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The 7th Anniversary of Drycotec Diaries

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rules the masonry world





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EDITOR'S PAGE

Seven Years of publication, 84th Issue & more than 50 interviews of leaders, do not give me the taste of success. No, my taste buds are not weak. Nor am I very greedy for making DD into a big unicorn or something massive.

Drycotec Drymortar Association, a section 8 company was founded by myself because of a simple reason. We want to upgrade the industry & this can happen only when awareness increases. DDA is my medium to push and encourage better products, precision in applications & more professional level of work been done.

The 10,000 Crore waterproofing chemicals industry in India thrives on the basic concept of stopping leakages and damages in construction. It is divided into pre & post. Some products have to be used for construction & others are used for repairs. The split is not very clear but we can assume 50:50. My question is that why this market exist ?, answer: only because we need it. Then why do we need it & why so much ?. This figure happens to be a significant chunk of the entire cement sold in one year. Which is only for the waterproofing chemicals & not the entire construction chemical range is even higher.

Our basic construction can be divided into load bearing & non-load bearing material groups. Let concrete be the load bearing group & mortars, the non-load bearing. Both have a role to play in waterproofing, but mortars play the bigger role because they are the coatings & insulators. It is very important to do it right the first time.

Weak products & weak applicators are the root cause of leakages or associated problems. Poor mixing or batching creates incorrect products. Using C1T for bathroom tiles creates incorrect application. These two factors ensure that we need the 10,000 Crore waterproofing chemical industry.

Visit Singapore, Malaysia, Thailand or Dubai, Abu Dhabi, Saudi, Muscat. Why are they more advanced than us. Why do they do it right & the workers who do it are mostly Indians. Why is their mortar industry better than us. Definitely we know the reasons & there are many of them. The fact is that India has still not reached there. But we want to & it can happen.

Seven Years of publication, 84th Issue & more than 50 interviews of leaders do not give me the taste of success. Because for me success comes when the industry upgrades itself. I call it a revolution. This revolution can happen. But what can one individual do ?, well we all can do what is possible. I write and publish Drycotec Diaries. This is my passion. This is my mission & it helps my professional services.

What is yours ?, share it, I promise you that it will be published. After all it is only seven years & we are just beginning the long journey towards industry upgradation & turning our beloved country in the same level of Dubai & Singapore. Let us go there, keeping walking & read Drycotec Diaries.

Dr. Mandar Chitre

Editor & Founder – Drycotec Diaries &
Drycotec Drymortar Association.



“

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Drycotec Drymortar Association

Presents

DRY MORTAR DYNAMIX SUMMIT 2026

WHEN, WHERE & WHY

DDA has organised a conference which invites industry experts to come together, discuss & generate awareness for the benefit of the industry. This conference strictly adheres to the objectives of the association & is for the industry.

Price, Competition, or any other debate / information / agreement / personal remarks, or any type of cartel formation, shall not be allowed. It shall be over-ruled with zero tolerance & stopped immediately.

The WHAT

Besides the sponsor presentations, this conference will have the following six very interesting panel discussions & debates as below,

The WHO

As a delegate, you will witness the following leaders speak on their experiences & expertise.



Agenda Summary

Five Power Packed Sessions

The CEO Panel
Business Trends

The CTO Panel
Innovations & Changes

Supply Chain Forum
Sustainability & Efficiency

Plant & M/C Forum
The Latest Technology

The CHRO Panel
People & Performance

The HOW

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Key Attractions



Product Showcase



Multiple Knowledge Forums



Live Demos



Global Innovation Theatre



Country Pavilion



B2B & B2G Meetings



CEO/CTO Conclave



Finance Leadership Conclave



Networking Evening



Industry Awards

... and many more.

Construction Chemical Companies At The Previous Edition



...& many more

For Booth Booking, contact

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



DO YOU KNOW YOU'RE LOSING 17 LAKHS PER YEAR?

Are you investing smartly or inviting future headaches? Discover the smarter choice with VT Corp

Here's a clear view of what every gram of inaccuracy can cost your business annually. Calculated ₹10/kg, this represents the **approximate yearly loss per machine**.

Particulars	Input	Particulars	Weight in Kg	Amount - ₹10/Kg
Material Lost per Bag - in Grams	100 g	Loss per Minute - In Grams	0.5 Kg	5.00
Total Bags Packed in 1 Minute	5 Bags	Loss per Hour - In Kg	30 Kg	300.00
Total Working Hours per Day	16 Hrs	Loss per Day in Kg	480 Kg	4,800.00
Total Production Days per Month	26 Days	Loss per Month in Kg	12480 Kg	124,800.00
Total Production Days per Year	312 Days	Loss per Year in Kg	149760 Kg	1,497,600.00



That's nearly ₹15Lakhs in product losses every year — just from minor weighing inaccuracies.

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- 🔧 **Reduced wear and tear** with fewer moving parts, resulting in lower maintenance costs, longer lifespan, and fewer spare part requirements, ultimately reducing downtime and operating expenses that results in net savings.
- 🎯 PMT 2:1 DS machine delivers **5 bags per minute** with **±50 g accuracy**.
- 🚶 - This ensures consistent product weight and minimizes product giveaway.

Every gram saved is a step closer to higher profits.



YOUR TOTAL ANNUAL ROI – THE NUMBERS SPEAK FOR THEMSELVES

Parameter	Details
Product Saving	₹1,500,000
Power Saving with 7 HP motor instead of 10 HP	₹85,000 – ₹90,000
Air Consumption Saving 2-3 CFM at 6 Bar	₹90,000
Total Annual Saving Per Machine	₹16,75,000 – ₹16,80,000

Up to ₹17 Lakhs saved every year, simply by upgrading to the PMT 2.1 Dual Screw.

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The Hand that holds the trowel rules the masonry world !!!

Our 7th Anniversary issue dedicated to the work force of our industry, the mason / painter / worker who actually touches & handles our products & applies them to the satisfaction of the engineer / architect / contractor / interior decorator / builder.

Did you ever shake hands with the mason?, did you ever have a close chat with him?, have you looked him directly in the eye?.. It tells a story. The roughest hand, the man with least words & eyes that look tired, is my own observation. Yours could be different.

What are we doing for this community. They do not have any provident fund or employee state insurance or workers' compensation policy. They breath cement, fine dust & expose their hands to GGBS which gives them fine cuts.

At all age brackets, they are doing hard physical work. They drink cheap alcoholic something to take off the pain and help them sleep well. It further deteriorates their health.

We are luring them with offers, schemes, tokens and many other things. In my opinion, they need to be declared in the worker category, of the industrial sector and should be given benefits in the similar manner.

Drycotec Drymortar Association plans to work on such projects and appeals to you for support in any kind. Let us contribute and make it a better, happier & safer world for this flag bearer of our industry.





