

# BIRLA WHITE TILESTIX & TILELYNK

Finish mast. Pakad Zabardast.



# OVERVIEW

## Tile Adhesives:

Crafted with cutting-edge German polymers and fortified with Birla White's trusted White Cement technology, TileStix stands as the ultimate tile adhesive. Its unparalleled adhesion ensures that the tiles stay firmly in place, even in challenging environments. With a blend designed for enduring strength, TileStix establishes a bond that lasts, resisting the rigours of time and environmental factors.

## Tile Grouts:

Engineered with precision and expertise, TileLynk represents the pinnacle of cementitious tile grouts. Developed by Birla White, TileLynk boasts exceptional water resistance and flexibility, ensuring perfect linkage between tiles.

# PRODUCTS

## 1. Tile Adhesives:

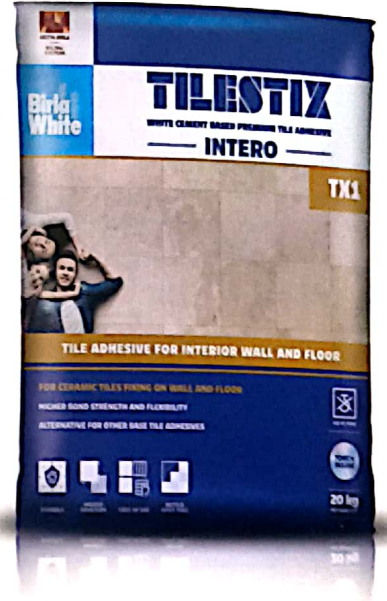
- a. **TileStix Intero**
- b. **TileStix Intero Grip+**
- c. **TileStix Vitribind**
- d. **TileStix Vitribind Grip+**
- e. **TileStix Extero**

## 2. Tile Grouts:

- a. **TileLynk**

# TILESTIX INTERO

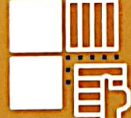
It is a polymer modified, White Cement-based thin-set tile adhesive for fixing high porosity tiles like ceramic/clay tiles, terracotta and small format natural stones.



**DURABLE**



**HIGHER ADHESION**



**EASE OF USE**



**BETTER OPEN TIME**

## Features and Advantages:

- Can be used in internal areas, for floor applications.
- Water resistant - suitable for wet areas.
- Self-curing properties, which allows hassle-free application with minimum labor.
- Low VOC for healthy living.

## Suitable for:

Horizontal surfaces over the cementitious substrate for indoor application in dry and wet areas.

**Packaging: 20 kg bag**

## Technical Specifications:

Open Life	Tensile Adhesion	Shear Adhesion	**Coverage	IS 15477: 2019	*Shelf life
2hrs.	> 0.7 N/mm <sup>2</sup>	> 1.10 N/mm <sup>2</sup>	Approx. 55-60 ft <sup>2</sup>	Type 1'T'	12 months

\*Sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.

\*\*Coverage will vary depending on trowel notch size, type and size of tile and substrate smoothness and evenness. For 20 kg bag at 3 mm thickness using 6 mm x 6 mm square notched trowel.



# TILESTIX INTERO GRIP+

It is a polymer modified, White Cement-based thin-set tile adhesive for fixing ceramic, semi-vitreous tiles and small to medium format natural stones.



**DURABLE**



**HIGHER ADHESION**



**EASE OF USE**



**TILE ON TILE**



## Features and Advantages:

- Can be used in internal areas, for floor as well as wall applications.
- Water resistant - suitable for wet areas.
- Sag resistant formula provides hassle-free application on vertical walls.
- Low VOC for healthy living.

## Suitable for:

Horizontal surfaces and vertical surfaces up to a height of 3 meters, over the cementitious substrate for indoor application in dry as well as wet areas. It is also recommended for tile-on-tile application.

## Packaging: 20 kg bag

## Technical Specifications:

Pot Life	Tensile Adhesion	Shear Adhesion	**Coverage	IS 15477: 2019	EN 12004: 2017	*Shelf life
2hrs.	> 0.8 N/mm <sup>2</sup>	> 1.10 N/mm <sup>2</sup>	Approx. 55-60 ft <sup>2</sup>	Type 1'T'	Type C1T	12 months

\*For sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.

\*\*Coverage will vary depending on trowel notch size, type and size of tile and substrate smoothness and evenness. For 20 kg bag at 3 mm thickness using 6 mm x 6 mm square notched trowel.



# TILESTIX VITRIBIND

It is a highly polymer modified, White Cement-based thin-set tile adhesive for fixing ceramic, semi-vitreous tiles, vitrified tiles and natural stones.



