



**BIRLA WHITE**  
**EVER-WHITE CEMENT WASH**  
**SAFEDI BEMISAAL,  
CHALE SAALO SAAL**



# WARRANTY BOOKLET

Warranty ID. No.

# **Warranty Certificate for Birla White Ever-White Cement Wash**

Birla White, a unit of UltraTech Cement Limited, (referred to as "Company") offers a 3-year Performance Warranty from the date of purchase, on the application of White Cement Wash as a top-coat for its product Birla White Ever-White (hereinafter referred to as "Product") ONLY for the application on interior or exterior of new surfaces made with Cement Plaster/RCC/Concrete. Birla White Ever-White Cement Wash's application should be as mentioned in the "Application process" section of this document. Birla White Ever-White Cement Wash comes with the triple promise of being highly durable, superbly lustrous, and a considerably economical wall finish.

## **Warranty Cover**

- Birla White Ever-White Cement Wash offers a 3-year Performance warranty on the Product failure (defined hereinafter)
- It covers the two-coat application of the Birla White Ever-White as a Top Coat.
- Application areas can be interior or exterior of below surfaces:
  - a.** New cement plaster wall
  - b.** New RCC/concrete surfaces

## **Warranty Enrolment Process**

- Within 30 days of purchase, the warranty must be registered with the company by contacting the Birla White Toll-Free Helpline at 1800-111-717 or using the online warranty registration link given on the Birla White Website.
- The customer should note down the batch number and production date from the Product package at the time of purchase.
- The product name, quantity, and purchase date should all be clearly stated on the purchase invoice.
- The customer is required to furnish the details as to his Name, Contact Details, Mobile No., details of the product purchased, Bill no., Dealer details, etc., during warranty registration.
- The customer shall receive a unique warranty no. against their registration.

## Commencement and Duration

- The warranty benefit commences from the date of purchase of Birla White Ever-White Cement Wash. It covers its application as a top-coat on newly plastered cementitious/ concrete/ RCC surfaces.
- On exterior/interior walls where Birla White Ever-White Cement Wash has been applied on newly plastered cementitious/ concrete/ RCC surfaces, the warranty shall be applicable for three (3) years.
- If a claim is made during the warranty period, the period will not restart once the claim is resolved.



## Extent of Warranty Applicability

- For the warranty to be applicable:
  - a. Minimum 75 Kg of Birla White Ever-White Cement Wash should be purchased and consumed on a single surface.
  - b. For project sites, a minimum of 150 Kg of Birla White Ever-White Cement Wash should be purchased for the warranty to be applicable, subject to satisfactory pre-inspection of the surface to be painted by the company's representative.
- It is mandatory that only this product has to be used exclusively on the entire site for which warranty is registered/claimed, i.e., no warranty will be registered/claim will be entertained where any other brand of White Wash has been used for a similar application in different areas of one site even if minimum purchase quantity mentioned above has been purchased and used in a part area of one site.
- The warranty may be registered when the customer purchases the minimum quantity of product mentioned above in more than one lot and on different days but within 30 days from the date of the first purchase of the product for a particular site.
- The product should be applied within one month from the date of purchase or within three months starting from the date of manufacture of the product, whichever is earlier.
- Throughout this warranty\*, the word Product failure's is directly attributable to deficiencies in the product's manufacturing. It shall mean any of the following occurring, subject to the other conditions laid down under this warranty\*:
  - a. Loss of adhesion (The wash film shows blistering, splits, tears, cracks)
  - b. Peeling and flaking of the product and coming off from the substrate only when the product has been applied on newly plastered cementitious/ concrete/ RCC surfaces.

\*Please Note: The warranty is for three (3) years only from the date of purchase (as per the purchase invoice).

# Application Process

## Instructions for Use/Application of the Product

- a.** Birla White Ever White Cement Wash has to be used on newly plastered cementitious/ concrete/ RCC surfaces for interiors and exteriors.
- b.** All elements of surface preparation before the application and during application work have to be by the instructions provided for Birla White Ever-White Cement Wash, as detailed in this section below.

This warranty shall only be considered if the below-mentioned application procedure is followed:

### Prior Check before Product Application

- Before Birla White Ever-White Cement Wash application, it is essential to ensure that the substrate shall have no chalking problem, loose sand, or paint particles, and be free from oil and grease stains. For New plaster, the substrate shall be cured entirely, crack-free, and in sound condition.
- Any active source of dampness/ leakage needs to be treated before applying Birla White Ever-White Cement Wash.
- New masonry surfaces must be cured entirely for the best results. It is highly recommended to allow 28 days as curing time for new masonry surfaces.
- Ensure that surface is entirely free from all dirt, powdery residue, loosely held plaster, grease, oil, or any other contamination. Any previous growth of fungus, moss, or algae needs to be removed thoroughly by vigorous wire brushing and cleaning with water.
- For filling cracks, use Crack filler product for repair.
- Pre-wet the surface with water before application of Birla White Ever-White Cement Wash.

