



The Tata Pigments Ltd.

*is one of the leading manufacturer
of Synthetic Iron Oxide pigments in India,
the proud accreditation of the Bureau of Indian
Standards License for Synthetic Red & Yellow Iron Oxide.*

USAGES:

Primarily industrial colours, the synthetic Oxides of iron are used in the paints, rubber, paper, leather polishing rouge, ceramic, linoleum, wall paper industries, plastic asphalt, cement colours, mosaic and flooring tiles and in foundries, such as, core making and ferrite used in the electronic industries.

PACKAGING

The product is packed in 25 kg laminated HDPE bags with an inside liner.

COLOURSHADES

Available in Red, Yellow, Orange, Brown & Black shades for range of shades please refer to our Pigment Shade Card.

Consistent Quality our Commitment

- **AN ISO 9001 : 2015 COMPANY**
- **ISO 14001 : 2004**
- **OHSAS 18001 : 2007**
- Environmental Friendly
- Strict Quality Control
- In-process QC and final QC
- Batch-to-batch consistency
- Identify & tracing back system

*The most **Modern** and the **Largest***

Synthetic Iron Oxide Pigments

Manufacturer in India

In 1920s, when the concept of industrial water pollution was not much known to most of the people even in western world, TATA STEEL thought it prudent not to discharge the acidic waste pickle liquor generated in their Sheet Mills into the river but to treat it in an environment friendly manner. For environment, conservation of natural resources & services to the society, besides their vision and fair business practices, The awareness towards ecological balance coupled with availability of waste iron salt solution resulted in the birth of the first synthetic iron oxide pigment plant in India, in the immediate vicinity of Tata Steel at Jamshedpur. The initial process involved recovery of ferrous sulphate crystals from waste pickle liquor and its subsequent calcinations. This humble beginning made in 1927, keeping in mind the objectives of protecting the natural water resource, creation of wealth from the waste and production of a material which was not produced till then in the country, a chemical factory was born under private premises and christened Tatanagar Chemicals Limited, has now grown into one of the largest synthetic iron oxide pigments producing plant in India. In 1937, The Tata Iron & Steel Company Ltd. took over the factory. It was given a new name, "Chemico". Later in 1958, the manufacture of Sodium and Potassium Ferro-cyanide began in the factory by utilizing Cyanide Sludge from coke oven gas washing plant of TISCO. This additional venture was undertaken in collaboration with Beco chemicals, a West German firm. And consequently another name change took place for the sake of relevance. Chemico became "Cyanides & Pigments Ltd." in 1959. But the production of Cyanide compounds had to be suspended and finally abandoned for technical reasons. Came 1962, and the then Indian Tube Co. Ltd. (ITC) acquired the interest of Beco Chemicals. Thereafter TISCO & ITC became equal partners. Since Indian Tube Co. Ltd., merged with TISCO in early eighties, and this company acquired the status of wholly owned subsidiary of TISCO, its name was changed once again from Cyanides & Pigments Ltd., to the THE TATA PIGMENTS LIMITED in 1985. Natural iron oxides are still exploited to produce relatively inexpensive pigments in a wide range of shades of red, yellow, brown and black mainly for use in coatings and construction.

As the various end-use technologies became more and more sophisticated, a demand developed for high chroma colours, product consistency and increased chemical purity. Tata Pigments in India has today a coveted place among the manufacturers of Paints, Building materials, Plastic, Rubber goods, Paper, Inks, etc. It is the largest producer of superior quality iron oxide pigments, the sole manufacturer of these pigments that have the licence of "BUREAU OF INDIAN STANDARDS". Almost all the leading manufacturers of the above products in the country are regular customers of our products. With the adoption of the Direct Red Precipitation-cum-Hydrolysis Process for manufacture of synthetic red iron oxide pigments and upgradation of seed making technology for yellow iron oxide pigment, TPL has now become the most modern plant in the country. This technology was obtained from the USA to take care of water, air and noise pollution. Thus, TPL complies, in the conduct of its business affairs, with all regulations regarding the preservation of the environment, and maintains a very friendly ecological balance in and around its vicinity. The synthetic red iron oxide specially suited for floor application was launched by TPL under the brand name "TATA RED" in 1987.



