



McCoy

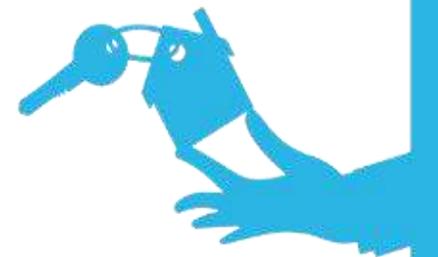
Dream | Create | Deliver

A 25+ Years Journey Continues..





McCoy is derived from Oxford Dictionary meaning
“The Real Thing - GENUINE”



THE VISIONARY DREAMER



The foundation of McCoy Group was laid in 1996 by late Mr. V. K. Malhotra who started as a lone ranger out of a single room office in 1980's trading silicones and construction chemicals (Teknos (India) & Co. Pvt. Ltd.).

Recipe to Success **Honesty, Sincerity & Hard Work**

By Late Mr. V. K. Malhotra
(1939-2016)



OUR FOUNDER



DREAM | CREATE | DELIVER

A professional who is emotionally bonded to his job and works with a lot of passion. Time, place and conditions cease to matter when he is involved with work.

Mr. Amit Malhotra is blessed with an astute sense of interpersonal skills and proclaimed leadership qualities which ensures that his organization is always at zenith of professionalism.

McCoy Group Realizes “Dreams into Reality”

By Mr. Amit Malhotra Leader - McCoy Group



HUMBLE BEGINNINGS: 1980 -1990 (IT ALL STARTED FROM HERE)



Dream

Dream Land House

ROOM No CABIN	NAME	ROOM No.	NAME	ROOM No.	NAME	ROOM No.	NAME
101	R.K. JAIN	201	SUBHASH ADVOCATE	301	MECHATRONICS ASIA	401-02	ABIVAYAKTI FOUNDADATION
102	ASHISH CHAWLA	202 03-05-07	B.M. SANGHI TRADERS	302		403-04	
103	NEERAJ CHAWLA	204	AVDESH MAHESHWARI	303		405	
104		206	VED PRAKASH	304	A.K. CHADHA	406	
105		208		305		407	
106				306		408	
107				306-A	MECHATRONICS ASIA CON.	409-A	SHREEJA TRADING (P) LTD.
108				307	TEKNOS INDIA & CO.	409	
109	ABRASSCO CRAFTS (PRAVEEN KAPOOR)			308		410	
110	MONEY MAKER			308-A		411-12-13	
111	KAPOOR & COMPANY			309		414-15	
112	ANKUSH AGGARWAL			310		416	PANNA LAL BHANUSALI
113	PERMEDIA ASSOCIATE			311		417	IMAGE INSNRANCE
114				312	PROTO TOOLS	418	SATISH GUPTA
115				313		419	
116	TIGER TRADING CORP.			314			
117	ABRASSCO CRAFTS (PRAVEEN KAPOOR)			315	S.R. TRADING		
				316	R.K. TIWARI		
				317	AMBIT CONNECT		

OUR FOUNDING GLOBAL DISTRIBUTION YEARS (PAN INDIA 1996-2009)



- McCoy introduced many of the brands listed above to India as their official distribution partner.
- In most cases, this represented the first time these products were available in the Indian market

It included *Industrial Silicones, Sealants, Adhesives, PU Foams, Glass Processing Machinery Equipment, Architectural Expansion Joints, Building Hardware Accessories and more*

LEARNING: BUILDING YEARS (2010-2022)



Learnt How to Build Manufacturing Plants

**Learnt to Work with Multinationals as
JV Partners**

Global Exposure to M&A

**Team Getting Globally Acquainted with
Global Practices**

Learnt how and when to Exit a Business

McCoy GROUP JOINT VENTURE WITH SOUDAL NV BELGIUM (ESTD.2010)



A WORLD CLASS PLANT AT BAWAL, HARYANA (A STEP TOWARDS BACKWARD INTEGRATION)



A WORLD CLASS PLANT AT BAWAL, HARYANA



INDIA'S LARGEST SAF BRAND (SEALANT ADHESIVE & PU FOAM)



- 1200+ Channel Partners.
- 60,000+ Retail counter presence across India.
- All Direct Supply to All Large Key Corporates in Façade Fenestration and Industry.
- Largest Distribution Network Across India.



McCoy : ARCHITECTURAL BUILDING HARDWARE BUSINESS (ESTD. 2010)



uPVC WINDOW & DOOR HARDWARE

- Handles
- Cylinders & Covers
- 3D Hinges
- Espagnolette
- Rollers & Keeper



ALUMINIUM WINDOW & DOOR HARDWARE

- Sliding Handles
- Casement Handles
- Mortise Locks
- Hinges & Accessories



FRICTION STAYS

- Thunder Series
- Magnum Series
- Power Series
- Rock Series
- Eco Series

BACKWARD INTEGRATED WAREHOUSE



McCoy PERFORMANCE SILICONES (ESTD. 2012)



**SILICONE
RISING**

THE
EMERGING NAME
IN SILICONES

McCoy PERFORMANCE SILICONES (ENTERS OEM MANUFACTURING)

