

Right first time. Every time. Quality, proven.

From the mix design to the dashboard. A specialist practice serving the construction and building-materials industry across five integrated disciplines — construction quality enhancement, readymixed concrete consulting, new product development, technical training & capability building, and purpose-built software for quality and operations.

Work Profile & Service Catalogue.

Construction QA/QC, RMC consulting, product development, training & software — from one expert practice.

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— OUR MANDATE

We help builders, contractors and concrete producers **do it right the first time** by turning quality from a slogan into a documented, measurable and repeatable system. Specifications, procedures, audits, training and the dashboards that prove it works.

PRACTICE SINCE

2018

FOUNDER EXPERIENCE

25 years

DISCIPLINES

Three Consult · Train · Software

GEOGRAPHY

India On-site & Online

— ABOUT THE FIRM

A specialist practice spanning **five integrated disciplines.**

ConcreteInfo is a Pune-based proprietary practice serving cement manufacturers, ready-mix producers, real-estate developers, EPC contractors and specialty-material manufacturers across India.

The practice operates across five disciplines — construction quality enhancement, readymixed concrete consulting, new product development, technical training & capability building, and software solutions — all delivered by the same practitioner.

The firm is led by a founder with twenty-five years inside cement majors, large RMC operators and CONQUAS-grade quality programmes — the same practitioner's discipline applied across all five.

Practice profile

INDICATIVE • FY 2024-25

7 years

IN PRACTICE SINCE 2018

25 + years

FOUNDER INDUSTRY EXPERIENCE

25 clients

CEMENT • RMC • REAL-ESTATE • EPC

8 services

QA/QC • RMC • PRODUCTS • TRAINING • SOFTWARE

5 disciplines

INTEGRATED UNDER ONE PRACTICE

Pan-India

PUNE BASE • ON-SITE & ONLINE DELIVERY

Detailed credentials, references and engagement letters available on request.

— PRINCIPAL

Amit Haridas

Proprietor & Principal Consultant, ConcreteInfo

Civil Engineer with twenty-five years across cement, ready-mix and construction QA/QC — now leading a five-discipline practice from Pune: construction QA/QC, concrete consulting, product development, training & capability building, and software solutions.

— QUALIFICATIONS

Civil Engineer

Quality Assurance & Quality Control specialisation

— CERTIFICATIONS

NRMCA Certified Concrete Technologist

ISO 9001:2015 Lead Auditor (BIS) · BCA CONQUAS

— MEMBERSHIPS

Indian Concrete Institute

Lifetime member · Chairman, ICI Pune Centre

— LINKEDIN

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ConcreteInfo · [linkedin.com/company/concreteinfo](https://www.linkedin.com/company/concreteinfo)

A Civil Engineer and NRMCA-certified Concrete Technologist with **twenty-five years of professional experience** across cement and ready-mixed concrete operations. The practice spans five disciplines — construction quality consulting, RMC and concrete technology, product development, technical training and software — all designed and delivered by the same practitioner.

— CORE COMPETENCIES

- ▶ Technical leadership of ready-mixed concrete operations
- ▶ QA/QC of large-scale commercial construction projects
- ▶ Internal and external technical training delivery
- ▶ ISO/IEC 17025 testing and calibration laboratory auditing
- ▶ Geotechnical investigations & pavement (rigid/flexible) testing
- ▶ National & international test specification compliance
- ▶ Mentoring & capability building of peer and subordinate teams

— TECHNICAL & SOFTWARE FLUENCY

- ▶ ERP: Oracle Financial Apps — Inventory, BOM, WIP, Order Management
- ▶ Concrete QC: SEESTAT/SEEMIX (Shilstone), Labsys (Contek), CommandQC
- ▶ Google Workspace AppScript & web-app development
- ▶ Microsoft SharePoint, PowerApps, Power BI
- ▶ Web stack: JavaScript, HTML, Visual Basic, SQL, PHP
- ▶ Application development for construction QA/QC digitisation

— INDUSTRY EXPERIENCE

Twenty-five years across cement, RMC and construction.

A career path that has run the full quality value chain — from materials testing and plant operations to corporate technical management and large-builder QA/QC, and now an independent consulting practice serving the same industry.



— SERVICE CATALOGUE

Eight services across five specialist disciplines.

Engagements are scoped individually and often combine services across disciplines. Construction QA/QC, readymixed concrete consulting, product development, technical training and software solutions are five equal disciplines — concrete and quality expertise runs through all of them.

