

DRYCOTEC DIARIES

HAPPY NEW YEAR 2026

A new beginning for DRYCOTEC DRYMORTAR ASSOCIATION
With its first conference coming up & many more to go !!!

Upcoming
Conference:
18th February 2026



Avebe

Starch Ethers

help you deliver better product performance to your customers, enhance your brand value, and improve customer retention.

CasuCOL & OpaGEL

starch ethers,
by Avebe

Avebe Starch Ethers help

- Improve workability
- Improve open time
- Reduce slip and sag
- Improve finishing
- Reduce stickiness
- Reduce bounce back

And more

*Suitable for gypsum, cement and ready-to-use mortar formulations

Build Better, Build Smarter
with Avebe

We want to help. Scan the code to get in touch



India Representation : IMCD India (www.imcd.in)

Prins Hendrikplein 20, 9640 AA Veendam, The Netherlands

www.avebe.com

EDITOR'S PAGE

As you are reading this article, we are on the verge of entering 2026. Some observations and strange predictions from my side, which you need to just read, laugh and ignore. In case you feel I am absolutely wrong, then please call me or whatsapp your opinion. I love criticism, it always makes me stronger than before.

The wise will struggle & un-wise will party

Consider the graduating students who are seeking to enter the industry. Let us divide them into wise & un-wise. By wise, I mean those who are well educated & looking for classy jobs. The un-wise are those who are on the 35% passing levels & know that their brains are not able to solve complex problems or bend algorithms. Year 2026, will show that the wise will not get many opportunities because A.I. has started doing lot of work. Companies are cutting jobs and automating processes. It is going to be a struggle.

For the un-wise, a plethora of opportunities awaits. The rich will drive their own app-based taxies, the middle class will use their bikes & the lower class will find plenty of work in the dark stores and similar works. Making 25-40K is very easy for the un-wise and there is no sales pressure or irritating boss to handle. The un-wise will be called delivery partners or work vendors with full respect, they will decide when to work & take holiday. Thus, the wise struggle & un-wise enjoy.

Slimmer & trimmer fat people

Tirzepatide is the magical drug which is showing exponential growth. Indians have started using this drug regularly. Doctors are prescribing it not just for the diabetics but for any person, who is fat or obese. This drug is also used by gym goers to make some difficult changes possible. A little expensive treatment, but does the job. 3 to 4 months of this treatment along with some light exercise and you are 20 kg lighter. Not sure about side effects & lesser weight gain depending on your life style. Thus I see 2026 to be a year where the fat people will get slimmer and trimmer. Thank you Tirzepatide. We love you.

2026 will be the big change for A.I.

The LLM makers are growing. The Prompt Design is getting more accurate. The ML is getting more and more powerful. Those of you who did not understand anything about the last 2-3 sentences need to worry !!!. Because A.I. is already there. If you are not using it, then the grapes are sour. It is incredibly strong and will do lot of work for you. I foresee so many young artists, small programmers & office general coordinators go out of action.

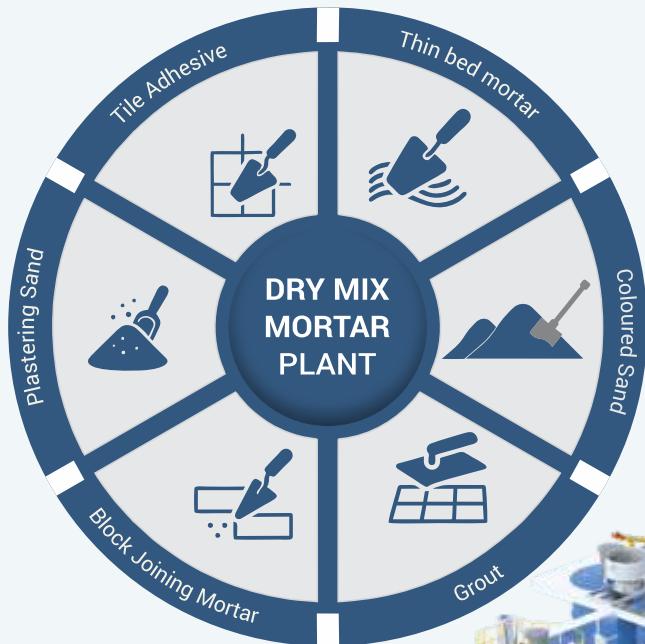
So do not worry about it, just chill, have a great 31st party & once again wishing you all a happy & prosperous 2026 !!!



“
**HAPPY
NEW
YEAR
2026**
”

Dr. Mandar Chitre
Editor & Founder – Drycotec Diaries &
Drycotec Drymortar Association.

Your Trusted Partner in Plants & Technology for MORTAR | EPOXY | GROUT



Neptune Intensive Mixers

- Up to 30% In Polymer Saving
- High Performance Mixing
- Consistently High Quality Products

2 TPH to 60 TPH
Production Line



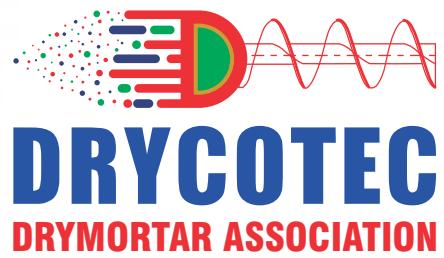
Scan
QR
to Save
Contact

 neptune-industries.com

 akhilesh@neptune-india.com
 +91 96876 95920



INVITATION FOR
DELEGATES



DRYCOTEC DYNAMIX SUMMIT 2026



Managed By -



BATON CONSULTANTS PVT. LTD.

