



# DLF Housing

## Case:

Comparison of Birla White Wallcare Putty with a competing brand as well as other local brands.

## Client:

DLF Housing

## Client's Requirement:

Our client, DLF Housing's prime requirement was cost effectiveness.

## Material and labour costing are as follows:

Brand	Price per sq. ft.
Birla White Wallcare Putty	INR 4.50/-
Competitor's Brand	INR 4.20/-
Local Brand	INR 3.80/-

### Process

The client initially tested the local brand due to the low costs of its materials and application. The local brand was then compared to Birla White Wallcare Putty and a competitor's brand. Once the sampling was completed, the competitor's brand was rejected due to chalking.

### Problem

The applicators faced difficulties in applying the local brand's putty on the walls as it formed into lumps, concluding that the local brand's putty has very little setting time. Also, the local brand's putty failed to bond with the cement plaster.

### Solution

Birla White Wallcare Putty was the product that was chosen by the client as our product's application is smoother and has much better coverage than its competitors.

