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Benefits : Cement

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Thickening
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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
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Application Speed



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Editor's Page : The Famous Five Types of Personalities



With 30 years of work, I must have interacted with thousands of different types of people. These are from various sectors, locations / nationalities across the globe. I have travelled to 15 countries, seen quarries, crushers, cement plants, iron ore/limestone mines, Ultra-modern Mortar plants to local plants etc. Visited more than 5000 retail counters for the purpose of research. Interviewed over 1000 candidates & fired more than 100 non-performers. All this can be siloed into these 5 categories. Read & Comment.

THE TOTAL WORK-A-HOLICS

Super humans who keep checking emails on Sundays & perhaps think about or even update their To-Do list on holidays. They are the first to reach office & happen to switch off the lights on most days. Retailers are in this category. They work 16 hours a day without lunch breaks & min natural breaks. Such people should not be salaried, should start their own.

THE TOTAL CORPORATES

Ask them the reason, they will show you the email. Ask them info, they will show you the policy. Ask them the figure, they will show you the excel sheet. Sleep with their laptop & to every problem, the solution will be an email/excel/meetings. Never on ground or have ever rolled up their sleeves.

THE TOTAL JUGADUS

Rules & policies not followed. They can travel without reservation. They can do what others cannot even think about. They cannot write good emails, may not be good at excel. Always in a fight with accounts. Never on time. Uncomfortable in a tie or suit. Once given a task, they deliver always, even if a thousand rules are broken.

THE TOTAL POLITICIANS

Securing the chair, ensuring nobody learns their skills, no succession. What they do is not what they think or what they want. They may praise you & speak ill to others. Their top skill – Manipulation (facts, data, assumptions & people). Dangerous but effective, selfish but successful in climbing the corporate ladder.

THE TOTAL CONMEN / CONWOMEN

Fake travel bills, medical bills, customer gift bills, entertainment bills are on the daily work list. Taking commission from service providers, suppliers, a regular routine. Early payment fee and special benefits makes the deal sweeter. If caught, happy to resign & jump. Salary & position does not matter, what matters is the flow from under the table. They know that none of these cases actually reach court, arrest or prosecutions. Alls well that ends in the well.

Who are you ?, are you one of the types, are you a mix of two or three, are you non of the above (tell us if so), it does not matter as long as you are ready to face the fruits of the karma. It is most certain that what you sow so shall you reap.

Keep reading Drycotec Diaries & let us know what are your expectations for us to improve.

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

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My Cement Diaries :
Cement 2.0 : Six Emerging Technologies
That Could Reshape a \$400 Billion Industry



Dr. S. B. Hegde can be introduced as Professor, Ex President - Manufacturing (Cement Industry), Global Consultant / Advisor, Domain Expert in Cement in International Bodies and Recipient of the prestigious "Global Visionary Award" (2020). He is a Seasoned, Global and Accomplished Cement Industry Professional, 3 decades of experience with demonstrated history of working both in and outside India. As pressure mounts to meet global net-zero targets, the cement industry must shift from being one of the biggest emitters to becoming a part of the solution. At our labs, we're exploring six innovative cement systems that could decarbonize the sector — while offering new growth opportunities for forward-looking companies.

Here's a strategic snapshot of what we're studying:

1. Electrochemical Cements (~10–15 yrs)

These replace high-heat calcination with electrolysis to extract calcium without CO₂ release from limestone. Powered by renewables, they enable clean clinker production with minimal emissions — and precision chemistry.

2. One-Part Alkali-Activated Materials (AAMs) (~10–15 yrs)

These are "just-add-water" geopolymers using industrial by-products like fly ash or slag, activated with dry alkalis. The reaction forms dense aluminosilicate gels, offering early strength, shelf stability, and lower carbon intensity.

3. Recycled Cements (~10–15 yrs)

By thermally or chemically treating old concrete waste, we can recover and rehydrate used cement phases. This supports the circular economy, reduces clinker demand, and cuts landfill waste.

4. Carbon-Negative Cements (CNCs) (~15–20 yrs)

These absorb more CO₂ than they emit during curing. Based on naturally carbonating minerals, they permanently lock CO₂ into the structure — making cement a carbon sink, not just a source.

