

ashirvad

PIPES

FROM
EXCELLENCE
TO BRILLIANCE

**WORLD'S
LARGEST SELLING
CPVC Pipes & Fittings**

**WORLD'S
LARGEST SELLING
uPVC COLUMN PIPES**



Download Ashirvad App

MISSION

Ashirvad aims to be the producer of the highest quality plastic products in India.

- To offer complete solutions for fluid handling systems including plumbing systems for hot & cold water
- To offer complete solutions for soil waste & drainage systems
- To offer a sizeable range of products for the sanitary systems
- To reinforce and leverage our global leadership position in uPVC column pipes

VALUE PROPOSITION

Leadership through consistent quality and operational excellence combined with increased awareness and extensive availability of the solutions on offer.

SMART WATER MANAGEMENT
PLUMBING . SANITARY . AGRICULTURE

From effortfull skill to effortless efficiency. From dream to reality.

Ashirvad Pipes, the pioneer of Indian water management industry, provides long lasting and smart solutions coupled with intelligent technologies that ensure sustainability and convenience.

Ashirvad Pipes has been a benchmark for quality since 1975 and adheres to the highest international standards for manufacturing of products for potable water supply, working jointly with their global partners.



BEING A CHANGE AGENT

ashirvad
PIPES

Ashirvad acts as a catalyst and constantly endeavours towards increasing the efficiency of fluid handling and water management systems, to make life simpler and easier for the common man.

The product base has been enhanced through the years so as to suit the customer's requirements better.

Ashirvad also leverages local and global knowledge of the industry to provide more efficient products and the best possible service to the end customer, on a continuous basis.

AWARDS & RECOGNITIONS



In 2007, Ashirvad won the National Award

for **“OUTSTANDING ENTREPRENEURSHIP IN MEDIUM ENTERPRISES”**

The award was presented by the Prime Minister of India.



WCRC LEADERS SUMMIT - 2014

“One of the 100 FASTEST GROWING MARKETING BRANDS IN ASIA”

(Evaluated and selected by KPMG)
The Global Audit Firm



EXPORT EXCELLENCE - 2015

“Ashirvad Pipes”

“BEST MANUFACTURER EXPORTER AWARD”

Large Category - Silver



CONSTRUCTION INDUSTRY DATABASE (CIDC) - 2016

Has been enlisted as an Approved Vendor
for providing the following Service / Products
Manufacturing of CPVC & uPVC Pipes & Fittings.

BEING INNOVATIVE

Ashirvad Pipes is the proud leader of Column pipes in India having introduced uPVC column pipes for the first time to the World and is the undisputed pioneer, largest manufacturer and exporter from India. Ashirvad pipes is also the first ever manufacturer of uPVC column pipes certified for water potability by the Italian institute of Plastic.

Innovation and being ahead of others, is a way of life in Ashirvad. Some of the innovations of Ashirvad are as follows:

- The unique Wirelock™ system in uPVC Column Pipes
- Being the first to receive the ISI certification for CPVC pipes in the country
- Introducing Pushfit technology in SWR pipes for the first time in India
- Introduction of Yellow Seal™ Technology in SWR Pushfit pipes

In 2004, the Company became a licensee of The Lubrizol Corporation, a Berkshire Hathaway Company based in USA. Today, Ashirvad is one of the biggest manufacturer of CPVC plumbing systems in India.

In 2013, Ashirvad entered into a partnership with Aliaxis, the global giant, based in Brussels, Belgium, to bring several more plumbing, sanitary and drainage products to the Indian market.

Water - In all its forms,
a precious gift to life around,
ever flowing, never stopping,
always forward bound.

