

**CICO**<sup>®</sup>**Built to last**CICO News  
July-Sep 2011

## THE AMIT GUPTA AWARD CEREMONY 2011



"THE AMIT GUPTA AWARD CEREMONY" for excellence in year 2010-11, the annual event, which recognises extraordinary performance during year by CICO Distributors, was held at Sariska Palace Dist. Alwar Rajasthan on 5th & 6th August 2011. On this occasion Mrs. Anasuya Gupta CMD, Mr. Alope Chatterjee, Sr. Vice President Operations, Mr. A.K Ghosh CFO, Mr. Bijnan Parai, GM R&D and other members of CICO family were also present.

The ceremony was conducted by Mr. Ravi Maithal Head of Sales & Marketing. He welcomed all the distributors and thanked them for their support. He reiterated that CICO is bound to give best of products and services to its distributors. In her address, Mrs. Anasuya Gupta, emphasised once again

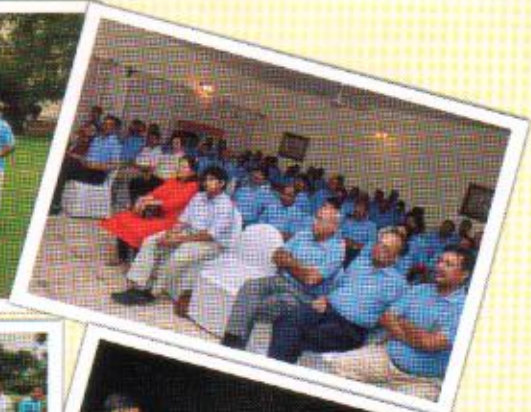
that our strength lies in a strong distribution network and is growing every year. She also thanked all distributors for their support and welcomed those distributors who are new entrants to the CICO Club and those who have been upgraded in the club category. She assured the gathering of continuing support to market by introducing new products. After which along with Mr. Ravi Maithal, she presented certificates of merit, trophies and gifts to various distributors.

Thereafter various distributors shared their experience with CICO, and praised the vision of Mr. Amit Gupta and effort of our CMD in taking CICO from strength to strength. Some distributors shared poems and lighter moments with the congregation. In the evening there was Live Ghazal Nite and a grand party.



# CICO WORLD

Next day, a Safari in open jeeps was organised to appreciate nature's beauty and wildlife. Everybody also visited an ancient Hanuman temple in forest. After which a Cricket match between CICO employees and distributors was organised. CICO team was captained by Mr. Ravi Maithal, whereas Distributor team captain was Mr. Sanjeev Sharma of Anant Enterprises. It was thoroughly enjoyed by everybody. CICO team won comfortably. Man of the match was Mr. Abhiroop Gupta from CICO, for his par excellence batting.



## Founders Day Celebration



In keeping with the tradition, this year CICO celebrated its Founders Day on 20th July 2011. The day was the 55th birth anniversary of our

legendary founder and great entrepreneur Mr. Amit Gupta.

Chairperson and Managing Director thanked all the members of the CICO family without whom the company would not be able to reach the height which it has today. All CICOites paid tribute to Mr. Amit Gupta and rededicated themselves to make Mr. Gupta's vision a reality. In the concluding session, CICO recognized and rewarded Mr. Tribhuwon Mondal for contributing 25 years in service of the company. He received a silver plaque and a watch. He also expressed his feelings towards the company by singing a song on CICO and its products. Everyone present there appreciated it very much.



# PLASTICISERS FOR CEMENT CONCRETE

by Mr. Bijnan Parai GM-R&D

Cement concrete is one of the most commonly used construction material. Cement concrete is a thorough mixture of cement, sand, coarse aggregates and water. Cement being of hydraulic in nature requires water for converting the normal Portland cement into a binder and the mixture of cement and water react with each other to form binder. This binder binds the sand and coarse aggregates to form the final concrete which hardens with time.

For the chemical reaction with water, Portland cement requires only 23-25% water by the weight of cement. But this amount of water is not enough to produce a workable mix for the desired requirement. So that more water is to be added to make the total mixture workable i.e. plastic thereby the green concrete can be moulded in the shape of its form work. Whatever water is added extra to the 23-25% required for the chemical reaction remain in the form of free water and occupies space in the concrete which even when hardened have these spaces really as blanks i.e without any binding material which explains the most commonly used water /cement versus compressive strength curve. The W/C as compressive strength curve states that higher W/C ratio produces lower compressive strength which is due to the higher amount of blank spaces occupied by the excess water.

To make the green concrete more workable i.e. more plastic, more water is required by this produces lower compressive strength. Thus normally more plastic or workable mixes made with water cannot deliver the compressive strength requirements. Users of cement concrete had been on the look out for a material which when added in small quantities can make the green concrete more plastic or workable without using much excessive water. Continuous efforts of the learned have resulted in finding out different materials which has different capacity to work as water reducing agents, so that a concrete can be made the same degree of workability but with lesser amount of water.

These materials are known as PLASTICISER for CONCRETE which is added to the concrete mix at the time of mixing. Depending on the degree of effectiveness of water reduction, the plasticiser have been categorized in two groups which are

- a) **Normal plasticisers capable of reducing water up to 10%**
- b) **Super plasticisers which are capable of reducing water 15 to 40%**

Chemically the materials used as plasticiser can be of

various formulations and the most commonly used are

- a) **Ligno sulphonates**
- b) **Sulphonated salts of naphthalene formaldehyde**
- c) **Sulphonated salts of melamine Formaldehyde**
- d) **Poly carboxylate ether commonly known as PCE.**
- e) **Perhaps the price follows the above a to d sub heads, the item at 'a' being the cheapest and the last item, 'd' being the costliest. Normal plasticisers can be produced by using basically the lignosulphates but for producing the super plasticisers, the items b, c, d are required.**

Generally the effectiveness of both the types of plasticisers are dependent on the ambient temperature condition and thus in summer the amount of plasticiser to be used to cater for the same degree of increase in plasticity can be more than the quantity to be used in winter.

