

firstchoice[®]
ready mix

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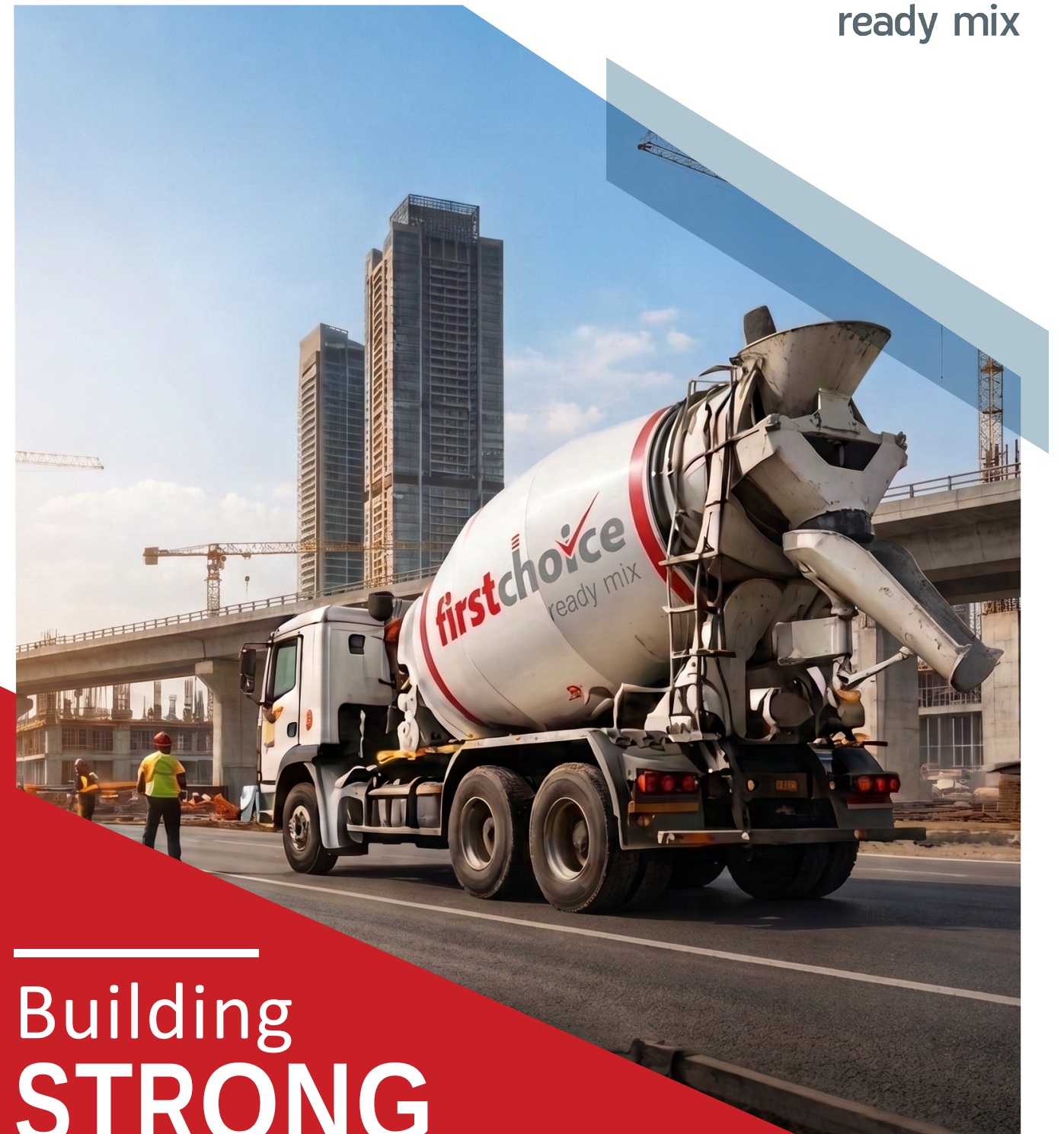
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Kolkata - 700107

Building
STRONG
FOUNDATION
with Premium
Readymix Concrete



VISION

Firstchoice Readymix aims to become one of the leading readymix concrete manufacturer and solution provider in the country, to exceed quality benchmark, and expand its client base.

