

Drycotec Diaries





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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
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Manual Renders
Spray Renders
Repair Mortar

Benefits : Cement

Workability
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Thickening
Open time
Adjustment time
Cost reduction
Bounce back reduction
Application Speed

Applications : Gypsum

Manual Plaster
Finishing plaster
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Joint filler
EIFS
Spot Glue


Benefits : Gypsum

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



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





With 6 years of continuous magazine publishing, I can now speak about the 10 Benefits of a Monthly News Letter ; why a regular communication is important.

1. Staying Alive : Drycotec Diaries comes to you every month. It keeps the brand alive. I am sure many of you will first think of this publication when someone somewhere speaks about a monthly magazine. This form of communication keeps you lingering in the minds of your clients & friends always.

2. News : Keep the world updated on what is happening. Inform them about new launches, events and promotions. It is the best way to keep talking about new things. Also puts you under pressure to search for things that can become a news item.

3. Networking : As I write this article, it is estimated that Drycotec Diaries is reaching out to almost 100% of the industry. This publication is forwarded on 3rd & 4th levels. It is really difficult to believe but it is true that six times I have met a person for the first time & they have identified me as Mr. Drycotec. These guys are not even remotely associated with me or my immediate contacts.

4. Perception : You can create your own personal perception with a monthly communication. I want to be a honest professional who wants to work with my clients on difficult assignments and ensure that they are satisfied. If you feel the same, I have achieved it.

5. Feedback : Even a small mistake is immediately reported back. If I ask a question, my WhatsApp gets flooded with answers. This is feedback, a tool that helps you to improve yourself.

6. Discipline : Every 15th of the month, I am reminded of starting the work on Drycotec Diaries. There is no room for procrastination or laziness. BTW this is our 72nd issue and we have never missed a single one or delayed any till date. This discipline also percolates in other walks of life.

7. Creativity : We need to think on what better can be done. How it can become more interesting. This issue contains some of our old interviews & it is fun to read what they said pre-covid.

8. Satisfaction : If you are reading this issue, Boss, I am in heaven already.

9. Revenue : Nothing great but it is now self-sustainable.

10. Thinking Ahead : Just want to say that Drycotec Diaries helps me keep thinking about the next big conference & other ventures.

Let us meet up & if you have a need for a monthly magazine, we are the right team to help you.

Dr. Mandar Chitre
Editor & Founder – Drycotec Diaries
(7th Year beginning)

DRY MIX MORTAR PLANT

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



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OLD MEMORIES

Published in 2021–22

**My interview Diaries :
VG SAKTHIKUMAR**



**SCHWING
Stetter**



Drycotec Diaries speaks to the industry leader VG Sakthikumar, Managing Director of Schwing Stetter India. An exceptional person, high on ambition, brilliant people management skills & a very humble human being, I have been associated with Sakthikumar sir and we are proud to have his message on occasion of our 4th Anniversary.

Drycotec Diaries : Please Let Us About The Journey Of Schwing Stetter In India ?

VG Sakthikumar : The journey began in 1998. In 25 years, we have become the pioneer of Concrete Construction equipment manufacturing in India catering to the customers with world class equipment. SCHWING Stetter India has introduced path breaking products in the Indian concrete pumping industry such as SP8800 concrete pumps, CP 30 Batching plants and the 10 Cub. Mtr. Truck mixers which became synonymous within the RMC industry. We are one of the largest single company manufacturing facilities in India since the Construction segment. Schwing Stetter India's vision is to "Be the best in the eyes of our customers, employees and shareholders. The cement and fuel savings our customers benefit from by using our product, has increased our brand value in the market.

Drycotec Diaries : What Was The Thought Process Behind Entering The Dry Mix Sector ?

VG Sakthikumar : Our customers produce concrete. This is sold to companies who are building real estate or other infrastructure projects. Once the concrete requirements are completed, these companies move over to the mortars. For our customers, it the right decision to venture into the next phase by offering these mortars. We are one of the largest manufacturers of mixers in India. We have been doing a lot of research to make improvements. We can offer bigger & better mixers which can offer homogeneity with lesser electricity consumed. This will help our customers produce more at a lesser cost. They can pass on these benefits to the end user.

Drycotec Diaries : What would be the growth rate as per your prediction in the dry mix sector ?

VG Sakthikumar : In my opinion, India is still doing a large amount of mortar mixing at site. This has to change. For example, a city like Bangalore does not use readymix plasters. The potential is huge and if the customers decide to adopt premix technology, the demand will far exceed the supply. Even with the current acceptance rates, this sector will certainly continue to grow in double digits.

Drycotec Diaries : What would be your advice to our readers ?

VG Sakthikumar : Please Do not accept standards which are already set and used by others. Ask the right questions, challenge the technology. Do not compromise on the capital equipment. A mistake in mixing can damage your brand. Dry mix is a very brand sensitive industry. Production breakdowns can cause intermittent supply. No retailer would like to work with a brand with intermittent supply. As a manufacturer, trust in the product and consistency in supply is what builds your brand. We can do it for you. Contact us to know more. Our representatives will be eager to work out a solution for your business.

My Plaster Diaries

The Deep Cone Thickeners -
“Saving Water & Classifying P-Sand”



Amol Sinha, General Manager – Product, from Terex India Private Limited writes about the new technology from Terex Washing Systems which enables saving of water, reduction of maintenance and classification of sand to produce the perfect Plaster Sand at an optimal cost.

