

DRYCOTEC DIARIES



WHEN CUSTOMER SERVICE BECOMES AN OBSESSION



ALSO INCLUDES

EXPERT ADVICE ON CUSTOMER COMPLAINT HANDLING

NET ZERO CONCEPT

ABOUT LC3 CEMENT

INTERESTING EDITORIAL

BASALT FIBRE – INTRODUCTION



Veendam, Netherlands

STARCH ETHERS FOR DRY MORTARS

innovation by nature
since 1919

- LARGE FORMAT TILES
OPEN TIME, ANTI SLIP, ETC
- RENDERS (PLASTERS)
BOUNCE-BACK REDUCTION,
ANTI-SAG, ETC
- SKIM COAT (PUTTY)
WORKABILITY, STICKINESS
REDUCTION, ETC
- AND MUCH MORE

Take the **LEAD** with Avebe's state of the art, *potato-based starch ethers* for dry mortars.
Jobs get done faster, and better; resulting in
cost savings.

Explore how we can help lift your dry mortars to the
next level in performance and cost efficiency.
Get the job done right the first time
with Avebe Starch Ethers



OPAGEL®

SOLVITOSE®

CASUCOL®

ADDILOSE®

SKIM COAT

TILE ADHESIVE

RENDER

PUTTY

JOINT FILLER

SPRAY MORTARS

Applications : Cement

Skim Coat & Putty
Tile Adhesive
Manual Renders
Spray Renders
Repair Mortar

Benefits : Cement

Workability
Anti slip / Anti-Sag
Thickening
Open time
Adjustment time
Cost reduction
Bounce back reduction
Application Speed

Applications : Gypsum

Manual Plaster
Finishing plaster
Spray plaster
Joint filler
EIFS
Spot Glue


Benefits : Gypsum

Anti-sag
Thickening
Workability
Working time
Smoothness
Surface hardness
Reduce chalking
Application Speed



Distributed in India by
IMCD India

Coöperatie Koninklijke
Avebe U.A.

Click links
to 
contact us

[IMCD \(imcdgroup.com\)](http://IMCD (imcdgroup.com))
Karan.Ghelani@imcd.in

www.avebe.com
Jagdeep.Singh@avebe.com

* Benefits are also dependent on quality of ingredients, formulation and optimisation of blend.



Editor's Page

Making Again Greater & Greatest India : MAGGI



If I, Monald Chrump, be elected the topmost leader of India & had the powers to release my executive orders, then, on day one, I would release the following orders,

EXE. ORDER 1 : AAJAAVO, WELCOME TO INDIA

All migrants, any country, any planet, but hard working, honest, intelligent, please come to India on the legal route, if you are already here, please declare, India has lot of place & room for you.

EXE. ORDER 2 : MARJAAVO, DIE BABY DIE

All terrorist activities, all gang rapist, cruelty, lynching will be punished to death. A zero tolerance policy on such activities. Death for them all. No pardons please.

EXE. ORDER 3 : KAAM KARO, JUST WORK

Everybody has to work hard and deliver productivity as much as possible. No laziness, no long holidays, no super long work breaks. Just work, 6 day week. We will need extraordinary efforts to make India a leading nation.

EXE. ORDER 4 : MAAT DEKHO, SHORT VIDEO BAN

A complete ban on those short nonsense videos, which we all keep watching and wasting our valuable time. We are getting addicted, and our brains are becoming inefficient. Stop it.

EXE. ORDER 5 : DAND DA MAARO, HIT THEM

All those who are corrupt, keeping black money, using tax havens, making bad roads, falling bridges, misuse of development funds, are to be publicly hit by a stick. Cane those who are making India poor.

EXE. ORDER 6 : THANDA MAUSAM, CLIMATE COMPULSION

Re-Use, Re-Cycle and management of all waste shall be compulsory. Punish those who are not using car pools, not using solar power, wasting electricity. Money shall be paid towards tree plantation, water saving, staying in green buildings.

EXE. ORDER 7 : HAATH KI SAFAI, CLEAN & SIMPLY CLEAN

Superior Garbage Management System to be in place. India will be clean, super clean, our roads, our toilets, public places, just super clean, no garbage, no mess, no paan spitting & no urinating in public. Instant punishment to such rogues.

EXE. ORDER 8 : HUM SAATH SAATH, TOGETHER WE LIVE

Everybody is equal, all caste, religion, 3rd gender, physically challenged. End of caste based reservations. Just one reservation, to the economic class. Stop this immediately.

