



PRODUCT GUIDE

FOR ARCHITECTS, BUILDERS & CONTRACTORS



INTEGRAL



ROOF



BATHROOM



WATER TANK



EXTERNAL
WALLS

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COMPANY PROFILE

Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, art and craft products and polymer emulsions in India. Pidilite started in 1959 manufacturing only white glue – Fevicol, and has now grown to cater to various other categories including paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigment preparations. Most of the products have been developed through our strong in-house R&D.

Pidilite has some of the biggest brands in adhesives and sealants category. These brands include Fevicol, M-seal and Fevikwik. Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are Dr. Fixit, Pagel and Roff in construction chemicals, Cyclo and Motomax in auto care, Ranipal in fabric care, Fevistik glue stick and Hobby Ideas which is a Do-It-Yourself range of hobby and craft products.



STATE-OF-THE-ART MANUFACTURING AND R&D



We develop most of our products in-house with the help of a strong, research-driven innovation led with consumer insights. All the products are manufactured under ISO 9000 certification. Our R&D team works closely with the marketing and technical service teams to develop and enhance products that meet the continuously changing requirements of our customers.

Innovation being one of the core values of the company, Pidilite has established a state-of-the-art research centre in Singapore to expand the company's product innovation strategy and attract international talent to work on in-house global brands. This Pidilite Innovation Centre, is now a member of Singapore Chemical Industry Council (SCIC).

CONSTRUCTION CHEMICALS DIVISION

Pidilite manufactures and markets a wide range of construction chemical products under two brands - Dr. Fixit & Roff covering different aspects of construction like waterproofing, building repairs, tile fixing, admixtures, sealants, flooring and grouts. Pidilite is the country's leading player for construction chemicals with the Dr. Fixit brand. Under Dr. Fixit, we offer a range of waterproofing and repair solutions. Besides a large and comprehensive product range, Pidilite has also trained and associated with a large pool of applicators to offer the right advice and solutions to its customers. Our products are available all across India and at our global subsidiaries in Middle East, Thailand, Singapore and Brazil.

Our construction chemicals products are also available in over 30 other countries. Pidilite Industries Ltd. has promoted Dr. Fixit Institute of Structural Protection and Rehabilitation (DFI-SPR), a standalone not-for-profit organisation with a vision to become a premier national knowledge and skill development centre in waterproofing and other areas of renewal engineering. The endeavour is to enhance the service life of Built Environment through global sharing knowledge and best practices in the field of Waterproofing, Structural Protection, Repair and Rehabilitation. It has also set up an Advance Diagnostic Lab and library for industry professionals on its campus.



STATE-OF-THE-ART WATERPROOFING SYSTEMS

Waterproofing is a process that is designed to prevent water from penetrating a structure. However, most often enough importance is not given to this very crucial area while constructing new structures. Over-reliance on conventional and outdated systems, low awareness about modern waterproofing systems and lack of trained expertise for application are some of the reasons for the same. Here's where Dr. Fixit can help you get the best waterproofing solutions for your new constructions. Dr. Fixit is India's leading brand in waterproofing with a wide

variety of products and solutions to meet all your waterproofing needs - from foundations to walls to roofs. With access to the latest global technologies through its international subsidiaries and R&D centres, Dr. Fixit constantly brings innovative waterproofing solutions. Dr. Fixit also offers full technical support with a large pool of trained applicators. Get in touch with us to benefit from our state-of-the-art waterproofing systems for your new constructions.





**DR. FIXIT
SERVICES**

DR. FIXIT INSTITUTE
OF STRUCTURAL PROTECTION & REHABILITATION

DR. FIXIT INSTITUTE

To further propagate the message of "Healthy Construction", Pidilite has set up a not-for-profit organisation - Dr. Fixit Institute of Structural Protection and Rehabilitation. The aim is to enlighten professionals and applicators about the latest advances in technology and challenge the wrong conventional building techniques.



DR. FIXIT KNOWLEDGE CENTRE

Dr. Fixit Knowledge Centre - a premier national knowledge and skill development centre. The Dr. Fixit Knowledge Centre imparts knowledge with a 3 pronged approach. Experience:- A large display area that has models of key areas in a building that needs waterproofing; Educate:- A dedicated space for training programs in waterproofing having two training rooms with audio and visual facilities and Execute:- An area where one will be able to see the actual application of our systems and also learn to do it.



ABOUT ADVANCED DIAGNOSTIC LAB

Pidilite has also set up an Advanced Diagnostic Laboratory and library for the industry professionals on its campus. This state -of-the-art lab has facilities for Non Destructive Testing such as UPV equipments, Schmidt Hammer, Profometer, corrosion Analyser, Crack microscope, concrete core Drilling etc.



DR. FIXIT TECH HELP

Dr. Fixit not only provides the state-of-the-art products but also advisory services through the 12x7 Toll Free Service. For any high end technical solutions a panel of expert has been set up to advise on the queries through a dedicated technical helpdesk on 1800 209 5502/email: techhelp.drfixit@pidilite.com



DR. FIXIT APPLICATOR SERVICES

Applicator services provides support to applicators by a team of technical experts to enhance the quality of workmanship or sites.

- Site Inspection
- Product training and Application training
- Technical guidance
- Product Trials



A photograph of a construction site showing several tall, cylindrical concrete columns under construction. Each column is encased in a dense, rusted metal rebar cage. The columns are supported by a network of horizontal and vertical wooden and metal scaffolding. In the foreground, there are concrete beams and more scaffolding. The sky is clear and blue. A semi-transparent white box with a blue border is overlaid on the left side of the image, containing the text "Integral Waterproofing".

Integral Waterproofing

Dr. Fixit Pidiproof LW+

Integral liquid waterproofing compound for concrete and plaster



Dr. Fixit Pidiproof LW+ is specially formulated integral liquid waterproofing compound composed of surface active plasticising agents, polymers & additives. It is used as an additive for cement concrete, mortar & plasters. It makes concrete cohesive and prevents segregation.

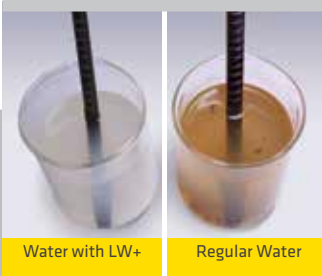
Benefits

- Waterproofs concrete during the construction stage.
- Improves workability.
- Avoids cracking.
- Protect concrete from corrosion.
- LW+ should be used in concrete, plaster and mortar in all the areas of house.
- Mix 200 ml of LW+ with every 50 kg bag of cement.

