



Our strategic alignment with India's infrastructure growth is not simply about supplying more products to more sites, It is about being present at the specification stage with the right solutions

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Q-1. India's infrastructure sector is witnessing unprecedented growth. How is Assess Build Chem aligning its long-term business strategy to support the country's evolving construction landscape?

Ans. The scale of what India is building right now is genuinely massive in highways, metro rail, airports, urban utilities, and coastal infrastructure. What is less discussed, but equally significant, is what comes after construction: maintaining and protecting these assets over a fifty-year service life in environments that are often chemically aggressive, seismically active, or subject to severe monsoon hydrology. That post-construction lifecycle is where we at Assess Build Chem is position ourselves.

Our strategic alignment with India's infrastructure growth is not simply about supplying more products to more sites. It is about being present at the specification stage with the right solutions. Concretely, this means three things.

First, ground stabilisation. A significant portion of India's new road and rail infrastructure is being built on marginal ground — black cotton soils, highly plastic clays, expansive subgrades that behave unpredictably under traffic loading and moisture variation. Our Willgel Swift Grouting system addresses this at the chemical level, modifying soil structure to reduce plasticity, improve CBR values, and deliver a stable, trafficable sub-base without the logistics burden of lime-pozzolan treatment at scale. For road contractors working against tight NHI timelines, that is a meaningful operational advantage.

Second, structural protection. India's coastal and industrial infrastructure is exposed to an aggressive mixture of chlorides, carbonation, and sulphate attack. Our SS – ProtectoCon AC anti-carbonation coating range provides the outer defence layer that delays, often by decades, the onset of rebar corrosion in concrete structures. We design these systems to meet the EN 1504 framework — not because Indian codes always require it, but because asset owners who understand lifecycle costs demand it.

Third, repair and rehabilitation. The infrastructure built during India's first wave of investment in the 1980s and 1990s is now at or approaching end of its original design life. Bridges, flyovers, industrial structures, water retaining assets — this is an enormous



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rehabilitation market that will only grow. Our injection grouting systems, repair mortars, and crystalline waterproofing range are built for exactly this segment.

The thread running through all three is a systems-based approach. We do not supply materials; we design interventions. That requires a different kind of conversation with the client — one that starts with diagnosis rather than product selection.

Q-2. The construction chemicals industry has become increasingly competitive. What are the key factors that differentiate Assess Build Chem and strengthen its position in the market?

Ans. Differentiation in this industry is a word that gets used loosely. Most companies claiming it are talking about marketing — a distinctive label, a premium price point, a better brochure. What actually creates durable differentiation in construction chemicals is something more uncomfortable: the willingness to be accountable for performance.

We, at Assess Build Chem, we do something that is still relatively uncommon — we engage at the problem level before the product level. When a contractor brings us a leaking construction joint in a metro tunnel, or a consultant specifies repair of a carbonation-damaged bridge, we do not lead with a product name. We ask what failed, why it failed, and what the performance of the repair needs to be. The product recommendation follows from that diagnosis. It is a slower sales process, but it builds the kind of client confidence that repeat specifications and long-term project relationships are made of.

On the technical side, three specific capabilities differentiate us. The first is our injection grouting range. Our Rascoflex and SS – CrackSeal EP, and SS – WaterStop FC systems cover the full spectrum of structural crack injection needs — from active water-stopping in live leaks to structural epoxy consolidation of load-bearing members and cement based injection grouts for reliable structural sealing and consolidation. Having this breadth under one technical roof means we can specify the right chemistry for the failure mode



Large Tank WP

rather than defaulting to whatever is in stock.

The second is our anti-carbonation and protective coating capability, which I regard as a significantly underspecified category in Indian infrastructure. There is a widespread belief that painting a structure is the same as protecting it. It is not. The performance gap between a decorative coating and a certified anti-carbonation system with quantified CO₂ diffusion resistance and crack-bridging at 2mm is enormous — and that gap eventually shows up as rebar corrosion, spalling, and rehabilitation cost. We have invested in building awareness of this distinction with consultants and project owners, and it is beginning to influence specifications. That coupled with our chemical resistant linings and mortars brings enormous value to water-wastewater, marine, dams and other other similar infrastructure.

