

BIRLA | HIL[®] PIPES

End-to-end piping solutions



The CK Birla Group

The **CK Birla Group** is a diversified US \$2.9 billion conglomerate with a fast-growing global presence.

OVER 
30,000
EMPLOYEES



21 
**SERVICE
DELIVERY
LOCATIONS**



6 
INDUSTRIES



46 
**MANUFACTURING
FACILITIES**



PRESENCE 
IN 5 CONTINENTS



Flagship Companies of CK Birla Group

CK Birla Group's legacy is a testament to its strong commitment towards excellence and overall growth journey.

Come and be part of that
Journey as our Partner!



About HIL

HIL, for over seven decades, is a trusted leader in the Home and Building solutions industry, offering sustainable products and innovative solutions to meet the evolving needs of customers worldwide.



27 State-of-the-art manufacturing facilities (including in Germany and Austria)



42 Sales depots with 4 sales offices



3500+ Stockists/Distributors



20000+ Retailers



80+ Countries of presence



Delivering excellence since **75+ years**

HIL

Comprehensive portfolio of building solutions



Roofing Solutions

CHARMINAR[®]
Most Trusted Roofing Solution



Building Solutions

BIRLA
AEROCON

Piping Solutions

BIRLA | HIL[®]
— PIPES —

Putty

BIRLA | HIL[®]
— PUTTY —

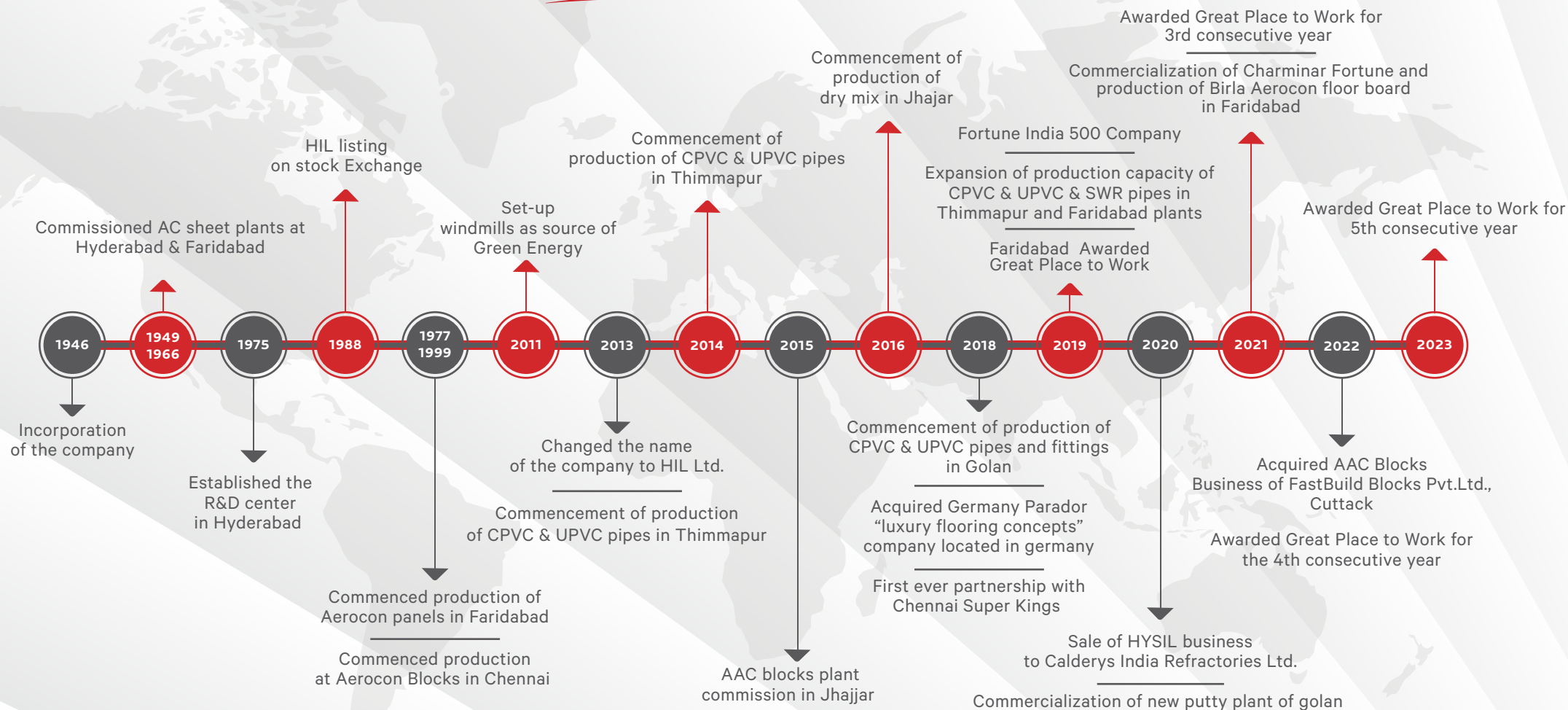
Construction Chemicals

BIRLA | HIL[®]
— CONSTRUCTION CHEMICALS —

Flooring Solutions

PARADOR

Decades of Building Excellence & Growing Together



Birla HIL Pipes offers a wide range of water management solutions, ideal for household, commercial and agricultural applications



Pipes | Fittings | Water Tanks

Leakproof pipes & fittings

Engineered using TrueFIT Technology

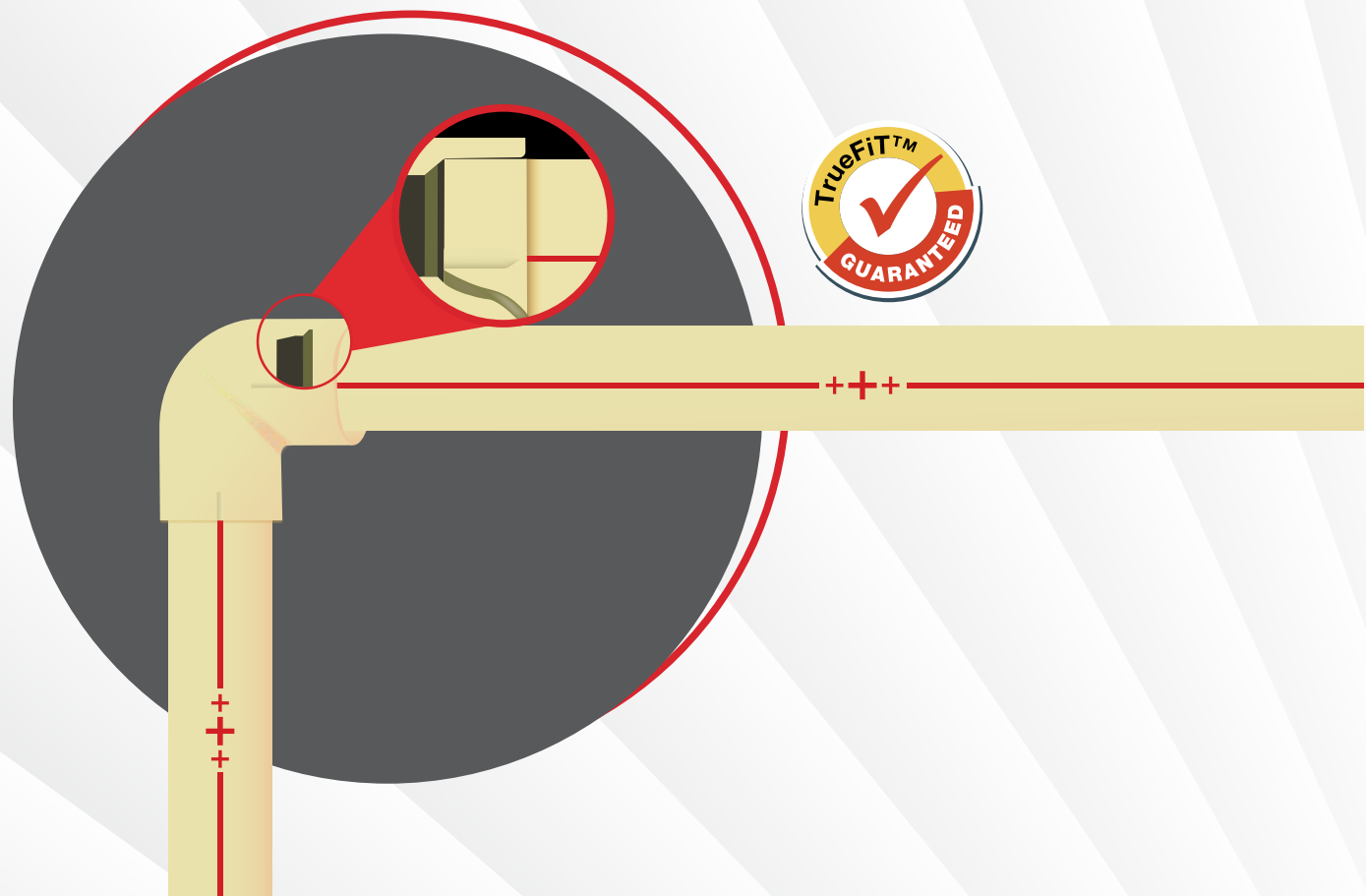
- Precision engineering
- Seamless fit between pipes & fittings

Supported by

State-of-the-art manufacturing facilities:
Golan, Faridabad, Thimmapur

Department of Scientific & Industrial
Research approved R&D lab

Technical service support

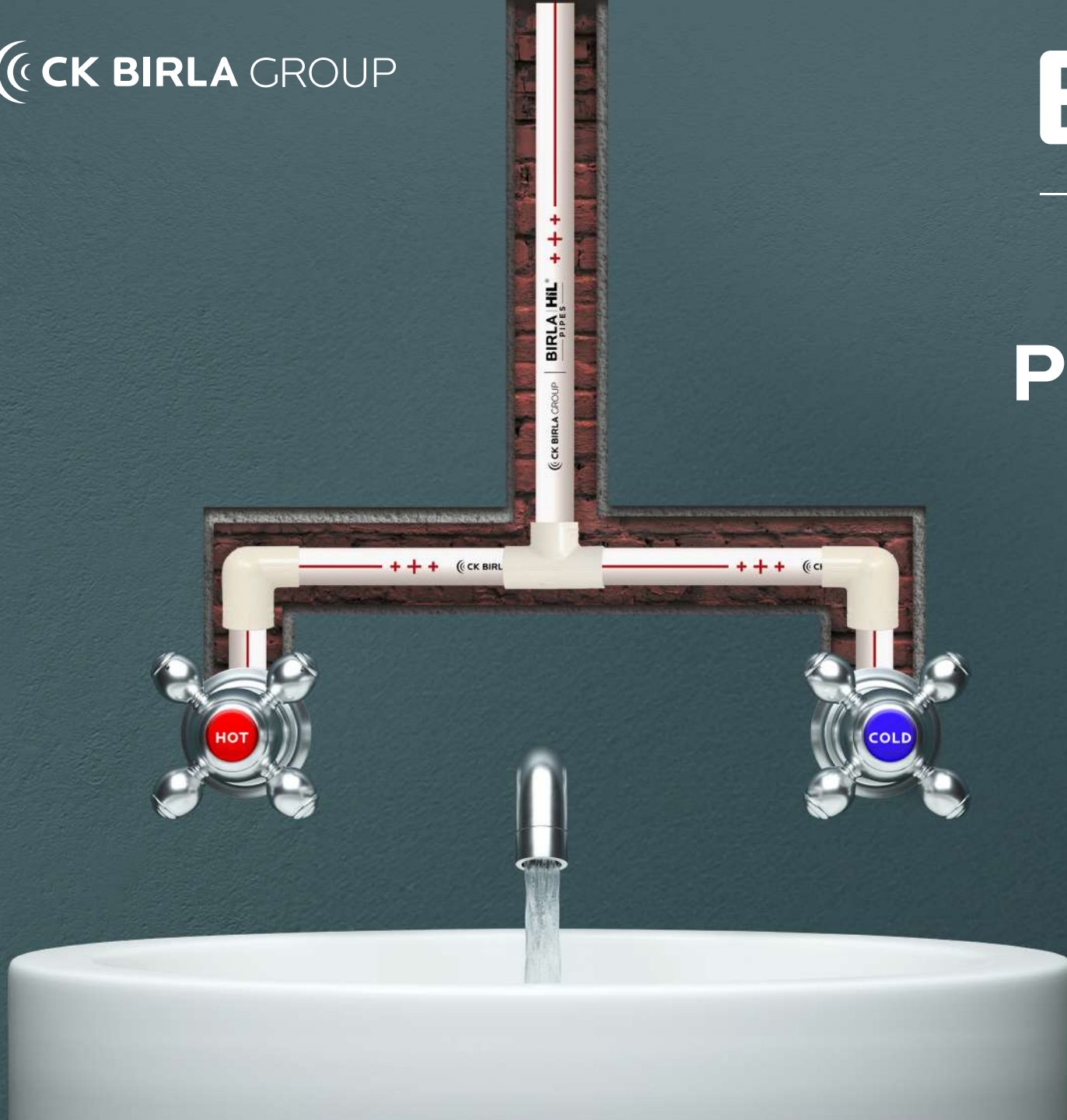


CK BIRLA GROUP

BIRLA | HIL[®]

PIPES

WALLS, TIMEPROOF,
PIPES, LEAKPROOF



CK BIRLA GROUP



BIRLA | HIL[®]
— P I P E S —

KAAM, FOOLPROOF
PIPES, LEAKPROOF



Product Range

Plumbing Solutions

- CPVC Pipes & Fittings
- UPVC Pipes & Fittings
- SWR Pipes & Fittings
- Silent Pipes & Fittings
- UGD Pipes & Fittings
- Foamcore Pipes & Fittings



Agricultural Solutions

- Pressure Pipes & Fittings
- Column Pipes & Fittings
- Casing Pipes & Fittings



Water Tanks



Solvents




PLUMBING AND SANITATION SOLUTIONS



cPVC Pipes & Fittings

For hot and cold water applications

Features

-  TrueFIT technology for leakproof joints.
-  Can withstand a temperature up to 95°C.
-  Can withstand up to max 28.1 Bar pressure at 27°C and max 7.04 Bar pressure at 82°C.
-  Resistant to chemicals, corrosion, abrasion and fire.
-  UV Stabilized.
-  Wide range of pipes and fittings.
-  Easy to install.
-  No scaling, pitting and algae formation.

Certifications



uPVC Pipes & Fittings

For standard plumbing applications

Features

-  TrueFIT technology for leakproof joints.
-  Wide range of pipes and fittings.
-  Free from odours and toxicity.
-  Resistant to chemicals, corrosion, abrasion and fire.
-  No scaling, pitting and algae formation.
-  Lead free.
-  Easy to install and maintenance free.
-  Low thermal conductivity.
-  Will not allow bacterial growth.
-  UV Stabilized.

Certifications



