



**PRESSURE DETA NAHI.
LETA HAI.**



































**Mazbooti mein A1.
Bharose mein A1.**



Successful business houses the world over have one belief in common – value creation for its customers, partners, people and communities. The CK Birla Group, led by Mr. Chandra Kant Birla is a diversified Indian conglomerate with a total revenue of approximately US\$1.8 billion that includes leading brands such as Birla.A1 Premium Cement, Orient Electric, NBC Bearings, AVTEC Ltd, Charminar, Aerocon, BM Birla Heart Research Centre CMRI Hospital, Birla Institute of Technology - Mesra and Caterpillar Dealership represented by Gmmco. The group companies are achieving excellence with over 20,000 employees, 24 manufacturing facilities and operations across five continents. The group is on an ambitious path to transform itself with fresh thinking and building on unwavering principles that drive the group in every sphere of activity. The group is committed to playing a dominant role in the industrial development of India.

INDUSTRY CLUSTERS

HOME AND BUILDING	TECHNOLOGY AND AUTOMOTIVE	HEALTHCARE AND EDUCATION
 	 	 
 	 	 
 	 	 
 	 	 
	 	 
		 
		 

Established in 1979, Orient Cement has emerged as one of the fastest growing and leading cement manufacturers in India. It markets its products under the name of Birla.A1 Premium Cement and Birla.A1 StrongCrete. With technologically-advanced manufacturing facilities situated in Devapur, Jalgaon and Chittapur and current production capacity of eight million tonnes per annum, the company is able to serve Maharashtra, Telangana, Andhra Pradesh, Karnataka and parts of Madhya Pradesh, Tamil Nadu, Kerala, Gujarat and Chhattisgarh.

With a focus on resilience and durability, the company has created benchmarks in the industry with the quality of its products. It is certified for QMS ISO 9001:2015, EMS ISO 14001:2015, OHSMS 18001:2015, ISO 19011:2018, ISO 50001:2011, ISO 27001:2013. Orient Cement is one of the only two Indian cement companies to be awarded the prestigious TPM (Total Plant Maintenance) excellence award by the Japan Institute of Plant Maintenance. The company has also received numerous awards for green and safety practices.

Orient Cement stands for strength and trust, and has established a reputation for the same with the use of only high-grade raw materials. The products are suitable for all types of industrial, residential and commercial constructions.

TECHNOLOGICALLY-ADVANCED PLANTS

Orient Cement's products are produced at the technologically advanced manufacturing facilities. With the help of equipment sourced from only the world's best manufacturers like L&T, CIMMCO, FLSmidth, KHD, the entire cement manufacturing process is monitored & controlled centrally by a state-of-the-art central control room to fine tune and ensure quality output. Our NABL accredited quality lab houses the latest equipment like the X-Ray Analysers from Bruker & Oxford, Particle Size Analysers and Optical Microscope amongst many others.

The mother plant situated at Devapur (Telangana) was established in 1979. With addition of a split-grinding unit in Jalgaon (Maharashtra) and an integrated unit in Chittapur (Karnataka), the total capacity is now 8 MTPA.



DEVAPUR, Telangana

The plant situated at Devapur in Adilabad District, Telangana, is Orient Cement's first integrated cement unit project with a capacity of 3.0 MTPA.

JALGAON, CGU, Maharashtra

To meet the growing demand in Maharashtra, a clinker grinding plant was commissioned in the year 2000 at Jalgaon, Maharashtra with a capacity of 2.0 MTPA cement production.



CHITTAPUR, Karnataka

Located in Gulbarga in Karnataka, the unit was commissioned in 2015 with a capacity of 3.0 MTPA.



THE PREFERRED CHOICE

Birla.A1 Premium Cement was launched as a corollary to the magnificent success of Orient Gold 53 Grade Cement. The brand has been well received in the market and is already the preferred cement for independent home builders, architects and engineers. Birla.A1 Premium Cement is being sold in major parts of the Southern and Western regions of the country through a well-established network of over 80 offices and an excellent strength of over 3000+ stockists.



