



Established in 1996 with the aim to manufacture polymer based plumbing and drainage systems, Astral Pipes covers the needs of millions of houses and adds extra mileage to India's developing real estate fraternity with the hallmark of unbeaten quality. Astral Pipes has since its inception, revolutionised the traditionally functioning piping category by introducing many industry firsts and played substantial part in improving plumbing standards in the country. Astral Poly Technik Limited is equipped with production facilities at Santej and Dholka in Gujarat, Hosur in Tamil Nadu, Ghiloth in Rajasthan, Sangli in Maharashtra and Sitarganj in Uttarakhand to manufacture plumbing systems, drainage systems, agriculture systems, fire sprinkler piping systems, industrial piping, infrastructure piping and electrical conduit pipes with all kinds of necessary fittings. Astral Poly Technik Limited has also successfully ventured into Adhesives category manufacturing a diversified range of adhesives, sealants, putties and construction aids.

**Market**

India's plastic piping category is essentially an unorganised sector and a battle place where many small players compete tooth and nail. The category is characterised by very low consumer involvement, a huge dependence on plumbers and above all, low awareness amongst end users. The Indian PVC pipes market was valued at US\$ 3,539 million in 2018 and is projected to be worth US\$ 5,209.4 million by 2027; it is expected to grow at a CAGR of 4.5% during the forecast period.

The demand for plumbing and drainage piping is expected to grow with the government's initiative of Housing for All, which targets to build 50 million houses by 2022. Despite the ill-effects of the Covid-19 pandemic, the demand is likely to go up due to the government's thrust of affordable housing by providing it infrastructure status, giving interest subsidies and changing the calculation of size from built-up area to carpet area. Besides this, demand is likely to increase from rural markets given the special focus on irrigation, scientific farming and rural development.

Under the circumstances, the piping category is all set to witness growth in the coming years.

GST rates are expected to remain neutral for plastic piping and fittings. This gives an edge to organised players in this category, thereby enhancing their share from the present approximately 60% to much more.

**Achievements**

The 'Aatmanirbhar' spirit in Astral's DNA has been instrumental in making the company a torch bearer in this category. With its excellent products and services and the incessant focus



the awards won by Astral Pipes.

**History**

The Astral journey began in the year 1996 when the core offering of Astral – CPVC Piping, was new for the country and was expensive compared to the conventional option which was GI pipes (Galvanised Iron). When Astral launched CPVC, there was more than 60% import duty on the fittings of CPVC pipes. But, Astral had immense confidence in the new technology and its top management believed that the product would eventually get fair

acceptance and success in the market. Initially the resistance level for this new product was high because the compatibility of plastic pipes with hot water applications had always been in question. Astral took up the challenge and put serious efforts to educate and develop the market for CPVC pipes and fittings. With slow but steady acceptance in the market, Astral Pipes emerged as a leading player and maintained a commanding presence across markets with its world-class CPVC pipes and fittings. Making business sustainability a focal point, Astral kept introducing newer piping solutions in the category on a regular basis. There are countless category firsts that were introduced by Astral while keeping the quality very much compromise-free. For the first time in this category, Astral launched lead-free uPVC pipes for plumbing and lead-free uPVC Column pipes for submersible pumps. The product portfolio was further expanded with an innovative Soil, Waste & Rain (SWR) product, Silencio and with Astral CPVC Pro which is an advanced option for hot and cold water applications.

Today, Astral Poly Technik Limited is equipped with production facilities at Santej and Dholka (Gujarat), and Hosur (Tamil Nadu), Ghiloth (Rajasthan), Sangli (Maharashtra) and at Sitarganj (Uttarakhand) to manufacture plumbing systems, drainage systems, agricultural pipes, industrial, fire protection and electrical conduit pipes with all kinds of necessary fittings. Astral Pipes has appointed more than 800 distributors and 31,000 dealers across India. Not only that, today Astral

on superior quality, Astral has always been a front runner in the piping category bringing innovation and getting rid of old, primitive and ineffective plumbing methods. This long and exhaustive exercise has paved the way to achieving excellence in piping. The single minded focus on quality has earned Astral Pipes approval from National Sanitation Foundation (NSF) – a public health and safety organisation – on its CPVC (Chlorinated Polyvinyl Chloride) compound. This speaks volumes for the quality of Astral CPVC Pro Pipes and Fittings which are also tested beyond requirements of Indian Standards and ASTM (formerly American Society for Testing & Materials) standards making them truly world-class products. Not only that, the CPVC compounding process is a major backward integration, helping Astral contribute to the Make in India initiative in a substantial way. Astral Pipes is also known as a pro-customer company serving with the intention of taking excellence to new heights. Astral's commitment and product innovations have paved the way to numerous Industry leaders' awards: Corp Excel – National SME Excellence Award – 2006; Inc. India Innovative 100 for Smart Innovation under category of Technology – 2013; Business Standard Star SME of the year – 2013; India's Most Promising Brand – 2014; India's Most Trusted Brand in the Pipe Category – 2016; Plasticon – Most Innovative Product Award for Astral Silencio – 2018, Superbrands – 2017-18 & 2019-20; Plasticon – Best Performing Organisation Award (above ₹50 crore) – 2018, are some of



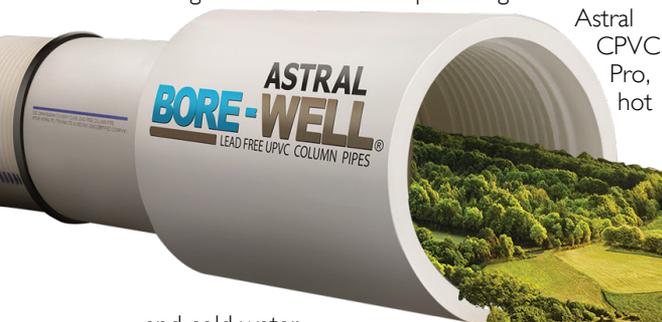
has its distribution network spread in more than 22 countries including the US, UK, UAE, Malaysia and Kenya.

