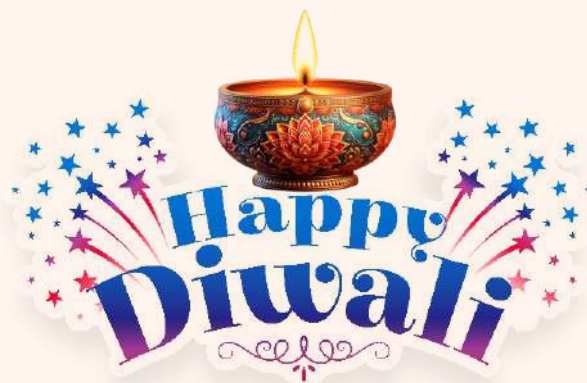


Drycotec Diaries





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Application Speed

Applications : Gypsum

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Benefits : Gypsum

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Thickening
Workability
Working time
Smoothness
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Application Speed



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





SUCCESS

As the clock strikes Dec 2024, Drycotec Diaries will have completed 6 years. I simply don't understand how time flies so fast. Just cannot believe that DD has turned six. Not good enough. We want to do better because what got us here will not take us there. Let us close the chapter about our success of six years.

RESELIENCE

In his book "What got you here will not take you there", Marshall Goldsmith explains about clinging to the past. Success is like the cozy five-star hotel room. You just don't want to move out in the hot sun, where the bigger opportunities & sweeter fruits are waiting. Then suddenly, somebody turns off the lights & this room is now no longer comfortable. You are suffocating.

CHANGE

In his book "Who moved my cheese" Dr. Spencer Jordan tells a nice story. He says that change is inevitable. You have to keep moving, keep learning, keep fit & keep eyes + ears open all the time. If you are not using electronic payment wallets, If you are not using online travel booking, if you are not using online insurance purchase & if you are not using apps for last mile delivery, I think you are simply outdated.

UPGRADE

Not really sure who said this first. "Good is the enemy of great" is a fantastic deep meaning phrase. It is the main reason why we do not have many great products, great people & great services. They all have settled at good and never moved up. Tell me how many "Mahatma"s have we produced in the last 50 years ?, because we were happy with the good Atmos and never bothered beyond. And some of them became a Maha_____.

LEARN

Drycotec Diaries salutes our supporters. We are re-publishing our interviews conducted in 2019 & 2020. I am sure you will enjoy the read. What they said before five years is interesting. Opinion and views, some are same, and some have changed. Once upon a time, I said no to touch screen phones & preferred those who gave me a feel of pressing the button. LOL

INNOVATE

Our conference taught us an important lesson. We realised that the audience will not be patient and shall be seeking only what they need & on an immediate basis. They will leave once the topic of interest is completed. The entire fundamental of a conference needs to be re-visited. How to engage the audience is a very pressing issue.

CONCLUDE

Drycotec Diaries has to raise the bar. We have to improve and come up with innovative ways to spread knowledge. The Drycotec Drymortar Association has plans but we need people to support us. I see a dream. A dream where the Indian Drymortar Industry will be ahead of other markets.

Just read Drycotec Diaries & keep giving us your feedback.

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

DRY MIX MORTAR PLANT

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



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OLD MEMORIES

Published in 2019-20



My Interview Diaries

The King of Hearts – A story untold !!!

As an editor of Drycotec Diaries, I am sharing my brief interactions with a living legend of the dry mix industry. Ashok Mehta, or Ashok bhai, as they all call him, is always seen with an ever-smiling face & is a vibrant matured personality. Fine business skills & excellence in relationship management, makes this legend truly the **“King of Hearts”**

A Mechanical Engineer by profession, he had ventured in to the real estate & trading business, before turning into a raging manufacturer & an ardent industrialist.

He started Walplast in the year 2004. This was his first stint with manufacturing when he was turning in to a senior citizen. But age is just a number & our beloved Ashok bhai has total control over numbers. He perfects systems and thinks ahead of others.

From 2004 till 2019, he has achieved over 20 plants & has spread his foot hold in 7 states across India. This is just the beginning. “I will have a plant in a radius of every 200 KMS in India” is the dream of this young entrepreneur.

“As long as there are sales, I am the chairman, without sales, who would call me a chairman” said Ashokbhai when I was discussing business. The statement is so true & will be relevant in all times. He always gives first priority to sales. Be honest & your negotiations can never go wrong is his simple & effective philosophy.

One more quality of Ashokbhai which is lesser known to the outside world is his amazing fearless & courageous personality. When threatened by a sand mafia, I have seen him enter his house all alone & has humbly settled the issue with a smile on his face. Ashokbhai does not get intimidated by people or places. I have also seen him travel to Iran without any tension at all.

Workaholic by the core, Ashok bhai spends 12 hours a day & six days per week at work or travel. I remember a meeting when he received a distress call from home. Ashok bhai did not react. He finished his work & then walked out to attend the emergencies of the family.

