



With the launch of its premium cement product, Nuvoco Vistas Corp Ltd has increased its position in the North area.

The focus of revenue in the north, particularly in Haryana, Western UP, Punjab, Delhi, and Madhya Pradesh, is on the trade channel and brand creation through a robust dealer network.

Nuvoco Vistas Corp Ltd proposes to build a grinding facility at its current Plant in Bhiwani, Haryana, with a capacity of 1.2 million tonnes per year to meet the expanding demands of the infrastructure industry.

This marks the beginning of the company's growth towards the North. The full exploitation of the local clinker output will be assisted by this grinding equipment.

Currently Nuvoco's product portfolio addresses to the complete spectrum of customers with Ordinary Portland Cement (OPC), Portland Slag Cement (PSC), Portland Pozzolana Cement (PPC) and Portland Composite Cement (PCC), which are among the best in the industry based on BIS standards and premium raw material quality.

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