**DURABLE**



**HIGHER ADHESION**



**EASE OF USE**



**TILE ON TILE**

## Features and Advantages:

- Can be used in internal areas, for floor as well as wall applications.
- Water and shock resistant - suitable for wet areas and commercial floors.
- Sag resistant formula provides hassle-free application on vertical walls.
- Low VOC for healthy living.

## Suitable for:

It is suitable for both horizontal and vertical surfaces, on interior floor and wall, in dry and wet areas. It is also recommended for tile-on-tile application.

**Packaging: 20 kg bag**

## Technical Specifications:

Pot Life	Tensile Adhesion		Shear Adhesion		**Coverage	IS 15477: 2019	EN 12004: 2017	*Shelf life
2hrs.	Dry Condition	> 1.20 N/mm <sup>2</sup>	Dry Condition	> 1.35 N/mm <sup>2</sup>	Approx. 55-60 ft <sup>2</sup>	Type 2'T'	Type C1T	12 months
	Wet Condition	> 1.10 N/mm <sup>2</sup>	Wet Condition	> 1.10 N/mm <sup>2</sup>				
			Heat Aging	> 1.20 N/mm <sup>2</sup>				

\*For sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.

\*\*Coverage will vary depending on trowel notch size, type and size of tile and substrate smoothness and evenness. For 20 kg bag at 3 mm thickness using 6 mm x 6 mm square notched trowel.



# TILESTIX VITRIBIND GRIP+

It is a highly polymer modified, White Cement-based thin-set tile adhesive for fixing all types of ceramic, semi-vitreous, vitrified tiles and natural stones.



**DURABLE**



**HIGHER ADHESION**



**EASE OF USE**



**HIGHEST OPEN TIME**

## Features and Advantages:

- Ideal product for tile-on-tile applications on floor.
- Can be used in internal areas, for floor and wall applications as well as for external floors.
- Water and shock resistant - suitable for wet areas and commercial floors.
- Sag resistant formula provides hassle-free application on vertical walls.
- Sustains heat ageing - making it ideal for high temperature locations and for hot temperature applications, like jacuzzi, sauna etc.
- Low VOC for healthy living.

## Suitable for:

Horizontal and vertical surfaces, in dry and wet areas for indoor and outdoor application. It is also recommended for tile-on-tile applications.

## Packaging: 20 kg bag

## Technical Specifications:

Pot Life	Tensile Adhesion		Shear Adhesion		**Coverage	IS 15477: 2019	EN 12004: 2017	*Shelf life
2hrs.	Dry Condition	> 1.25 N/mm <sup>2</sup>	Dry Condition	> 1.40 N/mm <sup>2</sup>	Approx. 55-60 ft <sup>2</sup>	Type 2'T'	Type C2TE	12 months
	Wet Condition	> 1.10 N/mm <sup>2</sup>	Wet Condition	> 1.10 N/mm <sup>2</sup>				
			Heat Aging	> 1.20 N/mm <sup>2</sup>				

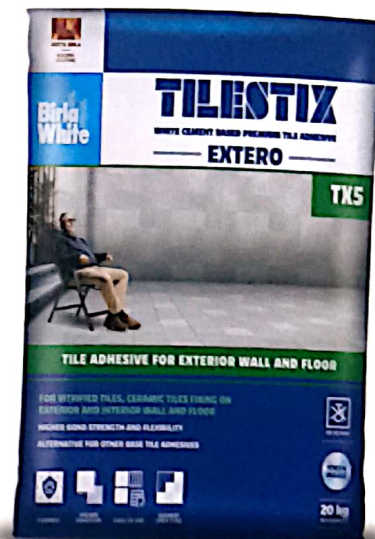
\*For sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.


\*\*Coverage will vary depending on trowel notch size, type and size of tile and substrate smoothness and evenness. For 20 kg bag at 3 mm thickness using 6 mm x 6 mm square notched trowel.




# TILESTIX EXTERO

It is a highly polymer modified, White Cement-based thin-set tile adhesive for fixing all type of ceramic tiles, vitreous/vitrified, semi-vitreous tiles, glass mosaic tiles, precast terrazzo and natural stones over concrete and on a variety of substrates.







**DURABLE**



**HIGHER ADHESION**



**EASE OF USE**



**HIGHEST OPEN TIME**

## Features and Advantages:

- Ideal product for tile-on-tile applications on floor.
- Can be used in internal areas, for floor and wall applications as well as for external floors and walls.
- Water and shock resistant - suitable for wet areas and commercial floors.
- Sag resistant formula provides hassle-free application on vertical walls.
- Sustains heat ageing - making it ideal for high temperature locations and for hot temperature applications, like jacuzzi, sauna etc.
- Low VOC for healthy living.