01 · CONSULTING Construction Quality Enhancement Quality plans, manuals and work procedures; on-site QA/QC support; CONQUAS-style assessment frameworks for builders and developers. QUALITY PLANS SITE AUDITS CONQUAS	02 · CONSULTING Concrete Consultancy Mix-design optimisation, ready-mix plant audits, precast cycle-time and performance-based concrete solutions. MIX DESIGN RMC AUDIT PRECAST	03 · TRAINING Technical Trainings Online and on-site programmes on construction practice, QA/QC and concrete technology — for site teams, plant operators and lab staff. QA/QC ONLINE ON-SITE	04 · CONSULTING New Product Development Technical positioning and validation for construction-chemical, AAC block and specialty-flooring product lines. CHEMICALS AAC FLOORING
05 · SOFTWARE Paperless Workflows Cloud-based QA/QC workflow automation on Google Workspace or Microsoft SharePoint — checklists, approvals and NCR tracking. GWS SHAREPOINT NCR	06 · SOFTWARE Software Dashboards Custom dashboards for real-time quality and performance monitoring — plant KPIs, lab results and site compliance. POWER BI LAB DATA REAL-TIME	07 · SOFTWARE Software Solutions Bespoke quality, lab and inspection applications developed against the client's own process documentation. CUSTOM LAB INSPECTION	08 · DIGITAL Website Design Mobile-responsive websites with engineering-grade technical content — built for construction and material businesses. RESPONSIVE CONTENT SUPPORT

— SERVICE 01 · ANCHOR

Construction Quality Enhancement.

QA/QC delivered as a working system, not a binder.

Quality programmes typically fail not for lack of intent but for lack of **operational specificity** — checklists that do not match the work, procedures the site team cannot find, and audit findings that never close.

Our Construction Quality Enhancement service rebuilds the system from the documentation outward: a quality plan tied to project specifications, work procedures the site team will actually use, audit cycles that surface real findings, and an NCR loop that closes them.

The result is a quality function that is **auditable, repeatable and improvable** — and demonstrably so to the client, the consultant and the regulator.

— TYPICAL DELIVERABLES

- D · 01

Project Quality Plan

Specification-aligned quality plan covering scope, references, organisation, controls and acceptance criteria.
- D · 02

Quality Manual & Work Procedures

Activity-level procedures, Inspection & Test Plans (ITPs) and method statements indexed for rapid site retrieval.
- D · 03

CONQUAS-style Assessment Programme

Assessment framework, scoring rubrics and walkthrough protocols adapted to Indian builder workflows.
- D · 04

QA/QC Audit & NCR System

Audit calendar, checklists, finding classification and a closed-loop NCR workflow with root-cause discipline.
- D · 05

Site Laboratory Set-up & Training

Lab infrastructure guidance, process design and team training for materials testing and reporting.
- D · 06

Hand-off Training & Sustenance

Knowledge transfer so the system is owned by the client's team — not the consultant's binder.

— SERVICE 02

Concrete Consultancy.

Mix design, plant audit and performance-based optimisation.

An RMC plant — or a precast facility — is a continuous chemical process running on raw-material variability. The difference between a profitable, compliant plant and a marginal one is rarely the equipment; it is the **discipline of the technical function**.

We support cement majors, ready-mix producers and precast operators with technical-process design, plant-efficiency reviews, performance-based mix design, and the technical training required to sustain both.

Engagements range from a single mix-optimisation study to a multi-plant technical-process redesign and audit programme.

— TYPICAL DELIVERABLES

- D · 01

Technical Process Design & Implementation
Process documentation for ready-mix and precast operations covering raw materials, batching, mixing, transport and testing.
- D · 02

Plant Process Efficiency Review
End-to-end plant audit identifying yield, consistency and cost-of-quality improvement opportunities.
- D · 03

Performance-based Mix Design Optimisation
Mix-design review and optimisation against fresh, hardened and durability performance targets — including high-grade and SCC mixes.
- D · 04

Precast: Cost & Cycle-time Optimisation
Mix and process refinements targeting demoulding cycle, reject rate and unit cost in precast operations.
- D · 05

Process & Technical Audits
Independent audit of the plant's technical function with findings, root-cause analysis and corrective-action plan.
- D · 06

Plant & Lab Team Training
Targeted technical training for plant operators, batching staff and laboratory technicians.

— SERVICE 03

Technical Trainings.

Programmes built by a practitioner — not a curriculum vendor.

A training programme that does not change behaviour at site or plant level is a cost line, not a capability investment. Our training is built and delivered by the same practitioner who designs the underlying QA/QC and technical systems — so content is grounded in real specifications, real tolerances and real failure modes.

Programmes are delivered **on-site or online**, in single-day or multi-day formats, and are scoped to the audience: site engineers, plant operators, lab technicians, project quality managers or leadership.

Recent delivery includes multi-day sessions for cement majors and EPC contractors, webinars for industry bodies, and ongoing programmes for construction-management institutes.