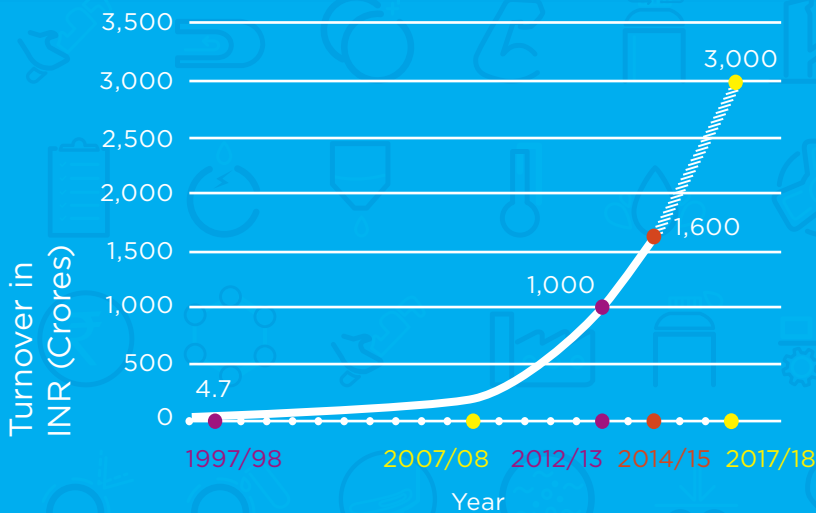
From the sky, from the rivers,
from the lakes around
Bringing joy, bringing cheer
abundant & profound
Water, water everywhere,
happiness abound

“Khushiyon ke rang - paani ke sang”

be **water happy**TM

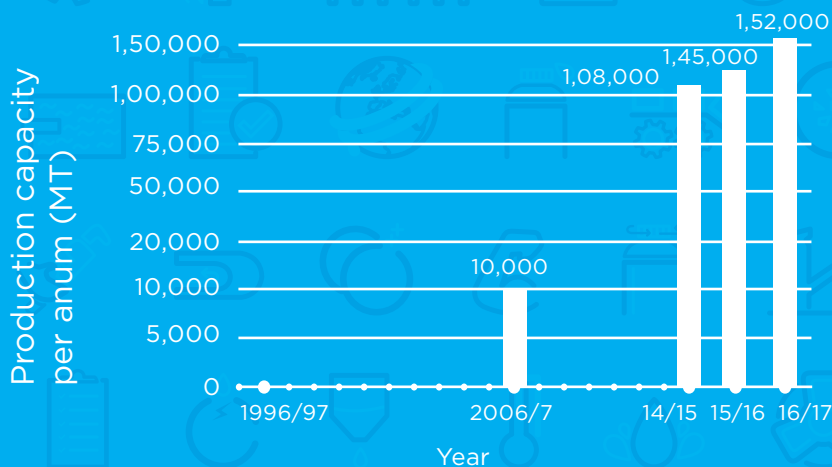


GROWTH STORY



Since its inception, sales of Ashirvad products have made considerable strides. From a modest and a humble beginning of INR 4.7 Crores in 1998, Ashirvad's turnover exceeded INR 1,000 Crores in 2012-13 and stands at INR 1,600 Crores in 2014-15. The Company has ambitious growth plans and aims to achieve a turnover of INR 3,000 Crores in 2017-18.

CAPACITY BUILD-UP



Every single worker in Ashirvad is aligned towards the Corporate goals. The Company believes in continuous learning programmes and every single employee of Ashirvad is on a mission towards excellence with an unending quest and the passion to take his Company to higher realms.

The all India network of Ashirvad has evolved over the last fifteen years and today, the Company is running on a 100% capacity utilization of over 1,52,000 MT per annum. Currently in a partnership with Aliaxis, the Belgian giant, Ashirvad is now adding a whole new range of products to it's current basket.

BEING SUPERIOR

Guided by relentless focus on quality and customer service, we at Ashirvad, constantly strive to implement the critical initiatives required to achieve the corporate vision. In doing so, we have always delivered manufacturing excellence in every product of the Company and met or exceeded our commitments to the market and to the customers we serve.

All our long-term strategies and short-term actions are moulded by a set of core values that are shared by all our workers and every single associate.



BEING CREATIVE

Whether it is production, marketing or branding, creativity is the hallmark and comes naturally at Ashirvad. These are the foundations that have enabled the brand to evolve as a super premium brand staying ahead of others for the last several years.

Ashirvad has been propagating SMART WATER MANAGEMENT and its products have been changing the quality of life of millions of human beings, globally.