Drycotec Diaries salutes this hero & will always keep him as our king of hearts as well as the king of Plasts.

My Celebrity Diaries



Meet “Mr. UNSTOPPABLE”

Drycotec is thrilled to publish our special article for the month and would like to thank Team-Sakarni for their valuable contributions.

Mr. Ashok Gupta, is our celebrity of the month. This dynamic leader started as a transporter, who never looked at applying brakes in his ambitious career path. With success in business, he soon shifted gears & moved on to become a cement trader. After gaining a solid concrete foundation in trading, the parent company soon gave him the prestigious C&F for the entire zone. This was just the beginning. His fine sense of observation led to the idea of making POP. This sector was unorganised and the market wanted a better product.

As years moved by, Sakarni became the top brand in Northern territory in POP. Ashok Gupta's next move was to make Putty and other dry mix products. He wanted Sakarni to move beyond POP. Success is always with those who work hard & deliver quality with honesty. Sakarni is today racing towards the top position in the dry mix sector. They have left many prestigious competitor far behind & raced ahead with tremendous speed. Before you could ask the question what next, Ashokji is already into making White Cement & challenging the age-old, well established players of the market.

A very senior level global manager of a top multinational brand met us in an international cement conference. I had a chance to ask his views on the Indian market. The first word that came out of his mouth was “Saaakaaarnee.” The next few minutes of discussion gave us an idea on the effects of this Legend. Hence, all those of you who think that this brand is famous only in the northern part of India, are absolutely wrong. Sakarni is actually giving nightmares to many senior French industry veterans and has completely crossed the Indian boundaries.

We also spoke to his motivated team. They have full faith and trust in their leader & are dedicated to put their heart in this business. R&D is a very important department for the company. This is the main reason why their customers keep placing repeat orders.

What next Mr. UNSTOPPABLE ???

“Keep yourself focused on your goals. Never cut corners & cultivate the virtues of patience. This is the advice from our humble celebrity Ashok Gupta, who we are sure, will grow to be a top global brand in the building material sector.

My Special Feature :



THE MASTERS OF PLASTERS

Speak to any mason, call any architect or contractor on a construction site between Mumbai to Surat. Conduct a survey or simply keep a watch. I am personally sure that 50% of them would be using Kaneria Plaster or a Kaneria Product. Most homes in these areas have been finished and brought to existence by Kaneria Plast. The west territory declares that they are the masters of the plasters.

Drycotec Diaries is proud to introduce these masters, Shaileshbhai Chaniyara, Manojbhai Kaneria & Aloknbhai Thakar, who have made the magic possible. I have been knowing them since a decade. Quality, un-interrupted supply & diligent control on outstanding payment has made this brand an undisputed leader in the western region of India. The entire team of Kaneria including the workers, engineers, sales force, admin, accounts have to take full credit of this success.

The company was started by Manojbhai & Shaileshbhai by taking a small contract of mining sand on the Tapi river near Surat. They saw many ups & downs in business before they became the undisputed market leaders of the west. Understanding the needs of the customers and gearing up products accordingly was a decision which paid off very well.

Manojbhai Kaneria, a man who in my opinion is born with an engineer's brain. His observations about machines & technology are perfect. He can grasp very fast. Manojbhai has been instrumental in designing their gigantic plant which delivers truckloads of quality product. During our interactions, Manojbhai asked me a question on a European engineered plant. I was quick to answer & argued that the design was correct. Manojbhai then picked up a blank piece of paper and started drawing a sketch. The discussion ended with me agreeing that his work was much better, smarter & cost effective than the international design. Manojbhai does not accept any concept or fundamental or design just because it is accepted by the world. He thinks on how it can be improved.

A very down to earth person with lot of patients to hold firm ground is what I have observed about Aloknbhai Thakar. He is calm and composed while finalizing large contracts with the leading builders of Mumbai. His motivation and leadership ensures that the team is always on the move.

Drycotec Diaries wishes this group more success and hopes that they reach larger pinnacles in the coming decades.

My Special Features

Meet Mr. Energetic



By 2025, Cement will not be sold on the retail counter, all products will be ready made & mixed at factory for all applications !!!

Some people simply get younger every year. Their energy, enthusiasm & efficacy keeps increasing with time. They radiate knowledge and help others grow as well as succeed. I am a witness to see the rise of one such super energetic person, Dr. Bajranglal Maheshwari (well known as Dr. B. L. Maheshwari).

A man who is academically, professionally & philanthropically a top-notch creation on this planet. His educational qualification includes B.com, M.com, MA, MBA, PHD, CA & CS (inter), He has held very senior positions in large conglomerates for 25 years before starting his own business, leading to multiple factories across India. The involvement in many social activities encouraged the Govt of Rajasthan honouring him as “BHAMASA” in 1996. Bhamasa is a person who could provide resources to the king when he needed them.

