

THE STRENGTH YOU NEED
FOR THE THINGS YOU LOVE



birlanu
CONSTRUCTION CHEMICALS

BUILD YOUR
WORLD

CONTENTS

1.	Who We Are	2-3
2.	Brand Story	4-5
3.	Perfect Partnership	6-7
4.	Category Introduction	8-9
5.	Tough Tile Adhesive	10-17
4.1	TA 105 (Floor & Wall)	13
4.2	TA 205/210 (Superior Floor & Wall)	13
4.3	STA 505/510 (Multipurpose Stone)	14
4.4	STA 1000/1010 (Heavyduty Tile & Stone)	14
4.5	DSTA 605/610 (Dry Surface Floor & Wall)	15
4.6	DSTA 615/620 (Dry Surface Highly Deformable)	15
4.7	PUA 5000 (Ultra Flex)	16-17
6.	Tough Tile Grouts	18-23
5.1	Cementitious Tile Grout CTG 101	20-21
5.2	Tile Grout Admixture	20-21
5.3	Epoxy Tile Grout ETG 102	22-23
5.4	Epoxy Tile Grout ETG 103	22-23
7.	Surface Cleaners	24-25
8.	Plasters	26-29
7.1	Ready Mix Plaster (RMP)	27
7.2	Gypsum	28
7.3	Block Jointing Mortar	29
9.	Comprehensive Solutions	30-31
10.	Get in Touch	32-33



WHO WE ARE

BirlaNu (formerly HIL Limited), part of the multibillion-dollar CKA Birla Group, is a home and building products and services company.

We serve homeowners, builders, and designers with sustainable, innovative solutions across pipes, construction chemicals, putty, roofs, walls, and floors, featuring brands like BirlaNu Leakproof Pipes, BirlaNu Construction Chemicals, BirlaNu TruColour Putty, Charminar, BirlaNu Aerocon, and Parador.

With 32 manufacturing plants in India, Germany, and Austria, innovation centers in India and Germany, and a market presence in 80+ countries, we adhere to the highest global quality standards, holding certifications such as GreenPro, IGBC, PEFC, Blue Angel, and EPD. Our products are integral to commercial, healthcare, hospitality, residential, and infrastructure projects worldwide.

Powered by over 5,000 employees and a strong partner ecosystem, BirlaNu is ranked 12th in India's Best Companies to Work For by Great Place to Work® and has been recognised with accolades such as Iconic Brand, Asia's Most Trusted Brand, and Super Brand awards.

BRAND STORY

Since 1946, we've been on a journey of continuous evolution and today, we are proud to announce a new chapter in our legacy: HIL is now BirlaNu.

BirlaNu is inspired by the people we serve and driven by a passion for continuous growth. Rooted in connection, creativity and sustainability, we empower homeowners, builders and designers to bring a vision to life, crafting innovative buildings and structures that stand the test of time.

As the world evolves, we remain committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

BirlaNu isn't just a name, It is a reflection of our purpose and promise to be the partner you trust in building the future.



PERFECT PARTNERSHIP

Service

From vision to execution,
partnering with you at every stage.

Sustainability

Ethically sourced, waste-conscious
and green-powered.

Product Excellence

Uncompromising quality and
reliability in every product.

Global Presence

Present in 80 countries, with 32 plants across
India, Germany and Austria.

Extensive Portfolio

Complete solutions across pipes,
construction chemicals, putty, roofs, walls and
floors.

Innovative Solutions

Where technology meets brilliance,
creating the future.



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CONSTRUCTION CHEMICALS

BirlaNu Construction Chemicals portfolio is designed to deliver effective solutions for modern construction needs. Our wide range of durable tile adhesives and grouts, plasters and cleaners are engineered to support versatile applications across residential, commercial and large-scale projects.

BRAND PROMISE: Innovative solutions for stronger, safer and long-lasting structures.

BRAND ADVANTAGE:

- Superior bonding & flexibility
- Effortless application
- Low maintenance
- Seamless & long-lasting finish

PRODUCTS:

- Tile adhesives
- Tile grouts
- Surface cleaners
- Plasters

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TOUGH TILE ADHESIVES

BirlaNu Tough Tile Adhesives is a premium-quality, high-performance tile adhesive, specially designed to provide superior bonding strength for all types of tiles. Whether it's ceramic, vitrified, or natural stone, BirlaNu Tough Tile Adhesives ensures a firm grip and long-lasting durability.

