



# JAB DEEWARON KI BAAT HO, WHITE CEMENT KA ADVANTAGE LO.







# ABOUT US

Birla White has cemented its place as a market leader in the entire cement category. Our brand boasts an impressive portfolio of white cement-based surface finishing products, that not only enable exquisite interior design, but also protect surfaces from weathering. The brand has constantly reinvented itself, by creating products that fulfil the needs of the ever-changing consumer attitude, and thus effectively becoming a huge part of the construction evolution in India.

## **BIRLA WHITE KA WHITE CEMENT ADVANTAGE**

Our relentless determination to elevate every Indian home has enabled us to spearhead an unprecedented revolution in the construction industry, the unique White Cement Advantage.

White Cement is an innovative mixture that seamlessly infuses with other products to upgrade every aspect of home building, from the foundation to the finishing touches.



# OUR PRODUCTS



**WHITE CEMENT**

**WALL PUTTY**



**WALL PUTTY**



**WATERPROOFING SOLUTIONS**



**DISTEMPER PAINT**

# OUR PRODUCTS



**PRIMER**



**TILE ADHESIVES & GROUTS**



**PLASTER**



**TEXTURA**

# WHITE CEMENT

Want to give your walls the whitest white surface finish?

Birla White Cement is the right choice! It is basically White Portland Cement that is manufactured in our units. It's made by using advanced technology and state-of-the-art manufacturing process, which gives it that superior fineness and whiteness.



## PRODUCT HIGHLIGHTS



Smooth Finish



Top-notch Quality



Superior Technology



World-Class Plant

**AVAILABLE SIZES**  
**1KG, 5KG, 25KG, 50KG**



## FEATURES

- +89% on the Hunter Whiteness Scale
- High refractive index
- High compressive strength of 60 MPa
- Superior fineness of 370-400 Blaine
- High opacity

## BENEFITS

- Depicts true tone of colour
- Less consumption & better dispersion of pigment
- Better coverage
- Imparts brilliant lustre
- Gives freedom to create designs

## APPLICATION

- Floors
- Walls
- Others

## APPLICATIONS



SCAN TO  
KNOW MORE



# EVER-WHITE CEMENT WASH

## Need an economic White Cement Wash that lasts longer?

Birla White Cement Wash is the answer to all your needs in one packet!

Birla White 'Ever-White Cement Wash' comes with the promise of being extremely durable, lustrous, as well as economical. It is an efficient filler for all hairline cracks and crevices. It is the only cement wash that lasts longer than ordinary White Cement wash/lime wash and provides a far superior finish at applied surface. It gives a 3-year warranty period and can be easily applied using a brush or a spray, making it a hassle-free product for the masons to use.



## PRODUCT HIGHLIGHTS



**3x Higher Strength**



**Unmatched Whiteness**

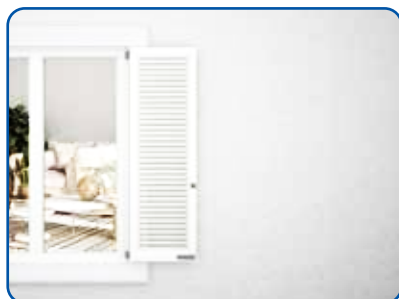


**No Cracking No Flaking**



**3 Year Warranty\***

## GALLERY



\*Terms & Conditions Apply

## FEATURES

- Fills minor pores/pin holes, hairline cracks and crevices
- Superior White Finish
- Smooth Matt Finish
- Application on dampened/ moist surfaces

## BENEFITS

- Additional strength to the surface
- Does not peel, flake or gets washed away
- Durability up to 3 years

## APPLICATION

- New cement plaster wall (Interior or Exterior)
- RCC/concrete surfaces

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications	Test Method
1.	Coverage (sqft/kg/2 coats) [On Ideal smooth surface]*	38-42	In House
2.	Pot life (Hours)	1.5-2.0	In House
3.	Drying time @ 25±2 °C -Touch Dry -Hard Dry	Max 1 hrs. Min. 6 hrs.	In House In House
4.	VOC (mg/kg)	Nil	ASTM 6886
5.	Bulk Density (g/cm 3 )	0.90-1.0	In House

\*This value is on smooth surface, however this may change according to surface texture

## AVAILABLE SIZES 25KG



# WALLCARE PUTTY

Want true tone of colour for your walls?  
Go for **Birla White WallCare Putty** kyunki  
**Putty Whitest Toh Deewarein Brightest!**

It is a white cement-based, water-resistant, white wall putty that ensures strong binding with building surfaces, smooth finish, extensive coverage, superior refractive index, and paint-friendliness.