PRESSURE SUSTAINING TECHNOLOGY

COMMITTED TO OFFER ONLY THE BEST

Birla.A1 Premium Cement is manufactured with state-of-the-art manufacturing technology to ensure uniform particle size distribution. Concrete made from it attains higher compressive strength and can sustain higher pressure. The particle size distribution of the cement has been meticulously maintained through stringent quality checks at NABL accredited lab in our state-of-the-art plants.

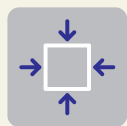
PRESSURE TEST COMPARISON

ORDINARY CEMENT
starts to crack
under pressure



**BIRLA.A1
PREMIUM CEMENT**
has higher compressive
strength that enables it
to sustain pressure

SPECIAL FEATURES OF BIRLA.A1 PREMIUM CEMENT



**HIGHER
STRENGTH**



**CRACK
RESISTANT**



**SUPERIOR
DURABILITY**



**SMOOTHER
FINISH**

PRODUCT PORTFOLIO

Birla.A1 Premium Cement is available as
PORTLAND POZZOLANA CEMENT (PPC) & ORDINARY PORTLAND CEMENT (OPC)

PORTLAND POZZOLANA CEMENT (PPC)



Birla.A1 Premium Cement - PPC

Birla.A1 Premium Cement is manufactured by the inter-grinding of clinker, gypsum and very fine-grained highly reactive fly ash. Its biggest advantage is uniform particle size distribution which gives higher strength, and helps achieve higher density with lower porosity in concrete made from it, leading to increased durability. It achieves minimum 53 MPa as compressive strength at 28 days of curing.

KEY FEATURES

- Higher strength provides better resistance to structures in an aggressive environment, such as chlorides and sulphates attack. Additionally, concrete made with Birla.A1 gains more strength with the passage of time
- Smoother finish and higher resistance to seepage
- Higher resistance to cracks due to low heat-of-hydration
- Minimum wastage of cement

VARIED APPLICATIONS

- Industrial, residential and commercial constructions
- Mass concrete construction dams, canals, roads, drains, etc
- Building construction & RCC work
- Plastering & masonry grouts and mortars
- Effluent and sewage treatment plants
- Marine work & coastal constructions



ORDINARY PORTLAND CEMENT (OPC)



Birla.A1 Premium Cement – OPC 43 Grade

Originally named Orient 43 Grade Cement, it was amongst the earliest successes of Orient Cement paving the way for others to follow. Manufactured under controlled process conditions deploying sophisticated plant machinery, it gained immense popularity in a short span of time and was instrumental in making Orient Cement a household name. The brand has now been integrated under our umbrella brand and rechristened as Birla.A1 Premium Cement – OPC 43 Grade. It achieves minimum 43 MPa as compressive strength at 28 days of curing.

KEY FEATURES

- General purpose cement especially suited for pre-cast, pre-stressed RCC constructions
- Suitable for sheets and pipes of asbestos/non-asbestos based products
- Suitable for general Civil Engineering construction works like buildings, bridges, roads etc
- Compressive strength is much higher than the BIS Standards

Birla.A1 Premium Cement – OPC 53 Grade

One of the pioneers of 53-Grade Cement in India, Orient Cement opened up a whole new dimension in building construction with the launch of Orient Gold 53-Grade Cement in 1992. The runaway success of Orient Gold is a testimony to our efforts to provide consumers with only the very best. The brand has now been integrated under our umbrella brand and rechristened as Birla.A1 Premium Cement – OPC 53 Grade. It achieves minimum 53 MPa as compressive strength at 28 days of curing.

KEY FEATURES

- High compressive strength, attained through high quality raw material and optimum process control
- Strengthens faster than conventional grade cement and facilitates quality constructions
- Economical constructions, as high initial strength helps save cement consumption and construction time
- Unmatched durability, due to consistency and fineness of cement

BIRLA.A1 STRONGCRETE

Birla.A1 StrongCrete

Birla.A1 StrongCrete is a specially engineered cement for concrete applications such as foundation, beams, columns and slabs. Load-bearing concrete structures of a house are the most critical areas and hence require special cement that can sustain very high pressure and withstand harsh climatic changes. Birla.A1 StrongCrete, with the power of OptiMix18™ not only helps build your home faster and stronger, but also ensures that it lasts for ages.