His passions include writing books. The experience & knowledge distillates down to two excellent books, “Marketing strategy of Cement in Industry” & “Selling Skills.”

As I sit in his well-designed Mumbai office, his thoughts leave permanent notes in my mind. 'Not a single bag of cement will be sold over the retail counter by 2025' he said. It indicates the importance of dry mix mortars. Customers will demand a proper factory mixed product and not just buy cement to prepare site mixes. This fundamental can be witnessed through the double digit CAGR which the dry mix business is exhibiting over the last few years.

'Smart Cities will pick up now and Railway stations will be transformed into high end commercial centres with the PPP (Public-private partnership) arrangement. The role of Niti Aayog will help the system to pick up speed and loosen the shackles of the government machinery' he said. Indeed, we can see the actions taken by our ministers and work is starting in Chandigarh station.

I had the opportunity to ask him about the future of dry mix & the advice he would offer to our readers. Dr. Maheshwari is very bullish. He is confident with the increase in spendings in the infrastructure. Even with a slow down in the auto and real estate industry, his vision says that our business has a very high potential to sustain and grow in the next decade.

'The concept of cooked up site dry mix is dying out and dry mix is replacing every corner of our country' says Dr. Maheshwari. Drycotec Team is thankful to him for his time & contribution towards our magazine.

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MORE INFORMATION

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My Interview Diaries : Meet Mr. Dedicated



Bhagawandas Movalia - Chief Managing Director Precise Conchem Pvt. Ltd. & Spplinetek India Pvt Ltd., interviewed by Drycotec Diaries.

“We have to increase the pricing sir, the transport rates have become exorbitant in lockdown situation” they all told him. “We will absorb it, have a commitment with customers. The price shall remain same” said the man who is one of the most dedicated businessmen of the Drymix Industry, truly to be called “Mr. Dedicated”

In the year 1986, a young civil engineer started his career in Porbandar. With a humble background in Gujarat, worked in the government service for a few years. But somehow wanted to do more. started dealing in sand & decided to grow by leaving his home only to come near the customer in Mumbai. It is the city where dreams come true & with 15 years of hardwork & complete dedication, Silicoplast is today a premium well recognised brand.

Bhagwanbhai, as they all call him, is a perfectionist, not only in work but also when it comes to reaching on time in a city like Mumbai. Even today, he regularly visits his customers very often & is the first one to take action on a problem. A few answers by our Mr. Dedicated as below,

Drycotec : What are the main challenges of the industry ?

Bhagwanbhai : Though traditional site mixing customers certainly offer a challenge to the readymix industry, I personally do not see this as the main challenge. To me, those who supply poor products at lower prices are the biggest challenge. These are suppliers from the unorganised sector. They do not have any standards or rules & cannot be controlled. Bypassing the traditional system and taking shortcuts by directly applying low grade Gypsum without plastering is also a challenge. The home buyer will definitely understand the effects due to the absence of good plastering.

Drycotec : How do you see the future of river sand & what are your views on m-sand ?

Bhagwanbhai : River Sand is almost history. In Gujarat too, the river sand is banned. We have moved to Silica Sand. In my opinion, the M-Sand which is crushed from Basalt rock has its own set of problems. There have been a few experiments which we have done. However, the results have not been on the acceptable levels.

Drycotec : What is the advice that you would like to give the professionals of our industry.

Bhagwanbhai : Be dedicated and focus towards achieving total customer satisfaction. This is most important. Don't cut corners in quality. Be consistent, do not drop the quality when sale increases, you will not survive by such tactics. Quality will keep you alive and take you forward. All the best stay safe & take all protection always.

My Interview Diaries

**Mr. VIJAY SRINIVAS REDDY CHALLA - MANAGING DIRECTOR
AT SAANVI DRYMIX PRODUCTS PRIVATE LIMITED**



Drycotec Diaries got an opportunity to interact with **MR. VIJAY CHALLA**, the MD of **SAANVI DRYMIX**. The company is based out of Hyderabad and has recently started a 20 tons per hour DryMix plant capable of manufacturing various products.

Vijay Challa is a highly qualified man with a very humble attitude. He has done is M-Tech from the prestigious Indian Institute of Technology, Kharagpur. Before starting this business, Mr. Challa has a diverse experience in the banking sector. He has worked with banks like Standard Charter, HSBC & UBS at key positions.

Banking was not his ultimate goal & business was the real passion. He went to Piduguralla, Andhra Pradesh to see a plant of his close relative. The vision became clear and he decided to set up his own business.



ATUL KULKARNI, Director, Ready Mix Construction Machinery Pvt. Ltd., shares his experience with MR. VIJAY CHALLA

“I personally found Mr. Challa very professional and well organised. He is very strong in technical as well as commercial. He is a perfect blend of a techno-commercial leader. We are proud to supply our 20 TPH DryMix Plant and wish him the very best for his business. RMX will always support Saani DryMix and hope that they will soon have plants across India & even beyond. Thank you, Vijay sir for giving us an opportunity to serve you.”

