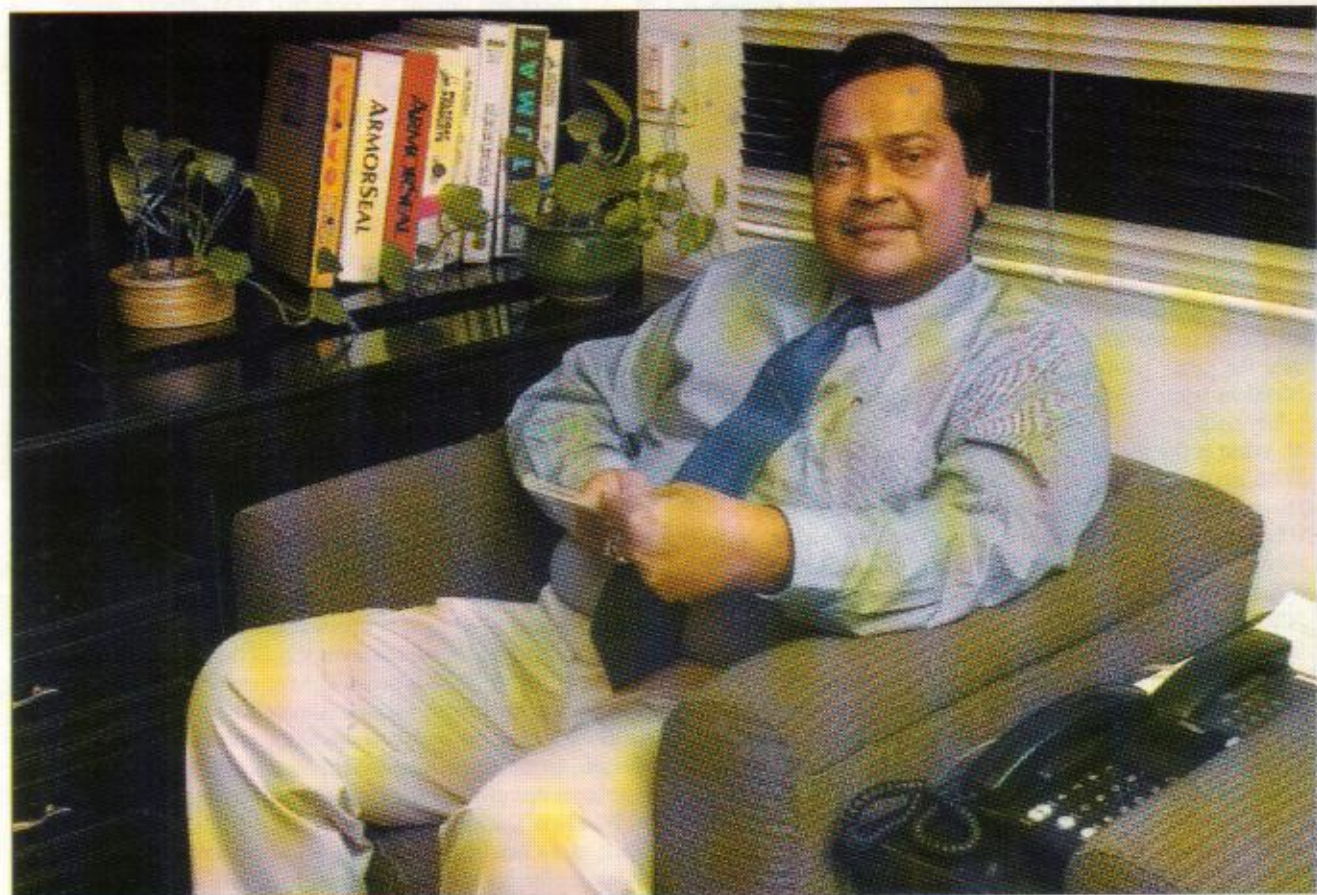


# CICO: Offering Quality Solutions To Construction Industry

CICO Technologies Ltd. is a leading construction chemicals company offering a range of end-to-end solutions for industrial, architectural and general construction. New Delhi-based CICO has core competencies in waterproofing chemicals, admixtures, grouts, sealants and protective coating. **Business Barons** spoke to **Amit Gupta**, Chairman & Managing Director, CICO Technologies Limited. Excerpts from the interview:



AMIT GUPTA, CHAIRMAN AND MANAGING DIRECTOR OF CICO TECHNOLOGIES LIMITED.

