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JUNE 2026 EDITION

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Editor's Page



Mango Crop : *We were not ready*

The 2026 season for Ratnagiri's famous Alphonso (Hapus) mangoes has been extremely challenging. Erratic weather, unseasonal rain, cold waves, humidity, and pest attacks severely affected flowering and fruit setting across the Konkan belt. Production in Ratnagiri is estimated to be down by nearly 70-90%, leading to sharp price increases and limited market supply. So why did we not predict, not take appropriate action, because.....*We were not ready*



Gas & Fuel : *We were not ready*

India is currently facing pressure on fuel and cooking gas supplies due to ongoing geopolitical tensions, through which a major share of India's LPG imports pass. Some regions have seen long queues, delayed LPG deliveries, and localized diesel shortages. Rising global crude prices and logistics disruptions are the main concerns affecting consumers and industries. Why did we not predict, build larger storages, find alternates, because.....*We were not ready*



The rise of gold : *We were not ready*

Gold prices are rising due to global economic uncertainty, geopolitical tensions, inflation fears, and strong demand from investors and central banks. A weaker Indian rupee has also made imported gold more expensive in India, since gold is traded globally in US dollars. Rising crude oil prices, market volatility, and concerns over global conflicts have further pushed investors toward gold, leading to record-high prices in both international and Indian markets.



For those who are not married :
We are not ready for Marriage



For those who want to buy a home :
We are not ready with the finances



For those who want Passport :
We are not ready, did not apply

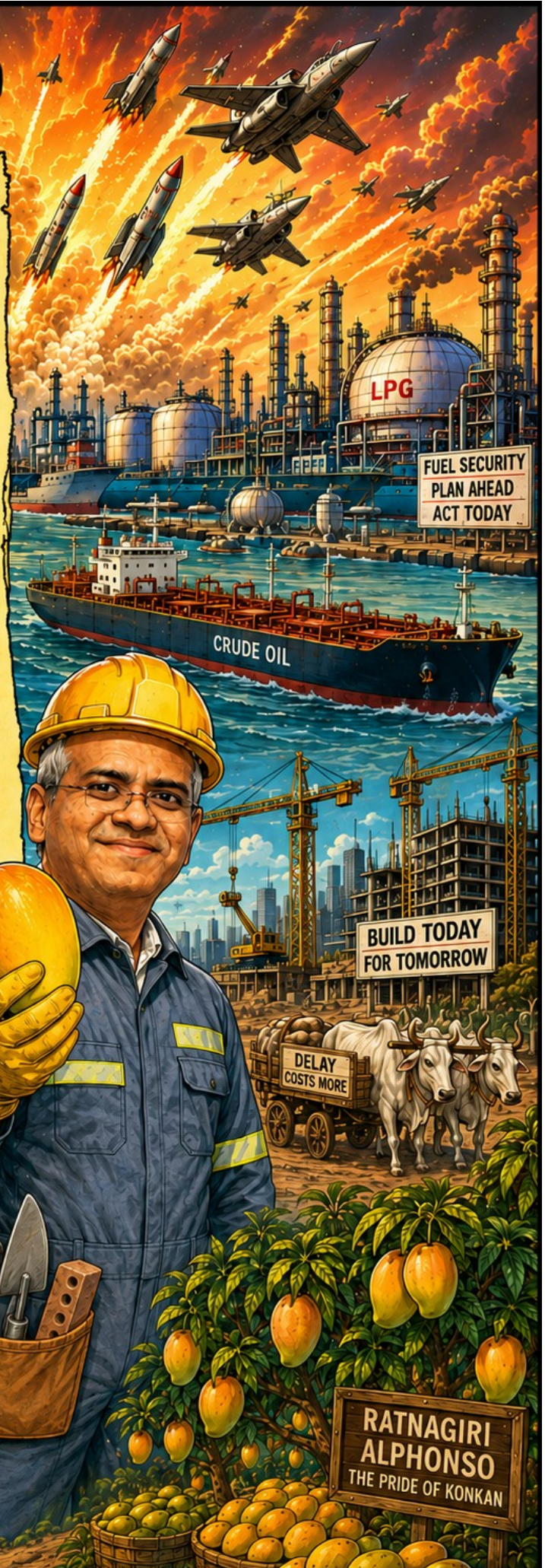


For those who want Job :
We are not ready, did not network



For those who want water :
We are not ready, did not dig the well in time

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
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
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My Tile Adhesives Diaries : Ceramic Tile Adhesives from the Producer's Perspective

Part of a Literature Review, by Jacek Michalak from the Research and Development Centre, Atlas sp. z o.o., 2, Kilinskiego St., 91-421 Lodz, Poland, has been produced to benefit our readers.

Influence of Redispersible Polymer Powders on the Properties of CTAs

The CTAs used today would not meet the expectations of users and the requirements resulting from the regulations on the placement of a construction product on the market without the modification of their properties through the use of redispersible polymer powders (RPPs). Polymers have been used to modify mortars since ancient times.

Egyptians and Romans modified lime plasters using natural polymers, such as Arabic gum, glutin glues produced from animal skins or bones, and fig juice. They and others also used egg yolks, casein, milk protein, proteins from horns, and the claws of wild and farm animals to modify building mortars [30]. Before the “era” of RPPs in the 1950s and 1960s, polymers were widely used as water dispersion to improve cementitious mortars.

The use of two-component systems—cementitious dry-mix and dispersion—was associated with the possibility of using the incorrect proportions as a result of human error on the construction site. In addition, the liquid component in the system was sensitive to the action of microorganisms. These inconveniences were eliminated by the fact that, in the 1950s, RPP was obtained (RPP is an organic polymer material obtained in the spray-drying process from dispersion); the fact that, in 1970, RPP was a copolymer containing ethylene in its composition was an important factor in the development of CTAs with increased parameters (class C2).



RPPs, similarly to cellulose ethers, affect both the properties of fresh and set mortars. An undesirable side effect of polymeric additives (both RPPs and cellulose ethers) in the CTA formulation is the formation of a dry skin on the mortar surface. This is created due to water drying from the surface layer. The dry external layer (skin) has different properties to the bulk body underneath. The thickness of the skin (the external surface layer) ranges from 0.1 mm (initial) to 1 mm about 30 min after applying fresh CTA. The skin's formation on the CTA's surface limits its application, mainly when the skin is formed before the ceramic tile is applied.

For CTAs, adhesion to the substrate is the most desirable feature. The presence of RPP in the CTA significantly increases the value of this parameter. RPPs increase the tensile strength of cementitious mortars. This is crucial in the case of thin-layer mortars. The increase in tensile strength is related to the positive effect on the ability to bridge cracks, and to the transverse deformation (also known as elasticity) of polymer-modified mortar.