Mr. Challa believes in the potential of the DryMix business in India. He is also on the look out for increasing its product profile. New & innovative products are his main focus. Drycotec Diaries wishes him very best for all his endeavours.



My Leadership Diaries : **MAHESH BHANUSHALI – MR. GO-GETTER**



Drycotec Diaries take pleasure to start this section and would introduce successful leaders of the industry. Our leader of the month is Mr. Mahesh Bhanushali, Managing Director, Mcon Rasayan Pvt. Ltd. He is a Technocrat having a diversified experience of Trading, Manufacturing and liaison with Government departments. A strategic thinker and a real go-getter who can ascertain the business challenge and deliver an innovative, technology driven solution.

His experience and expertise have given a special edge to the company. Mcon Rasayan grows in multifold dimensions. Mcon Rasayan has not only excelled in the Western region but has also made a mark outside India. Within a short span of 11 years, he has established his brand in the Construction Chemical Manufacturing space. He has proved that dynamism, integrity and hard work can scale any mountain of success.

During the tough pandemic scenario, when other companies decided to scale down and some had to shut shop, Mcon Rasayan decided not to get bogged down. They took this opportunity to connect and share knowledge with its own Mcon Family and also with the Construction fraternity as a whole.

On regular basis, Mcon Rasayan did online zoom meetings almost every day with its 30+ team of employees. Daily dose was provided with product knowledge or just moral boosting chit chat, to raise the spirit of its team members. These evening sessions kindled the fighting spree and a positive attitude among the employees.

In the lockdown phase, his team was so full of enthusiasm that they completed some landmark projects of Hospital Waterproofing, so that the capacity expansion plans of Mumbai Corporation were not hindered. With special request from the Government bodies, Mcon truly came to their rescue & contributed to their main agenda.

Mr. Bhanushali held a series of Webinars for all the people associated with the Construction fraternity in these 3 months of Lockdown. He touched more than 5000 lives and imparted them knowledge on varied subjects like Waterproofing, Floorings, Tiling practices to certain Life skill topics like how to bounce back in business post the Corona Shutdown. He ensured that wherever possible, company has helped our immediate partners (dealers and retailers) by giving material supplies and guidance of how to handle the tough situation.

“Mcon is upbeat about the future of business and we have already got our expansion plans in place. The company is recruiting new team members so that we can serve the customers and make difference in the Construction industry. Mcon has always believed to be the Trusted Partner and our every action is benchmarked towards this goal. Innovation and Reliability is what has made our mark in this tough competitive industry” says Mr. Mahesh Bhanushali.

This leader will continue to do so and his “never say die” attitude will ensure that Mcon reaches the peak of success. That's our Mr. Go-getter !!!



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My Project Diaries

Panvel – “The Sunrise of Development”

A 90 Million passenger handling capacity airport, covering 3300 acres & costing approximately 160 billion Indian rupees has converted Panvel, into a sunrise of development. This airport encompasses an area called NAINA (Navi Mumbai Airport Influence Notified Area) which is a 561 Sq. KM. In the next few years, 50,000 crores of investments are expected in this region.

Land acquisition, which usually seen as the road block in such projects, has been handled very well by CIDCO (City & Industrial Development Corporation). Under this project, the land owner donates 40% of his land towards development of roads & common areas. On the other 60% land, they get an FSI of 1.7, which can be used and developed by the land owner.

This area is a great opportunity for dry mix & many other businesses. Dry mix needs sand, which is totally banned from rivers & creeks. M-Sand is the main source for the entire opportunity. Speaking about sand, I would like to highlight some key individuals who have worked hard & created aniche in this market of Panvel. Drycotec Diaries introduces them to you as below,



Harshad Mundada, (Waterfront Constructions), has the largest sand plant of India. He is extremely passionate about his product & has set up a multistage quality check system, to ensure a perfect product for their customers. Harshadji has a solid background on irrigation projects and understands concrete very well. They are classifying the sand in both wet & dry technologies. My analysed observation makes “Waterfront Sand” one of the best solutions for dry mix products.

Anand Lal, Thakur Infra, is a technical maestro and a meticulous engineer, who has been working on sand machines & other construction fleets since 1995. His experience is not just vast, but also very deep. Anandji understands technology very well. His suggestions on existing plants and equipment has impressed the original manufacturers. In my opinion, Anand Lal is a role model and is known in the industry to get maximum output from his fleet.



Pritam Mhatre, JM Mhatre Co., is a business multiplier magnet. This young tycoon has successfully taken the family business to a new level. Their company has now over 13 plants producing sand and aggregate in multiple locations. Roads, Real Estate & Building Material supply has witnessed a new dimension with Pritamji on the steering wheel. He is a leader who always works in a team. JM Mhatre is known to be a job creator for the entire region.