MEET INDUSTRY LEADERS



RAJESH JOSHI
Managing Director
STP Limited
A Berger Group Company



NILOTPOL KAR
Managing Director
Sika India



AMARBIR PATA
President
MYK Laticrete



ASHOK GUPTA
Managing Director
Sakarni Group



DEBASHISH VANIKA
CEO
Nerolac Perma



SATISH JAISHANKAR
Managing Director
LRC India



RAGESH RAWAT
Jt. Executive President
Ultratech Cement
Unit Birlawhite



HIMANSHU KAPADIA
Managing Director
MBT Const. Chemicals



ANIRUDDH DANI
President
JK Cement



RAJNEESH KHATTAR
Senior Group Director
Informa Markets



GOPINATH KRISHNAN
Managing Director
Ardex Endura



Dr. B. L. MAHESHWARI
Managing Director
Aquaproof Group
of Companies



DR. PARAG SOLANKI
Area Head R&D and
Quality- South Asia - Sika



SAURABH SEHGAL
Business Head
Nerolac Perma



SUNIT KUMAR DEY
Chief Procurement Officer
BirlaNu



DR. JITENDRA KAR
Technology Leader
Pidilite



VISHAL ASTHANA
VP & Head of Supply Chain
Walplast



DR. ARJUNAN P
Global R&D Head
MYK Laticrete



Dr. SUMEET TREHAN
Head R&D
Ultratech BPD



DR. PRITI PILLAY
Head R & D and Quality
JK Cement



RUTVIK DAVE
Head Supply Chain
Management,
MYK Laticrete



SANJAY PAWAR
Head R&D
Walplast



DR. JAGABANDHU KOLE
Sr. Vice President R&D
JSW Cement



DR. IQBAL KHAN
Functional Head - RDQ
R&D Quality at Kerakoll
India



TRILOK BASANTANI
Head-Purchase &
logistics at Saint-
Gobain weber



VIVEK KUMAR JAIN
R&D
BirlaNu

WE DO WHAT WE KNOW AND WE KNOW WHAT WE DO!



Mastering the interaction within the packaging triangle between product, packaging material and machine technology is the basis of our expertise and the starting point to make your process flow perfectly.



Sustainability for a livable future

Sustainability is a core value for us: We make decisions taking into account long-term consequences for the HAVER & BOECKER family, for the entire universe of our customers and for the well-being of future generations. We follow this fundamental approach and strive with all our technologies to improve living conditions for humanity. That's our mission!



Haver and Boecker India Pvt. Ltd. Vadodara

KHANDIWADA, SURVEY NO 32 41 AND42, POST ASOJ, BARODA
HALOL ROAD 391510 Vadodara

PROCESSING STORAGE MIXING FILLING PACKING PALLETIZING LOADING DIGITALIZATION





3 4 5 June 2026

Bombay Exhibition Centre, Mumbai



Your Next Big Contract Is Pouring Here.

Connect with 18,000+ buyers at India's ONLY concrete show.

Generate Qualified Leads:

Meet face-to-face with construction professionals who have the authority to influence or make purchase decisions.

Launch & Dominate:

Showcase your latest innovations to a captivated audience and gain a powerful competitive edge.

Build Powerful Relationships:

Forge lasting partnerships with key EPCs, major contractors, and industry influencers.

Key Attractions



Product
Showcase



Multiple
Knowledge
Forums



Live
Demos



Global
Innovation
Theatre



Country
Pavilion



B2B & B2G
Meetings



CEOICTO
Conclave



Finance
Leadership
Conclave



Networking
Evening



Industry
Awards

... and many more.

Construction Chemical Companies At The Previous Edition



... & many more

For Booth Booking, contact

Saiprasad Terde | M: +91 99200 50415 | E: saiprasad.terde@informa.com

Mandar Chitre | M: +91 98231 58583 | E: mandar.chitre@batonconsultants.com

My Technical Diaries : The pull out test in tile adhesives is like pulling a rabbit from the hat

Researchers Marcin Kulesza, Bartosz Michalowski & Jacek Michalak have published a very interesting research paper in which they have conducted the pull-out test in multiple laboratories across Europe and found that there is significant variance in the results. Drycotec Diaries is just representing their work in simple terms & making a point.



ABOUT THE LAB:

ATLAS RESEARCH AND DEVELOPMENT CENTER

Atlas R&D laboratories (Lodz, Leszczce, Konin, Pomieczyno, Jaslo, and Gdansk) deal with usability issues for construction products (building chemistry). The subject of particular interest is ceramic tiles adhesives, grouts, ETICS, screeds, and self-leveling compounds, renders, waterproofing membranes, masonry mortars, gypsum based-products, including gypsum plasters, bitumen membranes, roofing, and shingles. The laboratories assess and verify the constancy of building materials' performance in terms of all seven basic requirements arising from Construction Products Regulation, including sustainable development issues.

THE ABSTRACT

The article presents the results of the Interlaboratory Comparison (ILC) for determining the tensile adhesion strength of cementitious ceramic tile adhesives (CTAs) class C1 and C2 to a concrete substrate. Fourteen laboratories belonging to CTAs producers or suppliers of raw materials for the production of CTAs participated in the ILC, organized by the Polish Association for ETICS. The determined values of the standard deviation of repeatability s_r ranging from 9.9% to 17.4%, the standard deviation of reproducibility s_R , which ranges from 26.3% to 66.3% for CTA class C1, and the values of the standard deviation of

reproducibility s_R , which ranges from 18.3% to 30.0% for CTA class C2 assays tensile adhesion strength in various storage conditions of test samples indicate that the tested method is characterized by low precision. It means that the assessment of compliance with the test results obtained by this method with the acceptance criteria when different laboratories perform measurements may be divergent, and the risk of incorrect assessments is high. The results obtained in this project are consistent with those of other studies in this area and were also analysed in relation to previous studies.