## ■ How has construction chemicals changed the face of the construction industry?

**AMIT GUPTA:** The construction chemicals industry has traditionally focused on post-construction problems. In recent times, construction technology has undergone a sea change. Studies have shown that only five per cent of concrete used in construction in India contain construction chemicals, compared with 80 per cent in developed countries. Construction materials used in

this country were not of high quality and were low in durability but with the use of construction chemicals and mechanisation of concrete, the industry is producing more durable and world-class structures.

With the boom in infrastructure sector, there is huge scope for growth of the construction chemicals industry. The construction industry has gone through a good deal of mechanisation, enabling it to achieve targets within the time frame and at the same time ensuring quality

construction. To maintain this, greater use of construction chemicals is required. The organised construction chemicals industry is now growing at the rate of 25 per cent, which is expected to reach around 40 per cent in another three to four years.

## ■ Construction chemicals require a lot of R&D. What is CICO's contribution?

**GUPTA:** CICO has visualised the growing need for introducing new techniques, services and products that would facilitate



HI-END CICO RANGE OF PRODUCTS WERE USED FOR THE CONSTRUCTION OF SHIHHADRI THERMAL POWER PROJECT-NTPC.

better and durable construction in a clean environment. CICO offers solutions to nearly every conceivable problem in construction. This has been possible with our entire range of world-class products in waterproofing, concrete admixtures, concrete aids, protective coatings and impregnations, grouts, floorings, shotcrete products, epoxy-based repair compounds, sealants, adhesives and capsules for bolting and anchoring. Senior scientists from prestigious R&D institutes have been roped in for ongoing research in the company.

**■ Do you have technology sharing arrangements with any global brands?**

**GUPTA:** We have various technological collaborations. We take specific technological know-how from various players abroad for specific products and develop it as per indigenous requirements. CTL's mission is to maintain its leadership in the business with total commitment to continuous improvement in quality standards through ongoing research and development efforts.

**■ What measures are your company taking to popularise construction**

**chemicals?**

**GUPTA:** In the present scenario it is evident that there is a lack of knowledge about quality construction chemicals, its proper uses and ultimate benefit to users.

CICO has overcome the paucity of knowledge about waterproofing and use of construction chemicals with constant interactions with civil engineering firms, engineers and contractors through media and training of masons at different levels. In order to reach out to the smallest customer, CICO Technologies has pioneered the retail management of construction chemicals and has the largest network channel across the country.

**■ CICO's catchline is 'Emergence of a Regional Multinational'? How do you justify it?**

**GUPTA:** CICO products and systems have been used in all types of infrastructure projects. It has been India's outstanding partner for infrastructure development and has been associated with several prestigious initiatives. Apart from this, CICO's presence in neighbouring markets like Sri Lanka, Nepal, Bangladesh, Maldives and Qatar is rapidly growing.

CICO is gearing up to widen its presence in the Far East and other developing countries.

**■ Which are the major projects your company is currently executing?**

**GUPTA:** CICO commands a major market share (in construction chemicals) and is involved in different infrastructure development projects like Golden Quadrilateral, ports expansion, roadways, atomic and hydel power projects, airports and dams.

**■ What is your company's philosophy?**

**GUPTA:** We have always aspired to be a quality conscious organisation and we strictly follow various quality control measures vis-à-vis environment, health and safety. CICO's contribution to the construction industry in India is etched in history. Being the forerunners in construction chemicals, the brand has not only created a benchmark with its involvement with the Indian infrastructure but has set a standard in quality. This is corroborated by the fact that CICO has been awarded with the prestigious International Star Quality Award 'QC 100 TQM' in the Gold category by Business Initiative Directions (BID) in Geneva last year. ■