The vast majority of studies on the influence of RPPs Ceramics 2021, on the compressive strength in cement systems showed that the value of this property is reduced. Independent research by Sakai et al. and Schultze et al. showed that the decrease in compressive strength is directly proportional to the polymer additive's concentration. Additionally, both researchers showed that the amount of powder used does not affect the durability of the mortar. All of the tests proved the increase in the flexural strength of cement systems modified by RPPs. In addition, it was observed that the increase in flexural strength is significantly influenced by the maturation conditions of the mortar samples for testing. The studies by Sakai et al. showed that the maximum increase in flexural strength was observed after adding 10% by weight RPP to the cement, and a further increase in the amount of RPP in the system did not cause any changes.

Another important aspect of RPP-modified cement systems is their durability. Durability is an important aspect when considering the system of mixed binders based on mineral-polymer binders and their environmental performance. Research by Mirza et al. showed that the modification of cement mortars with polymers increases the resistance of the mortar to freeze–thaw cycles [48]. Studies made by Schulze and Killermann of polymer-modified mortars subjected to outdoor and indoor exposure, using scanning electron microscopy, showed no changes in the morphology of the polymers in the mortars over the ten years of exploitation.

Other properties that are the subject of research on polymer-modified mortars include, among other things, the aeration of the mixture, the ability to reduce the amount of water to needed to prepare fresh mortar, and the increase of the water retention capacity of the system. Of course, in mortars, the water retention capacity is mainly due to the use of cellulose ethers. Wang et al. showed that RPPs have such properties; the concentrations for which similar effects are observed for cellulose ethers are at least one order of magnitude higher.

RPPs are characterized by the ability to inhibit cement hydration processes. Despite the many years of research carried out in many centers around the world, it is not possible to indicate whether the interactions between the clinker phases undergoing hydration, the products of hydration of the clinker phases and the produced cement matrix, and the polymer contained in the system are only physical, or whether the observed modification effects are the result of synergistic coexisting physical and chemical interactions. Various conclusions are drawn about the nature of the cement–polymer interaction.

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CEMENT QUALITY PARAMETERS

BIS / IS CODE TESTING, LIMITS & RECOMMENDED USES

IMPORTANT BIS / IS CODES FOR CEMENT

✓ OPC 33 Grade	→	IS 269
✓ OPC 43 Grade	→	IS 8112
✓ OPC 53 Grade	→	IS 12269
✓ PPC Cement	→	IS 1489 (Part 1)
✓ PSC Cement	→	IS 455
✓ Physical Tests	→	IS 4031
✓ Chemical Tests	→	IS 4032



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Better Tomorrow

PHYSICAL TEST PARAMETERS (AS PER IS 4031)

SR. NO.	TEST PARAMETER	IS CODE REFERENCE	BIS RECOMMENDED LIMIT	PURPOSE / RECOMMENDATION
1	Fineness (Blaine's Air Permeability)	IS 4031 (Part 2)	OPC ≥ 225 m ² /kg PPC ≥ 300 m ² /kg	Better hydration & strength development
2	Standard Consistency	IS 4031 (Part 4)	26% – 33% Water	Determines water requirement for cement paste
3	Initial Setting Time	IS 4031 (Part 5)	Minimum 30 Minutes	Adequate time for placing and finishing
4	Final Setting Time	IS 4031 (Part 5)	Maximum 600 Minutes	Proper hardening of cement
5	Soundness (Le-Chatelier Method)	IS 4031 (Part 3)	≤ 10 mm	Prevents expansion, cracking and disintegration
6	Compressive Strength (3, 7 & 28 Days)	IS 4031 (Part 6)	OPC 33 Grade ≥ 33 MPa OPC 43 Grade ≥ 43 MPa OPC 53 Grade ≥ 53 MPa	Confirms strength achievement of cement
7	Specific Gravity	Standard Practice	Around 3.15	For accurate mix design calculations
8	Heat of Hydration	IS 4031	Lower is preferred (As per project requirement)	Reduces thermal cracking in mass concreting

Note: Test methods and limits as per relevant IS Codes. Values are typical for general guidance.

CHEMICAL PARAMETERS (AS PER IS 4032)

SR. NO.	CHEMICAL PROPERTY	IS CODE	BIS LIMIT
1	Loss on Ignition (LOI)	IS 4032	$\leq 5\%$
2	Insoluble Residue	IS 4032	$\leq 4\%$
3	Magnesia Content (MgO)	IS 4032	$\leq 6\%$
4	Sulphuric Anhydride (SO ₃)	IS 4032	$\leq 3\%$
5	Chloride Content (Cl ⁻)	IS 4032	$\leq 0.1\%$



Chemical composition within limits ensures durability, strength, and resistance against harsh environments.

RECOMMENDED USES OF CEMENT TYPES



OPC 43 GRADE
(IS 8112)

- Residential Buildings
- Plastering
- Masonry Work
- Normal RCC Work



OPC 53 GRADE
(IS 12269)

- High Rise Buildings
- Bridges
- Prestressed Concrete
- High Strength RCC



PPC CEMENT
(IS 1489)

- Mass Concreting
- Plastering
- Brickwork
- Hydraulic Structures
- Durable Structures



PSC CEMENT
(IS 455)

- Marine Structures
- Coastal Projects
- Sewage Structures
- Aggressive Environments

IMPORTANT SITE RECOMMENDATIONS

- Store cement in dry, covered areas
- Use fresh cement within recommended storage period
- Check manufacturing date before use
- Always verify ISI / BIS marking
- Conduct periodic lab testing as per IS 4031 & IS 4032
- Use proper cement grade as per structural requirement



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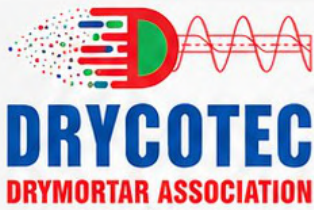
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(Friday)



10.00 am
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President
JK Cement Ltd



Nilanjan Bose
Managing Director
VAC Buildcare Pvt Ltd.



Amol Khire
Director BU Industria
IMCD India Pvt Ltd.



Dr Parag Solanki
Director R&D & QC
Sika India Pvt Ltd



Rajeev Gupta
Business Head, India,
ECMAS Const Chem Pvt. Ltd



Dr. Soumen
Chakroboarty
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Himadri Speciality
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Kamal Jeet Bawa
Chief Executive Officer
Precise Conchem Pvt Ltd.