10 ASSURANCES



#01
STATE OF THE ART
MANUFACTURING
FACILITY



#02
ADVANCED MACHINERY
FOR SUPERIOR QUALITY



#03
ADVANCED MATERIAL
HANDLING SYSTEMS



#04
100% INCOMING RAW
MATERIAL QUALITY
INSPECTION



#05
HIGH DIMENSIONAL ACCURACY TO
MAINTAIN QUALITY OF EACH PIECE,
TO ENSURE A DEFECT FREE SYSTEM



#06
STRINGENT QUALITY
CHECKS AT EVERY LEVEL
OF PRODUCTION



#07
100% FINISHED GOODS
QUALITY INSPECTION



#08
SEVERAL QUALITY
CHECKS FOR EVERY
BRASS FITTING



#09
EVERY BATCH OF
PRODUCTS LAB TESTED



#10
PERIODIC EXTERNAL LAB
TESTING OF PRODUCTS
IN INDIA / ABROAD



BEING QUALITATIVE

In the line of our philosophy of giving technologically superior products to our customers, Ashirvad maintains the highest standard and quality by meticulously checking the raw material at every stage of production to ensure that each and every finished product is an embodiment of perfection.

Aliaxis

H.Q. - Brussels, Belgium, Europe

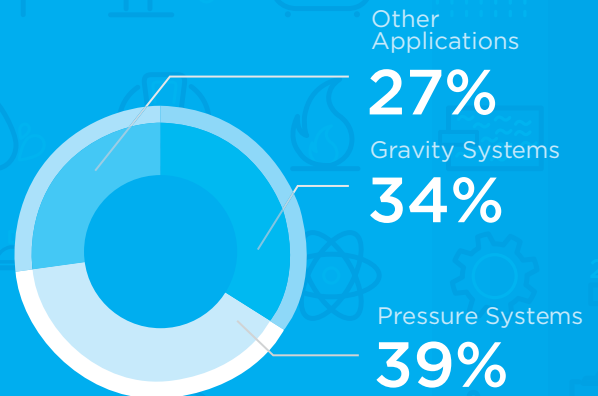
Turnover 2015: Euro 3 billion
(INR 21,600 crores)

Employing 16,200 personnel in
more than 100 Companies in 46
countries

Providing integrated & sustainable
fluid handling solutions

Deploying environment friendly
technology, using non toxic raw
material & reducing carbon footprint

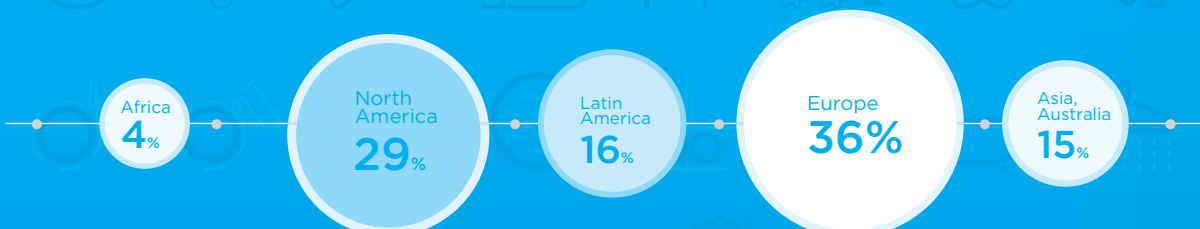
Revenue by application



Aliaxis



Revenue by geographical area



TOGETHER WITH ALIAxis S.A./N.V.

In 2013, Ashirvad entered into a partnership with Aliaxis S.A./N.V.

The Aliaxis group is a leading global manufacturer and distributor of plastic fluid handling systems used in residential, commercial and industrial buildings.

