

Success Stories of Convac Plus

The Patented Multipurpose Construction Chemical of India

Only few months post launch of Convac Plus and Convac System, we are flooded with huge market response and appreciation. We humbly acknowledge the appreciation that we are receiving everyday from all the markets. We are truly overwhelmed by this immense positive feedback that's being bestowed on us by our esteemed Clients; retail Consumers, Engineers, Masons and Trade Associates. It seems our years of focussed research and relentless hard work is now a reality and a grand success.

The philosophy behind coming up with Convac Plus and Convac System is rapid urbanisation, which in turn has led to growing problems of damp and saltpetre in most households. Today nearly 80% of Indian households are facing problems of damp, saltpetre, leakage, seepage, peeling of paints, etc. and astonishingly there was no complete and single solution available in the market prior to the launch of Convac Plus and Convac System. We are claiming with confidence and pride that Convac Plus does 100% damp-proof and waterproof and stops saltpetre. Apart from the stated major claims of the product; Convac Plus has great adhesion strength and minimises rebound loss, thus directly leading to savings of the consumer. Also it demonstrates higher compressive strength compared to market available products in similar category. Convac Plus has clearly displayed the following benefits:

- 100% Damp-proof and Waterproof
- Inhibits the development of efflorescence
- Stops penetration of damp, which encourages the appearance of Saltpetre
- It strengthens and consolidates the surface(s) damaged by damp
- It has anti-termite and anti-fungal properties and helps to keep walls beautiful
- Easy to use
- Ideal for both new construction as well as repair
- Healthy and durable solution
- Cost effective
- Suitable for both internal and external plastering

With this as the background let us now introduce you a few happy and satisfied consumers from among many such satisfied consumers.

A product enquiry for Convac Plus got generated through one of our Business Associates of South Kolkata from Mr Tathagata Sikdar (Professional, 42 years). Mr Tathagata Sikdar having an unused flat at Garia, Kolkata thought of complete repair and renovation prior to Durga Puja. Our Technical Service Engineer Mr Sumit Roy along with his team paid a visit to the site for complete understanding and better product suggestion. Due to years of non-use, the flat / structure was in very bad condition. The condition of the walls was found in a very dilapidated state. Apart from other regular ADO make products for regular repair job our newly launched patented multipurpose construction chemical Convac Plus was also recommended. Convac Plus was used for the entire plastering work for the walls of the 2 bed rooms, 2 bathrooms, 1 kitchen, 1 balcony and 1 dining cum sitting hall. Recommended dosage of 250 g – 300 g of Convac Plus per 50 kg bag of cement was used. The masons found Convac Plus as a unique product with multi benefits and true to its claims. They were in all praises for the quality plastering produced by the use of Convac Plus. Also our customer Mr Tathagata Sikdar who was not that much aware about construction chemicals found Convac Plus as an amazing product and was happy to get smooth finished and hardened plastered walls. The minimum rebound loss, which leads to savings was also a direct benefit to the consumer. In the words of Mr Tathagata Sikdar *"I must say that this is truly a multipurpose construction chemical and I am really satisfied with the product application. It is a value for money product and is a must use if you are thinking for repair or renovation of your flat / house."* Also Convac Plus was used in the gauging water of At-Wall Finish (white cement based putty from the house of ADO). It not only produced a smooth finished wall but also made the surface hardened. Even the paint contractor praised the wall putty work done with Convac Plus; the smooth surface helped reducing paint consumption considerably. Also the finished painted wall was velvet like smooth and has got a nice thin gloss and shine post curing. This is how Convac Plus helped Mr Tathagata Sikdar.

Mr Manoj Kumar Singh (Builder, 52 years) a well known Builder (Radiant Homes) of Ranchi, Jharkhand was facing problems of seepage and damp in his newly built saleable apartments and also in previously sold-out flats. Mr Manoj Kumar Singh was facing these problems for many years and had tried all possible market available methods to solve these problems, but

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failed to get a satisfactory result. His reputation was at stake as a Builder. Mr. Manoj Kumar Singh came in contact with our Business Associate of Ranchi Mr Madhubhusan Srivastava and expressed his concern. Mr Srivastava informed us the matter with priority and our Technical Service Team arrived Ranchi. Our team had chosen "Nidan", an under construction six storied apartment of Mr Manoj Kumar Singh amongst his many ongoing projects at Ranchi and arranged for a product application trial with Convac Plus. Our Technical Service Team also conducted trial in the basement of another apartment of Mr Manoj Kumar Singh. A joint revisit was done post 10 days along with Mr Manoj Kumar Singh and his regular applicator team. Mr Manoj Kumar Singh was surprised to find that the problems he was facing for so many years were solved now with the help of the product, called Convac Plus.

