

# Drycotec Diaries





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](mailto:Karan.Ghelani@imcd.in)

[www.avebe.com](http://www.avebe.com)  
[Jagdeep.Singh@avebe.com](mailto:Jagdeep.Singh@avebe.com)



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





I want to lose weight. I want to become fighting fit. I want to say goodbye to belly fat. I want to live longer and healthier. So, what to do. Try a diet. Which one, not sure. Asked the experts, here is what they told me about diets.

**The Dash Diet :** Very less salt. Only fruits, vegetables, whole grains. How will I survive on an airport or railway station. This one is only for those who stay with their Mummies. REJECTED.

**The Mediterranean Diet :** Reduce fish & poultry, no red meat, no sweets. Eat nuts, grains, olive oil with vegetables & limited fruits. I cannot live without Mutton Biryani. REJECTED.

**The Atkins Diet :** Not sure, but begins with low carb & then increase. Little complicated. REJECTED.

**The Keto Diet :** Low-card & high fat. Really nice. But I need my Dal-Chawal. REJECTED.

**The Vegan Diet :** No animal products, no dairy. Only plant-based foods. I am hardcore non-vegetarian, may die if I eat pure veg food. REJECTED.

**The Paleo Diet :** No processed foods. STOP. Let us not proceed further. We live on processed foods. Forget potato chips, even a noodles are processed food. Definitely REJECTED.

**The Weight Watchers Diet :** You will need a continuous support of a dietician. Not possible for a busy and travelling lifestyle. I wish this would be followed but very complicated. REJECTED.

**The Flexitarian Diet :** Majority plant-based foods but allows for occasional meat. Looks good but does not make it very effective. Also needs lot of calculations and focus on medical health.

**The Autophagy Diet :** Very dangerous. You drink only water under daily Doctor supervision. Large loss of weight. Quick results. High on energy. Too risky. Can have long term effects. REJECTED.

**The Eat Twice Diet :** (Intermittent fasting or Dixit Diet). Simple, you eat only twice a day with long gaps. What if the customer offers you a drink. REJECTED.

So what to do. A difficult question. Well not at all. The real diet is the choices we make. Yes, choices. Select a banana over samosa, dosa over paratha, idli over butter toast.

A second simple philosophy is about deduction or savings. Always think about what I can save/deduct. Every time you come in contact with food, a meal or a snack, just deduct or save. On breakfast table, don't take both butter & jam, skip one. Try your tea or coffee without sugar. While having lunch or dinner, skip the roti or rice, don't take both. Save something, deduct your food. It works.

With such tricks, if you can additionally exercise at least 4 days a week, it is a big bonus. Easy to say but hard to do. I am trying but still struggling. share your experiences. We can speak at length. Even talking is a calorie burning activity. Let us do it more.

# DRY MIX MORTAR PLANT

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



- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 
- 

**NEPTUNE PROTECH LLP.**

+91 8652116480, +91 90337 28672

info@neptuneprotech.com neptuneprotech.com





**SPECIAL**  
INVITATION

*Celebrating 10 Years*  
**WORLD OF CONCRETE®**  
India

**16 17 18** October 2024  
Bombay Exhibition Centre, Mumbai



INDIA'S **ONLY** CONCRETE SHOW

**FREE ENTRY**

**OCT 16** Wednesday  
10:00 AM to 06:00 PM

**OCT 18** Friday  
10:00 AM to 06:00 PM

**OCT 17** Thursday  
10:00 AM to 06:00 PM



**300+**  
LEADING BRANDS



**15000+**  
VISITORS

Scan to Register



**Key Attractions**



**Product Segments Under Focus**



**Sustainability Partner**



**Premium Exhibit Partners**

AZIS GLOBAL	AMMAN	ARMA	ARMIX	ARMA	ASSOCIATED CONCRETE	BRINCO	CAC	CEMCOF	CEMAS	EFS	EMERSON	ESSWIN	ESSEN
FREEFORM	GRILL	GRILL	GRILL	HONDA	MAAP	MANUT AIR	ARMENT	NORMET	PRAXIS	POLYGLAZE	YASHAM		
REDWOP	RELIFLEX	RELIFLEX	RELIFLEX	RMX	SUPER	T	VYARA						



**Master Class Partner**



**Conference Session Partner**



**Industry Partner**



**Supporting Associations**



**Associate Partner**



FOR REGISTRATION :

Amit Mehra | M: +91 99990 03886 | E: amit.mehra@informa.com

\*Please exchange this invite for your Entry Badge at the Registration Counter. This is a trade show. Entry restricted for individuals below 18 years of age and infants in arms. Right of admission reserved with Informa Markets.



# DRYCOTEC

## Drycotec Conference

18th Oct 2024 – 10.00am Onwards – Panel Details

### Panel One – The Business of Adhesives

- Are we Overdesigning Products
- Controlling Demand & Saving Water
- Innovation in Fillers, finding Substitutes
- Issues & Challenges of the Industry

#### Panelist

- Dr. Arjunan P. (R&D Head – MYK Laticrete)
- Dr. Jitendra Kar (Technology Leader – Pidilite)
- Dr. Rachana Pandey (R&D Head – Mcon Rasayan)
- Anupam Shil (Head Technical – STP Berger)
- Dr. Jagabandhu Kole (R&D Head – JSW Cement)
- Dr. Parag Solanki (Director Technology – Sika India)
- Nandan Pradhan – Director (Mcon Rasayan)

### Panel Two – Dry Concrete & Other Game Changing Products

- Challenges in Manufacturing
- Demand & Supply
- Challenges & Restrictions
- Other Innovative Products

#### Panelist

- Chandan Adhikary – Tech & QC (Procon RMC)
- Uday Sanghavi – M.D. (VT Corp)
- Atul Kulkarni – Director (RMX)
- Rajeev Gupta – Business Head (ECMAS)
- Pawan Dhagate – Regional Tech (Hella Inframarkets)
- Dr. Sayed Haseebuddin – R&D Head, MYK Arment
- Dr. S.B. Hegde – Prof. & Consultant

### Panel Three – The Drymortar Business 2030 – Aspirations

- Industry Outlook 2030
- Challenges & Mindset
- Working towards Net Zero
- Health & Safety

#### Panelist

- Nilotpol Kar – M.D. (Sika India)
- Rajesh Joshi – M.D. (STP Berger)
- Dr. B.L. Maheshwari – M.D. (Aquaproof Industries)
- Debashish Vanikar – CEO (Nerolac)
- Ragesh Rawat – President (Birla White)
- Narendra Mishra – Ex-President (JK Cement)
- Gopinath Krishnan – M.D. (Ardex Endura)
- Neelesh Desai – M.D. (BHS Sonthofen)



**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 the importance of SMART buildings & some information about the concept.

