Srivay Website Revamp – Tech Brief

Project overview

Rebuild srivay.com as a 5-page group website for Srivay Industries Limited. The new site presents all three businesses: Mining & Minerals, Scaffolding Systems and United Paints™. The current site is a single long page built on Genspark, and it presents Srivay only as a mining company.

Primary audiences: international construction buyers and contractors, paint distributors in the UAE and Saudi Arabia, industrial buyers of minerals and metals, investors and partners, and job applicants.

Brand line: Engineered for Scale. Positioned for Global Growth. Supporting lines: "From India to the World" and "People. Products. Progress."

Existing Website Link:

http://srivay.com/

Scope

The new site has 5 main pages. Our Businesses and Products use tabs or anchors for each business. Careers and the CRGO partner network go inside existing pages instead of getting pages of their own.

Optional for phase 2: a separate page per business (/businesses/scaffolding, /businesses/united-paints, /businesses/mining) and a page per product for SEO. Build the CMS so these are easy to add later.

Page-by-page requirements

Sections are listed in the order they appear on each page. *Italics* mark final draft copy. Text in [brackets] is still pending from the client.

Home

1. **Hero**: full-bleed image with a split visual of scaffolding, a port and a paint pour (as in deck slide 1).
    - Headline: *Engineered for Scale. Positioned for Global Growth.*
    - Subline: *Srivay Industries brings together mining, scaffolding and paints: three businesses connected by engineering, sourcing, manufacturing and export capability. From India to the World.*
    - **CTAs:** "Explore Our Businesses" (to /businesses) and "Partner With Us" (to /contact).

2. **Stats strip** with animated counters: $10M+ monthly exports · 13 contract manufacturing facilities · Mines on 3 continents · Active in GCC markets · Since 2016. All numbers must be editable in the CMS. **CTA:** "Download Company Profile" (Srivay Profile PDF).
3. **Three Businesses. One Integrated Platform.** Three cards, each with an image, a one-line description and a link to its section on /businesses:
    - Mining & Minerals: *Copper, chrome, ilmenite and granite mining across DR Congo, Madagascar and India, plus global sourcing of industrial and strategic minerals.* **CTA:** "Explore Mining" (to /businesses#mining).
    - Scaffolding Systems: *A proprietary, chrome-coated, high-strength scaffolding system built for high-rise and commercial construction. Faster, safer and easier to install.* **CTA:** "Explore Scaffolding" (to /businesses#scaffolding).
    - United Paints™: *Coat a Brighter Tomorrow. Paints made with proprietary formulations and strategically sourced raw materials, now supplying GCC markets.* **CTA:** "Explore United Paints" (to /businesses#united-paints).
4. **From the Ground Up**: horizontal value-chain graphic (as deck slide 5): Ilmenite → Titanium Dioxide → Formulation → United Paints → Global Markets. Caption: *Few paint brands can trace their quality back to the mine. Ours can.* **CTA:** "See the United Paints Range" (to /products?tab=paints).
5. **How We Deliver**: 5-step icon row (as deck slide 6): Engineering → Sourcing → Manufacturing → Logistics → Global Distribution. Caption: *One operating model, built to scale every business we run.* **CTA:** "Request a Quote" (to /contact).
6. **Global Reach**: map with location pins and export routes (as deck slide 7). Pins: Hyderabad HQ, Ludhiana manufacturing, Nhava Sheva export gateway, UAE and Saudi Arabia distribution, mines in DR Congo and Madagascar, and offices in Dubai, Montreal, Arizona and Kampala. **CTA:** "Become a Distributor" (to /contact with Distribution Partnership pre-selected).
7. **Closing CTA band**: *Sourcing minerals, scaffolding or paint at scale? Let's talk.* **CTAs:** "Get in Touch" (to /contact) and "Chat on WhatsApp".

About Us

1. **Page hero**: *People. Products. Progress.* **CTA:** "Explore Our Businesses" (to /businesses).
2. **Intro**: *Srivay began in 2016 with a mission to bring structure, technology and responsibility to mining. Since then, we've built mines across three continents and a global minerals trade. We've also expanded into two export businesses, Scaffolding Systems and United Paints™. What connects them is simple: we engineer good products, secure the inputs behind them, and deliver them to the world.* **CTA:** "Download Company Profile".
3. **Our Journey**: interactive timeline with entries editable in the CMS.
    - 2016: founded
    - 2017–18: iron ore mining and first export
    - 2019–21: granite mines and Ongole gangsaw factory
    - 2022: Vizag facility and CRGO imports
    - 2023–24: DR Congo copper mine and first copper ore import to India
    - 2025: Madagascar chrome and ilmenite
    - [year]: Scaffolding Systems launched

    - [year]: United Paints™ launched
    - 2026: Export Division scales across global construction and GCC markets
4. **CTA:** "See Our Operations" (to /businesses#mining).
5. **Vision**: *To build one of India's most trusted global industrial groups, turning natural resources and engineering into products that build a stronger tomorrow.* **CTA:** "Partner With Us" (to /contact).
6. **Mission** (4 points):
    - Engineer products that make construction safer and faster.
    - Secure critical raw materials for supply continuity and consistent quality.
    - Scale through a disciplined manufacturing and export network.
    - Grow responsibly with partners, people and communities.
7. **CTA:** "View Our Products" (to /products).
8. **What Sets Us Apart** (4 icon cards): In-house R&D · Secured at the source (ilmenite and TiO_2) · Scalable manufacturing (13 facilities in Ludhiana) · Export infrastructure (Nhava Sheva gateway). **CTA:** "Request a Quote" (to /contact).
9. **Leadership**: photo grid of the 5 profiles from the current site, each with name, title and a 2-line bio [bios pending]. **CTA:** "Connect on LinkedIn" (to the Srivay LinkedIn page).
10. **Careers**: short block listing open roles from the CMS. **CTA:** "Apply Now" (opens the application form).

