

Wall Putty

Painter's Putty, Wall Care Putty,
Ideal for Finishing and Decorating Walls

Manufacturing Plant, Detailed Project Report, Profile,
Business Plan, Industry Trends, Market Research, Survey,
Manufacturing Process, Machinery, Raw Materials,
Feasibility Study, Investment Opportunities, Cost and
Revenue, Plant Economics, Production Schedule, Working
Capital Requirement, Plant Layout, Process Flow Sheet,
Cost of Project, Projected Balance Sheets, Profitability
Ratios, Break Even Analysis

Introduction

Wall Putty is white cement & mineral based putty for use on cement concrete - mortar interior/exterior walls for smoother & stronger adhesion and best suited to minimize paint cost and extend its durability. It is white cement based fine powder which provides an ideal finishing for concrete/cement plastered walls and ceiling. It provides an ideal base for painting. Also it is a high grade quality based on latex emulsion, and high solids content to provide excellent smoothing and filling properties to small holes cracks.

Ideal for filling joints and pores surfaces which can be applied by putty knife or steel trowel to provided excessive thickness are not applied in application. Caulking compounds, putties and same cements have a boiled drying oil, usually combine with resins that act as the binder putty is the thick mixture of finally powdered calcium carbonate (whiting) and acid refined linseed oil which imparts good wetting and grinding characteristics.

Wall Putty is used to smoothen the surface, to fill the fine pores on the wall surface, to provide firm base for subsequent paint.

Wall putty give an elegant look / Aesthetic appeal, more coverage for subsequent costly paints and they protect the wall.

There are variegated types of putties for wood too. For glazing wood & filling holes and cracks on the surface, of timber or metal, a stiff paste of linseed oil and whiting is used. This composition is the traditional putty. It is sometimes modified by the addition of small amounts of white lead in oil. So called commercial putty contains more or less mineral or other oil instead of linseed oil.

Use and Application

Wall Putty is an outstanding product which is used for interior and exterior plaster, concrete, gypsum plaster gypsum and board; when dry, can be sanded to a smooth finish ready to accept to recoat. Ensure that the surface to be painted is free from any loose paint, dust, oil or grease. Any previous growth of fungus, algae or moss needs to be removed thoroughly by vigorous wire brushing and cleaning with water. Ensure that surface is totally clean. Ensure that surface plastered or made with cementitious material and the surface should be moderately rough and in just-wet condition.



Market Scenario

The demand for wall putty is always on the higher side due to its heavy consumption. As the construction work and industrialization in our country is being done in rapid strides, this eventually leads to higher consumption of putty. In future, the constructions and industrial buildings, etc. are likely to increase tremendously as a result the demand will increase simultaneously. One of the world's largest and fastest growing cement industries, the Indian cement industry has been expanding significantly on back of rising infrastructure activities, increasing demand from housing sector, and construction recovery.

According to our latest research report, the recent developments in the industry along with the strong support of government are attracting the global cement giants. We have estimated that the total cement installed capacity of India is to increase with a CAGR of around 7% during 2012-13 to 2014-15.

Reasons for buying the report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Wall Putty” provides an insight into the Wall Putty market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout of Wall Putty project. The report assesses the market sizing and growth of the Indian Wall Putty Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Wall Putty sector in India along with its business prospects. Through this report we have identified Wall Putty project as a lucrative investment avenue.

Project at a Glance

Capacity : 11100 MT/annum

Plant & Machinery : 35 Lakhs

Total Capital Investment : 732 Lakhs

Rate of Return : 51.10 %

B.E.P. : 26.16 %

Major Queries/Questions Answered in the Report?

- 1. What is Wall Putty industry ?**
- 2. How has the Wall Putty industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of a Wall Putty Plant ?**
- 4. What are the requirements of Working Capital for setting up a Wall Putty plant ?**

- 5. What is the structure of the Artificial Sand Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Wall Putty plant ?**
- 7. What are the operating costs for setting up a Wall Putty plant ?**
- 8. What are the machinery and equipment requirements for setting up a Wall Putty plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Wall Putty plant ?**
- 10. What are the requirements of raw material for setting up a Wall Putty plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Wall Putty plant ?**
- 12. What is the Manufacturing Process and Formulations of a Wall Putty plant ?**

- 13. What is the total size of land required for setting up Wall Putty plant ?**
- 14. What will be the income and expenditures for Wall Putty plant ?**
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17. What is the Built up Area Requirement and cost for setting up a Wall Putty Business?

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can provide Detailed Project Report on
Wall Putty

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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Technology Books and Directory*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*



How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Who do we serve?

- *Public-sector Companies*
- *Corporates*
- *Government Undertakings*
- *Individual Entrepreneurs*
- *NRI's*
- *Foreign Investors*
- *Non-profit Organizations, NBFC's*
- *Educational Institutions*
- *Embassies & Consulates*
- *Consultancies*
- *Industry / trade associations*

Sectors We Cover

- *Ayurvedic And Herbal Medicines, Herbal Cosmetics*
- *Alcoholic And Non Alcoholic Beverages, Drinks*
- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *Activated Carbon & Activated Charcoal*
- *Aluminium And Aluminium Extrusion Profiles & Sections,*
- *Bio-fertilizers And Biotechnology*
- *Breakfast Snacks And Cereal Food*
- *Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling*



- *Bamboo And Cane Based Projects*
- *Building Materials And Construction Projects*
- *Biodegradable & Bioplastic Based Projects*
- *Chemicals (Organic And Inorganic)*
- *Confectionery, Bakery/Baking And Other Food*
- *Cereal Processing*
- *Coconut And Coconut Based Products*
- *Cold Storage For Fruits & Vegetables*
- *Coal & Coal Byproduct*

- *Copper & Copper Based Projects*
- *Dairy/Milk Processing*
- *Disinfectants, Pesticides, Insecticides, Mosquito Repellents,*
- *Electrical, Electronic And Computer based Projects*
- *Essential Oils, Oils & Fats And Allied*
- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

- *Fruits & Vegetables Processing*
- *Ferro Alloys Based Projects*
- *Fertilizers & Biofertilizers*
- *Ginger & Ginger Based Projects*
- *Herbs And Medicinal Cultivation And Jatropha
(Biofuel)*
- *Hotel & Hospitality Projects*
- *Hospital Based Projects*
- *Herbal Based Projects*
- *Inks, Stationery And Export Industries*

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*

- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

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