



EMMA

Built on quality. Driven by precision.



REDEFINING NORTHEAST CONSTRUCTION EXCELLENCE

Built on Quality. Driven By Precision

Maria ENTERPRIISES

Trusted supplier of building materials and industrial minerals across Northeast India.

Maria Enterpriises (Guwahati, Assam) is a trusted supplier of high-quality building materials and industrial minerals across Northeast India, serving contractors, builders, architects, and manufacturers.

— Core Product Offerings



EMMA Brand Solutions

AAC Block Joining Mortar, Tile Adhesive, and Premium White Cement Wall Putty.



Building & Stone Materials

AAC Blocks, Pavers Blocks, Kota Stone.



Industrial Minerals Powder

Marble, China Clay, Soapstone, Hydrated Lime, Quick Lime, Dolomite, Calcite, and Bentonite.



Lighting Solutions

Magik Lightings (Channel Partner for Century LED).

“

Maria Enterpriises

Supporting Construction. Powering Industries

”

— Our Product Range

- | | |
|-----------------------------------|--------------------------|
| 01. AAC Blocks | 08. Hydrated Lime Powder |
| 02. EMMA AAC Block Joining Mortar | 09. Soap Stone Powder |
| 03. EMMA Tile Adhesive | 10. China Clay Powder |
| 04. EMMA Wall Putty | 11. Dolomite Powder |
| 05. Bentonite Powder | 12. Calcite Powder |
| 06. Marble Powder | 13. Kota Stone |
| 07. Quick Lime | 14. Pavers Blocks/Tiles |
| | 15. MAGIK Lighting |
| | 16. Shyam Steel |



ABOUT US:

EMMA stands as a pillar of trust in the Northeast construction industry, known for delivering premium-quality building materials that ensure unmatched strength, durability, and flawless finishes. Whether it is tile adhesive, wall putty, or AAC block-jointing mortar, EMMA is a trusted partner for construction professionals across Guwahati and beyond, supporting every stage of the building process with excellence.

Driven by a commitment to innovation and reliability, EMMA empowers builders, contractors, and homeowners to achieve perfect results every time. With EMMA, construction is about more than just materials; it is about building lasting trust, creating enduring structures, and delivering superior finishes that define the future of the Northeast.

Vision:

- ▶ To be a Northeast-centric construction solutions brand that delivers high-quality, durable, and innovative building materials that strengthen structures, simplify construction, and ensure flawless finishes.

We aim to set new benchmarks in construction excellence, earning the confidence of every builder, contractor, and homeowner across the region.

Mission:

- ▶ EMMA aims to serve builders and homeowners across the Northeast by providing reliable, high-performance products that empower professionals to achieve strong, beautiful, and long-lasting results. We focus on:
 - Manufacturing premium-quality adhesives, wall putty, and mortars designed for modern construction needs.
 - Developing products that are easy to use, efficient, and environmentally responsible.
 - Supporting builders, architects, and interior designers with technical guidance, innovative solutions, and consistent quality.

WHY CHOOSE EMMA?

All EMMA products comply with BIS standards, ensuring quality, reliability, and safety in every application.

TILE ADHESIVES – IS 15477:2019

Available in Type 1, Type 2, and Type 3 to meet varied application requirements and performance levels.

WHITE TILE ADHESIVE

Compliant with IS 15477 and enhanced with polymers to provide superior whiteness, strength, and bonding for a flawless finish.

AAC BLOCK JOINTING MORTAR

Thin-Bed Mortar

Conforms to IS 2250 and ASTM C1660/C270 standards for consistent bonding and efficient masonry work.

MASONRY APPLICATION – IS 6041:1985

Ensures proper application practices for long-term structural integrity.

Wall Putty (cement-based) – IS 17545:2021

Developed in accordance with BIS and ASTM standards to provide a smooth and durable surface finish.



High-Quality Materials:

Engineered to endure the region's tough weather conditions.



Versatile Range:

Suitable for all types of construction projects, big or small.



One-Stop Solution:

All essential building materials under one reliable brand.



Trusted by Builders:

Preferred by contractors across Assam and the Northeast.



EMMA

Built on quality. Driven by precision.

OUR PRODUCT RANGES



**AAC BLOCK
JOINING MORTAR**



**WALL
PUTTY**



**TILE ADHESIVE
MAXI PLUS
WHITE T1**



**TILE ADHESIVE
MAXI PLUS
WHITE T2**



**TILE ADHESIVE
MAXI PLUS
WHITE T3**



**TILE ADHESIVE
CLASSIC GREY
T1**



**TILE ADHESIVE
CLASSIC GREY
T2**



**TILE ADHESIVE
CLASSIC GREY
T3**

AAC BLOCK JOINING MORTAR

40 KG

EMMA AAC Block Joining Mortar is a thin-bed adhesive designed for AAC, fly-ash, and lightweight blocks and bricks. Provides high bonding strength, precise alignment, and crack-resistant performance for both internal and external masonry. Ready-to-use with just clean water, it reduces construction time, cost and improves wall durability.