— PROGRAMME CATALOGUE

P · 01	Construction Practices & Site Workmanship Right-first-time construction practice for site engineers, supervisors and contractor teams.
P · 02	QA/QC Process & Quality Management Quality plan structure, ITPs, audits and NCR discipline for project QA/QC managers.
P · 03	Concrete & Raw Materials Cement, aggregates, admixtures and water — properties, testing and impact on concrete performance.
P · 04	Mix Design & Concrete Technology Performance-based mix design, SCC, durability concretes and trouble-shooting field issues.
P · 05	RMC Plant Operations & Lab Management Plant QA/QC, calibration discipline, sampling protocols and lab data integrity.
P · 06	CONQUAS Familiarisation CONQUAS principles, scoring and assessment workflow for Indian developer and contractor teams.

— SERVICE 04

New Product Development.

Technical positioning and validation for specialty construction materials.

Manufacturers of construction chemicals, AAC blocks, specialty flooring systems and batching equipment frequently have a strong product but inconsistent technical positioning. We support these manufacturers across the full development cycle — from formulation review and trial protocols through to validation testing and the technical content used in market-facing collateral.

The work draws directly on twenty-five years inside cement and ready-mix operations — the exact buying environment our clients sell into.

Engagements are typically structured as fixed-scope, milestone-based programmes leading to a defined technical deliverable.

— TYPICAL SCOPE

- D · 01

Trial Protocol Design
Statistically defensible trial protocols covering laboratory, plant and field validation stages.
- D · 02

Performance Validation Testing
Independent supervision and reporting of validation testing against agreed performance criteria.
- D · 03

Technical Content & Datasheets
Product datasheets, application notes and case studies written to engineering-buyer expectations.
- D · 04

Specifier Engagement Support
Briefing material and technical Q&A support for engagement with consultants, contractors and developers.
- D · 05

Field Trouble-shooting
Independent root-cause investigation of field-performance issues and resolution recommendations.

— FRAMEWORK

Twelve factors that decide construction quality.

Our quality enhancement engagements begin with a structured review of these twelve controllable inputs. Gaps identified here become the scope of work — and the basis on which results are measured.

The framework draws on twenty-five years of practice across cement, RMC and large-builder environments, and forms the spine of our QA/QC manuals, audit checklists and training curricula.

Quality is not an outcome to be inspected — it is the sum of twelve decisions made before the first pour.

01 Specifications & drawings Clear, accurate and complete project documentation.	02 Material quality Approved materials meeting project specifications.	03 Skilled workforce Competent, trained personnel on every shift.
04 Work methodology Proven construction methods and procedures.	05 Equipment & tools Right tools, well maintained and calibrated.	06 Quality inspections Timely inspections at every critical stage.
07 Testing & verification Comprehensive testing protocols and records.	08 NCR management Prompt corrective action on every defect.	09 Communication Clear coordination among all stakeholders.
10 Documentation Complete quality records and traceability.	11 Training & competence Continuous skill development programmes.	12 Environmental conditions Weather and site condition management.

— RMC QUALITY MODEL

Eight control areas that decide RMC performance.

Our ready-mix engagements are scoped against these eight controllable areas. Each one is reviewed during the diagnostic phase and surfaced as a quantified gap before any redesign work begins.

01 Mix design —W/C ratio control —Cement content —Aggregate gradation —Admixture dosage	02 Raw materials —Cement quality —Aggregate quality —Water source —Admixture type	03 Batching accuracy —Weighing system calibration —Moisture correction —Batching sequence —Tolerance control	04 Mixing efficiency —Mixing time —Mixer condition —Blade-wear monitoring —Uniformity testing
05 Transportation —Transit-time control —Agitator speed —Temperature management —Slump retention	06 Quality testing —Fresh concrete tests —Cube sampling —28-day strength —Durability tests	07 Plant equipment —Equipment maintenance —Calibration schedule —Automation system —Preventive checks	08 Documentation —Delivery challan —Test reports —Mix-design approval —NCR records

±5%

BATCHING ACCURACY
For consistent strength

150 min

MAXIMUM TRANSIT TIME
For quality concrete

100%

TRACEABILITY
Required for QA

— ENGAGEMENT MODEL

A staged engagement, **scoped to the gap.**

A typical quality enhancement engagement runs five stages over four to twelve weeks. Each stage produces a written, signed-off deliverable so progress is visible to client leadership at every step.



– DIGITAL & SOFTWARE

Software practice that operationalises quality.

Quality systems live or die at the point of execution. Our software practice exists to make the system enforceable on a phone, in a lab, and in a leadership review — without rebuilding the IT estate.

– PILLAR 01

Paperless workflows

Cloud-native QA/QC workflow automation built on the client's existing Microsoft or Google estate — no new platform, no new licence stack.

▶ Mobile checklists

for
site
and
plant
inspections

▶ Digital approvals

with
role-
based
access
control

▶ NCR workflow

with
closed-
loop
tracking

▶ Document control

with
version
&
audit
history

SHAREPOINT

POWERAPPS

G WORKSPACE

APPSCRIPT

– PILLAR 02

Dashboards

Real-time analytical and graphical reporting for leadership review — built directly on the workflow data, with no manual rekeying.

