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# Protecting your most valuable assets from termites for the last 20 years

It's not by chance! Premise is the most preferred choice of professionals looking for a trusted anti-termite solution. It is backed by 20 years of unmatched, superior performance.

# Termites: A Threat

Termite is a major pest of properties, and the potential for termite infestation is huge due to growing urbanization and construction activities.



**Termites don't just cause  
Cosmetic damage, they may damage the very**

Structure of  
the house

Ceiling  
Joints

Wooden beams  
that support  
the structure

Wall  
Studs

Plywood  
Panels

Plywood panels of the walls, doors and window frames, wardrobes, kitchen cabinets, beds. Furthermore they may damage all the articles that are made of wood, plywood or that contain cellulose (including gypsum boards).

Termites make runways through the walls of the building, drywood, plaster, small cracks and crevices through which they travel.



India is one of the biggest and fastest growing construction market.



The demand for quality and long-term protection against Termites is increasing



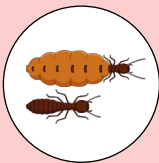
You build it with Love, we protect it by Heart





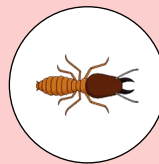
# All you need to know about termites

## Know the termite



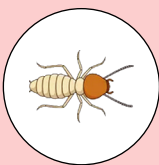
### KING AND QUEEN

Male and Female (reproductive termite caste) that begin and establish entire colony of termites also called King and Queen. Queens sole purpose is to reproduce and it may produce as many as 30,000 eggs/day and may live upto 25 years or more.



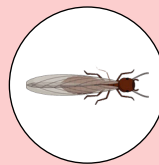
### SOLDIERS

Soldiers are sterile, wingless and blind. They have strong mandibles and their sole function is to defend the colony.



### WORKERS

These are blind, wingless and most abundant caste in a termite colony. They are most likely to be found in an infested wood. Their sole function is to forage for food, build and repair nest and care for other members of the colony.



### WINGED REPRODUCTIVES

These are winged male and female termites which leave the parent colony and make swarms to pair up and start new colonies at new location.

## They feed on



# Premise: The most trusted brand for Anti-Termite Treatment since 20+ Years in India



## ACTIVE INGREDIENT

Imidacloprid 30.5% SC



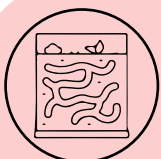
## VALUE FOR MONEY

Best protection with the lowest dosage of 2.1 ml per litre compared to other termiticides



## EVALUATED BY CBRI

Premise is the only imidacloprid 30.5% SC that has undergone 5 years of evaluation by the Central Building Research Institute (CBRI).



## NON - REPELLENT EFFECT LEADS TO COLONY ELIMINATION

Termites cannot detect Premise, hence they get easily exposed when they pass through the treated area. They further pass on the insecticide to other termites within the colony, leading to the possibility of colony elimination.

