



**MCON RASAYAN INDIA LTD.**

Trusted Partner In Construction Chemicals



**CREATING  
AN IMPACT**  
FOR THE WORLD WE LIVE IN

## Vision of the company

To Simplify, Improve and Increase the productivity in construction and infrastructure industry by providing innovative easy to use products at affordable prices through our ever growing network of Channel Partners

## Founding Team



**MAHESH BHANUSHALI**

**Managing Director & Chairman**

“

Mcon Rasayan has been always striving to deliver what is committed. We believe that the relationship with customers is of Trust and Commitment. We at Mcon Rasayan believe in creating a Value chain of Distributors, Dealers, Contractors, Applicators and Developers.

”



**NANDAN PRADHAN**

**Executive Director**

“

The journey to excellence is never ending and we at Mcon Rasayan always push our self to achieve that peak of excellence. Our Products, Our services and our team members are the reflection of the Par Excellence Management Systems engaged in the organisation. We together with your support want to create new benchmarks in Product and Service Excellence.

”



**CHETAN BHANUSHALI**

**Sales Director**

“

WE at Mcon Rasayan believe that Customer Service is the key to Successful business. Each of my Sales Team member is more than eager to help our customers achieve their goals and bring delight to them.

”





## **MCON RASAYAN INDIA LTD.**

Is a reputed brand in the construction chemicals industry and specializes in the development and creation of innovative building chemical solutions for use in construction. Our products empowers customers to accelerate & transform the construction industry at large and scale up the sustainability impact. We are always geared up for the long term and we are aligned to megatrends, environmental change, globalization, urbanization, and technology upgradation for sustainable growth and jointly improve the quality of construction and transform the everyday for everyone worldwide. In addition to offering our customers high-quality products, we strive to provide exceptional service.

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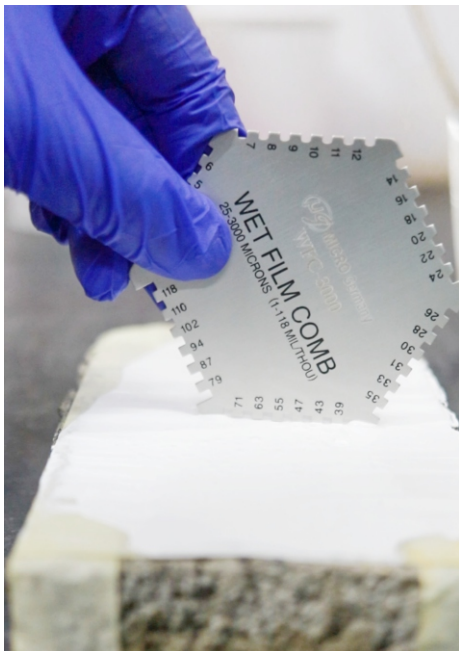






## OUR R&D STRATEGY FOR MODERN TIMES

Having our prime focus in Research & Development making it the heart of all our activities sheerly due to the sense of responsibility towards being the trusted partner in construction chemicals since MCON is persistently...



...holding onto the level of quality of our products to cater unprecedented results for customers, users and stakeholders in the long run. The R&D process here is primarily into 2 categories one is upgradation & improvisation of our existing products and two is to offer new and unique products in the construction chemical category. **Every step we take in our research and development is thoroughly analyzed scientifically.**





## TECHNOLOGY TO ENABLE A MORE SUSTAINABLE TOMORROW...



We strive ceaselessly to become stronger, more resilient and able to realize our ambition of becoming the most preferred Construction chemical brand through our unwavering pursuit of bringing victory for our customers & the environment.







