

## Report on “Building Solutions Day” organised by the Department of Civil Engineering, Integral University, Lucknow on August 8, 2024

The Department of Civil Engineering at Integral University, in association with UltraTech Cement, celebrated "Building Solutions Day" on August 8, 2024, at Conference Hall 4, Central Auditorium, Integral University. The aim of the event was to educate professionals, faculty members, and students about various building solutions available in the market for specific construction-related challenges. A total of 90 participants attended the event, including working professionals and consultants from the relevant field, as well as faculty members and students from Integral University.



*Dignitaries from UltraTech and Integral University*



*Launching of New UltraTech Building Solutions Products*

A team of experts from UltraTech Cement visited Integral University to introduce a range of building products. The team consisted of Mr. Supreet Singh Dhawal (Zonal Head Technical), Mr. Ravi Thakur (Regional Head Technical), Mr. Rohan Das (Area Head BPD), Mr Ajay Partap Singh, (Territory head) and others.

During the event, UltraTech experts demonstrated several new products developed to address specific needs within the construction industry.

The key product categories showcased included:

### **Waterproofing Materials:**

UltraTech introduced a variety of waterproofing solutions tailored for different applications. These products are designed to prevent water ingress, thus safeguarding structures from moisture-related damage. The variants presented are suitable for a range of settings, from residential to commercial projects, ensuring comprehensive protection against water penetration.

### **Ready-Mix Dry Mortar and Concretes:**

The Company highlighted its new selection of ready-mix dry mortars and concretes. These products offer convenience and consistency in construction, as they are pre-blended to ensure uniform quality and performance. This simplifies the construction process and enhances the overall durability of structures.

### **Durable and Aesthetic Cement Concrete Tiles:**

UltraTech showcased new wall and roof tiles made from cement concrete. These tiles are designed to be both durable and aesthetically pleasing, catering to contemporary architectural needs. They combine strength with visual appeal, making them suitable for various applications, including both residential and commercial buildings.

### **Tile Fixing Agents:**

The presentation included advanced tile fixing agents formulated to provide secure adhesion. These agents are designed to work with different types of tiles and substrates, ensuring effective and long-lasting tile installations. They are engineered to withstand environmental stresses and maintain their performance over time.

### **Various Ready-Mix Concretes:**

UltraTech also presented several ready-mix concrete options, each formulated for different construction requirements. These products are designed to deliver superior performance and adaptability, supporting a wide range of structural and aesthetic applications.

Following the product demonstrations, an interactive hands-on session was organized to provide participants with practical experience using the new products. This session was structured to enhance understanding through direct engagement and application. Key components included live demonstrations of the correct techniques for each product, including the application of waterproofing materials, mixing and using dry mortars and concretes, and installing tiles with the new fixing agents.



*Participants interacting with experts during product demonstration*

Attendees had the opportunity to apply the products themselves under expert supervision, allowing them to experience first-hand the usability and effectiveness of the products, thereby gaining valuable practical skills and insights. Throughout the session, participants actively engaged with the experts in an interactive Q&A, discussing various aspects of the products such as their properties, application techniques, performance metrics, and environmental impact. This dialogue facilitated a deeper understanding of the products and addressed specific concerns and interests.

Additionally, the session featured discussions on the environmental impact of the new products. Experts provided detailed information on sustainability practices and the ecological benefits associated with UltraTech's offerings, addressing participants' queries regarding environmental considerations.

## Glimpse of Events:

