



TILE AND STONE FIXING SOLUTIONS

Tile Adhesives | Grouts



STRONG BOND STRONG BOND STRONG BOND



Official Building
Material Partner



TILE ADHESIVES & GROUTS



FLEX

Admixture for fixing tile
on wooden substrate

ELITE

Vitrified Tile & Natural
Stone Adhesive

PREMIUM

Adhesive for Large Format
Tiles & Natural Stone Cladding

ULTIMA

Ultimate Tile & Stone Adhesive
for all applications

INSTAFIX

For spot fixing of
tile on ceiling

SUPERFLEX 2K

Fixing metal tile/ stone
on deformable surface

STANDARD +

Ceramic & Vitrified Tiles
(upto 4 Sq.ft) on Floors & Walls

EG 100

Waterproof & Stain
Resistant Tile Joint Filler

CG 100

General purpose grout

STANDARD

Ceramic Tiles on Internal
Floors & Wall

PREMIUM WHITE

Adhesive for Large Format Tiles &
Natural Stone Cladding

Complete range of tile & stone fixing solutions

TILE FIXING, ENGINEERED FOR PERFORMANCE

Modern tiles demand more than traditional fixing methods.

Why Traditional Fixing Fails



Modern tiles have **low porosity (<3%)**, reducing cement bonding

- Sand-cement application creates **voids beneath tiles**
- Leads to **cracking, hollow sound & debonding**
- No additives → **poor water resistance & weak vertical grip**



Why Magicrete Tile Adhesive Works



Polymer-modified formulation ensures superior bonding

- **Even spreadability** for uniform tile contact
- **Water retention** technology prevents shrinkage cracks
- **Enhanced flexibility** absorbs tile & substrate movement
- **Low VOC formulation** for safer indoor air quality

Key Features and Benefits



HIGH BOND STRENGTH

Strong adhesion across multiple substrates



HIGH SAG RESISTANCE

No slipping on vertical applications



ZERO WASTAGE

Controlled usage, minimal material loss



NO SHRINKAGE CRACKS

Long-term durability with crack resistance



EXTENDED OPEN TIME

Better workability during application



FASTER APPLICATION

Faster fixing saves labour & time

Preferred by Professionals Across India

- ✓ Suitable for **floor & wall** applications
- ✓ Works on tiles, stone, vitrified surfaces
- ✓ Ideal for residential, commercial & high-rise projects

TILE ADHESIVE

STANDARD



Standard Adhesive is a polymer integrated grey cement composition based adhesive for fixing ceramic tiles on internal floor and walls. It comes in a premixed, ready to use form that can be used with a number of substrates. It is water resistant and does not allow cracking of tiles.

Suitable for

- ✓ Ceramic tile on internal floor & wall
- ✓ Vitrified tiles on internal floor
- ✓ Highly porous tiles

Conforms to : IS 15477:2019 TYPE 1T | EN 12004 C1T

TECHNICAL SPECIFICATIONS

Packaging Size: 20 kg Bag

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg bag)
Specifications	Grey powder	>2 Hours	~20 mins.	0.6 - 0.7 N/mm ²	1.0 - 1.2 N/mm ²	60-65 Sq.Ft @ 3mm bed thickness

TILE ADHESIVE

STANDARD+ (Grey/White)



Standard+ Adhesive is a polymer integrated cement-based adhesive ideal for fixing normal size ceramic & vitrified tiles on floors & walls

Suitable for

- ✓ Ceramic and vitrified tiles on internal floor & wall
- ✓ Tile on tile application

Conforms to : IS 15477:2019 TYPE 2T | EN 12004 C1TE

TECHNICAL SPECIFICATIONS

Packaging Size: 20 kg Bag

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg bag)
Specifications	Grey/White powder	>2 Hours	~30 mins.	1.0 - 1.1 N/mm ²	1.25 - 1.4 N/mm ²	60-65 Sq.Ft @ 3mm bed thickness

*for fixing natural stones, mix with magicrete flex (20:1)

TILE ADHESIVE

ELITE (Grey/White)



Elite Adhesive is a cement-based polymer integrated adhesive for vitrified tiles & natural stones for internal & external applications.

