



CRAFTCRETE
A statement in **every step!**



Aparna Enterprises Ltd.

Aparna Enterprises Limited (AEL), part of the renowned Aparna Group, has been a leading name in the building materials industry since 1990. With over three decades of expertise, AEL manufactures and trades a diverse portfolio that includes Ready Mix Concrete, uPVC profiles, windows and doors, aluminium systems, tiles, exterior facades, luxury bath spaces, elegant kitchens, and aggregates.

Backed by an extensive network of **350+ dealers across India**, AEL's products are trusted by leading brands, contractors, and government bodies such as **DRDO, SCR, PWD, CPWD, MES and AAI**. The company has been a part of numerous landmark projects and is globally recognized for its excellence in technology, research, design, and installation.

Committed to delivering high-quality, future-ready solutions, AEL continues to set new benchmarks in innovation, reliability, and customer trust.

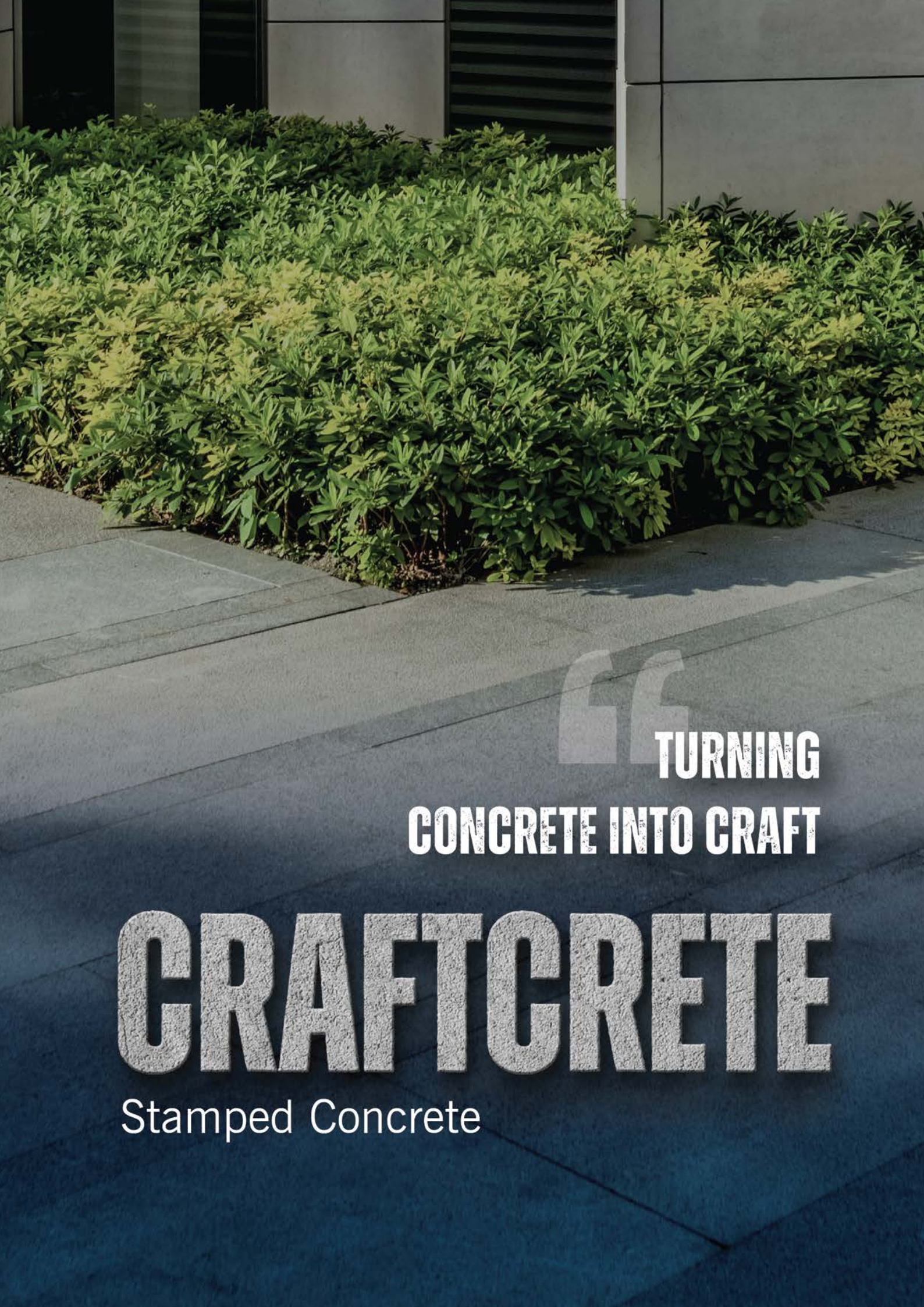




Aparna RMC is a leading producer of ready-mix concrete, delivering high-quality, durable, and versatile solutions across Telangana, Andhra Pradesh, Karnataka, Maharashtra, and Chennai. With an annual production capacity of over **2 million cubic metres** and state-of-the-art Schwing Stetter batching equipment at every plant, Aparna RMC ensures precision and consistency in every mix.