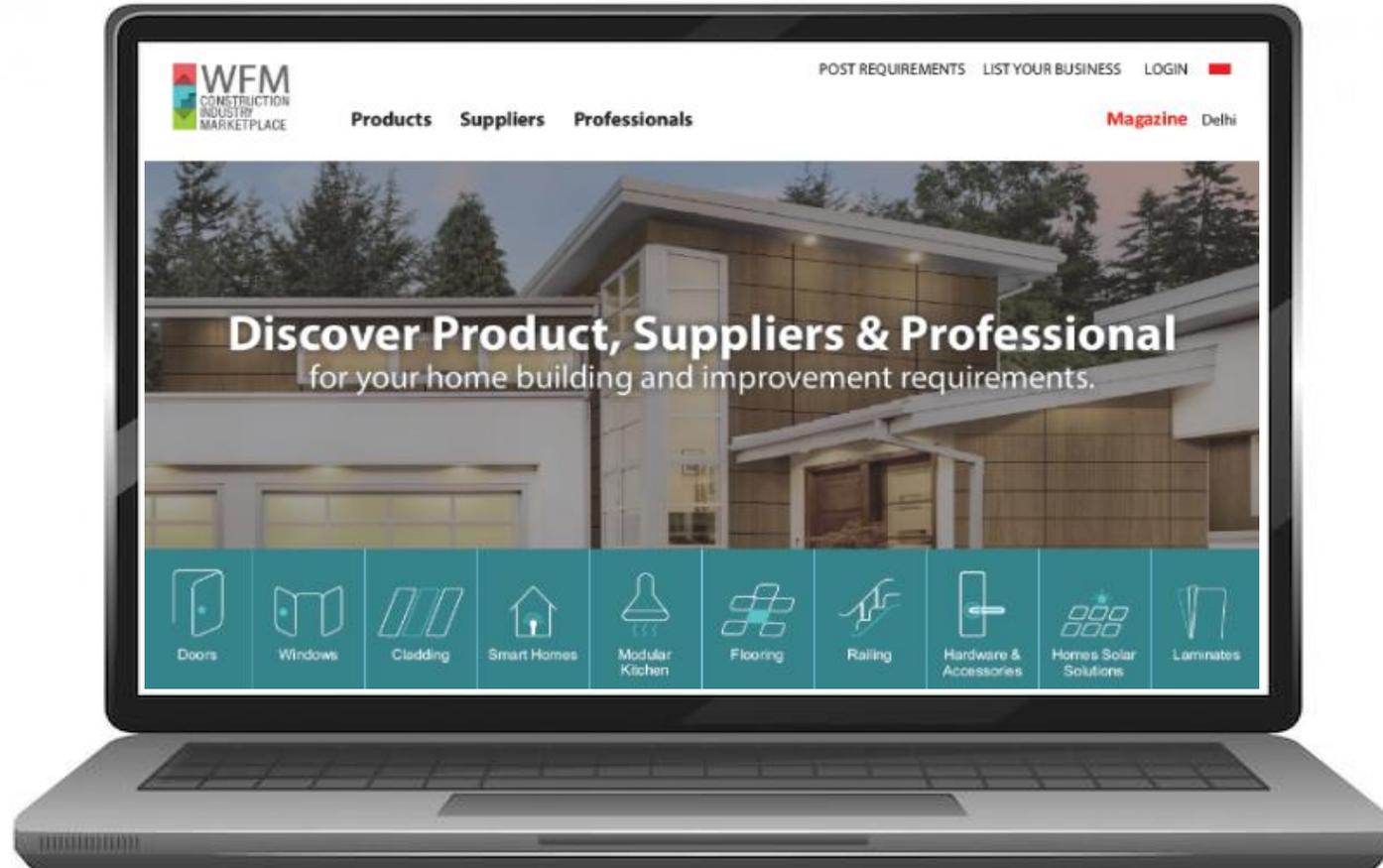


OEM Manufacturing Plant with KK Group Mumbai

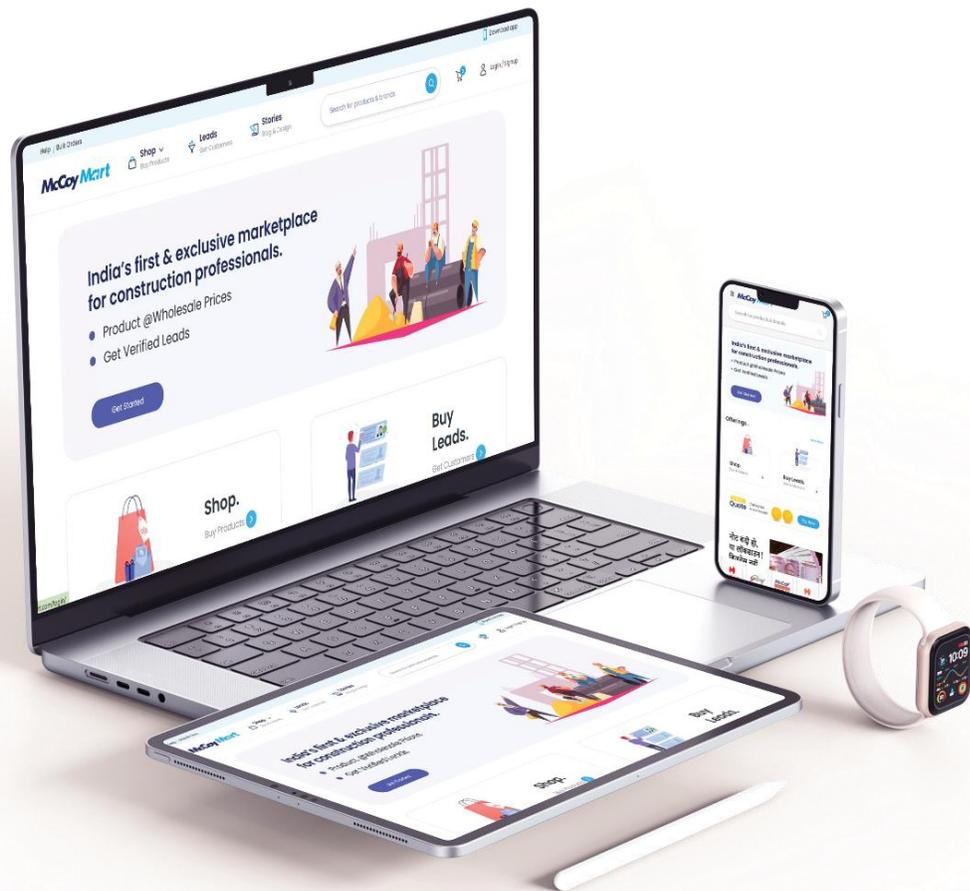
WINDOW AND FACADE MAGAZINE (ESTD. 2013)



