



**ENDURA**<sup>TM</sup>

CONSTRUCTION CHEMICALS

BUILT ON QUALITY, BACKED BY INNOVATION



# ABOUT US

Prism Johnson Limited (PJL) is among India's largest integrated building materials companies, offering a wide range of products from cement and ready-mix concrete to tiles and bath products.

Endura is a business vertical of PJL's RMC (India) Division (Prism RMC), which was established more than a decade ago with the purpose of providing its customers with best-in-class, high-quality construction chemicals. Endura is committed to develop quality products and construction chemical solutions, with knowledge serving as the key driver of innovation.



## ENDURA FOR

### CONCRETE



### PROJECTS



### CEMENT



### RETAIL



## BUILD SUSTAINABLY WITH ENDURA



**MAKE IN  
INDIA**



**IN HOUSE RMC  
MANUFACTURING**



**CONTINUOUS  
INNOVATION**



**MINIMAL USE OF  
FOSSIL FUELS**



**REDUCTION OF  
CO<sub>2</sub> EMISSION**



## **QUALITY ASSURANCE**



### **Research and Development**

Endura's R&D department is at the forefront of developing new products and technologies with its state-of-the-art laboratories. Our R&D department is recognized by the Department for Scientific and Industrial Research (DSIR). Endura is focused on delivering the next generation of customer-focused technologies with the help of its unique strategies and innovations.

### **Quality assured manufacturing**

Endura is dedicated to developing, manufacturing, delivering, and applying high-quality specialty chemicals that exceed customer expectations.

Endura adheres to ISO 9001 standard and strives to continuously improve the efficacy of its quality management system by creating and reviewing quality targets.

## **WHY ENDURA**



**PAN INDIA  
PRESENCE**

**CUSTOMISED  
INNOVATIVE  
PRODUCTS**



**CUSTOMER  
SATISFACTION**

**TIMELY  
SERVICES**



**ECONOMICAL  
SOLUTIONS**



# OUR PRODUCTS

## SUPER PLASTICIZING CONCRETE ADMIXTURE

**ENDURACON  
CHAMP**

**ENDURACON  
SUPER**

**ENDURACON  
PLUS**

**ENDURACON  
MAX**

**ENDURACON CHAMP** - High PCE based liquid admixture having 25 to 30% water reduction capacity.

**ENDURACON SUPER** - Mid PCE based liquid admixture with 20 to 25% water reduction capacity.

**ENDURACON PLUS** - Low PCE based liquid admixture with 15 to 20% water reduction capacity.

**ENDURACON MAX** - SNF based plasticizer to enhance the properties of concrete or mortar.



**ENDURACURE & ENDURACURE 401** - Aluminized synthetic resin based curing compound

**ENDURACURE WX 001** - Emulsified wax based curing compound

**ENDURACURE**

## CURING COMPOUND

## RETARDING ADMIXTURE

**FLOWCON V  
DART 100**

**FLOWCON V DART 100** - Concrete surface retarder for freshly poured horizontal concrete. It delays the setting of the concrete to allow for the removal of top layer, revealing an attractive exposed aggregate finish.



## ENDURAMICROFINES

MICRO POWER, MEGA RESULTS



## ENDURA PUMP PRIMER

FOR HIGH PERFORMANCE CONCRETE PUMPING



## ENDURACRETE

ADDITIVES FOR BETTER CONCRETE





# OUR PRODUCTS

## CEMENT GRINDING AID

**ENDURACEM GA 109M** - Improves cement performance, responsible for improving mill productivity and compressive strength at all ages.

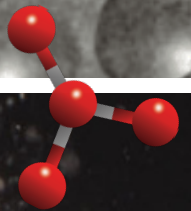
**ENDURACEM SAK 0026** - A chemical that helps reduce clinker factor.

**ENDURACEM 102 MD** - Helps improve cement mill productivity.

**ENDURACEM  
GA 109M**

**ENDURACEM  
SAK 0026**

**ENDURACEM  
102 MD**



**EWPC 01 EM** - It is a water repellent chemical that is solvent-free, aqueous, and environmentally safe, with deep penetration of the substrate due to its small molecular structure.

**EWPC 01 R** - It is an oil-based water repellent compound with a low surface tension that allows for deep penetration.

## WATER REPELLENT COMPOUND

**EWPC 01 EM**

**EWPC 01 R**

## POLY CARBOXYLATE ETHER MOLECULES

**ENDURAMOL  
WR 2201**

**ENDURAMOL  
WR 2202**

**ENDURAMOL  
HBD 2203**

**ENDURAMOL WR 2201** - Mid-range PCE based superplasticizer with water reduction capacity up to 28% to 32% in a particular dosage.