My Interview Diaries

MEET MR. VISIONARY : SHAHAJI PAWAR



“Mandarji it is my vision to provide the best quality of M-Sand in the remotest corner of Solapur district. We will buy world class equipment to ensure that this vision is achieved” said Shahaji Pawar, President of BJP in Solapur District & proprietor of Yamai Group (Aggregates, M-Sand, RMC, Fly-Ash, Bricks, Hotelier & Contracting).

During my recent visits to Solapur, I observed a very strong political leader whose thought process & energy levels very seriously infectious. His aura had an inspirational effect on me & I decided put forth my investigative journalism to find out more about this stunning leader.

Born in a small village called Mardi, in Solapur district of Maharashtra, Shahaji Pawar started his life in a very humble farming background. Education was a big luxury and becoming a peon in office was the highest possible ambition. But destiny had something more for this youth. A local politician who promised him a peon's job, proved to be a fraud and he landed back in his village as a failure. In a totally demoralised & demotivated state, the ordinary youngsters usually take the wrong route and end up spoiling their life. But Shahaji Pawar was extra-ordinary. He immediately pushed himself on the farming

activity and started visiting the Solapur city market to sell his produce.

Those who leave their homes to venture out in the unknown world, with courage to take challenges head-on, find success. Our leader started observing the different people he met in Solapur city. One such personalities was Mr. Subhashji Deshmukh (Currently, the Minister of Co-Operation, Relief & Rehabilitation, Government of Maharashtra). Mr. Deshmukh took interest in Shahaji Pawar's work and started guiding him in politics as well as business.

To conclude, in a time span of two decades, an ordinary village youth who was targeting the poen's job & who never saw an MP, got transformed into a successful businessman, a famous BJP leader (who had the opportunity thrice to share the stage with our prime minister), a generous social worker & a good family father.

About Yamai group, it was established by Mr. Shahaji Pawar in year 1994. This group is a renowned construction company in Solapur. They are government and private contractors. They have a bricks plant, largest stone crusher, RMC plant, and will now be producing “Washed Concrete Sand & “Washed Plaster Sand.”

Readers, if you need premium plaster sand near Solapur, please connect with info@yamaigroup.com Along with a good product, you will also get the privilege of getting associated with a Visionary & though provoking leader !!!



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My Interview Diaries



Drycotec Diaries speaks to Mr. Sourav Sen, Managing Director, **Eirich India Private Limited**. He shares his views with our readers and we are grateful to him for it.

An engineer from NIT Durgapur, Sourav studied management at IBMR Kolkata and completed MDP from the prestigious IIM Ahmedabad. He also did further specialization from the Stockholm School of Economics on International Management. He has held senior positions in a few multinational companies before taking the current leadership position in Eirich.

Drycotec : What are your views about the current dry mix industry and its future ?

Sourav : Eirich is fortunate to enjoy a full order book and I have reasons to believe that the over all industry is doing extremely well. Although we see a slow down of the new construction in the real estate market, the repair segment is covering up very rapidly. The competition amongst the dry mix manufacturers has increased. Product quality is extremely critical and manufacturers are giving due importance to the mixing technology.

Drycotec : How is Eirich gearing up and what are your plans for India ?

Sourav : The dry mix industry is an important industry segment for Eirich globally. With ongoing development in Infrastructure in India and with increasing expectation on higher productivity, savings in energy etc., Eirich stands strong with its cutting-edge intensive mixing technology for the Building Material industry catering to various recipe preparation that calls for high level of homogeneity, higher productivity and energy efficiency. Eirich mixers are in operation for many years now in India and the company is taking all necessary actions to take a stronger position in the market. Local presence with global brand has helped Eirich grow in India over the years.

Drycotec : How are your mixers different than others ?

Sourav : EIRICH mixers with its unique mixing technology is finding growing customer interest in the development of the newer products like Tile Joints, Dry Nano coated products, Ultra High performance concrete and high quality facing concrete mixes.

Some highlights about Eirich Mixers are,

- Unique Eirich Intensive Mixing Technology
- Energy efficiency
- Homogeneous and consistent mix batch after batch even with additives less than 0.5 %
- High flexibility to cater to various operating parameters depending on the recipe requirements

Meet us at Excon 2019,
Bangalore Exhibition Centre
from 10th to 14th
of December

Drycotec : What advice would you offer to our readers and dry mix manufacturers?

Sourav : An error in mixing can have two detrimental effects, rejection of the product and damage to your brand, or you may end up adding higher quantity of expensive additives which will make you uneconomical and lose to competition. Speak to us and understand more about how our unique mixing technology can help you succeed with better product quality and lower life cycle cost.



Drycotec Diaries speaks to an industry stalwart and a thought visionary, **Dr. Prem Sherin**, who is currently the head of Marketing & Sales Strategy at Ambuja Cement. His experience also includes working for prestigious companies like Jindal, Philips Lighting & Ceat Tyres.

