



As the world flirts with danger and the consequences of environmental degradation, many socially conscious people are turning to Green. Eco-friendliness and sustainability are the *mantras* that are driving manufacturers to look for innovative ways to make their products appeal to a generation of aware consumers. In the construction segment the concept of sustainable buildings has taken root, which predominantly use Green materials and products to help reduce environmental risks, improve resource efficiency and enhance human productivity. In India, this challenge was met by HIL, through its Aerocon brand, widely acknowledged as the pioneer in providing Green building solutions.

Market

There is no getting away from the fact that environmental degradation, depleting natural resources, generation of waste material, power crisis, global warming etc. have brought the world down to its knees. Facing a severe test of character, residents of this once placid, blue planet today have limited options. In this do-or-die situation several companies across the world, conscious of their social obligation, have stepped forward.

It is interesting to note that the infrastructure and construction segment which consumes high amounts of energy contributes extensively to global warming. HIL Limited, as a part of this industry, realised the need to combat this phenomenon and developed environment-friendly products which were not only Green but also followed a process of manufacturing that was Green, too. It launched the Aerocon range in 1997 – when the crescendo for saving the planet was gaining momentum.

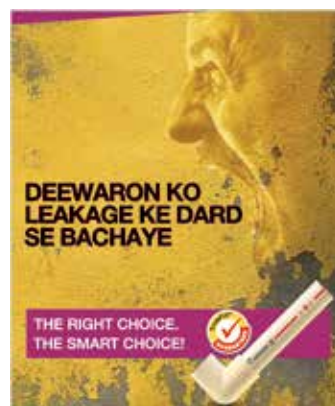
As in the Western hemisphere, in India too, the Green building space is witness to rapid expansion and growth. According to the Indian Green Building Council (IGBC), the present registered Green base of over 2.20 billion square feet spanning some 2400 projects is second only to the US. Such is the anxiety to get there that this Green building spree is expected to surge to over 100,000 buildings by 2022.

The central government has approved an outlay of nearly ₹100,000 crore to make cities more liveable, ₹48,000 crore for its Smart Cities Mission, ₹50,000 crore for Rejuvenation and Urban Transformation and over ₹200,000 crore to flow into urban areas over the next five years.

In addition, the potential of Green building products and technologies is estimated at an impressive ₹768,000 crore in 2015. Coupled with government initiatives and the current Green market trend would indicate a huge demand in the building materials industry.

Achievements

Over the last fifteen years, Aerocon products have evolved and undergone dramatic technological innovation resulting in enhanced performance and several vital consumer benefits. Aerocon has worked closely with customers to



specified for their construction since they are not just eco-friendly but also help meet tight deadlines.

Aerocon has won a number of awards for promoting Green products and developing Green policies. These include the prestigious GreenCo Gold award conferred by the Confederation of Indian Industries (CII), the National Award for Fly Ash Utilisation from the Ministry of Environment and Forests, the Green Manufacturing award for Excellence in Sustainability and an award for the Best Innovative Product.

History

Conscious of the need to reinforce its Green credentials and simultaneously create a niche distinct from competition, HIL conceived and adopted a unique 5-way Green philosophy. This ensured that from end-to-end the products and processes were eco-friendly.

Today, a significant 30% of HILs energy needs are met from renewable sources; fly ash and other waste raw materials are extensively used. The company also employs clean manufacturing processes which leave no effluent and gaseous discharge and no by-product either.

Indeed, even its end products are completely environment-friendly and recyclable.

Fine testimonies to HILs commitment to being a truly Green organisation are two CDM (Clean Development Mechanism) projects claiming

understand their needs and provide appropriate solutions. Today, a number of leading builders and developers highlight the use of Aerocon to promote their projects.

At another level, Aerocon has partnered on many challenging projects that have been executed successfully and have become landmarks. A fine example of this is the CII building in Hyderabad – an internationally renowned structure that is a benchmark for Green building principles. This status was achieved through an eco-friendly design and use of building material that was energy efficient and had a high LEED rating. Aerocon-AAC blocks – which conserve 5% to 10% more energy over conventional clay or concrete blocks – fit this bill perfectly. Many leading Green projects like star hotels, hospitals, educational institutions and several industrial segments have used Aerocon products to earn LEED points and carbon credits.

Under the *Swachh Bharat Abhiyan* project of the Government of India, a number of public sector companies have been employed for the construction of toilets in various district level schools across the country. Aerocon Panels and Aerocon Flex-o-Boards have been especially



carbon credits (CERs). These have been duly registered with the United Nations Framework Convention on Climate Change (UNFCCC). Based in West Bengal, one project is eligible for 35,000-40,000 CERs per annum while the other for about 11,000-12,000 CERs.

