

BIRLA AEROCON

BUILDING SOLUTIONS

A part of the C.K. Birla Group, Birla Aerocon is an integral brand of HIL, and a Superbrand twice consecutively. The CK Birla Group is a growing US\$ 2.4 billion conglomerate that has a history of enduring relationships with renowned global companies. A leader in green building products and a one stop solution for all building needs, Birla Aerocon is committed towards building a dream nation with Green building solutions for a greener and better tomorrow.

Market

HIL Limited, the parent company of Birla Aerocon brand is a flagship company of the CK Birla Group. The company offers comprehensive building materials and solutions. It has achieved market leadership by developing and marketing most sustainable and relevant products which are future ready, high quality and have innovation at its core. Being a customer oriented brand, Birla Aerocon is moving towards being a solution provider rather than merely a product brand.

The Green Building space is witnessing rapid expansion and growth all across the world, including India. According to the Indian Green Building Council (IGBC), the present registered Green base of over 2.20 billion square feet spanning some 2,400 projects is second only to the US. By 2022, the Green Building spree is expected to surge to over 100,000 buildings. The initiative taken in the Union budget 2018-19 sanctioning ₹2.04 lakh crore for 99 selected cities in India under the ambitious Smart City project will certainly prove a boon for modern day Green Construction. Being a pioneer in the Green Buildings domain, Birla Aerocon will undoubtedly be the forerunner in the shaping up of Green Building Material market landscape in India.

Achievements

Over the last twenty years, Birla Aerocon products have evolved and undergone gradual technological innovations. Birla Aerocon works closely with customers to understand their needs and provide appropriate solutions that result in vital consumer benefits. Today, a number of leading builders and developers highlight the use of Birla Aerocon to promote their projects.

HIL
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AAC BLOCKS

A True Leader in AAC Blocks Industry

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Birla Aerocon Building Solution has also partnered in the successful execution of many challenging projects, some of these have become iconic landmarks. The National Remote Sensing Centre (NRSC) – ISRO, data reception station at Shadnagar near Hyderabad, India's first exclusive Dog Park in Hyderabad are few such examples.

Materials and Technology Promotion Council (BMTPC), City and Industrial Development Corporation (CIDCO) and many more. Further, its products have been specified as mandatory for construction of iconic projects by Central Public Work Departments (CPWD) and Global Housing Technology Challenge. Birla Aerocon is committed towards building a dream nation with Green building solutions for a greener and better tomorrow.

Today, Birla Aerocon is a leader in Green building products and a one stop solution for all building needs. The range consists of Wet Walling Solutions and Dry Walling Solutions.

History

It was way back in 1956 when the group acquired HIL (formerly Hyderabad Industries Limited), a single fibre cement sheet plant. Gradually HIL evolved to become manufacturer of building products, industrial insulation and low-cost housing. Conscious of the need to reinforce its Green credentials and simultaneously create a niche distinct from competition, HIL conceived and adopted a unique five-way Green philosophy. And thus was Birla Aerocon born.

Today, about 30% of HIL's energy needs are met from renewable sources; fly ash and other waste raw materials are extensively used. This ensures that the products and end-to-end processes in manufacturing are eco-friendly. The company also employs other clean manufacturing processes which leave no effluent, no gaseous discharge and no by-product. The end products are completely environment-friendly and recyclable.



Birla Aerocon AAC Blocks conserves 5% to 10% more energy over conventional clay or concrete blocks. Many leading Green projects including universities, hotels, hospitals, educational institutions as also several leading names in the industrial segments have used Birla Aerocon products to earn LEED points and carbon credits.

Birla Aerocon products have been especially specified for their construction projects – under the Airport Authority of India (AAI), various commands of Military Engineering Services (MES), Government PSUs, Building

HIL's involvement in CDM (Clean Development Mechanism) projects are duly registered with the United Nations Framework Convention on Climate Change (UNFCCC). Based in West Bengal, one project is eligible for 35,000-40,000 Certified Emission Reductions (CER) per annum while the other for about 11,000-12,000 CERs. These are true testaments of HIL's commitment to promoting and being green. CERs are earned by greenhouse gas mitigation projects in developing countries after a rigorous verification process managed by the UN Climate Change secretariat. By purchasing and cancelling CERs through this platform, one can claim environmental benefit.

Product

Birla Aerocon Green building product-line comprises Dry Walling Solution and Wet Walling Solution.

Dry walling solution include pre-cured, high-performance, light-weight, easy and ready-to-install walling solutions comprising Birla Aerocon Panels that offer excellent resistance to fire, moisture, corrosion and termites. These also provide commendable sound and thermal insulation and save up to 15% on energy costs. These solid panels are ideal for half and full height partitions, fire separation wall, pre-fabricated structures, boundary walls, fins, cladding and mezzanine floors. They are also strong enough to hold the weight of air-conditioners, TV sets, audio equipment and other common loads.