DEMAND OF P-SAND

Shape, Gradation & Clean from Deleterious materials are the three main requirements to produce the perfect Plaster Sand or P-Sand. The IS 1542 determines the gradation and the vertical shaft impactors produce the desired cubical shape. Washing is the 3rd and most important parameter, which if missed, can bring clay to the plastered wall. This will lead to crack formations and a very upset customer.

ISSUES IN SAND WASHING

Washing of Sand is a very important part in the process of making P-Sand. This includes consumption of water and maintenance of the plant. Saving and re-using of water becomes very critical. In sand washing the demand for water is always high. Washing Plants offer traditional Thickeners which generate additional maintenance and can cause production hold ups due to breaking of rakes.

THE TEREX SOLUTION

Terex makes Deep Cone Thickeners, which are a superior technology & have advantages over the traditional Thickeners. Deep cone thickeners are based on static decantation principles allowing for minimal footprint and virtually no moving parts. The deep cone and cylinder section imparts a greater pressure head on the settled slurry, thus producing a higher percentage solids content than that of a standard rake thickener.

Features Deep Cone Thickeners	Benefits over Traditional Thickeners
Thickening & Clarification Combined	= Better Grading in P-Sand
Thicker & larger Mud Stock	= Zero Deleterious Materials & Clay in P-Sand
No moving Parts & Extraction Pump	= Negligible Maintenance = Savings
Simple Foundations & base	= Savings of Time & Money in Installation
Unique Vertical Design	= Substantial Water Saving & high recycling = Lesser usage of Flocculants (chemical savings)

For further information, please write to amol.sinha@terex.com



My Plant Diaries

Atul Kulkarni (RMX)



Atul Kulkarni, Director, Readymix Construction Machinery Private Limited writes on the various techniques of handling fine powders in Dry Mix Plants.

Drycotec : What are the different techniques available for material handling of fine powders in a dry mix plant ?

Atul Kulkarni : Fine powders in dry mix plants have some very particular characteristics. These powders are basically dry & free flowing. White Cement, Grey Cement & Dolomite fall under the 100 Microns particle size. These powders are non-abrasive in nature. In case of particle size, the variations are in smaller range. There are basically three standard methods to handle these fine powders.

A. BUCKET ELEVATOR

The Indian Standard IS 7167 provides the necessary specifications and permits the vertical lifting of fine free flowing powders. These standards are used by RMX for designing our bucket elevators which have been supplied to multiple plants and are working very well.

Concerns of spillage and wastage in free-flowing dry powders in case of bucket elevators has always been troubling manufacturers. RMX has studied the same and we can confirm with our experience that the minor spillage happens only in the first batch and from next batch onwards zero loss can be assured in conveying. This method is a very cost effective and low maintenance solution.

B. PNEUMATIC CONVEYING

The Indian Standard IS 8730 permits the conveying of fine free flow powders with pneumatic conveying. The design parameters are mentioned in it and the basis is as follows,

Flowability – Free flowing or not

Bulk Density – of material

Particle Size – size of conveying particle

Abrasiveness – Low, Medium or high

Pneumatic conveying has its advantage and keeps the environment clean. However, the maintenance and operating cost can be high if used for lower capacities or usage.

C. VERTICAL SCREW CONVEYING

Screw conveyors can be used on vertical conveying. It is certainly not recommended for very abrasive materials or material with little moisture. This equipment not recommended for dosing/weighing due to more cycle time and inaccuracy due to the down fall of materials after every stop. Definitely good for conveying of powder materials like Cement, Dolomite, white cement, Lime etc.

To Conclude, we would request you to call us or write to us on ajkulkarni@rcmpl.co.in so that we can give you the right recommendation.

“

My Interview Diaries

Meet Mr. R&D Man – Uday Sanghavi

”



“Can you make a packing machine for our application ?, can you solve our packing problems ?, can you make it work ? – these words are like music to my ears. I get fully charged, roll up my sleeves & get to work” says the cheerful and ever smiling managing director of VT Corp Pvt. Ltd. & a Star Technocrat. His three decades of experience, strong technical acumen & wisdom of experience, all hidden behind a pair of inquisitive eyes which are constantly looking for more R&D.

In the year 1961, **Mr. Vipinchandra Champaklal Sanghavi** established a business under the name '**Vipinchandra Trading Corporation**'. Taking over from his father, Uday Sanghavi grew the business exponentially & incorporated a private limited company in the year 2010.

VT Corp Pvt. Ltd. as an outstanding Engineering company which is capable of undertaking complete turnkey projects, designs and manufactures machinery for various industrial domains like Cement Industry, Chemical Industry, Sponge Iron Plants, Power Plants, Co-generation Plants, Paper Plants, Food & Sugar Industry & many other applications. They have 2 major divisions Air Pollution Control Equipment & Weighing and Bagging Machines.

Mr. Sanghavi believes in the power of good engineers. They have the expertise in Design, Manufacturing, Supply, and Commissioning. VT Corp is renowned for innovative concepts, the integrity of design, and the quality of workmanship. All Designs & manufacturing are under the strict supervision of experienced professional engineers & under the leadership of Uday sir.

Since the last 60 years, their Weighing division has been manufacturing and supplying weighing and bagging machines like Belt Weigh Feeders, Electronic Roto-Packer, Bag Packing machines, Jumbo Packers, etc. The company has till date supplied more than 5500 installations across India and Abroad. The product range includes, Electronic Roto Packer, Electronic Stationary Packer, Weigh Feeder, Form Fill Seal Machine, Screw Packer, Gravity Flow Packer, Truck Loading System, Jumbo Bag Filling Machine, Wet Sand Packing Machine

VT Corp is a well-established brand. They have earned a much-cherished reputation for integrity. This along with rigorous technical standards has enabled VT Corp to build, maintain, and expand a business that is responsible, strong, and attuned to our customer needs.

