

# Drycotec Diaries





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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  
Reduce chalking  
Cost reduction  
Bounce back reduction

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  
Time saving



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



# Editor's Page : Elections Ahead !!!

Some things that you should know before the Lok Sabha Elections coming up in **April 2024**.



## LIST OF DEFINITIONS: ELECTION 2024

**E.D.:** If you are a regular importer of polymers or services or buying foreign currency for dealer meetings or buying imported components, assemblies, mixers etc., then you should know about ED. They are a government body that is responsible for keeping a check on Money which is coming from & going nowhere, especially Foreign Currency. Something to worry about if you are in the wrong chair.

**E.C.I.:** It is that organization that manages the entire event of elections. The Constitution of India has vested in the Election Commission of India the entire process for conduct of elections. Don't worry, they will not touch your current position in the organization, which depends on performance.

**E.V.M. :** Electronic Voting Machine was developed in the 1990s. Paper ballots method had fraudulent voting, booth capturing was also expensive. The EVM does not need wireless or wired internet components and interface. The M3 version of the EVMs includes the VVPAT system.

**V.H.A. :** It is an APP on which you can file complaints. You can use the app to search your name in the electoral roll and check if you are eligible to vote. Also get election-related news and updates. You can use the app to search your name in the electoral roll and check if you are eligible to vote.

**K.Y.C. :** The Know Your Candidate (KYC) app is a mobile application developed by (ECI) to help citizens know about the criminal antecedents of candidates contesting elections. Still they are out there asking for votes. Hopefully your name will not be there.

**M.S.P. :** Minimum Support Price is promised by the government for any agricultural crop. In case you want this concept for Mortars, I suggest that you sit on a Dharna at New Delhi Highway and hope to get it soon.

**P.S. :** In company law, perpetual succession is the continuation of a company's existence despite the death, retirement, bankruptcy, insolvency, insanity, change in membership or an exit from the business of any owner etc. Please do not plan to get a group of employees & leave the company to form another unit & hope that the ECI will grant you the same name & symbol. It is unfortunately not possible in Companies, but is possible in Political Parties.

**K.R.A. & K.P.I. :** Key Result Area & Key Performer Indicators have nothing to do with Politicians or any political party or any form to measure the performance of the leader you have voted for. These fundas are only there to kick you & keep your salary in control.

**IMPORTANT : YOU MUST VOTE !!! & KEEP READING DRYCOTEC DIARIES**

**Dr. Mandar Chitre**  
Editor & Founder – Drycotec Diaries

## DRY MIX MORTAR PLANT

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



INTENSIVE MIXER



PLough SHEAR MIXER



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EDITION

16 17 18 October 2024  
Bombay Exhibition Centre, Mumbai



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**DATE: 16-18 October 2024**

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

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



and many more...

**FOR MORE INFORMATION, CONTACT**

Dr. Mandar Chitre ☎ +91 98231 58583 ☐ mandar.chitre@batonconsultants.com  
Saiprasad Terde ☎ +91 99200 50415 ☐ saiprasad.terde@informa.com

