



CHEMICALS

ENGINEERING

PAINTS

LUBRICANTS

REAL ESTATE



GRAUER & WEIL BACKGROUND



Incorporated in 1957 as a joint venture with Grauer & Weil UK.



Since 1969 the management is under the More Family.

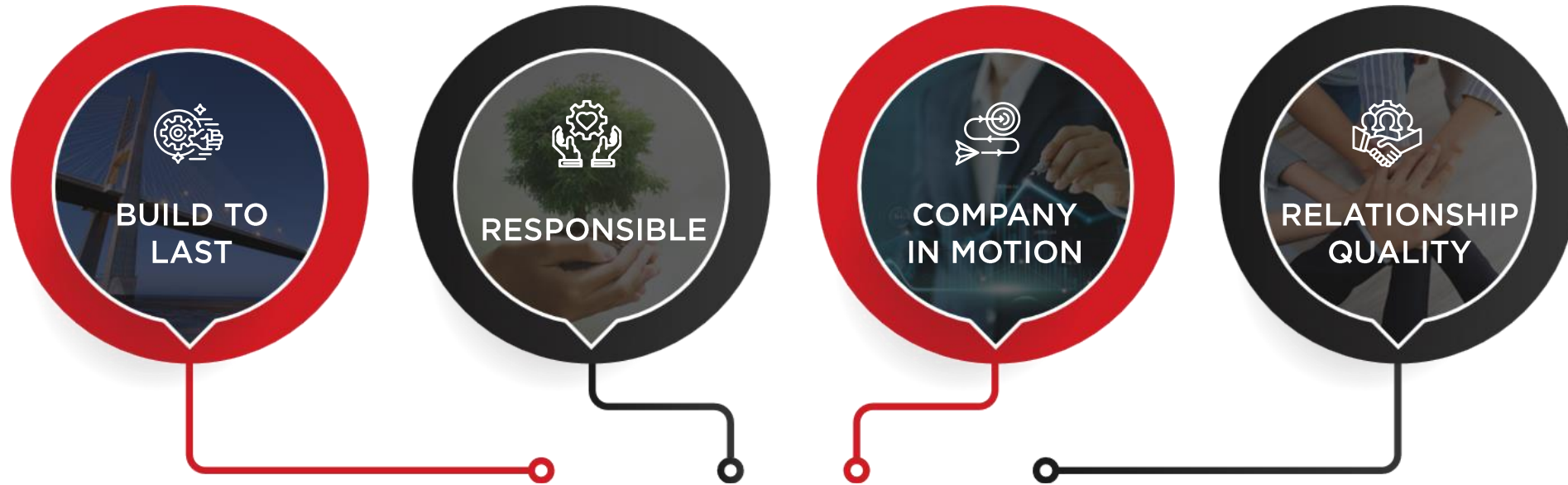


Market leader in a wide range of general metal finishing chemicals and equipment for over 45 years.



Diversified in synergistic businesses like Industrial paints and specialty lubricants.

