

# The stuff that good houses are made of!

**Q. What makes a great home?**

A. Its dwellers.

**Q. Great! But, what makes a great house?**

A. Umm... Vibrant Walls, matching upholstery, stylish furniture, enough ventilation, good lighting, and maybe a small garden too!

But, have you ever thought beyond the perfect paint, right curtains, matching furnishings and harmonising lamps while planning your house or office? Have you ever gone to the construction site and asked the sweat-covered mason about the Construction Chemicals that he is using to put together your dream world. Let us take a guess, NO! But, the fact is that it is these Construction Chemicals that save your world from breaking apart in the bad weather days and making it stand tall and strong for years to come. And that's where Construction Chemicals major CICO Technologies Ltd. comes into play.

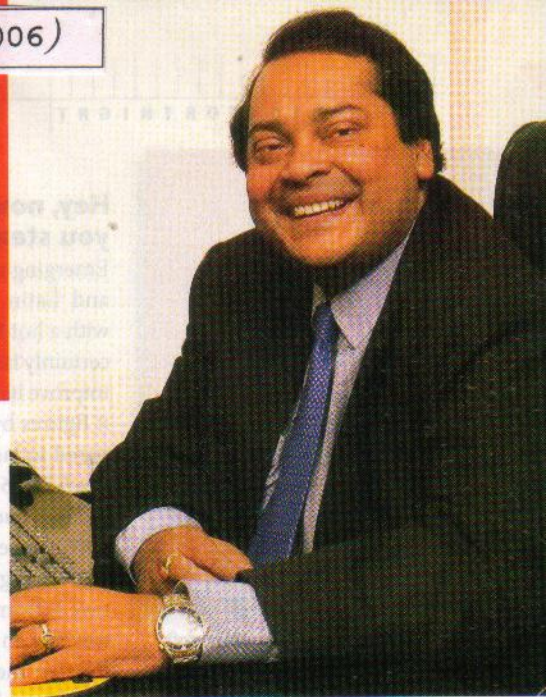
Your houses are made of mainly bricks, re-bars and concrete. Concrete made with Portland cement, sand, stone chips and water maybe somewhat heterogeneous that leads to loose pockets of concrete while it is being compacted. A chemical known as plasticizers reduces the water permeability of concrete and increases the homogeneity of concrete, thus reducing the chances of loose pockets during compaction. Leading construction chemical manufacturers such as (in alphabetical order) CICO TECHNOLOGIES LIMITED, Fosroc, MBT or Degussa, MC Bauchemie, Sika are the organizations who prepare various types of plasticizers which

can be profitably used to increase the workability of concrete. The cement concrete will behave still better if some integral waterproofing compound (IWC) is mixed in the concrete. The IWC reduces the pores (small microscopic holes) inside the concrete.

CTL is one of the leading players in the industry, and under the leadership of Mr. Amit Gupta, Chairman & Managing Director, it manufactures almost the entire range of Construction Chemicals and allied products.

Involved in the making and rehabilitation of famous sites like Delhi Metro, Nathpa Jhakri Power Project, Rashtrapati Bhawan, Parliament Library and working closely with Maruti Udyog, NTPC, Hyaat, Unitech, DLF, Ansals and Omaxe. CTL has market share of 30% and a turnover of Rs. 40 crores. CTL has managed to create a brand name for itself. But, having a brand name in this industry is different from having a brand name of say a FMCG product, for here it means being the first choice of engineers, contractors and masons. Needless, to say, CICO is just that!

As Indian retail is booming and more and more foreign players are setting foot on the Indian soil, Construction Chemicals are automatically finding greater patronage. And with CICO offering not just products but a combination of products and technical service, no wonder the brand is getting more sought after by the day. And not just in India, the group is reaching out to the world with its superior products and has a presence in Sri Lanka, Nepal, Bangladesh and Maldives and is



**MR. AMIT GUPTA**  
CMD, CICO TECHNOLOGIES LIMITED

setting up operations in Qatar.

But, the Indian market is still dominated by unorganised players and unawareness of the right Construction Chemicals is a big challenge. Says Mr. Amit Gupta, "In the western world Construction Chemicals are considered crucial for concrete making and are used in 80-90% cases. But, in a developing country like India, usage is limited to only 5% of the cases." According to him there is a need to train workmen. Nevertheless, CICO keeps reinventing its technology to meet the demands of the market and spends 5% of its turnover on R&D.

Unperturbed by the trends in the industry, CTL is aiming for a turnover of Rs. 150 crore in the next two years and plans to venture into retail products like stick-ons adhesives and industrial floorings for the food and pharmaceutical industry. With more Infrastructural developments coming up, Mr. Gupta feels the Construction Chemical industry will also grow at a fast pace. So, the next time you are planning your house, do choose the chemicals with as much care as your furnishings.