### Product Application process

- Preparation of the substrate surface
  - a.** Remove all loosely adhering material, dirt, dust, oil, etc., from the surface/wall using emery/sandpaper, blade or wire brush, etc.

- **Pre-wetting of the substrate**

- Pre-wetting is an essential step before applying Birla White Ever-White Cement Wash to get better workability, coverage, and higher bond strength with the surface.
- Pre-wetting can be carried out by brush, hose pipe spray, and spreading the water using a mug/cane. It is crucial that the surface must be wet during the application.

- **Mixing of Birla White Ever-White Cement Wash**

- Mixing ratio (1:1.2): Slowly add 1 kg of Birla White Ever-White Cement Wash with 120% clean water (1 Kg Birla White Ever-White Cement Wash +1200 ml water) to make a homogeneous slurry.
- Mixing of the product with water should be carried out by preferably mechanical stirrer (3-5 minutes) or manually (10-12 minutes) to obtain a creamy consistency. Prepared slurry should be used within 1.5-2.0 hours.

- After thoroughly mixing, apply Birla White Ever-White Cement Wash on the moistened/ wet wall/ surface uniformly with the help of a painting brush (4 or 5 inches)/appropriate roller.
- For obtaining the best results, after each coat, spray the surface with water after 6-8 hours of drying to cure the surface properly. It is advised to let the surface dry for 24 hours or at least overnight before the second coat of application.
- After overnight drying, apply a second coat. Two coats are sufficient for a good surface finish.
- After the final coat, water curing is required for at least up to 3-5 days (2-3 times daily according to the weather condition)
- The direction of the brush movement should only be horizontal. This will help in getting a better surface finish and also minimizing the brush mark.

## Do's and Don'ts

- While preparing the mix, Birla White Ever-White Cement Wash should be added to water and not vice versa. Keep stirring while mixing.
- Birla White Ever-White Cement Wash should be applied over a fully prepared surface.
- Only a limited quantity of mix should be prepared, which can be used within 2 hours, to ensure that the prepared mixture does not set before application.
- For highly absorbent surfaces, the finish coat may be thinned down.
- It is advisable to avoid application in direct sunlight, as cement will set faster, leaving brush marks on the surface.
- A gap of 24 hours between two coats of Birla White Ever-White Cement Wash is recommended.
- Keep stirring the slurry well before its application. A mechanical stirrer is the best recommended tool for homogeneous mixing.

## Warranty Liability

- Over the warranty period, the company's responsibility will shrink according to the following scale:

Within the first 9 months after the commencement date	100% of replacement cost
From month 10 to month 18 after the commencement date	50% of replacement cost
From month 19 to month 36 after the commencement date	30% of replacement cost

- The company's responsibility will be limited to the purchase price of the product.
- The company shall not be responsible to the client for any indirect or consequential loss or damages. The customer's exclusive damage repair under this warranty is set out in this clause.
- The company will only replace the Birla White Ever-White Cement Wash where failure has occurred in accordance with the liability.
- The company will only provide a replacement product for re-application of coating, as it may be necessary to set right the coating failure in the affected portion only in accordance with the liability.
- The company will entertain the warranty claim only once during the warranty period for the area of application, i.e., if the warranty claim is allowed for a particular area of the site during the warranty period, no further claim will be entertained by the company for that area.

## **Warranty Exclusions**

- The warranty for this product shall not cover the cases of water leakage/ seepage from the surfaces, including:
  - a. Cracks on an exterior surface
  - b. Plumbing leakages
  - c. Concealed gutters
  - d. Untreated duct areas
  - e. Leakages from floors above or terraces
  - f. Leakages from drain/nahani trap
  - g. Untreated sanitary joints
  - h. Untreated tile joints
- The warranty shall be void/ null in the following events:
  - a. Intermittent, continuous seepage/ leakage of water due to structural cracks/defects, etc.
  - b. Water penetration arising due to capillary rise from the ground level, including but not limited to water leakage, continuous dampness of the surface and seeping, floods, etc.
  - c. Growth of algae or fungus on surfaces or efflorescence developed on substrate surfaces or decay in the substrate due to aging/ weathering effects/ repairs done etc.
  - d. Vandalism or Acts of God, for instance, natural calamities such as earthquakes, cyclones, floods, etc.
  - e. Improper surface preparation such as a surface with containments and not surface dried before application of the product, leaving putty surface after application unpainted for more than three months.
  - f. Any defects arising out of reasons beyond the company's control, such as quality failure of top coating paint applied over the product, etc.
  - g. Any negligence or carelessness on the part of the customer or any act or omission on the part of the contractor/painter or any other person causing the product or the application of the product to be defective by any means.