## WALLCARE PUTTY VARIANTS

Continuing its legacy of being the leader in Innovation after India's No. 1 WallCare Putty, Birla White has now introduced India's first ever scented putty in rose, lemon and sandalwood fragrance! The standard whiteness and finish of Birla White WallCare Putty with the mood -freshening rose, soothing lemon and now a nostalgic sandalwood fragrance is sure to make your home smell beautiful and elevate the mood of the putty applicator. A favourable working environment for the applicator will increase efficiency and ensure quality work.



**Rose Putty**



**Lemon Putty**



**Sandalwood Putty**

## FEATURES

- Superior Whiteness
- Enhanced adhesion and durability
- No curing required after application
- True tone of colour
- Water-resistant due to extra HP polymers
- Certified Green Product
- Zero VOCs
- Anti-carbonation property

## BENEFITS

- Prevents flaking
- Prevents the growth of algae and fungi
- Resists dampness on painted surface
- Reduces the consumption of paints
- Binds strongly with the base
- Gives true tone of colour
- Accepts any kind of paint or distemper application on it
- Gives surfaces a smooth and glossy finish

## APPLICATION

- Interior walls
- Exterior walls
- Wall segments
- Repainting walls

## AVAILABLE SIZES 1KG, 5KG, 10KG, 20KG, 30KG, 40KG



SCAN TO  
WATCH FILM



SCAN TO  
KNOW MORE



# EXCEL PUTTY

Want that marble-like finish for your wall surfaces?

Birla White Excel Putty is exactly what you are looking for!  
It is a white cement-based putty which scores 94.5% on the hunter whiteness scale, providing ultimate whiteness and premium marble-like finish to your walls.



## PRODUCT HIGHLIGHTS



Ultimate Whiteness



Marble-Like Finish



Pre-Wetting Free

## GALLERY



## FEATURES

- Ultimate Whiteness (94.5% on Hunter Whiteness Scale)
- Water-resistant
- Possesses Anti-Carbonation Property
- Certified Green Product
- Zero VOCs
- Odourless

## BENEFITS

- Gives a premium, marble-like finish
- Brings out the true tone of colour
- Higher coverage
- No pre-wetting required
- No curing required
- Accepts any kind of paint application on it
- Prevents corrosion

## APPLICATION

- Interior walls
- Exterior walls

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications	Test Method
1.	*Coverage (Square meter/kg/Two Coat) [On Ideal smooth surface]	1.67 - 1.95	In House
2.	Pot life (Hours)	3.0 - 3.5	In House
3.	Tensile adhesion strength @28 days (N/m <sup>2</sup> )	≥ 1.1	EN 1348
4.	Water Capillary Absorption (ml), 30 min @28days	≤ 0.60	Karsten Tube
5.	Compressive strength @28 days (N/m <sup>2</sup> )	3.5 - 7.5	EN 1015-11
6.	Bulk Density (g/cm <sup>3</sup> )	0.8 - 1.0	In House

\*This value is on a smooth surface; however, this may change according to surface texture

## AVAILABLE SIZES 1KG, 5KG, 20KG, 30KG, 40KG



SCAN TO  
KNOW MORE

# BIO-SHIELD PUTTY

Birla White Bio-Shield Putty is India's first Anti-viral Putty, it is a premium quality, white cement-based polymer modified putty, with Anti-viral & Anti-microbial properties.

It offers a safe and hygienic putty surface along with ultimate whiteness to your walls, in order to enhance the performance of topcoat emulsions, giving your walls a marble-like finish with protection from germs.



## PRODUCT HIGHLIGHTS



**Excel Putty with Germ Protection**



**Silver ION Technology**



**Anti-viral, Anti-bacterial  
Anti-fungi & Anti-algae**



**NABL-Certified Product**

## GALLERY



## FEATURES

- Silver Ion Technology
- Highest Whiteness (94.5% on Hunter Whiteness Scale)
- No curing required
- Anti-bacterial and anti-viral properties
- Certified Green Product
- NABL-Certified Product

## BENEFITS

- Gives a premium, marble-like finish
- Brings out the true tone of colour
- Higher coverage
- No pre-wetting required
- No curing required
- Accepts any kind of paint application on it
- Prevents corrosion
- Kills 99.9% viruses and bacteria