Tested feature/characteristic	\bar{m} [N/mm ²]	s_r (%)	s_R (%)	Number of laboratories ¹
adhesive A				
Initial tensile adhesion strength	0,99	11,5	26,3	12
Tensile adhesion strength after immersion in water	0,63	13,7	29,5	11
Tensile adhesion strength after heat aging	0,69	17,4	66,3	12
Tensile adhesion strength after freeze-thaw cycles	1,01	9,9	29,8	9
adhesive B				
Initial tensile adhesion strength	1,50	8,4	19,4	11
Tensile adhesion strength after immersion in water	0,95	10,2	18,3	11
Tensile adhesion strength after heat aging	1,66	9,7	19,5	12
Tensile adhesion strength after freeze-thaw cycles	1,21	10,9	30,0	9

To Conclude, the pull out test is having variations & may not be a big parameter to take decisions. With high deviation in results, it is just like pulling the rabbit out of the hat.



Highlighting Innovation at Every Turn

Readymix Construction Machinery Limited (RMX) is redefining the future of construction machinery solutions with its groundbreaking participation at Excon 2025. As an Event Sponsor, RMX reinforced its commitment to advancing India's construction ecosystem through Made-in-India, globally benchmarked machinery solutions.

At Excon: We showcased state-of-the-art machinery, including the 20TPH Dry Mix Mortar plant with Net Weigher Packing Machine and customised automatic bag placing and stitching system, Modular 5 TPH Dry Mix Mortar plant with Valve type and Open Mouth Packing Machine, Plaster Sand plant with Centrifugal High-Impact Crusher and Air classification system, Sand - Dry Washing system, and Wet/Dry Sand Packing Machine, designed to optimise operations in diverse industries.

A Commitment to Sustainability

RMX's dedication to environmentally friendly practices was evident throughout this event. By integrating sustainable materials and energy-efficient technologies, we're paving the way for a greener tomorrow.

Driving the Future of Construction Machinery: RMX as Event Sponsors at Excon 2025



At EXCON 2025, RMX highlighted its next-generation crushing technology, developed in collaboration with NPO Center Belarus, engineered to deliver superior efficiency, reliability, and consistent output for demanding crushing operations. The solution drew significant interest from quarry operators and EPC stakeholders for its robust design and performance-driven engineering.

RMX's presence and sponsorship at EXCON 2025 underscored its long-term commitment to shaping the future of construction machinery in India and beyond. With continuous investments in technology, partnerships, and sustainable engineering, RMX remains focused on delivering solutions that enable customers to build smarter, faster, and more efficiently.

As the construction industry transitions towards higher productivity and environmental accountability, RMX is strategically positioned to lead this transformation.

In addition, RMX showcased its expertise in bulk material handling and process equipment, including systems for dry mix mortar, construction chemicals, and cement bulk handling—addressing key industry challenges related to storage efficiency, material losses, and operational productivity. The RMX stall witnessed strong engagement from industry professionals, project developers, and international visitors, reaffirming the company's reputation for customised solutions, precision engineering, and Made-in-India manufacturing excellence.



Readymix Construction Machinery Limited

Corporate Office: Office No 401, 3rd and 4th floor, Sr No 96/2B, Plot No 209, Right Bhusari Colony, Paud Road, Kothrud, Pune - 411038, India.

My Materials Diaries :

Sanjay Chitnis : Joints & Cracks

Sanjay Chitnis, Retired Sr. Vice President (Technical Services), JK Lakshmi cement Ltd. has almost four decades of experience in the field of cement. He is an engineer from the COEP college in Pune, has done his MDI program from Indian Institute of Management, Calcutta, Indian Institute of Management, Lucknow & Indian Institute of Management Ahmedabad. He has also done his MBA from Annamalai University.

During our school days, we were asked to explain “why do they keep gap in successive lengths of rails on Railway track”? We used to explain temperature variations, expansion etc. Basically we were taught the concept of Expansion Joint.



TYPES OF JOINTS:

CONSTRUCTION JOINTS:

Construction joints occur where two successive placements of concrete. These joints are created when construction is temporarily halted and new concrete is poured against hardened concrete. They allow for manageable pours and can be strategically placed to divide large concrete work into smaller, more manageable units. These are joints that are placed at the end of a day's work. Usually instructions are not shown on structural drawings.

EXPANSION JOINTS:

Designed to accommodate expansion and contraction of concrete due to temperature changes, expansion joints are spaced at intervals and allow for movement through a gap.

CONTRACTION JOINTS:

These joints are spaced more closely than expansion joints and are designed to control cracking as concrete shrinks. All building materials expand or contract with change in temperature and variation of moisture content. The magnitude of these changes vary with the type of materials used. Most building materials expand when wetted and shrink while drying. Some materials which contain considerable moisture at the time of construction dry out subsequently such materials are stone, brick and concrete and major dimensional changes are caused by their contraction. The coefficient of thermal expansion means the fractional increase in length per unit rise in temperature. To minimize cracking in buildings, it would be necessary to avoid materials which expand or contract considerably due to thermal and moisture movements and design the structure so as to minimize restraint to contraction or expansion of the material.

In a tropical country like India, occurrence of large variations in the atmospheric temperature and humidity are to be expected. The larger the structure or the number of storeys it has, the greater the extent to which such movements take place.

Expansion joints essentially provide a space between the parts and may sometimes be provided with the load transmitting devices between the parts and generally filled with expansion joint filler which is compressible enough to accommodate the expansion of adjacent parts, and having ability to regain 75 percent of the original thickness, when pressure is released. Spacing of expansion joints' is determined in relation to the movement which will occur due to temperature changes.

REVIVE CONCRETE. RESTORE STRENGTH. MCON POLYMER MORTAR

THE ULTIMATE CONCRETE REPAIR SOLUTION.



FOR DURABLE, LONG-LASTING REPAIR OF DAMAGED CONCRETE SURFACES AND STRUCTURES.

