

Available sizes



50kg



25kg



5kg



1kg



Get in touch with us

Ahura Centre, Ground Floor, 82,
Mahakali, Caves Road, Andheri (E),
Mumbai 400093

Phone No:

+91 22 66917245 / 66928469 / 66928411

Toll Free:

1800 111 717

Email:

bw-consumercare@adityabirla.com



WHITE CEMENT MATLAB BIRLA WHITE



Introduction

The secret to giving the whitest white surface finish to your home is here!

Made with advanced technologies and state-of-the-art manufacturing processes, Birla White is a white portland cement that offers superior fineness and whiteness. Even when blended with pigments, its smooth finish is guaranteed!

With many benefits loaded in one packet, this cement lets you experiment with colours, textures, shapes, and sizes so that you can design your home the way you want. When it comes to decorative paints, plasters, and white cement-based value-added products, Birla White Cement is the best you can ask for.

Product Highlights



More than 89% on the Hunter Whiteness Scale



High compressive strength of 60 MPa



High refractive index



Superior fineness of 370-400 Blaine



High opacity



Smooth finish

Benefits

- ◆ Depicts true tone of colour
- ◆ Less consumption & better dispersion of pigment
- ◆ Better coverage
- ◆ Imparts brilliant lustre
- ◆ Gives freedom to create designs

Scope of Application



Cement Wash

Ideal for exterior and interior walls, it gives your walls a fine finish.



Italian Marble Fixing

Suitable for strong fixing, along with offering the best Italian style.



Plumbing and Sanitary work

Used to cover the gaps left by plumbing and sanitation work. Its superior whiteness maintains the aesthetics of the ceramic fittings.



Tile Grouting

Suitable for fusing the joints of tiles and stones, along with giving a strong and classy finish.



White Marble Flooring

Ideal for enhancing the whiteness of marbles and giving your flooring an elegant look.



Cool Roof Coating

Gives your roof an excellent finish and keeps the temperature of the room down.

Technical Specifications

| Characteristics tested | Unit | BW Specifications | Requirement IS: 8042-2015 |
|---|--------------------|-------------------------|--|
| Fineness of Cement On Specific Surface | M ² /Kg | 330-350 | Not less than 225 M ² /Kg |
| Degree of Whiteness ISI. HW | % | 83-85 89.5-91.5 | Not less than 70% |
| Setting time in minutes Initial Final | Minutes | 85-95 110-130 | Not less than 30 minutes Not more than 600 minutes |
| Compressive strength 3 days 7 days 28 days | MPa | 38-42 48-52 58-62 | Not less than 16 Not less than 22 Not less than 33 |