5. Magnesium-Based Cements (~15–20 yrs)

Derived from MgO or Mg(OH)₂, they react with CO₂ and water to form magnesium carbonates. These cements require lower processing temperatures and offer durability in marine environments, but face scaling challenges.

6. Bio-Based Cements (~15–20+ yrs)

Still emerging, these rely on microbial activity to form calcium carbonate or biopolymers that bind aggregates. They are ultra-low carbon, but require further work on durability and scale-up.

Why this matters to CEOs and investors:

- # Unlocks long-term value aligned with ESG and decarbonization mandates.
- # First-movers can lead on IP, market positioning, and partnerships
- # Supports circular, clean-tech business models in infrastructure and housing

These are preliminary insights from our lab R&D. But the direction is clear — breakthroughs in cement chemistry, supported by bold leadership and smart investments, can reshape the future of this trillion-dollar sector. Let's make cement part of the climate solution — not the problem.

My Interview Diaries : The German Angle by Chirag Gundigara,



Drycotec Diaries : Let us about your self & your Company ?

Chirag : I have 16+ years of success in Business Development, Solution Sales, Project Sales, Product Launch & Marketing and Key Account Management, with, proven skills in achieving the nationwide sales target and developing the business for new products & services; expertise in expanding market share, implementing promotional activities, generating new business, maintaining quality assurance and targeting the potential customers. I am also a philanthropist, as I feel that success brings social responsibility, so I am very much socially engaged. Sustainability, Climate Change, becoming Carbon neutral are a few things, which are always top of my mind.

My company HAVER & BOECKER INDIA is your local gateway to the HAVER Group, offering exclusive access to 130 years of experience and innovation in high quality material storing, handling, packing and dispatching solutions from our manufacturing location in Vadodara (Gujarat). It has highly skilled, capable and motivated team of dynamic professionals delivering entire plants / equipment / end-end services / O&M for Cement, Mortars, Chemicals, Food, Building Products and minerals.

Drycotec Diaries : What is your experience & observations about Germany ?

Chirag : Why 'Made in Germany' Still Means Something. Walk into any industrial trade show or manufacturing floor—and there's one label that still commands global respect: "Made in Germany." But what makes German products so consistently high in quality? Here's what I observed:

- **Craftsmanship is a mindset, not a department**

From toolmakers to machinists, Germans take personal pride in doing things right—even the invisible parts.

- **Precision over speed**

They don't chase shortcuts. The obsession is with getting it accurate, not just "done."

- **Skilled workforce / few but highly skilled**

Their dual education system trains youth in both theory & hands-on work. The result? Fewer workers—but highly skilled ones.

- **Repairs are respected**

In Germany, it's common to repair and maintain machines for decades—because quality is built to last, not to be replaced.

- **Processes run the show**

From SOPs to documentation, every small task has a system. That's how quality stays consistent, regardless of who's on the shift.

Drycotec Diaries : So what will you conclude & what is your message for us ?

Chirag : There's a lot we in India can learn from this. Not just in product design—but in building a culture of quality from the ground up.

- ✓ Don't just build to sell. Build to last.
- ✓ Don't chase shortcuts. Chase standards.
- ✓ Train people not just to do — but to care.

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Drycotec Diaries would like to introduce a young & dynamic leader, Parth Patel who has been writing on the social media & have some really interesting thoughts, which I want the readers to view. Parth has passed out in the 2023, after completing his Bachelor of Business Administration from the Auro University of Surat. Parth is focused on his family business & is designed as Chief Growth Officer. Let hear his views on these two fundamentals.

LISTENING

Most Leaders Fail at This One Simple Skill

In conversations — whether at work, with friends, or in family discussions — most people aren't really listening. They're simply waiting for their turn to speak. You've probably seen it:

Someone talks, we nod politely	Our mind races, preparing our reply	The moment they pause... we jump in with our own views
--------------------------------	-------------------------------------	--

What gets lost?