▶ Plant & project KPIs

in
one
consolidated
view

▶ Lab data analytics

with
trend
&
outlier
detection

▶ Vendor & team performance

scoring

▶ Predictive analytics

on
weak-
area
early
warnings

POWER BI

LOOKER STUDIO

SQL

– PILLAR 03

Bespoke applications

Custom web and mobile applications for clients whose process is too specific for an off-the-shelf product. Built on industry-standard stacks the client can maintain.

▶ Custom QA/QC portals

for
projects
and
plants

▶ Lab management

&
calibration
tracking

▶ Specialised inspection apps

for
site
teams

▶ Engineering websites

with
technical
content

JAVASCRIPT

HTML

PHP

SQL

VB

Software Dashboards.

Real-time performance monitoring for plant, site and leadership review.

Quality data that sits in lab registers and site files is invisible to management. Our dashboard practice connects those records to a live analytical layer — so plant KPIs, lab results, NCR status and vendor scores are visible in one view without manual rekeying.

Dashboards are built directly on the client's workflow data — whether that comes from our paperless-workflow deployment or the client's existing systems. We have deployed on **Power BI**, **Looker Studio** and **SQL** back-ends against both Google Workspace and SharePoint data sources.

Each dashboard is paired with a documented data-governance layer so the numbers are defensible in a quality audit.

