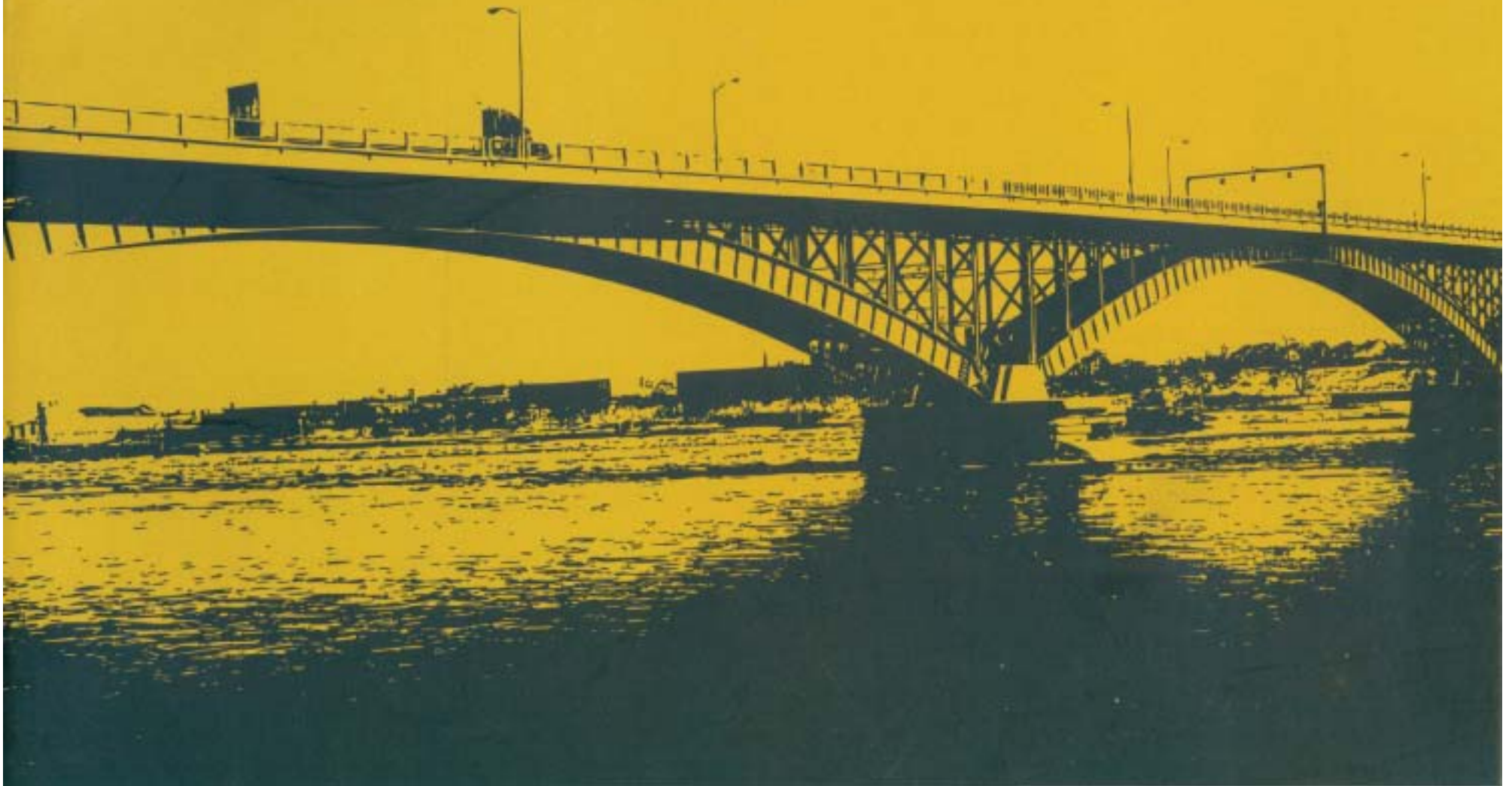


**UltraTech**  
**CEMENT**  
*The Engineer's Choice*

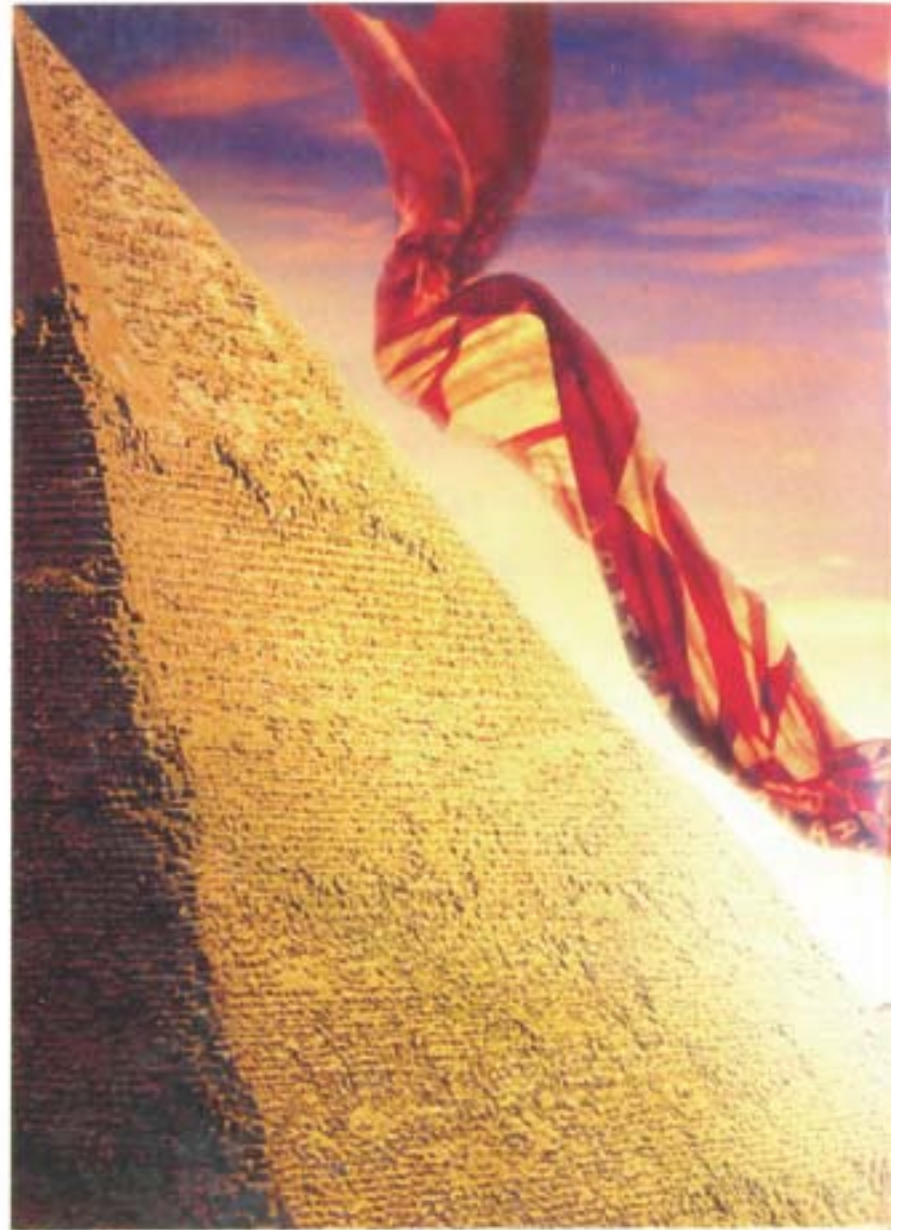


## *Building tomorrow, today.*

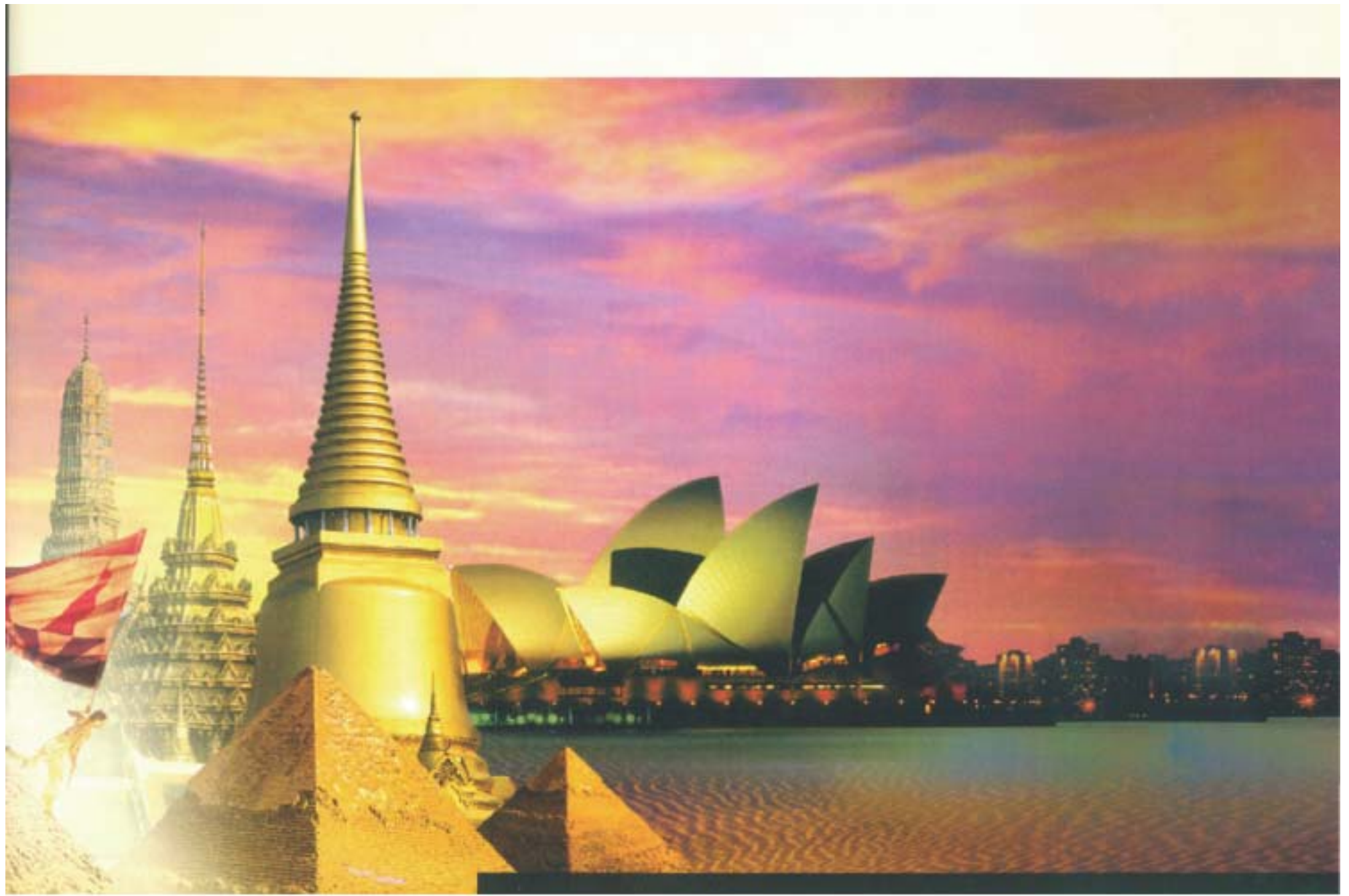
At UltraTech, we firmly believe that the pursuit of perfection today is the means to an enriched tomorrow. It is this belief that makes us strive for excellence in everything we do. And it's probably what makes us the most preferred cement manufacturer in India and the tenth largest manufacturer in the world.

In Sri Lanka, UltraTech Cement Lanka Pvt. Ltd. is an 80:20 joint venture between UltraTech Cement Ltd. of India and Ceylinco Insurance PLC, its local partner. UltraTech Cement Ltd. is part of the Aditya Birla Group, a Fortune 500, US \$29.2 billion Indian multinational corporation. It has operations in 25 countries with a committed, diligent and highly skilled workforce of over 1,30,000 employees. In fact, the Group has been adjudged "The Best Employer in India" and among the "top 20 in Asia" by the Hewitt-Economic Times and Wall Street Journal Study, 2007 respectively.

Today, the Group is among the top three global players in three of its businesses and among the top fifteen global players in three other businesses including cement. The total production capacity of cement is 48.8 million mt per annum.







