

Cementing a **better** and  
a **stronger** future

**MAX**  
**CEMENT**  
MAXIMUM KI GUARANTEE

## BRAND HISTORY

Born out of a simple dream to strengthen the foundation of our great nation, Max Cement has evolved as the ultimate choice for building the North East India. The brand boasts of premium quality and comes with the assurance of 3S - Strength, Setting and Stability, which renders the perfect foundation to any construction.

In its constant endeavour to bring out the best in quality and still be competitive in terms of affordability, Max Cement ensures that you do not compromise in your choice. We understand the importance of every construction and so our mantra has always been to give you the perfect compositions made with the best quality raw materials and technology.

The cement plant at Nongsning, Meghalaya comes with a capacity of approximately one million tons per annum. Its close proximity to high-grade limestone mines gives the product a unique edge over its competitors. The plant uses state-of-the-art German know-how and Japanese technology in manufacturing superior grade cement which exceeds the basic BIS requirements by significant margin.

Max Cement's exceptional quality and commitment to deliver "MAXIMUM KI GUARANTEE", has been recognised and awarded over and over again.

## MAX MEN

### Late Mr. G. N. Agarwal, Founder Chairman

"The qualities of a great man are vision, integrity, courage, understanding and the power of articulation and profundity of character."...Such was the man who founded Max Cement.

Our late founder, Mr. G. N. Agarwal was a man of true vision. He understood prospects and had the courage to convert them into opportunities. His integrity and principles have been always admired and cherished. His values and sense of business have always kept the Max team together as a family.

With three decades of hard work combined with financial, technical and managerial skills, he made GNG Group one of the most prominent business houses of eastern India. His enthusiasm, faith in hard work and perseverance have steered our brand ahead. He was a doer who believed in fulfilling whatever he dreamt. His strength of character and positivity have always been our guiding force.

As a philanthropist he was actively involved in projects of social welfare. Taking care of his employees and associates was always his priority. We follow his footsteps and try to keep his teachings alive by our multifarious CSR initiatives.

### Mr. Praveen Agarwal, Chairman

Dynamic, young and enterprising, Mr. Praveen Agarwal is the driving force behind GNG Group. With his in-depth knowledge and experience in financial management, logistics and international trade, he has spearheaded the company towards success.

He foresees Max Cement as a leading cement company based on the growth and momentum it has achieved in a brief span of four years. His international exposure combined with his ethics of corporate governance provides fresh insight on attaining the highest standards in the cement business.

### Mr. Vineet Agarwal, Vice Chairman & Managing Director

An MBA from Lancaster University with specialization in International business, Mr. Vineet Agarwal is a keen observer with an analytical mind. Under his leadership, Max Cement has already acquired the distinction of being the finest quality cement in North East India, certified and recognised by numerous independent awarding bodies, dealers and end-users. His determination and leadership has led to form a team which achieves every production and marketing goals as targeted.

Since the inception of the brand he has been monitoring the overall functions of the plant - be it planning, monitoring, coordinating or organizing unit operations. He strongly believes that extensive research & development can improve the product and production at all levels and aims to increase the plant capacity by various technical enhancements to attain a majority share in key markets.





## VISION, MISSION & VALUES



### Vision

To be one of the most trusted and recommended cement manufacturing houses of India.

### Mission

To ensure sustainable development of economy and to cater to the society at large by providing them the best-in-quality cement and giving them maximum value-for-money.

### Value

- Honesty, integrity and fairness in dealings is the key to success.
- Each and every member and associate is equally responsible for the success of any business. We have faith in unified growth. We grow, you grow with us.
- We believe that for every organization it is of utmost importance to keep a perfect ratio of young, talented doers and experienced, pro achievers.



## AWARDS

### Power Brands Rising Star 2012

### India's Most Promising Brand 2013-14

### Most Promising Cement Brand 2014

### Emerging Company Award 2015

Over the years Max Cement has emerged as one of the most recommended and preferred choices among cement brands of North East India. The company has been recognised for its adherence to quality with prestigious awards like:

Max Cement has been lauded with the prestigious "Power Brands Rising Star Award 2012", in an event held in Dubai, organized by Planman Media.

