



Magnus Ventures

Why Magnus Started & What we DO



Background & Foundation

- **SEACO Pvt. Ltd.**
- Established in 1985 with **10 manufacturing plants at 5 locations** in India with 2000+ employees
- **50% Market share** for engine & transmission products for tractors in India
- All plants of SEACO are ISO/TS 16949 certification, EMS ISO 14001 2004 certified



VISION

Magnus Ventures endeavors to be a **Preferred Brand** in Ecofriendly construction solutions, known for

- **Innovation,**
- **Sustainability,**
- **Cost Effectiveness**
- **Customer Satisfaction**



MISSION

Our mission is to be a trusted and reliable provider of ecofriendly products, offering innovative solutions and building long term relationships backed by

- **Exceptional customer service**
- **Integrity**
- **Highest Quality standards**



VALUES

- Commitment to **Quality**
- **Responsiveness**
- **Innovation as the Culture**
- Value creation for all **Stakeholders**
- **Adaptability**

Recognitions



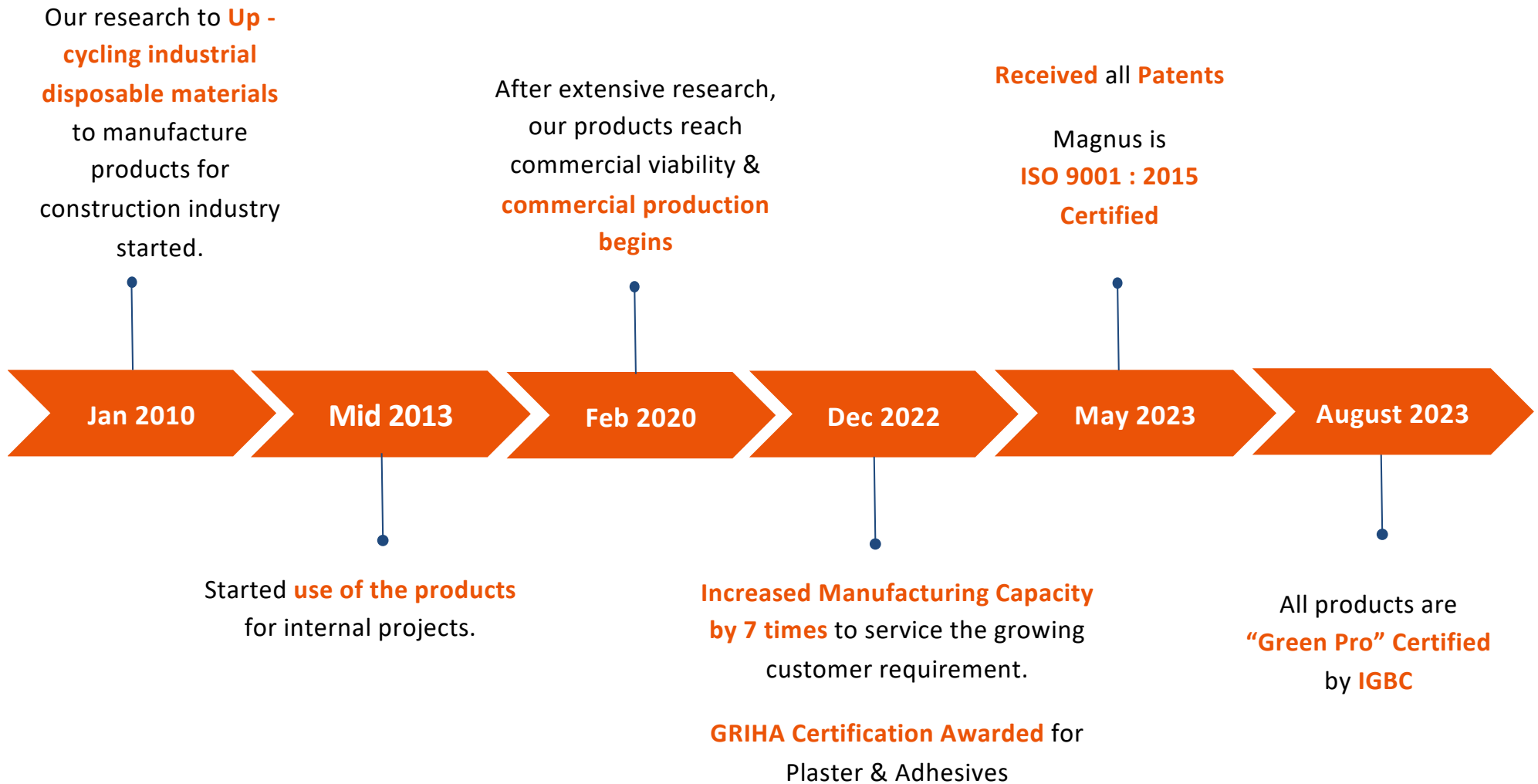
MAGNUS
VENTURES
Trust . Quality . Reliability