## Suitable for:

Horizontal and vertical surfaces, in dry and wet areas for indoor and outdoor applications. It is also recommended for tile-on-tile application. It can be used to fix regular size tiles in commercial areas as it accommodates shocks due to heavy traffic.

## Packaging: 20 kg bag

### Technical Specifications:

Pot Life	Tensile Adhesion	Shear Adhesion	**Coverage	IS 15477: 2019	EN 12004:2017	*Shelf life
2hrs.	Dry Condition > 1.60 N/mm <sup>2</sup>	Dry Condition > 1.50 N/mm <sup>2</sup>	Approx. 55-60 ft <sup>2</sup>	Type 3'T'	Type C2TE	12 months
	Wet Condition > 1.10 N/mm <sup>2</sup>	Wet Condition > 1.20 N/mm <sup>2</sup>				
		Heat Aging > 1.30 N/mm <sup>2</sup>				

\*For sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.

\*\*Coverage will vary depending on trowel notch size, type and size of tile and substrate smoothness and evenness. For 20 kg bag at 3 mm thickness using 6 mm x 6 mm square notched trowel.



# TILELYNK - TILE GROUT

Birla White TileLynk is a high quality, advanced polymer-modified, high performance grout with excellent water repellent and efflorescence resistance properties. Birla White TileLynk has higher strength and more water and stain resistance compared to normal cement grout.



**DURABLE AND FLEXIBLE**



**FOR TILE JOINTS 1-6 MM GAP**



**HIGHEST WATER RESISTANCE**

## Features and Advantages:

- Ready to use; and only onsite mixing with water is required.
- Can be used for both interior and external applications.
- Can be used for filling up to 6 mm grout width.
- Gives non shrink, water and UV resistant grouting results.

## Suitable for:

Grouting glazed tiles, mosaic, vitrified and fully vitrified tiles, ceramic tiles, industrial tiles, granites, marbles and other natural stones etc.

## Packaging: 1 kg bag

## Technical Specifications:

Pot Life	EN 13888-1-2022	*Shelf life	Colour
1hrs.	CG-2WA	12 months	White

PROPERTIES AS PER EN 13888 -1 - 2022 (CG-2WA)	Test Method	Requirement	Test Results
1. Compressive Strength – Dry, N/mm <sup>2</sup>	EN 13888	≥ 15	> 22
2. Compressive Strength – Freeze Thaw Cycle, N/mm <sup>2</sup>	EN 13888	≥ 15	> 18
3. Flexural Strength – Dry, N/mm <sup>2</sup>	EN 13888	≥ 2.5	> 6
4. Flexural Strength – Freeze Thaw Cycle, N/mm <sup>2</sup>	EN 13888	≥ 2.5	> 5
5. Water Absorption after 30 minutes, gms	EN 13888	< 2	< 1.6
6. Water Absorption after 240 minutes, gms	EN 13888	< 5	< 3.7
7. Shrinkage, mm/m	EN 13888	< 3	< 0.2
8. Abrasion Resistance, mm <sup>3</sup>	EN 12808	≤ 1000	< 800

\*For sealed pack when stored under cover, out of direct sunlight, damp-proof condition and protect from extremes of temperature.



**PROPERTIES AS PER IS 15477: 2019**

Variant	Intero		Intero Grip+		Vitribind	
	1T		1T		2T	
Conforms to:						
Testing Properties	Requirement	Test Results	Requirement	Test Results	Requirement	Test Results
1. Tensile Adhesion Strength						
a) Dry Condition, N/mm <sup>2</sup>	Minimum 0.5	>0.7	Minimum 0.5	>0.8	Minimum 1.0	>1.2
b) Wet Condition, N/mm <sup>2</sup>					Minimum 1.0	>1.1
2. Shear Adhesion Strength						
a) Dry Condition, N/mm <sup>2</sup>	Minimum 1.0	>1.10	Minimum 1.0	>1.10	Minimum 1.25	>1.35
b) Wet Condition, N/mm <sup>2</sup>					Minimum 1.0	>1.1
c) Heat Aging, N/mm <sup>2</sup>					Minimum 1.0	>1.2
3. Slip Resistance, mm	≤ 0.5	<0.4	≤ 0.5	<0.3	≤ 0.5	<0.4