“We are committed to achieving customer satisfaction by providing solutions having better designs, better performance, and which are better for the environment” says our **Mr. R & D Man**.

Readymix Construction Machinery Limited



PaintIndia 2024



World Of Concrete India 2024



RMX has recently made its mark at two major industry exhibitions—PaintIndia 2024 and World of Concrete India 2024. At PaintIndia, RMX's innovative solutions received a fantastic response from attendees, including industry professionals and stakeholders, showcasing the company's expertise in delivering high-quality machinery tailored for this sector.

Building on this momentum, RMX participated in World of Concrete India 2024, where its cutting-edge products, including the Net Weigher Packing Machine, Ploughshare Mixer, Tank Weighing System, and High-Speed Disperser, drew significant attention. These back-to-back successes reaffirm RMX's position as a leader in providing sustainable, efficient solutions to meet the evolving demands of various industries.

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Pune - 411038, India.

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My Interview Diaries Dr. P. Arjunan, VP R&D



Dr. P. Arjunan, holds Ph D in material science from the **Pennsylvania State University, USA**. He is with the MYK Laticrete since 2009 as V.P R & D. Prior to MYK Laticrete, he was associated with Custom Building Products, USA, for about 10 years. In MYK Laticrete, Dr. Arjunan is responsible for overall functioning of Research and Development, Quality Assurance and Quality Control departments of the company, as well as R & D support for the global Laticrete Business units. He supports the company's business goal through innovation and quality products. Drycotec Diaries is privileged to have him share his views.

Drycotec : How is the current situation with shortage of chemicals affecting the market?

Dr. Arjunan : The dry mix industry is heavily dependent on local and imported raw materials. Local raw materials prices gone up due to transport cost increase as a direct impact of the fuel price increase and the imported raw materials prices are gone up on two fronts. One, due to increase in price of the precursor raw materials that are derivatives of the crude oil and, two, due to the shortage of transport containers. Shortage of containers also leads to delay in delivery of the materials. The industry is managing the situation by optimizing the efficiency of the operation, identifying the alternate raw materials, optimizing the service, profit margin reduction, and nominal cost increase of the product. Small players who work on small margins are heavily affected by this situation and are facing sustainability if the situation continues for a long period.

Drycotec : What do see an immediate and long-term solution?

Dr. Arjunan : Passing the burden of raw materials cost increase to the end customer is not a solution at all either in short or long term. This will be counterproductive to the efforts we have done so far in bringing this technology to forefront against the perennial foe of the traditional application methods. The price gap between the dry mix technology and traditional application methods will force the customers to go back to economical old application methods. To sustain the situation, manufacturers must find ways to tide over the current situation by minimizing the operational and service cost.

Drycotec : What new products/innovations you see that will be needed by the Indian market?.

Dr. Arjunan : Our industry is adapting fast to the requirement of the customers. Making the products user friendly and creating awareness of this technology is key for the long-term growth and sustainability.

Drycotec : Could you summarize the top priority for manufacturing companies as a senior industrial professional?

Dr. Arjunan : 3 Priorities as follows,

1. Quality of the products is the number one priority. Make products that meets the industry and international standards
2. Better service to the customer through timely delivery of the materials; Have your manufacturing facilities close to the customer
3. Continue the awareness program of this technology.

My Industry Expert Review



” **KING KAUSHAL MEHTA** ”



WHO SAYS PEAK?, THE PEAK HAS NOT YET COME – **KAUSHAL MEHTA**

Drycotec Diaries is publishing a candid interview with Kaushal Mehta, a leader who took his business to a next level. The man leading more than 20 dry mix plants, should certainly qualify as the king of the dry mix industry. His thoughts and vision are unique. He is different.

Drycotec Diaries : Could you please explain to us why there is a sudden peak in the dry mix business across India ?

KAUSHAL MEHTA : Who says peak?, the peak has not yet come. This is just the beginning. A revolution is standing ahead to welcome us in the new era of industry atomization. Since the last decade, we have been struggling to convince our customers the importance of factory mix, the importance of tile adhesive as a product. It takes time for any market to develop. We have been waiting patiently and the final line has just been crossed.

The peak is yet to come, the wave has begun, get your horses fired because the new normal will see more such volumes of business.

Drycotec Diaries : What would you say to the many new players, who are trying to enter this business, which is witnessing a large growth pattern ?

KAUSHAL MEHTA : The main markets are already saturated. We have been around for more than two decades and are well established. For all new players, there is a large portion of India which still remains un-touched. It is an open market for them to grow, develop and do good business. I would advise all new players to avoid coming to the metros. Let us stop this business of price wars, let us not cut each other by doing the same thing. For example, the Mumbai market is already at a matured level and the products are well established. Entering this market will be difficult for new players who may have to further bleed to get a few orders. This would hurt their numbers and affect the ROI. Go to remote markets of the country. Try concept selling. I am sure there is a large juice which is yet to be extracted.

Drycotec Diaries : So what are your next plans for the group ?

KAUSHAL MEHTA : : I am under tremendous pressure from our teams who want the group to get into a few conglomerative businesses. This could be the right move ahead. I am not convinced because the data or business size is not available. We have many opportunities. My team has been conjuring data and establishing the market figures to take decision. This may not be the true picture. Our group has a market reputation, and we shall be careful in what we do ahead. Our current business is very well established. Our customers are satisfied. The group will be taking up major expansions very soon and we shall definitely announce when it is the right time.

