

Press Release

## Arasmeta Cement Plant celebrated 30<sup>th</sup> Road Safety Week with various programmes

**February 15, 2019, Arasmeta:** To drive home the message of road safety amongst the masses, Nuvoco's Arasmeta Cement Plant (ACP) celebrated 30<sup>th</sup> Road Safety Week with various activities. Under the umbrella of Nuvoco's 'Surakshit Bharat', the activities were aimed at creating a positive change in the society and inspire people to adhere to traffic rules for their own safety and that of others on road.

To mark conclusion of weeklong awareness campaign, a *Nukkad Nattak* titled Drunken Driving and its results was performed by school children for transporters, truck drivers and employees. This year Mr. Shiv Charan Singh Parihar, DSP Traffic, Janjgir Champa came along with his team and facilitated awareness programme to the transport drivers followed by quiz competition inside the truck yard campus. In another programme he addressed the school children of Shri Kailashpat Singhania Higher Secondary school, ACP Gopalnagar on spreading awareness about the importance of road safety to bring about a significant behavioral change amongst the masses and sensitizing people on the issues around road safety. Also health camp was organised for drivers in ACP Occupational Health Center (OHC).

This year the theme for Road Safety Week was '*Sadak Suraksha – Jeewan Raksha*'. Based on the theme ACP organised various activities namely road awareness at 4.5km road followed by distribution of reflective tape /stickers for bicycle and helmets; inspection of vehicle registration paper, vehicle insurance, PUC checking and PRTA audit etc. All the winners of the activities were given awards.

### About Nuvoco

Nuvoco Vistas Corp. Ltd. (formerly Lafarge India Limited), is a leading manufacturer and retailer of building materials with a vision to build a safer, smarter and more sustainable world. The company started operations in India in 1999 via acquisitions; and it has since emerged as one of the major players in India. Today it has an installed capacity of around 10.92 MTPA with six cement plants in Chhattisgarh, Haryana, Jharkhand, Rajasthan and West Bengal; and a pan-India presence in the ready-mix concrete (RMX) business with around 70 plants across the country. Our aggregates business is based out of Kotputli with a capacity of 240 tonnes per hour. In Cement we are amongst one of the leading players in Eastern, Central and North India; with high performance, premium blended cement variants, which include Duraguard, Duraguard Microfiber, PSC, Concreto, and Infracem. We also offer value added products like construction chemicals, wall fill solutions and cover blocks. Our RMX range; comprising specialised products like Agile, Artiste, XLite, InstaMix, and Robuste; is trusted alike by large developers, small contractors, builders, architects, government agencies, and individual house builders. We are proud contributors to landmark projects like Lodha World One, the Metros [Delhi, Jaipur and Mumbai]. Guided by the enduring principles of safety for its employees and social responsibility for the community, the company is charting new roads in providing solutions to meet the country's infrastructure needs. [www.nuvoco.in]