

*Selective*

BRINGING THE WORLD TOGETHER  
WITH OUR **COLORS...**



**SELECTIVE MINERALS & COLOR INDS. (P) LTD.**

India's No. 1 Manufacturer of Minerals & Iron Oxides



AN ISO 9001 COMPANY  
(Govt. Of India Recognised Export House)

[www.selectiveminerals.com](http://www.selectiveminerals.com)



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## Introduction

Selective Minerals and Color Industries Pvt. Limited is India's first and only ISO 9001 certified 100% Export Company manufacturing and processing a wide range of minerals & concrete colors. The company is also a Government of India recognised Export House and Award winners for the past 18 years.

SELECTIVE has more than 40 years of expertise in mining and processing minerals. It has two state-of-the-art plants for manufacturing and processing minerals & Iron Oxide. Both the facilities are well-equipped with quality assurance laboratories manned by trained, experienced and qualified personnel who persue the company's quest for quality.

SELECTIVE stands out in an unorganised industry due to its professional management, good infrastructure, clear focus and availability of in-house R&D facilities.

SELECTIVE products are exported to more than 50 countries through a well established marketing network and also through direct selling. Our quality has been well accepted and appreciated by all customers.



A 40 years old pioneer in manufacturing iron oxide, concrete colors & processed minerals.

## Winning Laurels.....Awards & Felicitations



**EXPORT HOUSE**  
Recognised by Govt. of India, an honor bestowed on below 2% of all Companies.



**CAPEXIL (Govt. of India)**  
Awarded an astonishing 18 times for outstanding export performance.



**MAHARASHTRA STATE AWARD**  
For contribution towards growth of exports and business in the State of Maharashtra.



India's only ISO 9001:2015 accredited, 100% export company in Iron Oxide and Processed Minerals.

An exporter to over 50 countries worldwide.













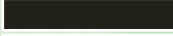











## SELOX™ RANGE.....Iron Oxide, Ochres

### APPLICATIONS

#### Why only SELOX™ ?

- Use of high purity raw materials i.e. upto 99% purity.
- Manufacturing Process & Quality Assurance as per international standards.
- Oxide colors with naturally bright colors & high tinting strength.
- Fine particle size resulting in superior dispersibility and greater coverage per unit weight.

#### SELOX™ range of Iron Oxide, Ochres

PRODUCT	CODE	MASS TONE	TONE (1:10)
SELOX RED IRON OXIDE	SRD-310		
SELOX RED IRON OXIDE	SRD-330		
SELOX RED IRON OXIDE	SRD-360		
SELOX RED IRON OXIDE	SRD-380		
SELOX YELLOW IRON OXIDE	SYW-413		
SELOX BLACK IRON OXIDE	SBK-830		
SELOX BROWN IRON OXIDE	SBW-720		
SELOX MICACEOUS IRON OXIDE	SMI-050		
SELOX RED OCHRE	SRO-133		
SELOX YELLOW OCHRE	SYO-220		
SELOX YELLOW OCHRE	SYO-230		

*Due to printing constraints the colors shades shown may not match exactly to the product shade.*

Our Iron Oxides meets ISO 1248:1974 (Iron Oxide Pigments for Paints).

#### Paints



#### Glass



#### Ceramics



#### Fertilizers



#### Plastics



#### Quality Assurance:





## MAGSEL™ MAGNETITE

## APPLICATIONS

### Why only MAGSEL™ MAGNETITE ?

- Processed from Premium quality raw material
- Manufacturing process and Quality assurance as per International Standards
- Magnetic Content of 95-97%

## MAGSEL™ MAGNETITE

PRODUCT	CODE
MAGSEL MAGNETITE	SMG 900

*Due to printing constraints the colors shades shown may not match exactly to the product shade.*

- Magnetite is one of the main iron ore mineral with chemical formula  $Fe_3O_4$ . It is one of the oxides of iron
- Magnetite is black or brownish black with a metallic lustre
- Magnetite is ferrimagnetic in nature i.e it is attracted to magnet and the most magnetic of all the natural occurring minerals on earth
- The chemical IUPAC name is iron (II, III) oxide and the common chemical name is ferrous-ferric oxide
- MOHS Scale Hardness : 5.5-6.5

### Automotive Brakes



### Concrete Blocks



### Foundry



### Magnetic Fluid



### Paints



### Radiation Shielding



### Power Plant Emission Control



### Water & Waste Water Treatment



### Agriculture & Fertilizer



### DMS in Coal Industry





## HEMASEL™ HEMATITE

## APPLICATIONS

### Why only HEMASEL™ HEMATITE ?

- Processed from Premium quality raw material
- Manufacturing process and Quality assurance as per International Standards
- Specific Gravity - 5.1
- $Fe_2O_3 > 95\%$

## HEMASEL™ HEMATITE

PRODUCT

CODE

HEMASEL HEMATITE

SHM 800

*Due to printing constraints the colors shades shown may not match exactly to the product shade.*

- Hematite is the mineral form of iron (III) oxide one of several iron oxides with chemical formula  $Fe_2O_3$
- Hematite is reddish black in colour
- Hematite is anti-ferromagnetic in nature
- MOHS Scale Hardness : 5.5- 6.5

### Water Treatment



### Power Plant Emission Control



### Agriculture & Fertilizer



### Foundry



### Paints



### Cosmetics



### Oil Drilling



### Glass









### Why only SELCRETE™ ?

- Manufacturing Process & Quality Assurance as per International Standards
- Attractive, eye catching colors
- Uniform, consistent with high tinting strength
- Alkali resistant & excellent light fastness
- User friendly