### **India Was Always Green**

The concept of green and sustainable building is not new, esp. in India, our very old system of planning buildings using natural ventilation & proper usage of water. We spend 50 to 90% of our time indoors (as per the age group), so the structures in which we live, work, learn and play deserve investment, i.e. for making buildings SMART

### **Why SMART ?**

Buildings are one of the biggest contributors to global CO<sub>2</sub> emissions, accounting for 30% of global final energy consumption, according to the International Energy Agency (IEA). Reducing energy consumption and switching to renewable energy are the ways to achieve towards net-zero operational buildings. A smart building is a modern structure that uses advanced technologies to connect, analyze, and optimize its performance. Smart buildings use smart climate control systems to adjust temperature, humidity, and ventilation based on occupancy patterns. Smart lighting makes the best use of natural light and adjusts to promote productivity and a pleasant atmosphere.

### **How They Do it**

Smart buildings collect data from sensors, meters, and other devices. This data is analyzed to gain insights into building performance, occupant behavior, and potential areas for improvement for better decision-making. Predictive maintenance is an important feature of smart buildings. Smart building systems can help property owners and landlords reduce operational costs and energy consumption by optimizing systems such as automatic lighting, efficient HVAC systems and smart metering.

### **The Latest**

Today's buildings combine intelligent lighting and HVAC with sophisticated data analytics and artificial intelligence (AI). This means smart sensors can detect empty rooms and turn off heating and lighting, while smart energy management systems check real-time demand and weather conditions outside to create optimal ambient temperatures. Smart buildings use state-of-the-art technologies to ensure security. Integrated systems such as surveillance cameras, access control, and intrusion detection are centrally managed, providing a sturdy and proactive response to potential threats.

### **Action Needed**

Creating smarter buildings to help reach ambitious net zero targets requires a holistic approach that considers all aspects of design, construction and operation. And technological innovations available today are already driving up building efficiency while pushing emissions down. While planning Smart buildings, we need to identify the different types of users and mapping out their journeys. We need to understand their requirements & time zone .



# “Discover new frontiers through innovative thinking”

Construction Chemicals | Mining & Minerals | Crushing & Quarrying | Construction & Real Estate



## OUR PRODUCTS

- Dry Mix Mortar Plants
- Wall Putty Plants
- Plaster Sand Plants
- Dry Sand
- Washing Systems
- Construction Chemical Plants
- Bulk Filling Terminals
- High Capacity Silos
- Batching Plant Support Equipments
- Liquid Construction Chemical Plant
- Thermoplastic Road Marking Paint Plants

**I AM SPEAKING AT**  
CONFERENCE ON EMERGING  
TECHNOLOGIES IN DRY MORTARS

18<sup>th</sup> October 2024 | 10:00 am Onwards



**MR. ATUL KULKARNI**  
Director  
RMX

**VISIT US AT: BOOTH NO. E08 | HALL NO. 4**

**Readymix Construction Machinery Ltd.**

Corporate office: No. 401, 3<sup>rd</sup> and 4<sup>th</sup> Floor, Plot No 209,  
S. NO. 96/2B, Right Bhusari Colony, Paud Road, Kothrud,  
Pune, Maharashtra, India, 411038

Contact: 9764448561/64, 8956166579 | info@rcmpl.co.in | www.rcmpl.co.in

This is for visitors registration



Conference BY



Rmxindia Rmxindia





# Material Testing

## Petrographic Analysis

What : Study of Minerals

Why : Product Development

How : Test your Sand

### OUR SERVICES

- Sample Testing
- Report from International Lab
- Further Analysis
- Formulation Enhancement



**CONTACT US**

9823158583

[mandar.chitre@batonconsultants.com](mailto:mandar.chitre@batonconsultants.com)

[www.batonconsultants.com](http://www.batonconsultants.com)



This article is written by Kallol Ghosh, Business Head, **PRAG INDIA CEMENT PRIVATE LIMITED**, Guwahati, Assam. Mr. Ghosh is a very senior professional with about our decades of experience and has worked for the top brands in leadership positions. We are happy to see his work on consolidating the data of cement production in the Northeast part of India.

### KNOW YOUR MARKET : NORTH EAST

The Northeast segment of cement market consists of The Seven Sisters , Assam, Arunachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland & Tripura. Assam is the largest market of the Northeast. Cement plants are located in Assam & Meghalaya state, (Mark red in Map) mainly two clusters are there where integrated plants are situated one in Lanka in Nagaon district of Assam & another in Umrangso sector in Assam Meghalaya border, in these two places all the cement integrated plants are located. Apart from this Sonapur, Jagir road & Amingaon is having grinding units. In Future Jorhat (Upper Assam), & Silchar (Barak Valley) companies are coming up with cement manufacturing facilities to be nearer to the market. There are three categories of cement manufacturers in the North East.