Consumption of Dr. Fixit Pidiproof LW+ in a 1000 sq.ft single storey house

Repair	Part of the House	Amount of Cement (50 kg bags)	Litres of LW+
1	Foundation	35	7
2	Columns and Beams	100	20
3	Roof Slab and Screed	80	16
4	Lintel, Chhajja, Stairs and Water Tank	20	4
Plaster			
5	External Plaster	30	6
6	Internal Plaster	35	7
		300	60

Delays Corrosion



200 ml, 1, 5, 10, 20, 50, 100 ltr



A large rectangular concrete foundation pit is under construction in a wooded area. The pit is made of concrete walls and has a flat floor. The surrounding area is covered with dirt and some sparse vegetation. In the background, there is a dense forest of tall trees. The sky is blue with some light clouds. The text "DPC Waterproofing" is overlaid on the image in a blue font.

DPC Waterproofing

Dr. Fixit Bitufix

Bitumen Emulsion Paint



Dr. Fixit Bitufix is an emulsified thixotropic bitumen protective coating. The coating dries to form a black flexible protective film. The finished film forms a tough barrier to vapor transmission.

Benefits

- Resists the attack of salts like chlorides and sulphates that are present in the soil.
- Easy to apply.
- Cold applied.
- Adheres to concrete.
- Can be applied in closed or confined spaces.
- Water-based.

Dr. Fixit Bitufix Consumption Reckoner

Property	Result
Film Thickness	500 Microns
Ease Of Usage	Open and Apply with a Brush
Elongation	50%
Coverage per kg	10 sq. ft.
Material cost/sq.ft*	₹ 10/-

* Prices are subject to change



5, 20 Ltr

New Roof Waterproofing



Dr. Fixit Pidicrete URP

SBR Latex for waterproofing & repairs



Versatile for applications in waterproofing of sunken portions of toilets & bathrooms, chhajjas, balconies & staircases. Good as an additive for economical waterproofing of roofs and terraces with a protective screed over it. Also used as a repair mortar for concrete and masonry repairs like spalled concrete of floors, columns, beams, slabs, parapets, etc.

Benefits

- Styrene Butadiene co-polymer latex liquid that improves waterproofing.
- Strengthens bonding of new and old concrete & plaster.
- Enhances strength & water resistance of repair mix - concrete & mortar.

For Repair

- Improved flexibility, lower water cement ratio and high resistance to water penetration.
- Strengthens bond between new concrete to old concrete, plaster.
- Enhances strength & water resistance of repair mix - concrete & mortar.

For Waterproofing

- Usage : Prepare a slurry coat of URP : Cement in the ratio of 1:1.5 by volume.
- Areas : Terrace, Bathroom, Chajja, Lift pit & Balcon.

Dr. Fixit Pidicrete URP Features Reckoner	
Parameter	Result
Film Thickness	300 microns
Waterproofing & Mortar modifier	Resistance to water penetration
Ease of Usage	Has to be mixed with cement
Consumption for 1000 sq.ft roof	50 kg
Coverage per kg	20 to 22 s.ft in 2 coats
Material cost/sq.ft*	₹ 12/-

- In case of an exposed sloping roof, use Dr. Fixit Newcoat Roof Waterproofing range.

* Prices are subject to change



200 gm, 500 gm, 1, 5, 10, 20, 50, 225 kg

Dr. Fixit Roofseal Flex

Heavy duty cementitious waterproof coating for new terrace



Recommended for waterproofing of roofs. Liquid applied cementitious membrane which provides excellent resistance to water pressure by forming highly elastic seamless coating over the applied concrete surfaces.

Benefits

- High performance, two component acrylic polymer modified cementitious waterproofing coating.
- Develops excellent bond with roof slab.
- Good elasticity to take care of movements.

Dr. Fixit Roofseal Flex Features Reckoner

Parameter	Result
Film Thickness	1000 micron
Ease Of Usage	2 Component
Consumption for 1000 sq.ft roof	150 kg
Coverage area	6.5 - 7 sq.ft /kg in 2 coats
Material cost/sq.ft*	₹ 19.5/-

- In case of an exposed sloping roof, use Dr. Fixit Newcoat Roof Waterproofing range.

* Prices are subject to change



12.5 kg

Dr. Fixit Fastflex

High performance polymer modified cementitious membrane for various water bodies



Recommended for heavy duty waterproofing applications. It is a waterproof liquid applied membrane coating for all wet areas in cementitious, concrete and masonry substrates that are in danger of being damaged by moisture.

Benefits

- Tough film build-up provides excellent waterproofing.
- Highly elastic film formation (150% elongation), which accommodates thermal movements.
- Can be applied on damp surfaces.
- Withstand 10 m hydrostatic pressure without any leakages.
- Excellent adhesion to concrete and masonry substrates hence longer life.
- Forms seamless coating without any joints, prevents water leakage.

Dr. Fixit Fastflex Consumption Reckoner

Property	Result
Material Property	Two component cementitious coating system for waterproofing of wet areas and any water retaining structures such as swimming pools
Film Thickness	1200 - 1500 microns
Ease of Usage	Add the two components to make a consistent slurry, easily apply slurry with brush, roller or trowel in 2 coats at right angle to each other
Consumption per 1000 sq. ft.	180 - 200 kg
Coverage per kg	5 - 6 sq.ft. in 2 coats
Intercoat - application time	6 - 8 hours
Elongation	120%
Crack bridging	2 mm
Water Penetration (5 bar)	Pass
Food Grade Certification	CFTRI Certified (Passed)
Material cost on MRP/sq. ft.	₹ 25-27/-



12 kg

Dr. Fixit Pidifin 2K

Acrylic Cementitious Waterproof Coating for all wet areas



A high performance flexible waterproofing membrane that creates a impermeable waterproof barrier & also bridges small cracks.

Benefits

- Elastomeric coating that resists water ingress.
- Strong adhesion to concrete slabs & masonry surfaces.
- CFTRI certified – Safe for potable water tanks.
- Recommended for use in wet areas.
- Ensures right dry film thickness.
- Easy to apply.

Dr. Fixit Pidifin 2K Consumption Reckoner

Film Thickness	1000 microns
Ease of usage	2 component
Coverage area	6 - 7 sq. ft in 2 coats
Crack bridging	Upto 2 mm
Material cost on MRP/ sq. ft	₹ 18.5/-

Pot Life: Need to apply the product within 30 - 45 mins of mixing.



3, 15 kg

Roof Repair Waterproofing



Dr. Fixit Newcoat

Waterproofing leaking Roofs without breaking it



Dr. Fixit Newcoat is a heavy duty terrace waterproof coating system, composed of specially developed highly elastic & resilient acrylic polymers, properly selected & graded fillers, lightfast & weather durable pigments, micro-fibres, additives & best quality fungicidal in water medium. It is used as a liquid applied waterproofing membrane for all types of building terraces. The coating performance can be enhanced for large roofs, by providing a fibre mesh that is embedded or sandwiched between the coats.

