

# Drycotec Diaries





Veendam, Netherlands

## STARCH ETHERS FOR DRY MORTARS

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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

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*next level* in performance and cost efficiency.  
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### 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



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



# Editor's Page : April Fools !!!



Who is a Fool ?, please don't answer this question before reading my editorial message. I will show you ten types of fools. Read and let me know if you agree. No problem if you disagree. I am open to accept your logical explanation.

## **1. Expects increment without performance**

Targets are incomplete. New customers / channel partners / areas not added. You have good excuses, probably genuine. Sometimes nothing much can be done. Hey, but it does not mean that you should expect a raise. Perform or perish you fool.

## **2. Does not travel to market when business is doing well**

Excellent flow of orders. Vehicles getting dispatched daily. Target overachieved. Relaxing at home, watching every possible web series. Boss is happy. My dear, it was just a big project that clicked. It will soon be over. Continuous Market coverage is oxygen. Don't be a fool to avoid it.

## **3. Thinks that they are the market leaders**

We are the market leaders. We get what we want. What we don't get is what we don't want. Sometimes we feel that we are god. Overconfidence leads to arrogance. Arrogance breeds competition. The Lamborghini is a live example of such a foolish attitude. Nothing is permanent.

## **4. Prepares Schemes without asking the customer**

You have fantastic ideas & high design capacity. But he who does not prepare the scheme with ideas from market is according to me a fool.

## **5. Hires employees without thorough examining & background checks**

No comments. Just foolishness

## **6. Fires employees without examining**

Unfortunate. Needs a good root cause analysis before taking a big decision.

## **7. Does not follow the Appraisal process**

Most of them do not do it. Appraisal is just a few minutes of uncomfortable discussion which is unnecessary. Such a foolish approach.

## **8. Still writes the Fax Number on the visiting card or website**

Seriously...

## **9. Prepares formulations for own satisfaction**

Egoistic. "If I cannot do it, it cannot be done" – wow, a big fool !!!

## **10. Is not thinking about Green products**

You should, else our children may not get enough fresh water.

**April Fool Everybody !!!**



## DRY MIX MORTAR PLANT

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



INTENSIVE MIXER



PLOUGH SHEAR MIXER



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**16|17|18** October 2024  
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## TEAMS UP FOR UNVEILING PIONEERING CONSTRUCTION MORTAR TECHNOLOGIES

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**ANNOUNCING 2<sup>ND</sup> EDITION OF**

# BLAST-2-PLAST

**DATE:** 16-18 October 2024


**VENUE:** Bombay Exhibition Centre, Goregaon (E), Mumbai

**PAST EDITION'S SUCCESS GIANTS: BRANDS THAT MADE WAVES**



and many more...

**FOR MORE INFORMATION, CONTACT**

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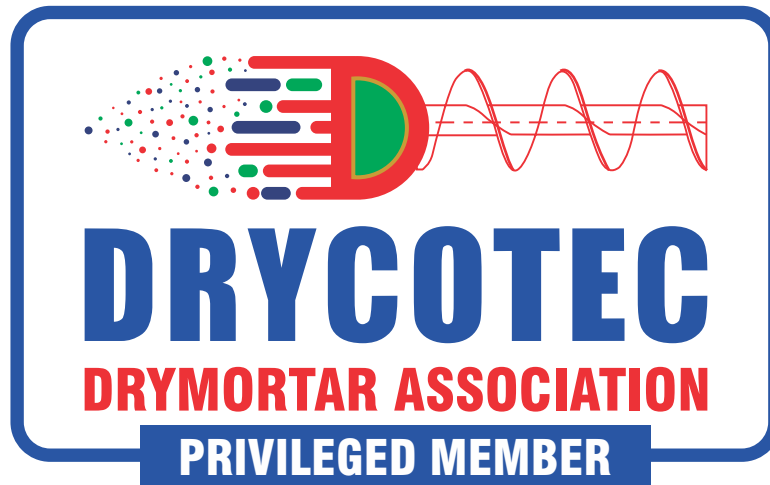


Following the triumph of Quarry Forward 2023, bauma CONEXPO INDIA and Baton Consultants Pvt Ltd are thrilled to [#announce](#) their second collaboration, promising an even more spectacular [#QuarryForward](#) conference scheduled on **13th December 2024 at IEML, Greater Noida.**

Baton Consultants is composed of a team of experienced professionals with more than two decades of collective expertise in quarrying and processing. Their expertise lies in guiding companies to enhance process efficiency, procure the right equipment, strategize product diversification from sand, and minimize energy consumption in drilling, blasting, and crushing through the utilization of cutting-edge technologies.