**My Brand Diaries :  
The Business of Mascots : Baton Consultants Review**

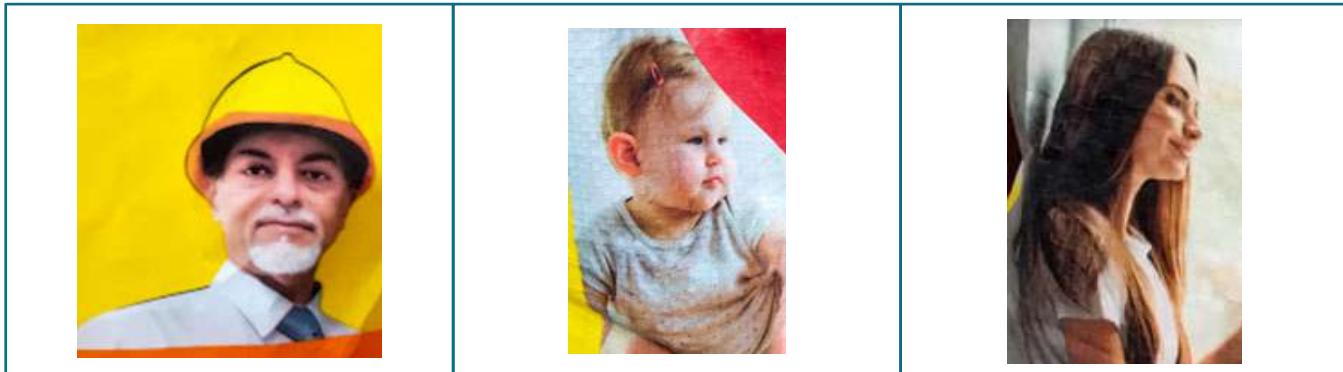
**Type One : Animals – Interesting, Indicative, Relevant**



**Type Two : Cartoon Characters – Meaningful Fun, Creative, Motivating**



**Type Three : Others – Theme based, Representative, Differentiator**



## Type Four : Brand Ambassadors – Expensive, Effective, Powerful



### What is a Mascot ?

An avatar / person / character etc. that will be the soul of the your brand, display its values, interest, ethos (the distinguishing character, sentiment, moral nature, or guiding beliefs of a person, group, or institution) etc.

### What does a Mascot do ?

It creates an emotional bond. It connects your customers to your products. Generates loyalty & acceptance. It is a communicator, It speaks about your brand & image of your company.

### How do I create a Mascot ?

First understand your brand personality. What is the USP of your products, core values of your company & a combination of them all. Also check what your competition is doing. You need to be a differentiator, something innovative. Important – It should appeal to your buyers.

### What you should avoid in a Mascot ?

1. Religion, Caste, Race
2. Good Looking but irrelevant
3. Too Complex, cannot be understood
4. Copied, similar to competitor
5. Failing to integrate Mascot in your brand strategy

In our industry, the mascots are visual representations of a brand. Our customers associate it with the company or product. Companies stand out in a competitive market. For example, Roff's Crocodile logo is instantly recognizable.

Mascots often embody specific brand values like strength, reliability, durability, and innovation. The choice of a mascot reflects the company's commitment to these values. Mascots evoke emotions and create a connection with consumers. They humanize the brand and make it relatable. In the building industry, mascots can evoke feelings of trust, dependability, and quality. Ambuja Cement's committed man represents dedication.



## Drycotec Drymortar Association : Affiliate Certificate Program:

- Are you keen to make an impressive career in Drymortar segment of Building Materials?
- Is your aspirational drive to be a - Researcher? Manufacturer? Trader? Contractor? Marketer? Supplier?

“This affiliate course is designed to give all such aspirants a comprehensive understanding on the entire gamut. Every participant will get a clear idea from cradle to grave on the materials, processes and strategies which makes this segment run and grow. Professionals from the industry, as faculty, shall share their valuable insights earned through several years of task & toil, along with live case stories. All we request each participant to come with is - Zeal, Focus and Passion.”

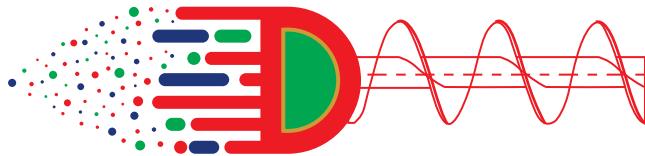
– **Anupam Shil, Vice President (Training), Drycotec Drymortar Association.**

