



# CONSTRUCTION CHEMICALS CONFERENCE REGIONAL

**Date:** 13<sup>th</sup> April, 2018

**Time :** 9.00 am to 6.00 pm

**Venue:** Hilton Jaipur,  
42 Geejgarh House, Hawa Sadak,  
Jaipur, Rajasthan 302006.

BENEFIT FROM THE  
PEOPLE WHO KNOW  
**CONSTRUCTION  
CHEMICALS**  
THE BEST



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## Objectives of C3R

### BENEFIT FROM THE PEOPLE WHO KNOW **CONSTRUCTION CHEMICALS** THE BEST.

The Construction Chemicals Manufacturers Association (CCMA), the body, mind and soul of the construction chemicals industry in India will be hosting the Sixth Construction Chemical Conference Regional in 2018. C3R will be held on **13<sup>th</sup> April, 2018 at Hilton Jaipur**. The Theme for C3 is 'Methods and Practices on the Use of Construction Chemicals'.

An exciting line-up of industry captains, research scholars and industry veterans will disseminate vital information on the emerging materials, methods and practices that are taking shape in the construction chemicals sector today. Delegates to C3R will benefit from an insightful program balanced with an opportunity to create an ideal networking opportunity that is bound to unite the industry together in its quest for excellence.

## About CCMA

Construction chemicals positively contribute to the high quality and durability of any construction. The construction chemicals industry in India is currently at a nascent stage but is growing fast. As per available figures, the industry size is estimated at ₹ 5,000 crores and has the potential to grow to ₹ 9,500 crores by 2020. The growth in the construction industry, combined with faster and safer construction, will propel the growth for the construction chemicals industry. In India the industry currently represents a combination of

organized and unorganized sector. For the first time, the leading manufacturers have come together to form an association - The Construction Chemicals Manufacturers' Association (CCMA). The key objective of CCMA will be to promote the growth of the construction chemicals industry by raising the awareness and quality standards as well act as a representative body for communicating with government, chambers of commerce, regulatory authorities and other forums, be it domestic or international.

## Aims and Objectives of CCMA

- Provide a forum for construction chemicals manufacturers in India and promote the interest of its members in relation to commerce and industry in India. In particular, identify and discuss common problems facing the construction chemicals industry to arrive at solutions, including exchange of information amongst its members.
- Educate members on provisions of various central and state enactments and their amendments through seminars, meetings, exhibitions etc.
- Promote and accelerate the growth of the construction chemicals industry in India by collecting and disseminating statistical and technical information and creating awareness to maintain high standards among users.
- Be a constructive forum to communicate with governmental bodies/ associations, chambers of commerce and other commercial, industrial and public bodies within or outside India to promote the objectives of the association.
- To establish a just, equitable standard / practices in the manufacture of construction chemicals, trade and commerce. To regulate the conduct and practice of construction chemicals trade and manufacture.
- Stand out as a body to continuously impart awareness amongst construction chemicals manufacturers to maintain high standards and business ethics for the benefit of end users. Achieve this through continuous education in the field of construction chemicals by means of training and upgrading the skills of personnel by organizing workshops, conferences, lectures, seminars, disseminating information through periodicals or journals, books, institution of scholarships, fellowships, awards, and encouraging research studies.
- To subscribe to become a member of or otherwise affiliate or cooperate with any other body in India or elsewhere with which the association has common interest to establish, cooperate with, or receive into the association or otherwise assist any association or accept affiliation of any other association having objectives similar to those of association.
- To do all such acts, deeds and things as may be necessary and conducive to the manufacture, and development of trade and commerce in relation to or incidental to the construction chemicals industry, in the promotion or attainment, or in the overall interest of the objectives of association.







# Construction Chemicals

Construction Chemicals, as the name suggests, are the chemical compounds used in construction activities, be it residential, non-residential or non-building. These compounds belong to a niche specialty segment of the chemical industry and can be used either in existing construction projects to speed up the work or in new construction projects to impart durability and strengthen the structures. The benefits of using construction chemicals are far more than the increase in the cost of the project which is 2-5%. Certain chemical products help in minimizing the quantities of cement and water used in the construction. These compounds impart chemical as well as physical properties in applications such as cross-linking or phase change (from liquid to solid). Construction chemicals are essential for high quality concrete and for promoting the improvement of concrete performance. They also increase the life of construction work and impart additional protection from environmental hazards.