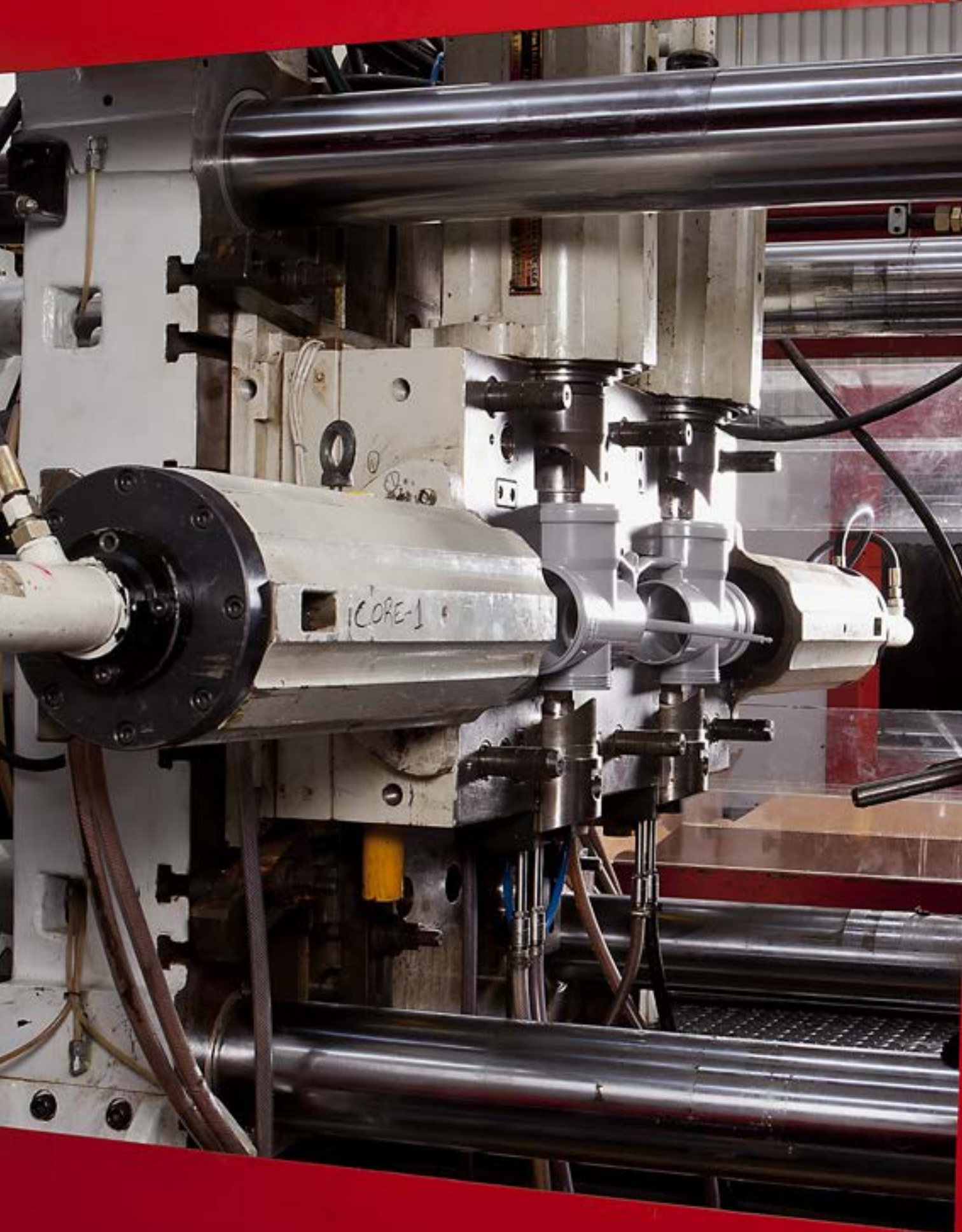
Headquartered in Brussels, Belgium, Aliaxis is present in over 45 countries with more than 100 manufacturing and commercial entities, employs over 16,200 people and generates more than €3 billion (INR 21,600 Crores) in annual sales.

Aliaxis leverages local and global knowledge along with industry regulations and building habits, to provide consistently excellent customer service through its distribution partners to building installers, infrastructure contractors and others.

