

## **GSFC roadshow in Mumbai tomorrow to promote new products**

The Economic Times, 15th January 2016

State-run Gujarat State Fertilisers & Chemical (GSFC) will display its two new industrial products at a roadshow in Mumbai tomorrow.

The firm has also roped in Bollywood actor Akshay Khanna in their campaign to promote 'GUJCON CRF' and 'GUJCON PRF virgin Nylon-6' fibres products developed for the construction and infrastructure industries, GSFCBSE -5.17 % said today.

The products have major application in RCC and PCC, flooring, roads, bridges, airport runway, pre-cast structures and water-proofing, GSFC CMD Sudeep Kumar Nanda told PTI here.

These secondary fibre reinforcement products are revolutionary ones in the buildings and road infrastructure space, he claimed.

Recently, GSFC exported the first consignment of the two products to Myanmar while consignments are in the pipeline to countries like Sri Lanka, Kenya, Uganda, Canada, Nanda informed.

He further said that similar products are "available in only two countries" -- USA and Belgium -- while India is the third country to manufacture such products.

The products have been tested and approved by various research institutes including Central Road Research Institute, Gujarat Engineering Research Institute (GERI).

Trial of CRF was successful in rigid pavements on Godhra-Dahod highway and Ahmedabad-Vadodara National Highway, he said, adding that National Highway Authority of India (NHAI) is likely to use CRF in their upcoming projects.

"We have planned an ambitious international branding and promotions campaign for the two innovative products. We have roped in Bollywood actor Akshay Khanna for campaigning. We will be launching campaigns across the country as well as in the Middle East," he said.