



Press Release

Nuvoco supports Jaipuria Cricket Academy, Rajasthan

Nuvoco encourages Women Cricket Team by offering Customised Lightweight Cricket Bats

Rajasthan, November 10, 2020: In a bid to encourage women's cricket, Nuvoco Vistas Corp. Ltd., a leading manufacturer and retailer of building materials in India distributed 15 customised lightweight cricket bats to the women cricket team of Jaipuria Cricket Academy in Rajasthan as part of their Corporate Social Responsibility (CSR) initiative.

The company has always looked at opportunities to empower women and support them by offering the required tools or platforms to elevate them. The women cricket team of Jaipuria Cricket Academy had recently shared concerns on the usage of ready-made bats as these were heavy and caused wrist pain among the players, which in long run will impact their performance and longevity as cricketers. Jaipuria Cricket Academy works with women players from remote backgrounds, motivating them to take up cricket as a career. It works towards nurturing some unprecedented young women talent in cricket. Keeping in consideration their work, Nuvoco Vistas decided to come forward and sponsor customised lightweight cricket bats for them.

Additionally, Nuvoco has been supporting cricket as a sport in the country by partnering with the Royal Challengers Bangalore (RCB) team in the Indian Premier League (IPL) for the third consecutive year.

Speaking on the company's involvement, **Mr. Chirag Shah, Head – Marketing** said, "Guided by the value of care, our CSR initiatives have always focused on development of women, particularly from the unprivileged sector. We are committed and have worked on various projects for the advancement of girl child and women like skill development and raising health awareness in remote areas through our CSR pillars of Swasth Bharat (Health), Shikshit Bharat (Education), and Saksham Bharat (Livelihood). We are glad that through this partnership with the Jaipuria Cricket Academy will aid sportswomen from economically disadvantaged conditions who face challenges due to lack of economic means."

The bats were distributed at an event held in association with BCCI to motivate women cricket players of the state. The players were honoured by Mr. Rohit Jhalani, ex-Rajasthan captain and Ranji Player along with renowned ex-Ranji Tournament Players Mr. Pradeep Sundaram and Mr. Pankaj Gupta. Present at the occasion from Nuvoco were Mr. Jitendra Khandelwal, Head Customer Service, Mr. Chanchal Srivastava, Sales-Cluster Head Mr Vijay Sharma, Head-Trade Marketing Mr Rishi Gokhru, Senior Manager-MBM, Mr Kunal Arora, State Head-CS and Mr Gaurav Sharma, Trade Marketing-Rajasthan to motivate players.

Speaking on the occasion **Mr. Rohit Jhalani**, ex-Rajasthan captain and Ranji Player, said, "Nuvoco Vistas must be commended for their tremendous support to the cause of women's cricket in the country. They are helping passionate sportswomen who are often overlooked. It is fitting that they are helping



the Jaipuria Cricket Academy which trains these women for their selection on various cricket platforms. This new equipment enables these players to compete with the best.”

About Nuvoco

Nuvoco Vistas Corp. Ltd. is a leading manufacturer and retailer of building materials in India 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 business segments, namely, Cement, Ready-Mix Concrete (RMX) and Modern Building Materials (MBM). Nuvoco is one of the top cement manufacturers in India, and the leading player in the East following the acquisition of Nu Vista Limited (formerly Emami Cement Limited); offering high performance, premium, blended cement variants like Concreto, Duraguard, Nirmax and Infracem. Its MBM product range, under the Zero M brand, comprises construction chemicals, wall fill solutions, and cover blocks. Nuvoco's RMX business has a pan-India presence offering specialised products like Artiste and InstaMix 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.com)