Suitable for

- ✓ Vitrified tiles & glass mosaic tiles, natural stones
- ✓ Internal & external/vertical & horizontal surfaces

Conforms to : IS 15477:2019 TYPE 2T | EN 12004 C2TE

TECHNICAL SPECIFICATIONS

Packaging Size: 20 kg Bag

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg bag)
Specifications	Grey/White powder	>2 Hours	~30 mins.	1.2 - 1.3 N/mm ²	1.4 - 1.5 N/mm ²	60-65 Sq.Ft @ 3mm bed thickness

TILE ADHESIVE

PREMIUM (Grey/White)



Premium Adhesive is a polymer modified cement-based adhesive for fixing large format tiles and natural stone cladding on floor and walls. It is suitable for external applications.

Suitable for

- ✓ Large format Vitrified and glass mosaic tiles
- ✓ Granite, marble and all types of stones
- ✓ Internal & external/vertical & horizontal surfaces

Conforms to : IS 15477:2019 TYPE 3T | EN 12004 C2TE

TECHNICAL SPECIFICATIONS

Packaging Size: 20 kg Bag

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg bag)
Specifications	Grey/White powder	>2 Hours	~30 mins.	1.6 - 1.7 N/mm ²	1.5 - 1.6 N/mm ²	60-65 Sq.Ft @ 3mm bed thickness

TILE ADHESIVE

ULTIMA (Grey/White)



Ultima Adhesive is an all-purpose cementitious adhesive. It is an extremely versatile, and multi-functional adhesive with ultimate strength for fixing all format of tiles & natural stones on all types of floor and vertical surfaces. It can sustain extreme weather condition which ensures that debonding and cracking are never a problem.

Suitable for

- ✓ Large format and glass mosaic tiles
- ✓ Marble, granite, stones and laminated stoneware
- ✓ Plaster board, fibre-cement sheets, concrete surfaces

Conforms to : IS 15477:2019 TYPE 4TS1 | EN 12004 C2TES1

TECHNICAL SPECIFICATIONS

Packaging Size: 20 kg Bag

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg bag)
Specifications	Grey/White powder	3 Hours	>30 mins.	2.5 - 2.8 N/mm ²	2.5 - 2.7 N/mm ²	60-65 Sq.Ft @ 3mm bed thickness

TILE ADHESIVE

DRYFLEX



Dry flex is a specially formulated two component epoxy based tile adhesive for moisture sensitive marbles & agglomerates. It is specifically designed for large format tiles and stones on drywall and plywood and can go up to 50 ft. cladding without reinforcement.

Suitable for

- ✓ Drywalls, plywood, cement terrazzo
- ✓ Large format and glass mosaic tiles
- ✓ Marble, granite and natural stones

Conforms to : IS 15477:2019 Type 5TS2 | EN 12004 D2TS2

TECHNICAL SPECIFICATIONS

Packaging Size: 4 kg Bucket

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (4 kg)
Specifications	Part A Resin: White Paste Part B Hardener: Brown Liquid	40-45 min	30-40 mins.	2.3-2.5 N/mm ²	2.1 - 2.3 N/mm ²	8-10 Sq.Ft @ 3mm bed thickness

TILE ADHESIVE

SUPERFLEX 2K



Superflex is a two component (2K) modified PU based Tile Adhesive designed for installation of all types of tiles including engineered stones, glass and metallic. It is highly elastic thixotropic and suitable to lay water sensitive tiles & stones on any substrate.

Suitable for

- ✓ Metal substrate, plywood, plaster board, cement backer board
- ✓ Epoxy or PU resin based substrates
- ✓ WPC board, rubber, PVC and linoleum substrates

Conforms to : IS 15477:2019 Type 5TS2 | EN 12004 R2T

TECHNICAL SPECIFICATIONS

Packaging Size: 4 kg Bucket

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (4 kg)
Specifications	Part A Resin: White Part B Hardener : Light Brown	60 mins.	30 mins.	3.5 - 4 N/mm ²	6.5-7.5 N/mm ²	8-10 sq.ft for 3mm of bed thickness

TILE ADHESIVE

INSTAFIX



Instafix is an epoxy-based two-component adhesive formulated with significant strength for instant spot bonding of all types of tiles and stones, including marble, granite, and large format tile on vertical surfaces and overheads. It has a set time of just 15 mins ensuring durability and protection from deterioration.