Business Growth Partners



MAGNUS VENTURES – Key Milestones



MAGNUS VENTURES – Manufacturing Overview



- Manufacturing Capacity – 360 tons per day
- Completely automated equipment with SCADA controls
- Location – Near Talegaon MIDC very close to the Mumbai Pune highway
- Can serve Pune, Thane & Mumbai



Customer Incentives - IGBC “Green Pro” & GRIHA



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IGBC “Green Pro”

IGBC “Green Pro” rating system - 4 credits which help us achieve **11 points**

- Certified green products,
- Local materials
- Low VOC materials, Paints and adhesives
- Alternative Construction materials

| Developer Certification Level | Individual Residential Unit | Multi - Dwelling Residential Units | PMC Rebates |
|-------------------------------|-----------------------------|------------------------------------|-------------|
| - | 38 - 44 | 50 - 59 | - |
| Silver | 45 - 51 | 60 - 69 | 3% |
| Gold | 52 - 59 | 70 - 79 | 5% |
| Platinum | 60 - 75 | 80 - 100 | 7% |



GRIHA

GRIHA rating system - 2 credits which help us achieve **6 points**

- Use of low-environmental impact material
- Low VOC

| % Points Scored by Developer | Ratings | PMC Rebates | PCMC Rebates |
|------------------------------|------------|-------------|--------------|
| 50 - 60 | One Star | - | - |
| 61 - 70 | Two Star | - | - |
| 71 - 80 | Three Star | 3% | 3% |
| 81 - 90 | Four Star | 5% | 5% |
| 91 - 100 | Five Star | 7% | 7% |

Our Range Of Products

Ready Mix Plaster

RECOMMENDED APPLICATIONS

AAC Blocks

Fly ash Bricks

Stone Walls

RCC Surface

Clay Wall Bricks

TECHNICAL SPECIFICATIONS

| Description | Magnus |
|---------------------------|--|
| Appearance | Greyish Granular Powder |
| Max. Aggregate Size | 2 mm |
| Water Demand (w/p) ratio | 16 - 19 % |
| Bulk Density | 1600 ± 50 Kg/m ³ |
| Compressive Strength | ≥ 9 N/mm ² @ 28 days |
| Pull of Adhesion | ≥ 0.5 N/mm ² @ 10 mm thickness in moist condition for 28 days |
| Silt Content in Sand | < 0% |
| Setting Time (IS-4031) | Initial: 4 hours ± 15 minutes } @ 16 - 19% Final: 5 hours ± 15 minutes } Water demand |
| Consistency | 175-200 mm (Using Standard flow table) |
| Coverage | 16-17 ft ² /40 Kg bag @ 10-12 mm thickness |
| Thickness of Single Layer | 8-12 mm |
| Pot Life | ≥ 30 minutes (can vary on climatic conditions) |

VOC-Practically NIL

APPLICATION



COVERAGE

16-18 sqft coverage at 10-12mm thickness.

9-10 sqft coverage at 20-25mm thickness.

SHELF LIFE

3 months from date of manufacturing



Tile Adhesive M - 1 (F)

RECOMMENDED APPLICATIONS

Flooring , for internal applications & external shaded area, external area, dry & wet area, new construction & renovation, domestic applications, commercial applications.

Substrates

Cement-based screeds, concrete surfaces, other cement-based surfaces.