TRUBOND TECHNOLOGY BirlaNu's TruBond Technology ensures superior strength, durability and easy application for a flawless tile finish. It is ideal for ceramic, vitrified and natural stones and offers HD bonding for indoor and outdoor use. Its polymer based formula enhances flexibility, water resistance, and long term adhesion, preventing cracks and dislodgement in residential and commercial spaces.

KEY FEATURES:

Superior Bonding: Up to 3x* stronger grip for ceramic, vitrified & stone tiles.

Long-Lasting Durability: Withstands up to 10* years of wear In wet areas.

Fast & Smooth Application: covers up to 55–60 Sq. ft. per 20 kg bag (Avg).

Flexible Polymer-Based Formula: improves adhesion on uneven surfaces.

Easy Joining: allows precise tile placement and seamless joints.

*Subject to ideal conditions





TA 105

Floor and Wall

TA 105 is a cementitious, polymer-modified, ready-to-use adhesive that is perfect for installing ceramic tiles and small-format stones on interior floors and walls. Specifically formulated for new tile applications, this adhesive provides a strong, reliable bond.

Colour: Grey

Tile Size: Small to medium

Type of Tile: Ceramic -small tiles

Height: 10 ft

SKU: 20 kg

Compliance: IS 15477: 2019, Type: 1T; EN/ISO: CIT

Excellent Bonding



High Durability



Tile-on-Tile Application



Polymer Based



TA 205 & TA 210

Superior Floor and Wall

TA 205 and TA 210 are the ideal solutions for securely fixing ceramic and vitrified tiles on both interior and exterior surfaces. Whether it's for floors or walls, these adhesives provide a strong, reliable bond that ensures long-lasting results.

Colour: Grey for TA 205 and White for TA 210

Tile Size: Small to Medium

Type of Tile: Ceramic/Vitrified/Small format natural stones. Use for tile on tile application.

Height: 10 ft

SKU: 20 kg

Compliance: IS 15477: 2019, Type: 2, EN/ISO: C2TE

Excellent Bonding



High Durability



Tile-on-Tile Application



Polymer Based



STA 505 & STA 510

Multipurpose Stone

STA 505 and STA 510 are cementitious, polymer-modified adhesives designed for fixing large format tiles and small stones on both interior and exterior floors and walls.

Colour: Grey for STA 505 and White for STA 510

Tile Size: Medium to large

Type of Tile: Large format tiles & small stones

Height: 10 ft

SKU: 20 kg

Compliance: IS 15477: 2019, Type: 3, EN/ISO: C2TE



Excellent Bonding



High Durability



Polymer Based



Interior & Exterior Application



STA 1000 & STA 1010

Heavyduty Tile and Stone

STA 1000 and STA 1010 are ideal for fixing large format tiles and stones of any height, suitable for both interior and exterior floor and wall applications.

Colour: Grey for STA 1000 and White for STA 1010

Tile Size: Medium to Large

Type Application: Ideal for ceramic, vitrified, clay, basalt, glass mosaic, porcelain, and all natural stone tiles

Height: No limit

SKU: 20 kg

Compliance: S 15477: 2019, Type: 3; TS1, EN/ ISO: C2TES1



HD Bond



Easy Joining



Interior & Exterior Application



High Bond Strength



DSTA 605 & DSTA 610

Dry Surface Floor and Wall

DSTA 605 and DSTA 610 are cementitious, polymer-modified, ready-to-use adhesives specifically designed for installing all types of tiles and stones on dry wall surfaces.

Colour: Grey for DSTA 605 and White for DSTA 610

Tile Size: Medium to large

Type Application: Ideal for installing tiles and stones on drywall, and cement boards.

Height: No limit

SKU: 20 kg

Compliances: IS 15477: 2019, Type: 4; TS1, EN/ ISO: C2TES1



High Durability



Multipurpose Installation



Crack Resistant



High Flexural Strength



DSTA 615 & DSTA 620

Dry Surface Highly Deformable

Ideal for fixing all types of tiles and stones of any format on any surface, including dry wall substrates, for both interior and exterior floor and wall applications.

