



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



6th National conference on Construction Chemicals 8th May 2015 Federation House New Delhi

**THEME: CONSTRUCTION CHEMICALS AS ENABLER FOR
 SMART CITIES**



Knowledge & Strategy Partner



TATA STRATEGIC MANAGEMENT GROUP

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Overview

India is witnessing a wave of migration from the rural to urban areas. This trend is likely to continue as the economy advances significantly. India's urban population is projected to accelerate from 340 million in 2008 to 590 million by 2030. This is going to create tremendous pressure on the already crumbling infrastructure in existing cities. Bearing this in mind, the Government of India (GOI) has put its weight behind development of 100 Smart Cities in the country.

The construction chemicals industry has a key role to play in the sustainable evolution of the smart cities in India. Construction chemicals increase the cost of the project by 2-5% but the benefits are multi-fold for e.g. They help in controlling the menace of corrosion, this has special relevance in present context when so much importance is being given to infrastructure development of the country. Every small increase in initial input cost by addition of these products means increased life of the end products with improved performance, longer life and making it energy and cost efficient.

Construction chemicals can play a positive role in meeting our infrastructural challenges once their value proposition is clearly understood by users. The value added by these chemicals is remarkable in terms of raw-material cost reduction, speed of execution, and creation of high performance concrete and modern structures.

The Indian Construction Chemicals industry is termed as a "sunrise industry" and is experiencing a rapid growth. It has grown at the rate of ~12% p.a. between 2009 and 2014 from INR 1,900 Cr. to approx. INR 3,500 Cr. and is expected to grow at ~15% p.a. for the next five years to reach INR 7,000 Cr by 2019

Though the market is growing rapidly, it is still at a nascent stage in India and unexplored as compared to developed countries. Increasing infrastructure investment by Government, recent Make in India initiative, vertical growth in metros and Tier 1 cities, & participation of overseas investors will drive the growth of construction chemicals segment in coming years.

Also, in coming years increasing awareness amongst industry players regarding compliance with international standards is expected to further promote the adoption of best practices in the industry which will lead to higher consumption of construction chemicals.

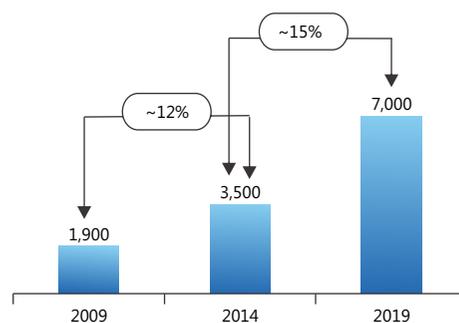
In spite of the strong growth drivers, the industry faces challenges in terms of low awareness levels, lack of skilled labor, high price-sensitivity of customers and fragmented nature of market which need to be overcome for industry to reach a critical size and improve its profitability.

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. Development and application of green construction chemicals is also emerging as a new trend in the market.

"It does not matter how slowly you go as long as you don't stop"

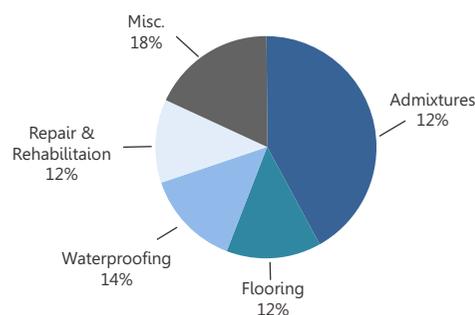
-Confucius

Construction chemicals Market, India (Rs. Crores)



Source: Industry reports, Tata Strategic Analysis

Product share of Construction Chemical India, 2014



Notes: 1) Miscellaneous includes-Tiles, Sealants and Grouts
Source: Industry reports, Tata Strategic Analysis





Projected growth and drivers:

The market for construction chemicals is expected to grow at ~15% to reach ~INR 7,000 Cr. by 2019. Key growth drivers include:

- Expected increase in the share of manufacturing in GDP from 16 to 25%
- Major thrust given to the construction & chemical sector under Make in India initiative
- Growth in construction activities due to increased investments in infrastructure and real estate by private and public sector
- 100% Foreign Direct Investment (FDI) in real estate to boost construction activities
- Rising disposable income and changing demographics driving demand for residential real estate
- Rapid adoption of products like Ready-Mix Concrete & Poly Carboxylate Ethers
- Increased product awareness and compliance with international manufacturing standards.