FOUNDATION OF WFM.CO.IN - LEAD GENERATION PLATFORM (ESTD. 2017)

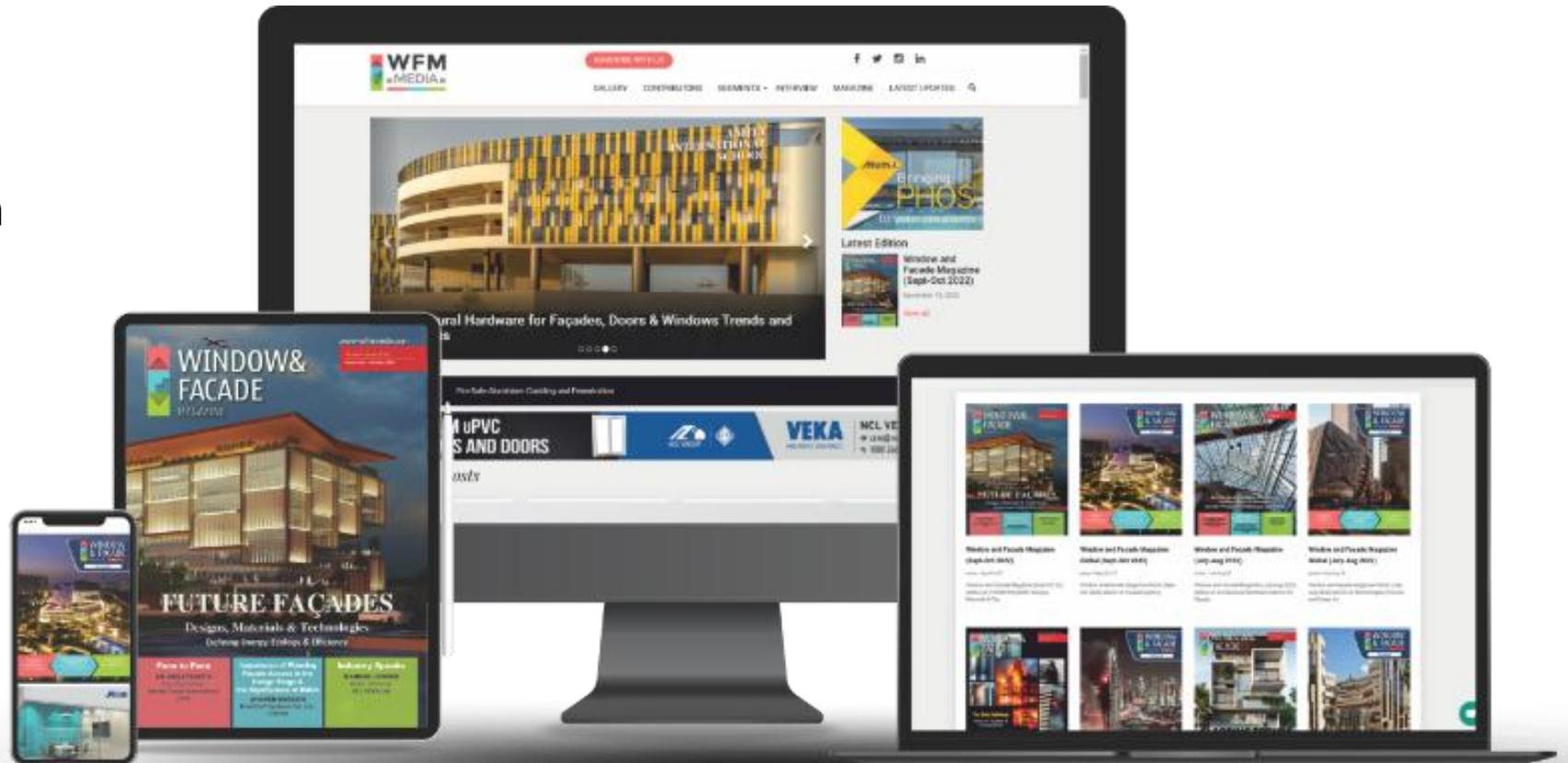


B2B-COMMERCE PLATFORM FOR BUILDING & CONSTRUCTION McCoy MART EVOLVED FROM WFM.CO.IN (ESTD. 2019)



WFM MEDIA FOR FAÇADE & FENESTRATION – WFMEDIA.COM (LAUNCHED IN 2020)

WFM is a global platform for the Façade and Fenestration Industry, showcasing top designs, manufacturers, and construction projects.





McCoy PERFORMANCE SILICONES WAS MERGED INTO ROMAkk JV (McCoy - ROSSARI - KK) (ESTD. 2021)



OUR JOINT VENTURE



Five enterprising entrepreneurs who bring in their rich experience and expertise of 25 years in the field of Specialty Silicones in India.