Colour: Grey for DSTA 615 and White for DSTA 620

Tile Size: Medium to large

Application: Installing tiles and stones on various dry wallboard substrates, suitable for interior and exterior applications.

Height: No limit

SKU: 20 kg

Compliance: IS 15477: 2019, Type: 4; TS2, EN/ISO: C2TES2



Excellent Bonding



High Durability



Multipurpose Installation



Polymer Based





PUA 5000

Ultra Flex

PUA 5000 is our most premium adhesive designed for installing all types of tiles and stones on any surface, both interior and exterior floors and walls. It is a 2 component product.

Tile Size: Medium to large

Application: Ideal for all types of tiles, including engineered stones. Designed for installation on glass, metal substrates like grid iron, mild steel, stainless steel, aluminium, dry surfaces, and plywood.

Height: No limit

SKU: 4 kg and 8 kg

Compliance: IS 15477: 2019, Type: 5T S2



High Bond
Strength



High
Durability



Interior & Exterior
Application



Thermal Shock
Resistant



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TOUGH TILE GROUTS

BirlaNu Tough Tile Grouts is a premium, high-performance grout designed to fill tile joints with exceptional strength and durability. It offers excellent resistance to water, stains, and cracking, ensuring long-lasting protection for tiled surfaces. With its smooth finish and even colour consistency, it enhances the aesthetics of any space while preventing moisture seepage and dirt accumulation.

Easy to mix and apply, it is suitable for a wide range of tiles, including ceramic, vitrified, and natural stone. Whether for residential, commercial, or industrial use, BirlaNu Tile Grouts provides a seamless, durable, and elegant finish, making it the perfect choice for enhancing the longevity and appearance of tiled surfaces.

KEY FEATURES:

Water resistance: Up to 90% moisture protection after 24 hrs.

Colour consistency: Non-fading pigments for uniform finish.

Mould & stain resistance: Keeps grout lines clean and hygienic.

Smooth application: Spreads easily, sets in under 30 minutes.

CEMENTITIOUS TILE GROUT CTG 101

CTG 101 is a high-strength, flexible grout specifically designed for narrow tile joints, providing a smooth finish for various applications on interior and exterior surfaces.

KEY FEATURES:

Excellent bonding
High durability

SKU: 1 kg (35 shades)

APPLICATION:

Ideal for filling gaps up to 3 mm in tiles and natural stones, suitable for vertical and horizontal applications on walls, floors, and surfaces.

Standards and Specifications:

CTG 101 complies with ISO 13007 – 3

TILE GROUT ADMIXTURE

BirlaNu Tough Tile Grout Admixture is a high-performance additive that enhances cementitious grouts. It boosts bonding strength, durability, and water resistance. Ideal for both residential and commercial projects.

KEY FEATURES:

Extremely flexible
Intensified strength
Increased weather resistance

SKU: 200 ml, 400 ml

APPLICATION:

Fills gaps up to 3 mm between tiles or natural stone, perfect for both walls and floors in humid spaces such as kitchens and bathrooms.





EPOXY TILE GROUT ETG 102

ETG 102 is a high-strength, stain-resistant, two-component epoxy grout for durable and seamless tiled surfaces.

KEY FEATURES:

High-strength epoxy formulation
 Stain-resistant & waterproof
 Excellent chemical & abrasion resistance
 Versatile application

SKU: 1 kg and 5 kg

APPLICATION:

Seamless, non-porous finish for tiles and stone. Moisture, chemical, and traffic-resistant. Perfect for kitchens, baths, pools, hospitals, and industrial areas.

STANDARDS AND SPECIFICATIONS:

Compliant with EN 13888 and ISO 13007 standards

EPOXY TILE GROUT ETG 103

ETG 103 is durable, stain-resistant grout for high-performance tile and stone joints. Easy to maintain, moisture and chemical-resistant, and long-lasting.

KEY FEATURES:

Water resistant
 Chemical resistant
 Antibacterial & antifungal

SKU: 1 kg and 5 kg

APPLICATION:

Ideal for floors and walls in high-traffic, hygienic areas like kitchens, bathrooms, hospitals, and industrial spaces. It's suitable for both homes and businesses.

