



Bhubaneswar

Kar Tower, 1st Floor, Plot No. 1210/1744, Bomikhal, Rasulgarh, Bhubaneswar - 751 010

Hyderabad

Flat No.201, H.No.3-6-200, Arunodaya Apt., Beside Minerva Hotel, Street No. 15, Himayathnagar, Hyderabad - 500 029
Tel: 040 23221105

Jabalpur

Beside Hirmansha Apartment, Near G.S. College of Commerce, Civil lines, Jabalpur (MP) Tel: 0761 2620614

Jamshedpur

G-2, 143, Birenu Dwarika Place, Aambagan Rd, Sakchi, Jamshedpur - 831 001 Tel: 9431704985

Kolkata

Madhukunj, Ground Floor, 48, Satish Mukherjee Road, Kolkata - 700 026 Tel: 033 2464 0192 / 281 / 287

Lucknow

B-25, Sector - H, Aliganj, Near Sangam Chauraha, Lucknow - 226 024 Tel: 0522 4013409

Mumbai

Industry House, 4th Floor 159, Churchgate Reclamation, Mumbai - 400 020

Varanasi

G-3, 3rd Floor, Gurukripa Colony, Opp. Taksal Takies, Nadesar, Varanasi - 221 002
Tel: 0542 250 8883

Ranchi

UG Plus 3, Maple Plaza, Kadru Argora Rd., Opp. Rd.no.2, Ashok Nagar, Ranchi - 834 002, Jharkhand Tel: 9771494663

Raipur

21/470 Civil Lines, Near CM Bungalow, Raipur - 492 001
Tel: 0771 242 4010 / 4011

Patna

3005, 3rd Floor, Grand Plaza, Frazer Road, Patna - 800 001, Bihar.
Tel: 0612 2216401

Nagpur

5-A, Khare Town, Dharampeth, Nagpur - 440 010.
Tel: 0712 254 0487 / 254 6916



**CLASSIC
CEMENT**



Pillar of Strength



Birla Gold Classic Cement

is a renowned brand in cement industry for over four decades. A quality product from the "Cement Division" of Century Textiles & Industries Ltd., a part of the BK Birla Group of Companies.

The Cement Division consists of four strategically located plants at Raipur in Chhattisgarh, Maihar in Madhya Pradesh, Chandrapur in Maharashtra and Murshidabad district in West Bengal.

All the plants are equipped with finest next generation automated technology and state-of-the-art equipment, which ensures energy efficient and pollution free production of cement. The entire production is monitored by a Central Control Room, which ensures that the cement goes through numerous quality checks to maintain the highest quality standards. All the plants are equipped with captive thermal power plant for uninterrupted power supply with synchronized support of grid power.

The Quality Control Department is equipped with ultra-modern facilities like X-Ray Analyzer & Polarizing Microscope to optimize the quality of raw materials and to ensure better particle size distribution which in turn ensures consistency in quality in every batch of cement produced.

All the plants have following coveted international certifications:

- ISO 9001 for Quality Management System
- ISO 14001 for Environmental Management System
- ISO 18001 for Occupation Health and Safety Management System.

The company is committed to produce high quality cement with continuous process innovation and quality improvement system as its ethos. The plants consistently produce high quality of cement catering to the diverse set of customers:

- Portland Pozzolana Cement (PPC)
- Portland Slag Cement (PSC)
- Ordinary Portland Cement 43 & 53 Grade (OPC)
- Ordinary Portland Cement 53 S (Railway Sleeper Cement)

Due to high compressive strength and low heat of hydration, structures made with Birla Gold Cement are more durable.

The company has an extensive dealers and retailer's network across the country supported by experienced, robust marketing and technical team, dedicated to provide best services to the customers for complete satisfaction and delight.

The plants are bestowed with several awards and accolades both at State, National and International Level which is a testament to its quality and reliability.

The company has also been in the forefront for various social services and humanitarian causes. Its CSR initiatives on education, self-employment, health and safe drinking water are consistently benefitting the neighborhood communities immensely.

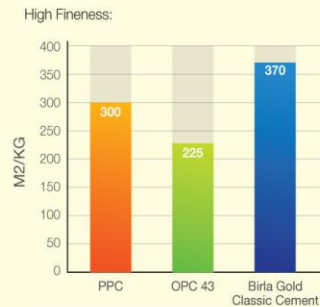
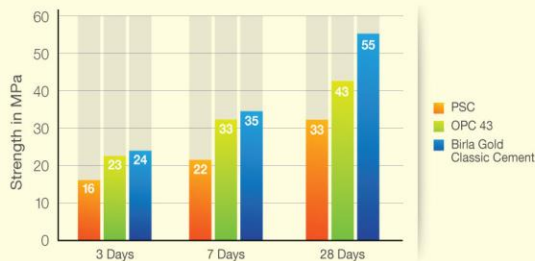
Birla Gold Classic Cement

is a high quality Portland Pozzolana cement with superior features. This cement is an ideal blend of high quality clinker and carefully selected high quality Pozzolana. Birla Gold Classic Cement has high compressive strength and excellent durability features.

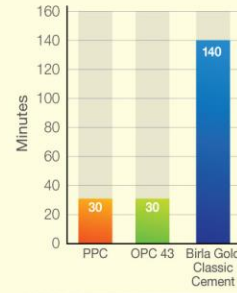
Also, the cement comes in attractive TAMPERPROOF LAMINATED packaging which ensures correct quantity and good quality cement.



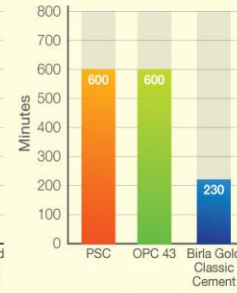
Attributes of Birla Gold Classic Cement



High Initial Setting Time



Low Final Setting Time



Low Heat of Hydration

Low heat of hydration compare to OPC



Birla Gold Classic cement has low heat of hydration which prevents thermal cracks in concrete.

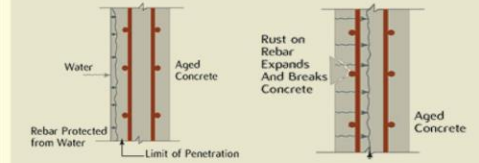
Advantages

Produces strong structures



Birla Gold Classic Cement produces high strength concrete which results in faster construction and strong structures.

Resistance to Corrosion of Steel



Concrete produced with Birla Gold Classic Cement is dense and does not allow the entry of water thereby protects the reinforcement from corrosion.

Workable & High Cohesive



Birla Gold Classic Cement produces high volume of cement paste which gives better workability.

Makes dense concrete



Produces low-pore-volume concrete there by reduces permeability and gives greater durability to concrete structures.

Technical Services



- Site verification by qualified Civil Engineer.
- Quality verification of Building Materials.
- Advice on Correct Concrete mix proportion.
- Helping to produce good workable concrete.
- Tips on good construction practices.
- Inspection of concrete strength through Rebound Hammer.
- Concrete Mix design for large project sites.
- On site Training to Mason/Site supervisor and Engineers.
- Customize solution.