



# APURVA INDIA LIMITED

## COMPANY PROFILE

### BRIEF HISTORY:

**Apurva India Limited** made a very modest beginning in 1992 when their first plant was set-up. The company started manufacturing various Acid Resistant Cements and Coatings, which were required to be used in the contracts undertaken. It started as an extension of contracting arm to manufacture products for captive consumption. Soon new products were developed for various applications of protecting building surfaces. They were for waterproofing, floor coating, tank linings and external coatings. The company expanded rapidly by adopting new products and application technology to provide effective solutions to various industries. The Company has presence in almost all segments of construction industry in India. It also expanded its operations internationally in various countries.

### MISSION:

To attain leadership in every segment of the market, we are operating by providing cost effective and innovative solutions for building surface protection through world-class product and service technologies.

### VISION:

We shall be differentiated as quality driven company which will help us to achieve wide presence in international market space. We shall be recognized as a Global Company.

### PRODUCTS PROFILE:

The products offered by us are broadly classified into two categories as given below.

#### 1. Non Flooring Products

- Elastomeric Exterior Waterproofing Coatings
- Waterproofing Coatings
- Internal Wall Hygienic Coatings
- Sports Surface Coatings
- Special Coatings for potable water tanks

#### 2. Flooring Products

- Resin Flooring for industry based on Epoxy and Polyurethane
- Decorative Floorings for commercial buildings
- Floor repair mortars
- Car Park Deck Coatings

### MARKETING:

#### a) National :

We have a pool of experienced and qualified personnel for sales and marketing, stationed at our main office in Mumbai and other offices in Delhi, Hyderabad, Chennai and Bangalore. We are in the process of rapidly expanding our marketing operations in other states as well. Additionally, we have nationwide network of Authorised Applicators and Dealers for marketing our products.

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APURVA INDIA LIMITED

New Udyog Mandir No. 2, Office No. 2, 2nd floor, 7-C, Pitambar Lane, Mahim (W), Mumbai - 400 016, India.

Tel.: 91-22-24475051 | Fax: 91-22-24475056 | Website: [www.apurvaindia.in](http://www.apurvaindia.in)





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**b) International :**

We have Marketing Partners in various countries like Israel, Jordan, Nigeria, South Africa, Pakistan, Bangladesh and Nepal. We have recently opened a marketing office in Ho Chi Minh City, Vietnam. We are in the process of expanding our international network in other countries.

**MANUFACTURING:**

We have manufacturing facility in MIDC Tarapur, 125 km from Mumbai. The factory is equipped with state of the art equipments and has capacity to produce 500 tones products per month. It also has modern laboratory for quality control and product development.

We have recently commissioned our second factory in SEZ Indore for supplies to our International customers .

**RESEARCH & DEVELOPMENT:**

We have a dedicated team to develop new products, upgrade the existing products and develop new applications based on the feedback from the customers about their requirements.

**QUALITY MANAGEMENT:**

Our quality process has been certified to meet **ISO 9001 : 2008**.

**HUMAN RESOURCES:**

We have a highly motivated and dedicated personnel manning various operations of the company. We have regular programmes for upgrading their skill sets to meet companies growing aspirations.

**CUSTOMER SERVICES:**

We provide services to all classes of customers through the network of our authorized applicators. We also have Technical Services team who are constantly developing newer application techniques for faster application and better quality. They are also responsible for providing after sales service and training to applicators.

**MARKET PRESENCE:**

Our products are used in following segments of market.

- Buildings and Construction
- Automobile
- Electronics
- Food and Beverages
- Hotels
- Hospitals
- Pharmaceuticals
- Car park Decks
- Infrastructure Projects
- Defence
- Aerospace
- Engineering

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**CUSTOMER PROFILE:**

We have been patronized by leading Architects, Consultants, Contractors and Corporates in India.

**Partial List of our Customers :**

**NATIONAL:**

Automobile Industry	Tata Motors Ltd., Volkswagen, Honda Sael Cars
Building and Construction	L & T ECC Divn, Shapoorji & Pallonji Nagarjuna Construction
Electronics	Bosch, TVS Electronics, NEST Kochi
Hospitals	Wockhardt, Lilavati, Shree Harkisandas Asian Heart Institute
Hotels	ITC Grand Central, Hotel Leela
Pharmaceuticals	Ranbaxy Laboratories Glaxo SmithKline, Sun Pharma
Infrastructure Projects	NTPC, Neyveli Lignite, BHEL
Defence	Indian Navy
Aerospace	Tata Advance
Engineering	ABB Ltd. Siemens India Limited

**INTERNATIONAL:**

Pharmaceuticals	Teva Israel, Dexon Israel, Glaxo SmithKline, Singapore, Be Tabs, South Africa
Food & Beverages	Nestle Vietnam La Vie Vietnam, Metro Cash and Carry, Vietnam
Defence	Air Force, Israel Air Force, Jordan
Building And Construction	Pakistan, Nepal
Engineering	Kuwait, Ardex Singapore

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