Drycotec Diaries : People, factories, sales, purchases, price rises, price falls, how do you manage it all, what's your secret ?

KAUSHAL MEHTA : I still remember you telling me that “What got you here will not take you there.” Everyday is a new challenge. We are growing very fast and keeping up with this growth is not easy. We have the right people & processes to ensure that this vehicle moves fast and in the right direction.





This article has been published by **Nimish Hadkar, Director & Regional Manager**, Middle East & Indian sub-continent Region at Shin-Etsu Chemical Tylose India Pvt. Ltd. Mr. Hadkar has a significant role in establishing the brand Tylose & he is an industry expert in Coatings, Manufacturing, Account Management, Paint, Construction chemicals (drymix) and Business Development across the Asia Pacific & Middle East.

Current Market Trends in Drymix Industry – Nimish Hadkar

1. Saturation of wall putty market: Even though the wall putty market in India is growing > 15% y-o-y, all the efforts in this particular segment is made on cost cutting due to large numbers of organised and unorganised players (competition) in this market.
2. Emerging Tile adhesive market: With the entry of International players in the Indian market, growth in the CTA market is > 20% every year as factory packed tile adhesives tend to replace the conventional on-site mixing (manufactured) tile adhesives.
3. Awareness of Readymix plasters: Growth of this particular segment during last 4-5 years has been phenomenal. Improved lifestyle and necessity of long term (maintenance free) structures in metros and even in smaller cities has fuelled the growth of the readymix plaster market.

Trends	Wall Putty or Skim Coat	Tile Adhesives (CTA)	Readymix Plasters or Renders
Performance driven	1. Hydrophobic / Water repellent 2. Higher coverage 3. Crack & Chalking free 4. Workability 5. Thermal resistance (should work even > 40 deg C fresh mortar temp.)	1. Slip resistance 2. Extended Open time Excellent wetting for high format tiles and stones	1. Self-curing 2. Sag resistance 3. Crack free
Price driven	1. Use of high viscosity MC resulting in lowering the dosage of MC 2. Optimisation of MC and RDP (introducing winter and summer formulations)	1. Use of modified MC's 2. Sand selection (natural v/s M-sand) 3. Introduction of Basic, Economy and Premium CTA's	1. Multi location plants (to address high transportation cost) 2. Sand availability. Shift from river sand to M-sand
Value added	1. Scented putty 2. Colour putty Whiter than White putty	1. Tile on Tile adhesive (for renovation market) 2. Shift from onsite mixing to factory packed (consistent quality)	1. Factory packed – consistent quality 2. Insulation plaster (for energy savings) 3. Machine application plaster (due to availability & increase in labour cost)



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- ★ Double Spout Valve Type Packing Machine (RSIP-001.2)
- ★ Triple spout valve type packing machine (RSIP-001.3)
- ★ Single spout Open mouth type packing machine
- ★ Weigh feeder
- ★ Silo For Packing Machine
- ★ Spare Parts
- ★ Gravity Force Packer

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My Celebrity Diaries

D.D. PUROHIT : MR. GAME CHANGER !!!



Mr. Dharmendra Dutta Purohit started his career 30 years ago. An era when white cement was used only for decorative purpose and the plant always worked below 50% capacity. Standard processes and traditional thinking were perfectly practised. It was a different time with landlines, fax and typewriter-based offices. Everybody worked hard and life was good.

The fresh mind of young Mr. Purohit was not at peace. Something did not feel right and He decided to intervene. Innovating thoughts generated ideas which had to be executed. Convincing the unit head was not an easy job but performance and perseverance always wins in the end.

Change of raw materials in a cement plant was the first major game changer in the industry. This was followed by colour cement and water proof cement. The entry of DD Purohit was certainly a big value addition for customers as well as competitors.

Readers should make a note that due to lack of permissions, we will not be taking any names in this story. Some information would always remain below the carpet. A born R&D man, DDP sir has been always experimenting with new products and raw materials. His hunger for improvement is voraciously high. The limited application of white cement was the next challenge & this was not an easy one.

That market was happy with a conventional Oil based putty. Mr. Purohit & the team wanted to create a White Cement based Putty. Better quality, good coverage, less paint consumption and bypassing primer, were the demands from the product. Trials began and it took some time before the unit head could finally approve the product for commercial trials. The feedback was good but they all wanted the putty to be non-curing.

This parameter was taken very seriously because it would be a saver of time and water. The team did comprehensive research with new chemicals imported from Germany. Investments were made towards multiple trials before they could develop a product which was suitable to our country's diverse climate changes. The product trials were successful & in the year 2001, commercial production for wall putty began its journey from 5000 tons to 30 lakh tons as on today & ever growing in double digits.

Mr. Purohit saw a paradigm shift in his career and has been contributing to many products including the white & grey derivatives. These products are better than conventional products, being odourless, non-Volatile Organic Compound (VOC), and less CO2 emission. The products were made with waste marble. The products were cheaper, factory based, aesthetic looking, well designed and well formulated. This could be applied just by adding water. It was highly appreciated and got recognition from the market.

Drycotec Diaries salute this Game Changer & we wish him all the very best for many more such endeavours.

