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OF INDIA



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CERAMIC • ARCHITECTURE • DESIGN

2018

FOCUS: GLOBAL TRENDS



Zaha Hadid Architects
David Collins Studio
Alena Capra
Christian Haas
Jitendra Aghara
Miami-Art & Deco
Cersaie 2017
Cevisama 2018
Global Showcase
Indian Large Format

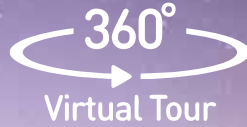


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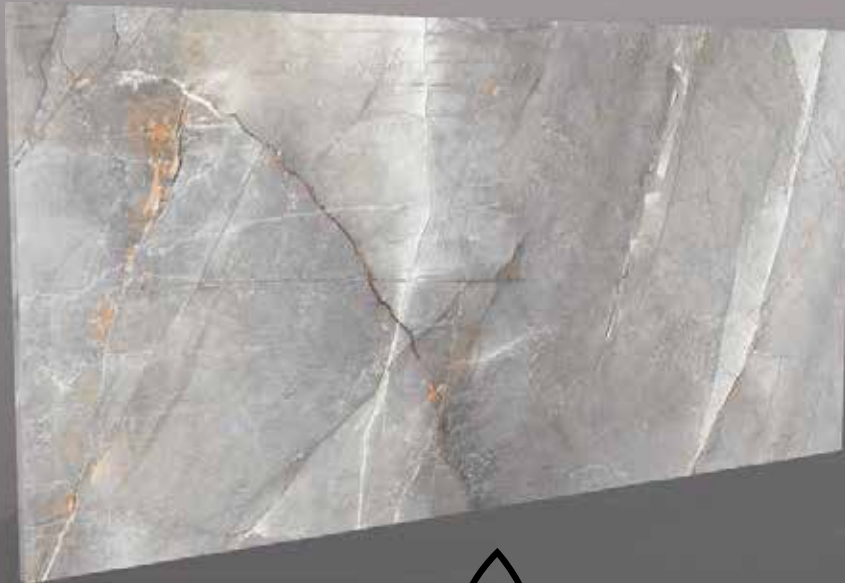
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Publisher's Note



The year 2017 was a memorable one for us! We were able to work with some of the best names in the industry. There were many interesting projects of stalwart architects and designers that were a pleasure to cover. Product innovations in the large formats were aesthetically appealing as well as raised the bar on functionality. This issue brings to you detailed information about the Indian brands and their large formats. There are interesting stories such as the one on designer Alena Capra, a vivacious personality and an inspired designer. We also have Antheus, the new premium collection from Villeroy and Boch and KAPSARC, a nature responsive building designed by Zaha Hadid Architects. Our travel bug takes you through Miami and a little quirky hostel called Horn Ok Please nestled in the heart of Bandra.

Last but not the least we take you along with us on our 2017 journey in the Tile Travelogue. The Tiles of India team is overjoyed to announce that we were awarded and appreciated at Cersaie 2017 for our work.

Spreading the cheer...have a good year ahead folks!!

Happy Reading!

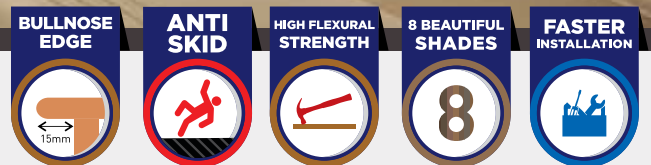
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Johnson Endura brings yet another revolutionary product, the Stepping Stone range of tiles. These full-bodied vitrified tiles come with embossed thread lines and bullnosing that provide extra grip. Which means, they are safer, easier to install, and take lesser time for completion than conventional stairs. High on durability and low on maintenance, the Stepping Stone range promises years of trouble-free performance.



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Cover Design:
Glowrt Design House



Mailbag

Suggestion • Feedback • Opinion

The project feature on Tagore hall was fantastic. Thank you so much for featuring the project in your magazine.



AR. KARTIK BIJALANI,
THE KBA STUDIO



MANGESH PAI
PUNE

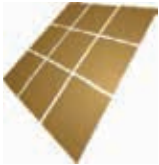
The Sep-Oct issue on large format was very informative. It gave good knowledge about the large format tiles which are trending in the market. Over-all the issue was very nice.



SUMIT NARAYAN
BANGALORE

The story on Neolith project was something which grabbed my attention. I loved their concept and the project. The cover page was also very appealing.

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Marmola can be called as the tall and terrific beauty. Marmola carries a set of Italian Slab Tiles that are made to perfection. Apart from being cost-effective, these tiles are appealing and flexible also. Marmola gives you the benefit of fewer grout tiles, which in turn bestows a spacious look to your space. Variety in shape, size, design, and pattern makes this set altogether more wonderful.

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RioStone
OUTDOOR SURFACES

MONTERO
RUSTIC DELIGHT

Aulicus
THE POLISHED LEGACY



Thank you The Tiles Of India for always coming up with such brilliant concepts and ideas and this time it was on large-format. I loved the issue. Keep up the good work.



NIDHI PATEL
AHMEDABAD



AR. CONRAD GONSALVES

Thank you The Tiles Of India for featuring my projects Mojo bistro and The Frontier post.



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Feel free to give your feedback pertaining to the concept of **The Tiles of India** at info@thetilesindia.com.

Your feedback **is valuable to us.**

FEATURES

The Tile Travelogue takes you through our journey of year 2017 and ongoing trends. Exclusive interviews by Alena Capra and Jitendra Aghara. Know about the beautiful city Miami-Art & Deco.





Our 2017 Journey

The Tiles of India brings to you the highlights of the year 2017



We have had a splendid year, filled with amazing experiences and participation at some of the best industry events across the world. The Tiles of India team is extremely happy and humbled to announce that we have won an award at the Cersaie 2017. This award has brought about a renewed sense of vigour and inspires us to come with our best each time.





The year began with **Cevisama 2017, (20-24, 2017)** Feria Valencia. The 35th edition of the International Fair for Ceramic Tiles and Bathroom Equipment recorded and welcomed more than 78,000 visiting professionals from over 100 countries. One of the foremost events on the international circuit, the fair showcased the very latest in ceramic floor and wall tiles. The CevisamaLab caught our attention which had the most leading names in architecture and interior design round out a top level programme set to add value to the fair's commercial content. Iconic designer David Carson spoke at CevisamaLab, touted as one of the most important living graphic designers, it was most satisfying to hear him speak.

Marble 2017 (22-25 March, 2017) was a wonderful experience. The 23rd Marble International Natural Stone and Technologies Fair was a gala event in the city of Izmir, Turkey. It saw a huge turnout consisting of local people and more than 50

thousand people attended the event. Visitors showed great interest in Turkish natural stones with different colors and patterns in the fair where processed products came into prominence.

Coverings 2017, (April 4-7, 2017) is the largest global tile and stone exhibition in North America. The show featured new products from more than 1,100 exhibitors that span 430,000 net square feet of show floor space, and offered more than 70 educational sessions. Tile Council of North America's pavilion has been updated to reflect the organization's 'Why Tile' campaign. The core areas of focus for the campaign—tile design, easy care, healthy spaces, and heritage were integrated throughout the booth.

Cersaie 2017 proved to be a very memorable experience. It is the largest international exhibition for the ceramic tile and bathroom furnishing sectors and was held in Bologna from 25th to 29th September 2017.



It was a stupendous success and saw outstanding response this year too. There were many interesting thematic areas such as the Architecture Gallery which hosts the "building, dwelling, thinking" cultural programme and the Press Cafés. Many trends emerged and some of the most exciting were in the kitchen and bath segment. Contemporary-styled kitchens have overtaken traditional designs. Two-toned kitchens are gaining in popularity with a focus on mixing up materials and metals across surfaces and as accents. Quartz is trending as the most popular kitchen countertop material. Baths have become more personalised in texture with patterned tiles and geometric shapes being a huge favourite. These trends will continue to dominate in 2018 too.

The Tiles Of India as a brand is growing rapidly and today has a presence across the world reaching to Europe, North America, South America, Asia, Africa and Australia with an active participation in all major global events. Our vision is to promote and take the industry forward in 130 countries across the world. We hope to connect the





Ceramic Tile, Architecture, Design, Construction and the Building industry on one single global platform.

We hope to continually provide you with insightful stories with an in depth and immersive experience of different countries lifestyle, architecture, art, décor, trends, education and knowledge. †





Large and Impressive

The Tiles of India talks to major Indian brands about their large formats

INTERVIEWED BY: Sheetal Joshi (TTI)
PHOTOGRAPHS BY: Courtesy The Brand

Major leading Indian brands have entered the market with their large formats. They are using the top of the line technology and are producing quality products that have unmatched quality and aesthetics. The Tiles Of India profiles some of the leading brands which include Kajaria, Simola, Simero, Cruso, Varmora and Lioli to understand the large format better and its various facets.

The young entrepreneurs Mr. Detroja and Mr. Gadara have undertaken an exciting project with **Lioli Ceramica** building a new plant on 25 acres of land on the Kandla National Highway. This gigantic infrastructure will be a propeller to their mega production of large sized porcelain



Hitesh Detroja, Lioli Ceramica

slab. This manufacturing plant will be equipped with high-tech machinery and a massively roofed

structure of 150000 Sq. Mtr space. They believe that their unique insights, management skills and rigorous business plans will result in grand success for their product.

Their porcelain tiles are innovative and unique in 3200 × 1600 mm format. It is made from high quality pressed porcelain (not extruded) material providing designers with a unique, lightweight (14.5kg/ m²) architectural finish that delivers a beautiful, resilient finish with greater strength and design flexibility.

This will also be environmentally friendly, 100% natural, partially recycled product available in a wide range of colors suitable for residential and commercial projects.



Vishal Adroja, CMD,
Simero Ceramics

Simero Ceramics under the table leadership of their CMD Vishal Adroja has evolved as a brand that aims at providing quality, luxury vitrified tiles that add grandeur to any place. Simero Ceramics engages itself with constant research and development to provide the best of Double Charged and Full body Indoor / Outdoor tiles. Taking advantage of the rich experience of the industry for the last 25 years they have invested in the **System** technology for the production of large ceramic surfaces. Simero Ceramics is due to install the **LAMGEA 22000t** mouldless pressing system from System for the production of ceramic panels in

sizes up to 1.6 x 2.4 metres.

One key factor behind the choice of this technology was its ability to produce ceramic tiles in thicknesses ranging from 6 to 12 mm, making it possible to combine high performance with flexibility of production as part of a lean manufacturing vision.

The products manufactured by Simero Ceramics in the new facility will be used as traditional floor and wall coverings and as ventilated facades.

The products will be distributed mainly in the domestic market, but the Indian company also plans to begin exporting to Europe and the United States.

Simola Vitrified is synonymous with being an energetic and enthusiastic brand run by dynamic entrepreneurs. They invest heavily into research and development and have come up with the elegant Marmola, the Italian edge slab with an imposing beauty. It is cost effective and very flexible and will be available in sizes of 1200x2400mm, 1200x1200mm.

Simola Tiles is due to start up a **Lamgea 22000t** mouldless press

supplied by System at its factory in Morbi (Gujarat, India). The new plant will produce large-size ceramic panels in sizes up to 1.2x2.4 m and with thicknesses of between 6 and 20 mm.

Rajesh N. Shirvi, the Managing Director of Simola Vitrified says that the brand has a clear future plan and aspires to provide, "greater quality product mix, with better value for money to customers and this is our mantra..."



