

# CEMENT PAINTS

## I. INTRODUCTION:

Cement paint is water based paint and is applied to either exterior or interior including brick work and concrete. It is used for painting exterior wall surface mainly for preventing water penetration and reductions of dirt collection. It is suitable for coating concrete as well as decorating indoor and outdoor walls. It is available in the market in different colours.

At present, some organised paint manufacturer and a few SSI units manufacture cement paints.

## II. MARKET POTENTIAL

With the thrust on house building activities in both urban and rural areas and rapid industrialisation, the demand for cement paint is increasing tremendously for its inherent weather resistance property combined with cost factor. Thus there is tremendous scope for the development of cement paint industry in SSI sector

## III. BASIS AND PRESUMPTIONS:

The unit will work for 8 hours on working days and for 300 working days in a year.

The cost of utilities is assumed at the old tariff.

## IV. IMPLEMENTATION SCHEDULE:

The unit can be set up in 6 months time.

## V. TECHNICAL ASPECTS:

**1. Process of Manufacturing: Formulations** Cement Paint is a mixture of portland or white cement and lime with additions of mineral extenders, accelerator and water repellent substances. A typical formulation is as follows;

White / port land cement 50-60%

Lime 10-15%

Calcite /Titanium Dioxide 10-15%

China Clay 10%

Calcium Chloride 2 - 5%

Calcium /Aluminium stearate 5- 10%

Alkali Resistance Pigment 3- 5%

**Process** The ingredients in powdered form are weighed and charged in the ball mill for grinding and mixing property. After obtaining the desired fineness, the products are packed in drum or any suitable container.

For getting different shades as per Indian Standard, trial batches are to be carried out in small quantity in pot mill before taking up the bulk production

## **2.Quality Specification**

As per the latest technology

## **3.Production Capacity per annum**

Quantity: 190 MTs

Value: Rs. 1900000

## **4.Motive Power**

10 HP

## **VI.TOTAL CAPITAL INVESTMENTS**

<b>S.No</b>	<b>Description</b>	<b>Value Rs.</b>
1	Fixed Capital	126000
2	Working capital	105500
	<b>Total cost</b>	<b>231500</b>

## **VII.MEANS OF FINANCE**

- |   |        |
|---|--------|
| 1.Promoter's Contribution (5% of total cost)                    | 11575  |
| 2.PMRY subsidy (15% of total cost or Rs.7500,whichever is less) | 7500   |
| 3.Bank loan[total cost-( Promoter's Contribution+ PMRY subsidy) | 231500 |

## VIII. FINANCIAL ASPECTS

### 1. FIXED CAPITAL

i) Land & Buildings: Rented premises of 400 sft. at a rent of Rs.1000 pm

ii) Machinery & Equipment

S.No	Description	Quantity	Value Rs.
1	Ball Mill of MS plate. Size 3 ½' x 3' diameter with porcelain balls 7.5 HP	1	80000
2	Pot Mill with 6 nos of MS Pot -1 liter. Capacity each -2 HP		25000
3	Weighing scale 10 kgs capacity		10000
4	Laboratory equipment		6000
5	Office furniture		5000
	<b>Total</b>		<b>126000</b>

### 2. WORKING CAPITAL

i) Staff & Labour per month

S.No	Designation	No	@ Rs.	Value Rs.
1	Skilled operators	1	3000	3000
2	Unskilled labour	2	2000	4000
	<b>Total</b>			<b>7000</b>

ii)Raw Material (p.m.)

<b>S.No</b>	<b>Description</b>	<b>Quantity</b>	<b>Value Rs.</b>
1	White cement	4000 kg	30000
2	Grey cement	6000 kg.	21000
3	Lime powder	1200 kg	2500
4	Calcite Powder	3750 kg.	3000
5	China clay	1200 kg.	1800
6	Calcium chemicals	250 kg.	5000
7	Binding chemicals	125 kg.	13000
8	Packing materials bags of 25 kg. Capacity	800 nos.	15000
	<b>Total</b>		<b>91300</b>

iii. Utilities per month

<b>S.No.</b>	<b>Description</b>	<b>Value Rs.</b>
1	Power	3800
2	Water	500
	<b>Total</b>	<b>4300</b>

iv.Other expenses per month

<b>S.No</b>	<b>Description</b>	<b>Value Rs.</b>
1	Consumable storage	700
2	Postage & stationery	200
3	Transportation	1000
	<b>Total</b>	<b>1900</b>

v.Total working capital per month

<b>S.No</b>	<b>Description</b>	<b>Value Rs.</b>
1	Rent	1000
2	Staff and labour	7000
3	Raw materials	91300
4	Utilities	4300
5	Other expenses.	1900
	<b>Total</b>	<b>105500</b>

#### **IX COST OF PRODUCTION PER ANNUM**

<b>S.No</b>	<b>Description</b>	<b>Value Rs.</b>
1	Total working capital	1266000
2	Depreciation	14720
3	Interest	30801
	<b>Total</b>	<b>1311521</b>

#### **X.TURNOVER PER YEAR**

<b>S.No</b>	<b>Item</b>	<b>Quantity</b>	<b>Rate Rs.</b>	<b>Value Rs.</b>
1	Cement Paint	190 MTs	250 /25kg bag	1900000
	<b>Total</b>			<b>1900000</b>

## **XI.FIXED COST PER YEAR**

<b>S.No</b>	<b>Description</b>	<b>Value Rs.</b>
1	Depreciation	14720
2	Interest	30801
3	Rent	12000
4	40% of salaries & wages	33600
5	40% of other expenses (utilities + OE)	29760
	<b>Total</b>	<b>120881</b>

## **XII. PROFIT ANALYSIS**

Net Profit : sale-total cost=1900000-1311521 = 588479

% of Profit on Sale: Profit / Sale x100 =30.97%

% of Return on Investment: Profit / (Investment) x 100=588479/231500]100 =2.54%

Break-Even Analysis : FC / (FC+Profit) x100=120881/120881+588479]100 =17.04%

## **XIII.MACHINERY SUPPLIERS**

- 1.Amic Industries, BT Road, Calcutta-56
- 2.DK engineering works, 8 Panchanantala New Road, Calcutta-56
- 3.Chemical Machine Mfg. Co. 408, Jessor road, Calcutta-55
- 4.APV Engg. Co. Ltd., Dum Dum Road, Calcutta-28
- 5.Liluah Iron works, 41 Chowranghee road, Calcutta-16

#### **XIV.RAW MATERIAL SUPPLIERS**

For China clay & Calcite

1. Indian Mineral Industries Ltd. 22/1, DumDum Road, Calcutta-28
- 2.amir Minerals pvt. Ltd., Netavali bagh, Kalyan, Dt. Thane

#### **For Cement**

- 1.Associated Cement Companies Ltd., Chaibasa, Bihar.
- 2.Bimala Cement works, chittorgarh, Rajasthan
- 3.Cement Corporation of India, Bahadur Shah jaffar Marg, New Delhi