- ✓ High bonding strength
- ✓ Shrinkage compensated
- ✓ Excellent workability
- ✓ High durability & weather resistance
- ✓ Ideal for columns, beams, slabs, and patch repairs

**REBUILD WITH CONFIDENCE -
CHOOSE MCON POLYMER MORTAR**



My Interview Diaries : Ashish Kumar Srivastava, Deputy Managing Director, Haver & Boecker India



Drycotec Diaries speaks to Ashish Kumar Srivastava, Deputy Managing Director, Haver & Boecker India. He is an accomplished Executive with domestic & international experience in operations, P&L oversight, multichannel product distribution of cements, process & mineral industries and marketing involving both start-up and growth organizations. A result-oriented, decisive leader with proven success in new market identification and strategic positioning for multimillion-dollar cement and mineral industries. Track record of increasing sales and growing bottom line while spearheading operational improvements to drive productivity, reduce costs and increase profitability.

Drycotec Diaries : Tell us about your journey in market India?

Mr. Srivastava : Our journey in India has been driven by a clear vision: to deliver innovative, reliable, and productivity-focused solutions for manufacturers. Over the years, we have built strong relationships and earned trust by consistently providing high-quality systems that optimize processes and reduce operational costs.

All our products and solutions are the result of passionate work, based on decades of experience and genuine joy in technical excellence. For our collaboration, this means: We examine and analyze your processes, develop solutions with high-quality technologies and customized services—and accompany you for a lifetime with service that inspires you.

Drycotec Diaries : What are your plans, new products, services for 2026?

Mr. Srivastava : 2026 will be a landmark year for us. We are introducing a fully automatic solution that is cost-effective, highly efficient, and designed to deliver maximum productivity output. This product represents a significant leap forward in automation, combining advanced technology with user-friendly design to help manufacturers achieve superior performance and sustainability.

Drycotec Diaries : What challenges & issues are you facing, or which the industry has & how they can be overcome?

Mr. Srivastava : The industry faces challenges such as rising costs, demand for faster turn around, and the need for sustainable operations. These can be addressed through automation, process optimization, and adoption of advanced technologies. Our upcoming solutions are tailored to meet these needs, reducing manual intervention, improving energy efficiency, and ensuring consistent quality.

Drycotec Diaries : Your message for manufacturers & general advice for all

Mr. Srivastava : My message is clear : embrace innovation and automation. The future belongs to those who invest in technology-driven solutions that enhance productivity and reduce costs. Continuous improvement and adaptability are essential to remain competitive in today's dynamic market.



MR. SATISH JANGID
FOUNDER - R.S. ENTERPRISES

Our Commitment: Uptime, Reliability & Continuous Support

At R.S. Enterprises, we don't just manufacture machines — we build long-term partnerships. Our mission is to ensure your production never stops. With a strong focus on after-sales service, maintenance, and genuine spare parts, we provide complete lifecycle support for every R.S. machine in the field.

Our dedicated team of service engineers is always ready to assist, ensuring minimal downtime and maximum efficiency. From installation and calibration to on-site troubleshooting and annual maintenance, we deliver solutions that keep your operations running smoothly. Because when your machines perform at their best, your business thrives.

Precision in Every Part — The Power of Genuine Spares

Every nut, bolt, and component plays a vital role in maintaining machine precision. That's why R.S. Enterprises supplies 100% genuine spare parts — designed, tested, and approved for perfect compatibility with our machinery range.

Using original spares not only enhances performance but also extends the life of your equipment, ensuring long-term reliability and consistent output. From nozzles, impellers, screw feeders, load cells, and sensors to complete electrical and pneumatic systems — we have every spare ready to dispatch when you need it most.

Our 360° Service Commitment

A machine's value is defined by its uptime. At R.S. Enterprises, our relationship doesn't end with a sale. We are your dedicated partners in productivity, offering a complete support ecosystem to ensure your operations run smoothly, efficiently, and without interruption.

-  **Genuine Spare Parts**
Ensure peak performance and longevity with 100% genuine, factory-certified parts.
-  **On-Site Field Service**
Our expert technicians provide rapid on-site troubleshooting, diagnostics, and repairs to get you back online fast.
-  **Annual Maintenance Contracts**
Proactive, scheduled maintenance to prevent issues, optimize performance, and extend the life of your machinery.
-  **Installation & Commissioning**
Get a perfect start with expert installation, setup, and calibration by our trained and certified engineers.
-  **Upgrades & Modernization**
Enhance your existing machines with the latest technology and automation to boost efficiency and output.
-  **24/7 Technical Support**
Access our dedicated support helpline for immediate remote assistance, troubleshooting, and expert guidance 24/7.

24x7 Support. Nationwide Reach. Trusted by Leading Brands.

With service centers strategically located and a rapid logistics network, R.S. Enterprises ensures timely support and spare delivery across India.

Our clients — from cement and wall putty manufacturers to chemical and construction leaders — trust us for our unmatched reliability and responsiveness.

Because at R.S. Enterprises, service is not an option — it's our promise.



- GUARANTEED COMPATIBILITY: 100% Genuine & Factory-Tested.
- MINIMAL DOWNTIME: Ready stock of all critical components.
- PEAK PERFORMANCE: Engineered for maximum efficiency and longevity.
- EXPERT SUPPORT: Fast identification and dispatch.

adani

ACC
CONCRETE
XTRA STRONG

**Ambuja
Cement**

**SCHWING
Stetter**

Walplast

DRYCHEM
Together We Can

**FERROUS
CRETE**

Redwop
innovation for a better world

RMX
Construction Materials

Call for more details
+91 9829292871

For More Information
www.rsesolution.com

Follow us on Instagram
r.s.enterprises_05



My Leadership Diaries : Leadership mantra Let your mates shine

NIRANJAN MISHRA

A Mentor | Former Corporate Leader (Ex-President JK Cement) | Multi-Industry Expertise | Startup Advisor | Music Enthusiast, has written this extremely interesting article & we are publishing it for our readers.

While in today's times leadership is often associated with being at the forefront / leading by example, we do have examples of leaders who have successfully led their teams from behind by empowering their teams (read mates) to shine. In today's environment which is fast paced and dynamic, this style of leadership is often overlooked and sadly so. We do have quite a few very popular examples, where we find that this aspect of leadership was widely practiced and it has showed up in the results as well.