Rajesh N. Shirvi, Managing Director,
Simola Vitrified



Bhavesh Varmora, Chairman,
Varmora Group

Varmora Granito will be coming out with Nextile, a large format from a large size plant that is going to be launched in the month of March 2018 in Morbi. The total area of the plant is 6.5 lakh sq.ft. It will be available in the sizes of 800 x 1600mm, 1200 x 1200 mm, 900 x 1800mm, 1200 x 2400mm and slim tile in 5mm and 9mm. It can be used for various applications apart from the usual tiling, flooring, wall, cladding such as for table tops, counter tops or in place of laminates where ever feasible. It will be available in all sorts of colours as it will be digitally printed.

Bhavesh Varmora, Chairman,

Varmora Group says that the, "Nextile will provide the feel of natural big slabs of marble and granite. It will be joint free and flexible due to being slim tile reducing the issue of bending occurring in the tile."





**Anand Patel, Managing Director,
Cruso Granito**

Cruso Granito is inspired by the world famous English novel - Robinson Crusoe by Daniel Defoe. Robinson Crusoe is the tale of one man's survival on an un-inhabited island following a shipwreck. It is a story of unmatched bravery, grit and striving to innovate. The brand takes inspiration from this story and constantly strives to bring about unique and excellent ground

breaking products to the market. Their latest offering is the Infinity Slab.

It is human nature to crave for the semblance of peace, beauty and wholeness in our environment. Infinity brings that special touch to the atmosphere. It is a porcelain slab that combines the established classical characteristics with very new high performance qualities like ultimate strength with lightweight and required ductility. It is characterized by seamless lines giving unmatched décor and an arresting view of what Cruso Granito brings to the table.

Exploring the brand's idea of constant innovation further, Anand Patel, Managing Director, Cruso Granito says that, "In a world of clones, we are the architects...in our heads we are clear right from the inception of Cruso that we will always make products that break the stereotype and become market disruptors in both design and utility"

Infinity Slab promises to do both. It is a solution for endless creativity and design. It will provide tailor made solutions for all the flooring and decorating needs. All these will be under the name of Cruso Granito. The plant is located in the province of Morbi, near Wakaner. The production capacity currently will be 12,000 sqm/day.

These slabs would be available in various sizes: 1200x2400mm, 1200x1200mm, 800x1600mm, 800x800mm, 600x1200mm.




**Ashok Kajaria, Chairman,
Kajaria Ceramics**

Kajaria Ceramics has launched its two biggest ceramic marvel tile collections, The Ultima, the new creations of ceramic- SLABS and PLANKS that offer extraordinary finesse with visionary designs and flawless technological expertise. Shri Ashok Kajaria, Chairman & Managing Director said, "These spectacular products from our new

range of SLABS and PLANKS are specially designed with a strong appeal to broaden the architectural spaces of any dimension. These are an authentic replacement of Italian marble and the best fit for any residential or commercial use. This unique variety is available in all new sizes and colors and is sure to win the hearts of our customers.

Among the both variants The Gres Tough Slabs promises detailing and capture surfaces with energetic naturalness in large size tiles. It comes in a large size of 800x1200 mm. The other variant Gres Tough Planks is said to be the blend of classic charm of wood and genius of ceramic tiles with excellent technical characteristics. This tile version comes in two sizes of 200x1200 mm and 200x1000mm.

The Indian market is looking forward to these excellent products and we hope that they will be met with an amazing demand by customers. 



Contact Details

-  www.kajariaceramics.com
-  www.varmora.com
-  www.lioliceramica.com
-  www.cruso.in
-  www.simola.in
-  www.simero.in



Alena Capra
Designer

Designing with Style

Alena Capra, the owner of **Alena Capra Designs** talks to **The Tiles of India** about her design inspiration and current trends in the industry

INTERVIEWED BY : Sheetal Joshi

PHOTOGRAPHS BY: Courtesy The Designer

Alena Capra is the owner of Alena Capra Designs, an award winning, interior design firm based in Fort Lauderdale, Florida. She is a graduate of both the University of Miami, and the Metropolitan Institute of Design. Alena has more than 15 years experience as an interior designer, and is also accredited through the National Kitchen and Bath Association, as a Certified Kitchen Designer and a Certified Bathroom Designer. She has completed numerous interior design projects in





Florida, as well as in other areas of the country, including New York and Minnesota.

She has also won several national design awards for her work, made numerous television appearances and enjoys being involved within the design community. Ms. Capra is a member of the NKBA's Certification Test Board 2015-16, and has also had the honor of being selected as a judge for their 2013 National Kitchen & Bath Design Competition. She was a member of the host committee for the Salvation Army of Broward County's "Red Shield Re-Design Bash," where she has also designed a piece of furniture for the auction the past two years.

In addition to being passionate about interior design, Alena enjoys giving back to the community as well and is proud alumni of both the University of Miami Sensations Dance Team, and the Miami Dolphins Cheerleaders participating in alumni events with both organizations.

In conversation with Alena Capra

You are considered to be a design icon. What has been your inspiration and how has the journey been so far?



I absolutely love design, and am inspired by many things...including fashion. To me, fashion and design go hand in hand. Many of the color and pattern trends we see in clothing, we see a variation of in design. I also love getting design inspiration from my travels. My design journey is still ongoing, and what I love is that no one day of work is ever the same! It never feels like work, because what I do is my passion. Meeting many interesting and inspiring people along the way is one of my favorite things.

Which are the current projects you're working on?

I'm currently working on several different residential design projects, in various areas of the United States,

including Florida, New York, and Arizona. I love the variety of design and construction in different parts of the country.

Is there any special project that you would like to describe?

I'm working on a very special charity project called Kid Sanctuary Campus. I am designing a bathroom for the new Boy's Cottage, and doing the whole design based on a Football theme. The floor is a mosaic green tile to look like a field, and

I'VE RECENTLY USED BEAUTIFUL THIN PORCELAIN 4X8 PANELS OF A CALACATTA LOOK FOR A PROJECT IN NEW YORK CITY. WE USED THE LARGE TILE PANELS FOR THE BACK WALL OF A SHOWER





there's even going to be a 3D mosaic tile football on the wall!

Tell us about your experience of Coverings 2017?

Coverings 2017 was a great show!! I love that, it is a global show, and there are all sorts of amazing tiles, from all over the world. I'm excited to start using many of the beautiful new tiles in some projects this year. It's always great to stay on top of tile trends, and Coverings is the place to do that! I really enjoy working with the show as their Industry Ambassador. This will be my 4th year in that role, and I'm



looking forward to Coverings 2018 in Atlanta, Georgia.

How is the ceramic tile industry evolving? Tiles are being gradually perceived as a fashion product? What do you have to say?

I think there is such a fashionable aspect to tile. For example, at last year's show, we were seeing lots of blush pink tones on some tile, and there has been a lot of those tones in clothing, and in home decor as a whole (fabrics, furniture,

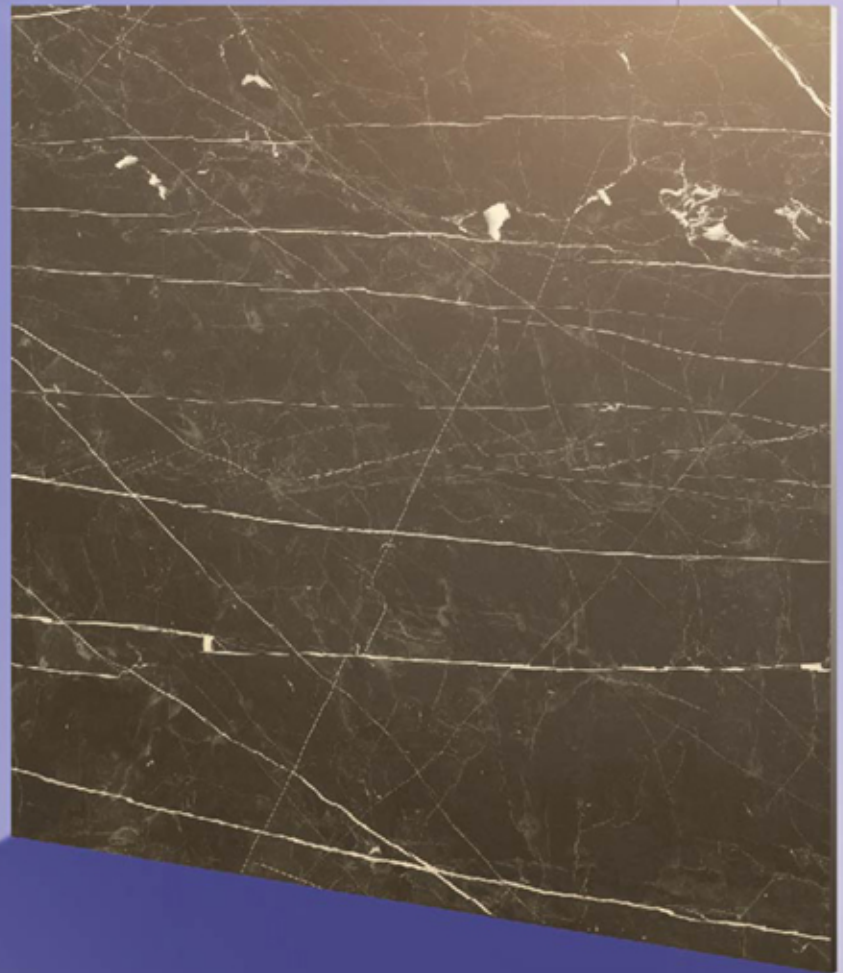
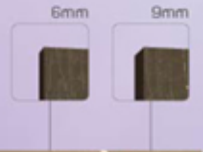
accessories) the tile industry has continuously been evolving...all of the



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TILES SET THE FOUNDATION OF THE DESIGN. THE FLOOR IS WHAT PEOPLE OFTEN NOTICE FIRST, AND IT'S SOMEWHERE WHERE YOU CAN REALLY MAKE A DESIGN STATEMENT NO MATTER WHAT THE SIZE OF THE SPACE.



technological advances allow for some beautiful 3D and printed tiles.

Which are the most talked about tile trends for this year which inspired you the most and are in demand?

Some of my favorite trends continue to be industry inspired tile, softer blush tones, and 3 D tile as well. I'm also loving some of the newer

Terazzo looks. Also the larger format thin porcelain tile. I'm using lots of those for projects at the moment.

How important is the role that tiles play in making up the décor?

Tiles set the foundation of the design. The floor is what people often notice first, and it's somewhere where you can really make a design statement no matter what the size of the space! When you can use a tile to accent a wall, it's an added design enhancement. I love tile accent walls...whether it's 3D or printed.

Tell us about some recent experiences in tile installation that were very interesting.

I've recently used beautiful thin porcelain 4x8 panels of a Calacatta look for a project in New York City. We used the large tile panels for the back wall of a shower. I incorporated a smaller version of that tile for the

rest of the walls. The look is beautiful. The printing technology really allows this to look just like Calacatta stone! And it installs very nicely!

What are your plans for the future?

I am looking forward to continuing to grow my design firm, and take on a variety of different and exciting projects. I'm also very much looking forward to attending Coverings 2018 in Atlanta in May (8-11). As for other future plans, I hope to travel more this year, so I can continue to be inspired in my designs. It is also a dream to one day, create my own product line, so I'm going to continue to work hard at my craft, and hope that one day that can be a reality!✦

Contact Details

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When Tradition meets Passion...

