

Press Release

Nuvoco launches 'Duraguard Waterseal' Cement

A path-breaking, water-repelling Portland Pozzolona Cement; now available across West Bengal

May 22, 2019, Kolkata: Nuvoco Vistas Corp. Ltd. a leading manufacturer of building materials launched Duraguard Waterseal, a Portland Pozzolona Cement with unique water-repelling and damp-lock properties, across West Bengal.

Duraguard Waterseal protects the construction from water ingress, dampness, and efflorescence; resulting in higher resistance to and better protection from the harmful waterborne environmental pollutants; thereby increasing the structure's life and durability. With Quality and Innovation at the core of the organisation's philosophy; Duraguard Waterseal is produced using state-of-the-art technology where an insoluble coating forms over steel bars and enhances the overall life of the structure. The special mix of Duraguard Waterseal ensures an improved damp-lock process and a faster pace of construction without compromising on strength. It is a path-breaking product in the premium segment and comes in Ad Star bag.

Duraguard Waterseal is best suited for, both, exterior and interior plaster jobs. When used in kitchens, toilets, bathrooms, and cellars; it would keep free from dampness, and hence, result in improved hygiene. Apart from its unique water repellent properties, it also reduces exterior primer paint consumption by 20-25%, if applied directly upon the plastered surface. Duraguard Waterseal will later be rolled out in other parts of the country as well.

Speaking on the occasion, Madhumita Basu, Chief of Marketing, Innovation, Strategy and IT, said, "We have always striven to launch top-quality and innovative products to cater to the ever changing and growing needs of the consumers. The launch of Duraguard Waterseal is aimed at addressing the current market demand and the consumers need for a versatile product with excellent waterproofing property for beautiful interiors and exteriors. Duraguard Waterseal's workability and durability will help us create a point of differentiation and highlight the advantages that our customers receive with our cement."

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 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 170 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, Noida 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]