CORE VALUES



CORE VALUES

BUSINESS VERTICALS



1957



CHEMICALS

1964



ENGINEERING

1994



PAINTS

2005



MALL

2008



LUBRICANTS



**280 TECHNICAL
SERVICE & MARKETING
PERSONNEL**

**900 MEMBER
PRODUCTION TEAM**

**110 R&D AND QA
PROFESSIONALS**

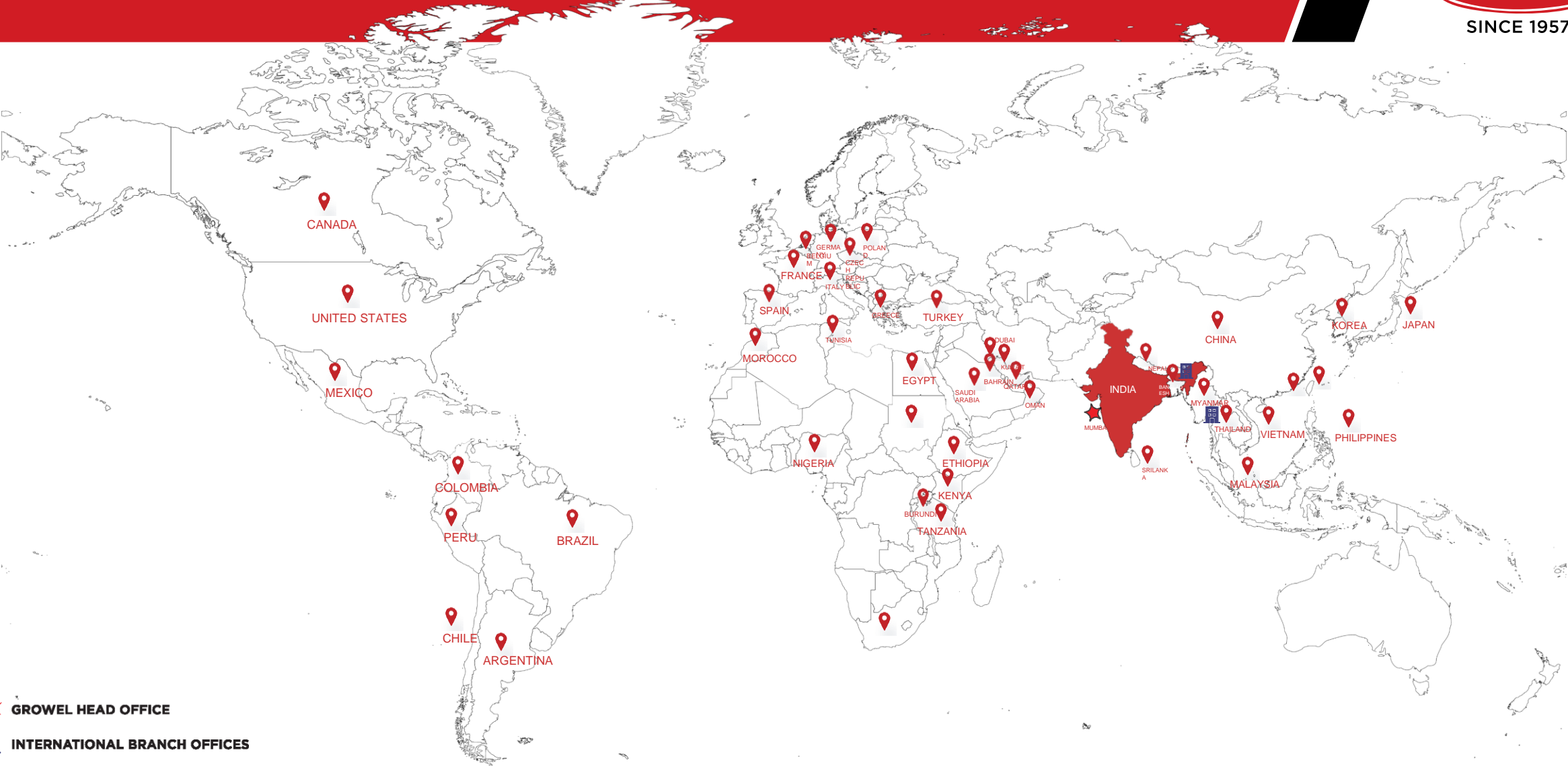
