

magicrete[®]
magic behind happy homes



MAGIC BEHIND
HAPPY HOMES

WALLING PRODUCTS | CONSTRUCTION CHEMICALS | MODULAR BUILDINGS

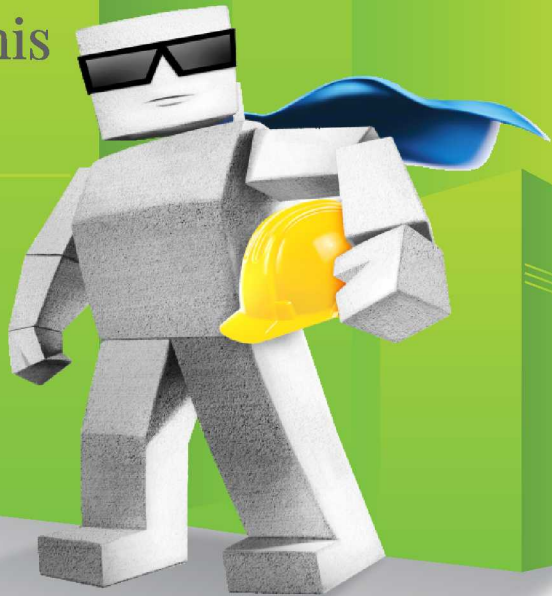


Globally, labour-productivity growth in construction lags far behind that of manufacturing industry.

Source: (McKinsey Global Institute (MGI))

magicrete

We are here
to address this
Problem.



WHO WE ARE?

“We help people build their homes **better, faster and cheaper** by use of innovative construction technologies”.

More than a decade of **innovation and continuing.**

- Largest Manufacturer of AAC Blocks in India with Installed Capacity of

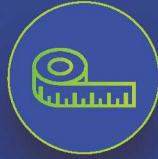
13000000

CBM/annum





Blocks delivered
60,36,344 CBM+



Total construction done
40,24,22,933 sq.ft.+



Total value of projects
₹ 2,01,211 Crore

10

lacs+ homes built
using Magicrete products
over the past decade



GROWTH STORY



2008

Sourabh Bansal, Puneet Mittal and Sidharth Bansal, co-founders, Magicrete, spot a promising market for AAC blocks to replace the \$10 bn industry of Red Clay Bricks. Set up first AAC blocks factory of 150,000 CBM at Surat, Gujarat.



2012

Magicrete increases its annual capacity to 400,000 CBM, making the Surat plant India's Largest single location AAC plant.



2013

Motilal Oswal Private Equity invest in Magicrete. Set up another AAC blocks factory on 4,00,000 CBM at Jhajjar, Haryana



2014

Launch of Ready Mix Plaster, Wall Putty and Precast



2020

Won The Global Housing Technology Challenge (GHTC) Organized By MoHUA to build 1000+ homes in Ranchi with 3D Modular Precast Technology

Launch of Tile & Stone Fixing Solutions, Waterproofing Solutions and AAC Wall Panels.



2022

Commissions new AAC unit at Wada, Maharashtra making Magicrete largest producer of AAC blocks with an annual capacity of 13,00,000 CBM.



2023

India SME, a PE fund invests in Magicrete.



WHAT WE DO?



WALLING PRODUCTS



- AAC BLOCKS
- AAC WALL PANELS
- BLOCK JOINING MORTAR
- READYMIX PLASTER
- WALLPUTTY



CONSTRUCTION CHEMICALS



- TILE & STONE ADHESIVES
- TILE & STONE GROUTS
- TILE & STONE CARE
- WATERPROOFING



MODULAR BUILDINGS



- 3D MODULAR PRECAST
- 2D PRECAST
- INFRA PRODUCTS

CORE VALUES



AGILITY

We are quick, decisive and efficient in our response.