Backed by a legacy of trust, the company is renowned for its commitment to timely delivery, customization, and superior performance. Operating **36 strategically located plants**, Aparna RMC combines advanced processes with a skilled workforce to cater to projects of every scale. Its modern fleet of **350+ transit mixers** and **70+ high-capacity concrete pumping systems** operates round the clock, ensuring efficiency, reliability, and excellence at every stage of construction.





“TURNING
CONCRETE INTO CRAFT

CRAFTCRETE

Stamped Concrete

CraftCrete is a premium stamped concrete solution designed to combine strength with style. Available in multiple patterns, textures, and colours, it offers the flexibility to customise surfaces to match diverse architectural and lifestyle needs

Stamped concrete replicates the natural beauty of stone, brick, wood, and tile finishes, using advanced stamping and texturing technology that delivers both durability and elegance. Engineered to resist UV rays, temperature variations, and heavy foot traffic, CraftCrete ensures long-lasting performance without compromising on aesthetics.

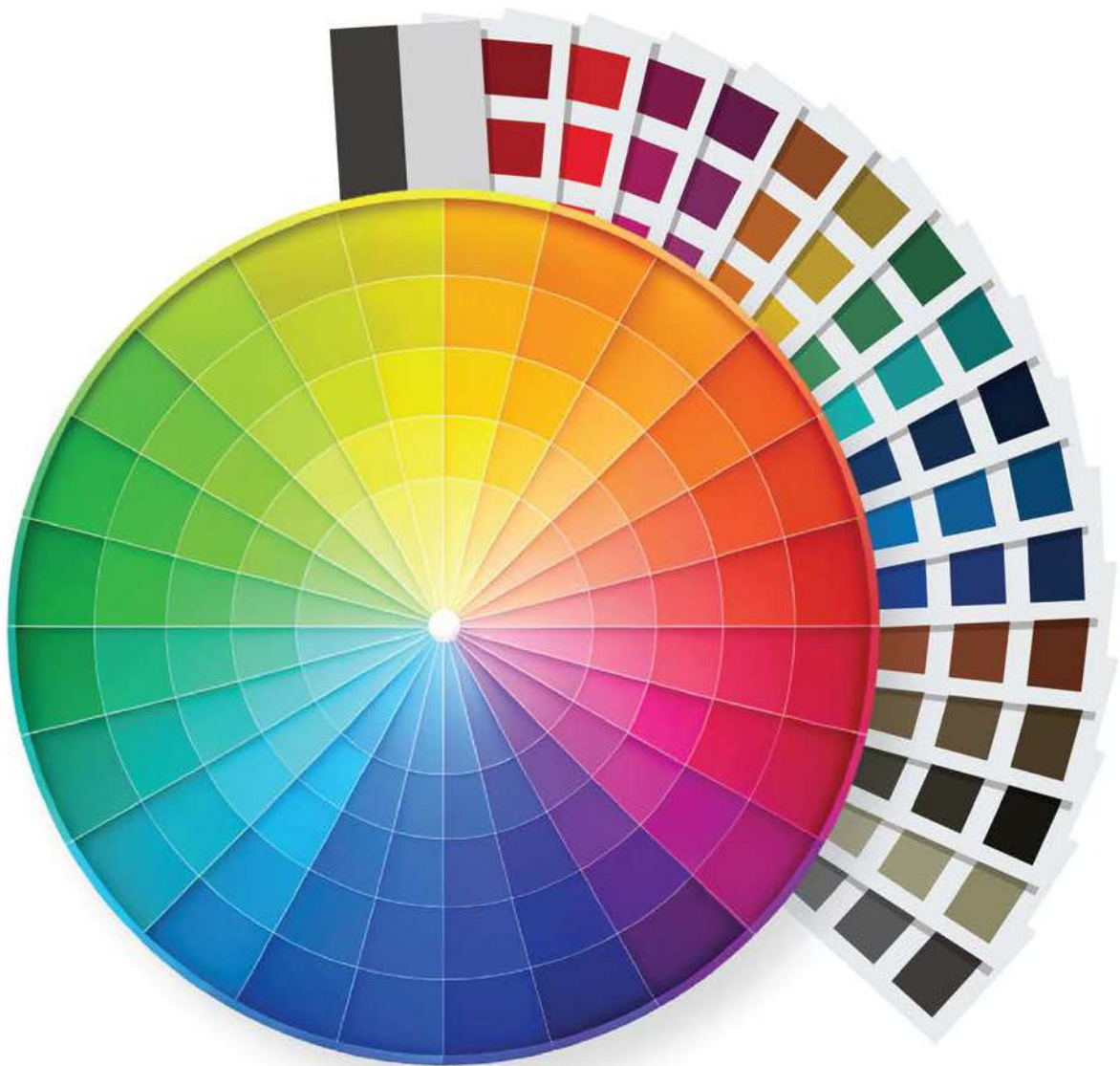
CraftCrete Elevates Your Spaces

- Thoughtfully designed to enhance modern lifestyles
- Available in a wide range of textures and colour options
- Delivers a premium look with concrete-grade durability
- Offers customisable finishes to suit residential, commercial, and outdoor applications



A Wide Array of Colours

CraftCrete offers an extensive palette of shades to suit every project style — from subtle earthy tones to bold contemporary hues. Custom colour matching is also available to bring your design vision to life.