### Course Curriculum:

**The course curriculum should follow from here...**

#### Session Detailing (Each Session : 90 Minutes)

<b>ONE</b> Civil Engineering Fundamentals	<b>TWO</b> Products & Applications (Part 1)	<b>THREE</b> Products & Applications (Part 2)	<b>FOUR</b> Products & Applications (Part 3)	<b>FIVE</b> Products & Applications (Part 4)
<b>SIX</b> Exam One	<b>SEVEN</b> Marketing Fundamentals	<b>EIGHT</b> Branding & Advertising	<b>NINE</b> Channel Partners & Agreements	<b>TEN</b> Market Overview
<b>ELEVEN</b> Expert Interaction One	<b>TWELVE</b> Expert Interaction Two	<b>THIRTEEN</b> Case Studies	<b>FOURTEEN</b> Summary plus Q & A Session	<b>FIFTEEN</b> Final Exam



# **DRYCOTEC**

## **DRYMORTAR ASSOCIATION**

**JOIN DRYCOTEC DRYMORTAR ASSOCIATION. BECOME OUR MEMBER.**

### **TARGET AUDIENCE : WHO SHOULD ATTEND ?**

#### **Employees of DM Companies**

- Who are new to this business (Sales & Marketing)
- Who are from support functions (HR / Finance / Logistics) who want a better understanding

### **FACULTY & TRAINERS**

**Coarse Convener : Anupam Shill (STP Berger)**

**Trainer : Dr. Satyanarayana D (HIL)**

**Trainer : Dr. Mandar Chitre (Baton)**

**Sp. Session : Dr. Arjunan P (MYK Laticrete)**

**Sp. Session : Dr. Prem Sherin (Adani Cement)**

- Program will Commence on 12th Mar & Detail Timetable will be given
- We can have a special program for your organization if you have more than 10 participants
- 15 Sessions will be conducted on weekdays between 20.00 hrs to 21.30 hrs
- Certificate shall be issued to those who pass the exam & have full attendance
- Fees shall be Rs.5000/person for Member Organization & Rs.7,500/person for others
- If interested, please contact us on 9823158583 or write to us on [mandar.chitre@batonconsultants.com](mailto:mandar.chitre@batonconsultants.com)

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- High throughput to output ratio results in Less conversion cost making it highly viable solution
- Inbuilt Air classification system (No sand washing required)
- Equipped with highly efficient multideck screen.
- Fully automatic with plc control

## NPO Make Centrifugal impact crusher specially designed for plaster sand production.

- Produces cubical shape premium quality sand
- Dust generation is minimum and equipped with inbuild dust suction system
- Less maintenance and wear cost
- Self-balanced rotor enables high speed crushing and can well work in uneven wear condition
- Rotor Balancing not required after wear part replacement
- No heavy foundations required



### Also reach us for

- Dry Mix Mortar Plant • Wall Putty Plant • Thermoplastic Road Marking Paint Plant • Chemical Plant

## “ My Cement Diaries : Several factors contribute to the robust cement demand in India for the fiscal year 2023-2024 ”



Our author, **Dr. Jai Shankar Kumar - Head ( Sales & Marketing ) Shyam Steel India**, is a passionate leader who keeps keen interest in the cement industry and has two decades of experience in top cement brands of the country. He writes about the several factors that contribute to the robust cement demand.

