

McCoy Starts Joint Venture With Soudal of Belgium

McCoy, Delhi, India - Turnhout, Belgium - March 22, 2010 (A McCoy Group Company), which pioneered the growth, development and awareness of sealants, adhesives and foams in India over the last decade and became a sealing and bonding specialist and one of the key players in the Indian market today, announced that it has entered into 50:50 joint venture agreement with **Soudal NV** Belgium, a world leader in sealants, foams, adhesives and other related building materials serving industrial, construction and consumer market. The new venture **McCoy Soudal Sealants Adhesive & Foams Pvt. Ltd.** will manufacture, service and supply sealants, adhesives and foams in the Indian market under the co-brand **McCoy Soudal**.

In this regard, Soudal's Chairman Vic Swerts stated, "By leveraging McCoy's leadership status, established network and marketing expertise in the Indian marketplace, we believe the joint venture will enable both parties to expand their respective positions in the vibrant and growing Indian marketplace, and to participate in India's continued emphasis on construction and infrastructure development".

Similarly, Mr. Amit Malhotra, the Managing Director of McCoy stated,

"By leveraging Soudal's 44 years of experience in Sealants, Adhesives & Foams, world wide presence, R&D developments & global manufacturing base, we believe the joint venture will be able to offer the largest globally available range of sealants, adhesives & foams in the Indian subcontinent. This project, being the first & largest of its kind in India, will make a new milestone in the Indian industry."

Profile of Soudal NV:

Soudal is Europe's leading independent manufacturer of sealants, PU-Foams and adhesives. The company was established in 1966 by Mr. Vic Swerts. In 2009, the turnover was more than 330 million EURO and actually Soudal employs over 1,200 people. Soudal's head office and the two main production plants are based in Turnhout, Belgium. In addition, Soudal has production sites in Germany, France, Poland, USA and Chile and operates 30 international subsidiaries with local staff and warehouses in most European countries as well as in USA, South Africa, China,

Kazakhstan, Singapore, Chile, Peru and Colombia and works closely with national distributors in a large number of other countries.

For more information on Soudal, www.soudal.com may be visited.

Company Profile of McCoy:

McCoy is an organization full of creativity and innovation, which has brought to its respectable customers, starting from Silicones, textile chemicals to Sealants & Adhesives to Glass Processing Machinery & Spares, Insulating Glass Materials, Architectural Specialty Products, Expansion Joints Systems, Entrance Mats, Architectural Building Hardware & Accessories and many more over the last decade.

McCoy Group over the last decade, has expanded vertically and horizontally and has diversified into a variety of products and services, related to key industry Areas i.e. Automotive, Industry & Construction.

With the growth of Sealants & Adhesives in India & the growth of McCoy as brand promoter, McCoy, over the last decade, reached a level of corporate excellence with over seven offices in India, two overseas & three sourcing offices globally employing more than 120 people. McCoy decided to take the elementary next step from Marketing & Distribution to Manufacturing & Distribution.

For more on McCoy Group, www.mccoygroup.in or www.mccoysilicones.com may be visited.

Products Covered in The New Joint Venture Company:

This joint venture is the first of its kind in the Indian Sub Continent with capabilities of manufacturing the widest range of Sealants from Silicones, Polyurethanes, MS Polymers, Acrylics, and Mastics to Adhesives for General Construction, Industrial & DIY Applications & Specialized Polyurethane Foams. This will be the largest and widest range of products available in the Indian Sub Continent under one roof i.e. McCoy Soudal Sealants Adhesives & Foams Pvt. Ltd.

*Left Side sitting : Prince Filip of Belgium
Right Side sitting : Deputy Minister of Foreign
Affaire of Belgium,
Left Side : Mr Vic Swerts (Chairman of Soudal)
Right Side : Mr. Amit Malhotra (M.D. of McCoy)*



It will cater to Major industries such as:

- DIY and retail
- Construction, Industry and Retail
- Electrical & Electronics
- Prefab Shelters / Telecom Shelters
- Under Sea Cables
- Automotive After Market
- Bus Materials Supplier and Dealers
- Curtain Walls & Facades
- Fenestration (Doors & Windows)
- Steel / All metal Roofing Application
- Metro Construction's for Infrastructure
- Tile Suppliers and Manufacturers
- Hydro/Nuclear and Thermal Power Plants
- Airport Infrastructure / Roads and Runways
- Clean Rooms for Pharmaceutical and Industries.
- Mirror Bonding & a Wide range of Associates Applications
- OEM Ancillaries
- Air Conditioning & Ducting
- General Industries & Maintenance
- Wind Mill Power Energy
- Industrial / Hardware mill stores
- Automobile Glass Suppliers
- Industry OEMs
- Malls & Infrastructure Door & window manufacturers
- Glass & Glazing Industry
- Water Proofing & Expansion Joints
- Road & Highway Dealers
- Air conditioning Applications / HVAC
- Show case panels & Hardware Installations
- And a wide range of other applications & industries
- Solar Panels and renewable Energy Industries
- Fabricators of Steel, Aluminum, Wood and UPVC

The company has commenced operations on **1st April of 2010** and in the initial phase it will import all the products from Soudal NV Belgium and their global subsidiaries, whilst the manufacturing plant to be located in North India, will commence operations at full scale by 2nd Quarter of 2011.

The corporate head quarter of the Joint venture is in Okhla, New Delhi with branches and operations in Bangalore, Chennai, Hyderabad, Mumbai, Pune, Kolkata & Guwahati. The Company will employ over 60 highly experienced professionals in Sales & Marketing, Business Development, R & D, Finance & Administration, Supply Chain and Logistics.

For more information, you may contact Mr. Viney Verma - 09818777334, viney.verma@mccoysoudal.com or Mr. Emmanuel De Smedt - 09717355520, manu.desmedt@mccoysoudal.com or visit their website: www.mccoysoudal.com

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