Suitable for

- ✓ Vertical cladding of marble, stone slab, granite, large format tiles, veneer, precast concrete

Conforms to : IS 15477:2019 Type - 5'T'S2

TECHNICAL SPECIFICATIONS

Packaging Size: 1.5 kg Box

Parameters	Appearance	Pot Life	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Initial setting Time	Full Cure Time	Coverage (1.5 kg)
Specifications	Part A Resin : Brown Paste Part B Hardener: White Paste	>10 mins.	2.5-3.5 N/mm ²	6.5-7.5 N/mm ²	15 mins.	72 hrs	100 sq. ft for 3 mm Dab Thickness

ADMIXTURE

FLEX



Flex is an admixture for making Type – 4 adhesive when mixed with Tile Adhesive Elite. It is specially formulated to provide strong & super flexible bond for tiling on deformable substrates like drywall, plywood, fiber cement sheets.

Suitable for

- ✓ All types tiles & stones (except metal tiles)
- ✓ All substrates including drywalls
- ✓ All internal & external applications on floor & walls

Conforms to : IS 15477:2019 Type - 4'T'S2 | EN 12004 C2 TE S2

TECHNICAL SPECIFICATIONS*

Packaging Size: 1 lt Bottle

Parameters	Appearance	Pot life	Open time	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (20 kg Adhesive +1 lt Flex)
Specifications	White liquid	60-90 mins.	60-90 mins.	1.50-1.70 N/mm ²	1.50 N/mm ²	55-60 Sq.ft

* When used as an admixture with Magicrete Tile Adhesive - Elite

ADMIXTURE

3X TILE BONDER



3X Tile Bonder is an onsite mix for improving the strength and workability of cement. Due to its high water retention property, when mixed with cement it enhances the bonding strength of mix by 3 times. Just 300 gms of 3X tile bonder is sufficient for 50 Kg cement bag.

Suitable for

- ✓ Floor tile fixing with conventional cement slurry system

Conforms to : IS 15477:2019 Type - 1'T'*

TECHNICAL SPECIFICATIONS

Packaging Size: 300 g Pouch

Parameters	Appearance	Pot life	Open tile	Tensile Adhesion (28 days)	Shear Adhesion (28 days)	Coverage (50 kg cement + 300 gm Tile Bonder)
Specifications	White Powder	20 mins.	10 mins.	≥ 0.5 - 0.7 N/mm ²	1 - 1.3 N/mm ²	2.0-2.5 sq. ft./kg

* When mixed with cement

TILE PRIMER

ULTRABOND



Ultrabond is an acrylic dispersion for back tile adhesive. It enhances the tensile adhesion properties of tile adhesives, leading to a more tightly fastened and reliable tile installation. Additionally, Ultrabond improves water resistance and increases impact and vibration resistance, ensuring a long-lasting and durable tile surface.

Suitable for

- ✓ Porous and non-porous, mineral and glazed surfaces

TECHNICAL SPECIFICATIONS

Packaging Size: 1 Lt Bottle

Parameters	Appearance	pH	Density	Coverage (1 lt)
Specifications	Liquid	6.0 – 8.0	1.04 g/cm ³	100-150 gm/m ²

EPOXY TILE GROUT

EG-100



EG-100 Epoxy Tile Grout is a three-component colour-fast, chemical resistant, hard wearing & impervious tile joint filler and is 100% stain-proof.

Suitable for

- ✓ Joint filling in chemical & stain sensitive areas like kitchen, bathroom, swimming pool, etc.
- ✓ Floor and walls

Conforms to : ANSI A118.3-1999 | EN 13888 RG | ISO 13007-4 (G) | IGBC | EN 12004 R2T

TECHNICAL SPECIFICATIONS

Packaging Size: 1 kg & 5 kg

Parameters	Appearance	Pot life	Compressive Strength (7 days)	Sheer Strength (14 days)	Flexural strength after (7 days)	Shrinkage
Specifications	Part A : White viscous liquid Part B : Pale yellow viscous liquid Part C : Coloured powder	>60 min	50-55 N/mm ²	>30 N/mm ²	35-40 N/mm	0.02-0.04 mm/m

EPOXY TILE GROUT

EG-200



EG-200 is a two component epoxy based tile grout specially designed for quick grouting of joints up to 10 mm with excellent chemical and mechanical resistance properties. It is available in 8 popular range of colours.