ET GRAPHICS

THE FINE PRINT

Key provisions of the new labour codes

UNIVERSAL MINIMUM WAGES: Minimum wages for all employees, organised and unorganised sectors. Earlier, the Minimum Wages Act applied only to scheduled employments covering ~30% of workers

STATUTORY FLOOR WAGE: Government to fix this based on minimum living standards, with scope for regional variation. State minimum wage cannot be below this

UNIFORM DEFINITION OF WAGES: "Wages" now include basic pay, dearness allowance, and retaining allowance; 50% of the total remuneration (or such percentage as may be notified) shall be added back to compute wages

GENDER EQUALITY: No discrimination based on gender in recruitment, wages, and employment conditions for similar work

UNIVERSAL WAGE PAYMENT COVERAGE: Provisions ensuring timely payment and preventing unauthorised deductions for all. Currently only for employees earning up to ₹24,000/month

OVERTIME COMPENSATION: At least twice the normal rate

DECriminalISATION OF OFFENCES: Imprisonment for certain first-time offences replaced with monetary fines

HIGHER THRESHOLD FOR LAY-OFF/RETRENCHMENT/CLOSURE: Approval limit raised from 100 to 300 workers; States may enhance the limit further

WORK-FROM-HOME: Permitted in service sectors by mutual consent, improving flexibility

DISPUTE RESOLUTION: Two-member tribunals for quicker dispute resolution

MANDATORY 14-DAY NOTICE FOR STRIKES: To promote dialogue and minimize disruptions. Strikes to include "mass casual leave" to prevent flash strikes

GIG AND PLATFORM WORKERS TO GET SOCIAL SECURITY: Aggregators to contribute 1-2% of annual turnover (capped at 5% of payments to such workers).

GRATUITY FOR FIXED-TERM EMPLOYEES: Fixed-term employees become eligible for gratuity after one year of continuous service against five years earlier

INSPECTOR-CUM-FACILITATOR SYSTEM: Randomised web-based, algorithm-driven inspections for transparency and wider compliance. Inspectors now act as facilitators to support adherence and reduce harassment

DECriminalISATION: Imprisonment replaced with monetary fines for certain offences. The employer will be given mandatory 30-day notice for compliance before taking any legal action

COMPOUNDING OF OFFENCES: First-time offences punishable with fines are compoundable-for fine-only

DIGITISATION OF COMPLIANCE: Electronic maintenance of records, registers, and returns, cutting costs and improving efficiency

ONE LICENSE, ONE REGISTRATION, ONE RETURN: Seeks to reduce compliance burden

FORMAL APPOINTMENT LETTERS: Appointment letters to detail job, wages, and social security

NIGHT SHIFT FOR WOMEN: Women can work in all types of establishments and during night hours with consent

CONTRACT LABOUR: All India license valid for 5 years for contractors

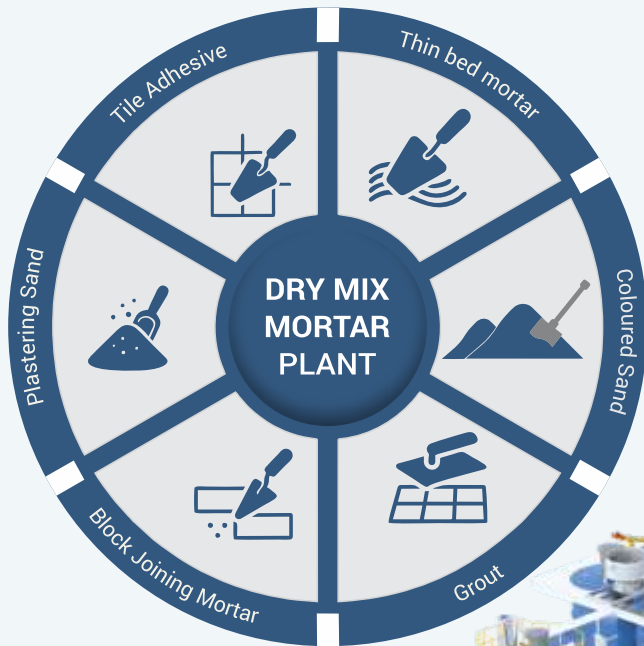
HIGHER FACTORY THRESHOLDS: Increased from 10 to 20 workers (with power) and 20 to 40 workers (without power). This reduces compliance burden for small units

WORKING HOURS & OVERTIME: Normal working hours capped at 8 hours/day and 48 hours/week. Overtime allowed only with worker consent and paid at twice the regular rate

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SEVEN TRENDS

7 Trends That we predict could happen & lead in most of the markets in India.



AAC BLOCKS TO SOLID HOLLOW PANELS

AAC Blocks are extremely good on the light weight & insulation factor. It makes them the first choice of builders, architects & contractors. As of 2025, the AAC (Autoclaved Aerated Concrete) block market in India is booming, with a projected value of USD 550 million and an expected CAGR of 11.51% through FY2032. Market Value is about USD 550 million in FY2024, with strong momentum into FY2025. The expected Growth Rate is CAGR of 11.51% from FY2025 to FY2032 (as per internet) But I wish to disagree.

However, transit & handling damages, shrinkage cracks & post application cracks, labour issues have actually changed the thought process.

Aluminum shuttering, commonly known as Mivan brings very high speed of construction but needs certain volume for justifying investment cost. Aluminium shuttering is rapidly gaining traction in the global construction market, especially for high-rise and mass housing projects, due to its speed, durability, and cost-efficiency. The global aluminium construction market is projected to grow by approximately 9% by 2027 compared to 2022 volumes.

Speed of construction: Aluminium shuttering allows for faster cycle times—often completing a floor in 4–5 days. These Panels can be reused up to 200–300 times, reducing long-term costs. They produce smooth concrete surfaces,



minimizing plastering needs. Requires less skilled labor compared to traditional methods

It is also very important to know that such walls have very low insulation levels and can lead to high air conditioning bills & bone chilling winters for places in Northern India.

Hollow RCC (Reinforced Cement Concrete) panels are precast building elements designed for fast, efficient, and sustainable construction. They offer strength, insulation, and speed, making them ideal for modern residential and commercial projects.

Considering the overall situation, it would be a good solution to bring in the hollow RCC panels which serve all the purposes. It has insulation capacity because it is hollow, it will not have any crack issues & easy to mould, so less labour required. Structural engineers need not worry because there are also light & similar designs of AAC can be applicable for the buildings.

PRE-CAST FACTORIES

India's precast construction market is booming, projected to grow from ₹55.7 billion in 2024 to ₹144 billion by 2033, with a CAGR of 11.1%. This surge is driven by rapid urbanization, infrastructure expansion, and the push for faster, cost-effective building methods.

It is well known that what is made in factory is better than made at a construction site. Pre-cast factories are taking birth at many locations. Each factory is commercially able to cater for a large area for the supplies.

These factories offer better working conditions for workers. They have canteens, toilets, medical help. Permanent worker colonies, schools, etc. would spring up near these factories and the whole village would see economic development. For the end customer,

it always a better home with better construction quality and no leakage issues.

