



In a world undergoing considerable environmental changes, sustainability has become a purpose that most industries are assimilating. Even in the US\$ 126 billion building and construction materials sector, the need for greener materials has become compelling. As a leading player in this industry, MYK LATICRETE is spearheading the movement for eco-friendly material in the tile adhesive and grout category by ushering in global practises into India. Not only did MYK LATICRETE create the segment of Tile and Stone Installation and Maintenance, it is also driving it. To create a future-forward product portfolio, the company has invested in state-of-the-art manufacturing facilities, an advanced R&D Centre and exclusive training centres.

Market

The infrastructure sector is the backbone of the overall economic development of India. It is expected to contribute 15% to the economy by 2030 and navigate India into becoming the third largest construction market globally. The burgeoning Indian construction and building material industry is predicted to record a CAGR of 15.7% to reach US\$ 738.5 billion by 2022.

What looks promising for MYK LATICRETE is the launch of ambitious building schemes by the Indian Government including industrial parks and corridors, Smart Cities and phase-focused development across roads, railways, ports, airports as well as metro and monorail projects.

The India Tile Adhesive market is segmented into residential, commercial, and institutional. The residential segment is all set to dominate the market and gain a value of around US\$ 101.16 million, due to rapid urbanisation and flourishing housing construction activities. This growth is also attributed to the increasing consumption of ceramic tiles. Due to escalating disposable incomes and standards of living in India, there is a huge demand for decorative tiles for flooring, wall coverings and countertops. MYK LATICRETE's tile adhesives and tile grouts play a vital role in maintaining the aesthetic appeal of these tiles as well as allows hassle-free application and long-term resilience.

To address the challenge of exhaustive and polluting materials, through the Building Materials and Technology Promotion Council (BMTPC) the government is promoting sustainable, energy-efficient and environmentally feasible building materials. This is where MYK LATICRETE scores an advantage with its mission to bring technology close to the customer by developing innovative, cost-effective, user and eco-friendly products for tile and stone installation.

Achievements

In a market entrenched in traditional practises of construction, MYK LATICRETE introduced the then emerging trend of tile adhesives and construction chemicals to take the Indian building material sector to the next level. To educate and convince builders to upgrade their practises and spend more on radically new products was a



purpose, and a relentless quest for quality, MYK LATICRETE has built itself an enviable reputation in the construction and building materials industry.

A joint venture with LATICRETE international Inc., USA, a global leader and pioneer in building material and construction technology, put MYK LATICRETE on the path to success. Besides its three state-of-the-art manufacturing facilities in Sotanala, Perundurai and Hyderabad, MYK LATICRETE has commissioned a fully-automated facility at Hyderabad which is the first of its kind in India. Designed by a globally renowned Italian firm, the unit enables greater consistency in product quality due to minimal human intervention.

In a short period, MYK LATICRETE has notched up laudable accomplishments by providing its capabilities and products in renowned projects. For the Tata Consultancy Services' Global Delivery Centre, MYK LATICRETE managed the highly complex installation of red Agra natural stone on the external façade. When the Deccan Odyssey Luxury Train required high-strength adhesive and grout for its bathrooms which could withstand vibrations, shock, impact and thermal changes on thin plywood sheets, MYK LATICRETE stepped up and executed this successfully.

History

It all began with the sighting of an opportunity. When Murali Yadama, an engineer who graduated in Ceramic Technology, surveyed the building and construction materials industry in India, his keen eye spotted a gap in the traditional methods of installation which he believed could be filled by more current processes. He also had the foresight to envision the infrastructure boom that India was on the edge of. He then set about researching international trends in this segment and its scope and viability in the Indian market.

Generations of masons and builders in India have stuck to tried and tested practices without wanting to take a risk with new methodologies. But Murali Yadama was convinced that the time was right for India to adopt more contemporary

daunting challenge. But MYK LATICRETE took on the mantle of a crusader and soon turned sceptics into believers by demonstrating the superiority of its products.

MYK LATICRETE is an acknowledged leader in the domain of construction and building material and has been credited with pioneering several products that are creating a sea change in age-old construction practices and techniques.

Transforming a five-man team into a company whose operations span 22 regional offices with a 2,000-strong national network is no mean achievement. But driven by a strong sense of



construction systems. In 2000, he set up a joint venture with LATICRETE International Inc., USA. With this, he took the first step in propelling the Indian building and construction material sector towards the future.

With an initial team of just four key people, Murali Yadama took on the challenge of being a catalyst of change and to build a brand from scratch. The first production unit, Rudaram, was set up in Hyderabad, Telangana. The early days saw the team go door-to-door to meet building professionals and conduct demonstrations. Through extensive educational workshops, event participations and product demos the small core team changed the face of tile installation in India

The impeccable quality and efficiency of its installation systems has made MYK LATICRETE the brand of choice of builders, architects and interior designers. To cater to their demands and provide quick-response services, the company has opened 25 branches across India. With more than 600 employees on board, MYK LATICRETE has a noticeable presence not only in India but also in neighbouring countries like Bhutan, Bangladesh, Nepal, Pakistan, Sri Lanka and Maldives, where its products are exported.

Product

MYK LATICRETE credits a large part of its success to the fact that it stays abreast of global trends and consumer needs. With tech-led innovations changing the skyline daily and consumers devoting funds to interior design, awareness is vital.

