

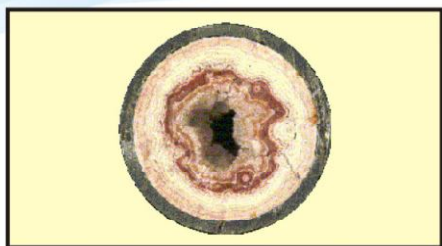
*Plants
are the Heart of Water Treatment and
Chemicals are the blood flowing through it they protect
equipment - Cooling Tower, Boiler, Condenser & Heat Exchanger
& disinfectants the water making it suitable for process utilities and drinking.*



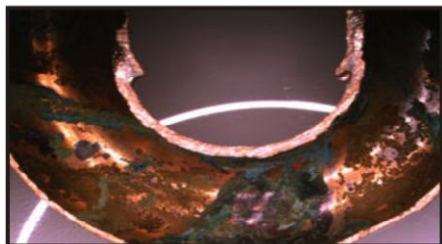
THE CHEMISTRY OF WATER

INITIATIVE CHEMICALS PRIVATE LIMITED

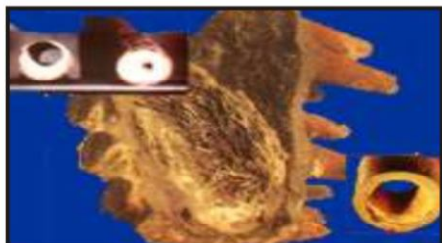
Water Treatment Chemicals



HEAVY SCALED TUBES



GENERAL CORROSION



PITTING



TREATED



ALGAE

BOILER WATER TREATMENT CHEMICALS

- IC 3000 Multi Purpose Boiler Water Conditioner.
- IC 3001 Scale Inhibitor and Phosphate Conditioner.
- IC 3002 Oxygen Scavenger and Corrosion Inhibitor.
- IC 3003 Catalysed, Hydrazine base Oxygen Scavenger.
- IC 3004 Scale Inhibitor for High Pressure Boiler.
- IC 3005 Softening Chemicals for Boiler (for High pH control).
- IC 3006 Alkalinity Booster and pH conditioner.
- IC 3007 Vapour Phase Corrosion inhibitor
- IC 3008 Defoamer.
- IC 3009 Liquid Antiscalant for Boiler.
- IC 3010 Scale Inhibitor for coil type Boiler.

COOLING WATER TREATMENT CHEMICALS

- IC 2000 Scale and Corrosion Inhibitor for Cooling Water.
- IC 2000 A Improved Scale and Corrosion inhibitor.
- IC 2001 Micro-Biocide for controlling Biological growth.
- IC 2002 Al-gaeicide for Retarding growth of Algae and Slime.
- IC 2003 Hardness Reducer & Scale Inhibitor for Cooling Water.
- IC 2003 A Improved Hardness Reducer & Scale Inhibitor.
- IC 2004 Corrosion and Scale Inhibitor for Furnace.
- IC 2005 Corrosion Inhibitor for Closed Water Circulating System.
- IC 2006 Corrosion Inhibitor for Open Circulating System.

DESCALENTS

- IC 4000 Liquid Descaling Chemicals for Steel/Cast Iron.
- IC 4001 Solid Descaling Chemical for Cooper, Aluminium, Brass & Steel.
- IC 4002 Liquid Descaling Chemicals for all Metal which form Passivation film over Metal Surface.

OTHER SPECIALITY CHEMICALS

- IC 5001 Soak Cleaner for all Metals which removes Oils and other deposits from base metals.
- IC 5002 Degreasing Agent which removes Oil from Base Metal.
- IC 5003 Solid Hardness Reducer for water used in Dye.
- IC 5004 Liquid Hardness Reducer for Water used in Dye.
- IC 5005 Emulsifying Agent (Non-toxic) for removing Fatty Acid & Oils.
- IC 5006 Effluent Treatment Chemicals on Special Application.
- IC 5007 White Liquid Cleaner.
- IC 5008 Liquid Soap.
- IC 5010 Polyelectrolytes.
- IC 5011 Rust Removers.
- IC 5012 Paint Remover.
- IC 5013 Sugar Processing Chemicals.
- IC 5014 Tri Chloro iso Cynuric Acid (TCCA90).
- IC 5015 Swimming Pool Chemicals.