OWNERSHIP

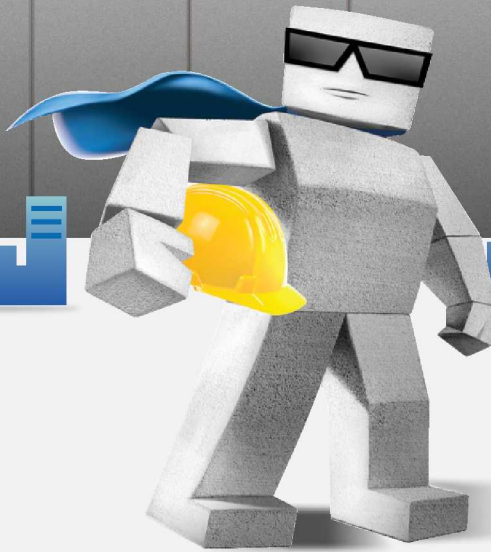
We are responsible & accountable for our actions



CLIENT FOCUS

We deliver high-quality, timely, cost-effective solutions.

WALLING SOLUTIONS



Walls form a fundamental part of the entire structure and are intended to provide a barrier from the external environment (be it thermal, water or acoustic) and also incorporate fire & earthquake safety mechanisms. Magicrete aims to create workable solutions that offer a cost-effective way to enhance the durability and aesthetics of walls.

Over the last decade, Magicrete has successfully brought disruption in walling technology and is proud of developing a new perspective on this field in India. Focusing on AAC blocks, steel-reinforced AAC wall panels, thin-bed mortar, ready mix cement & gypsum plasters / renders & skim coat/wall putty with an ever-evolving approach to design capability and installation.

