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Application Speed



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Editor's Page :

Superstitions, Beliefs & Fears



PLEASE DO NOT READ THIS ARTICLE IF YOU ARE A STRONG BELIEVER OF ALL SUCH THEORIES

I am a complete non-believer of all such theories and therefore suggest that you do not read this article because it can cause disturbances and disagreements. But for those who are with me or neutral, please read it.

Black is Bad

In some areas if the color of aggregate or sand is black, they do not use it for construction. Millions of tons of waste material from ornamental black stone is lying un-used and blocking field areas only because of this superstition. Material is bought from other areas by paying extra transportation just to ensure that it is not black. Such a waste of fuel & resources.

Amavasya (New Moon Day) / The Eclipse

Workers do not work on this day. Any new work or travel cannot be done on this day. Road, construction work stops. It becomes a holiday & most of them are in the local bar drinking and relaxing. What a hypocrisy, what has the poor moon got to do with your work.

Lemon Chilli & Charcoal

To ward off evil. The real evil exists in the corruption and lousy works that the roads of India get due to which traffic has to crawl, time and money is wasted. Lemons should be put in the eyes of these corrupt people & chilies can be put in the area which I cannot mention here.

The Beliefs (Vastu / Feng shui / Numerology / Astrology)

I was talking to a consultant who told me that the fees are always paid in cash. "Wat a Joke". Nice way to spend your black money to get good things. Do bad things, generate black money and use it to bring luck in your business and life. Just ridiculous!

Improving your business / Generating Good Luck / Bringing Prosperity & Health is what everyone wants. If you are a bad person or cheater or part of corruption, no such beliefs will help.

Vaishnav Jan To, Tene Kahiye Je Peed Paraayi, Jaane Re (One who is a true devotee of Vishnu is the one who feels and understands the pain of others.

Par Dukhe Upkaar Kare Toye, Man Abhiman Na Aane Re (Helps those who are in misery but never lets pride enter their mind.)

This is a popular Gujarati bhajan written by poet Narsinh Mehta in the 15th century, encapsulates the qualities of a true devotee of Vishnu & emphasizes virtues such as empathy, humility, purity of thought, and selflessness. The bhajan gained widespread popularity and significance when it was adopted by Mahatma Gandhi.

I am nobody to speak on such greatness. On daily basis, my wrong doings keep rising. To practise what you preach is something which I am struggling to master. Let us hope we all do it soon.

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

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My Commercial Diaries :

Factory Planning : Baton Consultants Review

TOP TEN PARAMETERS TO DESIGN A GOOD FACTORY / PLANT

1. LAYOUT

Keep space for Raw Material Storage, Finished Goods, Rainy Season, to maximise Work Flow. Remember 80% invoicing and dispatch happens in the last 5 days of the month. So be prepared to manage this rush.

2. CAPACITY

The Mixer Size determines it all. The packing technology is the second parameter. Determine the production capacity needed to meet future demand. Plan for scalability and flexibility in case of future changes.

3. PEOPLE

Most manufacturers give a labour contract and never bother to see how many actual workers are available. Plan for the number of workers, their roles, and required skills. Consider ergonomic factors to enhance safety and productivity.

4. PROCESS

Ensure smooth flow of raw materials, components, and finished goods. Implement lean manufacturing techniques to reduce waste and bottlenecks. Manage the Sand Storage and bulking up of capacity during rainy season. Cover the area to ensure water entry does not happen.

5. SAFETY

What Safety, Why Safety, How Safety. I have seen that most of us do not have this parameter in consideration at all. Adhere to workplace safety regulations and standards. Design emergency exits, fire safety measures, and signage.



6. ENVIRONMENT

Watch out neighbours, are we in the Orange or Red Zone as per the industrial laws. Our plants emit large volumes of dust and neighbours may create trouble. Do you know what is Net Zero, are we doing something about sustainability. Consider lighting, ventilation, and noise reduction. Implement eco-friendly practices and waste management systems.

7. VENDOR DEVELOPMENT

Our biggest vendor is the transporter. Without them, we are finished. The goods must arrive and depart on time. Else it is a big chaos. Use just-in-time (JIT) inventory systems if suitable.

8. OPERATIONS

Plan for electricity, water, HVAC, and other essential utilities. Do we need a genset. It will be very important. Our biggest motor is in the mixer. Minimum requirement to run the mixer should be mandatory.

