

Press Release – A World Class Revolution in Sealants and Foams

McCoy Soudal is a 50:50 joint venture company between the McCoy Group of India and Soudal Group of Belgium. It is one of the largest manufacturers of Sealants, Adhesives and Polyurethane (PU) Foams in the World. Now with 11 manufacturing plants, operations spread in more than 35 countries and product availability in more than 120 countries, we are the largest and one of the oldest company globally in our field. McCoy is established in India in 1996 and Soudal in Belgium in 1966.

McCoy Soudal has today 9 regional offices across the country and is making its presence felt throughout the industry in India & SAARC countries. McCoy Soudal India forms part of a 150 members strong McCoy group India with techno commercial service oriented man power to cater ever increasing needs of the Indian customers.



We have invested **approximately INR 500 million (Rs. 50 Cr.)** to build one of Asia's finest and largest sealants & adhesives manufacturing plants in Bawal, Haryana. This Plant has also been commissioned in a record period of 14 months from the commencement of its land procurement to completion of the building mechanical, electrical, plumbing and fire fighting infrastructure. The world's best equipment has been used to ensure that there is high level of safety built in for our products and people who are working in this plant. This unit has been built with 100 % fire safety norms from Europe with a unique fire sprinkler system spread across the plant and office. This plant will be a signature for the Indian sealant and adhesive community.

Built on a 200,000 sq. ft. (2 lac sq. ft.) area, our production plant is situated in the beautiful HSIIDC area in Bawal, Haryana, and is equipped with state-of-the-art fully automatic machines and equipment from Europe. At initial stage we will be able to produce **15 million units** (cartridges, sausages and tubes) of sealants & adhesives which will be further scaled-up to 30 million units in phase II in 2014. The current capacity requirements will be met by the Indian market as well as nearby SAARC countries where in McCoy Soudal has already established a reasonable distribution and sales network.

At present we will be manufacturing mostly silicone sealants, which will be expanded to all other sealants (Acrylics, Polyurethanes and MS polymers) and adhesives in the very near future. The market of silicone sealants which was started in the early 90's in India has come to a stage of evolution and sealants are now sold across all major trade counters in India. The challenge however is to structure this market by spreading a high level of awareness and education to the customers in the Indian market.

In our plant we are also setting-up India's largest R&D and testing center for sealants, adhesives and PU foams. The main reason to have an R&D center (Soudal Group spends more than 25 million EUR per annum, Rs. 175 Cr.), to ensure that we have adapted products to the extreme Indian climatic conditions which are most challenging to produce world class products. Our products will be continuously upgraded to the increasing & changing needs and requirements of the fast growing industry.



Inspiring Quality

McCoy Soudal Sealants Adhesives & Foams Pvt. Ltd.

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India | Sri Lanka | Bangladesh | Bhutan | Nepal | Maldives

In addition to this plant will cater more specifically to the requirements of special packing needs DIY (do-it-yourself) markets and making sure sealants can be made available to the masses for Home and Decoration markets. As you may know already, sealants are in pre-construction and post-construction applications also. (few application videos are in the pen drive for your reference)

McCoy Soudal sealants are sold across India in more than 85.000 counters, 3.000 dealers and 5.000 key customers country wide and more than 22.000 counters SAARC area wise.

Our products find themselves being used across all major applications areas such as:

- Automotive OEM
- Automotive after market
- Bus body and coach – all major private bus builders and RTC (road transport corporations)
- Indian railways
- All general industries
- Telecom shelters, cabins and towers
- Cleanrooms and refrigerated/cold rooms manufacturers
- Fenestration (uPVC, Aluminium) window manufacturers
- Curtain wall and facade manufacturers
- Developers and builders
- Door frame manufacturers and suppliers
- Etc.

To make sure we can enhance quality and awareness needs in the industry, McCoy Soudal initiated McAcademy in December 2010 and now conducts weekly 10 programs across India and spread awareness among the architects, interior contractors, plumbers, carpenters (woodworkers), glass and sealant applicators, uPVC and fenestration industry professionals, etc. Over the last 18 months we have already trained over 50.000 such end-users and this is a never ending effort for which a huge marketing and training team is established pan India.

By now establishing our plant and our offices and network we are more than confident to make this industry work towards the right use of products for the right applications.

Keep watching for more news of our movements and developments.

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