### CATEGORY A : DALMIA CEMENT, STAR CEMENT & TOPCEM CEMENT.

Dalmia Cement has a capacity of 5M Mt with one integrated unit at Umrangso, Meghalaya & grinding unit at Lanka (Nagaon District) & Jagir road. (Nr to Guwahati) Star Cement has 5.67 MT cement capacity in NE with One integrated plant at Lumshnong Meghalaya & two Grinding units at Sonapur near Guwahati. They will have Future cement dispatch facilities at Jorhat (Upper Assam), & Silchar (Barak Valley) to be nearer to the market. (Mark Green in map) Topcem has a capacity of 1.5M MT integrated plant at Thanskai village nr East Jaintia Hills district of Meghalaya & grinding unit at Amingaon, in Guwahati, Assam . All three brands control over 58 - 60 % market share. (Approx. 6 to 7 Lakhs/Month).

### CATEGORY B :

Amrit Cement, Hill Cement(Taj), Best Cement(JUD), Max(GV), Gold Stone(Black tiger), Surya gold & BV Valley strong Cement. All this brands have a manufacturing unit in Assam & a direct dealer network in the North east. Amrit Cement has a capacity of 1.5M MT integrated plant at Umlaper in Jaintia Hills of Meghalaya. Hill Cement (Taj) has a capacity of 1 MT integrated plant at Village Mynkree, Dist-Jaintia Hills Meghalaya. Best Cement (JUD) plant has a total capacity of 0.5M MT integrated plant at Wahiajer (Narpuh) District: Jaintia Hills Meghalaya.

### CATEGORY C :

Max (GV) has a capacity of 1MT integrated plant at Nongsning, Meghalaya. Gold Stone (Black tiger) has a capacity of 1MT integrated plant at Khliehriat, East Jaintia Hills, Meghalaya. Surya Gold. has a capacity of 0.5M MT integrated plant at Sonapur, Kamrup (Assam). BV Valley Strong. has a capacity of 0.25M MT integrated plant at Karimganj, Barak valley(Assam). All these brand selling cement at per with industry & in billing to network direct from company, control over 23% market share(2.5/3 Lakh MT/ Month)







# 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

## My Cement Diaries :

### Aiming Higher stakes in Cement Space @capacities



Dr. Jai Shankar Kumar, Head ( Sales & Marketing ) Shyam Steel India has more than two decades of experience and has worked for some of the Top Cement brands of India. He has done his MBA from IIM Calcutta and also completed his PhD. He expresses his views on the news clips.

#### BUSINESS LINE, MUMBAI, 13 SEPTEMBER 2024

## Top cement companies to command 60% capacity by 2026

**Suresh P. Iyengar**  
Mumbai

The consolidation in the cement sector is growing at an alarming pace. The top four companies — UltraTech, Ambuja, ACC, and Shree Cement — are expected to command 60 per cent of the capacity in the next two years, compared with 50 per cent last fiscal.

CareEdge Ratings said these companies had a consolidated market share of 35 per cent in FY12, which strengthened to 50 per cent last fiscal and is likely to be about 60 per cent by FY26-end.

The industry has seen about 18 deals since April 2014, with almost 195 million tonnes (mt) of capacity changing hands. Of this, close to 116 mt changed hands between FY23 and July 2024.

In fact, the 40 per cent capacity share gain was through acquisition and inorganic expansion, largely of distressed assets. Inversely, the capacity market share of the next large 25 has reduced to 39 per cent from 46 per cent in FY12.

In further consolidation, CareEdge Ratings believes merger and acquisition activities for nearly 60 mt of cement capacity may happen



**FURTHER CONSOLIDATION.** M&A activities for nearly 60 mt of cement capacities may happen over the medium term

over the medium term. The cement industry achieved a decadal high in organic capacity addition last fiscal with nearly 45 mt of new capacity, taking the installed capacity

to 641 mt. This is against the 25-30 mt of average annual capacity addition over the last decade. The fragmented southern market offers a larger base for consolidation despite recent activity seen with the Penna, Kesoram and India Cements deals.

Ravleen Sethi, Director, CareEdge Ratings, said the competitive gap between the top and mid-sized players could increase further due to the bigger players' wider presence and better cost efficiencies. In the past, there has been stress on a few players, particularly in the mid-sized space, where their capex plans coincided with weaker pricing periods,

thereby pushing them to sell their respective businesses to the large players, he added.

#### **PRICES FIRM**

Ashutosh Murarka, Cement Analyst, Choice Broking, said the industry consolidation could drive prices higher, especially when demand in India is expected to go up due to infrastructure projects. In the past 15 months, the market share of large players has surged to 55 per cent with companies targeting the under-supplied southern market to improve financial performance and service new areas, he added.

P

India's top cement companies are projected to command around 60% of the country's cement production capacity by 2026. This consolidation is driven by major players expanding their capacities through acquisitions, greenfield projects, and organic growth to capitalize on the growing demand in infrastructure and housing. Large firms such as UltraTech Cement, Shree Cement, and Ambuja Cements (Adani) are leading the push, aiming to strengthen their market share.

The Indian government's focus on infrastructure development, affordable housing, and projects like smart cities is driving demand for cement. This trend of consolidation could enhance operational efficiencies, improve pricing power, and enable larger companies to cater to the anticipated surge in cement demand.

A group of India's leading cement companies is targeting to control 60% of the country's total cement production capacity by 2026, primarily through mergers and acquisitions (M&A). This trend reflects the aggressive consolidation happening within the sector as major firms, including UltraTech Cement, Adani Group (via Ambuja and ACC), Dalmia Bharat, and Shree Cement, strive to enhance their market dominance.

The push for M&A activity in the cement industry is driven by the need for companies to scale up rapidly, reduce costs, and capitalize on government infrastructure projects. By acquiring smaller or regional players, these large firms can quickly expand their capacity and geographic reach, ensuring they are well-positioned to meet future demand. Furthermore, consolidation is expected to increase operational efficiencies and provide better pricing power in a highly competitive market.



The Adani Group's acquisition of Ambuja Cements and ACC is one of the recent significant deals that exemplifies this strategy. UltraTech, meanwhile, continues to invest heavily in both organic and inorganic growth to maintain its leadership position.

