



JSW Cement Unveils CHD Waterguard – India's First Moisture-Warrior Cement with Turbo Gel Technology

Revolutionary super-premium, water-repellent cement introduced in Southern Region; Designed to withstand high-moisture challenges

July 10, 2025: JSW Cement, one of India's leading green cement producers and part of the highly diversified JSW Group, proudly announces the launch of **CHD Waterguard**, a revolutionary **super-premium, water-repellent cement** designed to withstand the high-moisture challenges faced by homes in the country's tropical Southern Region.

Backed by **Turbo Gel Technology**, CHD Waterguard brings a new standard in cement innovation—engineered for strength, durability, and moisture resistance in one powerful formulation.

Announcing this today, Mr. Nilesh Narwekar, Chief Executive Officer, JSW Cement, *"The tropical climate of Southern India, with its intense humidity, coastal salt air, and heavy monsoons that compromise the longevity of concrete structures. With CHD Waterguard, we're offering a specialised solution that actively protects homes from seepage, dampness, salt corrosion, and moisture-related damage."*

The primary feature of JSW CHD Waterguard as a water repellent is that it prevents seepage and dampness, thereby keeping homes dry & damage-free. It is also corrosion resistant, which protects rebars from rust and, as a result, enhances structural integrity. The turbo gel advantage ensures polymer-enriched hydration matrix for improved workability and compressive strength. All of these factors, lead to reduced maintenance, better finish, and extended lifespan of structures, which impart greater durability. The fundamental aspect of sustainability is based on the fact that CHD Waterguard is a slag-based cement, which is a key strength of JSW Cement.

"This is not just cement. It's protection for your dream home. With CHD Waterguard, we are not only raising the performance bar but also redefining how cement is perceived – less as a commodity and more as a performance-driven solution," **said Mr Hitendra Jariwala, Chief Marketing Officer, JSW Cement.**



Southern India, characterised by coastal humidity, tropical monsoons, and salt air exposure, often faces issues of concrete deterioration, rebar corrosion, and moisture infiltration. CHD Waterguard addresses these challenges head-on – making it the ideal choice for Individual Home Builders (IHBs), contractors, and civil engineers across the region.

The launch will be accompanied by on-ground demonstrations, engineer meets, mason trainings, and exclusive influencer loyalty programmes, ensuring stakeholders experience the superior performance of CHD Waterguard firsthand.

About JSW Cement: JSW Cement is part of the highly diversified JSW Group. As one of India's leading business houses, JSW Group also has other business interests in sectors such as steel, energy, maritime infrastructure, defence, B2B ecommerce, realty, paints, sports and venture capital. JSW Cement is India's leading Green Cement company with manufacturing units at Vijayanagar in Karnataka, Nandyal in Andhra Pradesh, Salboni in West Bengal, Jajpur in Odisha and Dolvi in Maharashtra and through its subsidiary, Shiva Cement, operates a clinker unit in Odisha. The company is present across the entire value-chain of building materials comprising cement, GGBS, concrete & construction chemicals. This gives JSW Cement a unique advantage to cater to the diverse needs of the construction industry with its premium, high quality & eco-friendly products. The company utilises industrial by-products in the manufacture of cement and other building materials thereby ensuring a greener future for the next generation. Its capable marketing & service teams ensure that customer's needs are met within the shortest time by extensively leveraging digital tools, mobile-tech and conversational commerce interventions. Its business vision has been acknowledged through various awards including Iconic Brand of India (2023), CII ITC- Excellence Award in Corporate Social Responsibility (2023), International Green Apple Award (2023) among others.

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