Benefits

- Pioneering the technology in India.
- UV Resistant & Foot trafficable.
- Zero dilution ensures uniform film thickness.
- No breaking of roofs.
- 3 Coat system in 3 different colors.
- 1 mm film thickness.

Dr. Fixit Newcoat Feature Reckoner

Property	Result
Dry Film thickness	1 mm
Number of coats	3
Coverage per litre	2.1 sq.ft (in 1 coat)
Crack bridging	2 mm
UV resistant	Yes
Foot trafficable	Yes
Colors available	Grey, White & Terracotta
Heat insulation	-
Material cost per sq feet on MRP for single coat	₹ 15/-



4, 20 ltr

Dr. Fixit Newcoat Ezee

Roof Waterproofing made easy in just two coats



Dr. Fixit Newcoat Ezee is an elastomeric waterproof coating that provides a seamless and tough waterproof barrier with excellent crack bridging ability that can accommodate movements due to thermal variations in the waterproofing system.

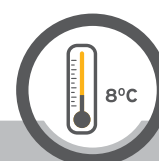
Benefits

- UV Resistant.
- Foot trafficable.
- Can also be used as a preventive waterproof coating.

Dr. Fixit Newcoat Ezee Feature Reckoner

Property	Result
Dry Film thickness	600 microns
Number of coats	2
Coverage per litre	25 sq.ft (in 1 coat)
Crack bridging	1 mm
UV resistant	Yes
Foot trafficable	Yes
Colors available	White
Heat insulation	-
Quantity for 1000 sq.ft roof	80 litre

Material cost per sq feet on MRP for single coat ₹ 15/-



Heat Insulation
upto 8°C

1, 4, 10, 20 ltr

Dr. Fixit Newcoat Cool

Heat Insulating roof waterproof coating system



Dr. Fixit Newcoat cool is a heat reducing & 'Energy Saving' acrylic waterproofing coating providing a seamless waterproof barrier that can withstand expansion and contraction movements due to heat build-up on the roof surfaces. It helps in reduction of energy usages by less heat transfer into buildings thus keeps the interiors cool. The coating serves the dual purpose of thermal reduction & with additional waterproofing protection. It has excellent crack bridging ability to prevent water leakages through the hairline cracks developed on the roof surfaces and improve the building's aesthetics.

Benefits

- Revolutionary product.
- Waterproofs & insulates.
- Apply Newcoat Cool as a top coat over 2 coats of Newcoat.
- UV resistant & Foot Trafficable.

Dr. Fixit Newcoat Cool Feature Reckoner

Property	Result
Dry Film thickness	1 mm
Number of coats	2 Coats of Newcoat + Top coat of Newcoat Cool
Coverage per litre	21 sq.ft (in 1 coat)
Crack bridging	2 mm
UV resistant	Yes
Foot trafficable	Yes
Colors available	White
Heat insulation	Upto 8°C
Quantity for 1000 sq.ft roof	95 litre of Newcoat & 48 litre of Newcoat Cool
Material cost per sq feet on MRP for single coat	₹ 22/-



4, 20 Ltr

Bathroom and Wet areas waterproofing



Dr. Fixit Pidifin 2K

Acrylic Cementitious Waterproof Coating for all wet areas



A high performance flexible waterproofing membrane that creates a impermeable waterproof barrier & also bridges small cracks.

Benefits

- Elastomeric coating that resists water ingress.
- Strong adhesion to concrete slabs & masonry surfaces.
- CFTRI certified – Safe for potable water tanks.
- Recommended for use in wet areas.
- Ensures right dry film thickness.
- Easy to apply.

Dr. Fixit Pidifin 2K Consumption Reckoner

Wet areas	Approx Area (in sq.ft)	Dr. Fixit Pidifin 2K Quantity (in kg)
Bathroom	70	10
Water Tank	150	20
Balcony	40	6
Kitchen	25	4
Total	320	40

Film Thickness	1000 microns
Ease of usage	2 component
Coverage area	6 - 7 sq. ft in 2 coats
Crack bridging	Upto 2 mm
Material cost on MRP/ sq. ft	₹ 18.5/-

Pot Life: Need to apply the product within 30 - 45 mins of mixing.



3, 15 kg

External Wall Waterproofing



Dr. Fixit Raincoat WPC

Universal Elastomeric Exterior Waterproof Coating



A high performance flexible waterproofing membrane that creates a impermeable waterproof barrier & also bridges small cracks.

Benefits

- Excellent hide and color retention.
- Protect your external walls.
- Accommodates surface elongation and contraction.
- Does not let ugly cracks show up.
- 5 years* waterproofing warranty.

Dr. Fixit Raincoat WPC Consumption Reckoner

Parameter	Result
Film Thickness	120 - 130 Microns
Crack Bridging	0.5 mm
Elongation	> 100%
DPUR	Medium
Water Absorption	8-10%
Anti Fungal and Anti Algal Warranty	NA
No. of Coats	1 WPC + Paint of your choice
Coverage	WPC - 42 sq.ft/l
Material cost per sq feet on MRP for single coat	₹ 7.3/-

Pot Life: Need to apply the product within 30-45 mins of mixing.

* For warranty: Terms and conditions are applied.



1, 4, 10, 20 ltr

Dr. Fixit Raincoat Classic

High build durable exterior elastomeric waterproof coating



Dr. Fixit Raincoat Classic system is composed of high quality acrylic emulsion polymer, light fast & weather durable pigments, properly selected & graded fine fillers, additives & biocides. It is used as a waterproofing & protective coating for exterior walls of the buildings because it forms high film thickness. It has excellent flexibility, breathability, water resistance, crack-bridging, weathering durability and an excellent resistance to the growth of micro organisms.

Benefits

- Resists wind - Driven rain, helps prevent water penetration into the substrate.
- Anti-carbonation - Effective carbon dioxide diffusion barrier protects embedded steel from corrosion.
- Waterproofing - Higher film thickness provides crack bridging ability, waterproofing properties.
- Flexibility - Flexible and covers hairline cracks (up to 2 mm) effectively, thus prevents ingress of water.
- Toughness - Tough film withstands wind driven rain.
- Elastomeric - High elasticity easily withstands stress caused by thermal expansion & contraction.

Dr. Fixit Raincoat Classic Consumption Reckoner

Parameter	Result
Film Thickness	170 - 190 microns
Crack Bridging	2 mm
Elongation	Min 100%
DPUR	Very Low
Water Absorption	8 - 10%
Anti Fungal and Anti Algal Warranty	7 Years
No. of Coats	1 WPC + 1 Classic
Coverage	WPC - 42 sqft/l + Classic - 75 sq ft/l
Material cost per sq feet on MRP for single coat	₹ 4.8/-

* For warranty: Terms and conditions are applied.



