

Astral defends #EveryWomansRight to dignity

The new campaign that has been rolled out by Astral calls for compulsory change in mindset amongst the rural menfolk, on the issue of open defecation.

The problem of open defecation has repeatedly been discussed ever since the Prime Minister of the country, Narendra Modi initiated the Swachh Bharat Mission. Asserting its role as an evangelist for the cause, Astral Pipes has come up with a social message on the subject through its latest film.

Open defecation is an inherent hygiene problem of rural India, more so with women whose safety is always ignored and compromised. The problem has always been ignored by the male members since many generations - as a result of which women are teased, taunted, and even raped while going out to relieve themselves. To highlight this plight, Astral has turned the women brigade vocally militant in their latest film. Here, village wives vent their angst and warn menfolk of taking desperate steps if their voices are still left unheard.

Sharing his thoughts on the need to be associated with this social cause, Kairav Engineer, Sr. Business Development Manager, Astral said: "Astral Pipes is a leader in the CPVC pipes category. Our leadership is attributed to our single-minded focus on innovating to create efficient water management products. But, at one end where we are pioneering products that improve the quality of sanitation management in our country, there are still thousands of women who are denied basic sanitation, forcing them to resort to open defecation. With this campaign, we are not only hoping to spark a realisation about the evils of open defecation amongst those who are the most inflicted, but also support the Government's Swachh Bharat initiative by creating awareness among masses and playing our part as responsible corporate citizen."

The film has been viral ever since the day it was launched digitally, with over 10 million views across platforms and have evoked lakhs of reactions and over half a lakh of shares. While it has most successfully disrupted the inertia and started conversations on the topic, celebrities have come up to show their support by sharing the video.





ASTRAL CHEM PRO: The transporter of corrosive chemicals

Astral CHEM PRO is a tested CPVC piping system that's designed to meet the toughest challenges of an industrial piping system. Be it for a metal treating pump or industrial waste water management or chemical processing or the food and beverages industry, its high durability along with outstanding performance makes it the smartest choice across the verticals.

REASONS TO CHOOSE ASTRAL CHEM PRO:

- Astral Pipes is one of the pioneers in CPVC piping industry in India and has experience of more than 17 years. Presently, it manufactures one of the most advanced CPVC industrial piping systems globally.
- ASTRAL POLY TECHNIK LIMITED is the only Indian company manufacturing industrial grade CPVC pipes of schedule 40 and 80 and fittings of schedule 80 that conform to ASTM Standards ranging from ½" (15mm) to 12" (300mm).
- The Compound meets or exceeds the requirement of cell class 24448 against the standard cell class 23447
- ASTRAL CHEM PRO industrial piping system can be used in high temperature up to 93°C (Intermittent up to 110°C) & pressure based on the pipe sizes.
- Provides special non-metallic valves like ball valve, butterfly valve, diaphragm valve, non-return valve. Available both in manual & actuated operational.
- Astral imparts complete knowledge of CPVC piping system through training. Installation & after sales services are also provided
- Astral has a dedicated sales-force on industrial systems to help you out whenever you need it.

ADVANTAGES

- High temperature resistant
- Easy and low cost installation
- Chemical resistant
- External corrosion resistant
- Immunity to galvanic or electrolytic attack
- Freedom from toxicity, odours, tastes
- Corrosion free
- Low friction loss
- Low thermal conductivity
- Maintenance free

FIELDS OF APPLICATIONS

- Metal Treating
- Pulp and Paper
- Food and Beverage Industry
- Industrial Waste Treatment
- Chemical Processing
- Power Sector
- Sugar Industries
- Water Treatment Plants
- Fertilizer
- Shipping Industries
- Mining
- Pharmaceutical
- Cement Industries
- Steel Industries

AVAILABLE SIZES

Pipes: SCH 40 & 80: 15mm (½ ") to 300mm (12") IPS as per ASTM F441

Fittings: SCH 80: 15mm (½ ") to 300mm (12") IPS as per ASTM F439

Valves: ½" to 12" True Union Ball Valves, Butterfly Valves, Diaphragm Valves, NRV



ASTRAL CPVC FIRE PRO: Pipes that fight fire

Astral Fire Pro pipes and fittings are specially designed for fire sprinklers system and they are setting a new benchmark in the industry. Astral Fire Pro pipes and fittings provide unique advantages in sprinkler installations including superior hydraulics, ease of joining, increased hanger space in comparison to other thermoplastics and ease of assembly. These pipes and fittings are fully approved for use in all light and ordinary hazardous rooms or otherwise light hazardous applications as per NFPA 13, in both new and retrofit construction, such as:

- High-rise buildings (including apartments and hotels)
- Institutions
- 1 storeyed or multi-storeyed family homes

SYSTEM BENEFITS:

- No pre-cutting and expensive fabrication required
- Can be easily connected to other sprinkler piping system
- It's flexible and offers greater ease of installation
- Resistant to rust, scale and foreign contaminant build up
- Inexpensive tools required for installation
- Can be easily repaired or modified on site
- Designed to endure 50 years

FEATURES

- Ignition resistant
- Low friction loss
- Burning resistant
- Temperature / pressure rating

EXCELLENT FIRE RETARDANT PROPERTIES

- Flame Resistant
- Resists heat generated from combustion
- Resists the spreading of the flame or the smoke

TYPICAL PHYSICAL PROPERTIES

Parameter	Unit	Typical Value
Density	g/cm ³	1.51
Tensile Strength	MPa	55
Modulus of Elasticity	MPa	2700
Compressive Strength, ps	MPa	62
Coefficient of Linear Expansion	in./in. °F)	3.2 X 10 ⁻⁵
FLAME SPREAD	--	0
Smoke Development	--	5-20
Limiting Oxygen Index	%	60
Flash Ignition Temperature	°C	482
Flammability	--	Flame Retardant

AVAILABLE SIZES

Pipes: 20MM (¾") to 80mm (3") SDR 13.5 IPS as per ASTM F442 & IS 16088

Fittings: 20MM (¾") to 80mm (3") IPS as per ASTM F439

A PRO PROGRESS PARTNER TO INDIA

Be it ecologically sustainable industrial growth or protection from inadvertent crises or dignified living; Astral Pipes most earnestly endeavours to ensure these for an India on the rise. We are an organisation known for utilising its technical expertise to complement the infrastructural growth of a developing nation.

We are equally committed towards our industrial and residential customers. Thus while Astral CPVC CHEM PRO is meticulously designed to meet the challenges of an industrial piping system, Astral FIRE PRO pipes and fittings are exclusively designed for fire sprinkler systems that keep dwellers safe from fire accidents.

Astral thinks that true progress must reflect in the qualitative improvement of standard of living. The brand's latest campaign demands an end to open defecation and champions women's right to dignified living.

