

In the way of building the nation

Mr. Amit Gupta CMD, CICO Technologies Limited share a few words with our correspondent on his contribution in achieving success in construction chemical industry



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

The construction chemicals industry has traditionally focused on after-construction problems. In recent times, construction technology has undergone a sea change. Studies have shown that only 5 % of concrete used in construction in India contain construction chemicals, compared with 80% 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 mechanization 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

to achieve targets within the timeframe as well as ensure quality construction. To maintain this, greater use of construction chemicals industry is now growing at the rate of 25 %, which is expected to reach around 40% in another three to four years.

Do you have technology sharing arrangements with any global brands?

We have various technological collabo-

rations. 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 is your company taking to popularizing maximum use of construction chemicals?

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

CICO has overcome the lack or 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 Limited pioneered the retail management of construction chemicals and has the largest network channel across the country.

Construction chemicals require a lot of



R&D. What is CICO's contribution?

CICO has visualized the growing need for introducing new techniques, services and products that would facilitate 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.

CICO's catch line is "Emergence of an India Multinational"? How do you justify it?

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.

What is your company's philosophy?

We have always aspired to be a quality conscious organization and as a result we strictly adopt various quality control measures vis-a-vis environment, health and safety. CICO's contribution to the construction industry is etched in the history of the Indian construction industry. 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 collaborated with the fact CICO has been awarded with the prestigious International Star Quality Award in the Gold category for quality by the Business Initiative Directions (BID) in Geneva last year.

Which major projects is your company execution?

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, DMRC, NHAI, NHPC, DLF and L&T. ■