1, 4, 10, 20 ltr

Dr. Fixit Raincoat Select

High performance exterior waterproof coating



Dr. Fixit Raincoat Select is composed of high quality acrylic emulsion polymer, light fast & weather durable pigments, properly selected & graded fine fillers, additives & biocides. It is used as a waterproofing & protective coating for exterior walls of the buildings because it forms higher film thickness. It has excellent flexibility, breathability, water & dust resistance, crack-bridging, weathering durability and an excellent resistance to the growth of micro organisms.

Benefits

- Excellent hide and color retention.
- Protect your external walls.
- Excellent protection from cracking, peeling and blistering.
- Elastomeric coating.
- 10 years* waterproofing warranty.
- High sheen for enhanced aesthetics.

Dr. Fixit Raincoat Select Consumption Reckoner

Parameter	Result
Film Thickness	200 - 210 microns
Crack Bridging	2 mm
Elongation	110 - 115%
DPUR	Very Low
Water Absorption	8 - 10%
Anti Fungal and Anti Algal Warranty	10 Years
No. of Coats	1 WPC + 1 Select
Coverage	WPC - 42 sqft/l + Select - 70 sq ft/l
Material cost per sq feet on MRP for single coat	₹ 6.5/-

Primer Required in Putty applied sites & New construction.

Pot Life: Need to apply the product within 30-45 mins of mixing.

* For warranty: Terms and conditions are applied.



1, 4, 10, 20 ltr

Dr. Fixit Primeseal

Efflorescence Resistant Penetrative Primer



Dr. Fixit Primeseal is water-based primer composed of acrylic emulsion polymer, properly selected fine fillers, white pigments & additives in water as a medium. It is used as primer over exterior & interior building walls before application of water based paints.

Benefits

- Effective bonding with substrate.
- Can be used for Internal walls, External walls and Roofs.
- Penetrates the Cementitious substrate.
- Efflorescence resistant Primer.
- Effective bonding with Substrate.

Dr. Fixit Primeseal Features Reckoner

Property	Result
Number of Coats	1
Dilution	2 : 1 :: Primeseal: Water
Coverage per litre	100 sq.ft (in 1 coat)
Quantity for 1000 sq.ft	10 litre
Material cost per sq feet on MRP for single coat	₹ 2.3/-



1, 4, 10, 20 ltr

Wall Repairs



Dr. Fixit Crack-X Range

Hard and flexible filler for Internal & External plaster cracks



Ready to use crack filler for filling cracks on internal & external plastered brick masonry walls of up to 5 mm width

Benefits

- Fibre reinforced - strong adhesion to surface.
- Better hiding & better wall finish.
- Good water resistance.
- Flexible.
- Non shrink - one time application.
- Bonds strongly to cementitious substrates.
- Better water resistance.

Dr. Fixit Crack-X Paste Feature Reckoner

Parameter	Result
Consistency	Paste form without sagging
Durability	Excellent resistance to UV
Ease of application	Easy to apply by putty knife
Crack filling	To be used for Cracks upto 5 mm
Coverage	25 - 30 running metre/Kg

Dr. Fixit Crack-X Shrinkfree Feature Reckoner

Parameter	Result
Ease of application	Applied as one time filling (does not require re-application)
Durability	UV and weather resistance
Crack filling	To be used for cracks upto 10 mm
Coverage	30 - 34 running metre per ltr for a depth & width of 5 mm

500 gm, 1, 5 kg



Dr. Fixit Dampguard Classic

Heat Insulating roof waterproof coating system



Damp proof coating for internal walls ceiling and RCC watertanks.

Benefits

- Non-toxic and Eco-friendly coating that is 100% safe for potable water contact.
- Being water based it can be applied over damp concrete or plaster surfaces and provides excellent water-resistant coating.
- Excellent resistant to water, salt water, mild acids, alkalis and soap water.
- Possesses anti fungal property and resistant to micro-organism growth.

Dr. Fixit Dampguard Classic Feature Reckoner

Parameter	Result
Nature	Two Component
Consistency	Free flowing smooth paste
Pot life	5 - 6 hrs
Intercoat periods	6 - 8 hrs
Coverage	7.8 to 8.5 sq mt/kg/coat as coating
Foot trafficable	0.6 to 8 sq mt/kg/coat as putty
Shelf life	12 months



500 gm, 1 kg

A low-angle photograph of a modern, multi-story building with a light beige facade. The building features large windows with blue-tinted glass and several balconies with glass railings. The architecture is contemporary, with clean lines and a mix of materials. In the foreground, the fronds of a palm tree are visible on the right side. The sky is a vibrant blue with scattered white clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the text "General Waterproofing".

General Waterproofing

Dr. Fixit Pidicrete MPB

Acrylic Multi Purpose Binder



Dr. Fixit Pidicrete MPB is composed of acrylic co-polymer emulsions & additives. It is used as bonding agent for new to old substrates & cement mortar modifier because it provides strong bonds to old & new concrete. Improves tensile & flexural strength of concrete and increases the durability of the structure. When mixed with cement, It forms a matrix & provide excellent waterproof coating.

Benefits

- Chloride content - Contains no chloride.
- User friendly - Single component ready to use, simply brushed onto concrete as a primer.
- Bonding - Provides excellent bond to concrete, masonry, stonework, plywood, gypsum & plaster.
- Compatibility - Compatible with all common cements hence it is versatile.
- Dust generation - Excellent as a dust proof sealer.
- Waterproofing - Improves waterproofing properties when admixed with cement.
- Flexibility - Improves flexural strength of cementitious composition.

Dr. Fixit Pidicrete MPB Feature Reckoner

Parameter	Result
Material Property	Acrylic co-polymer used as a bonding agent for new to old substrates & cement mortar modifier
Reinforcing steel priming application	1:1 (MPB mixed cement slurry)
Mortars Application	50 Kg Cement: 150 Kg Sand: 5 - 7.5 kg MPB
Bond Coat slurry application	1:1 by volume (Cement : MPB)
Coverage per kg	50 - 70 sq. ft.
Material cost on MRP /sq. ft.	₹ 4 - 5/-



1, 10 kg

Dr. Fixit Krystalline

Cementitious concrete waterproofing



Dr. Fixit Krystalline is composed of high quality cement, properly selected & graded inert aggregates, proprietary waterproofing active chemicals & additives.