This year's program kicks off with [#QuarryCertifications](#), leading into [#Roadshows](#) across major cities and culminating in the [#MainConference](#) at bauma **CONEXPO INDIA 2024.**

Come join us on this journey as we honor and celebrate excellence within the **“Quarrying Industry”**



## **DRYCOTEC DRYMORTAR ASSOCIATION WELCOMES THEIR NEW MEMBERS**

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**Construction**  
**Chemicals**



I am not very happy with writing this article because it leaves a sad taste. It is very unfortunate that we have such practises. But the worst part is that the creators and users of these practices are truly proud of their work. As I keep travelling across the country brushing with the walls of construction sites, strange things come to my notice and I get amazed. Why do they follow such wrong things, why doesn't someone tell them that it is not right, why are we not confident to call a notch trowel a notch trowel. Well, I do not have the answers but you are requested to read some of these wrong practices and suggest what can be done.

### **1. PUTTY + LW PLUS PLUS**

Mixing a bottle of LW+ while mixing wall putty is seen. When asked why, I was informed that it helps the putty to become more smooth and definitely helps as a waterproofing agent. Not sure how putty does water proofing but they are confident.

### **2. CEMENT + TILE ADHESIVES**

The mason said "this is a chemical for tiles, but it does not work if cement is not added to it. Thus T1 or T2 whichever adhesive has a better scheme is selected and small quantities of cement are added to it for the best results. Well, what goes inside is what god knows and the results will come after a few years so no problems at all.

### **3. TILE ADHESIVE T1 + ARALDITE**

A tin of 2 component glue with hardener cost about 3000 rupees. Why are you using it along with T1 to stick granite slab on the wall. Why cannot somebody inform them that they need to study the IS15477 and decide which product to purchase.

### **4. TILE ADHESIVE T1 + FEVIQUICK**

A dash of salt and pepper makes food really tasty. A dash of Feviquick does not do anything to the T1 tile adhesive while laying tiles on the wall. Not sure how they got this idea. Hats off to Pidilite for excellent marketing. It works like a spell.

### **5. PUTTY AFTER PRIMER**

For good quality, always put a layer of wall putty after the primer – said the head mason and I felt like jumping down from the 15th floor of a reputed under construction building. Please note that these guys apply 2 layers of wall putty, then primer and plus 1 extra, extra, extra layer of wall putty for the best effect. I surrender.

### **6. POP IN PLACE OF WALL PUTTY**

Rich amount of hardened lumps of POP were there on the floor. I could not understand why was so much repair and refilling required for a new construction. Then the light fell on the wall. They were using POP in place of wall putty to make the wall zero-zero. Large quantities of water was mixed with POP to make a dilute paste to ensure that it does not harden fast. Hard trowelling and fast work actually was not making it well. I did not dare to ask if they were planning a putty layer later.



## 7. RICH THICKNESS OF THIN BED MORTAR

Notch trowel is just not present in 80% of the sites which use thin bed mortar. It is impossible to apply a thin bed layer without it. They do the same job as per normal mortar and end up with creating a large layer of high strength barrier between lite, porous and low compressive strength blocks. The result, we all know.

## 8. GREY WALL PLASTER + GYPSUM PLASTER

I understand that you have lot of money. I also understand that you want to build a solid home. I also understand that you do not want to compromise on any parameter. Boss, still no need to put thick layers of both plasters, no point in having it twice.

## 9. SAND PAPER ON PUTTY

A very nice layer of putty was applied and I was very happy to see that it was not easily coming on my hand. Powdering was almost negligible. Then disaster strikes. A helper starts profusely abusing the wall by scraping out the putty by a strong sand paper. The brilliant idea was to make it coarser so that another layer of putty would stick better making the wall completely free of water proofing. God save the world.

## 10. USING T4 TILE ADHESIVE FOR FLOOR

No, they were right. They wanted the best. They asked before making the purchase. Their ground + 2 mansion used M45 concrete. May be the plan was to make elephants dance on the terrace. I saw then make a design with cut pieces of natural stone in a design. Very artistic. Using the most expensive tile adhesive which was available in the market. I am not sure which of these practise should be no.1 in the list of incorrect works. We also need someone who would challenge my observations and say that these practises are correct and I am the one who does not know how to do it. Certainly yes, I have very little knowledge and my hunger to learn takes me places.

Please correct me and add some of your stories to our list. We are all ears and eyes. Keep reading and keep commenting.