The brand has been recognized and awarded by North East India's foremost news channel, News Live as the 'Most Promising Cement Brand' in 2014.

Max Cement was also awarded and recognized as "India's Most Promising Brand 2013" by World Consulting and Research Corporation (WCRC) at London on 21st July, 2014.

In 2015, Max Cement has been awarded with the 'Emerging Company Award for Quality Excellence' by the Indian Achievers Forum.



**Rising Star Award  
2012**

**India's Most Promising  
Brand Award 2013-14**

**India's Most Promising  
Cement Brand Award  
2013-14**

**Emerging Company Award for  
Quality Excellence 2015**

## SALIENT FEATURES OF THE PLANT



- Close proximity to high quality limestone mines.
- Crushing of limestone through double rotor impact crusher system for uniform size distribution.
- Advanced stacker / reclaimer system-based blending system ensures proper handling of raw materials and homogenization of limestone quality.
- 5-stage pre-heater, to ensure proper calcination of the raw material.
- Dry process rotary kiln technology for clinkerization.
- World's first high-powered benchtop wavelength dispersive X-ray fluorescence (WDXRF) spectrometer system from Rigaku, Japan used for stringent quality monitoring at laboratory.
- Automatic rotar packer machine for error-free packaging of cement bags.
- Automatic truck loading technology for continuous and safe loading in trucks.
- Fuzzy logic control for kiln and cement mill to ensure instantaneous corrective response through computer-based control system.



# PRODUCTS

We come with the power of 3S- Strength, Setting and Stability that ensures superior compressive strength, exceptional binding for better setting and everlasting stability to withstand extreme natural calamities and gives your construction the protection and care it needs.

## Portland Pozzolana Cement

Portland Pozzolana Cement (PPC) is produced by inter-grinding of OPC clinker with gypsum and high quality fly ash, and thoroughly blending them. The silica present in pozzolana of MAX PPC reacts with calcium hydroxide to form additional C-S-H gel and improves the strength and durability of construction. It also offers less heat of hydration and exhibits greater resistance to the attack of aggressive waters. MAX PPC is produced strictly as per IS:1489 (Part I)

## Ordinary Portland Cement

MAX Ordinary Portland Cement (43 Grade OPC) and (53 Grade OPC) are produced as per IS:8112 and IS:12269 by carefully selecting high quality limestone and other ingredients through 'advanced dry process rotary kiln technology' to achieve higher strength. MAX OPC offers higher initial and final strength in concrete for important and strategic projects.

53 Grade Ordinary Portland Cement as per IS:269

43 Grade Ordinary Portland Cement as per IS:269

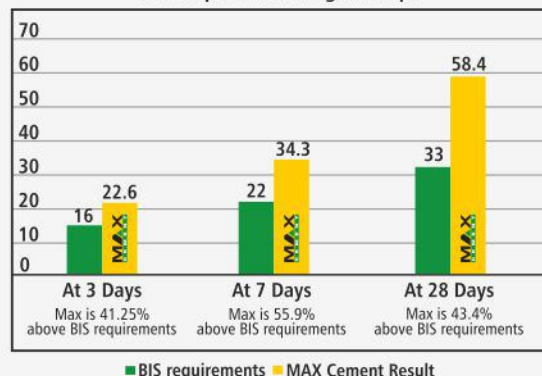
Portland Pozzolana Cement as per IS:1489 (Part I)