Type of Tile & Stone

Ceramic, porcelain, vitrified tiles of small profile etc.

APPLICATION



CATEGORY

IS 15477 : 2019 | EN 12004

TYPE 1

C1

T

E

COVERAGE

25-30 sqft coverage at 6 mm thickness.

SHELF LIFE

6 months in a sealed bag when kept away from moisture.

TECHNICAL SPECIFICATIONS

| Description | Magnus |
|------------------------------|-----------------------------------|
| Appearance | Grey Powder Mixture |
| Water Demand | 25 ± 5 % by Weight of Powder |
| Bulk Density | 1500 ± 100 Kg/m ³ |
| Pot Life | 1 Hour ± 30 Minutes |
| Open Time | 30 ± 5 Minutes |
| Adjustability | 20 ± 5 Minutes |
| Time to Traffic | 24 Hours |
| Tensile Adhesion | ≥ 0.7 N/mm ² @ 28 Days |
| Mean Shear Adhesion Strength | ≥ 1.1 N/mm ² @ 14 Days |

VOC-Practically NIL



PLEASE NOTE

- Do not apply directly to gypsum plaster or boards, fibre cement boards or other drywall partitions, plywood, chipboard, particleboard, decorative laminates or resilient flooring, metal, plastic, deformable surfaces or subject to vibrations.
- Adhesives for ceramic tile, bricks and stone are not designed as replacements for waterproof coating.
- Do not use for fixing artificial/ nano/ engineered stone/ composites/ metal tile.

Tile Adhesive M -1 (F & W)

RECOMMENDED APPLICATIONS

Flooring and walls, for internal applications, for external area, dry & wet area, domestic applications, commercial applications.

Substrates

Cement-based screeds & mortars, cement-based plasters/ renders, concrete surfaces, bricks, AAC blocks, existing tiles & stones, other cement-based surfaces.

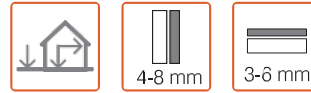
Type of Tile & Stone

Ceramic, porcelain, vetrified tiles of small profile etc. Small format stones in interior.

| TECHNICAL SPECIFICATIONS | |
|------------------------------|-----------------------------------|
| Description | Magnus |
| Appearance | Grey Powder Mixture |
| Water Demand | 25 ± 5 % by Weight of Powder |
| Bulk Density | 1500 ± 100 Kg/m ³ |
| Pot Life | 1 Hour ± 30 Minutes |
| Open Time | 30 ± 5 Minutes |
| Adjustability | 20 ± 5 Minutes |
| Time to Traffic | 24 Hours |
| Tensile Adhesion | ≥ 0.7 N/mm ² @ 28 Days |
| Mean Shear Adhesion Strength | ≥ 1.1 N/mm ² @ 14 Days |

VOC-Practically NIL

APPLICATION



COVERAGE

25-30 sqft coverage at 6 mm thickness.

CATEGORY

IS 15477 : 2019

EN 12004

TYPE 1

C1

T

E

SHELF LIFE

6 months in a sealed bag when kept away from moisture.



PLEASE NOTE

- Do not apply directly to gypsum plaster or boards, fibre cement boards or other drywall partitions, plywood, chipboard, particleboard, decorative laminates or resilient flooring, metal, plastic, deformable surfaces or subject to vibrations.
- Adhesives for ceramic tile, bricks and stone are not designed as replacements for waterproof coating.
- Do not use for fixing artificial/ nano/ engineered stone/ composites/ metal tile.

Tile Adhesive M-2

RECOMMENDED APPLICATIONS

Floor and walls, for internal area, floor for external area, dry & wet area like saunas, spa, fountains, domestic applications, commercial applications.

Substrates

Cement-based screeds/ bed, gypsum & cement based plasters/ renders, concrete surfaces & bricks, existing tiles & stones, waterproofing products, other cement-based surface.

Type of Tile & Stone

Ceramic, porcelain, vitrified tiles, glass mosaic & natural stone of small to medium profile. Ideal for tile-on-tile & new floor tiling.

APPLICATION



CATEGORY



COVERAGE

- 25-30 sqft coverage at 6 mm thickness.
- 50 - 60 ft2 @ 3 mm Thickness / 20 Kg

SHELF LIFE

6 months in a sealed bag when kept away from moisture.

