



Everything For
Beautiful Walls & Fabulous Homes

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 protects 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.



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 a strong binding with building surfaces, a smooth finish, extensive coverage, superior refractive index, and paint-friendliness.



WALLCARE PUTTY VARIANTS

Continuing its legacy of being the leader in Innovation and 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, a soothing lemon and now a nostalgic sandalwood fragrance is sure to make your home smell beautiful and elevate the mood of a 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



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 Silicon 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 Silicon Polymers
- Better Whiteness
- Eco-friendly
- Durability and resistance to hairline 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 Walls

TECHNICAL SPECIFICATIONS

Sr. No	Technical Parameter	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/m ²)	≥ 1.0	EN1348
4	Water Capillary Absorption (ml), 30 min @28 days	≤ 0.3	Karsten Tube
5	Compressive strenght @28 days (N/m ²)	3.5 - 7.5	EN 1015 - 11
6	Bulk Density (g/cm ³)	0.90 - 1.10	In House

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

AVAILABLE SIZES

30Kg



BIO-SHIELD PUTTY

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

It offers a safe & 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**



**Tested by NABL
Approved Lab**

GALLERY



FEATURES

- Silver Ion Technology
- Highest Whiteness (94.5 on Hunter Scale)
- No Curing Required
- Anti-bacterial and anti-viral properties
- Certified Green 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 walls

TECHNICAL SPECIFICATIONS

S.No.	Technical Parameter	Specifications	Typical Range
1.	*Coverage (square metre / 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 ²)	≥ 1.1	EN 1348
4.	Water Capillary Absorption (ml), 30 min @28days	≤ 0.60	Karsten Tube
5.	Compressive strength @28 days (N/m ²)	3.5-7.5	EN 1015-11
6.	Bulk Density (g/cm ³)	0.8-1.0	In-house

AVAILABLE SIZES

30Kg



SCAN TO
KNOW MORE

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



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



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 damped/ moist surfaces

BENEFITS

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

APPLICATION

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

TECHNICAL SPECIFICATIONS

S.No.	Technical Parameter	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



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

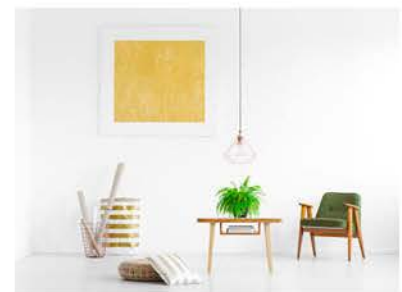


Marble Like Finish



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

Sr. No	Technical Parameter	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 ²)	≥ 1.1	EN1348
4	Water Capillary Absorption (ml), 30 min @28 days	< 0.60	Karsten Tube
5	Compressive strenght @28 days (N/m ²)	3.5-7.5	EN 1015 - 11
6	Bulk Density (g/cm ³)	0.8-1.0	In House

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

AVAILABLE SIZES



RE-PAINT PUTTY

Repaint your walls 38%* faster in a dust-free environment and give them a glossy finish with **Birla White Re-Paint Putty**.

It is tailor-made for your repainting needs with unique technical properties that saves up to 38%* time in the repainting process and gives you a dust-free* experience!



PRODUCT HIGHLIGHTS



62% More Adhesion*



Relatively Dust free*



Saves Upto 38% Time*

GALLERY



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

TECHNICAL SPECIFICATIONS

Sr. No	Technical Parameter	Specifications	Test Method
1	*Coverage (Square meter/kg/ Two Coat) [On Ideal smooth surface]	1.48-1.76	In House
2	Pot life (Hours)	3.0-3.5	In House
3	Tensile Adhesion strength @28 days (N/m ²)	≥ 1.0	EN1348
4	Water Capillary Absorption (ml), 30 min @28 days	≥ 0.80	Karsten Tube
5	Compressive strenght @28 days (N/m ²)	3.5-7.5	EN 1015 - 11
6	Bulk Density (g/cm ³)	0.85-1.05	In House

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

AVAILABLE SIZES



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



**High
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
- Water-resistant

BENEFITS

- Saves labour and time
- Avoid Cracking of Walls
- Prevents growth of fungus
- No water curing required
- Avoid 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

Sr. No	Technical Parameter	Unit	Specifications	Test Method
1	Tensile Adhesion strength @ 28 days (thickness up to 10 mm)	N/mm ²	≥ 0.65	EN 1348
2	Compressive strength @ 28 days	N/mm ²	≥ 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*	Min	40-90	In house test procedure

AVAILABLE SIZES

20Kg



TEXTURA

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



Eco Friendly



Smooth Finish



Prevents Flaking



Water Resistant

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 SPECIFICATIONS

Sr. No	Properties	Unit	Specifications	Test Method
1	Water Absorption @ 28 days for 30 mins	N/mm ²	≥ 0.60	Karsten Tube
2	Pot Life*	Min	120-150	In house test
3	Drying time*	Min	120- 180	In house test

AVAILABLE SIZES

25Kg



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

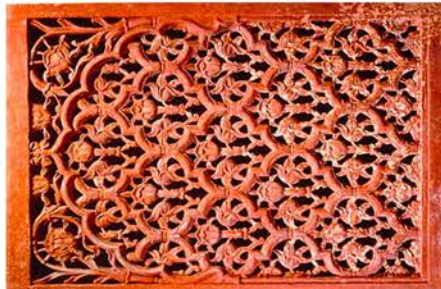


NO HEALTH RISKS



QUICK INSTALLATION

GALLERY



FEATURES

- 75% lighter than ordinary concrete
- High adaptability
- High durability
- No Health Risk
- Non-combustible

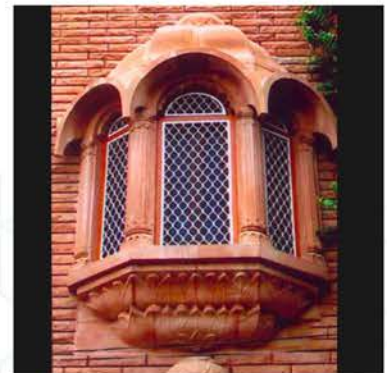
BENEFITS

- 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



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 Parameter	Specifications	Test Method
1.	Coverage (Sqft/Kg/Coat) [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



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

Technical Parameter	Birla White Zypsofine
Setting Time (Min.)	15-25
Density kg/m ³	720-800
Compressive Strength N/m ²	1-3
Coverage in square meter/25kg bag (0.001-0.003 meter)	23.2258 square meter
Whiteness (%)	72+
Residue (%)	<5

AVAILABLE SIZES

25Kg



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

Technical Parameter	Birla White Zypcote
Dry bulk Density kg/m ³	645-770
Initial Setting Time in Minutes	15-25
Final Setting Time in Minutes	20-30
Approximate Coverage* in square meter	≥ 80
Soluble MgO Wt%	As per IS code 2547 Part II
Soluble Na ₂ O wt%	As per IS code 2547 Part II

AVAILABLE SIZES

25Kg



Get perfect walls with Birla White!





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