



**PREMIUM  
CEMENT**

**BUILD WITH GOLD**



B K BIRLA GROUP OF COMPANIES

**Sunahre Sapne, Sunahra Kal**



# Birla Gold Premium 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 B K 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.

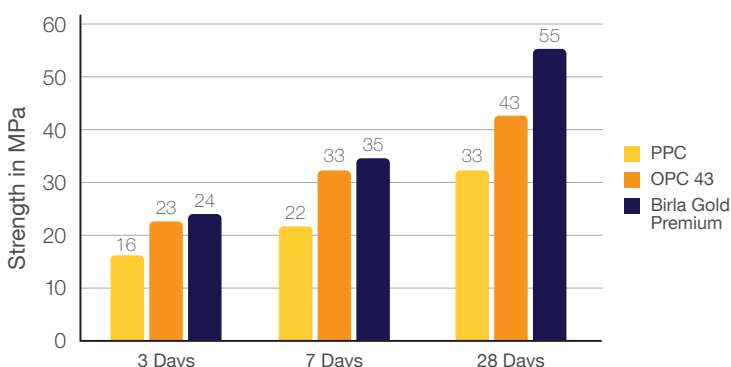
## Birla Gold Premium

is a versatile cement with distinct advantages. This cement is an ideal blend of high quality clinker and carefully selected high quality artificial pozzolana materials, which provide adequate initial strength and high ultimate strength. Birla Gold Premium cement also offers excellent resistance to harmful environment and chemical attacks. This cement is a unique combination of STRENGTH and DURABILITY.

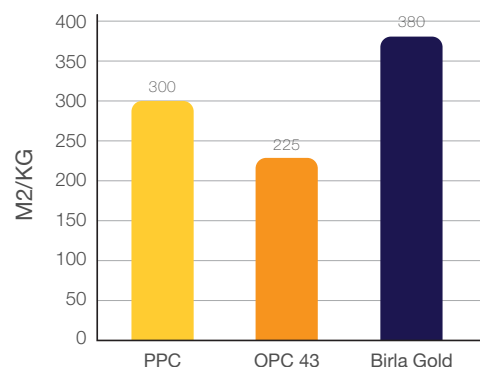


## Features

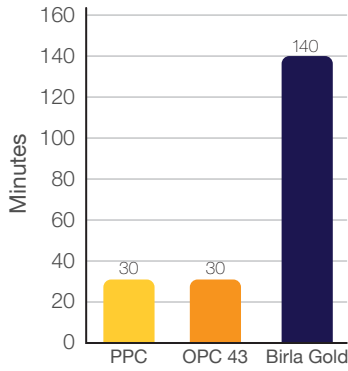
High compressive strength:



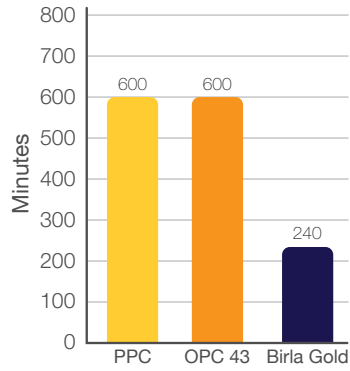
High Fineness:



## High Initial Time

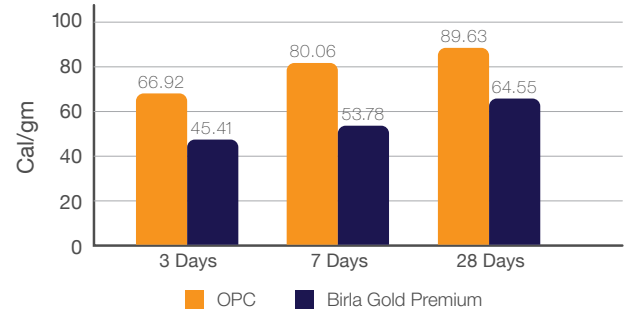


## Low Final Setting



## Low Heat of Hydration

### Low heat of hydration compare to OPC



Birla Gold Premium cement has low heat of hydration which prevents concrete from thermal expansion and also protect from plastic shrinkage cracks.

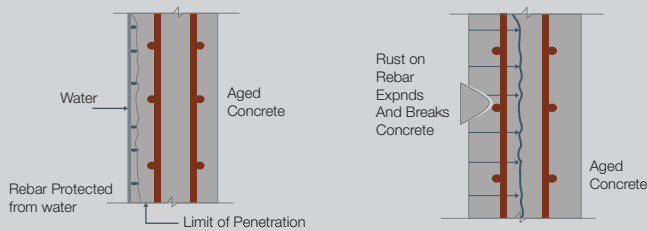
## Advantages

### A Strong Structure

Due to its double gel formation and early final setting it helps to produce high early strength of concrete resulting in faster construction and strong structures.



### Resistance to Corrosion of Steel



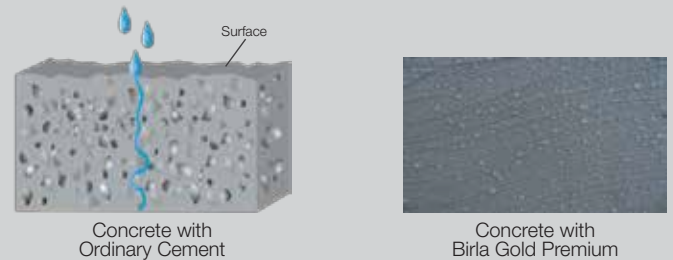
Concrete produced with Birla Gold Premium Cement is highly impervious and hence protects the reinforcement from chloride attack and corrosion.

### Workable & High Cohesive

High fineness of Birla Gold Cement results in workable and cohesive concrete and provide a better finish.



### Makes impermeable concrete



Due to its double reaction and secondary gel formation, reduces the concrete pores thereby concrete becomes impermeable and prevent penetration of air and water. No seepages in slab.

### Resistance to plastic shrinkage cracks



Concrete with Ordinary Cement



Concrete with Birla Gold Premium

Birla Gold Cement with its unique water holding capacity reduces plastic shrinkages cracks in concrete and mortar.

### Excellent Resistance to External Environment and Chemical Attack



Sulphate Attack



Carbonation



Spalling

It produces highly dense concrete which gives resistance to weathering action, carbonation, sulphate and chloride attack including spalling and abrasion effect.

## Value Added 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.





### **Bhubaneshwar**

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

### **Hyderabad**

Flat No.201, H.No.3-6-200, Arunodaya Aprt., Beside Minerva Hotel, Street No. 15, Himayathnagar, Hyderabad - 500 029

**Tel:** 040 23221105

### **Jabalpur**

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

### **Jamshedpur**

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### **Kolkata**

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### **Mumbai**

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### **Varanasi**

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### **Ranchi**

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### **Raipur**

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