EXE. ORDER 9 : BHEEK MAAT MANG, NO FREEBEEES

No free funds. No benefits. No favorite Sisters. Giving free money is poisoning. Make opportunities, help them earn their bread, no begging. No free money for political gains.

EXE. ORDER 10 : JEETO YE JAHAN, OPEN CULTURE

Pay tax to exporters. Make India one of the biggest exporters of products, food & work force. We will be across the globe. Sare Jahan Se Aacha, India Ye Hamara, Hum Bulbule Hai Iski, Yeh Gulsita Hamara.

May these orders be executed, even if I am not elected !!!

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

DRY MIX MORTAR PLANT

Mortar | Grout | Tile Adhesive | Black Box | Putty | Green Sand



INTENSIVE MIXER



PLOUGH SHEAR MIXER



Walplast
Eli Navi Bhavase Ki

UltraTech
CEMENT

ACC

VURA
Time To Build Better



ROKPLAST

sl

MIRAJ
DRYCHEM

Dalmia
Bharat Cement

SUD-CHEMIE

SAINT-GOBAIN

सेल SAIL

calderys

NEPTUNE PROTECH LLP.

+91 8652116480, +91 90337 28672

info@neptuneprotech.com neptuneprotech.com

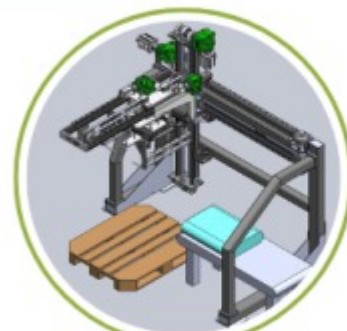


VTC SCREW PACKER & ECO BAG PALLETIZER



**SCREW PACKER
PMT 2.2 / 1**

- ✓ **Dual Weigh Single Discharge** for faster operations
- ✓ Accurate **Net Weighing Technology**
- ✓ Designed for **Open-Mouth Bags**
- ↔ **Packing Range: 10-50 Kg/bag**
- ⏱ **Speed: 8-10 bags/min for 20-25 Kg bags**
- 🎯 **Accuracy: $\pm 100-125g$**



**VTC- ECO
BAG PALLETIZER**

- ✓ **Gantry Type Packing System**—Compact, efficient, and versatile
- ✓ **Capable Of Palletizing 600-800 bags/hour**, ensuring maximum output.
- ✓ **Compatible Gripper To Hold PAPER, Laminated, PP, and HDPE bags.**

Our packing machines are also available with state-of-the-art **Robotic Bag Placers** and **Dispensers**, ensuring seamless and precise handling of bags for improved operational efficiency. Additionally, we offer **Bag Palletizers** designed to streamline bag palletizing process, automate operations, and reduce manpower requirements.

By integrating automation, we deliver **enhanced accuracy, reduced manual effort**, and **increased productivity** for your business.

Contact Us Now to Upgrade to the future of packaging today! sales@vtcorp.in | +91 9323125586

My Technical Support Diaries : A Structured Guide to Troubleshooting (Part One)



This article has been given by Anupam Shil, Head - Technical & Marketing Services, STP Limited (A Berger group company). Anupam is a technical leader with 30 years of experience into Business Development & tech support in Construction Chemicals, Coatings, Lubricants, Seals, Valves and Industrial Consumables. In this article, he gives a very nice and practical guide to troubleshooting while using the various products and services in Construction Chemicals. We will be publishing it in two parts.

INTRODUCTION

The purpose of this booklet is to create a structured guideline for any technical team, to pursue a logical and methodical format of identifying and addressing product complaints. This evaluation will serve as an important information bank for any organization to understand critical and repetitive gaps in the system. It is inevitably crucial for any manufacturer to reduce product complaints, which causes both employee as well as customer dissatisfaction.

CATEGORIZE THE COMPLAINT

One of the foremost tasks upon receipt of a complaint is to analysis from the available information that, 'it falls under which category'? At times it is clear and easily identifiable. But there will be several occasions, where a thorough evaluation becomes mandatory in order to reach a conclusive understanding of the root cause. So, which are these CATEGORIES? The undermentioned figure indicates various complaint categories, which apparently are quite self-explanatory and can be memorized as the STAPP process.