After graduating from Mumbai University in Physics, he completed post graduate diploma in business management & masters degree in management, specializing in marketing & finance. Dr. Prem has done his doctorate in the field of human resources. His comprehensive research on why employees resign from organisations has been appreciated and I personally agree with the results of the same. Dr. Prem has written many articles & we are re-publishing one of them. This article is on the types of decision making that happen in organisations. Our readers would certainly relate it to the daily decisions taken in their own organisations.

Types of decision making in organisation

Type 1 - knee jerk decision making.

These are morning and evening decision, where directions are changed, very reactive in nature, not scientific and terrific for the organisation. Larger the organisation more the chaos. Highly emotive and mostly decision taken to please someone

Type 2 - Objective decision making

This is a well thought method, not influenced by personal feelings or opinions and is very much “fact based”. It is a very systematic technique & is certainly good for the organisation.

Type 3 - Automatic decision making

The type misses the human element of decision making & is more to do with automation and processes, where in the logic of the program would take the decision.

Type 4 - Instinctive decision making

This type is sometimes good for the organization many successful leaders have this trait in common. Instinctive leadership starts with a clean heart and thus activates some senses to take the best decisions.

Type 5 - Involuntary decision making

This type is actually not a very comfortable situation and it is a decision that you are taking when someone puts a gun on your shoulder. Kind of indirect compulsion.

Type 6 - Blind decision making

This is when you want to drive organisation at 160 km/hr and there a huge thick layer of mud on the wind screen and fog around - lethal combination.

Type 7 - Reflex decision making

This types of decisions are taken when there is stimulus to do so. It is followed by a response and that too without much thought.

Type 8 - Un prompted decision making

When everything is going good & you just need to prove a point, this type of decision making is used. It involves in creating a problem and solving it by end of the day.

My Interview Diaries - 2



Rakesh Shah, Managing Director of **Fairmate Chemicals Private Limited** speaks to Drycotec Diaries on the recent business scenario.

DRYCOTEC : Post Covid, will the business process will be same as before or will they change ?

RAKESH SHAH : Post Covid Situation cannot be the same as the slow down and depression will be very much there in the market. During this situation circulation of money from customer to supplier and other fund flow will be much affected. This will be a very critical situation and we need to manage the cash flow in a very strong way. Cash flow management will be more and more difficult because the after effect of Covid will be long-lasting. It is not for 2 or 3 months and will be for the whole year for 2020-21. This will be a challenging situation for all the businesses persons.

DRYCOTEC : How many months do you predict for business to come back to normal ?

RAKESH SHAH : At this moment of time it is very difficult to predict that how much time it is going to take to become normal as there is no solution for covid -19 has been invented. My feeling is that there will be a depression in the world over and it will take a long time to come back to normal.

DRYCOTEC : What percent of modification have you done to your budgets & targets of 20-21 ?

RAKESH SHAH : It is very difficult to say at this point of time as we do not know when the situation will normalize and the work will start. Even on 3rd of May also it is a question mark to withdraw lock down as the number of cases are increasing in different places day by day. At this point of time it is premature to say how we can be in a position to revise the budget and target. Presently survival is the prime and foremost target of everyone. If we could survive in these months or this year, it will be the great thing and for that one should see that survival is the prime issue and should make a proper & clear plan for the same.

DRYCOTEC : Are you planning any CSR activity ?

RAKESH SHAH : No, I do not think there should not be any planning at this point of time. Again and again I would like to say that the cash flow which is going to play a major role and everyone should be very much careful for managing the cash flow. Similarly, you need to carefully control all your expenses as well.

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Total Bags Packed in 1 Minute	5	Loss per Hour - In Kg	75	750
Total Shift Hours per Day	16	Loss per Day in Kg	1200	12,000
Total Production Days per Month	26	Loss per Month in Kg	31200	312,000
Total Production Days per Year	330	Loss per Year in Kg	396000	39,60,000

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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

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



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



Manoj Dokania
Director
Balajee Infratech & Const Pvt Ltd. Mumbai



Sanjay Papriwal
Chairman
Papriwal 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

My Interview Diaries

Mixing and applying by machine ensures stable quality & longer durability & helps improve industrial structure. Additionally, thermal insulation & environment friendly material that contributes to energy saving and emission reduction should be promoted on large scale.



Team Drycotec had the opportunity to meet a very reputed & successful builder developer of Mumbai. Ekta World provides homes to people, who love them enough to call Mr. Ashok Mohanani, as their chief guest during the society festival events. Such developers are certainly a rare occurrence in this industry. We are happy to share our discussions with him.

Drycotec : What is your opinion on the growth of this industry in the next decade ?