Abhjit Natoo
Chief Manufacturing
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Kansai Nerolac Paint
Ltd.



Dr. Sunil Bauchkar
Head Technical
MBT Const Chem India
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Col. Sanjay Adsar
Sr. General Manager B.G.
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Rutvik Dave
Head Purchase &
Supply Chain
MYK Laticrete (I) Pvt Ltd.



Ragesh Rawat
President
Ultratech Cement Ltd, Unit
Birlawhite



Navin Aswani
Managing Director
Aswani Industries Pvt Ltd.



Dr. Arjunan P
Global R&D Head
MYK Laticrete India Pvt Ltd.



Alcide Coelho
Chief Quality Officer
Godrej Leadership Forum
(Keynote Speaker)



C. Santosh Kumar Naidu
Head of Operations &
Bus. Dev.
Ultratech Cement Ltd - BPD



Anupam Shil
Head of Technical
STP Limited



Saurabh Bansal
Managing Director
Magicrete Building
Solutions Pvt Ltd.



Salim I. Rehmani
Managing Director
Faisal Roofing Solutions (I)
Pvt Ltd.



Dr. Mandar Chitre
Founder & Director Drycotec
Drymortar Association
(Moderator)



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Inauguration by

Shri Eknath Shinde

Dy. Chief Minister of Maharashtra & Minister for Urban Development, Minister of Housing & Minister for Public Works



3rd June 2026

Inauguration Ceremony



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Reduce operational downtime



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Sand



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& MANY MORE



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My News Diaries : About Cementing The Business

WAR FALLOUT SEEN AS A NEAR-TERM COST MODERATOR

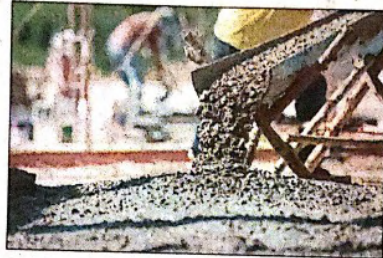
Cement Cos Diverge on Expansion Plans amid West Asia Uncertainty

Total capex by top five cos to remain largely stable this fiscal year with three planning major expansion

Nikita Periwal

Mumbai: Large cement producers are taking a contrasting approach to spending in the backdrop of the West Asia crisis, with a section continuing to aggressively invest for growth, while others are taking a step back to calibrate costs in the world's second-largest market for the building material. The total spend on capital expenditure by the top five cement producers is expected to remain largely stable this fiscal year, even as it reflects the divergence in growth priorities of companies, at a time when outlook for the near-term remains cautious.

Market leader UltraTech Cement, along with Dalmia Bharat and Nuvoco Vistas Corp—the fourth and fifth largest cement



producers—are boosting total capex by around 14% compared to FY26. The three companies have earmarked about ₹15,000 crore towards capex in FY27, with UltraTech alone accounting for two-thirds.

“West Asia situation is near-term cost moderator, not a structural demand reversal,” Atul Daga, chief financial officer, UltraTech, said recently. “The structural drivers are firmly in place, India’s urbanisation story, the government’s infrastructure commitment... Mumbai City itself spending about \$60 billion in improvement of infrastructure, the PMAY housing targets, rising rural demand, none of these have been diluted by the West Asia crisis.”

Dalmia Bharat’s capex target of ₹3,400 crore includes unspent capital from the previous year. “Capacity expansion and becoming a pan-India player is a key strategic priority,” said Puneet Dalmia, managing director. “All our announced projects in South and West are progressing well.”

Nuvoco Vistas, which has increased its planned capex by 26% to ₹900 crore, will be utilising most of the capital for the refurbishment of its Vadraj plant.

On the other side of the camp is Adani Group-owned Ambuja Cement, which will be cutting capex by up to 20% this fiscal, to ₹6,000-6,500 crore. “...Our capex has not been up to the mark, and that’s one of the reasons why we are pausing and correcting ourselves, and we want to first complete our projects that we have taken in our hand before we start any new projects,” said Karan Adani, director.

Shree Cement, the third-largest cement producer, acknowledged slowing down capex plans to ₹1,500 crore for FY27. “Even in the last concall of one of our competitors, they have also slowed their aggression. So, we will ride the wave as it is,” said Ashok Bhandari, senior advisor.

Cement Cos Expect Costs, Muted Demand to Dent Growth

THE HEADWINDS Weak monsoon could dampen demand, Iran war is keeping costs high, operating profits may take a hit

Nikita Periwal

Mumbai: Cement producers are tempering their growth expectations, while flagging concerns about the impact of higher costs due to the protracted West Asia crisis. They see demand slowing to a 5-7% increase this fiscal year from 8-9% in FY26.

“The geopolitical conflict in the Middle East and forecast of moderate monsoon conditions may act as headwinds for the sector and may impact its growth momentum in the short-term,” said Neeraj Akhoury, managing director, Shree Cement, after the company’s quarterly earnings recently.

Companies have guided for a 15-20% hit on operating profit made on each tonne of cement due to the prevailing higher costs of fuel and packaging material, increased logistics charges, and the impact of a weaker rupee against the dollar.

“Supplier crunch of bags and rising cost of PP granules have led to an increase in packing costs,” said Puneet Dalmia, MD, Dalmia Bharat. “Fuel costs have also gone up, and there might be some more increases in the pipeline.”

The five largest cement companies—UltraTech Cement, Adani Cement, Shree Cement, Dalmia Bharat, and Nuvoco Vistas Corp—are expecting on average an



impact of about ₹150 per tonne on operating profit in the current quarter.

These companies made an opera-

ting profit of ₹887-1,253 on each tonne of cement sold in the March quarter, with Adani Cement’s profitability the lowest, and UltraTech Cement the highest. The operating profit per tonne was at a three-quarter high in the March quarter, reflecting the recent uptick in cement prices.

While cement makers continued to raise prices in both April and May, it may not be enough to mitigate the total cost increase, they said. Prices were raised by around ₹20 per 50 kg bag in April, with another round of ₹10-15 per bag being implemented in May. “(With) the blended cost of fuel, diesel price hike, bags, gypsum, and the rest of all the stuff, I am

really looking at a cost inflation of close to ₹200 per tonne,” said Jayakumar Krishnaswamy MD, Nuvoco Vistas Corp. “And hence, at ₹200 per tonne with the kind of price increase, net of GST, there is still going to be some gap.”

SLOWING CAPEX

Adani Cement, the country’s second largest producer of the construction material, pushed back its target of 155 million tonne production capacity in a bid to recalibrate costs. “I think maybe what I would say is that the target plans of FY28, it could move a year or two, let us say, on a safer side, I would say FY30,” said Vinod Bahety, chief executive officer.