## PORTLAND POZZOLANA CEMENT

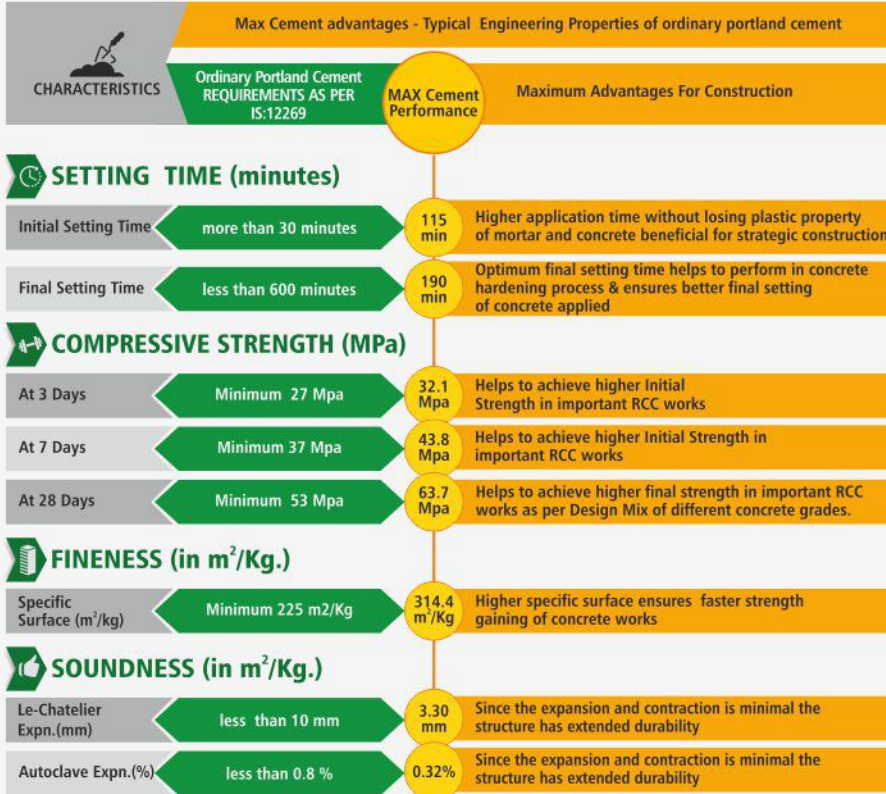
CHARACTERISTICS	Max Cement FAB-ing typical chemical & physical properties	Portland Pozzolana Cement Requirements as per IS:1489 (Part I)	MAX Cement Performance	Maximum Advantages For Construction
<b>PHYSICAL REQUIREMENTS</b>				
<b>FINENESS</b>				
Specific Surface (m <sup>2</sup> /kg)	more than 300 m <sup>2</sup> /Kg	364 m <sup>2</sup> /Kg	Faster Strength Gaining	
<b>SOUNDNESS</b>				
Le-Chatelier Expn. (mm)	less than 3.30 mm	1.38%	Better Durability	
Autoclave Expn.(%)	less than 0.35 %	0.35%	Better Durability	
<b>SETTING TIME (minutes)</b>				
Initial	more than 30 minutes	135 min	Gives more time to use mortar and concrete	
Final	less than 600 minutes	195 min	Early deshuttering advantages	
<b>CHEMICAL REQUIREMENTS</b>				
Loss on Ignition (LOI), % by mass	less than 5.0 %	1.28%	Fresh cement with intact engineering properties	
Magnesia (MgO), % by mass	less than 6.0 %	1.38%	Prevents delayed cracks	
Sulphur Calculated as SO <sub>3</sub> , % by mass	less than 3.0 %	1.86%	Optimum setting of paste	
Insoluble Ratio	X + 4.0(100-X)/100 Max.	21.28%	Assured quality of clinker for quality cement	
Chloride % by Mass	less than 0.05 % (for cement used in special structures like pre stressed concrete)	0.027%	Extended Durability	
<b>COMPRESSIVE STRENGTH (Mpa)</b>				
At 3 Days	more than 16 Mpa	22.6 Mpa	Higher Initial Strength	
At 7 Days	more than 22 Mpa	34.3 Mpa	Higher Initial Strength	
At 28 Days	more than 33 Mpa	58.4 Mpa	Higher Final Strength	
Drying shrinkage (%)	less than 0.15 %	0.02%	Crack resistance and better durability	
Fly Ash used as Pozzolana, % of PPC	Minimum 15% but less than 35%	24.0	Better workability & reduces cement consumption for Design Mix of Concrete (Higher compressive strength using lesser quantity of cement)	