COLOURS FOR CEMENT FLOORS

Tata floor colour are highly concentrated dry powder of the finest grade and is suited for use in cement floors. It is light and alkali fast, non-toxic and non-inflammable and produces attractive shade. Floors made of TATA colour withstand repeated washing with water and can be polished with any floor polishing materials and can also be buffed.

USES

Tata Red Gold is highly suitable for colouring cement floors, mosaic floors, tiles, dadoes etc.

SHADES AVAILABLE

TATA Floor Colours are available in Red, Yellow, Black, Green, Blue and Pink shades.

TATA RED GOLD

Salient Features

- Ultra Premium flooring colour with intense blood red luster which has best adaptability with cement.
- Excellent light fastness property which gives higher colour stability.
- Excellent chemical and solvent fastness.
- Excellent colour strength and machine polishing efficiency.
- Heavy-metal free certification, hence purely non-toxic.
- Eco friendly in nature with calcium substitutes providing a healthy home to stay.
- Suitable for both exterior and interior applications.

TATA RED

Salient Features

- Tata floor colours are ideally suited for cement flooring as they have the best mobility with cement.
- Light fastness and alkali resistance properties are excellent.
- Tata floor colours provide a bright shining and smooth floor finish.
- Tata floor colours are non toxic and non inflammable.
- Tata floor colours has permanent colour stability and never fade.

Application Procedure

Mix any Tata floor colour and standard (ISI mark) quality cement (white, grey or mixture of the two) in the ratio of 1:4 or 1:5 depending on the depth of the colour. Ensure thorough mixing of the two in dry state by rubbing the mixture with both hands. Add water slowly with simultaneous mixing. Water addition must be controlled to have just sufficient consistency in the mass required for troweling. After final finishing allow it to cure for a day. On the second day pour clean water on the finished floor to have a column of 2 mm of water to stand for 3 days.



TATA RED GOLD

COLOUR	BRIGHT RED
Total iron (as Fe ₂ O ₃)	77 - 84%
Matter Soluble in Water	0.5% (max)
Acidity (H ₂ SO ₄)	0-0.1%
Residue on Sieve (Over BS 240 Mesh)	1.0% (max)
Volatile matter	0.50% (max)
Bulk density (g/cc)	1.42
COVERAGE	PACKING
4.5 - 5.5 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

TATA YELLOW

COLOUR	BRIGHT RED
Total iron (as Fe ₂ O ₃)	68 - 70%
Matter Soluble in Water	1% (max)
Acidity (as H ₂ SO ₄)	0.10% (max)
Residue on sieve (over BS 240 mesh)	0.75% (max)
Volatile matter	1.00% (max)
Bulk density (g/L)	350 - 450
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

TATA GREEN

COLOUR	BRIGHT RED
Residue on sieve (over BS 240 mesh)	2% (max)
Matter soluble in water	1% (max)
Volatile matter	0.75% (MAX)
Bulk densite (g/L)	1650 - 1750
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

TATA PINK

COLOUR	BRIGHT RED
Residue on sieve (over BS 240 mesh)	2.5% (max)
Matter soluble in water	1% (max)
Volatile matter	0.75% (MAX)
Bulk densite (g/L)	1750 - 1850
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack



Polished concrete Stamped concrete Concrete steps Garage floors Concrete patios Radiant floor heating Concrete countertops

TATA RED Floor Colour

COLOUR	BRIGHT RED
Total iron (as Fe ₂ O ₃)	75 - 80%
Matter Soluble in Water	1.0% (max)
Acidity (H ₂ SO ₄)	0.10% (max)
Residue on Sieve (Over BS 240 Mesh)	0.75% (max)
Volatile matter	0.75% (max)
Bulk density (g/L)	1200 - 1300
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

TATA RED

COLOUR	BRIGHT RED
Residue on sieve (over BS 240 mesh)	2% (max)
Matter soluble in water	1% (max)
Volatile matter	2% (max)
Bulk densite (g/L)	1000 - 1100
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

TATA BLUE

COLOUR	BRIGHT RED
Residue on sieve (over BS 240 mesh)	2% (max)
Matter soluble in water	1% (max)
Volatile matter	0.75% (MAX)
Bulk densite (g/L)	1650 - 1850
COVERAGE	PACKING
3.5 - 4.0 Sq m/Kg/mm	Available in 25 Kg, 5Kg, 1 Kg & ½ Kg Pack

Application Areas:-

Polished concrete flooring in schools, commercial buildings & residential homes, as an alternative to marble, granite, tiles, wood & linoleum.