SELECTION

TRANSPORTATION

APPLICATION

PERCEPTION

PRODUCTION

SELECTION

No matter how simple may the product be, people display an inexorable servitude towards picking up the wrong product for a given application. So instead of taking things for granted, we must understand the working parameters depending on the product in question. Some examples below:

MEMBRANE & COATINGS

- Location – Urban, Industrial, Coastal, Chemical, Under Ground
- Position – Subgrade, Terrace, Water Body, Landscaping, Wet Rooms, etc.
- UV Exposure – Indoors or Outdoors i.e., UV & temperature exposure
- Thickness – Desired thickness, DFT in number of coats
- Substrate – Metal or Concrete / Wet or Dry
- Pressure – Hydrostatic Head

SEALANTS

- Joint Type – Control, Expansion, Isolation
- Groove Size – Width x Depth
- Groove Uniformity

GROUTS

- Strength – Target CS versus CS of the surrounding section
- Size of Cavity – L x B x H
- Purpose – Base Plate Cavity Filling / Crack Repair
- Encapsulation – Confined or Unconfined

FLOORINGS

- Strength – Target CS versus CS of the existing floor
- Humidity – Moisture content of the floor
- Load – Maximum rolling load
- Exposure – Spillage conditions
- UV Exposure – Indoors or Outdoors i.e., UV exposure or not

ADMIXTURES

- Moisture – Varying Aggregate moisture content
- Weather – Changing weather conditions, ambient temperature & humidity

TRANSPORTATION

All manufacturers are dependent on transportation service providers in order to move their finished goods from factory to desired destination, either warehouse or worksite. These goods either move in full truck or part truck loads. We must understand that for no transporter, plying a vehicle in part load is commercially viable. Which means that this vehicle shall load goods from other consignors in order to make it full load. This obviously means that the goods loaded, will get unloaded, reloaded and sometimes even transhipped into another vehicle by the time it reaches its destination, increasing the exposure of handling damage.

This apart, any vehicle may get victimized due to road accident or natural calamity, resulting in minor or major damage to the carried goods. Usually, in such a case undamaged goods gets segregated and reshipped. Though such losses can be covered under insurance, the recipients are usually less informed on the procedural formalities to ensure that a smooth claim process can be executed by the consignor. At times, due to presence of secondary packaging, the breakage of the primary packing becomes inconspicuous and remains unidentified by the consignee at the time of receipt.

Every organization must make a robust plan to identify, report and reclaim such losses occurring during the course of transportation. If repeated packaging damage is identified for a certain type of product / package, it must be brought to the notice of QC team so as to initiate corrective upgradation of the packaging material/s.

APPLICATION

Every product is conjoined with its application procedure captured in its TDS (Technical Data Sheet). With time and experience, both the seller and applier gain enough over confidence to ignore this simple piece of document. Quite obvious that each seller keeps selling a variety of products and the applicator team also keeps jumping into different assignments one after another. It is always wise to organize a kick-off meeting among all stakeholders, i.e., supplier & applier; and create a Check List for each job site by referring the product TDS and then commence with the job. (To be continued in next edition)

HAVER & BOECKER



THE ADAMS® TECHNOLOGY WEATHERPROOF. CLEAN. PROFITABLE.



With ADAMS® technology, HAVER & BOECKER has revolutionized the packing market worldwide. The polyethylene bags not only look classy, they are also tear-resistant and weatherproof..

Benefits profitability. Less breakage during transport. Because the bags are weatherproof, they can be stored for longer and even outdoors – which saves even more costs.

The bags are also easy to empty, re-closeable & completely recyclable. And another significant advantage: the ADAMS® systems avoid dust during filling, which would otherwise contaminate working areas. The bag is formed in the machines from a prefabricated polyethylene tubular film, after which the product is filled, and the bag is fully closed.

The size of the packaging is variable; anything goes between 5-50 kilos. Speed is the essence. Originally developed for cement plants, ADAMS® now fills a wide variety of building materials worldwide.

For more information get in touch with us at c.gundigara@haveribauindia.com

HAVER & BOECKER INDIA Pvt. Ltd.

Survey No. 32/4/41 & 42 Khandiwada, Baroda Halol Road,

Post Asoj, Vadodara 391510 Gujarat, India

[L] +91-63573-188-03 • [E] info@haveribauindia.com

[W] www.haveribauIndia.com

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....



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.



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.