**PROPERTIES AS PER EN 12004: 2017**

Variant	Intero		Intero Grip+		Vitribind	
			C1T		C1T	
Conforms to:						
Testing Properties	Requirement	Test Results	Requirement	Test Results	Requirement	Test Results
1. Open Time @ 20 minutes, N/mm <sup>2</sup>			≥ 0.5	>0.6	≥ 0.5	>0.7
2. Slip Resistance, mm			≤ 0.5	<0.3	≤ 0.5	<0.4
3. Tensile Adhesion Strength						
a) Initial, N/mm <sup>2</sup>			≥ 0.5	>0.8	≥ 0.5	>0.9
b) After Water Immersion, N/mm <sup>2</sup>			≥ 0.5	>0.7	≥ 0.5	>0.8
c) After Heat Aging, N/mm <sup>2</sup>			≥ 0.5	>0.8	≥ 0.5	>0.9
d) After Freeze-Thaw Cycles, N/mm <sup>2</sup>			≥ 0.5	>0.7	≥ 0.5	>0.8

**PROPERTIES AS PER IS 15477: 2019**

Variant	Vitribind Grip+		Extero	
	2T		3T	
Conforms to:				
Testing Properties	Requirement	Test Results	Requirement	Test Results
1. Tensile Adhesion Strength				
a) Dry Condition, N/mm <sup>2</sup>	Minimum 1.0	>1.25	Minimum 1.5	>1.60
b) Wet Condition, N/mm <sup>2</sup>	Minimum 1.0	>1.10	Minimum 1.0	>1.10
2. Shear Adhesion Strength				
a) Dry Condition, N/mm <sup>2</sup>	Minimum 1.25	>1.40	Minimum 1.5	>1.50
b) Wet Condition, N/mm <sup>2</sup>	Minimum 1.0	>1.10	Minimum 1.0	>1.20
c) Heat Aging, N/mm <sup>2</sup>	Minimum 1.0	>1.20	Minimum 1.0	>1.30
3. Slip Resistance, mm	≤ 0.5	<0.4	≤ 0.5	<0.3

**PROPERTIES AS PER EN 12004: 2017**

Variant	Vitribind Grip+		Extero	
	C2TE		C2TE	
Conforms to:				
Testing Properties	Requirement	Test Results	Requirement	Test Results
1. Open Time @ 30 minutes, N/mm <sup>2</sup>	≥ 0.5	>0.7	≥ 0.5	>0.6
2. Slip Resistance, mm	≤ 0.5	<0.4	≤ 0.5	<0.3
3. Tensile Adhesion Strength				
a) Initial, N/mm <sup>2</sup>	≥ 1.0	>1.25	≥ 1.0	>1.60
b) After Water Immersion, N/mm <sup>2</sup>	≥ 1.0	>1.10	≥ 1.0	>1.10
c) After Heat Aging, N/mm <sup>2</sup>	≥ 1.0	>1.20	≥ 1.0	>1.30
d) After Freeze-Thaw Cycles, N/mm <sup>2</sup>	≥ 1.0	>1.10	≥ 1.0	>1.20



**PHYSICAL PROPERTIES @ 25°C**

Variant	Intero	Intero Grip+	Vitribind	Vitribind Grip+	Extero	Tile Lynk
Mixing Ratio by weight	0.24 - 0.26	0.24 - 0.26	0.25 - 0.27	0.29 - 0.31	0.30 - 0.32	0.34 - 0.36
Mixed Density, kg/liter	1.65 - 1.85	1.60 - 1.80	1.60 - 1.80	1.55 - 1.75	1.55 - 1.75	1.65 - 1.85
Open Time, minutes (IS 15477: 2019)	Approx. 20	Approx. 20	Approx. 20	Minimum 30	Minimum 30	-
Adjustability, minutes (IS 15477: 2019)	Approx. 20	Approx. 20	Approx. 20	Approx. 30	Approx. 30	-
Pot Life, hours	2	2	2	2	2	1
Sag Resistance	-	-	-	-	-	Non-Sag
Setting Time, hours	24	24	24	24	24	24
Time to Foot Traffic, hours	-	-	-	24	24	24
Time to Heavy Traffic, hours	24	24	24	28	28	7 days
Adhesive Thickness, mm	3 - 12	3 - 12	3 - 12	3 - 12	3 - 12	-
Width Thickness, mm	-	-	-	-	-	Up to 6 mm
Application Temperature (Substrate and Materials), °C	5 - 35	5 - 35	5 - 35	5 - 35	5 - 35	5 - 35