## APPLICATION

- Interior walls
- Exterior surfaces

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications	Test Method
1.	*Coverage (Square meter/kg) [On ideal smooth surface]	1.67 - 1.95	In House
2.	Pot life (Hours)	3.0 - 3.5	In House
3.	Tensile Adhesion strength @28 days (N/m <sup>2</sup> )	≥ 1.1	EN 1348
4.	Water Capillary Absorption (ml), 30 min @28days	≤ 0.60	Karsten Tube
5.	Compressive strength @28 days (N/m <sup>2</sup> )	3.5 - 7.5	EN 1015-11
6.	Bulk Density (g/cm <sup>3</sup> )	0.8 - 1.0	In House

## AVAILABLE SIZES 30KG



SCAN TO  
KNOW MORE



# WALLSEAL WATERPROOF PUTTY

Birla White WallSeal Waterproof Putty is a white cement-based putty with 2x water resistance. It has Active German Silicone Polymers which provide a strong base on a plaster/concrete and mortar wall surface.

It provides better protection from seepage. In fact, the Karvy Research findings state that it has the best waterproofing properties.



## PRODUCT HIGHLIGHTS



**2x Water  
Resistance**



**Active German  
Silicone Polymer**



**More  
Whiteness**

## GALLERY



## FEATURES

- Contains active German silicone polymers
- Better whiteness
- Eco-friendly
- Durability and resistance to hair line cracking
- Curing-free

## BENEFITS

- 2X water resistance
- Provides smooth and glossy finish to the surface
- Brings out true tone of the top coat
- Better workability

## APPLICATION

- Interior walls
- Exterior surfaces

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications	Test Method
1.	*Coverage (Square meter/kg) [On Ideal smooth surface]	1.48645 - 1.76516	In House
2.	Pot life (Hours)	3.0 - 3.5	In House
3.	Tensile adhesion strength @28 days (N/m2)	≥ 1.0	EN 1348
4.	Water Capillary Absorption (ml), 30 min @28days	≤ 0.3	Karsten Tube
5.	Compressive strength @28 days (N/m2)	3.5 - 7.5	EN 1015-11
6.	Bulk Density (g/cm3)	0.90 - 1.10	In House

\*This value is on a smooth surface; however, this may change according to surface texture

## AVAILABLE SIZES 1KG, 5KG, 20KG, 30KG, 40KG



SCAN TO  
KNOW MORE



# PRECOTE PUTTY

Birla White Precote Putty is known to be India's Asli Aur Sabse Safed Putty. It is a white cement-based, water-resistant whitest wall putty for the Brightest walls, that ensures smooth surface, extensive coverage, superior refractive index, paint-friendliness, and strong binding with building surfaces.

Its unique formula has Extra HP polymers, which keep the moisture away and prevent flaking. With this Putty you are ensured to get aesthetic interiors for your dream home for years to come. It is specifically designed for the non-trade segment, not for retail sale.



## PRODUCT HIGHLIGHTS



**Prevents flaking  
of Paint**



**Strong Bond  
With base plaster**



**Ideal For Internal  
& External Walls**



**Water Resistant**

## GALLERY



## FEATURES

- No curing required after application
- Water-resistant due to Extra HP polymers
- Certified Green Product
- Zero VOCs
- Anti-carbonation property
- Enhanced adhesion and durability

## BENEFITS

- Offers superior whiteness and enhanced durability
- Brings out the true tone of colour and accepts any kind of paint application
- Prevents the growth of algae and fungi
- Resists dampness on painted surface
- Gives surfaces a smooth and glossy finish
- Reduces the consumption of paints and binds strongly with the base

## APPLICATION

- Interior walls
- Exterior walls
- Wall segments
- Repainting walls

## TECHNICAL SPECIFICATIONS

Properties	Unit	Specifications	Test Method
Tensile Adhesion Strength @ 14 days	N/mm <sup>2</sup>	≥ 0.80	IS 17545:2021 Annex. B
Tensile Adhesion Strength@ 28 days		≥ 1.00	
Compressive Strength @ 28 days	N/mm <sup>2</sup>	≥ 5.0	IS 4031 Part -6
Setting Time*	minutes	≥ 180	IS 17545:2021 Annex. D
Initial		≤ 500	
Final			
Water Retentivity	%	≥ 98	IS 17545:2021 Annex. C
Degree of Whiteness on Reflectance Meter	%	≥ 85	IS 8042:2015 Annex B

\*Depend upon ambient temperature & atmospheric condition.

