

# MCON RASAYAN PVT. LTD.

Trusted Partner In Construction Chemicals



*“For us excellence is not an act, but a habit”*

MCON RASAYAN is the leading manufacturer and supplier of high quality Construction Chemicals & Surface Paint Finishing Products to the Indian & Overseas markets

ISO:9001 COMPANY

PLASTER CONCRETE ACRYLIC POLYMER

READY-TO-USE

PLASTER WALL FINISHES

WATERPROOFING SYSTEMS

CONCRETE ESSENTIALS

CONCRETE REPAIRS

AD MIXTURES

STATE-OF-THE-ART

REPAIRS SBR

AD MIXTURES SRP

STATE-OF-THE-ART

READY MORTARS

ENGINEERING GROUTS & INDUSTRIAL FLOORINGS

WATERPROOFING SYSTEMS

MAGIC COAT

TILE ADHESIVES

& GROUTS

AD MIXTURES

CONCRETE ESSENTIALS

CONCRETE REPAIRS

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STATE-OF-THE-ART



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ISO:9001

ANTI CORROSIVE

WATERPROOFING COATING

ENGINEERING GROUTS

READY-TO-USE

SURFACE TREATMENT

PROTECTIVE COATING

WALL FINISHES

ISO:9001

ACRYLIC

POLYMER

READY-TO-USE

## ABOUT US

MCON RASAYAN PVT. LTD. is more than a decade old company in the field of Civil Engineering and Construction Chemicals. Today, MCON Rasayan is the leading manufacturer and supplier of high quality Construction Chemicals & Finishing Products to the Indian Industry and Overseas Markets. Mcon Rasayan has maintained the highest level of Quality and Consistency by following Systems and is certified as an ISO 9001 : 2015, ISO 14001 : 2015 & ISO 45001 : 2015 Company.

### MISSION & VISION

***"If people like you they'll listen to you, but if they trust you they'll do business with you."***  
— Zig Ziglar

Based on this famous quote, Mcon Rasayan has made a Brand Promise of **"Becoming a Trusted Partner in Construction Chemicals"** to all our associates. At Mcon Rasayan, we believe that each of our Client is our Partner and we need to develop a bond of Trust and Long Term Association with them.

The mission of the company is to give Innovative products to the Construction Industry at Affordable prices with strong service support. Mcon Rasayan has always worked on the theme of "World Class Innovative Products with Consistent Customer Satisfaction", which has taken the company from one Milestone to Another.

With more than 50 Distributors in the Western Zone of India, we are set on the journey to achieve our Mission and Create a brand to reckon in the Construction Chemicals Industry.

### THE TEAM

Our Team is our Brand Ambassador and hence we at Mcon focus a lot on technical training to team. Our team of Sales is ably equipped with Technical Knowledge to ensure that they can give the right solution and timely response to the Customer. Our team of Applicators have the right know how of product application and hence our systems don't fail to meet the performance expectation of the client. Our Production and Quality Control team have taken up a Challenge that any product that leaves our Manufacturing plant will never come back for Quality topic. At MCON Rasayan we strive for precision and perfection in whatever we do.

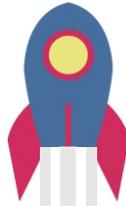
**“ YOU NAME THE CHALLENGE –  
WE HAVE A SOLUTION ”**



**– MR. M**



# OUR JOURNEY



**2020**

Conducted 40+ Webinars on product knowledge and business awareness campaigns for customers and dealers during the Covid - 19 Lockdown.

**2018**

Mcon Rasayan Pvt. Ltd. awarded with the ISI certificate for its Tile Adhesive and Waterproofing range. Stars a fully automatic plant for grey powder products at Valsad , Gujarat.

**2016**

Mcon Rasayan starts Exports to neighboring countries of Bangladesh , Sri Lanka. Mcon Rasayan goes to the next level of professionalism and becomes a Pvt. Ltd. Company.