Jitendra Aghara, CMD-Simpolo Group talks to **The Tiles of India** about the inspiration behind their unique award winning products and displays

INTERVIEWED BY: SHEETAL JOSHI (TTI)
PHOTOGRAPHS BY: COURTESY THE BRAND





Simpolo is a brand that is deeply rooted to its traditional values yet soaring the highest skies of success through its commitment to the core belief of “Success demands creativity and innovativeness”...these two words have propelled the brand to be one of the best in the industry today. They are recognized for their innovative design led products and displays. We unravel the inspiration behind this unique aspect of their work.

From having no brand in 2000 to being the proud owner of Simpolo, one of the top five ceramic companies of India today...tell us a little about this journey of mercurial success as an entrepreneur.

It all started with the entrepreneurial spirit of my father since 1977 who put up a roofing tiles factory when that was what Morbi was known for, from then on it has been a tumultuous journey with tremendous efforts and constant adaptation to newer strategies and innovation. In the year 1991 when I joined business, along with three partners we set up a sanitary ware plant and ran it for almost a decade and got established

as quality and innovative player in a market dominated by the giants. By the year 2000 the partners decided to carve separate paths for themselves and I started from Ground zero again. With no factory or a brand in possession, things did not seem easy, but to my surprise I got encouragement and support from everyone I had interacted with, be it vendors, suppliers, dealers and even employees I had worked with and thereafter there was no looking back. We started with Silver Brand and later in 2003, Simpolo happened. Keeping innovation and quality at the centre always, connecting with the end user became easy. Though it was indeed a challenging period, but continuous research and innovative inputs helped us in developing the classy appeal in the products, which in turn made it possible for us to catch speed and reach to the level where we are today. Building a brand and taking it higher and higher is my passion and reaching out to every house hold with affordable yet high quality ceramic products is my dream.

Simpolo is appreciated for the

consistent quality of its products across the world. How do you drive this passion with your human resource?

I believe I am blessed with one of the best teams ever in our industry. I have a perfect blend of professionals and family members giving their best to steer the company towards achieving the goals propelled by a shared vision. At Simpolo we believe our customers deserve nothing but the best, so we strive to give world class products and service every time and that is our mission. Regular upgradation of technology coupled with robust research and development, six sigma initiatives and stringent quality assurance processes enable us to stay ahead. The best testimony to what we say comes from the fact that **Mr. Ratan Tata (an architect by education) chose our Alaska White Tiles for his Colaba Bungalow, which happens to be the World's whitest white tile ever produced. Mr. Tata praised this tile and expressed deep satisfaction after having the tiles laid in his bungalow, such endorsements boosts my team and my morale and inspires us to do more towards this**



end. It is indeed a huge responsibility to offer continuous quality products in all range of designs and sizes but I am committed to this goal and my team is always striving to maintain this mark of excellence.

Every year we see very unique and creative displays for promotions of your products. What inspires these?

When we conceive an idea for designing a Tile we generally work backwards, we first think of the area where the tile will be used and then experiment with designs colors and sizes, naturally that gives us several ideas on how to showcase that particular product and since our teams work meticulously while designing the tile for its suitability to that particular area, the customers easily connect with the theme and usage of the New launch. Moreover, I make sure my designers travel a lot in India as well as abroad so that they have exposure to the world's best and latest and that is how we come out with award winning displays wherever we go. My fundamental principle for such shows and displays



is to always showcase a style which should inspire the customers. It should let loose their imagination and enable them to create spaces of their choice

Simpolo is fast being identified as a brand with a sharp design aesthetic. Can we see it emerging as a designer-entrepreneur? Simpolo owes its existence to innovation. From designer Art Basins , Whitest White Vitrified Tiles, Glazed Vitrified Tiles to Polished vitrified

Tiles, from Wood finishes, to exotic Marble designs, from Metallic finishes to Stone finishes Simpolo has made its mark in the eyes of the designer community as India's foremost off beat Designer Tile company. If anyone in the Indian tile industry deserves this slot of Designer Entrepreneur, I would most humbly stake my claim to it.

Do you have any plans of opening a design studio showroom?

Every showroom displaying Simpolo products has to be a design studio in



EVERY
SHOWROOM
DISPLAYING
SIMPOLO
PRODUCTS HAS
TO BE A DESIGN
STUDIO IN ITSELF
IRRESPECTIVE OF
ITS SIZE



itself irrespective of its size. Every display panel of Simpolo does not just show the Tile it also gives a pictorial representation of its best usage as well. This helps a customer visualize how a space done with that Tile will look like. We have recently opened our exclusive showroom at Ahmedabad on the S.G Highway Road. We are in the process of doing up hundred odd showrooms of our Dealers in a phased manner and within our factory premises we have done a showroom of 20,000 + Sq.Ft. area, where Live mock ups of

bathrooms, kitchens, living rooms, halls, corridors, exterior areas have been done to give a life like imagery and fire the imagination of a visitor.

You are passionate about cars and travel. How do these passions influence your design aesthetic?

This is a difficult one to answer. Yes, I am fond of cars and keep upgrading my garage. Somewhere...somehow the design element, the aesthetics, the ergonomics, the impeccable quality of high end cars inspire me to bring that

attitude while designing my products and my wander lust takes me to the world's most exotic places and definitely the beauty of nature and architecture of different places are all sources of inspiration to me. Wherever I see an object de' Art I stop to admire and store it somewhere in my mind for a future reference.

Tell us little about your fondness for the number 222?

222 is not only a lucky number for the Aghara family, it is in fact a proof that





brand consciousness runs in my genes. When no one was branding the Roofing Tiles in Morbi, my father Shree Thakarsi Bhai Aghara sold his produce under a brand name Nadia 222. The emphasis on quality control made Nadia 222 stand out in the crowd and the brand still sells today for 40 years since 1977 and is respected amongst the traders and users alike. In fact the number 222 connects me to my roots and my core values.

Your advice to future entrepreneurs...

In this era of IT innovations and

robotics advancement, the human values will be at stake in the longer run, but I still believe the youths of today must pursue what they themselves have faith in. I feel the new generation must follow the voice of their heart and pursue their passion. They must strive for something new. My advice to the new generation is that whichever industry or work arena you enter, enter with thorough study and homework, there is no shortcut to success. Smart hard work will be the key to success in the coming times of cut throat competition. Unless they are ready to

WHEN WE CONCEIVE AN IDEA FOR DESIGNING A TILE WE GENERALLY WORK BACKWARDS, WE FIRST THINK OF THE AREA WHERE THE TILE WILL BE USED AND THEN EXPERIMENT WITH DESIGNS COLORS AND SIZES

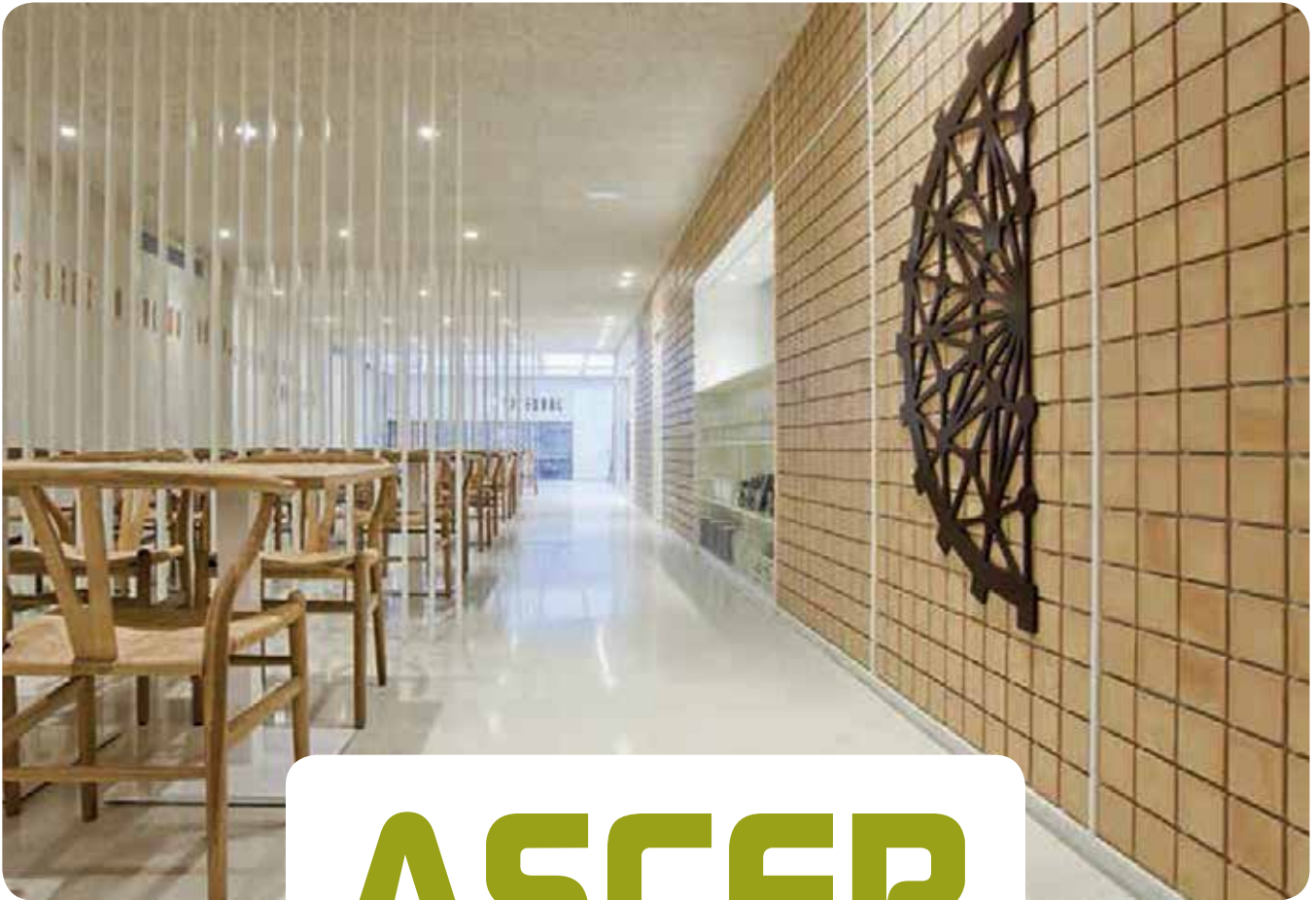


learn and improvise every day, things cannot take shape in the desired manner.

I have deep faith in this new generation as they are smarter and fearless in decision making. They have a bright future ahead. †

Contact Details

www.simpolo.net



ASCER

ASCER encourages young designers to use ceramic in an innovative fashion

ASCER (the Spanish Ceramic Tile Manufacturers Association) includes and represents practically all Spain's ceramic tile manufacturers. It was founded in 1977. It replaced and increased the activities of the National Syndical Group of Tile Industries (ANSIA), which had been operating since 1959 and in turn was officially recognized by the Group of Tile Manufacturers, an organization that arose in the 40s.

Ceramic, a safe bet for young Architects

The use of ceramic in construction dates back to Antiquity, specifically to 30,000 BC, when a clay mortar was already being used to hold a



structure made of branches and canes together. Ceramic has evolved, since its appearance in the Alhambra in Granada, when it caused a stir in its transformation into tiles, right up until today, where it is still a major feature of the most innovative architectural designs.

