



Press Release

Nuvoco launches new composite cement variant 'Duraguard Silver' in Bihar

Helps improve workability and make your construction stronger from Foundation to Finish (F2F).

Bihar, 08 January 2021: Nuvoco Vistas Corp. Ltd., a leading building materials company in India **launched premium composite cement 'Duraguard Silver' as part of their extensive Duraguard range of products in Bihar.** It will now be available in Katihar, Kishanganj, Purnea, Araria, Bhagalpur and Naugachia districts of the state followed by Begusarai in coming months. It provides improved workability for the processes of concreting, brickwork, plastering, and flooring that makes the construction stronger from foundation to finish (F2F).

Duraguard Silver is manufactured using advanced technology and contains slag and silicate gel. These two components provide the cement with an attractive bright shade and an increase in inherent strength. It creates a cohesive and denser concrete mix providing fewer chances of bleeding and segregation. With reduced porosity and lesser chances of thermal cracks, it helps in preventing any damage caused by seepage or temperature changes. Its high resistance to chloride makes it a better alternative than regular PPC providing increased protection to the TMT bars.

Duraguard Silver comes in a sealed tamper-proof packaging that protects the cement from moisture and keeps it fresh for a longer duration. The sealing is done in the factory and opened only when they reach the site, which makes it impossible to tamper with and ensure zero wastage of cement.

Flagging off the product from Nuvoco's Panagarh Cement Plant in West Bengal, **Mr. Jayakumar Krishnaswamy, Managing Director, Nuvoco** said, "We are constantly striving to provide premium quality and innovative products that ensure safety, strength and performance. The launch of Duraguard Silver enhances our Duraguard product range, which aims at addressing the market and consumer needs. This versatile product improves workability and helps protect the construction from foundation to finish."

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)