KEY FEATURES:

- ✓ High bond strength for AAC and lightweight blocks and bricks
- ✓ Thin -bed application (2–3 mm) for faster construction and less material usage
- ✓ Crack-resistant and high workability
- ✓ No curing required, saving time and water
- ✓ Suitable for internal and external walls, residential and commercial buildings
- ✓ It reduces construction time , cost and improves wall durability.

RECOMMENDED FOR:

- ✓ Internal & external walls for residential and commercial buildings
- ✓ AAC, fly-ash, and lightweight block and bricks construction for efficient, high-quality finishes.

AAC Block Jointing Mortar

Conforms to IS 2250 and ASTM C1660/C270

Masonry Application – IS 6041:1985



CLASSIC GREY T1 TILE ADHESIVE

20 KG

BASIC POLYMER MODIFIED ADHESIVE



KEY FEATURES:

- ✓ Basic bond strength
- ✓ Easy mixing & application
- ✓ Non-sag performance for walls
- ✓ Water resistant for kitchens and bathrooms



SUITABLE FOR:

- ✓ Small ceramic wall & floor tiles
- ✓ Interior applications
- ✓ Tiles size limit generally upto 300x300 mm



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



CLASSIC GREY T2 TILE ADHESIVE

20 KG

IMPROVED POLYMER MODIFIED ADHESIVE



KEY FEATURES:

- ✓ Higher bond strength than Type 1
- ✓ More flexibility & better grip
- ✓ Non-sag performance for walls
- ✓ Water resistant for kitchens, bathrooms and balconies.



SUITABLE FOR:

- ✓ Large ceramic tiles, vitrified tiles and glass mosaic
- ✓ Indoor & outdoor floor and walls, moderate traffic areas
- ✓ Tile-on-tile applications
- ✓ Tiles size limit generally upto 600x600 mm



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



CLASSIC GREY T3 TILE ADHESIVE

20 KG

HIGH STRENGTH POLYMER MODIFIED ADHESIVE



KEY FEATURES:

- ✓ Very high bond strength
- ✓ Highly polymer-modified & flexible.
- ✓ More flexibility & better grip
- ✓ Non-sag performance for walls
- ✓ Water resistant for kitchens, bathrooms and balconies.



SUITABLE FOR:

- ✓ Large format vitrified tiles, granite, marble, Ceramics, Clay, Basalt, natural stones.
- ✓ Exterior walls & concrete substrates, high traffic areas
- ✓ Tile-on-tile applications
- ✓ Extreme weather exposures (Rain, direct sun light).



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



MAXI PLUS WHITE TILE ADHESIVE – T1

20 KG

HIGH STRENGTH HEAVY DUTY ADHESIVE



KEY FEATURES:

- ✓ High polymer modification for strong adhesion & flexibility.
- ✓ Smooth creamy consistency, prevents staining & discoloration
- ✓ Ideal for light-colored stones and tiles



SUITABLE FOR:

- ✓ Small sized, Light-colored tiles, interior/exterior walls & floors.
- ✓ Wet areas, vertical and horizontal surfaces



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



APPLICATIONS:

- ✓ Mix with clean water to smooth, lump-free paste, Spread with a notched trowel.
- ✓ Apply only within the workable open time.
- ✓ Press and slightly twist tiles into place maintain even joints.
- ✓ Allow proper curing (24–72 hours depending on traffic)



MAXI PLUS WHITE TILE ADHESIVE – T2

20 KG

PREMIUM POLYMER MODIFIED WHITE TILE ADHESIVE



KEY FEATURES:

- ✓ Brilliant White Finish, Non-Staining Formula, High Bond Strength
- ✓ Slip Resistant (Non-Sag) , Water Resistant, Crack Resistant
- ✓ Suitable for Thin Bed Application, Low Wastage
- ✓ Easy Mixing & Application



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



SUITABLE FOR:

- ✓ Medium sized tiles, Interior / Exterior Walls & Floors
- ✓ Kitchens , Bathroom, Balconies, Commercial Buildings
- ✓ White Marble, Glass Mosaic, Ceramic Tiles, Vitrified Tiles, Light-Coloured Natural Stones, Quartz Stone, Wall Cladding.



APPLICATIONS:

- ✓ Spread adhesive with a notched trowel.
- ✓ Apply only within the workable open time.
- ✓ Press and slightly twist tiles into place.
- ✓ Maintain even joints.
- ✓ Do not soak vitrified tiles.
- ✓ Do not add cement or sand.
- ✓ Use within pot life.
- ✓ Protect from rain during application.



MAXI PLUS WHITE TILE ADHESIVE – T3

20 KG

PREMIUM POLYMER MODIFIED WHITE TILE ADHESIVE



KEY FEATURES:

- ✓ Brilliant White Finish, Non-Staining Formula, High Bond Strength
- ✓ Slip Resistant (Non-Sag) , Water Resistant, Crack Resistant
- ✓ Suitable for Thin Bed Application, Low Wastage
- ✓ Easy Mixing & Application



USABILITY:

Open Time: 30–35 mins

Pot Life: 2–2.5 hrs

Coverage: 20–30 Sq.Ft. Per Bag (20 kg)

(subject to Substrate, Skill of Operator & Climatic Conditions)

For more information & details, please contact company representative.