### RMX PIONEER'S



**MR.ATUL KULKARNI**



**MR.ANAND WATVE**



**MR.PRASHANT KANIKDALE**

### "It all began in 2008...."

In the wake of 2008's global economic turmoil, amid uncertainty, a remarkable story of innovation, resilience, and growth began to unfold in the building and construction industry. It was a period marked by both challenge and opportunity—when the demand for infrastructure and real estate projects surged globally, heralding a new era of expansion.

Seizing the moment, three visionary engineers with a wealth of experience and a shared passion for the construction industry embarked on a journey that would redefine their careers and leave an indelible mark on the sector.

Their venture "RMX", initiated amid a global crisis, was fraught with the unpredictability and trials that often accompany the infancy of a business. Yet, propelled by their unwavering belief in their work and collective expertise, they navigated through these tumultuous times. The result was an astounding achievement of delivering over 50 silo systems to their customers in their very first year, underpinning their commitment to excellence and customer satisfaction.

### Project Division Kicks off.....

The year 2009 brought with it a formidable challenge—the export of a 500-ton capacity fly ash silo to Dubai. This undertaking tested their operational capabilities and their resolve to succeed on the international stage. Triumphant, they not only met this challenge but also continued on a path of growth that saw them reach a milestone of 1000+ silo systems by 2016.

The subsequent years saw these trailblazers expanding their horizons beyond silo systems to offer customized solutions across a broad spectrum of construction needs. From fly ash improvement projects in the United States to developing specialized equipment for building product factories, their innovative approach paved the way for a new division dedicated to personalized project solutions.

### Big Addition in 2016...

2016 marked a significant pivot towards India's dry mortar plant and wall putty industry, a sector experiencing rapid growth due to the construction boom. Identifying the unique challenges and opportunities within this niche, they launched a fully automated Dry Mix



Plant in Andhra Pradesh, setting a new benchmark in the industry. Their ventures into this sector underscored a business strategy and a mission to deliver superior solutions to their clients, culminating in partnerships with major corporations and the establishment of over 70 automated plants across India.

### **Taking it therein 2019....**

By 2019, their commitment to innovation led to strengthening their R&D department, focusing on developing cutting-edge solutions such as ultra-high-performance concrete and sophisticated packing machines, high capacity silo systems upto 3000 ton to 6000 ton, further solidifying their position as industry leaders.

### **Next Step towards Sustainability 2020....**

The journey towards sustainability took a significant step forward in 2020 with establishment two plaster sand manufacturing plants in Mumbai and Pune. These plants showcased their commitment to environmental responsibility, producing high-quality sand with minimal dust generation.

### **Summing Up....**

Today, this story of growth, innovation, and commitment unfolds within the more prominent Super RMX family, encompassing over 200 staff and associates and a legacy of over 2500+ silos, 70+ dry mortar plants, 25+ high capacity silo systems, 650+ belt conveyors and numerous customized projects. It's a testament to the vision and perseverance of three engineers who, in the face of adversity, not only dreamed of building a better world but also took the concrete steps necessary to make it a reality. This narrative, rich with achievements and milestones, is not just a chronicle of a company's growth but a beacon of inspiration, showcasing what's possible when passion, expertise, and commitment converge.



### ELEVATING HR: NAVIGATING EMERGING BEST PRACTICES

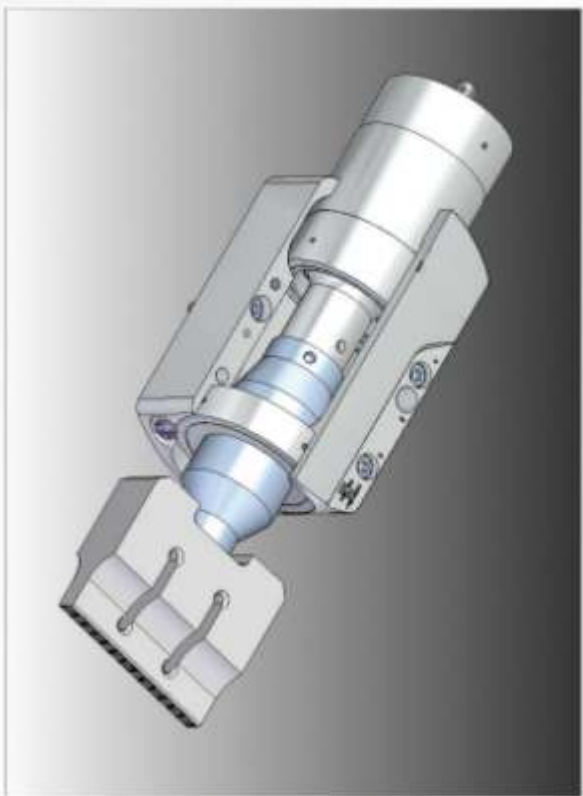
In the dynamic world of integrated major plants, staying ahead means not just producing quality cement but also nurturing a workforce that's equipped for excellence. Here are some HR best practices, including a few emerging trends, that can make a significant difference:

Leverage AI and machine learning for predictive analytics and streamline HR processes with cloud-based systems.	Adapt agile principles for increased flexibility in responding to workforce needs.	Extend these options to a broader range of roles and create robust remote work policies.
Go beyond physical well-being to support mental health, financial wellness, and stress management.	Securely manage HR records with blockchain, reducing the risk of fraudulent documentation.	Enhance the entire employee journey with design thinking principles and feedback-driven improvements.
Embrace Gig workers and freelancers to add flexibility to your workforce.	Sustainability and ESG: Incorporate ESG principles into HR practices, aligning with sustainability goals.	Make data-driven decisions with AI-driven talent analytics for workforce planning.
Provide personalized learning journeys and micro-learning opportunities.	Automate routine HR tasks, reducing administrative workload.	Promote neurodiversity by actively recruiting individuals with neurological differences.
Utilize immersive technologies for safety and technical training.	Encourage internal mobility and offer clear career development paths.	Build trust through transparent data handling and compliance with data privacy regulations.
Support ERGs (employee resource group) to drive diversity, equity, and inclusion initiatives.	Anticipate well-being challenges and provide timely support.	Equip leaders for effective management of virtual teams.
Ensure secure and fair compensation with blockchain technology.	Boost engagement through gamified learning experiences.	Capture real-time employee feedback for continuous improvement.

By embracing these emerging HR practices, plants can not only attract top talent but also foster a culture of innovation and continuous improvement in their workforce management.



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## My Sand Diaries : The Good Sand : Baton Consultants Review

### THE LOCATION

Once upon a time, there was a vast sea that lost all its water, leaving behind large sand dunes. Rajasthan is a state blessed with a plethora of natural resources. During my visit to one of the sand zones, I stumbled upon the missing sea. Millions of tons of excellent quality sand are available for producing mortars. It is all there, waiting for us to utilize.

See the google map picture.



### THE MINES

It is so interesting that you do not need any crusher or pulverizing device. You can simply excavate it and start using. So easy, so simple. As if nature has opened a shopping centre and you just pick up any product from the shelf. See the picture of the mines below,





## THE PRODUCTS

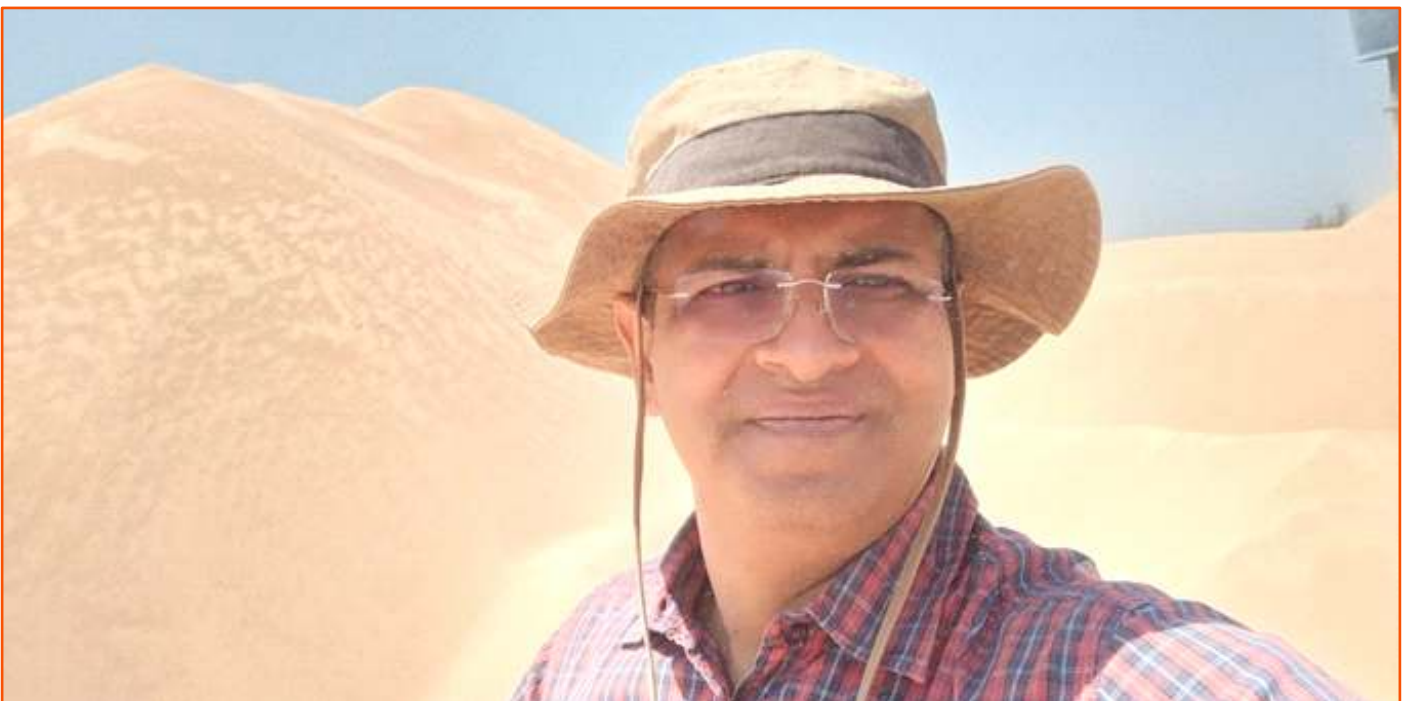
A negative thing about these areas is the technology used. I could see the mine owners use very old methods. They are using trommel screens which can produce separation accuracy to the capacity not exceeding 1 or 2 tons per hour. The modern technology can provide more than 30 tons per hour. Secondly, the accuracy of separation is very weak. If the right machines are used, they could achieve the accuracy required.



