



### CK Birla Group flagship Orient Cement becomes a member of the Cement Sustainability Initiative (CSI)

■ Orient Cement Limited, a part of the diversified CK Birla Group, announced that it has joined the Cement Sustainability Initiative (CSI), a voluntary CEO-led business initiative operating under the umbrella of World Business Council for Sustainable Development (WBCSD) and a global effort by major cement producers towards sustainable development.

Orient Cement expects membership of this initiative to give further impetus to its efforts to create a safe and ecologically favourable environment and is in line with its vision to be the "employer of choice" and the "neighbor of choice" in the geographies where it operates.

### Zynna introduces The Modern Classics wallpapers Collection to sooth your walls

■ Zynna, famous worldwide for its wide ranging and exclusive collection in Wallpapers has introduced their new Modern Classics Wallpaper collection. The assortment includes a wide variety of tropical wallpapers, inspired by the tropics that are a strong favorite for the upcoming warm season. Apart from tropical, the collection also has florals and pastel wallpapers, the patterns which would instantly trigger memories of a warm summer's day, reminiscing the clear blue skies and freshly scented flowers.

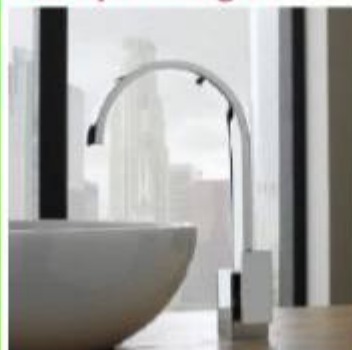


### Nerolac Breathing City - Expressing colours of your city through design intervention

■ Kansai Nerolac Paints Ltd, one of the forerunners in offering Healthy Home Paints with low VOC & lead free properties, announced the launch of a unique initiative ' Nerolac Breathing City'

Nerolac, through its brand belief of nurturing a healthy and beautiful world for our future generations is committed to the creation of better living spaces. To further push this goal of colourful and healthier living spaces, Nerolac has started this initiative called 'Nerolac Breathing City' to drive conversations as well as generate public participation for protecting and nurturing our living spaces;. As a first step, to bring alive the concept of Nerolac Breathing City, Kansai Nerolac in association with WorldBuild-India launched a design competition for architects across India.

### GRAFF presents SADE, the expression of a unique design



■ GRAFF, the worldwide manufacturer of innovative faucets and shower systems has now come up with their latest SADE collection, the expression of a unique design.

SADE's silhouette is definitely its hallmark and the harmonious movement of the faucet body recalls the natural gush of water, like an old fountain transformed into a stylish and contemporary object. The faucet's spout is not made from a forged brass bar, but from a solid brass block internally emptied.