

STP

Promoting the Concept of Waterproofing of Roads

STP has always been a prominent player in Waterproofing and Protective coating and is known to give new products or concepts to the Indian market. **Mr.**

Rohit Varshney, President (Business Development),

STP Ltd. in a recent interview

with **Maria R**, says, “In

continuation of our quest

for innovativeness, we have come up with waterproofing of roads to give pothole-free roads. Our recently launched

ShalSeal RS TC is an eco-

friendly product that will enhance the life of roads.

We are really happy to see that the concept is catching

up fast, both with private players and the government

departments.”

What is your overview of the development in waterproofing and coating market in the country, and its growth prospects in view of increased focus on infrastructure development?

The Indian market for Waterproofing and Coating is still at nascent stage as usage levels are much lower, compared to other peer markets due to limited awareness about the products and their benefits as well as the price conscious customers. However, the industry has witnessed a significant growth in the last 5 years with new and enhanced products. The entry of many multi nationals in the Indian market has further intensified competition and boosted market growth.

As construction is becoming more complicated with time, there has been a demand for high performance and long lasting products.

Now, structures/buildings are not only for shelter but they are made with lot of aesthetics in shape, design,

“ For road projects, STP has developed multiple range of products, right from concrete admixtures, curing compounds, waterproofing of roads, sealants for joints, fast sealing of cracks, road marking paints, etc. It has recently launched the STP Coloured Bitumen to demark the roads for some special purpose. ”

facades and other finishes. Therefore, they require additional treatment to protect them from all angles. Since most of the construction sites use traditional methods like brickbat coba and mud-puska which have their own limitations, hence, we see this as an area with enormous potential and enough scope for growth for all players.

Continued research and development of new and existing products has led to this latest generation of cold applied liquid membrane system. Liquid membranes can be polyurethane base or acrylic polymer base. Projects with difficult access, restrictive clearances, multiple or odd-shaped penetrations can prove very challenging for even the most adaptive roofing and basement membranes. In such cases, a liquid applied option is an excellent alternative.

The selection system of any waterproofing product should be reviewed and meet the requirement of design and project.

In the country, there is increasing urbanization and plans for smart-cities, housing for all, mega cities. Rising living standards and aging population have a direct impact on the way we build and live, which demands quality construction work.

Specialty chemicals and coatings have helped shape today's construction industry, introducing new





levels of structural strength, protection and energy efficiency in homes, commercial buildings and public infrastructure around the world.

What are the important application areas currently served by STP with its prominent products back-up in India?

STP had always been a prominent player in Waterproofing and Protective coating. The important application areas currently served by STP on PAN India basis are:

- Waterproofing of basements, roofs, tunnels, roof gardens & wet areas
- Exterior wall coatings / waterproofing
- Sealants for Expansion / Construction joints
- Sealing of cracks in concrete/ flexible roads
- Road waterproofing for pot hole-free roads
- Concrete Admixtures
- Epoxy & PU floorings
- Waterproofing & Anti-corrosion coatings of pipelines.

Witnessing the government's continued thrust on road infra and ambitious target of constructing 40km of per day; what are your

plans to avail maximum opportunity there from?

The government has set an ambitious target of constructing 41 km of National Highways per day for FY17. The target for construction of new roads was increased to 15,000 km for this financial year as compared to 6,000 km done in the last fiscal. For road projects STP has developed multiple range of products right from concrete admixtures, curing compounds, waterproofing of roads, sealants for joints, fast sealing of cracks, road marking paints etc. Most of our products are approved by Govt. & Private departments. The concept of "Waterproofing of Roads to give Pothole free roads" is really catching up with private players and government department.

Please tell us about your latest innovative products for road surfacing along with their sustainable features.

