

magicrete®



**MAGIC BEHIND
HAPPY HOMES**

WALLING PRODUCTS | CONSTRUCTION CHEMICALS | MODULAR BUILDINGS

THE CHALLENGE

The way India builds is broken.



31

MILLION HOMES

India's urban housing shortfall by 2030.

The potential market size is of ₹67 trillion.



250

BILLION BRICKS

Fired in India every year.

Releasing **40+** million tonnes of CO₂, consuming **7** lakh hectares of fertile topsoil.



2

MILLION WORKERS SHORT

India's construction labour gap today.

Employs **71** million skilled labours but needs **30** million more by 2030.

Building Better, Faster & Affordable is no longer a choice. It is a necessity.

THE SOLUTION

We're reinventing how India builds.



4x

FASTER CONSTRUCTION

Industrialised walling, delivered at scale.

AAC blocks, wall panels, and modular precast systems cut project timelines by up to **50%**.



85%

LOWER CARBON

Factory-made. Fly-ash-powered. Future-ready.

No topsoil mined, no coal fired. In 18 years, Magicrete has averted **~90** lakh tonnes of CO₂ and recycled **40** lakh tonnes of fly ash.



ONE BRAND
FULL STACK

From foundation to finish.

Walling products, construction chemicals, and modular buildings — the only Indian company integrating the complete construction stack under a single brand.

This is the magic behind happy homes.
Better. Faster. Affordable.

WHO WE ARE?

We help build homes **Better, Faster & Affordable** by using innovative construction technologies.

More than a decade of innovation and continuing.

**LARGEST MANUFACTURER
OF AAC BLOCKS IN INDIA**
with Installed Capacity of

1.8 M
CBM/annum

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.



78,59,728
CBM+
Blocks delivered



52,39,81,874
sq.ft.+
Total construction done



₹ 2,61,991
Crore
Total value of projects

15

**lakh homes
built** using Magicrete products
over the past decade

GROWTH STORY

2008 → 2026

2008

Sourabh Bansal, Puneet Mittal, and Sidharth Bansal co-found Magicrete, setting up India's first dedicated AAC blocks factory in Navsari, Gujarat (150,000 CBM), challenging the \$10 billion Red Clay Brick industry with a smarter alternative.

2012

Capacity at the Navsari plant scales to 400,000 CBM, making it India's largest single location AAC plant.

2013

Motilal Oswal Private Equity invests in Magicrete. A second plant is commissioned in Jhajjar, Haryana (400,000 CBM), expanding our reach across North India.

2014

Portfolio widens with the launch of Ready-Mix Plaster, Wall Putty, and Precast solutions.

2020

Magicrete wins the Global Housing Technology Challenge (GHTC) by MoHUA, building 1,000+ homes in Ranchi using Modular Precast Technology. Tile & Stone Fixing Solutions, Waterproofing Solutions, and AAC Wall Panels are launched.

2022

With a new unit in Wada, Maharashtra, annual capacity crosses 13,00,000 CBM, making Magicrete India's largest AAC blocks producer.

2023

India SME, a PE fund, invests in Magicrete, backing our continued growth.

2025

A Quicklime unit is established in Khimsar, Rajasthan, a backward integration securing raw material supply.

2026

Commissioned Shoolagiri, Tamil Nadu plant, marking Magicrete's expansion into South India.

WHAT WE DO?

WALLING PRODUCTS



- AAC Blocks
- AAC Wall Panels
- Block Joining Mortar
- Readymix Plaster & Render
- Wallputty

CONSTRUCTION CHEMICALS



- Tile & Stone Adhesives
- Tile & Stone Grouts
- Tile & Stone Care
- Waterproofing

MODULAR PRECAST



- Building Products System
- Infrastructure Systems



magi'crete



AAC WALL PANEL

WALLING PRODUCTS

WALLING SOLUTIONS

AAC BLOCKS

INDIA'S LARGEST AAC BLOCKS PRODUCER

THE BLOCK THAT REPLACED THE BRICK.

Lighter. Stronger. Greener.

