



सत्यमेव जयते  
**Department of  
 Chemicals & Petrochemicals**  
 Government of India

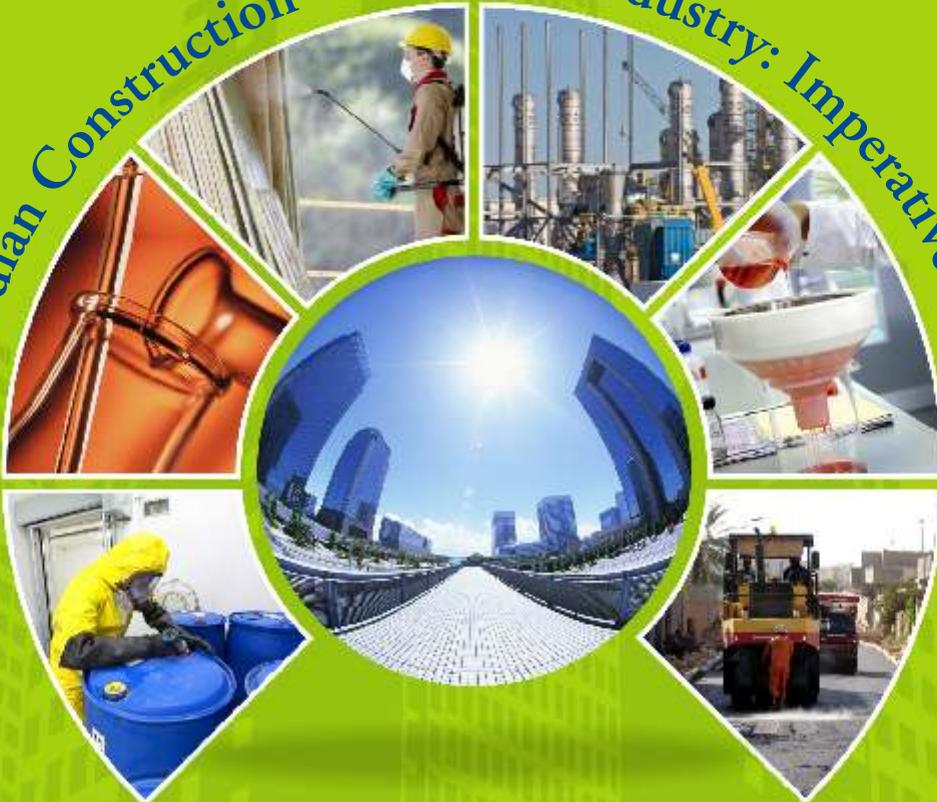
**iNDEXTb**  
 INDUSTRIAL EXTENSION BUREAU  
 (A GOVT. OF GUJARAT ORGANISATION)  
 ISO 9001:2008 Certified



# 5<sup>th</sup> National conference on Construction Chemicals 2014

Nehru Centre, Mumbai  
 May 7- 8, 2014

*Theme: Indian Construction Chemicals Industry: Imperatives of Growth*



*Knowledge & Strategy Partner*



*Academic Partner*



*Industry Partner*



*Official Media Partner*



# 5<sup>th</sup> National conference on Construction Chemicals Nehru Centre, Mumbai May 7- 8, 2014

**"The road ahead is as long as you make it"**

Bon Jovi

## Overview



India's "Sunrise Industry - The Construction Chemicals industry" is experiencing growth at a rapid pace. The market is still at a nascent stage in India as compared to developed countries because of the limited awareness with end users on the benefits construction chemicals can provide. With overall economic growth, increased investments by Government in infrastructure and real estate coupled with participation of overseas investors and contracting companies, construction chemicals segment is witnessing a surge in demand which is expected to accelerate in coming years. The prospects are bright.

The Indian construction chemicals market has shown a strong growth rate of ~17% p.a. historically due to heavy construction activities in the country, esp. related to infrastructure. The construction chemicals market in India has grown from INR1,400 Cr in 2007 to approx. INR 3,600 Cr in 2013 and is expected to grow close to 16% p.a. for the next few years. This will primarily be driven by improving awareness of usefulness of construction chemicals, emphasis on infrastructure and the new National Manufacturing Policy which aims at increasing the share of manufacturing in GDP from present 16% to 25% by 2022. Moreover, Government's plan of investing USD 1 Trillion on infrastructure during the 12th five year plan would also have a significant positive impact on demand of construction chemicals.

The industry's biggest challenges are low awareness regarding the benefits of construction chemicals, adequate knowledge on proper usage of these chemicals and lack of enforcement of quality standards on construction activities. About 85% of contractors and builders are not aware of the key advantages of using construction chemicals and have limited knowledge on their proper applications.