Major business houses of India are setting up automated precast plants across India. Technology Integration is done using of BIM, robotics, and 3D modeling in precast factories is improving precision and scalability. The product range includes beams, slabs, columns, walls, toilet blocks, and 3D modules for rapid deployment.

What is made in Pre-cast ?, I will change this question to what is not made in Pre-cast?. From Paint, electricals to sanitary fittings, window channels, glass & even curtain rods can be done in the factory. So what goes to site is a complete wall or room or workable toilet. Absolutely no work at site except mounting & grouting.



BAG REDUCTION

HDPE Woven Bags are made from high-density polyethylene. They are very durable, moisture-resistant, and widely used for long-distance transport. They are often laminated for extra protection.

Paper Bags are typically made of multi-layer kraft paper. They are less moisture-resistant than HDPE.

BOPP Laminated Bags are biaxially Oriented Polypropylene film laminated over woven fabric. Offers excellent print quality and moisture resistance. They are used by premium brands for better shelf appeal.

Valve-Type Bags have a small valve (usually at a corner) through which powder is filled. Faster filling & Ideal for high-speed automated packaging lines. Slightly more expensive to produce. But have limited size options compared to open-mouth bags.

Open-Mouth Cement Bags is open at the top & filled manually or with a machine, closed by sewing. Suitable for smaller operations or varied packaging needs. Slower filling process. More prone to leakage if not sealed properly. Liner bags can be added inside for better moisture protection.

There are bags and bags and bags all around the construction site. The good part is that these bags are always reusable. But we will have problems to



find the people who will lift the bags. Without the people who will lift, these bags are of no use. Take example of our neighbor Dubai. Mortars are moved from manufacturer to site in bulkers & stored in mobile silos. These silos then offer the mortars to workers through wheelbarrows or pumps on the required floor. Thus no bags at all. India is to follow these practices very soon and the bags of mortars, 20 kg, 40 kg & 50 kg shall soon become redundant.

Jumbo bags and their handling and operating systems would be replaced in some situations. Jumbo Bags, also known as FIBCs (Flexible Intermediate Bulk Containers), are large woven polypropylene sacks used to store and transport bulk materials like sand, gravel, cement, and aggregates. They typically hold up to 1 ton of material.

NO CEMENT RETAIL

India is the second-largest cement producer globally, with an annual capacity exceeding 550 million tonnes. The retail cement business primarily involves cement dealerships, which act as intermediaries between manufacturers and end-users like contractors, builders, and individual consumers.

India's retail cement business is thriving due to rapid urbanization and infrastructure growth, making it a lucrative opportunity for entrepreneurs. Cement dealerships are the most accessible entry point, offering steady demand and scalable profits.

Why It's a Profitable Venture?, Because of consistent demand, driven by housing, commercial construction, and government infrastructure projects. It falls in the Low Entry Barrier because starting a dealership doesn't require manufacturing or technical expertise. Major cement

companies offer marketing, logistics, and training support to dealers.

The investment typically ranges from ₹5 to ₹10 lakhs depending on the brand and scale. With a space of warehouse or shop with 500–1000 sq ft & GST registration, trade license, and dealership agreement with the cement company, is good to go. Just 2–5 staff for handling logistics, sales, and customer service. These dealers typically earn ₹8–₹15 per bag, depending on volume and brand.

Cement is sold on retail and is used for multiple repair purposes. This will no longer be the situation because the skill required to mix or accurately manage the cement in various applications will not be there. Plus the ready products for all applications will be available on the shelf which would ensure that nobody is buying cement on a retail counter for minor works.



THE NOT SO WHITE PUTTY

As of 2025, dolomite ore is abundantly present across several Indian states, with significant deposits in Chhattisgarh, Odisha, Madhya Pradesh, Karnataka, and Rajasthan. Market Size: The Indian dolomite market generated approximately USD 137.3 million in revenue in 2024, and is projected to reach USD 219.6 million by 2030, growing at a CAGR of 8.1% from 2025 to 2030.

Regional Consumption Patterns of Dolomite (Besides Putty)

- Eastern India (Odisha, Jharkhand): High consumption due to proximity to steel plants and refractory industries.
- Western India (Gujarat, Maharashtra): Strong demand from construction and chemical sectors.
- Southern India (Tamil Nadu, Karnataka): Usage in cement, agriculture, and glass manufacturing.

These regions benefit from proximity to raw material sources and industrial hubs, driving localized demand.

India exports dolomite to neighboring countries and Southeast Asia, contributing to foreign exchange earnings.

The above para from A.I. gives you comfort that there is ample amount of Dolomite available to make putty. However the question is that how much of it is 85-88% White. This is an area which is not known or recorded. For making white putty, you need to use the Dolomite of a particular combination which is relatively free from impurities. In case of wall putty, presence of Fe_2O_3 gives a pink shade & presence of MnO_2 gives a brown shade. Both these minerals are not desirable for white putty.



DRY CONCRETE

Several severe landslide incidents struck northern India in October 2025 after days of heavy rain and early-season snowfall, causing multiple fatalities, missing people and large-scale rescue operations in hill districts such as Darjeeling (West Bengal) and parts of Himachal Pradesh, Darjeeling district (Mirik and surrounding hills). Intense rains triggered multiple landslides. The toll in north Bengal rose to at least 28 dead with several still missing during early October 2025. Himachal Pradesh (near Bilaspur), a massive landslide struck a passenger bus after days of torrential rain, killing at least 15 people and injuring others; rescue teams including NDRF were deployed. Overall, the pattern in early October showed concentrated losses in hill-rail and road corridors where people and vehicles were caught by sudden slope failures

Primary causes of house collapses

Prolonged/intense rainfall and localized cloudbursts saturated slope materials and caused sudden slope failures and debris flows that directly destroyed houses located on or below unstable slopes.

Rapid surface runoff from melting or heavy snowfall at higher elevations, deforestation or slope modification for roads and settlements, and poor drainage around built-up areas amplified collapse risk.

Conclusion

We need stronger houses & better roads.



Which means that the concrete needs to be better. Transit mixers cannot reach many areas & therefore it is important to deploy high strength and high durability concrete in these locations. This is possible only with Dry Concrete packed in bags & then transported to remote hill locations where local mixing can be done and we can get houses that do not collapse easily due to weather conditions.

This is also a requirement in the busy cities where infrastructure is exploding and roads or parking areas do not have the space to take the transit mixer. Transport of dry concrete bags in smaller vehicles can do the job.

NO FRONT LINE SALES

India's delivery app gig workforce has surged to around 12 million in FY 2024–25, making up over 2% of the total workforce. This growth reflects a major shift in employment patterns driven by digital platforms and urban demand.