**2014**

Manufacturing plant for Liquid Chemicals started at Ankleshwar , Gujarat Crossed the 100 completed projects mark in Mumbai Alone.

**2012**

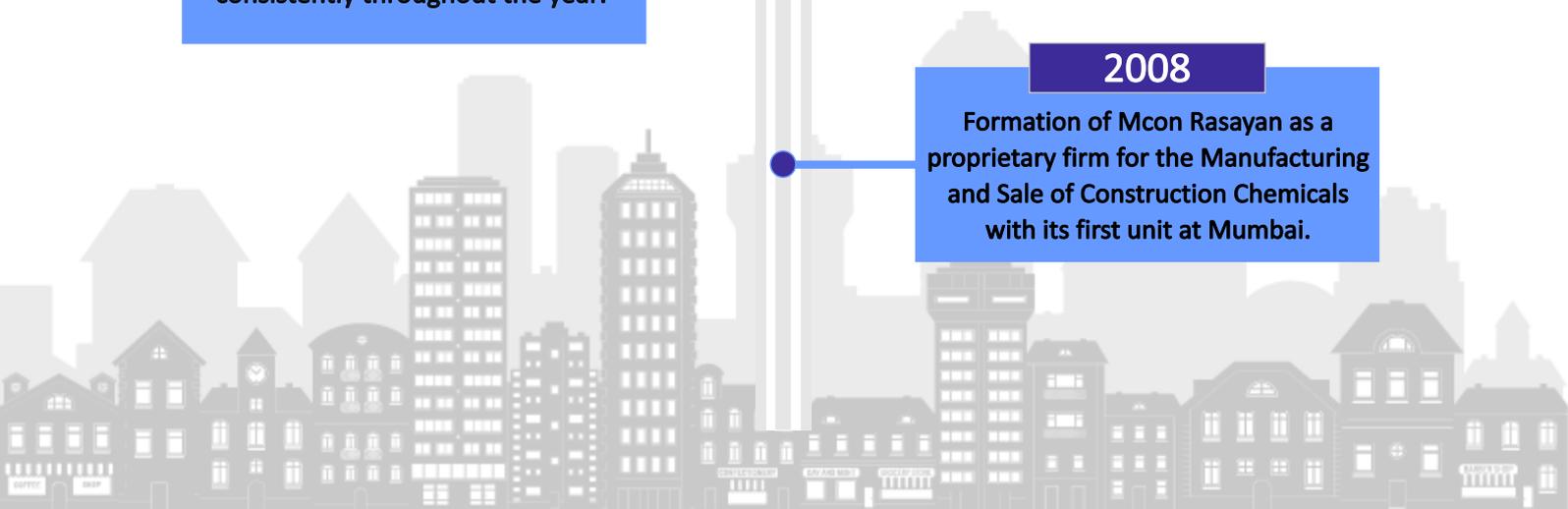
Mcon Rasayan establishes its semi automatic manufacturing plant at Sarigam GiDC, Vapi. Gujarat.

**2010**

Mcon Rasayan Crosses the figure of 100 Retail counters to be serviced consistently throughout the year.

**2008**

Formation of Mcon Rasayan as a proprietary firm for the Manufacturing and Sale of Construction Chemicals with its first unit at Mumbai.



## OUR VISION



### **MAHESH BHANUSHALI**

Managing Director

“ Mcon Rasayan has been always striving to deliver what is committed. We believe that the relationship with customers is of Trust and Commitment. We at Mcon Rasayan believe in creating a Value chain of Distributors, Dealers, Contractors, Applicators and Developers. ”



### **NANDAN PRADHAN**

Executive Director

“ The journey to excellence is never ending and we at Mcon Rasayan always push our self to achieve that peak of excellence. Our Products, Our services and our team members are the reflection of the Par Excellence Management Systems engaged in the organisation. We together with your support want to create new benchmarks in Product and Service Excellence. ”