9. MAINTENANCE

When is your battery water changing time, when is your packer rotor change time, when is your conveyor belt greasing schedule. Do you have a check list, do you have a calendar. Are you doing it when it breaks down. My observation is that such meticulous planning is very rarely observed.

10. QC

Last but certainly not the least Quality Control technology is having the lowest importance in our industry. We are only bothered about the product quality. However there are so many areas which also need QC. Use statistical tools to monitor and improve quality. Keep a check list. Because QC is a mind set. Do it for yourself and not just for your customers.



VT Corp introduces Advanced Packing Technology to combat Monsoon challenges and prevent moisture in packaging materials.

With the arrival of the monsoon season, industries face concerns related to moisture and water exposure during storage and transportation. Moisture not only compromises product quality but also leads to financial losses, operational inefficiencies, and reputational risks.



**VIP 3.1
VAC ULTRA**



VT Corp is proud to introduce its latest advancement in packing technology, engineered to eliminate the risks associated with monsoon-related moisture exposure.



CHALLENGE

Minimal exposure to moisture can result in **lump formation** or **degradation** of packed materials. Conventional sealing systems often fail to provide the level of protection required in high-humidity conditions.

PROBLEM IDENTIFIED

- Compromised material quality
- Increased product rejections or returns
- Shortened shelf life
- Operational and logistical setbacks



THE VT CORP SOLUTION

Key features of the upgraded technology of VIP 3.1 VAC ULTRA include:

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- **Ultrasonic sealing of the valve** ensures a secure, tamper-proof closure.
- **Spill-free packing system** with a specially designed spill-free gate and inflatable nozzle minimizes product loss.
- **Enhanced protection during storage and transit** offers improved security and longer shelf life for your materials.

“**Setting a New Benchmark in moisture-resistant Packaging Solutions**”

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My Marketing Diaries : Shop Pics : A Picture Report



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MULTI BRAND BOARD



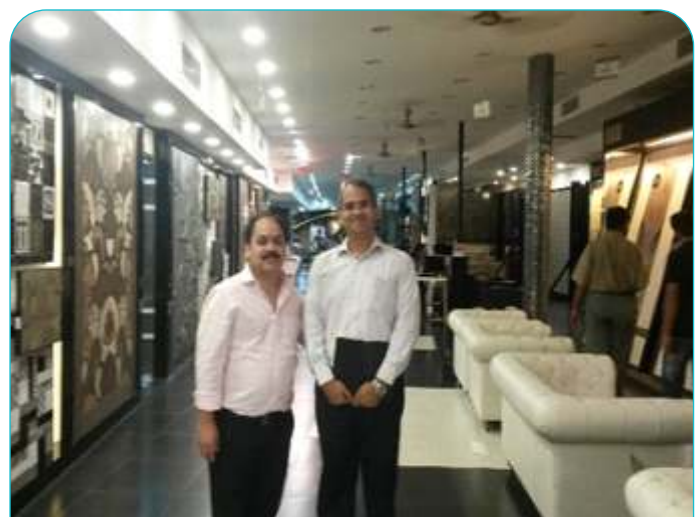
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BAG ON BUCKET, DOUBLE BRANDING



EXPLAIN BOARD



TILE COUNTER, LARGE



SHELF STACKING



DOUBLE BOARD, HORIZONTAL & VERTICAL



VERY CLOSE BRANDING



LARGE PAINT BRAND & SMALL SHOP NAME



SELF BOARD



COMPETITION TOGETHER



BALLOON BRANDING



EVERYBODY TOGETHER



KEEP IT, FEEL IT



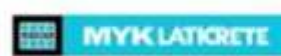
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| POWDER - TALC |
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| POWDER - WHITENING RED OXIDE |
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My Tile Diaries : EN12004 : Baton Consulting Review

Code of Tile Adhesives is very simple and yet very complex. The knowledge about this code is very very limited. Sell what you have and have what you sell is the more pragmatic way the market functions. However to clarify what we mean, we wish to make it simple for our readers,

| | | |
|----------|-----------------------|------------------------------|
| C | • Tensile Adhesion | • Checked with Pull Out test |
| T | • Slag Resistance | • Thixotropical |
| E | • Extended Open time | • Only with C |
| F | • Fast Setting | • Only with C |
| S | • Deformity | • High & Medium |
| D | • Shear Strength | • Can be medium or High |
| R | • Reaction Resin Type | • Cannot be C or D |
| D | • Dispersion Adhesive | • Cannot be C or R |