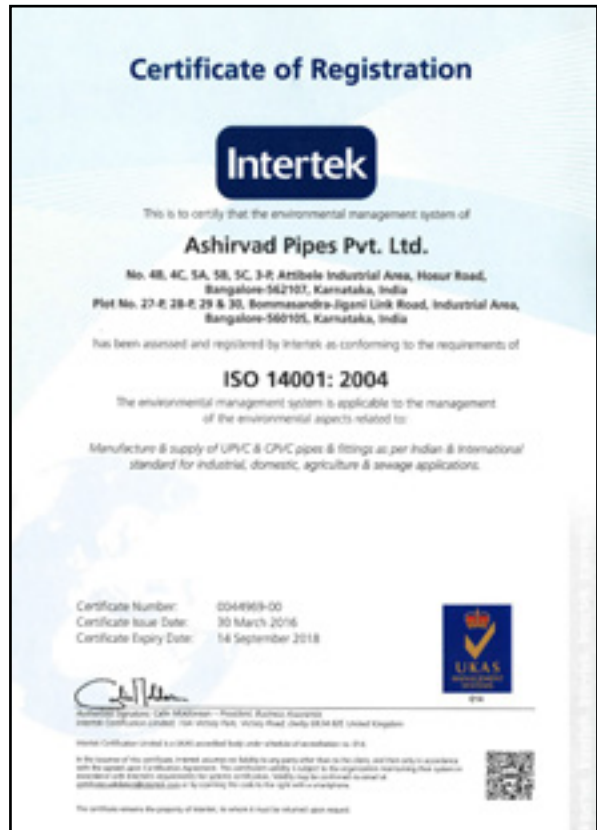
BEING COLLABORATIVE

Ashirvad designs, creates and produces world class products in technical collaboration with its global partner Aliaxis, and releases them into the Indian market.

With this partnership, Ashirvad is to become the leading supplier and a one stop shop for providing plumbing, sanitary and drainage solutions to the Indian market, in the next two years.



ISO CERTIFICATIONS





uPVC COLUMN PIPES

**WORLD'S
LARGEST SELLING
uPVC COLUMN PIPES
for Submersible Pumps**

- ✓ **Pioneer** as well as the **largest** manufacturer of uPVC column pipes in the world
- ✓ **30 Lakhs** successful installations globally since 1995
- ✓ Patented **WIRELOCK™** for pump safety
- ✓ **BIAX™ Technology** for extra pipe strength
- ✓ Successful and maintenance free - track record of over 20 + years
- ✓ Exporting to more than **40 countries** across the globe
- ✓ **National Award** winning company



RECOMMENDED

TO USE
Ashirvad BRAND
TOP & BOTTOM
ADAPTOR FOR
SAFETY OF
PUMP & PIPES

Design Patent Registered
Only by Ashirvad

COLUMN PIPES
FOR SUBMERSIBLE PUMP

CPVC PLUMBING SYSTEM

**WORLD'S
LARGEST SELLING
CPVC Pipes & Fittings**

- ✓ Ideal for **hot and cold water** plumbing
- ✓ High withstanding capacity ranging from max **28.1 bar** pressure at **23°C** and max **8.79 bar** at **82°C**
- ✓ Widest range of pipes and fittings from **1/2" to 6"**
- ✓ Ashirvad CPVC **FLOWGUARD® PLUS™** pipes and fittings are manufactured using **NSF certified TempRite® 88619/88096 TAN 309/311 CPVC material** from Lubrizol USA, **inventors of CPVC technology.**
- ✓ **UV stabilised and designed for over 50 years life**
- ✓ Regular testing of finished products in globally recognized testing laboratories in Europe and USA
- ✓ Tested, approved and used in India in the highest number of projects for over **10 years**
- ✓ Ashirvad CPVC system is first to be **ISI marked**
- ✓ Ashirvad introduced the alignment system for the first time in India



WARRANTY APPLICABLE ONLY IF ASHIRVAD FLOWGUARD® PLUS™ PIPES, FITTINGS & CPVC SOLVENT CEMENT ARE USED

FLOWGUARD® PLUS
CPVC PLUMBING SYSTEMS™

FLOWGUARD is the registered mark of The Lubrizol Corporation.
The Lubrizol Corporation is a Berkshire Hathaway Company.