Three basic types of separation is available. The fine, medium and coarse. You have a -300 Microns, 600 Microns and 2 mm. These are good for making most of the mortar products.

## THE STOCK

It is available, lots of it, dunes and dunes. Just take it. We just need to figure out a way to transport it. A good rail network would help. The picture below is not the Runn of Kutch but the finished product areas of one of the mines.



For more information, please feel free to contact me  
on + **91 9823158583** or **[mandar.chitre@batonconsultants.com](mailto:mandar.chitre@batonconsultants.com)**

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**SECTOR, WHICH** has seen average rates decline for fifth month in a row, may benefit from fall in input costs & states' resumption of infra spends

## Cement Prices in Free Fall, But Demand Expected to Recover

Rajesh.Naidu@timegroup.com

**ET Intelligence Group:** Cement prices fell for the fifth consecutive month in February 2024. According to various channel check reports of brokerages, the all-India average cement price dropped by 1.5% to ₹362 per 50 kg bag from a month ago.

Demand for cement has been weak for the past few months. A host of factors impacting construction activities include extreme weather, fog in the northern region, and issues pertaining to availability of sand. In addition, a higher competitive intensity has prompted larger cement companies to focus more on generating higher sales volumes rather than keeping cement prices firm.

Dealers expect demand to recover once states resume spending on infrastructure after general elections. Also, real estate companies have been showing good traction in residential sales. According to analysts, demand for residential properties has been higher than the existing inventory in the market. It is estimated that real estate generates 55% of total cement demand while the remainder is from in-

frastructure projects.

Benign cost of raw materials is another positive for the sector. Domestic and international pet coke prices were 25-31% lower in February compared with the year-ago levels. The power and fuel costs of cement firms are likely to decline by ₹150-200 per tonne year-on-year in

the March 2024 quarter.

Analysts estimate that large firms including UltraTech Cement and Ambuja Cements will benefit materially once the demand recovers given their cost-efficiency, lean balance sheet, wide geographical presence and well-calibrated expansion.

### Raw Material Costs of Cement Firms

Month	Average US Petcoke Price (\$/tonne)	Domestic Pet Coke (₹/tonne)	South African Coal (\$/tonne)
Mar-23	164	17,654	132
Apr-23	144	16,511	131
May-23	127	14,639	114
Jun-23	107	13,230	102
Jul-23	108	11,856	101
Aug-23	122	13,182	112
Sep-23	128	14,329	116
Oct-23	128	13,660	129
Nov-23	132	14,509	113
Dec-23	123	13,546	109
Jan-24	113	13,172	97
Feb-24	117	13,172	94
Mar-24	123	13,237	101

Sources: MOFSL, Bloomberg, Industry





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## Apollo DryMix Mortar Plant



Apollo dry mortar plant basically consists of a drying systems, loading system, conveying & weighing system, highly accurate weighing system to mix sand, cement and additives in required proportion where it finally gets the exact composition of the required mortar. Once it is prepared, dry mortar is available for bagging & ready to be transported to market. Apollo manufactures 5 TPH, 10 TPH, 15 TPH, 20 TPH, 25 TPH, & 30 TPH capacity plants.



