

K.K. Nag is a leader in Expanded Polystyrene (also known as Thermocole) solutions and is amongst the top Indian companies that provide products and services to the plastics industry.

Founded in 1965 as a manufacturer of fiberglass and lead lined products, today we are a multi-location company focused on a range of plastic solutions for a wide range of applications, including packaging, insulation, and internal components. We have ISO 9001 certification from TUV and are currently being certified for ISO 14000.

K.K. Nag is driven by innovation. Our innovation schemes ensure that we get new product and process ideas from both within and outside the company. We are always open to new partnerships and collaborations, either as customers, supporters, or joint-venture participants, and welcome any such opportunities.

We have operations all over Western and Southern India and are expanding aggressively to cover the whole of the Indian subcontinent.

#### About Us:

K.K. Nag was founded in 1965 by the late Mr. Kalyan Kumar Nag, on a foundation of innovation and continuous improvement. We have a rich history of product and process innovation and pioneering new plastic processes.

Prior to starting the Company, Mr Nag and his senior Partner, Mr R.A. Cole, pioneered the use of Expanded Polystyrene (EPS) in India (in fact, the generic name for EPS in India, "Thermocole", is derived from the words "Thermo" for heat and "Cole" for Mr R.A. Cole!). Interestingly, the two pioneers synthesised expandable polystyrene for the first time in India, in Mr. Cole's kitchen in Mumbai!

We pioneered the use of Fibreglass Reinforced Plastic (or FRP) in India. We are amongst the largest and most competent EPS processors in India. We are also involved with the

production of Rotational Moulded, Injection Moulded and Blow Moulded plastics.

We currently pioneer the use of Expanded Polypropylene (EPP) in India. We have an in-house team of design engineers and are constantly developing new designs. We have factories in Pune, Bangalore and Pondicherry and a centralised Tool Room in Pune.

We are also India distributors for the Breezair range of Ducted Evapora-



tive Air Coolers, an efficient alternative to compressed air-conditioning. Breezair is manufactured by Seeley International Pty. Ltd., Australia.

#### Engineering Support Division

Our Engineering Support Division has a well equipped Tool Room which is centrally located in Pune and provides moulds of international standards. We have five

factories spread across Western and Southern India.

We have an experienced and talented team of engineers who ensure the highest quality at different stages of mould manufacture. Our engineers routinely receive overseas training and are exposed to the best practices internationally. Our engineers manage and undertake the entire process of mould manufacture including designing, pattern making, casting, machining, assembly, testing and inspection.

#### Markets Served:

Our traditional emphasis was on industrial and institutional customers to whom we supplied tailor-made products. We now also have many standard products that we sell to consumers.

We also sell products made by other manufacturers. Our willingness to offer the most comprehensive range of prod-



**OUR STRENGTHS**  
**Expanded Polystyrene (EPS)**  
**Expanded Polypropylene (EPP)**  
**Other Foamed Plastics**  
**Rotational Moulding**  
**Injection Moulding**  
**Blow Moulding**

ucts to our customers highlights our commitment to setting higher standards for ourselves on a continual basis.

#### **Industrial & Institutional:**

We have full-fledged Marketing and Sales teams who cater to the needs of industrial and institutional customers in Western and Southern India. We have 40 years of experience in catering to this market segment so we know exactly what the customer requires. Our emphasis is on high quality, low-cost and on-time deliveries.

#### **Rural Development Cell (RDC):**

Our Rural Development Cell is an innovative and path-breaking venture that caters to the rural masses. The objective is to design products for rural areas that satisfy the specific needs of these customers and functionally fit their requirements.

At the same time, the products are designed to ensure that they are available at a much lower cost than equivalent products made for urban use.

A classic example of the products produced by this division is our Rural Toilet Pans. By making the toilet pans in plastic, they are much cheaper to produce. Their lightweight, nestable and stackable design, and virtually unbreakable nature make them more economical to store and transport. The design has a steep slope of 35o, and this considerably reduces water consumption. We want to improve the quality of life of our rural population through the activities of this division.

#### **Indirect Channels:**

We are building a large base of distributors and dealers across the country to sell our standard products. Trade enquiries are invited from distributors and dealers in construction items, household goods and material handling products. To contact our Alliances manager, please email [partners@kknag.com](mailto:partners@kknag.com) giving full details of the size of your organization, turnover, range of products and/or services etc.



#### **Breezair Business Group (BBG):**

BBG are the sole distributors for India of Seeley International Pty Ltd, for their Breezair range of Evaporative Air Coolers. Seeley International, based in Adelaide, South Australia, are the world leaders in Evaporative Air-Cooling technology.

Evaporative Air Cooling is not a new concept and was first used in its most basic form by the ancient Egyptians several thousand years ago. The ubiquitous Desert Cooler also uses the same principle. The principle used is the same, but the technologies are entirely different.

Ducted Evaporative Air Cooling is the ideal technology to provide comfort in a hot, dry climate such as in India, for the following reasons:

It is an inexpensive Central Air Conditioning System.

It is comparatively less expensive to buy.

It is very economical to run.

It fits in well with the design of Indian homes, because windows are required to be left open. This also makes it well suited for commercial establishments where doors are constantly being opened.

As a result, even when there is a power cut, one does not feel claustrophobic.

It runs on a simple 5 amp single phase circuit.

Because it is so efficient, a much smaller genset is required to back it up than for an equivalent refrigerative air conditioner.

For the construction industry, this means that you can provide additional amenities with the money you save on purchasing a smaller genset.

The smell of spices from cooking is allowed to escape through the partly open windows.

This feature also makes it an attractive proposition for restaurants, bars, etc, where the smell of food and smoke can sometimes get quite suffocating.

The air from a Ducted Evaporative Air Cooler has a "soft" feel to it vis-a-vis the "harsh" feel of air from a Central Air Conditioning System.

The air is gentle on one's nose, eyes and skin, and does not produce the "drying" effect that refrigerative air conditioners do.

The air that is drawn into the room undergoes some amount of cleansing of pollutants, so only fresh, clean air is circulated. This feature is also especially useful for establishments like gyms where otherwise stale air is recirculated, increasing fatigue.

It reduces the spread of airborne infections and provides relief to allergy and asthma sufferers. Hospitals and nursing homes can benefit from this advantage of Ducted Evaporative Air Coolers. As the air is fresh, it is healthy. There is no chance of suffering from the Sick Building Syndrome.

Indoor plants thrive in this environment.

No CFCs are used so it is environmentally sound. It can double up as a fan when the pumps are off. As Breezair's Ducted Evaporative Air Coolers are made entirely of plastics, they are completely corrosion free. They are also very light and easy to install.

Breezair's Ducted Evaporative Air Coolers are very silent during operation, and also virtually maintenance free.

The strength of a Breezair product really lies in its design. Every component has been designed keeping in mind optimal performance, the worst possible usage conditions and ease of maintenance and replacement. For example, servicing of a Breezair Ducted Evaporative Air Cooler, even if it involves replacement of parts, can be done in under an hour with just one 4-way screwdriver and a spanner.

#### **Contact Us**

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