Another outstanding product in the dry walling portfolio is Birla Aerocon Fibre Cement Board which is a superb substitute for wood. It provides a perfect blend of innovation, cutting-edge technology and superior aesthetics and has the ability to take on any colour while offering remarkable flexibility in design. Birla Aerocon Fibre Cement Boards are highly economical compared to other conventional substitutes in the market.

The Birla Aerocon wet walling solution, comprises of AAC Blocks, Block Jointing Mortar, Ready Mix Plaster and Tile Adhesive

Birla Aerocon AAC blocks are superior alternatives to clay, concrete and hollow block bricks. Developed with cutting-edge German technology, these are easy to work with, are dimensionally accurate and have outstanding thermal and acoustic insulation properties. They save about 30% of construction time and reduce the dead load of the building by a third. The AAC blocks are termite and mould resistant, offer good compressive strength and are easy to cut and chisel. They reduce the structural cost by almost 28%, help save energy and are less labour intensive.

Birla Aerocon Block Jointing Mortar is a considerably superior, ready-to-use jointing mortar which requires no curing time yet provides outstanding adhesion between blocks. A 3 mm thick layer of this mortar between blocks is

sufficient as against 10 mm layer of conventional mortar typically applied. Its ready-to-use property also makes it user-friendly.

Birla Aerocon Ready Mix Plaster is a blend of Portland cement, fine graded sand and water



soluble, high quality polymer additives that provides a perfect, smooth finish to surfaces. It can easily be used on brick, block and concrete surfaces and can simply be applied to the required surface by mixing the product with the correct proportion of water.

Another product, Birla Aerocon Tile Adhesive is a ready-mix, ready to use, self-curing dry mix product, especially designed for robust adhesion.

Recent Developments

Birla Aerocon constantly works closely with its customers to understand their needs and provide appropriate solutions that result in vital consumer benefit. In tandem with its spirit of providing the best for its customers, the brand has recently launched Birla Aerocon Tile Adhesive especially designed for faster application and robust adhesion. This thin set tile adhesive is a cement based dry mix product made of cement, polymers, fillers, and fine graded sand suitable for residential, and commercial floor and wall applications.

HIL has also begun its journey of Industry 4.0 by successfully launching its Digital Shop Floor project in Chennai and Faridabad, the largest manufacturing units of Birla Aerocon, to represent the fourth revolution that has occurred in manufacturing. This functionality offers a completely connected shop floor which empowers the company with rich analytics and real time decision making.

Promotion

Birla Aerocon has taken a lead in training and educating contractors, masons, carpenters etc. of the infrastructure and construction industry. The training imparted by Birla Aerocon's team of experts in technical solutions, involves workshops and skill upgradation

with specific focus on increasing productivity and product knowledge, thus enhancing proficiency.

For the first time, Birla Aerocon has introduced a face of the brand, through which the company strives to connect with major influencers in the business like engineers, masons etc.

Also for the first time, Birla Aerocon has made its successful presence in the digital platform, connecting with its major influencers and the end consumers to create awareness about the legacy of the brand and quality, usability, versatility of the products and to educate its audience on modern technologies of construction.

Birla Aerocon regularly participates in national and international exhibitions that focus on specific target audience.

HIL is proudly associated with Chennai Super Kings (CSK) of the Indian Premier League (IPL) for the last two years. Supporting its stakeholders is important to Birla Aerocon. It stood beside its loyal channel partner and their team in the most recognised Nehru Trophy Boat Race 2019 held in Kerala.

Brand Values

One of the most important brand values of Birla Aerocon is to support its stakeholders, ranging from engineers, policy makers, carpenters, masons, labourers or construction workers. Birla Aerocon also represents the changing lifestyles of consumers and focuses on the growing concern for environment improvement. With continuous development and innovation towards progressive growth, Birla Aerocon has taken positive steps towards being ready to be a completely green brand in the near future.

Today, Birla Aerocon stands for a firm commitment to being the right, smart choice to save Planet Earth.

Things you didn't know about BIRLA AEROCON

- * Birla Aerocon's highly qualified and experienced technical solutions expert team gets involved with clients and projects from the early stage of project conceptualisation to its completion
- * Birla Aerocon products have been specified as mandatory for their construction in the iconic project of Global Housing Technology Challenge
- * As part of the Industry 4.0 journey, Birla Aerocon has successfully implemented Digital Shop Floor in one of its largest manufacturing facility and is implementing the same across all the manufacturing facilities
- * Birla Aerocon has the distinction of being the preferred supplier of the Indian Green Building Council certified buildings as well as the recipient of top Green Rating for Integrated Habitat Assessment (GRIHA) constructions
- * Birla Aerocon is the first brand to introduce cement sandwich panels in India

