

BUILDING
BONDS



GROWING
TOGETHER



SYSTEM SOLUTIONS FOR BUILDING PERFORMANCE

Pidilite Industries Ltd, established in India 1959 are a global pioneer and market leader in the manufacture of high performance construction chemicals, waterproofing materials, adhesives & sealants in the branded consumer, trade and industrial market sectors.

→ PIDILITE INDUSTRIES LIMITED.

KEY DATES.

- 2015** launches ROK and Roff brands in Dubai
- 2010** acquires polyester putty brand Metaplast
- 2007** enters adhesives and sealants market in Brazil
- 2006** acquires manufacturing facility in USA
- 2005** establishes manufacturing in Singapore and Dubai
- 2004** strengthens construction chemicals portfolio with Roff
- 2000** enters construction chemicals with Dr Fixit and MSeal
- 1993** Pidilite makes maiden public equity issue
- 1984** Consumer products division established
- 1965** Fevicol established as favoured brand of joineries
- 1959** Established in Mumbai, India to manufacture Fevicol adhesive & Acron pigment emulsion





OUR BRANDS



construction
chemicals



maintenance
& adhesives



hobby
& craft products

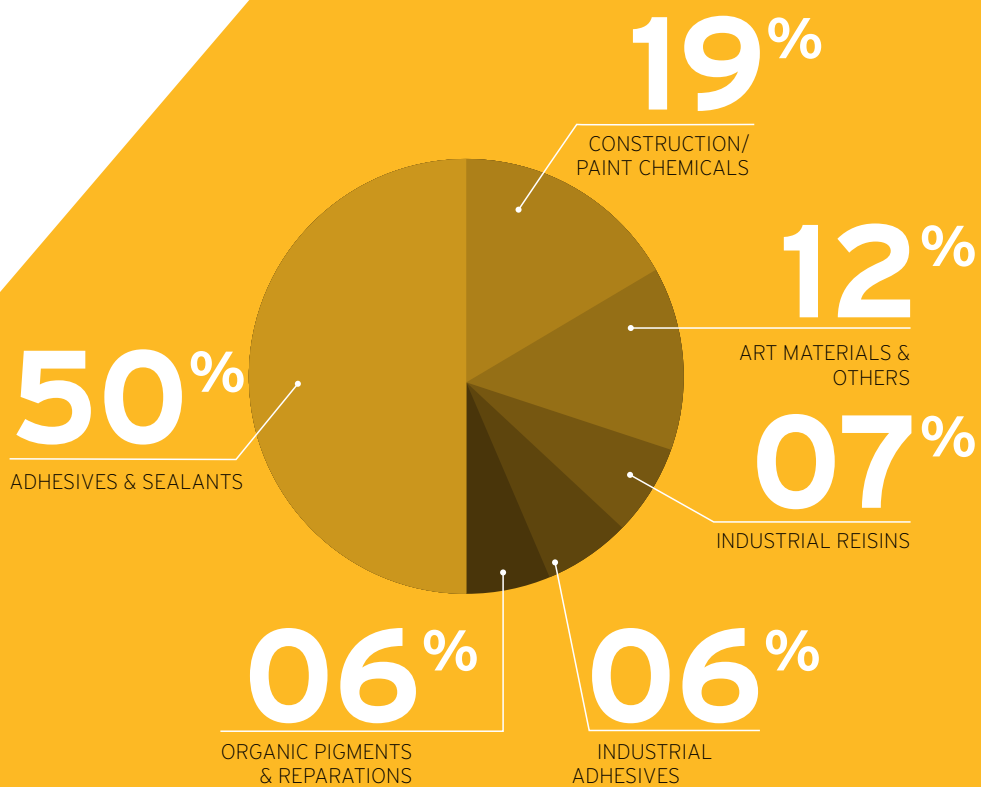
→ BUSINESS HIGHLIGHTS



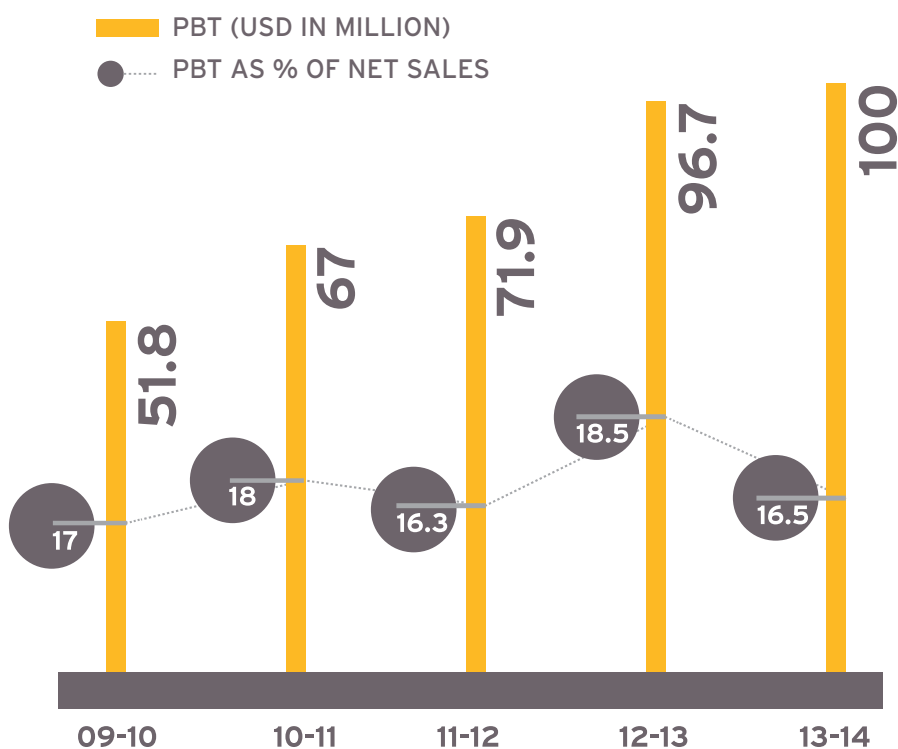
BRANDED CONSUMER PRODUCTS

- Adhesives
- Sealants
- Art Materials
- Fabric Whitener
- Construction Chemicals
- Paint Chemicals