### **CHETAN BHANUSHALI**

Sales Director

“ WE at Mcon Rasayan believe that Customer Service is the key to Successful business. Each of my Sales Team member is more than eager to help our customers achieve their goals and bring delight to them. ”

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON MAGIC COAT WP	Single Pack Acrylic Based Waterproofing Cementitious Coating	80 Sq.ft Per Kg / Single Coat
MCON MAGIC COAT 2K	Two Pack Polymer Modified Waterproof Coating	80 - 100 Sq.ft Per Pack Of 10 Kg + 5 Ltr
MCON MAGIC COAT FLEXI	Single Pack White Poly Acrylic Based Flexible Waterproof Liquid Membrane	30-40 Sq.ft Per Kg / Single Coat
MCON MAGIC COAT PU	Single Pack Polyurethane Based Flexible Waterproof Liquid Membrane In White Colour	20-30 Sq.ft Per Kg / Single Coat
MCON MAGIC COAT PU ANTIROOT	Single Pack Polyurethane Based Flexible Waterproof Liquid Membrane In Black Colour With Antirroot Technology	20-30 Sq.ft Per Kg / Single Coat
MCON MAGIC SCREED	Waterproof Cementitious Screed For Waterproofing & Protection Of Coatings	15 Sq.ft For 25 Kg Bag @ 12 mm Thickness
MCON MAGIC SALT GUARD	A Specially Salt Based Coating Which Acts As An Anti - Efflorescence Coating	70 - 80 Sq.ft Per Ltr / 2 Coats
MCON MAGIC COAT DP	A Fibre Reinforced Elastomeric Liquid Applied Water Proofing Membrane	25 - 30 Sq.ft Per Kg / 2 Coat
MCON MAGIC GROUT PU	A Hydrophobic Grout Based On Polyurethane Upon Contact With Water	-
MCON MAGIC COAT PRIMER	Single Component Transparent Waterproof Primer For All Types Of Coatings	70 Sq.ft Per Ltr / Single Coat
MCON MAGIC COAT CLEAR	Acrylic Based Transparent Waterproofing Coating	30 - 40 Sq.ft Per Ltr / 2 Coats
MCON MAGIC COAT INSTANT	Instant Water Plugging Compound To Plug Running Water	25 Holes Per Kg
MCON MAGIC COAT BLACK	Single Pack Polyurethane Based Flexible Waterproof Liquid Membrane In Black Colour	40-50 Sq.ft Per Ltr / Single Coat
MCON MAGIC COAT S	Single Pack Silicon Based Transparent Water-repellent Coating For External Walls	60 Sq.ft Per Ltr / Single Coat
MCON MAGIC COAT NET	Highly Flexible PP Net In Roll Form Sandwich Waterproofing Systems	1 X 50 Metre Roll

## SEALANT

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON MAGIC SEAL PU	A One Component , High Performance Sealant Based On Advance PU Polymer Technology	Density : 1.4 Kg / M <sup>3</sup>
MCON MAGIC SEAL P	Two Component Pourable Grade Polysulphides Joint Sealant	Density : 1.6 Kg / M <sup>3</sup>
MCON MAGIC SEAL G	Two Component Gun Grade Polysulphides Joint Sealant	Density : 1.6 Kg / M <sup>3</sup>

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON LW	Integral Waterproofing Admixture For Concrete & Mortar	200 ml / Bag of Cement
MCON LWP	Integral Waterproof Powder For Concrete & Plaster	500 gms / Bag of Cement
MCON FIBRE	100% Virgin Polypropylene Fibres For Crack free Plaster	90 gms / Bag of Cement
MCON SUPER ADD	Grout Admixture To Produce Non Shrink High Strength Free Flow Grout	200 gms / Bag of Cement
MCON SRP 50	30% Water Reducing Super Plasticiser For Concrete	200 gms / Bag of Cement
MCON SRP 100	Blended PC Based Super Plasticiser Cum Slump Retainer For Concrete Up to M50	300 gms / Bag Of Cement
MCON SRP 200	Mid Pc Based Super Plasticiser Cum Slump Retainer For High Grade Concrete	300 gms / Bag Of Cement
MCON SRP 400	High End Pc Super Plasticiser Cum Slump Retainer For High Grade Concrete	300 gms / Bag Of Cement