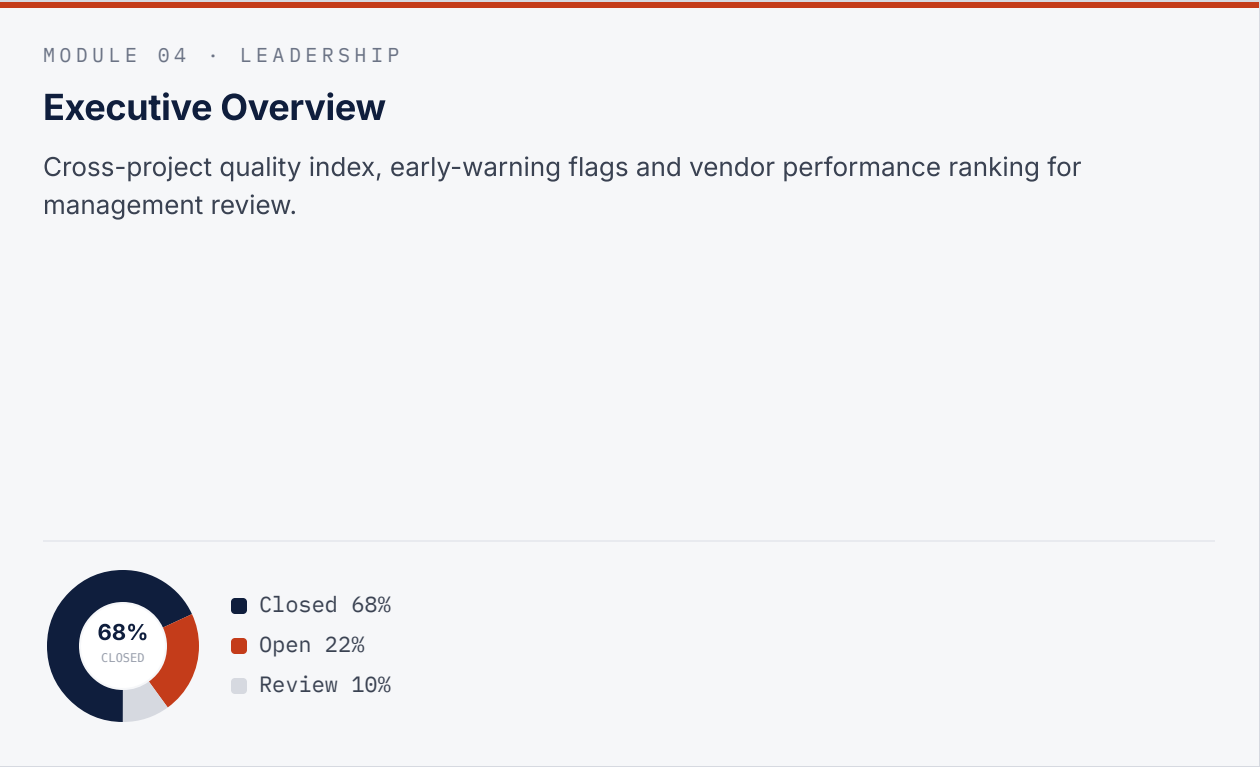
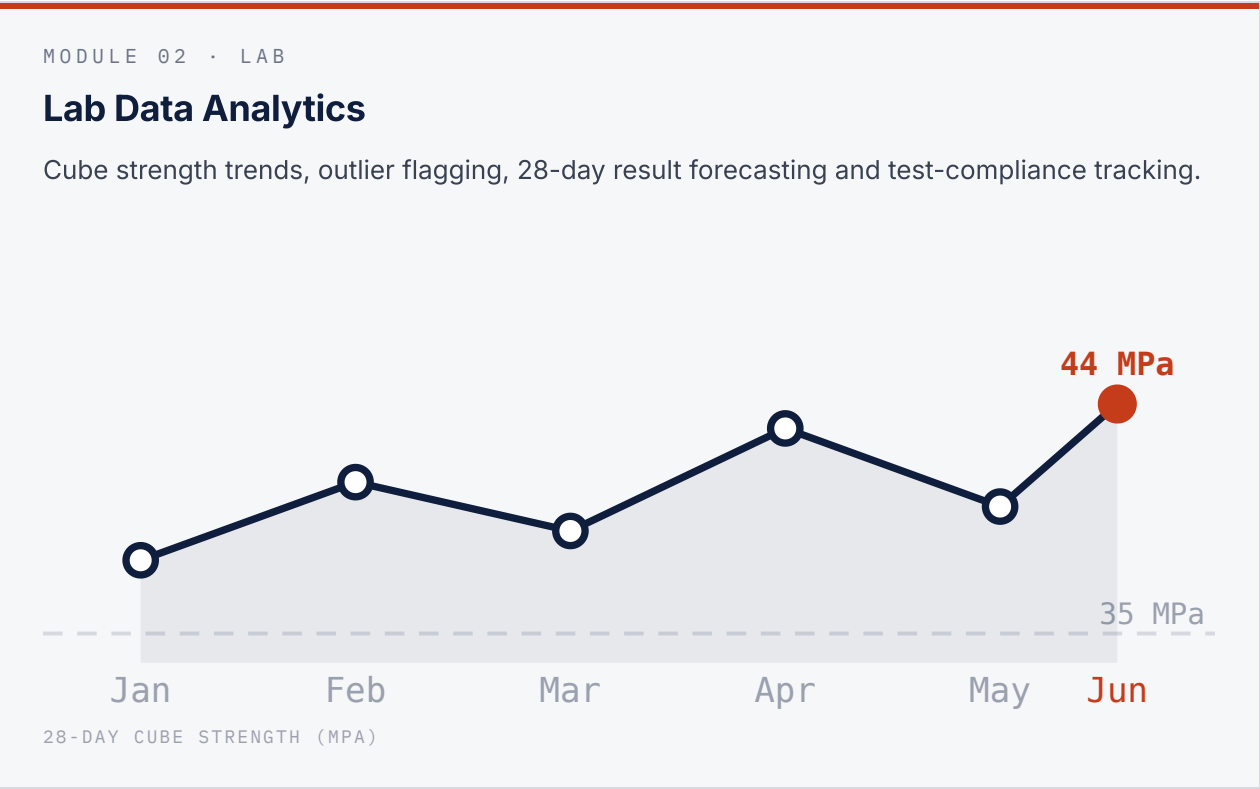
