

ashirvad

by aliaxis

FROM
EXCELLENCE
TO BRILLIANCE

WORLD'S LARGEST SELLING

CPVC PIPES & FITTINGS | uPVC COLUMN PIPES



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 1998 and adheres to the highest international standards for manufacturing of products for potable water supply.





BEING A CHANGE AGENT

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.

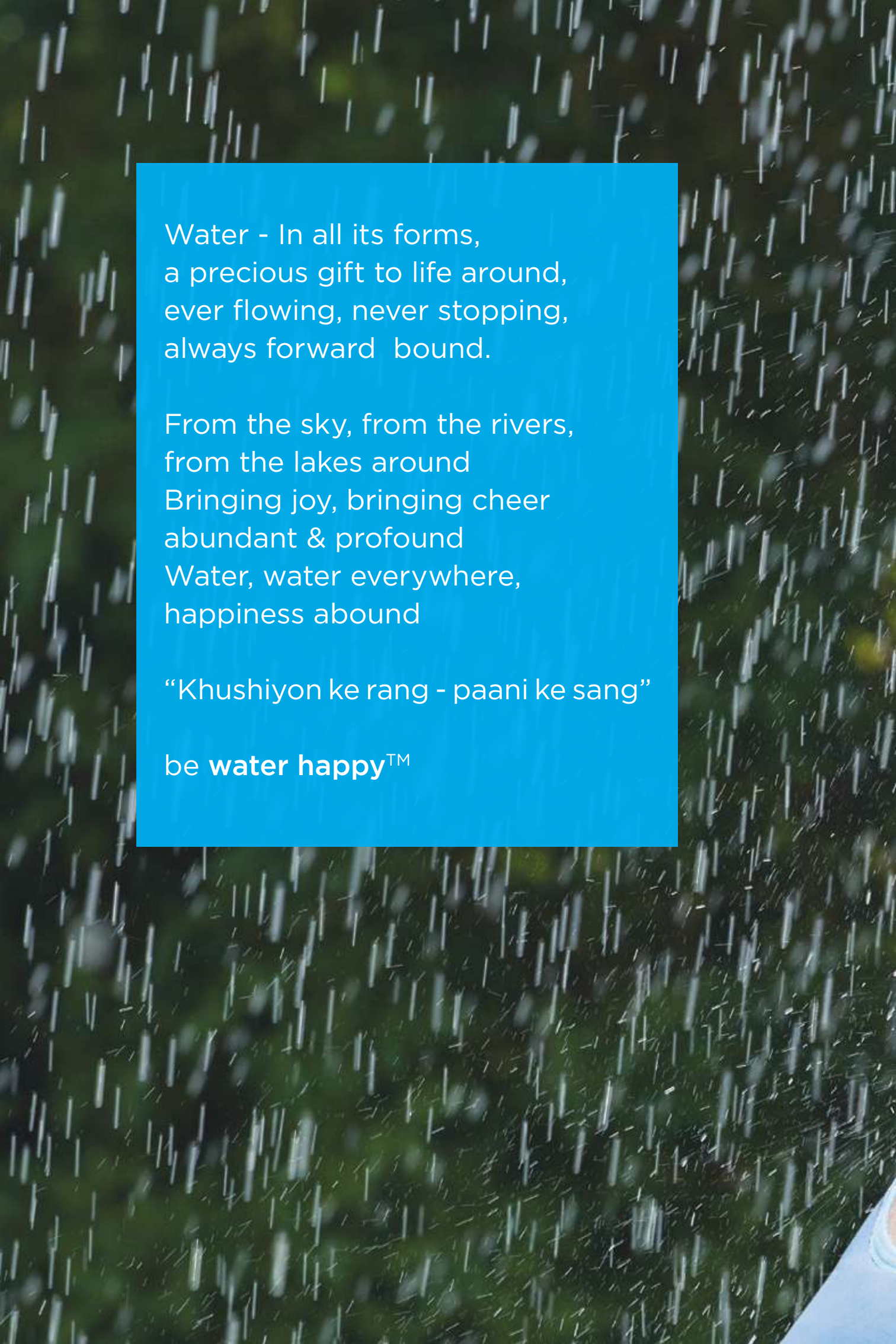
BEING INNOVATIVE

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.