## TILE ADHESIVES & GROUTS

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON MORTAR	Ready To Use Waterproof Tile Adhesive For Floors	50 Sq.ft Per 20 Kg Bag
MCON NSA GREY	Tile On Tile Grey Adhesive For Ceramic & Vitrified Tiles	50 Sq.ft Per 20 Kg Bag
MCON NSA GREY GOLD	Grey Adhesive For Large Format Tiles For Wall & Floor	40 Sq.ft Per 20 Kg Bag
MCON NSA WHITE	Ready To Use Polymerised White Tiles Adhesive For Marble Glass Mosaic Tiles	40 Sq.ft Per 20 Kg Bag
MCON NSA WHITE GOLD	Ready To Use Polymerised White Tiles Adhesive For Large Format Marbles & Granite	40 Sq.ft Per 20 Kg Bag
MCON TILE GROUT	Non Shrink Water Resistant Tile Grout	50 Rft Per Kg For 3 mm Joint
MCON TILE GROUT EP	Epoxy Based Chemical Resistant Tile Grout For Internal & External Tiling	30 Rft Per Kg For 3 mm Joint
MCON SMART BOND (GREY)	High Polymerised Cementitious Tile Additive Adhesive In Grey Colour For Large Format Stones & Marble On Internal & External Surface	30 Sq.ft Per 20 Kg Bag
MCON SMART BOND (WHITE)	High Polymerised Cementitious Tile Additive Adhesive In White Colour For Large Format Stones & Marble On Internal & External Surface	30 Sq.ft Per 20 Kg Bag

## ENGINEERING GROUTS

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON NSG 40	Non-Shrink Expanding Grout For RCC Brick Masonry & Concrete Holes Grouting	2000 Kg / M <sup>3</sup>
MCON NSG 60	Non-Shrink Expanding Grout For RCC Brick Masonry & Concrete Holes Grouting	2200 Kg / M <sup>3</sup>

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON BOND SBR	SBR Based Polymer For Bonding Old Concrete To New Concrete & To Make Polymer Repair Mortar	60 - 65 Sq.ft Per Kg
MCON BOND APL	Acrylic Polymer For Bonding , Crack filling , Coating & Other Repair Works	80 - 85 Sq.ft Per Kg
MCON BOND URP	Polymer Latex For Repairing & Waterproofing	60 - 65 Sq.ft Per Kg
MCON MICRO MORTAR	High Strength Non-Shrink Micro Concrete For Repair Work	1852 Kgs / M <sup>3</sup>
MCON POLYMER MORTAR	Ready To Use Repair Mortar With Blended Polymers For Concrete Structure Repairs	1952 Kgs / M <sup>3</sup>
MCON CRACK FILLER (GREY/WHITE)	Cementitious Crack Filling Powder For Water Resistant Crack Filling	30 Rft Per Kg / 10 mm Cracks
MCON CRACK FILLER PASTE	Cementitious Crack Filling Paste For Water Resistant Crack Filling	50 Rft Per Kg / 10 mm Cracks
MCON BOND EP	Two Part Epoxy Bonding Agent For Structural Repairs	30 Sq.ft Per Pack / Single Coat
MCON CRACK BOND EP	Epoxy Based High Strength Structural Cracks Repairs	-
MCON MORTAR EP	Three Part Epoxy Repair Mortar For High Strength Structural Repairs	10 Sq.ft Per Pack For 15 mm
MCON BOND APH	High Performance Acrylic Based Cement Modifier	60 - 65 Sq.ft Per Pack