However, the industry is evolving fast by adapting the latest trends to drive the usage of construction chemicals. Constructions especially in metro cities are using Ready Mix Concrete to achieve faster and better performance. Silicone based products are also gaining popularity in the market. Green chemistry is also playing a role. Development and application of eco-friendly construction chemicals is also emerging as a new trend in the market.

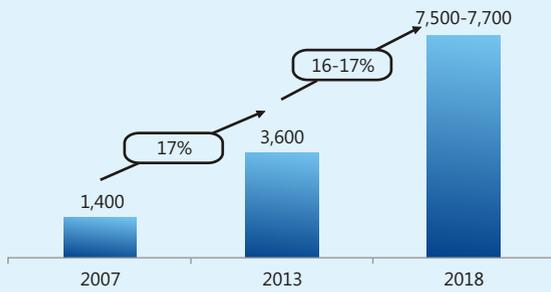
### Projected growth and drivers

The market for construction chemicals is expected to grow at a CAGR of 16% to reach ~INR 7,650 Cr by 2018 for organized sector. Key growth drivers include:

- Expected increase in the share of manufacturing in GDP from 16 to 25%
- Increased investments in infrastructure and real estate by private and public sector
- 100% Foreign Direct Investment (FDI) in real estate to boost construction activities
- Developments in untapped rural areas

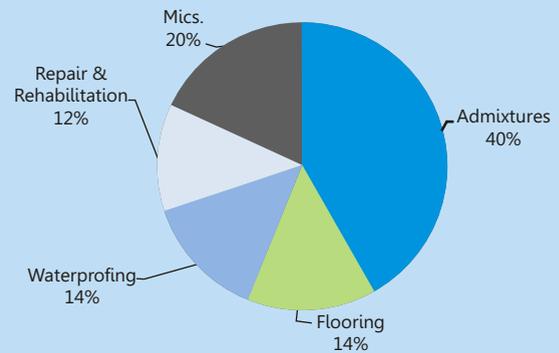
- Increased product awareness and compliance with international manufacturing standards
- Increased participation of international agencies

### Construction Chemical Market, India (Cr)



Source: Industry reports, Tata Strategic analysis

### Product share of construction chemicals, 2013



## Key trends and future outlook

Construction chemicals market has a huge growth potential due to the construction and manufacturing boom in India. Many newly developed products give better performance and results and hence there will be a shift in demand towards products offering better performance. Value added product such as PCE admixtures, silicon caulks, specialty cement additives, polymer based grouts and mortars and many other such products are going to influence the market in coming years. Innovation and application based R & D will play a critical role in success of companies going forward and companies which provide products suited to Indian needs with optimum price / performance ratio are likely to benefit in the long run.



## About The Event

FICCI jointly with Dept. of Chemicals & Petrochemicals, Government of India has successfully organized the previous four editions of Construction Chemicals Conclaves during 2010, 2011, 2012 and 2013 at Mumbai, Bangalore, Chennai and Ahmedabad respectively. These events provided a much needed forum where the strengths of the industry could be showcased. FICCI is back with the 5th National Conference on Construction Chemicals 2014 at Mumbai being jointly organized with Dept of Chemicals & Petrochemicals, Govt. of India and with the support of various industry associations. The Theme of the Conference is "Indian Construction Chemicals Industry: Imperatives of Growth" ICT Mumbai is the Academic Partner and TSMG is Knowledge Partner





## Objectives

- Consumer awareness is very low regarding new chemical techniques and construction aids. It is felt that with proper awareness about this sector the use of construction chemicals will increase and thus contribute in a small but healthy way to the Indian economy. The series of conclaves being organized have that aim.
- To highlight Indian market overview vis-à-vis global market competitive analysis, of the industry.
- Ways and means of enhancing the consumption of construction chemicals in the region.
- Challenges & issues being faced by the industry and strategies to overcome same.
- To share knowledge and experience. The conference will include many case studies having challenging work which is being carried out by experts in the industry.
- To highlight the business opportunities in this sector. Conference will provide networking and business opportunities with the best in the industry.
- To assess the investment potential & techniques of construction chemicals industry and what it takes to be successful in this unique sector.

## Event Facet

- National conference on construction chemicals.
- High profile speakers from India and abroad.
- Unparalleled opportunity to meet the industry leaders & policy makers.
- Most ideal place for networking, business promotion and learning.
- Latest development in the sector.



## Who Should Participate

- Policy makers and regulators
- Academic Institutions
- Builders
- Marketing professionals
- Contractors Architects
- Manufacturers
- Financial Institutions
- Engineers
- Consultants
- Traders

## Advertisement for conference booklet...

Category	Amount
Full Page	Rs 20000
Inside Back Cover	Rs 30000
Back Cover	Rs 40000
Inside Front Cover	Rs 50000

### Specifications :

Bleed Size- 22.86 cm (h) X 17.78 cm (w)  
 Print Area- 23.5 cm (h)x 18.5 cm (w)

## REGISTRATION FORM

Name..... Designation .....