**MCON RASAYAN INDIA LTD.**  
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## OUR PRODUCT RANGE

- ADMIXTURES
- TILE ADHESIVE & GROUT
- WATERPROOFING SYSTEMS
- WALL FINISHES & PAINTS
- READY MIX MORTAR
- CONCRETE REPAIRS
- ANTI CORROSIVE SYSTEMS
- ENGINEERING GROUTS
- PROTECTIVE COATINGS
- SEALANT
- CONCRETE ESSENTIALS
- DECO FLOOR SYSTEMS



[www.mconrasayan.com](http://www.mconrasayan.com)



# MCON RASAYAN INDIA LTD

We are in the business of manufacturing, marketing and selling of modern building materials and construction chemicals with a suite of more than 80 products which includes a range of construction materials and construction chemicals in both powder and liquid forms.

We have two manufacturing plants in Sarigam and Ambethi in Valsad, Gujarat. Our plant at GIDC Sarigam, Valsad, Gujarat mainly manufactures admixtures, wall putty, tile adhesives, paints, concrete repair systems and waterproofing systems and has an installed capacity of 3,500 MTPA. Our Ambethi unit has been set up for production of Dry Mix Powder products with a capacity of about 36500 metric tonnes per annum and Liquid Products with a capacity of about 8000 metric tonnes per annum.



SCAN TO READ MORE...

We have obtained certifications viz. ISO 9001:2015 (QMS), ISO 14001:2015 (EMS) and ISO 45001:2018 (OHSMS) for manufacture and supply of construction & water proofing chemicals and paints in respect of our Unit I. We have also obtained IS 15477:2019 for Adhesive for use with ceramic, mosaic and stone tiles and IS 2645:2003 for Integral waterproofing compounds for cement, mortar and concrete. We undertake in-house research and development from our Navi Mumbai, Maharashtra based R&D facility. This facility is equipped with modern equipment and research personnel from the modern building materials and chemical industry are working with us. Our products undergo stringent quality tests to meet industry standards before they are delivered to our clients. We undertake various tests like compressive strength test, alkali content test, harden concrete permeability test, water retention efficiency and curing efficiency test, specific gravity test and solid content test. These tests ensure that our products meet the industry standards required by our clients for safety, durability, and consistency.

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## WATERPROOFING SYSTEMS



**MCON MAGIC COAT WP**  
High solid content acrylic based waterproof coating  
**Coverage : 50-60 Sq.ft./ kg in Single coat (Depending on Surface)**



**MCON MAGIC COAT 2K**  
Polymer modified two component heavy duty waterproof coating  
**Coverage : 6 - 8 Sq. ft Per Kg Per Coat**



**MCON MAGIC COAT FLEXI**  
Single component polyacrylic waterproof liquid membrane  
**Coverage : 0.2 to 0.3 Kg/m<sup>2</sup> per 2 coats**



**MCON MAGIC COAT PU**  
Single component polyurethane waterproof liquid membrane  
**Dosage : 20 sq. ft / kg / coat**



**MCON MAGIC COAT PU ANTIROOT**  
Pu based liquid waterproof membrane  
**Coverage : 1.0 to 1.2 kg /m<sup>2</sup> / 2 coats**



**MCON MAGIC SCREED EP**  
High Build Waterproofing Cementitious Screed  
**Coverage : 10 - 12 sq. feet per 25 kg / average thickness of 20 mm**



**MCON MAGIC GROUT PU**  
Silicone component hydrophobic pu grout for leak sealing



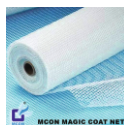
**MCON DAMPLOCK DAMP PROOF**  
Damplock is an exterior water proof coating formulated with specialized polymers



**MCON MAGIC COAT BLACK**  
Black membrane based liquid waterproof coating  
**Coverage : 0.5 to 0.6 kg / m<sup>2</sup> per 2 coats**



**MCON MAGIC COAT PRIMER**  
Transparent waterproof primer for all types of coatings  
**Coverage : 60 - 70 Sq.ft Per Ltr / Single Coat**



**MCON MAGIC NET**  
Highly flexible PP net in roll form for sandwich waterproofing systems



**MCON MAGIC COAT S**  
Silicone based water repellent transparent coating  
**Coverage : 40 - 45 Sq.ft./ ltr in 2 coats**



