

I Keep Reflecting, Do We Have the Right DNA Which Is More Innovative and Effective?



Mr Sanjib Parial,
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 Kolkata

ADO is one of the leading manufacturers of Construction Chemicals in India. Its wide range of Chemicals provides complete solution for all construction requirements. The company looks at itself as a reliable and technologically driven partner to virtually all major sectors, industries and clients pan India. ADO's innovative system solutions and varied product range helps making construction healthy and durable, partnering in building and bonding India as a strong Nation. The company claims to be committed in providing low cost, high quality products and solutions to its consumers; thus ensuring excellence and success. ADO's in house developed technologies when implemented open up new avenues and horizons. The company seems committed and conscious towards a better future through innovative product solution and viable systems, with special care towards environment and social responsibility. ADO has been promoted by a team of technocrats having wide experience in the field of Construction Chemicals and is also backed up by a team of dedicated and experienced professionals. Mr Sanjib Parial, Managing Director, ADO Additives Mfg Pvt. Ltd, Kolkata, in an interaction with CE&CR gives an insight into the company's operations, strengths and visions.

CE&CR: Tell us about ADO ADDITIVES' expertise in manufacturing of construction chemicals

SP: We started in early 2000 and now having manufacturing facilities in West Bengal and Uttar Pradesh. Our wide product range comprises of Admixtures, Grouts & Anchoring, Waterproofing Systems, Bonding Agents, Surface Finishing, Protective Coatings, Curing Compounds, Foams, Sealants and Adhesives, etc. Thus you find that we are almost a one stop solution for all construction chemicals requirements. Our wide product range and technical expertise helped us in becoming a successful brand across India and also in neighbouring countries in

a very short span of time leaving behind many national and global giants.

We have never compromised with the quality of our products and this practice has given us a rich dividend in staying competitive over the long run, which also resonated well with our esteemed customers like RVNL, KMRC, Bangalore Metro Rail, NHAI, Airports Authorities India etc.

We have always tried to improve our quest for the best solution to our customers and that has resulted in coming up with new products time to time. We are strongly committed to research & development and our strong collaborations with leading Indian academic institutions like IIT, Delhi; Jadavpur University, Kolkata; IISER, Kolkata and other industry experts have helped us in providing a better solution to our Clients and Consumers.

Modern construction is faced with the challenge of balancing the performance requirements of construction vis a vis cost / economics, quality, safety, aesthetics and other environmental issues. ADO's core business philosophy is to provide solution to construct, improve, care and repair concrete in the best possible way.

The benefit of specifying ADO as a single source of supply is an assured guarantee of value, performance, strength and durability of structures and systems, confirming to highest quality standards.

Single source of supply provides the benefits of one point of contact for the specifiers, engineers, clients, contractors and others. Also single source of supply ensures timely supply of quality material to client.

CE&CR: Among all the industry segments that ADO ADDITIVES' is involved in, what would you regard as your core competence?

SP: As we crossed years our product line expanded and now we claim to be a complete technical solution provider for all construction chemical requirements. Our innovative products and confident professional team helped us in increasing our Client base. But the fact of the matter is we want to still expand. We've grown remarkably since we started. If you look at our CAGR over the years, we have grown at an industry-beating average year on year, even in recent years. For us as a company or anybody else in the industry, it's important not only to grow but to grow profitably.

We always want to look at the Construction Chemical industry holistically, where we've got our presence in the project sector, retail network sector, repair and rehabilitation sector, where we've got key products and leading brands. Our International business is also growing, where we've managed to begin the journey of our new innovative products, which are being appreciated and required by the construction sector. In this sector also it is expected that we do well commercially.

If you look at the three broad segments, I call them Project Partnering, Retail Network and Innovative-Niche Product Solutions where we are being dominantly present since inception. Partnering Projects is the business we started with and I'm proud to say that in these few years we have already marked our significant presence. We've got a well networked Retail presence for the household sector. This year our focus is to go wider and deeper in India and we are also trying to enhance our presence outside India. We've also begun our strategic International marketing alliance with Selena Group, the largest manufacturer of foams in the world. All the segments work closely and are in absolute synergy in the areas where we operate. Finally, I think, it's also in the area of being able to deliver healthy and durable construction that separates us from others.

Another aspect which is beginning to take the right shape & direction is our retail brand, which is being appreciated and accepted by the consumers very well. This is because we've put in some thinking to understand where the country is, where the market is and the categories we should be working on. Here again, we are having our strong footprints.

CE&CR: Tell us something about your newly launched product CONVAC?

SP: 33% of Indians are living in cities today and rapid urbanization has resulted in an incremental 10% of village population migrating to cities in the last decade as per the 2011 census. It is being found that 80% of Indian households are facing the issue of dampness in their houses. So dampness is not only an issue of the cities but also rural India considering the vast population living along the coastal line. Cities like Kolkata, Mumbai, Chennai and coastal cities and towns immediately need a durable and healthy solution to combat dampness and saltpetre.