MS Dhoni has often been credited with bringing out the best in his team. We all haven't forgotten his contribution in the 2007 / 2011 ICC world cup tournaments, when he often allowed his mates to take lead and direct the field during critical moments in a match. He empowered his teammates and trusted their self-belief, and the results are there for all of us to see. He knew when to step back and let others take the spotlight, and that's an important leadership lesson.

In the corporate world too, Satya Nadella & Nandan Nilekani are known for their collaborative and empowering leadership styles. They've shown that by giving teams the autonomy to make decisions and take ownership, one can drive innovation and success. Another example which comes to mind is that of Field Marshal Manekshaw's role in the 1971 war.

He strategically stepped back and placed his men under the spotlight (at the right moment), the pictures of which will remain etched in history for all times to come.

Leading from behind helps us recognize the strengths of the team thereby giving them space to shine. It helps in building succession lines effectively, fosters confidence, and encourages the mates to take ownership. This also helps create a culture of trust, accountability, and collaboration, where everyone feels valued and empowered.

In today's scheme of things, leading from behind is a virtue that's become more relevant than ever before. It's not about being invisible or passive; it's about being strategic and intentional. It's about knowing when to step back and let others take the centre stage, so they can grow and maximise their potential.

Salute to the leaders who know when to step back and let others take the spotlight, who know when to offer guidance and support, rather than taking control and also who understand that true leadership is not about being the hero, but about empowering others to become heroes in their own right.

WOULD LOVE TO HEAR YOUR THOUGHTS ON THIS!!

Trusted by 30+ Leading Corporate customers



Trusted Partnerships

For years, we have been a reliable partner to more than 30 leading corporates who trust our commitment to quality and consistency. Each collaboration reflects our dedication to delivering solutions that meet the highest performance standards in the industry. This trust has been built through a strong focus on reliability, product excellence, and customer satisfaction.

Our corporate clients come from diverse industry verticals, each with unique needs and expectations. By understanding these requirements in depth, we provide tailored solutions that not only meet but exceed their operational goals. Our ability to adapt, innovate, and deliver on time has made us a preferred choice across the construction and building materials landscape.

As we continue to grow, we remain committed to strengthening these relationships through continuous improvement and service excellence. The trust of our 30+ corporate partners inspires us to expand our capabilities, enhance our product range, and keep raising the bar in every project we undertake. Their confidence fuels our mission to build long-term value and set new benchmarks in the industry.

SOLUTIONS FOR EVERY TYPE OF CONSTRUCTION SITE

Every site has its own unique challenges. This is why Aquaproof Group solutions are organised according to site requirements and for areas of use with the objective to offer total service to the Building Industry.



Commercial



Residential



Industrial



Public Areas



My Cement Diaries : Cement & The Admixtures : Same Story in Mortars

Professor Dhawall Vadherraa

Lecturer, Government Polytechnic Godhra has a nice way to explain the effects of chemicals in Concrete, the fundamentals are same for mortars.

SMARTER CONCRETE : HOW CHEMICAL ADMIXTURES TRANSFORM PERFORMANCE

Modern concrete is no longer just cement, water, and aggregates. With the right chemical admixtures, we can significantly enhance workability, strength, durability, and cost efficiency—often by adding less than 5% of cement weight.

What are chemical admixtures?

They are specialized chemicals added during mixing to modify the properties of fresh or hardened concrete. Among all types, water-reducing admixtures are the most widely used worldwide.

Classification by action

- Water reducers – Improve workability with less water
- Accelerators – Speed up setting and early strength gain
- Retarders – Delay setting in hot weather or long hauls
- Air-entraining agents – Improve durability and freeze-thaw resistance
- Viscosity modifiers – Enhance stability and reduce segregation

The power of water reducers

Over 60% of all admixtures used globally are water reducers. They work by dispersing cement particles, preventing flocculation and allowing better flow with lower water content.

Why this matters ?

- Higher strength (lower water-cement ratio)
- Increased flowability and ease of placement
- Reduced cement consumption and cost savings

Evolution of water-reducing admixtures

- Plasticizers (1930s): 5–12% water reduction
- Superplasticizers (1960s): 12–30% water reduction
- Hyperplasticizers (1990s): >30% water reduction using PCE technology

Key takeaway :

Chemical admixtures allow engineers to design smarter, stronger, and more sustainable concrete. When used correctly, they improve performance while optimizing material usage and cost. Understanding admixtures is essential for modern mix design, high-performance concrete, and durable infrastructure.

Smarter Concrete: A Guide to Chemical Admixtures

Chemicals added in small quantities during mixing to modify the properties of fresh or hardened concrete, with water-reducing agents being the most widely used type.

The World of Concrete Admixtures



Chemicals that enhance concrete performance.

Added in small amounts (<5% of cement weight) to modify properties.

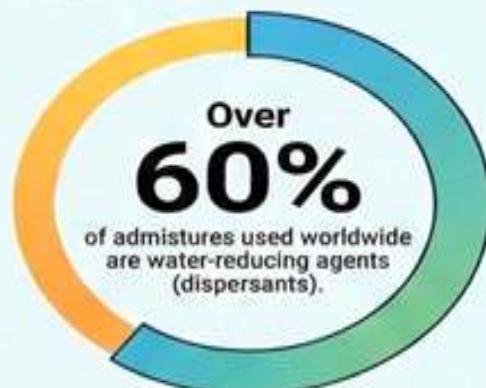


A History of Innovation

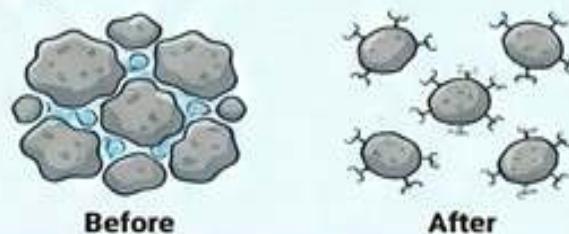


The Power of Water Reducers

Making concrete more workable with less water.