## AVAILABLE SIZE 30KG



SCAN TO KNOW MORE

# SEEP GUARD WATERPROOFING SOLUTIONS

Birla White Seep Guard infuses this superior advantage with a unique combination of German Elastomeric Polymers to provide unparalleled protection to the interior, vertical and horizontal surfaces. The interaction and cross-linking of polymers with cement constituents in our waterproof products create a denser microstructure. This enhances Seep Guard's ability to resist water penetration and ensures strong adhesion, effectively preventing surface seepage issues.



## PRODUCT HIGHLIGHTS



Superior Surface Adhesion



Highly Water Resistant



Upto 8 Year Warranty\*

## GALLERY



\*Terms & Conditions Apply

## FEATURES

- White cementitious highly adhesive waterproof coating
- Heat reflecting coating for roofs, terraces, exterior & interior surfaces
- UV resistant
- Highly water resistant up to 7 bars
- Surface temperature reduction up to 10°C
- Upto 8-years warranty\*

## BENEFITS

- Superior Adhesion: Very strong adhesion with masonry & concrete surfaces
- Highly Durable: Long lasting coating that protects your building from any water seepage or leakage
- Food grade certified: Safe to be used in water tanks, reservoirs, etc.

## APPLICATION

- Exterior walls
- Interior walls  
RCC structures/  
plaster surfaces

## TECHNICAL SPECIFICATIONS OF HORIZONTAL SURFACES

S.No.	Technical Parameters	Specifications	Test Method
1.	Tensile adhesion strength (pull off) (n/mm <sup>2</sup> ) @ 28 days	2.21	ASTM D7234
2.	Water impermeability (Against Hydrostatic Pressure) (Bar)	Positive: Nil at 7 bar & 4mm @10 bar Negative: Pass @ 5 bar	EN 12390-8:2000
3.	Crack bridging (MM)	No cracking up to 2.10 mm	EN 1062-7
4.	Alkali resistance	No colour change	IS 15489
5.	Fungal resistant	Zero rating	ASTM G 21
6.	Coverage* Horizontal Surface: Three coats on RCC/concrete surface (Priming coat with 100 % + Two coat with 60-65%, Sqft/Kg)	12-13	In House
7.	Pot life (Hrs.)	1.5	In House
8.	Reduction of surface temperature. at noon time (°C)	6-8	In House

\* This value is on ideal concrete surface; however, this may change according to surface pattern/texture

## AVAILABLE SIZES 2KG, 3KG, 10KG, 12KG, 15KG



SCAN TO  
WATCH FILM



SCAN TO  
KNOW MORE



# TRUTONEX DISTEMPER PAINT

Birla White's TRUTONEx Distemper paint is formulated using a combination of white cement and polymers.

Being a white cement-based distemper paint with polymer modifications, it boasts superior durability and enhanced washability compared to acrylic distempers.



## GALLERY



## FEATURES

- White cement-based distemper paint
- Available in multiple factory-made premix color shades
- Highly affordable

## BENEFITS

- Saves labour and time
- Avoids cracking of walls
- Prevents growth of fungus
- No water curing required

## APPLICATION

- TrutoneX Distemper paint can be applied on wall putty, wall primer, POP, Gypsum or plastered wall

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications
1	Coverage for 2 coats (on ideal smooth surface)*	85 - 105 sq.ft/Kg
2	Recommended surfaces	Wall putty/primer, POP/Gypsum & plaster wall
3	Method of application	Brush or roller after suitable dilution
4	Recommended thinner	Water
5	Thinning	150% by volume (as per guidelines)
6	Stability of thinned paint (Pot life)	8 - 10 Hours
7	Drying time**	Surface Dry - minimum 30 min Hard Dry - 10-12 hrs
8	VOC (mg/kg)	Nil
9	Shade range	Super White, Electric Blue, Daffodil Yellow and Merrie Pink
10	Fire hazard class	Non-flammable
11	Shelf life	9 months from date of manufacture in original closed bags, away from direct sunlight and excessive heat.

\*Actual covering capacity may vary depending upon the surface conditions (texture, roughness & porosity), application conditions (painter skills & application method) and external factors (temperature, wind velocity etc.)

\*\* Actual drying time may vary depending on climatic condition

## 1KG, 5KG & 20KG - ELECTRIC BLUE, DAFFODIL YELLOW, MERRIE PINK, SUPER WHITE, PASTEL GREEN, OFF WHITE



SCAN TO WATCH FILM



SCAN TO KNOW MORE



# PRIMACOAT LIQUID PRIMER

The white cement based liquid PrimaCoat Primer uses advanced technology and state-of-the-art manufacturing processes to provide superior fineness, advanced adhesion and higher coverage than any other acrylic interior wall primer.

