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Mr. Sunny Surlaker

Director - Assess Build Chem Private Limited



Bridge Coating Kerala



Repaired Manhole



WP large Tanks



Dam Rehabilitation

Q-1. How does Assess Build Chem Private Limited identify and respond to emerging trends and innovations in the construction chemicals industry?

Ans. The top management, production and R&D teams at Assess Build Chem Private Limited have long years of experience in bringing the latest innovations and product developments to the industry. The industry connect on the raw material side and the client side, help us connect and understand both sides to provide optimal solutions for constructional problems.

Our technical expertise allows us to understand problems and suggest technically and commercially viable solutions. The range of these solutions span from Concrete Additives to Repair and Rehabilitation of structures, Waterproofing and Protection of Concrete and specialty lines like Injection Grouting, Soil Stabilization and Heritage Structures

Assess Build Chem Private Limited prides itself on being a solution-driven company. Our products are designed and enhanced for easier application and based on our knowledge of waterproofing materials and the application expertise of our Applicators, we are in a unique position to design and recommend solutions for any type of construction. Viz. Buildings, Industrial or Infrastructure. With a deep understanding of materials, we also tailor-make solutions for unique projects. Hence our motto "Let us be your knowledge partners for the correct usage of construction chemicals".

It is this drive that allows us to identify and respond very quickly to emerging trends and innovations in the construction chemicals industry.

Q-2. What are the primary challenges the company faces in the current market, and how are they addressing them?

Ans. Although material systems are developed, tested, and verified for performance, in waterproofing, the application of these material systems is equally important. Availability of skilled labour, especially for our application partners is a perpetual challenge. We believe in training to alleviate this to a certain degree. Application workshops for engineers, supervisors and on-site helps us to discuss and share new ideas and perspectives in application, develop new specifications and methodologies and overall help us to deliver a better experience for the end customer.

That apart, we constantly research and develop our products to be easy to apply, more robust and cure defect free. Our heritage mortars and specialty mortars are a testament to this. This two-pronged strategy helps us to improve end performance for our material systems.

We are comfortable in terms of capacity to meet the demand for materials in the coming years. We have recently expanded our Goa plant to a big and modern facility, which would be supported by a state-of-the-art-training centre and laboratory for better interaction with our customers.

Once demands pick up, we can leverage the capacity of our additional plant at Gujarat. With the two facilities in Goa and the one in Gujarat, we are confident of providing our customers with their needs in terms of both quality and quantity as they have come to expect from us.

Q-3. Can you describe a recent project where Assess Build Chem's solutions led to a significant improvement in construction quality or efficiency?

Ans. We have been part of many prestigious projects in and across Mumbai, Goa, Delhi, Hyderabad and many other locations across the western half of the country. At the moment we are focussing on solving durability issues.

From remedying water ingress problems for buildings to restoring water and wastewater infrastructure such as Dams, Water Treatment Plants, Manholes and Drinking Tanks, to protection of Buildings and bridge structures our products are making a mark.

We have made a mark in Goa with the successful execution of waterproofing various large basement structures (12000 sqms and more). We have been working with renovation of manholes to support the wastewater infrastructure in Goa and other locations. Our **Chemical Resistant Breathable Lining System** resistant to pH of 3-14 and **Injection Systems from F. Willich GmbH and Rascor International** have been successfully employed to remedy the deterioration of our wastewater structures.

In another instance we have launched **SS-Hydronil PM**, a hydrophobic – waterproof breathable mortar for facades and waterproofing protection. This material combines a water penetration under pressure resistance of 5-bar, high hydrophobicity, drinking water compatibility and makes it a new age waterproofing and protective system for protection of drinking water and storage tanks. Using this we could eliminate a waterproofing system for a very large reservoir spanning 90m x 90m x 9m and simply provided a lining that behaves both as waterproofing and protection, thereby saving time, money and avoiding complex resin based systems that could not be applied due to site constraints.

That apart we are working on solving water ingress problems in various tunnels and dams across India. We are also helping protect new infrastructure bridges with our state of the art Anti-Carbonation Coating system **SS-ProtectoCon AC**. This material exceeding requirements placed by IRC SP 80 is also playing a large role in protecting industrial infrastructure, buildings, heritage

structures, tanks and silos and other reinforced concrete structures.

Further our solutions can be tailor made to meet various needs of the infrastructure industry, including soil stabilization, which is becoming a challenge in construction these days.

Q-4. How does the company measure and maintain customer satisfaction and loyalty?

Ans. At Assess Build Chem, our unique selling proposition lies in recommending entire systems rather than single products. This aligns with our motto of thoroughly following Civil Engineering principles, ensuring a perfect combination of materials for durable civil engineering works.

Beyond technical solutions, our consistent manufacturing, quick dispatch times, and excellent-quality control have contributed to our rapid market growth. Assess Build Chem also emphasises extensive training, from basic videos to on-site and international training for our application partners. We believe in discussing the correct solutions with clients and partners, setting us apart in our approach to constructional problems.

We advise users on selecting the right material systems, correct applications, and machinery usage, along with high-quality materials for durable waterproofing. We continuously upgrade our material performance, for e.g. our cementitious systems approach acrylics in performance, and our acrylics approach basic PU Coatings in terms of properties. We believe these advances will lead to higher performance at lower costs, resulting in more user-friendly, economical, and durable waterproofing solutions for our customers.

Customer satisfaction and loyalty are measured by constant feedback, interactions, multiple repeat orders, and quick solutions.

Q-5. What strategies does Assess Build Chem use to expand its customer base and enter new geographic or sector markets?

Ans. Our company is a believer, and our promoters are some of the first people in the industry to focus on sustainability, environment, and innovation. Most of our product systems minimize / eliminated the use of high VOC ingredients in our formulations. Most of our bulk raw materials are sourced locally to minimize the impact of transportation on its carbon footprint. Our materials are designed to have a long performance life and help the structure be maintained with lowest resource requirements, making the structure sustainable. The products being environmentally friendly have the same impact as concrete, even when the structure is demolished, improving the structures' sustainability through its service life.

That apart we are focusing on innovation, whereby one can do more with less. Our Crystalline admixtures are helping protect underground structures. Our Plaster Additives add value to plaster, increasing yield of plaster (cover more area with less material) and making it waterproof. Our Thermal Insulation Coatings help reduce heat gain in structures, which function over the life of the coating. Our protective Anti-Carbonation Coatings last far longer as compared to conventional paints and coatings, thereby extending lifespan of structures for decades. Special linings for water and wastewater infrastructure can help increase their service life substantially over current practices.

That apart we are expanding our distribution and application networks to provide solutions closer to home for our clients. A combination of these strategies is driving the expansion of our customer base.