Concrete floors Basement floors Concrete coatings

Dry Cement Paint

Dry Cement Paint from Tata Pigment is available in two brands - Cemplus & Ecocem. Both are for exterior and interior use and can be applied directly on new masonry surfaces. It is available in different attractive shades with bright finish. It also has good waterproofing and antifungal properties with best colour retention comparing to any brands.

CEMPLUS

Salient Features

- Premium cement paints with high luster
- Excellent Water Resistant
- Fungus resistant
- Higher binding/Excellent adhesion due to high cement content
- Higher coverage and pot life
- Excellent color retention
- Available in more than 30 shades
- Approx. Coverage 2.4-2.5 Sq. M./Kg/Coat
- Can withstand heavy rains without any peel off



PACK SIZE:

Available in 25 Kg & 5 Kg Bags

ECOCEM

Salient Features

- Water Resistant
- Fungus resistant
- Economy
- Fast setting to wall
- Available in attractive shades
- Appx. Coverage 2-2.2 Sq.M./Kg/Coat

PACK SIZE:

Available in 20 Kg Bag/Bucket & 5 Kg Bags



Dry Cement Paint (Cemplus & Ecocem)

SURFACE PREPARATION:

The masonry surface must be cleaned by removing the loose dust, dirt, all paint particles, flakes of previously painted film, loose material, grease etc. with the help of a wire brush. In case of organic growths like fungus, it should be thoroughly removed using mild solution of



household bleaching powder (recommended proportion 2kg to 50 lt water), leaving it for 24 hours and then washing the surface with clean water.

For external application to common bricks, it should be ensured that these bricks are dry at the time of application and the design of structure affords maximum protection from moisture penetration.

Fill the bigger cracks using cement & sand mixture in the ratio of 2:3. Extra care should be taken for surface like sunshades, parapets and other horizontal surface where water accumulate during rains.

PAINT PREPARATION:

Take one volume of water and two volumes of cement paint in a clean container. Mix it thoroughly and make a uniform paste. Then, add one more volume of water to get brushable consistency. Always mix cement paint to water (and not water to cement paint) while making the wet paint. No more water to be added during mixing or during painting.

Once the cement paint bag is opened for use, after taking out the required quantity, the polythene liner bag inside must be closed tightly and immediately, so as to prevent contact with atmospheric air. If the bag is kept open, the quality of cement paint will start deteriorating significantly.

Cement paint should be used within one hours after mixing with water. While painting, the contents should be kept under constant stirring. Never apply cement paint in direct sunlight, foggy conditions and during rains.

APPLICATION & CURING:

Wet the surface by spraying sufficient water and allow the surface to partially absorb the water leaving a damp surface. Now the surface is ready of painting. The first coat of Cement Paint should be applied on the surface to form an effective bond for the subsequent coats. Cure the painted surface by spraying water after 8-10 hours of painting depending on the atmospheric conditions.

The second coat should be applied minimum 8-10 hours after the application after 1-10 hrs. of first coat, prior to which normal curing should be done. 3-4 times curing should be done for the second coat also for next three days. The painted surface gets hard with resistance to water absorption and becomes washable.

Curing is essential because the quantity of water added in the mix is not sufficient to complete the hydration process. With proper curing, more strength is achieved in the cement film. Cement Paint should be used within 12-18 months from the date of manufacturing.

BASECOAT WHITE FOR UNDERCOAT APPLICATION

Tata BASE COAT WHITE is a matt finish economical grade CEMENT PAINT, ideally suited for exterior cemented walls, all types of masonry surfaces like bungalows, multi-storied buildings, bridges, dams, houses, buildings of general public, etc. and can also be used for interior as well as exterior masonry cemented surfaces.