## READY MIX MORTAR

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON BLOCK FIX	Ready To Use AAC Block Joining Mortar To Give Waterproof & Strong Bond Block Fixing	100 Sq.ft / 40 Kg Bag @ 3 mm
MCON BLOCK MORTAR	Ready To Use AAC Block Joining Mortar To Give Waterproof & Strong Bond Block Fixing	100 Sq.ft / 40 Kg Bag @ 3 mm
MCON READY PLASTER	Ready Mix Waterproof Plaster With Polypropylene Fibres To Prevent Cracks And River Sand For Better Finish	18 - 20 Sq.ft / 40 Kg Bag @ 12 mm
MCON READY PLASTER RENDER	Ready To Use Repair Render For Thin Section Finishing Of Repaired Surface With Special Polymers	50 -60 Sq.ft / 40 Kg Bag @ 5 mm
MCON ULTRA GYPBOND	Gypsum Bonding Agent For High Performance Bonding To Gypsum Plaster	45 - 50 Sq.ft Per Kg
MCON PLASTER BOND	Plaster Bonding Agent For High Performance Bonding To Cement Sand Plaster	45 - 50 Sq.ft Per Kg
MCON SUPER HACK	Specialty Polymer Latex That Eliminates Need For Hacking	80 - 90 Sq.ft Per Kg
MCON READY PLASTER SELF CURE	Ready To Use Repair Render For Thin Section Finishing Of Repaired Surface With Special Formulation To Avoid Of Plaster	18 - 20 Sq.ft / 40 Kg Bag @ 12 mm

## WALL FINISHES & PAINTS

Please Refer Technical Literature For the Use In Construction Industry

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON WALL PUTTY	Cement Based Polymer Modifier White Wall Waterproof Putty For Internal Walls	450 Sq.ft / 40 Kg Bag @ 1 mm Single Coat
MCON SUPER COAT PASTE	Acrylic Based Ready To Use Putty For Internal & External Walls	300 Sq.ft / 40 Kg Bag @ 0.5 mm Single Coat
MCON SUPER COAT POWDER	Acrylic Based Powder Putty For Internal Walls	300 Sq.ft / 40 Kg Bag @ 0.5 mm Single Coat
MCON SUPER TUFF (RUFF TUFF)	Polymer Modified Textured Waterproof Anti Fungal Decorative Coatings For External Walls	85 to 90 Sq.ft. @1.5 mm Thickness
MCON SUPER TUFF (DHOLPUR)	Polymer Modified Textured Waterproof Anti Fungal Decorative Coatings For External Walls	75 to 80 Sq.ft. @2.0 mm Thickness
MCON ELASTO COAT	High End Elastomeric Waterproof Coating For External Walls In White & Grey Colour	50 Sq.ft Per Ltr / Single Coat
MCON ELASTO COAT PRIMER	Primer For Elastomeric Coatings / Paints To Give Better Bonding & Coverage	80 Sq.ft Per Ltr / Single Coat

## CONCRETE FLOORING

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON HARD FLOOR METALLIC	Metallic Floor Hardener For Abrasion Resistant Tough Floors	5 Kg / M <sup>2</sup> For Medium Duty Floor
MCON HARD FLOOR NON-METALLIC	Non - Metallic Floor Hardener For Abrasion Resistant Tough Floors	5 Kg / M <sup>2</sup> For Medium Duty Floor
MCON HARD FLOOR NON-METALLIC - COLOURED	Non - Metallic Floor Hardener For Abrasion Resistant Tough Floors In Different Coloures	5 Kg / M <sup>2</sup> For Medium Duty Floor
MCON POLYMER CONCRETE	Cementitious , Seamless , Self Smoothing, Fast Drying , Thin Section Flooring System	18 Kg / M <sup>2</sup> @10 mm Thickness

## DECO FLOOR SYSTEM

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON DECO HARD FLOOR	Ready To Use, Factory Controlled, Dry Shake, Coloured Floor Hardener	2.7 Kg / M <sup>2</sup>
MCON DECO RELEASE	Ready To Use Release Agent In Colour To Ensure PU Mould Don't Stick To Concrete	0.13 Kg / M <sup>2</sup>
MCON DECO SEALER	Single Component, Acrylic Polymers Based, Liquid Applied Transparent Coating	30 - 40 Sq.ft Per Ltr / 2 Coats