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## My Tech Diaries : The Testing Jugad : Baton Consulting Review



### How to test without the testing equipment ?

At the outset, this article is not promoting non-standard practices or not against the standard methods of testing the specifications of dry mortar products. Readers have to understand that the article cannot be used as an ultimate solution to your problem or product development. It is advisable to consult us before making such experiments. The article is intended to help small manufacturers who do not have the lab or equipment to test and are still on their way towards developing the brand. Big Brands never became big on day one. They went through a lot of struggle and poured their sweat and blood to become big. You also can do it. Just be with us and we will help you make it to the top. Contact us at [www.batonconsultants.com](http://www.batonconsultants.com)

Question : How do you conduct a test and compare two different products which claim to have the same characteristics ?

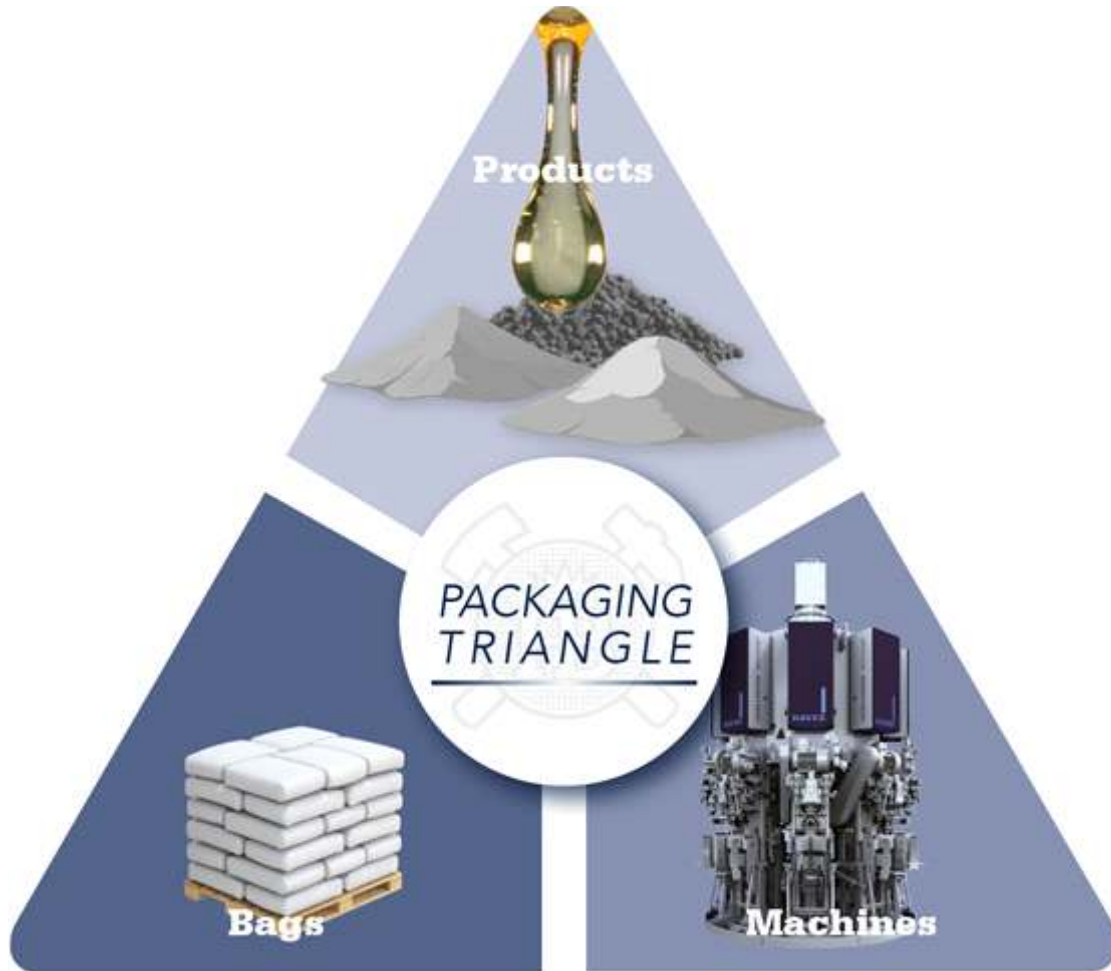
Question : How do you develop a product to fit price schedule and also match the specifications of the competitor in the market ?

Question : How do you ensure that the product that you have developed will pass the test & not fear because of low quality chemicals used ?

### THE ANSWER

Build some local test procedures. Create equal environments. It is very important that you treat both products in same stress levels. We created two products and tested them on AAC blocks. Half sample was stuck to the block and the other half was suspended in air. The suspended portion was tested after 24 hours. The test was conducted by keeping block by block one at a time. Once again I am mentioning that the same treatment is to be given to both. The objective is not to build as per standards but to only compare two products to withstand the test of stress.