Benefits

- Application advantage - Does not require protective plaster, applicable over SSD & wet surface.
- Waterproofing - Stops water movement through concrete, becomes integral part of the structure.
- Corrosion - Protects reinforcing steel against corrosion.
- Sealing - Waterproofs minor cracking & seals shrinkage cracks up to 0.4 mm width.
- Permeability - Resists permeation of water from positive & negative side of the concrete.
- Chemical activation - It's waterproofing capability increases with time. i.e. It remains permanently active.
- Abrasion - Does not get affected by surface wear or abrasion, once the penetration is complete.
- Hydrostatic pressure - Treated concrete withstands hydrostatic water pressure up to 15 metre head.
- Ease of application - Easy in application, only to be mixed with water at site.
- Protection - Protects concrete against contaminated water & corrosion.

Dr. Fixit Krystalline Feature Reckoner

Parameter	Result
Waterproofing	Stops water movement through concrete, becomes integral part of the structure
Permeability	Resists permeation of water from positive and negative side of concrete
Coverage	0.6 - 0.8 sqm into two coats
Water pressure head	150 m
Sealing	Waterproofs minor cracks, seals shrinkage cracks upto 0.4 mm width



25 kg

Dr. Fixit Repellin WR

Siliconate based water repellent on exterior brick & stone masonry surfaces



A water repellent on exterior bricks & stone masonry surfaces, cement painted surfaces, concrete, mortar, clay brick surfaces, natural and artificial stones. Also applied on Mangalore tiled roofs, corrugated Asbestos Cement sheet roofing, etc.

Benefits

- Ease of application - Ready to use, brushable or spray applied.
- Staining - Clear coating does not stain the treated surface.
- Appearance - Does not change the appearance of exterior decorative coating.
- Economical - Cost effective.
- Penetration - Due to low viscosity penetration is high, which provides the hydrophobic zone.

Dr. Fixit Repellin WR Feature Reckoner

Parameter	Result
Ease of application	Ready to use, brushable or spray applied
Coverage	5 - 6 sqm/l (porous substrate) 7 - 8 sqm/l (non-porous substrate)
Surface dry time	20 - 25 min



1, 10 ltr

A low-angle photograph of a modern, multi-story building with a light beige facade. The building features large windows and several balconies with glass railings. A prominent palm tree is visible on the right side of the frame. The sky is bright blue with scattered white clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Membrane Waterproofing".

Membrane Waterproofing

Dr. Fixit Torchshield

APP modified bitumen based membranes for waterproofing of roofs



Recommended for waterproofing of building roofs of all types, basement, foundations and water retaining structures like bridges & tunnels. Highly suitable for both existing as well as new roofs.

Benefits

- High tensile strength, tear & puncture resistance properties make it flexible & durable.
- It is an impermeable membrane with less water absorption properties, hence protects the structure from weathering.
- Withstands thermal & structural stresses effectively without any fatigue, improves performance.

Dr. Fixit Torchshield Feature Reckoner

Parameter	Result
Material Property	Polymer modified bitumen based membrane for concrete bases substrates for large roofs
Film Thickness	3000 microns, 4000 microns
Ease of Usage	Prime the substrate with torchshield primer and then torch-on apply the torchshield membrane roll with proper alignment
Consumption per 1000 sq. ft.	10 rolls (Each membrane roll covers 100 sq. ft.)
Coverage per roll	1 m*10 m (10 sq. m 100 sq.ft.)
Water Penetration (5 bar)	Pass
Material cost/sq. ft. (on Depot Rates)	AP 3160 : ₹ 17/sq. ft.
	AP 4160 : ₹ 21/sq. ft.



Dr. Fixit Torchshield Primer

Solvent based Bitumen Primer



Primer, prior to application of APP membrane and Samshield membrane

Benefits

- Used to seal and prepare the substrate prior to application of membrane.
- Acts as a binder for the dust particles which gets accumulated on the concrete surface even after cleaning.

Dr. Fixit Torchshield Primer Feature Reckoner	
Parameter	Result
Density	0.8 - 1.2 g/cc
Drying Time	24 hours at 30°C
Water Content, %	0.5 (max)
Flexibility	Pass
Solid content	53 - 59% $\pm$ 2%
Coverage	3 - 4 sqm /lt/coat.

Note: Dr. Fixit Torchshield Primer must be dry before applying membrane.

Sealants



Dr. Fixit Silicone Sealant

Acetic cure silicone sealant for windows



A single component silicone sealant which when properly cured becomes a permanently elastic compound. Can withstand high temperature extremes and provides excellent adhesion to glass, ceramics and sanitary ware.

Benefits

- No mixing is required, directly applicable through cartridge.
- No solvent - eco-friendly, completely non-sagging in nature.
- Tough & flexible after curing so performs well during expansion & contraction.
- Service temperature from - 60 to + 180 degree C.

Dr. Fixit Silicone Sealant Feature Reckoner

Parameter	Result
Colour	Clear/Black/White colour
Tensile Strength (Kg/cm ²)	5 to 10 kg for clear 8 to 15 for Black and white
Elongation at break (%)	> 350
Coverage (5 mm x 5 mm joint)	9.6 running meters
Coverage (10 mm x 10 mm joint)	2.4 running meters
Shelf Life	12 Months

280 ml



Dr. Fixit Acrylic Sealant

Ready to use elastomeric sealant for interior purpose



Recommended for waterproofing of building roofs of all types, basement, foundations and water retaining structures like bridges & tunnels. Highly suitable for both existing as well as new roofs.

Benefits

- High tensile strength, tear & puncture resistance properties make it flexible & durable.
- It is an impermeable membrane with less water absorption properties, hence protects the structure from weathering.
- Withstands thermal & structural stresses effectively without any fatigue, improves performance.

Dr. Fixit Acrylic Sealant Feature Reckoner

Parameter	Result
Colour	White
Tensile Strength (Kg/cm ²)	2.2
Elongation at break (%)	450
Coverage (6 mm x 6 mm joint)	7.5 running meters
Shelf Life	12 Months



280 ml

Dr. Fixit Pidiseal PS (41G/42P/43)

Two-component polysulphide sealant



High performance sealants for effective sealing of moving and construction joints as well as joints between various types of construction materials.