## SEALANT



**MCON MAGIC SEAL PU**  
A one component, high performance sealant based on advance pu polymer technology



**MCON POLY SEAL P**  
Two component pourable grade polysulphide sealant



**MCON POLY SEAL G**  
Two component gun grade polysulphide sealant





## ADMIXTURE



### MCON LW

Integral waterproofing liquid admixture for mortar and concrete

**Dosage : 200 ml per 50 kg bag of cement**



### MCON LWP

Integral waterproofing powder for concrete and plaster

**Dosage : 500 gms per 50 kg bag of cement**



### MCON FIBRE

100% virgin polypropylene fibres for crack free plaster



### MCON SUPER ADD

Grout admixture to produce non-shrink high strength free flow grout

**Dosage : 200 gms / Bag of Cement**



### MCON SRP 50

Water reducing super plasticiser for concrete

**Dosage : 300 gms/ Bag - 0.6%-1.5% dosage**



### MCON SRP 100

Plasticizing admixture based on polycarboxylic technology

**Dosage : 0.8 % - 1.0 % by weight of cement, dosage may be increased to 1.5%.**



### MCON MAGIC CRYSTAL ADMIX SPL

Chemical Admixture In Dry Powdered Form Effective In Creating Waterproof Concrete

**Dosage : 0.8 -2.0% (by weight of cementitious material)**



### MCON CI 300

Corrosion inhibiting concrete admixture

**Dosage : 1-3% of cement weight**



## READY MIX MORTAR



### MCON READY PLASTER

Ready to use cement sand waterproof plaster

**15-16 mm thickness.**



### MCON BLOCK MORTAR

Ready to use jointing material for aac blocks, concrete blocks

**Coverage : 90-100 sq. ft. @3 mm thickness for the block of size 600x200x150mm**



### MCON ULTRA GYPBOND

High performance gypsum bonding agent

**Coverage : 40-45 Sq.ft per Kg for Single Coat**



### MCON READY PLASTER SELF CURE

Ready to use self cure water proof plaster (green product)

**Coverage : 16 - 18 sq. ft per 40 kg bag at 10 - 15 mm thickness.**



### MCON SUPER HACK

Speciality polymer latex that eliminates need for hacking

**Coverage : 60-80 Sq.ft per Kg for Single Coat**



### MCON PLASTER BOND

High performance plaster bonding agent

**Coverage : 35-40 Sq.ft per Kg for Single Coat**

## TILE ADHESIVES & GROUTS



### MCON MORTAR

Ready to use tile adhesive for floors only  
**Coverage : 20 kg of MCON MORTAR will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 to 4 mm**



### MCON NSA GREY

Tile on tile grey adhesive for ceramic & vitrified tiles  
**Coverage : 4 to 4.5 m<sup>2</sup> with recommended**



### MCON NSA GREY GOLD

Polymer modified adhesive for granite & stone for wall & floor  
**Coverage : 20 kg of MCON NSA GREY GOLD will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 to 4 mm**



### MCON NSA GREY - NO LIMIT

Highly polymerised cementitious tile adhesive  
**Coverage : 20 kg will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 mm**



### MCON NSA WHITE

Tile on tile grey adhesive for ceramic & vitrified tiles  
**Coverage : 20 kg will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 mm**



### MCON NSA WHITE GOLD

Polymer modified adhesive for granite, marble & stone for wall & floor  
**Coverage : 20 kg will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 to 4 mm**



### MCON NSA WHITE - NO LIMIT

Highly polymerised cementitious tile adhesive  
**Coverage : 20 kg will cover 4 to 4.5 m<sup>2</sup> with recommended thickness of 3 mm**



