

# CTL: Founding A Strong Base

With infrastructure being the framework of any country's progress, the spotlight is on the sound quality of materials. Better durability and a firm foundation for any structure, the trend of using construction chemicals is increasing with CICO Technologies Limited leading the way. A special report.

**I**NFRASTRUCTURE IS OF GREAT IMPORTANCE to a country's progress. A new era has heralded in India with the promise of economic prosperity and a place among global stalwarts.

A strong infrastructure requires a firm foundation whose fate lies in the hands of the construction industry. The second largest economic activity in India, after agriculture, is the construction business. So large is the promise of this sector that 11 per cent of the Gross Domestic Product (GDP) and 50 per cent of the Gross Fixed Capital Formation (GFCF) is dedicated to the construction arena.

If one considers the extent of infrastructure that the construction industry contributes to, these figures are well deserving.

The Indian road network, the largest in the world aggregating 3.32 million km, the country's coastline of 7,517 km (including the Andaman & Nicobar islands) with 12 major ports and 187 minor ports and the extensive air routes that have drawn attention to our airports.

These areas are the nerve centre of our economic progress, hence requiring the utmost care to details. The spotlight has now come on the materials that are used in building these centres.

Industry studies and research has shown that only five per cent of India's concrete — used in the construction industry — contains construction chemicals, compared with 80 per cent in developed countries.

Construction chemicals ensure better durability and give a strong base to the structure. Understanding the importance of high-quality materials, companies such as CICO Technologies Limited (CTL) have chosen to deal mainly in this area. In order to garner support from civil engineering firms and contractors for the use of construction chemicals and water proofing, the company has extensively interacted with people from the industry through road shows and seminars. The awareness about the importance of chemicals for durability and structural waterproofing during

construction is growing.

Today the company has 120 distributors and 5,000 dealers in India and has the largest channel network across the country. CTL is credited with having pioneered the retail management of construction chemicals in India.

Durability is the *mantra* that would garner extensive support and create trust among people.



AMIT GUPTA, CHAIRMAN AND MANAGING DIRECTOR, CTL.

Keeping this in mind, CTL has developed an extensive portfolio after meticulous surveys: waterproofing, sealants, concrete admixtures, protective coatings, impregnations, industrial floorings, sealants, plasticisers, epoxy-based repair compounds, concrete aids, industrial floorings, protective coatings, tile adhesives, moisture-cured polyurethane and water proofing chemicals.

The production takes place among five units in Gurgaon, Kolkata, Chennai, Dehradun and Haridwar and the best product is brought out.

CTL has been accredited with ISO 9001:2000 certification by BSI Management Systems and most of its products carry the Bureau of Indian Standard's certification marks. It also has been assigned a rating from CRISIL, which indicates "High Performance Capability and Financial Strength".

CTL enjoys a 30 per cent market share

and is involved in different infrastructural development such as the Golden Quadrilateral, ports expansions, roadways, nuclear, thermal and hydro power projects, airports, dams and is associated with several prestigious initiatives that have been funded by the Asian Development Bank and the World Bank.

Other projects include the Delhi Metro, Nathpa Jhakri Power Project, National Thermal Power Corporation (NTPC), Unitech, L&T, Simplex, Gammon India, HCC, DLF and the Parliament Library.

In 2000, the company got equity support from leading private equity investors. CTL has also entered into the markets of Sri Lanka, Bangladesh, Nepal and Maldives, and is presently setting up operations in Qatar and Sharjah.

The company is planning to increase its turnover from the current Rs. 45 crores to Rs. 150 crore in the next two years.

The company was awarded the International Star Quality Award in the gold category by the Business Initiative Directions (BID) in 2006 at Geneva. The award recognizes the implementation of an integral quality process through technologies and procedure of the QC100 Total Quality Management.

At the time, Amit Gupta, chairman and managing director, CICO Technologies Limited, said, "The award is a proof of our achievements in the industry and we will continue to deliver the best in the times to come."

Mr. Gupta has been behind the company's success be it in the unprecedented growth, international presence, product developments, retail thrusts, financial restructuring and e-commerce initiatives. His experience in the construction chemical industry spans over 25 years and it is this body of work that has given him an acute understanding of the industry.

With the thrust on sound quality and durability, the construction industry is making a significant contribution towards India's economic progress. ■