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TYPES OF CEMENT AND THEIR USES

Simple Guide for Stronger Construction

Author: Mir Asim Sikander, Civil Engineering Graduate at Islamic University of Science & Technology, Pulwama



Choosing the correct type of cement plays a major role in the strength, durability, and performance of a structure.

1 ORDINARY PORTLAND CEMENT (OPC)



Key Highlights:

- Higher early strength development
- Suitable for RCC structures
- Widely used in general construction

Common Uses:

Foundations, beams, columns, slabs, roads, bridges

2 PORTLAND POZZOLANA CEMENT (PPC)



Key Highlights:

- Better long-term durability
- Lower heat of hydration
- Improved resistance to moisture and chemical attack

Common Uses:

Residential buildings, masonry work, plastering, structures exposed to damp conditions

3 RAPID HARDENING CEMENT



Key Highlights:

- Early strength development
- Reduces construction time
- Allows faster formwork removal

Common Uses:

Pavement construction, road repairs, emergency works, fast-track projects

4 SULPHATE RESISTANT CEMENT (SRC)



Key Highlights:

- Resists sulphate attack
- Improves durability in aggressive soil and water conditions

Common Uses:

Foundations in sulphate-rich soil, sewage structures, marine and underground works

5 WHITE CEMENT



Key Highlights:

- Superior aesthetic finish
- Low iron oxide content
- Smooth texture and bright appearance

Common Uses:

Decorative works, architectural finishes, wall putty, tile grouting, terrazzo flooring

6 LOW HEAT CEMENT



Key Highlights:

- Low heat of hydration
- Reduces thermal cracking risk
- Suitable for mass concrete

Common Uses:

Dams, retaining walls, large concrete structures, mass concrete works

IMPORTANT ENGINEERING CONSIDERATIONS



Selection of cement should depend on:

- ✓ Environmental exposure (moisture, chemicals, sulphates)
- ✓ Load conditions and structural requirements
- ✓ Temperature variations (hot/cold regions)
- ✓ Durability and long-term performance
- ✓ Type of work (RCC, masonry, plastering, finishing)

Right material + Right construction practice = Durable structure

RELEVANCE IN KASHMIR



Snowfall, freeze-thaw cycles, and moisture affect structures.



Use suitable cement with proper waterproofing and workmanship.



PPC, SRC and Low Heat Cement are better choices for durability in such climatic conditions.



CONCLUSION

Understanding the properties and applications of different types of cement helps in selecting the right material for the right environment—ensuring stronger, safer, and longer-lasting structures.





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MahaRERA Pulls Up Realtors for Slipping on Progress Updates

Developers of over 8k hsg projects issued notices as realty regulator tightens compliance oversight

Kallash Babar

Mumbai: The Maharashtra Real Estate Regulatory Authority (MahaRERA) has initiated action against developers of 8,212 housing projects for failing to submit mandatory quarterly progress reports (QPRs) within the stipulated deadline, tightening oversight over compliance in the state's real estate sector. As many as 4,644 projects belong to the Mumbai Metropolitan Region (MMR), including 1,465 in Thane and 1,263 in Mumbai Suburban.

Out of a total 33,029 registered housing projects across Maharashtra, these developers failed to update their March quarter disclosures on MahaRERA's portal by April 20, as required under the Real Estate (Regulation and Development) Act, 2016.

Taking serious note of the lapse, the regulator issued show-cause notices to all defaulting entities under Section 7 of the Act.

Developers have been given 60 days to respond and update the pending filings. Failure to comply could trigger stringent regulatory action, including suspension or cancellation of project registration, freezing of project bank accounts, and curbs on advertising and marketing. Authorities may also direct the joint district registrar to halt registration of sale and purchases in such projects.

"If any developer does not update the quarterly progress report of their project despite repeated follow-ups, MahaRERA will not hesitate to cancel or keep such project's registration in abeyance," said Manoj Saunik, chairman, MahaRERA. "MahaRERA is of the view that such an unpleasant situation must not arise at all."

QPRs are a critical disclosure mechanism under RERA, aimed at ensuring transparency for both prospective buyers and existing homebuyers. Through Forms 1, 2 and 3, developers are required to provide detailed updates on construction progress, number of units, and garages registered, funds received, expenditure incurred, and any changes to approved building plans. These filings must be certified by the project's engineer, architect and chartered accountant.

The compliance framework also mandates that 70% of funds collected from homebuyers be deposited in a dedicated project bank account, with withdrawals linked to certified

A Crackdown

4,644

PROJECTS FROM MUMBAI METROPOLITAN REGION

Of this **1,465** in Thane **1,263** in Mumbai Suburban

FAILURE TO COMPLY MAY TRIGGER

- 1 Project registration suspension/cancellation
- 2 Project bank accounts freezing
- 3 Advertising, marketing restrictions



construction progress. Even in cases where no withdrawals are made in a quarter, developers are required to disclose fund inflows and submit a self-certified statement on the MahaRERA portal. Pune accounted for highest number of defaulting projects at 1,957. The Mumbai Metropolitan Region (MMR), including the Konkan belt, has 4,644 such projects.

My News Diaries

MahaRERA has launched a major crackdown on delayed compliance in Maharashtra's real estate sector, issuing notices to 8,212 housing projects for failing to submit mandatory quarterly progress reports (QPRs). Around 4,644 of these projects are from the Mumbai Metropolitan Region.

This is a good news for the buyers, which infact will help DMM Manufacturers

Developers have been given 60 days to comply, failing which authorities may suspend registrations, freeze bank accounts, and restrict project marketing and sales.

The action highlights increasing regulatory scrutiny and the need for transparency in the sector.

Across India, real estate regulators are tightening compliance norms under RERA to protect homebuyers, improve accountability, and ensure timely disclosure of construction progress and financial utilization.

The situation helps buyers save money and spend more in the interiors and modifications, furniture and other expenses. It promotes the industry and also ensures more business for all.



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LC3 cement: calcined clay, limestone and lower clinker content

A cementitious alternative that seeks to reduce clinker without losing technical value in the mix.

What is LC3?

It is a cement formulated with clinker, calcined clay and limestone, designed to reduce part of the traditional clinker content.



Clinker



Calcined clay



Limestone

How the cementitious system is composed



Clinker remains part of the cement, but in a lower proportion.



Calcined clay and limestone play a technical role within the mix.



The logic of LC3 is to combine these materials within one cementitious system.



Clinker

Provides strength and reactivity as the base of the system.