### MCON TILE GROUT

Tile joint filler in attractive colours for waterproof tile joint filling



### MCON TILE GROUT EP (3 PARTS)

3 parts epoxy tile grout in attractive colours



### MCON SUPER BONDER TA

An admixture for making high quality cementitious tile adhesives



### MCON SUPER ADD TA (L)

Bonding Additive For Tile Adhesive



### MCON SUPER ADD TG

Tile grout admixture for superior performance



### MCON STONE BOND

Ready To Use Structural Bonding Agent For Stones/granite

## CONCRETE ESSENTIALS



### MCON CURE C

Ready to use water based concrete curing compound  
**Coverage : 50 - 55 Sq.ft Per Ltr**



### MCON CURE CC

Ready to use white pigmented concrete curing compound  
**Coverage : 50 - 55 Sq.ft Per Ltr**



### MCON CURE WC

Acrylic-based finishing and curing compound for concrete floors  
**Coverage : 50 Sq.ft Per Ltr**



### MCON CURE WX

Ready to use wax based white pigmented curing compound  
**Coverage : 50 Sq.ft Per Ltr**



### MCON CURE RA

Aluminised resin based curing compound  
**Coverage : 50-60 Sq.ft Per Ltr.**



## CONCRETE REPAIRS



### MCON BOND SBR

Sbr based polymer for bonding old concrete to new concrete & to make polymer repair mortar

**Coverage : 55 - 60 sq ft. per Kg for single coat**



### MCON BOND URP

Polymer latex for repairing & waterproofing

**Coverage : 40 - 45 sq. ft per Ltr For Single Coat (with cement)**



### MCON CRACK FILLER PASTE

Ready to use elastomeric crack filler paste

**Coverage : 40 - 45 Rft Per Kg / 5 mm Cracks**



### MCON CRACK BOND EP

Three part epoxy repair mortar for high strength structural repairs

**Coverage : Depending On Depth & Width Of Crack**



### MCON BOND APH

High performance acrylic based cement modifier

**Coverage : 40 - 50 Sq. Ft Per Kg**



### MCON BOND APL

Acrylic polymer for bonding, crack filling, coating & other repair works

**Coverage : 40 - 45 sq. ft / lit / coat with cement (depending upon surface & temperature)**



### MCON MICRO MORTAR

High strength non-shrink micro concrete for repair work

**Coverage : 1800-1900 Kg/m³**



### MCON CRACK FILLER (GREY/WHITE)

Cementitious non-shrink crack filler

**Coverage : 30 Rft Per Kg / 5 mm Cracks**



### MCON BOND EP

Two part epoxy bonding agent for structural repairs

**Coverage : 30 Sq.ft Per Kgs / Single Coat**



### MCON MORTAR EP

Three part epoxy repair mortar for high strength structural repairs

**Coverage : 10 Sq.ft Per Pack For 15 mm**



### MCON POLYMER MORTAR EP

Single Pack Ready To Use Polymer Repair Mortar

**Coverage : 1.3 m² per bag at 10mm thickness**

## ANTI CORROSIVE SYSTEM



### MCON STEEL 2K

Two part anti corrosive coating for steel re bars

**Coverage : 100 Kgs Steel Of 12 mm Dia**



### MCON STEEL RC

Rust convertor cum passivatorcoat for steel reinforcement

**Coverage : 50 - 60 Sq.ft Per Ltr**



### MCON STEEL ZRP (LCNR)

Two Component, Anti Corrosive, High Build Long Chain Nylon Reticulant, Zinc Phosphate Epoxy Primer