Birla White Prima Coat, designed for both interior and exterior applications, is crafted with a unique blend of white cement and TiO<sub>2</sub>. These ingredients serve as pigments in Prima Coat, yielding an exceptional Reflective Index (RI) that delivers industry-leading opacity.



## PRODUCT HIGHLIGHTS



## GALLERY



\*Terms & Conditions Apply

## FEATURES

- Its superior adhesion quality and offers higher coverage to subsequent topcoats.

## BENEFITS

- Excellent opacity and whiteness
- Improves appearance of topcoat
- Does not require pre-wetting or curing with water
- Provides excellent adhesion to topcoat emulsions
- Prevents peeling off of top coat emulsions

## APPLICATION

- It can be applied on all types of surfaces like exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc. as a primer.

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications
1	*Coverage (Sq.ft/Ltr/Coat)	Interior - 170-200 sq.ft/Ltr/ Coat** Exterior - 110-140 sq.ft/Ltr/ Coat**
2	**Drying time (surface dry)	30 minutes
3	Stability of thinned paint	Use within 24 hrs
4	Thinning	100% by volume with water
5	Overcoatability (drying time to recoat)	4 - 6 HRS @27° +- 2° C & RH 60 ± 5%
6	Post application instructions	Apply finishing coat within 30 days of primer application
7	Shade range	White Shade
8	Safety features	Non-Flammable
9	Recommended thinner	Water
10	Method of application	Spray, brush or roller after suitable dilution
11	Shelf life	3 years from date of manufacture in original tightly closed containers, away from direct sunlight and excessive heat

\*Actual covering capacity may vary depending upon the surface conditions (texture, roughness & porosity), application conditions (painter skills & application method) and external factors (temperature, wind velocity etc.)

\*\*Actual drying time may vary depending on climatic condition

## AVAILABLE SIZES 1LTR, 4LTR, 10LTR, 20LTR



SCAN TO  
KNOW MORE



# ACTIVCOAT PRIMER

Birla White ActivCoat Primer is a white cement-based liquid primer. ActivCoat Primer provides better opacity and whiteness than acrylic wall primers available in the market. This helps to bring out the true tone of paint colour and gives you best outcome of paint on your home walls.



## PRODUCT HIGHLIGHTS



**Better Opacity**



**Strong Adhesion**



**White Cement Ke Advantage Wala Liquid Primer**

## GALLERY



\*Terms & Conditions Apply

## FEATURES

- Better opacity
- Strong adhesion
- White Cement Ke Advantage Wala Liquid Primer

## BENEFITS

- Excellent opacity and whiteness
- Improves appearance of topcoat
- Does not require pre-wetting or curing with water
- Provides excellent adhesion to topcoat emulsions
- Prevents peeling off of top coat emulsions

## APPLICATION

- It can be applied on all types of surfaces like exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc. as a primer.

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications
1	Coverage (on ideal smooth surface)*	Interior: 160-200 Sq.Ft./Ltr/ Coat Exterior: 110-130 Sq.Ft./Ltr/ Coat
2	Drying time (surface dry)	30 minutes
3	Stability of thinned paint	Use within 24 hrs
4	Thinning	100% by volume with water
5	Overcoatability ( drying time to recoat)	4 - 6 HRS @27°±2°C & RH 60 ± 5%
6	Post application instructions	Apply finishing coat within 30 days of primer application.
7	Packaging	1 ltr, 4 ltrs, 10 ltrs & 20 ltrs.
8	Safety features	Non-Flammable
9	Method of application	spray, brush or roller after suitable dilution
10	Shelf life	3 years from date of manufacture in original tightly closed containers, away from direct sunlight and excessive heat.
11	Recommended surfaces	Exterior cement plasters, exterior ceilings, asbestos sheet, concrete, etc. as a primer

\*Actual covering capacity may vary depending upon the surface conditions (texture, roughness & porosity), application conditions (painter skills & application method) and external factors (temperature, wind velocity etc.)

\*\* Actual drying time may vary depending on climatic condition

## AVAILABLE SIZES 1LTR, 4LTR, 10LTR, 20LTR



SCAN TO  
KNOW MORE

# EXTOCARE PRIMER

Want to give life-long protection to your walls?