uPVC PLUMBING SYSTEM

- ✓ For **cold water** plumbing
- ✓ Available from **1/2" to 6"**
- ✓ **Lead free** and **Durable**
- ✓ **UV** and **fire resistant**
- ✓ **Cost effective**
- ✓ **Environmental friendly**
- ✓ Solvent weld plumbing system
- ✓ Easy to install and Low maintenance
- ✓ **Suitable for drinking water flow**



Design Registered
Only with Ashirvad

WARRANTY APPLICABLE ONLY IF ASHIRVAD PIPES,
FITTINGS & uPVC SOLVENT CEMENT ARE USED

Aqualife

SWR DRAINAGE SYSTEM

- ✓ Introduction of world class technology **Yellow Seal™** for the first time in India
- ✓ Joint pressure tested up to **5 Kg/cm²** in Pushfit
- ✓ **100% leak proof joints**
- ✓ Unparalleled strength and performance
- ✓ **High degree of dimensional accuracy** ensuring optimum quality
- ✓ **UV stabilized**
- ✓ Faster and easier installation
- ✓ Widest range of fittings



WARRANTY APPLICABLE ONLY IF ASHIRVAD PIPES,
FITTINGS & SOLVENT CEMENT OR LUBRICANT ARE USED

Solfit
SWR SYSTEM

Pushfit
SWR SYSTEM

RECLAIM WATER PIPE

- ✓ Widest range of pipes and fittings from 1/2" to 2"
- ✓ Lead free and durable
- ✓ UV and fire resistant
- ✓ Solvent weld plumbing system
- ✓ Cost effective
- ✓ Environment friendly
- ✓ Easy to install and low maintenance
- ✓ 100% inspection of both incoming and outgoing material
- ✓ Design registered alignment system
- ✓ Recommended by UIPC-I



WARRANTY ON ASHIRVAD PRODUCTS NOT APPLICABLE
IN CASE OF USE IN COMBINATION WITH ANY OTHER BRAND /
MAKE OF PIPES, FITTINGS & SOLVENT/ LUBRICANT.

SILENT / SILENT PLUS SWR DRAINAGE SYSTEM

- ✓ Silent SWR system: **13dB at 2 lps**
- ✓ Silent plus SWR system: **10dB at 2 lps**
- ✓ Triple layer PVC based sound attenuating system
- ✓ **Special brackets** to dampen structural vibrations
- ✓ For high rise, commercial and residential spaces
- ✓ Simple pushfit type jointing
- ✓ Ease of assembly and dis-assembly
- ✓ Suitable for horizontal as well as vertical orientation
- ✓ Available in **40 mm to 200 mm**
- ✓ Designed to **International specifications**
- ✓ Technology from **Girpi, France**
- ✓ **Tested to EN 14366**



SILENT SWR
SYSTEMS
(13)
dB
at 2 lps

SILENT PLUS SWR
SYSTEMS
(10)
dB
at 2 lps

FOR BEST RESULTS, USE ONLY ASHIRVAD
LOW NOISE PIPES, FITTINGS & ACOUSTIC
GIRPI BRACKET AS AN ENTIRE SYSTEM

WARRANTY APPLICABLE ONLY IF ASHIRVAD
PIPES, FITTINGS & SOLVENT CEMENT OR
LUBRICANT ARE USED



TESTING BY FRAUNHOFER INSTITUTE
FOR BUILDING PHYSICS, GERMANY

uPVC UNDERGROUND DRAINAGE SYSTEM

- ✓ **Foam core** technology with **triple layer**
- ✓ Solid wall fittings to **International specifications**
- ✓ Pushfit / Solfit
- ✓ **Smooth finish** and rodent resistant
- ✓ Complete range of pipes / fittings from 110 mm to 315 mm
- ✓ Speciality products / accessories such as **mechanical connections, backflow preventer and manholes**
- ✓ **Low maintenance**, leak and odour proof
- ✓ Aesthetic appeal and 100% recyclable
- ✓ Technology from **REDI, Italy**