Calcined clay

Provides pozzolanic activity and improves system performance.



Limestone

Provides fineness, workability and contributes to the reaction.

LC3 cementitious system

The three components work together as part of one system.



What does it provide?



Lower clinker dependence.



Technical interest in performance and durability.



Potential to reduce part of the impact associated with conventional cement.

Why is it relevant today?



Because it seeks to make the cementitious system more efficient.



Because it uses widely available materials.



Because it responds to the search for more sustainable solutions in construction.



In cements like LC3, innovation is not only about using less, but about reformulating the cementitious system more effectively.



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GYPSUM PLASTER & BOND CONSUMPTION

TECHNICAL GUIDE FOR ACCURATE ESTIMATION & QUALITY EXECUTION



Author : Praveen Sharma



GYPSUM PLASTER

A pre-mixed, factory produced plaster based on gypsum for interior wall and ceiling surfaces. Provides smooth finish, faster application and better workability.



GYPSUM BOND (BONDING AGENT)

A polymer based bonding agent used on smooth and dense surfaces (like RCC) to improve adhesion between the substrate and gypsum plaster.

1. GYPSUM PLASTER CONSUMPTION (THICKNESS BASED)

Thickness of Plaster	Consumption (kg/m ²)	Coverage of 25 kg Bag
10 mm	8 – 10 kg/m ²	~ 2.5 – 3.0 m ²
12 mm	10 – 12 kg/m ²	~ 2.0 – 2.3 m ²
15 mm	12 – 15 kg/m ²	~ 1.6 – 2.0 m ²

FORMULA (THEORETICAL)

Consumption (kg/m²) = Thickness (mm) × 0.8 to 1.0
(Factor 0.8 to 1.0 depends on surface evenness and wastage)

FACTORS AFFECTING CONSUMPTION

- Surface evenness and undulations
- Plaster thickness variation
- Applicator skill and method
- Re-tempering or over-mixing
- Handling, transportation and storage losses



APPLICATION GUIDELINES – GYPSUM PLASTER

- Recommended thickness per coat: 10 – 15 mm
- Initial setting time: 20 – 30 minutes
- Final setting time: 60 – 90 minutes
- Ideal application temperature: 5°C to 40°C
- Water demand: ~ 0.60 – 0.70 liters per kg of plaster
- Mixing: Add powder to water, mix mechanically for 2 – 3 minutes for uniform consistency
- Do not re-temper or add extra water once set begins

SITE TIPS FOR BETTER RESULTS

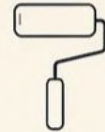
- ⊙ Maintain uniform thickness for better finish and lower material use.
- ⊙ Check level with plumb bob/laser before plastering.
- ⊙ Use good quality tools and trained applicators.
- ⊙ Protect plastered surface from rapid drying, wind and direct sun.
- ⊙ Curing is not required for gypsum plaster.

2. GYPSUM BOND (BONDING AGENT) CONSUMPTION

Surface Condition	Consumption (kg/m ²)	Coverage (1 kg)
Smooth RCC Surface	0.10 – 0.15 kg/m ²	6 – 10 m ²
Normal Site Condition	0.15 – 0.20 kg/m ²	5 – 7 m ²
Rough / Porous Surface	0.20 – 0.30 kg/m ²	3 – 5 m ²

APPLICATION GUIDELINES – BOND

- Surface must be clean, dust free, free from oil, curing compounds and loose particles.
- Surface should be in SSD (Saturated Surface Dry) condition.
- Apply uniform coat using roller or brush. Avoid puddling and thick coat.
- Allow to become tacky (15 – 30 min) before applying gypsum plaster.
- Do not apply bond if surface is wet or in direct sunlight.



TYPICAL COMBINED CONSUMPTION (RCC SURFACE | 12 mm PLASTER)

Gypsum Plaster	: 11 – 12 kg/m ²
Gypsum Bond	: 0.15 – 0.20 kg/m ²

EXAMPLE CALCULATION (100 m² AREA | 12 mm THICKNESS)

Gypsum Plaster	= 100 m ² × 11.5 kg/m ² = 1150 kg (≈ 46 bags of 25 kg)
Gypsum Bond	= 100 m ² × 0.18 kg/m ² = 18 kg
Add 5 – 10% for wastage	≈ 1200 kg plaster & 19 – 20 kg bond

★ BENEFITS OF GYPSUM PLASTER SYSTEM

- ★ Smooth, seamless & high quality finish
- ★ Faster application & earlier readiness for painting
- ★ Better thermal performance & fire resistance
- ★ Less cracking & shrinkage
- ★ Environment friendly & 100% recyclable



KEY TAKEAWAY: Correct material consumption, proper surface preparation and right application technique ensure strong adhesion, durable finish and cost effective execution.

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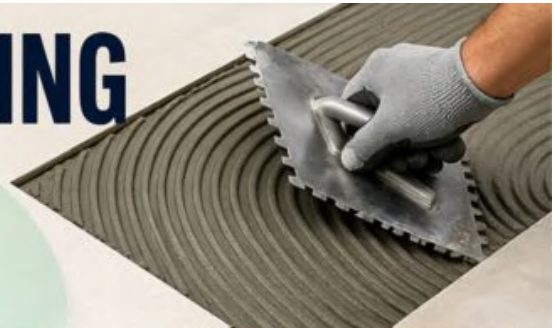
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TILE ADHESIVE TIMING

THE RIGHT TIME. THE STRONG BOND.

Correct timing of tile adhesive is critical for a strong, long-lasting installation. The key timings are Pot Life, Open Time, Adjustment Time and Curing Time – influenced by temperature, humidity and airflow.



1 POT LIFE (Working Life)

Time the mixed adhesive remains usable and workable inside the bucket after being mixed with water.



TYPICAL DURATION
2 – 3 HOURS
at ~20°C

In hot or windy weather, pot life can reduce to 45–90 minutes.

RISK
Using adhesive beyond its pot life leads to poor adhesion, even if it still looks spreadable.

2 OPEN TIME

Maximum time after the adhesive has been spread on the substrate during which tiles can be placed and still achieve the required bond strength.




TYPICAL DURATION
20 – 30 MINUTES
EXTENDED OPEN TIME (E-TYPE)
30+ MINUTES
(for C1E / C2E adhesives)

RISK
If the adhesive skins over (dries on top), bond strength is severely compromised, causing hollow spots or tiles to come loose.

3 ADJUSTMENT TIME (Adjustability)

Specific window of time within the open time during which a tile can be lifted, adjusted or repositioned without breaking the bond.