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

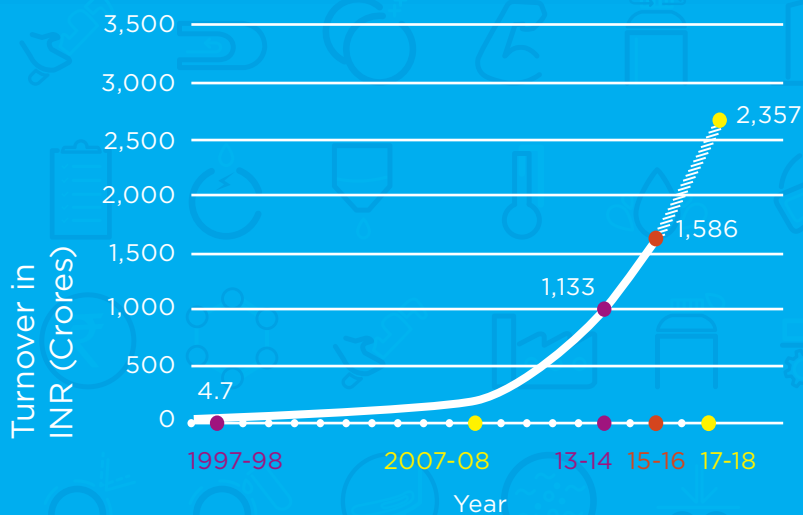
From the sky, from the rivers,
from the lakes around
Bringing joy, bringing cheer
abundant & profound
Water, water everywhere,
happiness abound

“Khushiyon ke rang - paani ke sang”

be **water happy**™

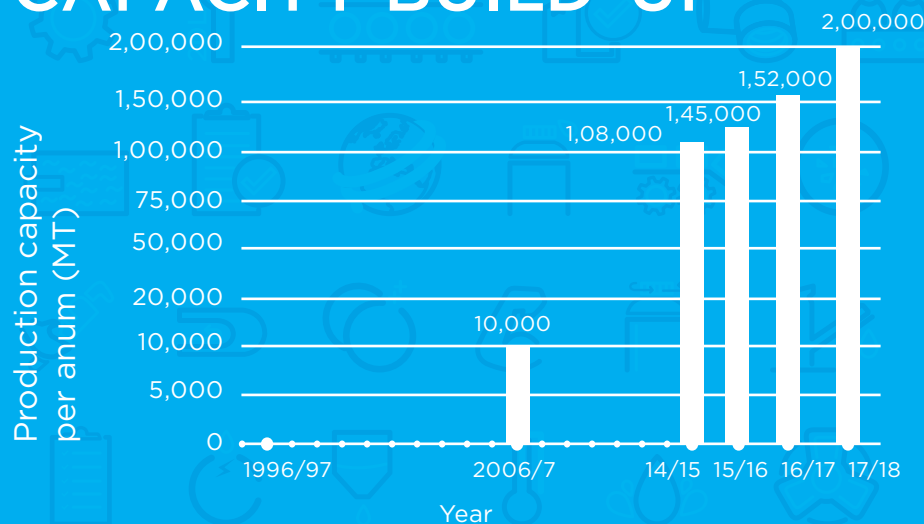


GROWTH STORY



Since its inception, sales of Ashirvad products have made considerable strides. From a modest and a humble beginning of ₹. 4.7 Crores in 1998, Ashirvad's turnover exceeded ₹. 1,133 Crores in 2013-14 and stands at ₹. 1,586 Crores in 2015-16. The Company has ambitions growth plans and aims to achieve a turnover of ₹. 5,000 Crores in 2022.

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 2,00,000 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



Automated CNC machining for uPVC Column pipes

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.