MISSION

We are determined to cultivate a global vision with an approach to realize our outlook by adapting to international quality norms and standards to provide customers with the best readymix concrete and any other product under its umbrella.



FIRSTCHOICE READYMIX

Your Trusted Readymix Concrete Supplier in India

Firstchoice Readymix is one of India's leading manufacturers of Readymix Concrete (RMC), delivering innovative, high-performance concrete solutions for residential, commercial, industrial, and infrastructure projects. For over a decade, we have built a reputation for excellence by consistently providing premium-quality concrete backed by advanced technology, technical expertise, and dependable service.

Every batch of concrete is produced using state-of-the-art automated batching systems, premium raw materials, and stringent quality control processes to ensure exceptional strength, durability, consistency, and long-term performance. Our comprehensive portfolio of standard and speciality concrete solutions is engineered to meet the evolving demands of modern construction while adhering to the highest industry standards.

At Firstchoice Readymix, our experienced engineers, quality professionals, and technical experts work closely with customers to develop customized concrete solutions that enhance project efficiency, optimize performance, and deliver lasting value. Supported by a robust logistics network and a modern fleet, we ensure reliable, timely delivery that keep projects moving without compromise.

Driven by innovation, sustainability and an unwavering commitment to customer satisfaction, Firstchoice Readymix continues to be the preferred partner for builders, contractors, developers, and infrastructure companies. We don't just supply concrete – we build **strong foundation**, enduring partnership and the future of construction.

Why Choose Us

Firstchoice Readymix is a QCI certified RMC supplier, trusted leader in delivering advanced ready-mixed concrete solutions, combining cutting-edge technology with uncompromising quality to support the construction industry's most demanding projects.

Our portfolio features all grades of Ready-Mixed Concrete (RMC) and 15+ specialized concrete products, engineered to meet diverse structural and performance needs. We also produce customized granular mixes for infrastructure projects such as roads, highways, airport runways, bridges, industrial facilities, and parking structures. Backed by innovation, precision, and sustainability, we deliver high-quality concrete solutions that build stronger, safer, and longer-lasting infrastructure.

With a commitment to quality, innovation, and reliability, Firstchoice Readymix delivers durable, high-performance concrete solutions tailored to the evolving needs of the construction industry.

-  State-of-the-art concrete batching plants
-  GPS-enabled fleet
-  Experienced and qualified technical team
-  Customized mix designs
-  Strict QA/QC
-  Timely delivery



20 PLANTS



500 EMPLOYEES



1000+ ESTEEMED CLIENTELE



10 CITIES



1000 YEARS OF COLLECTIVE EXPERIENCE



200 RMC FLEET

OUR PRODUCTS

FLUIDIC

The innovative technology used by fluidic enables uniform dispersion and cohesiveness, resulting in easy pouring. Fluidic allows you to generate visually and functionally unconstrained durability regardless of the intricacy of your project.

Application Areas

- Foundation
- Retaining walls, columns, slabs
- Complex structures with congested reinforcement

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 25 Mpa to 70 Mpa



FLUIDIC PLUS

Fluidic plus has been designed using the latest advanced super-plasticizers and unique concrete design techniques to create concrete with higher workability. Fluidic plus eliminates the trouble of compaction while providing efficient, high-quality construction.