### TOP TEN FACTORS

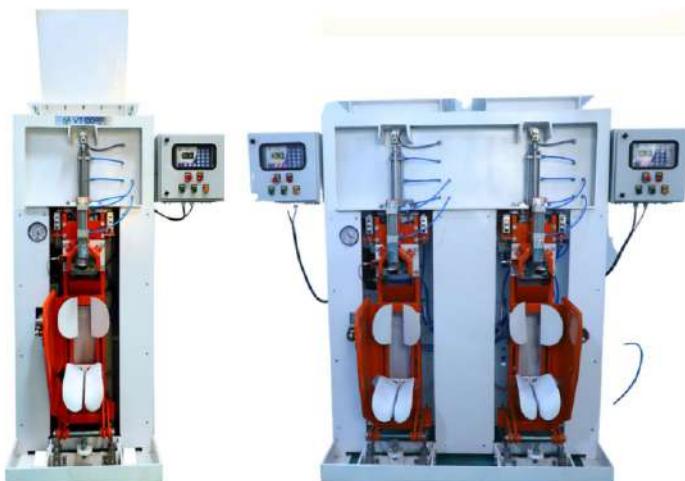
- 1. INFRASTRUCTURE PROJECTS:** The government's focus on infrastructure development, including roads, bridges, airports, and ports, drives significant demand for cement. Large-scale projects like Bharatmala, Sagarmala, and Smart Cities Mission contribute to this demand.
- 2. Housing Sector Growth :** The growing urban population and increasing disposable incomes lead to a rise in demand for residential properties. Affordable housing initiatives, such as Pradhan Mantri Awas Yojana (PMAY), boost construction activities, thereby increasing the consumption of cement.
- 3. Rural Development :** Rural infrastructure development programs like Pradhan Mantri Gram Sadak Yojana (PMGSY) and rural electrification projects create demand for cement in rural areas, where there's also a growing need for housing and basic amenities.
- 4. Government Initiatives :** Various government policies and incentives to promote construction activities, such as tax benefits and subsidies for housing loans, stimulate demand for cement.
- 5. Industrial and Commercial Construction :** Growth in industrial and commercial sectors leads to the construction of factories, warehouses, office spaces, and retail outlets, thereby increasing cement consumption.
- 6. Real Estate Investment Trusts (REITs) :** The introduction and growth of REITs in India attract investments in the real estate sector, leading to the development of commercial properties and infrastructure, consequently boosting cement demand.
- 7. Population Growth and Urbanization :** India's population continues to grow, and urbanization rates are increasing. This demographic trend drives the demand for residential and commercial infrastructure in urban areas, fueling cement consumption.
- 8. Infrastructure Development :** in Tier II and Tier III Cities: Beyond major metropolitan areas, there's significant infrastructure development in smaller cities and towns, driven by urbanization and government focus on equitable development. This expansion contributes to cement demand.
- 9. Recovery from the Pandemic :** Following the slowdown caused by the COVID-19 pandemic, there's a resurgence in construction activities as economies recover, resulting in increased demand for cement.
- 10. Monsoon and Weather Conditions :** Favourable weather conditions, particularly during the monsoon season, can accelerate construction activities, leading to higher cement demand.

These factors collectively contribute to the robust demand for cement in India during the fiscal year 2023-2024.



## VIP VALVE TYPE

- Provision for attachment of Ultrasonic Sealer
- Also available with automatic bag placer
- 300 Bags/Hour/Spout.
- Handles 25 kg – 50 kg spout



## VIP OPEN MOUTH

- Available with Fully automatic bag placing and handling system
- Available with 1 to 2 filling spouts in the stationary model.
- 300 Bags/Hour/Spout.
- Handles 25 kg – 50 kg spout

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Service Quality

Technical Support

Machine Usage

Service Quality

Technical Support

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**My Tech Diaries :**  
**Javed Mansuri Plant Head & Technical Manager,**  
**Bimbe Trading (Zambia)**



Javed Mansuri, Plant Head & Technical Manager is an expert with 13yrs experience in Building material products, Readymix plaster, tile adhesive, dry mix mortar, block joining mortar, wall putty, AAC blocks, Bentonite grinding. He is currently working in Zambia and has given us this simple but effective article.

