

ANNOUNCING THE LAUNCH of our Premium Quality, Environment Friendly, Sand Based Aerated Autoclaved Concrete (AAC) Blocks



Feather

Sand based Aerated Autoclaved Concrete (AAC) Blocks

The Smart Choice

The advertisement features a large white feather at the top left. Below it, the word "Feather" is written in a large, elegant white script font. The background is a light green gradient with a water splash at the bottom. Several blue, glowing bubbles of varying sizes are scattered across the scene, each containing a benefit of the AAC blocks. To the right, a stack of four reddish-brown AAC blocks is shown. The overall aesthetic is clean, modern, and emphasizes the lightweight and eco-friendly nature of the product.

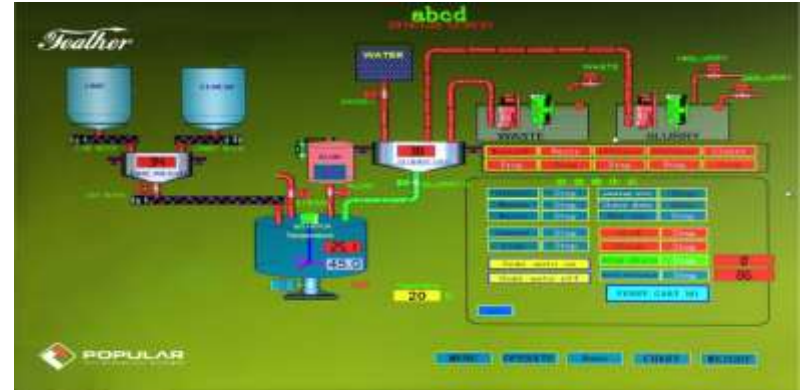
- Cost Saving
- Sound & Thermal Insulation
- High Fire & Water Proof
- No Termites
- Light Weight
- High Workability
- High Strength, Earthquake Resistance
- Size Precision & Surface Finish
- Green Process & Environment Friendly

Aerated Autoclaved Concrete (AAC) Blocks

AAC Blocks outperform the concrete and clay bricks with their superior technical properties. AAC offer cost savings, improved quality and high workability alternative to concrete blocks and clay bricks. It can be reliably used for walls, partitions & panels.

AAC begins as a slurry mix of cement, lime, sand, gypsum and Aluminum powder. The mix rises, is cut to specification & baked in high heat autoclave chambers.

The Bureau of Indian Standards (BIS) specifies the Grade I and Grade II AAC blocks.



Why Sand Based AAC?

According to Scientific American magazine, the Fly ash emitted by burning coal in power plants contains 100 times more radiation (uranium and thorium) than a nuclear power plant producing the same amount of energy. It is an occupational hazard for people working with fly ash or within 1.6 KM of landfills, quarries, abandoned mines where fly ash is dumped.

POPULAR AAC offers builders lots of benefits like cost saving, ease of use, stronger and environmental friendly alternative.

Benefits of POPULAR AAC



LIGHT WEIGHT

AAC is far lighter than bricks and concrete. Saves on transport, masonry material and re-inforcement costs. Ideal for multi-storeyed structures with high FSI/TDR.



HIGH WORKABILITY

The versatile AAC blocks can be sawed, drilled, nailed, milled, cut easily during construction. It hides cables, conduits, drain/plumbing pipes. Saves due to less breakage.



THERMAL INSULATION

Very low thermal conductivity. Useful for walls of Boilers, Heat Plants. Saves Energy and Money for heating and air-conditioning



GREEN PROCESS & ENVIRONMENT FRIENDLY

Sand based AAC is environment friendly for end-use. The manufacturing process consumes lesser energy, does not emit pollutant gases and recycles material waste.



DIMENSION ACCURACY & SURFACE FINISH

Larger than bricks, AAC blocks ensure rapid construction. Lesser joints saves time and material. Precise dimensions reduce need for filling at joints. Uniform surface finish saves plaster & finishing material.