**TOTAL MANPOWER
1500+**




OUR INDIA PRESENCE



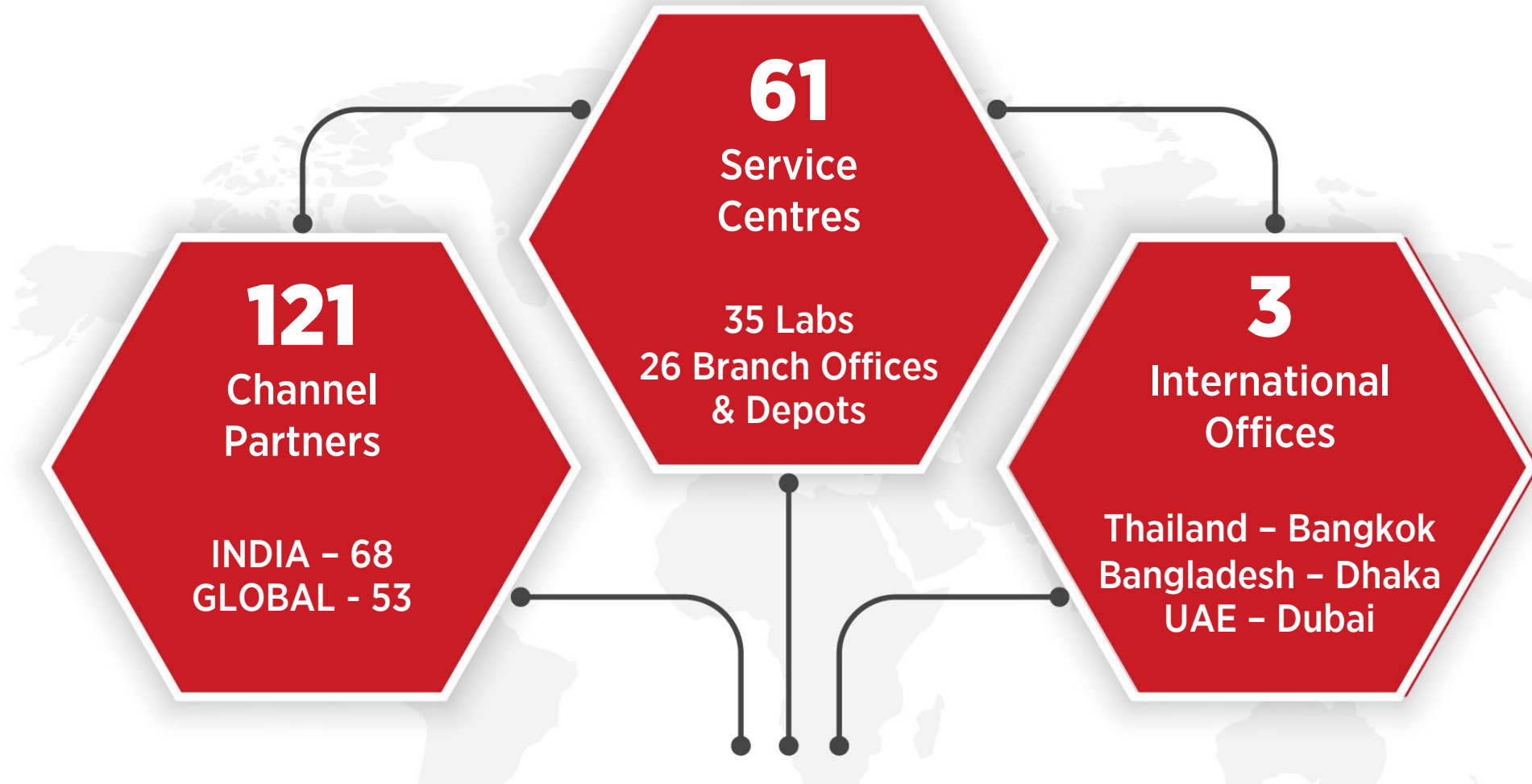
- Corporate Office, R&D Centre (Chemicals)
- Engineering Office
- Plants (8)
- Branch Office / Depot (26)
- Technical Service Centre (35)
- Real Estate (Mall)
- R&D Centre