RO Rossari Group

MA McCoy Group

KK KK Chemicals



A JV OF SILICONE SPECIALISTS



MANUFACTURING PLANTS ACROSS INDIA

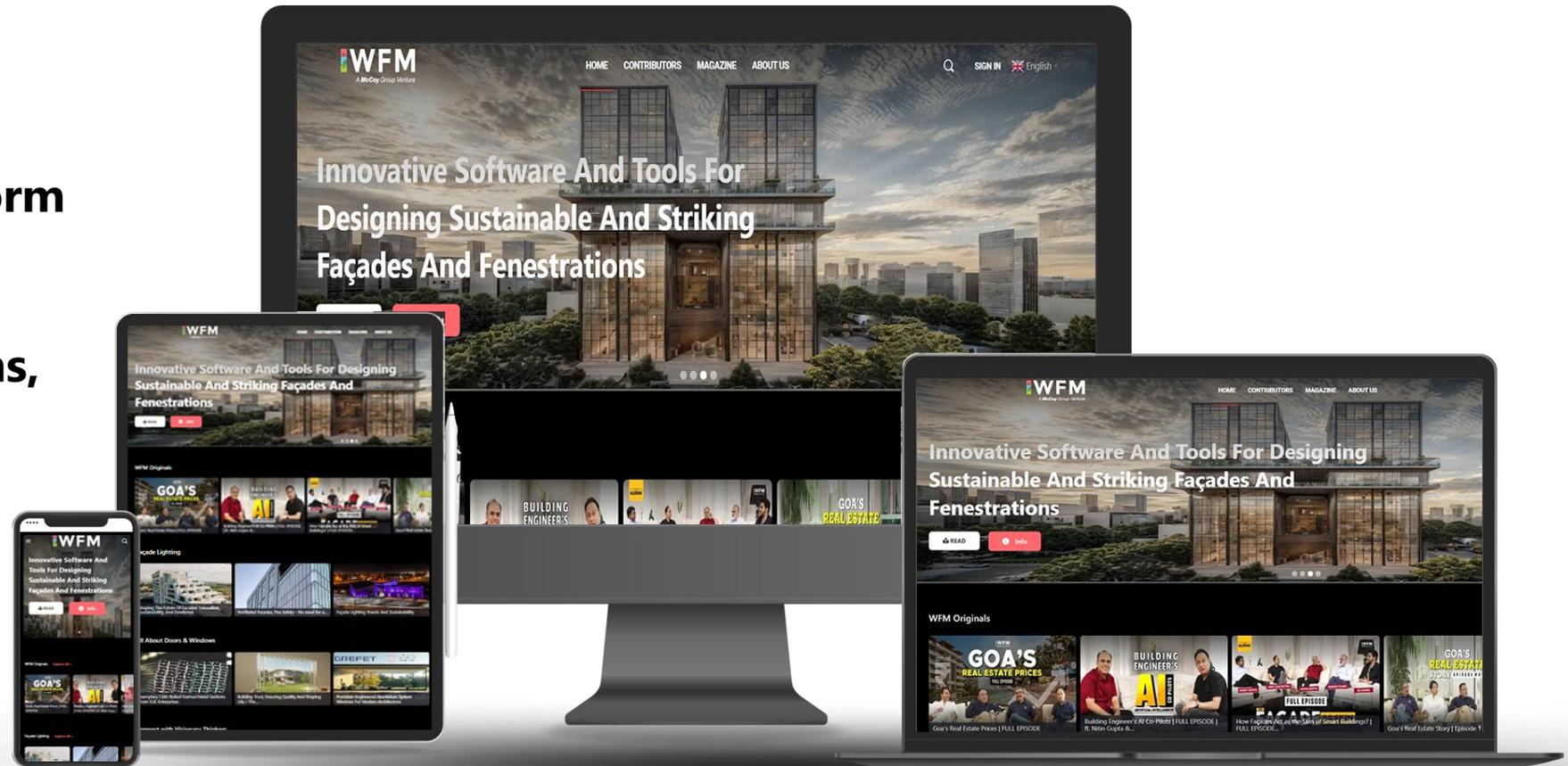


McCoy GROUP EXITED McCoy SOUDAL JV IN APRIL 2022



WFM MEDIA FOR FAÇADE & FENESTRATION – WFMEDIA.COM LAUNCHED NEW PLATFORM 2024)

WFM is a global platform for the Façade and Fenestration Industry, showcasing top designs, manufacturers, and construction projects.



WFM MEDIA FOR FAÇADE & FENESTRATION (A BOUTIQUE THOUGHT LEADERSHIP BUSINESS)