Here's a detailed look at the current landscape:

Size and Growth of the Gig workforce

Total gig workers in India (2024–25): ~12 million, up from 7.7 million in 2020–21. Annual growth rate: ~38% in FY 2024–25, with a compound annual growth rate (CAGR) of 17% over five years.

Projected future size: NITI Aayog estimates the gig and platform economy will employ over 1 crore (10 million) workers in 2024–25, growing to 2.35 crore (23.5 million) by 2029–30.

Delivery App Segment

A significant portion of gig workers are engaged in delivery services, including food, groceries, and e-commerce logistics. Platforms like Swiggy, Zomato, Dunzo, Blinkit, and Zepto dominate this space, offering flexible work but often with limited social protections.

Employment Characteristics

Gig workers operate outside traditional employment structures, often lacking formal contracts, job security, or benefits. Income volatility is a major challenge, with earnings fluctuating based on demand,

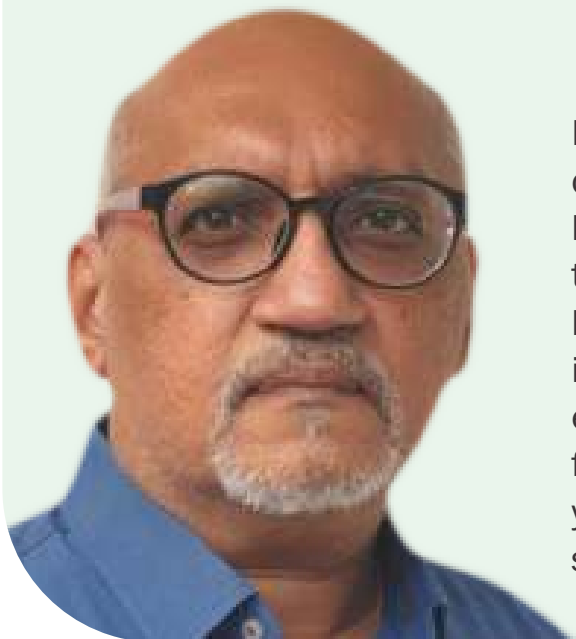
location, and platform incentives. Despite this, many workers prefer gig roles for flexibility and autonomy, especially in urban areas.

The government has initiated steps to formalize gig work, including proposals for social security schemes and financial inclusion measures. These efforts aim to improve access to credit, insurance, and retirement benefits for platform-based workers.



So for our industry, getting frontline junior sales positions would be a major problem. Working with the pressure to sell is something that is not everyone's cup of tea. The sales of building materials also does not offer the option of working when you want. Our rules are fixed, we want you to visit the retail counters between 12 & 5. We will also strongly encourage you to collect orders & take strict action if targets are not achieved. This is not acceptable & other gig work jobs are better & more lucrative. Therefore we will have lot of problems in getting this work force for our industry.

THE FUTURE OF DRY MORTAR WITH HIGH QUALITY ADDITIVES & THE HIDDEN COST OF CHEAP



Founded in 1919, **Royal Avebe** is a co-operative of dedicated growers united by a shared commitment to harnessing the potential of the starch potato—arguably the planet's most versatile crop. With sustainability at the heart of its mission, Avebe continues to pioneer innovative, starch-based solutions that serve the evolving needs of society and contribute to a healthier future. **Jagdeep Singh** (based in Singapore) brings over 30 years of technical and commercial expertise in supporting the Asia Pacific Region for Avebe.

Avebe has been a trusted supplier to the Indian market for more than 3 decades, offering a premium portfolio of starch-based products tailored to a wide range of industries which include

- Starch Ethers for the dry mortar sector (eg Opagel, Casucol, Addilose)
- Specialty adhesives for paper sack manufacturers (eg Solvicol)
- Barrier coatings for oil- and grease-resistant papers (eg Perfectafilm, Perfectacote)
- Adhesives for formulators across industrial segments (eg Avedex, Perfectamyl)
- Functional ingredients for the food industry (eg Eliane, Perfectasol, Etenia)

From construction to packaging to food innovation, Avebe's solutions continue to demonstrate remarkable versatility—delivering performance, sustainability, and value across every application.

WHY HIGH-PERFORMANCE ADDITIVES

In the competitive world of construction and dry mortar manufacturing, every material decision carries weight. From site performance to customer satisfaction, the additives you choose can either elevate your reputation — or quietly erode it. While low-cost additives may seem appealing for short-term savings, seasoned contractors and manufacturers know quality is not a luxury, it's a strategic advantage.

LONG TERM REPUTATION

For contractors, every job reflects your brand. For manufacturers, every batch is a promise to your customers. Using low-grade additives increases the risk of failures like poor adhesion, cracking and inconsistent curing which can lead to costly callbacks and damaged trust.

High-performance additives deliver consistent results across diverse applications. They help ensure that your mortar performs as expected, even under demanding conditions. That reliability builds your reputation and keeps your clients coming back. That's what we want! A long-term sustainable business. If one's business is built cheap, there is a risk it will be lost eventually to higher quality users.

CHEAP ADDITIVES COST MORE OVER TIME

Let's be clear: cheap additives are rarely cheap in the long run. They often require more product to achieve the same effect, introduce variability into your mix, and increase the likelihood of rework. For contractors, that means lost time and labour and additional cost for re-works. For manufacturers, it means customer complaints, erosion of margins and eventually, lost in brand trust, ie, loss of business.

Purchasers always aim for the lowest cost, as it is their duty. Unfortunately, often, without understanding the impact of the consequences. When this happens, they put the whole system at risk, including the brand reputation. R&D focus on quality and performance. The best outcome would be for both teams to talk with upper managers who have the big picture view and understand the long-term strategic positioning of an organisation. Price is not everything.

Premium additives are engineered for efficiency. They may cost more per kilogram, but may cost less in formulation and bring premium benefits like improved workability, reduce waste and enhance smoothness, reduced stickiness, improved application speed and saving money over the lifecycle of the project. Look at the big picture cost, not the per-kilogram cost.

THE MARKET IS EVOLVING FAST

Today's clients are more informed. Architects, developers, and specifiers are demanding materials that meet higher standards for durability, sustainability, and performance. The dry mortar industry is shifting toward smarter, more sophisticated solutions and clients, and low-end additives are losing attractiveness.

Yes, very large volume producers will tend to focus on the low end of the market, but they too will soon see their business drift towards the high-quality producers. Long-term high-quality market share is the way to go.

Contractors and manufacturers who embrace high-performance products position themselves as leaders in a market that is getting more discerning.

NOT ALL PROJECTS ARE CREATED EQUAL

Mass-market low-quality additives may work for low-spec, temporary builds — but they're not designed for premium applications. High-rise buildings, infrastructure projects, and commercial developments require additives that perform under pressure. If you're bidding on high-value projects or supplying to clients who demand excellence, your materials must rise to the occasion. That starts with your additives.