OUR GLOBAL PRESENCE



-  **GROWEL HEAD OFFICE**
-  **INTERNATIONAL BRANCH OFFICES**
-  **INTERNATIONAL NETWORK**

Present in 50+ countries spread over 7 regions



Technology and Innovation Centre

STATE OF THE ART R&D CENTRE



- Extensive Technology Center with a full-scale pilot plant and state-of-the-art testing facilities
- Recognized by the Indian Council of Science and Technology since 1977
- Focus on green technologies and backward integration
- Tailor-made innovations



QUALITY ASSURANCE INSTRUMENTATION LAB



- Environmental Chamber For Cyclic Corrosion Test
- Salt Spray Testing
- Devices
- FISCHERSCOPE X-RAY XDV-SDD
- Total Organic Carbon Analyser
- AAS
- UV-VIS
- Spectrophotometer
- Ion Chromatograph
- Gas Chromatograph
- HPLC
- Inverted Microscope

- Microhardness Tester
- Fisheroscope
- Friction Co-Efficient
- Testing Equipment
- Thickness Tester
- GEDET, Smart STEP,
- Fischer
- Caviderm Thickness Tester
- Surface Roughness
- Tester
- Kinematic Viscosity
- Measurement Equipment
- Dualscope MPOR
- pH Meter

- FTIR
- Stereo Microscope
- XRF
- IVF Smart Quench
- ASTM B 892 Foam
- Tester

- Conductivity Meter
- Schatz Analyser for Coefficient Of Friction
- Karl Fischer Titrator
- Flash Point Apparatus
- Copper Test Bath
- Graphic Step