Warm Tones

Sand	Chestnut	Golden Amber	Terracotta	Brick Red	Tile Red	Miami Buff	California Orange	Sunshine Red	Light Yellow	Creamy Buff
G2	G1	G1	G1	G1	G1	G1	G1	G3	G1	G2

Baby Blue	Ocean Blue	Royal Blue	Smoky Blue	Light Green	Muted Green	Dark Green	Lakeland Green
G3	G3	G3	G3	G3	G3	G3	G3

Cool Tones

Neutral Tones

Silver Gray	Super White	Shell White	Platinum Gray	Classic Gray	French Gray	Limestone	Wheat
G1	G2	G2	G1	G1	G1	G1	G1

Light Brown	Bark Brown	Rustic Brown	Tobacco Brown	Brownstone	Sonora Tan	Charcoal Gray	Shadow Gray	Supreme Black
G1	G1	G1	G1	G1	G1	G1	G1	G1

Earthy Tones

Soft Tones

Creamy Pink	Plum Pink	Light Rose	Light Yellow
G1	G1	G1	G1



Pathways



Patio



Driveways



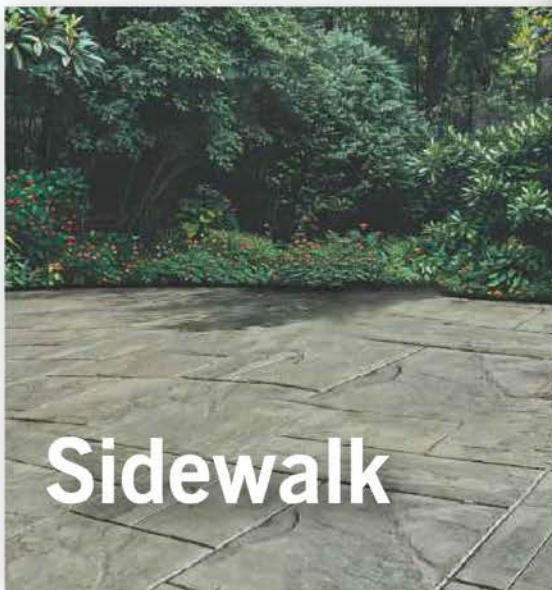
**Hotel
Entrances**



Pool Decks



**Car
Parking**



Sidewalk



**Jogging &
Cycle Tracks**

Advantages



High Structural Strength : Delivers compressive strength of 25–40 MPa, ensuring superior load-bearing capacity



Superior Surface Hardness : Dry-shake hardeners provide exceptional abrasion resistance and long-term durability



Deep Colour Penetration : Pigments extend 2–3 mm into the surface for lasting vibrancy and fade resistance



Lightfast & Alkali Resistant : Colours remain stable and bright even in harsh environmental exposure



Low Permeability : Dense surface resists water and chemical ingress, enhancing longevity



Customisable Aesthetics : Offers 40+ standard and bespoke shades with multiple stamping textures