Ceramic has demonstrated its value and its mutability over the years, adapting to the most diverse projects. It has gone from being a material of secondary importance to being the star turn in major design projects, emblematic buildings and signature interiors styled by young creatives. These are young people who choose materials that not only fulfil their creative expectations but that also come with a series of features linked to sustainability that are compatible with today's demanding world. One example is young Alicante based architecture practice Crystalzoo,

whose colourful design for the "Bello Horizonte Administration Block in La Nucía" merited a coveted ArchitizerA+Awards architecture and design prize for the best public building of the year. The jury was impressed by both the design and geometry of the glazed stoneware tiles and by the building's construction, which fulfils the basic tenets of sustainability. The prize is thus recognition not just of the work itself but also to a team of young architects who deliver social architecture based on low-cost buildings as a means of bringing quality architecture to the people. The building's hexagonal shape and ceramic cladding on the roof and the walls are the identifying features of this stunning complex.

EquipoCreativo, another young

architectural studio, is very familiar with ceramic and, what is more, has applied it in masterly fashion in some of its most expressive work. Little wonder, then, that the bar, that was voted the most beautiful in the world in 2016, the Blue Wave cocktail bar in Barcelona, was their work. This is not their only award-winning project though, in the 2015 FX International Design Awards they won a prize for the design of Disfrutar restaurant, where ceramic is a dominant feature but has been used in such a way that it is natural, humble and respectful of Mediterranean history and heritage. The ceramic tiles adapt themselves to create an individual identity for each of the rooms. According to the



EQUIPOCREATIVO, ANOTHER YOUNG ARCHITECTURAL STUDIO, IS VERY FAMILIAR WITH CERAMIC AND, WHAT IS MORE, HAS APPLIED IT IN MASTERLY FASHION IN SOME OF ITS MOST EXPRESSIVE WORK





CERAMIC HAS DEMONSTRATED ITS VALUE AND ITS MUTABILITY OVER THE YEARS, ADAPTING TO THE MOST DIVERSE PROJECTS



architects, “They do not decorate but, rather, they invent spaces...spaces that are genuine masterpieces.”

ASCER (the Spanish Association of Ceramic Wall and Floor Tile Manufacturers), believes in supporting young architects and this is why it founded an international Network of Ceramic Tile Studies Department a couple of years ago in

collaboration with leading Schools of Architecture. The aim of the network is to teach future professionals about ceramic so that they understand it and know exactly how and where to use the material.

Since the Industrial Revolution much work has been done to improve manufacturing processes for ceramic, its intrinsic properties

and its aesthetic flexibility – all with a view to making it a key material in architectural design. This challenge is definitely being met. Thanks to the efforts of a huge number of people and an industrial cluster that works hand in hand to develop the material, it is now the preferred material of many of Spain’s young, successful architects. †



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Miami – Beaches, Culture and Architecture

Neepa Bakrania, an avid traveler takes you on a stroll through the beautiful art deco studded **Miami**

Having travelled all over the US, I chose Miami, Florida as home. The weather is radiant with sunshine and the palm trees sway in the breeze. Beaches are beautiful and one can lie on the white sands and fall asleep listening to the waves. The culture, vibe and energy of the city compares to no other. From the glitz and glam of South Beach to the city life of Downtown Miami, each part of Miami provides a distinct mood to its

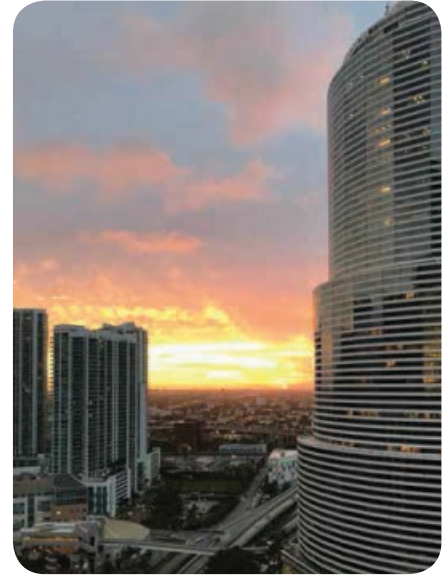
neighborhood.

World-famous South Beach is lined with colorful buildings next to the white sand beaches. At night, crowds swarm the streets against a backdrop of music, color and neon lights from the restaurants and bars. This picturesque scene is the famous South Beach Art Deco skyline seen in movies and TV shows. South Beach is defined as a tropical playground that is historic, retro and fabulous with colors. The Art Deco

style is the contributor to the colors and distinct skyline of South Beach.

Unrealized by many is that Miami Art Deco District is the largest concentration of Art Deco architecture in the world. Right next to the beautiful beaches lie 800 structures of historical significance, most built between 1923 and 1943. Today hotels, restaurants, and nightclubs use these historic buildings defining South Beach's culture and nightlife.





THIS PICTURESQUE SCENE IS THE FAMOUS SOUTH BEACH ART DECO SKYLINE SEEN IN MOVIES AND TV SHOWS



sunbursts to capture the style. The famous pink flamingos and palm trees designs are a product of Art Deco.

As someone who loves the Art Deco style, I look for inspiration from the décor to architecture. The South Beach Art Deco district feels as if you have gone back in time to a different period. It provides a sense of playfulness with all the whimsical colors, music, and grandeur.

Little Havana, Miami's famed Cuban neighborhood, is not to be missed! The main strip of Calle Ocho evokes Latin and Cuban lifestyle with authentic food, hand-rolled cigars, and strong coffee. One can also pass the night away dancing to salsa music and sipping on mojitos. The residents maintain the Cuban lifestyle day and night; you will feel as if you are standing in Cuba without having to travel overseas.



The buildings maintain the historic style which is an inspiration to designers for architectural elements and interior design. Visits to Art Deco district stir up creativity for fashion designers, interior and architectural designers. The area not only inspires

designers, but also the film industry. Movies have been filmed here with the architecture as backdrop. Interior designers use the roaring 20s Art Deco elements such as mirrors, chrome, lacquer, and repeating geometric shapes like trapezoids and

**Subject Matters
But Medium Matters
a LOT**



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The Mediterranean Revival style provides the feeling of the Mediterranean noted with warm weather and beaches. The houses and buildings are ubiquitous to Miami. The elements include decorative columns, arched windows, red clay tile roofs, and white stucco walls. In order to bring more tourists to Miami, this style was used to attract the wealthy to the Mediterranean style of leisure experienced in seaside resorts. Buildings and houses combine the old with modern taste. Although exterior of buildings are preserved with the Mediterranean style, interiors are fully gutted to fit a modern lifestyle. Use of stone floors throughout houses provides a cooling effect against the Florida heat. Countertops and bathrooms are outfitted with luxurious styling seen in high-end hotels. The blend of these styles provides homeowners an

UNREALIZED BY
MANY IS THAT
MIAMI ART
DECO DISTRICT
IS THE LARGEST
CONCENTRATION
OF ART DECO
ARCHITECTURE IN
THE WORLD



aesthetic combination of Mediterranean and modern to suit today's lifestyle.

Miami is a walking museum full of classic architecture, great Latin food, salsa music and a fusion of modern and authentic Latin culture. †



CERAMIC- BATH & KITCHEN

This section comprises new offerings from leading luxury brands. Know about the exclusive collections and designs in bath, kitchen and sanitaryware.





Everlasting Beauty

The new premium collection from **Villeroy & Boch – Antheus** exclusively developed by **Designer Christian Haas**

Fine materials, balanced proportions and geometric contours inspired by the playfulness of Art Deco and the puristic clarity of Bauhaus – this is Antheus, Villeroy & Boch's new premium collection of lasting beauty.

The exclusive Antheus design is developed by the designer Christian Haas who creates tableware, glassware, lighting and furniture as well as complete interior concepts for renowned customers all over the world. Born in 1974 in Erlangen, Germany, Haas has already worked for the brand earlier for Tableware



Christian Haas
Designer

several times, but this is his first collaboration with the Bathroom and Wellness division.

Haas, who is known for his harmonious blend of sobriety and style, has combined lightness and elegance with a contemporary classic look wrapped in an unusual yet timeless design to create Antheus, resulting in unique shapes with an exciting blend of materials. Antheus is an extensive complete bathroom collection consisting of a number of washbasin and toilet solutions, a high-quality quartz bath with an optional stainless



steel frame, elegant bathroom furniture and mirrors.

The washbasin and toilet express their edginess with historically inspired facets, which are reminiscent of classic ceramics from the 1920s and create fascinating shadow and light effects on the surface depending on where the user is standing. The washbasin is made from TitanCeram, an innovative ceramic material developed by Villeroy & Boch especially for the

production of expressive premium designs. As TitanCeram allows for sharply defined edges and radii with extremely thin walls, it was possible to give the 65 cm surface-mounted washbasin – showcased on an elegant marble top with a high-quality stainless steel frame – a distinctive cubic shape for the outer part and combine it with the gently flowing inner surface of the bowl. An alternative to the open washbasin design is the 100 cm

vanity washbasin with storage on both sides, which can be mounted on the wall or a floor-standing stainless steel frame.

The rimless toilet is available in two versions – as a modern, wall-mounted toilet and as a close-coupled toilet with an integrated ceramic cistern that highlights the classic character of the total collection even more. Furthermore, the toilet has a facet and comes with technical features such as

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10 - 13 April 2018

UK 

+ Kitchen, Bedroom And Bathroom Show
NEC Birmingham
04 - 07 March 2018

USA  

+ KBIS
Orlando
09 - 11 January 2018

+ THE INTERNATIONAL SURFACE EVENT
Las Vegas
30 January - 01 February 2018

+ COVERINGS 2018
Atlanta
08 - 11 May 2018

+ ICFF
New York
20 - 23 May 2018

SPAIN  

+ CEVISAMA
Valencia
05 - 09 February 2018

+ QUALICER 18
Castellon
12 - 13 February 2018

MOROCCO 

+ THE BIG 5 CONSTRUCT NORTH AFRICA
North Africa
10 - 12 April 2018

ITALY  

+ CERSAIE
Italy
24 - 28 September 2018

+ TECNARGILLA
Italy
24 - 28 September 2018

BRAZIL  

+ EXOP REVESTIR
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Guangzhou
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- ✚ **IDF OMAN**
Sultanate
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- ✚ **THE INDIAN CERAMICS**
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Saudi City
10 - 12 April 2018

EGYPT

- ✚ **THE BIG 5 CONSTRUCT EGYPT**
Egypt
18 - 21 September 2018

KRNYA

- ✚ **THE BIG 5 CONSTRUCT EAST AFRICA**
Kenya
7 - 9 November 2018

The Tiles Of India's end-to-end business model for horizontal integration leverages our expertise, knowledge and reach to bring innovative concepts and ideas to the market, more efficiently and effectively for the benefit of the industry, **The Tiles Of India** has been the fastest growing tile magazine for more than **5 Years**, but we're much more than a magazine. we create a full range of 360 degree business services for industry, pioneering projects in verticals of publication, promotion & education

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THE WASHBASIN IS MADE FROM TITANCERAM, AN INNOVATIVE CERAMIC MATERIAL DEVELOPED BY VILLEROY & BOCH ESPECIALLY FOR THE PRODUCTION OF EXPRESSIVE PREMIUM DESIGNS



the QuickRelease and SoftClosing functions.

The baths combine a delicate design with strength, which was only made possible thanks to the patented Quaryl material. By blending sanitary acrylic with the natural and hard mineral quartz, it allows baths to have a precise design while shining brilliantly at all times. The smooth, non-porous and pleasantly warm bath surface is not only sturdy, robust and non-slip, but it is also very easy to clean as it is difficult for dirt to stick to it.

To provide flexible design options, there are three different overflows to choose from: without an overflow hole with a push-to-open feature, with a classic overflow hole or with the ViFlow concealed overflow function and electronic control device.