**TileLynk Coverage:**

CONSUMPTION OF CEMENT BASED TILE GROUT IN KG/M <sup>2</sup>										
TILE DIMENSION, MM			JOINT/GROUTING WIDTH (MM)							
LENGTH	WIDTH	THICKNESS	MIX DENSITY OF TILE GROUT - > 1.75 KG/LITRE							
			2	3	4	5	6	8	10	12
25	25	6	1.68	2.52	3.36	4.2	5.04	6.72	8.4	10.08
25	50	6	1.26	1.89	2.52	3.15	3.78	5.04	6.3	7.56
50	50	6	0.84	1.26	1.68	2.1	2.52	3.36	4.2	5.04
100	100	6	0.42	0.63	0.84	1.05	1.26	1.68	2.1	2.52
100	100	10	0.7	1.05	1.4	1.75	2.1	2.8	3.5	4.2
300	200	6	0.18	0.26	0.35	0.44	0.53	0.7	0.88	1.05
300	300	6	0.14	0.21	0.28	0.35	0.42	0.56	0.7	0.84
450	300	6	0.12	0.18	0.23	0.29	0.35	0.47	0.58	0.7
600	300	6	0.11	0.16	0.21	0.26	0.32	0.42	0.53	0.63
600	600	8	0.09	0.14	0.19	0.23	0.28	0.37	0.47	0.56
800	800	8	0.07	0.11	0.14	0.18	0.21	0.28	0.35	0.42
1000	1000	10	0.07	0.11	0.14	0.18	0.21	0.28	0.35	0.42
1200	600	10	0.09	0.13	0.18	0.22	0.26	0.35	0.44	0.53
1200	800	10	0.07	0.11	0.15	0.18	0.22	0.29	0.36	0.44
1200	1200	12	0.07	0.11	0.14	0.18	0.21	0.28	0.35	0.42
1600	800	12	0.08	0.12	0.16	0.2	0.24	0.32	0.39	0.47
1800	1200	12	0.06	0.09	0.12	0.15	0.18	0.23	0.29	0.35

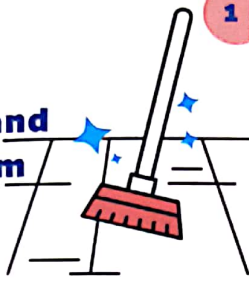


# Product Selector

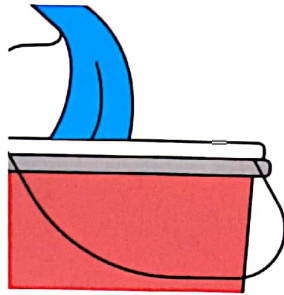
Application Areas	INTERO	INTERO GRIP+	VITRIBIND	VITRIBIND GRIP+	EXTERO
<b>Interior Floors</b>					
Ceramic Tiles	✓	✓	✓	✓	✓
Semi Vitreous	✓	✓	✓	✓	✓
Tile On Tile		✓	✓	✓	✓
Vitrified Tiles			✓	✓	✓
Porcelain Tiles			✓	✓	✓
Glass Mosaics				✓	✓
Natural Stones - Granite/Marble				✓	✓
Small Format Tiles	✓	✓	✓	✓	✓
Medium Format Tiles			✓	✓	✓
Large Format Tiles				✓	✓
<b>Interior Wall</b>		✓	✓	✓	✓
Up to 9ft		✓	✓	✓	✓
More than 9ft				✓	✓
<b>Exterior Floors</b>					
Ceramic Tiles				✓	✓
Semi Vitreous				✓	✓
Tile On Tile				✓	✓
Vitrified Tiles				✓	✓
Porcelain Tiles				✓	✓
Glass Mosaics				✓	✓
Natural Stones - Granite/Marble				✓	✓
Small Format Tiles				✓	✓
Medium Format Tiles				✓	✓
Large Format Tiles				✓	✓
<b>Exterior Wall</b>				✓	✓
Up to 9ft				✓	✓
More than 9ft					✓