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## My Environment Diaries : PRADEEP MAHESWARI



**Pradeep Maheshwari** is an entrepreneur & a passionate strategist who is intensely toiling for the upliftment of his province. In this article he describes the problems & solutions of FlyAsh.

FlyAsh – Flyash causing a serious health issue across the country. Government should take fly ash related health issues seriously and convert them into opportunities.

1) **\*MILLION OF TONNES\*** FlyAsh lying unused near Govt power plants causing huge water usage, crop losses, Cancer Asthma TB like critical illness suffered by people in Nagpur Chandrapur Akola. Most of Mahagenco plants fully failed to handle FlyAsh issues.

2) **\*NTPC AND MP BIRLA GROUP\*** Managing their Fly Ash issues much better by inviting large Cement Grinding Units near by. NTPC tied up with Ultratech now expanding from 2 MMTPA to 5 MMTPA. Same way MP Birla running Grinding unit at Butibori. Govt with all out efforts can invite 4-5 more Cement Grinding Units near Generation point.

3) **\*WHY SUCH UNIT WILL COME AND INVEST?\*** Because Maharashtra largest consumer of Cement where cement coming from 6 states having huge logistics cost but here using Mumbai Nagpur E Way, Delhi Nagpur Freight corridor Cement can be delivered at much lower costs to direct consumers. No multiple Handling. Industry department officials are now visiting investors' doorsteps in Mumbai. Many top corporate companies based in Mumbai are leaving the state. We need to ensure that people do not suffer from critical illnesses by air and water pollution.

### HOW FLYASH ISSUES CAN BE RESOLVED

4) **\*HOW CEMENT GRINDING UNITS HELP\*** Simple Ultratech Business model can be replicated with little sweetener as sympathy for poor common man. At Present Rs 600/- average cost of FlyAsh (Ash free only transport) Now after 30% mixing with clinker it moves to consumers again average Rs 600/- pmt average. Here Grinding unit near power plant can save this. Rs 400/- average FlyAsh managing cost must be passed on to Grinding units. **\*SAVING WATER AND CUTTING POLLUTION\***

5) **\*NAGPUR MOST SUITABLE AS CEMENT REACHING NEAR CONSUMERS\*** No Dump or storage required as in few hours 40 districts can be reached finally saving huge costs of Storage, Logistics and multiple handling. Commercially viable proved by 2 large cement companies working near Nagpur.

6) **\*CEMENT ATTRACT 28% GST\*** Where after mixing in clinker 30% Ash also attract GST. Here given Rs 400/- Incentives by Mahagenco can be fully compensated with no spending towards Ash Management. We all know recently 7 dumpers fully drowned in Ash pond at KORADI. Every monsoon lots of ash flowing in KANHAN River.

NOW TIME HAS CHANGED PROJECTS COMING WITH LOTS OF NEGOTIATIONS WITH STATE GOVT. THIS CIRCULAR ECONOMY BASED PROJECT NEED IMMEDIATE ATTENTION.



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- Additives
- Instruments



- Carbon Black



- Cellulose Fibres



- Pigment Dispersion



- Biocides



- Fumed Silica
- Crosslinkers
- Organosilane



- Photoinitiators
- Oligomers & Monomers



- Cyclohexane / Cyclohexanone
- MEK Oxime



- Speciality Fillers & Ciment Fondu



- Vinyl Resins



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## BIZZ BUZZ HYDERABAD 25 MARCH 2024

### Housing sales up 20% in top 6 cities

The growth trajectory of the country's economy, coupled with controlled economic policy environment has boosted the confidence of homebuyers to make the plunge

BB BUREAU  
HYDERABAD

HOUSING sales in India's top six cities – Delhi NCR, Mumbai, Bengaluru, Hyderabad, Chennai, and Pune –surged by 20 per cent during the January-March period, as per a report of NoBroker. The number of housing units sold has reached around 1.47 lakh units. This anticipated growth reflects the resilience and potential of the market, fuelled by ongoing developments and investments in the property market.

Amit Agarwal, CEO & Co-founder of NoBroker.com, said: "The average rent increase has been higher than average salary increments across cities which has prompted potential home buyers to take the plunge. While rents may stabilise with more supply coming in gradually, they will not come down. This year has begun with an outstanding start, observing heightened demand and exponential surge in property transactions."

"The growth trajectory of the country's economy, coupled with controlled economic policy environment has boosted the confidence of buyers to make the plunge. Although the property price escalations persist, we



are anticipating robust sales, which is indicative of buoyant homebuying sentiment and buyers' persistence to owning a physical asset. This outlook is further steered by relatively cheaper home loan interest rates, which currently varies between 8.30-11.15 per cent per annum," he said.