### POINTS TO MAINTAIN THE DESIRED TEMPERATURE IN THE SAND DRYER

- Build a temperature control system that uses temperature sensors and controllers to precisely maintain a specified temperature range.
- Make over the fuel and air supply to the burner to control the heat output.
- Properly insulate the dryer to minimize heat loss, which helps in maintaining temperature efficiently.
- Adjust the airflow to help regulate the temperature.
- As per the moisture and capacity monitoring the speed of the dryer.
- Monitoring safety systems to prevent overheating and ensure the safety of the equipment and personnel.
- Feed in the proper quantity of coal or any other burning fuel.
- Ensure the burner system is properly maintained and has enough capacity.
- Control the airflow within the dryer. Adequate airflow is essential for even drying.
- Continuously monitor temperature and adjust the settings as needed to stay within the desired range.
- Regular monitoring of sand coming out from the Sand dryer.
- The specific temperature range and control methods can vary depending on the type of sand, the design of the dryer, and the intended application.



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CONCRETE**

**My Sand Diaries :**  
**Gujarat Government Initiative :**  
**Always Ahead !!! (Baton Consultants Review)**

### LARGE STALL

I recently visited the Stonemart exhibition in Jaipur & was pleasantly surprised to see a great initiative by Gujarat Government. They had booked a large stall and were promoting the minerals of the state.



### AGAINST RIVER SAND

Mr Meet Parmar, Commissioner spoke to me at length about the potential in the state and the focus to promote M-Sand. They expressed concern on more than 1 lakh ton of river sand been dredged from the rivers of Gujarat and been supplied to neighbouring states like Maharashtra, MP, Rajasthan etc. The government has acknowledged the concern & is planning stringent actions to curtail this activity.

### SANDS OF GUJARAT

Gujarat offers two types of Sands, Basalt & Quartzite. Basalt is available in South Gujarat, it is mostly used in concrete and now some suppliers are pushing hard to get it into plasters. Quartzite sand is used in glass making & the impure version does excellent performance in all mortars.



**THE MESSAGE OF GUJARAT GOVERNMENT IS ON THE NEXT PAGE.**



# IT'S TIME TO SHIFT TO **M-SAND**

**Save costs, build strong and protect the environment**

M-Sand or Manufactured Sand is a new-age, stronger and readily available alternative to river sand. Made by crushing black trap, building limestone, building stone, sand stone, quartzite, granite & gravel, it counters the common disadvantages of naturally occurring sand like scarcity, unexpected delays and high costs.

- **Greater Compressive Strength**
- **Reduced Bleeding and Shrinkage**
- **Recommended By Experts**



**EASY AVAILABILITY**

**BUDGET AND ECO-FRIENDLY**

**WITHSTANDS  
AGGRESSIVE CLIMATE**

# Bond with the best



## Apollo DryMix Mortar Plant



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

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The logo for Apollo Infratech Private Limited. It features the word 'Apollo' in a large, bold, blue sans-serif font. A registered trademark symbol (®) is positioned at the top right of the letter 'o'. A stylized red arrow or swoosh graphic is positioned above and to the right of the letter 'o', pointing upwards and to the right.

# New affordable housing plan likely before polls

Govt takes feedback for credit-linked subsidy scheme in urban areas

MANOJIT SAHA

Mumbai, 28 January

The government is planning a new affordable housing scheme for households in urban areas, akin to the credit-linked subsidy of the Pradhan Mantri Awas Yojana-Urban (PMAY-U), announced in 2015, three people aware of the development told *Business Standard*.

The scheme aims to extend subsidies for dwelling units in low- and middle-income households in urban centres and their catchment areas.

Officials involved in the discussions said the new scheme might be announced before the Lok Sabha elections, expected in April-May.

The Ministry of Housing and Urban Affairs (MoHUA) held several meetings with top lenders to draw up the contours of the proposed credit-linked subsidy scheme (CLSS).

Officials who attended these interactions said the ministry suggested the subsidy element might not be as large as the last CLSS. The government sought information on the refinancing needs of individual lenders for the scheme, the finance rate for lenders, and the lending rate for borrowers.