Salient Features

- Protection to Expensive Paints
- Best value for money
- Suitable for both internal and external walls.
- COVERING CAPACITY:- 2.2 SQ. M./KG/COAT



Wallplus Cement Putty

TATA WALL PLUS CEMENT PUTTY

TATA Wallplus putty is white cement based product having more strength and durability. It is best suitable for interior and exterior application. It fills the fine pores of surface and gives white smooth finish which reduces the consumption of paint and enhance the life of paint.

Salient Features:-

- Excellent white finish
- Smoothens surface
- Excellent coverage
- Lime free
- Blocks water seepage.
- Water & fungus resistant
- For exterior & interior plastered surface
- Higher pot life
- Appx. Coverage 2.4-3.0 Sq. M./Kg/Coat

PACK SIZE: 40 Kg, 30 Kg, 20 Kg & 5 Kg.

SURFACE PREPARATION:

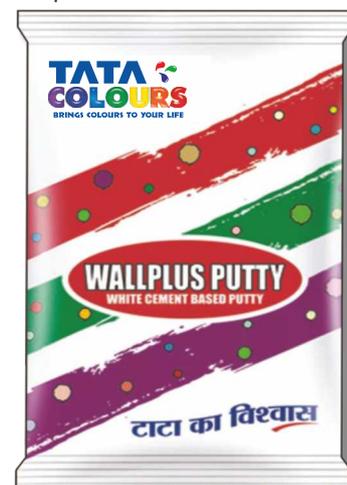
Scrap the previously painted surface to remove loose or flaking material and paint, dust, grease, dirt or powdery material by thorough brushing. Any previous growth of algae, fungus or moss, chalking etc needs to be removed using wire brush and cleaning with water. Treat the infected surface with a mild solution of household bleaching powder (recommended proportion 2kg to 50 lt water), leave it for 24 hours and then wash the surface with clean water. Surface should be clean, dry and free from efflorescence. Bigger cracks should be filled using cement & sand mixture in the ratio of 2:3.

PUTTY PREPARATION:

Slowly mix the TATA Wallplus putty with 30 to 35 % clean water for 10 to 15 Minutes with the hand or mechanical stirrer to get the uniform paste.

PUTTY APPLICATION:

On the wet wall surface apply one coat of putty paste with the help of Putty blade from downward to upward by spreading it uniformly This ensure less wastage and give smooth finish. Apply second coat after 3-4 hours of drying. Make the surface smooth with sand paper after complete drying. Ensure the total thickness of coat should not be more than 1.50 mm. Always prepare the putty as per the requirement so that it can be used within 2-3 hrs after mixing with the water.



WALLPLUS/ CEMENT PRIMER

Wallplus primer is water based Primer suitable for interior and exterior application for priming of plastered surface.

SALIENT FEATURES:-

- Good adhesion
- Good hiding
- Good coverage
- Fungus resistant
- Excellent whiteness
- For exterior & interior plastered surface
- Appx. Coverage 8-10 Sq. M./L/Coat

PACK SIZE:

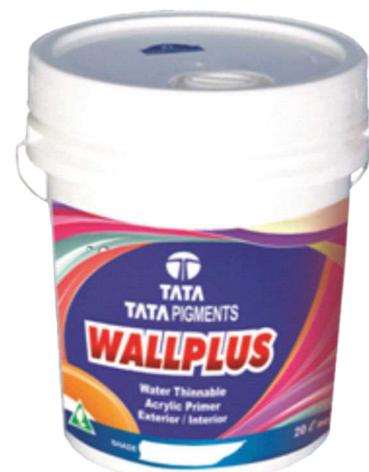
Available in 20 Ltr, 10 Ltr, 4 Ltr, 1 Ltr

SURFACE PREPARATION:

Scrap the previously painted surface to remove loose or flaking material and paint, dust grease, dirt or powdery material by thorough brushing. Any previous growth of algae, fungus or moss, chalking etc needs to be removed using wire brush and cleaned with water. Treat the infected surface with a mild solution of household bleaching powder solution (recommended proportion 2kg to 50 lt water), leave it for 24 hours and then wash the surface with clean water. Surface should be clean, dry and free from efflorescence. Bigger cracks should be filled using cement & sand mixture in the ratio of 2:3. Fill the smaller dents with TATA Wall Plus Putty and smooth the surface with sand paper.

