

Press Release

## **Nuvoco provides smart solution for the Smart Cities Mission: builds dedicated cycle track with 'Artiste Coarse', a sustainable decorative concrete offering**

**Bhubaneswar, November 27, 2019:** In line with Nuvoco's commitment towards Building a Safer, Smarter and Sustainable World; its latest solution contributes to the Smart Cities Mission. Its Artiste range of decorative concrete combines freedom of design with low maintenance and durability. It offers great looks, outstanding performance, and is available in a wide variety of textures and colours. Nuvoco used 'Artiste Coarse' to lay a dedicated cycle track for the Bhubaneswar Smart City Ltd (BSCL) project.

This is a first-of-its-kind initiative for Bhubaneswar; wherein lanes stretching over 10 km on either side of a main road starting from Vani Vihar square to Master Canteen (near Bhubaneswar Railway Junction) and finally to Forest park have been created exclusively for riding bicycles. The cycle tracks are developed as part of a public bicycle- sharing programme under the Smart Cities Mission. This solution offers cyclists the freedom to ride without the fear of encountering oncoming traffic. Further, it also promotes a healthy lifestyle and environment. Bicycle symbols have also been drawn with stencils in the concretised tracks to distinctly identify them.

As per the project requirements, the cycle track had to be laid on an existing sewage RCC (Reinforced Cement Concrete) slab, have a smooth surface, and at the same time, be durable, sustainable and of consistent quality. Additionally, the surface would have to be painted red for greater visibility during night. 'Artiste Coarse' in brick red was identified as an ideal solution that satisfied all the criteria put forth by BSCL. The total area earmarked for this project is one lakh sq ft, which is being carried out in phases. As of date, Nuvoco has finished laying nearly 57,000 sq ft.

Talking about the project, Mr Prashant Jha, Chief – RMX, Nuvoco said, "The objective of the Smart Cities Mission is to build the next generation of Indian cities, where infrastructure is easily accessible and affordable, and citizen-government engagement is efficient and effective. Through this project and our 'Artiste Coarse' Value Added Product; we aim to develop an ecosystem that reduces traffic congestion and pollution in the city by encouraging commuters to use bicycles, which will help in reducing their dependence on motor vehicles and also offer long-term health benefits."

### **About Nuvoco**

Nuvoco Vistas Corp. Ltd. 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 since then it has emerged as one of the major players in India. Today it offers a diversified business portfolio under three broad business segments, namely, Cement, Ready Mix Concrete (RMX) and Expert Care Solution (ECS). Nuvoco is amongst one of the leading players in cement in East, Central and North India; offering high performance, premium, blended cement variants like Duraguard, Duraguard Microfiber, PSC, Concreto, and Infracem manufactured in its cement plants in Chhattisgarh, Haryana, Jharkhand, Rajasthan and West Bengal with an installed capacity of around 11.75 MTPA. It also offers Expert Care Solution (ECS) like construction chemicals, wall fill solutions, and cover blocks through its Zero M range of products. Nuvoco's RMX business has

# Nuvoco Vistas Corp. Ltd.



a pan-India presence offering specialised products like Agile, Artiste, XLite, InstaMix, and Robuste being proud contributors to landmark projects like Lodha World One, Amritsar Entry Gate, and the Metros (Delhi, Jaipur, Noida and Mumbai). Through its NABL-accredited Construction Development and Innovation Centre (CDIC) based in Mumbai, Nuvoco identifies latent gaps in the industry and offers customised solutions to its customers. Guided by the enduring principles of safety for its employees and responsibility for the community and environment, the company is charting its course to shape a new world. ([www.nuvoco.in](http://www.nuvoco.in))