Application Areas

- Foundation raft
- Retaining walls, columns, slabs
- Complex structures with dense reinforcement
- Bridges, pier, pylons

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 25 Mpa to 70 Mpa
- Slump flow (SF2): 660 to 750 mm
- Passing ability by L - Box: 0.80 - 0.90
- Filling ability by V- Funnel: 8 sec - 20 sec
- Segregation resistance: 10 - 15%



SUPERMIXCRETE

Supermixcrete has been designed using the latest advanced superplasticizers and unique concrete design techniques to create concrete with higher workability and higher compressive strength. Enhanced rheology of supermixcrete eases the effort of concrete pumping for high-rise buildings and helps to optimize RCC design cost.

Application Areas

- Infrastructure projects – bridge girder, piers, pilons, deck slab, etc
- High-rise building structures – columns, shear walls, flat slab, etc

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 50 Mpa to 70 Mpa
- Slump at site: 150 to 200 mm



FIBERMIXCRETE

Fibermixcrete is readymix polyester or Polypropylene fiber reinforced concrete which helps to minimize shrinkage & microcracks and improves the overall quality of concrete.

Application Areas

- Flooring/grade slabs
- Retaining walls, columns, roof slabs
- Water retaining structures
- Pavement quality concrete
- Bridge decks /overlays
- Screed concrete

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 20 Mpa to 70 Mpa
- Slump at site: 100 to 150 mm



FERROFIBRACRETE

Ferrofibracrete is readymix steel fiber reinforced concrete with increased flexural strength allowing superior load-bearing capacity and durability, along with optimized crack control.

Application Areas

- Pavements - for heavy traffic
- Housing pavements - society roads, car parking area etc.
- Industrial flooring for a lot of applications
- Production halls
- Light trafficked warehouses / Distribution centers / High bay warehouses
- Cold storage rooms
- Food industry
- Chemical industry
- Petrochemical industry

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 20 Mpa to 40 Mpa
- Slump at site: 100 to 150 mm



CONSET ES

An amazing concrete that is designed to accelerate the rate of hydration and gain high early strength within 3 to 7 days without altering the quality.

Application Areas

- Pre-stressed concrete, flat slab, pre-cast concrete
- Machine foundation
- Concrete pavement
- Repair of bridges and expansion joints

Technical Specifications

- Required strength can be achieved at 3 days / 7 days
- Compressive strength (28 days): 25 Mpa to 50 Mpa



CONSET DS

An amazing concrete that is designed to effectively slow the rate of hydration and helps to make the concrete workable for up to 6 hours without any adverse effect on the properties of hardened concrete.

Application Areas

- RCC columns, retaining walls
- Stamped concrete
- Chimney
- Residential / commercial buildings
- High temperature environments



Technical Specifications

- Retention time upto 6 hrs
- Compressive strength (28 days): 20 Mpa to 50 Mpa

AQUAMIXCRETE

Aquamixcrete has been designed using the latest advanced crystalline technology which reacts with the moisture in fresh concrete and generates a non-soluble crystalline formation throughout the pores and capillary tracts of the concrete. Thus reduces the water permeability of the concrete structure. It also has a self-healing property that can heal cracks and protect structural strength against seepage.

Application Areas

- Building basements & foundations
- Sewage and water treatment plants
- Swimming pools and water parks
- Water tanks and reservoirs
- Retaining walls and sea defense walls

Technical Specifications

- Retention time up to 4 hrs
- Compressive strength (28 days): 20 Mpa to 40 Mpa
- Slump at site: 100 to 150 mm
- Water penetration depth below 15 mm, tested in accordance with DIN 1048
- Water absorption is less than 1.5 % when tested in accordance with BS 1881



THERMOMIXCRETE

An amazing concrete that is designed to effectively reduce the elevation of concrete temperature due to the heat of hydration and helps to protect the structures from thermal cracking.