TERMITE RESISTANCE

AAC Blocks use inorganic and termite resistant ingredients and hence cannot be damaged by termites and pests



HIGH FIRE RESISTANCE

Air voids within the block and use of incombustible ingredients make AAC blocks resist fire. Use for lifts, chemical plants, textile plants etc.



HIGH STRENGTH, EARTHQUAKE RESISTANCE

AAC conforms to requirement of Seismic zone IV & V and is proven to withstand wind loads of Category 5 tropical storms



SOUND ABSORPTION

High sound absorption makes it suitable for sound-proofing requirements of schools, studios, hospitals, places of worship etc.



WATER RESISTANCE

Low capillary action and high surface reaction does not allow moisture to seep into the closed cells of AAC blocks

The premium, sand based AAC project is a result of our process driven approach and technology commitment to meet the industry standards.

POPULAR Is Committed

- Continuously Innovating to get better products. Technology and Process Certification
- Investment in PLC based automation, latest mixing, testing, cutting, tilting, separator, grabber
- Stringent tests to use high quality ingredients like Cement, Lime, Sand & Water
- 24x7 Customer Service and Support and immediate decisions on complaints
- Technical guidance on feasibility of AAC usage for customization or specific purpose of use

Your complete satisfaction and project accomplishment is our reward.

POPULAR AAC Blocks Makes Tremendous Business Sense

- High Savings in cost of transport, masonry materials, workability & wastages
- Strategic factory location ensures high availability and quick predictable deliveries
- Fully automated production process and in-house testing, yields consistent batches
- In-house Testing: Standards Compliance
 - ★ BIS:2185 part-3 : Manufacturing process for AAC Blocks
 - ★ IS-6441 part 1, part 5 : Testing, Determination of Density, Moisture, Compressive Strength
- 8 Hassle free ordering, custom sizes and notification based tracking of despatchers
- 8 Customer friendly terms

Switch Now to POPULAR sand based AAC if you are still using bricks, fly ash based blocks for your construction needs.

POPULAR Is Committed

Property and Units	Value	Remarks / Comments
Volume of standard block Cum	Multiple	See table below for sizes available
Block Density (Oven Dry) Kg/Cum	590	Conforms to IS-6441-1 of range 550-600
Compressive Strength N/mm ²	Above 4.0	BIS 2185-3, IS-6441 – part 5
Thermal Conductivity W/m.k.	0.16	IS-6441 – part 3
Dry Shrinkage %	Less than 0.05	IS -6441 – part 2
Sound Absorption db	40 – 45 db	For 200mm wall
Fire Resistance	6-7 hours	

Standard Sizes

Standard sizes of POPULAR AAC available are shown in the table below

We can also deliver custom sizes depending on your volumes and requirements

	LENGTH (mm)	HEIGHT (mm)	WIDTH (mm)	VOLUME (Cu.M.)	WEIGHT (kgs)	QUANTITY FOR 100 sqft wall
Std1	600	240	200-225	0.0288-0.0324	16.5 to 19.00	64 nos
Std2	600	240	150	0.0216	12.50 to 13.00	64 nos
Std3	600	240	100	0.0144	8.30 to 8.50	64 nos



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We execute technically complex projects that realize high business value to our customers. We are dedicated to positively influence the infrastructure progress of India. We invest in Technology Research, Product Design, Quality, Safety, Environment and Customer Service. The organizations of the Popular Group are the Centers of Excellence in their respective core areas and they cohesively offer efficient, reliable and cost-effective execution and operations.

POPULAR GROUP OF COMPANIES

POPULAR CONSTRUCTIONS	Road Constructions, Mine Raising, Earth works
POPULAR CONCRETE	Construction, Ready Mix Concrete (RMC), Dry Mortar, Bricks, Concrete Pipes & the Premium AAC Blocks
POPULAR CRUSHERS	Quarry, Mass Crushing, Screening, Sand Processing

CONTACT FOR ORDER ENQUIRIES

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