



MAGMA[®]

Alliance

“Bonding Meets Quality”

Construction Chemicals and allied products



**Bringing world class technology to
Total Bonding solutions**



MAGMA[®]
Alliance

Company Profile

Corporate Profile

We manufacture wide range of construction related products. We focus basically **tiles and stone care**. Our Product range includes **adhesives, grouts, sealants, admixture and water proofing**.

Competency of products: we manufactured at fully automated plant. In that, no human intervention is required to complete production. We employ highly qualified and experienced team to handle production administration and quality side of output.

Quality controls: we entrust well experienced and qualified team to look after quality of end products. And this team is dedicated to look after quality aspect of the products. Our's is an ISO certified firm and we obtained other world recognised quality certifications Further, our quality assurance is at par with any world standard that can be obtained.

Customer Delight: our prime consideration is our customers. We strive to bring world class products and production system to palate Indian customer basis. We do this by giving adequate thought on the cost factor. **We assure cost effectiveness meets quality**. And at the same time we strive to bring all recent updates and changes happening in construction industry worldwide to India concurrently. **This helps our customers to enjoy world class construction standards with possible minimal price.**

Customisation: we do customised construction products to suit localised need of business houses and firms in construction industry.

Products and Services

1. Concrete Admixtures

2. Concrete Surface Treatments

3. Sealants

4. Grouts & Anchors

5. Protective Coatings

6. Remedial Engineering

7. Structural Strengthening

8. Bonding Agents

9. Tile Adhesives & Grouts

10. Epoxy Flooring Systems

11. Industrial Flooring

12. UHP Concrete

13. Waterproofing Systems

14. Builder's Products

15. AAC Block Jointing Mortar

High Performance
Floor & Wall Tile Adhesives

MAGFIX[®] - 103
Tile Adhesives (Grey)



Polymer modified cementitious rapid setting tile adhesive

Features:

- ◆ Economical and needs only mixing with water
- ◆ Increased resistance to salts, oil and thermal movement
- ◆ Eco-Friendly and non toxic

Area of Application

Small size ceramic interior floor tiles dry area only

Dosage / Coverage

Refer the data sheet or call Magma Alliance Customer Care Manager

MAGFIX[®] - 104
Tile Adhesives (Grey & White)



Polymer modified cementitious Tile Adhesive
Conforms to the requirements of Type - 1
adhesive in line with IS 15477 - 2019

Features:

- ◆ Ready to mix powder, needs only mixing with water
- ◆ Superior bond strength
- ◆ Setting time adjusted for optimum tile laying work
- ◆ Enriched with special additives for non-shrink & non - slip properties
- ◆ No additional curing required

Area of application: Ceramic, vertified, clay tiles.

Size: up to 600 mm X 1200 mm for interior - floor & wall, dry area only

Dosage / Coverage

Refer the data sheet or call Magma Alliance Customer Care Manager

High Performance
Floor & Wall Tile Adhesives

MAGMA[®]
Alliance



MAGFIX[®] - 105
Tile Adhesives (Grey & White)

Polymer modified cementitious Tile Adhesive
Conforms to the requirements of Type - 1 & Type - 2
adhesive in line with IS 15477 - 2019

Features:

- ◆ Ready to mix powder, needs only mixing with water
- ◆ Superior bond strength
- ◆ Setting time adjusted for optimum tile laying work
- ◆ Enriched with special additives for non-shrink & non-slip properties
- ◆ No additional curing required

Area of application: Ceramic, verified clay, glass mosaic, Stone Tiles size (upto 10 mm Thick)

Size: Upto 1200mm x 2400 mm

Area: Interior - floor & wall, exterior floor. Dry & wet area, Tile on tile floor.

Dosage / Coverage

Refer the data sheet or call Magma Alliance Customer Care Manager

MAGFIX[®] - 106

Tile Adhesives (Grey&White)

High Performance Floor & Wall Tile Adhesives

Features:

- ◆ Ready to mix powder, needs only mixing with water
- ◆ Superior bond strength
- ◆ Setting time adjusted for optimum tile laying work
- ◆ Enriched with special additives for non-shrink & non - slip properties
- ◆ No additional curing required

Area of application:

Ceramic, vertified clay, basalt, glass mosaic, porcelain, natural stone tiles.

