

BIRLA WHITE CEMENT

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Birla White is the no.1 choice of architects, interior designers and building contractors in India. It is the first white cement company to get the ISO 9002 & ISO 14001 certification and acquire International Environmental Rating (IERS) level 5, for excellence in Environment Management. It has also won several awards for excellence in exports.

Special Manufacturing Process:

It is made using state-of-the-art Japanese technology. The unique decolouriser prevents oxidation of iron in the clinker and maximizes whiteness, due to simultaneous quenching and drying. And the fuzzy logic system and X-ray analyser from FLS, Denmark ensure consistent quality.

Unique Characteristics:

- High refractive index • High opacity • Superior whiteness
- Low alkali content • High compressive strength
- High lime content • Low residue on 63 micron sieve
- Low loss on ignition • Uniform particle distribution.

Application Areas:

- Manufacturing cement paints and mosaic tiles • Wall putty
- Terrazzo flooring • Slurry under marble slab • Cement wash
- Sandface spray plaster coating • Ornamental creations
- Textured plaster • Smooth plastering • Stonecrete plaster
- Glass Fibre Reinforced Cement • Exposed aggregate plaster
- Pointing • Hollow blocks and other architectural finishes

Grasim Industries Ltd. (White Cement Division)
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New Delhi - 110001. Tel.: (011) 3356752 / 54. Mumbai: 2nd Floor,
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6430207. Calcutta: Tel.: (033) 2827313. Chennai: Tel.: (044)
4992406. Agra: Tel.: (0562) 381720. Factory: Post
Kharia Khangar, Taluka Bhopalgadh, District. Jodhpur (Rajasthan).

India's largest selling white cement.

**Birla
White**

The Whitest White Cement



Birla White Cement is a quality product from Grasim Industries Ltd. (White Cement Division Aditya Birla Group. Made using new-age technologies, it is the most preferred white cement