

PEEPING THROUGH THE WINDOW

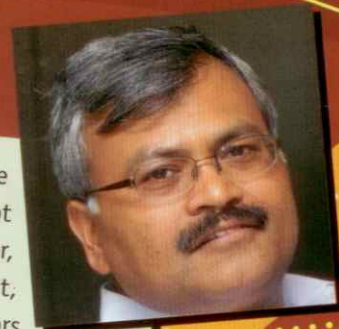
Times Journal of Construction and Design presents views from industry stalwarts about the year ahead for the construction, infrastructure and real estate sector



"The Indian construction chemicals industry is growing at a rapid pace. Since it is still in the nascent stage of growth, it is termed as the 'sunrise industry'. The overall market size in India was \$0.25 billion (Rs 10 billion) in 2006 and is expected to be around \$1.0 billion (Rs 40 billion) by the year 2013, growing at a CAGR of around 22 per cent. The future for construction chemicals market in India appears bright. The market has been growing at a steady pace over the last five years and the market trends suggest that the growth areas are admixtures, waterproofing, and flooring products. Increase in manufacturing activities, industrial growth, and heightened investments in infrastructure and real estate form the backbone of this dynamic growth. Currently, though low cost products are more popular in India, this is likely to change in the future since the industry has realised the cost of downtime for repairs and it cannot afford to incur frequent downtime for repairs. Hence, the industry would prefer products, which are more durable and hence will avoid frequent downtime. The industry would be willing to pay higher price for better products by which they can have longer lasting structures and avoid the more costly downtime for repairs."

Dominic Britto,

Industry Analyst, Chemicals, Materials and Foods Practice, Frost & Sullivan, South Asia and Middle East



"The construction rental industry has hitherto remained a small scale and unorganised business in India. This is because the market is not mature and new machines are not always available on rent. Moreover, contractors are reluctant to pay higher rentals for the latest equipment, even if available. There is also a lack of training/licensing for operators that impedes the growth of the rental industry as rental players are not assured of proper usage of equipment. With the boom in infrastructure development happening at great speed, we see a major change coming over. Infrastructure equipment rental will 'have to be' the order of the day and this industry will no longer be small or unorganised. The 10,000 unorganised, small players will have to grow and the top 10 together, which have an estimated market size of only 20-25 per cent will have to look at biting off more than this small chunk of the bigger pie. Upward movement is the only way for this sector."

Sunil Kanoria,
VCMD, QIEL