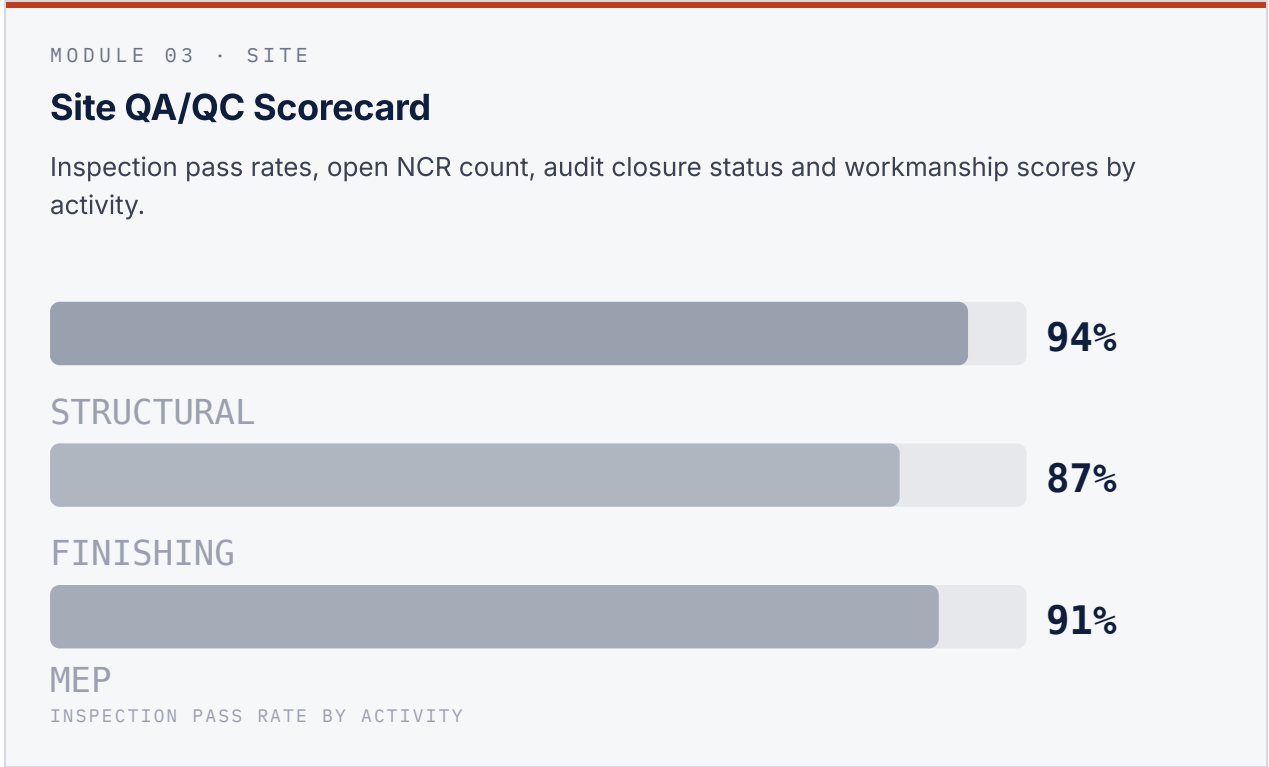
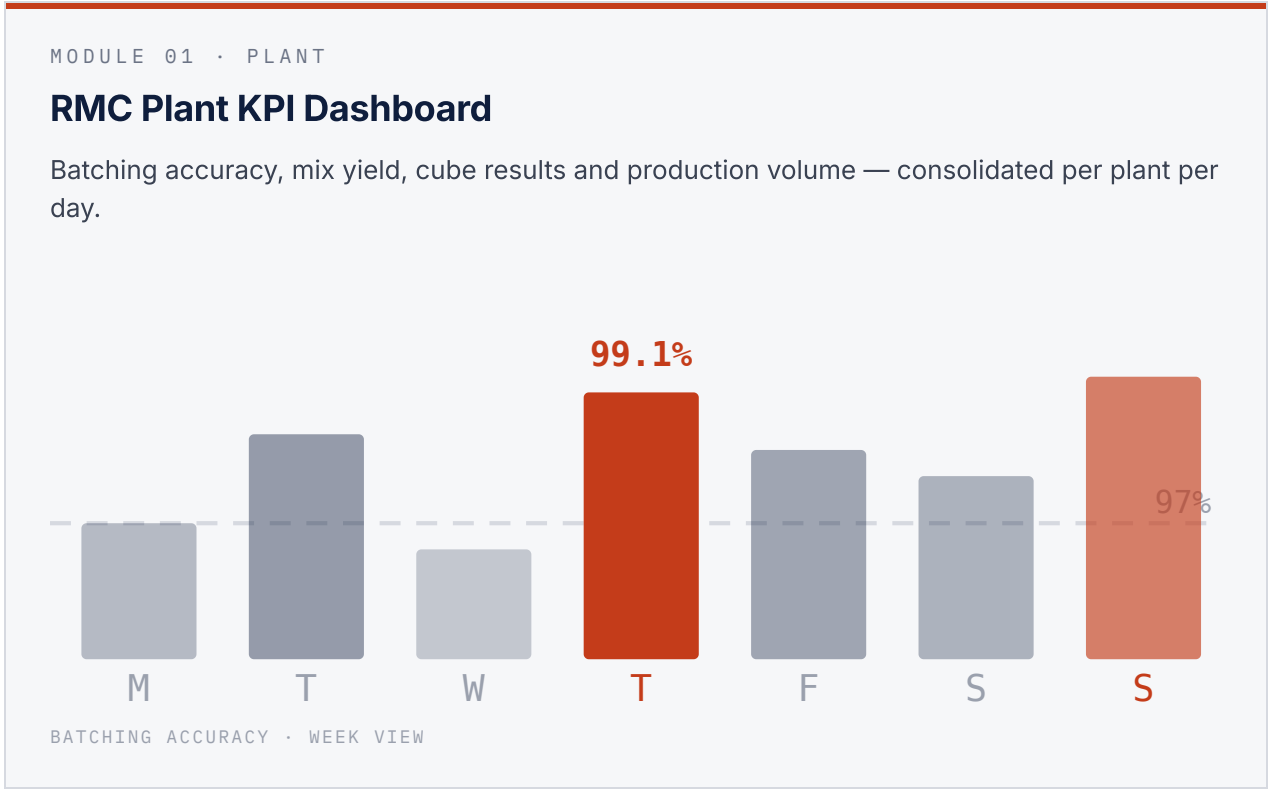
- POWER BI

