

Godrej Construction launches cost efficient, durable, and sustainable TUFF AAC Blocks in Nagpur

~ The 125 year leading Indian conglomerate, Godrej & Boyce, *aims to double its market growth rate for its Walling and Paving solutions business in Nagpur in FY 24, with efficient, sustainable and quality construction solutions.*

Nagpur, 23 June 2023: Godrej & Boyce, the flagship company of the Godrej Group, announced that its business, Godrej Construction is expanding its presence in Nagpur with supply of its Autoclaved Aerated Concrete (AAC) blocks, as a part of their offerings in Walling & Paving Solutions. With a growing demand driven by real estate and infrastructure development aided by government initiatives in Tier 2 and Tier 3 cities, the business is targeting to double its market growth rate for its Walling & Paving Solutions in FY24.

The comprehensive range of Godrej's TUFF AAC Blocks provides eco-friendly alternatives to traditional brick production by utilizing fly ash, which is a by-product of burning coal for energy generation. Use of sustainable TUFF AAC Blocks contributes to a greener and more sustainable future, ensuring long-term environmental and economic benefits. Furthermore, regional government initiatives and a booming real-estate sector are likely to drive up demand for AAC Blocks in Tier-2 regions. Godrej Construction is also looking at expanding its reach to Chhattisgarh and Madhya Pradesh cities beyond Nagpur to capitalize on the demand for such sustainable construction materials.

The 126-year-old Godrej & Boyce of which Godrej Construction is a part, has had the privilege of trust and loyalty from their customers over the decades. Godrej Construction which has been operational for over 2 decades carries forward the same strong legacy, commitment to quality, innovation, and eco-friendliness through its products and services in Nagpur. To enhance customer experience, the company developed the user-friendly mobile application 'Godrej Go Tuff'. It serves as a common platform for builders, developers, and contractors in residential and commercial projects, facilitating seamless browsing, viewing, and ordering of products under Construction Materials.

Anup Mathew, Sr. Vice President and Business Head, Godrej Construction said, *“Progressive companies in the Real Estate and Construction Industry have begun making good strides towards sustainable development. At Godrej Construction, we are committed towards providing sustainable solutions for stakeholders involved in the development of the built environment. We have a wide range of eco-friendly products, such as - our TUFF Concrete Products & Solutions, Recycled Concrete Blocks & Pavers, Godrej TUFF AAC Blocks etc. Many of our products are already IGBC GreenPro certified, with our innovative range of construction materials, we are constantly striving to meet or even exceed the expectations of our customers - by supporting them in developing good quality real estate assets and for timely completion of their projects through successful collaboration on their construction projects.*

Our endeavour is to constantly work with other stakeholders in our industry to help develop a better built environment for our future generations.”

With a focus on efficiency, time saving, and sustainability, Godrej Construction offers unparalleled walling and paving solutions through its range of IGBC Green Pro Certified TUFFBLOCKS AAC, TUFF Duroplast and Tuff Easyfix. Godrej TUFF AAC Blocks are light in weight, to facilitate faster construction, as well as offering thermal insulation, fire resistance and long-term durability.

About Godrej & Boyce Mfg. Co. Ltd.

Godrej & Boyce ('G&B'), a Godrej Group company, was founded in 1897 and has contributed to India's journey of self-reliance through manufacturing. G&B patented the world's first springless lock and since then, has diversified into 14 businesses across various sectors from Security, Furniture, Aerospace to Infrastructure and Defence. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily. For more information, visit www.godrej.com.