Valuable perspectives	Mutual understanding	Deeper connections
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Listening is not about being silent until it's your turn. It's about giving your full presence, setting aside your mental "reply draft," and truly understanding the other person's message. And here's the magic — when someone feels truly heard, they naturally open up more. They share their thoughts, feelings, and perspectives more openly because they trust you'll receive them without judgement. Unfortunately, many people dismiss others' ideas simply because they clash with their old beliefs — never challenging themselves to see from a new perspective. That's where true listening demands courage: the courage to let your mind be changed. In both work and life, this single habit changes everything:

Stronger relationships	Better decisions	More trust
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In a world where everyone wants to be heard, those who listen stand out. Do you agree that good listening can completely change the depth of any conversation?

BUSINESS

Every day, founders, leaders, and teams wake up and step into a battlefield filled with:

 Pressure	 Strategy	 Conflict	 Grit	 Purpose
--	--	--	--	---

- You're not just managing tasks.
- You're attacking mediocrity.
- You're rallying your troops.
- You're outmanoeuvring chaos.
- You're defending your vision.

 The archer = Long-term thinker with clarity of aim.

 The shield-bearer = The silent protector of company culture.

 The sword-wielder = The action-taker, sharp and fast.

 The leaper = The innovator — daring, wild, and agile.

 The united force = The unstoppable team.

In this game, titles don't win — mindsets do. And the best teams? They don't just survive. They charge forward together.

Strategy or courage — what wins more battles in business according to you?



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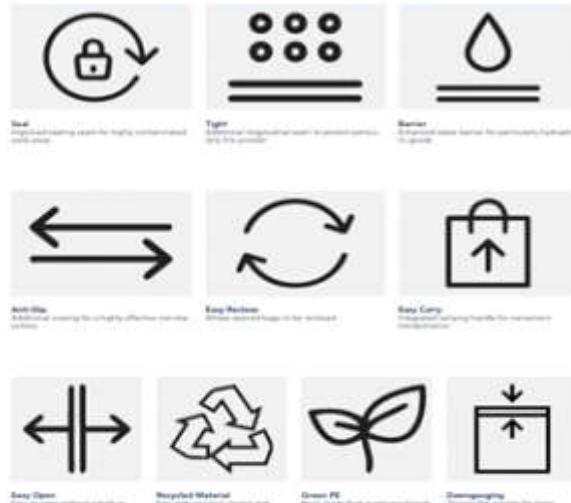


Frank Ormslah
Head of Business Unit
Cement
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Sanjay Chitnis, Retired Sr. Vice President (Technical Services), JK Lakshmi cement Ltd has almost four decades of experience in the field of cement. He is an engineer from the COEP college in Pune, has done 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.

Mr. Chitnis is very punctual, down to earth, smart with Sound civil engineering knowledge coupled with administration & managerial capabilities. He loves writing short articles on Sundays on LinkedIn. We have taken one such very interesting article from him for the benefit of our readers. Every civil engineer, architect or consultant must be connected to latest trends & materials. Today we shall discuss ACP sheet or Aluminium Composite Panel which is a new-age cladding material that's used for building front elevation (facades), interiors, signage, modular kitchen, transportation industry and many more.

ALUMINIUM COMPOSITE PANEL (ACP) OVERVIEW

Composition

Aluminium Composite Panel (ACP), also known as Aluminium Composite Material (ACM), is a flat panel comprised of three principal layers: a top and a bottom coated aluminium sheet, with a core material sandwiched between them. The core is typically made from low-density polyethylene (LDPE) or mineral-based material. To ensure stability and integrity, adhesive films bond the core layer to the aluminium coils above and below.

Variety and Finishes

ACP panels are available in a diverse range of colours and textures, including finishes that mimic wood, stone, sand, and even three-dimensional effects, allowing for great flexibility in aesthetic applications.

Objective

The prominent objective of the ACPs is to decrease the structural weight of building elements. On account of their outstanding strength-to-weight ratio and weightlessness, they are excessively coveted as building materials.

Example of Panel Weight

A typical example of the weight of aluminium composite panels is that a 4mm thick panel weighs approximately 5.5 kilograms per square meter.

Flexibility

ACP is light weight, rigid and durable and offers reasonable fire resistance. It also has weatherproofing capabilities and its colour does not fade on being exposed to sunlight (as per the grade). They can be moulded, cut and shaped to fit more complicated designs.