Dispersing cement particles to improve flow.



Negatively charged molecules attach to cement, causing particles to repel and deflocculate.

Three Paths to Better Concrete



Plasticizer

5% - 12% Water Reduction

Ligno-sulphonates



Superplasticizer

12% - 30% Water Reduction

Sulphonated Polymers (SNF/SMF)



Hyperplasticizer

Over 30% Water Reduction

Polycarboxylate Ethers (PCE)

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
RED OXIDE
YELLOW OXIDE
CHINA CLAY
HYDRATED LIME
GYPSUM
BLANC-FIXE
PLASTER OF PARIS
WOLLASONITE
PRECIPITATED SILICA
PRECIPITATED CAL CARBONATE
GROUND CAL CARBONATE
AND MORE....



JK GROUP
MANUFACTURING & CONSTRUCTION
MINERALS & METALS

OVER 40 YEARS OF
EXPERIENCE IN
MINERALS & METALS.



+91 99209 98331

info@jkmineral.com
jkgroup@outlook.com
www.jkmineral.com

022 2521 3131

Mahinder Chambers,
Off No- 12 Ground Floor,
Opp Dukes Factory, W.T. Patil Marg,
Chembur East, Mumbai,
Maharashtra - 400071 INDIA.

MY NEWS DIARIES

Six ways to win over Gen Z and avoid being cancelled

THE UNDERAGE OPTIMIST

CHETAN BHAGAT



It took one shake-up in an otherwise relatively sleepy mountain kingdom to make the world take notice of the most powerful grouping of humans in any society — Gen Z.

The recent protests in Nepal, which led to the toppling of the govt, happened because the younger generation took matters into their own hands. All because the govt took away their internet. Politicians once feared angry farmers with pitchforks. Now, they have to fear angry teenagers with ring lights. (Lesson #1: Never take away young people's internet.) Since then there's been a massive buzz about India's Gen Z. Experts are trying to figure out what they will do next. Are they happy? Or is there a collective frustration we aren't aware of?

Gen Z is often defined as people between ages 13 and 28.

Often not taken seriously in terms of holding decisive power, they are still constantly courted. Brands, entertainers, politicians—almost anyone who requires mass Gen Z support—tries to get them on their side. The latest high-profile attempt is Rahul Gandhi's outreach. Only time will tell if it is successful, but from a political strategy point of view, it makes sense. Not only is Gen Z large in number, thanks to India's demographics, they are digitally connected, always in conversation, and capable of driving big change.

However, it is not easy to win them over. Many have tried to crack the code and failed. Worse, some have invited their wrath. And hell hath no fury like Gen Z scorned. They will meme you, cancel you, destroy your business model, make you lose elections, tank your movie, and—as happened in Nepal—even topple a govt. So, while acknowledging that there is no formula to 'crack' the code, here are six guidelines for those brave enough to attempt it.

1 | Respect Their Intelligence: Yes, I get it. It's hard not to judge when you see them communicating in emojis instead of full sentences. Or when they binge-watch reels for hours. Or go crazy over a Korean show or Labubu toys. But they are smart. They grew up with Google by their side, and now have ChatGPT. Their intelligence may not be about mentally solving 17 multiplied by 13 in seconds. Instead, it lies in sourcing whatever they need to solve a problem quickly. They can arrange a trip, organise deliveries, figure out who's trying to seduce them with fake words and misleading data (they can fact-check fast, you see), and generally use the power of the internet and AI to get whatever they want. This is something older generations cannot do. Sure, a big portion of Gen Z isn't made up of the smartest cookies in the basket. But that's true of every generation.

2 | Be Real: I can't tell you how many times brands try extra hard to "be cool" to fit in with the young crowd. Usually, it's an uncle-type brand manager, clueless and desperate to connect. Politicians, too, should be careful with token gestures and empty symbolism. Merely dressing young, using slang, and saying "I love the youth" while hoping to win them over is delulu. Don't know what



Getty Images

INFLUENCING CHANGE: Younger people can see through token gestures and empty symbolism by politicians

delulu means? You're clearly not Gen Z. What works is authenticity — not manufactured authenticity, but genuine, vulnerable authenticity, where a brand, entertainer, or politician is willing to show their limitations and imperfections alongside their strengths.

3 | Talk With Them, Not At Them: Older generations have a tendency to lecture the young. To wag a finger and say, "You know so little; we have figured it all out." Honestly, we haven't. Older Indians suffer from diabetes, heart disease, and other health issues. Most cannot afford homes. We still don't have pothole-free roads. Yet we love to pontificate to Gen Z, which switches off the moment it senses one-way, top-down communication. They are constantly in conversation with each other — not just directly, but through comments, DMs, and memes. If you want to engage with Gen Z, talk to them. As the saying goes: 'don't baanto gyaan, yahan sab gyaani hai'.

4 | Be Progressive (Or At Least Don't Be A Dinosaur): Most older Indians are quintessential uncles and aunties, steeped in regressive values. Many still disapprove of dating, are sexist, bigoted, dogmatic, and simply out of sync with modern values. Gen Z has its own value system—more inclusive and forward-looking. Anyone trying to win them over stands zero chance if they cling to regressive beliefs.

5 | Speak Fluent Digital: Do you know Gen Z's language? It isn't Hindi, English, or any regional tongue. It's digital. If you want to connect with Gen Z, you need to speak fluent digital. If you're too old to learn how to communicate on social media, then forget about Gen Z altogether. If you can't speak their language, you have no hope.

6 | Use Humour: Gen Z loves memes, satire, and humour that cuts through the noise. If you can laugh at yourself, they'll probably like you. If you try to scare them, control or dismiss them, they'll roast you into oblivion (again, ask Nepal). Politicians: jokes land better than jibes or threats. Entertainers: don't punch down. Brands: stop being so serious all the time.