PLEASE NOTE

- Do not apply directly on drywall partitions like cement, bison, gypsum, plywood boards & wood derivatives, decorative laminates, metal, plastic, highly deformable surfaces subject to vibrations.
- Adhesives for ceramic tile, bricks and stone are not designed as replacements for waterproof coating.
- Do not use for fixing artificial/ nano/ engineered stone/ composites/ metal tile.

| TECHNICAL SPECIFICATIONS | |
|--|-----------------------------------|
| Description | Magnus |
| Appearance | Grey Powder Mixture |
| Water Demand | 25 ± 5 % by Weight of Powder |
| Bulk Density | 1400 ± 100 Kg/m ³ |
| Pot Life | 1 Hour ± 30 Minutes |
| Open Time | 30 ± 5 Minutes |
| Adjustability | 15 ± 5 Minutes |
| Time to Traffic | 24 Hours |
| Tensile Adhesion | ≥ 1.1 N/mm ² @ 28 Days |
| Mean Shear Adhesion Strength (Dry Condition) | ≥ 1.4 N/mm ² @ 14 Days |



VOC-Practically NIL

Tile Adhesive M-3

RECOMMENDED APPLICATIONS

Floor and walls for internal area & external area, dry & wet area like saunas, spa, fountains, swimming pools etc., Terraces & balconies, domestic applications, commercial applications.

Substrates

Cement-based screeds/ bed, gypsum & cement based plasters/ renders, concrete surfaces & bricks, existing tiles & stones, other cement-based surface, waterproofing products, drywall like cement / bison/ gypsum boards.

Type of Tile & Stone

Ceramic, porcelain, vitrified tiles, glass mosaic & natural stone of small to medium profile.

APPLICATION



CATEGORY

IS 15477 : 2019

EN 12004

TYPE 3

C2

T

E

COVERAGE

- 25-30 sqft coverage at 6 mm thickness.
- 50 - 60 ft2 @ 3 mm Thickness / 20 Kg

SHELF LIFE

6 months in a sealed bag when kept away from moisture.

TECHNICAL SPECIFICATIONS

| Description | Magnus |
|--|------------------------------------|
| Appearance | Grey Powder Mixture |
| Water Demand | 25 ± 3 % by Weight of Powder |
| Bulk Density | 1400 ± 100 Kg/m ³ |
| Pot Life | 1 Hour ± 30 Minutes |
| Open Time | 30 ± 5 Minutes |
| Adjustability | 20 ± 5 Minutes |
| Time to Traffic | 24 Hours |
| Tensile Adhesion | ≥ 1.50 N/mm ² @ 28 Days |
| Mean Shear Adhesion Strength (Dry Condition) | ≥ 1.65 N/mm ² @ 14 Days |



PLEASE NOTE

- Do not apply directly to other drywall partitions of plywood & wood derivatives, decorative laminates, metal, plastic, highly deformable surfaces subject to vibrations.
- Adhesives for ceramic tile, bricks and stone are not designed as replacements for waterproof coating.
- Do not use for fixing artificial/ nano/ engineered stone/ composites/ metal tile.

VOC-Practically NIL

Tile Adhesive M-4

RECOMMENDED APPLICATIONS

Floor and walls for internal area & external area, dry & wet area like saunas, spa, fountains, swimming pools etc., Terraces & balconies, domestic applications, commercial applications.

Substrates

Cement-based screeds/ bed, gypsum & cement based plasters/ renders, concrete surfaces & bricks, existing tiles & stones, other cement-based surface, waterproofing products, drywall like cement / bison/ gypsum boards.