**Coverage : 7-9 m² /Kg/coat**



### MCON STEEL RR

Rust remover coat for steel reinforcement

**Coverage : 80 - 85 Sq.ft Per Ltr**



### MCON STEEL ARP

Polymer based anti corrosive zinc rich coating for steel re bars

**Coverage : 40-50 Sq.ft Per Ltr**



## WALL FINISHES & PAINTS



### MCON WALL PUTTY

White waterproof isi mark wall putty

**Coverage : 400 Sq.ft / 40 Kg Bag @ 2 Coat**  
recommended coating should not exceed 2mm



### MCON SUPER COAT PASTE

Acrylic based ready to use putty for internal & external walls

**Dosage : 250 Sq.ft / 20 Kg Bag @ 0.5 mm Double Coat**



### MCON SUPER COAT POWDER

Acrylic based powder putty for internal walls

**Coverage : 300 Sq.ft / 20 Kg Bag @ 0.5 mm Double Coat**



### MCON SUPER TUFF (RUFF TUFF)

Polymer modified textured coating for external substrates

**Coverage : 80 to 85 sq. ft. @ 1.5 mm thickness for 30 kg. bag**



### MCON SUPER TUFF (DHOLPUR)

Polymer modified textured coating for external substrates

**Coverage : 75 to 80 sq. ft. @ 2.0 mm thickness for 30 kg. bag**



### PRIME INTERIOR EMULSION

This is a Rich Matt acrylic emulsion paint formulated with acrylic co-polymers which gives excellent smooth finish to the walls.



### CARNIVAL ACRYLIC DISTEMPER

Carnival Acrylic Distemper is a water based interior wall paint. It gives a smooth and durable finish.



### ULTRA EXTERIOR EMULSION

Ultra Exterior Emulsion is an economy range of exterior wall coating.



### CARNIVAL ECONOMY EMULSION

A value for money product in the emulsion series which gives the interior wall a smooth, elegant and rich matt finish.



### VERTEX EXTERIOR EMULSION

This wall coating is best for application on exterior in dry or moderately humid climatic conditions.



### ELASTOGUARD EXTERIOR EMULSION

A paint with latex film properties and water resistance which resist the algae and fungus formation.



### MCON SMART BOND REPAIR

It's an SBR based polymer for bonding of New as well as old concrete surface



### CARNIVAL ACRYLIC PUTTY

Carnival Acrylic Wall Putty is a water based filler putty for concrete surface.



### MCON MAX 2 IN 1 PRIMER

This is a Universal Primer for concrete surface and can be applied on both Interior and Exterior surfaces.



### SIGNATURE PREMIUM HI-GLOSS ENAMEL

Signature Premium Hi-gloss Enamel is a tough solvent-based enamel which can be applied on Metal, Wood and Concrete surface.