Problems Due to Water

- ♦ Poor Heat Transfer
- ♦ Equipment Failure
- ♦ Micro-biological growth
- ♦ High Maintenance Cost
- ♦ Process Contamination
- ♦ Fouling
- ♦ Pitting-Corrosion



**INITIATIVE
CHEMICALS PVT. LTD.**

AN ISO 9001 : 2008 CERTIFIED COMPANY

COMPANY PROFILE



Company Name	: Initiative Chemicals Pvt. Ltd.
Address	: 124-125, Risal Complex, Shiva Market, Pitampura, Delhi - 110034
Managing Director	: Mr. A. K. Srivastava (09810850368)
Year of Establishment	: 1996
Tele - Fax No.	: 011 - 45596633
Website	: www.icplgroup.com
E - mail	: info@icplgroup.com sales@icplgroup.com icpl@icplgroup.com

Branch Office :-

Address	: M - 73, Sanjay Gandhipuram, Lucknow, U. P.
Contact Person	: Mr. Alok Srivastava
Designation	: Branch Manager
Contact Number	: 09305495622



**INITIATIVE
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THE COMPANY

Ourselves are reputed manufacturers of Various types of water treatment chemicals & plants for **Cooling Tower, A/c. Plants, Heat Exchanger, Boiler, Purifier, Swimming Pool, Fuel Additive, Rain Water Harvesting, AHU & Air Washer Coil & Fills Cleaning etc.**

Scope and Services : We are pleased to enclose the list of products / service being offered by us, for your reference and records.

ICPL has been a reputed name in water treatment technology, for removing undesirable contents of water. The company has a team of highly experience technocrats, who formulate, test & supply of all type of water treatment chemicals.

ICPL closely monitors changes in water treatment technology & updates its product regularly. As you are presently using water at your site for steam generation, heat transfer, washing, drinking & recycling of waste water.

ICPL offers you complete range of water treatment chemicals & plants to suit your every need.

Promoters of Company

Name	:	Mr. Ashish Kumar Srivastava (Director)
Qualification	:	B.E. (Mechanical)
Experience	:	21 Years in Water Treatment
Roll in Company	:	Managing Director
Contact No.	:	9810850368



Man Power & Staff details (at Delhi & NCR)

TECHNICAL STAFF

Lab in charge : 01
Chemist : 01
Lab. Asst. : 02

MARKETING DIVISION

Field Staff : Marketing Executive - 09
Sales Officers - 03
Service Engineers - 09
Facilities : Laboratory, Research & Development
Equipped with latest Instruments and
Technology

TECHNICAL ADVISOR

Name : **Ravi Shankar**
Qualification : MSc. Process Instrumentation from IPT
Roorkee University (Now an IIT)
Experience : **30 Years**

Worked for leading Water Treatment Company like
M/s Ion Exchange (P) Ltd.,
M/s Thamax Ltd. And M/s Degrement (P) Ltd.
As Consultant And Trainer provided consultancy and
Training to employees of M/s L & T Aqua design,
M/s Aqua World



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TECHNICAL ADVISOR

Name : **Anup Sharma**
Qualification : **M.Sc. (Chem.)**
Experience : **25 Years**

Worked for leading Water Treatment Company
in India & Abroad as a Chemical Advisor.

We take this opportunity to introduce ourselves as reputed manufacturers of various Types of water treatment chemicals & plants for **Cooling Tower, A/c. Plants, Heat Exchanger, Boiler, Purifier, Swimming Pool, Fuel Additive, Rain Water Harvesting, AHU & Air Washer Coil & Fills Cleaning etc.** We are pleased to enclose the list of products / service being offered by us for your Reference and records.

ICPL, THE TOTAL DEVOTED COMMITTED WATER TREATMENT CO.

ICPL has been a reputed name in water treatment technology, for Removing undesirable contents of water. The company has a team of highly Experience technocrats, who formulate, design, fabricate, test, supply & Erection - commission of all type of water treatment chemicals & plants & Annual Maintenance Contract of all type of Cooling Systems, Boilers, Swimming Pools, R.O. Plant, ETP, STP, Rain Water Harvesting, AHU & Air Washer Coil & Fills Cleaning Etc.

ICPL closely monitors changes in water treatment technology & updates its product regularly. As you are presently using water at your site for steam generation, heat transfer, washing, drinking & recycling of waste water.

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BOILER WATER TREATMENT

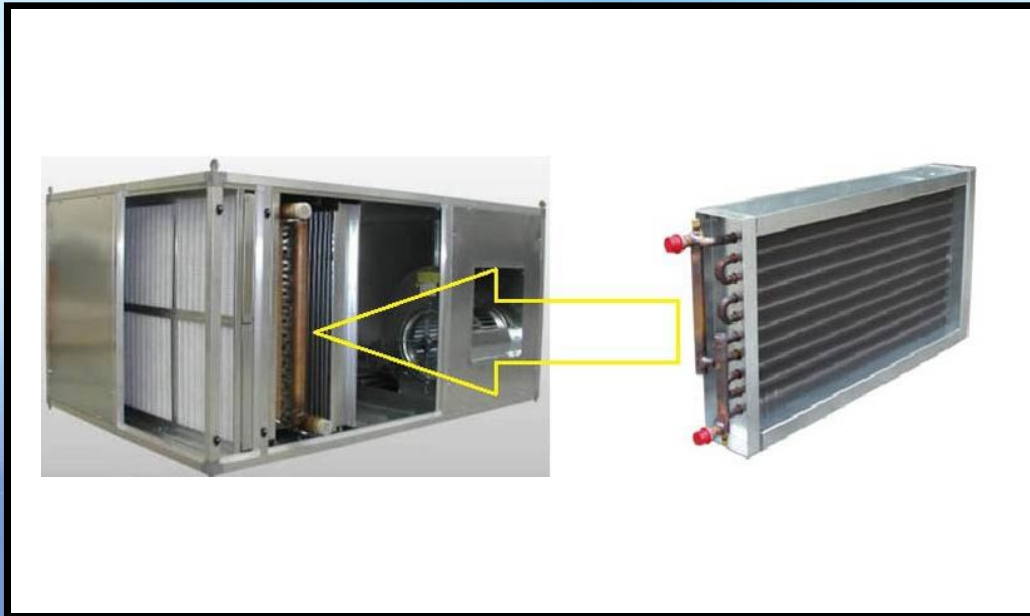


COOLING WATER TREATMENT



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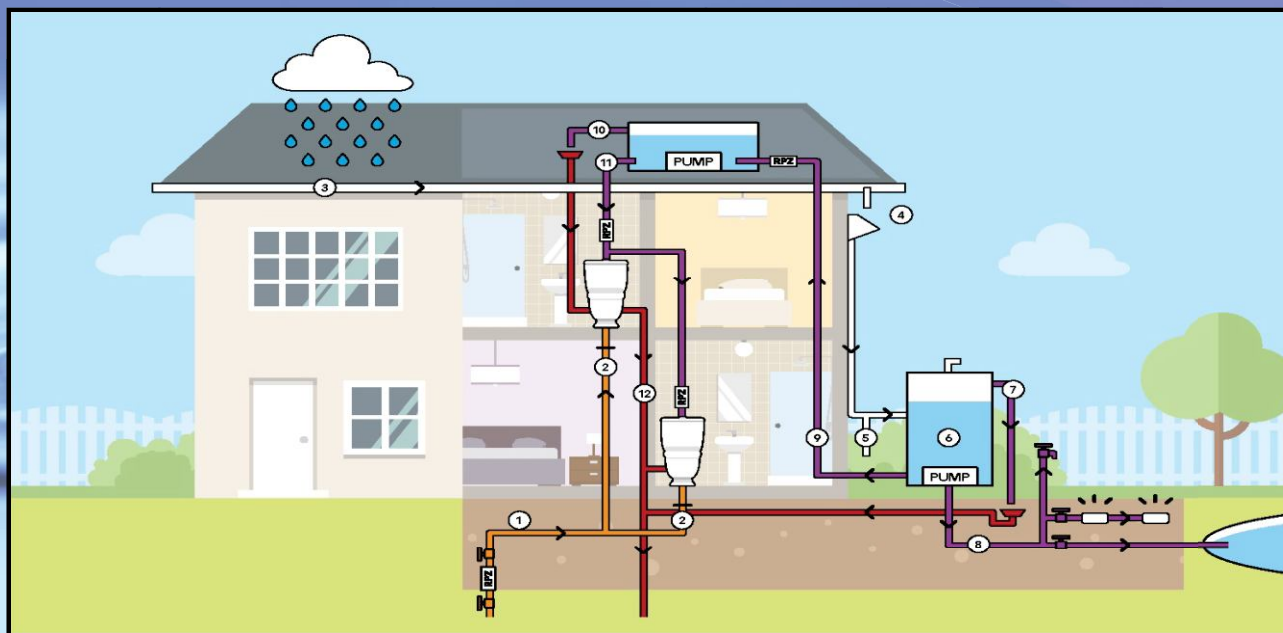
AHU COIL CLEANING



AIR WASHER FILLS CLEANING

Rain Water Harvesting

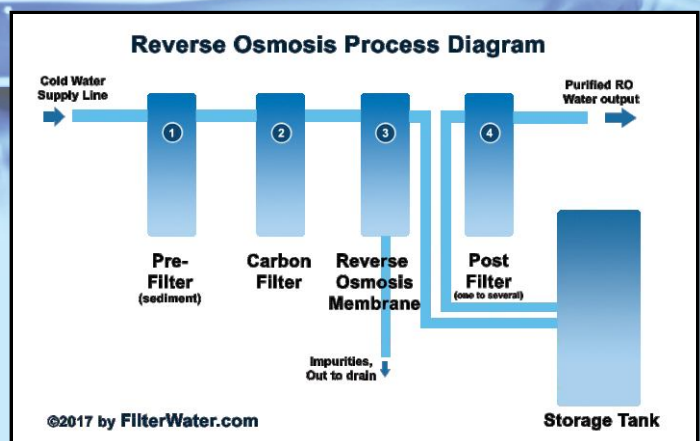
Rainwater harvesting is the accumulation and storage of rainwater for reuse on-site, rather than allowing it to run off. Rainwater can be collected from rivers & roofs, and in many places, the water collected is redirected to a deep pit (well, shaft or borehole), a reservoir with percolation, or collected from dew or fog with nets or other tools. Its uses include water for gardens, livestock & Irrigation, domestic use with proper treatment, indoor heating for houses, etc. The harvested water can also be used as drinking water, longer-term storage, and for other purposes such as groundwater recharge.



RAIN WATER HARVESTING

Reverse Osmosis Systems

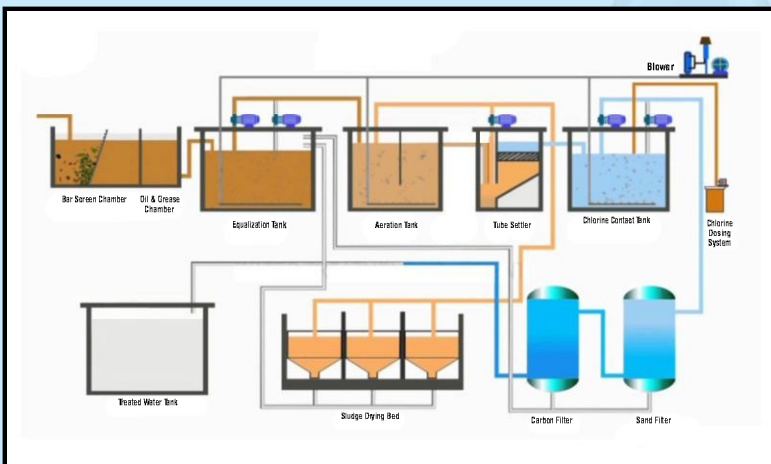
The RO System works on the principle of Reverse osmosis, also known as hyper-filtration. One of the finest techniques for treating water, reverse osmosis eliminates contaminants from water thus making it fit for drinking purpose and other commercial and industrial applications. The RO system is provided with sediment pre-filter and an activated carbon filter as the membranes are degraded by chlorine, bacterial attack, manganese and iron. Advanced models of RO Systems are also attached with water softeners.



Sewage Treatment

Sewage treatment is the process of removing contaminants from wastewater primarily from household sewage. Physical, chemical, and biological processes are used to remove contaminants and produce treated wastewater (or treated effluent) that is safer for the environment. A by-product of sewage treatment is usually a semi-solid waste or slurry, called sewage sludge. The sludge has to undergo further treatment before being suitable for disposal or application to land.

Sewage treatment may also be referred to as wastewater treatment. However, the latter is a broader term which can also refer to industrial wastewater. For most cities, the sewer system will also carry a proportion of industrial effluent to the sewage treatment plant which has usually received pre-treatment at the factories themselves to reduce the pollutant load. If the sewer system is a combined sewer urban runoff (storm water) to the sewage treatment plant. Sewage water can travel towards treatment plants via piping and in a flow aided by gravity & pumps. The first part of filtration of sewage typically includes a bar screen to filter solids and large objects which are then collected in dumpsters and disposed of in landfills. Fat and grease is also removed before the primary treatment of sewage.





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Jobs We Carryout Operation, Maintenance & Supply

Industrial Water Treatment Plants & Chemicals

Storage Tank Cleaning

Annual Maintenance of Cooling Towers

Descaling of DG with Radiators

Annual Maintenance of Swimming Pool

Swimming Pool Plant

Swimming Pool Accessories

Swimming Pool Chemicals

Media / Activated Carbon Filter Plants

Softener

Water Purifiers (Industrial & Domestic)

D. M. Plant

R.O. System (Industrial & Domestic)

Micron Filters

Rain Harvesting System Maintenance

FRP Vessels

Air Washer Fills Cleaning

AHU Coil Cleaning

Effluent Treatment Plant

Sewage Treatment Plant

Our Technocrats are always ready to inspect and to know the requirements to provide you the best accurate result oriented solution and company will be fully committed to provide excellent service after sale. We are anxiously waiting for your valuable call.



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List Of Important Users

Maruti Joint Ventures

- Jay Bharat Maruti Ltd.(Plant-I)
- Jay Bharat Maruti Ltd.(Plant-II)
- Neel Metal Products Ltd.
- SKH Metals Ltd. (Gurugram)
- Mechino Plast Ltd.

Narang Group

- Eastern Medikit Ltd. (Plant-I)
- Eastern Medikit Ltd. (Plant-II)
- Eastern Medikit Ltd. (Plant-III)
- Eastern Medikit Ltd. (Plant-IV)

Anand Group

- Purolater India Ltd.(Plant-I)
- Purolater India Ltd.(Plant-II)
- Gabriel India Ltd.

Vatika Group Of Company

- Vatika Triangle
- Vatika FIP
- Vatika Resort

Export Sector

- Tiger Breweries Industries Pvt. Ltd.
(Nepal)

Emaar – MGF Group

- Metropolitan Mall (Gurugram)
- The Plaza (Gurugram)
- Metro Mall (Big Bazar) Delhi
- MGF Mega City (Gurugram)
- Metropolitan Mall (Saket)
- Metropolitan Mall (Jaipur)
- MGF Active Securities (Gurugram)
- City Square (Delhi)
- Hotel Fortune Select (Jaipur)
- Metropolis Mall (Gurugram)

DLF

- Infinity Tower (Gurugram)
- Building No. – 8 (Gurugram)
- Building No. – 10 (Gurugram)
- DLF Recreation Ltd. (Gurugram)

Government Sectors

- NBCC Limited (Delhi)
- CBI Head Quarter (Delhi)
- Balrampur Hospital (Lucknow)
- Parag Dairy (Lucknow)
- New Delhi Municipal Corp. (Delhi)
- The KisanSehkariChini Mill, (Hasanpur)
- MES (Lucknow)



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Other Important Users

Shriram Pistons & Rings Ltd. (Ghaziabad)

Unitech Developers Ltd. (Gurugram)

Molson Coors Cobra India Pvt. Ltd. (Patna)

Mohan Meakin Breweries Ltd. (Lucknow)

Hotel Taj (Agra)

Uppal Orchid (New Delhi)

Samsung India Ltd. (Noida)

City Centre Mall (Delhi)

Logwell Forge Ltd. (Gurugram)

Logwell Forge Ltd. (Dharuhera)

City Aqua Cool (Gorakhpur)

Durga Fresh Water (Gorakhpur)

Seven Seas Banquet Hall (Delhi)

Deoria Paper Mill Ltd. (Deoria)

Black Burn Company Pvt. Ltd. (Baddi)

Hindustan Lever (Gurugram)

Spancer (Gurugram)

Alcatel Development India Pvt. Ltd. (Gurugram)

Hotel Lemon Tree (Gurugram)

Hotel Deffodils (Chattarpur)

Darbhanga Farm (Chattarpur)

English Indian Clay Farm (Chattarpur)

The Palm Club (Gurugram)

Payal Polymers Ltd. (Daman)

Grace Matalic Processing Technology Ltd.(Noida)

Hilton Rubber Ltd. (Kundli)

Maharishi Dayanand Univercity (Rohtak)

Sawhney Rubber Ltd. (Delhi)

Minda Industries Ltd. (Delhi)

Dharampal Satpal Industries Ltd. (Noida)

Vimal Moulder India Ltd. (Gurugram)

Daily Foods Ltd. (Kundli)

Poineer Products Ltd. (Sapla)

Luxor Writing Instruments Ltd. (Gurugram)

Neo Hylaminates Pvt. Ltd. (Sapla)

Hilton Roulands Ltd. (Kundli)

Hindustan Aircon (Delhi)

H2O Aqua Pure Water (Varanasi)

S.B.L India Ltd. (Noida)

Paramount Cable Corp. (Delhi)

World Tax Ltd. (Noida)

Allied Motor. (Delhi)

Indus Ford Motor. (Delhi)

T.S.I Industries. (Faridabad)

Onida India Ltd. (Noida)

Amba Cold Storage (Muzzafar Nagar)

Swega Laboratories (Muzzafar Nagar)

J.M. Agrofoods Pvt. Ltd (Gorakhpur)