 **4x faster construction**
(1 Block $\approx$ 9 Brick)

 Up to **30%** saving in electricity bill

 **No seelan, No shora**



magiocrete

ENGINEERED TO PERFORM



Highest Strength to Weight Ratio.
Compressive Strength: **4N/mm²**



3x Lighter
Than Red Brick



Sound Insulation: **43dB**



4 Hour Fire Rating



Earthquake Resistant



Thermal Conductivity: **0.16 W/mK**



From PMAY homes to luxury towers. From hospitals to hotels.
Magiocrete AAC Blocks build them all.

WALLING SOLUTIONS

AAC WALL PANELS

THE NEXT BIG SHIFT IN WALL CONSTRUCTION

*Steel-reinforced. Factory-finished.
Installed 16x faster than conventional masonry.*



Corrosion Protected
Steel Reinforced



No Coping/Bond Beam
required (up to 6m height)



No Plaster required for internal application.
(*Up to 6mm coat Gypsum Punning/
coarse + fine putty required)



Lightweight yet **heavy duty**
with a density of **650kg/m³**



Excellent thermal performance,
fire rating of **4 hrs** and sound
reduction up to **43dB**



4x Faster Construction compared to
AAC Blocks (1 Panel $\approx$ 15 AAC Blocks)



The wall of the future is already here.

WALLING TECHNOLOGY COMPARISON

					
Parameters	Burnt Clay Bricks	Dry Wall	Sandwich Wall	AAC Blocks	AAC Wall Panels
Weight	185 kg/m ² (115 mm)	20 kg/m ²	54 kg/m ² (75 mm)	70 kg/m ² (100 mm)	55 kg/m ² (75 mm); 70 kg/m ² (100 mm)
Dry Density	1950 kg/m ³	600-800 kg/m ³	750 kg/m ³	550-650 kg/m ³	550-650 kg/m ³
Speed of Installation (1 Mason + 2 Helpers)	10 m ² /day	40-50 m ² /day	20-30 m ² /day	20 m ² /day	40-50 m ² /day
Fire Resistance	1.5 Hours (100 mm)	1 Hour (100 mm)	2 Hours (75 mm)	4 Hours (100 mm)	4 Hours (100 mm)
Thermal Conductivity (W/K-m)	0.81	0.25	0.21	0.16	0.16
Sound Reduction Index (dB)	42 (100 mm)	40 (100 mm)	35 (100 mm)	43 (100 mm)	43 (100 mm)
MEP Installation difficulty level	Medium	High	High	Very Low	Very Low



CONSTRUCTION CHEMICALS

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TILE & STONE ADHESIVES

HAR TILE KE PEECHHE MAGIC

The bond that holds every beautiful surface together.

From vitrified tiles in homes to natural stone in lobbies,
swimming pools to building facade.
Magicrete adhesive for every substrate.



Excellent Bond Strength

Holds tiles for
decades,
not seasons



High Sag Resistance

Large-format
tiles
don't slide



Extended Open Time

More
working time,
less wastage



Zero Shrinkage Cracks

Flexible
polymer-modified
formula



Indoor or outdoor. Domestic or industrial.
Small bathroom or large public space. We cover all.

CONSTRUCTION CHEMICALS

EPOXY TILE GROUT

ADD DÉCOR TO YOUR TILES

Magicrete Epoxy Tile Grout

*Where cement grout ends,
epoxy begins.*



100% Waterproof

Non-porous
epoxy seal



Chemical & Stain Resistant

Resists acids,
solvents, tea, coffee
& turmeric stains



UV Resistant

Prevents
discoloration and
fading over time



Anti Bacterial

Seamless
barrier blocks
germs



The tile is what you see. The grout is what keeps it beautiful.



MODULAR CONSTRUCTION

MODULAR CONSTRUCTION BUILDING PRODUCTS

THE FUTURE IS FACTORY BUILT

Buildings, engineered like products.

Cast in controlled factories. Delivered to site. Assembled in weeks.



WHY MODULAR? WHY NOW?

			
50% Faster	Factory-Grade Quality	Lower Waste & Carbon	Predictable Costs
Parallel site + factory work. No weather delays.	Controlled curing. Zero on-site variability.	Up to 40% less construction waste vs. cast-in-situ.	Factory pricing. Fewer overruns.

When the schedule matters. When the scale matters.
When the quality can't slip.
Build modular. Build with Magicrete.