Name..... Designation .....

Organization: .....

Address: .....

..... Pin .....

Telephone(s):..... Fax: .....

Email:..... Mob: .....

Email:..... Mob: .....

Cheque/DD Number:..... Dated: .....

Bank Details ..... Amount: .....

Please note:

### Registration Fee Structure:

Indian Nationals: INR 3000/- per person  
 (includes Indian residing abroad and foreigner residing in India)

Foreign Nationals: USD 80/- per person

### Incentives

For two or more delegates from the same organization and FICCI Associate Members and members of supporting associations (10%) discount : INR 2700/- per person

For five or more delegates from the same organization and FICCI Corporate Members (25%) discount : INR 2250/- per person

Academics/Students: INR 1000 per person (restricted to 10 academicians/ students sponsored by the institution).

### Please Note

- All fees are payable by cash/cheque/Demand Draft in favour of "FICCI" payable at New Delhi.
- Registration fee includes the Conference kit, Lunches on 2 days, Cocktails dinner and Conference Literature.
- It does not include the airfare, hotel stay or any other incidental expenses.
- In case of more than two delegates from an organization, the Registration Form can be photocopied.
- You may also pay through Swift transfer in favour of FICCI. RTGS CODE: UTBI0TNM 709\*, United Bank of India A/C 0359018009732 at United Bank of India, 2, Tansen Marg, New Delhi-110 001  
 Phone:0011+2371 8147

\*UTBI0 (zero)

**Refund Policy:** request received in writing before March 30, 2014 will be considered for cancellation. A 25 percent handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after March 30, 2014.

Kindly send duly filled in registration form to:

**Mr P. S. Singh**  
 Head-Chemicals Division FICCI

Federation House, 1 Tansen Marg,  
 New Delhi-110001

Tel: +91-11-23316540 (Dir)  
 EPBX: +91-11-23738760-70 (Extn 395)  
 Fax: +91-11-23320714/23721504

Email: Prabhsharan.singh@ficci.com



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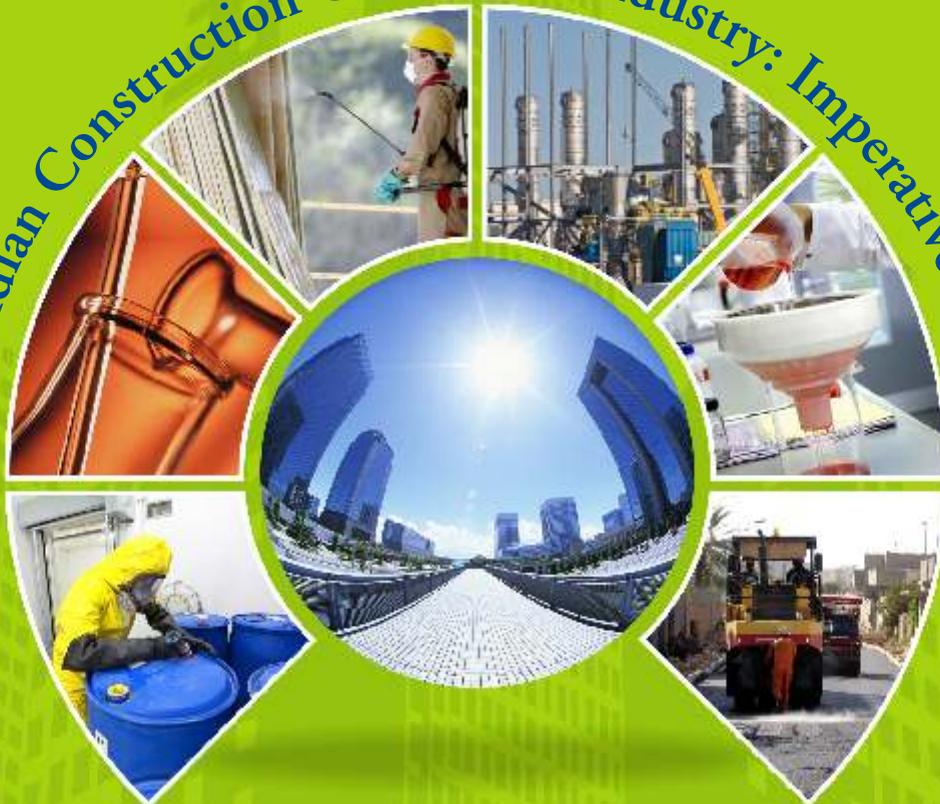
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# Delegate Registration

## Delegate Registration Fee

- Indian Nationals: INR 3000 per person
- Foreign Nationals: USD 80 per person

### Please note:

- The delegate fee includes the conference registration, delegate kit, conference literature, networking meals as also the Service Tax.
- It does not include airfare, hotel stay or any other incidental expenses.
- Please mention the FICCI Membership number in the Registration Form to avail the discount.