Application Areas

- Mass foundations of furnaces and power plants
- Foundation raft with greater thickness. (> 1000 mm)
- Marine structure exposed to seawater and sulfates
- Higher grades of concrete > 50 Mpa
- Structures exposed to nuclear radiation

Technical Specifications

- Concrete temperature at pouring point: < 30°C
- Compressive strength (28 days): 35Mpa - 60Mpa
- Slump at site: 100 to 150 + mm



SCREEDMIX

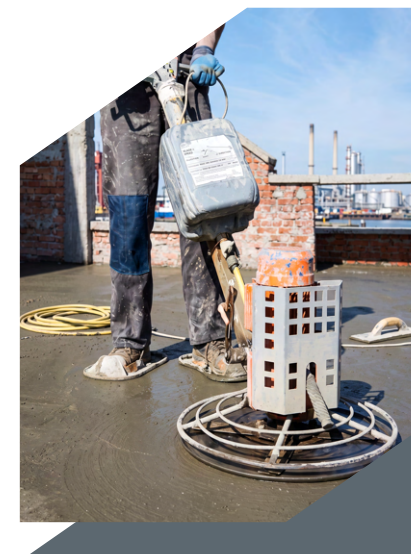
Screedmix has been designed using the latest advanced superplasticizers and unique concrete design techniques to create a concrete with higher workability, easy to place, and excellent finishing quality.

Application Areas

- Used as a structural topping as well as wearing surfaces
- Helps to maintain the level of flooring
- Industrial flooring
- Resurfacing: It can restore the appearance and function of flooring by restoring worn or cracked concrete surfaces

Technical Specifications

- Maximum size of aggregate: 6 mm - 12.5 mm
- Compressive strength (28 days): > 15 Mpa
- Slump at site: 100 to 150 + mm



SUPERLITECRETE

Superlitecrete has been designed with unique concrete design techniques to create low-density concrete as low as 1000 – 1800 kg/cum. Superlitecrete is an effective low-density filler material that enhances thermal insulation and effectively replaces conventional methods like brickbat coba, and concrete screed by reducing dead weight on existing structure.

Application Areas

- Lightweight screed
- Thermal insulation
- Filling material like sunken slab and back filling in composite deck
- Slope maintenance - replacement of brickbat coba and screed

Technical Specifications

- Density ranging from 1000 - 1800 kg/cum and above
- Compressive strength (28 days): 1 Mpa to 5 Mpa
- Slump flow at the site: 300 to 400 + mm



STAMPCRETE

Stamped concrete, a versatile flooring and paving option, offers endless combinations. Choose from various colors, including custom shades, and natural textures like slate, granite, and cobblestone. It comes in different patterns, turning spaces into works of art.

Application Areas

- Exterior: driveway, walkway, porch, patio, swimming pool deck, podium, and garden walkways
- Interior: terrace, lounge area, cafes any place of architecture imagination

Technical Specifications

- 75mm top concrete with stamping
- Base concrete 100mm PCC/RCC



POROCRETE

Procreate is a unique no-fine concrete that has voids within its body to permit water drainage to the lower surface, thus recharging the groundwater table.

Application Areas

- Open air car parking
- Walkways
- Rainwater harvesting

Technical Specifications

- Compressive strength (28 days): 10 - 15 Mpa
- Filtration rate: 80 - 100 L/min/sq mt



FILLMIX

Fillmix is a non-structural pumpable lean concrete with higher workability and easy to place, used for filling areas.

Application Areas

- Back filling, trench filling
- Used as PCC of foundation base for buildings and pavements

Technical Specifications

- Compressive strength (28 days): 2 - 5 Mpa
- Slump at site: 100 to 150 + mm
- Density: 2000 to 2300 kg/cum



DRYMIXCRETE

It's a user friendly, pre blended concrete solution. High quality raw materials (cement, sand & coarse aggregates) are proportionally blended to produce high quality concrete, requiring the addition of water before pouring concrete at the site. Available in 50kg bags.

Application Areas:

- Road & bridge repairs, structural repairs, column starters, foundations, slabs, staircases, swimming pools, retaining walls, and sub-grade floors.