Oaliaxis

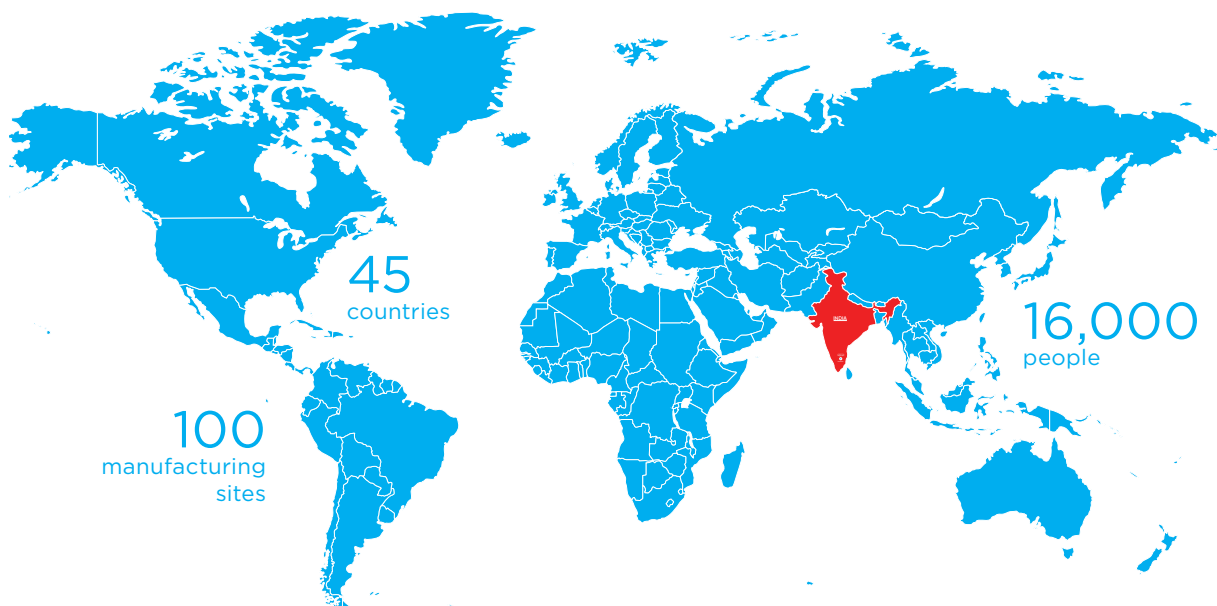
H.Q. - Brussels, Belgium, Europe

Turnover 2018: Euro 3 billion
(₹. 21,600 crores)