In this article we are going to discuss about Basalt Fibre & its applications. The construction industry is constantly evolving with new technologies aimed at enhancing material performance, durability, and sustainability. Let us discuss Basalt fibre which is a natural, inorganic fibre that comes from basalt rock, a volcanic rock (Igneous rocks are formed from the solidification of molten rock material). Basalt rock is found mainly in western & central India. In 1953-1954, the basalt fibre is developed by Institute of Glass and Plastic in Moscow. However, the development of BFRP as a structural material gained momentum in the 1990s and 2000s. It is not a new material, but its applications are surely innovative in many industrial and economic fields, from building and construction to energy efficiency, from automotive to aeronautic.

Basalt Fibre Reinforced Polymer (BFRP) is made through a multi-step process:

STEP 1: BASALT FIBRE PRODUCTION

The powder of basalt rock is melted at high temperatures (around 1400°C) and formed into fibres using a spinning process.

STEP 2: FIBRE PROCESSING

1. Fibre washing and drying is done
2. Fibre sizing and coating: The fibres are sized and coated with a chemical treatment to improve their bonding with the polymer matrix.
3. Polymer Matrix Production is completed.
4. BFRP Manufacturing Fibre placement: The basalt fibres are placed in a mould or onto a substrate in a specific orientation.

BFRP offers several advantage over traditional materials:

1. **Weight reduction:** BFRP's high strength-to-weight ratio enables significant weight reduction in structural applications.
2. **Corrosion protection:** BFRP's corrosion resistance eliminates the need for protective coatings or cathodic protection.
3. **Increased durability:** BFRP's resistance to fatigue, impact, and environmental degradation ensures a longer lifespan.
4. **Improved safety:** BFRP's high strength and toughness reduce the risk of structural failure.
5. **Reduced maintenance:** BFRP's corrosion resistance and durability minimize the need for maintenance and repairs.

Basalt fibre has many other properties like

- Bio-based: Basalt fibre is made from natural resources.
- Non-hazardous: Basalt fibre is non-hazardous.
- Recyclable: Basalt fibre is efficiently recyclable.
- Low cost: Basalt fibre is less expensive than carbon fibre.
- Weather resistant: Basalt fibre is resistant to weather, alkaline, and acids.
- Temperature resistant: Basalt fibre can be used in temp ranging from –200 °C to 600–800 °C.



**READYMIX
CONSTRUCTION
MACHINERY
LIMITED**

IPO OPENING SOON



Established in 2009, offering engineering solutions for design, development, fabrication, and installation of plant & machinery.



Product range: Dry Mix Mortar Plants, Artificial Sand Plants, High-Capacity Silos, etc., with consultancy and annual maintenance services.



Turnkey solutions for cement, concrete, crushing, construction, and building materials industries.



Served 200+ customers in 20+ states.



Supported by a design team of 13 and an R&D team of 14.



Financial highlights (FY 24) - Turnover- 69.79 Cr, EBITDA – 13.66 Cr (19.57%), PAT- 9.28 Cr (13.30%), ROE- 65.90%, ROCE- 48.96%.

LISTING ON  **NSE** | **Emerge**



BOOK RUNNING LEAD MANAGER
HEM SECURITIES LTD.

Disclaimer: The contents herein above shall not be considered as an invitation or persuasion to trade or invest. Hem Securities and affiliates accept no liabilities for any loss or damage of any kind arising out of any actions taken in reliance thereon. Investments in securities market are subject to market risks, read all the related documents carefully before investing.

TURNKEY SOLUTIONS

**“RMX BELIEVES IN PROVIDING A SOLUTION,
NOT ONLY A PRODUCT”**

Readymix Construction Machinery Limited (RMX) offers complete turnkey solutions from design, manufacturing, logistic, civil work, erection & testing.

RMX offers Turnkey Solutions for:

1. Dry Mix Mortar Plant
2. Advanced Sand Plant
3. High Capacity Bulk Filling Terminals
4. Low Capacity Bulk Filling Terminals
5. Powder Material Storage & Handling Systems



At RMX, we excel in crafting customized solutions tailored to the unique needs of our diverse client base. Our rich history of innovation & deep industry expertise enable us to deliver exceptional results that exceed expectations. Whether you're a small business or a large enterprise, our dedication to personalized service ensures your project is uniquely yours.