Note : 1 is normal & 2 is Improved. You can have a C1 or C2 & S1 or S2 depending on the specification requirements.

| | Class C1 | Class C2 |
|---|---------------------------|-------------------------|
| Tensile adhesion strength after dry storage | $\geq 0.5 \text{ N/mm}^2$ | $\geq 1 \text{ N/mm}^2$ |
| Tensile adhesion strength after water storage | $\geq 0.5 \text{ N/mm}^2$ | $\geq 1 \text{ N/mm}^2$ |

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- Different printing possibilities can be added on the machine (for Lot number, color, barcode etc.)
- ADAMS 5-25 or 15 - 50kg bags in one machine (has to be checked with the density of the products)
- Easy cut bags are possible, to allow a fast opening of the bags
- Handle punch unit possible for easy carrying of the bag
- Only 65mm overlapping of the bag - up to 10% smaller in volume than of a paper bag - Save money



- About Machine - The ADAMS is Plug and Pack system - short commissioning times
 - * The machine is fulfilling OIML regulations
 - * Easy changeovers, now screw dosing system
 - * Easy to access, and to maintain
 - * Rotating packing machine
 - * Re- closing device available

Note : Over 150 sold machines worldwide

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

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PM MODI LIKELY TO LAY FOUNDATION STONE LATER THIS MONTH

Naidu's Dream Project Amaravati Capital City Takes Off, Finally

Nidhi Sharma

New Delhi: Andhra Pradesh chief minister N Chandrababu Naidu's dream project of a new capital city of Amaravati has finally taken off the ground with work on 38 projects worth ₹37,702 crore in different stages of execution.

The foundation stone for the greenfield capital city on the banks of Krishna river is expected to be laid by Prime Minister Narendra Modi later this month. This will signal the formal re-initiation of Naidu's pet project of a sustainable greenfield city, which has been planned

between Vijayawada and Guntur. It is an ambitious project spread across 217 square kilometres, with Andhra Pradesh Capital Region spanning an area of 8,352 square kilometres. ET gets an exclusive peek into the contours of the city as various projects take off.

SEVEN SUB-CITIES

After the bifurcation of Andhra Pradesh in 2014, Naidu planned a new capital city for the state. A Master Plan was prepared with the help of the Singapore government. With Naidu back at the helm, work on Amaravati has been re-initiated. The government is following the original Master



After bifurcation of Andhra Pradesh in 2014, N Chandrababu Naidu envisaged developing a new greenfield capital city of Amaravati

With Naidu back as CM, the project has been resurrected

PM Modi laid the foundation stone of Amaravati on October 15, 2015

Between 2014-19, a Master Plan was developed with the help of Singapore govt

Work came to a standstill after Naidu lost elections in 2019



Plan. Andhra Pradesh Capital Region Development Authority (APCRDA) is the main agency executing and coordinating between different government departments. A group of ministers oversees the allotment of land to different organisations.

The city is being planned around seven sub-cities according to the different service sectors. These sub-cities will include government city, justice city, finance, knowledge, health, sports, electronics, media and tourism. The government city will have the assembly, secretariat, housing for MLAs and officials. These will be the first buildings to be comp-

leted in Amaravati by 2028. Other buildings to come up will include BITS Pilani (planned for 2026) and XLRI.

FINANCING SUPPORT

With Naidu's 16 MPs providing the much-needed stability to the NDA government at the Centre, his dream project has got the desired financial support. The overall cost is estimated at ₹65,000 crore.

The World Bank and Asian Development Bank, along with the Government of India, have agreed to provide financial assistance of ₹15,000 crore. HUDCO has already signed an agreement to extend a loan of ₹11,000 crore. Dis-

cussions are underway with Germany's KfW bank for an additional ₹5,000 crore. APCRDA is designing massive branding programmes to attract anchor investors and private sector participation for economic development; promoting PPP projects and planning suitable SPVs for viability gap funding and other financial models to facilitate successful PPP projects.

To support infrastructure development and ensure timely repayment of loans, the government plans to adopt a land monetization strategy. A significant portion of developed land will be utilized to generate revenue.



