



# Ideal Sites

## Project:

Internal and external application of Birla White Wallcare Putty at Ideal Sites, Kolkatta.

## Client:

Ideal Group

## The project was acquired on the basis of:

Whiteness	Application Cost	Low Absorption	Better Coverage
Birla White Wallcare Putty is pristine white in colour, making it ideal to paint on.	Birla White Wallcare Putty is more cost efficient than other products in the same category.	Birla White Wallcare Putty's low absorption properties minimises wastage of paint. Thus, saving cost upfront.	Birla White Wallcare Putty offers much better coverage than regular putty.

## Site Details:

Site Name	Application	Total Sq. mt.	Total Consumption
Ideal Enclave	Internal & External	12,542	15 MT
Ideal Niketan	Internal	65,032	42 MT
Ideal Grand	Internal	1,39,353	22 MT (Fine Putty) + 15 MT (Coarse Putty)
Ideal Regency	Internal	27,871	15 MT
Ideal Exotica	Internal	1,67,224	3 MT (Till date)
Ideal Legacy	Internal	4,646	6 MT

Ideal Enclave



Ideal Exotica



Ideal Grand



Ideal Legacy



Ideal Regency



Ideal Niketan