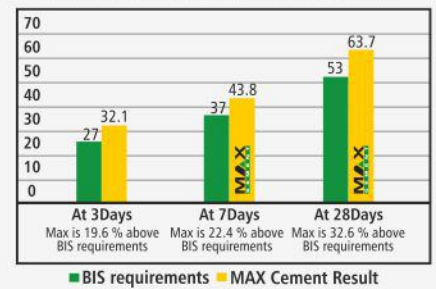
Max PPC BIS requirements vs Max Cement Performance for compressive strength in Mpa



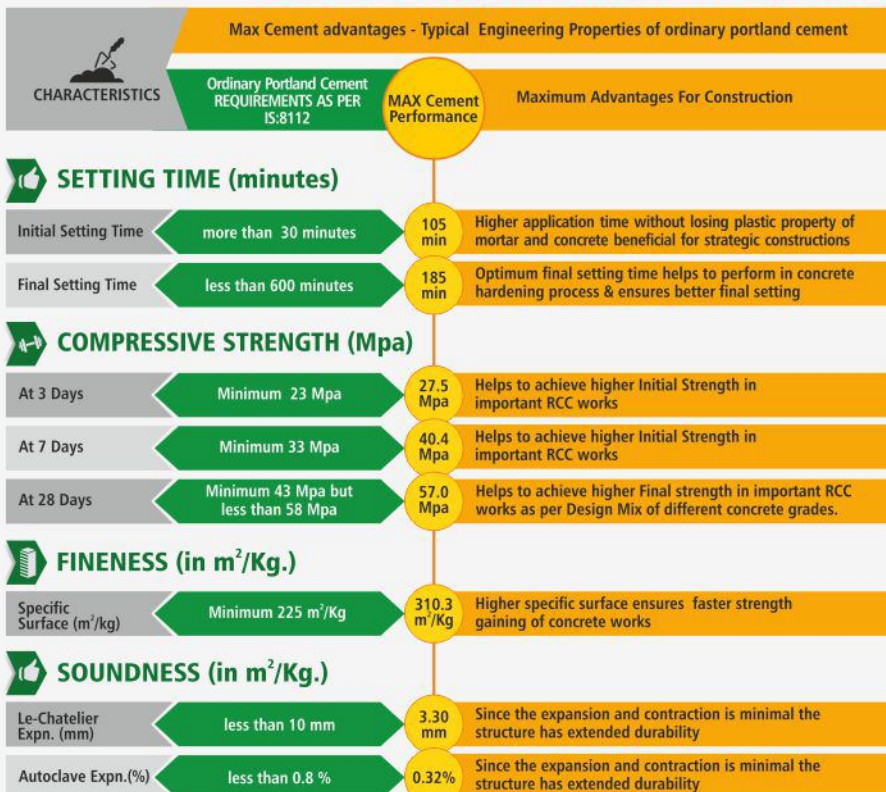
## ORDINARY PORTLAND CEMENT - 53 Grade



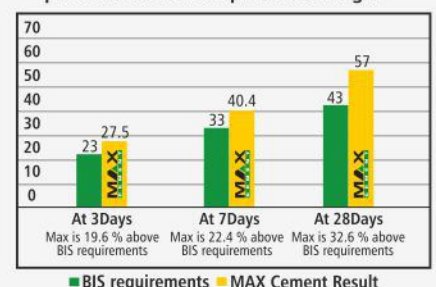
53 Grade MAX OPC BIS requirements vs. MAX Cement performance for Compressive Strength



## ORDINARY PORTLAND CEMENT - 43 Grade



43 Grade MAX OPC BIS requirements vs. MAX Cement performance for Compressive Strength



# SOME OF THE MAJOR PROJECTS CONSTRUCTED USING MAX CEMENT



MAX CEMENT is associated with lots of prestigious projects. Enlisted below are few of them:

