

Press Release

Nuvoco kicks-off an Intervention Capsule-Series in Chhattisgarh for developing Skills in Modern Building Materials *3,500 end-users across 250+ retailers will be covered in 45 days*

Raipur, January 09, 2020: Nuvoco Vistas Corp. Ltd., India's leading building materials company, today launched a series of intervention capsules in modern building materials for its customers in Chhattisgarh. Starting from Raipur; these interventions will be delivered via mobile vans and reach out to at least 3,500 end-users over 45 days through more than 250 retailers across major districts in the state.

Modern building materials like wall putty, water-proofing solutions, and tile adhesives, are used to fortify a structure under construction and further protect it from wear-and-tear over the years. However, incorrect application could compromise on the product delivery and result in disenchantment with the product, or even brand, for the consumer. The financial and environmental expenses are manifold. In order to counter this pervasive phenomenon, Nuvoco's Zero M team has organised sessions for imparting good practices to contractors, masons, and even individual home builders, to make them better aware and develop skills in the ideal usage of modern building materials. These are 45-minute capsules, which will be delivered at the retailer site to an intimate audience to ensure better interaction and engagement.

Ms. Madhumita Basu, Chief Strategy and Marketing Officer, Nuvoco, explained, "Our attempt is to engage with those who directly purchase or influence the procurement of modern building materials, and share with them tips and practices, which will further enhance their work. With newer products and technologies entering the market, it is important that everyone in the value chain is up-to-date with the necessary know-how. Upgrading the skill sets of this audience ensures that they use the available products in the most effective manner; thereby guaranteeing a win-win outcome for everyone. Nuvoco is constantly identifying opportunities where it can share knowledge and further improve the experience of its customers, which can also benefit the industry, at large."

About Zero M

The 'Zero M' range of modern building materials from Nuvoco offers high quality products like Polyrich Wall Putty, SpeedX Tile Adhesive and Premium Cover Blocks. The Zero M waterproofing range consists of Water Shield (an integral water proofing compound); Acrylic Power (a multipurpose product that can be used as a waterproofing coat and a bonding agent); Latex Expert (another multipurpose product that can be used as a bonding agent between different surfaces as well as in repair mortar).

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 Modern Building Materials. 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 Modern Building Materials like construction chemicals, wall fill solutions, and cover blocks through its Zero M range of products. Nuvoco's RMX business has 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)