"The officials wanted to know at what rate the finance should be made to the lenders. They also wanted to know at what rate lenders will lend to the borrowers. They said lenders should not make high profit from the



## CLSS 2.0 ON THE CARDS

► **Interest subsidy on housing loans for low, middle income group in urban centres and catchment areas**

► **Subsidy per beneficiary in CLSS 1.0 was between ₹2.3 lakh and ₹2.67 lakh for a 20-year loan**

► **Refinance requirements**  
discussed with lenders

► **Govt wants lenders**  
not to make supernormal profit

► **Employment generation**  
a key objective of the scheme

scheme that is meant for the poor," said a source requesting anonymity.

Implemented in 2015, the objective of the Narendra Modi government's flagship PMAY-U was to provide all-weather *pucca* houses to eligible beneficiaries in urban areas through states, Union Territories, and central nodal agencies.

In August 2022, the Union Cabinet approved the continuation of PMAY-U until December 31, 2024,

excluding CLSS, for the completion of already sanctioned houses until March 31, 2022. In the previous scheme, the subsidy per beneficiary ranged between ₹2.30 lakh and ₹2.67 lakh for a 20-year loan.

"The scheme primarily targets urban areas and their catchment areas. More than 20,000 locations were covered in the earlier subsidy scheme," said another source aware of the discussion.

Turn to Page 6 ▶



## The new dosing unit ROTO-LOCK



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### YOUR BENEFITS

- Higher performance, higher output, higher profit
- Profit increase due to clean filling and reduced product loss
- Higher production due to less downtime
- Cost reduction due to less cleaning and lower spare part costs

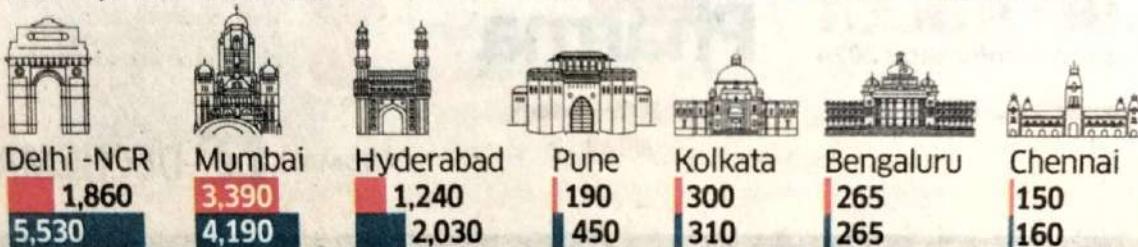
## Luxury Home Sales Surge 75% in 2023

ET GRAPHICS

The luxury segment housing (apartment priced ₹4 crore and above) recorded a 75% y-o-y growth in sales in 2023 as buyers continued to invest in high-value assets with bigger space and better amenities. Large developers such as DLF, Sobha, Lodha, TARC, and Max launched and sold apartments in this price bracket and beat the annual guidance.

### HOME, SWEET HOME

City-wise total unit sales (Luxury) ■ CY 2022 ■ CY 2023



Source: CBRE Research



**45%**

y-o-y increase in luxury unit launches in 2023

**4%** Share of luxury segment in overall residential unit sales stood at in 2023

**197%** Delhi-NCR recorded the highest surge

**45%** Mid-end projects' share in total sales for 2023

Over **3,22,000** units: Overall residential sales across price categories in 2023

Sustained momentum in demand also led developers to launch over

**3,13,000** new housing units in 2023

This was followed by **Pune, Hyderabad, and Mumbai**, registering an annual growth of about **144%, 64%, 24%** and **4%**, respectively