Tensile Strength: 0.5–1 N/mm²

Shelf Life: 6 months from the date of manufacturing
(when stored in dry conditions)



SUITABLE FOR:

- ✓ Commercial Buildings, High-Rise Buildings, Hospitals, Airports, Hotels, Shopping Malls
- ✓ Large Format Porcelain Tiles, White Marble, Granite, Engineered Stone, Glass Mosaic, Quartz Stone, Exterior Cladding, Swimming Pools, Terrace, Wet Areas, Facades
- ✓ Tile-on-Tile Applications



APPLICATIONS:

- ✓ Use appropriate notched trowel.
- ✓ For tiles larger than 600 × 600 mm, apply adhesive on both substrate and tile (back-buttering).
- ✓ Press firmly to eliminate air pockets.
- ✓ Use spacers to maintain uniform joints.
- ✓ Do not add cement or sand.
- ✓ Use within pot life. Protect from rain during application.
- ✓ Grouting should be carried out after 24 hours.



EMMA WALL PUTTY

PREMIUM WHITE CEMENT WALL PUTTY

40 KG

EMMA Premium White Cement Wall Putty is a high-performance, polymer-modified solution designed to create smooth, durable walls for both interior and exterior surfaces. It fills micro-cracks, levels uneven plaster, and provides a perfect base for all decorative paints. Ideal for residential, commercial, and renovation projects, EMMA Wall Putty enhances paint adhesion, reduces consumption, and ensures a long-lasting finish. **Developed as per BIS and ASTM standards**

WHY USE EMMA WALL PUTTY?

- ✓ Superior smoothness, high whiteness, and strong adhesion to plaster, concrete, and masonry.
- ✓ Crack- and water-resistant, compatible with all decorative paints, including emulsion, acrylic, distemper, and texture coatings.

APPLICATION PROCESS:

- ✓ Ensure the surface is clean, dust-free, and slightly damp.
- ✓ Mix putty powder with 35–40% water to form a smooth, lump-free paste.
- ✓ Apply the first coat evenly using a putty blade or trowel and allow it to dry for 4–6 hours.
- ✓ Apply the second coat, let it dry completely, and lightly sand for a smooth finish.

APPLICATION AREAS:

- ✓ Interior walls, exterior walls, ceilings
- ✓ Concrete and cement plastered surfaces
- ✓ Renovation and new construction projects



Additional Technical Specifications (BIS Standard IS 17545)

Water Demand: 35–40% | **Whiteness:** 90–92% | **Compressive Strength:** 6–7 N/mm² (28 Days) | **Tensile Adhesion Strength:** 0.75–1 N/mm² (14 Dg)
Water Absorption: 0.7 ml/hr | **Coating Thickness:** 1–1.5 mm | **Coverage:** 15–18 sq ft for 2 coats | **Pot Life:** 2–3 hrs
Shelf Life: 6 months from the date of manufacturing, when stored in dry conditions.

ALL GREAT CONSTRUCTION STARTS WITH THE RIGHT TOOLS IN HAND.

From surface preparation to finishing, each tool plays a crucial role in ensuring strength, precision, and a premium finish.



SURFACE PREPARATION TOOLS

Wire brush, scraper, sanding paper/block, air blower or brush for dust removal.



MEASURING & MIXING TOOLS

mechanical mixer or drill with paddle. Scale (if needed), mixing tray/tub, Measuring bucket, weighing



APPLICATION TOOLS WALL PUTTY

Putty blade, steel trowel, hawk board.



APPLICATION TOOLS AAC BLOCK JOINING MORTAR

Notched trowel, masonry trowel, rubber mallet, spirit level, line dori (string line).



APPLICATION TOOLS TILE ADHESIVE

Notched trowel (appropriate notch size), tile spacers, rubber mallet, spirit level.



FINISHING TOOLS

Sponge, cloth, finishing trowel.



CURING & CLEANING TOOLS

Water spray bottle/hose, bucket, cleaning brush.



SAFETY GEAR

Gloves, safety goggles, mask, safety shoes.





EMMA

Built on quality. Driven by precision.

BUILDING THE FUTURE. STRENGTHENING THE NORTHEAST.

Quality materials. Reliable performance. Trusted solutions for builders, architects, and homeowners across the Northeast.

EMMA is building stronger spaces, stronger communities, and a stronger tomorrow.

Scan Here to Know More



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Products:

AAC Block
Joining Mortar,
Maxi Plus White
Tile Adhesive T1, T2, T3,
Classic Grey
Tile Adhesive T1, T2, T3

MANUFACTURED BY:

**TYARA
INDUSTRIES**

Kali Pahar, Chowki Gate Changsari,
Near Hetero Healthcare Ltd, Kamrup,
Assam, Guwahati, 781101

Product: Wall Putty

MANUFACTURED BY:

**MARIA GLOBAL
INDUSTRIES**

Vill: Naltali, P.O. Bhomoraguri,
Mouza: Pubtharia, Kaliabor,
Uluoni, Nagaon, Assam, India

All Products are

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