojobera from Arasmeta Cement Plant
- Launch of Concreto Cement in 2006

2007-2011

- Plant upgradation and VRM installation at Jojobera Cement Plant
- Mejia Cement Plant commissioned
- Sonadih Cement Plant Line 2 added
- Acquisition of L&T's ready-mix concrete business
- Commenced supplies of ready-mix concrete for the iconic World One Building in Mumbai, 2010
- Delivered ready-mix concrete to the famous Akshardham Temple in Kolkata, 2011

2013-2014

- Cement business expansion in North India
- Infracem Cement launched for the institutional segment
- Popular Lafarge Cement relaunched as Lafarge PSC with strength like steel, lightest colour & attractive finish
- Duraguard Microfiber Cement launched - 1st ever fiber cement for enhanced strength, smoother

surface finish and minimum surface cracks

- Bagged the contract to supply Agilia self-consolidating concrete to the iconic Nazrul Tirtha in Kolkata, 2013
- Associated as a ready-mix concrete supplier to the Jaipur Metro Railway project in 2014

2015

- Sonadih Railway Line Commissioning - enabled operational efficiency and improved market connectivity
- Won the Noida Metro Railway project as a preferred concrete supplier

2016

- East Grinding Unit, Clinker de-bottlenecking, enhancing production capabilities
- Following divestment from Lafarge Holcim, Lafarge India Limited is now part of Nirma Limited

2017

- Now registered as Nuvoco Vistas Corp. Ltd.
- Nuvoco bagged the contract to supply concrete to the prestigious Mumbai Metro Railway project

2018

- Continues to sell Cement, Value Added & Ready Mix concrete products under the Brand Name: Concreto, PSC, Duraguard Microfiber, Duraguard, Infracem, Zero M, Agile, Artiste, Instamix, Xlite, Prowall and many more
- Steps into the wall-putty segment with the launch of our new brand Zero M Polyrich Wall Putty



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