Mr. Mohanani : The real estate sector is the most globally recognized sector. It is comprising of four subsections mainly, including housing, retail, hospitality and commercial. These sub sectors are also growing significantly, providing the infrastructure for India's growing requirements. With better policies like reduction in GST, Budget influence, repo rate, sales will increase more as we are witnessing increment in the demand.

Drycotec : What are your views on the dry mix products ?

Mr. Mohanani : Various dry mix products are easy to transport by simple container, mixed automatically and applied by machine, thus making work efficiency 100%. Mixing and applying by machine ensures stable quality and longer durability and helps improve industrial structure. The modernisation of construction industries aids the reduction of cement waste and project cost.

Additionally, thermal insulation and environment friendly material that contributes to energy saving and emission reduction should be promoted on large scale. Now-a-days, utilisation of versatile material is growing due to the demand for new improved Indian and Foreign building materials.

To meet the requirements of well-defined properties and performance; the dry mix materials are produced in special factory with dedicated facilities of all the necessary ingredients in highly-controlled process. Today, dry mix products are conquering the market and is successfully replacing traditional jobs because of its various adhesive utilisations.

Drycotec : Can you please tell us about your group and the plans for future ?

Mr. Mohanani : We bring smiles globally by enhancing lifestyles through passion and innovation.

In the last few years we have successfully done over 1 MN Sq ft on an annual basis, and in the coming years we want to double this figure. Two of our projects namely; EKTA Parksville at Virar and EKTA Tripolis at Goregoan have successfully implemented construction of green buildings, encouraging the initiative of inventing an energy-efficient, environmentally friendly projects they are Gold and Platinum certified respectively.

With multiple projects underway we expect our footprint to strengthen further in Mumbai and also cities like Pune, Nashik.

My Interview Diaries



Drycotec Team interacts with **Mr. Bhushan Nemlekar**, Director of **Sumit Group**. Three decades ago, Sumit Group was incorporated and they dreamed to be amongst the most reputed names adorning the skyline of Mumbai and other regions. Today, more than 50 projects and 4,500 happy customers later, Sumit Group is one of the most trusted real estate developers in the city of Mumbai. They have recently launched their IPO which was as successful as each project.

Drycotec Diaries : Bhushanji, tell us your views about the upcoming Dry Mix Industry ?

Bhushan : A developer is very keen to innovate & offer better homes to their clients. We are certainly interested to know about the latest Drymix Products. I am happy to see such initiatives by the Drycotec team.

Government policies, permissions & the complex bureaucracy stretches our time. You need to help us understand the benefit of the new products which will save time & money.

The era is of good quality homes to be offered at a reasonable price. Customers are very matured. They will not settle for substandard solutions. This aggravates the demand of better products. I am sure that the real industry will grow in double digits considering the new & repair segment.

Drycotec Diaries : Tell us about your vision of the Sumit Group ?

Bhushan : After completing my **MBA** from **Harvard Business School, Boston**, I am focusing on formulating strategies for marketing in order to achieve our corporate goals and objectives.

Our group currently has 10 on-going projects across Mumbai, Goa, Vasai / Virar and Thane. I particularly see more opportunity towards the Budget housing for mid income and low-income group. This sector will have growing demand and higher return on investment.

At Sumit Group, the commitment to serve the society doesn't stop at developing value-for-money, comfortable projects, but extends way beyond that. We've taken up slum rehabilitation and redevelopment projects in the city, transforming not just the city's landscape but also the lives of thousands who live under the clutches of poverty. Homes that care for the environment are homes that are crafted with a lot of care. For us, comfortable homes also mean homes that care for the environment. Our eco-friendly homes are a perfect example of our commitment towards quality and concern for the environment.

My Interview Diaries



Drycotec Diaries speaks to Vinod Nalamwar, Managing Director of Landmark's Orchid Homes Pvt. Ltd. The Landmark Group was established in 2003. Since then, the group has grown to be one of the leading construction company in the Nagpur serving the needs of a discerning clientele. The company has established state-of-the-art residential, commercial complexes and even small apartments in Nagpur and surrounding areas.

Drycotec : Can you tell us about yourself & the real estate market of Nagpur region ?

Vinodji : After completing 22 successful projects & with 3 projects in the pipeline, I would like to say that the foundation is now complete & the long road to reach our goal has begun. Our learnings make us more competent. The opinion of our customers is of utmost importance. Considering the market situation in our region, the group now plans to focus more on solitary buildings rather than large societies. This meets the requirement of our customers at an optimal cost.

Drycotec : Sir, do you use dry mix products ?

Vinodji : Yes we do, however availability is an issue. I always prefer products like ready made plaster. The factory made product ensures that mistakes are avoided. The accuracy of site is no match to the perfection which can be achieved at the factory level. It is always better to handle bags, rather than take heap load of sand and make it yourself.

Selection of raw materials is much better for read made products. Receipt inspection at site is not easy. This can be done at a factory level, where lab equipment are available along with trained chemist.

A good dry mix product actually needs less manpower because of easy of handling and speed of work. Focus is not on site-mixing, it is now on the application.

