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## TITAN Group expands global reach of low-carbon building materials with cementitious venture in India

**TITAN Group has entered the South Asian market through a new joint venture in India focused on low-carbon building materials. The venture, formed in collaboration with JAYCEE - a prominent Indian player in supplementary cementitious materials (SCMs) - will operate under the newly established entity *Atlas EcoSolutions Private Limited*, with TITAN Group holding a majority stake. This initiative enhances TITAN's geographical footprint and aligns with the company's strategic priority to expand its green product portfolio toward net zero.**

The new venture will focus on sourcing, processing, marketing, and distributing supplementary cementitious materials (SCMs) to the global markets. By providing SCMs as sustainable alternatives to clinker-based cement, it aims to help customers build sustainable construction projects worldwide.

Building on the previous SCMs initiatives, including partnerships with Aegean Perlités in Greece, Vezirhan Pozzolan in Turkey, and Ecocem for the development of innovative low-carbon cements in Europe, TITAN continues the deployment of its Green Growth Strategic Directions 2026.

The Group aims to expand its presence in the promising South Asian market and neighboring regions while bringing new materials and advanced technologies. The location of the new venture creates opportunities to meet both domestic and global demand for low-carbon building materials. It leverages India's abundant resources for a cost-effective and reliable supply chain, supported by robust logistical infrastructure.

Jean-Philippe Benard, TITAN Group Head of Supply Chain and Energy Development and Group Executive Committee Member, overseeing trading and cementitious development, said: *"This joint venture aligns perfectly with our strategy to remain at the forefront of low-carbon building materials and highlights our unwavering commitment to sustainability and innovation. Entering the South Asian market positions us in a region with vast potential, both in market demand and sustainability impact. Securing long-term access to SCMs provides TITAN Group a key alternative for strategically diversifying its portfolio with new low-carbon cements."*

*"We are proud that TITAN has chosen India for its South Asian foray. This strategic partnership aligns with India's sustainability goals and the TITAN Group's objectives of increasing significantly its green product portfolio and achieving net-zero emissions by 2050. It will bolster India's presence in the low-carbon building materials industry worldwide",* added Mr. Rishit Dalal, Managing Director at JAYCEE.

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### About TITAN Group

TITAN Group is a leading international business in the building and infrastructure materials industry, with passionate teams committed to providing innovative solutions for a better world. With most of its activity in the developed markets, the Group employs over 5,700 people and is present in over 25 countries, holding prominent positions in the US, Europe, including Greece, the Balkans, and the Eastern Mediterranean as well as a joint venture in Brazil. TITAN Cement International SA is listed on Euronext in Brussels and Paris and at the Athens Exchange. For more information, visit our website at [www.titan-cement.com](http://www.titan-cement.com).

**About JAYCEE**

JAYCEE is a prominent Indian player in low carbon building materials derived from industrial waste streams, with a presence spanning about 4 decades. It is a leader in processing, marketing and exports of high-quality coal combustion products driven by long-term sourcing partnerships and industry-leading processing, packing, quality control and supply chain capabilities. Along with serving the Indian market, it exports products to over 30 countries across 5 continents. For more information, visit our website at [www.jaycee.com](http://www.jaycee.com)