Employing 16,000 personnel in
45 countries

Providing integrated & sustainable
fluid handling solutions

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



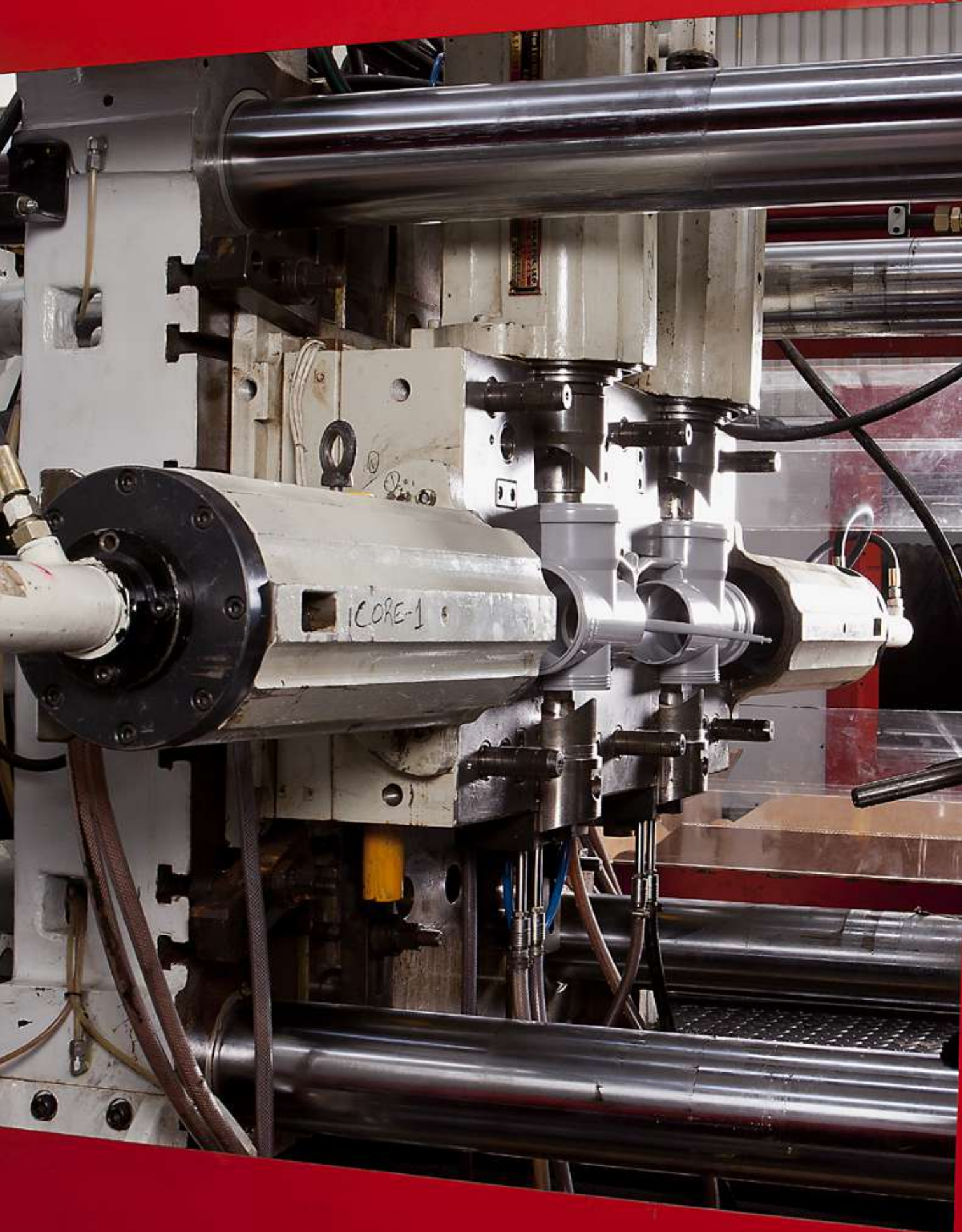
About Ashirvad

Ashirvad an Aliaxis group company, setup its Bengaluru unit in 1998 and is a wholly owned company of Aliaxis group. Aliaxis group is a global leading manufacturer and distributor of plastic fluid handling systems used in residential, commercial and industrial buildings. Aliaxis, headquartered in Brussels and is present over 45 countries with more than 100 manufacturing and commercial entities, employs over 16,000 people and generates more than 3 billion Euro (₹ 21, 600 crores approx) in annual sales.

Ashirvad has always been relentless in its commitment to quality and services. Ashirvad pipes is a leading manufacturer and supplier of CPVC, uPVC, SWR plumbing systems and also the pioneer in designing and manufacturing of uPVC column pipes, which are used in the erection of submersible borehole pumps. Today Ashirvad Pipes is the world's largest manufacturer of uPVC column pipes and successfully exporting to 40+ countries. The CPVC Hot and Cold plumbing system is manufactured in collaboration with Lubrizol, USA.

Ashirvad is an ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certified company with a constant endeavour towards achieving the highest level of customer satisfaction.

Ashirvad, with a determination to be a one-stop-shop for Plumbing, Agriculture, Sanitary, High-rise and Fire Safety solutions, has recently expanded its product range and successfully introduced Agri Pipe, Casing Pipe, BlazeMaster® Pipes & Fittings by Ashirvad.







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

uPVC CASING PIPES

PROTECTION FOR YOUR BOREWELL

- ✓ High joint strength and advance mechanical properties
- ✓ Light in weight, thus easy transportation and faster installation
- ✓ No rusting, weathering and chemical reactions
- ✓ No electrolytic deposition and no bacterial growth
- ✓ Non toxic materials, that also do not impact any color, odor or taste to the water
- ✓ Corrosion free, thus consumes less power and has a longer life



CASING PIPES
FOR BOREWELL PROTECTION

uPVC V4 COLUMN PIPES

IDEAL FOR
DOMESTIC BORE WELLS

- ✓ Patented WIRELOCK™ technology for extra pump safety
- ✓ No elongation & No deformation of pipes
- ✓ Since 1995, Successful maintenance free - track record of 20+ years
- ✓ Pioneer of uPVC Column Pipes
- ✓ High Tensile strength (50 N/mm²)
- ✓ High Pressure bearing Capacity (15 kg/cm²)
- ✓ BIAx™ technology for extra pipe strength
- ✓ Power saver - high discharge of water
- ✓ 100% Leak proof joints & maintenance free service record



V4 COLUMN PIPES
FOR SUBMERSIBLE PUMP

uPVC PIPES FOR AGRICULTURE PURPOSE

uPVC AGRI PIPES

- ✓ **Lead Free** - Agri pipes & fittings are free from lead & heavy metal.
- ✓ **High Dimensional Accuracy** - We maintain minimal ovality at higher precision.
- ✓ **Crack Free Fittings** - The chance of cracking through weld line is minimal.
- ✓ Faster and easier installation and 100% leak proof joints
- ✓ Joint pressure tested up to 4 Kg/cm² in class 2 and 6 Kg/cm² in class 3
- ✓ Unparalleled strength and performance with high degree of dimensional accuracy, ensuring optimum quality
- ✓ Immune to chemical, electrolytic and galvanic action, these pipes are free from corrosion
- ✓ Pipes with smooth internal surface which provide better flow characteristics in comparison to AC, CI and GI pipes
- ✓ These pipes are free from weakness caused by scale formation, rusting, weathering and chemical action.



