

# NOW, A CEMENT THAT BUILDS LEGACIES



**Birla.A1  
StrongCrete**  
The Forever Cement

## INNOVATION FOR THE FUTURE

With 35+ glorious years of nation-building, Orient Cement Limited has become synonymous with quality and trust. Our flagship brand - Birla.A1 Premium Cement has established itself as one of the most preferred cement brands among the consumers.

In our endeavour to offer superior products to our consumers, we are proud to introduce **Birla.A1 StrongCrete**, a special cement for concrete applications.

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### Why Birla.A1 StrongCrete?

Load-bearing concrete structures are the most critical elements of a house and hence require a special cement that can sustain very high pressure and withstand harsh climatic changes.

**Birla.A1 StrongCrete is ideal for  
concrete applications**



### Quality of concrete depends upon quality of the cement

Concrete is a mixture of cement, water, fine aggregates (sand) and coarse aggregates (gravel). The strength of the concrete largely depends on the strength of the cement used, as it acts as the main binding material.

*Quality of the aggregates also influences the quality of concrete. For building a house, M20 grade of concrete is preferred.*

**Birla.A1 StrongCrete is ideal for concrete applications.**

# SPECIAL FEATURES OF BIRLA.A1 STRONGCRETE

HIGHER EARLY STRENGTH

FASTER SETTING TIME

DENSER CONCRETE

CRACK RESISTANT

CORROSION INHIBITOR

PST®  
(PRESSURE SUSTAINING TECHNOLOGY)



## HIGHER STRENGTH



### Higher Early Strength

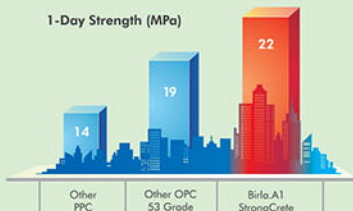
Strength gaining of concrete is a gradual process. Birla.A1 StrongCrete gives concrete high-strength earlier than regular cement. The higher early strength of the concrete allows for faster removal of the formwork (de-shuttering), leading to saving in time of construction.



### Higher Ultimate Strength

Concrete made with Birla.A1 StrongCrete gains its desired compressive strength during the initial 28 days after casting. Due to its advanced formulation, Birla.A1 StrongCrete continues to gain strength even after that.

1-Day Strength (MPa)



Ultimate Strength of Concrete



## FASTER SETTING TIME



Birla.A1 StrongCrete with its quick setting time helps in faster removal of formwork and hence leads to faster construction.

## INCREASED DURABILITY



### Crack Resistant

Lower heat of hydration ensures Birla.A1 StrongCrete protects homes from structural damages like thermal cracks.



### Corrosion Inhibitor

Double Calcium-Silicate-Hydrate Gel (C-S-H) formation ensures that Birla.A1 StrongCrete protects the rebars (reinforced steel bars) from corrosion, thus increasing the durability of the structure.

### The power of OptiMix18™ makes Birla.A1 StrongCrete strong

To make Birla.A1 StrongCrete ideal for concrete applications, we have optimized the properties of the cement. These include fineness, particle size distribution and the amount of mineral admixture that goes into it. Optimization of these properties ensures that the structures that are built with it, are built stronger.

Birla.A1 StrongCrete is made with

To know more about PST®, visit [www.birlaa1.com/pst.html](http://www.birlaa1.com/pst.html)



PRESSURE SUSTAINING TECHNOLOGY



Birla.A1 StrongCrete comes in specially made LPP bags (laminated polypropylene) that have the advantage of being-

- Tamper-proof – To ensure zero wastage of cement
- Moisture-proof – To keep the cement fresh

Note: Avoid using hooks while handling the bags on site.



# TECHNICAL ASSISTANCE FROM EXPERTS



Consumers can avail the following on-site technical services\* through our mobile van 'Concrete Engineer':

- 1 Slump Cone Test:**  
For ensuring the workability of freshly prepared concrete



- 2 Compressive Strength Test:**  
For ensuring the durability of hardened concrete



- 3 Non-destructive Test (rebound hammer test):**  
For the hardened concrete



(\*In selected locations)

To avail the technical services, please contact your local dealer.



To know more, please scan the QR code

**Birla-A1**  
**StrongCrete**  
**The Forever Cement**

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