- Stationery & Hobby Kits
- Automotive products

Over the years, the Pidilite Group focus on construction chemicals has increased adding to international market sector growth.



GROSS SALES AND GROWTH %





→ BUILDING GLOBAL BONDS

We have established our presence globally through manufacturing facilities, research and development centres, sales and distribution units.

8 global manufacturing bases
8 global Research & Development facilities

10% & growing year on year
...Our export earnings

100 global sales
and service centres

150 +
R & D Professionals worldwide





33 regional offices

22 manufacturing sites

6000 distributors

2million retailers

500+ construction products

Over **\$800million** gross sales

Over **5000** employees

→ CONSTRUCTION CHEMICALS. TOTAL SOLUTIONS.

Pidilite has a proven track record in the Middle East for more than 10 years and now operates out of a modern purpose built factory at Dubai Investment Park II, manufacturing and supporting a proven range of construction chemicals tailor made specifically for the GCC market. These broadly cover, flooring solutions, tile adhesives, concrete repair and finishes, sealants, waterproofing and surface plasters.



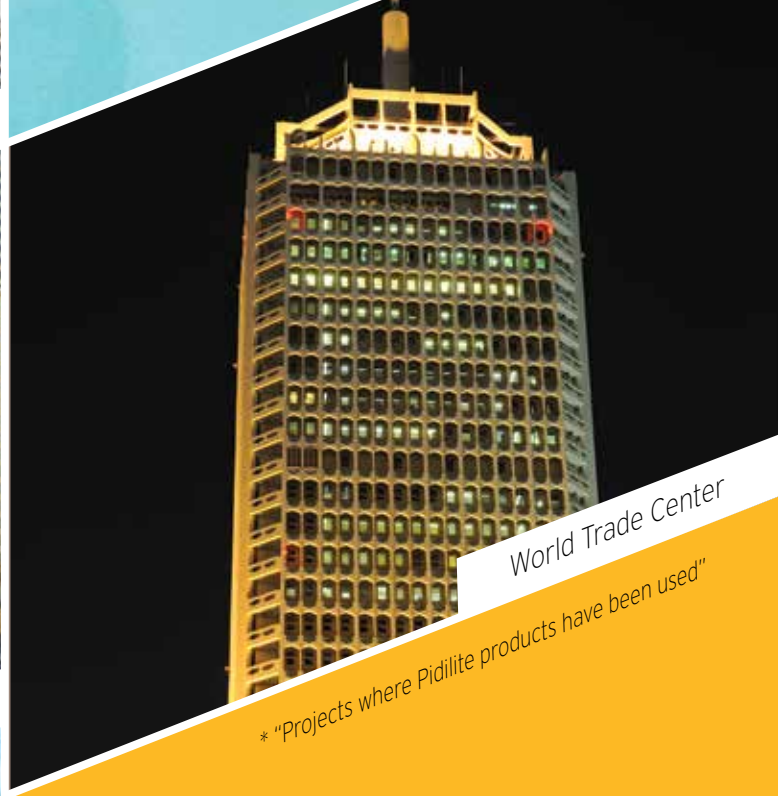
Meydan Race Track Car Park



Dubai Mall



JBR



World Trade Center

* "Projects where Pidilite products have been used"



