

Blend of Metallic Beauty with Durability!



BASF India Chennai, Tamil Nadu
Project Size : 47,000 sqm.
Product : COLORBOND® XRW spectrum series

BASF, one of the world's largest chemical producers, headquartered in Ludwigshafen, Germany decided to build a manufacturing unit in Chennai for making catalytic converters used in Automobiles. Aswathanarayana & Eswara LLP, Chennai, a company with a legacy of over 50 years was considered as architect and consultant for the project.

BASF project site location was close to the main entrance of Mahindra world city, Chennai, hence maintaining a seamless decorum alongside the Industrial expanse with an out-of-box design, was

one of the primary requirements. Also designing this landmark building with an aesthetic appeal and ensuring its durability of cladding material for a brand like BASF was the intent.

Tata BlueScope steel owing to its extensive contribution in state-of-art steel structures and solutions for building materials was obvious choice. To suit the reputation and legacy of BASF, ZINCALUME® and COLORBOND® were chosen as they resonate its 50 year-old heritage.

Considering the requirement of aesthetic appeal,

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COLORBOND® XRW spectrum series was selected for the project. Packed with a blend of metallic beauty and design flexibility, spread of colors in Spectrum series has been carefully selected.

ZINCALUME® steel material was selected for roof application due to its anti-darkening property, strength, flexibility, and its durability. For building a world-class architectural marvel, profile selection was the next challenge for Aswathanarayana & Eswara LLP. BlueScope Steel's Profile magazine – an inspiration in itself, was referred for profile shape, sinusoidal was the best suitable option over trapezoidal form. Horizontal laying was adding sleek architectural look for building, and same was decided for installation methodology. The horizontal profile laying was more challenging, than the vertical laying. But with proper care on supporting structure, it was cited to be simple to erect.

In spite of having a special requirement where color was concerned, Tata Bluescope Steel was able to supply the material on time – ZINCALUME® steel coils for roof application and COLORBOND® steel coils (liner panel and wall panel) as per project schedule.

It is an iconic design and has become a landmark within the vicinity and around the Mahindra World city. Aesthetically exuberant, with a tinge of copper penny bronze shade, the structure is a striking example of imagination being transformed into reality. The building stands tall amidst serene backdrop of one of the most integrated hubs of modern India.

The Project is well recognized as it is built using COLORBOND® steel spectrum series which enhanced overall aesthetics and appearance of BASF building.



“ This was a unique project which was possible only with collaboration and joint efforts. It is a result of a team work and expertise from all corners. Tata BlueScope Steel's Team has truly lived upto our expectations and made it possible for us to deliver a state-of-art pre-engineered building and new age steel structure with world-class architectural look. ”

- Mr. H.E. Sriprakash Shastry, Partner
Aswathanarayana & Eswara LLP