Shabbir Kanchwala is a seasoned professional with a vast experience of working with big brands in leadership positions. He is a civil engineer with PG in Real Estate Management from NICMAR & Master's degree in Structural Engineering from the University of Cincinnati. He shares an educational article about Net Zero Construction. **Net Zero Construction** refers to the practice of designing, constructing, and operating buildings in a way that they produce as much energy as they consume over a year, thereby achieving a “net zero” energy balance. These buildings aim to minimize carbon emissions and reliance on non-renewable energy sources while enhancing energy efficiency and sustainability.

KEY FEATURES OF NET ZERO CONSTRUCTION

1. Energy Efficiency: Use of high-performance building envelopes (insulation, windows, airtightness). Energy-efficient appliances, HVAC systems, and lighting (e.g., LED lights). Passive design strategies, such as natural ventilation, daylighting, and thermal mass.

2. Renewable Energy:

- Solar panels, wind turbines, or geothermal systems to generate renewable energy.
- Energy storage systems (e.g., batteries) to store excess energy for use during peak times.

3. Sustainable Materials:

- Use of low-carbon, recycled, or sustainably sourced materials.
- Reduction of embodied carbon through design and material selection.

4. Water Management and efficiency :

- Rainwater harvesting, greywater recycling, and low-flow plumbing fixtures.
- Landscaping strategies to minimize water use.

5. Smart Technology:

- Energy management systems and IoT devices to monitor and optimize energy use.
- Automation for lighting, HVAC, and other systems to reduce energy wastage.

6. Waste Reduction:

- Recycling construction waste and designing for modularity or deconstruction.
- Minimizing operational waste through composting and waste separation systems.

7. Site Orientation and Design : Optimizing the building's orientation and design to maximize natural light and minimize energy consumption, considering factors like climate and local environmental conditions.

8. Lifecycle Assessment: Considering the environmental impact of building materials and construction processes throughout the entire lifecycle of the building, from design to deconstruction.

BENEFITS:

- **Environmental:** Reduced carbon footprint and environmental impact.
- **Economic:** Lower energy and operational costs over the building's lifecycle.
- **Social:** Improved health & comfort through better indoor air quality & natural lighting.

CHALLENGES:

- Higher initial costs for materials and technology.
- Need for specialized design and construction expertise.
- Potential regulatory and zoning barriers.

Net zero construction is becoming increasingly important as the world strives to reduce carbon emissions and combat climate change, contributing to more sustainable communities and living environments. Net zero construction is a cornerstone of sustainable development, helping meet global climate goals and fostering energy independence. **It aligns closely with global network for zero net zero certification**



R.S. ENTERPRISES

Protecting what builds the World

ISO 9001:2015



www.rsesolution.com



November 2024 Highlights

Director's Interview at World of Concrete 2024

Key Takeaways from the Interview

- "Automation is not just about speed, it's about creating value".
– Mr. Satish Kumar Jangid, Director
- **Industry Insights:** Emerging trends in automated packaging systems and their applications in construction material industries.
- **Future Vision:** Commitment to sustainable and efficient technologies.

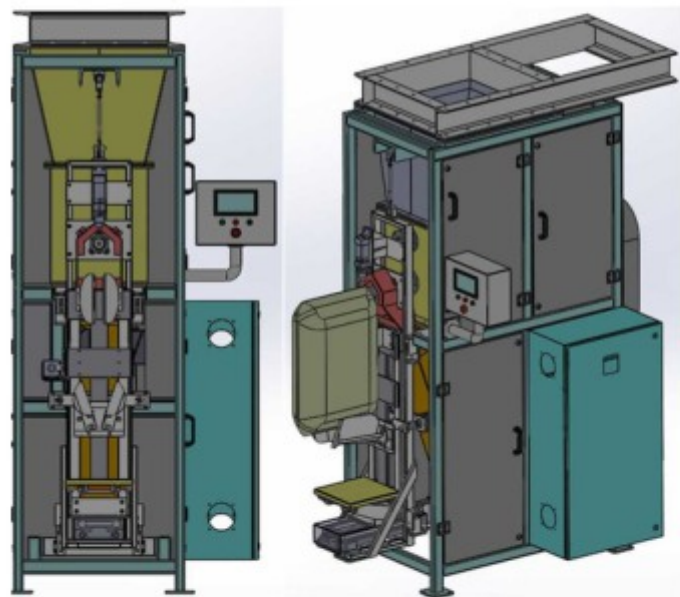


Packaging Machines & Automation Innovations

Electronic Screw Packer

Designed for efficiently packaging free-flowing, powdery bulk materials into valve bags, while weighing the materials in capacities ranging from 20kg to 50kg.