TECHNOLOGY ROAD MAP

1st Generation



2nd Generation



3rd Generation



INTRODUCING NEXT BIG SHIFT IN WALL CONSTRUCTION

Fast & Easy
Installation



High Strength



Excellent
water barrier



Thermally
insulated walls



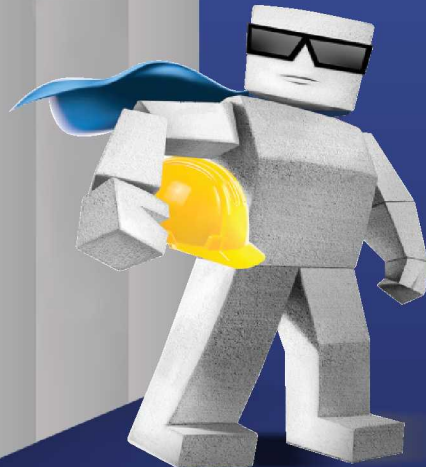
Acoustically
insulated/
Sound-proof

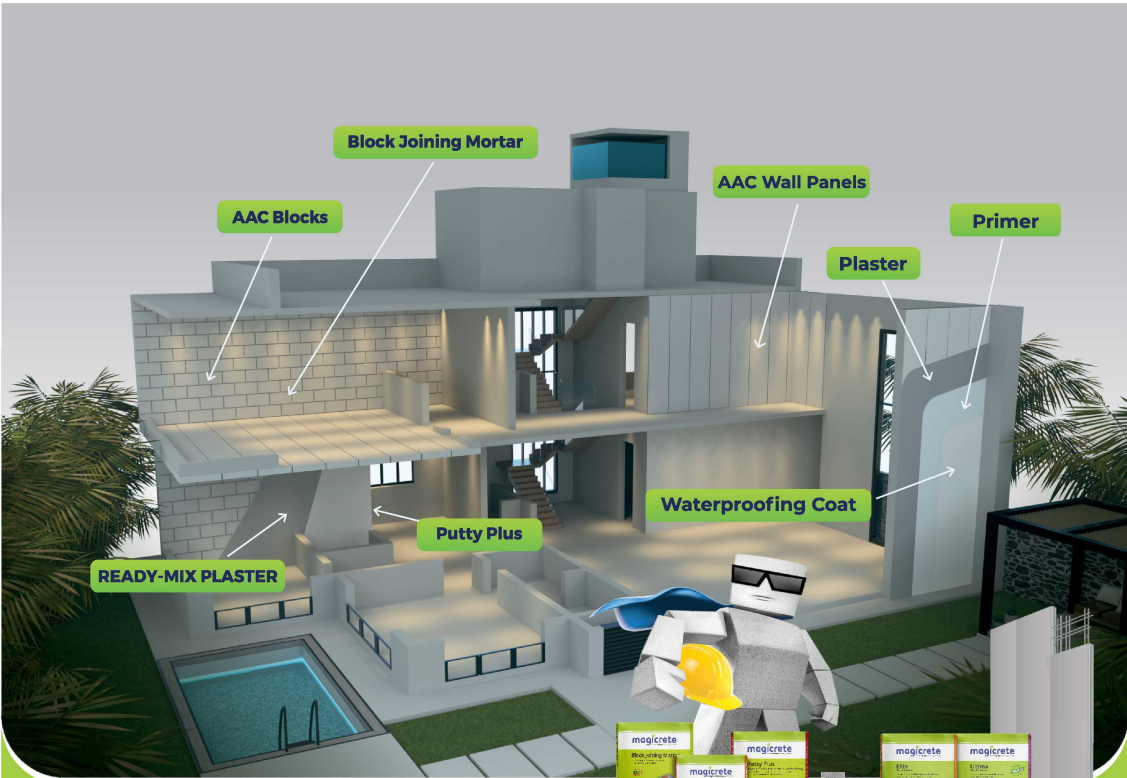


Durable



Earthquake
Resistant





WALLING SOLUTIONS



TILE & STONE FIXING SOLUTIONS



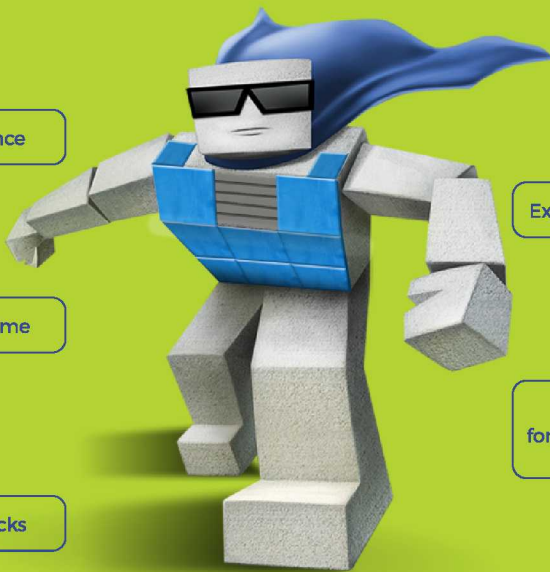
High Sag resistance



Extended open time



No shrinkage cracks



Excellent bond strength



Solution available
for all types of substrates,
tiles & stones

Modern tiles and stones need new-age adhesives designed to provide strong and long-lasting bond, thus preventing tiles from cracking and debonding.

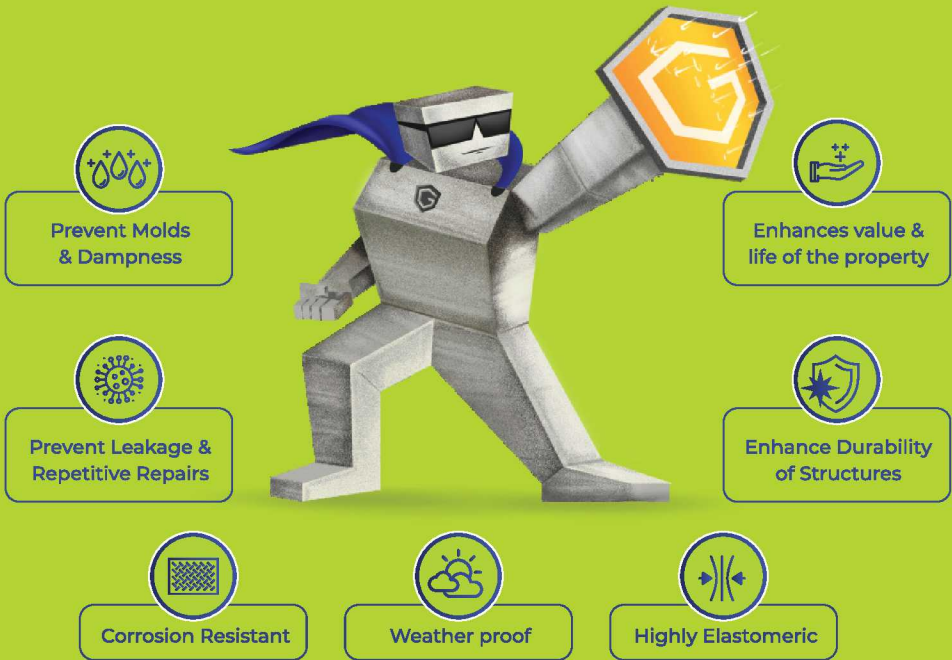
Magicrete has developed a complete range of tile & stone fixing solutions. Whether indoor or outdoor, tilling a small bathroom or a huge public place, domestic or industrial, our range of adhesives will provide the apt product for each application.