Gen Z is the most powerful social and political force in the world today. India is no exception. Winning them over isn't easy, but it isn't impossible either. A little respect, genuine care, and true authenticity can go a long way. India's Gen Z is patient, light-hearted, gentle, and relatively happy right now. Let's hope they stay that way. ■



EIRICH



The ultimate Mixer

The first choice for better concretes!

The unique Eirich mixing principle copes with any consistency, reduces waste, produces consistent quality at the highest at the highest level and offers flexibility in the development of new products.

- Roof tile concrete
- Self-compacting concrete
- High-strength concrete
- Precast concrete
- Foamed concrete
- Ultra-high performance concrete
- Railroad tie concrete
- Fiber concrete
- Polymer concrete

Eirich India Pvt. Ltd.
Plot No. A-44/3/1, Chakan Industrial Area, MIDC, Phase II,
Village Vasuli, Taluka Khed, Pune Maharashtra 410501

Economy: Macro, Micro & More 9

Cement Cos Expect Stronger H2 on Housing & Infra Boost

PTI

New Delhi: Leading cement companies, buoyed by a high single-digit volume growth in the July-September quarter along with an increased sales realisation, expect a better performance in the second half of the current fiscal, betting big on the housing sector and the government's spending on key infra projects.

Top five cement makers such as UltraTech, Ambuja Cement, Shree Cement, Dalmia Bharat and Nuvoco Vistas have reported up to 18% growth in their revenue from operations in the second quarter ended September, backed by healthy sales realisations, benign costs and premiumisation.

As prices of coal have declined and that of diesel stable on a year-to-year basis, even though the rate of petcoke increased, cement companies in their latest earnings calls said they expect a better performance in the second half (H2) of FY26, to be led by the individual home builders' (IHB) segment in rural and ur-

ban areas, helped by factors such as a good monsoon and recent tax incentives and GST reforms by the government.

UltraTech, which has seen about 13% growth in rural markets, expects the IHB segment and announcements of new infrastructure projects to help boost the overall demand sentiment.

"The housing sector would be the key driver for the growth, and particularly the rural housing, demand has been good, and with the good monsoon

actually this year and the revision in the MSP price and kind of thing, I think rural India is likely to do very well," managing director Kailash C Jhanwar had said during

the company's earnings call.

On the urban side, the company said that with the change in GST rates, personal income tax rates, and softening of interest, there are good green shoots and the urban demand is also likely to move further. In the September quarter, UltraTech's consolidated sales volumes were up 6.9% to 33.85 metric tonnes. The all-India average cement price increased by 2% YoY in September 2025 to ₹341 per 50-kg bag.

"In H1 FY2026, the prices were up 6 per cent YoY at ₹346 per bag, while it declined by 3% on a QoQ basis on account of monsoons and festive disruptions. In FY2025, cement prices declined by 7% YoY to ₹338 per bag," according to an ICRA report. In October this year, coal prices declined 17% YoY to \$108 per MT, and petcoke prices increased 18% YoY at ₹12,000 per MT. Diesel prices were stable at ₹88 per litre on a YoY basis.



Top 5 cement makers have reported up to 18% growth in revenue from operations in 2nd quarter



2020

WHERE SMART
PACKAGING



BUILDS POWERFUL
BRANDS



The dry mix industry covering wall putty, tile adhesives, cementitious mortars, and construction chemicals demands far more than just quality formulation. In today's competitive market, packaging plays a **decisive role in preserving product performance**, ensuring consistency, and reinforcing brand credibility.

From precise weight control to dust-free handling and high-speed output, dry mix packaging requires machines that are accurate, reliable, and built for continuous operation. This is where VT Corp delivers smart, **purpose-built packaging solutions designed specifically for dry mix applications**.

VERTICAL FORM FILL SEAL MACHINE WITH AUGER FILLER

Dry mix products such as wall putty demand controlled dosing, strong sealing, and consistent output—batch after batch. VT Corp's Vertical Form Fill Seal (VFFS) Machine is designed to meet these exact requirements with precision and efficiency.

Equipped with a high-accuracy multi-auger filling system, the VFFS machine ensures uniform filling while minimizing dust generation and material loss—critical for fine powder applications.

- Packing Range:** 3 g to 10 kg
- Speed:** Up to 120 pouches per minute
- Model Range:** VTC Bagger Series
- Drive Options:** Pneumatic, AC Motor & Servo-driven
- Packaging Material:** Heat-sealable laminated films & LDPE



VFFS 900 series



WHY IT WORKS SO WELL FOR DRY MIX INDUSTRY

- ✓ Accurate and consistent filling with minimal wastage
- ✓ Supports **1–10 kg pack sizes**
- ✓ Available in **Pneumatic, AC Motor & Servo-driven versions**
- ✓ Easy-to-use HMI for smooth operation and quick changeovers
- ✓ Compatible with **heat-sealable laminated films & LDPE**
- ✓ Strong sealing for safe handling and transport



The result? **Cleaner packaging, higher output, and better product presentation.**

PICK FILL SEAL (PFS) LINEAR SOLUTION

Flexible Packaging for Growing Dry Mix Operations

For manufacturers using pre-formed pouches, VT Corp offers the Linear Pick Fill Seal Machine, designed for efficient, accurate, and clean packaging of dry mix products.

This system is ideal for medium to large-scale operations requiring flexibility across product types and pack sizes.



APPLICATIONS



Wall Putty



POP



Tile Adhesive

Key Features:

- ✓ Suitable for powder, granule, and liquid products
- ✓ Ideal for 1–10 kg packaging
- ✓ Robust construction for continuous industrial use
- ✓ Clean filling with neat, consistent sealing

With **multiple filler options including Auger, Cup, Multi-Head Weigher, and Piston Filler**

ROTARY PICK FILL SEAL

Rotary Pick-Fill-Seal (PFS) Packing Machine is engineered to handle all types of pre-formed bags regardless of their shape or size with precision and efficiency. This compact and robust machine offers easy maintenance and quick cleaning for optimal performance.