## NF RAILWAYS

- Harmoti (Assam) to Naharlagun (Arunachal Pradesh) (New BG Line)
- Lumding (Assam) to Silchar (Assam) (New BG Line)
- Silchar (Assam) to Imphal (Manipur) (New BG Line)
- Hailakandi (Assam) to Aizwal (Mizoram) (New BG Line)
- Tetelia (Assam) to Byrnihat (Meghalaya) (New BG Line)

## NHIDCL

- 2 laning of NH 44E at Meghalaya (Total Length 265 km)
- 2 laning of NH 159 at Arunachal Pradesh (Total Length 96 Km)
- Trans Arunachal Highway at Arunachal Pradesh (Total Length 400 Km)
- 4 laning of NH 37 at Assam (From Numaligarh to Jaji) (Total Length 124 Km)
- 2 laning of NH 44 at Agartala to Sabroom in Tripura State (Total Length 110 Km)

## Refinery (Expansion Work)

- Indian Oil Corporation Ltd. (Bongaigaon)
- Indian Oil Corporation Ltd. (Digboi)
- Indian Oil Corporation Ltd. (Guwahati).

## PWD (Assam)

- New RCC Motor Bridge on River Barak at Silchar
- 2 nos. Railway Over Bridge in Haikandi District (Assam)

## Power Grid Corporation

- 800 KV, 600 MW, HVDC Multi Terminal System Package associated with North East / Eastern Region - Northern / Western Region Inter-connector-I at Biswanath Chariali, Assam

## Hospitals

- North Eastern Indira Gandhi Regional Institute of Health & Medical Science (NEIGRIHMS) in Shillong, Meghalaya

## Meghalaya Power Generation Corporation Ltd.

- New Umtru Hydro Electric Project (2x20 MW)







## COMMITMENT OF MAX CEMENT TOWARDS NATION-BUILDING



From the very inception the management of MAX CEMENT is committed to support the activities for the growth and development of infrastructure of the nation and more particularly of the North East Region.

Our brand has been accepted by the major Government / Private construction companies for the construction of Dams / Bridges / Roads / Airports etc. We are pleased to exhibit some of the leading sites / construction who have used max Cement.



North East Frontier Railways



National Highways Authority of India



National Highway and Infrastructure Development Corporation Ltd.



Airports Authority of India



Public Works Department, Assam



Indian Oil Corporation Ltd.



Indira Gandhi National Tribal University



Meghalaya Power Generation Corporation Ltd.



North Eastern Indira Gandhi Regional Institute of Health and Medical Sciences



Power Grid Corporation of India Ltd



Government Projects



Hotels



Assam Urban Infrastructure Investment Program



Directorate General of Supplies & Disposal



Assam Rifles



Bharat Sanchar Nigam Ltd.



Public Works Department, Arunachal Pradesh



Axom Sarba Siksha Abhijan Mission



Central Public Works Department



Public Works Department, Mizoram

# MAX care

## WE CARE

MAX Cement "Fast Track Technical Services" ensures home solution guidance at the doorstep of customer quickly as and when required. MAX Care van equipped with Compression Testing Machine is a valued service to our customers that the customer can avail within 24 hrs of summoning by registering a request through our customer care number 1800 1214 544.

The objective behind Fast Track Technical Services is to advise our consumers about scientific construction techniques as per Indian Standard Code of Practice through the proper ratio for a concrete mix & Pre/Post care for RCC construction which helps to yield the maximum strength, proper setting and viable stability. This ensures that our consumers can make the most efficient use of our cement, which would in turn give the customer a fulfilment of satisfaction and a deep trust on the brand. Max Cement also offers Civil Engineering Construction Site Supervision as per scientific procedures for customers throughout North East on demand.