Christian has selected unusual combinations of materials to further emphasise the contrasting blend of history and modernity in Antheus design statement.

Exquisite, charming and elegant, all at the same time, the Antheus with its distinctive black Nero Marquina will leave you captivated. †



Contact Details

🏠 www.villeroy-boch.asia

What's NEW?

Presenting new launches, product features and more from leading companies



The **Grohe** Smart Control Shower System is a design classic. With high quality materials crafted with care – the chamfered edges, the precise bold lines, tactile volume knobs, gleaming chrome finish and modern European design ethos makes the GROHE Smart Control Shower. The shower systems are available in two finishes – Chrome & White and in a circular and a square design group to allow for maximum design flexibility.

 www.grohe.co.in



Duravit new collection The DuraSquare is pure inspiration in the bathroom. Duravit washbasin sits on top of a height adjustable, metal console, which is in chrome with a glass held in the color Cubic Line.

 www.duravit.in



Kohler has introduced vibrant faucet finishes. The faucets come in French gold, Brushed nickel, Rose gold and Brushed bronze. The French Gold achieves the impossible by effortlessly fusing the charm of gold with the class of chrome. Undeniably attractive, French Gold is as romantic as it is immortal.

 www.kohler.co.in

† WHAT'S NEW?



Hafele has introduced its new 'out-of-the-box' range of Sliding Countertops that can double up as an addition to the current countertop or can cover built-in hobs, kitchen sinks, retractable faucets, pop-up sockets etc. when not in use – the possibilities are endless! This concept saves valuable space and transforms the kitchen into the social hub of the house enjoyed by the owners and their guests alike.

www.hafeleindia.com



AXOR announces its latest hand-held shower - AXOR One - designed by the London-based design duo Barber & Osgerby. The minimalist, AXOR One hand-held shower with its two spray modes is all set to revitalise your showering sessions. The unique design of the hand-held shower combines angles and curves in perfect unity. The high-quality and precisely manufactured metal corpus with a fully integrated handle is positioned vertically in the porter unit of the shower rod. A 90-degree turn of the retaining element allows for a selective neck or head massage with the revitalizing waterfall spray type.

www.axor-design.com

Vitra has introduced exclusive range of Thermostatic Faucet series – safe and comfortable use in both showers and bathtubs. These faucets express style on every bathroom with the confidently bold and sharp lines of the new series. This new series, offers various alternatives, stands out with its brave and self-confident appearance. Vitra also has stylish aesthetics & sophisticated details.

www.vitra.com



PROJECTS

Prominent national and international architects & designers provide insights on their various award winning projects



A Desert Dream

KAPSARC designed by **Zaha Hadid Architects** is a fine example of design that is responsive to its environment

PHOTOGRAPHS BY: Courtesy Hufton+Crow

Property facts

PROJECT NAME: King Abdullah Petroleum Studies & Research Centre (KAPSARC)

LOCATION: Riyadh, Saudi Arabia

CLIENT: Saudi Aramco

AREA: 70,000m²

Beautiful architecture is very similar to good art in that it inspires and instills the sense of satisfaction and happiness in its users just as the way good art does. KAPSARC's architecture is a true embodiment of this confluence of art and architecture with its beautiful design lines. Artistic yet suitably adapted to the environment around it, the design boasts many interesting features which made it one of the first projects of ZHA's to be awarded the LEED Platinum certification by the US Green Building Council. The centre is designed in response to





KAPSARC'S
ARCHITECTURE
PROMOTES
TRANSPARENCY
AND HAS SOLID
TECHNICAL AND
ENVIRONMENTAL
CONSIDERATIONS
AT ITS HEART,
DRAWING THE FIVE
ELEMENTS OF THE
CAMPUS INTO A
UNIFIED WHOLE



the environmental conditions of the Riyadh Plateau to minimise energy and resource consumption.

The 70,000m² KAPSARC campus designed by Zaha Hadid Architects, incorporates five buildings: the Energy Knowledge Centre; the Energy Computer Centre; a Conference





HEXAGONAL PRISMATIC HONEYCOMB STRUCTURES USE THE LEAST MATERIAL TO CREATE A LATTICE OF CELLS WITHIN A GIVEN VOLUME



bring softly-controlled daylight into the interior. Orientated for the sun and wind conditions, the crystalline forms of the prismatic architectural cells gain in height towards the south, west, and east to shield internal spaces from direct sunlight, while the courtyards within are oriented to the north and northwest to bring indirect sunlight into the spaces below.

'Wind-catchers' integrated within the roof profiles on the southern sides of each courtyard catch the prevailing winds from the north, cooling each courtyard.

It has also been named as Saudi Arabia's 'smartest' building in the Honeywell Smart Building Awards programme because of its features which include environmental sustainability, safety and productivity. A truly outstanding project!†

Contact Details

 www.zaha-hadid.com

Centre with exhibition hall and 300-seat auditorium; a Research Library with archives for 100,000 volumes; and the Musalla, an inspirational place for prayer within the campus.

KAPSARC's architecture promotes transparency and has solid technical and environmental considerations at its heart, drawing the five elements of the campus into a unified whole. The primary organising strategy of the design is a cellular, partially modular system that integrates different departmental buildings as a single ensemble with interconnecting public spaces. Hexagonal prismatic honeycomb structures use the least material to create a lattice of cells within a given volume. This structural and organisational principle determined KAPSARC's composition as an amalgamation of crystalline forms that emerges from the desert landscape, evolving to best respond to the environmental conditions.

KAPSARC's five buildings differ in size and organisation to best suit their use. Each building is divided into its component functions and can be

adapted to respond to changes in requirements or working methods. Additional cells can readily be introduced by extending KAPSARC's honeycomb grid for future expansion of the research campus.

It possesses a strong, protective shell on the exterior that shields from the extremes in weather. KAPSARC's architecture is porous within. Specific hexagonal cells strategically located within each building are left open to create a series of sheltered courtyards that



Mexican Passion

Ella Canta brings together the amazing talents of **Chef Martha Ortiz and David Collins Studio** to create an experience of **Mexico** in all its grandeur

PHOTOGRAPHS BY: Courtesy: David Collin Studio



Iain Watson
Co-founder and CEO,
David Collins Studio

Ella Canta, the restaurant, takes its name from the Spanish for “she sings”, a phrase that symbolises the expressiveness, passion, pride, and femininity communicated through Martha Ortiz’s cooking. Celebrated world-wide for blending long established cooking traditions with contemporary techniques and artistry, she brings the beauty, vibrancy and spirit of modern Mexico to the heart of London.

Ella Canta is an embodiment and coming to life of the unique vision of Martha which was translated in its brick and mortar form by the internationally-acclaimed interior architects David Collins Studio, overseen by Creative Director, Simon Rawlings. It is located at the crossroads where Mayfair, Knightsbridge, Hyde Park and

THE STYLISH
BAR EVOKES
ESCADERO'S
INFLUENCE AGAIN
WITH BLACK
CLAY FORMED
IN AN ORGANIC
ASYMMETRIC
SHAPE, TOPPED
IN ROUGE GRIOTTE
MARBLE AND
FRAMED IN
WALNUT PANELING



Piccadilly all converge.

Ella Canta is a project of passion that holds true to Martha’s philosophy of tradition blended with modernity. The close collaboration of Chef Ortiz and David Collins Studio sees subtle Mid-Century references from the great Mexican modernists, artists and designers paired with bold contemporary artwork.

Strong shapes, soft colours, and clean lines celebrate the architecture of Ricardo Legorreta, ceramics of Gustavo Perez and textures of Ernesto Alva. The 410-square metre restaurant subtly evolves with palettes that gradient throughout three dining rooms. Blush pink, sun-bleached red, blue and tan are each uniquely inspired by the architecture and landscapes of Oaxaca.

Simon Rawlings, Creative Director of David Collins Studio states, ‘The

design concept takes elements from Martha's cuisine, Mexican architecture, materiality, craft, colour, texture, and art. Our study of the country's mid-century furniture really shaped a direction that would stay true to Mexico's flair and also fit its Park Lane home. He continues, 'An amazing array of art and objects selected by Martha will ensure her personality is written all over.'

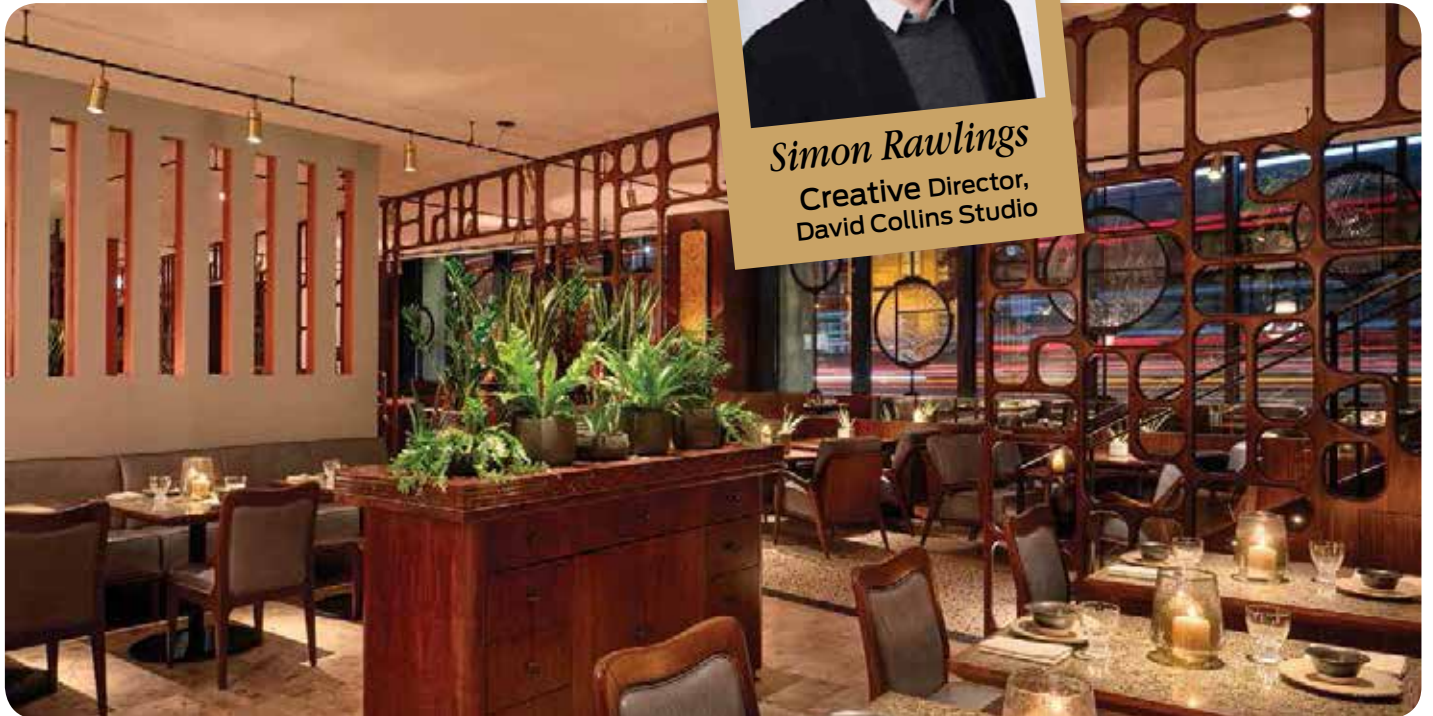
Guests arrive to see one of the restaurant's key features – a 45 metre floor to ceiling walnut installation, inspired by the work of Mexican furniture designer Eugenio

Escadero. Hand-carved in one continuous movement, the piece runs the entire length of the restaurant and ties the intimate dining spaces together.