Benefits

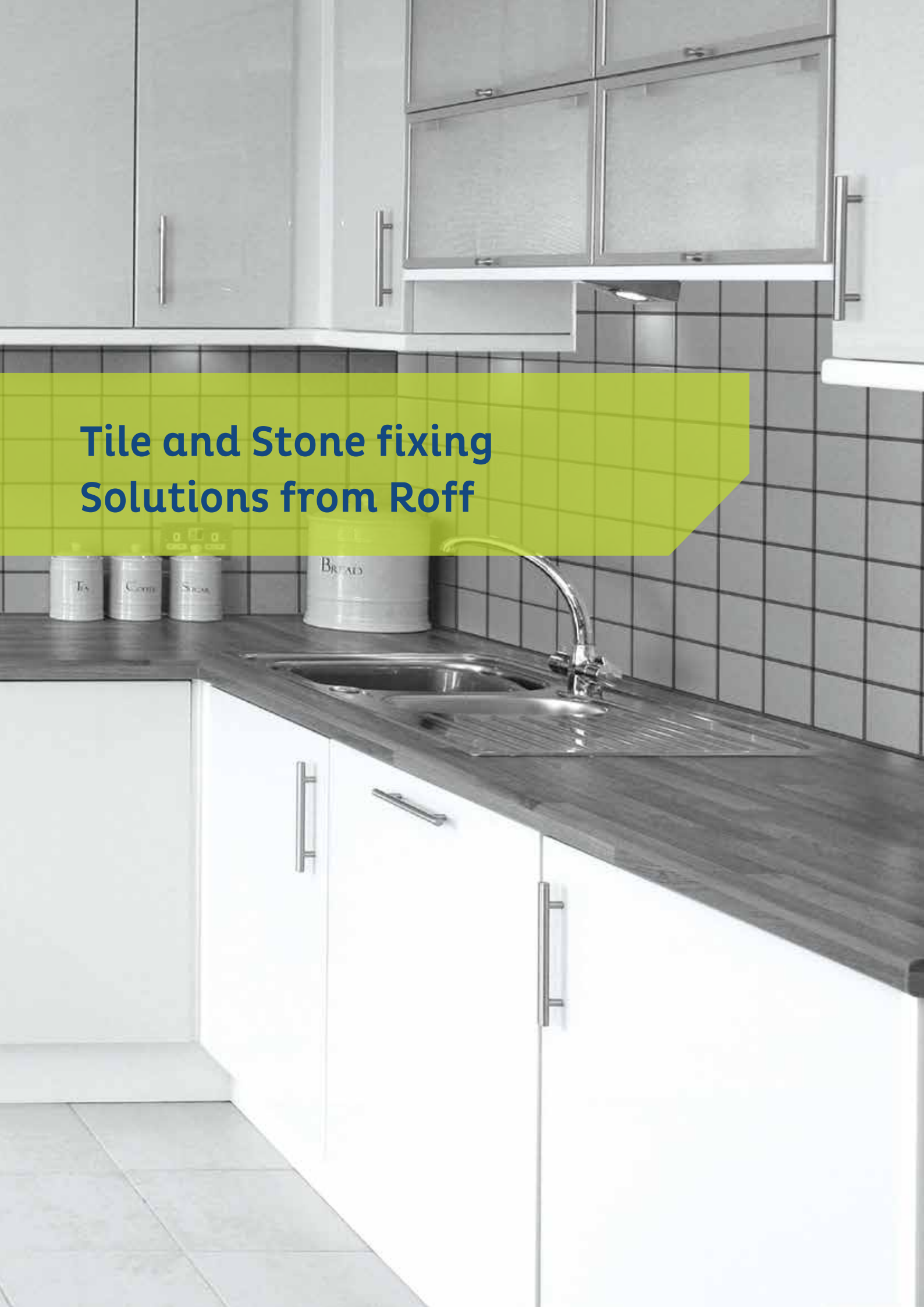
- Two-component sealant for all expansion joints.
- Pidiseal PS 41G – thixotropic material does not sag/flow down in vertical & ceiling joints.
- Pidiseal PS 42P /43 – self levelling material levels itself in horizontal joints.
- Cures at ambient temperature.
- High elasticity accomodates movements in joints.
- Bonds strongly to a wide range of building materials - benefits hermetic sealing.

Dr. Fixit Pidiseal PS (41G/42P/43) Feature Reckoner

Parameter	Result
Tensile Strength at break, kg/cm ²	3 to 5
Elongation at break, (%)	500 - 600
Bond Strength, Kg/2.5 cm	3 to 4
Service Temperature Range	- 15°C to + 80°C
Shelf Life	12 months

Packing

Dr. Fixit Pidiseal PS 41G	6.5 kg (approx. 3850 ml)
	32.0 kg (approx. 18850 ml)
Dr. Fixit Pidiprime A	500 ml
Dr. Fixit Pidiseal PS 42 P	6.5 kg (approx. 4100 ml)
Dr. Fixit Pidiseal PS 41G	6.5 kg (approx. 3850 ml)
	32.0 kg (approx. 18850 ml)
Dr. Fixit Pidiprime A	500 ml

A modern kitchen featuring white cabinetry, a dark wood-grain countertop, and grey subway tiles with black grout. A stainless steel double sink with a chrome faucet is installed in the countertop. On the counter, there are three white canisters labeled 'Tea', 'Coffee', and 'Sugar', and a white ceramic container labeled 'BREAD'. A green semi-transparent banner with a grid pattern is overlaid on the upper part of the image, containing the text 'Tile and Stone fixing Solutions from Roff'.

Tile and Stone fixing Solutions from Roff

Tile adhesive for Wall and Tile-on-Tile application



- Ready to use, needs only mixing with water.
- Excellent adhesion & low shrinkage.
- Accommodate physical & thermal movements.
- Suitable for indoor and outdoor tile on tile applications.

Roff
 Non-Skid Adhesive
 als vloer opzet

T02

Non-Skid Adhesive als vloer opzet

De afbeelding toont een grote, groene zak van Roff T02 Non-Skid Adhesive. De zak heeft een witte label met de Roff logo (een groene krokodil) en de tekst 'Non-Skid Adhesive als vloer opzet'. Er is ook een klein beeldje op de zak dat een persoon toont die de adhesive op een vloer aanbreft.

45

Roff Glass Tile Adhesive (GTA)

Cementitious Polymer Modified & Waterproofing Tile Adhesive



Fixing of marble slabs, glass mosaic, glass tiles on internal, external wall, floor surfaces & swimming pool.

Benefits

- Ready to use, needs only mixing with water.
- Excellent adhesion & low shrinkage.
- Accommodate physical & thermal movements.
- Suitable for indoor and outdoor tile on tile applications.

Roff Glass Tile Adhesive Feature Reckoner

Parameter	Result
Base	Cement based polymer modified material
Appearance	White powder
Open time	20 - 25 minutes
Trafficable time	24 hrs
Tensile Adhesion (14 days - Air Curing)	1.3 kN
Pot life	60 - 90 min. at 30°C
Sag test on Ceramic tiles (EN 1308)	Pass
Sag test on Vitrified tiles (EN 1308)	Pass
Temperature Resistance	4°C to 45°C
Coverage	Marble - 2 - 2.5 Sq. mtr. / 25 Kg bag at 6 mm thickness Glass Tile - 5 - 5.5 Sq. mtr. / 25 Kg bag at 3 mm thickness Glass Mosaics - 9 - 9.5 Sq. mtr. / 25 Kg bag at 2 mm thickness



5 kg & 25 kg

Roff RTM Epoxy

Three-Component Epoxide Resin Based Ceramic Tile Joint Filler



Filling tile joints of high traffic areas such as hospitals, factory floors & kitchen.