Even in settings with varying temperatures like heating systems or swimming pools, different surfaces, or different types of tiles/stones, our products will cater to any need without compromising on quality.

HAR TILE KE PEECHHE MAGIC



WATERPROOFING SOLUTIONS

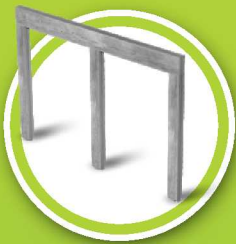


Buildings are vulnerable to change in weather like heat waves, water encroachment, snow, storm etc. If they are not appropriately weatherproofed.

Magicrete brings a range of waterproofing products, which offer superior waterproofing, cracks sealing, and anti-corrosion properties. Problems such as crack formation and moisture infiltrations in areas like terraces, bathrooms/wet areas, exterior walls, and concrete structures can be prevented/solved using our full range of world-class waterproofing solutions.

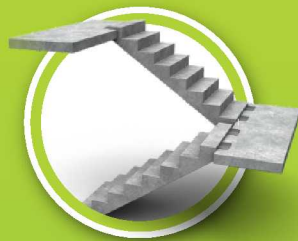
Back by continuous research from leaders in innovative construction technologies, our waterproofing solutions are a lifetime investment for homes, fighting factors like ageing and weathering, thus providing durability to the building structure.

2D PRECAST PRODUCTS



COLUMNS AND BEAMS

The use of precast columns and beams makes an ideal framework for hanging precast panels, creating a design that offers fast construction, structural stability, and enhanced fire resistance.



STAIRCASE

Using precast staircases will shorten the construction duration. It also provides operational access instantly to all floor areas.



WALL PANELS

The cornerstone of intelligent design, load-bearing panels offer economy and style. The ideal solution for structural support, a load-bearing panel can eliminate the need for structural framing and provides cost efficiency across the project.



PRESTRESSED SLABS

A Magicrete Precast Concrete Solid Slabs are made using high strength concrete and steel which can be used in residential, commercial and industrial construction. It is cast in a factory-controlled environment to maximize quality.

3D MODULAR PRECAST TECHNOLOGY



3D modular precast is a technology wherein a building to be made is modularized by breaking down into pods, which are cast and finished in a factory and finally shipped to the site to be assembled into the building. It brings you a Pod configured (Modularize) that allows users to create their home design by assembling multiple Pods or selecting template designs.

WHY magicrete

BEST IN CLASS PRODUCTS



**Material, 33%
Higher Strength**



**First AAC Company
to provide complete
Walling Solution**



**Range of
Products**



ISI Marked



Grade 1

WORLD CLASS INFRASTRUCTURE

Present in **18 states**, top **120 Indian Cities** through more than **5000 retail outlets**.

Operational excellence achieved through **TPM**, use of **BSC** as a strategic tool, and **SOP** driven systems.

India's top player with **13,00,000 CBM** annual installed capacity.

Strategically located within 250kms of major urban centres and thermal power plants.