In 2014, Astral entered into the adhesives category by acquiring 80% controlling stake in the UK-based company Seal It Services Limited., which manufactures various types of adhesives and sealants. Astral has also acquired Kanpur based Resinova Chemie Limited. which operates in a similar category. This strengthened its presence in the Adhesives and Construction Chemicals category.

In the year 2018, Astral Pipes had acquired Rex Polyextrusion Limited, a Sangli company producing a wide range of infrastructure piping solutions.

## Product

Astral Pipes offers the widest product range across this category when it comes to product applications. Astral Pipes manufactures pipes and fittings for diverse uses: in plumbing it offers –



Astral CPVC Pro, hot

and cold water compatible pipes and fittings; and Astral Aquarius, a lead-free UPVC solvent welding plumbing system.

Astral offers a new generation piping solution Pex-a Pro – a revolutionary piping system with expansion ring technology, made from cross linked polyethylene.

For drainage it has Astral Silencio, a high density low noise drainage system; Astral DrainMaster a superior push-fit system for leak proof joints; Foamcore, a light weight UPVC drainage piping system; Astral Under Ground & Drain Hulk; Astral PE manhole & inspection chamber; Astral Hauraton – a wide range of modern surface drainage systems. In addition, Astral has Double Walled Corrugated pipes for sewerage and storm water. Corrugated piping system for cable protection and cable through ducts for cable safety.

For fire protection there is Astral Fire Pro – an ultra-modern fire sprinkler system. For electrical needs it has Astral Wire Guard – conduit pipes for protection of wires and cables.

Astral provides many products for agriculture applications – Astral Bore-Well, Heavy Metal & Lead-Free Column Pipes for submersible pumps; Astral Case-Well – UPVC Casing Pipes for borewells; Astral Aquasafe UPVC Pipes for agriculture and water transport systems and Astral GeoRex, a sub-surface system for soil fertility.

Astral has versatile pipes for the industrial sector – Astral ChemPro and Aquarius Plus. It also has a vast array of products for diverse applications – CPVC industrial piping system; Astral InsuPro; Cross-Linked Expanded Polyethylene



(XLPE); Weld-On Solvent Cement for leakage-free plumbing and Astral Clamps & Hangers for providing proper support to pipes and cables.

## Recent Developments

Astral has acquired Sangli based Rex Polyextrusion Pvt. Ltd. This enables Astral to offer a wide range of infrastructure products.

Astral Adhesives manufactures a diverse range of adhesives, sealants, putties and construction aids. Well-founded backward integration in almost all product lines gives Astral an advantage to maintain quality standards and develop innovative products that meet various customer requirements. Astral Adhesives offer different chemistries such as epoxy, silicones, acrylics, cyanoacrylates, UV cure, PVA and construction chemicals to name a few. Astral Pipes has launched Pex-a PRO a modern piping

system based on expansion ring technology.

## Promotion

Astral Pipes has been an ever evolving brand. In a low involvement category like pipes, Astral has carved out a distinct positioning on the strength of its products, enabling it to connect easily with the target group. The brand is promoted with focus on strength, an attribute which in turn becomes vital in terminating leakages. Astral Pipes, the pioneer in CPVC with good quality products, also stands for an innovative and forward thinking approach which establishes it as a leader in this category.

Astral Pipes, one of India's most trusted and leading manufacturers of piping systems, has already set a statement in 2020 with a fresh brand association with Bollywood's youngest superstar, Ranveer Singh. A favourite of the masses and a performer par excellence, Ranveer is one of the most bankable young stars of the generation. The brand mission has been to increase the importance of pipes from 'behind the walls' to in 'front of the walls'. The brand and Ranveer Singh have many similarities when it comes to the essence i.e. representation of energy, versatility, and commitment. Astral is known as a trendsetter

in its category and well exceeds the value expectations of its customers. Astral has been doing in-film brand promotion in popular movies like Simba, Saaho, and Dabangg 3 to name a few.

To further enhance brand visibility, Astral Pipes has associated with Mumbai Indians and Kolkata Knight Riders for IPL Season 2020.

Astral Pipes also sponsored Ahmedabad's ultimate Pop Show featuring Bollywood singer Badshah which was very well accepted and became a memorable event of the city.

## Brand Values

Brand Astral stands for innovation and for setting new trends in the piping industry. Bringing newer piping technologies and continuous innovation in existing as well as new products has been the focal point at Astral. This special emphasis helps the brand set the bar higher and lead amongst others by example. Astral is also known for its compromise-free quality and exceeds consumer's expectations. Right from introducing new piping technologies to innovative brand communications, Astral's brand mission has been to maintain and grow a commanding presence in the minds of customers and to deliver promised values consistently.

## Things you didn't know about ASTRAL PIPES

- \* Astral Pipes was the first to introduce CPVC piping system in India in 1999
- \* Astral Pipes was the first to launch lead free uPVC plumbing piping system in India in 2004
- \* Astral Pipes was the first to get the National Sanitisation Foundation (NSF) certification for CPVC plumbing system in India in 2007
- \* Astral Pipes was the first to launch lead free uPVC column pipes in India in 2012
- \* Astral Pipes was the first Indian piping company to have NSF approval for its own CPVC plumbing compound
- \* Astral's Silencio is one of the world's best high density low noise drainage pipes
- \* Every year Astral Pipes trains more than 95,000 plumbers helping them enhance their plumbing skills

[astralpipes.com](http://astralpipes.com)