INFRASTRUCTURE SYSTEM PRODUCTS

U - DRAIN



BOX CULVERT



BUS STOP



BOUNDARY WALL



TRENCH



PIPE RACK



WHY

magicrete[®]
magic behind happy homes

- 01 | Best in Class Products
- 02 | World Class Infrastructure
- 03 | Technology Driven
- 04 | Value-Added Services
- 05 | Our Presence
- 06 | Awards & Recognition
- 07 | Magicrete in Media
- 08 | Our Bit for Environment

01 | BEST IN CLASS PRODUCTS



Material, **33%**
Higher Strength



First **AAC Company**
to provide complete
walling solution



Range Of **Products**



ISI Marked Products

02 | WORLD CLASS INFRASTRUCTURE

Present across **100+ cities**
through **5,000+ retail** outlets.

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

India's top player with **18,00,000 CBM**
annual installed capacity.

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

03 | TECHNOLOGY DRIVEN

04 | VALUE-ADDED SERVICES



**AI-Powered
Technical
Support**



**QR-Based
Product
Verification**



**Just-in-Time
Delivery
Planning**



**Digital
Complaint
Management**



**Customer
Self-Service
Portal**



**Online Test
Reports &
Certificates**

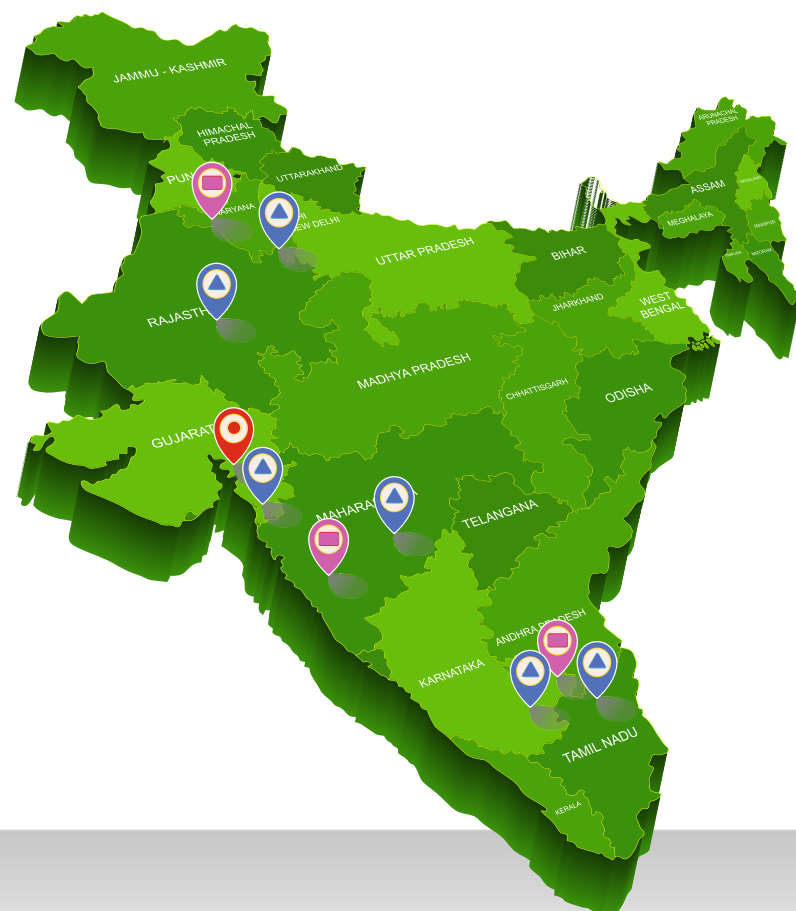


**Contractor
Mobile
App**



**Real-Time
Order
Tracking**

05 | OUR PRESENCE



● **Corporate Office** (Surat) ■ **Regional Offices** (Delhi, Mumbai & Bangalore)
▲ **Plant** (Navsari, Jhajjar, Wada, Rajasthan, Tamil Nadu)

1,00,000+ Contractors on board

06 | AWARDS & RECOGNITION



Best Realty Brand by ET Edge.



India's Top 50 Great People Managers (CEOs, MDs & Founders) by Great Manager Institute



Recognizing Future Masters of the Indian Startup Sector' by BW 40Under40 Disrupt Award



Building Gujarat Award by MY FM 94.3.