My Industry Expert Review



“Mr. FIXING IT ALWAYS”
SANJAY BAHADUR



Drycotec Diaries is privileged to talk with **Sanjay Bahadur**, who Leads a top brand, which makes trends for the industry to follow. A Civil Engineer with 35 Years in the industry, Sanjay Bahadur has been “Fixing it Always”

we are at an exciting juncture in the industry, and I am looking forward to the transformation in the coming years – Sanjay Bahadur, CEO – Construction Chemicals (Pidilite Industries Limited)

Drycotec Diaries : The pandemic had 2 lockdowns and 2 waves. The 3rd wave is currently on. What according to you was the impact on our industry on the 1st, 2nd wave and current situation ?

Sanjay Bahadur : The first wave of the pandemic clearly created an unprecedented situation, with lives at risk, construction work coming to a standstill, and tremendous challenges on the labour and supply chain front. There was significant impact on demand and sentiment, especially for new construction, with many projects stalled and several industry players facing a liquidity crunch. Over time, the Government and industry has learnt to better deal with the situation, leading to normalization of operations, albeit with intermittent disruptions. In addition, greater affordability of real estate, a benign interest rates and consumers' desire for home ownership and quality living spaces, has led to a sharp improvement in residential sales and renovation. However, there continue to be headwinds, with the commercial segment significantly impacted due to work-from-home scenario and stress on retail/hospitality segments, and pressures of escalating commodity inflation.

Drycotec Diaries : What new changes / adaptations have Pidilite done in this scenario?

Sanjay Bahadur : As an organization, our core focus was of course to ensure safety and well-being of our employees, while ensuring continuity of business operations. We ensured that we continuously engaged with our customers and other stakeholders, in order to support them in the situation of crisis. We also implemented initiatives to drive greater efficiency and cash preservation. At the same time, we recognized that this was a pivotal moment for the industry and invested behind several strategic shifts to win in the new world. We placed a great emphasis on digitization, strengthened the resilience of our supply chain, continued to build a strong innovation pipeline, doubled down on more resilient segments, and further invested in building the capabilities of our teams.

Drycotec Diaries : How is the current situation and where do you think the Indian construction industry is headed?

Sanjay Bahadur : I think we are in a far better place than where we were at the beginning of the pandemic. There is an upswing in residential demand, which is likely to continue to gain momentum. As mobility and a hybrid work environment normalizes, we will likely see commercial demand also rebounding. We are also seeing positive signals for the industrial capex cycle after many years. The government is also likely to continue to invest significantly behind upgrading the country's infrastructure.

With stronger regulatory oversight, the industry is getting more formalized and likely to see greater consolidation. As the economy progresses, we could witness several shifts – adoption of superior/newer practices (e.g., advanced waterproofing solutions, higher quality of tile adhesives, plasters, use of newer materials, greater mechanization, shift towards ready mix concrete, greater pre-fabrication, etc.), greater focus on sustainability (e.g., green products, green buildings), as well as greater digitization in construction management.

There may be some near-term headwinds due to rising inflation and the pandemic uncertainty. However, I think we are at an exciting juncture in the industry, and I am looking forward to the transformation in the coming years.

Drycotec Diaries : What advice would you offer to the readers of Drycotec diaries, who are professionals of the construction and building materials industry?

Sanjay Bahadur : Given the exciting times ahead, I encourage my fellow professionals to be an active part of this transformation, to build a stronger and better India. We need to keep innovating to bring solutions which address the requirements across the different strata of India's population and economy. This would require having a long-term vision, keeping pace with the changes by continuously upgrading capabilities and ways of working, and relentlessly focusing on execution excellence.



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My Interview Diaries

NEELESH DESAI



Drycotec Diaries conducts interview of **Neelesh Desai, Managing Director, BHS Sonthofen India Private Limited**. We discuss about the journey of their company and the work they have done in the area of Plaster Sand.

Drycotec : Can you introduce your company for our readers ?

Neelesh Desai : The origins of BHS-Sonthofen go back to the year 1607. What began as a diocesan iron-smelting works, has evolved into an internationally leading technology company. From mixing, crushing, recycling, filtering and drying to reacting – based on our process engineering expertise, we change raw materials so that they create new values for our customers. We will continue to drive innovation and help shape the future of process engineering with 500 employees, international subsidiaries and representations in more than 70 countries.

Drycotec : How is your experience with the market of Plaster Sand ?

Neelesh Desai : The problem which still persists is the affinity towards usage of natural sand for plastering. We do not say that it is a bad option but innovations in technology have made manufactured sand equally compatible for plastering and concreting purpose. By insisting on plaster sand we are damaging our rivers which are the major source of fresh water for humans. Big markets like Mumbai still is using natural sand based plaster. Maharashtra has banned use of river sand. Gujarat government is actively considering for last one year to ban the dredging to save rivers, but somehow the executive decision is delayed.

Drycotec : Tell us your experience on your equipment used to produce Plaster Sand ?

Neelesh Desai : Our Rotary Mill RPM 1513 has been delivering excellent quality of plaster sand as well as concrete sand and we are getting repeat business from those who have experienced the performance. All the markets that we have introduced our machine have added new ones. There is certainly a feedback about more usage of wear parts. This comparison is with respect to the VSI technology. We have been explaining to our customers that there is a significant difference between the Mill & the VSI. Our Mill is focused on production of sand whereas the VSI produces sand and aggregates. The stability and recirculation loads of the Mill are much better than the VSI. This leads to more sand and certainly more revenue. There is a logical justification to the additional consumption of wear parts but still have better revenue to consumption ratio which our customers have agreed.

Drycotec : What are your plans for Year 2021-22 ?