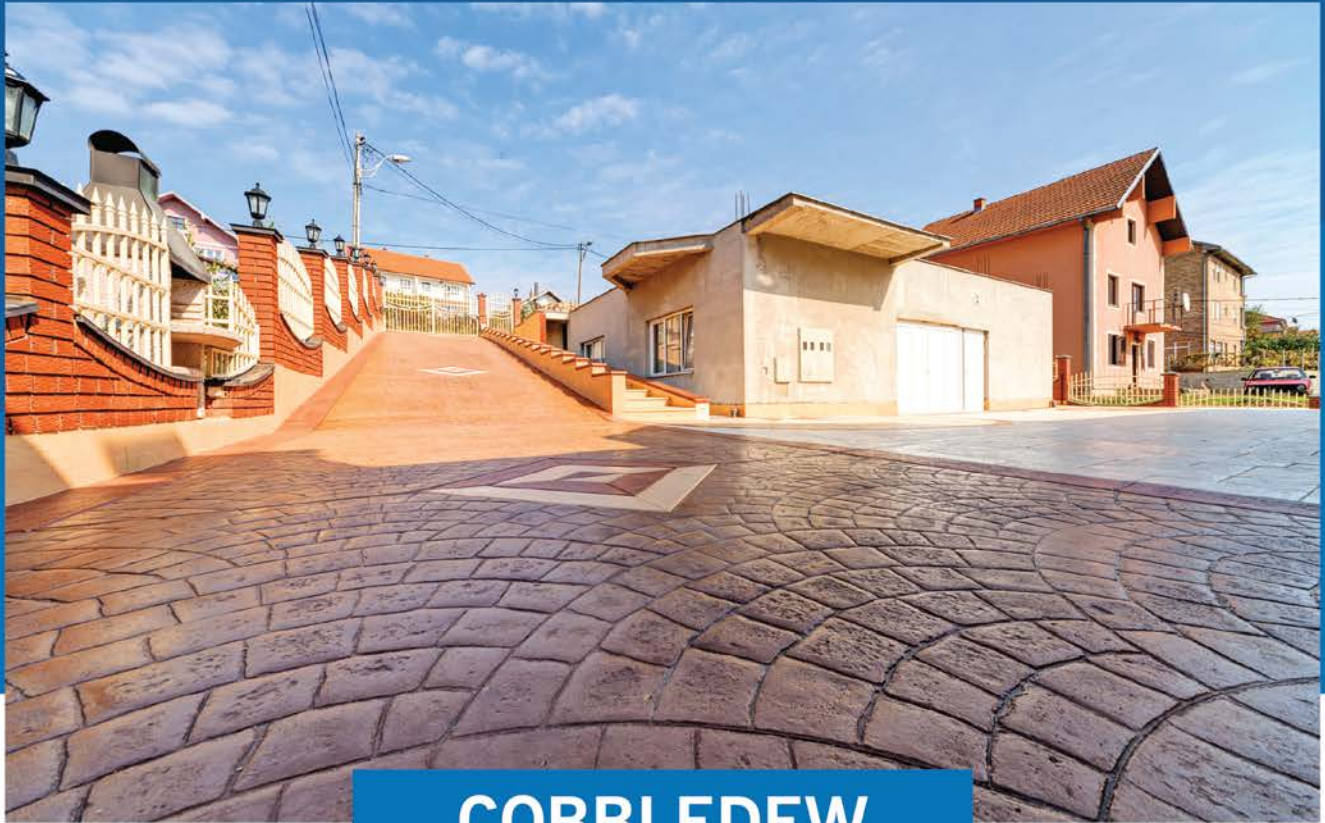
Slip-Resistant Surface : Textured patterns ensure safe movement in wet and high-traffic areas



Low Maintenance : Durable finish reduces dusting and simplifies long-term upkeep



Fast & Economical Installation : Monolithic pour allows quicker completion than stone or tile paving



COBBLEDEW



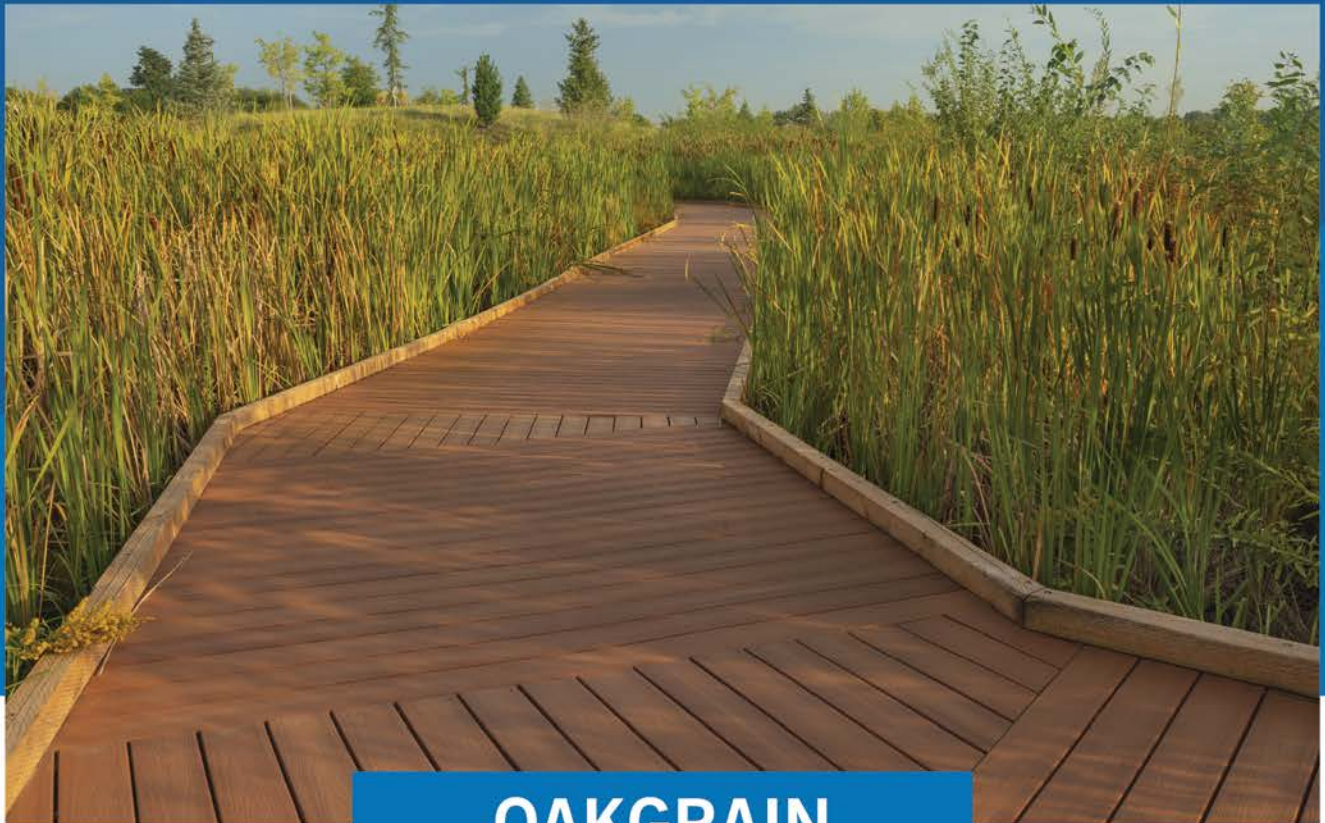
Crafted with the signature Cobblefan pattern, Cobbledeew combines strength with artistry. Each curve and contour reflects timeless design, making every surface both enduring and elegant.