LOOKER STUDIO

SQL

G WORKSPACE

SHAREPOINT



Software Solutions.

Purpose-built QA/QC applications — including the ConcreteInfo CQC platform.

Off-the-shelf quality software is built for generic industries. Construction QA/QC demands specificity — ITPs tied to activity sequences, NCRs linked to the responsible subcontractor, cube results cross-referenced to pour locations.

Our bespoke-application practice builds against the client's own process documentation — the same documentation we design as part of a quality-enhancement engagement — so the software is the system, not an addition to it.

The flagship product is the **ConcreteInfo CQC Platform** — a purpose-built web application for construction quality assurance and control, available at **cqc.concreteinfo.co.in**.

- JAVASCRIPT
- HTML / CSS
- PHP
- SQL
- APPSCRIPT
- POWERAPPS

 CONSTRUCTION QUALITY ASSURANCE & CONTROL

cqc.concreteinfo.co.in

- F · 01

Digital Inspection & Checklist Engine
Activity-level inspection checklists configured to the project QA/QC plan — completed on mobile, records stored in cloud.
- F · 02

NCR Workflow & Closed-loop Tracking
Raise, assign, track and close non-conformances with full audit trail — root cause, corrective action and recurrence flag.
- F · 03

Lab & Test Result Management
Concrete cube results, fresh concrete data, slump and temperature — logged, trended and flagged against acceptance limits.
- F · 04

Document & ITP Register
Version-controlled quality documents, ITPs and method statements — accessible on-site from any device.
- F · 05

Live Analytics & Management Reports
Auto-generated quality-performance reports for site, plant and leadership — no manual compilation required.

— DELIVERY RECORD

Training & speaking record.

A representative selection of recent external training and speaking engagements — for cement majors, EPC contractors, industry institutes and association forums.

Programmes are designed by the founder and delivered in person or online; client-side participants typically include site engineers, plant operators, lab staff and project leadership.

25+

YEARS DELIVERING
TECHNICAL TRAINING

Multi-region

MAHARASHTRA · RAJASTHAN
CHHATTISGARH · MUMBAI

ENGAGEMENT

FORMAT

— RECENT	Shree Cements Ltd, Beawar (Rajasthan) Two-day technical training programme	ON-SITE · 2 DAYS
— RECENT	Shree Cements Ltd, Baloda Bazar (Chhattisgarh) Two-day technical training programme	ON-SITE · 2 DAYS
— NOV '21	L&T Wet & IC vertical Quality month — multiple training sessions	ON-SITE & ONLINE
— NOV '22	L&T Wet & IC vertical Quality month — multiple training sessions	ON-SITE & ONLINE
— NOV '22	L&T Infrastructure — Bullet Train Project Specialist QA/QC training engagement	ON-SITE
— ONGOING	ACC Limited Trainings for internal team members	INTERNAL · MULTI-FORMAT
— ONGOING	UltraTech Cement Ltd Speaker · Webinars & technical meets	IN & OUT OF MAHARASHTRA
— OCT '22	ACI Indian Chapter, Mumbai "Modern trends in Construction Technology"	CONFERENCE SPEAKER
— ONGOING	ICI Pune Centre & ICI Ghaziabad Speaker · Technical sessions	INDUSTRY INSTITUTE
— ONGOING	Concrete technology workshops Tailored programmes for various companies	ON-SITE & ONLINE

— CREDENTIALS

Certifications, memberships & recognition.

Formal credentials underpinning the practice — training certifications, professional memberships and external recognition.

— CERTIFICATIONS & TECHNICAL TRAINING	— MEMBERSHIPS & RECOGNITION
C · 01 ISO 9001:2015 Lead Auditor (QMS) Bureau of Indian Standards (BIS)	M · 01 Indian Concrete Institute Lifetime member
C · 02 CONQUAS — Construction Quality Assessment System Building & Construction Authority (BCA), Singapore	M · 02 Indian Concrete Institute — Pune Centre Chairman
C · 03 Concrete Technologist of India (CTI) NRMCA · Trainers Dr Karthik Obla & Dr Colin Lobo	M · 03 ICI–Birla Super / UltraTech Outstanding Structure Award Jury member · 2017, 2019, 2022, 2023, 2024
C · 04 Diploma in Advanced Concrete Technology — Part 1 City & Guilds of London Institute	M · 04 ICI–UltraTech Outstanding Structure Awards 2023 Convener
C · 05 RMC Production & Delivery: FPC & ISO 9001:2008 Industry training programme	R · 01 Guru Sanman Certificate · ACC Ltd Recognition for knowledge sharing & competency-building
C · 06 Concrete Technology Workshop Conducted by Prof. M. S. Shetty	R · 02 Prerna Certificate & Award · ACC Ltd Recognition for contribution to workplace
C · 07 Negotiation Skills Workshop IIM Ahmedabad	

— SECTORS SERVED

Trusted across **six** core sectors.