TECHNOLOGY DRIVEN



**SCADA /
HMI
(Automation Rate)**



**Automated
Dispatch
Module**



**Quality
Management
Module**



**Maintenance
Management
System**

VALUE-ADDED SERVICES



**Free masonry
training and audits**



**Online Test
Report**



**Dedicated Call
Centre for Customer
Complaints**



**Just in time delivery
for improved supply
chain management**





Placing orders is made easy
with the **Magicrete Buildmart App**



Easy Tracking of order with App



Inventory management through App



Easy ledger confirmation with
Buildmart App



Staying updated about all the **latest
products and services** through our App



Online **Order Status Monitoring**
with automated dispatch information



Direct interaction for distributors

OUR PRESENCE

- Jammu & Kashmir
- Punjab
- Chandigarh
- Haryana

- Himachal Pradesh
- Uttrakhand
- Uttar Pradesh
- Delhi
- Madhya Pradesh



- Rajasthan
- Gujarat
- Daman & Diu
- Maharashtra
- Goa

- West Bengal
- Jharkhand

- Karnataka
- Kerala

10 lacs+ homes built
using Magicrete products
over the past decade

15,000+
Contractors on board

- Corporate Office (Surat)
- Regional Offices (Delhi & Mumbai)
- ▲ Plant (Jhajjar & Navsari)
- ★ Sales Territory

REWARDS & RECOGNITION



Awarded Great Place to Work Certificate from April 2022 to April 2023!



Awarded 'India's Top Innovative MSME's 2021' by 'ET Rise'.



Awarded "Emerging Real Estate Leaders 40 Under 40, 2021" by Reality+



Awarded the 'Most Promising Brand 2019' (Building Material) by 'The Global Real Estate Congress'



Awarded "Most Preferred Brand" by Real Estate Sector (BRICKS/BLOCKS) -2018 by ET Now



Finalists in VC Circle Manufacturing "Startup of the year 2014"



Shortlisted by "Forbes as Startup of the Year 2015" along with Ola, Snapdeal and Quikr



Featured in "Awaaz Entrepreneur" on CNBC-TV18



Magcrete is honored to receive the "Gujarat Best Brand" Award 2018 (Real Estate Sector)



Awarded "Entrepreneur of the year" by Tiecon



Featured in "Kissey Kamyabi Ke" on Zee Business



Top 50 companies by "ET Leaders of Tomorrow"



Awarded "Quality Leadership Awards 2020-Gujarat" by World Quality Congress & Awards

OUR BIT FOR ENVIRONMENT



Fly Ash Consumption
30,21,190 MT +



Energy Saved
1,449 MW+



Coal Saved
28,16,961 MT+



Soil Erosion Prevented
71,47,031 CBM+



CO₂ Emission Averted
68,17,044 lacs MT+



WALLING PRODUCTS PROJECT GALLERY



Diamond Bourse



Supreme Court



IIT Ropar



Roongta Green Leaf



DLF Camellias



Omkar 1973



Ajmera Aeon



Kalpataru Immensa



Raheja Viveria



IIM Rohtak



Lodha Amara



PNB Headquarters

CONSTRUCTION CHEMICALS PROJECT GALLERY



Birla Vanya



Dhirubhai Ambani
International School



DLF Cyber Park



Godrej Greens



Tata Consultancy Services



65th Avenue



International Financial
Center



Kohinoor Square



Lodha Belmondo



Mantra Insignia



Piramal Aranya Tower



Seven Elements

PRECAST PROJECT GALLERY



ESTEEMED CLIENTELE



सत्यमेव जयते
**Ministry of Housing
and Urban Affairs**
Government of India



LARSEN & TOUBRO



Reliance
Industries Limited



Mahindra
HAPPINEST



भारतीय विमानपत्तन प्राधिकरण
Airports Authority of India

adani

DLF
BUILDING INDIA

Godrej | PROPERTIES


TATAHOUSING

 **LODHA**

 **Shell**

ESTEEMED CLIENTELE



INDIAN
INSTITUTE OF
TECHNOLOGY
ROPAR



INNOVATIVE CONSTRUCTION TECHNOLOGIES

Better, Faster and Cheaper



Magicrete Building Solutions Pvt. Ltd.

(ISO 9001 :2015, ISO 14001 :2015 & ISO 45001 :2018 Certified co.)

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