FUTURE PROOFING YOUR BUSINESS

In the dry mortar industry, quality isn't a luxury, it is a necessity. As the market matures and expectations rise, the choice becomes simple: invest in performance, protect your reputation, and build for the future. High-performance additives often incorporate advanced chemistry that aligns with evolving regulations and green building standards. By choosing quality now, you're preparing your business for tomorrow's challenges, and opportunities. Contractors and manufacturers who invest in quality aren't just buying better products; they are building better long-term businesses. Eventually, markets that reward reliability, performance, and innovation and high-performance additives are the foundation of long-term success.

HOW AVEBE SUPPORTS

Avebe's range of **Starch Ethers** fall into the higher performance “good-value-for-money” range. High performance at a reasonable price. We manufacture universal products for cement and gypsum, as well as targeted products dedicated to performing well in gypsum or cement systems.

Often, dry mortar producers manufacture a range of products. To support customers, Avebe starch ethers are engineered to excel in their primary application and designed to impart strong performance benefits across a range of other uses. This allows customers to use one product for all their application if they choose to do so. Some of our more popular key products include **Opagel CMT, Casucol 301, Opagel FP6, Casucol FIX-1, Addilose D5NP and Solvitose FC50** for tile adhesives, skim coats (putty), renders, finishing plasters, joint fillers, ready to use products and more.

Readymix Construction Machinery Limited



WOC India 2025



15th Cement Expo



RMX has recently made its mark at two major industry exhibitions— **World of Concrete India 2025** and the **15th Cement Expo**. The company highlighted its capability to engineer turnkey systems tailored for high-demand environments—reinforcing RMX's commitment to productivity-driven design and future-ready automation.

These consecutive successes not only strengthened RMX's brand equity but also reaffirmed its position as a forward-thinking industry leader. By delivering equipment engineered for reliability, scalability, and sustainability, RMX continues to set new standards and empower stakeholders across the Construction Chemical, Sand and Cement domains.

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Upcoming Events



**09 Dec to
13 Dec**

Excon 2025

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FOUNDATIONS SET, GROWTH AHEAD

India's Maturing Realty Market All Set to Pull in More Capital

Emerging as an APAC realty hotspot as investors tap into an expanding range of asset classes

Sobia Khan

Bengaluru: India is emerging as one of Asia Pacific's strongest real estate investment bets with fresh capital platforms, deeper institutional participation, and broader asset-class expansion reshaping the landscape, according to Colliers.

Capital flows into the country are widening across asset classes with investors diversifying beyond traditional office and residential segments.

At the same time, logistics, data centres, industrial parks, senior living, multi-family rental platforms, land acquisition vehicles and development-focused strategies are drawing greater institutional interest. The maturing real estate ecosystem is drawing growing interest from private equity firms, sovereign funds, and domestic institutions.

Badal Yagnik, chief executive and managing director, Colliers India said investments in India's real estate sector have shown remarkable resilience underscoring market depth and growing

Land of Plenty

India is emerging as a top APAC real estate hotspot



Annual inflows in India are expected at **\$5-7 billion** in 2025-26

Office & residential to account for **60%** of investments

New funds/platforms driving faster, scalable deployments

Investors diversifying into logistics, data centres, industrial parks, and senior living



Cross-border capital and institutional supply set to boost 2026 momentum

investor confidence." We foresee annual investments to the tune of \$5-7 billion each in 2025 and 2026, driven by a balanced interplay of foreign and domestic investors."

"As investors increasingly align with India's long-term growth story, both domestic and offshore capital are expected to gain further momentum in the coming quarters," he said.

The accelerated momentum follows a decisive shift towards Asia Pacific (APAC), with investors re-entering the global realty market with renewed confidence.

While markets such as Japan, Australia and Singapore remain top destinations for cross-border capital, investors are increasingly turning to India for higher returns and scalable deployment opportunities. APAC now accounts for 11% of global fundraising in the first nine months of 2025, according to PERE, with India emerging as a key beneficiary of this shift.

"India's strengthening macroeconomic position, expanding digital infrastructure, and a robust development pipeline have

further elevated its position within APAC's investment landscape," said Avinash Sule, founding partner, Route78 Partners. "Both domestic and offshore investors are positioning early to capitalise on the deepening pool of institutional-grade assets."

Global investors continue to view India as one of APAC's most promising real estate destinations, supported by favourable demographics, a stable policy environment, and rising consumption levels. Cross-border participation is gaining momentum, enhanced by stronger equity markets, REIT expansions, and new IPO activity.

Institutional investments in Indian real estate totalled \$4.3 billion in the first nine months of 2025, supported by steady momentum across the first three quarters. Office and residential are expected to contribute nearly 60% of full-year investments, backed by active occupier demand and a healthy supply pipeline.

Transaction closures are likely to pick up in the December quarter, leading to annual inflows of \$5-7 billion.

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READERS SPEAK

On our 7th Anniversary, we spoke to a few readers & they were kind enough to share their thoughts about Drycotec Diaries. We take pride in publishing their messages and saying a few words about these Industry legends.



Sanjay Bahadur



Dr. B.L. Maheshwari



Nilotpol Kar



Nimish Hadkar



Suhas Dhuri



Rajesh Joshi



Ragesh Rawat



Debashish Vanikar



Sunjoy Podaar



Saurabh Bansal

Mr. Humble

Nilotpol Kar – Managing Director, Sika India Pvt Ltd.

Intense subject knowledge, a leader who is adored by his team, having almost 4 decades of experience, a world-wide business understanding & zero level ego. I call him Mr. Humble. Knowledge, experience, position & wisdom cannot be together with humbleness. How is it even possible. It is beyond my understanding but the truth is that this leader is truly humble & ever ready to help, support, advise and mentor. If human beings were plasticizers, then this super plasticizer can make this work, generate tremendous strength & durability to the industry.

what Mr. Humble has to say about Drycotec Diaries

“From equipment to raw materials, across technologies and people, DD is a very exhaustive, comprehensive and informative newsletter which aims at spreading and equipping the right target audience with knowledge” says **Mr. Humble**.



Mr. Brandmaker

Nimish Hadkar – Director | Regional Manager, Middle East, Indian sub-continent & South East Asia Region at Shin-Etsu Chemical Tylose India Pvt. Ltd.

Chemistry is in his heart, CRM is in his soul, persistence is in his blood & business focus is in his brain. A total package, Mr. Brandmaker got an international brand in India, with a premium price & made it a market leader with his sheer efforts, sharp business acumen and honest relationship building. To me, a friend and mentor, he is my elixir. A person so well balanced, travels across the globe, gives time to family & walks 10 kms every day. If human beings were cellulose, Mr. Brandmaker would have the best viscosity range of them all.

what Mr. Brand Maker has to say about Drycotec Diaries

“I would like to Congratulate Drycotec Diaries for completing 7 years. This newsletter is probably one of its kind for the Drymix industry in India which covers the entire cross section of this industry showcasing new and upcoming technologies and trends in the industry. Best wishes to Dr. Mandar Chitre and Drycotec team” says **Mr. Brand Maker**.