SWR Pipes & Fittings

For soil, waste and rainwater applications

Features



TrueFIT technology for leak-proof joints.



Resistant to chlorine, chloramines, alkali, acids, alcohols, etc.



UV stabilized



Collapsible core mould technology for fittings



Smooth inner surface & high flow-rate.



High impact strength.



Pipes and fittings with pre-fit seal (yellow ring).



Available both Pushfit and Solfit.



Easy to install.



Low maintenance cost



Wide range of pipes and fittings upto 160 mm

Certifications



Silent Pipes & Fittings

For low noise drainage applications

Features



TrueFIT technology for leak-proof joints.



Noise reduction as per EN14366-1 is 13.8 dB and VDI-10 dB at a steady 2 lps flow rate.



Smooth inner surface and high flow rate



Algae and Bacteria-proof



High impact strength



Resistant to chlorine, chloramines, alkali, acids, alcohols, etc.



Easy to install



Low maintenance cost



UV stabilized

Certifications

 **Fraunhofer**



UGD Pipes & Fittings

For underground drainage

Features



TrueFIT technology for leak-proof joints.



Easy to Install.



Sufficient durability to meet soil overload requirements



Water tight systems.



Resistant to chlorine, chloramines, alkali, acids, alcohols, etc.



Low maintenance cost.



Smooth inner surface and high flow rate.



Resistant to corrosion.

Certifications



Foamcore Pipes & Fittings

Strong and light weight underground drainage system

Features



TrueFIT technology for leak-proof joints.



High strength & load bearing capacity.



Resistant to chlorine, chloramines, alkali, acids, alcohols, etc.