TYPICAL DURATION
15 – 20 MINUTES
(within open time)

IMPORTANT
After this period, disturbing the tile may weaken the bond and reduce final strength.

4 CURING / SETTING TIME (Before Grouting / Traffic)

Time required for the adhesive to harden sufficiently for walking, grouting and full use.



TYPICAL DURATION
LIGHT TRAFFIC / GROUTING
24 HOURS
HEAVY DUTY TRAFFIC
48 – 72 HOURS
IMMERSION (TANKS / POOLS)
7 – 14 DAYS

NOTE
Monsoon / humidity or cold conditions can extend setting time to 48–72 hours or more.

ENVIRONMENTAL IMPACT

- HIGH TEMPERATURE** → Faster drying, shorter pot/open time
- WIND / AIRFLOW** → Rapid skinning, shorter open time
- HIGH HUMIDITY** → Slower curing, longer setting time
- COLD WEATHER** → Delayed strength gain, longer curing time

QUICK SITE CHECKS

- CHECK FOR SKINNING (OPEN TIME TEST)**
 - Touch the adhesive with your finger.
 - If it is sticky – OK to tile.
 - If a dry film / skin is formed – REMOVE and reapply.
- WORK IN SMALL AREAS**
Spread adhesive only in 1–2 m² areas at a time so you stay within the open time.
- USE THE RIGHT TOOLS**
Always use a notched trowel. Never spread adhesive with a plain trowel.

Author : Vishal Shah, CP, Pidilite

PRO TIPS FOR BETTER RESULTS

- Mix small batches, especially in hot weather.
- Do not re-temper (do not add water again).
- Slightly dampen the substrate in hot weather (not wet!).
- Use C2TE adhesive for large format tiles (600x600 mm and above) or exterior areas.
- For large tiles, use double buttering (trowel on substrate + back of tile).
- Protect work from direct sun and strong wind.

MOST COMMON RISKS / FAILURES

- Using adhesive after pot life
- Spreading too large an area (open time exceeded)
- Not checking skinning
- Early grouting or loading
- Working in direct sun without control



REMEMBER: Right adhesive + Right timing + Right technique + Right conditions = Strong, long-lasting tile installation.

MY MANAGEMENT DIARIES

THE LAST MILE DELIVERY

What happens in India is different,
We do the impossible, possible !!!

Where are we ?

We can deploy the best of logistics companies, the best of warehousing and inventory software, the best of packing materials, still the last mile delivery infra is yet not touched. The FMCG has done great and the delivery Apps along with the gig work force are doing brilliant. It will and it has to percolate to the building material segment.

DIY is still far far away ?

Is the Indian customer ready to paint the house?, are we ready to lay tiles over our existing tiles ?, are we ready to touch up or repair that little leakage which is bothering us ?, No, not at all. We don't even take the trouble to wash our cars. Most of us have domestic maids and there are Apps which help the help. In my opinion, the DIY is still far away for the Indian consumer as long as labour is cheap.

Is Labour Cheap ?

Certainly not in the building material segment. What does it take to do up a home ?, material, design, labour & tools. That's it,



Is Labour Cheap ?

And what kind of break up are we looking at ?, for example, One Lakh spent on home painting = Rs.10,000 for material & tools, Rs.20,000 for labour and Rs.20,000 to the contractor/supervisor & balance Rs.50,000 to the interior designer or architect or the wise guy who is promising you heaven of your humble home.

Message to Manufacturers

Break the glass ceiling, break the walls, break the stereotype, create a tsunami of disruption. Show the customer the real cost of material & arrange to deliver this to direct to home. It will ensure right price and right material for more effective and beautiful homes.



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Industry	Required Quartz Grade	Typical Specifications	Main Use
Glass Industry	High Purity Quartz Sand/Powder	SiO ₂ > 99–99.5%, Fe ₂ O ₃ < 0.02%	Float glass, container glass, solar glass
Semiconductor & Electronics	Ultra High Purity Quartz	SiO ₂ > 99.99%	Silicon wafers, semiconductors, quartz crucibles
Solar Panel Industry	HPQ (High Purity Quartz)	Very low alkali & iron	Solar cells and photovoltaic glass
Ceramic & Tiles	Ceramic Grade Quartz	SiO ₂ 97–99%	Tiles, sanitaryware, porcelain
Foundry Industry	Foundry Grade Silica Sand	Uniform grain size	Moulding and casting
Refractory Industry	Refractory Grade Quartz	High thermal resistance	Furnace lining, silica bricks
Paint & Coating	Micronized Quartz Powder	Fine mesh powder	Filler and durability enhancement
Construction & Concrete	Quartz Powder/Sand	Medium purity	UHPC concrete, flooring
Petroleum Industry	Frac Sand	Rounded silica grains	Hydraulic fracturing
Water Filtration	Filter Grade Silica Sand	Controlled grain size	Water treatment plants
Abrasives & Sandblasting	Hard Quartz Granules	High hardness	Surface cleaning and polishing
Optical & Specialty Glass	Optical Grade Quartz	Ultra-low impurities	Optical fibers and laboratory glassware



Quartz used in electronics and solar applications requires extremely high purity because impurities affect conductivity and transparency.



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- Asahi India Glass Ltd. — Gurugram, Haryana
- Borosil Renewables Ltd. — Bharuch, Gujarat
- Hindusthan National Glass & Industries Ltd. — Kolkata, West Bengal



2. CERAMIC & TILE INDUSTRY

- Kajaria Ceramics — New Delhi
- Somany Ceramics — Noida, Uttar Pradesh
- Asian Granito India Ltd. — Ahmedabad, Gujarat
- Nitco Limited — Mumbai, Maharashtra



3. ELECTRONICS & SEMICONDUCTOR INDUSTRY

- Vedanta Semiconductors — Gujarat Project
- Tata Electronics — Bengaluru, Karnataka
- Bharat Electronics Limited — Bengaluru, Karnataka



4. SOLAR INDUSTRY

- Waaree Energies — Mumbai, Maharashtra
- Adani Solar — Ahmedabad, Gujarat
- Vikram Solar — Kolkata, West Bengal



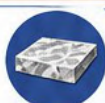
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- IFGL Refractories Ltd. — Kolkata, West Bengal
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- Pidilite Industries — Mumbai, Maharashtra



7. ENGINEERED STONE / QUARTZ SLAB MANUFACTURERS

- Pokarna Engineered Stone Ltd. — Hyderabad, Telangana

*Source : Internet



TYPES OF CEMENT AND THEIR USES

Simple Guide for Stronger Construction



Choosing the correct type of cement plays a major role in the strength, durability, and performance of a structure.