Engagements span the construction value chain — from material producers through developers and contractors to the institutes that train their teams.

01 · MATERIALS Cement & RMC manufacturing Cement majors and ready-mix producers seeking process optimisation, plant audits and technical training for plant and lab staff. TYPICAL SCOPE Plant audit · Mix design · Training	02 · DEVELOPERS Real-estate development Leading developers implementing CONQUAS-style construction-quality programmes across multi-tower projects. TYPICAL SCOPE Quality plan · Site audits · QA/QC system	03 · CONTRACTORS Construction contractors EPC and civil contractors needing QA/QC documentation, work procedures and audit systems for tender compliance and execution. TYPICAL SCOPE Procedures · ITPs · Audits
04 · CONSULTING Consulting & architecture Engineering consultants and architectural firms drawing on concrete-technology and quality expertise to support client projects. TYPICAL SCOPE Concrete advisory · Spec review	05 · TRAINING Training & education Construction-management institutes and universities partnering on specialised QA/QC and concrete-technology curricula. TYPICAL SCOPE Curriculum · Online & on-site delivery	06 · EQUIPMENT Equipment & specialty materials Manufacturers of batching plants, AAC blocks, construction chemicals and specialty flooring needing technical positioning support. TYPICAL SCOPE NPD · Technical content · Validation

— CLIENT ROSTER

Trusted by clients across all five disciplines.

A representative selection of engagements spanning construction QA/QC, readymixed concrete consulting, product development, technical training and software solutions. Cement majors, ready-mix producers, leading developers, large EPC contractors and specialty material manufacturers.

01 UltraTech Cement Ltd.	02 Shree Cements Ltd.	03 B. G. Shirke Construction Technology Pvt. Ltd.	04 Naiknavare Developers Pvt. Ltd.	05 Kumar Properties	06 Lunkad Realty
07 Lohia Jain Group	08 Legacy Lifespaces	09 L&W Construction Pvt. Ltd.	10 Millennium Engineers & Contractors Ltd.	11 Tricon Infrabuildtech Pvt. Ltd.	12 True Integral Concrete Pvt. Ltd.
13 Concrete OEM Pvt. Ltd., Chennai	14 Scon Projects Pvt. Ltd.	15 S. J. Contracts	16 BCON Constrotech Pvt. Ltd.	17 CWC Limited	18 AMCOS Consultants
19 Sunil Muthalik & Associates	20 Earnest Ventures	21 Simem India Pvt. Ltd.	22 Siporex India Pvt. Ltd.	23 Sneh Precast	24 Floormart Global
25 Dandekar Brothers LLP	26 Kalokhe Readymix, Talegaon	27 Infini Institute of Construction Management	28 ACC Limited Internal trainings	29 L&T (Wet & IC) Bullet Train · Quality month	30 ICI / ACI · ICI Pune Centre Technical sessions
31 Precast India Precast consultancy	32 Energia Skyi Construction quality				

32+

ACTIVE CLIENT RELATIONSHIPS

6

SECTORS SERVED

Pan-India

GEOGRAPHIC COVERAGE

2018

PRACTICE ESTABLISHED

— WHY CONCRETEINFO

Practitioner's depth, five disciplines wide.

Most concrete consultants stop at the mix design. Most software vendors don't know a w/c ratio from a workability test. ConcreteInfo brings a rare combination — twenty-five years inside cement and RMC operations, fused with construction quality consulting, product development capability, a training practice and an in-house software discipline, all led by the same practitioner.

Quality is not an outcome to be inspected. It is the sum of twelve decisions made before the first pour.

— CONCRETEINFO · PRACTICE PRINCIPLE

DIFFERENTIATOR

IMPLICATION FOR THE CLIENT

- 01

Five disciplines, one practice

Construction QA/QC, RMC consulting, product development, technical training and software solutions — all delivered by the same practitioner with no hand-off between teams.
- 02

RMC expertise that runs deep

Twenty-five years inside cement majors and large RMC operators — mix design, plant audits and process design grounded in real operations.
- 03

Product development with credibility

We validate and position construction chemicals, AAC blocks and specialty flooring from the buyer's perspective — because we have been the buyer.
- 04

Software built by domain experts

Paperless workflows, dashboards and bespoke applications designed and built by the same team that writes the procedures — no integration hand-off.
- 05

Engagement on outcomes

Each phase — whether a mix-optimisation study, a product trial or a software deployment — produces a signed-off, auditable deliverable.



– NEXT STEP

Let us decide the scope of engagement.

– DIRECT LINE

PRINCIPAL

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FROM INFORMATION TO INSIGHT

Your partner in performance excellence

ConcreteInfo.