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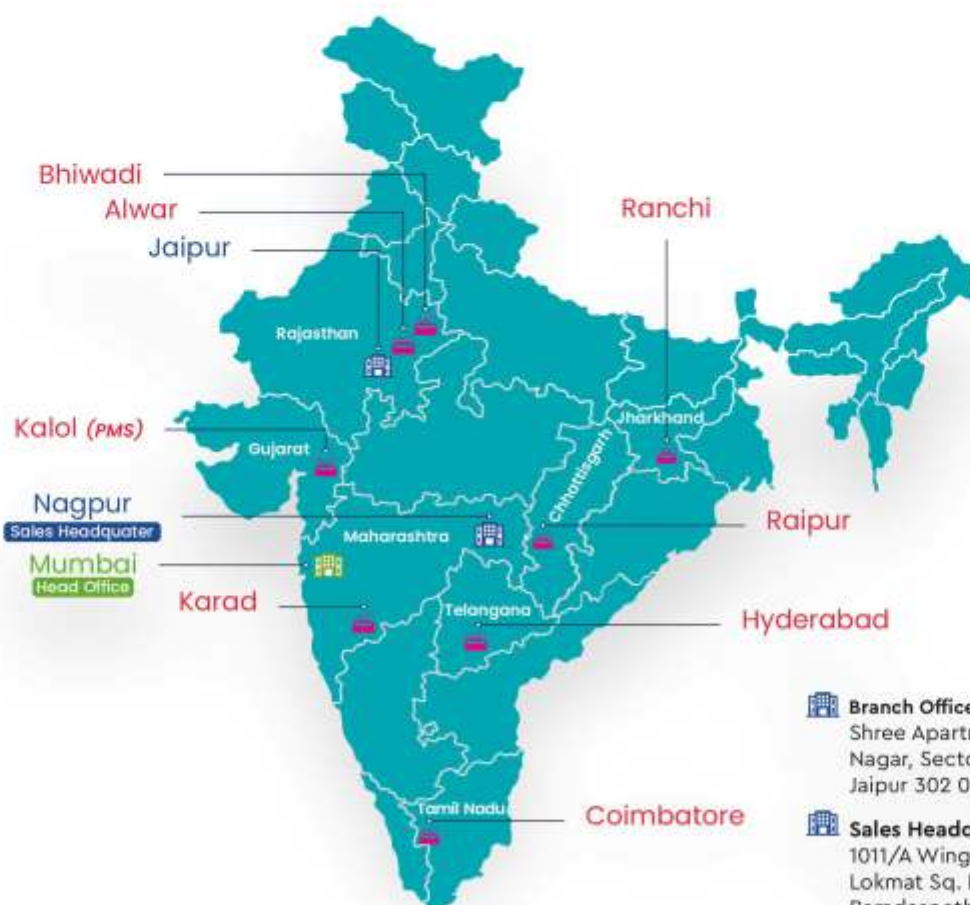
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Soft Prices, Rising Input Costs Likely to Make a Dent in Cement Cos' Profits

Except UltraTech, earnings of most cos may be up to 55% lower year-on-year: Analysts

Nikita Periwal

Mumbai: Weaker cement prices along with higher input costs are expected to weigh on the March quarter earnings of cement companies, despite the industry clocking around 10% volume growth year-on-year, analysts said.

Companies had steadily increased cement prices each month since December, with cumulative hikes exceeding 3%, but they had to partially roll back prices in March due to resistance from the market. As a result, while cement prices in the last quarter were 1-3% higher compared to the December quarter, they were 2-3% lower compared to the quarter ended March 2024.

"With a forecasted drop of ~2-3%, Q4FY25 marks the fifth consecutive quarter of average cement prices tumbling YoY pan-India," said ICICI Securities analyst Navin Sahadeo.

Except for market leader UltraTech Cement, most major cement producers are expected to report between 5% and 55% profit declines year-on-year due to shrinking mar-

gins, analysts said.

UltraTech is likely to buck the trend, helped by a 12-15% volume growth following acquisitions and cost efficiencies from operating leverage.

The March quarter is a seasonally strong period for cement producers, marked by a spike in volume sales along with some pricing power; compared to the December quarter. Hence, companies are expected to report a significant jump in profits sequentially.

Sales volume growth in the last quarter has been the best through 2024-25 ended March, and will shore up volumes for the fiscal into mid-to-high-single digits, analysts said. This will also help the revenues of most cement producers rise up to 15% on year in the March quarter.

A few companies, though, could report a decline in their top line, they said.

The profitability of companies, meanwhile, will be impacted by a surge in pet coke prices, which have increased 14% in the domestic market and 17% in the international markets, sequentially.