Improved finish creates a strong perception in the eyes of the customer who often visit the site at construction stage.

Setting time is also very important. The factory mix can create setting times which are in line with the requirement of skilled masons. This helps the over all productivity of the project.

Drycotec : We thank you for giving us time & sharing your views about dry mix products. What advise would you like to give our readers, who happen to be manufacturers, architects, consultants & other professionals ?

Vinodji : I have only one thing to say, listen to the customer & give them exactly what they want. This is our mantra of surviving in difficult times of the real estate industry.

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My Event Diaries



Conference, Exhibitions & Events : Get the BEST RESULTS !!!



“The value of face-to-face networking is being recognized as one of the most powerful tools available for increasing one's personal exposure, creating meaningful relationships and providing growth opportunities at a personal and professional level. Good Conferences and Events provide you a platform to meet experts and leaders in the industry, to understand how they approach business and overcome challenges. Networking during exhibitions and conferences always help us with new and fresh ideas by sharing same space with industry experts that make us more effective and efficient at work.

As we all know - Interconnected business contacts = more knowledge, Hence Networking is a great opportunity to exchange best practice knowledge, learn about the business techniques of your peers and stay abreast of the latest industry developments. A wide network of informed, interconnected contacts means broader access to new and valuable information. These networking events also give you a platform to present your ideas and work to others. Presenting will make you more confident about the work that you do, and gives you new perspective about your work as people may ask questions that make you think about your project differently.

Conferences are another way to get your name and your work out there as you begin to establish yourself in your field of study, especially if fortunate to be invited as a speaker. Conferences and trade shows are popular ways of marketing your products and attracting positive attention to your business. They're also great places to expose your organization to key people in your industry. The focused nature of learning at a conference allows you to dig deeper with the understanding of your topic of interest.

To be successful at these events – whether you're attending, exhibiting, or presenting – keep in mind one important rule: watch your words and actions, because you're being watched at all times. These events are wonderful marketing tools. To make the most of your investment, plan your objectives up front, then be an excellent networker and ambassador to ensure that you leave the right impression.

Last but not the least - **HAVE FUN ! Conferences are fun .. Live Events with other people are fun.** Trust me – by attending conferences, sitting at lunch tables or in a room with people you don't know (yet), you will make some amazing connections and even more amazing friends.

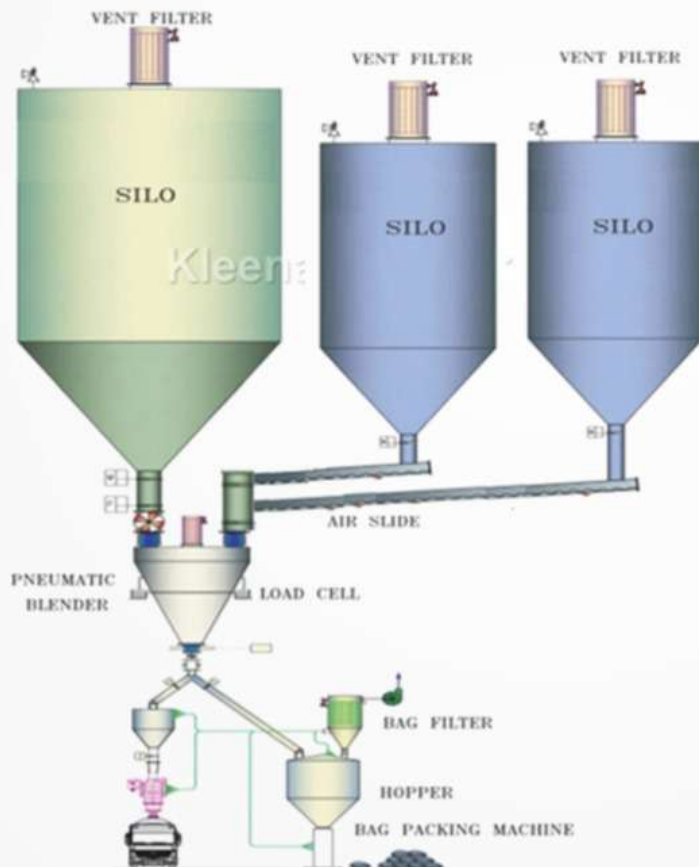
Don't Miss Out On These Opportunities ! HAPPY NETWORKING.

The author of this article is SMRUTI MOHANTY, Head- Specifications - Construction Chemicals at BASF, South Asia. She is a dynamic leader, Rank Holder Chemical Engineer, MBA from IIM, Passionate Author & very supportive person. Her solid experience of + 15 years comes from companies like SIKA, Dalmia, Fosroc & currently at BASF. She was given the MD's Women Achiever Award for her outstanding performance.



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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.

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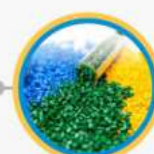
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