Size: upto 2400 mm X 1200 mm (floor & wall)

Area: Interior / exterior - floor and wall - dry, wet & submerged areas like swimming pools.

Substrate: concrete / cement plaster

Note: All vertical installation of stone tiles above 3m height shall be clamped for safety as per IS 14577 guide line

Dosage / Coverage

Refer the data sheet or call Magma Alliance Customer Care Manager



Highly Polymer modified cementitious Tile Adhesive
Conforms to the requirements of Type - 2 & Type - 3
adhesive in line with IS 15477 - 2019

Premium Quality High Performance
Floor & Wall Tile Adhesives



MAGFIX[®] - 107

PREMIUM PLUS

Cementitious Adhesive for Bonding Floor & Wall Tiles (Grey & White)

Highly Polymer modified cementitious Tile Adhesive Conforms to the requirements of Type - 4 adhesive in line with IS 15477 - 2019

Features:

- ◆ Ready to mix powder, needs only mixing with water
- ◆ Superior bond strength
- ◆ Setting time adjusted for optimum tile laying work
- ◆ Enriched with special additives for non-shrink & non - slip properties
- ◆ No additional curing required

Areas of Application:

Exterior and Interior surfaces, Ceramic / Vertified Mosaic Tiles, Vertical Cladding, Bathrooms, Toilets, Swimming pool, All types of tiles except metal tiles on Gypsum boards, plywood, calcium silicate boards, Medium density fibre boards, fibre cement boards, bison panel etc

Dosage / Coverage

Refer the data sheet or call Magma Alliance Customer Care Manager

Advantages:

- ◆ Outstanding quality
- ◆ Use on floor & wall in Interior & exterior
- ◆ Fast progress of work
- ◆ Easy to fix
- ◆ Ready to use, mix with water only
- ◆ Low shrinkage and excellent adhesion strength
- ◆ Complies national & international standards
- ◆ Longer Adjustment time
- ◆ High Bond strength.

MAGPOXY[®]

High Quality Epoxy Tile Grout

Regular and Star Series



Available in
40 attractive colours
& many more
customised colours

Product Benefits:

- ◆ Anti cracking, non shrinking and with stands heavy traffic
- ◆ Excellent water, fungal and chemical resistance
- ◆ Easy to clean and stain free
- ◆ Increased adhesion and reduced chalking

Area of applications:

Filling tile joints in Terrace, Balconies, Kitchen, Pubs, Food Plants, Restaurants, Hospitals, Chemical Labs, Swimming Pools, Toilets etc.

Coverage:

Refer to tile grout calculator or contact MAGMA ALLIANCE customer care Manager.

MAGPOXY TILE GROUT (for 5 kg kit in sq. ft.)

Tile size (mm)	Tile Thickness	Joint Width (mm)						
		3mm	4mm	5mm	6mm	8mm	10mm	12mm
100x100	3 mm	290	210	150	100	75	60	50
150x150	4 mm	345	245	185	130	100	90	75
200x150	5 mm	300	200	150	100	75	60	50
200x200	5 mm	350	230	175	120	90	70	60
200x300	6 mm	340	230	175	120	90	70	60
300x300	6 mm	435	300	220	150	110	90	75
400x400	6 mm	575	380	290	200	150	120	100
450x450	7 mm	550	375	280	190	140	110	100
500x500	8 mm	550	365	270	180	140	110	90
600x600	8 mm	650	440	325	220	160	130	110

