



Seeing is believing:

our BASF TV Service for television and online journalists at tvservice.basf.com

BASF in India

Construction Chemicals Mumbai

BASF in India – Construction Chemicals Mumbai

BASF shares a rich history with India spanning more than a century. With our vast knowledge in the field of chemistry, we manufacture high-quality, innovative products that cater to a wide range of industries.

BASF in India has 9 production sites, 2 R&D centers and more than 2,000 employees and is well positioned to meet the current and future needs of the ever-growing Indian market. With the “Construction Technology Center” in Mumbai BASF in India reaffirms the importance of the Indian construction industry.

(01) Preparing a flooring sample – BASF Construction Technology Center, Mumbai

12/20/2012; 07:13; A1/A2: Atmo; FullHD



With the “Construction Technology Center” in Mumbai BASF in India reaffirms the importance of the Indian construction industry. This facility is the first of its kind in South Asia and complements existing concrete labs. The need for improvement in infrastructure, urbanization and industrialization will drive future growth of the construction industry.

Technicians are preparing a customized flooring with Ucrete® - BASF’s flagship flooring. Ucrete® systems have an exceptional resistance to aggressive chemicals, heavy impact and thermal shock. Ucrete® is recommended for conditions requiring a both robust and hygienic slip-resistant surface.





Seeing is believing:

our BASF TV Service for television and online journalists
at tvservice.basf.com

(02) Preparing and testing of concrete samples – BASF Construction Technology Center, Mumbai

12/20/2012; 07:59; A1/A2: Atmo; FullHD



With the “Construction Technology Center” in Mumbai BASF in India reaffirms the importance of the Indian construction industry. This facility is the first of its kind in South Asia and complements existing concrete labs. The need for improvement in infrastructure, urbanization and industrialization will drive future growth of the construction industry.

The testing and analytical capacities on-site enable BASF to develop a wide range of products and solutions - including concrete admixtures, products and systems for the protection and repair of concrete structures, cement additives and flooring systems.



Seeing is believing:

our BASF TV Service for television and online journalists
at tvservice.basf.com

(03) Chetan Hazaree – Deputy General Manager Hindustan Construction Company, Mumbai

12/20/2012; 01:47; A1/A2: Direct Sound; FullHD



“Our relationship with BASF in India is very creative. We try to explore different avenues where we can collaborate and work as partners. We join enhance together. We’re going to go mainly to assist different specifiers and designers. The relation is also leading to global connectivity, because when I have a problem and I send an e-mail, the next morning I have four or five solutions popping up all over from the globe. And that brings a unique nature to this relationship and ... So this is where we are going.”

“The most I like about partnering with BASF, there are a couple of thing I would like to list. Number one is, our ... is in terms of ... that we use in concrete, a self-compacting concrete. Similarly I would use it as sustained, cautious and committed commitment to what’s delivering the solution. And second one, which is important, is informed valuation. A vendor or a supplier they come up with a value adding product, but it has to be also backed up with information that is getting not only at the national level, but also global level. So this is the unique thing that BASF brings on board by being a partner of globally solutions.”

“BASF owns the problem. That’s the beauty of what we have with BASF at any level, maybe at national level or at the global level. They come up with solution that goes way beyond what they are selling. It goes beyond the admixture, it goes to systems, it goes to concrete systems, it goes to construction. So they bring in the holistic solution to whatever problems we are facing.”





Seeing is believing:

our BASF TV Service for television and online journalists
at tvservice.basf.com

(04) BASF in India – Construction Chemicals Mumbai - Impressions

12/20/2012; 06:16; A1/A2: Atmo; FullHD



BASF shares a rich history with India spanning more than a century. With our vast knowledge in the field of chemistry, we manufacture high-quality, innovative products that cater to a wide range of industries.

BASF in India has 9 production sites, 2 R&D centers and more than 2,000 employees and is well positioned to meet the current and future needs of the ever-growing Indian market. The focus is on developing innovative products and offerings, which can minimize environmental impact and in general promote a better quality of life. With the “Construction Technology Center” in Mumbai BASF in India reaffirms the importance of the Indian construction industry.