Future Outlook

The Indian construction opportunity is expected to double over the next 5 years. This growth will be driven by investments in the infrastructure segment, which are expected to also double over the next 5 years. Government spending has been one of the key drivers of the growth of the construction industry. This will result in ample opportunity for the construction chemicals.



About The Event

FICCI jointly with Dept. of Chemicals & Petrochemicals, Government of India has successfully organized the previous five editions of Construction Chemicals Conclaves during 2010, 2011, 2012, 2013 and 2014 at Mumbai, Bangalore, Chennai, Ahmedabad and again Mumbai respectively. In view of the overwhelming response received from these events, **FICCI is back with the 6th National Conference on Construction Chemicals 2015 at New Delhi being jointly organized with Dept of Chemicals & Petrochemicals, Govt. of India and with the support of various industry associations.**

Highlights

1. Construction Chemical industry as enabler for smart cities
2. Infrastructure growth-opportunities for Construction Chemicals
3. Key challenges and Issues faced in Construction Chemicals Industry and way ahead
4. Proper Application of Construction Chemicals
5. Role of Standards and Skill Development
6. Role of Polymers in Construction
7. New Developments, Innovations and Advancements in Construction Chemicals
8. Success Stories-Case Studies (like DMRC)
9. Roundtable on Corrosion Management
10. Special focus to "Make in India" concept
11. Release of Knowledge & Strategy Paper

Who Should Participate

Policy makers and regulators/Manufacturers/
Academic Institutions/Financial Institutions /Builders
(private and government)/Engineers/ Marketing
professionals/Consultants
/Contractors Architects/Traders

Objectives

- To highlight Indian market overview vis-à-vis global market and acquaint with the market size competitive analysis, market forecasts and demand analysis of the industry.
- To bring proper awareness and importance about this sector to all stakeholders
- To share knowledge and experience by industry experts.
- To highlight the business opportunities and assess the investment potential in construction chemicals industry.



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 + (12.36% Service Tax) Foreign Nationals: USD 80/- per person
(includes Indian residing abroad and foreigner residing in India)

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, Networking lunch, High-tea 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.

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@fikki.com

Refund Policy: request received in writing before 30 April, 2015 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 30 April, 2015.

Delegate Registration

Delegate Registration Fee

- Indian Nationals: INR 3000 per person + (12.36% Service Tax)
- Foreign Nationals: USD 80 per person

Please note:

- The delegate fee includes the conference registration, delegate kit, conference literature, networking meals.
- 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:

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Branding Opportunities:

❖ Platinum Partner: INR 7 Lacs

❖ Silver Partner: INR 5 Lacs

❖ Kit Partner: INR 2 Lacs*

❖ Gold Partner: INR 6 Lacs

❖ Lunch Partner: INR 3 Lacs*

❖ Associate Partner: INR 1.5 Lac

*exclusive to one partner

Partners	Logo display	Screening film	Complimentary passes	Reserved delegate table	advertisement	Table space	Insertion in Delegate kit
Platinum-7 lacs	✓	✓	7 passes ✓	✓	✓	✓	✓
Gold-6 lacs	✓	✓	5 passes ✓		✓	✓	✓
Silver- 5 lacs	✓		4 passes ✓		✓		✓
Lunch-3 lacs	✓		2 passes ✓		✓		
Kit- 2 lacs	✓		2 passes ✓				
Associate- 1.5 lac	✓		1 pass ✓				

In addition all partners are entitled to

- Display of partner's logo on the event website
- Special announcement for thanking partner.

Advertisement for conference souvenir...

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)



सत्यमेव जयते

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



Industry's Voice for Policy Change

Established in 1927, FICCI is the largest and oldest apex business organisation in India.

Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation. FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2, 50,000 companies from various regional chambers of commerce. For more information please log on to www.ficci.com

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CHEMICAL INDUSTRY DIGEST

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Chemicals

CONSTRUCTION Sphere

Supported by:



ICC
Indian Chemical Council



Building better together



CPMA
Chemicals & Petrochemicals
Manufacturers' Association

ISCM
Indian Specialty Chemical
Manufacturers' Association

NACE
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SECTION



INDIAN
ASTR
ASSOCIATION OF STRUCTURAL
REHABILITATION
(Advance Structural Integration)

For further details, please contact...

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