Give them the power of Birla White Extocare, a white cement-based polymer-modified exterior wall primer that provides 7x more adhesion than any acrylic wall primer. This prevents peeling of the topcoat and keeps the beauty of your walls intact for years to come. Along with protection, Birla White Extocare offers the best opacity and whiteness that bring out the true tone of paint.



## PRODUCT HIGHLIGHTS



**Highest Whiteness On Hunter Scale (94.5%)**



**Prevents Peeling Of Paint**



**Compatible With All Exterior Paints**

## GALLERY



## FEATURES

- Best-in-class opacity and whiteness
- Possesses anti-carbonation property
- Provides 7x\*more adhesion to top coat than other primers
- No VOC ( Volatile Organic Compounds)
- Anti-alkali
- Eco-friendly
- Highly durable

## BENEFITS

- Protects TCC structure from corrosion
- Prevents peeling of topcoat
- Easy to apply
- Beneficial for application on high rise
- Can be applied on damp/moist surfaces
- Resists UV weathering effect

## APPLICATION

- Exterior walls
- RCC structures/ plaster surfaces

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications	Test Method
1.	Coverage (sqft/kg/2 coats) [On Ideal smooth surface]*	90-110	In House
2.	Pot life (Hours)	3.0-3.5	In House
3.	Whiteness (%HW)	+94.5%	In House
4.	Drying time @ 25±2 °C -Touch Dry -Hard Dry	Max 1 hrs. Min. 6 hrs.	In House In House
5.	VOC (mg/kg)	Nil	ASTM 6886
6.	Bulk Density (g/cm 3 )	0.80-0.90	In House

## AVAILABLE SIZES 10KG



# TILE ADHESIVES & GROUTS

## TILESTIX & TILELYNK FINISH MAST. PAKAD ZABARDAST.

TileStix combines advanced German polymers and Birla White's cement technology for exceptional tile adhesion, ensuring durability in any environment.

TileLynk, is a premium grout that offers excellent water resistance and flexibility, keeping tiled surfaces pristine. Trust TileLynk for unmatched quality.



### PRODUCT HIGHLIGHTS



Higher Adhesion



Ease of Use



Durable

### GALLERY



## FEATURES

- Easy to use - just add water.
- Highly Polymer-modified for strong adhesion to various substrates
- Water & shock-resistant - perfect for wet areas & commercial floors
- Sag-resistant formula for vertical walls
- Low VOC - promotes healthy living

## APPLICATION

- Ceramic & other tiles with porosity <3%
- Dry and wet areas
- Indoors on horizontal & vertical surfaces
- Tile-On-Tile application
- Used for Vitrified tiles, Porcelain tiles and ceramic tiles
- Medium Format Tiles

## TILESTIX

### INTERO

Ease of use  
Durable  
Higher adhesion  
Better open time  
Low VOC



### INTERO GRIP+

Ease of use  
Durable  
Higher adhesion  
Tile-on-tile  
Low VOC



### VITRIBIND

Ease of use  
Durable  
Higher adhesion  
Tile-on-tile  
Low VOC



### VITRIBIND GRIP+

Ease of use  
Higher adhesion  
Water-resistant  
Highest open time  
Durable  
Low VOC



### EXTERO

Ease of use  
Higher adhesion  
Highest open time  
Water & shock-resistant  
Sag-resistant  
Durable



## TILELYNK



Durable & Flexible  
For Tile Joints 1-6mm Gaps  
Highest Water Resistance



SCAN TO  
WATCH FILM



SCAN TO  
KNOW MORE



# ZYPCOTE

Birla White Zypcote is specially formulated gypsum plaster for internal plastering. It can be applied as a replacement of traditional cement. It can also be used as levelling material. Zypcote's additives give it great compressive strength while being light weight.

It does not require water curing which makes the surface ready for painting in 72 hours.



## PRODUCT HIGHLIGHTS



No Water Curing



Shrinkage Crack Resistant



Easy to Apply



Economical & Value for Money

## GALLERY



### FEATURES

- Green building product
- Higher coverage & economical
- Can be applied in thicker coat 0.008-0.01 meter thickness
- No curing
- Shrinkage crack resistant

### BENEFITS

- Easy to apply: Just add water
- Achieve perfect corners and level finish on your walls with minimal effort
- Better acoustic & insulation properties than cement sand plaster
- No curing is required and surface is ready within 72 hours for painting