## Claims and Repairs

- Any claims made in terms of this warranty shall be made within 30 days of the consumer discovering any defect, damage, or failure.
- The consumer shall immediately apprise the company of the claim through the Birla White Toll-Free Helpline (1800-111-717) by furnishing full details thereof and shall set out the basis on which they believe that the company is liable with respect to the warranty offered.
- The company, at its own discretion, may appoint a technical person to inspect and validate the application process followed as per the directions specified.
- On receipt of such information, the authorized officers/ representatives of the company will ensure an inspection of the site where the Product Failure has been reported and prepare an inspection report in the format prescribed by the company. It shall be mandatory for the company's authorized representative and the customer to sign the inspection report. The authorized representative of the company shall submit the inspection report to the company. The quantity of the product to be given to the customer under the terms of the warranty for the area of the Product Failure as determined by the Inspecting team of the company shall be final.
- The company, on receipt of the inspection report, may pass/reject the claim as per findings in the report and terms of the warranty.
- The company may conduct as many inspections from any of its officers/ representatives as it may deem fit to settle the claim. Before such inspection or testing, the consumer shall not be entitled to perform any repairs or remove or tamper with any part of the system.
- The customer or his employees/ relatives/ any other person(s) relating to customer or any third party shall never restrain the authorized representatives of the company from entering the site and shall never indulge in any fight or quarrel or arguments with the authorized representatives of the company visiting the site for any purpose.
- The company shall deploy its best endeavors to ensure that product required for repair is made available as soon as possible at the site/ place where the repair needs to be carried out but does not assume any liability for delay in this respect.

- The company's liability concerning the warranty on the product shall be limited to making available the product at site only. It shall not include labour costs or other material used for re-application.
- Required quantity of the product will be made available to the customer via the same dealer from whom the initial purchase was made.
- The company, in its sole discretion, shall be entitled to:
  - a. Ask company technical representative to monitor re-application which is to be carried out in accordance with all its specifications and instructions
  - b. We recommend that the customer appoint the contractor

## Terms & Conditions

- The warranty is applicable throughout PAN India.
- The product is to be purchased from authorized dealers/stockists of the company against sale bills as required under GST laws/other statutory laws. The customer must keep the original invoice(s) for registering claims in the future if needed.
- The warranty must be registered by the customer with the company as per the procedure mentioned in this document.
- The product must be stored as specified in its packaging instructions and used within its shelf life.
- Birla White Ever-White Cement Wash should be applied as per the application instructions given in this document's 'Application Process' section and with good working practice.
- Warranty is applicable only if the product had been applied on the entire affected wall. It is not relevant for localized patch applications.
- Birla White Ever-White Cement Wash should not be used in combination with products from any other manufacturer or any other intermediate product.

- This warranty disclaims any liabilities, tort, contracts, or otherwise, including negligence and strict liability. The company makes no warranty, merchantability, or fitness for any particular purpose whatsoever for Birla White Ever-White Cement Wash. There are no warranties conveyed or implied under law, which extend beyond the warranty set out herein.
- If any dispute emerges between the company and the customer regarding the above warranty, the arguments will be settled through mediation as per an alternate dispute resolution mechanism.
- If for any reason, such dispute cannot be resolved amicably by the parties through a mediation process, then the same shall be referred to a sole arbitrator, to be appointed by mutual consent of both the parties, who shall resolve the dispute in accordance with the Arbitration and Conciliation Act, 1996 or any subsequent enactment or amendment thereto (the "Arbitration Act"). The decision of the arbitrator shall be final and binding upon the parties. The venue of the arbitration proceedings shall be Mumbai only. The language of the arbitration proceedings and the award shall be English.
- In case of any disputes, the same is subject to the exclusive jurisdiction of the courts of Mumbai.
- Both, the Customer, and the Company will keep the facts and all things relating to any dispute confidential, at all times.

# Birla White Ever-White Cement Wash

## Product Details

Purchase Date \_\_\_\_\_

Purchase Invoice No. \_\_\_\_\_

Quantity in Bags \_\_\_\_\_

Mfg. Date \_\_\_\_\_

Application Completion Date \_\_\_\_\_

## Dealer Details

Name \_\_\_\_\_

## Contractor Details

Name \_\_\_\_\_

Phone No. \_\_\_\_\_

Phone No. \_\_\_\_\_

## User Details

Name \_\_\_\_\_

Phone No. \_\_\_\_\_

Email id. \_\_\_\_\_

Site Address \_\_\_\_\_

State \_\_\_\_\_

City \_\_\_\_\_

Pincode \_\_\_\_\_

## Note

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**Birla White - A Unit of UltraTech Cement Limited,**

- 🌐 Website: [www.birlawhite.com](http://www.birlawhite.com) | 📞 Toll Free No.: 1800 11 1717
- FACEBOOK: [www.facebook.com/BirlaWhiteCement](http://www.facebook.com/BirlaWhiteCement) | TWITTER: [twitter.com/BirlaWhite](http://twitter.com/BirlaWhite)
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