ENVIRONMENTAL POLICY

Firstchoice Readymix is committed to:

- Complying with all environmental laws and regulations
- Preventing pollution and minimizing environmental impact
- Conserving energy, water, and natural resources
- Reducing waste through reuse and recycling
- Promoting sustainable construction practices
- Creating environmental awareness among employees
- Continuously improving environmental performance through monitoring and review



HEALTH, SAFETY & ENVIRONMENT (HSE) POLICY

- Providing a safe and healthy workplace for all employees
- Identifying hazards and minimizing workplace risks
- Complying with all HSE legal and regulatory requirements
- Providing regular HSE training and ensuring the use of PPE
- Preventing accidents, injuries, and occupational illnesses
- Promoting environmental protection and emergency preparedness
- Continuously improving HSE performance through audits and management commitment



TRUSTED BY THE BEST

QUALITY POLICIES

We have defined and declared our Quality Policy and objectives so that this is in line with the principles, direction and philosophy of the organization.

Our policies are;

- We are committed to continuously improving the performance standards of our products and services to ensure customer needs and preferences.
- We are committed to continuously providing products and services to customer with higher quality, cost performance standard and expectations are addressed at all times to ensure their satisfaction.
- We manufacture all products in accordance with the environmental regulations.
- We work in accordance with worker health and safety awareness.
- All employees are aware of the processes operated within the company, employees are encouraged to provide input to the development and improvement of systems.

The Management of the company establish business objectives which support the implementation of this policy. These objectives are regularly reviewed.

OUR PROMISE

We create added value by appreciating ,

- The needs of our Customers – with competitive and innovative solutions
- The needs of our Employees – by adhering to our company values
- The needs of our Channel Partners and Vendors – with above-average returns
- The needs of our Environment – by acting sustainably



OUR VALUE DIFFERENTIATORS



Automated Process

We have fully automated processes in place to ensure total quality at each stage – all control systems functions are based on user-friendly software.



Maintenance

We ensure periodic maintenance of all types of equipment, tools and machinery, etc.



Batch process

All raw materials are weighed meticulously using electronic load cells made up of special alloys. Different weighbatchers are used and weighed on using advanced electronic weigh batchers only.



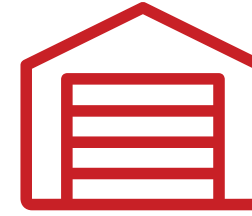
Controlled Handling

The process of handling is performed in the most effect manner as nothing is more important than the safety and health of our employees and customers.



Eco Friendly Policy

We fully emphasise on environment and eco-friendliness. We try for Zero Waste using the most efficient techniques and scientific processes.



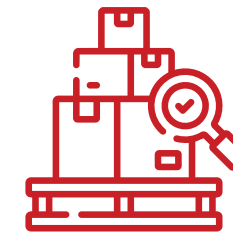
Storage Facility

Different material are stored in enclosures and storage tanks with proper identification mark for effective control on final products.



Temperature Control

Manufacturing and testing process are carried out under complete environmentally controlled system.



Effective Material Management

All the raw materials used follow a FIFO process in an organized way with excellent palletized storage methods and areas



R&D Lab

Continuous innovation is the prime job of our R&D, Technical services and Specification Team to deliver right product with best Technical support to our Customers.



Total Quality Assurance

Before delivering, the Quality of our products are monitored under Controlled Operating Procedures for every batch under the supervision of our highly professional team to deliver quality products



Homogeneous Mixing

We have fully automated processes in place to ensure total quality at each stage – all control systems functions are based on user-friendly software.

ADDED VALUE

TRUSTED BY LEADING ORGANIZATIONS

We are proud to partner with India's leading developers, construction, infrastructure and industrial companies.



