

## Press Clipping

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(From left) Mr K. Srinivasan, President, Carborundum Universal; Mr Jonty Rhodes, former cricketer and Brand Ambassador; Mr M.M. Murugappan, Chairman, Carborundum Universal; and Mr Cobus Kotze, Director, Cerdak, at a press conference in Chennai on Wednesday. — Bijoy Ghosh

# Carborundum enters bio-ceramics, ties up with S. African firm

## To market Cerdak's wound treatment devices in India

**Our Bureau**  
Chennai, Nov. 23

CARBORUNDUM Universal Ltd will market wound treatment devices manufactured by South African company Cerdak. This marks the Chennai-based company's entry into bio-ceramics.

Cerdak holds global patents for the ceramic products that it invented for healing wounds. The micro-porous ceramics are contained in small fabric

sachets that look like tea bags, and are placed over the wound before bandaging it. The ceramics absorb the toxic secretion from the wound while still keeping it moist. This enables quicker and nearly scar-less healing.

Carborundum Universal, which also manufactures high alumina ceramics (for industrial applications), will first test-market the product in India from next month. The price is yet to be decided.

Over time, the Murugappa Group company might invest in bagging facilities. If the economics justify, it may manufacture the ceramics under licence from the South African company.

At a press conference here, Mr M. M. Murugappan, Chairman, Carborundum, said that there is huge potential in the post-surgical market and the "bio-ceramics vertical offers a good opportunity to expand our product portfolio."

The Cerdak Director, Mr Cobus Kotze, whose father invented the product, said the company's aim is to "locally manufacture the products in India to make it affordable and available to all."

Later, in an informal chat with newsmen, Mr Murugappan said that Carborundum Universal was in talks with a Chinese company for setting up a joint venture in China. An announcement is likely within two months.