OUR BRANDS

Dr Fixit: Proven structural protection and waterproofing systems, delivering protection and performance in the harshest of environments. Dr Fixit offers liquid applied, seamless performance for podiums, roofs, terraces, wet areas, landscaping, swimming pools, basements and civil structures. Delivering watertight performance for commercial and residential developments



Roff: Trusted performance for all screed, underlayment and tiling applications. Roff delivers a proven single source solution for commercial flooring and walling applications; DPMs, tile adhesives and grouts, rapid set pumpable underlayments and screed additives



ROK: Delivers cutting edge system solutions and seamless flooring performance across industry and commerce. ROK offers performance flooring for all floor zone applications



➔ PROJECT GALLERY

Pidilite Middle East has manufactured materials that have been the product of choice on a number of the Region's most prestigious construction projects. Working closely at every stage of the construction process with architects, engineers, main contractors, our approved specialist applicators have installed Pidilite waterproofing, flooring and walling and concrete repair systems throughout the Gulf.



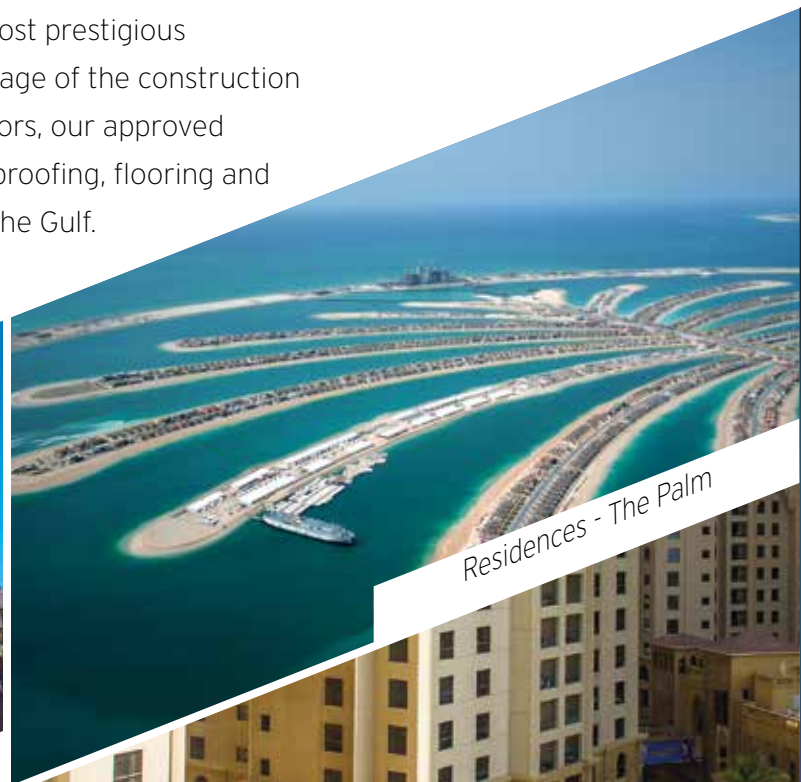
Anantara - The Palm



Etihad Crew Centre



JLT



Residences - The Palm



Jumeirah Beach Residence



Apartments - The Palm



COMMITTED TO THE ENVIRONMENT ←

Pidilite Industries Ltd and Pidilite Middle East acknowledge the requirement for sustainability in construction. Through the ongoing development of water based and solvent-free technologies, the use of non-food chain and plant based raw materials in our resin manufacturing and the use of cement replacement materials based on pre-consumer recycled products in our polymer materials we endeavour to be at the forefront of sustainable technology and green construction.



WATERPROOFING



**CONCRETE &
STRUCTURAL REPAIR**



**CRACKFILL &
SEALANTS**



BONDING AGENTS



SURFACE PLASTERS



GROUTS & ANCHORS



MORTARS



**MARBLE & STONE
PROTECTION**



**PERFORMANCE
FLOORING**



UNDERLAYMENTS



**SPECIALITY
CONSTRUCTION
PRODUCTS**



**TILE ADHESIVES
& GROUTS**



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