



‘Ambuja Plus Cool Walls’ launched in Punjab

Revolutionary green building offering for Individual House Builders from Ambuja

- *‘Heat Barrier Technology’ ensures home interiors maintain temperature difference of at least 5 °C; Ambuja Plus Cool Walls saves energy*

Chandigarh, 8th November 2017: Ambuja Cements Ltd, one of India’s leading cement manufacturers, has launched an innovative green building offering for Individual Home Builders (IHBs) in Punjab – **Ambuja Plus Cool Walls**’. The revolutionary product with ‘Heat Barrier Technology’ ensures maintenance of a 5° C temperature difference indoors, no matter how hot or cold the external temperature is; thus saving energy.

Commenting on the launch of Ambuja Plus Cool Walls, **Ambuja Cement MD & CEO Ajay Kapur** said, *“Ever since our inception, innovation has been the hallmark of all our offerings. The introduction of Ambuja Plus Cool Walls reinforces our strong commitment towards introducing products that deliver high strength, performance and sustainable development. We are confident that this new product will provide further impetus in our vision so that the “World Builds Better”*.

“Ambuja plus Cool Wall comes with ‘Heat Barrier Technology’ that helps maintain a temperature difference of at least 5 °C. The product ensures superior strength and durability with walls that are stronger than walls made with conventional products. This is yet another step by Ambuja Cement towards environmental friendly construction. We are very excited to see the enthusiasm of the construction fraternity to our offerings,” added Mr Kapur.

The product was launched in Gujarat recently and has already received excellent response from IHBs.

Whilst the B2B construction segment has evolved with efficient building solutions like concrete blocks and fly ash bricks, the IHB segment (comprising ~70% of construction demand annually) still depends on brick masonry during the home building process. However, this has a environmental impact, as it uses fertile soil. Also it give rise to efflorescence on clay brick walls especially in the Punjab region.

Ambuja’s Chief Marketing Officer Sanjay Kumar Gupta said, *“Developed by Ambuja’s in-house team, Ambuja Plus Cool Walls is a cleaner and greener offering to the IHB community. At a time when ‘global warming’ is becoming a major concern for emerging economies like India, Ambuja Plus Cool Walls is equipped with ‘Heat Barrier Technology’, an innovative green building property that provides thermal insulation.”*

Ambuja Cement

“Following the excellent response to Ambuja Plus Cool Walls in Gujarat, the product has now been launched in Punjab and Himachal Pradesh. In the next few months, it will also be introduced in different markets across the country,” added Mr Gupta.

About Ambuja Plus Cool Walls

- A complete solution to build a house that can withstand temperature variations and keep the interiors of a home at a comfortable temperature
- Traditionally, clay brick walls need to be cured, whereas, Ambuja Plus Cool Walls does not require curing -cured, thereby saving huge quantities of water during the construction process; and also reduces the hassles faced by the consumer.
- Ambuja Plus Cool Walls is made of heat-resistant concrete blocks and Blockol – Block Jointing Mortar - for joining these blocks.
- Ambuja Plus Cool Walls are stronger than walls made from any other material

About Ambuja Cement

Ambuja Cements Ltd, a part of the global conglomerate LafargeHolcim, is one of the leading cement companies in the Indian cement industry. Operating for over 30 years, Ambuja has proved to be the best cement for construction and the best cement manufacturing company in India with its uniquely sustainable development projects. Its environment friendly initiatives have played a key role in India’s efforts to become a green state. The sustainable constructions and renewable energy projects undertaken by it have a lion’s share in creating a blueprint for sustainable development in India’s bright future. Currently, Ambuja has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country.