The stylish bar evokes Escadero's influence again with black clay formed in an organic asymmetric shape, topped in rouge griotte marble and framed in walnut panelling. This is continued through the bespoke tables, cantilevers, walnut bar stools, tan



Simon Rawlings
Creative Director,
David Collins Studio





leather banquettes and armchairs.

Table tops throughout the restaurant are inspired by the tactile pottery of Gustavo Perez and are finished in a hand-crafted eggshell, ivory and black lacquer all trimmed in walnut. Large circular lenses of textured glass framed in hammered gun metal are set within the floor to

ceiling windows adjacent to Hyde Park. The lenses are inspired by the work of Mexican artist Feliciano Bejar, who is known for his 'magiscopios' style of sculpture that used glass to distort vision. Handmade Mexican 'amate' wallpaper is finished in a hand-brushed gloss paint and act as a warm backdrop to the custom wall

TABLE TOPS
THROUGHOUT THE
RESTAURANT ARE
INSPIRED BY THE
TACTILE POTTERY
OF GUSTAVO
PEREZ AND ARE
FINISHED IN A HAND-
CRAFTED EGGSHELL,
IVORY AND BLACK
LACQUER ALL
TRIMMED IN
WALNUT



lights and gold leaf mirror.

A glowing, soft and warm ambience makes Ella Canta a beautiful experience for lovers of fine dining and art. †

Contact Details

www.davidcollins.com



A Quirky Hostel

Horn Ok Please, a Backpackers Hostel based in **Bandra** offers a wonderful experience of living in a hundred year old building

TEXT BY: PANNA ROY CHOUDHURY

You meander...drift...stroll... explore with eyes wide open... drinking in the beauty that old world Bandra is! An experience that grabs and pulls you in its everlasting charm with its idyllic bungalows, winding quiet lanes, the beautifully coloured doors and windows.

Bandra is indeed a traveller's paradise, an amalgamation of the old with the new, the traditional with the antique. People flock from all over the world to experience this unique quality.

Horn Ok Please hopes to cater to these people and is nestled in a 100 year old building turned into a Backpackers Hostel in the prime location of Bandra West.

The renovation process was a labour of love taking into consideration the condition of the building. It was in a bad shape due to years of neglect. There were multiple challenges in terms of dirt, outworn walls and floors as well as the missing sanitary facilities. But the building definitely had some

huge advantages, mainly the marble flooring, the stone walls that keep the place cool, the perfect layout for a hostel and the antique furniture and decoration items that the HOP teams were allowed to keep.

The primary design aim was to create a look that maintains the antique colonial character but also adds an obvious contemporary touch to it, incorporating the very spirit of Bandra.

HOP is an eclectic combination of old-fashioned flea market items



THE PRIMARY DESIGN AIM WAS TO CREATE A LOOK THAT MAINTAINS THE ANTIQUE COLONIAL CHARACTER BUT ALSO ADDS AN OBVIOUS CONTEMPORARY TOUCH TO IT, INCORPORATING THE VERY SPIRIT OF BANDRA





like suitcases, frames and other collectors' items with the infusion of modern graphic art and lots of colours. The walls are white as there isn't a lot of natural light coming from the outside. Furthermore, a lot of light wood work (mostly palm tree) was incorporated to make the place look warm and cozy.

One of the most unique design highlights at Horn Ok Please are the electric pipes turned into a typical Mumbai transport system with rickshaws, trucks, cars and even trains. The hostel hopes to receive more cars as donations in kind to make it as busy as Mumbai's traffic can be.

The feedback from guests seems to be great, as the team at Hop tells us. Recently a British guest remarked how one can tell that the place was created by travelers themselves as there is a lot of attention to detail. Like three plug points and a reading light with every bed, shelves and hooks in the bathrooms, a well



equipped kitchen. However, the best compliment she gave had to do with the main look of the place. She especially liked that it was not created like other such hostels of India with wall murals and graffiti.

They did not hire professional designers but did almost everything themselves utilising the expertise of the very experienced architect

Divyaprakash Bhatnagar as a consultant for the floor plan and efficient use of space.

A fun team, a fun idea and an interesting place to stay and make the most of what the city has to offer. †

Contact Details

hophostelmumbai.com

PRODUCTS

Products section comprises new offerings from leading brands. Choose the best options in floor, wall and décor to beautify your personal or commercial space.





Wide Style

The urban vintage style from **Flaviker** conquers the world of large panels

TEXT BY: Sheetal Joshi (TTI)

PHOTOGRAPHS BY: Courtesy The Brand

Flaviker, born in the early 60s, anticipated market trends by pioneering porcelain stoneware in the Emilia ceramic tile district of northern Italy. Today innovation—together with design and a marked awareness of eco-sustainable practices—are the qualities that distinguish Flaviker as a benchmark for porcelain stoneware Made in Italy. Geared to meet the exacting needs of architects and designers, the brand consciously explores the universe of contemporary surfaces, combining aesthetic excellence and technological innovation, providing a high performance product

which is also modern and avant-garde. Each collection becomes a versatile tool in the hands of the designer, always imprinting a distinctive feature, whether for indoor residential settings or outdoor public and commercial areas.

Flaviker showcased the latest trends applied to cutting-edge ceramic technology. The Wide collection, consisting of porcelain tiles in sizes up to 160 x 320 cm, has been updated with the addition of sophisticated new surfaces that open up fresh business opportunities, such as the countertops and furniture segment.

COZY

Cozy from Flaviker is a warm, welcoming material that brings a sense of comfort to any project. The surprisingly natural wood look is further enhanced by the light, harmonious colour contrasts in a rustic-chic aesthetic ideal for various furnishing styles.

The appearance of the COZY planks is enhanced by realistic and almost three-dimensional details such as the presence of filled cracks. The soft and lightly textured non-reflecting surface has been created using new materials specially selected for this kind of product.

Technology

Dry pressed porcelain panels

7 mm Sizes

20x170 cm, 26x200 cm

Colors

Desert, Honey, Havana, Brown, Bark



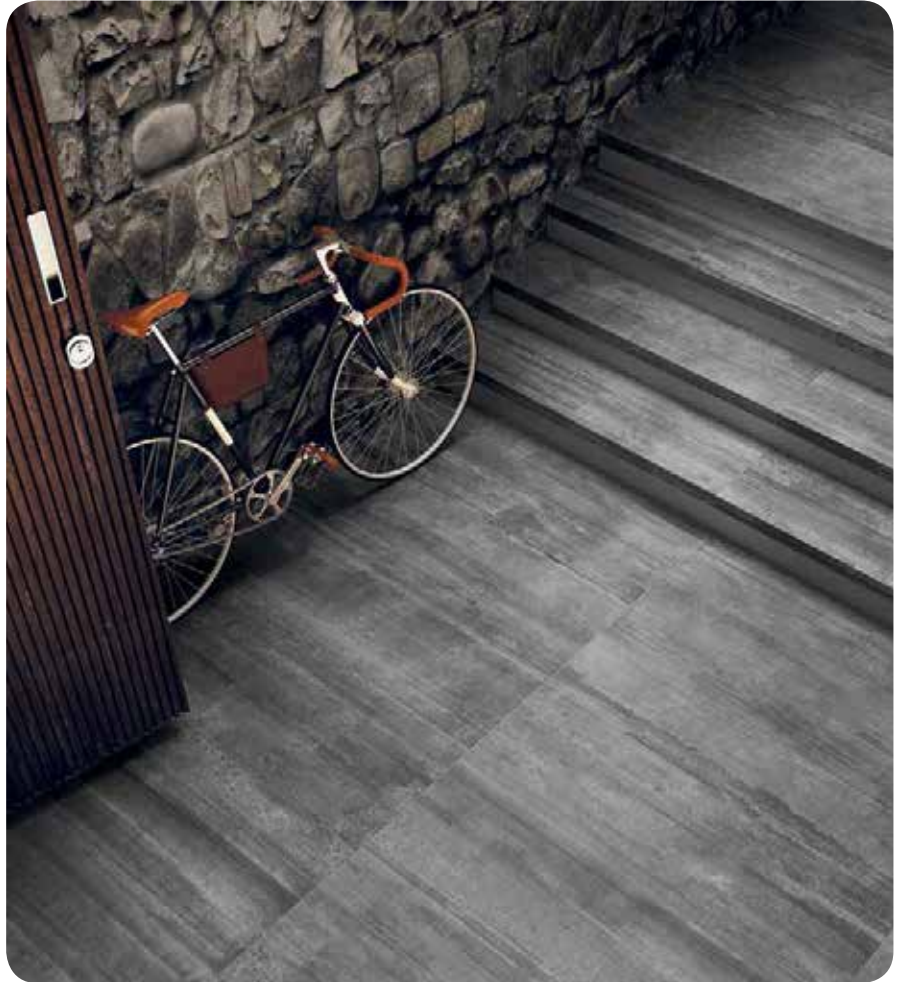
† BRAND WAGON



Hangar

Flaviker's Wide large-size panel range has been expanded with the introduction of a new collection. Hangar explores industrial materials and brings to light things that normally remain hidden, such as lightweight

concrete slabs used for insulation and construction of partition walls. The original textured appearance stems from the combination of cement, glass fibre and polystyrene beads and creates a novel aesthetic in line with current stylistic trends. The Hangar collection is ideal for all kinds of projects, from large-scale retail and hotel architecture through to custom residential spaces. Exploiting the product's characteristic directionality, it is possible to create unique solutions with great visual impact, giving floors and walls a distinctive industrial look softened by crossover solutions with other material effects in the Flaviker catalogue.



Technology

Dry pressed porcelain panels

7 mm Sizes

160x320 cm, 120x240 cm, 80x160 cm, 120x120 cm, 60x120 cm, 80x80 cm

9 mm Sizes

30x60 cm

X20 20 mm Sizes

60x120 cm R11 for exterior use

Colors

Smoke, Ash, Sand, Coal

River

The new River ceramic tile collection skilfully combines a uniform surface with the beauty of fragments, firmly positioning itself within the macro-trend of agglomerates and textured materials. The project offers a reinterpretation of the old terrazzo floors created by master craftsmen that are still conserved in stately homes without hiding the signs of wear and tear that have accumulated over the centuries.

Technology

Coloured body porcelain panels and slabs



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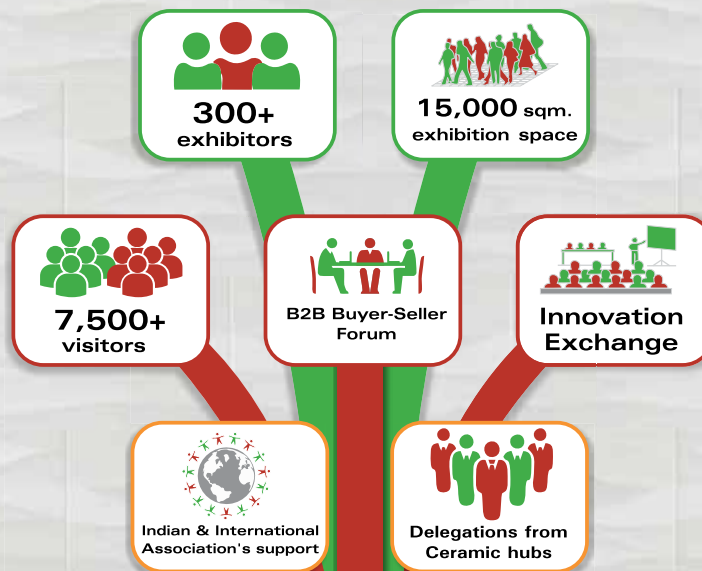


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www.indian-ceramics.com / www.ceramicsasia.net



7 mm Sizes

160x320 cm, 120x240 cm, 120x120 cm, 60x120 cm
 9 mm Sizes
 60x60cm, 30x30 cm,
 10x60 cm
 X20 20 mm Sizes
 60x120 cm R11 for exterior use

Colors

Moon, Ecrú, Earth, Lead

Supreme Wide

Flaviker's unflagging commitment to graphic research and customisation has led to the development of a constantly evolving "ceramic marble" collection. The Supreme wide large-format porcelain panels (up to 160x320 cm in size) with a thickness of just 7 mm recreate the beauty and timeless appeal of the most exclusive varieties of marble, amongst the most popular in architecture and interior design. It comes in a wide selection of sizes, all rectified, ideal for uses ranging from residential projects through to large-scale works in public and commercial spaces.