These panels are suitable for interior and exterior applications, which is why architects and builders often choose them for their projects. Aluminium composite panels (ACP) provide a sophisticated balance between utility and aesthetics. Many developers use these panels to achieve sustainability goals without sacrificing aesthetics.

The cost of ACP sheets can range from Rs 70 to Rs 300 per square foot,

Factors Affecting Price:

- ACP material quality/grade
- Panel thickness
- Design and finish
- Order quantity
- Installation complexity

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POWDER - SLATE
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POWDER - TALC
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POWDER - WHITENING
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“

My Plant Diaries : Suggestions on Setting Up A Financially Viable AAC Block Plant

”



This article is written by **Rhishikesh Chopade** who is the **Director – CEO** in one of the prestigious companies based out of Nashik. He is a Mechanical Engineer from Sir Visvesvaraya Engineering College & has worked in leadership roles. We really appreciate such writings which help all.

As the AAC block industry is growing in India, there are now a wide range of capacity options in plant making companies. This also generates a lot of confusion and myths. The buyer's understanding is not complete. For this reason I am sharing my views on how to setup a financially viable AAC block plant.

Over the years, we have seen customers from different backgrounds like insurance, manufacturing , farming , industrial trading , civil and construction , pharmaceutical , traders of building material and cement etc., have ventured out in this business.

One common mistake or problem we saw that some of them made, was a steep rise in project cost which added to their struggle in the initial period. These struggles kept continuing beyond initial years of setting up.

To solve this problem, we came to a conclusion and a number which will make sure that the AAC plant project will always be viable for any capacity. This basically means that total cost of setting up the project should not go beyond this value, which includes cost of land, civil works, shed, equipment, additional items like forklift loader, power and water cost, liaisoning etc.

To solve this problem, we came to a conclusion and a number which will make sure that the AAC plant project will always be viable for any capacity. This basically means that total cost of setting up the project should not go beyond this value, which includes cost of land, civil works, shed, equipment, additional items like forklift loader, power and water cost, liaisoning etc.

Important : The manpower cost, should be restricted to Rs.200-250/cbm.

Most of them will not agree to this number, but this is what it should be to be successful in this industry. And it is possible with right selection of machines and carefully understanding civil and shed expenditures. Some exceptions are there depending on multiple factors like market condition , prices etc.

Important : The promoters should make sure that the cost of project should not go beyond Rs 1200 / cbm per year.

Which means that the cost of setting up a 1 lakh CBM plant should never cross 12 crores, inclusive all cost , making sure the manpower cost doesn't go beyond Rs 200 – 250/cbm.