Neelesh Desai : The second wave in India was certainly a nasty shock and our administration is now literally on war front to ramp up medical facilities. Despite the widespread tragedy, we can see that our country can rein the situation in short time. Vaccination has started 3 months back but only picked up now after people realized its life saving value and started trusting the vaccines. As it happened in some other countries, this wave will subside soon and along with increasing vaccination efforts by the government and people, within couple of months, India will have decisive victory over this pandemic. I personally see huge growth happening in 2021 as forecasted by many International rating agencies.



My Industry Diaries

Ragesh Rawat

Drycotec Diaries speaks to **Ragesh Rawat, Head of Sales (Unit - Birla White) at UltraTech Cement.**

Mr. Rawat is a Civil Engineer & MBA and has been delivering performance for the last twenty five years in some of the top building material brands. A talented and yet so humble leader shares his views on the current business scenario.

Drycotec : Could share your readings about the Current scenario ?

Ragesh Rawat : The 2nd wave of Covid has hit India in a way which no one expected. With the daily cases on many days crossing 4 lacs and fatalities crossing 4000 per day, obviously it has hit business very hard.

In the first wave the business loss was there but it was to a great extent restricted to Urban areas. The silver lining were the rural markets where business was not much affected.

Rural districts now account 23% of Covid cases in the country (as on 15th May) and this was just about 11% of total cases just 2 months back. This means that besides Urban areas, the business is also suffering in rural areas.

Drycotec : How is the year-on-year effect ?

Ragesh Rawat : In March and April, most of the businesses have shown good growth because of very low base in last March & last April. But this is not going to happen in May this year. Already businesses are showing signs of stress. Last April was complete lock down across the country. But in May'20, the unlocking had started and the pent-up demand ensured that businesses picked up fast. This May almost entire country is in lock down, though the lockdown has been announced in phases. Earlier during lockdowns, the business was happening in rural areas but now there is fear in rural areas as well. With very low availability of medical infrastructure in rural areas, people are being safe and thus affecting day to day activities and hence business.

Drycotec : How is the situation with Labour ?

Ragesh Rawat : Last year the migrant labour had rushed back home in the rural areas. Their arrival ensured good business. In the context of building material industry, when this migrant labour was home, they ensured the completion pending construction or repair works at their homes. Also, the presence of the earning member at home gave a big boost to the festive demand and hence boost to the business of building materials.

But this time the migrant labour has not gone back the way it had gone last year – because they returned few months back only. So, this is also going to ensure that rural demand does not pick up the way it did during first wave. To sum it up, the major difference in the impact on business during the first wave and second wave is going to be because of rural demand. This demand was healthy during first wave but unfortunately the same cannot be expected during the second wave.



My Architect Diaries

Architect Trupti Puranik speaks to a leading manufacturer of a Tile Adhesives & other products. She has a discussion specifically about Adhesives. As a leading Architect, Trupti needs some inputs directly from the source. She is keen to understand more about the product and the market on overall basis. The manufacturer does not want to reveal his company name & Drycotec Diaries respects their privacy.

Arch. Trupti : How is this product doing & what are the market perceptions ?

Nandan : There is a big market out there which is still not in contact with tile adhesives. Sales have increased and business is growing, but I would say that it has only reached 20-25%. Even in metro cities, the awareness is lower. The traditional mason is still keen to work with the old system of mixing cement with sand. They are simply not accepting the concept of tile-on-tile. The pull from market is missing. As Architects, you must insist on getting the job done with Tile Adhesives. Use of site mix should be banned for new as well as repair applications.

Arch. Trupti : So what products are available & which would you recommend for external facades ?

Nandan : The market has a large variety of products. The basic version is used for ceramic tiles for surface application. There are medium and advanced products which can be used for vitrified, natural stone, vertical applications, swimming pools, terraces and facades. For an Architect, façade design is a very important part of the structure. It is a tool to create the first impression. I would advise you to use the heavy-duty version of tile adhesive which is specified for natural stone on vertical use. Use a type II version, as per Indian Standard IS 15477 & is highly polymer modified. Shear Adhesion & Tensile Adhesion are two main parameters to consider for all such applications. It is also important to see what pot life & open time are they offering.

Arch. Trupti : This is good information. I am sure our readers, specially Architects & Developers would be happy to read such articles. What would be your advise to other manufacturers ?

Nandan : Please stop selling cheap products which are non-polymeric and consist of only cement and sand. You are spoiling the market and destroying the image of this superior technology. Your product is low in price & sold over the counter as Tile Adhesive, but it all comes back when the mason checks the smoothness of the mortar. I would rather persuade you to sell the expensive products by using good marketing schemes and effective channel partners. This would create more business for all of us and provide a quality product in the market. Better Quality is the only thing we can do to take this product ahead in India.

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Covid Stories Contest :

WINNING ENTRIES

Drycotec Diaries declared a contest and asked our readers to tell us their covid stories. We received a few applications & had a hard time selecting the winning entries. We hereby present to you our winning stories as follows.

Please note that due to shortage of space, we have re-written the summary of their stories for your quick read. Congratulations to all four contest winners & all those who applied. You all are winners.

THERE ARE ALWAYS TWO SIDES TO EVERY COIN !!!

Antonio Crispino Sequeira, is a very hard negotiator. He will not spare his suppliers & squeeze out the last drop in every deal. Owner of Yanni Infraprojects Pvt. Ltd., this leader is a first-generation self-made entrepreneur. They have two large crushing plants, a fleet of construction equipment and a solid waste management facility. A resident of Porvorim, Goa, he commutes on a daily basis to Insuli, a village in Maharashtra, where he has his major set ups. Crossing the Goa-Maharashtra state border is a daily routine.