HT MINT, NEW DELHI 06 SEPTEMBER 2024

live **mint**

# Cement cos may face rough road

HARSHA JOSHAN  
harsha.j@live.com

**T**he chase for market share gains among cement makers continues to hamper prices. The repercussions of more competition are being felt on cement prices in both trade and non-trade channels. In the trade segment, manufacturers sell cement to dealers who sell it to consumers. A non-trade sale is when a manufacturer sells cement directly to the end consumer. These are bulk sales to large buyers such as the government, or big infrastructure and real estate companies.

Given the relatively higher quantity, average cement prices in the non-trade segment are usually lower than those in the trade segment. However, the disparity between the two has increased of late. A Bank of Baroda Capital Markets Ltd report on 30 August said the gap between trade and non-trade prices widened past ₹50 a bag in August from the normal ₹30-40 a bag. In fact, it was ₹80 a bag in parts of India, indicating weak demand from the infrastructure segment, the report said. The individual home building segment is the biggest driver of cement demand followed by



The trade and non-trade price gap widened to over ₹50 a bag in August. HT

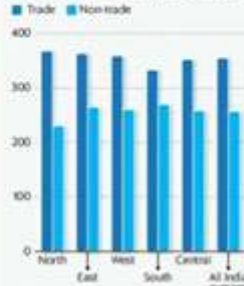
the infrastructure segment.

Due to relatively better margins and consistency in demand, large companies prefer trade sales. In a non-trade sale, companies tend to save on costs like packaging and freight, which allows them to offer discounts and boost volumes. Currently, where volumes are

## Tight spot

Cement price trends across regions in both trade and non-trade segment were muted in August

Cement price in August (in ₹50 kilogram bag)



Source: Company, IES Securities

being prioritised over realisations, the non-trade segment is in focus.

There has been a 3-4% industry-wide shift from trade to non-trade segment, according to a Nirmal Bang Institutional Equities report on 31 August. This change is more pronounced for companies that are rapidly expanding or com-

missioning capacities. After all, gaining market share via trade sales typically takes longer. "This shift has led to a decrease in overall weighted average realisations for the cement industry," the report added.

The realisations of Shree Cement Ltd took a beating in Q1FY25, falling more than analysts expected. One of the reasons for this was an increased proportion of non-trade sales during the quarter. Another example was Birla Corp. Ltd, which saw a marginal decline in trade sales. In its Q1FY25 earnings call, the Birla Corporation management said, to tackle lower capacity, it has been observed that industry is focusing on non-trade/institutional sales.

As things stand, the subdued trend in trade prices over the past few quarters has affected the sector's FY25 realisations outlook. The latest dealer channel checks by some brokers suggests that companies may hike prices in the trade segment in September. But after some recent failed attempts, it remains to be seen whether these potential price hikes are absorbed

by the market.

The festival season from September to November is likely to make the demand scenario more challenging as it usually leads to labour shortages and a slowdown in construction. On the bright side, it is expected that non-trade cement demand will rise going forward as budgetary allocations have been announced

## HARD GRIND

THE festival season from Sep to Nov is likely to make the demand scenario more challenging

VOLUME-realisation struggle weakens the sector's valuation amid earnings downgrade risks

for various government infrastructure and housing projects. Even if prices are hiked in the non-trade segment, and they sustain, it's unlikely to bring huge respite on earnings growth.

Unless there is a sharp price hike backed by a sustained improvement in cement demand, raising prices by ₹5-20 a bag doesn't make sense, said a Yes Securities Ltd report on 31 August.

Meanwhile, the performance of large cement stocks has been mixed. In 2024, shares of UltraTech, ACC Ltd and Ambuja Cements Ltd have risen by 10-21%. Shree Cement is a laggard, having fallen 10%. The volume-realisation tussle makes the sector's valuation unattractive amid looming risks of further earnings downgrades.

Cement companies in India are facing challenges that may lead to struggles in terms of realizations (price per unit of cement sold) and potential downgrades in earnings forecasts. Factors contributing to this shift:

- **Rising Input Costs:** The cost of key raw materials like coal, petcoke, and diesel has been on the rise, increasing production costs for cement companies. This pressure on margins is difficult to pass on entirely to consumers, limiting price hikes.
- **Demand-Supply Imbalance:** While the Indian government is pushing infrastructure projects, the demand for cement has not always aligned with the excess supply in certain regions. This leads to pricing pressures and lower realizations, especially in regions with high competition.
- **Lower Realization Due to Price Cuts:** Cement prices are seeing downward pressure in many regions due to competition and oversupply, particularly in the South and West. This can affect profitability despite steady or growing volumes.
- **Earnings Downgrades:** Analysts have been revising down their expectations for cement companies' earnings due to the combination of higher costs and lower pricing power. Companies with a significant presence in regions with price pressures may see bigger downgrades.
- **Monsoon Impact:** The monsoon season traditionally slows down construction activity, impacting cement demand and realization. The subdued demand in the monsoon months can have an adverse effect on quarterly earnings.
- **Overall,** while cement companies may benefit from long-term infrastructure growth, in the short to medium term, they may struggle with tight margins and lower profitability.