BRICKBOARD



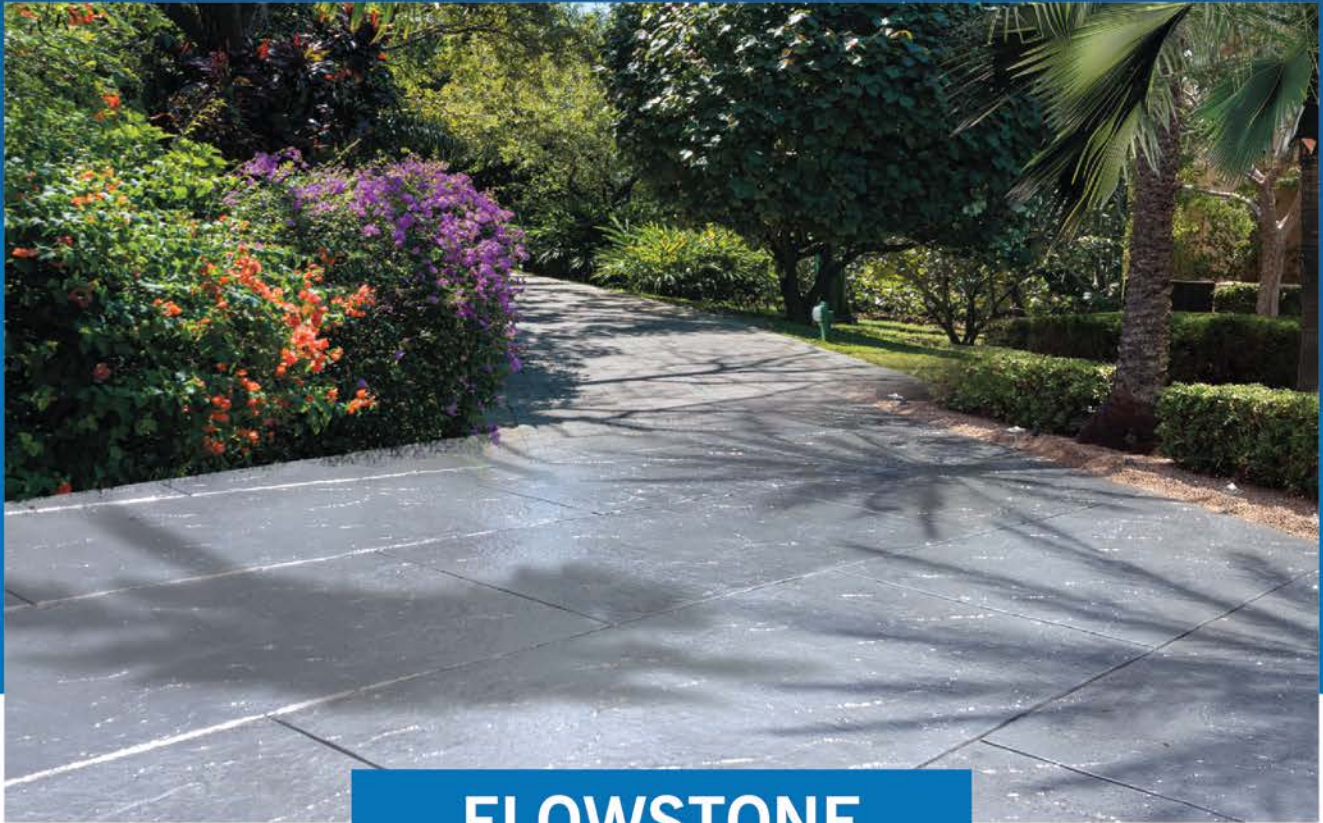
Brickboard recreates the warmth of traditional brick pavements in strong, maintenance-free concrete form. Ideal for driveways, plazas, and patios where heritage style meets modern performance.