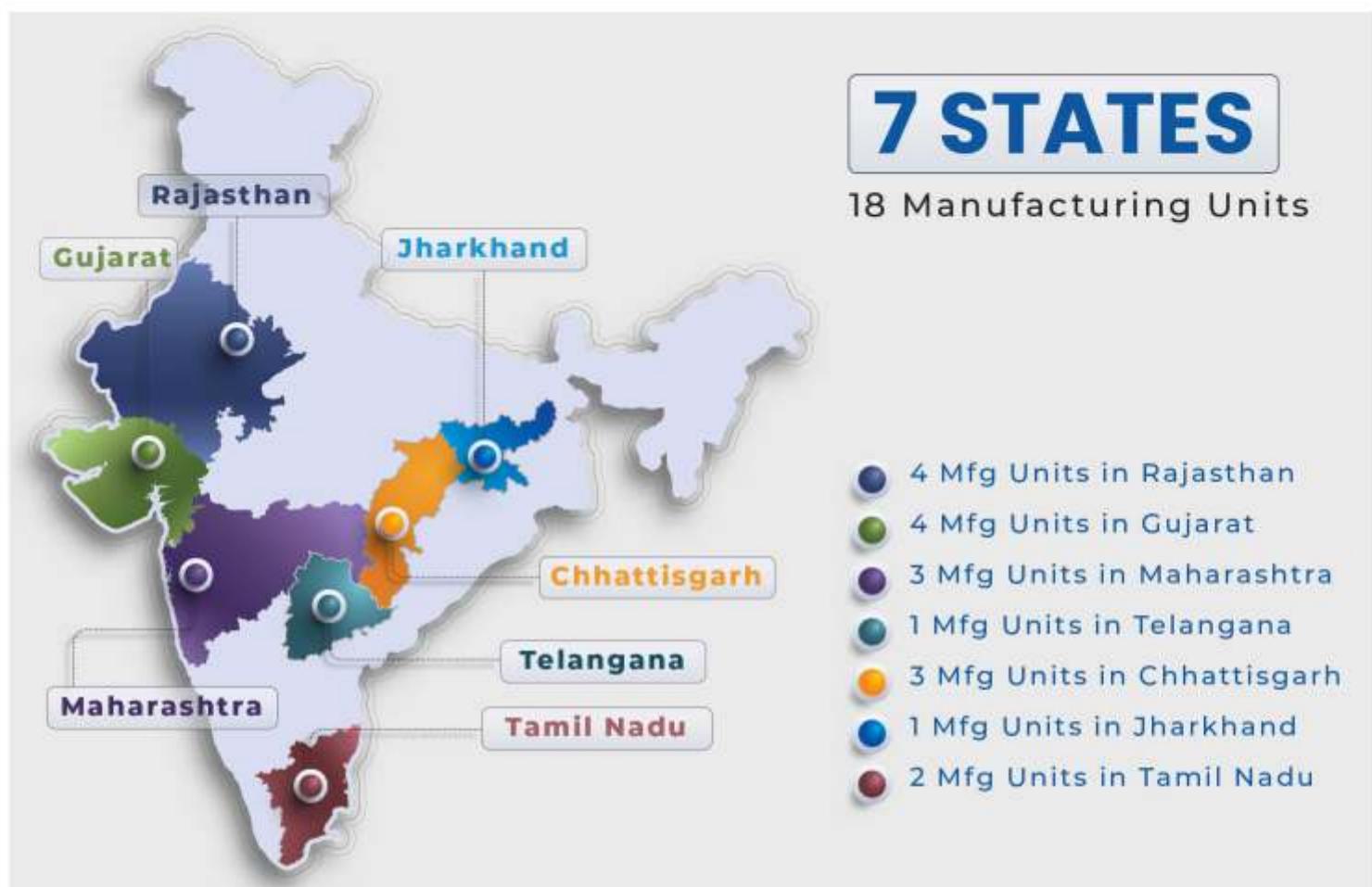
So as we understand this , we should also think how much automation is required and at capacity we stay at the above metrics.

The operational expenses & capex are to be well understood before hand. This also includes which geographical area to select. It should be close to raw materials or close to selling point. The buyers should also check which zone, how much subsidy etc.

All of these are extremely important indicators for a successful AAC Business.

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Govt finalises SOP for M-Sand policy, aims to end river sand mining: Bawankule

EXPRESS NEWS SERVICE

MUMBAI, JULY 30

THE MAHARASHTRA Government on Tuesday finalised the Standard Operating Procedure (SOP) for implementing the Artificial Sand (M-Sand) Policy aimed at ending sand mining from rivers in the state.

As per the Government Resolution issued by the revenue department, information on suitable land for M-Sand units on public and private properties will be compiled and made available on the 'Mahakhanji' for auction. A registered undertaking will be required for setting up M-Sand units.

According to Revenue Minister Chandrashekhar Bawankule, with the SOP now in place, there will be no obstacles in implementing the policy. "Providing an alternative to sand is essential to safeguarding the environment. Therefore, efforts are underway to stop sand mining from rivers completely in the future," Bawankule said on Wednesday.

Ensuring sand availability for construction and simultaneously curbing illegal sand transportation are critical for environmental protection, Bawankule said. The GR stated that the auction process would be conducted for land parcels up to five acres. However, individuals or entities found guilty of illegal mining or transportation will be barred from participating in the auction.

Proposals must include a 'Consent to Establish' certificate from the Pollution Control Board, a No Objection Certificate from the planning authority, an Industry Base Registration Certificate, and necessary permissions under the Maharashtra Minor Mineral Extraction Rules, 2013.

The SOP provides guidelines for local authorities on implementing the policy that is meant to encourage the use of M-Sand as an alternative to natural sand to maintain the environmental balance of rivers.