COLOUR SHADES

Regular and Star Series



ME 666 Super White



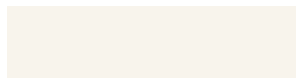
ME 676 Orange



ME 686 Chocolate Brown



ME 696 Emerald



ME 667 Ivory



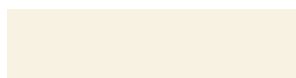
ME 677 Pink



ME 687 Coffee Brown



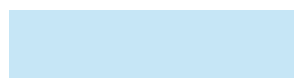
ME 697 Dasareo



ME 668 Oyster White



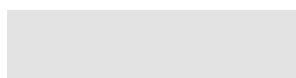
ME 678 Signal Red



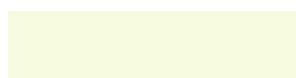
ME 688 Sky Blue



ME 698 Oceanic Blue



ME 669 Light Grey



ME 679 Pista



ME 689 Signal Blue



ME 699 Crimson



ME 670 Beige



ME 680 Light Green



ME 690 Ultra Marine Blue



ME 700 Moss Green



ME 671 Mushroom



ME 681 Steel Grey



ME 691 Sapphire Blue



ME 701 Taupe



ME 672 Light Brown



ME 682 Slate Grey



ME 692 Jet Black



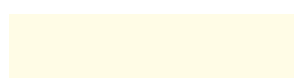
ME 702 Capri



ME 673 Wooden Brown



ME 683 Copper



ME 693 Pale Yellow



ME 703 Alpine Blue



ME 674 Golden Yellow



ME 684 Terracotta



ME 694 Tongerine



ME 704 Blue Berry



ME 675 Lemon Yellow



ME 685 Burgundy



ME 695 Tropical Glory



ME 705 Royal Blue

Updated on 01.11.2021

Waterproofing System

Magma Alliance[®] 2 K Plus

2- Component flexible, polymer-modified, cementitious waterproof coating



Features & Benefits

- ◆ Vapour permeable - No blistering of coating
- ◆ Easy to use – can be brush, roller applied
- ◆ Waterproof – resistant upto 3 bar (positive side water pressure)
- ◆ Non toxic - Suitable for portable water tanks
- ◆ Flexible, with thermal expansion similar to concrete
- ◆ Excellent bond to concrete and masonry
- ◆ Crack bridging
- ◆ Bonds well to damp substrates without priming

Primary Application

Magma Alliance 2 K Plus is recommended for use in waterproofing of bathrooms, water tanks & other covered areas. Also suitable for waterproofing of roof & other exposed areas. A protective concrete screed is recommended in such applications.

Packing: 3 kg & 20 kg bucket

Coverage

Approximate coverage per pack at even consistency is as follows:

Consistency : Brush application

Coverage for 20kg pack : 10 - 12m²

Coverage for 7kg pack : 4 - 4.5m²

Magma Alliance® SBR

SBR Liquid Polymer for site - prepared water proofing slurry coat on concrete & mineral surfaces



Waterproofing System

Features & Benefits

- ◆ Can be applied in uniform thickness to horizontal and vertical surfaces.
- ◆ Develops excellent bond with most mineral surfaces
- ◆ Improves adhesive and tensile properties of cementitious slurries
- ◆ Reduces efflorescence in concrete
- ◆ Compatible with damp surfaces
- ◆ Non toxic

Primary Application

Magma Alliance SBR in conjunction with cement provides a seamless waterproof coating to concrete and masonry surfaces. It can be used as a waterproofing or protective coating.

Packing

Magma Alliance SBR is supplied as a package of 5L, & 20L container.

Coverage

The theoretical coverage of Magma Alliance SBR slurry coat at recommended proportion of mixing prepared using one bag of cement (50 Kg) is about 40 m when applied on a smooth and prepared surfaces at 1 mm thickness. However, the practical thickness may vary if the surfaces are rough, undulated with local depressions and protrusions. For a given surface the actual consumption may be determined by doing a mockup application on a sample area.

For critical applications a coating thickness of at least 1.5 mm is recommended which can be built up in two coats .

The theoretical coverage of 1 bag cement Magma Alliance SBR slurry mix at 1.5 mm thick will be 26.7m²

Magma Alliance® Duo Plus

Acrylic-Polyurethane hybrid emulsion with fibre re-inforced waterproofing membrane for roof & building facade



Features & Benefits

- ◆ Compatible with all mineral substrates such as, concrete, brickbat coba, fiber cement sheets, terracotta tiles etc.
- ◆ When built at high thickness by multiple layer application (min 3 layers), no protective screed is needed
- ◆ Single Component - easy to apply
- ◆ Exceptional blend of elasticity & tensile strength that retains the protective properties against surface expansion & contraction during heating & cooling periods
- ◆ UV resistant and breathable hence durable
- ◆ Weather resistant
- ◆ Crack Bridging
- ◆ APEO, NMP, NEP & formaldehyde free

Packing: 10kg and 20kg bucket.

Coverage

Practical coverage may vary from surface to surface. Theoretical coverage value is 0.675kg/m /coat (Three coat application is recommended). One packof 20kg covers approx. 120 sqft (1 primer coat + 2 top coats) However coverage on a given substrates should be determined by trials.

Available in White, Grey and Terracotta Colours



Follow us on:



Magma Alliance

Construction Chemicals and allied products

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