OAKGRAIN



With the natural grain of hardwood, Oakgrain captures the beauty of wood without the upkeep. Designed for decks, walkways, and leisure spaces, it blends organic texture with concrete strength.



FLOWSTONE



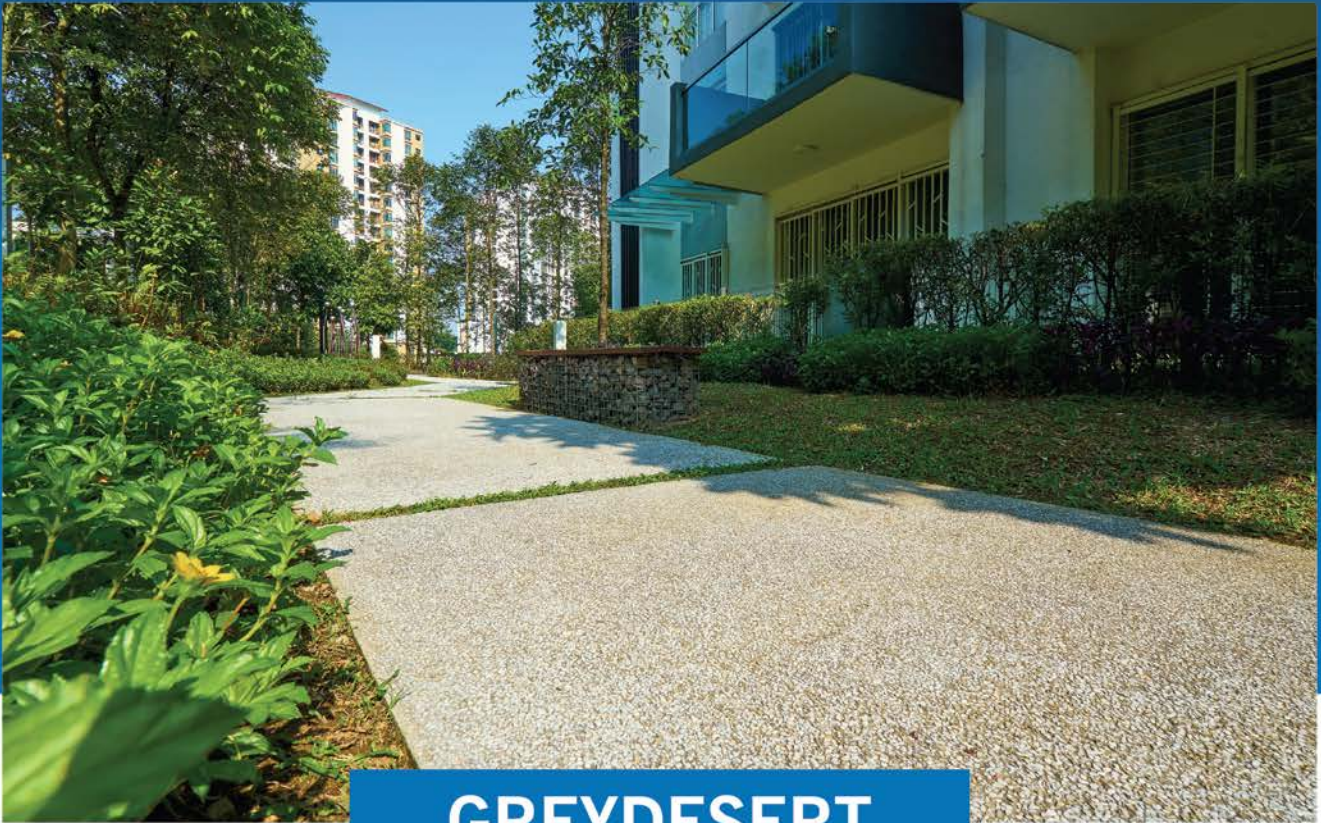
Flowstone delivers smooth, flowing surfaces that complement contemporary architecture. Its elegant stone-like sheen enhances entrances, gardens, and open driveways with a refined touch.