### SELCRETE™ range of Cement or Concrete Colors

PRODUCT	CODE	TONE (1:10)
SELCRETE RED	310	
SELCRETE RED	330	
SELCRETE YELLOW	413	
SELCRETE YELLOW	420	
SELCRETE BLUE	550	
SELCRETE BLUE	570	
SELCRETE BLUE	580	
SELCRETE GREEN	610	
SELCRETE GREEN	630	
SELCRETE GREEN	660	
SELCRETE SILVER GREY	710	
SELCRETE PINK	730	
SELCRETE ORANGE	770	
SELCRETE BLACK	820	
SELCRETE ULTRA MARINEBLUE	910	
SELCRETE CREAM	780	
SELCRETE BROWN	790	

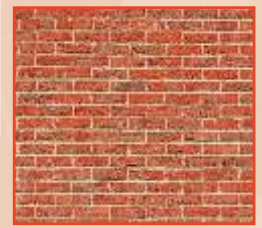
*Due to printing constraints the colors shades shown may not match exactly to the product shade.*

Cement colors comply with BS 1014 (Pigments for Portland Cement & Cement Products).

### State-of-the-Art Plant



#### Bricks



#### Tiles



#### Roof Tiles



#### Construction



#### Walls



#### Paver Blocks



## PROMIN™ RANGE....Minerals

### Why only PROMIN™?

- Raw Materials Sourced from High Quality Mines
- Single-stop outsourcing for clients
- Customisation as per client needs
- Latest production facilities for micronised grinding



### PROMIN™ Talc

PRODUCT	CODE
PROMINTALC	ST-202
PROMINTALC	ST-303
PROMINTALC	ST-404
PROMINTALC	ST-20
PROMINTALC	ST-210
PROMINTALC	ST-60

PRODUCT	CODE
PROMINTALC	MT-40
PROMINTALC	MT-80
PROMINTALC	CT-70
PROMINTALC	CT-530
PROMINTALC	FT-610
PROMINTALC	FT-660

### PROMIN™ Mica

PRODUCT	CODE
PROMIN MICA FLAKES	PM-810
PROMIN MICRONISED MICA	PM-820
PROMIN MICA POWDER	PM-830

### PROMIN™ Minerals

PRODUCT	CODE
SODIUM FELDSPAR	FS-30
POTASH FELDSPAR	FP-40
MANGANESE DIOXIDE	MD-45
DIATOMACEOUS EARTH	SD-75
BARYTES	SB-80
CARBON	SC-85
CHINA CLAY (KAOLIN)	SK-90

## APPLICATIONS

### Ceramics



### Rubber



### Cosmetics



### Animal Feed



### Paper



### Glass



### Toothpaste



### Capacitor



### Oil Drilling



### Paints





# Packaging

Palletized



Jumbo Bags



Shrink Wrap



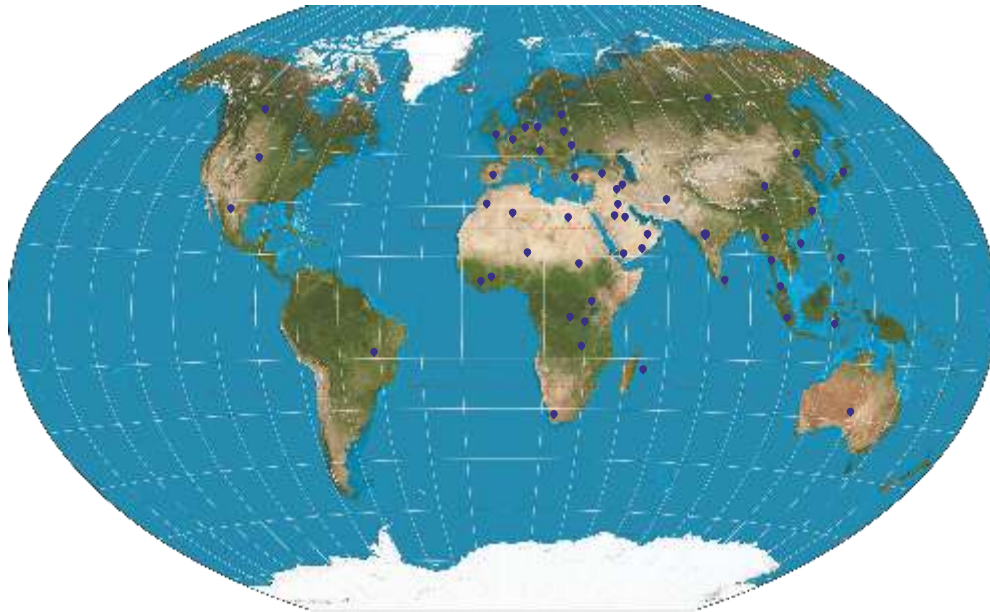
Drums



Images shown in this brochure are for representative purpose only.

- ✦ 25kg / 40kg / 50kg - pp & paper bags / steel & fibre drums.
- ✦ Bulk bags as per customer requirements.
- ✦ Pallets as per ISPM guidelines are available.
- ✦ Fumigation of pallets and containers as per international standards.
- ✦ Private label packaging as per customers specifications.

## Selective in the World



◆ Our World-wide Distribution Network

### Wide range, value for money, innovative & competitive.

- ✦ Strong customer-oriented approach, superior support for on schedule delivery.
- ✦ Wide variety of quality products at competitive prices.
- ✦ We take care of tough demands & strict legislations of your country at all times in Production, Packing & Transportation.

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