Manufacturing Facilities

CHEMICALS



CHEMICALS & LUBRICANTS



ENGINEERING



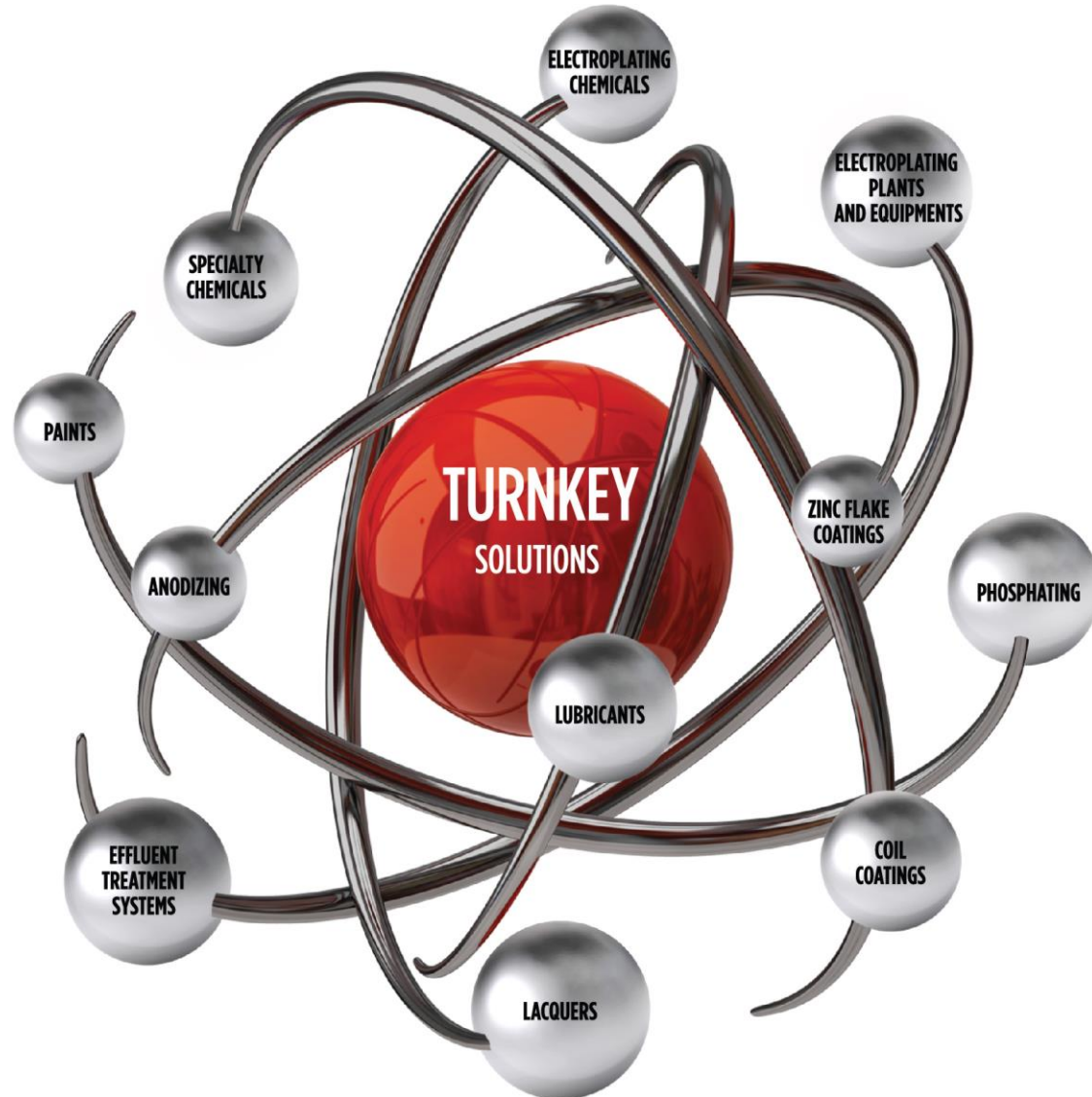
PAINTS



OUR INTERNATIONAL PARTNERS



COMPREHENSIVE PRODUCT RANGE



PRESENCE IN ALL KEY SURFACE FINISHING PROCESSES



PRE-TREATMENT



**DECORATIVE
ELECTROPLATING**



**PLATING ON
PLASTICS**



ELECTROLESS PLATING



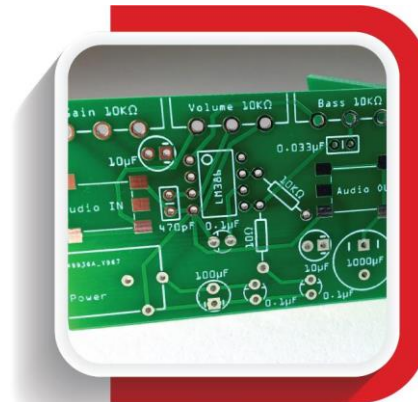
**FUNCTIONAL
ELECTROPLATING &
ASSOCIATED PROCESSES**



ZINC FLAKE COATING



HARD CHROME PLATING



PLATING FOR ELECTRONICS

PRESENCE IN ALL KEY SURFACE FINISHING PROCESSES



**PRE-TREATMENTS
FOR ALUMINUM**



ANODIZING



PLATING ON ALUMINUM



PHOSPHATING



SURFACE MODIFIERS



**ELECTROPHORECTIC
LACQUER**



**PRECIOUS METAL
PLATING**



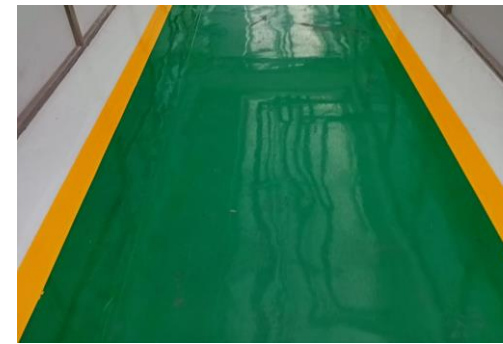
**DECORATIVE FINISHES
FOR GARMENT
INDUSTRIES**

ENGINEERING

- Commissioned over 800+ plating plants worldwide
- Plants for the entire range of electroplating & phosphating processes
- Continuous plating plants, pre - treatment / degreasing systems
- Centrifuge systems for passivations
- Effluent Treatment Plants & recovery systems
- In-house fabrication for products based on PP, PVC, HDPE, MS, SS
- Rapid turnaround and good value pricing