1 ORDINARY PORTLAND CEMENT (OPC)



Key Highlights:

- Higher early strength development
- Suitable for RCC structures
- Widely used in general construction

Common Uses:

Foundations, beams, columns, slabs, roads, bridges

2 PORTLAND POZZOLANA CEMENT (PPC)



Key Highlights:

- Better long-term durability
- Lower heat of hydration
- Improved resistance to moisture and chemical attack

Common Uses:

Residential buildings, masonry work, plastering, structures exposed to damp conditions

3 RAPID HARDENING CEMENT



Key Highlights:

- Early strength development
- Reduces construction time
- Allows faster formwork removal

Common Uses:

Pavement construction, road repairs, emergency works, fast-track projects

4 SULPHATE RESISTANT CEMENT (SRC)



Key Highlights:

- Resists sulphate attack
- Improves durability in aggressive soil and water conditions

Common Uses:

Foundations in sulphate-rich soil, sewage structures, marine and underground works

5 WHITE CEMENT



Key Highlights:

- Superior aesthetic finish
- Low iron oxide content
- Smooth texture and bright appearance

Common Uses:

Decorative works, architectural finishes, wall putty, tile grouting, terrazzo flooring

6 LOW HEAT CEMENT



Key Highlights:

- Low heat of hydration
- Reduces thermal cracking risk
- Suitable for mass concrete

Common Uses:

Dams, retaining walls, large concrete structures, mass concrete works

IMPORTANT ENGINEERING CONSIDERATIONS



Selection of cement should depend on:

- Environmental exposure (moisture, chemicals, sulphates)
- Load conditions and structural requirements
- Temperature variations (hot/cold regions)
- Durability and long-term performance
- Type of work (RCC, masonry, plastering, finishing)

Right material + Right construction practice = Durable structure

RELEVANCE IN KASHMIR



Snowfall, freeze-thaw cycles, and moisture affect structures.



Use suitable cement with proper waterproofing and workmanship.



PPC, SRC and Low Heat Cement are better choices for durability in such climatic conditions.



CONCLUSION

Understanding the properties and applications of different types of cement helps improve strength, durability, and the overall quality of construction.



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My News Diaries

THE ECONOMIC TIMES | MUMBAI | THURSDAY | 21 MAY 2026 | WWW.ECONOMICTIMES.COM

Eco

DRAG FROM FERTILISERS NARROWS

Core Output Rises 1.7% in Apr on Stronger Power & Cement Show

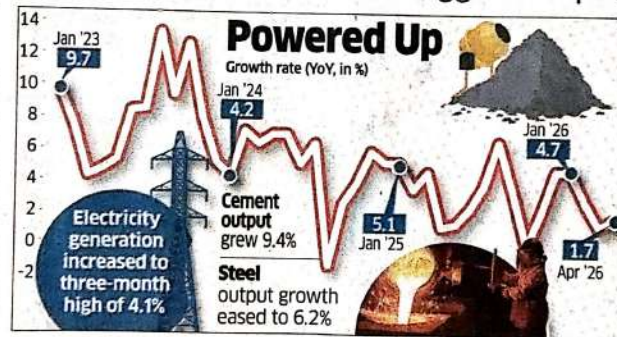
Contraction in five of eight sectors in the basket suggests impact of West Asian crisis

Our Bureau

New Delhi: India's core sector output grew 1.7% year-on-year in April, up from 1.2% in March, supported by stronger electricity generation and cement production, according to official data released Wednesday. The core sector expanded 1% in April 2025.

"The uptick in the growth in April related to March was largely driven by electricity generation, and cement, as well as a narrower drag from fertilisers," said Rahul Agrawal, senior economist at ratings firm ICRA.

Megha Arora, director-economics at India Ratings and Research (Ind-Ra), cited improvements in infrastructure-related industries like steel and cement, higher electricity generation and



a favourable base effect. Ind-Ra expects core sector growth to improve to around 3% in May, aided by a low base and likely improved fertiliser production.

Cement production emerged as a bright spot, growing the fastest in

three months at 9.4% in April, compared with 4.7% in March. Electricity generation rose 4.1%, also the fastest in three months, due to higher demand on account of heat waves. Steel output growth eased to 6.2% in April from 7.7% in

the month before.

Cement and steel continue to do well as infrastructure activity picks up, said Madan Sabnavis, chief economist at Bank of Baroda, adding that this would typically be the private sector with government spending also contributing to the performance.

Growth weakened in five of the eight core industries, reflecting the impact of the West Asia conflict.

Coal recorded the steepest contraction of 8.7% year-on-year in April compared with a 4% drop in March. Fertiliser output shrank 8.6%, hurt by disruption in gas supplies, though the decline was less severe than the 24.6% fall recorded in March.

Natural gas production fell 4.3%, while crude oil and refinery products recorded a decline of 3.9% and 0.5%, respectively.

Positive Trends w.r.t current scenario makes us stronger

SAND - SILICA
SAND - QUARTZ
SAND - RIVER
SAND - DOLOMITE
POWDER - DOLOMITE
POWDER - BENTONITE
POWDER - BARYTES
POWDER - CALCITE
POWDER - SLATE
POWDER - SILICA
POWDER - TALC
POWDER - QUARTZ
POWDER - WHITENING
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× HIGH CO₂ EMISSIONS

× LIMESTONE DEPENDENT

× ENERGY INTENSIVE

× UNSUSTAINABLE FUTURE

SOURCE: [INTERESTING ENGINEERING](#)

The cement industry may be looking at its biggest raw material shift in decades. Limestone built the modern cement industry. Now basalt is entering the conversation.

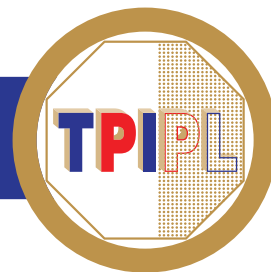
A new breakthrough suggests basalt-based cement processes could sharply reduce emissions linked to traditional limestone cement production. That is a very big deal.

Because cement is responsible for nearly 8% of global CO₂ emissions and limestone sits at the center of that problem. If basalt scales commercially, the impact could be massive like, Lower emissions. Less limestone dependency, New supply chains, New plant economics & a New competitive advantage.

This is not just a material discussion anymore. It is a future survival discussion for the cement industry. The companies that move early may shape the next era of low-carbon construction. The ones waiting may spend years catching up.

Source: Interesting Engineering & Abhinash Misra, CEO, Visaka Industries Ltd.