Technology

Porcelain panels

Sizes

160x320 cm, 160x160 cm, 120x240 cm, 120x120 cm, 60x120 cm, 80x160 cm, 80x80 cm

Colors

Black Deluxe, Noir Laurent, Grey Amani, Statuario Venato, Pure Statuario, Calacatta Extra, Exotic Brown and Onyx Prestige



Contact Details

www.flavikerpisa.it

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The New Sensation

These new collections are hard to ignore, a perfect choice for floors, walls, indoors and outdoors

Orient Bell Limited has launched its first-of-a-kind Lapato Tiles that give a sugarcoated finish to your walls or floors. These tiles are manufactured by going through a hydraulic press with engobing and glazing. The Lapato tiles, besides giving a sugar finish, also glitter when light falls on them. These sparkling tiles enhance the overall look of a living space with or without impressive décor. Lapato tiles make for great additions to entertaining spaces, such as living rooms and party rooms as their sparkling varnish adds charm and festivity to any occasion.

 www.orientbell.com



Somany Ceramics has launched Glosstra Plus wall tiles that exude a sense of energy making the ambience more lively and exciting. This range is created using “Ultra Gloss Technology” with fabric texture, undulated surfaces and stone finishes. It offers a wide range of designs such as floral fusion, brocades, chevron, checks, basket weave, gingham, Chinoiserie and Moroccan lattice, harlequin designs patterns, intricately carved on tiles. The newly launched tiles are available in the sizes of 300 mm x 600 mm.

 www.somanyceramics.com

H&R Johnson India has introduced ready to install Johnson Endura Step Stones, a range of tiles arising out of an unquantifiable amount of time spent in research, to revolutionise the way stair cases are built with step tiles and risers. These tiles absorb very low water, making them impervious to weather and wear and tear damage as well as stain resistant thus ending the tyranny of chipped and worn out staircases in constant need of polishing and repairs. The standard dimensions are 60 x 120 cm (Endura Step Stone Risers) and 30 x 120 cm (Endura Step Stone Tiles). The Step Stones range is stunning, with 8 beautiful salt and pepper shades that seamlessly blend into building themes and décor, while also providing desirable contrast.

 www.hrjohnsonindia.com



† PRODUCTS GALORE



CMC has introduced its latest offering, the 'Terrazzo' in the engineered marble segment. The most unique offering, the marble slabs offered in the Terrazzo range are inspired by the Venetian designers. Re-invented for modern architecture, the marble surfaces sport the elegant mosaic patterns, a standard floor tiling option for urban housing back in the 70's and the 80's. The Terrazzo offers two separate collections – Roma and Café. It has contemporary finesse and its characteristics of being less porous, more flexible and harder than natural marble make the marble an obvious choice for different types of interior and exterior applications.

 www.classicmarble.com

Vita Granito has introduced exquisite series- Taj, a marble finish tiles. This series reflects a pure sheerness of white replicating the real Taj, which makes you fall in love with these tiles. This series is available in 800x800 size.

 www.vitagranito.com



Global Showcase

Look at the latest international tile trends



Porcelaingres has reached new horizons with their Urban Great collection. It is now available with increased sizes, expansive surfaces for exquisite furnishings, with a thickness of just 6 mm. This collection is available with three new formats and four classic color variants: Dove, Grey, Ivory and White. The surfaces are now larger, allowing for greater visual continuity within spaces while preserving the metropolitan spirit that has always defined this collection.

 www.porcelaingres.com

ABK, Wide & Style is the new on-demand collection bringing together the qualities of large panels and high-resolution digital decoration. Its unique blend of innovative technologies and creativity, lends a distinctive personal look to any project. It offers geometries, floral patterns and the world of luxury. This collection is available in 160 x 320 cm and 120x240 cm sizes and in various patterns.

 www.abk.it





Imola has created a new product Tube with a distinctive metallic style that offers endless possibilities and wide range of formats, colors, finishes and special pieces featuring iconic elements of contemporary urban culture. This collection combines an underground mood with metropolitan elegance, a sense of lived-in-comfort with impeccable style, and a passion for time-worn materials with inspired regeneration, like windows and walls from abandoned buildings.

www.imolaceramica.com



Peronda's new Brass collection is inspired by the metal of the same name, with an innovative design that combines the appearance of other materials like cement and metal oxide. A spacious feel can be achieved because of the varying formats, unique style and versatile tiles. It is suitable for projects of all kinds due to the choice of finishes. It gives the appearance of metal effect.

www.peronda.com

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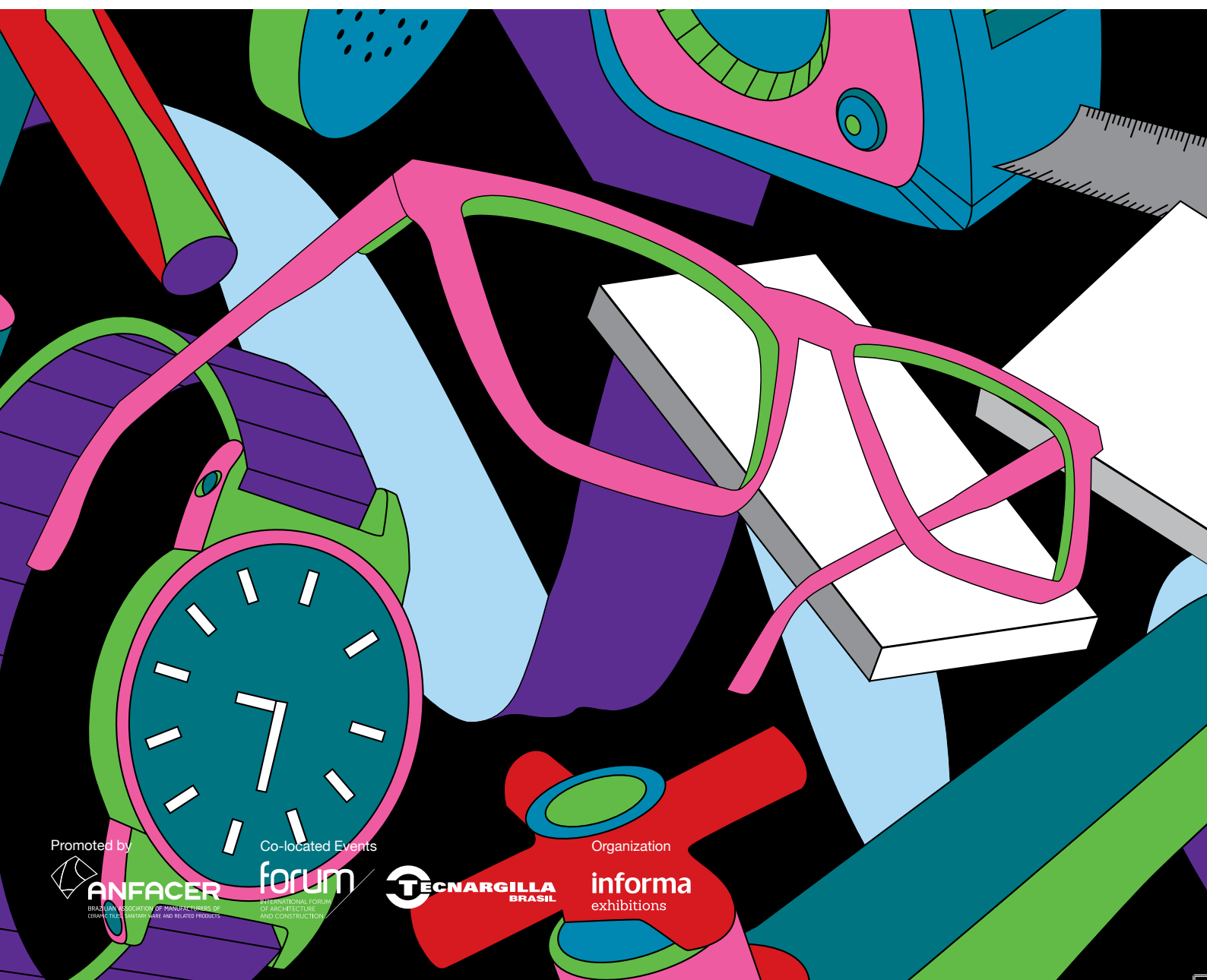
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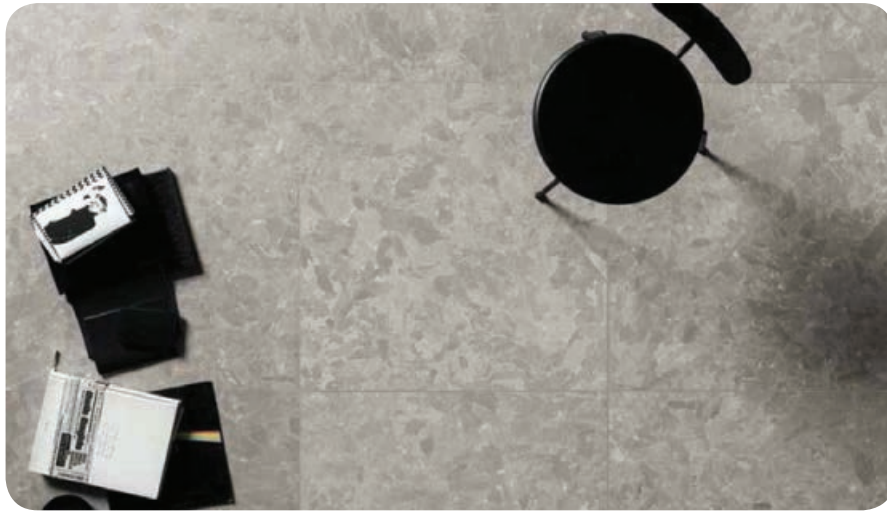


