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

<table>
<thead>
<tr>
<th>Characteristics tested</th>
<th>Unit</th>
<th>Requirement</th>
<th>IS: 8042-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compressive strength</td>
<td>MPA</td>
<td>38-42</td>
<td>Not less than 16</td>
</tr>
<tr>
<td></td>
<td></td>
<td>48-52</td>
<td>Not less than 22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>58-62</td>
<td>Not less than 33</td>
</tr>
<tr>
<td>Fineness of Cement</td>
<td>M²/Kg</td>
<td>330-350</td>
<td>Not less than 225 M²/Kg</td>
</tr>
<tr>
<td>On Specific Surface</td>
<td></td>
<td>83-85</td>
<td>89.5-91.5</td>
</tr>
<tr>
<td>Degree of Whiteness</td>
<td>%</td>
<td>85-95</td>
<td>Not less than 70%</td>
</tr>
<tr>
<td>Setting time</td>
<td>Minutes</td>
<td>110-160</td>
<td>Not more than 600 minutes</td>
</tr>
<tr>
<td>Initial</td>
<td></td>
<td>38-65</td>
<td>89.5-91.5</td>
</tr>
<tr>
<td>Final</td>
<td></td>
<td>85-95</td>
<td>110-160</td>
</tr>
</tbody>
</table>

**Unit**: M²/Kg, %, Minutes, MPA

**Setting time**: 3 days, 7 days, 28 days

**Compressive strength**: 3 days, 7 days, 28 days

**Degree of Whiteness**: Initial, Final

**Fineness of Cement**: On Specific Surface