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

IS: 4985



CM/L - 4787995





BLAZEMASTER® PIPES

- ✓ Technology composed of flame-resistant pipe engineered for ease of installation and dependability.
- ✓ One-step joining system for reduced labour costs
- ✓ Eliminates the need for costly tools and equipment.
- ✓ Proven resistance to corrosion in all environments.
- ✓ Expert consultation regarding compliance with local, regional and national codes.
- ✓ Hands-on training and installation available to all installers.

**AN IDEAL SOLUTION FOR
FIRE PROTECTION SYSTEMS**



WARRANTY APPLICABLE ONLY IF ASHIRVAD
CPVC BLAZEMASTER PIPES, FITTINGS &
SOLVENT CEMENT ARE USED.

BlazeMaster®
FIRE PROTECTION SYSTEMS

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

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**



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.

Aqualife RECLAIM™

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



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**



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 **SANIT** 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  **FORMATURA
POLIMERI** Italy

Grease and Solid Interceptors




Product from **canplas** Canada

CPVC and uPVC Concealed
Valves




Technology from **Durman** Costa Rica



A wide-angle photograph of a large industrial manufacturing facility. In the foreground, there are several large, white industrial machines with blue accents, some labeled 'FERROSTATIK MILACRON'. A worker in a white shirt is visible near one of the machines. In the background, there are more machines, including orange robotic arms, and a worker. The floor is concrete with yellow safety lines. The overall scene depicts a busy, large-scale manufacturing environment.

BEING COLOSSAL

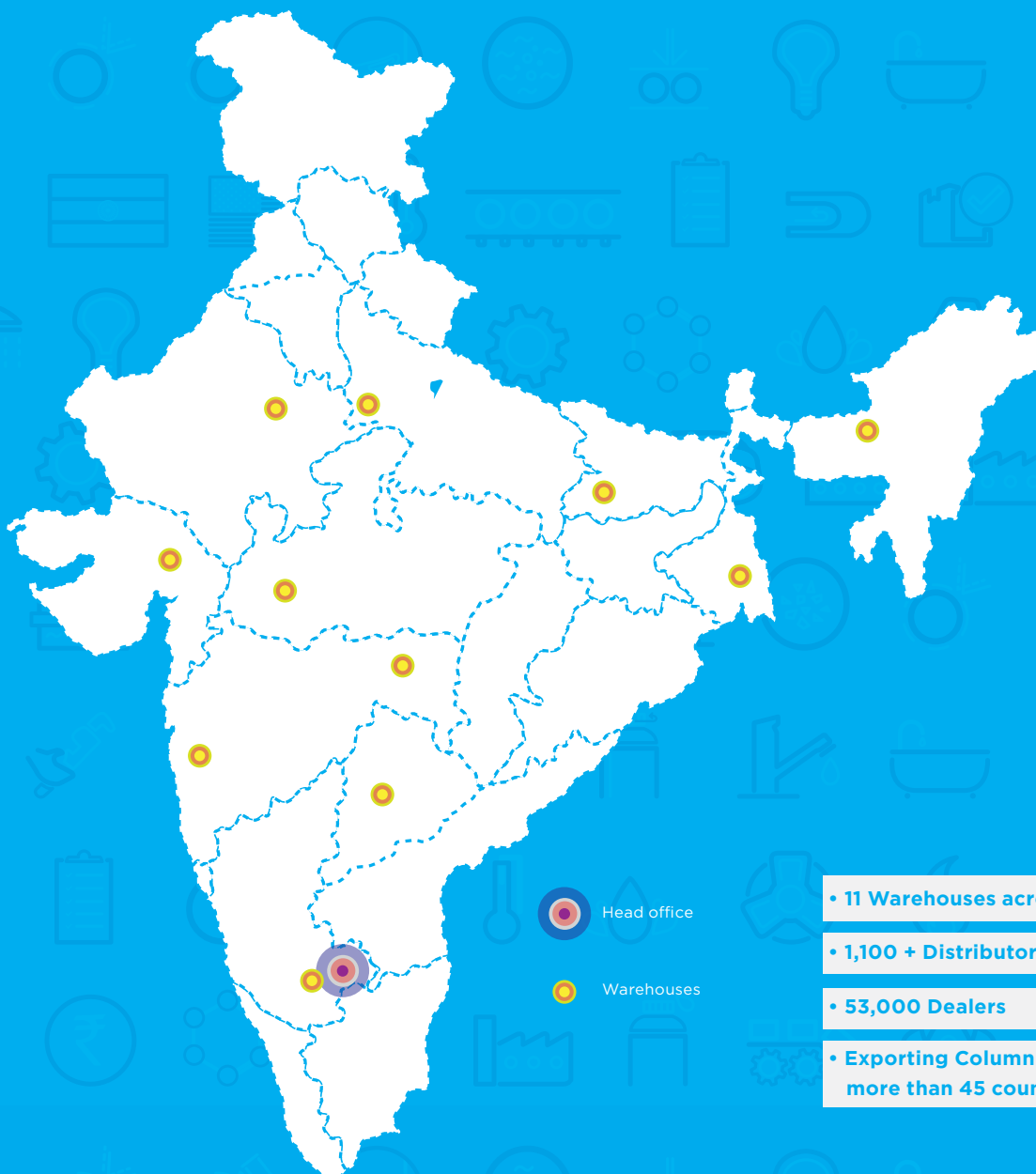
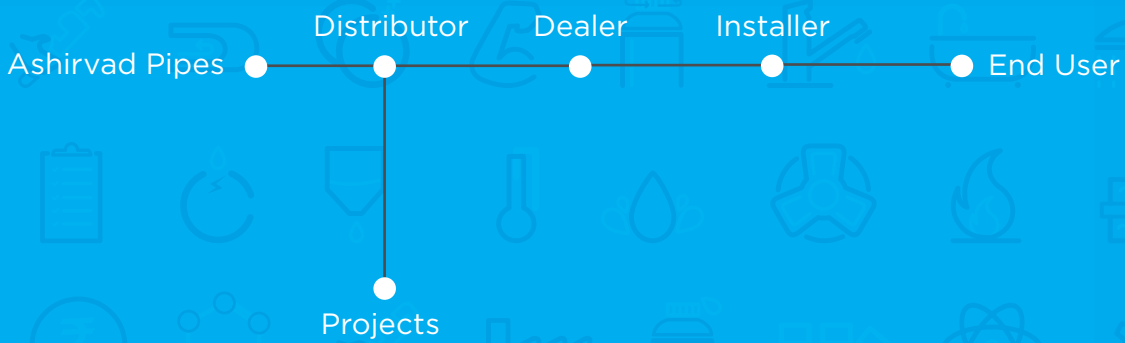
Ashirvad Pipes