PRIMER PREPARATION & APPLICATION:

Slowly add about 1 volume of clean water to 1 volume of Wallplus water Primer and mix it thoroughly. Prepare the primer as per the requirement, so that the thinned primer can be used on the same day after preparation. Depending on the type of surface apply one to two coat of primer. Keep an interval of 4-6 hrs. between successive coats. Topcoat should be applied after overnight drying.



ECOPLUS ACRYLIC DISTEMPER

Ecoplus Acrylic Distemper is water based, interior finish and is best suitable for decorating fully matured plastered surfaces, concrete, brick work & asbestos surfaces. Ecoplus Acrylic Distemper is recommended for interior use only.

SALIENT FEATURES:-

- Smooth finish
- Excellent coverage
- No dusting or flaking
- For interior use only
- Coverage 6-8 Sq. M. /Kg/Coat

PACK SIZE : Available in 20 kgs, 10kgs, 5kgs,1 kg



UMANG ACRYLIC POUCH DISTEMPER

This is most economical acrylic distemper introduced in pouches. It has good brushability, flow and available in attractive shades. It's special formulation provides high adhesion property that prevents the paint from flaking or dusting for the long period of application.

SALIENT FEATURES:-

- Smooth finish
- Easy to apply
- No dusting or flaking
- For interior use only
- Available in attractive shades

PACK SIZE : Available in 1 kg pouch in 12 attractive shades.



SURFACE PREPARATION:

Sand the surface with Emery paper 180 and wipe clean. Any previous growth of algae, fungus, moss or chalking etc needs to be removed by using wire brush. Crack & bent surfaces must be filled by TATA Wallplus Putty. Flaked surface completely removed. Ensure painting is done on dry surface, free from dirt, grease, oil etc.

PAINT APPLICATION:

Apply one coat of Ecoplus Water primer & allow drying for six to eight hours. Mix two part of water & three part Ecoplus Acrylic Distemper for application consistency. Keep an interval of three to four hours between two coats. Prepare the Distemper as per the requirement and the thinned Distemper should be used on the same day after preparation.



ECOPLUS INTERIOR EMULSION

ECOPLUS Interior emulsion is a high quality water based paint suitable for use in Interior application and protection of surface walls, ceilings, particle boards etc. It is available in wide range of attractive designer shades.

SALIENT FEATURES:-

- Superior finish
- Available in attractive shades
- Good coverage
- For interior plastered surface
- Appx. Coverage 14-15 Sq. M./L/Coat



UMANG INTERIOR PLASTIC EMULSION

Umang Interior Plastic Emulsion is newly launched economy grade emulsion paint suitable for interior application only. It is available in attractive range of shades and gives smooth and durable finish to your walls.

SALIENT FEATURES:-

- Cost effective emulsion paint
- Matte finish
- Available in attractive shades
- For interior plastered surface
- Appx. Coverage 8-10 Sq. M./L/Coat



PACK SIZE: Available in 20ltr, 10ltr, 4ltr & 1ltr

SURFACE PREPARATION:

Before application ensure that the plastered surface is smooth and free from dust particles, grease and loose flakes. Rectify and smoothen minor cracks and uneven surface of the wall by using TATA WALL PLUS Putty followed by a coat of Wallplus Water Thinnable Cement Primer. For Lime and Distemper surface remove all loose and dust particles, powdery material by using emery paper and prime it with a coat of Wallplus Water Thinnable Cement Primer to smoothen the surface. Corrective measure should be taken to arrest moisture source before painting.

PAINT PREPARATION:

Stir the contents thoroughly by shaking the container and after opening the lid as well. Mix 3 part of ACRYLIC INTERIOR EMULSION with 1 part of clean water by volume. Prepare the paint as per the requirement, so that the thinned paint can be used on the same day after preparation.