Emerging Real Estate Leaders 40 Under 40, by Realty+



Most Promising Brand (Building Material) by The Global Real Estate Congress.



'Most Preferred Brand' by Real Estate Sector (Bricks/Blocks) by ET Now.



India's Top Innovative MSMEs' by ET Rise.



Startup of the Year Shortlisted by Forbes.



Awaaz Entrepreneur' by CNBC-TV 18.



Entrepreneur of the Year' by Tiecon.



Top 50 companies by 'ET Leaders of Tomorrow'

07 | MAGICRETE IN MEDIA



08 | OUR BIT FOR ENVIRONMENT



39,33,794 MT+ Fly Ash Consumed



1,886 MW+ Energy Saved



36,67,873 MT+ Coal Saved



93,05,918 CBM+ Soil Erosion Prevented



91,95,881 MT+ CO₂ Emissions Averted

PROJECT GALLERY

WALLING PROJECTS



Dr. Ambedkar National Memorial, Delhi



Supreme Court of India, Delhi



IIT Ropar, Punjab



ITPO Pragati Maidan, Delhi



DLF Camellias, Gurgaon



Surat Diamond Bourse, Gujarat



Ajmera Aeon, Mumbai



Kalpataru Immensa, Mumbai



Raheja Viveria, Mumbai



IIM Rohtak, Haryana



Lodha World Tower, Mumbai



PNB Headquarters, Delhi

PROJECT GALLERY

CONSTRUCTION CHEMICALS



Birla Vanya, Maharashtra



Dhirubhai Ambani International School, Mumbai



DLF Cyber Park, Haryana



Godrej Greens, Pune



Tata Consultancy Services, Pune



65th Avenue, Haryana



International Financial Center, Gurgaon



Kohinoor Square, Mumbai



Lodha Belmondo, Mumbai



Mantra Insignia, Pune



Piramal Aranya Tower, Mumbai



Seven Elements, Gurgaon

PROJECT GALLERY

AAC WALL PANEL



STT GDC Data Center, Pune



Adani Connex Data Center, Pune



Lumina CloudInfra Data Center, Mumbai



CtrlS Data Center, Mumbai



Foxconn, Chennai



Capital Land, Pune



DLF Midtown, Gurgaon



Avior Uplife, Pune



Lodha World Tower, Mumbai



India Potash Limited, Gurgaon



Stamford Warehousing, Pune



TajSATS Mopa Airport, Goa

PROJECT GALLERY

MODULAR PRECAST



Light House Project MOHUA, Ranchi



Suraksha Smart City, Mumbai



Borosil Glass Factory, Gujarat



Deepak Chem Tech Ltd., Gujarat



Aarti Industries, Gujarat



L&T Cable Trenches, Gujarat



UPL Warehouse, Raipur



Atul Ltd., Gujarat



Shell Select, Thane



Schmittens, Gujarat



KKB Villa, Gujarat



Maruti Infracreation Pvt. Ltd., Gujarat



ESTEEMED CLIENTELE

 Ministry of Housing and Urban Affairs Government of India	 LARSEN & TOUBRO	 Reliance Industries Limited	 INDIAN INSTITUTE OF TECHNOLOGY ROPAR	 TCS TATA CONSULTANCY SERVICES	 OBEROI REALTY
 भारतीय आयुर्विज्ञान संस्थान जोधपुर INDIAN INSTITUTE OF MEDICAL SCIENCES	 भारतीय विमानपत्तन प्राधिकरण Airports Authority of India	 adani	 aipl values that build worth	 SYMBIOSIS INTERNATIONAL SCHOOL पुणे PUNE	 CIDCO WE MAKE CITIES
 Mahindra HAPPINEST	 DLF BUILDING INDIA	 Godrej PROPERTIES	 Shapoorji Pallonji	 Avadh	 GAURS your own world
 TATAHOUSING	 LODHA	 Shell	 K RAHEJA CORP	 SRF We always find a better way	 PSP



X



Official Building
Material Partner

BUILT STRONG
BUILT STRONG
BUILT STRONG



Magicrete Building Solutions Pvt. Ltd.

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

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