"Since the cement industry's op-

Weak Mix

Consolidated Net Profit (in ₹ cr)

| | Q4 FY24 | Q3 FY25 | Q4 FY25* |
|------------------|---------|---------|-------------|
| UltraTech Cement | 1,474 | 2,259 | 2,084-2,737 |
| ACC | 1,092 | 945 | 352-524 |
| Ambuja Cement | 2,620 | 1,526 | 618-978 |
| Shree Cement | 676 | 194 | 287-560 |
| Dalmia Bharat | 320 | 66 | 283-300 |
| Nuvoco Vistas | 100 | (-) 61 | 76-85 |

Sources: Kotak Institutional Equities, Nuvama Institutional Equities, Axis Securities, ICICI Securities
*Estimate



rating cost per tonne is directly impacted by fluctuations in pet coke and imported coal prices, a \$10 change in either fuel source results in a ₹30-40 per tonne variation in operating costs," Axis Securities said in a pre-earnings note.

As a result, the earnings before interest, tax, depreciation and amortisation (Ebitda) made by companies on every tonne of cement sold is seen lower as compared to the year-ago quarter.

The operating margins of companies are also seen 100 basis points lo-

wer on an average.

"We expect margins to have peaked in the near term, given the recent increase in pet coke prices," Kotak Institutional Equities said in a note.

As compared to the first half of the fiscal, earnings of cement makers were stronger in the December quarter, although they remained weaker in comparison to the previous year.

In the March 2024 quarter, cement makers saw a 11-12% growth in volumes, while operating profit per tonne improved, helped by lower costs.

Earnings Preview



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Share of Affordable Housing Sales in Top 7 Cities Declines

Unsold stocks down 19% amid low supplies in March qtr; luxury inventory rises 24%

Falzan Haldar

New Delhi: A lack of supply in the affordable housing segment helped in reducing the unsold stock 19% year-on-year to 113,000 units in the quarter to March, according to a report by real estate consulting firm Anarock.

Its data showed that the share of affordable housing in sales in the top seven cities in India fell to 18% in 2024 from 38% in 2019, while its supply share plunged to 16% from 40% during this period.

The segment took a major hit after the Covid-19 pandemic as buyers adopted a cautious approach, with new supply and sales declining sharply in recent years.

Meanwhile, luxury housing – units priced about ₹1.5 crore – saw a 24% surge in unsold stock to more than 113,000 units by March-end from 91,125 units a year ago, fuelled by robust demand and new supply.

Bengaluru led the cities in affordable category recovery with a sharp 51% drop in unsold stock, followed by Chennai's (44%). Hyderabad was the only city to witness a 9% increase in its affordable housing stock in the March quarter, to about 1,815 units.

"Affordable housing faced the sharpest pandemic fallout, with sales and new launches shrinking in the top seven cities. In contrast, luxury housing soared, with its sales share rising from 7% in 2019 to 26% in 2024, and new supply share doubling from

Highs and Lows

AFFORDABLE HOUSING TRENDS

Unsold stock down
19% YoY to
113,000 units

The segment took a major hit after the Covid-19 pandemic as buyers turn cautious

11% to 26%," said Anuj Puri, chairman, Anarock Group.

But the segment saw unsold inventory pile up due to increased supply and cautious investor sentiment amid the ongoing global economic uncertainty. Among the top seven cities, Chennai and Pune were the only to see their unsold luxury stock decline in the period, by 4% and 11%, respectively. While Chennai's current unsold luxury stock is at 2,453 units, Pune's is at 3,668 units.

The National Capital Region, Mumbai Metropolitan Region, Kolkata, Hyderabad and Bengaluru also saw their unsold luxury stock rise.

"The build-up of stock in luxury housing, which has been the top-performing segment in the past two-three years, is largely due to significant supply additions in the last one to two years," said Puri.

HDFC Cap, Eldeco Tie Up to Launch Housing Projects in Smaller Cities

Bengaluru | New Delhi: HDFC Capital Advisors, the real estate private equity arm of HDFC Group, has set up a ₹1,500 crore platform with the Eldeco Group to develop residential projects across tier-2 and tier-3 cities.

The platform plans to develop 18 residential projects totalling 10 million sq ft across multiple smaller towns, including Panipat and Sonapat in Haryana, Rudrapur and Rishikesh in Uttarakhand, Ludhiana in Punjab and Kasauli in Himachal Pradesh, said company executives.