PAINT APPLICATION:

Stir the mixed paint properly before use. Use a good quality paint brush, roller or spray gun for painting. Avoid under thinning or over thinning of paint. Apply minimum two coats of Acrylic Interior emulsion thinned as per above mentioned ratio. The time gap of 3 to 4 hrs should be given between each coat. After taking out the required quantity the lid of the container must be closed tightly.



REGALIA PREMIUM EXTERIOR EMULSION



ECO PLUS EXTERIOR EMULSION

Ecoplus Exterior Emulsion is water based paint which gives a long lasting Exterior coating with combination of freshness and superior durability with the more economical than other brands. Its wide range of shades stay bright and acrylic formulation is specially made to combat the rigours of tropical climates.

PRODUCT FEATURES:-

- Smooth finish
- Good coverage
- For exterior plastered surface
- Smooth and colourful wall
- More than 2000 shades
- Recommended for pre-primed plastered wall
- Good weather protection
- Fungus & algae resistant
- Aesthetic value
- Durable
- Appx. Coverage 11-12 Sq. M./L/Coat



PACK SIZE: Available in 20 Ltrs., 10 Ltrs., 4 Ltrs., 1 Ltr and 500ml.

SURFACE PREPARATION:

Old Surface / Previously painted surface - should be cleaned thoroughly by vigorous wire-brushing and scraping to remove loose and flaking materials, dust, grease and dirt. Ensure that the surface is free from fungus, algae and moisture. Rectify and smoothen minor cracks and uneven surface of the wall by using TATA WALL PLUS Putty followed by a coat of Wallplus Water Thinnable Cement Primer. In case of organic growths like fungus, they should be thoroughly removed with mild solution of household bleaching powder (recommended proportion 2kg to 50 lt water), leaving it for 24 hours and then washing the surface with clean water. New Plastered surfaces -should be allowed to cure for at least 3 months prior to painting. Fill the bigger cracks using cement & sand mixture in the ratio of 2:3. Extra care should be taken for surface like sunshades, parapets and other horizontal surface where water accumulates during rains.

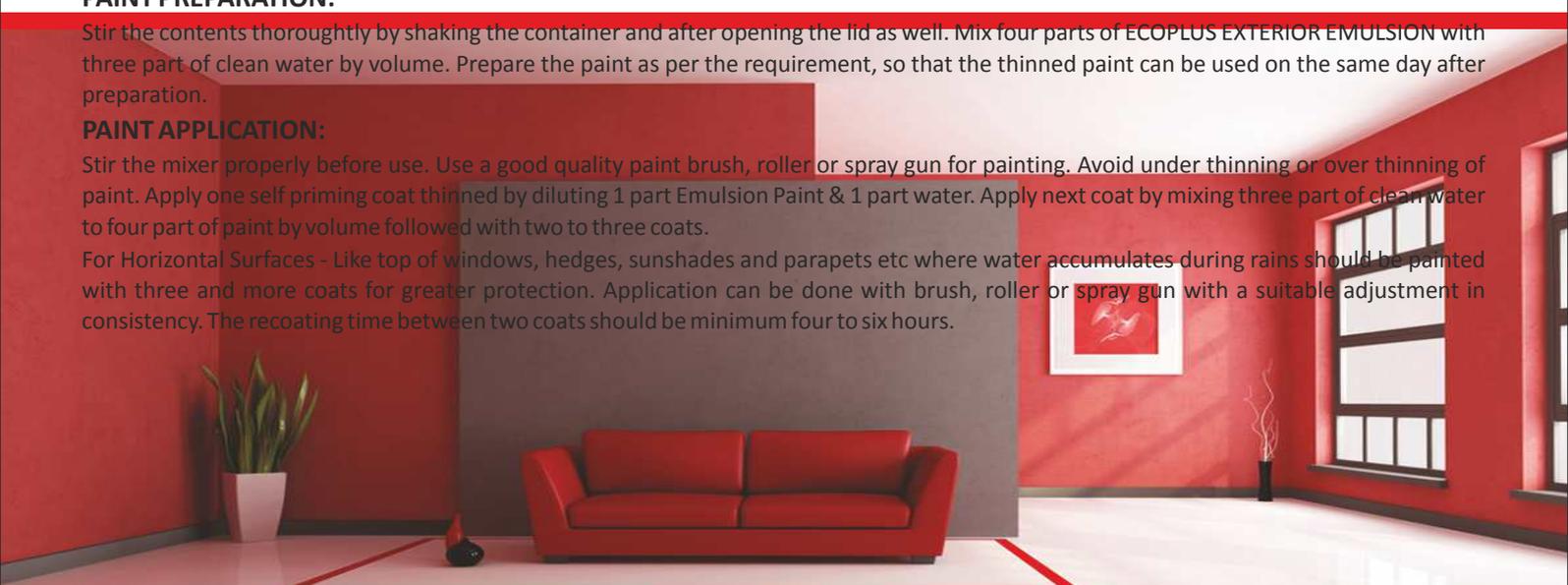
PAINT PREPARATION:

Stir the contents thoroughly by shaking the container and after opening the lid as well. Mix four parts of ECOPLUS EXTERIOR EMULSION with three part of clean water by volume. Prepare the paint as per the requirement, so that the thinned paint can be used on the same day after preparation.

PAINT APPLICATION:

Stir the mixer properly before use. Use a good quality paint brush, roller or spray gun for painting. Avoid under thinning or over thinning of paint. Apply one self priming coat thinned by diluting 1 part Emulsion Paint & 1 part water. Apply next coat by mixing three part of clean water to four part of paint by volume followed with two to three coats.

For Horizontal Surfaces - Like top of windows, hedges, sunshades and parapets etc where water accumulates during rains should be painted with three and more coats for greater protection. Application can be done with brush, roller or spray gun with a suitable adjustment in consistency. The recoating time between two coats should be minimum four to six hours.



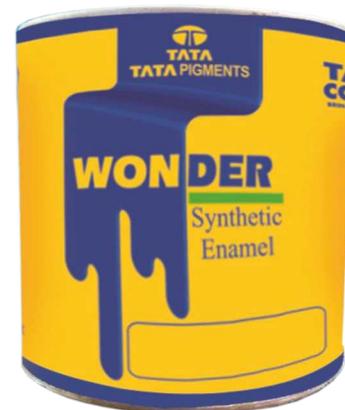
WONDER SYNTHETIC ENAMEL

Wonder Synthetic Enamel is a time tested solvent based paint, which gives a glossy finish for interior and exterior application.

SALIENT FEATURES:-

- Solvent based glossy finish paint
- Good adhesion
- Available for Metal, Cement and Wooden surface
- Appx. Coverage 15-18 Sq. M./L/Coat

Water Free Enamel
Good coverage & Hiding



RECOMMENDED FOR: Wooden, Metal & Cemented surfaces.

SURFACE PREPARATION:

Sand the surface with Emery Paper no 180 & wipe clean. Apply one coat of Wonder metal/wood / White Cement primer depending on the nature of surface.

FOR PREVIOUSLY PAINTED SURFACES:

Remove all the old paint, loose particles and dust from the surface, wipe clean.

DIRECTION OF APPLY:

Apply the first coat and allow to dry for 6 - 8 hours . Apply 2nd coat after complete drying of 1 st coat. Paint may be thinned with good quality MTO in 5:1 ratio for brushable consistency.

PACK SIZE: Available in 4 Ltr, 1 Ltr & 500 ml pack.

WONDER OIL BASED PRIMER

Wonder oil based primer is a time tested solvent based primer, which gives a smooth finish & good adhesion on painting surfaces.

SALIENT FEATURES:-

- Good adhesion
- Available for Metal, Cement and Wooden surface
- Appx. Coverage 15-16 Sq. M./Kg/Coat

Good hiding
Good coverage



RECOMMENDED FOR: Wooden, Metal & Cement surface area.

SURFACE PREPARATION: Sand the surface with Emery Paper no 180 & wipe clean.



FOR PREVIOUSLY PAINTED SURFACES:

Remove all the old paint, loose particles and dust from the surface, wipe clean.