In order to anticipate and predict trends, MYK LATICRETE has invested substantially in a uniquely designed, first-of-its-kind R&D facility in Hyderabad, equipped with state-of-the-art instruments and testing machines. This unit evaluates and tests progressive tile and stone installation products as per ANSI, EN, BS and BIS – the international and Indian regulation and standards, to provide technical solutions for the Indian market and to develop products for all LATICRETE partnerships globally.

MYK LATICRETE's Training Centres at Hyderabad and Cochin work closely with architects, engineers, builders and contractors to invent ground-breaking solutions in the construction industry. Invited professionals learn and share knowledge about theoretical and practical aspects of tile and stone installation products, contemporary standards and specifications, and best installation practices through hands-on product experiences.

As a result of its focussed investments, MYK LATICRETE's pioneering product range of adhesives, grouts, sealers, wall putty and waterproofing have set new quality standards in the industry.

MYK LATICRETE's tile adhesives, from high-strength construction adhesives to thin-set or thick bed, are custom-formulated to deliver speed and efficiency of installation. Compared to the traditional cement and sand mixture, MYK LATICRETE's adhesives provide a problem-free, full bedding tile or stone installation. Their high-strength formula ensure flexibility,

OUR VALUES

TRUST:

We earn credibility by encouraging open communication and taking responsibility for our actions. If we are honest with our customers, they will trust us and be honest with us.

INTEGRITY AND ETHICS:

We strive to do the right thing by conducting ourselves with integrity at all times. We deliver on our promises, remain fair and ethical in every situation and treat our colleagues and customers with respect.

INNOVATION:

We consistently find new ways to solve problems, share knowledge and encourage others to challenge our thinking.

PASSION AND COMMITMENT:

We show pride in our brand and our company and inspire others to do the same. We are always willing to go the extra mile for customers and employees.

CUSTOMER CENTRICITY:

Our customers are at the heart of everything we do. We ensure superior customer service by talking and listening to our customers. We are driven to provide them with the highest value through top-performing products that exceed their expectations.

superior shock and impact resistance and can even withstand thermal stress.

When it comes to tile joints, white cement is the most commonly used filler. But it tends to break easily – leading to stained and contaminated joints due to water seepage. However, MYK LATICRETE's advanced series of grouts are stain-free, acid and chemical resistant, non-cracking, non-powdering, anti-fungal and anti-bacterial are now taking over.

Recent Developments

Not a company to rest on its laurels, MYK LATICRETE has consistently developed pathbreaking



products. Its new single-component, high-performance modified joint filling grout, Stellar, offers excellent colour uniformity, durability and stain protection. The easy-to-use, non-sag formula for tile joints lends an organic look and can be utilised in decorative panels, accent walls, shower murals, or as a backsplash in kitchens. Its new modified polyurethane adhesive, DWA 215, is designed for the installation of glass mosaic, ceramic and vitrified tiles as well as natural stone on most drywall boards and dry cement surfaces.

MYK LATICRETE's recent projects are truly significant and worthy of the nation's pride. The National War Memorial, an incredible monument

dedicated to 25,000 martyrs, with a Chakravayuh-inspired formation built in concentric circles, stipulated high-performance adhesives and grouts. MYK LATICRETE's world-class proficiency and products sealed the deal, literally. MYK LATICRETE's expertise reached greater heights with the world's tallest Statue of Unity in Gujarat, a 182-metre-tall statue of Sardar Vallabhai Patel. It warranted the use of highly durable, shock-resistant, high-strength products that could bond to tiles and stones effectively. MYK LATICRETE's tile joints and sealers were used to withstand the massive pressure that the statue was to be subjected to,

while retaining the immaculate quality of the tiles and stones.

Promotion

The brand salience trajectory of MYK LATICRETE has unfailingly been on an ascending curve.

Since nothing speaks more effectively than a product demonstration, the brand has undertaken prestigious national projects. The PR received from these are priceless and have helped seal the brand's position in the industry.

To ensure top-of-mind brand visibility, MYK LATICRETE has consciously participated in trade shows and sponsored major cricket matches. At the trade and retail level, the company has supported its team and dealers with innovative and experiential sales collateral to let its products' efficacy speak for itself. Marketing and promotional activities, including multi-media campaigns have firmly established MYK LATICRETE's brand equity in the minds of their target consumers.

Brand Values

MYK LATICRETE entered the building and constructions materials industry to introduce modern, international practises and methodologies in India. The clear mission was to ease the work of the installer, improve the durability of buildings and create lasting customer relationships. The company achieved this by manufacturing safe, innovative building materials and treating customers, employees and partners like family.

To adhere to this mission, the company has been driven by its vision – to be the leader in the Indian tile and stone installation products and systems and to be measured by brand awareness, customer satisfaction and revenue.

Things you didn't know about MYK LATICRETE

- * MYK LATICRETE is an environmentally conscious company. The low VOC content in its products help architects accumulate LEED credits, and allows consumers to 'Breathe Easy'
- * MYK LATICRETE adhesives and grouts are cleaner and greener since water curing is not required
- * MYK LATICRETE uses alternative sources such as industrial wastes to prevent rapid depletion of riverbeds
- * MYK LATICRETE adhesives were used in world's tallest Statue of Unity in Gujarat