- **Feed Rate:** 300 bags/hour
- **Accuracy:** $\pm 0.5\%$ S.D
- **Application:** Gypsum, Chemicals, Limestone, Bentonite, China clay, Readymix, Wall Putty, Mineral Talc, etc.



Ongoing Developments

1. Gravity Feed Type Packaging Machine
2. Jumbo Packaging Machine
3. Impeller Type Rotary Packaging Machine
4. Automatic Truck Loading Machine
5. Screw Lite Packaging Machine for 1kg to 5kg

Address: Plot No. G1-2, RIICO Indus. Area, Buhana Bypass Rd, Singhana, Jhunjhunu, Rajasthan 333516

Contact: +91 98292 92871 +91 94606 72600 Email: sales@rsesolution.com info@rsesolution.com

India, being one of the largest cement producers globally, plays a critical role in contributing to sustainable cement technologies. The cement sector is responsible for approximately 7-8% of the world's CO emissions, with India's emissions primarily stemming from energy-intensive clinker production. LC3, which uses limestone, calcined clay, and clinker, has been developed as a promising alternative due to its lower clinker content and substantial emission reductions. LC3 is composed of a tri-blend, Clinker (~50-60% by weight) + Calcined Clay (~30-40%) + Limestone (~10-15%)

CHALLENGES IN LC3 PRODUCTION

Raw Material Availability Calcined clay and high-purity limestone are critical for LC3 production. India is rich in clay resources, particularly kaolinitic clay; however, accessibility and quality vary across regions. Kaolinite Deposits are found in Guj, WB, Kerala, & TN, but not all deposits meet LC3 quality standards.	Infrastructure and Technology Limitations Due to required upgrades necessary. The production of LC3 requires advanced processing facilities, especially for calcining clay. Current limitations include: The lack of dedicated kilns for clay calcination, Inconsistent QC measures across existing plants. Limited R&D investment for LC3-specific adaptations in cement plants.	Economic and Regulatory Constraints LC3 production is economically viable with the right scale and incentives. However: Initial capital investments in calcination technology are high. Government policies and subsidies for green cement are evolving, but they are yet to fully incentivize LC3 adoption Pricing: LC3 costs may initially be higher than conventional OPC cement due to infrastructure and raw material sourcing costs.
---	---	--

MARKET POTENTIAL OF LC3 CEMENT IN INDIA

Demand Projections India's demand for low-emission construction materials is rising due to urbanization and infrastructure growth, leading to strong market potential for LC3. A recent shift toward sustainable materials in government projects is also expected to drive demand. Conventional OPC has a stronghold on the Indian market, and awareness of LC3's benefits remains low. Builders and contractors are cautious about shifting from OPC due to concerns about LC3's durability and strength, despite evidence supporting its reliability. Regulatory and Standards for LC3 are under development, but lack of established quality control standards makes market entry challenging.

CONCLUSION

LC3 cement has significant potential to revolutionize India's cement industry, offering environmental benefits without compromising structural quality. To overcome the current challenges in LC3 production, a collaborative approach involving government policy support, industry investment, and widespread education is essential. As India moves toward net-zero carbon goals, LC3 stands out as a pivotal technology, enabling the construction industry to make meaningful strides in sustainable development



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

Looking for End-to-End Building Material Solutions? Look no further.



Dr. B. L. Maheshwari
Founder & CMD



CA Vatsal Maheshwari
Director

Aquaproof, one of India's renowned & respected brands, is all you need for your building material solutions. Backed by experts, who have a track record of quality & success, Aquaproof brings you a wide range of product. From Tile Care and Building Repair to

Paint, Putty and lots more, each one of their product is enriched with in-depth Research and Development. Building material solutions from Aquaproof are not only cost-effective and environment-friendly, but also define new industry standards.



Scan to
explore

An ISO: 9001:2015 Certified Company
Aquaproof Building Solutions Pvt. Ltd.