# AQUAPROOF®

Quality Building Material Solutions

– A Dr. B. L. Maheshwari Enterprise –

## One of the largest OEM building material manufacturers 16 manufacturing units at 8 locations in INDIA



**Dr. B. L. Maheshwari**

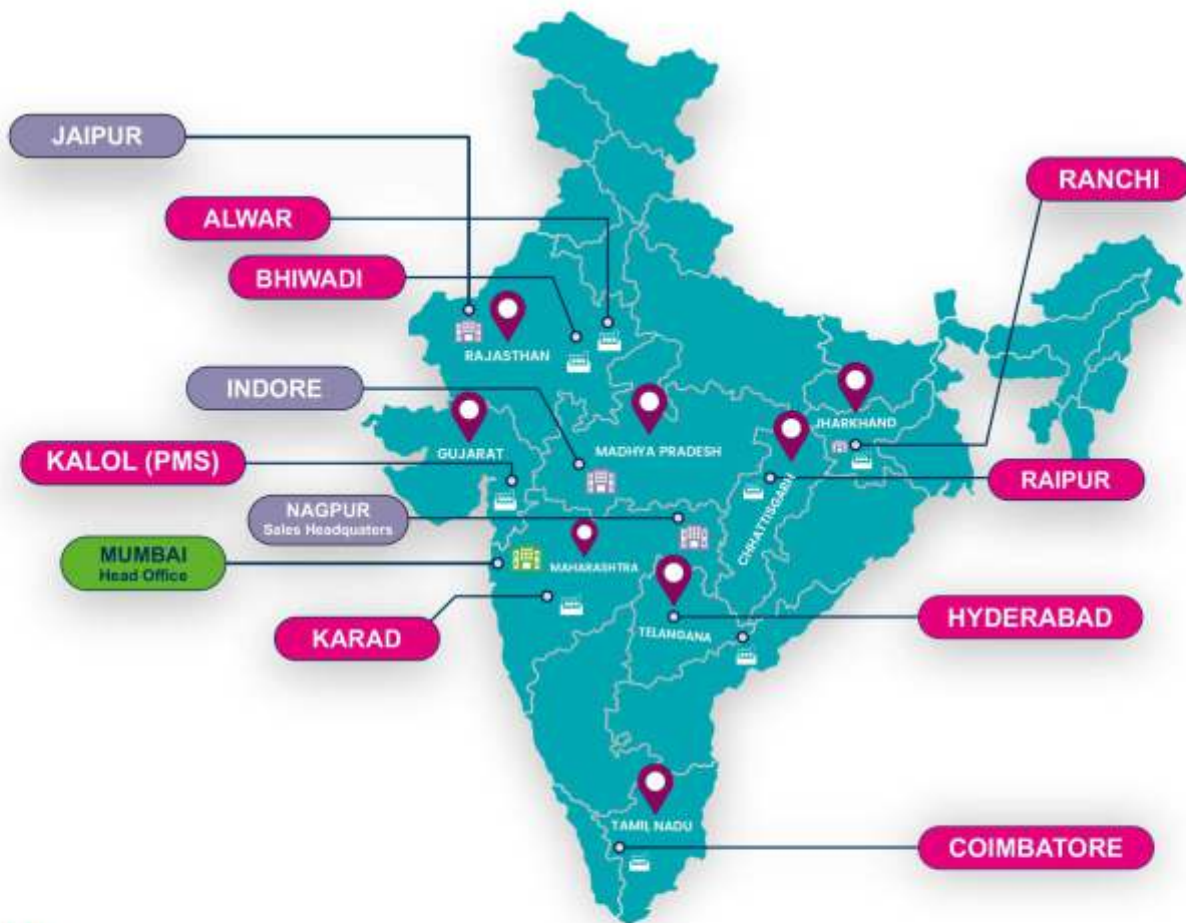
Promoter & Managing Director



**CA. Vatsal Maheshwari**

Director

- Manufactures building materials for waterproofing, concrete protection, plaster & putty, tile care, stone care, build repair, sealants, water repellent, industrial floors, industrial grouts, admixtures, paints & coatings, epoxy, and home care (cleaning products)



**Head Office :** Mumbai (Corporate Office)

**Factories :**

- Rajasthan : Alwar & Bhiwadi
- Gujarat : Kalol(PMS)
- Maharashtra : Karad
- Tamil Nadu : Coimbatore
- Telangana : Hyderabad
- Chhattisgarh : Raipur
- Jharkhand : Ranchi

AN ISO:9001:2015 CERTIFIED COMPANY  
AQUAPROOF BUILDING SOLUTIONS PVT. LTD.

Corporate office:  
601, Corporate arena, Sitaram Patkar Rd. (D.P. Piramal Rd.), Goregaon (W), Mumbai, Maharashtra 400104.  
+91-22-4603 8393 | info@aquaproofindia.com | www.aquaproofindia.com | aquaproofindia

SCAN WITH  
QR CODE SCANNER





## My Plant Diaries :

### Cybersecurity Threats – A Wake-Up Call for the 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.

#### The Problem

Cement plants are especially vulnerable due to their dependence on legacy SCADA systems, IoT devices, and the increasing integration of operational technology (OT) with corporate IT networks. As the global cement industry advances in automation and digitization, the rising threat of cyberattacks has become a pressing concern. In 2022, cyber-attacks on industrial sectors surged by 21%, with ransomware alone causing millions of dollars in downtime and lost production.

#### Some Examples

Recently, a North American cement plant faced a ransomware attack that brought production to a standstill for four days, leading to a direct revenue loss of \$2.4 million. In another incident, a Middle Eastern plant suffered a Denial of Service (DoS) attack that disabled the kiln's control system for 48 hours, severely disrupting production.

#### The Reasons

These cases highlight a growing reality: cement manufacturers must prioritize cybersecurity or face catastrophic financial and operational consequences. Cybercriminals recognize that halting operations at a cement plant can cause significant losses, making the industry a prime target. This calls for an urgent shift in cybersecurity strategies, starting with network segmentation to isolate critical systems like kilns and mills from general IT networks.

#### The Approach

Patch management is equally critical. Unpatched systems are a common entry point for attackers. Beyond technology, human error remains one of the most significant cybersecurity risks, with research indicating that 70% of breaches stem from employee negligence. Cement plant workers—from operators to engineers—must be trained in cybersecurity awareness, particularly in identifying phishing attempts and understanding SCADA-specific vulnerabilities. In one North American company, regular phishing simulations reduced employee click-through rates on malicious links by 60% in a year.

Emerging technologies such as AI-driven predictive security and blockchain are transforming cybersecurity for industrial operations. AI helps analyze large datasets to detect anomalies that might indicate a potential threat, while blockchain can ensure data integrity and prevent tampering, especially for plants using external contractors for maintenance.