Smooth inner surface and high flow rate.



Minimum displacement noise.



Light weight and easy to install.



Resistant to corrosion.



Good thermal insulation properties.



Certifications



Water Tanks

Water storage solution for keeping water safe and cool



UV
Protection



Unique design
for strength



100%
LLDPE Material



Ventilated threaded lid
with inner disc



Rust &
Corrosion free



Anti-fungal



No heavy
metal used



Available Range: **3 & 4 layered** | Colours: **Ultra White, Green, Yellow** | Capacity: **500, 750, 1000, 1500, 2000 L**

AGRICULTURAL SOLUTIONS



Pressure Pipes & Fittings

For pressure and gravity flow applications

Features



TrueFIT technology for leak-proof joints.



UV stabilized.



Non-conductive.



Corrosion, chemical and abrasion resistance.



Smooth inner surface & high flow-rate.



Light weight & Easy to install.



Lead free pipes.



High strength & Durable.



Solvent joint system.

Certifications



Column Pipes & Fittings

SS double wire technology guarantees safety of pump

Features



TrueFIT technology for leak-proof joints.



Easy to install.



Non-conductive.



Resistant to chlorine, chloramines, alkali, acids, alcohols, etc.



Lead and Tin free.



Wide range of pipes and fittings upto 160 mm



UV stabilized



Constant inner diameter ensuring continuous flow.



High impact and tensile strength.



SS double wire technology guarantees safety of pump.



No scaling and pitting.



Corrosion, chemical and abrasion resistance.



Certifications



Casing Pipes & Fittings

For Bore well and Irrigation application

Features



Specially designed threads and EPDM O rings to ensure 100% leak-proof joints



Light weight & easy in transportation & faster installation



Non-conductive



UV stabilized



Excellent strength and stiffness



Economical and maintenance free



Excellent corrosion resistance



Long life/ long lasting



Specially designed for domestic Industrial wells and ideal for hard, salty, sandy or chemically aggressive water supplies

Certifications



Robust manufacturing facilities for consistent excellence

- Facilities in Faridabad, Golan, Thimmapur
- Best in class machines & utilities
- In-house compounding
- State-of-the-art moulds and mould maintenance facilities
- Dedicated Quality inspection team



In-house Research & Development facility



Our R&D lab also provides testing for products of different brands for MEP consultants, contractors and our clients, so that they can compare the results

Government Projects



IIIT, Trichy



AIIMS, Nagpur



Coimbatore Airport



Murugan Temple, Thiruchendur



AIIMS, Delhi



APTIDCO, Vijayawada



Pune Metro, Pune



DDA Narela, New Delhi



DDA Kalkaji, New Delhi



Trichy Airport

Few top projects using Birla HIL Pipes – NORTH ZONE

Birla HIL Pipes are used across top marquee projects being developed by top real-estate players in India



NBCC Heartbeat City 1 & 2, Noida



M3M Capital, Gurugram



Conscient Habitat 78, Gurugram



Pivotal Royal Heritage, Faridabad



Conscient Habitat 99A, Gurugram



Conscient Habitat 102, Gurugram



Habitat 78, Faridabad

Few top projects using Birla HIL Pipes – WEST ZONE

Birla HIL Pipes are used across top marquee projects being developed by top real-estate players in India



Few top projects using Birla HIL Pipes – SOUTH ZONE

Birla HIL Pipes are used across top marquee projects being developed by top real-estate players in India



Aurobindo Kohinoor, Hyderabad



TVS Emerald Peninsula, Chennai



Aurobindo Regent, Hyderabad



TVS Emerald Green Enclave, Chennai



Deloitte Building, Hyderabad



Candeur Crescent, Hyderabad

Few top projects using Birla HIL Pipes – EAST ZONE

Birla HIL Pipes are used across top marquee projects being developed by top real-estate players in India