### APPLICATION

- Interior walls

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications
1.	Dry bulk Density kg/m <sup>3</sup>	645-770
2.	Initial setting time in minutes	15-25
3.	Final setting time in minutes	20-30
4.	Approximate coverage* in square meter	>80
5.	Soluble MgO Wt%	As per IS code 2547 Part II
6.	Soluble Na <sub>2</sub> O wt%	As per IS code 2547 Part II

## AVAILABLE SIZES 25KG



SCAN TO  
KNOW MORE

# ZYPSOFINE

Manufactured using high purity natural gypsum, Birla White Zypsofine is a gypsum hemihydrate that is ideal for thin coat internal plastering and decorative applications. Its durable and mouldable nature makes it perfect to fit all kinds of designs. With special additives, this product enjoys a high coverage and smoothens out undulations, unlike normal plastering.



## PRODUCT HIGHLIGHTS



No Water Curing



Shrinkage Crack Resistant



Easy to Apply



Economical & Value for Money

## GALLERY



### FEATURES

- Superior whiteness Of 72%
- Certified green product
- Shrinkage & crack resistant
- Durable finish
- Higher coverage

### BENEFITS

- Gives a higher coverage
- No curing required
- Easy to apply
- Leaves less than 5% residue
- Has a high workability
- Value for money

### APPLICATION

- Interior walls

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Specifications
1.	Setting Time (Minutes)	15-25
2.	Density kg/m <sup>3</sup>	720-800
3.	Compressive strength N/m <sup>2</sup>	1-3
4.	Coverage in square meter/25kg bag (0.001-0.003 meter)	23.2258 square meter
5.	Whiteness (%)	72+
6.	Residue (%)	<5

## AVAILABLE SIZES 25KG



SCAN TO  
KNOW MORE

# LEVELPLAST

Birla White Levelplast is a white cement-based, water-resistant polymer modified curing-free ready-mix plaster. It gives your walls the best-in-class compressive strength and tensile adhesion. It is an eco-friendly product and is certified for anti-carbonation properties. It is ideal for application on interior and exterior surfaces.



## PRODUCT HIGHLIGHTS



Highly  
Water Resistant



Best Compressive  
Strength



Hacking-Free\*



Curing-Free

## GALLERY



## FEATURES

- Only Curing-Free Ready-mix plaster
- High tensile strength
- High adhesion strength
- Higher compressive strength
- Polymer modified product
- Low capillary absorption

## BENEFITS

- Saves labour and time
- Avoids cracking of Walls
- Prevents growth of fungus
- No water curing required
- Avoids water seepage

## APPLICATION

- Concrete Blocks
- Mivan
- AAC Blocks
- Red Bricks\*

\*(Only up to recommended thickness i.e. 0.025 meter, in two layers.)

## TECHNICAL SPECIFICATIONS

S.No.	Technical Parameters	Unit	Specifications	Test Method
1.	Tensile adhesion strength @28 days (thickness up to 10 mm)	N/mm <sup>2</sup>	≥ 0.65	EN 1348
2.	Compressive strength @28 days	N/mm <sup>2</sup>	≥ 10	EN 1015-11
3.	Water absorption @28 days for 30 mins	ml	≤ 0.50	Karsten Tube
4.	Water relativity	%	≥ 95	DIN 18555-7
5.	Setting time*	Min	≤ 90	In House test procedure
6.	Pot life (Hours)	Min	40-90	In House test procedure

## AVAILABLE SIZES 20KG & 40KG



SCAN TO  
KNOW MORE

# TEXTURA

## INTERIOR HO YA EXTERIOR, TEXTURA HUMESHA SUPERIOR!

Birla White Textura is a white cement-based wall texture composition. It offers beautiful, textured patterns. It comes with superior adhesion and tensile strength. It is also economical as there is no need to apply primer. It ensures durability, ease of application and the variety of design options, making it ideal for any concrete structure.



### PRODUCT HIGHLIGHTS



**Affordable**



**Multiple Designs**



**Multicolor Freedom**

### GALLERY



## FEATURES

- Water, algae and fungi resistant
- Cracks, flaking and weathering resistant
- Tough and durable
- High adhesive strength
- Superior tensile strength
- No curing required

## BENEFITS

- Gives an exciting variety of surface finishes
- Provides flexibility of use
- Provides the best value for money
- Binds strongly with the base plaster
- Covers minor undulations on the wall
- Resists dampness on the walls