STP has always been known to give new product or concept to the Indian market in continuation to which we have launched ShalSeal RS TC a new innovative concept to enhance

the life of the roads and give pothole free roads. The product will also help conserve the environment as less aggregate will be required for overlays. ShaliSealRSTC is used for "Waterproofing of Roads to increase the life and give pothole free roads"

Important highlights of the product are:

- ◆ To seal the cracks by spraying on the top surface of the flexible roads and do not allow water to penetrate into sub-base and damage it.
- ◆ To seal the degradation of Bitumen against UV Rays of Sun and enhance the life of the road
- ◆ To seal the penetration of chemicals to Bitumen
- ◆ To protect the Bitumen due to spillage of Fuel

We have recently also launched the STP Coloured Bitumen to demark the roads for some special purpose. The product can be used for marking lanes in Toll Gate, Tunnel Roads, Cycle Tracks etc. We are initially providing Red, Green, and Yellow colours and can give other colours on request.

What is STP's focus on Research & Development to keep pace with international standards?

Construction chemicals industry is a knowledge based industry which has got to go on evolving itself with new products, technologies and specifications to keep the construction industry achieve new challenges.

We are aiming to be researched company, serving niche / volume market by producing quality product at competitive rates. STP has set up its centralized state-of-the-art R&D facility, named Avishkar adjoining its factory in Hooghly, near Kolkata. This facility is suitably and adequately manned with emphasis on introduction of superior products.

Avishkar is endeavoring to constantly enhance quality of its existing products and add water based, easy to use, environment-friendly products to STP's portfolio. Avishkar has aggressive plans to introduce new products in India.

Avishkar's mission is to enrich STP with "value-added niche/volume quality products" by becoming a 'knowledge base centre' in West Bengal and a leading research laboratory" in India in the field of core business areas of STP.

Avishkar's vision is to give at least three new high value/volume product every year with at least one green product.

As the Indian market has only skin deep knowledge about the waterproofing and coating; how is STP planning to promote sound application practices to create proper awareness among the consultants, architects and end users about its products?

Waterproofing & Construction chemicals comprise a number of products and different chemical compositions. Construction Chemicals are specialty products that are used in

structures to increase their life, and also to impart additional protection from Environmental hazards.

Today, the end-users are not aware of the construction chemical usage and its benefits. When the awareness among the end-users will increase, the industry will definitely grow at faster rate than the present rate. Hence, it becomes necessary for us as construction chemicals manufacturers to invest in effective marketing and promotional tools of products to make users aware of their

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applications and benefits. We are providing technical training to workers on site about appropriate usage of chemicals in construction to ensure correct application and better results, reinforcing the customers' belief in the utility of construction chemicals.

We also increase the awareness among the architects, consultants through demonstrations, technical presentations, specification, which had to first introduce itself and then discuss the utility and the necessity of the construction chemicals in their project. To achieve the above objective, STP has launched 'STP Institute of Waterproofing and

Protective Coating' to impart training to applicators, architects, consultants, etc.

Would you please tell us about your group's presence in the country? What are your plans to strengthen your distribution network to take advantage of emerging opportunities from infrastructure development?

STP has PAN-India presence with 4 Regional Offices - Delhi, Kolkata, Mumbai, and Bangalore, 6 Factories, 26 Branch Offices covering practically all major cities of India, 15 Depot godowns, duly backed up by host of distributors, dealers, and applicators spread all over the country.

We have dedicated atleast one manager, whose sole responsibility is to manage relationships and build the marketing programs to drive revenue through the channel. Establishing strategy and stick to it. Providing technical support and addressing problems quickly.

What is the core strength of STP?

STP Limited is one and the only solution provider in the product ranging from Coal Tar, Bitumen products and Construction Chemical in India and has been in the forefront of this business for over the last 80 years. We also call ourselves as 'One-stop Solution provider for all your Waterproofing and Protective Coating needs'. We proudly call ourselves as 'Waterproofers to the Nation' having pioneered the business of waterproofing of buildings with bitumen and chemical based products with an excellent track record.

STP has always been a technology provider to the Indian construction industry in its core business of Waterproofing and Protective Coating and a trendsetter. ●