#### Coming Up

The cement industry cannot afford to treat cybersecurity as an afterthought. If cybersecurity is not yet a priority for your plant, it needs to be. I am currently working on a detailed article based on my ongoing research, which will soon be published in leading industry journals. Stay tuned for deeper insights and strategies to protect your plant from the ever-growing cyber threat.

## VT Corp: Proudly Serving India with Comprehensive Packing Machines, Spares, and a Strong Service Network



- VT Corp proudly serves a diverse range of industries across India, including Food, Cement, Minerals, Pharma, Agro Chemicals etc. ensuring comprehensive solutions tailored to each sector.
- Our commitment to excellence extends beyond product delivery, with robust after-sales service ensuring optimal performance and customer satisfaction across the nation. VT Corp has Regional Managers assigned for each zone—East, West, North, and South—ensuring dedicated support and seamless service in every region.
- With a strong presence throughout India, VT Corp is dedicated to providing ongoing support, ensuring that our clients in various industries receive the best possible service at every stage.





Our products are made of sand. Eventually we will have all sand coming from crushed rocks. So what are the properties of rocks that are important for our applications. We do a basic check.

Key Engineering Properties

### 1. Compressive Strength

We need compressive strength which is not as important as in concrete but certainly required for all mortar products. Igneous rocks are better in their compressive strength. Typically we use the following rocks

- Basalt / Granite : 150 – 250 Mpa
- Marble : 60 -80 Mpa
- Limestone / Sandstone : 100 – 200 Mpa
- Dolomite : 10 – 50 Mpa

### 2. Tensile Strength

Very important in products like Tile Adhesives. It is the ability of rock to withstand a pull. All these rocks have a Tensile Strength much lesser to their compressive strength. Rocks with better Tensile Strength will certainly perform for all products related to adhesives.

### 3. Shear Strength

Also important for mortars. The Shear Strength is the resistance of a rock to forces that cause internal sliding, subject to lateral forces. Fracture pattern of the rock plays a major role in deciding the shear strength.

### 4. Durability (weathering & erosion )

Most of our mortar products are not directly exposed to the external environment. Durability is the ability of the rock to withstand environmental factors & to remain structurally sound over long time. The rocks should exhibit minimal weathering and deterioration.

### 5. Density or Specific Gravity

Density is defined as mass per unit volume, like kg/m<sup>3</sup> and is an absolute quantity. Specific gravity is the ratio of a material's density with that of water, a relative value without units. Higher the figure, more the weight of the rock. Masons don't like rock which is very heavy, their effort increases & they discard the product. We should prefer lighter value rocks.

### 6. Porosity

Porosity is the percentage of voids in a rock. Higher the porosity, higher the water consumption & demand. We will need lot of correction to be done in such cases. Porosity is high if you are using sand of slag or has been observed even in Basalt at some clusters in Maharashtra.

### 7. Abrasion Resistance

It is not very relevant to Mortars. It is the rock's ability to withstand wear and tear caused by friction and abrasion. Rocks with higher content of SiO<sub>2</sub> are very abrasive & wear cost in crushing will certainly be on the higher side. These rocks are good for us because they help increase strength of cement.

### 8. Thermal Conductivity

Insulation is very important for plasters & renders. Thermal conductivity is an ability of the rock to conduct heat. Lower thermal conductivity is generally preferred for insulation purposes.

### 9. Other Characteristics

Crushing Ability of the rock is very important. It determines the output of sand and the amount of energy consumed to make it. Harder the rock, more the energy, leading to increased costing.

Source : For more information visit : <https://thegeotech.com/use-of-rock-in-construction/>



When it comes to packaging cement or BM, reliability & efficiency are paramount. That's why our high-quality, configurable rotating packaging system is the top choice. Our Key Features are,

**High Performance**  
Pack your cement  
at a rate of up to  
1200 bags/h.

**Precision & Quality**  
Ensures sturdy,  
accurate weight, and  
neatly packed sealed  
bags.

**Fully Automatic**  
Bag attachment  
without loss of  
performance.

**Digital Extension**  
Enhance with monitoring,  
remote service, &  
analysis capabilities. (Optional)

Our system is designed for powerful and reliable powder filling into valve bags, ensuring your cement is packed to perfection every time.

### WHY CHOOSE US?

Configurable to meet all your  
packaging needs.

Robust & accurate packs  
seamless operations.

Digital Upgrade Enhanced  
monitoring & efficiency.

Ensure your cement & building Product packaging is top-notch with our advanced system.

**For more information get in touch with us at [c.gundigara@haveribauindia.com](mailto: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](mailto:info@haveribauindia.com)  
[W] [www.haveribauindia.com](http://www.haveribauindia.com)





# QUARRY FORWARD 2024



## Quarry Forward 2024 : Sponsorship Document



**bauma CONEXPO INDIA**

**11 Dec. - 14 Dec. 2024**

India Expo Centre, Greater Noida / Delhi NCR

# Introduction:

QuarryForward was one of our highly appreciated event of Bauma Conexpo 2022. Considering the feedback from our customers, BC India and Baton Consultants proudly presents the second session of QuarryForward 2024, which will enable you to extend your brand & be part of giving elevated recognition to your customers. The Details of our 2024 Seminar are below.