## CONCRETE FLOORING



### MCON HARD FLOOR METALLIC

Non - oxidizing heavy duty metallic floor hardener

**Coverage : 3 to 5 kgs. Per m<sup>2</sup> - Medium Duty / 5 to 7 kgs. Per m<sup>2</sup> - Heavy Duty**



### MCON HARD FLOOR NON-METALLIC

Non-metallic, monolithic surface hardening compound for fresh concrete floors

**Coverage : 3 to 5 kgs. Per m<sup>2</sup> - Medium Duty / 5 to 7 kgs. Per m<sup>2</sup> - Heavy Duty**



### MCON HARD FLOOR NON-METALLIC - COLOURED

Non-metallic, monolithic surface hardening compound for fresh concrete floors

**Coverage : 3 to 5 kgs. Per m<sup>2</sup> - Medium Duty / 5 to 7 kgs. Per m<sup>2</sup> - Heavy Duty**



### MCON TOPCRETE 314

High Flow Fast Drying Cementitious Mortar

**Coverage : 1.75 - 1.85 kg/m<sup>2</sup> / mm**





## PROTECTIVE COATINGS

	<b>MCON 2K EPOXY PRIMER</b> Two component, high performance epoxy resin <b>Coverage : 8-9 m<sup>2</sup> / kg (60 microns dft) /Single Coat</b>		<b>MCON DECOR RM PAINT</b> High build two component epoxy coating <b>Coverage : 4 - 5 m<sup>2</sup> /Kg/coat (Depending on surface DFT 80-100 micron)</b>
	<b>MCON DECOR RM PAINT PRIMER</b> Two component, solvent based epoxy primer <b>Coverage : 5 - 6 kg /m<sup>2</sup> /coat (depending on surface 70-80 micron)</b>		<b>MCON EPOXY FG PAINT</b> 2k solvent free food grade epoxy coating <b>Coverage : 5-6 m<sup>2</sup>/Kg/ per coat (100 microns per coat) (2 coats recommended)</b>
	<b>MCON MAGIC COAT CE 202</b> Two component coaltar epoxy coating for concrete & steel surface <b>Coverage : 7-9 m<sup>2</sup>/kg for 2 coats @ 80 – 120 micron DFT</b>		<b>MCON STEEL PU</b> Two component polyisocyanate based coating <b>Coverage : 7-8 m<sup>2</sup> / kg (50 – 70 microns dft) /Single Coat</b>
	<b>MCON STEEL EP</b> High build two component epoxy micaeous iron oxide coating <b>Coverage : 7 - 8 m<sup>2</sup>/kg/coat</b>		<b>MCON 3K EPOXY FLOOR TOPCOAT</b> 3k epoxy resin-based self-leveling floor topcoat <b>Coverage : 0.25 m<sup>2</sup>/kg @5mm thickness</b>
			<b>MCON EPU FLOOR TOPCOAT</b> Three Components, Solvent Free, Self-levelling Epoxy Polyurethane Flooring <b>Coverage : 3-4 kg/m<sup>2</sup> @ 2 mm</b>



## DECO FLOOR SYSTEM

	<b>MCON DECO HARD FLOOR</b> Coloured floor hardener (non-metallic) for stamp concrete <b>Coverage : 2.7 Kg / m<sup>2</sup></b>		<b>MCON DECO RELEASE</b> Release powder for decorative flooring <b>Coverage : 750 - 800 Sq. Ft. / Pack</b>
	<b>MCON DECO SEALER</b> Acrylic based transparent protective coating <b>Coverage : 80 Sq.Ft. / Ltr Per Coat</b>		



## ENGINEERING GROUTS

	<b>MCON NSG 40</b> Free flow non-shrink high strength cementitious grout <b>Coverage : 1750-1950 kg/m<sup>3</sup></b>		<b>MCON NSG 60</b> Free flow non-shrink high strength cementitious grout <b>Coverage : 1600 - 1800 kg/m<sup>3</sup></b>
	<b>MCON NSG 60 GG</b> High early strength non-shrink pumpable gun grade cementitious grout (Coloured Available) <b>Coverage : 15-16 L/25kg @0.21-0.25 W/P Ratio</b>		