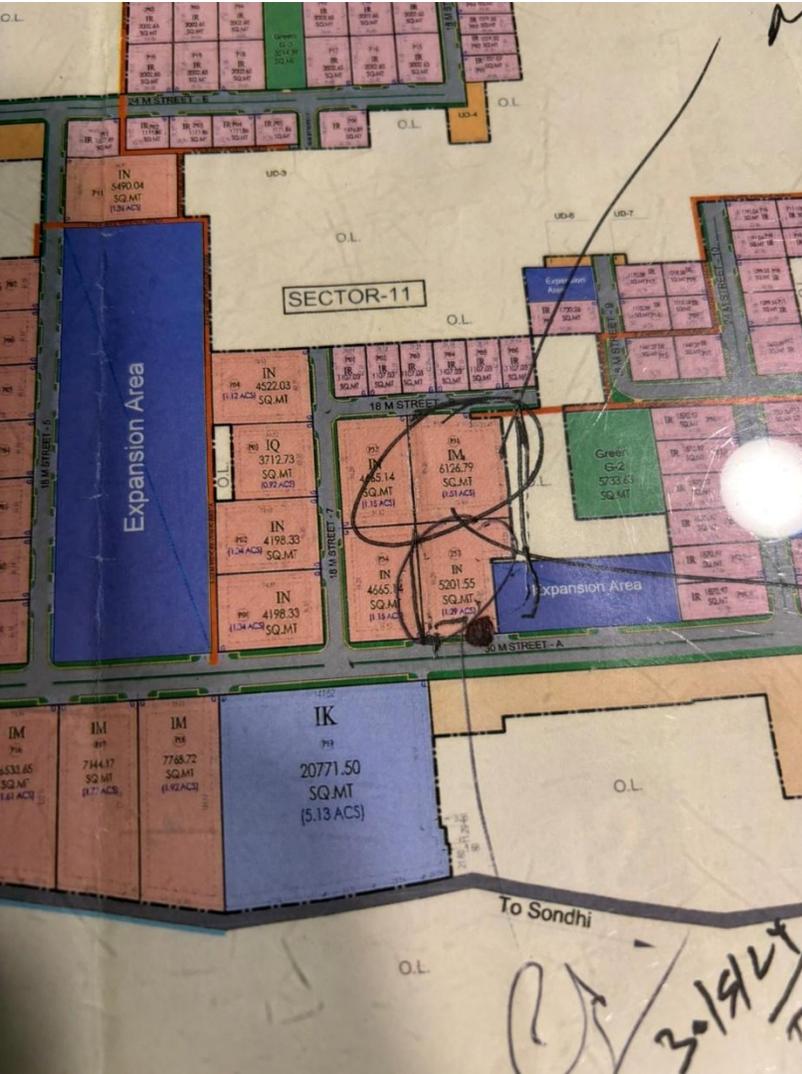
McCoy : STEPPING INTO TO MANUFACTURING 2025



PLOT REGISTRY AT JHAJJAR TEHSIL ON 31 MARCH 2025



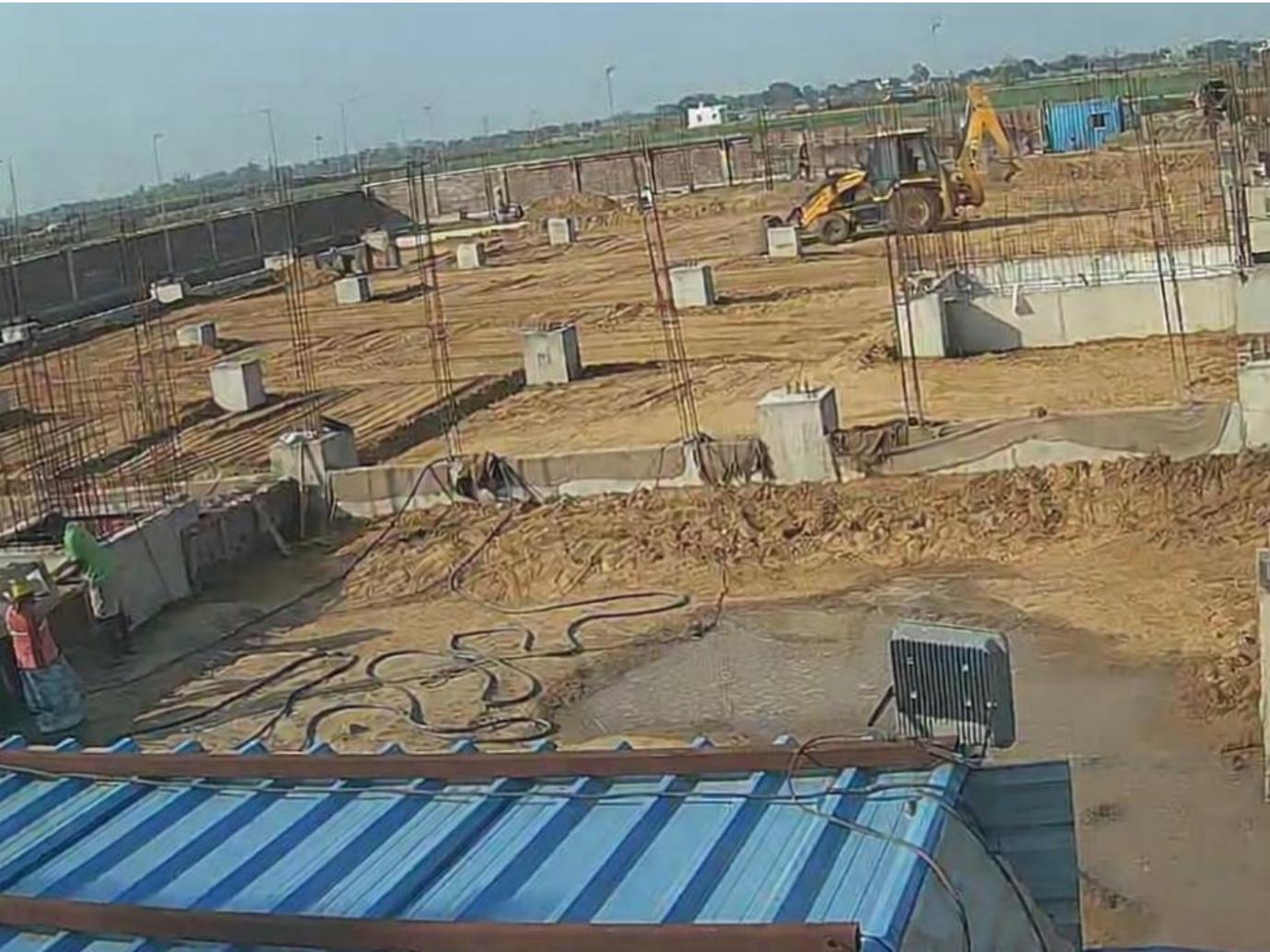
PLOT REGISTRY AT JHAJJAR TEHSIL ON 31 MARCH 2025



BHOOMI POOJAN AT JHAJJAR PLANT ON 28 MAY 2025



CONSTRUCTION AT PLANT TILL DATE



WFM MEDIA NOW BRINGS YOU A CURATED SUITE OF INSIGHTS 2025

A grey icon of a vintage-style microphone.