KEY FEATURES

HIGHER STRENGTH

FASTER SETTING TIME

INCREASED DURABILITY

Optimix18™ : Birla.A1 StrongCrete is optimised with the three core properties of cement which include fineness, particle distribution and the amount of admixture that goes into it.



BENEFITS OF BIRLA.A1 PREMIUM CEMENT – DURING CONSTRUCTION

STRONG FOUNDATION, COLUMNS & SLABS

Birla.A1 Premium Cement provides better compressive strength, helping in faster de-shuttering, making it ideal for foundation, columns and slabs.

BETTER COMPRESSIVE STRENGTH

	BIS Standard	Birla.A1 Premium Cement	How does it benefit you?
1 Day	NA	18 ± 2 MPa	Better initial strength resulting in faster deshuttering
3 Days	16 MPa minimum	30 ± 2 MPa	
7 Days	22 MPa minimum	40 ± 2 MPa	

ECONOMICAL CONSTRUCTION

Birla.A1 Premium Cement's optimum setting time results in economical construction by reducing wastage of cement.

OPTIMUM SETTING TIME

	BIS Standard	Birla.A1 Premium Cement	How does it benefit you?
Initial Setting Time	30 minutes minimum	140 - 160 minutes	Mortar (Cement+Sand+Water) once made can be used for 2-2.5 hours, hence reducing wastage.
Final Setting Time	600 minutes maximum	190 - 210 minutes	Optimum setting time for timely completion of work

SUPERIOR PLASTERING

Birla.A1 Premium Cement's optimum fineness provides superior finish to your interiors and exteriors making it ideal for plastering.

OPTIMUM FINENESS

BIS Standard	Birla.A1 Premium Cement
300m ² /kg minimum	335 - 350 m ² /kg
Optimum fineness and high cohesiveness of cement leads to lesser development of micro cracks during construction	Mortar made of Birla.A1 Premium Cement is homogeneous, hence plastering work is smooth

BENEFITS OF BIRLA.A1 PREMIUM CEMENT – LONG-TERM & POST CONSTRUCTION

CONSISTENT QUALITY BUILDS DURABLE STRUCTURES

Birla.A1 Premium Cement provides superior long-term compressive strength.

SUPERIOR DURABILITY

	BIS Standard	Birla.A1 Premium Cement	How does it benefit you?
28 days strength	33 MPa minimum	55 ± 2 MPa	High ultimate strength creates strong and durable structures

PRESSURE-FREE MAINTENANCE

Structures built by Birla.A1 Premium Cement can take on storm, heavy rains, and chemical attacks etc. effectively

- Less cracks
- Lower risk of seepage
- Lower cost of maintenance

OPTIMUM SOUNDNESS

	BIS Standard	Birla.A1 Premium Cement	How does it benefit you?
Le-Chatelier Expansion	10 mm maximum	0.5 mm (Average)	Optimum soundness makes structures made with Birla.A1 Premium Cement weather-resistant, keeping them strong and beautiful forever
Auto clave expansion	0.8% maximum	0.2% (Average)	

Applications: Suitable for all types of constructions like Hydro Power Stations, Dams, Marine Structures, Jetties, Heavy Machinery Foundations, Underground Structures, Pipeline Works, Multi Storied Buildings, Concrete Roads and Bridges, All Types of RCC Works.

At Orient Cement, we have always believed in providing exemplary quality products to our customers. Our commitment does not stop at that. As a true reflection of our commitment to offer you nothing but the best of services, we bring to you the "Concrete Engineer".



**Mazbooti mein A1.
Bharose mein A1.**



Call:

Maharashtra
Madhya Pradesh
Chhattisgarh
Telangana
Andhra Pradesh
Tamil Nadu
Karnataka
Goa
Kerala

09850084073

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07026638654

Or send a request through our dealer or retailer
The above mentioned services are available only in select areas



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