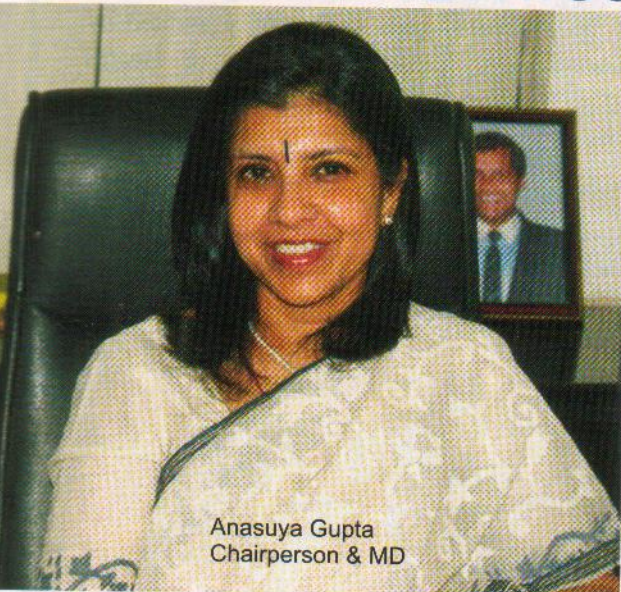


The 3rd Generation Construction Chemicals Bellwether



Anasuya Gupta
Chairperson & MD

By Our Correspondent

The success of the contemporary consumer market rests on three crucial lineaments – quality of the product, price, and adherence to latest trends. Where countless players exist in every orb and sub-segment, gaining a competitive advantage is not everyone's cup of tea. The aforementioned are the factors that have steered the success saga of CICO, an 80 year -old brand and prominence of CICO Technologies Limited thereafter for 10 years now with the third generation currently carrying the legacy forward. Understanding customer requirements and delivering solutions beyond satisfaction levels has enabled the company hold 70% share in water proofing agents and a hefty share in other products as well.

The company caters to the industrial, architectural and general construction segments besides providing expert systems to the repair and rehabilitation industry. Awards won over the years well substantiate the company's standing in the market; special mention needs to be made of Global Golden Award for Quality and Business Prestige for the year 2009 conferred

to Mrs Anasuya Gupta, CMD of the company held in Berlin, Germany on 30th march 2009. Ms. Gupta was also nominated for the prestigious 'Entrepreneur of the Year 2009' award by Ernst & Young. CICO's highest performance capabilities and moderate financial stand are well acknowledged; the NSIC-CRISIL rating SE1B stands testimony to this fact. The company stands true to its mission statement- 'We systematically strive to enhance the value of our customer results'.

It was a dream come true for N.R. Gupta who laid the genesis of the CICO empire after he chanced to come across the idea of introducing chemical agents for easy working in mines. With the formulation of special additives that could alter the properties of mortar and concrete followed by introduction of speciality chemicals and systems, the foundation of the future bellwether was laid. And the journey continues unabated till date. Based on the roots, CICO Technologies Limited was founded by Mr Amit Gupta with the brand CICO and Tapecrete; the brands that are hits in the market. Corchem is the new brand which deals with anti-corrosion. The company has factories in Gurgaon, Haridwar, Kolkata, Madras, and Kasna with a capacity to manufacture 65 tons a day at Haridwar unit. CTL is a pioneer in retail marketing in construction chemicals which was envisaged by Mr. Gupta; there are 6,000 outlets across the country. The company has witnessed 30% growth even during the period of recession.

The repertoire of products offered include waterproofers & water sealers, plasticizers, construction aids, protective coatings/ impregnations, grouts & grouting compounds, in-

dustrial floorings, repair compounds, capsules for anchoring/bolting, adhesives, sealants, waterproof coatings & membrane, insulation, anticorrosive products, and more. CICO has undertaken a number of hi-profile projects related to the products it deals in; worth mentioning are:

- Waterproofing work for Commonwealth Games Village through "TAPECRETE" system.
- Rehabilitation work of Common Wealth Games stadium
- Work consummated at Parliament Library
- Tapecrete system for Swaminarayan Akshardham Temple, New Delhi
- Anti-corrosive system for NTPC - Simhadri Thermal Plant, Andhra Pradesh
- Tapecrete system for Pragati Maidan, New Delhi
- Admixtures and waterproofers for Delhi Metro Rail Corporation
- Tapecrete system for Asia's largest mosque - Taj-Ul-Masjid
- CICO No.3 used and tapecrete system for Lingamaki Dam, Karnataka
- Tasks consummated for airports, ports, roads, nuclear/hydel power plants
- Regular supplier to NTPC, etc.; current project include supply of products to PWD, Valecha Infra, Navayuga Engineering, AFCONS, GAMMON, Simplex and more.

"As a part of our corporate social responsibility, we in a small way try to help the under privileged. One of our projects is to make people with multiple disabilities self sufficient and live with dignity. In our Endeavour we try to give them employment. TAP is one of our unique awareness programs on which we are trying to work upon," says the vivacious Anasuya Gupta. It was Mr. Amit Gupta's dream to see CICO as the number one company in construction chemicals and expand overseas; Ms. Gupta is giving shape to this very dream. ■