Suitable for

- ✓ Dry & wet areas like bathroom, kitchen, high traffic areas, and swimming pools in residential & commercial areas including industries, hotels & shopping malls.
- ✓ Interior and exterior application

Conforms to : ANSI A118.3-1999 | EN 13888 RG | ISO 13007-4 (G) | IGBC | EN 12004 R2T

TECHNICAL SPECIFICATIONS

Packaging Size: 5 kg Bucket

Parameters	Appearance	Pot Life	Compressive Strength (7 days)	Flexural Strength (7 days)	Full Cure Time	Shrinkage	Water Absorption
Specifications	Part A : Coloured Resin Part B: Pale Yellow Viscous Liquid	>60 mins.	50-55 N/mm ²	35-40 N/mm	>30 N/mm	0.02-0.04 mm/m	0.04-0.06g

CEMENTITIOUS TILE GROUT

CG-100



CG-100 is a single component, pre-packed tile grout formulated with high-quality portland cement, selected pigments, and special aggregates. It is used for filling joints of all kinds of tiles like homogeneous, ceramic, marble, granite, mosaic and stones. CG100 is non-shrink, sag resistant, colour-fast and easy to use.

Suitable for

- ✓ Joint filling in floor & wall tiles for both internal & external areas.

Conforms to : ANSI A118.4-2015 | EN 13888 | IGBC

TECHNICAL SPECIFICATIONS

Packaging Size: 1 kg Pouch

Parameters	Bulk Density	Pot Life	Compressive Strength (28 days)	Flexural Strength (7 days)
Specifications	1300 kg/mm ³	>60 mins.	21-22 N/mm ²	5.50 N/mm ²

ADMIXTURE

GROUTMIX



Groutmix is a white polymeric emulsion helps to enhance the strength, performance and flexibility of CG100 cementitious tile grout. This is ideal for filling wide joints under wet and dry condition on walls and floors.

Suitable for

- ✓ All kinds of tiles and stones – ceramic, vitrified, large format, glazed, porcelain, glass mosaic, and natural stones.

Conforms to : ISO 13007-4 (CGI) EN 13888

TECHNICAL SPECIFICATIONS

Packaging Size: 400 ml Bottle

Parameters	Appearance	Compressive Strength (28 Days)	Flexural Strength (28 Days)	Water Absorption (after 240 mins)	Shrinkage
Specifications	Milky White Liquid	22-24 N/mm ²	5-6 N/mm ²	4-6 g	≤ 3 mm/m

ADMIX (Epoxy Joints)

GROUT SHINE



● Gold ● Silver ● Copper

Grout Shine is used to give a glittery effect and enhance the beauty of the tiles and stones. It is to be used with Epoxy Tile Grout EG 100 and is suitable for internal and external areas under wet & dry conditions on walls & floors. It is available in three colors gold, silver, and copper.

Suitable for

- ✓ Using with EG100 epoxy grout for joint filling in all kind of tiles and stones

TECHNICAL SPECIFICATIONS

Packaging Size: 100 g Bottle (Pack of 3)

Parameters	Joint Width	Application Temperature	Density	Light Traffic	Tentative Mixing Ratio
Specifications	2-15 mm	10°C to 35°C	1.5 g/cc	24 Hrs	50 gm in 1 kg EG100/ 3 - 8% of weight of EG100

CLEANER

CleanPRO



CleanPRO is a high-quality rapid cleaner and degreasing solution for all types of tile surfaces, designed to be used for a variety of applications. It effectively removes cementitious stains upon tiles in new bathrooms, rust marks under metal buckets, and heavy build-ups of industrial grease.