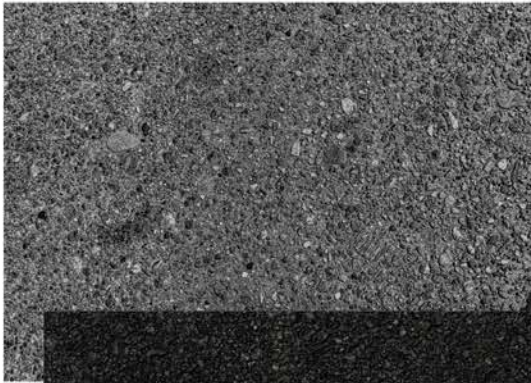
ELLUZIONI



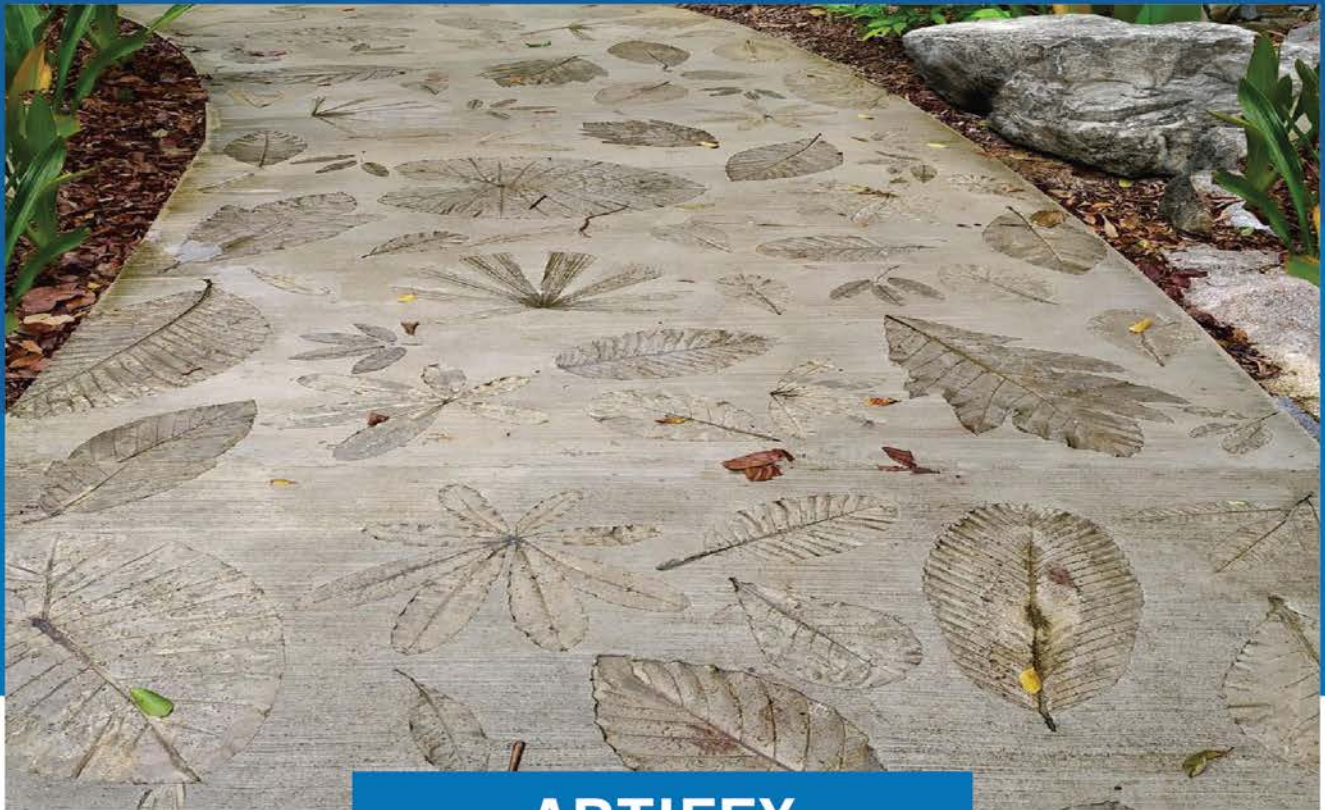
Elluzioni brings geometry to life with patterns that create striking optical depth. Ideal for modern homes and patios, it turns every surface into a bold, contemporary statement.



GREYDESERT



Minimalist yet bold, Greydesert offers a clean, textured concrete finish inspired by natural aggregates. Its subtle tones and fine detailing suit facades, pavements, and premium residential exteriors.