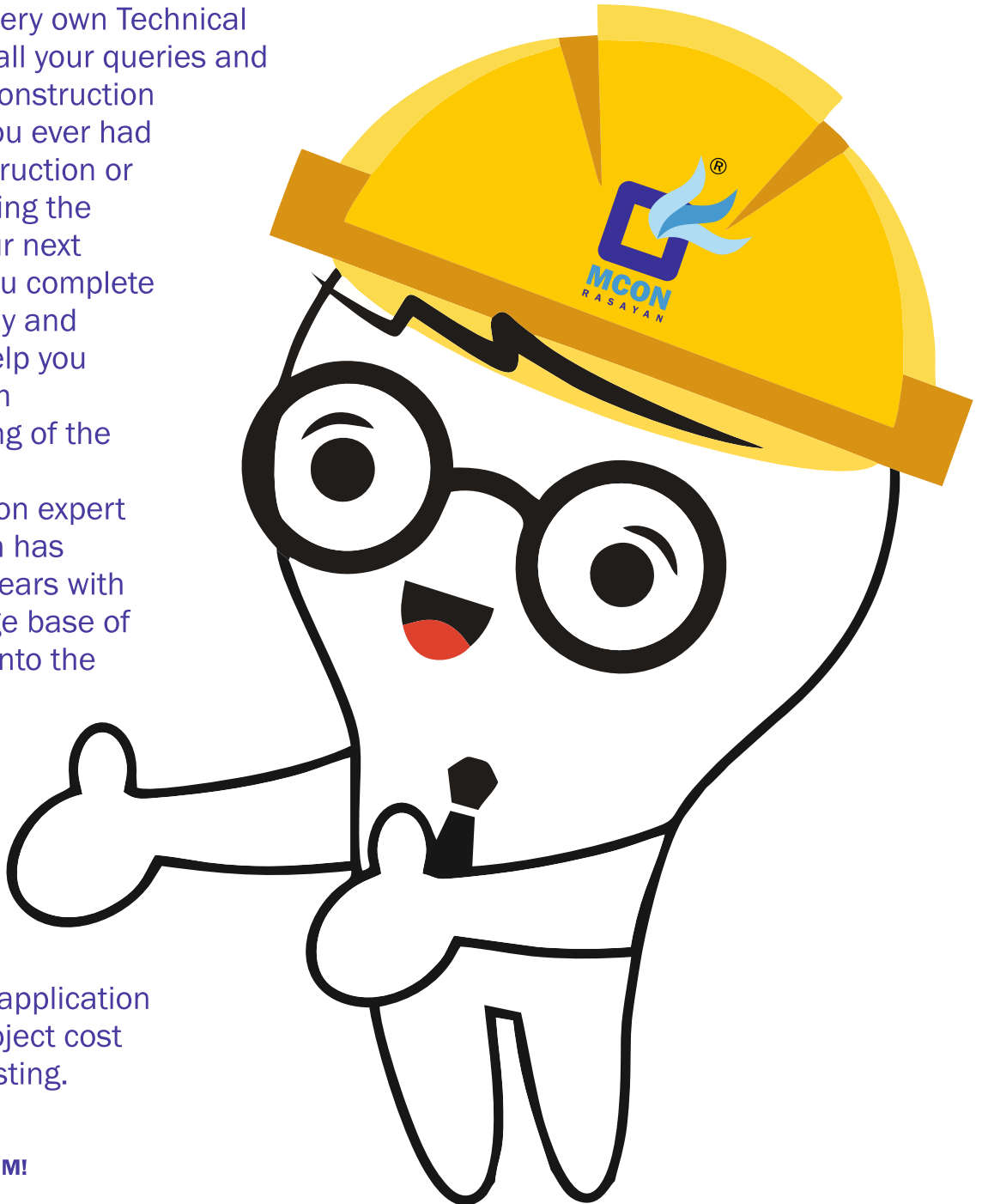


**MCON RASAYAN INDIA LTD**  
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# MEET Mr.M!

Meet Mr.M, Mcon's very own Technical Engineer for solving all your queries and your guide to every construction chemical question you ever had regarding your Construction or projects. From planning the waterproofing for your next project, to helping you complete your project efficiently and effectively, he can help you deliver solutions from foundation to finishing of the structure.

Mr. M is a construction expert which Mcon Rasayan has developed over the years with help of the knowledge base of years of experience into the construction chemicals and waterproofing space. Mr. M provides expertise in suggesting the right product for the right application thus making your project cost effective and long lasting.



Please Go ahead and ask Mr.M!



© Please Note That **Mr.M** is a Property Of  
**MCON Rasayan India Ltd**



# SOME NUMBERS AT A GLANCE



**100+**  
PRODUCTS



**75+**  
DISTRIBUTORS



**1500+**  
RETAILERS



**15+**  
CITIES



**1800+**  
CONTRACTORS



**3+ Lakh. sq.ft. of**  
INFRASTRUCTURE

## OUR PRODUCT PROFILING

**OUR PRODUCT RANGE CAN BE DEFINED IN A UNIQUE WAY TO ENSURE THE UTILITY OF THE PRODUCTS IN VARIOUS CONSTRUCTION ACTIVITIES.**

