

# INNOVATIVE

## CONCRETE SOLUTIONS FOR A CHANGING WORLD

We provide a suite of best-in-class building solutions, crafted with deep industry knowledge and understanding of customer needs. Our products lend strength and character to key infrastructure projects across India. We adopt the latest technological advances to improve the efficiency of the production process, minimise the carbon footprint of our products and make them more sustainable.

### Creating newer, better choices

During the year, we added new products to our kitty, such as wall putty, tile adhesive, ready mix plaster and enabled conversion of AOD slag to cementitious material. We also ventured into the construction chemicals sector recently, with a focus on dry-mix mortar. Our green products in this sector are currently available as dry-mix as well as liquid products. We are capitalising on the gradual shift from conventional construction mix ratios to extracted byproduct engineered compositions.



### Product development roadmap

#### GEOPOLYMER CEMENT

Promotion of geopolimer concrete going on a bigger scale

#### 3-D CONCRETE PRINTING

Collaboration with IIT Guwahati for development of concrete mix design

#### SUPER SULPHATED CEMENT

Demo trial will be taken up internally

#### LC3 CEMENT & CONCRETE

Lab concrete trials taken up internally

#### 53S CEMENT (RAIL CEMENT)

Blended cement testing done in lab

#### GRAPHENE IN CEMENT/CONCRETE



Mortar and concrete experiments, and evaluation of physical and mechanical properties in progress

#### ALTERNATIVE MATERIAL FOR CLINKERISATION



Evaluation of LF slag sources from various steel plants for replacement of Al laterite in progress

[Our Innovative Products | Page 28 >](#)

### Leveraging technology to optimise operations

Technological innovations are being leveraged to optimise resource management. Our commitment to operational excellence extends to route-to-market optimisation. We are taking concerted efforts to streamline logistics. For example, we have invested in wagon tippers for inbound logistics and are using track-and-trace systems and control towers for end-to-end tracking and exception management in outbound logistics. We are also focusing on improving customer or channel touchpoints by increasing the field force, rationalising warehouses, engaging more transporters and GPS tracking of goods movement. We have initiated yard management and track-and-trace projects at our plants to strengthen our logistics and last mile delivery.

### Empowering our partners to serve customers better

We use 'Saathi' – our field force app – to improve the efficiency of our field visits. The app also helps enable unified communication across all our channel partners through the sales team. We have developed a 'Dealer's App'. This helps our dealers improve business by giving them access to all our offerings, ranging from the product catalogue, invoices, making payments, to placing orders.



[Technology | Page 68 >](#)