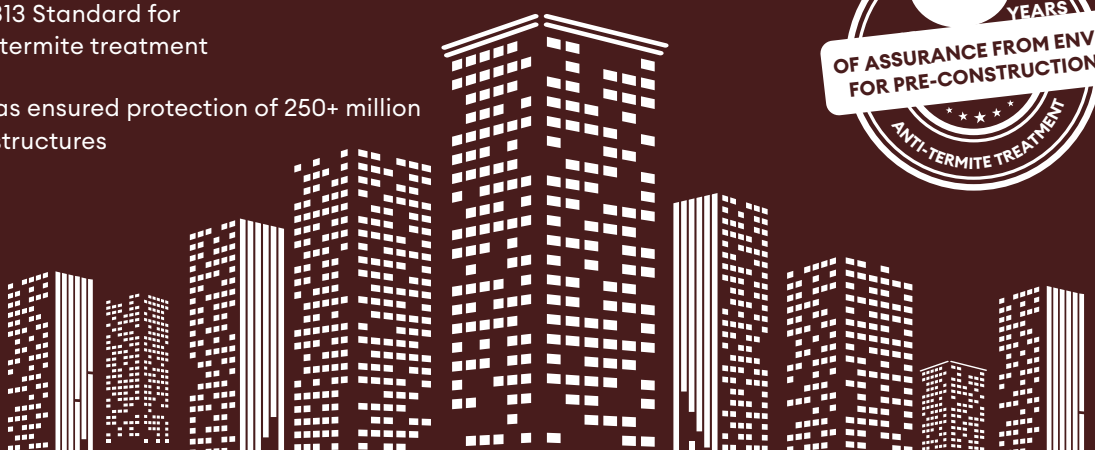


## GREENPRO CERTIFIED PRODUCT

India's first termiticide to get prestigious GreenPro certification by Indian Green Building Council - CII.

Recommended in IS6313 Standard for pre construction anti-termite treatment

Since 2015, Premise has ensured protection of 250+ million sq. ft. of constructed structures in India from Termites.





# Trusted and used by more than 2500 pest control operators across the country

Why is Premise a superior termiticide than others?

## *Premise Advantage*

## *Other Repellent*



Very low dose -  
2.1 ml/ Lit. of water



Very high dose -  
20 ml/Lit. to 50 ml/Lit.  
of water



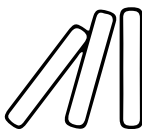
Non-Repellent - Termites  
cannot recognize the  
treated area and get  
exposed to it



Repellent - Termites  
recognize the treated  
area and bypass it



Domino effect -  
Resulting in colony  
management



No domino effect



Value for Money -  
Low cost treatment



High cost of treatment



Odourless



High odour



# Pre-Construction Anti- Termite Treatment

This treatment is done in the early stages of construction to

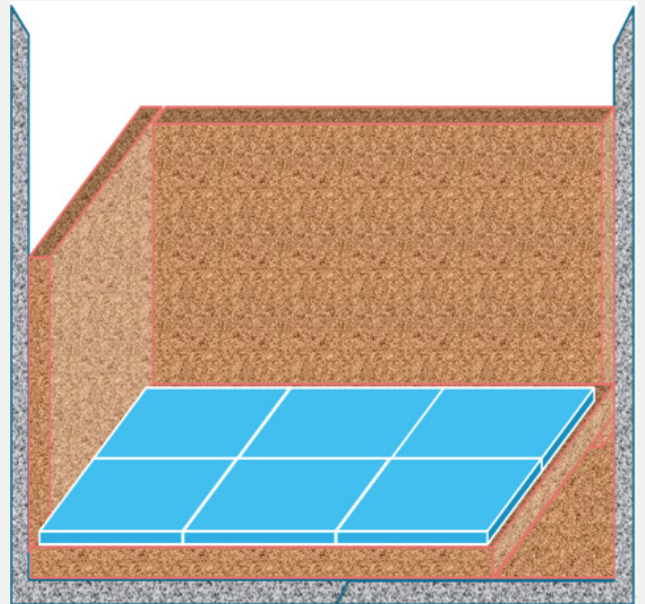
## Prevent termite infestation

The soil in immediate contact with the foundation and floor structure of the building is treated with Premise, thereby creating chemical barrier zone. Termites cannot detect barrier of Premise and come in contact with it. They spread the non-repellent insecticide to other members of colony which may lead to colony elimination.