## Organising Committee

### Convenor:

**Mr. D P Sengupta**  
President, STP Ltd.

### Co-Convenors:

**Mr. Manpreet Kumawat**, BASF Limited

**Mr. Vivek Pareek**, Sika

**Mr. Nilotpol Kar**, Business Director, Construction Chemicals, (South Asia) BASF India Ltd.

**Ms. H Usha Devi**  
Vice President - Marketing, The Masterbuilder

**Dr. B L Mahaeswari**, Vice President, CCMA, MD & CEO, Aquaproof Construction Chemical (I) Pvt. Ltd.

**Mr. Arijit Basu**, General Secretary, CCMA & MD, Sika India Pvt. Ltd.

**Mr. Satish Jaysankar**  
Treasurer, CCMA & Managing Director, Concrete Additive & Chemicals Pvt Ltd (CAC)

**Mr. Sanjay Bhude**, Group Head  
(Performance Chemicals), Thermax Ltd.

**Mr. Sanjay Goenka**  
MD, Hindcon Chemicals Ltd.

**Mr. Bhavesh Shah**  
Jt. MD, Fair Mate Chemicals Pvt. Ltd.

**Mr. Ganesh Chaudhari**  
General Manager – Bekaert Product USA

**Mr. A J Charles**  
Director, Perma Construction Aids Pvt. Ltd.

**Mr. Samir Surlaker**  
Director | Assess Buildchem Private Limited Immediate Past President of CCMA)

**Mr. Sanjay Bahadur**, Global CEO, Construction Chemicals, Pidilite Industries Ltd.

**Mr. Sunny Surlaker**  
HOD, Admixtures, MC-Bauchemie (India) Pvt. Ltd.

**Mr. Brajesh Malviya**  
General Manager, Elkem South Asia Pvt. Ltd.

**Dr. Bruce J. Christensen**  
Construction Chemicals, Global Technologies and Innovations Management

**Dr. S K Manjrekar**  
MD, Sunanda Speciality Coatings Pvt. Ltd.

**Mr. Gopinath Krishnan**  
MD, Ardex Endura India Pvt. Ltd.

**Mr. Vivekanandan M**  
MD, Flowcrete India Pvt. Ltd.

**Mr. Vivek Naik**  
MD, Apple Chemie India Pvt. Ltd.

**Mr. Gangadharan Manari**  
Executive Chairman, Cera-Chem Pvt. Ltd.

## Who Should Attend

- Architects • Builders • Consultants
- Civil Engineers • Construction Chemical Professionals
- EPC Contractors • Key Owners • Applicators
- Distributors of Construction Chemicals

## Topics

- Water Proofing • Structural repair and retrofitting
- Admixtures and Tiling Solutions • Tile Adhesive and Joint Fillers
- Fibre Reinforced Concrete • Floorings etc.

## Sponsorship Opportunities

### Diamond - ₹ 2,00,000

**Deliverables:** Logo on both side of the backdrop, 20 Delegate Passes, 1 Slot for Corporate Audio Visual presentation 10 mins. Free distribution of catalogues and freebies through kit, Banner at venue, Logo and Name in all communications, 1 Table Space for Exhibition

### Gold - ₹ 1,00,000

**Deliverables:** Logo on both side of the backdrop, 10 Delegate Passes, 1 Slot for Corporate Audio Visual presentation 5 mins. Free distribution of catalogues and freebies through kit, Banner at venue, Logo and Name in all communications, 1 Table Space for Exhibition

### Kit - ₹ 60,000

**Deliverables:** Name & logo in the Inner Flap of the Kit. Logo on one side of the backdrop, 5 delegate passes, Free distribution of catalogues and freebies through kit.

### Silver - ₹ 50,000

**Deliverables:** Logo on one side of the backdrop, 4 Delegate Passes.

### Lunch / Tea - ₹ 25,000

**Deliverables:** Banner at Lunch venue as lunch sponsor

### Lanyard - ₹ 25,000

**Deliverables:** Logo on the Lanyard.

CCMA Members are allowed to distribute their company brochure's or gift items on payment of ₹ 10,000 per item.

Sponsorship fee are inclusive of GST

### Delegate Fee - ₹ 1,500

**\*Delegate fee includes:** Registration, Delegate kit, Conference literature, Lunch and Tea. Fee inclusive of GST.

### Students Delegate Fee - ₹ 600

**\*Students Delegate Fee includes:** Participation Certificate shall be issued to student delegates by CCMA, Only pre registered 25 students shall be permitted.

Media Partner

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## Managing Committee

### President



**Mr. Nilotpol Kar**  
Business Director, Construction Chemicals, (South Asia) BASF India Ltd.

### Vice President



**Dr. B L Maheshwari**  
MD & CEO, Aquaproof Construction Chemical (I) Pvt. Ltd.

### General Secretary



**Mr. Arijit Basu**  
MD, Sika India Pvt. Ltd.

### Joint Secretary



**Mr. D P Sengupta**  
President, STP Ltd.

### Treasurer



**Mr. Satish Jaysankar**  
Managing Director, Concrete Additive & Chemicals Pvt Ltd (CAC)

### CONVENOR

**Mr. D P Sengupta**  
President, STP Ltd.

### CO-CONVENORS

**Mr. Manpreet Kumawat**  
BASF Limited

**Mr. Vivek Pareek**  
Sika

## Communication Address

### Construction Chemicals Manufacturers Association (CCMA)

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## CCMA Ordinary Members



## CCMA Associate Members



You too can join our initiative to build better together

Membership Category	Membership Fee	Annual Subscription
Patron Member	₹ 10,00,000/-	By invitation
Ordinary Member	₹ 1,00,000/-	₹ 35,000/-
Associate Member	₹ 50,000/-	₹ 20,000/-



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