The new residential projects will have a combined gross development value of more than ₹11,000 crore, they said.

"We are bullish on the potential of tier-2 and tier-3 towns situated within a 300-km radius of major metropolitan areas. Our partnership with Eldeco aligns with our long-term vision of catalysing the development of sustainable aspirational housing for India's expanding middle class," said Vipul Roongta, MD and CEO, HDFC Capital. — **Our Bureau**

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- 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.

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Technical Laboratories: Noida | Thane

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Old Offices, New Opportunities

There is an estimated **₹45,000 crore** (about **\$5.3 billion**) opportunity in retrofitting opportunity in India's office space in seven big cities, shows a JLL India study. This includes modernising building design and infrastructure, integrating advanced technologies, enhancing user experience and embedding climate-resilient features into existing office spaces.

Text: KAILASH BABAR

POTENTIAL
62% of India's Grade-A office stock, or **530.8 m sq ft** needs upgrades

WHY UPGRADE NEEDED?
To meet future occupier and sustainability requirements

1 Demand soaring from tenants for quality assets as they move on from 'commodity' assets

2 Tenants, investors seek to create low-carbon, sustainable and resilient buildings



BUSINESS CASE FOR UPGRADE:
Upgraded assets can see **15-30%** higher rents, with some submarkets potentially promising **40-50%** premiums

RETROFITTING POTENTIAL ACROSS KEY CITIES

| City | Upgradable Stock (m sq ft) | Investment Opportunity* | Key Submarkets | Rental Premium Potential (%) |
|-----------|----------------------------|-------------------------|---|------------------------------|
| Bengaluru | 155.9 | 14,410 | ORR Southeast, Whitefield, SBD City | 10-25 |
| Chennai | 60 | 4,390 | PBD OMR, SBD, SBD OMR | 16-43 |
| Delhi-NCR | 88.2 | 7,690 | Gurgaon NH-8, Noida-GN Expressway, Noida City | 17-35 |
| Hyderabad | 95.7 | 7,010 | Hitec City, Gachibowli | 19-36 |
| Kolkata | 7.2 | 600 | Rajarhat, Salt Lake | 10-20 |
| Mumbai | 72.4 | 7,240 | Navi Mumbai, Western Suburbs, SBD BKC | 20-50 |
| Pune | 51.5 | 3,690 | SBD East, Suburbs West, SBD West | 10-24 |

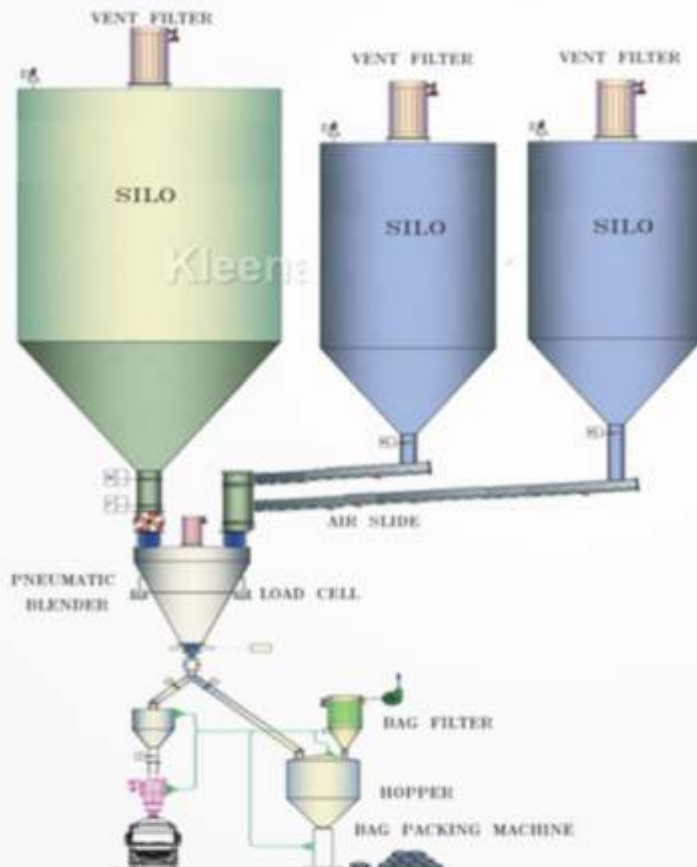
(* in cr)

Source: JLL Research



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



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PRODUCT IMPROVEMENTS

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