Change in normal setting time within some fixed requirement also makes the production dependent on others chemicals and as such plasticisers with different nomenclatures are available in the market.

These days, plasticisers have an important role to make quality concrete with great versatility like transportation of concrete to a long distance (50-60km), ultra high strength concrete (M-120), early high strength (16hrs Compressive Strength-25MPa) for precast concrete, self-compacting concrete (SCC) and many more.

**The most universally used PLASTICISERS/ SUPERPLASTISERS of CTL conform to IS 9103-1999 and ASTM C 494 and are as follows:**

## CONCRETE ADMIXTURES

1. **CICO PLAST N**
2. **CICO PLAST SUPER HS**
3. **CICO PLAST SUPER**
4. **CICO PLAST R**
5. **CICO PLAST PPR**
6. **CICO PLAST MMF**
7. **CICO PLAST AEP**
8. **CICO PLAST AEA**
9. **CICO PLAST SUPER C300**
10. **CICO PLAST PQ**

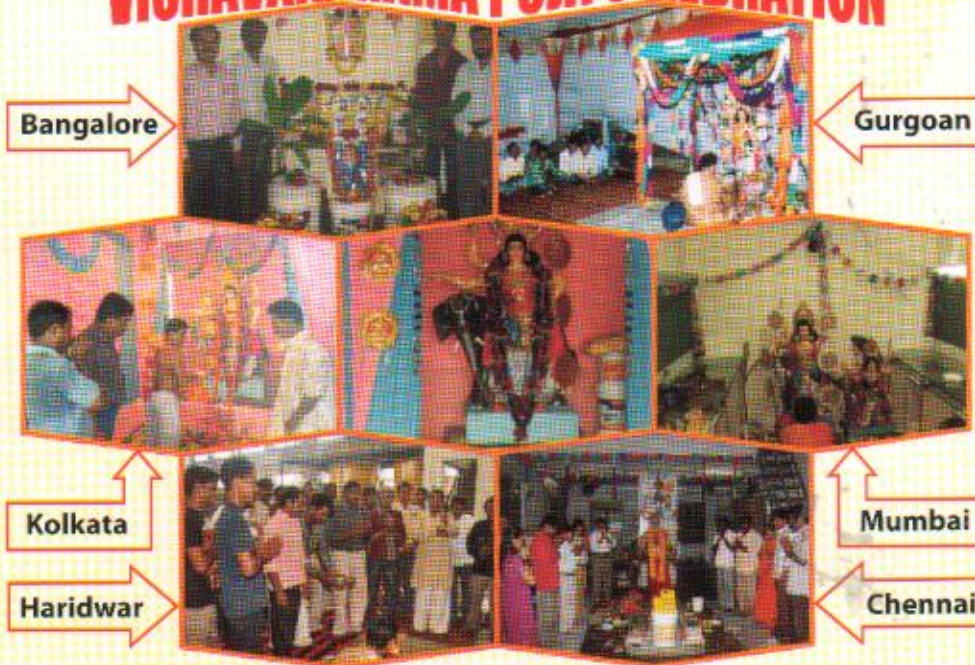
It may be noted that the RMC Companies are using these admixtures. The requirement of any particular mixture need not necessarily be fulfilled by the listed admixtures and some modifications are required at the time of trials.

**New  
Joining**

# CICO Welcomes the new members of the CICO family

S.N.	Name	Designation	DOJ	POP
1.	Mr. Vijay Singh Chawhan	TSI- Distribution	16.05.2011	Bhopal
2.	Mr. Indranil Mirbahar	TSM- Distribution	20.05.2011	Kolkata
3.	Mr. Vishal Sharma	TSM- Projects	06.06.2011	Nagpur
4.	Mr. Dharmendra Gupta	TSI- Distribution	06.06.2011	Jabalpur
5.	Mr. Ankit Agarwal	Senior Chemist	06.06.2011	Gurgaon
6.	Mr. K. Ravi Kumar	TSI- Distribution	11.07.2011	Bangalore

## VISHAVAKARAMA PUJA CELEBRATION



## DELHI MASON MEET



A mason meet was conducted by CICO Technologies Ltd. in co-ordination with M/s Shriram Enterprises, New Delhi on 4/6/11. Products like CICO No.1, Tapecrete, CICO Super were demonstrated in the meet. Mr. Santosh Goswami from CICO explained the usage and advantages of these products to masons and painters. Overall response was very good.

**EVENTS**

CTL, Chennai conducted a mason & painters meet on 4th July at Madurai, south Tamil Nadu. Around 52 people attended the meeting. During the meet Mr. Nandakumar explained the multiple usages of Tapecrete, Dampcoat, Crackseal and CICO Super. Participants asked lot of questions about waterproofing and repairs and all their queries were answered. Overall response was very good.

## MADURAI MASON MEET



We have added one more leaf on our people management practice by having the first meeting of the CICO Talent Council consisting of the leadership team. In the inaugural meeting the council discussed and reviewed promotions for the year and took stock of high performing talent of the company. CICO Talent Council would be focusing towards building talent and leadership pipeline for living the mission of 'Built to last' for the company.