STANDARDS AND SPECIFICATIONS:

Compliant with EN 13888 and ISO 13007 standards



SURFACE CLEANERS

BirlaNu Surface Cleaners provides top-quality solutions for keeping surfaces spotless. Their range includes Tile Cleaners for tackling tough stains and Marble Cleaners for gentle yet effective maintenance. They specialize in removing residual stains and debris from construction sites, ensuring a flawless finish before handover. These cleaners enhance the natural beauty of tiles and marble while protecting them from discoloration.

KEY FEATURES:

- Fast and effective
- Non toxic and non corrosive
- Safe and easy to use

SKU: 1 ltr

APPLICATION:

Tile Cleaner: Suitable for residential, office, and commercial spaces requiring frequent tile cleaning, including kitchens, bathrooms, and outdoor areas.

Marble Cleaner: Ideal for use in kitchens, bathrooms, offices, hotels, and retail spaces where marbles, stones, or tiles require cleaning and maintenance.



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PLASTERS

BirlaNu Plasters offers a premium range of ready-to-use plaster solutions, including Ready Mix Plaster, Gypsum Plaster, Block Jointing Mortar, and Panel Jointing Compounds designed for superior strength, easy application, and a flawless finish. Suitable for both interior and exterior applications, BirlaNu Plasters enhance construction quality, minimize material wastage, and ensure long-lasting, high-performance walls.

The Ready Mix Plaster ensures hassle-free wall finishing with excellent bonding and crack resistance, reducing construction time.

The Gypsum Plaster delivers a smooth, even surface with quick setting properties, making it an ideal alternative to traditional plastering.

The Block Jointing Mortar provides a high-strength adhesive for AAC blocks, fly ash bricks, and other masonry materials, ensuring durable and seamless jointing.

READY MIX PLASTER (RMP)

The perfect solution for both interior and exterior walls, offering unmatched convenience and a flawless finish. Whether you're sprucing up interiors or strengthening exteriors, our ready-mix plaster ensures smooth application, durability, and a superior finish every time, saving you time and effort while delivering professional results. Ideal for creating stunning, long-lasting walls that stand the test of time.

KEY FEATURES:

- Excellent adhesion
- High durability
- Smooth finish
- Crack resistant

SKU: 40 kg

APPLICATION: Ideal for both interior and exterior walls, this plaster is suitable for residential, commercial, and industrial applications, ensuring that surfaces are both beautiful and durable.

GYPSUM

BirlaNu Gypsum Plaster is crafted using high-quality natural gypsum raw materials, making it an eco-friendly choice for interior applications.

KEY FEATURES:

- No water curing
- Higher coverage
- Good fire resistance
- Ultra smooth finish
- No shrinkage crack

SKU: 2 kg, 20 kg, 25 kg

APPLICATION: Ideal for smoothening and finishing interior surfaces, including walls and ceilings.

STANDARDS AND SPECIFICATIONS:

BirlaNu Gypsum Plaster adheres to IS 2542 standards for superior quality and performance.

BLOCK JOINTING MORTAR

Block Jointing Mortar is the go to choice for modern construction needs. It is an eco-friendly, high performance solution designed with Superbond technology: to deliver exceptional strength, durability and water resistance for block and brick jointing.

KEY FEATURES:

- Excellent bonding
- Thin set mortar
- High strength
- No curing required
- Smooth application
- Water resistant finish

SKU: 40 kg

APPLICATION: Ideal for joining AAC blocks, concrete blocks, and fly ash bricks in residential, commercial, and industrial construction, offering durable and water-resistant joints with a smooth finish.



COMPREHENSIVE SOLUTIONS

BirlaNu brings to life a world of possibilities, offering a complete range of home and building solutions, from pipes and construction chemicals to putty, roofs, walls and floors. Crafted with care and precision, our products are designed to endure, evolve and elevate every space.

Whether it's a cozy home, a soaring commercial complex or a grand project, we blend innovation, sustainability and technology to shape the future of your world.

Explore the art of building with us.

GET IN TOUCH

For Business Enquiries:

1800 425 425 99, customer.care@birlanu.com

www.birlanu.com

BirlaNu Limited (formerly HIL Limited)

6th Floor, Birla Tower, 25 Barakhamba Road,
New Delhi - 110001, India

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PIPES CONSTRUCTION CHEMICALS PUTTY ROOFS WALLS FLOORS