

'We popularised plaster board with ceilings in commercial space says Venkat Subramanian, MD, Saint-Gobain Gyproc India, speaking to C&A'

# A PREFERRED CHOICE



**S**aint-Gobain, Paris based world leader in building materials announced rechristening of gypsum business in India from India gypsum to Saint-Gobain Gyproc India. This move marks a strategic alignment to 'Gyproc', Saint Gobain's leading global brand in the construction products sector. The

company has strong presence in India across diverse businesses with eight companies in operation today across two sectors- construction products (Saint-Gobain Gyproc India, Saint-Gobain Weber India, Saint-Gobain, Seva Engineering India), and Innovative Materials (Grindwell Nortan, Saint-Gobain Refractors India, Saint-Gobain Crystals and Detectors India, Saint-Gobain Sekurit

India, Saint Gobain India) with an overall turnover of over Rs 2,000 crore.

India Gypsum has been a market leader in its space for over two decades with a commanding market share. Saint Gobain Gyproc a global leader in construction products space provides innovative building solutions and state of the art products backed by world-class technical and service support. The company markets products that are recommended extensively by leading architects and are preferred choice for installers. The company launched two new products from its global portfolio, Gyproc Duraline-high impact plasterboard and Gypsteel AcouStud-a high performance acoustic metal stud. Gyproc intends to bring to the Indian market various new products to supplement its existing range of products Gyproc plaster, universal plasters, gyp-steel metal framings, Celotex acoustical ceiling tiles and various jointing products in a bid to provide enhanced solutions and take the Indian construction market to international standards.

Venkat Subramanian, MD, Saint-Gobain Gyproc India Ltd says, "Construction in India is moving towards international standards and we believe our innovative lightweight drywall and ceiling solutions will help architects in designing spaces that will meet the demanding market needs for high performance solutions. Drywalls provide significant advantage over conventional building materials such as brick, block and wood as they are light weight (8-10 times lighter than masonry systems), faster to install (30-40 percent faster) high performance (better acoustics and fire safety ratings) and completely green (100 percent recyclable). Drywalls are the preferred

India Gypsum well-known brand in the market for the last 20 years. Since the beginning of 2006 the company is owned and managed by Saint Gobain Group - a leader in building material having a very large presence globally. There is lot of good work happening over these years.

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# building material

choice for construction internationally. Being the pioneer in this field globally, Saint-Gobain Gyproc brings in world class products and solutions backed by strong technical and service support to bring about the change in the Indian construction space. Saint-Gyproc's entire product range fulfills Green Building norms (LEED rating) of CII-IGBC.

## Marching ahead

"To aid the growth of dry wall solutions, Saint-Gobain Gyproc India established a Gyproc Solution Centre that works with architects and clients in providing cutting edge design and engineering solutions focussed on acoustics performance, fire ratings, thermal insulation, structural and strength requirements" adds Mr Subramanian. Since its establishment of the centre the company has already bagged a number of large breakthrough drywall projects like the Delhi airport terminal in the infrastructure segment, Nokia Siemens, Bangalore in the office segment, Viceroy Hotels-Marriott courtyard, Hyderabad in the hotel segment and seven hills

healthcare, Mumbai in the hospital segment. The key advantage of drywall partitions systems is that it helps speed up construction time of interiors by close to 30-40 percent and is 8-10 times lighter as compared to conventional masonry systems while at the same time providing superior performance in terms of fire ratings, acoustics and aesthetics.

Construction products globally are a key contributor to the overall Saint-Gobain business and our business in India has a very significant role to play in its growth. India is an important market for Saint-Gobain Gyproc and the focus over the next few years would be to bring in innovative products and solutions from across the globe to help grow the market here.



**"To aid the growth of dry wall solutions, Saint-Gobain Gyproc Solution Centre provides cutting edge design solutions"**

