

*Face To Face*

"CICO Technologies Ltd. Is Creating Product Awareness By Highlighting Benefits And Application Of Waterproofing Products Through Masons, Architects And Applicators' Meets"



*Mrs. Anasuya Gupta, Chairman & Managing Director, CICO Technologies Limited, in an interview with CE&CR, reveals some key facts about construction chemicals market scenario in India, their product Tapecrete as market leader, their R&D philisophy to meet the challenges of tomorrow.*

**CE&CR:** *Could you please give us an overview of construction chemicals and waterproofing industry in India with respect to volumes and growth potential?*

**A.G.:** There are new laws which cater to the demand for new and modern buildings and there is also a repair and restoration market which is often ignored and this is a big area for the use of construction chemicals. Tropical climate of India and use of cheap alternative material make restoration work even more imperative and that I think is the key area for growth of construction chemicals. The construction market in our country is expected to grow at more than 30% per annum, however, the construction chemical market is highly competitive and fragmented. This market is expected to grow at 10-15% per annum. There has been a significant growth in the area of admixture and repairing products, increase in usage of flooring compounds and user application product. With increased brand building and introduction of retail products, this sector is poised at a good growth.

**CE&CR:** *What is the importance of construction chemicals and waterproofing systems in the construction of durable structures?*

**A.G.:** Concrete is the main ingredient for construction industry because of its low cost and versatility. But concrete, more precisely, cement-concrete is porous in nature. The durability of concrete is greatly dependent on water permeability and ingress of chemicals. In most of the cases, water acts as carriers for harmful chemicals like salts of chlorides, sulphates, alkalis, acids, etc. and these may corrode concrete and/or reinforced steel. Therefore, to increase the durability of structures, waterproofing system is an integral part of construction activity.

**CE&CR:** *What is the level of awareness about the importance of construction chemicals and waterproofing systems as far as Indian markets are concerned?*

**A.G.:** The level of awareness is very low in Indian market. The trade namely Civil Engineering, Construction Architects have the awareness, while the consumer is still ignorant about these products and its usages. The Indian consumer accepts leakage and seepage and it will be some time before they wake up to the importance of

construction chemicals. However, companies like CICO Technologies Ltd. and similar are creating product awareness by highlighting benefits and application of waterproofing products through Masons, Architects and Applicators meets.

**CE&CR: What is your market share and what are your strategies on firming it up?**

**A.G.:** In the organized sector CICO would have a 20% market share. We are very focused on increasing our distributors network across the country and this we believe will help us increase our market share.

**CE&CR: What do you think is your USP?**

**A.G.:** CICO's strength lies in a lean organization where decisions are taken very quickly. De-centralisation of decision making where most of our middle level managers are encouraged to make decision independently is a unique system. The strongest product Tapecrete has almost 70% of the market share in the waterproofing segment. Tapecrete makes CICO stand tall amongst its competitors.

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**CE&CR: You might have visualized your company five years from now. Could you please share your dream with us?**

**A.G.:** 5 years from now I would like to see the usage of the entire range of CICO products across the country and its neighbours and therefore have aligned share in the market cap. It is also part of our vision to create awareness amongst the end users so that visual and blatant damp spots can be eradicated which are not only an eye-sore but create endless problems. More importantly I would like to have a great customer satisfaction base as well as a proactive, empowered and happy employee body in the organization.

**CE&CR: What are the products provided by your company?**

**A.G.:** In CICO, we are manufacturing waterproofing compounds, cement based waterproof polymer coatings, concrete admixtures, cement and epoxy based grouts, chemicals grouts, epoxy floor coatings and flooring compounds, concrete aids, anti corrosive coating systems, various polyurethane systems, concrete repair and rehabilitation systems.

We also undertake critical application jobs to serve our customers for better defect free product performance.

**CE&CR: As a manufacturer of construction chemicals, what challenges do you sense ahead of you?**

**A.G.:** Since construction chemicals industry is technology based, to make the company equipped with trained personnel, good R&D facilities in new technologies is important. We have always felt that fly-by-night operators who exist all over the country and who bring down rates at the cost of quality has always been and will always be a challenge.

**CE&CR: How prepared are you to greet the changing trends in the industry as far as volume and quality is concerned?**

**A.G.:** CICO Technologies Ltd. has adopted technology in R&D and Finances to meet the challenges of tomorrow. We take great pride in our human resource and our employees, who are, I believe the best available in the market. With this combination I see no reason why we should not be the market leader in the future.

**For further details, visit: [www.cicogroup.com](http://www.cicogroup.com)**