Type of Tile & Stone

Ceramic, porcelain, vitrified tiles, glass mosaic & natural stone of small to medium profile

TECHNICAL SPECIFICATIONS

| Description | Magnus |
|--|-----------------------------------|
| Appearance | Grey Powder Mixture |
| Water Demand | 25 ± 5 % by Weight of Powder |
| Bulk Density | 1400 ± 100 Kg/m ³ |
| Pot Life | 1 Hour ± 30 Minutes |
| Open Time | 20 ± 5 Minutes |
| Adjustability | 15 ± 5 Minutes |
| Time to Traffic | 24 Hours |
| Tensile Adhesion | ≥ 1.9 N/mm ² @ 28 Days |
| Mean Shear Adhesion Strength (Dry Condition) | ≥ 1.8 N/mm ² @ 14 Days |
| Deformability | ≥ 2.5 mm & < 5 mm |



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APPLICATION



CATEGORY

IS 15477 : 2019 | EN 12004



COVERAGE

- 25-30 sqft coverage at 6 mm thickness.
- 50 - 60 ft² @ 3 mm Thickness / 20 Kg

SHELF LIFE

6 months in a sealed bag when kept away from moisture.

PLEASE NOTE

- Do not apply directly to other drywall partitions of plywood & wood derivatives, decorative laminates, metal, plastic, highly deformable surfaces subject to vibrations.
- Adhesives for ceramic tile, bricks and stone are not designed as replacements for waterproof coating.
- Do not use for fixing artificial / nano / engineered stone/ composites/ metal tile.

VOC-Practically Nil

www.magnusventures.co.in

Block Adhesive

RECOMMENDED APPLICATIONS

AAC Block

Fly ash Brick

Hollow Block

COVERAGE

Surface Area Covered by 40 Kg bag
- 170 sq. ft.
(considering joint thickness of 2-3mm.)

SHELF LIFE

Shelf life 6 months from date of manufacturing. Store material in cool and dry place 1 feet above from ground.

TECHNICAL SPECIFICATIONS

| Description | Magnus |
|--|---|
| Physical Nature | Free Flowing Powder and Grey in Color |
| Water Demand for ease in application | 24-28 % |
| Hard Dry | Approx 24 hours (further depending in the temperature and humidity conditions.) |
| Pot Life | Approx. 60 Min. ± 30 Min. |
| Splitting Tensile Strength | ≥ 0.54 N/mm ² |
| Compressive Strength of Mortar @ 28 days | ≥ 6.0 N/mm ² |
| Particle Size Maximum | 1 mm |
| Workability Using Standard Flow Table. | 150-180 mm with 25 % of Water at 27° C |
| Silt Content in Sand | < 0% |
| Bulk Density | 1650 - 1700 kg/m ³ (In standard testing conditions - Without Vibration) |

VOC-Practically NIL



Why Magnus



- We are an **R & D driven** organization which is constantly pushing towards making the current products better and **inventing new ones**.
- An excellent **Engineering background of over 35 years as leading Industrialists**
- **We save TIME** as the job can be completed faster, reducing labour costs and downtime.
- Our customers benefit with the advantages offered by organizations like **IGBC & GRIHA**
- **6 hour deliveries** in case of Urgencies
- Negligible **Volatile Organic Compounds (VOC)** which improves indoor air quality, **reducing the risk of health problems** & respiratory issues for both the masons & the **occupants of the buildings**

Certifications

IGBC “Green Pro” Certification

Ready Mix Plaster

Tile & Block Adhesive



Certifications

Quality Management System

ISO 9001 : 2015 Certified



bx
BUSINESS EXCELLENCE ASSESSMENT
DELIVERING EXCELLENCE

Reg. Number 17797 - A
Issuing Date 2023-05-10 Last modification date 2023-05-10
Following Renewal Date 2026-05-09 Sector EA: 16

CERTIFICATE

Quality Management System
ISO 9001: 2015

We certify that the Quality Management System of the Organization:
MAGNUS VENTURES LLP
Is in compliance with the standard UNI EN ISO 9001:2015 for the following product/services:
Manufacture of Dry-Mix Products like Plasters, Mortars, adhesives, Grouts and Bricks used in Construction Industries.

R. S. Jaid
Managing Director
RAMDAS S. JAID

Maintenance of the certification is subject to annual survey and dependent upon the observance of Klausur Cameral Italia contractual requirements.
Refer to quality manual for details of exclusion of ISO 9001:2015 requirements.

This certificate consists of 1 page.

MAGNUS VENTURES LLP
Registered Headquarters
Gat No 31, Village Mangrui, Tal-Maval, Talegaon MIDC, Pune 410507, Maharashtra.