Benefits

- Stainless and easy to clean.
- Easy to mix and apply.
- Provides excellent chemical resistant property.
- Provides hygienic, hard wearing and impervious properties.

Roff RTM Epoxy Adhesive Feature Reckoner

Parameter	Result
Nature	Three components (Hardener, Base & Filler)
Specific Gravity (Mixed)	1.74 (± 0.03)
Mixing Ratio	50 Part Hardener + 70 Part Base + 300 Part Filler (By Wt.)
Pot Life	Min. 60 - 75 minutes @ 30°C
Setting Time	24 hrs @ 30°C
Water Absorption	Nil
Coverage	5 - 5.5 sq. mtr. / 20 Kg Bag at 3 mm thickness 2 - 2.5 sq. mtr. / 20 Kg Bag at 6 mm thickness 7 - 7.5 sq. mtr. / 30 Kg Bag at 3 mm thicknes 3 - 3.5 sq. mtr. / 30 Kg Bag at 6 mm thickness

Coverage

Tile Size (mm x mm)	Tile Thickness (mm)	Joint Width (mm)	Coverage (Kg / sq. mtr.)
300 x 300	7	2	0.16 Kg / sq. mtr.
300 x 200	7	2	0.20 Kg / Sq. mtr.
200 x 200	5	2	0.17 Kg / Sq. mtr.
150 x 150	5	2	0.23 Kg / Sq. mtr.



(B + H) - 286g & 1.43 kg / Filler - 714g & 3.57 kg

Roff Vertifix

Incredible Strength for Unmatched Performance



Spot bonding marble, granite and large format ceramic tile in overheads, interior, exterior & overhead tiling applications. Ideal for skirtings, elevators & stair risers.

Benefits

- Permanent bond.
- Non-sag consistency.
- Shock and Vibration resistant.
- Quickly and easily adjust veneer.

Roff Vertifix Adhesive Feature Reckoner

Parameter	Result
Coverage	100 ft ² / 1.5 kg Pack for 3 mm dab thickness.
Pot life	27 ± 1°C (50g mix) : Approx 30 minutes.
Clamping time	3 Hrs.
Setting time	15 min.
Handling Time	24 Hrs.
Full cure time	72 Hrs.
Shelf Life	12 Months in sealed pack condition



1.5 kg

Waterproofing Methodology for A New Construction House

Brief description for waterproofing a new home.

For detailed application, refer to Technical Data Sheet

Integral Waterproofing (Slabs, Plaster, Columns & Beams)

- For every 5 bag of cement being used in the house, remember to use 1 L Dr. Fixit LW+
- Pour cement & aggregates into the concrete mixer as per mix proportion and mix it in dry state for 1 - 2 minutes.
- Start addition of 75% of gauging water into this dry mix and mix for 2 - 3 minutes
- Add Dr. Fixit LW+ to the remaining gauging water in the dosage of 1 Litre Dr. Fixit LW+ in 5 Bags of Cement
- Add Dr. Fixit LW+ water mixture into the cement sand mixture & mix for another 2 minutes

Waterproofing of Foundation

Surface Preparation:

Clean the application surface with wire brush or grinder as required. Remove all loose particles and sprinkle water to make the surface in SSD condition.

Application:

- Put 1L Dr. Fixit LW+ in every 5 bags of cement being used for mortar.
- Apply one coat of Dr. Fixit Bitufix on the Footing, Masonry Wall and the DPC. The DPC should be covered on all three sides, up to 9 inches on both sides as well as the top side.
- After application of first coat, let it dry for 8 hours before application of second coat in a perpendicular direction to the first coat.
- Let the 2nd coat dry for 8 hours before doing backfilling

Waterproofing of Bathroom

Surface Preparation:

Clean the application surface with wire brush or grinder as required. Remove all loose particles and sprinkle water to make the surface in SSD condition.

Application:

- Put 1L Dr. Fixit LW+ in every 5 bags of cement being used for Bathroom slab and wall plastering.
- Make Angle fillet with PMM using Dr. Fixit URP of 75 mm x 75 mm in joint of parapet wall.
- On the mother slab, apply one coat of Dr. Fixit Pidifin 2K.
- After 8 hours of drying, apply second coat of Dr. Fixit Pidifin 2K in a direction perpendicular to the first coat.
- Cure it according to good construction practices.
- Similarly on the shower splash area for the bathroom, apply one coat of Dr. Fixit Pidifin 2K.
- After 6-8 hours of drying, apply second coat of Dr. Fixit Pidifin 2K in a direction perpendicular to the first coat.
- Cure it according to good construction practices.

Waterproofing of Water Tanks

Surface Preparation:

Clean the application surface with wire brush or grinder as required. Remove all loose particles and sprinkle water to make the surface in SSD condition.

Application:

- Put 1L Dr. Fixit LW+ in every 5 bags of cement being used for plastering the tank.
- Make angle fillet with PMM using Dr. Fixit URP.
- Apply URP as prime coat and apply two coat of Dr. Fixit Pidifin 2K at the interval of 6 - 8 hours.
- Cure it according to good construction practices.

Waterproofing of Small/Medium Roof

Surface Preparation for Undercoat:

Clean the application surface with wire brush or grinder as required. Remove all loose particles and sprinkle water to make the surface in SSD condition.

Application of Undercoat:

- Put 1L Dr. Fixit LW+ in every 5 bags of cement being used for Roof slab.
- Make Angle fillet with PMM using Dr. Fixit URP of 75 mm x 75 mm in joint of parapet wall.
- On the mother slab, apply one coat of Dr. Fixit URP/ Pidifin 2K.
- After 6-8 hours of drying, apply second coat of Dr. Fixit URP/ Pidifin 2K in a direction perpendicular to the first coat.
- Cure it according to good construction practices.
- 7 days after application of Dr. Fixit URP/ Pidifin 2K, it should be checked for its adhesion to the substrate. For this, mark a square of 5 cm x 5 cm, for every 200 sq. m of the area.
- Cut the square with a knife diagonally across the square. Rip the coating and check the coating's thickness with Vernier callipers, to see if the dry film has an average thickness of 1 mm.