Suhas Dhuri – CEO, ecube concrete consultants

Mr. Legend

What does it mean when I say “46 years of experience”. It only means that he is a legend. A man who started handling cement and concrete from 1980 and is even today mentoring the industry. His lab and team work relentlessly for their clients and give a touch of experience from Mr. Legend. Today we cannot imagine concrete without admixtures. This man has done it without them. Perhaps delivering even better performance than some of the bad mix designs today with stronger dosages. If human beings were concrete, Mr. Legend would be our M1000.



what Mr. Legend has to say about Drycotec Diaries

“Heartfelt congratulations on completing seven successful years of Drycotec Diaries. This milestone reflects your team’s unwavering dedication to technical knowledge dissemination, professional integrity, and innovative thought leadership within the construction and materials engineering fraternity.

Over the years, Drycotec Diaries has emerged as a credible platform that challenges norms, stimulates discussion, and promotes sustainable engineering practices. Your consistent efforts in merging technology with social responsibility truly set a benchmark in the industry.

Wishing the entire editorial and technical team continued success, greater recognition, and many more milestones in the years ahead” says Mr. Legend.

Sunjoy Podaar – Head - Commercial Excellence, Shree Cement Ltd. • Full-time

Mr. Multitasker

A man who can do more than one thing and not just finish it, but ensure perfection & success. When you can be the Accountant, the lawyer, the CEO, the finance boss, the sales head, the strategy man, the change manager & the commercial head, then this becomes a different breed of individuals. They are called Sawai in the Rajasthani culture. Sawai, means 1.25, which means more than 1, it indicates that such people have more than one brain and they can do extra without any effort. If human beings were mobile phones, Mr. Multitasker would be our iphone 20.

what Mr. Multitasker has to say about Drycotec Diaries

“is playing a goodrole in the process of developing of this industry segment” says Mr. Multitasker.



Dr. B.L. Maheshwari –Chairman & Managing Director, Aquaproof Group of Companies.

At the age of 50, I am already down in my energy levels. Well most of us are. As we grow with experience and age starts to take over, some of the running around may shorten. But there is one man that I know who keeps working more and more. Keeps adding new plants in new locations. Keeps making new companies, new alliances, ventures in new relationships.

He started working when the concept of dry mortars did not exist, putty did not exist, tile adhesives were not even on the drawing board and ready mix plaster was an impossible dream. God has blessed him & we all love him for his high energy levels. If we were in the film industry, Mr. Energetic would be our Dev Anand or Jackie Chan.



what Mr. Energetic has to say about Drycotec Diaries.

“Dear Mandhar, before first issue, u meet me and apprised your idea to start E Magazine. I wished you success. It was very important and need of our country to have such Magazines. I thanks u for great the initiative and making it a big success. You should increase your reach & grow more working towards the latest in Construction chemicals. We shall always keep supporting you by giving our advertisements & sponsorships for all your ventures. All the best Mandar, keep it up” says Mr. Energetic.

Sanjay Bahadur – CEO Construction Chemicals at Pidilite industries Limited

What can I say. He may not like me writing about him. I could not understand him much & he speaks very less. But his work shouts a lot, it talks about the success of the group, the brand & the team. A leader who is behind the scenes but extremely effective. If cinematography was our business, Mr. Enigma would be our Sanjay Leela Bansali.

what Mr. Enigma has to say about Drycotec Diaries

“Dear Mandar, My best wishes to you to continue working in adoption of Dry mix solutions for construction” says Mr. Energetic.



Saurabh Bansal – M.D. Magicrete Building Solutions Pvt Ltd.

Mr. Talented

Not every graduate from IIT Kharagpur dreams to be an industrialist in India, they usually go abroad for a comfortable life. Mr. Talented came back to his roots and created an empire which is growing rapidly with his sheer talent. His products speak for themselves. He has invested in the right technology & has the right people. He also believes in giving back to the society which was proved when he hosted an event for all his competitor manufacturers at Goa & they will keep doing it further. If all of us were blocks, Mr. Talented would be the one made of solid gold.



what Mr. Thoughtleader has to say about Drycotec Diaries.

“Drycotec Diaries is a truly unique and invaluable initiative in our industry. Under the insightful guidance of its founder, Dr. Mandar Chitre, It cuts through the noise to deliver exceptionally informative content, blending technical deep dives with sharp commercial and news insights. It’s a must read resource that elevates the knowledge base in the dry mortar and construction chemicals space” says **Mr. Talented**

Ragesh Rawat – Joint Executive President (Head - Sales, UltraTech Cement Ltd, Unit - Birla white)

Mr. Thoughtleader

I distinctly remember my first interaction with Mr. Thoughtleader, he had taken charge of the Birlawhite sales. Coming from the RMC background and having managed leadership roles in the group, still putty was a different game altogether. He was crystal clear on his thoughts and was confident. The group sailed very well in rough weather & added many more products, still maintaining its position under his leadership. If human beings were putty, this one is the most premium, the whitest, the most polymerized version made ever.

what Mr. Thoughtleader has to say about Drycotec Diaries.

“Dryotec Diaries is an excellent initiative. It comes across as something which professionals in dry mix industry shall find very useful. The content covers the new trends in the industry, information about latest tech, interviews of leaders in the industry and also information about new innovations all presented crisply in the magazine. My compliments to Mandar for coming up with something like this. My best wishes to Dryotec team” says **Mr. Thoughtleader.**



Mr. superfast

Rajesh Joshi – M.D. STP Limited (A Berger Group Company)

It is a pleasure working with this leader, not just because he takes fast decisions, he also strongly promotes the culture of action oriented work in the entire organization. When situations are tough and information is not complete, taking decisions are not easy. But not taking a decision in such cases may create delays. When you know that the leader is superfast, the subordinates themselves provide solutions and Mr. Superfast is also good with trusting & delegating responsibility. He gives full freedom & is very diligent in keeping a close follow up to ensure that the situation does not go out of hand.



what Mr. Superfast says about Drycotec Diaries

*“While this sector is still at a nascent stage compared to the well-established markets of Europe and the United States, it holds tremendous promise for growth. What the industry truly needs today is a strong foundation built on knowledge sharing. It gives me great pleasure to acknowledge the remarkable work being done by Dr. Mandar Chitre, Editor and Founder of Drycotec Diaries. His vision and dedication have brought new energy and direction to the dry mortar industry in India. The technical education, collaboration, and awareness — areas in which Dr. Chitre has been playing a truly pioneering role. Through his initiatives, he is helping bridge the gap between research and real-world application by organizing seminars, trade events, and expert interactions that nurture both technical understanding and industry confidence. Dr. Chitre’s passion for promoting accurate, reliable, and practical knowledge about dry mortar manufacturing is commendable. His efforts to connect professionals and create a vibrant, informed community are helping shape the future of this important segment in India. I extend my heartfelt wishes to Dr. Mandar Chitre for continued success and assure him of my fullest support in his mission to help the dry mortar industry flourish across the Indian subcontinent. Says***Mr. Superfast**

