



SIRCA JOURNAL

THE YEAR THAT WAS FY-2018-19



Sanjay Agarwal
CMD, Sirca Paints India Ltd

The company aims to expand its product range in near future through its new proposed manufacturing facility. With the production capacity of more than 100 lacs litres/kgs per annum, Sirca Paints India aims to double its sales by the end of financial year 2020-2021. The company has already identified the distributors in Nepal and Sri Lanka, and with the manufacturing facility getting operational by the end of April 2019, there will be boost in the sales of Sirca India Limited.

The company has successfully positioned Sirca as a dependable quality brand in the wood coatings industry amongst its audience and enjoys a significant client base of leading OEMs with strong and stable relationships. The footprint of dealer network is expanding consistently across India after enjoying a continuing, successful presence in states across North India.



FEEL THE PRESENCE



SUCCESS STORY

INTRODUCTION OF UV PRODUCT RANGE

UV products are now widely flourishing and the trends are changing from the conventional spray based system to UV curing line. Looking at the rapid increase in the demand of UV system we at Sirca India included the complete range of UV products which majority cover Spray System, Roller System and Vacuum System. We have also sent our technician to Italy for advance training of UV products, during their VISIT they also learned about the various types of Machine technologies and techniques of UV System. They are specially trained on leading UV Machine Manufacturers like CEFLA, MAVOR, GIARDINA.



SUCCESSFUL LAUNCHING OF METAL COATINGS



We have successfully launched the Spray based system for Metal Coatings. Adding metal coatings to the product portfolio helped us to target the very important segment of Metal which is widely used in Home residential and industrial projects. The product range includes the conventional method by spray i.e. Primer and Top coat, Direct to metal and Water based Metal coatings. The products cover all the surfaces like MS, SS, Aluminum, Acrylic, Plastic etc.

SIRCA MANSION

As we have very well heard that polishes/coatings is one that gives life and aesthetic value to the wood metal or glass and it can be understood better when we can feel it. Keeping this concept in Mind, we are now coming up with the SIRCA Mansion which will cover the entire range of SIRCA Products that can be experienced under one roof. Kirti Nagar is centrally located and it is a hub for Furniture, Interior related products.



SUCCESS STORY

SIRCA PRODUCTION PLANT IN NATHUPURA, HARYANA



Sirca INDIA along with the Help of Sirca SPA Italy has started the construction of its first production plant in the mid of 2015. This was with a view to expand its product line vertically and horizontally. The plant construction has now picked up its pace, with parallel procurement of Plant machinery. We are expecting the production to begin from the mid of first quarter of FY 2019-20. The production plant is located close to the National Capital region, which will be an added benefit to the company as its head office is also located in DELHI and we enjoy the leadership position when it comes to high end polish in this region.

NEW DEPOT

Network plays an important role in the growth of the company. Looking at it we have set up our new depot at Guwahati, Noida and Gurgaon. The depot at Guwahati has enabled us to provide the products at quick access to all the north eastern states of India. Gurgaon and Noida covers major OEM's around, with the depot at Noida we are not able to give assistance and products delivery in Couple of Hours. This has also given SIRCA India a competitive edge over the existing players in the market.

NETWORK & PRESENCE

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CONTRACTOR MEETS



Contractor are an integral part of our distribution network, they are the first in line marketer of any product or Brand. At Sirca we run various training and loyalty program for the benefits of Contractors. For this we have organized contractor meet at various location like Delhi, Lucknow, Kanpur, Meerut, Ghaziabad, Greater Noida, Guwahati, Goa & Shimla.

PRODUCT AT A GLANCE



Wood Stains



CTES000 Series

This is an universal series of concentrated stains. It can be diluted with solvents or water, leaving to the technology used. The basic colours can be mixed together to achieve every kind of colour.

It's possible to achieve special effects choosing properly the clear binder and the thinner.



Metal Coatings

Metal Light Grey Primer / Yellow Primer
Metal Dark Grey Primer
Metal Topcoat Gloss
Metal Chrome
(Gold / Rose Gold / Copper / Brass)
Metal Topcoat Matt
Metal Topcoat Matt (Pigmented)
Metal Topcoat Gloss (Pigmented)
Epoxy Top Coat (ISO) (Pigmented)
Epoxy Top Coat (ISO) (Pigmented)
PP Primer
Metal Shave Effect (Copper) New Range
Metal Shave Effect (Iron) New Range
Alkyd 1K G30 Pigmented
Alkyd 1K G30 Pigmented
Acrylic 1K G30 Pigmented
Acrylic 2K G30 Pigmented
Epoxy 2K G70 Pigmented
Water Base Epoxy Primer Pigmented
Water Base Epoxy Top Coat Pigmented
Water Base PU Top Coat Pigmented
Water Base PU 1K DTM Pigmented

F330SP705 / F330PC0107 + F903CT (20%)
F330SP701 / F330PC0107 + F903CT (20%)
F46P001 / CT822 (25%)
CT822
F40P005 / CT822 (20%)
F40P00P / F903CT 50%
F40SP/F903CT 50%
F4300E + F903 CT (20%)
F430SP + F903 CT (25%)
F721P6
VN16045102
VN16045101
F315 SP
F315 EX
F710 PC
F431 PF + F903 (10%)
F430 PF + F903 CT (25%)
F353 SP + F903 CT (15%)
F353 SP + F903 CT (25%)
F471 SP + F903 CT (20%)
F355SP



Water Base Finishes for Exterior & Interior (Green Product)

Acqua Sealer/Interior/Exterior
Acqua Sealer Exterior (Superior)
Acqua Exterior/Interior top coat
Acqua Top coat Gloss
Acqua Self Priming Top Coat (Floor)
Acqua Primer Clear
Acqua Primer Pigment
Acqua Sealer Cum Top Coat
Acqua Sealer Cum Top Coat ECO(Interior)
Acqua Sealer WHITE (Interior)
SO Wood / Nature Wood
Peel Off New Range
Sport Floor New Range
Acqua Topcoat WHITE (Interior)
Acqua Topcoat Gloss WHITE (Interior)
Acqua Pigmented Matt

FWE600 & FW002
IWC1250
OWE500G30 & OW025G30
OW080G90
OW106G40 IDROFLOORG40
IMW4400
IMW4400P
OW080G30
OW1 / DW3
FWP130
Fo Wood
CRW04
SPORTFLOOR
OWBP530G30 / CW1
IDRO Gloss / CWN20
APM



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