## TREATMENT FOR RCC FOUNDATION (BUILDINGS WITH BASEMENTS)

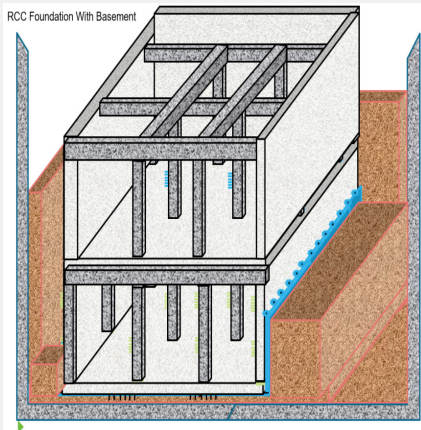
### 1 Treatment of soil below raft



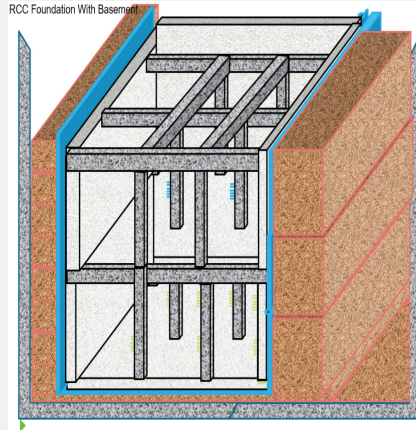
Blue mark represents the Premise® treated area

- Treatment for building with basement starts after the excavation for basement is complete and before laying soling and Plinth Cement Concrete.
- Before laying the rubble soling and Plinth Cement Concrete, the compacted and levelled soil shall be treated at the rate of 5 lit./m<sup>2</sup>

## 2 Treatment of soil along the retaining walls



Treatment during soil backfilling stages

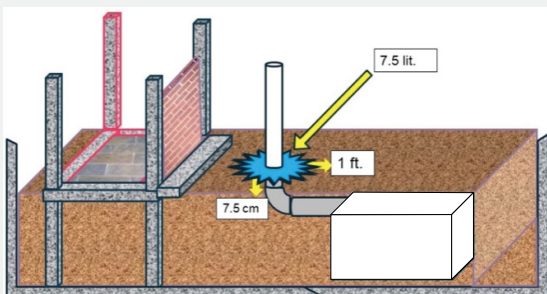


Virtual representation of chemical barrier (Blue mark) after completion of soil backfilling

Blue mark represents the Premise® treated area

- The soil retained by the walls (soil coming in contact with retaining wall) shall be treated at the rate of 7.5 lit./m<sup>2</sup> of the vertical surface so as to maintain the continuity of chemical barrier with that of the one formed below that raft.
- The treatment shall follow the backfilling which is done in stages to a depth of 30 cm, but not exceed backfilling height above 1 metre.
- Rodding may be carried out to facilitate the treatment.

## 3 Treatment of Soil Surrounding Pipes, Wastes and Conduits



Blue mark represents the Premise® treated area

- When pipes, wastes and conduits enter the soil inside area of the foundations, soil surrounding the point of entry shall be loosened around each such pipe, waste or conduit for a distance of 150 mm and to a depth of 75 mm before treatment is commenced.
- When pipes, wastes and conduits enter the soil external to the foundation, they shall be similarly treated at a distance of over 300 mm unless they stand clear of the walls of the building by about 75 mm. Chemical emulsion to be poured at the rate of 7.5 lit./m<sup>2</sup> of vertical surface.

## 4 Treatment of Soil Along External Perimeter of Building

- After the building is complete, the earth along the external perimeter of the building should be rodded at intervals of 150 mm and to a depth of 300 mm.
- The rods should be moved backward and forward parallel to the wall to break up the earth.
- Chemical emulsion should be poured along the wall at the rate of 7.5 lit./m<sup>2</sup> of the vertical surface.
- In the event of filling being more than 300 mm, the external perimeter treatment shall extend to the full depth of filling up to the ground level so as to ensure continuity of the chemical barrier.





**The most trusted brand for  
Anti-Termite Treatment  
since 20 Years in India**

### **Projects protected by Premise**

Statue of Unity, Kevadia

Central Vista, New Delhi

Godrej Habitat, Gurugram

New US Consulate, Hyderabad

IKEA, Navi Mumbai

Dhirubhai Ambani International Convention  
And Exhibition Center, Mumbai

Large residential & commercial projects



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