Surface Preparation for Topcoat:

- Clean the surface thoroughly and remove dust, dirt, oil, grease and loose particles.
- Cracks less than 2 mm, should be cleaned Dr. Fixit Primeseal to be applied. After it dries, Dr. Fixit Newcoat/ Newcoat Ezee to be poured into the crack.

Application of Topcoat:

- Dilute 2 parts of Dr. Fixit Primeseal with 1 one part of water. This dilution will cover 70 to 80 sq.ft. in 1 litre. Allow it to dry for 6 to 8 hrs.
- Apply the first coat of Topcoat without any dilution at the rate of 20 sq.ft. per Litre and allow it to dry before taking up next coats (1 more coat for Newcoat Ezee and 2 more coats for Newcoat).
- In large roofs, an open woven glass fibre mesh of 2.5 mm x 2.5 mm must be placed on 1st coat while it is still wet. After the coat dries, start applying the 2nd coat. This improves the performance of the coating dramatically.
- Parapet walls need to be covered by top coat also.

Waterproofing of Exteriors

Surface Preparation:

- Clean the surface thoroughly using wire brush to remove all loose material, dust etc. from the surface.
- Wash the surface to ensure that the cracks and minor voids are free of all loose particles and dust.
- Cracks up to 5 mm to be filled with Dr. Fixit Crack-X Paste and the larger ones up to 10 mm with Dr. Fixit Crack-X Shrinkfree.

Application of Basecoat (Raincoat Universal Base Coat)

- Apply one coat of Dr. Fixit Raincoat Universal Base Coat without dilution by roller to get a coverage of 35-40 sq ft/ ltr.

Application of Topcoat (Raincoat Classic)

- Apply one coat of Dr. Fixit Raincoat Classic Topcoat without dilution by brush or roller to get a coverage of 70-80 sq ft/ ltr.

Application of Topcoat (Raincoat Select)

- Apply one coat of Dr. Fixit Raincoat Select Topcoat without dilution by brush or roller to get a coverage of 65-70 sq ft/ ltr.

Waterproofing of Swimming Pool

Surface Preparation:

Clean the application surface with wire brush or grinder as required. Remove all loose particles and sprinkle water to make the surface in SSD condition.

Application:

- Put 1L Dr.Fixit LW+ in every 5 bags of cement being used for plastering the swimming pool.
- Make angle fillet with PMM using Dr. Fixit URP.
- Apply URP as prime coat.
- Apply 1 coat of Fastflex slurry by brush, roller or trowel.
- Allow the slurry to dry completely for 6-8 hrs and then apply 2nd coat perpendicular to initial coat.
- Cure it according to good construction practices.

Technical Executives

Our Technical Executives are highly qualified Engineers, well versed with product knowledge and its application. They will ensure that high standards are maintained and application is done correctly on site. For any queries, contact them as per below mentioned details.

Employee Name	Location	Contact No.
Tapash Chakraborty	Kolkata	8584817155
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Milind Jalandhar Chavan	Mumbai	8451802420
Ketan Sinha	Delhi	8527995851
Vivek Mishra	Indore	7389936669
Sumeet Kumar	Chandigarh	9878121142
Deenadayalan S	Chennai	7574815895
Sagar Sanjay Srivastava	Lucknow	9136983055
Pulin Mistry	Ahmedabad	9136934345
Prasoon Pandey	Noida	9136961318

Dr. Fixit Project References

Residential

- Client** - Goyal & Co.
Location - Orchid woods, Bangalore
Product Used - **Dr. Fixit Bathseal Kit**



- Client** - Vishnupriya Group
Location - Parimala sunridge, Bangalore
Product Used - **Dr. Fixit Bathseal Kit**

Residential

Residential

- Client** - Adani Township & Real Estate Company Pvt Ltd.
Location - Shantigram, Ahmedabad
Product Used - **Dr. Fixit Bathseal Kit**



- Client** - Ideal Group
Location - Ideal Heights - Sealdah, Kolkata
Product Used - **Dr. Fixit Pidifin 2K**

Residential

Residential

- Client** - Ideal Group
- Location** - Ideal Enclave - Rajarhat, Kolkata
- Product Used** - Dr. Fixit Pidifin 2K
Dr. Fixit Fastflex
Dr. Fixit Pidiproof LW+



- Client** - Salarpuria Group
- Location** - Salarpuria Pearl, Kolkata
- Product Used** - Dr. Fixit Pidifin 2K
Dr. Fixit Fastflex

Residential

Residential

- Client** - 78 @ Gokuldham - Sanand
- Location** - Ahmedabad
- Product Used** - Dr. Fixit Torchshield AM 3160
Dr. Fixit Roofseal



- Client** - Pacifica companies
- Location** - The Green Meadows, Ahmedabad
- Product Used** - Dr. Fixit Pidifin 2K

Residential

Residential

- Client** - Baby Memorial Hospital, Calicut
- Location** - Calicut
- Product Used** - Dr. Fixit Raincoat



- Client** - Total Environment Building Systems Pvt Ltd
- Location** - Whitefield, Bengaluru
- Product Used** - Dr. Fixit Fastflex

Residential

Commercial

- Client** - Brigade Metropolis
- Location** - Mahadevapura, Bengaluru
- Contractor** - Simplex
- Product Used** - Dr. Fixit Newcoat
Dr. Fixit Heatshield



- Client** - Amritha School
- Location** - Kunnumpuram - Cochin
- Contractor** - Athuliya waterproofing (Sudheeson)
- Product Used** - Dr. Fixit Newcoat
Dr. Fixit Primeseal

Commercial



Waterproof your new Home with DR. FIXIT

3 ROOF

INTEGRAL	LAYER	SMALL (<1500 sqft)	MEDIUM (1500-2500 sqft)	LARGE (> 2500 sqft)
DR. FIXIT LW+	Undercoat	Dr. Fixit URP	Dr. Fixit Pidifin 2K	Dr. Fixit Fastflex/Membrane
	Topcoat	NA	Dr. Fixit Newcoat Ezee	Dr. Fixit Newcoat

2 BATHROOM/ KITCHEN/ WATER TANKS

INTEGRAL	LAYER
DR. FIXIT LW+	Dr. Fixit Pidifin 2K

4 EXTERIOR WALLS

INTEGRAL	LAYER
DR. FIXIT LW+	Dr. Fixit Raincoat System

5 COLUMNS & BEAMS

INTEGRAL
DR. FIXIT LW+

1 BELOW GROUND

INTEGRAL	LAYER
DR. FIXIT LW+	Dr. Fixit Bitufix

	Small-House(<1500sqft)	Medium House(1500-2500sqft)	Large House(>2500sqft)
Material Cost	32,000	1,00,000	2,40,000
Application Cost	20,000	52,000	95,000



For Site Registration, Call **1800 209 5504**



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