WE ARE GROWING STRONGER

KOLKATA (HOWRAH)

Jalan Complex, Gate No. 2, Mouza-Jangalpur, P.O. – Argori, P.S. – Sankrail, Howrah, West Bengal, Pin: 711302

KOLKATA (JOKA)

Bhasa, P.S. – Bishnupur, Diamond Harbour Road, South 24 Parganas, West Bengal, Pin: 743503

KOLKATA (BANTALA)

Dag No. 1188/1308, Khatian No. 2111, J.L. No. 31, P.O. – Bojherhat, P.S. – Kolkata Leather Complex, Mouza – Krolberia, District – South 24 Parganas, West Bengal, Pin: 743502

KOLKATA (DANKUNI)

R.S. & L.R. Dag Nos. 407, 426, 427 & 428, Mouza – J.L. No. 22, P.S. – Dankuni, P.O.–Mollarbar, Block–Serampore, Hooghly, West Bengal, Pin: 712250

WEST BENGAL (BARDHAMAN)

Mouza – Belgram, P.S. – Galsi, Block – Galsi-II, Dist – Purba Bardhaman, Pin: 713141

WEST BENGAL (KHARAGPUR)

C/O Kalika Stone Works, Vill– Rupnaryanpur, P.O. – Jakpur, Dist – Paschim Midnapur, Pin: 721301

WEST BENGAL (SILIGURI)

R.S. Plot No. 360, 8/364, 8/365, 8/366, 367/1028, 367/1029, R.S. Khatian No. 806, 833 & 815, L.R. Khatian No. 370, Binnaguri Gram Panchayat, Binnaguri, Jalpaiguri, West Bengal, 735135

CUTTACK

247/349, Uttampur, Cuttack Sadar, P.S.– Cuttack, P.O. – Uttampur, District – Cuttack, Odisha, Pin: 753011

BHUBANESWAR

Plot No. 1598 & 1612 of Khata No. 374, Plot No. 1597 of Khata No. 373, Mouza – Bhatkhuri, P.S.–Chandaka, Dist – Khordha, Bhubaneswar, Odisha, Pin: 752056

RANCHI (NAGRI)

Vill – Lalgutwa, Sathish Chowk, Saporom, Khata No. 189, Plot No. 726, P.S. – Nagri, Dist – Ranchi, Jharkhand, Pin: 835303

RANCHI (ORMANJHI)

Khata No. 42 & 54, Plot No. 260 & 265, Thana No.63, Vill & Mouza–Ukrid, Panchayat, P.O. & P.S. – Ormanjhi, Dist – Ranchi, Pin: 835219

RANCHI (TUPUDANA)

Vill – Garh & Lal Khatanga, Khata No. 03, Plot No. 425, 561 & 562, Tupudana, Hatia, Ranchi, Jharkhand, Pin: 834003

JAMSHEDPUR-I

Mouza – Sri Rampur, Thana – Gamharia, Thana No. 48, Halka No. 04, P.O.–Kandra, Dist – Saraikela Kharsawan, Jharkhand, Pin: 832402

JAMSHEDPUR-II

Vill – Palashboni, P.S. – MGM, Dist – East Singhbhum, Jamshedpur, Jharkhand, Pin: 831018

DHANBAD

Vill – Nagrikala, P.O. – Chandore, P.S. – Tetulmari, Anchal – Baghmara, Mouza – Nagrikala, Dist – Dhanbad, Pin: 828121

PATNA

At: Shiwala, Vill – Ushri, P.O. – Neora, P.S. – Sahapur, Taluk – Danapur, Dist – Patna, Bihar, Pin: 801113

CAPTIVE PLANTS

KOLKATA (NEW ALIPORE)

Godrej, New Alipore Address : 82/1 B. L. Saha Road, New Alipore, P.O. – New Alipore S.O, P.S. – Behala, Kolkata, West Bengal, 700053

ODISHA (DHENKANAL)

Inox Solar, Dhenkanal Address: Village – Chhatia, Neulapoi, Gondia, Dhenkanal, 759014.