## *Product Quality and Relevance to Customers*

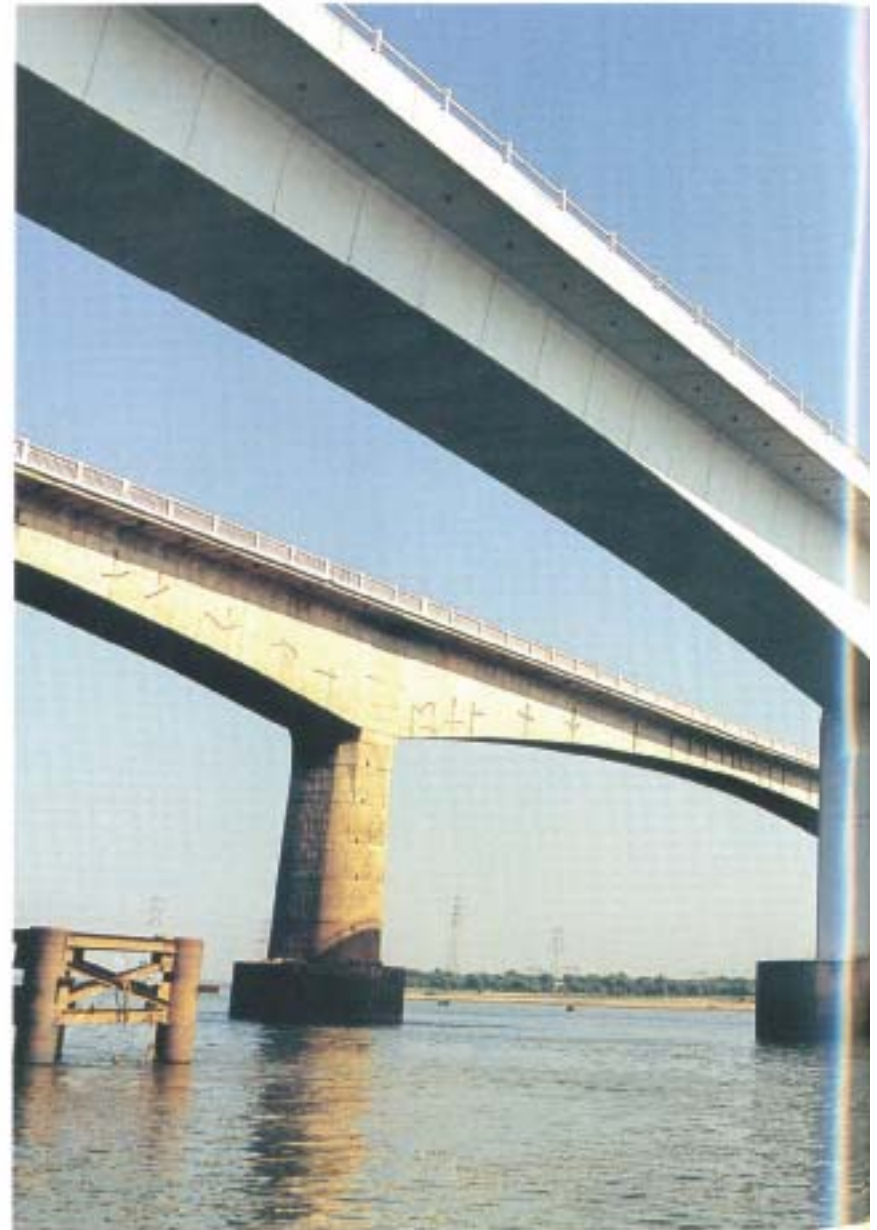
Cement is a vital ingredient of construction and its chemical and physical properties are crucial in deciding the overall quality and longevity of any construction. At UltraTech, we strive to consistently deliver to our customers only the highest levels of the same.

Some of the unique features of our cement are:

- Higher compressive strength
- Optimal fineness
- Balanced physical and chemical properties
- Low level of chlorides
- High soundness
- Consistency in quality

These features give our customers a host of advantages:

- Higher workability
- Lower consumption
- Enhanced durability
- Quicker construction
- Overall economy







## Uses

UltraTech Cement is a generic and original Ordinary Portland Cement conforming to SLS 107 standards. Its superior and stringent internal specifications make it one of the highest quality cements in the industry.

It is this superior quality that makes the cement truly versatile, allowing it to be used for any of the following applications:

- All kinds of construction including concrete (reinforced, precast and prestressed), masonry and plaster
- Roads, bridges, water retaining structure
- Cement based products such as pipes, tiles, blocks, poles etc.
- Ready Mix concrete, high performance concrete, slip form construction



## *Customer Care and Guidance*

### *Quality monitoring and application research:*

A dedicated, in-house laboratory with committed, experienced and energetic industry professionals ensure that cement and concrete are put through every required test.

Following are the activities the laboratory undertakes:

- Ensuring that all mandatory procedures of SLSI have been strictly followed
- Regular testing and analysis of available cement brands in the industry for benchmarking, improving and providing better guidance to customers
- Application based research for guiding customers in crucial applications
- Providing testing services to customers and consultants due to lack of good testing facilities in the industry





## *Technical Services to Customers*

A dedicated team of experienced civil engineers acts as a link between the customer, sales team and manufacturing unit to deal with the technical aspects of cement and its application.

Following are the highlights of our technical team:

- Enhancing the quality of construction by providing technical education to users like masons and contractors
- Guidance to customers in selecting the right cement, using it economically and if need be, site supervision and field visits, free of cost
- Keeping in touch with consultants on a regular basis to understand their requirements and get feedback to continually improve the quality of products and services offered









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**UltraTech Cement Lanka (P) Ltd.**

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