- Selection of raw materials for concrete
- Concrete preparation guidance with proper water and cement ratio and mix ratio as per Indian standard to meet the earthquake resistant requirements
- Slab casting guidance and supervision
- Concrete care guidance
- Concrete testing at site
- Non-destructive testing to ensure quality of construction and concrete
- Fast Track Technical Service to enable quick responses for any quality-related query from customers
- We ensure better construction practices to meet better strength and durability
- The Mobile Concrete Testing Van is a program that keeps monitoring the time-bound technical support. This on-the-go mechanism reaches out to all technical corners of the region to address the specific needs of customers

## TEAM MAX

Max is one of the most trusted cement brands in the North East. We, as a brand embody 'Strength,' 'Setting,' and 'Stability.' We stand at this juncture proud of our legacy and it has all been possible because of the team we have to fall back on. At the helm of our operations is a team that leads through examples. The team is dynamic and plays a definitive part in the advancement of our company. Their collaborative effort fuels our motivation and aspirations, and lends stature and stability to Max. We have dedicated teams in Kolkata, Guwahati and Meghalaya who make it possible for us to reach even greater heights.

# CERTIFICATES AND APPROVALS



## LETTER OF APPRECIATION



LETTER OF APPRECIATION FROM DEPUTY COMMISSIONER

## ISO CERTIFICATIONS



## LICENSES



43 & 53 GRADE ORDINARY PORTLAND CEMENT



PORTLAND POZZOLANA CEMENT

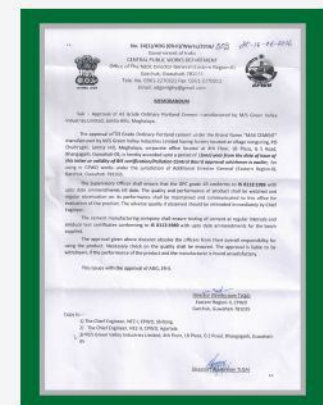
## APPROVALS



AECOM



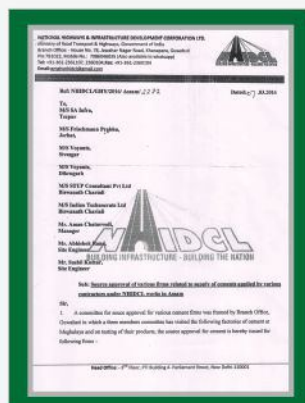
AIUP



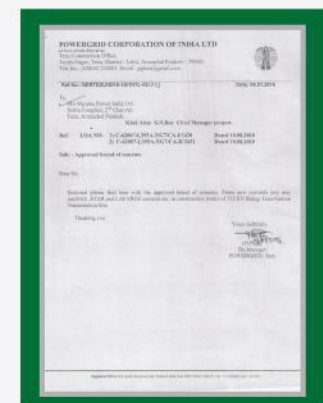
CPWD



FEDO



NHDC



POWERGRID

# Max Social Initiatives



## World Environment Day

We all have a commitment towards our environment and its well being is one of the key aspects that the Max family focuses on. World Environment day is celebrated on 5th June every year. On this day Max Cement conducts a tree-plantation programme at its manufacturing plant. The employees and contractual workers plant numerous saplings throughout the plant compound. Other events are also conducted to raise more awareness about safeguarding our fragile environment. Drawing competitions for children with a theme related to environment is also organised.



## Mega Plantation Drive

Shri G. N. Agarwal was the founder of Max Cement. It is our honour to follow the path lead by this visionary human being. Every year, Max Cement celebrates the birth anniversary of our Founder Late Shri G N Agarwal on 13 August. The event starts with lighting the lamp at G N Agarwal Memorial Club and then the company seniors address the employees and workers about the vision of the founder. School bags are distributed to all the students of the employees. A Mega Plantation Drive is also conducted successfully by planting numerous saplings of various native species of flora. The event concludes with Sundar Kand Path and prasad vitaran at GVIL Temple in the evening.



## Health Camp

Max Cement organises frequent health camps for various sections of the underprivileged people. These health camp cover Pediatrics, Gynaecology and Medicine patients. These are all free medical camps and are conducted in association with Nazareth Hospital. The medical camps are supervised the Company's own in house doctor. GVIL also conducts regular Pulse Polio Programme every year.