IS: 16098



CWL - 6200019083



Inspection Chamber

WARRANTY APPLICABLE ONLY IF ASHIRVAD
PIPES, FITTINGS & SOLVENT CEMENT OR
LUBRICANT ARE USED

REDI 
TECHNOLOGY FROM ITALY

SPECIALITY PRODUCTS

Non Return Valves



Technology from **REDI** Italy

Balcony drains



Product from Snow, Singapore

Inspection Chambers and Manholes



Technology from **REDI** Italy

Couplings, Traps and Waste Pipe



Technology from **jimten** Spain

Fire Collars



Product from **Promat** Malaysia

Air Admittance and Release Valves



Product from **SAINT** Germany

Single stack SWR system



Technology
from  **akatherm** Netherlands



CPVC and uPVC Solvent Cement



Technology from **Durman** Costa Rica



Pan Connectors



Technology from  **Multikwik** UK



Ball and Butterfly Valves



Product from  **FIP** FORMATURA
INDUSTRIE
POLIMERI Italy



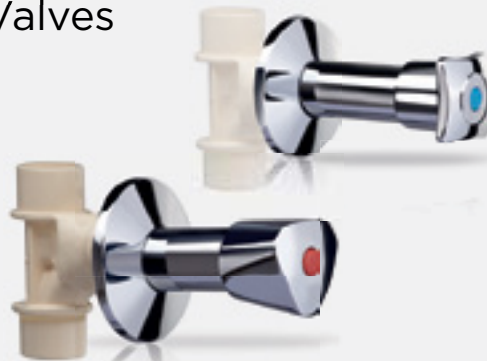
Grease and Solid Interceptors



Product from **canplas** Canada



CPVC and uPVC Concealed Valves



Technology from **Durman** Costa Rica







BEING COLOSSAL

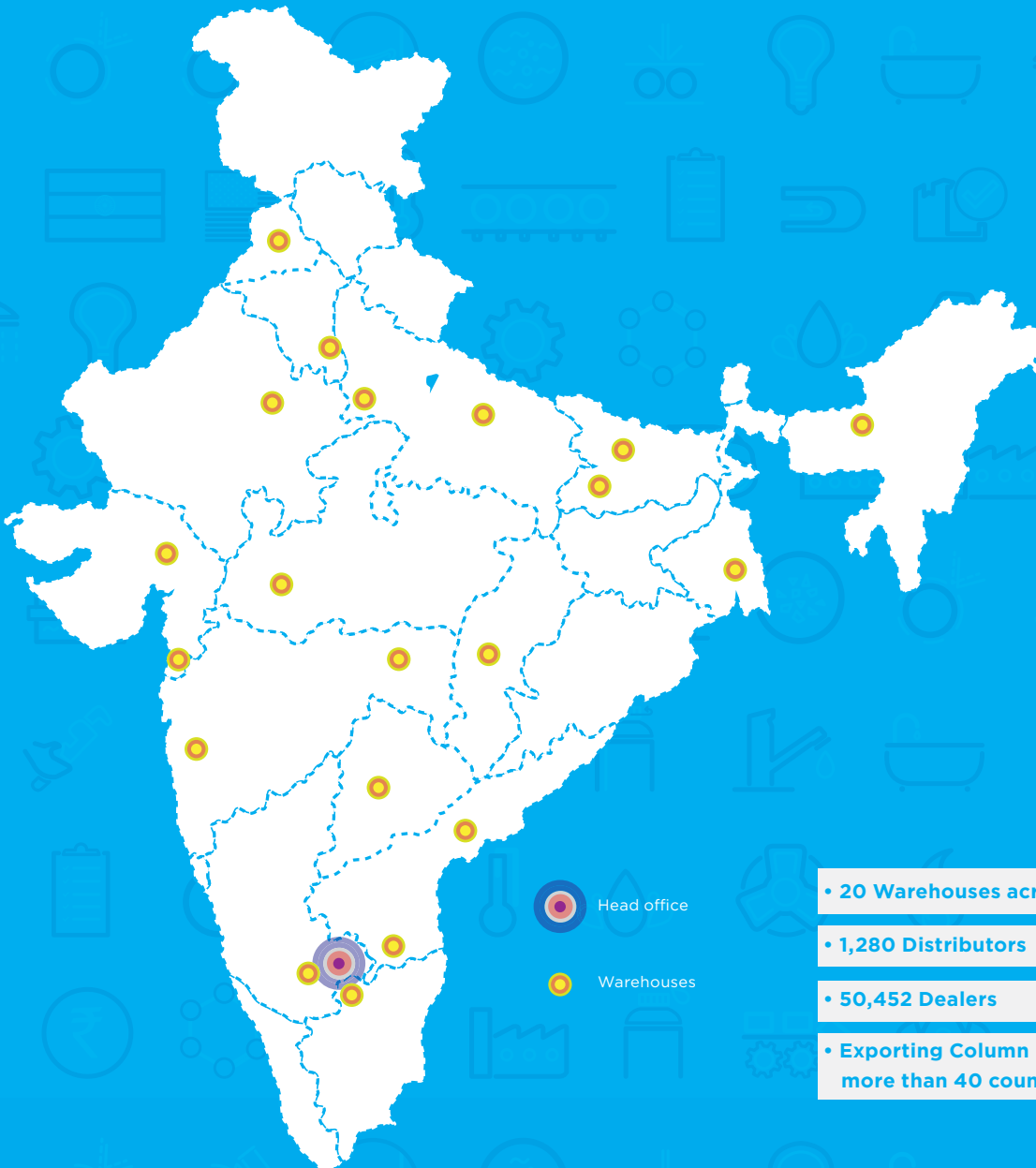
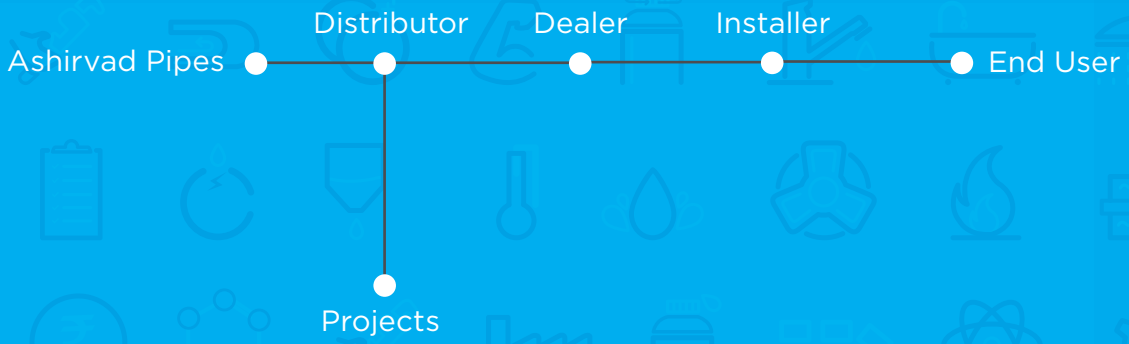
Ashirvad Pipes

- An OHSAS 18001:2007, ISO 9001:2015 and ISO 14001:2004 company
- Manufacturing capacity in excess of 2,00,000 MT per annum
- Total factory area of 50 acres
- 2,00,000 Sq. ft. of covered and 2,00,000 Sq. ft. of open storage area
- 40 extrusion machines
- Over 100 CNC machines
- 100 injection moulding machines
- 4 fully equipped labs for "in process" testing and quality checks of raw material as well as finished products
- 504 Sales & Marketing staff
- Workforce of over 4,500
- 205 Corporate office staff
- 20 warehouses pan India
- 1,280 distributors
- 50,452 dealers
- Exporting Column Pipes to more than 40 countries

Finished products are supplied to warehouses across the Country for further distribution to the extensive dealer network ensuring speedy supplies to the end customers. Ashirvad primarily operates on a distributor - dealer network model.



PVC LINE SERVO 450



 Head office

 Warehouses

• 20 Warehouses across India

• 1,280 Distributors

• 50,452 Dealers

• Exporting Column Pipes to more than 40 countries



Raw Material Processing Plant



Underground pipes manufacturing on automated Belling machines at Jigani factory



SWR Extrusion Plant



Fittings warehouse



uPVC Column pipes manufacturing



Stock Yard

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