**WFM
PODCAST**

A grey icon of a person standing with a speech bubble above their head.

**WFM
TALKS**

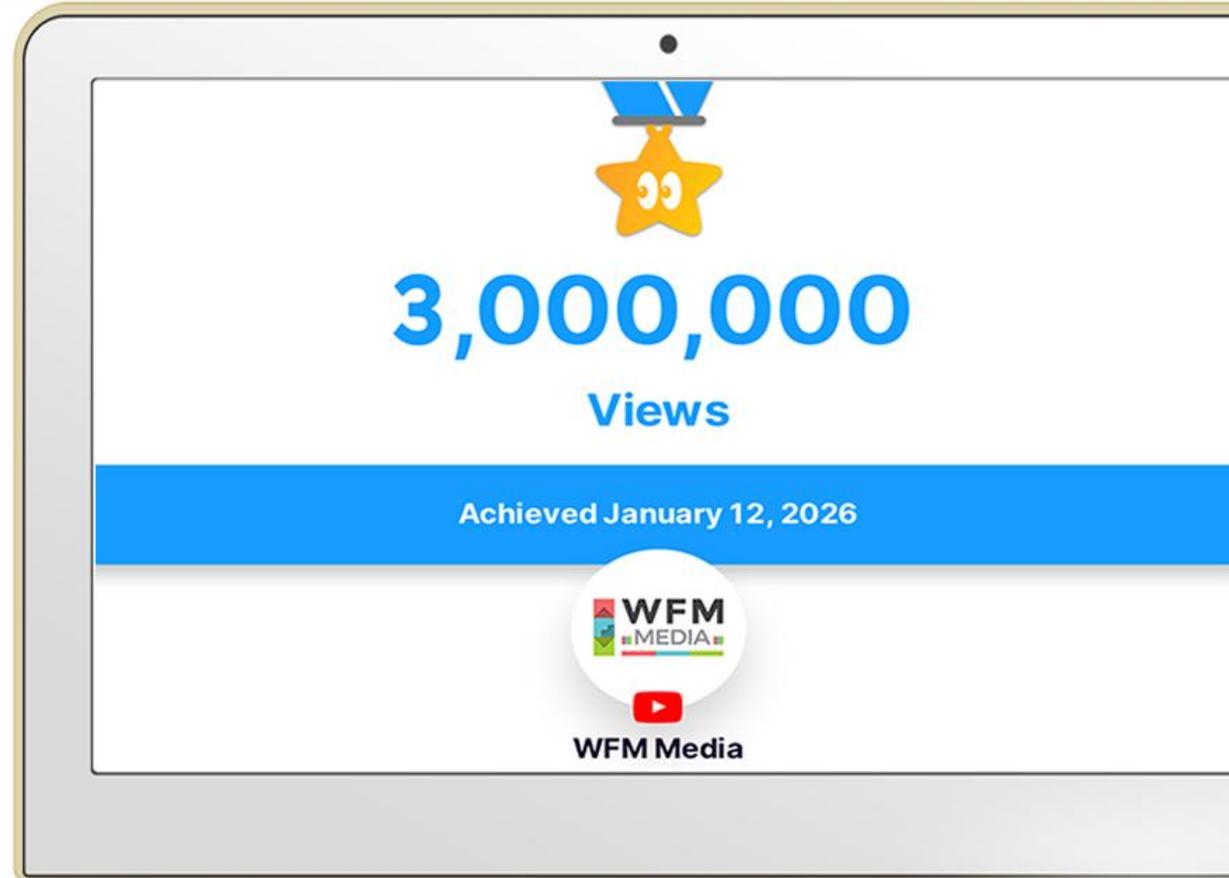
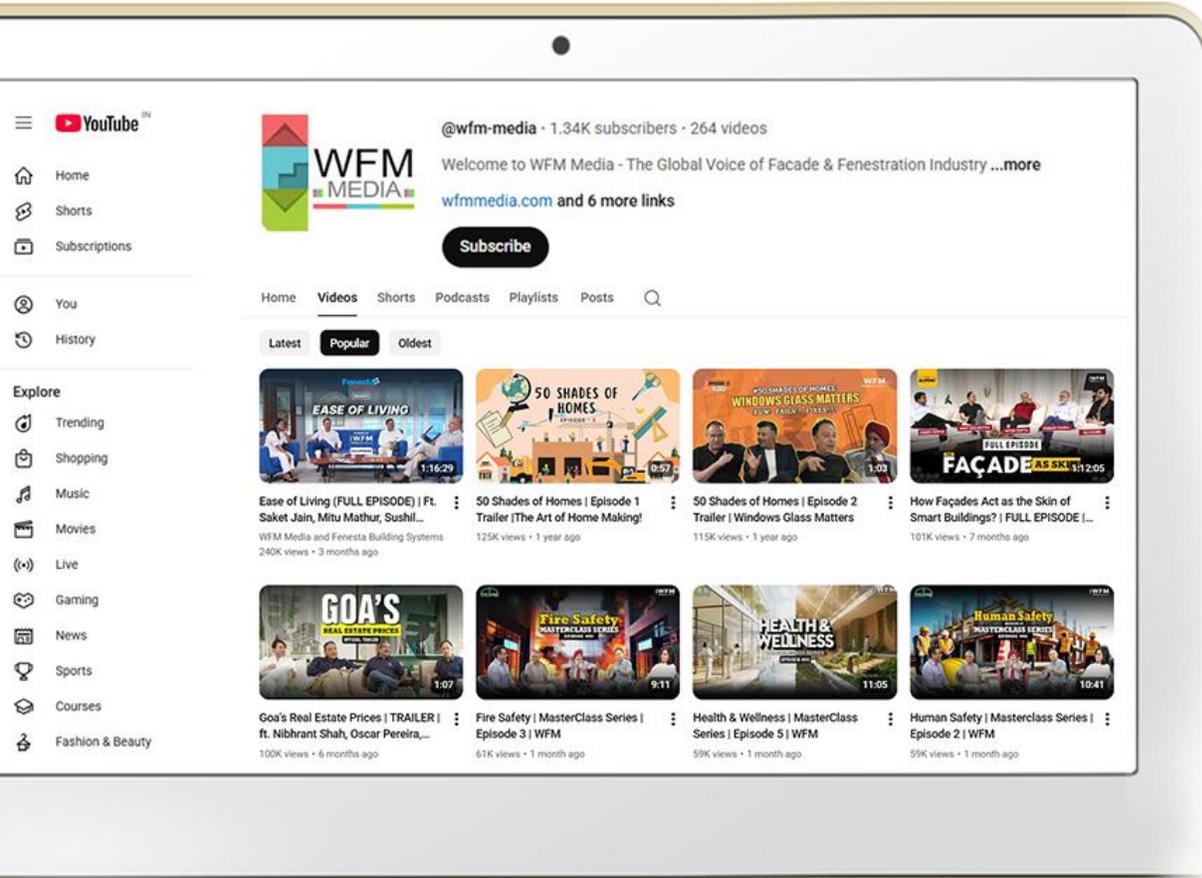
A grey icon of two people sitting in chairs and talking to each other, with sound waves above their heads.

