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**ACC launches Global green concrete 'ECOPact' in Kolkata (<https://www.pnnews.com/acc-launches-global-green-concrete-ecopact-in-kolkata/>)**

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**ECO Pact**  
The Green Concrete

**LOW-CARBON**

make a **#PositiveImPACT**

Same strength. Same long-lasting.  
But 50% lesser carbon emissions.



Kolkata: ACC Ltd, one of the leading producers of cement and ready-mix concrete in the country, has brought global concrete “ECOPact” to India to accelerate sustainable and circular construction. After a successful market adoption globally, ECOPact has been launched in West Bengal market to enable carbon neutral construction.

With this launch, ECOPact-the industry’s broadest range of green concrete, delivering high performing, sustainable and circular benefits-now available in the Eastern India as well, and has expanded its presence to 7 markets in India including Mumbai, Hyderabad, Bengaluru, Chennai, Delhi NCR, and Punjab to enable sustainable construction.

The Company now has an ambitious plan to launch ECOPact—the industry’s broadest range of green concrete—in other regions across the country in the next few weeks.

“At ACC, we recognise our responsibility to contribute to a greener tomorrow. Building on the success of ECOPact in global markets by our parent company LafargeHolcim, ACC has introduced ECOPact, the industry’s broadest range of green concrete for the first time in India. The world class manufacturing process of the ECOPact range reduces CO<sub>2</sub> emissions with the remaining process-related CO<sub>2</sub> emissions compensated through offsets to reach full carbon neutrality. ECOPact further enhances our sustainable products offerings for the construction industry. With our ECOPact products, we want to give our customers a choice to significantly reduce the carbon footprint of the entire building,” said Mr. Sridhar Balakrishnan, MD & CEO, ACC Limited.

ECOPact is a global green concrete brand introduced worldwide by LafargeHolcim. ECOPact is sold at a range of low carbon levels, from 30% to 100% less carbon emissions compared to standard (CEM I) concrete. Introduced in 2020, ECOPact has been adopted across 16 markets worldwide to date. The brand is present in markets like the US, the UK, Canada, India, Germany, and Latin America.

The introduction of ECOPact products is an essential component of ACC’s strategy to advance the transition towards low-carbon and circular construction. The Company has been consistently focusing on increasing the range of sustainable solutions. Expanding that range of products and solutions is also part of its Parent Company LafargeHolcim’s 2030 commitment as it continues its net-zero journey.

ECOPact is available in a variety of strength classes and is compliant with the standards. Due to the favourable properties of Supplementary Cementitious Materials (SCM) and the chosen cement types, the ECOPact range will demonstrate comparable or better properties than conventional concrete. Furthermore, it can be handled, pumped and finished like conventional concretes.

ECOPact products are suitable for all structural components: from foundations to columns and beams, external or internal walls, driveways, walkways etc. ECOPact concretes can be manufactured throughout India and delivered within the standard delivery radius of the concrete plant.

ACC has been a pioneering brand with a history of ‘Category first’ innovations that have gone on to set new benchmarks. It continues in its endeavour to be an innovative and responsive organisation by building sustainable, innovative and differentiated solutions aligned with its vision to transition to a ‘Building Materials Company’.