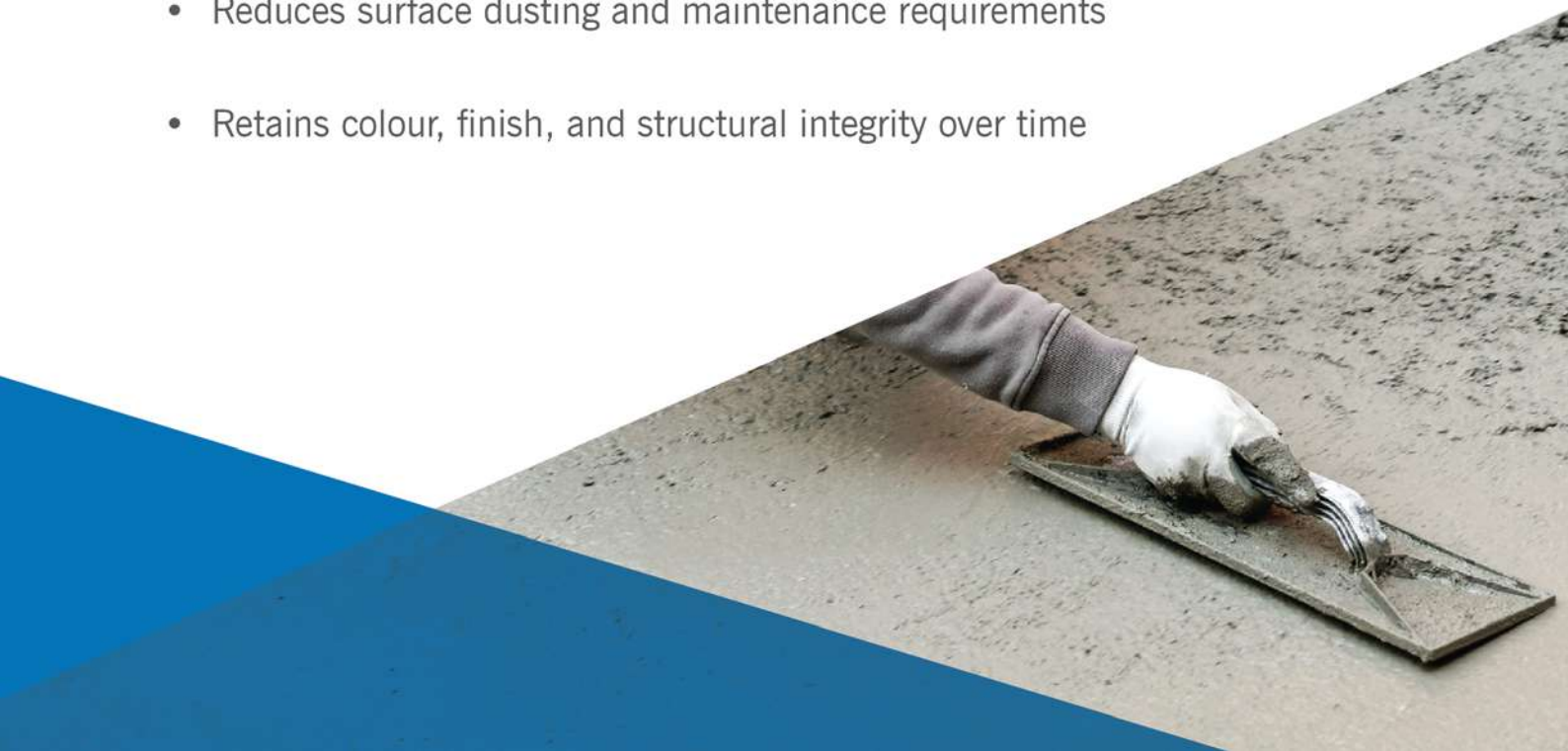
ARTIFEX



Artifex transforms concrete into a canvas of creativity. With intricate artistic impressions and diverse motifs, it brings design expression to landscapes, walkways, and open spaces with unmatched elegance.

Technical Information

- Composition : Blend of cement, natural silica aggregates, iron oxide pigments and advanced admixtures
- Formulated as a dry-shake hardener to colour, strengthen, and densify concrete surfaces
- Serves as a decorative alternative to plain concrete flooring
- Enhances surface strength, durability, and visual appeal in architectural, residential, commercial, and outdoor spaces
- Can be finished to a smooth polish or textured design, depending on application technique
- Compatible with stamping technology to replicate natural materials such as cobblestones, tiles, pavers, bricks, and flagstones
- Improves density, abrasion resistance, and overall lifespan of flooring
- Reduces surface dusting and maintenance requirements
- Retains colour, finish, and structural integrity over time



Features

- Abrasion & Impact Resistant
- Weather & Stain Proof
- UV & Fade Resistant
- Supports Chemical Staining
- Smooth, Streak-Free Finish
- Dense & Durable Surface
- Acid & Wear Resistant

Process



“A seamless blend of beauty, strength and durability.”



REIMAGINING EXCELLENCE Since 2006

With a proven track record of punctuality, reliability and on-time delivery, Aparna RMC has set new benchmarks in quality concrete solutions for over 18 years.

Other Value Added Products

Light weight Concrete	EchelonCrete
PP Fiber Reinforced Concrete	Elasticrete
Steel Fiber Reinforced Concrete	DuctiCrete
Temperature Control Concrete	TempCrete

Glass Fiber Reinforced Concrete	GlassCrete
Porous Concrete	AquaConCrete
Smart Dynamic Concrete	FlexiCrete
Self-Compacting Concrete	SwiftFlowMix

36

RMC Plants
across India

2M

(Cu.mt.)

Concrete
Production Capacity

350+

Transit
Mixer Trucks

70+

High-Capacity
Concrete Pumps

5

Boom Pumps
for Mega Projects



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