**01 - Repair Rehabilitate the Concrete :**

CONCRETE REPAIRS & ANTI CORROSIVE SYSTEMS

**02 - Care for the Concrete :**

ADMIXTURES, CONCRETE ESSENTIALS & WATERPROOFING SYSTEMS

**03 - Decorate the Concrete :**

DECO FLOOR SYSTEM, WALL FINISH & PAINTS

**04 - Preserve & Protect the Concrete :**

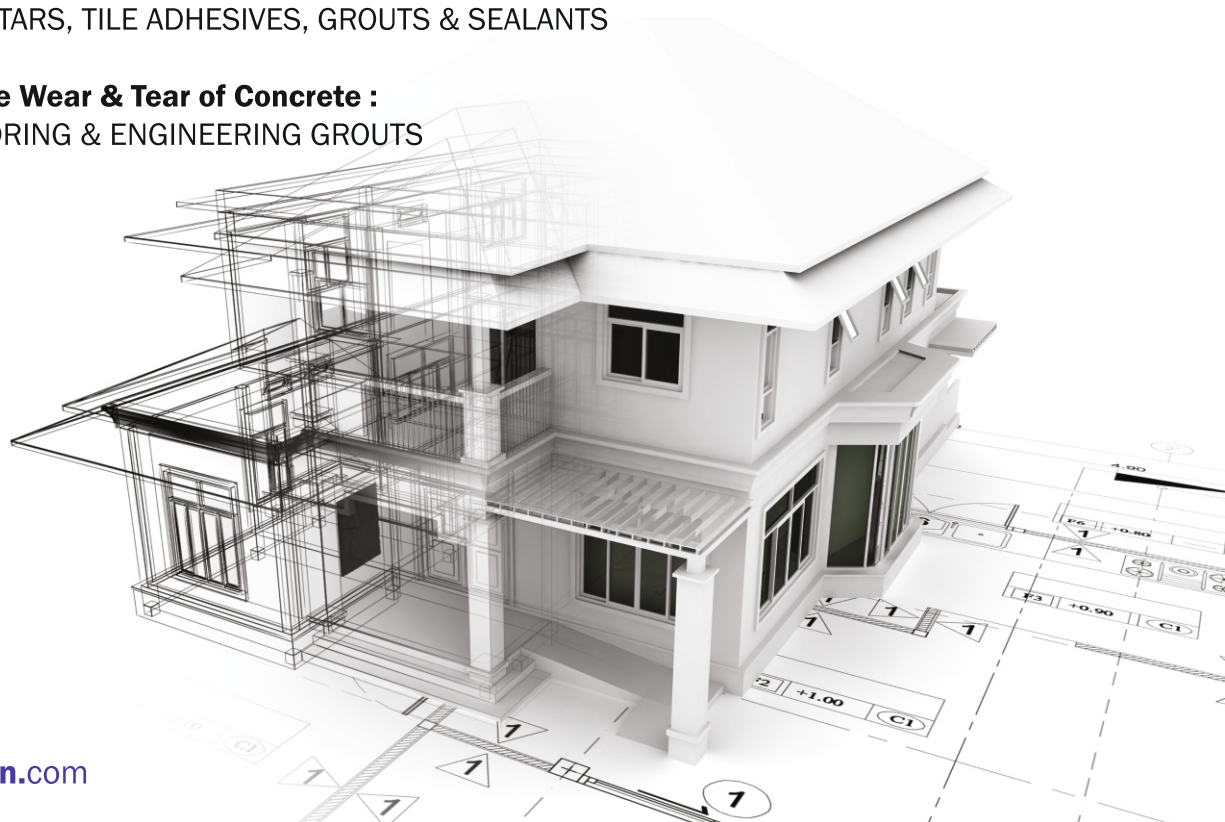
PROTECTIVE COATINGS

**05 - Cover, seal and build the Buildings :**

READY MIX MORTARS, TILE ADHESIVES, GROUTS & SEALANTS

**06 - Increase the Wear & Tear of Concrete :**

CONCRETE FLOORING & ENGINEERING GROUTS



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# MCON RASAYAN INDIA LTD.

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