## Quarry Forward 2024 : Conference Agenda

**Date : 13th December 2024**

**Venue : 2nd Flr, Conference Room, Bauma Conexpo Exhibition, India Expo Mart, Greater Noida.**

Time	Conference Agenda	By
13.30 - 13.45	<b>Lamp Lighting &amp; Welcome Note</b>	Chief Guest
13.45 - 14.30	<b>Debate 1 : Drilling &amp; Blasting - Improving Productivity</b> <ul style="list-style-type: none"><li>• Incorrect Blasting - Reasons</li><li>• DTH &amp; TH - Which works where</li><li>• Cartridge or ANFO, which is better</li></ul>	Debate by Panellist
14.30 - 14.40	<b>Sponsor Presentation One</b>	Sponsor Company
14.40 - 15.25	<b>Debate 2 : Crushing &amp; Screening - Increasing Efficiency</b> <ul style="list-style-type: none"><li>• Importance of Feed Gradation Curve</li><li>• Ensuring that the crushers are not overloaded</li><li>• Flow Sheet Mistakes, check before buying</li></ul>	Debate by Panellist
15.25 - 15.35	<b>Sponsor Presentation Two</b>	Sponsor Company
15.35 - 16.20	<b>Debate 3 : Sand Classification - Saving Resources</b> <ul style="list-style-type: none"><li>• The Pros &amp; Cons of Washing</li><li>• What are the limitations of Screening</li><li>• Is Air Classification the Solution</li></ul>	Debate by Panellist
16.20- 16.30	<b>Tea Break</b>	All
16.30 - 16.40	<b>Sponsor Presentation Three</b>	Sponsor Company
16.40 - 17.25	<b>Debate 4 : Material Handling Tech - Saving Energy</b> <ul style="list-style-type: none"><li>• Electric Equipment - feasible or not</li><li>• Modern Drum Pulleys Pros &amp; Cons</li><li>• Solar &amp; Wind - Have you done it</li></ul>	Debate by Panellist
17.25 - 17.35	<b>Sponsor Presentation Four</b>	Sponsor Company
17.35 - 18.00	Certificate Handover to Prestigious Quarry Owners & Expert Panellists	All



## List of Panellist in Quarry Forward



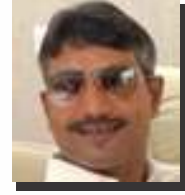
**N.K. Palai**  
Head - Quarry & CrusherLarsen &  
Toubr Limited,  
Mumbai, MH



**Anand Lal**  
General Manager  
Thakur Infra Projects Pvt Ltd,  
Panvel, MH



**Manoj Dokania**  
Director  
Balajee Infratech &  
Const Pvt Ltd. Mumbai



**Sanjay Papiwail**  
Chairman  
Papiwail Group Kishangarh,  
RJ



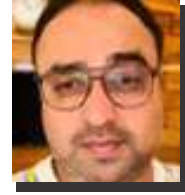
**Nilesh Chourasiya**  
Director  
Earth Black Stone Pvt Ltd.  
Amravati, MH



**Tanmoy Bhowmik**  
Director  
G Group Stone Crusher  
Agartala, TR



**Dharmendra Sawant**  
Director  
Navalai Group  
Ratangiri, MH



**Neminath Akkole**  
Founder & CEO  
Gray Material  
Hubli, KA



**Arun Patil**  
Chairman  
Shree Mahalaxmi Group  
Kalyan, MH



**V.K. Mohan**  
CEO & Director  
Robo Silicone  
Hyderabad, TN



**Ramesh Patel**  
Director  
Amardeep Aggregates  
Chikhali, GJ



**Abhay Deshpande**  
Director  
Rock Tech Engineers  
Kolhapur, MH



**Ishan Hanamshet**  
Director  
Popular Concrete  
Belgaum, KA



**Ananth KR**  
CEO  
Ultra RMC  
Coimbatore, TN



**Dheeraj Kumar Arora**  
Founder Director  
Saraj Drilling Solutions  
New Delhi



**Shahaji Pawar**  
Director  
Yamai Constructions  
Solapur, MH



**Vineet Bajaj**  
VP - Tech Services  
NS Arcus  
New Delhi



**Gajanan Navale**  
Owner  
Gajanan Stone Crusher  
Nashik, MH



**Raju Patel**  
Director  
Jamuna Infra Proj Pvt Ltd.  
Nashik, MH



**Narayan Naik**  
Managing Director  
Nanu Industries  
Margao GA



**Uttampal Singh**  
Director  
Purni Infra India Pvt Ltd.  
Khandwa, MP



**Manoj Angre**  
Director  
Shree Constructions  
Panvel, MH



**R.S. Boyal**  
Head Of Plant & Equip  
Rajpath Infracon Pvt Ltd.  
Pune, MH



**Dr. Umesh Kumar Purbey**  
Safety Expert  
Hawsvale UK  
New Delhi

 R.S. ENTERPRISES



Meet Us @



**16 17 18** October 2024  
Bombay Exhibition Centre, Mumbai

Stall No. A57



 098292 92871  r.s.enterprisesmachinery@gmail.com  www.rsesolution.com

International Exhibition & Conference  
**PAINTINDIA 2024**  
Serious Business For your Industry



**adani**

**Ambuja  
Cement**

**ACC** WILLOW  
Quality Concrete  
Solutions

**SUPERTECH**  
INTERNATIONAL  
CONCRETE SOLUTIONS

**WORLD OF  
CONCRETE**

Conference Sponsor



Date : 18<sup>th</sup> October 2024  
Venue : Bombay Exhibition Centre,  
Goregaon East, Mumbai  
Time : 10.00 to 13.30 Hrs



FIRST 100 DAYS OF MODI 3.0

## Infra Projects Worth ₹3L Crore Approved

Aimed at enhancing connectivity, facilitating growth, creating jobs & ensuring ease of living

Our Bureau

**New Delhi:** The Narendra Modi-led government approved infrastructure projects worth ₹3 lakh crore in the first 100 days of its third term, aimed at enhancing connectivity, facilitating economic growth and job creation, and enhancing the ease of living.

In the ports sector, approval was recently granted to a major project at VadHAVAN, Maharashtra, to be constructed at an estimated cost of ₹76,200 crore. Once complete, it will be one of the world's top 10 ports and is expected to give a push to infrastructure in the country.

Further, central assistance of ₹49,000 crore was approved under the Pradhan Mantri Gram Sadak Yojana - IV (PMGSY-IV) for construction of 62,500 km of roads connecting 25,000 habitations and construction or upgradation of bridges on the new connectivity roads. The government also approved eight national high-speed road corridor projects, spanning 936 km, at an estimated cost of ₹50,600 crore.