## Assam flood relief

Assam is one of the most natural disaster prone areas in India. Its proximity to the turbulent Brahmaputra and the Himalayas makes it prone to all kinds of natural disasters. Every year Assam is afflicted with heavy floods and destruction. Loss of life, property and livelihood is a major concern. It is because of this Max Cement contributes to the welfare of the people affected by the floods. Max Cement donates generously to the Chief Minister's Relief Fund for rescue operations for the flood-hit people. Max Cement's Managing Director hands over a cheque every year to the Assam Chief Minister for this purpose. Expressing solidarity with the flood affected families, Max Cement employees contributes their salary for one day along with contributions from the management. Max Cement also dispatches trucks containing essential food items and basic amenities for the affected population.



## Assam Cyclone Relief

North-East is generally affected by various natural disasters every year. Heavy hailstorm destroys various villages causing landslides in adjoining areas and badly affects the electricity and telecommunication of the entire area. The water in the streams overflow, the ground floors of several colonies get flooded and people take refuge in the top floors with other inmates. Max Cement comes forward to help localities in these times. Max Cement Humanity Wing distributes tarpaulins to hundreds of these hail storm affected families in different areas. Villagers express gratitude, on timely and prompt action by Max Cement management.



Our Vice Chairman, Shri Vineet Agarwal with Hon'ble Prime Minister Shri Narendra Modi



**MAX  
ACTIVITIES**



**Masons' Meet**



**Swachh Bharat Drive**

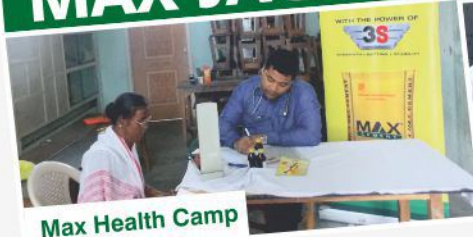


**Biker Rally**



**Children's drawing competition organized by Max Cement**

**MAX JAGRAN**



**Max Health Camp**



**Max Sampark**



**Blood Donation Camp**

Max Cement organized a two day CSR programme known as 'Max Jagran' that included Cleanliness Awareness Road Show, Swachh Guwahati Abhiyan, Blood Donation Campaign, Free Health Check-Up Camp, Consumers Meet, Mason Meet, Engineers Meet and Builders Meet. A host of other activities were partaken to spread awareness of good construction practices. Masons awareness programme incorporated various topics like Correct Construction Practices, Practical demonstration of comparison between Ordinary & Max Cement, Customer Services, and Practical demonstration of Concrete Strength etc. With lots of participants the programme was a grand success.

**Blood donation camp** was organized in which around 100 people donated blood. GMCA was with us giving support along with doctors and other medical staff. We organised this event with an outlook to give back to the society that has given us so much. It was a major success judging by the turnout and the eagerness of the people to join us in a good cause.

**Swachh Bharat Drive** was another of initiatives that we had undertaken in lieu of the 'Swachh Bharat Abhiyan; undertaken by the Government of India. We have tried to contribute in our own small way towards the betterment of the world that we live in. Our motive was to make people aware of the cleanliness drive and how each of us as responsible citizens can make a small difference which will eventually makes a big difference to the world at large.

**Mason Meet** was organised with a view to encourage improved construction practices. A host of activities to spread awareness of good construction practices were imparted and shared. Masons awareness programme incorporated various topics like Correct Construction Practices, Practical demonstration of comparison between Ordinary & Max Cement, Customer Services, and Practical demonstration of Concrete Strength etc. Builders Meet highlighted features such as - Differentiation between integrated Cement Plant & Mini Cement Plant, Consistency in Quality of Cement due to use of own Clinker in production of Cement etc. This was a very important event as it taught the builders a lot of technical knowhow to carry forward not only for their betterment but also as a tool in helping and aiding people who come to us looking to build their dream homes.

**Biker Rally** was an awareness initiative. Everyone donned Max T-shirts and rode throughout the city. This was done as part of a safety programme. Max always believes in doing activities that will help the society at large. We take immense pride in admitting that we as a brand have always look forward to take utmost care in making people a little more responsible, a little more safe and a little more aware with each activity.



**MAX**  
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MAXIMUM KI GUARANTEE

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Dist. Jaintia Hills, Meghalaya - 793 200

**Corporate Office:**

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