Suitable for

- ✓ Effectively cleaning and degreasing of mosaic, ceramic & vitrified tiles, glazed tiles, bathtub, soap scums, old mineral deposits, washbasin, body oil blemishes

Conforms to : IS 13630 Part -8 : 2006 Class II

TECHNICAL SPECIFICATIONS

Packaging Size: 1 Lt Bottle

Parameters	Appearance	Specific Gravity @ 30°C	Viscosity @ 30°C	Soaking Time	Coverage
Specifications	Light Red Liquid	1.002±0.001	Equal to Water	5 mins.	Up to 5-6 m ² / L in undiluted condition.

CLEANER

CleanPRO NS



CleanPRO NS is a highly effective natural stone & marble cleaner specially formulated for removal of lime scale & everyday maintenance of marbles, calcium-based stones, etc. Also suitable for heavy traffic areas like hotels, factories and shopping malls, etc.

Suitable for

- ✓ Effectively cleaning and degreasing of marble, granite, lime stone, natural stones, quartz, engineered marble, slate, travertine

TECHNICAL SPECIFICATIONS

Packaging Size: 1 Lt Bottle

Parameters	Appearance	pH	Specific Gravity
Specifications	Pale Green Liquid	8-10	1.04 – 1.07

CLEANER

CleanPRO CP



CleanPRO CP, the fast-acting and effective solution for maintaining the shine and cleanliness of bathroom fittings and sanitary wares. Specifically designed to remove hard water stains, limescale deposits, and stubborn soap scum, its easy-to-use formula requires no harsh chemicals or scrubbing.

Suitable for

- ✓ CP fittings
- ✓ SS showers & taps
- ✓ Sanitaryware
- ✓ Chrome fixture

TECHNICAL SPECIFICATIONS

Packaging Size: 450 ml Bottle

Parameters	Appearance	Specific Gravity	PH
Specifications	Transparent White	1.04-1.10	3-4

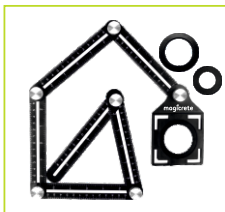
TILE ACCESSORIES



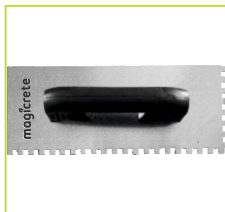
Heavy Duty Suction
Cup - Twin Drum



Plastic Tile Shape
Template



Hole Maker For Tiles



Notch Trowel



Heavy Duty Section
Cup Triple Drum



PRODUCT SELECTOR

Application Areas	Standard	Standard +	Elite (Grey/White)	Premium (Grey/White)	Ultima	Super-Flex 2K	DryFlex	Instafix
INTERNAL FLOORING								
Ceramic Tiles	✓	✓	✓	✓	✓	✓	✓	✓
Vitrified Tiles	✓	✓	✓	✓	✓	✓	✓	✓
Marble/Granite/Other Stones	-	-	✓	✓	✓	✓	✓	✓
Glass Mosaic	-	-	✓	✓	✓	✓	✓	✓
EXTERNAL FLOORING								
Ceramic Tiles	✓	✓	✓	✓	✓	✓	✓	✓
Vitrified Tiles	-	✓	✓	✓	✓	✓	✓	✓
Marble/Granite/Other Stones	-	-	-	✓	✓	✓	✓	✓
Glass Mosaic	-	-	✓	✓	✓	✓	✓	✓
INTERNAL WALL (CONCRETE / PLASTERED SURFACE)								
Ceramic Tiles	✓	✓	✓	✓	✓	✓	✓	✓
Vitrified Tiles	-	✓	✓	✓	✓	✓	✓	✓
Marble/Granite/Other Stones	-	-	-	✓	✓	✓	✓	✓
Glass Mosaic	-	-	✓	✓	✓	✓	✓	✓
Drywalls	-	-	-	-	-	✓	✓	✓
Metal Surfaces	-	-	-	-	-	✓	✓	✓
EXTERNAL WALL								
Ceramic/Vitrified Tiles	-	-	✓	✓	✓	✓	✓	✓
Marble/Granite/Other Stones	-	-	-	✓	✓	✓	✓	✓
Glass Mosaic	-	-	✓	✓	✓	✓	✓	✓
Drywalls	-	-	-	-	-	✓	✓	✓
Metal Surfaces	-	-	-	-	-	✓	✓	✓



Magicrete Building Solutions Pvt. Ltd.

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

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CERTIFICATIONS :



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