With advanced packaging technology, VT Corp enables integration of multiple types of fillers, allowing diverse materials to be packed into a single pouch.



MORE THAN MACHINES. A PACKAGING PARTNER.

At VT Corp, we don't just manufacture machines — we build solutions that help dry mix brands scale with confidence.



www.vtcorpindia.com



sales@vtcorp.in



+91 9323125586

Mandatory Green Tag for Buildings Can Boost Delhi Realty: Joint Panel

Sustainable construction practices to benefit environment and industry, says taskforce report

Faizan Haldar

New Delhi: Mandatory green building certification for projects, incentives for complying with policy on green buildings and penalties for not following rules are among recommendations made by a taskforce constituted to prepare a blueprint of regulatory and policy changes needed to unlock Delhi's real estate potential.

According to the report of the joint government-industry taskforce formed by the lieutenant governor, absence of clear guidelines, regulations and frameworks hinders operationalisation of green incentives by builders and developers.

Implementation of the recommendations will drive the adoption of sustainable construction practices and promote environmental stewardship, the report said. "This policy will not only benefit the environment but also offer significant advantages to developers, investors and occupants," it said.

The taskforce recommended several incentives to developers to encourage the adoption of sustainable construction practices. These include additional floor area ratio (FAR) and ground coverage, which can significantly enhance the economic viability of green projects, as builders can construct and sell more area than other projects. For instance, developers can receive up to 5% extra FAR for certified green building projects, making it more attractive to invest in sustainable

New Rules

Mandatory green building certification for large projects

Up to 5% additional FAR (Floor Area Ratio) and higher ground coverage as incentives

- Penalties proposed for non-compliance with green norms
- Lack of clear guidelines currently limits adoption of green incentives
- Better coordination among multiple authorities seen as key to growth

Sustainable construction to improve air quality and ease of living



construction.

"The potential of Delhi in terms of creating business hubs and office spaces is yet to be adequately harnessed. With multiple authorities and overlapping jurisdictions, Delhi's growth has often been constrained, and better coordination can unlock its true potential," said Harsh Vardhan Bansal, president of real estate body NAREDCO-Delhi.

Green building certification has been proposed for projects exceeding a specified built-up area.

The proposed framework will help developers avoid risks associated with non-compliance and potential regulatory penalties, and align projects with global sustainability goals.

Amid concerns over worsening air quality in the national capital, union minister of state for housing and urban affairs Tokhan Sahu, at an event organised by NAREDCO-Delhi, said public transport should

be the primary mode of mobility for people living in cities rather than private vehicles.

As part of a review of the Delhi Master Plan 2021, green building provisions were discussed extensively at various levels. The Master Plan was amended to incorporate green building concepts—promoting optimal resource utilisation such as water and energy, on-site ef-

fluent treatment plants and waste management—with an aim towards zero discharge in layout plans.

However, implementation and impact of green building incentives have been limited in Delhi so far. The Draft Master Plan for Delhi-2041, meanwhile, gives minimal focus on green building rules, leaving a critical gap in policy direction.

"One of the primary challenges is the regulatory gap. The absence of specific rules, regulations and guidelines for green buildings restricts local authorities from offering meaningful incentives to developers. Without a formal policy, there is no mechanism to make additional FAR incentives available to beneficiaries, leaving developers uncertain about potential benefits," the taskforce said.

Debolina Kundu, director at the National Institute of Urban Affairs, said enhancing first-mile and last-mile connectivity in cities would play a major role in urban redevelopment, including in the national capital, and improve ease of living for residents.



Your partner of choice for Coatings & Construction Solutions.

IMCD India is the distributor of the industry's best-in-class suppliers. Contact us!



- Epoxy Resins, Hardeners & Diluent



- Starch Ether



- Additives
- Instruments



- Cellulose Fibre



- Pigment Dispersion



- Gold Bronze Powder



- Cyclohexane / Cyclohexanone
- MEK Oxime



- Acrylic Polyol & SCA
- Castor Oil based Polyol
- Unsaturated Polyester Resin
- Alkyd & Polyester Polyol



We create chemistry

- Solvent Dyes



- Carbon Black



- Biocides



- CAB/ CAP/ CA/ Solus
- CPO
- Polyester Resin
- Phthalate Free Plasticizer



- Fumed Silica
- Crosslinkers
- Organosilane



- Speciality Fillers



- Photoinitiators
- Oligomers & Monomers



- Organic Pigment & Anti-corrosive Pigment



- Synthetic Iron Oxide



- MHEC & HEC
- VCVA Co-polymer



- Light Stabilizer & UV Absorber



- Dispersible Polymer Powders
- Silicone Emulsions & Water repellent
- Silicone Resin



- VCVA Terpolymers



- TPA Resin



- Rosins
- Hydrocarbon Resin
- Acrylic & XSBR Emulsion
- APO



- Silica Matting Agent
- EVA Copolymers



- DISPERMAT® Dispersers, mixers, stirrers, basket mills & bead mills.

IMCD India Private Limited

24th Floor, The Ruby, 29, Senapati Bapat Marg, Dadar West, Mumbai, MH. Pin.: 400 028. India

Branches: Ahmedabad | Chennai | Kolkata | Noida

Technical Laboratories: Noida | Thane

Contact Us : coatingsandconstruction@imcd.in



BATON CONSULTANTS

IS NOW REGISTERED



OUR SERVICES

PLANT PROCUREMENT

PRODUCT IMPROVEMENTS

BRANDING & CHANNEL DEV

PEOPLE & PROCESSES

Crushing & Screening

Dry Mortars

M-sand Product

Monthly Newsletters

Exhibitions & Events

CONTACT

DR. MANDAR CHITRE

9823158583

mandar.chitre@batonconsultants.com

www.batonconsultants.com