**DIALOG
BY WFM**

A grey icon of a person sitting and reading a book.

**CASE STUDY
BY WFM**

NUMBERS TELL STORIES – HERE'S OURS!



LIGHTS, CAMERA... BTS SNAPSHOTS

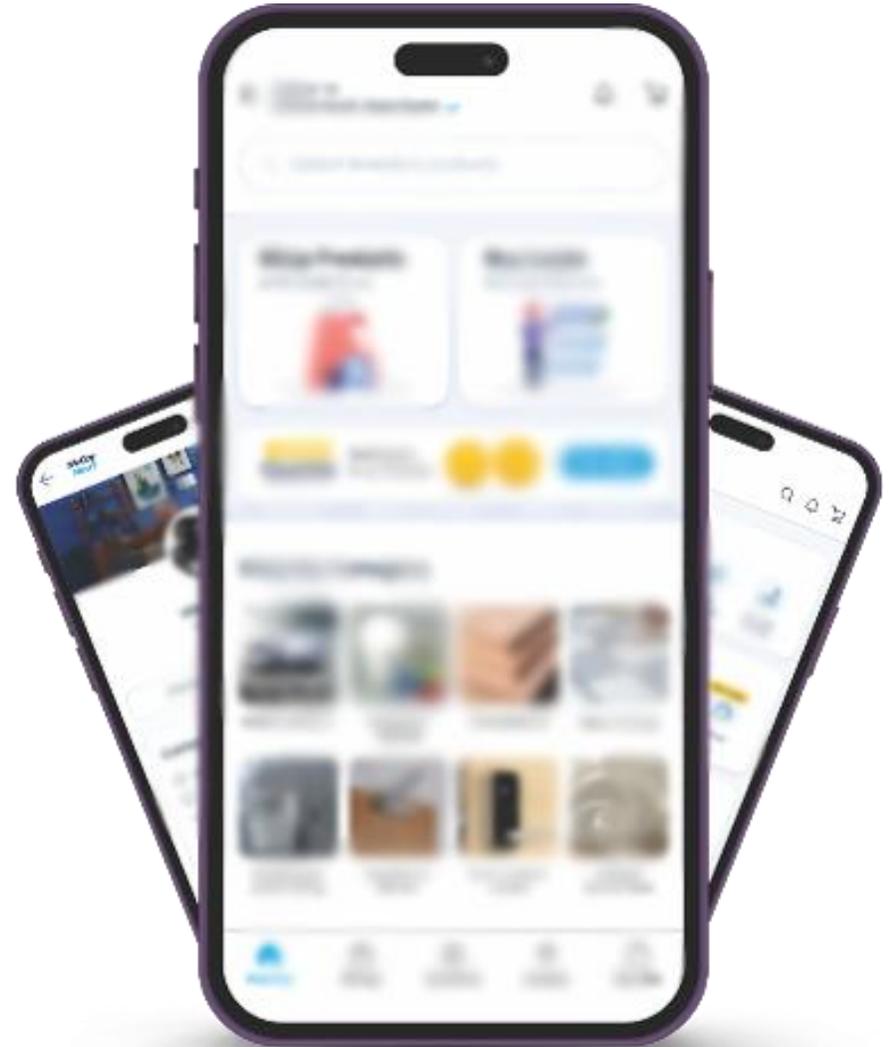


DIGITAL TRANSFORMATION PLATFORM



McCoy's OWN DIGITAL TRANSFORMATION PLATFORM

For Customers, Suppliers and Team Members



CORPORATE SOCIAL RESPONSIBILITIES (CSR)



A Digital Literacy & Life Skills Programme

We are humbled to have the privilege of contributing to the education in Computer Literacy and Skill Development for over 1,500 students, spanning from grade 1 through 12 since 2021.