M-Sand is manufactured by crushing hard stone rocks into sand-sized particles. As per the SOP, existing quarry leaseholders can also apply through the 'Mahakhanji' system for M-Sand production. Upon government approval, the old quarry lease will be cancelled, and a new M-Sand quarry lease will be executed, said the resolution.

M-Sand unit holders must apply separately for concessions from the industry department. The first 50 projects in each district will be eligible for concessions from the revenue and industry departments. A secondary transport permit will be mandatory for the sale and transportation of M-Sand, the GR stated.

Unit holders must establish the unit within six months and obtain a 'Consent to Operate' from the Pollution Control Board before starting production.



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July 2025 Highlights



PROJECT OVERVIEW:

- Client: Schwing Stetter India Pvt. Ltd.
- End User: Kajaria Tiles (Dry Mix Division)
- Location: Kajaria Mfg. Facility, Rajasthan
- Scope of Supply: Impeller Type Open Mouth Bag Packaging Machines alongwith Industrial Stitching Conveyors
- Automated Weighing & Bagging Systems
- Material Handled: Dry Mix Mortar, Tile Adhesives, Plaster, etc.
- Packing Range: 20kg to 50kg



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EXPANDING HORIZONS:

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Hi there. What should we dive into today?

Tile Adhesives



Quick response



This is a recent introduction to Drycotec Diaries. We ask different AI engines to tell us about products of our sector. This report is from Copilot who was asked about Tile Adhesives

Drycotec Diaries : Can you give a market overview on tile adhesives in India in 2025

Copilot : The tile adhesives market in India is undergoing a major transformation in 2025, driven by construction booms, evolving consumer preferences, and technological innovation. Here's a comprehensive snapshot,

Tile Adhesives Market Overview – India, 2025

Market Size & Growth

- Valuation (2025): ₹ 25.8 billion (approx. USD 309.6 million)
- Projected CAGR (2025–2035): ~10.4%
- Forecasted Market Size (2035): ₹ 69.3 billion (USD 831.4 million)

Key Growth Drivers

- Urbanization & Infrastructure: Rapid expansion in residential and commercial construction is fueling demand.
- Shift from Traditional Mortars: Builders and homeowners are moving away from cement-based mortars to high-performance adhesives for better durability and aesthetics.
- Rising Disposable Income: More consumers are investing in premium tiles and finishes, boosting adhesive demand.
- Eco-Friendly Trends: Growing preference for sustainable, low-VOC adhesives is shaping product innovation.

Type	Description
Cementitious Adhesives	Most common; cost-effective and easy to use
Epoxy Adhesives	High strength, chemical-resistant
Dispersion Adhesives	Flexible, water-based, used for wall tiles



Top Tile Adhesive Brands in India (2025)

Brand Name	Parent Company / JV	Strengths & Differentiators	Market Position
Pidilite (Roff)	Pidilite Industries	Market leader; strong retail network; trusted consumer brand	Dominant in retail & DIY
MYK LATICRETE	MYK Group + LATICRETE (USA)	Premium-grade adhesives; ISO-certified; strong in epoxy segment	Preferred by professionals
Saint-Gobain Weber	Saint-Gobain Group	Eco-conscious, fast-setting adhesives; backed by global R&D	Strong in urban markets
Ardex Endura	Ardex (Germany) + Prism Cement	Tailored for Indian climate; high bond strength	Industrial & commercial focus
Fosroc India	Saint-Gobain (acquired 2024)	Heavy-duty adhesives; chemical resistance; technical support	Infrastructure & large-scale
Bostik India	Arkema Group (France)	Flexible, fast-curing adhesives; global innovation	Growing in premium segment
JK TileMaxX	JK Cement	Cost-effective; strong bonding for large tiles	Value-focused segment
Walplast (HomeSure)	Walplast Products Pvt Ltd	Quick application; residential focus; emerging brand	Fast-growing challenger

Note : All this data & figures have been taken from the AI platform Copilot which is owned by Microsoft. I am not 100% confident & convinced that these figures are completely accurate. Drycotec Diaries does not make any claim about the validity of this data & have published only what came out of the search.

In case some of you have a strong disagreement with the brands mentioned above & feel that your own brand is missing, then you need to increase your digital presence and bombard the social media with information. I guess this is how it will function now & decisions will be taken accordingly. Let us together enter the era of AI.

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