Mr. Toughguy

Debashish vanikar – CEO - Adhesives & Construction Chemicals, Kansai Nerolac Paints Ltd

When the going gets tough, those who can keep cool and yet maintain a sharp business acumen are the once who get going. These are the tough leaders. They have been in such situations and done that. They have created business out of thin air and built error proof systems from a pile of emptiness. Mr. Toughguy is great to work with, he can spot your weakness and is also a great mentor. If all of us were tiles, Mr. Toughguy would be a thick large slab of granite.



what Mr. Toughguy has to say about Drycotec Diaries

*“Really happy to see how Drycotec diaries has kept us upto date with developments in the dry mix/ construction chemicals business. The tireless efforts that Mandar taken to get it out is much appreciated!! Says***Mr. Toughguy**



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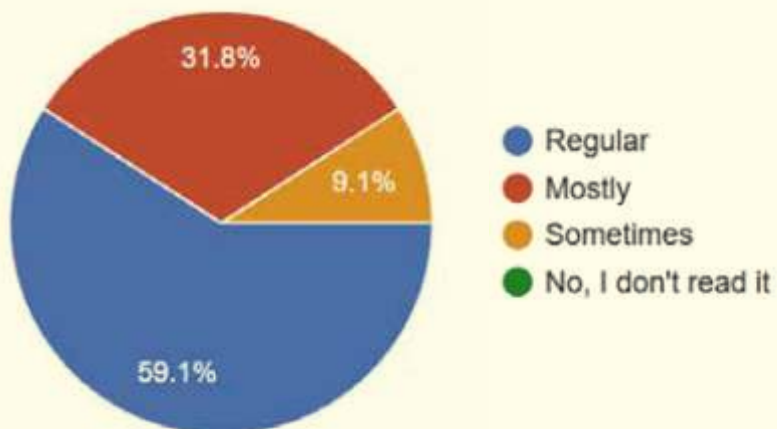


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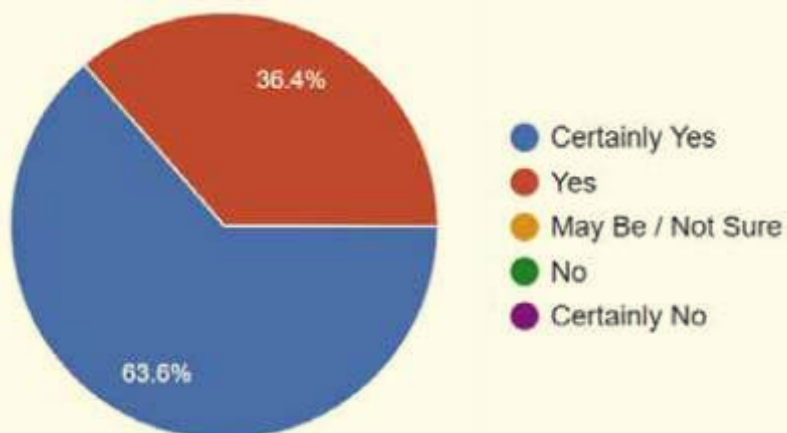
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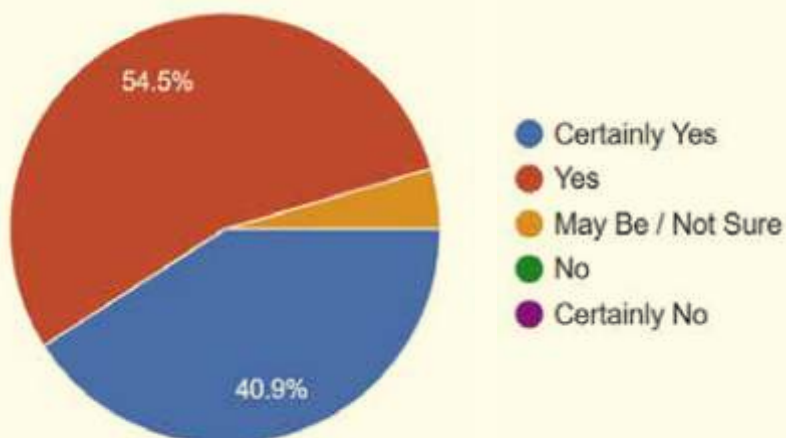
READERSHIP

We asked our readers if they read Drycotec Diaries every month.



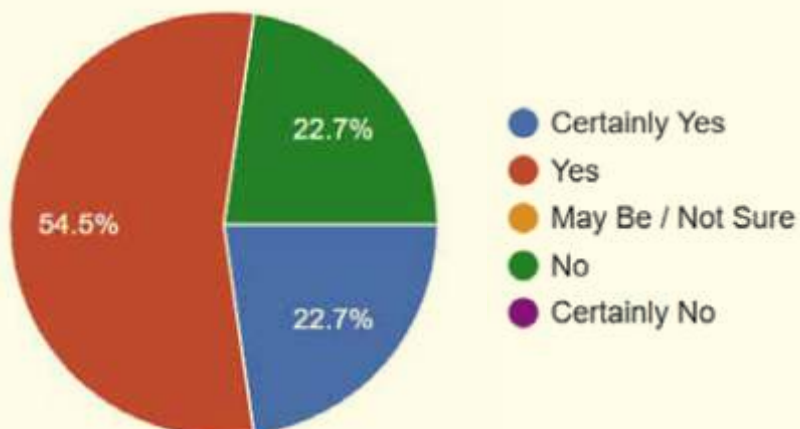
RELEVANTNESS

We asked our readers if they found the technical articles in Drycotec Diaries Relevant