Text: FAIZAN HAIDAR



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	Vinnapas 4023 N	Versatile Binder for All dry Mix application
	Vinnapas 536 ED	Versatile Polymer dispersion based on vinyl acetate and ethylene with high solid content
	Vinnapas 548 ND	Plasticizer and solvent free polymer dispersion based on vinyl acetate and ethylene.
	Vinnapas 7220E	Semi Flexible RDP for excellent tensile strength
	Vinnacel 315	
	Vinnacel 410	
	Vinnacel 510	New range of RDP for wall putty tile adhesive and Tile Grout
	Vinnacel 730	
	<b>Levelling RDP</b>	Vinnapas 5111 L
	<b>Flexible RDP</b>	Vinnapas 5044 N
	<b>Hydrophobic Grade</b>	Vinnapas 8034 H
	<b>Thixotropic RDP</b>	Vinnapas 5012 T
	<b>Fumed Silica</b>	HDK (N20, H15, H13L, H18, H2000)
<b>ShinEtsu</b>	<b>Silicon Powder</b>	Silres BS Powder P
	<b>Hybrid Flooring</b>	Silres BS 6920
	Silres BS 3003	For Coating Application
	Silres BS 16	For Bricks, & Roof
	Silres BS 290	For Fasade
	Silres BS 38	For Eazy Clean, Anti Stain
	Silres BS 1306	Solventless, Water-thinnable emulsion of a polysiloxane modified with functional silicone resin.
	Silres SE 227	Organic Silicone Antifoam Emulsion which is Water Dilutable and is designed to control foam in a variety of aqueous systems
	Silres BS 168	Water based, Solvent free, pH-controller for use in water based emulsion paints
	Silfoam SE 3646M	Mineral oil emulsion with small amount of organo modified polydimethyl siloxane with non ionic APEO free surfactants
<b>MHEC</b>	Tylose MH 60001 P6	
	Tylose MH 100001 P6	For Tiles Adhesive, Grout, Wall Putty, Jointing Mortar application - Water Retention, Sag resistance, Workability
	Tylose MH 150003 P4	
	Tylose MHS 300000 P4	
	Tylose MH 10005 P2	For Plaster type application, Water Retention Sag resistance, Workability,
	Tylose MH 15002 P6	

	HEC	Tylose H 300 P2	For Levelling application, Low viscosity, good flow,
		Tylose HS 30000 YP2	
		Tylose HS 60000 YP2	Water Based Paint
		Tylose HS 100000 YP2	
		Tylose HX 6000 YG4 Plus	HMHEC for water Based Paint
	Starch Ether	OPAGEL CMT	Workability, Dosage should be 10 % MHEC Increase open time, Sag Resistance
		Solvitose H 2060	Increase open time, Sag Resistance, Workability, Dosage should be 10 % MHEC
		Foxcrete S 200	Retarder for Admixture
	Cellulose Fiber	Technocel 500-1	
		Technocel 150-2	Crack Resistance, Thixotropic Effect
	High Alumina Ciment	Ciment Fondu	Rapid Drying, Rapid Hardening, Shrinkage Compensation, Rapid Strength development
	Plasticizer Melamine Base	Peramin SMF 10	Water Reducing agent
	Plasticizer PC base	Peramin COMPAC 500	Water Reducing agent
	Defoamer Powder	Peramin Defoam 50 PE	Reduce Foam
	Shrinkage Reducing Agent	Peramin SRA 40	
		Peramin SRA 10	Reduce Shrinkage in Dry Mix
	TPA Resin	Dianal BR 106	
		Dianal BR 113	
		Dianal BR 115	For Coating
		Dianal BR 116	
	Air Entraining Agent	ESAPON 12/14	For Spray Plaster, Easy Flow
	Incan Preservative	Nipamide CI 15	
		Nipamide CFX	
		Nipamide BIT 20	
	Dry Film	Nipamide DFX-5	
	PH Stabilizer	Genamin A 016	
	Defoamer	Defoam RI 100	
	Wetting Agent	Emulsogen LCN 118	

*We also deal in Calcium formate*

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## HIGHLIGHTS

**01** Tech Articles

**02** Practical Approach

**03** Send us your needs

**04** We will research & publish

COMING SOON

DETAILED PROGRAM OF  
DRYCOTEC DRYMORTAR ASSOCIATION IN 2024