601, Corporate Arena, Sitaram Patkar Road,
Goregaon (West), Mumbai 400 104

+91-22-2878 2493/95 | info@aquaproofindia.com
www.aquaproofindia.com

AQUAPROOF®

Quality Building Material Solutions

- A Dr. B. L. Maheshwari Enterprise -

THE ECONOMIC TIMES
MUMBAI
THURSDAY | 26 DECEMBER 2024
WWW.ECONOMICTIMES.COM

Cement Industry Aims for Stronger Growth in 2025

Targets 8% sales growth helped by govt's increased spending on infra

PTI



New Delhi: The Indian cement industry, witnessing a consolidation and heightened rivalry between two corporate houses snapping smaller players, is pinning its hopes on 2025 for improvement in sales realisation, higher margins and a demand boost. The sector expects around 8% sales growth, helped by an increased government spending on big-ticket infra projects

Over 50 MTPA (million tonnes per annum) capacity are being acquired for \$4.5 billion by two leading players — Aditya Birla group's UltraTech Cement and billionaire Gautam Adani-led Ambuja Cements, besides organic expansion of the existing units as they have kept their war chest ready prowl for opportunities.

The industry faced challenges on numerous fronts in 2024, right from moderate capacity utilisation to lower sales realisation, which impacted the topline of several makers, contraction of margins and slower volume growth.

However, the year would also

be known for big-ticket acquisitions by UltraTech and Adani Cement to consolidate their positions and achieve their targeted growth ahead of time.

Adani Cements, a lateral entrant in the sector, expanded rapidly with acquisitions of Saurashtra-based Sanghi Industries, Penna Industries, and the purchase of Orient Cement, among others, surpassing 100 MTPA capacity in 2024, within two years of entering the sector. UltraTech Cement, aiming for 200 MTPA by FY27, is also firing on all cylinders to maintain its lead and has strengthened its position with the acquisition of India Cements, while also in the process of acquiring Kesoram Industries' cement business.

According to Deloitte India Partner Rakesh Surana, 2024 was a year of consolidation for the cement industry, marked by significant mergers and acquisitions. "This trend has highlighted a structural shift in the sector, with the largest companies account-

ing for a substantial share of the overall capacity. Currently, the top five cement producers collectively command an estimated 60-65% of the industry's capacity," he said. EY-Parthenon Partner -energy practice Vinayak Vipul said the cement industry has witnessed muted volume growth of 4 to 5% in FY25, compared to over 10% in the past three years, driven by the impact of elections and an extended monsoon across the country. "With utilisation levels below 70%, net price realisations dropped by up to 10 per year-on-year (YoY) in H1, resulting in an overall decline in revenues and a 200-bps reduction in profitability," he said. The industry is adding 35 MTPA capacity in anticipation of increased government spending on housing and infrastructure, with consistent growth of 7-8% expected in the short to medium term, he added.

CHITTARANJAN LOCOMOTIVE WORKS
E-TENDER NOTICE

Plot for Budget Homes

Real estate developers across the country have urged the government to revise affordable housing thresholds, tax structures, and loan benefits in the upcoming Union Budget 2025-26 to support homebuyers and encourage developers to increase the supply of such projects, thereby advancing the government's objective of 'Housing for All'

The sector contributes **53%** to GDP, directly and indirectly, through 256 ancillary industries and employs over 8 crore people playing its pivotal role in India's economy

With immense contribution to GDP, employment generation, and infrastructure, the Indian real estate sector has always been at the forefront of nation-building. Currently influencing approximately 53% of India's GDP, directly and indirectly and employing over 8 crore individuals, this sector holds the key to addressing the housing needs of 40 crore Indians who lack adequate homes **BOMAN IRANI**, President, CREDAI

India has an existing shortage of **10.1 m** affordable housing units, estimated to grow to a cumulative **31.2 m** units by 2030

AFFORDABLE HOUSING SUPPLY DECLINED TO 17% OF TOTAL IN 2024 FROM 26% IN 2021

TEXT: KAILASH BABAR

WHAT INDUSTRY WANTS

An increase in the **₹45-lakh** affordable housing price cap to align with housing prices that have risen around 50% since 2017

To raise affordable housing carpet area in metros from 60 sq meter to 70 sq meter, while keeping 90 sq m for tier-1 and other cities

A **15%** corporate tax rate for affordable housing projects to encourage more development, bridge supply gaps

Extending home loan tax benefits to those opting for the new income tax regime

To increase the interest deduction limit under Section 24(b) from **₹2 lakh** to **₹5 lakh**, benefiting homebuyers

Credit guarantee scheme to cover housing loans up to **₹70 lakh** and home improvement loans up to **₹30 lakh** to reduce lenders' risks

New separate **₹5-lakh** deduction for principal repayment under Section 80C for first-time homebuyers

To boost job creation, help achieve the government's stated objective of 'Housing for All'