VAE POWDER- POLENE® EVP603



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My News Diaries : Technologies with A.I. in Home Interior

THE ECONOMIC TIMES | BUSINESS | 11

Home Interior Startups Lean on AI to Shave Costs, Boost Profits

Pricing pressure, users' reliance on service experience remain hurdles that tech can't overcome

Pratik Bhakta & Disha Acharya

Bengaluru: India's developing home-interior segment is turning to artificial intelligence (AI) to stabilise itself as it grapples with high customer acquisition costs, stiff competition from the unorganised sector, and elevated operating expenses.

Players such as Homelane, NoBroker Home Interior and Livspace emerged with the promise of taking interior design to the masses, but growth has been slow and profits elusive. To cope, some are leveraging AI to get leaner, improve productivity and cut costs.

Bengaluru-based Homelane has gone from 100 people in its tech team to 45, even as its product suite has expanded. Livspace laid off 1,000 employees in February 2026.

"Our design costs used to be 7.5% to 8% of our topline. We are using AI heavily in our tech and product to enable our designers to do more. Our designers now handle 50% more projects a month than they used to a year ago," said Srikanth Iyer, CEO and co-founder of Homelane.

The use of AI in the sector caught everyone's attention when Livspace reduced its headcount by 12%. The compa-

Financial Year	Revenues	Expenses	Net Loss
LIVSPACE			
2024-25	1,302.16	1,464.30	159.5
2023-24	959.99	1,201.33	252.4
2022-23	924.18	1,370.18	446
HOMELANE			
2024-25	755.6	867	111.4
2023-24	617.6	738.8	121.7
2022-23	584.3	757.2	173.5



ny attributed this to greater deployment of resources in technology instead of manpower.

"We have integrated advanced AI agents and automation across our core functions — sales, operations, design, and marketing. In many areas,

tasks that were previously manual are now handled by intelligent systems. Our teams are seeing their productivity supercharged," a spokesperson for Livspace said.

These companies are counting on AI for greater efficiency.

While investors are hopeful, a section of the industry feels the problem is deeper and questions the extent to which technology can solve the problems these players face.

Although they agree that AI can help somewhat, they feel that pricing challenges from the unorganised sector and customers' heavy reliance on the service experience are the critical areas where technology cannot help.

MARKET SHARE

Despite a boom in real estate, especially in metros, the organised home interior segment has continued to lag even after a decade, with less than 10% share of the ₹1.5 lakh crore market. Even Asian Paints, which runs the Beautiful Homes franchise, has struggled to expand its market share.

"As far as decor is concerned, it's a very fragmented market... and the organised market is very small... Therefore, I think there will always be pricing pressure in terms of the affordability of the customer," said Amit Syngle, chief executive officer of Asian Paints, during an analyst call in December.

The Livspace spokesperson said, "The biggest hurdle is the deeply fragmented, contractor-led supply chain.



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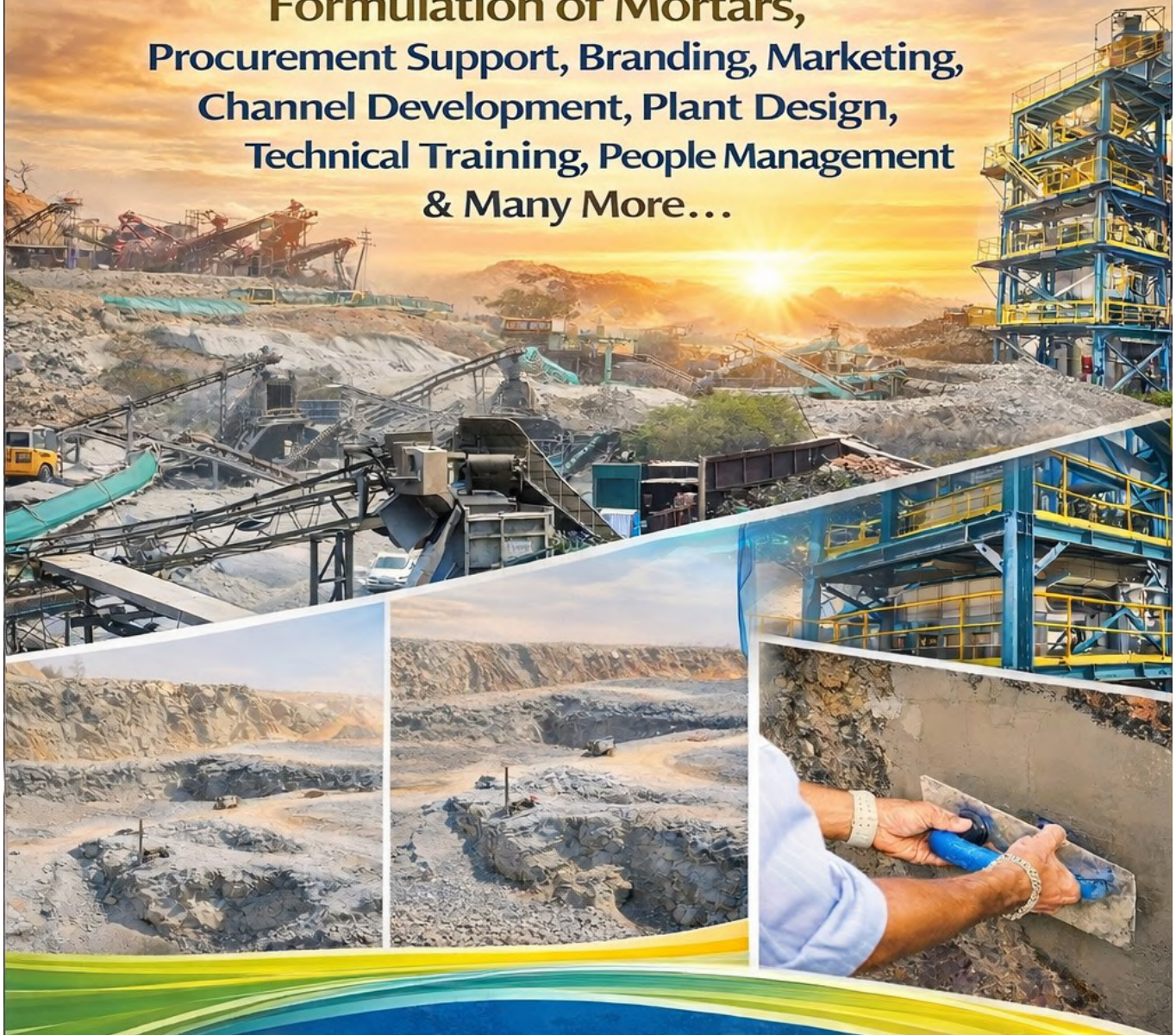
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