The PM also laid the foundation stone of Shinkhun La Tunnel, connecting Ladakh with Himachal Pradesh, which is expected to boost all-weather connectivity in difficult terrain.

Also, eight new railway line projects were approved in the first 100 days to make railway journeys faster, smoother and more convenient. The government estimates that the new railway lines will also

### Infra Boost

All future infra projects aligned with the aim of **Viksit Bharat by 2047**

Projects spread across road, railways, ports and aviation sector

Focus also on public transport and rural infrastructure development



### Big ticket projects approved include...

VadHAVAN port  
₹76,200 cr

PMGSY roads  
₹49,000 cr

936 km NHS  
₹50,600 cr



create direct and indirect jobs of 4.42 crore mandays.

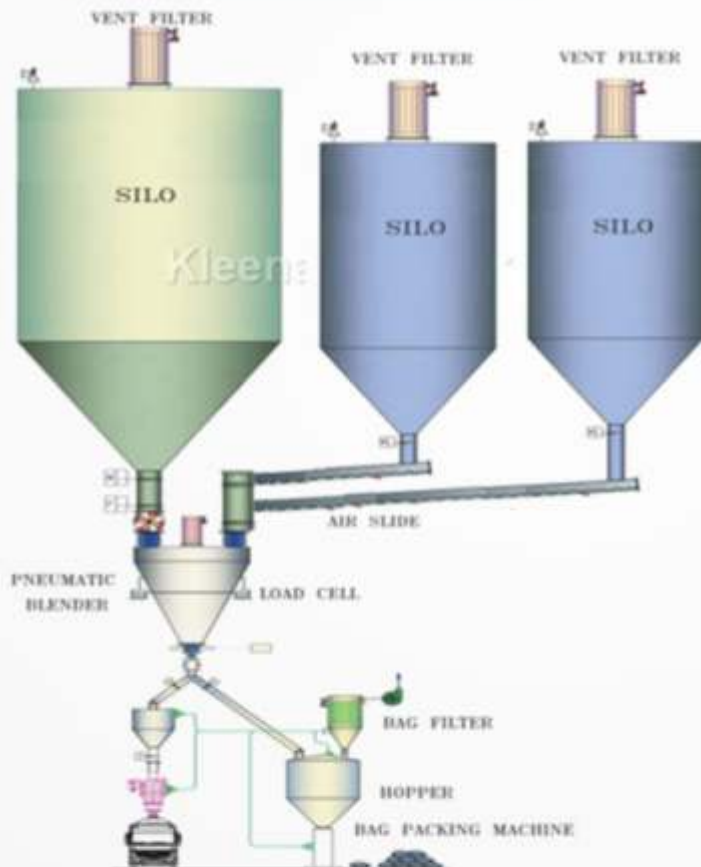
With focus on enhancing airport infrastructure, the government recently approved the development of Lal Bahadur Shastri International Airport in Varanasi, along with new civil enclaves at Bagdogra airport in West Bengal and Bihata in Bihar.





## 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

Kleenair House , Gat No.120-122, Pirangut, Tal : Mulshi , Dist. Pune : 412 115, Maharashtra, India

Tel : +91 9975496661, +91 9766354649 | Email : [sales@kleenairsystems.net](mailto:sales@kleenairsystems.net) | [www.kleenairsystems.net](http://www.kleenairsystems.net)



## Housing Sales May Decline 18% in Sept Qtr

PTI

**New Delhi:** Housing sales are estimated to decline 18% during July-September quarter across nine major cities to 1,04,393 units on high base, according to PropEquity data. Real estate data analytic firm PropEquity on Friday released the data for housing sales across nine major cities.

Sales stood at 1,26,848 units in the same period last year.

As per the data, the housing sales are estimated to rise only in Delhi NCR (22%) and Navi Mumbai (4%) during July-September period of this year.



Sales are likely to decline in other seven cities with Hyderabad recording the highest fall at 42%, followed by Bengaluru (26%), Kolkata (23%), Pune (19%), Chennai (18%), Mumbai (17%) and Thane (10%).

“The demand for real estate continues to be robust as even in this quarter the sales are higher than the new launches and such marginal drops in this quarter is a historic trend and not symptomatic of any adverse situation,” Samir Jasuja, CEO & founder, PropEquity said.

# 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 , Hardners & Diluents



- Acrylic Polyol & SCA
- Castor Oil based Polyol
- Unsaturated Polyester Resin
- Alkyd & Polyester Polyol



- Starch Ethers



- 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



- Organic Pigments & Anti corrosive Pigments



- TPA Resins



- Synthetic Iron Oxides



- Light Stabilizers & UV Absorber



- MHEC & HEC
- VCVA Co-polymers



- Acrylic Emulsion & XSBR Emulsion



- Silica Matting Agent



- DISPERMAT® dispersers, mixers, stirrers, basket mills and bead mills.



- Dispersible Polymer Powders
- Silicone Emulsions & Water repellent
- Silicone Resins

24th Floor, The Ruby, 29, Senapati Bapat Marg, Dadar West, Mumbai, MH. Pin.: 400 028. India  
Mumbai | Ahmedabad | Chennai | Noida | Kolkata | Technical Laboratories: Noida

IMCD India Private Limited  
T: +91-22-61460900



# BATON CONSULTANTS PRODUCT SUPPORT



**CONTACT US**

## Our Offering

### **Chemical Testing**

- Determine Mineral Compositions
- Offer Advisory on Formulations
- Suggest Different Applications

We are working with top multinational laboratories in India based at multiple locations. Our services will help enhance the performance of your Sand & other Filler Materials.

## **Improvise For Existing & New Companies**

Contact us : 9823158583

Write to Us: [mandar.chitre@batonconsultants.com](mailto:mandar.chitre@batonconsultants.com)

[www.batonconsultants.com](http://www.batonconsultants.com)