Certified sites
MAGNUS VENTURES LLP
Gat. No 31, Village Mangrui, Tal-Maval, Talegaon MIDC, Pune 410507, Maharashtra.

Business Excellence Assessment Pvt. Ltd.
Office: 303, DDK Classic, NRI Shop, Karve Road, Pune - 411 004
Email: info@bxaacert.com



GRIHA

Ready Mix Plaster



NP22GPC00088



GRIHA Council

This is to certify that the products of
“Magnus Ventures”
Ready Mix Plaster
(under typology: Plaster)

have been included in the GRIHA Product Catalogue under the following categories:

**GRIHA v.2019 criterion: 19;
GRIHA V.2015 criterion: 19;
& GRIHA V3.1 criterion: 15**

The products can be used in GRIHA & SVAGRIHA registered projects to meet the GRIHA & SVAGRIHA norms, respectively. This is valid only for the products which have been mentioned above.

The certificate for the above-mentioned products is valid from
15th November, 2022 – 14th November, 2024

Sanjay Seth
Vice President &
Chief Executive Officer

Note: This evaluation has been done based on the documentation - In the form of 3rd party test results and/or declarations - submitted by the manufacturer to GRIHA Council.

GRIHA Council is a joint initiative of Ministry of New and Renewable Energy, Government of India and The Energy and Resources Institute (TERI) to implement GRIHA (Green Rating for Integrated Habitat Assessment), India's National Rating System for Sustainable Habitats.
www.grihaindia.org

Tile & Block Adhesive



NP22GPC00088



GRIHA Council

This is to certify that the products of
“Magnus Ventures”
Block Adhesives (Jointing Mortar), Tile Adhesives (M1, M2, M3)
(under typology: Adhesives)

have been included in the GRIHA Product Catalogue under the following categories:

**GRIHA v.2019 criterion: 12;
GRIHA V.2015 criterion: 13;
& GRIHA V.3 criterion: 26**

The products can be used in GRIHA & SVAGRIHA registered projects to meet the GRIHA & SVAGRIHA norms, respectively. This is valid only for the products which have been mentioned above.

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www.grihaindia.org



TEST REPORT

Test Order/Report No: BVIPL: SPL: 25941C/2729/3/2022
Date of Receipt: 24.03.2022

Date: 05.04.2022
Page 1 of 1

MAGNUS VENTURES LLP
10-3B, Office No.11, Synergauge Street, Pune - 411001. Maharashtra.

TEST REPORT ON TILE ADHESIVE

Source of Sample : Sample Supplied by the Customer
No. of Sample tested : 05 (One Only)
Customer's Reference : Email dt. 17.03.2022
Condition of Sample : Satisfactory
Lab Reference No. : 2022/MAR/2140747
Period of Test : 31.03.2022 to 03.04.2022
Technical Reference : ASTM D3960-98, IS: 101 (P-1/S-7):1987,
IS: 101 (P-8/S-2):1990

| Sl. No. | Product Code # ↓ Test Conducted → | Results | | |
|---------|--------------------------------------|------------------|-------------------|------------------------------------|
| | | Specific Gravity | Volatile Matter % | Volatile Organic Compound, (g/lit) |
| 1 | Sample M1 | 2.168 | 0.25 | 0.0054 |
| 2 | Sample M2 | 2.257 | 0.28 | 0.0063 |
| 3 | Sample M3 | 1.953 | 0.42 | 0.0082 |
| 4 | RMP | 2.459 | 0.39 | 0.0096 |
| 5 | Block Adhesive | 1.967 | 0.31 | 0.0061 |

As furnished by the customer.

- Note: 1. The results relate only to the items tested.
2. Report shall not be reproduced except in full, without the written approval of the lab.
3. Any correction invalidates this report.

For BUREAU VERITAS (INDIA) PVT LTD.
Construction Services Laboratory



Amol Shewale

Lab Manager
Authorised Signatory

BIT/W689



MAGNUS
VENTURES

Trust . Quality . Reliability

Third Party Lab Test for Volatile Matter

Bureau Veritas Results



Thank You

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