During the pandemic, all the small eateries and petty shops were shut. Mr. Sequeira realised that the police personnel posted at the border would have problems in arranging a meal during their long duty hours. This noble man carries meals for them during his visits and ensures that they do not go hungry on duty. A pure philanthropy & certainly not a bribe.

Drycotec Diaries salutes this Covid Hero – ANTONIO CRISPINO SEQUEIRA.

WHEN LIFE GIVES HIM LEMONS, ASHWIN MAKES LEMON JUICE !!!



Ashwin Pradeep Maheshwari, a young dynamic leader, manufacturer, engineer, marathon runner, triathlete & innovator, was down with Covid. It affected his family. His father had to be admitted in ICU. In the line of fire, Ashwin managed to gather courage & defeat the virus for self, his family & staff. People First, is Ashwin's motto. On the crack of first lockdown, he immediately got his entire staff insured. They managed to get the basic food material delivered to the worker category. Also arranged for employee travel and kept his factory operating on the government guidelines.

During the lockdown, as people were busy at home trying new recipes, family games & watching web series, Ashwin focused on R&D. They took trials and were able to offer three new products to their customers. This was a covid success for his company. Ashwin gives a large credit to his B2B customers & reliable suppliers, who took care of each other. Today his 100% family & staff are vaccinated. “**Stay Positive in Life**” says Ashwin with a cheerful smile on his face.

Drycotec Diaries salutes this Covid Hero – ASHWIN PRADEEP MAHESHWARI

EVERY SETBACK IS AN OPPORTUNITY IN DISGUISE

Says **Naval Kailash Malpani**, a young civil engineer turned manufacturer & enthusiastic technocrat. He took the lock down very seriously and decided to focus on 4 things; plant, clients, employees & product quality. The objective was to generate a paradigm shift. Process mapping was a successful exercise & Naval could eliminate many process losses. Time & motion study generated good savings in electricity as well as manpower utilization. The result : 7% extra capacity generated without any expenditure. A brilliant achievement.



For employees, training & multiskilling for job interchangeability proved to be a win-win for both. Salary reductions were inevitable. Naval spoke to the team & assured them of a better future. Another great move was to ask employees to bring other un-employed friends. They were trained in vocational skills to become job-ready. He also trained his transporters to use Google maps & improve delivery efficiencies. A truly noble act. For product quality, it was time to explore other options. The pandemic gave him an opportunity to consider formulations & materials. This helped in improving product quality & achieve 5% cost reduction.

Drycotec Diaries salutes this Covid Hero – NAVAL KAILASH MALPANI



BIG BUSINESS PLANS IN THE SMALL COVID PANDEMIC !!!

Each Person reacts differently in all type of situations. The killer business instinct of Nandan Dilip Pradhan, reminds me of the famous quote of Shiv Khera “Winners don't do different things, they do things differently.

The Lockdown shattered the dreams of Mcon Rasayan Pvt Ltd., and the road ahead appeared hazy. **Mr. Pradhan**, Director, pulled up his socks and gathered the entire team together on-line. A full plan was drafted. Zoom Meetings with Staff Training

Sessions were set up. Product Knowledge & Sales Skills sessions, kept them all completely occupied. Nandan moved ahead and extended the course to the channel partners & the Customers Fraternity. The life in their organization was restored.

Waterproofing Challenges, Concrete Repairs, Deco floor systems and some situational subjects like how to grow business post lockdown, were the topics for webinars. The result : 250 members getting connected in every webinar. The next challenge was to pull up the business numbers, when the markets opened partially. The company management planned an aggressive monetary and award scheme to drive the team towards a challenging goal. They generated a record-breaking sales. Nandan is waiting for the full opening so that he can take the company to the next level and encash the paradigm shift which was chiselled from “the locks & the downs.”

Drycotec Diaries salutes this Covid Hero – NANDAN DILIP PRADHAN

ABOUT OUR PANEL OF JUDGES.

Jaideep Shekhar
Managing Director
Terex India Private Limited



Dr. B.L. Maheshwari
President
CCMA – Construction Chemicals
Manufacturers Association



Sourabh Bansal
Managing Director
Magicrete Building Solutions
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Tentative Topics

Time	Topics:
09.30am- 10.00am	Registration
10.00am -10.45am	Inauguration
10.45am 11.00am	Tea Break
11.00am-12.00pm	Digital Construction Management (BIM / 3D Printing / GIS)
12.00pm- 12.45pm	Technical Presentations – Prime / Principal Sponsors
12.45pm- 01.15pm	Technology for Faster and Sustainable Construction (Precast Technology)
1.15pm – 2.00pm	Lunch
2.00pm - 2.30pm	Technology for Faster and Sustainable Construction (PEB Technology)
2.30pm – 3.00pm	Construction Materials for a Greener Future
3.00pm – 3.15pm	RFP Preparation on Quality and Cost-Based Selection (QCBS) System for Procurement in High-Value Infrastructure Projects
3.15pm – 3.45pm	Latest advancements in Transportation Technologies & Integration of Sustainable Materials
3.45pm – 4.15pm	Achieving Net Zero Emissions in Construction - Challenges and Solutions
4.15pm – 4.30pm	Latest Innovations in Construction Safety
4.30pm – 4.45pm	Tea Break
4.45pm – 5.45pm	Emerging Trends in Contract Management & Dispute Resolution

Sponsorship Package (Per City)