- An ISO 9001:2015, ISO 14001:2015 and ISO45001:2018 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
- 500 Sales & Marketing staff
- Workforce of over 4,500
- 205 Corporate office staff
- 15 warehouses pan India
- 1,100 + distributors
- 53,000 + dealers
- Exporting Column Pipes to more than 45 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.



Larger dia injection moulding facilities



• 11 Warehouses across India

• 1,100 + Distributors

• 53,000 Dealers

• Exporting Column Pipes to more than 45 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

TM & PATENT: Any unauthorized use, copying, manufacturing etc. of the similar product or technology of the invention protected will attract legal actions including, imprisonment or fine under relevant IP laws • Printed in 2020 • All rights reserved. No part of this publication may be copied, modified, reproduced in any material from (including photocopying or storing it in any medium by electronic means and whether or not transiently or incidentally to some other use of this publication) without the written permission of the copyright owner. Applications for the copyright owner's written permission to reproduce any part of this publication should be addressed to the copyright owner. **Warning:** The doing of an unauthorized act in relation to a copyright work may result in both a civil claim for damages and criminal prosecution. **Disclaimer:** Due care and diligence has been taken while editing and printing the book. Neither the author nor the publishers of the book hold any responsibility for any mistake that may have inadvertently crept in. Publishers shall not be liable for any direct, consequential, or incidental damages arising out of the use of the book. In case of binding mistake, misprints, or for missing pages etc. • Printed and bound in India. Moral Rights of the Author are asserted • The copyright owner reserves all rights and liberty to modify, change or alter the design drawings of the products as and when it deems appropriate and necessary without any prior notice to the users.

All rights reserved copyright © 2020 Ashirvad Pipes Private Limited

Ashirvad Pipes Pvt. Ltd., 4-B, Attibele Industrial Area, Hosur Road, Bengaluru - 562 107, Karnataka, INDIA.
T: +91 80 2806 1000 / 2806 1700 **F:** +91 80 2806 1080

For any Service / Customer complaint / Queries:
Toll Free: 1800 572 8900 **M:** +91 9902 333 333 **E:** customercare@ashirvad.com

SMART WATER MANAGEMENT PLUMBING . SANITARY . AGRICULTURE



www.ashirvad.com