Crisil Calls for

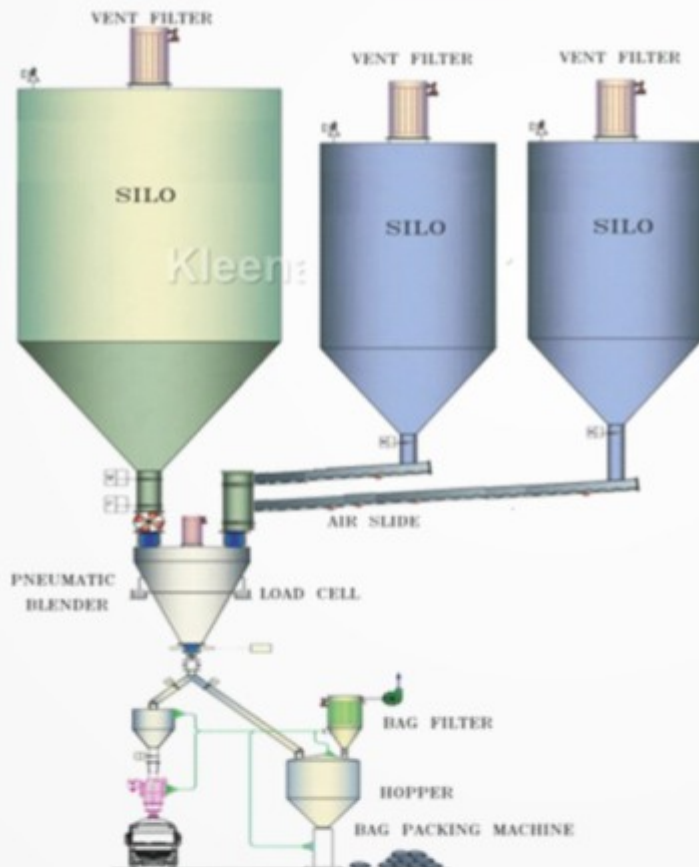
'EASE COMPLIANCE BURDEN'

Focus to be on



PNEUMATIC CONVEYING AND BLENDING SYSTEMS (BATCH TYPE)

Excellence in SOLID & POWDER HANDLING SYSTEMS



Kleenair Systems Pune has an excellent pilot plant, having the following features:

- Pneumatic conveying.
- Pneumatic blending (Batch type).
- Twin shaft blender batch type

The beauty of this system is that anybody can bring in their recipes and the testing can be carried out. Accordingly, the system capacity of the Dry Mix mortar/ Putty plant can be arrived upon.

The pneumatic blender is a very unique machine. It consumes very little power and has low maintenance costs. It is suitable for non-cohesive/ non-lumpy powdery materials.

On the other hand, the twin shaft blender is excellent for cohesive/ lumpy powdery materials, as it has an additional lump breaker facility along with it.

This is one of the unique testing facilities available in India, where the customer can bring up their recipes and test the same.



Chemical



Pharmaceutical



Food



Grains & Spices



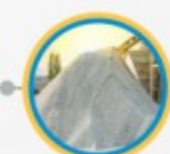
Plastics



Pigment



Ceramics



Cement & Flyash



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



- 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

8 9 10 October 2025
Bombay Exhibition Centre, Mumbai

SOUTH ASIA'S LARGEST & MOST ASPIRATIONAL CONCRETE EXPO



Building Opportunities, Cementing Success

@ South Asia's Largest & Most Aspiring Concrete Show

**WoC India 2025 Edition
is Estimated to Attract**

18,000+
Trade Visitors

400+
Brands

150+
Speakers

Conference, Master Classes
& Innovation Activities - Coming Soon !!!



Be a part of South Asia's premier construction event. Secure your space today!

FOR BOOTH BOOKING, CONTACT

Dr. Mandar Chitre | M: +91 98231 58583 | E: mandar.chitre@batonconsultants.com
Saiprasad Terde | M: +91 99200 50415 | E: saiprasad.terde@informa.com

www.woc-india.com



BATON CONSULTANTS

*Crushing & Screening
Dry Mortars
M - Sand Product
Monthly Newsletters
Exhibitions & Events*

OUR SERVICES:

- *Plant Procurement*
- *Product Improvements*
- *Branding & Channel Dev*
- *People & Processes*

**CONTACT
DR. MANDAR CHITRE**

📞 9823158583

🌐 www.batonconsultants.com

mandar.chitre@batonconsultants.com