Offerings	Prime Sponsor	Principal Sponsor	Gold Sponsor	Silver Sponsors
	Rs 7,00,000/- (Seven Lakhs + 18% GST)	Rs 5,00,000/- (Five Lakhs + 18% GST)	Rs 2,50,000/- (Two Lakhs + 18% GST)	Rs 1,00,000/- (One Lakh + 18% GST)
Venue Branding: (Strategic locations inside the hall and outside)	✓	✓	✓	✓
E - Invites to be sent to the guests with brand Name & Logo – (Govt Departments / PSU's / Corporates / Contractors / Developers / Consultants / Architects - 10,000 data base)	✓	✓	✓	✓
Welcome boards for attendees – Standees of with sponsorship credits and logo	✓	✓	✓	✓
Presentation Slot	30 Mins	20 Mins	10 Mins	Recorded Corporate Video Play (3 Mins)
Complimentary Area (Product display) (Shell Space)	3x4 = 12 SQM	3x3 = 9 SQM	3x2 = 6 SQM	Table Space
Sharing of database of attendees	✓	✓	✓	×
Complimentary delegates / Guests registrations for the conference	15 Delegates	10 Delegates	5 Delegates	3 Delegates

Lunch Sponsor - Rs 5,00,000/- (Five Lakhs + 18% GST, Per City)

Venue Branding, E - Invites to be sent to the guests, corporate video play (5 Mins), Credit announcements, lunch arena will consist of hoardings of your company, Logo display on Lanyard, Complimentary Area 3x3 = 9 SQM (For Product display - Shal Space), Complimentary Delegates / Guest - 10.

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My Grey Diaries : Defects in Plastering – Abhisek Panda



Abhisek Panda is a qualified Chartered Engineer & has done his MTech in Structural Engineering and is a Co-Founder of **AANKHE(AANKHE ENGINEERS LLP & AANKHE TRAINING CLUB LLP)**. He writes an article for Drycotec Diaries on the most sought subject, defects in plastering.

The following defects can be observed in plastering.

BLISTERING OF PLASTERED SURFACE: This is the formation of small patches of plaster which swells out beyond the plastered surface, arising out of late slaking of lime particles in the plaster. It may also arise due to presence of un slaked particles in slaked lime.

CRACKING: It consists of formation of cracks and fissures on the plastering surface due to following reasons like :

- Defective preparation of back ground
- Structural irregularities in buildings
- Discontinuity of plastered surface
- Movements in the back ground due to the thermal expansion or rapid drying or shaking
- Movement in the plaster surface itself either due to expansion or shrinkage or due to creep
- Excessive shrinkage caused by application of thick coat

FAULTY WORKMANSHIP

- Crazing:** It's the formation of a series of hair cracks on plastered surface due to the same reason as for cracking
- Flaking:** Due to poor bond between successive coats very loose mass of plastered surface is formed which is called as flaking.
- Peeling:** It's the complete dislocation of plastered surface resulting from formation of patches. Formation of imperfect bond is also another reason of this type of defects.
- Pooping:** It's the formation of conical hole on the plastered surface due to the presence of some expandable materials.
- Rust stains:** These are sometimes formed when plaster is applied on metal laths due to rusting action.
- Efflorescence:** This is another defect by which the whitish crystalline material which appears on the plastered surface due to presence of salts present in the plastering material or building material. It gives the bad appearance and even affects adhesion during painting. It can be removed to some extent by washing the surface continuously and by dry brushing.
- Uneven Surface:** This is obtained purely due to poor workman ship.

For more information on this subject, please write to him directly on pandaabhisek32@gmail.com

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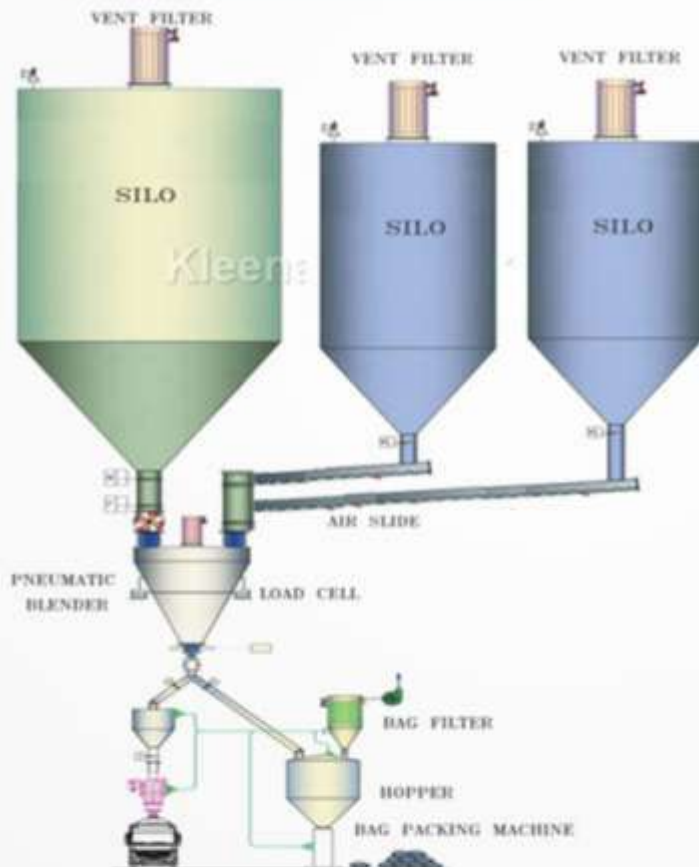
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