# Application Procedure:

Remove all dust, water, oil and sealers from surface

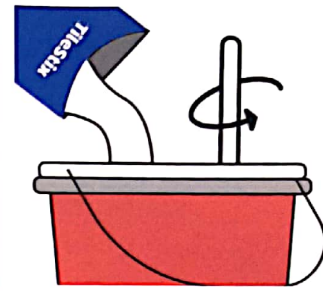


1



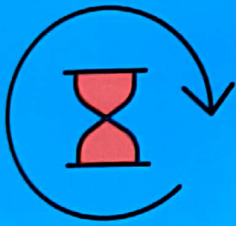
Add water\*

2



Add 20kg tile adhesive

3



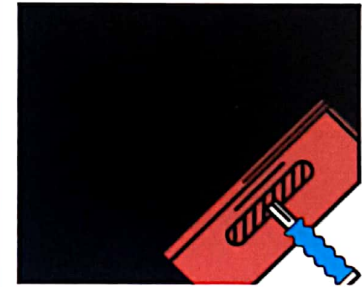
Wait for 5 minutes

4

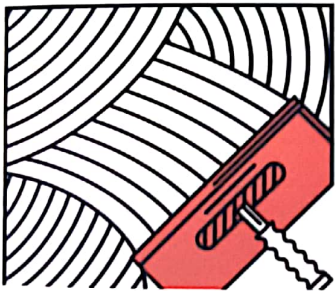


Mix well

5



6

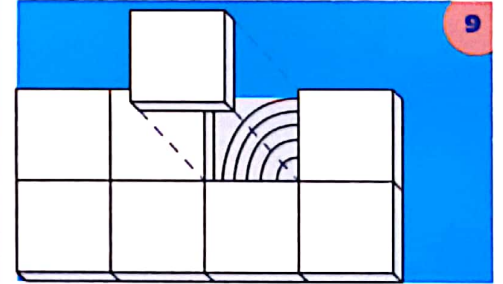


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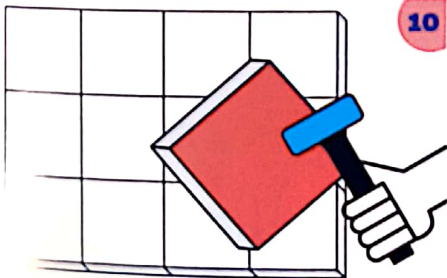


Back buttering

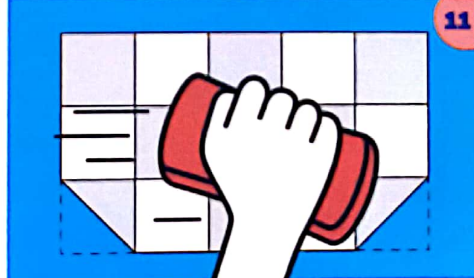
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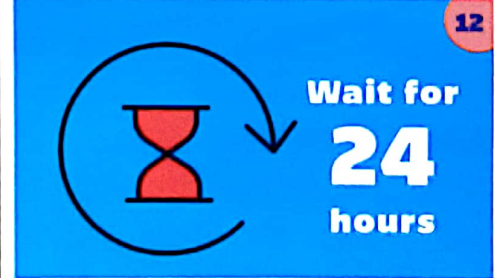
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10

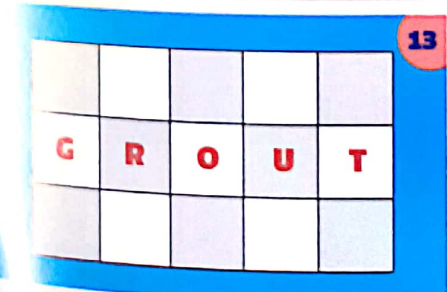


11



Wait for 24 hours

12



13

Variant	*Amount of Water
Intero	4.8 - 5.2 L
Intero Grip+	4.8 - 5.2 L
VitriBind	5.0 - 5.4 L
VitriBind Grip+	5.8 - 6.2 L
Extero	6.0 - 6.4 L

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



# OUR PRODUCTS



WHITE CEMENT



WALL PUTTY



WALL PUTTY



WALL PUTTY



WATERPROOFING SOLUTIONS

# OUR PRODUCTS



**DISTEMPER PAINT**



**PRIMER**



**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**



# WALLCARE PUTTY

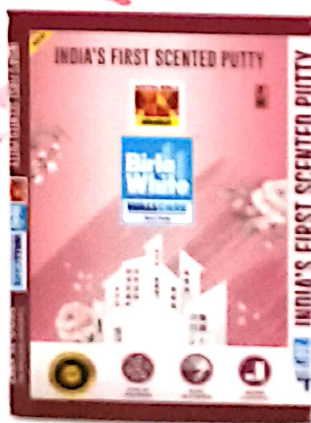
Want true tone of colour for your walls?  
Go for **Birla White WallCare Putty** kyunki  
**Putty Whitest Toh Deewarein Brightest!**

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.