Since then, Mr Manoj Kumar Singh became an ardent fan of Convac Plus and he decided that he will apply only Convac Plus for all his ongoing and future projects as a permanent solution to problems of seepage and damp. As told by Mr Manoj Kumar Singh *"Convac Plus protects my apartments from seepage and damp problems and also saved my reputation as a Builder. Now with the grace of God and help of ADO's Convac Plus, I am getting good prices for my apartments. A big thanks to Convac Plus and ADO's Technical Service Team."*

Mr Soumitra Jana (Engineer, 43 years) a resident of Bagnan, Howrah, West Bengal was facing problem of saltpetre and rising damp for many years. Bagnan town in Howrah is in the Gangetic belt, hence prone to flood. Saltpetre and rising damp problems are genuine problems of local residents. Mr Soumitra Jana over the years never got any true and complete solution to tackle the saltpetre problem; that made him bit sceptical. When our Technical Service Team approached him he refused to believe that Convac Plus will be a complete solution to stop saltpetre. To convince Mr Soumitra Jana our Technical Service Engineer arranged for a product application of Convac Plus in a specified area. Post a week's time our Technical Service Engineer revisited Mr Soumitra Jana and found him completely satisfied with the trial application job. He is now well convinced about the product claim and product benefits of Convac Plus & Convac System and placed order for the entire repair work of his two storied building. Today we don't have to advertise Convac Plus in Bagnan town as our greatest Brand Ambassador is Mr Soumitra Jana – a genuine satisfied consumer. As told by Mr Soumitra Jana *"yes I am completely satisfied with Convac Plus & Convac System...years of problem pertaining to saltpetre and damp has been fully treated...seems like a magic...thank you Ado Additives Mfg Pvt. Ltd. & Convac."*

Realtech Nirman Pvt. Ltd. is a leading and reputed brand in the real estate sector for many decades. Realtech Nirman recently launched a township project, 'Curio City' at New Town, Kolkata. They were challenged with damp problem in their mega project Curio City. Mr Subhayu Ghosh (Chief Engineer, Realtech Nirman) and our Senior Engineer Technical Support Mr Sumit Roy, visited the site several times, to identify the source problem and finally decided to conduct a trial with Convac Plus to solve the problems.

A trial was arranged on an identified area in Curio City that was badly affected. After 7 days both the Engineers revisited the site and found all the problems of damp vanished like magic!!

Now Realtech Nirman is our regular customer for Convac Plus for all their ongoing and upcoming luxurious projects in Kolkata. From the desk of Realtech Nirman's MD - Mr Shishir Gupta *"Thanks to Convac Plus and Ado Additives Mfg Pvt. Ltd. now we can give guarantee to our high valued esteemed Clients for 100% Waterproof and Damp Proof Luxury apartments in Kolkata."*

These are just a few of the numerous satisfied consumer stories and we are happy to share with all the case studies. We believe and are confident that Convac Plus will help Indian households to combat problems of damp and saltpetre completely. Our years of R&D and listening and identifying consumer problems has really helped us in coming up with this innovative and unique product Convac Plus. Ado's Technical Sales Team along with the wide chain of Distributors and Dealers are always there to service the market and provide a healthy, strong and durable solution. Convac Plus will be a milestone not only for Ado Additives Mfg Pvt. Ltd. but will also highly influence the consumer market out there. It's our pride and honour that Ramkrishna Mission Shilpapitha, Belgharia the ace educational institution used Convac Plus for the entire renovation work of their buildings and goes without saying they are very satisfied. We stand committed for each and every claim that we make and satisfied consumers like Mr Tathagata Sikdar, Mr Manoj Kumar Singh, Realtech Nirman Pvt. Ltd. and many more reconfirms the same. The indigenous technology of Convac Plus construction chemical will surely help new construction as well as old structures to remain strong and beautiful for ages to come.



Mr Atanu Hati
Business Head - Retail
Ado Additives Mfg Pvt. Ltd.
Email: atplkolkata@gmail.com
Website: www.atplgroup.in