



## Magicrete Building Solutions

# Leading the way in India's Green Building Materials Industry



**Mr. Sourabh Bansal**  
Co-founder and Managing Director,  
Magicrete Building Solutions

Magicrete Building Solutions is the leading manufacturer in India of AAC Blocks, precast construction solutions, and construction chemicals. The company is recognized as a trailblazer in green building materials and has spearheaded modern construction technology in the past decade. Founded in 2008 by Sourabh Bansal, along with co-founders Sidharth Bansal and Puneet Mittal, with the objective of transforming the construction industry in India by leveraging innovative construction technologies to assist people in building their homes better, faster, and more cost-effectively. With time, Magicrete has established itself as a significant player in the sector, with an extensive network of partners and customers across India.

As a pioneer in the industry, Magicrete has played a vital role in promoting AAC blocks in the Indian market. When the company was founded, the total market size of AAC blocks was INR 50 crore. Today, in 2023, the market size has grown to INR 5000 crore, and Magicrete has been instrumental in driving this growth. The company is now the largest producer of AAC blocks

in India, with an installed capacity of 13 lakhs CBM spread over three locations.

One of the significant hurdles Magicrete encountered when it first started was the lack of awareness about AAC blocks in the Indian market. The AAC block industry in India faced tough competition with traditional red clay bricks that had been in use for centuries. To address this challenge, Magicrete invested a significant number of resources in educating potential customers about the advantages and uses of AAC blocks and persuading them to switch from red clay bricks.

Over the past decade, the construction industry in India has undergone significant changes. Some of the key changes include:

● **Increased use of technology:** The construction sector in India has achieved greater efficiency and cost-effectiveness due to the implementation of innovative technologies like Building Information Modelling (BIM), drones, 3D Modular Precast, and 3D printing.

● **Growth of the affordable housing sector:** Over the last decade, the affordable housing sector in India has experienced

noteworthy growth, primarily propelled by government initiatives like Pradhan Mantri Awas Yojana (PMAY), which endeavors to construct approximately 30 million homes across the nation.

● **Focus on sustainability:** The necessity for sustainable construction practices in India has been gradually gaining recognition, resulting in a heightened focus on utilizing green building materials and techniques.

● **Adoption of prefabrication & modular construction:** Prefabrication has gained greater prevalence in India's construction industry, resulting in faster construction times, reduced labor costs, and enhanced quality control.

● **Increased use of alternative building materials:** There has been a shift towards the use of alternative building materials such as Autoclaved Aerated Concrete (AAC) blocks, Wall panels & construction chemicals.

Also, AAC blocks have had a noteworthy impact on India's construction industry. These lightweight building materials provide outstanding thermal insulation, fire resistance, and sound insulation properties.

Additionally, as the demand for new and more efficient building materials increases, construction chemicals are becoming increasingly popular in the market. Traditional mortars and adhesives are being gradually replaced by these chemicals due to their ability to enhance the performance and durability of construction materials.

Reflecting on the journey, **Sourabh** says Since its inception, Magicrete has contributed to the construction of over 500,000 homes, utilizing 250 million AAC Blocks, resulting in the conservation of 60,00,000+ cubic meters of soil erosion, 25,00,000+ metric tons of coal, and 2,000+ megawatts of energy. Currently, the company operates three manufacturing plants across Gujarat and Haryana, with a recently inaugurated site in Maharashtra, boasting a combined production capacity of 13.5 lakh cubic meters. Initially, the company had a team of only 10 employees. However, it has since grown significantly and now boasts a workforce of more than 500 employees. Additionally, our organization has been awarded the Great Place to Work Certification.

Speaking about the future

plans, **Sourabh Bansal** says Magicrete aims to reinforce its position as a leader in the AAC Blocks category by expanding into other regions of the country. To differentiate itself from competitors, Magicrete will concentrate on product innovation, quality control, and customer satisfaction by introducing new and innovative offerings. In addition to its core product line of AAC Blocks, Magicrete has also entered into the production of construction chemicals such as tile adhesives and waterproofing, AAC Panels, and precast products. The company will continue to expand its market share and capitalize on promising opportunities in the Indian construction market. Magicrete has been recognized with several prestigious awards for its contributions to the construction industry in India. In 2020, the company won the "Global Housing Technology Challenge" organized by the Ministry of Housing & Urban Affairs, and in 2019, it was awarded the "Most Promising Brand Award" by the Global Real Estate Congress. These awards are a testament to Magicrete's commitment to innovation and excellence in the construction industry.