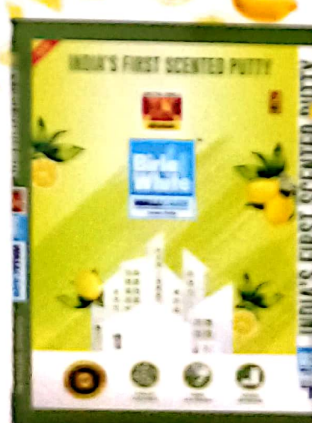


## WALLCARE PUTTY VARIANTS

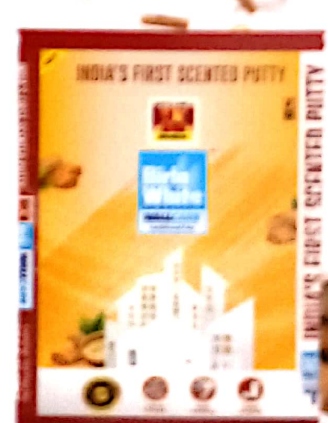
Continuing its legacy of being the leader in Innovation after India's No. 1 WallCare Putty, Birla White has now introduced India's first ever scented putty in rose, lemon and sandalwood fragrance! The standard whiteness and finish of Birla White WallCare Putty with the mood -freshening rose, soothing 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



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# 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

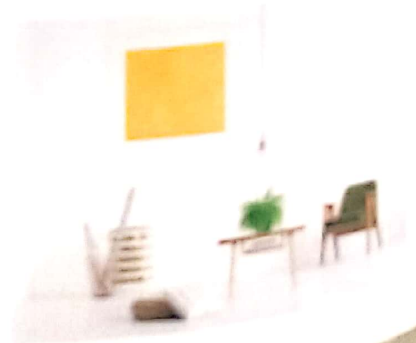
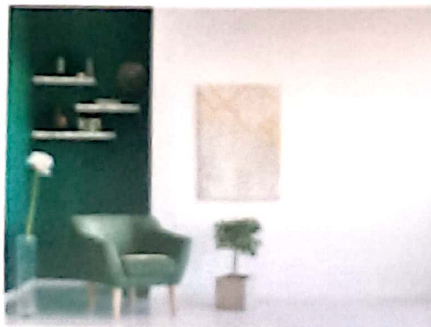


Marble-Like Finish



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



# 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.

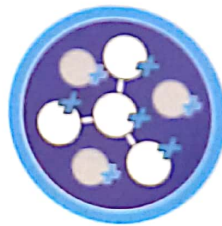
It provides better protection from seepage. In fact, the Karvy Research findings state that it has the best waterproofing properties.



## 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  
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# 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