## APPLICATION

- Interior walls
- Exterior walls

## TECHNICAL PARAMETERS

### TROWEL FINISH:

S.No.	Technical Parameters	Specifications	Test Method
1.	*Coverage (Sq mtr/Kg/coat) [On ideal smooth surface]	0.32 -0.42	In House
2.	Pot life (Hours)	1.5-2.0	In House
3.	Tensile strength @28 days) (N/mm <sup>2</sup> )	≥0.5	EN 1348
4.	Water Capillary Absorption (ml),30 min@28 days	≤0.60	Karsten Tube
5.	Bulk Density (g/cm <sup>3</sup> )	1.3-1.7	In House

\*This value is on smooth surface; however this may change according to surface texture

### ROLLER/SPRAY FINISH:

S.No.	Technical Parameters	Specifications	Test Method
1.	*Coverage (sq mtr/Kg/coat) [On Ideal smooth surface]	Designer Roller Finish: 0.5 - 0.9 Sponge Roller Finish : 0.7 - 1.2 Spray Finish : 1.4 - 1.9	In House
2.	Pot life (Hours)	1.5-2.0	In House
3.	Tensile strength @28 days) (N/mm <sup>2</sup> )	≥0.5	EN 1348
4.	Water Capillary Absorption (ml), 30 min@28 days	≤0.60	Karsten Tube
5.	Bulk Density (g/cm <sup>3</sup> )	0.9-1.1	In House

\*This value is on smooth surface; however, this may change according to surface texture

## AVAILABLE SIZES 20KG & 25KG



SCAN TO  
KNOW MORE



# GRC

Architectural components have a way of sprucing up your space. Get them in with Birla White GRC. Birla White GRC is basically glass-fibre reinforced concrete, which is a versatile and lightweight moulding material.

It has been developed so you can construct complex yet strong wall profiles. Along with supporting architecture ideas, it also helps with exquisite designs. This makes it the preferred choice for designers as well. Useful for restoration, renovation and new construction, Birla White GRC offers a wide range of possibilities in terms of shapes, forms and textures.



## PRODUCT HIGHLIGHTS



**Tough & Durable**



**Non-Combustible**

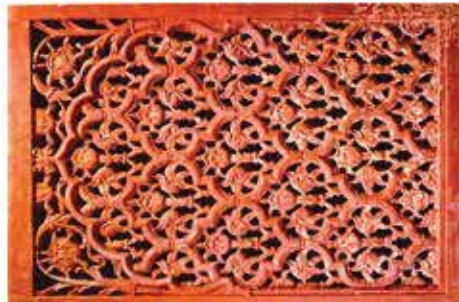


**No Health Risks**



**Quick Installation**

## GALLERY



## FEATURES

- 75% lighter than ordinary concrete
- High adaptability
- High durability
- No health risk
- Non-combustible

## BENEFITS

- Resists high impact
- Can be cut without chipping
- Can be installed quickly
- Is easily fixable
- No external reinforcement required

## APPLICATION

- Textured or Curved Bands
- Ornamental and Architectural Components (Arches, Brackets, Zharokhas, Partitions, Domes, etc.)
- Decorative Roofing

## ORNAMENTAL AND ARCHITECTURAL



SCAN TO  
KNOW MORE



# EXPERTS CLUB APP

Birla White introduced a loyalty program for painters/applicators (Key influencers of the brand) which would Enrol, Engage and Reward the members (Painters/Applicators) basis their purchase of Birla White products



This loyalty program is a purchase based (Identified through scanning of a token inside the bags of Birla White) incentive which fully runs digitally via an APP. Along with the incentives there are others non-monetary benefits which the program offers to (Painter/Applicator) in their day-to-day life.

## FEATURES

-  Digital Welcome Kit & Joining Bonus Points
-  Upskilling & Training
-  Instant KYC without Physical Document
-  Business Expansion
-  Wide Range of Rewards Collection
-  Games & Quiz
-  New Customer Acquisition
-  Target Setting
-  Portfolio Showcase



SCAN TO KNOW MORE







**Birla White - A Unit of UltraTech Cement Limited,**  
9th Floor, Birla Centurion, Pandurang Budhkar Marg,  
Worli, Mumbai - 400030

🌐 Website: [www.birlawhite.com](http://www.birlawhite.com) | 📞 Toll Free No.: 1800 11 1717

📘 [www.facebook.com/BirlaWhiteCement](https://www.facebook.com/BirlaWhiteCement) | 🐦 [twitter.com/BirlaWhite](https://twitter.com/BirlaWhite)

✉ [bw-consumercare@adityabirla.com](mailto:bw-consumercare@adityabirla.com)