As I said, our constant search for providing 'nothing but the best solution' for our esteemed clients and consumers gave us the courage to come up with an innovative and first of its kind patented multi-purpose construction chemical CONVAC. This unique product will provide 100% damp proofing property to any construction. This is not just our product claim but our commitment to the people

of India. CONVAC helps in getting complete freedom from saltpeter problem. It is highly effective on the rising dampness and reduces it to practically nil for life. CONVAC also increases the Compressive Strength of cement up to 90%. CONVAC also displays excellent Anti-Termite & Anti-Fungal properties. CONVAC is a market defying product, which has obtained Patent and various National and International accolades. Being located in Kolkata and interacting with clients near the coastal areas we have seen that there is a gap between the client requirements and available products for fighting dampness. We are glad that now we can satisfy our clients with CONVAC not only for combating dampness like a vaccine for construction but also as a next generation integral waterproofing solution for new construction in the coastal India as well as other parts. CONVAC is available in two variants viz. CONVAC PLUS Powered by PPS for new construction and CONVAC Powered by PPS for repairing works. CONVAC is a great Cement Property Enhancer and I guarantee that it is first of its kind product in Indian market.

This innovative product will have considerable influence on the sector and will be instrumental towards strong, durable and healthy construction.

CE&CR: What would you regard as strength of ADO ADDITIVES?

SP ADO is an Indian Brand based on world class technology and excellence in every stage. We are present pan India through various infrastructural and heavy projects and wide retail market network. Beyond India we are also present in Bangladesh and Nepal. Our segmented market structure is a means to be in close proximity with our consumers.

'Latest technological expertise that suits Indian environment' is our guiding force in providing perfect products and solutions to Indian Construction Industry. The sales and technical support is provided by well qualified & experienced professionals. We are considered by the Industry as a forerunner in introduction of latest generation concrete admixtures.

Our production process undergoes strict quality control at all stages of production. Stringent checking of batches is a requisite criterion of our testing procedures. The production facilities are backed by sophisticated and technically sound R&D Laboratory, which is equipped with latest testing equipments and trained professionals.

In addition to our own in-house standards, the quality management system complies with ISO 9001:2008 and environment management system complies with ISO 14001: 2004. We have our manufacturing plants for liquid admixtures,

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powder and resin products; located at West Bengal and New Delhi. Our in-house training and development centre provides product knowledge, shares new technologies and provides marketing services to engineers, contractors, specifiers, influencers and owners. We do also export products to other countries.

CE&CR: Tell us something about your new Global Partnership with Selena Group, Poland

SP: If you look at the International market for Foams, it is approximately 3 billion cans per annum whereas in India there is hardly any usage of Foams in the modern Construction industry. The Sealant market is better compared to the Foams market in India with 5 million tubes per week which is just 10% of Global market. The Adhesives market is much more matured one unlike Foams and Sealants. With our vast industry and consumer experience we have seen that there is a big gap in the solutions being offered to clients vis-à-vis actual solutions required by clients in the Foams, Sealants and Adhesives market.

Our constant search for nothing but the best solutions made us think, "is there any solution available worldwide?" For a global product, cost is a real challenge. We found that SELENA group is the global market leader in this segment and together we could provide an affordable world-class solution to our Indian clients. Selena group has 30 companies in 70 countries worldwide and has 16 high-tech manufacturing plants with R&D laboratories in Poland, China, Spain, Turkey and Romania. We strongly believe that if our clients' priority is technology then they will love our ADO-SELENA product range and others will definitely need these products. For example, ADO-SELENA Orbafoam is a single component expandable polyurethane foam, which can be used for filling and sealing gaps between brick and concrete or for installation of door and window frames. A door frame installer conventionally installs 2 to 3 door frames per day where as using ADO-SELENA Orbafoam, can increase productivity by installing 3 to 4 times of that, i.e. at least 12 door frames in a day. There are other benefits like it provides excellent thermal and acoustic insulation.

These new age products will surely have a big role to play in days ahead. We are happy and proud of this strategic marketing alliance with Selena. I am confident that this innovative product range will be well accepted and appreciated by the industry.

CE&CR: What trends (prospects & challenges) do you foresee in future?

SP: Construction Chemical is very a dynamic industry. What keeps me awake and focused is losing the ability to keep in touch

with the consumers, influencers, industry experts, academicians and other stakeholders because everyone is evolving so rapidly. As an organization I believe that the day we stop connecting with our technical solutions to the construction sector, we have a problem. I keep reflecting, do we have the right culture, do we have the right people, do we have the right processes, do we have the right DNA which is more innovative and effective, so that we are constantly in touch, and are able to move with the industry, if not a little ahead of them. Are we managing to stay on the learning curve and growing continuously?

The main challenge faced is limited awareness amongst the user group. The per capita Foam consumption in India is just about 20 paisa where China has outnumbered us by a staggering rupees two hundred per capita consumption. Though 'makan' comes as the basic human needs along with roti and kapda but the benefits of construction chemical is yet to reach the mass. We need to increase the awareness for the benefits of the construction industry in India.

There is a growing need of focused research in this segment. The construction chemical industry turnover is just about 3% of the overall construction sector and growing at about 17% to 18% CAGR. So, you can see it is a nascent industry and like any other nascent industry characteristics requires focused research efforts. We have recently tied up with IISER Kolkata for focused research and efforts are on to find out more innovative product solutions.

There is a huge prospect in this industry as there remains a vast untapped potential. More the awareness more will be the per capita consumption of construction chemicals in India.

CE&CR: Tell us about your vision

ADO: Our vision is to be the most admired and trusted construction chemical company in this country. We want to continuously grow and remain more profitable. Also we aim to stay ahead and be faster than the market. Down the years, we would have a retail network much bigger, we should have more plants and continue to build on what we are already known for. We help in building strong and healthy structures, which build our ecosystem. We would be the preferred technical solution provider. There are already many things that are in progress. We aspire to partner all major National projects in a formidable fashion. Finally, I would like to retain and harness the indomitable spirit of ADO. People come to this place because they love to come to this organization. They enjoy and live themselves to the fullest.

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