### Incentives:

- For two or more delegates from the same organization and FICCI Associate Members and members of supporting associations (10% discount : INR 2700/- per person
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## Branding Opportunities:

"Conference on Construction Chemicals Conclave-2014" is offering a unique branding opportunity to companies for promoting their products, new innovations and services to the existing and new customers through the following options...

❖ Platinum Partner:	INR 7 Lacs
❖ Silver Partner:	INR 5 Lacs
❖ Delegate Kit Partner:	INR 2.5 Lacs

❖ Gold Partner:	INR 6 Lacs
❖ Networking Lunch Partner:	INR 2 Lacs*
❖ Associate Partner:	INR 2 Lac

\* For each day

### Platinum Partner: INR 7 Lacs

- Display of Company logo as "Platinum Partner" at the side panel of conference backdrop.
- Screening of partner's promotional film during the Tea breaks
- Reserved table for the delegates in the hall
- Seven complimentary delegate passes for the conference
- Full page advertisement in the booklet of the event
- An exclusive display/table space at the conference venue for display of their material.

### Gold Partner: INR 6 Lacs

- Display of Company logo as "Gold Partner" at the side panel of conference backdrop.
- Screening of partner's promotional film during the Session breaks
- Six complimentary delegate passes for the conference
- Full page advertisement in the booklet of the event
- An exclusive display/table space at the conference venue for display of their material.

### Silver Partner: INR 5 Lacs

- Display of Company logo as "Silver Partner" at the side panel of conference backdrop.
- Five complimentary delegate passes for the conference
- Full page advertisement in the booklet of the event
- Printing of the partners logo on the pens to be added in the delegate kit.

### Networking Lunch Partner: 2 Lacs

- Special Panel acknowledging "NetworkingLunch Partner" at lunch venue.
- Screening of partner's promotional film during the Lunch breaks
- Three complimentary delegate passes for the conference
- Full page advertisement in the booklet of the event

### Delegate Kit Partner: 2.5 Lacs

- Display of company logo at the back panel of conference backdrop
- Name and logo of the partnering company to embossed on the delegate kit.
- Three complimentary delegate passes for the conference.

### Associate Partner: 2 Lac

- Display of company logo as an "Associate Partner" at side panel of the conference Backdrop.
- Two complimentary delegate passes.
- Full page advertisement in the booklet of the event

### In addition all partners are entitled to

- Display of partner's logo on the event website
- Corporate Literature (1 CD and 8-10 pages brochure) to be included in the delegate kit.
- Special announcement for thanking partner.



Department of Chemicals & Petro-Chemicals  
Government of India

The Department of Chemicals & Petro-Chemicals has been part of the Ministry of Chemicals and Fertilizers, Government of India from 5.7.1991. The Department is entrusted with the responsibility of policy, planning, development and regulation of Chemicals and Petrochemicals Industries.

For more details on Department of Chemicals & Petro-Chemicals; please log on to [www.chemicals.nic.in](http://www.chemicals.nic.in)



Industry's Voice for Policy Change

FICCI is the rallying point for free enterprises in India. It has empowered Indian businesses, in the changing times, to shore up their competitiveness and enhance their global reach.

With a nationwide membership of over 1500 corporates and over 500 chambers of commerce and business associations, FICCI espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2,50,000 business units. It has an expanding direct membership of enterprises drawn from large, medium, small and tiny segments of manufacturing, distributive trade and services. FICCI maintains the lead as the proactive business solution provider through research, interactions at the highest political level and global networking.

For more information, please log on to [www.ficci.com](http://www.ficci.com)

Knowledge & Strategy Partner



Academic Partner



Industry Partner



Official Media Partner



Associate Media Partners

**ChemicalWeekly**



**NBM&CW**



Supported by:



**For further details, please contact...**

**Mr P. S. Singh**

Head-Chemicals & Petrochemicals Division  
FICCI

Federation House, 1 Tansen Marg,  
New Delhi-110001

Tel: +91-11-23316540 (Dir)

EPBX: +91-11-23738760-70 (Extn 395)

Fax: +91-11-23320714/23721504

Email: [prabhsharan.singh@ficci.com](mailto:prabhsharan.singh@ficci.com)

**Ms Charu Smita**

Assistant Director-Chemicals & Petrochemicals Division  
FICCI

Federation House, 1 Tansen Marg,  
New Delhi-110001

Tel: +91-1123357350 (Dir)

EPBX: +91-1123738760-70 (Extn 474)

Fax: +91-1123320714/23721504

Email: [charu.smita@ficci.com](mailto:charu.smita@ficci.com)

<http://www.ficci.com/sector.asp?secid=7>