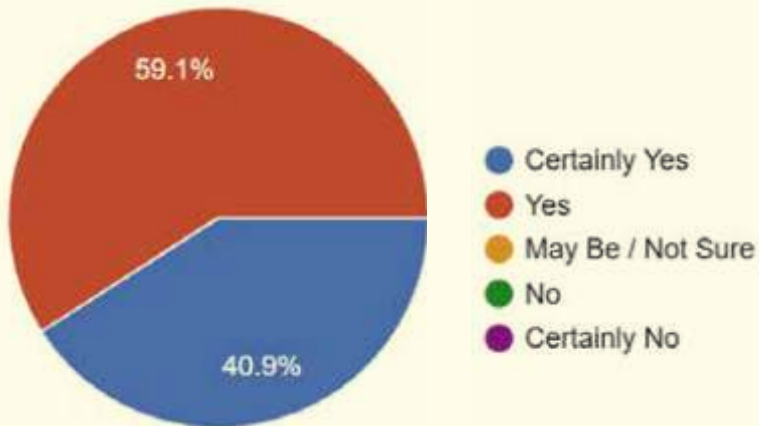
CREATIVITY

We asked our readers if the content of Drycotec Diaries was creative



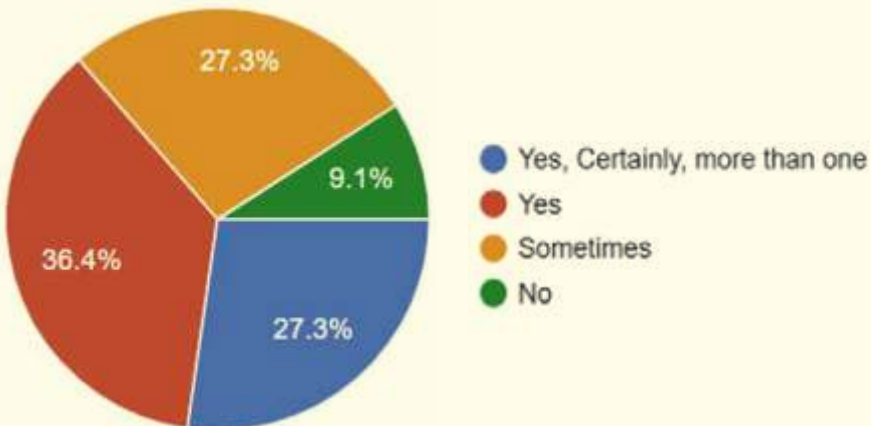
RECOMMENDATIONS

We asked our readers if they forward our Drycotec Diaries to other professionals & groups.



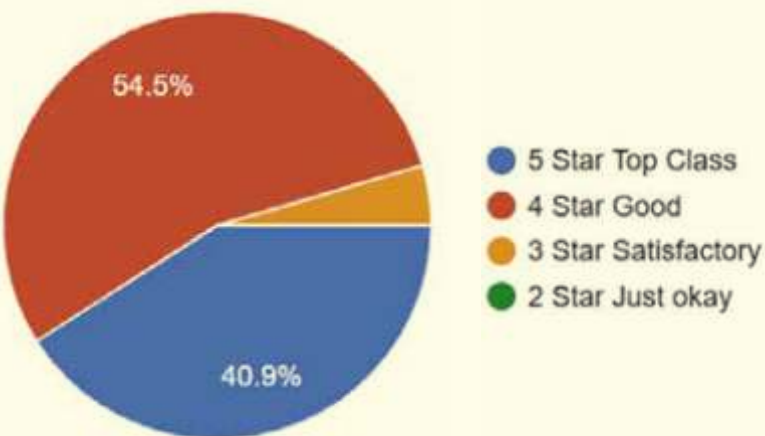
CONSISTENCY

We asked our readers if they found us consistent in our delivery every month



EFFECTIVENESS

We asked our readers if they have been actually benefitted by any particular article of Drycotec Diaries



RATING

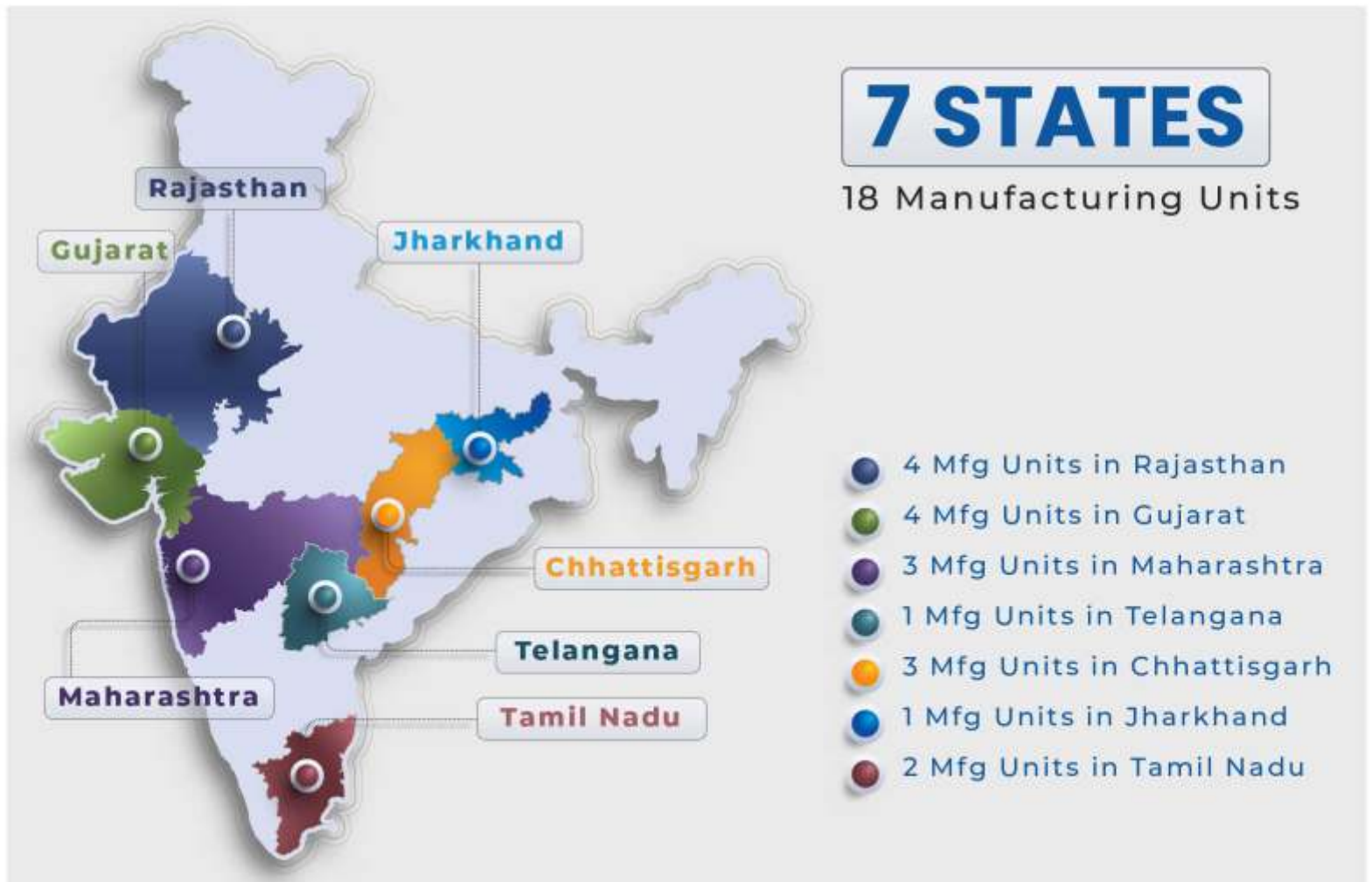
We asked our readers to give a honest rating to Drycotec Diaries as compared to other magazines of the industry.



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Dr. B. L. Maheshwari
Founder & CMD



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- Carbon Black



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