

# Ramco to Become the Complete Cement Solutions Provider with its New Premium Cement



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Ramco Cements Limited, India's pioneers in the cement industry, introduces Ramco Supercrete, a new premium blended cement, which is the first crack-resistant cement in the country. The company launches Ramco Supercrete with the aim of upgrading themselves from a cement-maker to a complete cement solutions provider.

Ramco Supercrete will meet the requirements of all consumers and specifiers who prefer higher grades of concrete as it not only provides excellent strength but excellent durability too. It is also engineered to be environment-friendly, crack resistant cement with excellent workability. The new premium blended cement is also compatible with the m-sand. Ramco Supercrete, which is an excellent alternative of OPC 53 grade cement, comes in BOPP bags that ensure no spillage.

Ramco Cements, ever since its inception in 1962, had never fallen behind in experimenting and investing in the latest technology and modern machinery. By keeping consumers interest uppermost in the mind, Ramco has always strived to establish fine-tuned products that suit various consumer palettes. The company's focus was always on 'Right Product for Right Application' and till today it has offered almost 12 different brands to the consumers.

To constantly monitor the quality of the cement produced and to produce more quality products for specific market segments, Ramco has established an in-house research center, RAMCO Research and Development Center, in Chennai. The center also carries out tests for consumers. The research center is also fully equipped to carry out the most advanced studies on the durability of concrete.

Ramco was the first in the cement industry to introduce ESP for environment protection. It was the first cement producer that established first-ever RMC and dry mix plants in Tamil Nadu. In 1998, Ramco launched Ramco Supergrade and Ramco Supersteel cement, both blended cements which were durable as well as environment-friendly. Ramco Supergrade bagged the title Green Cement by CII and their Ariyalur factory received the four leaves award from the Ministry and Science.

Ramco's various expansions are underway and the company has invested Rs.3500 crores to it. The company's new capacity in West Bengal is already on stream and the Odisha plant is expected to be commissioned by October 2019. The Vizag plant expansion will be commissioned by December 2019,

Jayanthipuram expansion by July 2020 and Kurnool by March 2021. Ramco Cements Limited is the market leader in Kerala with 20% of the market share.