

About Waterproofing & Construction Chemicals Business

Construction Chemicals Division

ICO Ltd. has a unique mission to ensure that the latest in construction chemical technology reaches the Indian masses. To help achieve this mission **ICO Ltd.** has wide distribution network and an army of trained applicators who ensure that the correct solution is provided for Healthy Construction. Since **Engineer Plus the master of waterproofing**, was launched almost a three decade ago; it has become the undisputed leader in the organized waterproofing category in addition to waterproofing. **Engineer Plus** offers solutions in Tile Fixing, Building repairs, Sealants, Coatings Paints, Grouts, Flooring and Concrete Admixtures.

To Further propagate the message of "Permanent & guaranteed water proofing system", **ICO Ltd.** has set up a serving organization **Engineer Plus Institute of Structural Protection and Rehabilitation**. The aim is to enlighten professional and applicators about the latest advances in technology and challenge the wrong conventional building techniques. It has also set up an Advanced Diagnostic Laboratory and library for the industry professional on its campus.



Global Presence

SADEE WORLD is growing its international presence through acquisitions, setting up manufacturing facilities and sales offices in important regions around the world. Our products have been very well received in international markets and are now exported to more than 20 countries. In order to achieve sustained growth in international business, we are expanding our distribution network in various countries and also deploying additional manpower.



About Our Parent Company

ICO Ltd. has been the pioneer in adhesives and sealants, construction chemicals and polymer emulsions in India. We started manufacturing WPC-99 in 1991, and have now grown to cater to various other categories including paint, chemicals, automotive chemicals, Cleaning Solutions, fabric care, maintenance chemicals, industrial adhesives, industrial resins and organic pigments.

Awards & Certifications

ICO Ltd. is only company in India who has awarded with national award in waterproofing category by Govt. of India. ICO Ltd. brand "Engineer Plus" has become a well recognized brand in India as well as international markets. Some of our popular products are Leaksil-99, HPC99, WPC-99, WAC-99, ICS-99, Kleanol, CAM-99, CAM-90, URP-99, Crack fill Paste, Smart Wall Putty, Innova Emulsion, Celebration Primer, PSS-99, Smart Coat and more.

We take research very seriously and invest into creating new technology and products. We are pioneers of 6 Layer Waterproofing System which is one of the most successful waterproofing technologies in India & abroad.



State-of-the-Art Manufacturing

ICO Ltd. continuously invests in state-of-the-art manufacturing facilities in India.



R&D Facilities

We develop most of our products in-house with the help of a strong, research-driven innovation led by consumer insights. Innovation being one of the core values of the company, ICO Ltd. established a state-of-the-art research centre in Indore to expand the company's product innovation strategy and attract international talent to work on its in-house global brands.

