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ACC Ltd, Ambuja Cements Tie-Up With IIT Madras For Green And Sustainable Solutions



By India Education Diary ...

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Chennai: ACC Ltd and Ambuja Cements Ltd, the main operating companies of the cement major LafargeHolcim in India, have partnered with the highly reputed Indian Institute of Technology Madras (IITM) to develop green and sustainable building solutions.

The rising global demand for building materials substantiates the need for sustainable solutions. This academic collaboration is born out of the Company's vision to re-invent how the world is built to make it greener, smarter and sustainable for all. The collaborative research study will be financially aided by LafargeHolcim Innovation Centre (LHIC) focusing on 'Binder Optimization for Alternate Reinforcements'

"To accelerate our mission to become a net-zero company, we consistently work towards developing low carbon to carbon-neutral construction solutions in partnership with academia. Collaborating with IIT Madras is a step in that direction. We are looking forward to working with some of the most talented and brilliant minds in the country and our association will help us create a positive environmental impact." said, Mr. Neeraj Akhoury, CEO LafargeHolcim India and Managing Director & CEO, Ambuja Cements Limited.

This research will delve into the optimized use of low CO2 binders with a combination of alternative reinforcement, as a potential substitute for conventional steel rebar, thereby significantly reducing the CO2 footprints of construction.

With the rising environmental concerns, it is imperative for the building material players to provide sustainable solutions to the end users, giving them the choice to build green at all points of their projects.

"Our collaboration with the leading global construction materials group will provide immense value for the research team at IIT Madras. We are looking forward to continuing support from companies in the construction sector for our endeavours to build a greener tomorrow through relevant technology, innovation and knowledge for propelling sustainable changes." said,

Professor Ravindra Gettu, Dean, Industrial Consultancy & Sponsored Research, IIT Madras