- High Performance Coatings
- Aerospace & Defence
- Pipeline Coatings
- Marine & Offshore Coatings
- OEM Coatings
- Floor Coatings
- Architectural Coatings



- Rust Preventives
- Cutting Oils
- Quenching Oils
- Glass Grinding Fluids
- Deformation Oils
 - Tube Drawing Fluids
 - Wire Drawing Fluids
 - Fine Blanking Oils
 - Pilgering Oils
 - Stamping / Vanishing Oils



- 450,000 sq. ft. Shoppertainment
- Located strategically in the western suburbs of Mumbai
- Comprehensive shopping, leisure & entertainment experience
- Lifestyle & fashion stores, hypermarket, multiplex, fine dine restaurants, & food court
- National and international brands.



Key Customers



Auto
OEMs



SCHAEFFLER



Auto
Component



CERA

hindware

Sanitaryware

SIEMENS



Electrical

Growel - A Leader in Strategic Customers



BHARAT FORGE

Defence



Infra + Energy



Metals



Aerospace

ISO CERTIFICATIONS



- EN 9100:2018
- ISO 9001:2015
- ISO 14001:2015
- ISO 45001:2018
- BIS (Bureau of Indian Standards)



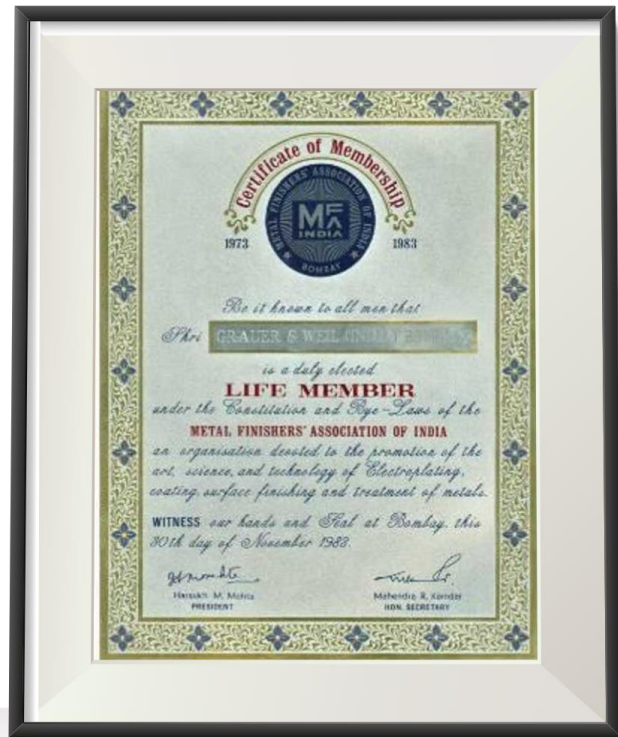
AWARDS



MEMBERSHIP



Life member of Metal Finishers' Association of India



Two Star Export House



ASSOCIATIONS

- IMF – Institute of Metal Finishing
- ACS – American Chemical Society
- IPA – Indian Paint Association
- FICCI – Federation of Indian Chambers of Commerce & Industry
- CII – Confederation of Indian Industry
- CHEMEXCIL – Basic Chemicals, pharmaceuticals & cosmetics export promotion council
- EEPC – Engineering Export Promotion Council
- FIEO – Federation of Indian Export Organisation
- IMC – Indian Merchant Chambers
- ICSC – International Confederation of Shopping Centres



CSR ACTIVITIES



- Solar powered lamps for tribals
- Road safety awareness
- Woman empowerment
- Scholarship and education aid
- Health checkup & hygiene camps
- Yoga & wellness camps
- Support to old age homes, orphanages, widows and destitute
- Relief from natural calamities.
- Awarded the Lions Precious CSR Award 2016 by the International Association of Lions club





SINCE 1957

NAMASTE