Alcove New Kolkata Serampore



Alcove New Kolkata



Ambuja Ushtar, Maheshtala



Siddha Galaxia, Kolkata



Siddha Sky, Kolkata

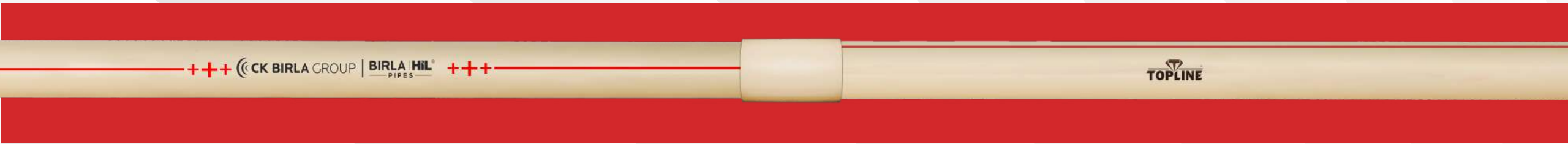


Siddha Suburbia, Kolkata



Siddha Eden Lakeville, Kolkata

Strategic Acquisition: Elevating Our Pipes & Fittings Portfolio with Topline



- Doubles SKU offerings
- Entry into High-density Polyethylene (HDPE) and Medium Density Polyethylene (MDPE) pipes & fittings
- Access to patented technologies in electrofusion fittings and water tanks
- Enhanced presence in government projects
- Secures JJM approval across 12 states

Why become Channel Partner for Birla HIL Pipes?

With **attractive** margins and a **robust support system**, Birla HIL Pipes' proven track record, backed by **growing builder testimonials**, is **proof of the success** that awaits you.

Together, let's chart a **roadmap for exponential growth** in your business journey.

Unlock success: Why choose Birla HIL Pipes?



CK Birla
legacy



Fastest
growing



High
margins



Good quality
product



Supports & guidance
from QC team



Potential to
increase
revenue



Minimal
competition



Grow along with
the company



Promotional
support

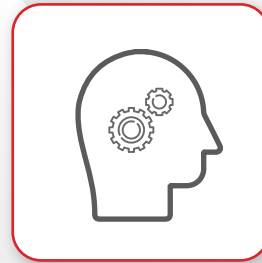


No dumping by other
distributors

Channel partner eligibility



- Minimum shop area: 2000 sq. ft
- No. of Retailers: 100 Nos.
- Investment: Minimum of 1 Cr.
(inventory management + credit in market)



- Open to new ideas
- Willingness to learn
- Ready to invest as guided
- Must be collaborative, forward thinking & team-oriented

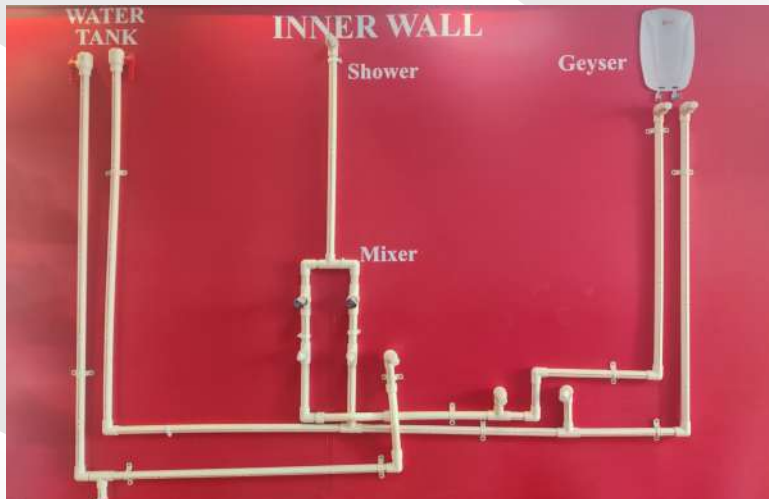
BIRLA | HIL[®] — **BANDHAN** —

100-day marketing support initiative for key distributors

- On-boarding
- Product training & brand visibility
- Secondary market mapping
- Market activation/retail visibility

Marketing activities for channel partners:

- Advertisement – TVC, Digital campaign
- OOH branding, local advertising
- Events and exhibitions
- In-shop branding/Counter based activities – signboards, POP, in-shop display units, sample kits, brochures, etc.
- Influencer engagement activities and workshops



Round-the-clock support to the channel partners through multiple modes

Turnover discounts

Dedicated sales team

Foreign trip schemes

Support for secondary sales

Loyalty schemes/
programs

WhatsApp chatbot
(+91 81438 46467)





Thankyou

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Connect with us on:

