



Magna AAC block is a lightweight, high-insulating, durable building product, which is produced in a wide range of sizes. Magna AAC Block offers incredible opportunities to increase building quality and at the same time reduces costs at the construction site.

## GOING GREEN – THE MAGNA WAY...

### Fly Ash as the Major Raw Material

Rapid infrastructural growth in India results in high fly ash emission, which is hazardous to environment. Magna AAC Blocks uses 65 to 70% fly ash as raw material to keep the environment clean and green.

### Substitute to Clay

The conventional red clay bricks use soil which is an environmental hazard. Magna AAC Blocks reuse the fly ash and save the precious land soil.

### Saves Transportation

Magna AAC Blocks are light weight, resulting in less transportation cost, and bring down transportation related pollution as well.

### Less Water Requirement

Manufacturing Magna AAC Blocks requires very less water. The application too, needs less water than conventional clay bricks.



# WHY USE MAGNA AAC BLOCK?



## Cost Saving

Magna AAC blocks are Lighter on your Pocket. Being about 66% lighter than conventional clay bricks, it has the following assured savings

- » 25% reduction in foundation load
- » 15% reduction in steel usage
- » 10% reduction in cement usage
- » 35% reduction in the cost of plastering



## Time Saving

Magna AAC Blocks are lightweight, dry and set quickly, making them a faster option for construction over conventional clay bricks. As a result, the builder is able to finish a project faster than estimated.



## Uniform in Size

Magna AAC Block comes in pre-defined sizes and constant dimensions which minimizes the time of adjusting them according to the user's requirement.



## Fire & Acoustics Resistant

Magna AAC Blocks has one of the highest hourly fire-resistant ratings per inch of any building material. It will not burn. It has excellent thermal and acoustic insulation which makes it best suited for Air conditioned and fire rated buildings.



## Earthquake Resistant

The impact of earthquake forced on a structure is proportional to the weight of the structure. Hence, Magna AAC Blocks provides excellent resistance to earthquake forces.



## Less Breakage

Magna AAC Blocks have negligible breakage and drastically reduce wastage with increased utilisation.



## Pest Resistant

Magna AAC Blocks are made up of inorganic materials, which does not get disintergrated, it is not susceptible to external influences and keeps termites away avoiding damages and losses.



## Enhances the Carpet Area

Magna AAC Blocks achieve higher wall strength in thinner walls than conventional bricks achieve in thick walls. This results in increase of the salable and usable carpet area on every floor.