Our Businesses

One page with a sticky sub-navigation: Mining & Minerals · Scaffolding Systems · United Paints™. Each sub-nav item needs its own anchor URL (e.g. /businesses#scaffolding) so home-page cards and ads can link straight to it.

Scaffolding Systems (place this first, since it leads the export story)

- Heading: *Engineered for Speed. Designed for Simplicity.*
- Intro: *Construction today demands speed, safety and simple installation. Our proprietary chrome-coated scaffolding system is built for high-rise and commercial projects. It's strong enough for demanding sites and simple enough for any crew to work with.*
- **Connect. Adjust. Lock.**: three-step visual with close-up photos (as deck slide 4). A short looping video of the mechanism is preferred if the client can supply one.
- Three feature cards:
    - In-house R&D
    - Easy to Adjust: skilled and non-skilled workers can make routine adjustments
    - Built for Scale: standardised components across 13 contract factories
- Supply path graphic: Ludhiana → Nhava Sheva → Global Buyers.
- **CTA:** "Request Scaffolding Specs".

United Paints™

- Heading: *Built on Strategic Sourcing. Formulated for Global Markets.*
- Intro: *Great paint starts long before the can. United Paints™ combines proprietary formulations with strategic access to critical raw materials like ilmenite and titanium dioxide, the inputs behind opacity, brightness and lasting coverage.*

- Four feature cards:
    - Registered brand and proprietary formulation
    - Strategic raw-material sourcing: supply continuity, quality consistency, cost control
    - Contract manufacturing network
    - GCC distribution: UAE and Saudi Arabia
- Value-chain graphic: Ilmenite → TiO_2 → Formulation → Paint → Global Market.
- **CTA:** "Become a Distributor".

Mining & Minerals

- Heading: *Resources That Power Industry.*
- Mining operations: five cards, each with a photo gallery. The cards are Copper (Kolwezi, DR Congo), Chrome (Madagascar), Ilmenite (Dauphin, Madagascar), Steel Grey granite and Vizag White granite. Reuse the copy from the current site.
- Services:
    - Mineral procurement, with the periodic-table element grid from the current site relabelled Industrial / Strategic & Battery / Rare Earth
    - Beneficiation: 5 JV facilities in Telangana and Andhra Pradesh
    - Minerals consulting
    - CRGO supply
- CRGO partner network: logo strip of partner mills in China, Japan and Europe (logos pending permission).
- **CTA:** "Enquire About Minerals".

Products

1. **Tabs**: Scaffolding Systems · United Paints™ · Mining & Minerals. Each tab has its own URL parameter (e.g. /products?tab=paints). **CTA:** a sticky "Request a Quote" button on the tab bar.
2. **Filter chips** inside the Mining tab: Pigments & Fillers · Base Metals · Strategic Metals · Mining Chemicals · Electrical Steel · Ores & Stone. **CTA:** "Can't find a mineral? Send a Sourcing Request" (to /contact with Minerals & Metals pre-selected).
3. **Product card**: one reusable component with an image gallery (up to 3), name, grade badge, one-line description, key features (3–5) and applications. **CTAs:**
    - "Request a Quote": opens the enquiry form pre-filled with the product name.
    - "Download Brochure": PDF from the CMS, hidden if none is uploaded.
4. **Scaffolding tab**: a hero card for the Srivay Chrome-Coated Scaffolding System, then component cards [component list pending], then a specifications table and downloadable technical sheets. **CTAs:** "Download Technical Sheets" and "Request Scaffolding Specs".
5. **United Paints tab**:
    - Intro line: *Paints for residential, commercial and industrial use.*
    - Range cards [ranges pending], each showing finish, coverage, pack sizes, surfaces and colour options.
    - Callout: *Made with high-grade TiO_2 for superior opacity and brightness.*
    - **CTAs:** "Request a Shade Card" and "Become a Distributor".

6. **Mining tab**: the 10 existing products plus Chrome ore, Ilmenite and Granite. The existing products are TiO_2, Titanium Sponge, Barium Sulphate lumps and powder, Copper Concentrate, Copper Cathodes, Aluminium Billet, Sodium Cyanide, CRGO Coils and Activated Carbon. The TiO_2 and Ilmenite cards carry the tag *The raw material behind United Paints™.* **CTA:** "Enquire About Minerals" (to /contact with Minerals & Metals pre-selected).

Contact Us

1. **Page hero**: *From India to the World. Let's Build Together.* **CTAs:** "Call Us" (tel link) and "Chat on WhatsApp".
2. **Enquiry form** on the left and **HQ details with map** on the right. HQ: 101/A, 3rd Floor, Journalist Colony, Jubilee Hills, Hyderabad 500033 · +91 40 2354 5777 · info@srivay.com. **CTA:** "Send Enquiry" (form submit button).
3. **Locations grid**:
    - Manufacturing: Ludhiana, Punjab
    - Export gateway: Nhava Sheva, Mumbai
    - GCC: Dubai, UAE, with Saudi Arabia distribution
    - India offices: Mumbai, Delhi
    - International: Montreal, Arizona, Kolwezi, Kampala
4. **CTA:** "Get Directions" on each location that has an address.
5. **Become a Distributor band**, aimed at GCC paint distributors. **CTA:** "Apply to Distribute" (to the form with Distribution Partnership pre-selected).
6. **WhatsApp and social links**. **CTAs:** "Chat on WhatsApp" and "Follow Us on LinkedIn".