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON CURE C	Chemical Curing Compound - Transparent	50 Sq.ft Per Ltr
MCON CURE CC	Chemical Curing Compound - White Pigmented	50 Sq.ft Per Ltr
MCON CURE WC	White Pigmented Acrylic Base Curing Compound	50 Sq.ft Per Ltr
MCON CURE WX	White Pigmented Wax Base Curing Compound	50 Sq.ft Per Ltr
MCON RELEASE AL	Mould Releases Agent For Aluminium Formwork	50 Sq.ft Per Ltr
MCON RELEASE SPL	Ready To Use Water Based Mould Release Agent In Concentrated Form	150 M <sup>2</sup> Per Ltr
MCON RELEASE STD	Ready To Use Water Based Mould Release Agent	50 M <sup>2</sup> Per Ltr

## ANTI CORROSIVE SYSTEM

PRODUCT	PRODUCT DESCRIPTION	DOSAGE / COVERAGE
MCON STEEL 2K	Two Part Anti Corrosive Coating For Steel Rebars	100 Kgs Steel Of 12 mm Dia
MCON STEEL RR	Single Pack Rust Remover	80 - 100 Sq.ft Per Ltr
MCON STEEL RC	Rust Convertor With Rust Removing	50 - 60 Sq.ft Per Ltr
MCON STEEL ARP	Polymer Based Zinc Rich Anti Corrosive Coating For Steel Rebars	40-50 Sq.ft Per Ltr
MCON STEEL ZRP	Epoxy Based Zinc Rich Anti Corrosive Primer Coating For Steel Structure	150 Sq.ft Per 4 Kg
MCON STEEL EP	Anti Corrosive Decorative Epoxy Coating For Steel Structure	35 Sq.ft Per 3 Kg Pack



AN ISO 9001 : 2015, ISO 14001 : 2015 & ISO 45001:2015 Company with CE Certified Products

## OUR PROJECTS



**LUPIN  
LABORATORIES,  
BOISAR**



**DOSTI VIHAR,  
THANE**



**L & T REALTY,  
POWAI**



**LODHA CASA  
RIO GOLD**



**GLOBAL CITY,  
VIRAR**



**GANGA LEGEND ,  
PUNE**



**TIKU JI NI WADI,  
THANE**



**RANI BAUG,  
BYCULLA**



**HOTEL TAJ,  
GATEWAY OF INDIA**



**PRAMUKH URBAN  
SQUARE, VAPI**



**PRAMUKH ORBIT,  
VAPI**



**PRAMUKH AURA,  
VAPI**



**RAGHULEELA MALL,  
KANDIVALI**



**GOREGAON SPORTS  
CLUB, GOREGAON**



**SEVEN HILLS  
HOSPITAL, ANDHERI**



**TEJUKAYA,  
MATUNGA CENTRAL**



**MAHAVIR HEIGHTS ,  
DOMBIVALI**



**HIRACO EMINENCE ,  
KASHIMIRA**



**AURIS SERENITY ,  
MALAD**



**SHIVAJI PARK ,  
MUMBAI**

# OUR PATRONS





## OUR PRODUCT RANGE

- ADMIXTURES
- TILE ADHESIVES & GROUTS
- WATERPROOFING SYSTEMS
- WALL FINISH & PAINTS
- READY MIX MORTAR
- CONCRETE REPAIRS
- ANTI CORROSIVE SYSTEMS
- ENGINEERING GROUTS
- CONCRETE FLOORING
- SEALANT
- CONCRETE ESSENTIALS
- DECO FLOOR SYSTEM



**MANUFACTURED & MARKETED BY :-**  
**MCON RASAYAN PVT. LTD.**  
Trusted Partner In Construction Chemicals

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