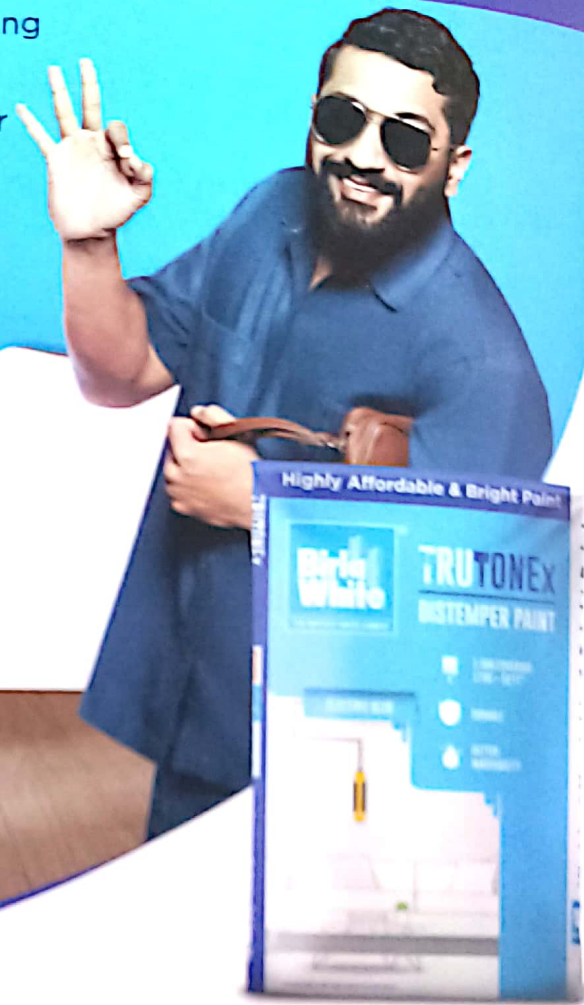
SCAN TO KNOW MORE



# 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



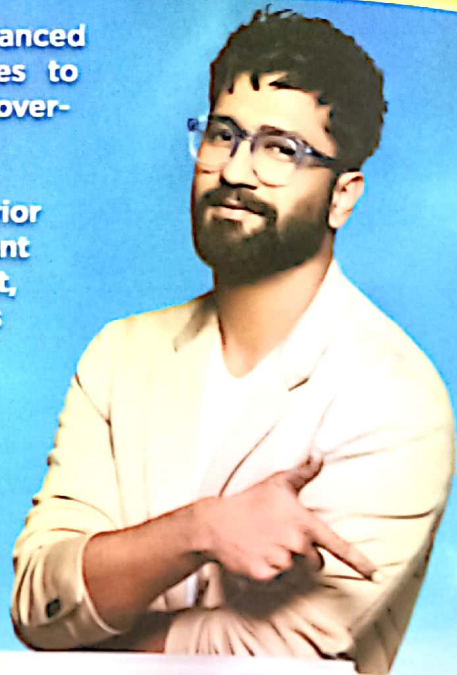
SCAN TO KNOW MORE



# 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  $TiO_2$ . 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



Scanned with OKEN Scanner

## 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.



**7x MORE ADHESION\***  
\*Certified by NABL accredited laboratory



## 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



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

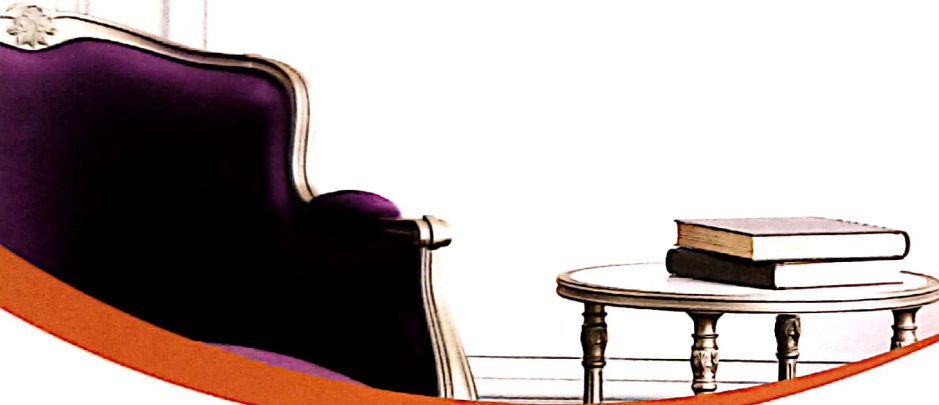


SCAN TO  
KNOW MORE



# 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

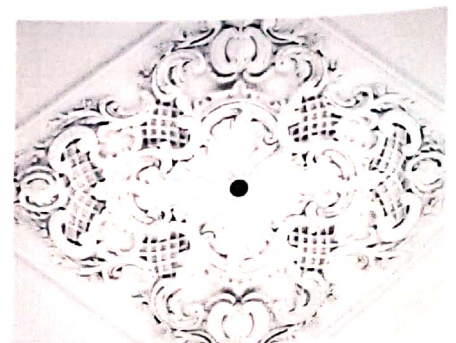
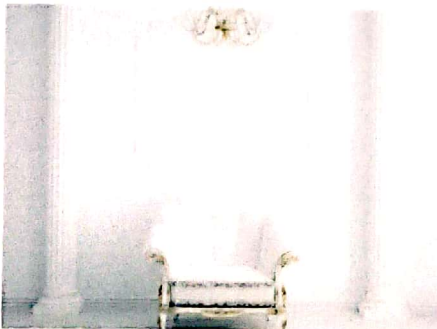


Easy to Apply



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

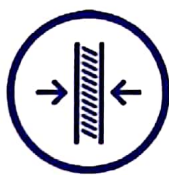
Birla White Levelplast is a white cement-based, water-resistant polymer modified curing-free ready-mix plaster. It gives your walls the best-in-class compressive strength and tensile adhesion. It is an eco-friendly product and is certified for anti-carbonation properties. It is ideal for application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

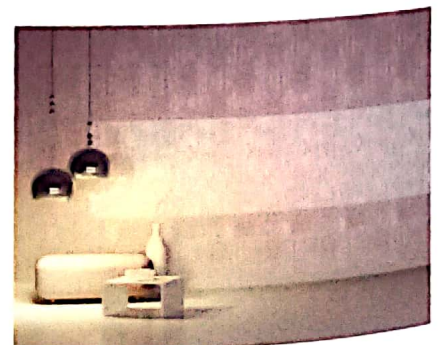
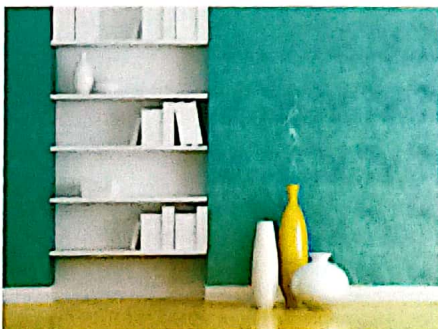


**Multiple Designs**



**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





ADITYA BIRLA

BUILDING SOLUTIONS

# BIRLA WHITE TILESTIX & TILELYNK

Finish mast. Pakad Zabardast.