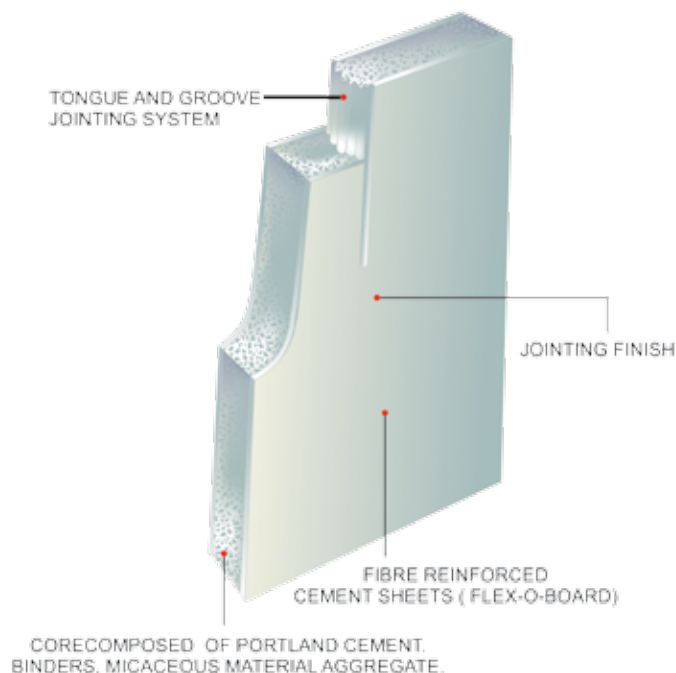
Product

Aerocon's Green building product-line comprises dry wall solutions, wet wall solutions and plumbing solutions.

Dry wall solutions are pre-cured, high-performance, light-weight, easy- and ready-to-install walling solutions called Aerocon Sandwich panels. These offer excellent resistance to fire, moisture, corrosion and termites and also provide commendable sound and thermal insulation thus saving up to 15% on energy costs. Ideal for half- and full-height partitions, pre-fabricated structures and mezzanine floors, Aerocon Sandwich panels are strong enough to hold the weight of air-conditioners, television sets, audio equipment and other common loads. A smart spin-off is that because of the reduced thickness of the panel carpet area is maximised.

Another outstanding product, Aerocon C-Board is a superb substitute for wood. It provides a perfect blend of innovation, cutting-edge technology and superior aesthetics and has the ability to take on any colour while offering remarkable flexibility in design. Aerocon C-Boards are highly economical and compare favourably with other conventional substitutes in the market.

In the wet wall solutions area, Aerocon AAC blocks are superior alternatives to clay bricks and concrete and hollow block bricks. Developed



with cutting-edge German technology, they are easy to work with, are dimensionally accurate and have outstanding thermal and acoustic insulation properties. They save about 30% of construction time and reduce the dead load of the building by a third. This apart, AAC blocks are termite- and mold-resistant, offer good compressive strength and are easy to cut and chisel. They reduce structural cost by almost 28%, save energy and are less labour intensive.

The Aerocon Smartfix is a considerably superior, ready-to-use thin bed jointing mortar which requires no curing time yet provides outstanding adhesion between blocks. Indeed, the Aerocon Smartfix is just 3mm thick against the conventional mortar that is typically 10mm. Its ready-to-use property also makes it user-friendly: just add water and apply.

Another area where Aerocon has excelled is in

the plumbing solutions space. Launched in 2014, Aerocon offers a range of UPVC and CPVC products. In a very short span of time these have already become a major premium brand.

Aerocon is a company that listens closely to the market and the consumer's needs.

The TruFit® technology that ensures 100% leak-proof joints with high operational life has emerged from this study. High quality brass fittings with PVC coating ensures freedom from water contamination while special features such as the O-ring, the angular tapering, anti-microbial and UV resistant properties make the product a perfect choice of consumers. These products are manufactured at a state-of-the-art, automated plant undergoing up to 25 rigorous quality tests before they are despatched.

Recent Developments

In its most recent move, Aerocon is working on a range of innovative, high-quality, end-to-end building solutions. These will help the brand further

expand its product portfolio and strengthen its hold over the market.

Promotion

The infrastructure and construction business operates at a level where driving the value chain involves taking along contractors, masons and plumbers. Often trained at the hands of *ustaaads* they have no formal education in their fields, just hands-on experience. So Aerocon has taken a lead in training and educating this important cog in the infrastructure and construction wheel.

The training the company imparts to them involves workshops and skill up-gradation with specific focus on increasing productivity and thus enhancing their proficiency and standard of living. Specific tailor-made CRM and loyalty programmes have been evolved and are running successfully.

Aerocon also conducts knowledge workshop, seminars and engagement programmes for leading consultants, builders and developers. As the market starts demanding smart solutions that hasten construction, cut cost and meet environmental standards, brand Aerocon will fit perfectly into their needs.

Brand Values

Aerocon simply represents the changing lifestyles of consumers as well as a growing concern for the environment. Its logo is an artistically rendered tree, made of panels and boards in multiple shades of green, depicting a Green building under development. It showcases the company's eco-friendliness and its strong belief in employing Green technology to develop Green products.

Today, Aerocon stands for a firm commitment to being the right, smart choice for anyone anxious to save planet earth.

Things you didn't know about AEROCON

- ▶ Aerocon is the first brand to introduce sandwich panels in India
- ▶ Aerocon is the recipient of the Excellence in Sustainability award for the Golan AAC plant from Manufacturing Today – two consecutive years in a row
- ▶ Two Clean Development Mechanism (CDM) projects have earned carbon credits (CERs) from the United Nations Framework Convention on Climate Change (UNFCCC)
- ▶ Aerocon is the first and the only brand to drive technology-based retailer and plumber schemes in the industry
- ▶ Aerocon has the distinction of being the preferred supplier of IGBC-certified buildings as well as top Green Rating for Integrated Habitat Assessment (GRIHA) constructions
- ▶ Aerocon is the first brand to introduce +++ mark on the pipes to simplify measurement methods



Golan Plant - Excellence in Sustainability Award