**ENDURAMOL WR 2202** - High-range PCE based superplasticizer with water reduction capacity up to 40 to 42% in a particular dosage.

**ENDURAMOL HBD 2203** - PCE based hybrid type superplasticizer having water reduction capacity up to 10 to 12% along with good slump retention capacity.

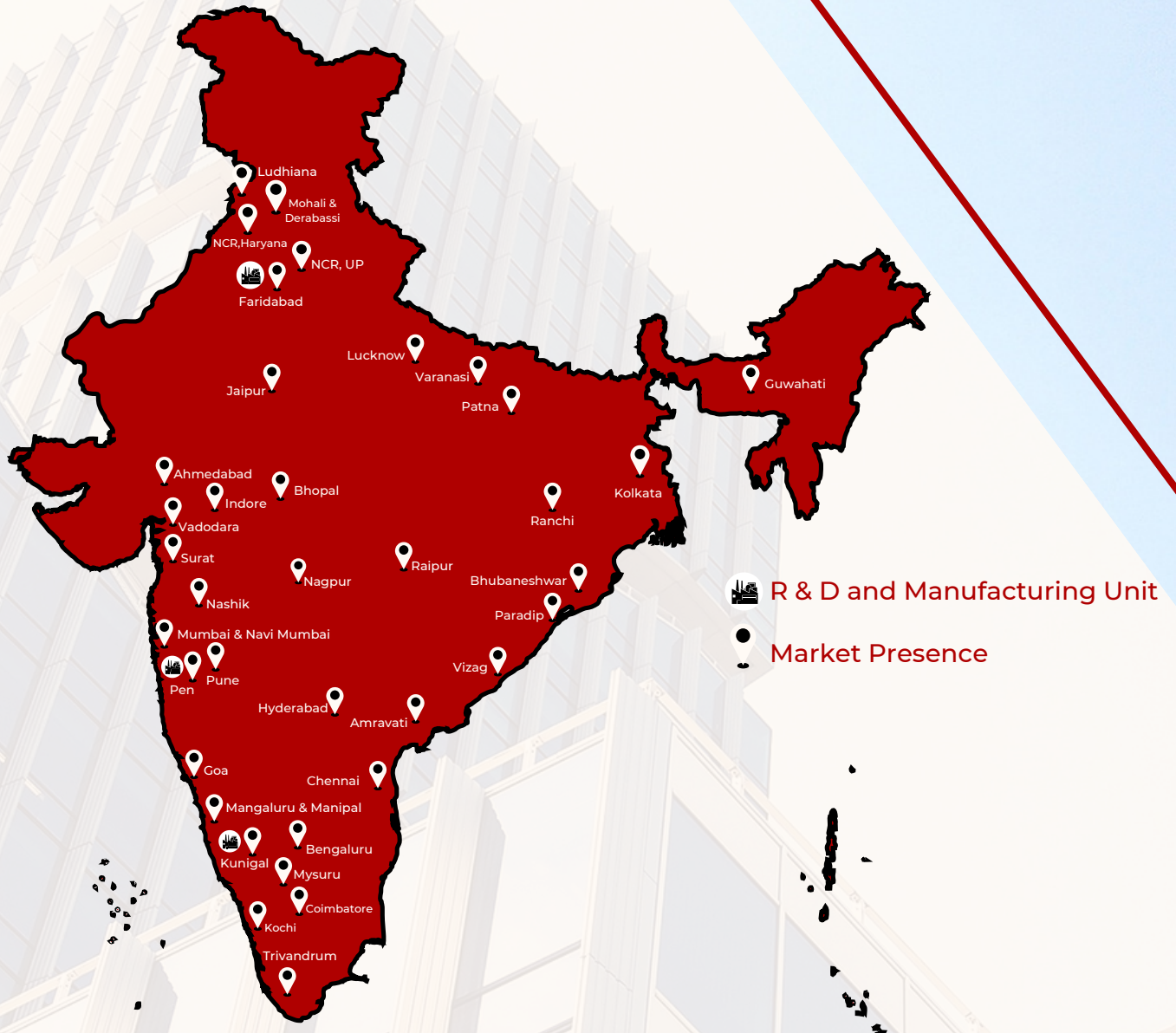
## ENDURAMOL

**ENDURAMOL  
SR 2204**

**ENDURAMOL SR 2204** - High grade super plasticizer based on polycarboxylate ether polymer with a long lateral chain.



# OUR PRESENCE



## CONTACT US

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