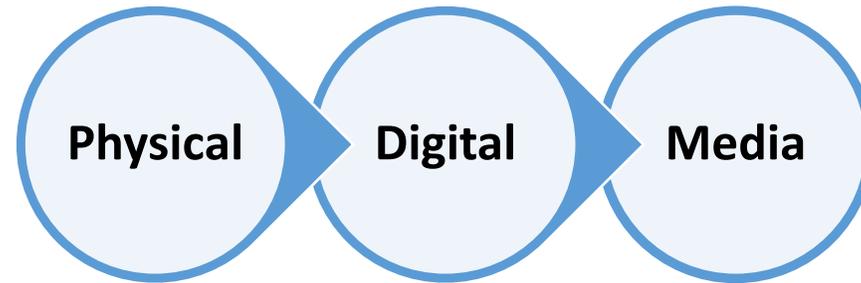
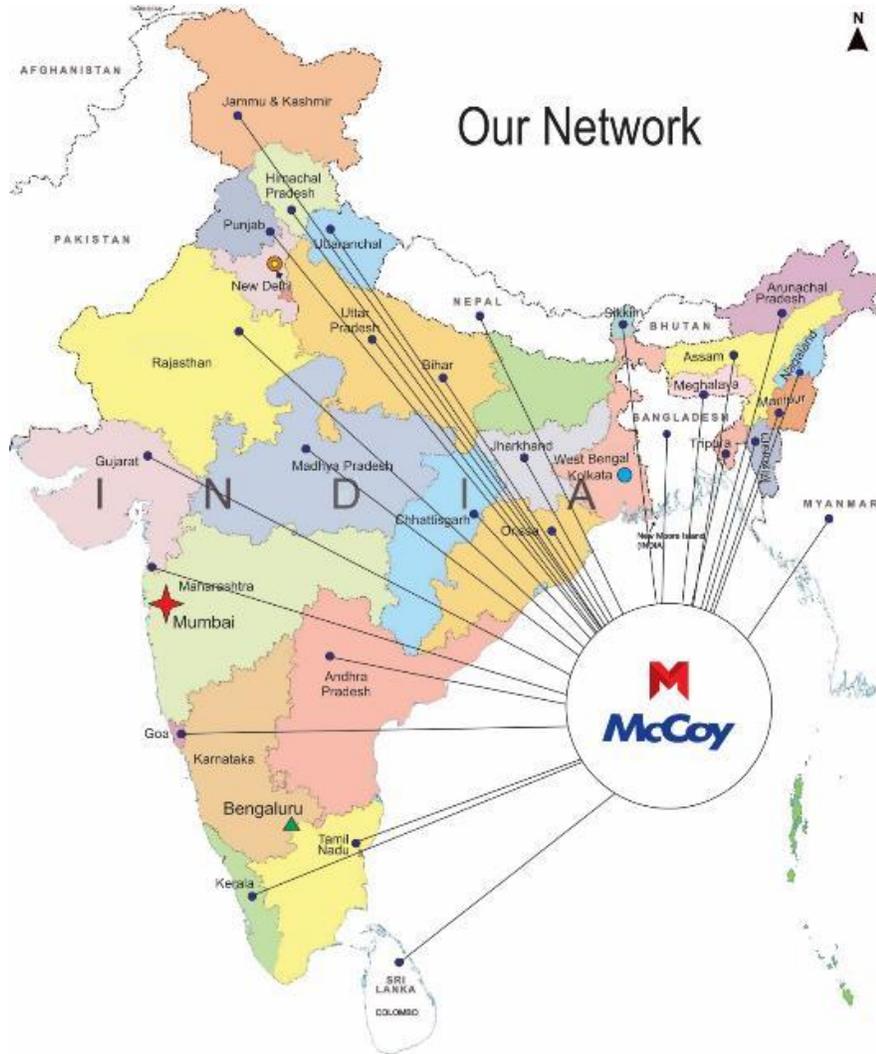
Employee Social Contribution Fund

We pay educational fees of our back office staff children.
We contribute to McCoy Employees Welfare in case of any emergencies

CORPORATE SOCIAL RESPONSIBILITIES (CSR)



McCoy'S PRESENCE (THE PHYGITAL INDUSTRIALISTS)



Phygital Network Effects

- **1200+** Channel Partners
- **60,000+** Retail counters present across India
- Direct supply to major corporate clients in the façade industry.
- Largest Retail Network

The largest network connections in the architectural building industry in India.

McCoy **STRENGTHS: POWER OF PARTNERSHIPS**



- ✓ Global **Procurement** and **Trust** from **Partners**
- ✓ **Robust Sales and Distribution**
- ✓ Creating **Network Effects**
- ✓ **Manufacturing** Expertise and **Operational** Excellence
- ✓ **JV`s, Mergers & Acquisitions, OEM** with and for **MNC** Giants across Sectors
- ✓ **Building the Future Digitally**
- ✓ Completely **Data Driven with Data Analytics** as the **Backbone**
- ✓ **Research and Development + Innovation**
- ✓ **Application Expertise** and **Technical Services** across Board
- ✓ **Employing** Over **250+ People** Across all Businesses



McCoy Group Ventures



Exits & Joint Ventures



McCoy Group of Companies:

McCoy Corporate Tower, C-55, Okhla Industrial Area, Phase-1, New Delhi-110020
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