

# CONSTRUCTION TIMES

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**KAUSHAL MEHTA**

Managing Director, Walplast

### How are customer needs evolving in the changing building construction scenario?

With over 30 years of industry experience, we recognize that customer requirements rapidly change in the current building construction landscape. This is attributed to factors such as increasing urbanization and competition. Customers now demand quick, hassle-free, and convenient solutions for their problems, emphasizing high-quality materials.

To meet these changing needs, we constantly innovate our products and services, optimize our supply chains, and enhance our customer service and communication channels. We remain competitive and successful in this dynamic industry by staying attuned to today's customer priorities.

### How is Walplast responding to these changing customer needs for new wall care products and other construction materials?

Walplast takes a proactive approach to meet the evolving needs of its customers for new wall care products and construction materials. The company annually provides its skim coat/putty product for 12 million square feet of walls. Walplast understands that consumers and businesses increasingly seek high-performance, eco-friendly options with durability and sustainability.

Walplast offers end-to-end solutions, robust technical support, and high-quality products. We prioritize innovation through our expert Research and Development Team and never compromise on quality, as evidenced by our NABL accreditation for our lab. To make it easier for consumers to understand and access our products, we offer a web-based DIY estimation/consumption calculator.

### What innovative products and solutions are offered?

Our company offers a wide range of innovative building materials and solutions under our brand 'HomeSure' to meet the needs of today's construction industry. We manufacture various gypsum plasters for different applications, including our line of Indian-made gypsum boards. Gypsum plasters offer benefits such as fire resistance, durability, lightweight, and easy application.

We also produce a range of lime-based ready-mixed plasters that provide specific benefits like fire resistance, self-curing ability, and water resistance. Our spray plasters are water-resistant and crack-free, allowing for efficient machine spray application and project speed. Our product line includes coloured wall putty, premium putty (water-resistant), tile adhesives for different applications, epoxy grout in eight colour variants, and Level Well products. These solutions help contractors and homeowners complete their projects efficiently and cost-effectively.

We have recently launched HomeSure MasterTouch distempers and primers, which are zero solvent, low VOC (Volatile Oil Content), and heavy metal-free products, making them excellent alternatives for those seeking safe and sustainable solutions.

Our goal is to provide high-quality, innovative products and solutions that improve construction processes, reduce costs, and increase productivity for our customers. We strive to develop new materials and technologies that meet the evolving requirements of the building and construction industry.

### How is sustainability playing a key role in Walplast products?

Walplast is committed to reducing its environmental impact and promoting equitable

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growth. Our procedures and policies are regularly updated to achieve these goals. Our materials are designed to create strong constructions and contribute to the development of healthy communities and nations. Our Sustainability program focuses on generating sustainable development while balancing environmental, economic, and social factors. We use renewable energy sources such as solar power to reduce our environmental impact and meet our energy needs. We also adopt sustainable business practices such as Thin Layer technology, Manufacturing sand, Flyash usage, Eco sand, Slag cement, and stone by-products.

At Walplast, we value people and strive to ensure better employment practices. Sustainability is key in employment and contributes to a more sustainable economy. Our company's purpose statement emphasizes accomplishing a positive change in the ecosystem through innovative and reliable partnerships. We prioritize identifying the needs of surrounding communities and implementing effective CSR approaches to make a sustainable impact. Our CSR thrust areas are education and health. We are committed to developing and adopting interventions that positively impact the surrounding regions of our business and plant locations.

### What are the product/market expansion plans of the company in India?

Our company actively pursues plans to expand its product range and market presence in India and other countries. The demand for building materials in India is rising, and the company aims to capitalize on this trend by offering a full range of gypsum products, tile adhesives and paints relevant to the building industry.

The company prioritizes expansion in India's eastern and southern states, which have high

economic growth rates, favourable government policies, and a skilled labour force. The company plans to establish manufacturing units in these regions to meet local demand and minimize logistics costs. Additionally, the company has already begun exporting to various countries, including Bahrain, UAE, Oman, Kuwait, Yemen, Kenya, Tanzania, Mozambique, Somalia, Rwanda, South Africa, Democratic Republic of Congo, Ghana, Nigeria, Mauritius, Maldives, Nepal, Sri Lanka, Philippines, Fiji, Jamaica, and Jordan.

### How do you visualize the growth of the company and the overall market in the coming years?

The company and the overall market will experience consistent and sustainable growth in the coming years. This growth will be driven by three primary factors: increased demand, enhanced efficiency, and innovation. With the country's economic and infrastructural growth, there is a positive outlook for expansion beyond urban markets. Additionally, we have ventured into the paint and construction chemical markets, which have limitless potential and must be utilized to their fullest extent.

Our company's vision is to become the preferred brand in the construction ecosystem by delivering exceptional customer experiences and achieving a group turnover of Rs 2,000 crores by 2025. I am confident that by implementing a growth strategy centered around the three pillars of demand, efficiency, and innovation and aligning with our core values of integrity, commitment, innovation, and collaboration, we can achieve our growth objectives and establish ourselves as a sustainable market leader for years to come. Operational excellence will be key to our success in this endeavour. ■

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