DIRECTION OF APPLY:

Stir the content thoroughly by shaking the container and after opening the lid as well. Apply the first coat and allow to dry for 6 - 8 hours . Apply 2nd coat after complete drying of 1st coat. Primer may be thinned with good MTO to get brush able consistency.

PACK SIZE:

20ltrs., 10ltrs., 4ltrs., 1ltr & 500ml.

Gamla Paints (PAINTS FOR EARTHEN FLOWER POT)

Gamla paints is an environment friendly speciality paint prepared for application on earthen pots and other terracotta & cement surface. It is made from non-toxic inorganic compound and has good resistance against algae and water.

SALIENT FEATURES:

- Smooth finish
- Easy to apply
- Good coverage
- Good color retention
- No flaking

APPLICATION PROCEDURE:

Outer surface of earthen or cement pots must be properly cleaned from loose particles by rubbing and washing. Mix one part of Gamla Paint slowly with one part of clean water by rubbing with two hands to make the paint of brushable consistency. Apply two coats of paint with an interval of 8-10 hrs. followed by curing with water.

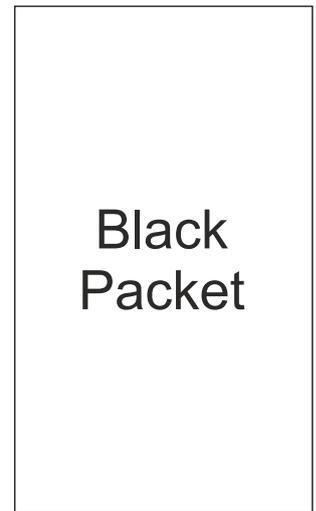
COVERAGE:

Appx. 20 earthen or cement pots of each 12" height per Kg per 2 coats.

PACK AVAILABLE:

Available in Red , Yellow, Orange, Green & Blue colours in 1 Kg and 1/2Kg pouches.





Definition of Pigment:

Pigments are substances which imparts colour and opacity & are insoluble in the particular application medium. They are extremely finely ground substances which, due to their chemical and physical nature, absorb or scatter light in a certain way and are thus able to give substances to which they are mixed, coloured appearances. Pigments is usually dispersed in the vehicle (medium). Tata Pigments Ltd. manufactures inorganic Pigments.

BIS Certified Grade :

Synthetic Red Iron Oxide : 445, 446, 473, 449

Synthetic Yellow Iron Oxide : Yellow

Premium Grades :

Orange 960, Yellow 814, Red T-3097, T-8097,

Brown 171, Leaf Brown, Golden Brown, Brown, Micronized Red Oxide 445

Construction Grades :

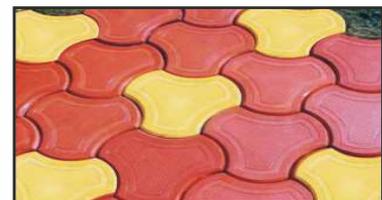
Red T-110, T-130, Black T-330, Yellow T-191, Green, Compound Green,

Commercial Grades :

Red 240, 400, SFO-A, SFO-B, TATA Gulf, Red Excel (E), Popular Red, Bright Red

Uses of Iron Oxide Pigments:

Paints-Enamels, Dry Cement Paint, Varnishes, Plastics, Artists Colours, Printing Inks, Paper, Float Glass, Leather, Building Material, Flooring, Paviour Tiles, Rubber, Cosmetics, Ceramic Tiles, Colorant for Food and Pharmaceutical Products, Soft & Hard Ferrites, Animal Feed, Fertilizers, In Foundry Moulds, Master Batches, Pigment Paste/Stainers, Catalyst



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East 2

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South

The Tata Pigments Ltd.
C/o. Tata Steel Ltd.
2nd Floor, Jubilee Building
45, Museum Road,
Bangalore-560025, Karnatka
Ph. No. 080 66950034 Fax No. 080 66950038
Email: cfa.chennai@tatapigments.co.in

North

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Mohan Nagar, Ghaziabad- 201007
Ph. No. 0120 6400152
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