"It is interesting to note a new trend emerging among homebuyers, indicative of a 'K-type' growth trajectory. Individuals previously eyeing properties within the price range of Rs 80 lakh to 1 crore are now upgrading their preferences above the Rs 1-crore mark. They are choosing bigger unit size and properties within gated societies."

However, those initially consid-

ering homes between Rs 60 to 80 lakh are opting for more affordable options, marking a downward shift in their housing choices. This divergence in purchasing behaviour underscores the diverse impacts of market dynamics on different segments of the population, contributing to the bifurcation of growth patterns.

Against a backdrop of surging demand, we have even observed that certain projects have been absorbed within a day of their launch, underscoring the rapid pace of transactions in the market.

Furthermore, properties nearing completion are witnessing a notable uptick in prices, intensifying the frenzy among buyers to secure their

purchases before further escalations. Adding to this dynamic landscape, there's a discernible trend emerging where grade-B builders command prices on par with their grade-A counterparts, signalling a levelling of the playing field in terms of pricing dynamics.

Given the strong residential demand and the surge in input costs, there will likely be sustained pressure on property prices, resulting in further upward revisions. Also, the easing of retail inflation in India has the potential to positively impact real estate buyers by enhancing affordability, improving borrowing conditions, and fostering a more conducive market environment for property transactions. NoBroker's annual real estate report 2023 highlighted the enduring confidence of investors in real estate as a prime investment avenue. This is evident from 74 per cent of the surveyed participants expressing a preference for it over other more volatile options such as SIPs, stocks, gold, and bitcoin. Among the major cities, Delhi-NCR and Bengaluru account for 45 per cent of total sales. In fact, Bengaluru is set to witness over 25 per cent jump annually vis-à-vis 2023.



boosting a surge in revenues.

boosting a surge in revenues.

managing director, HealthQuad.

## Realtors Home in on Religious Cities to Build Business

Developers launch projects in places such as Ayodhya, Varanasi, Tirupati, Vrindavan amid huge demand from buyers

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**New Delhi:** Religious cities across India are becoming a hotbed for property development, fuelled by a rise in spiritual tourism.

Cities like Ayodhya, Varanasi, Vrindavan, Haridwar and Tirupati are seeing developers from Delhi and Mumbai acquire land and launch residential projects.

"Cities with religious significance consistently attract home buyers, both local residents, and outsiders, for various purposes including personal use and investment. These cities are often chosen not only for their spiritual appeal but also as potential retirement destinations," said Aman Sarin, director and chief executive officer, Anant Raj.

Anant Raj has recently launched a project in Tirupati, Andhra Pradesh, with a saleable area of about 1

million sq ft. The project will comprise nearly 1,900 residential units, all configured as 2-BHK units, and is slated for completion by 2027.

"The infrastructure projects and ease of doing business has helped developers to look beyond the

cities they are in. With multiple projects, we have a customer base who is looking for a home in religious cities. We are exploring for opportunities in Vrindavan and Ayodhya as infrastructure push will

increase the real estate demand as well," said Rohit Sabharwal, director at Sabh Infrastructure.

With millions of visitors flocking to these destinations, the economic scenario of

the area tends to improve, offering numerous opportunities and enhancing the purchasing power of residents as well as industrial development in these cities.

The Confederation of Real Estate Developers' Associations of India (Credai) recently hosted developers in Varanasi where many expressed interest in starting projects in city

the huge demand.

The Uttar Pradesh government is also acquiring land in religious cities to develop theme-based townships. It has planned a 1,000-acre township in Ayodhya which will be a blend of contemporary and traditional architectural elements.

Land prices and property-related transactions in Ayodhya have surged about 50% since the groundbreaking ceremony for a grand temple to Lord Ram was performed in August 2020.

The temple was inaugurated this January. As per estimates from the Ram Temple Trust, the temple, once fully completed, could see 80,000-100,000 visitors daily.

The Ayodhya district administration has said it will offer all facilitation to investors under the present policies of subsidies and incentives. Similarly, in Vrindavan, land prices have more than doubled since Covid.

Sanctioning of Bankay Bihari Corridor, a 5-acre development, has also increased demand with the opening of Jewar airport expected to further fuel the growth. The influx of tourists is leading to the opening of new hotels in these cities. Rental markets for apartments and existing small houses are now being showcased on internet portals, generating interest from potential tenants across India and driving rental rates.



VARANASI SAHJ

## HIGHLIGHTS

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