The third differentiator is applicator capability. A technically superior product applied incorrectly performs no better than an inferior one applied correctly. We invest in our applicator network — training, method statements, site supervision protocols — because application quality is the last mile of every system we specify, and we cannot afford to lose it there.

Q-3. Government initiatives such as Make in India and increased infrastructure spending are creating new opportunities. Which sectors do you believe will drive the next phase of growth for your company?

Ans. The sectors I am watching most closely are the ones where the consequence of premature failure is highest — because that is where technically rigorous solutions get specified rather than price-optimised ones.

Road and highway infrastructure is the immediate growth driver. The pace of construction under the Bharatmala programme is creating demand not just for admixtures and curing compounds during construction, but for ground stabilisation ahead of construction. This is where Willgel Swift becomes strategically important. A significant proportion of new



Ground Consolidation with Willgel copy

highway alignment passes through problematic soil profiles — highly plastic clays in central India, expansive soils in the Deccan, soft ground in coastal corridors. Chemical stabilisation at subgrade level, done correctly at the outset, eliminates the pavement distress that otherwise emerges within the first monsoon cycle. The economics are straightforward: treat the ground once versus repair the pavement repeatedly.

Metro rail and urban underground infrastructure is the second high-priority segment. Tunnels, stations, underground utility corridors — these are environments where waterproofing failure is not a cosmetic problem; it is a structural and operational one. Injection grouting for crack sealing and active leak stopping is a critical maintenance tool, and as India's metro network matures and ages, this segment will generate sustained, recurring demand. Our PU and epoxy injection systems are positioned directly for this.

The third sector is industrial — specifically, the wave of manufacturing investment. Containment structures in these facilities need chemical-resistant, joint-sealed, durable protection systems. This is a segment where the specification quality is higher, the budgets are less constrained, and the performance consequences of failure are commercially significant to the owner — which means our technical approach finds receptive clients.

Finally, the coastal infrastructure segment — ports, jetties, coastal highways, and breakwaters — represents a durability challenge that most standard construction chemical systems are not truly engineered for. Chloride-induced corrosion in tidal and splash zones is among the most aggressive deterioration mechanisms in concrete. Our anti-carbonation and chloride-barrier coating systems, combined with repair mortars formulated for compatibility with marine-exposed concrete, are a natural fit here.

Q-4. Innovation is essential for long-term success. How does your organisation foster a culture of innovation while remaining closely aligned with



Bridge Coating Kerala

customer expectations and market needs?

Ans. I want to be candid about what innovation actually looks like in a company of our scale, because I think the word is often used in ways that obscure more than they reveal.

We are not a multinational with a central R&D campus and a hundred chemists running parallel development programmes. What we have is something arguably more valuable for the market we serve: direct, unmediated contact with real problems on real sites, combined with the technical depth to translate those problems into formulation responses quickly. Our development cycle is short precisely because our feedback loop is short. When a grouting system underperforms, we know about it within weeks, not quarters. When a repair mortar shows compatibility issues with a particular substrate, we can adjust the formulation and retest before the next project cycle.

That site-connected development model has produced most of our meaningful product advances. Our lining systems, selected materials from our international partners speak volumes for our product system performance.

The other dimension of innovation that I think is undervalued is specification innovation — not inventing new chemistry, but introducing established international performance frameworks into a market that has not yet adopted them. Bringing EN 1504 principles to repair specification, or introducing the concept of carbonation depth measurement as a trigger for protective coating intervention — these are innovations in how the industry thinks about durability, and they often create more value for clients than a new admixture formulation.

Customer alignment, for us, comes from a simple discipline: we do not recommend what we cannot stand behind. If a client's problem requires a solution we do not currently have, we say so. That honesty, more than any product feature, is what sustains long-term relationships in this industry.