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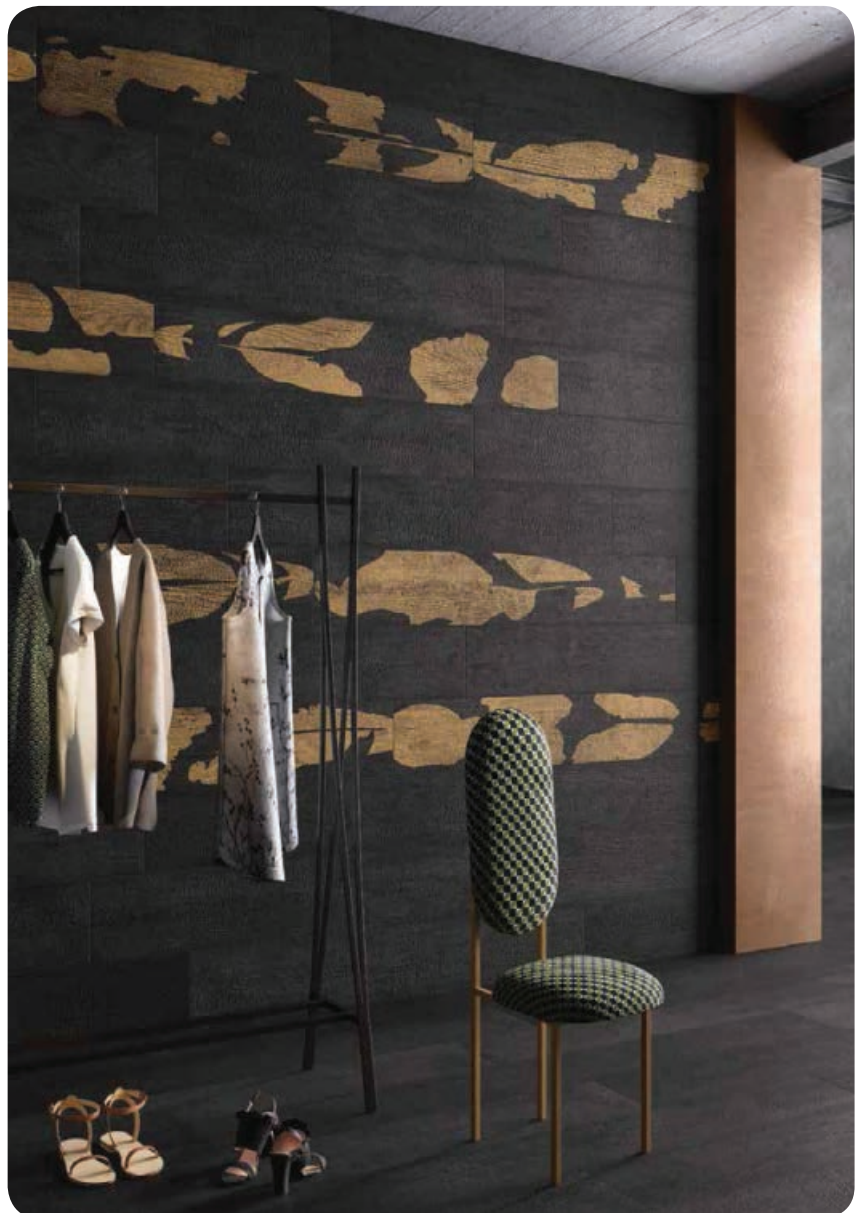


41zero42 has introduced Solo collection. This collection gives a mix of sounds, driving from a typical stone of the Angolan areas and reveals itself through an explosion of shades that distinguish its particular essence.

www.41zero42.com

Refin has launched two new exciting collections Kasai and Overlay, which is not to be missed. Kasai, "fire", is inspired by Shou Sugi Ban or Yakisugi, the traditional Japanese artisanal technique that works through burning wood, usually cedar, carbonising it in order to protect and conserve it. Kasai is available in the 25x150 size in the shades of Carta (Paper), Fumo (Smoke) and Notte (Night). The collection pays homage to Japanese design culture, expressing in porcelain stoneware the same visual and tactile characteristics as achieved on the slats.

www.refin-ceramic-tiles.com





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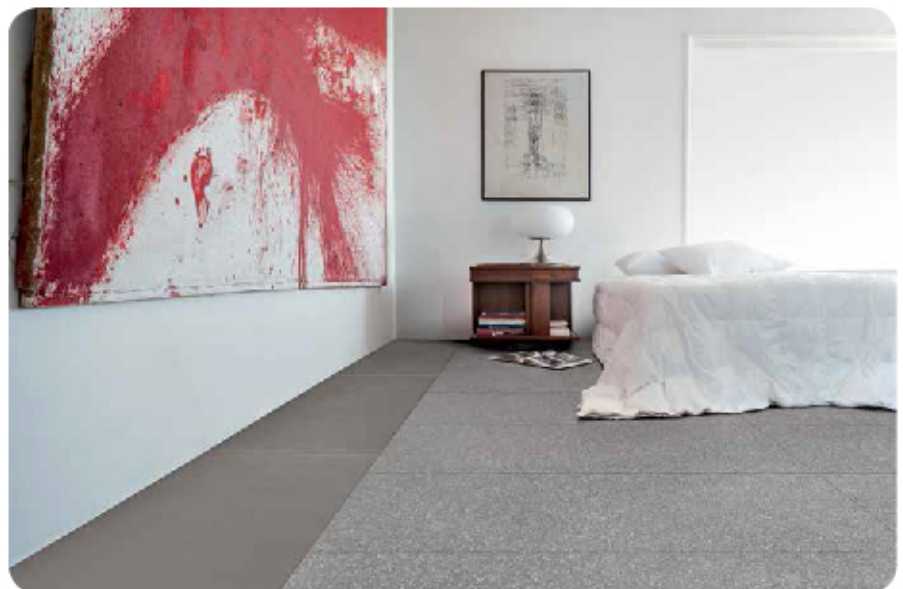


Iris Ceramica has launched Marmi collection which is characterised by pure classical elegance into contemporary settings with a 3.0 mood. The veins and fascination of marble are unchanged; what changes is the space, which is more modern and releases the creative identity of the material through a contemporary perspective. It is available in eight colors, two surfaces (natural and polished) and in various sizes.

🌐 www.irisceramica.com

Marazzi has launched Pinch, a stoneware collection which is inspired by the beauty of Venetian terrazzo that accurately reinterprets its details. This classical flooring made up of very large-diameter pieces of marble, stone colors and patterning is available in five colors, from a white to a black by way of intermediate shades including grey and beige. Pinch is produced in both natural and lux versions, also in the large 120x120 cm size.

🌐 www.marazzigroup.com



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The new Horizon collection from **Ariana ceramica** rediscovers the timeless beauty of cross-cut travertine, an elegant and decorative material with a powerful but heterogeneous directional pattern. Produced in the wide range of sizes and a thickness of just 7 mm using CONTINUA+ technology, it recreates a modern marble effect with contemporary colours inspired by the world of resins and concretes. This collection is available in four colours and matt and lux+ versions. This collection offer exceptional scope for use in custom interior design projects in residential applications and in contract furnishing and retail sectors.


www.ariana.it

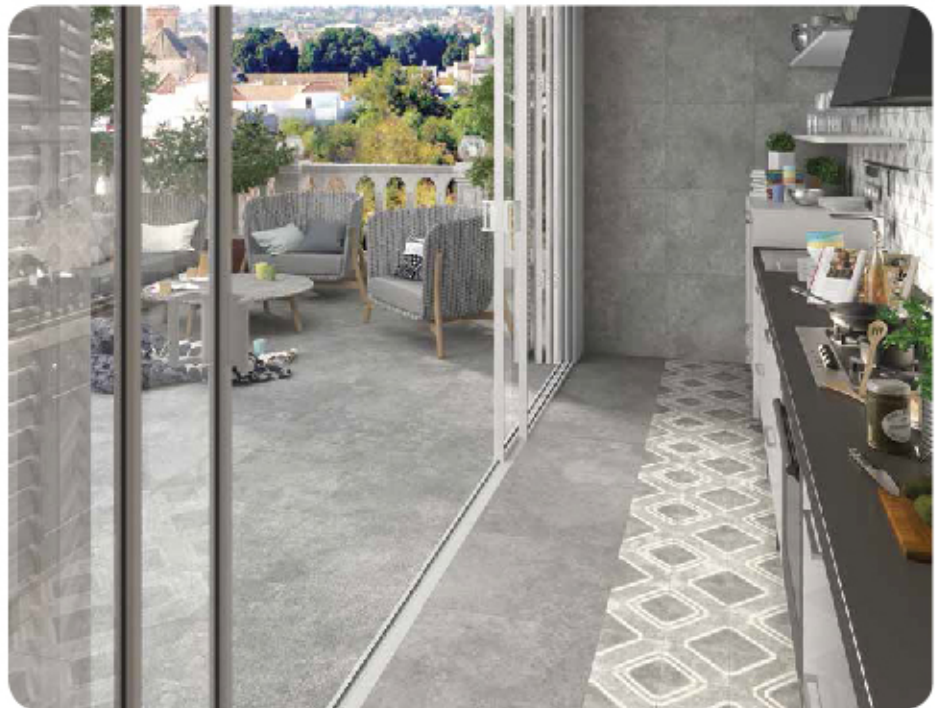


Atlas Concorde has introduced Arkshade porcelian tiles. It gives the bold colorful backgrounds combined neutral bases with color accents. Its coordinated porcelain floor and wall tiles: a new interpretation of colors for interiors. It comes with a rich palette of colors and can be used for projects of a metropolitan inspiration. .

www.atlasconcorde.com

Vives has launched a new Basic collection with two new series Delta and Omicron with the unique and comfortable designs. It is inspired by stone, warm tones and soft nuances, the Delta porcelain tile series shows in ceramics all the natural elegance of this material to create urban and contemporary ambiances. In matt finish, Delta is available in four color versions: Blanco, Crema, Gris and Cemento, and in 60 x 60 cm. format (23,6 x 23,6 in.) It also comes with a slip resistance version to adapt to the needs of all types of interior and exterior spaces.

 www.vivesceramica.com



American architect and designer David Rockwell has designed a new series of decorative patterns for the Cement tiles collection for Bisazza. Multiple shades of grey, blue, beige and rust tones create gradient textures with an intricate blur effect. "Light is a critical element in all the work I do as an architect and theatre set designer. So in my new collection for **Bisazza**, I explored the idea of how light transforms surfaces and environments. We created a series of multi tone tiles that generate ombré patterns suggesting a sense of depth, undulation and vibrancy," says David Rockwell.

 www.bisazza.com



News Bulletin

World Architecture Festival winners 2017

The World Architecture Festival is where the world architecture community meets to celebrate learn, exchange and be inspired. It is the only architecture event where keynote talks from the industry's most influential figures sit alongside live crit presentations and judging of over 400 award finalists, global networking, a 500 project strong gallery and an international product exhibition. World Architecture Festival 2017 took place on the 15 - 17 November at the Arena Berlin, Germany. The awards were given to the best projects and architects in various categories. The world building of the year award was given to the Chinese University of Hong Kong, where the judges believed the post-earthquake house in Guangming



village was extraordinary in terms of the scope of ambition, exemplified in the addressing of profound problems facing ordinary people. The Infrastructure – Future Project winner

was given to Sanjay Puri Architects, India. Judges were impressed with the approach to local tradition of brick making, expressed in this project in a very contemporary way.

Xaar has launched a wide portfolio of inkjet printheads and strengthens its position in India

Xaar, the world leader in industrial inkjet technology and ceramic tile decoration printheads has strengthened its business in India with its wide portfolio of inkjet printheads and new technology for a variety of print applications. The company also sees packaging and textile printing as another important market in India. Doug Edwards, CEO, Xaar at a recently held press conference in Gurgaon, gave us insight on the variety of products and technology the company has launched and how they see Asia as its biggest market followed by Europe and North America. India is an important market



for the company, which has already the largest share in the ceramic tiles decoration market. "We have a very good market share of nearly 70%," he said, "For us it is important to maintain our leadership position because when you are the market leader everybody

wants to take the business away from you. So our major strategy is to maintain our market share." Edwards also outlined the importance of the Indian market to the company's global goal to reach annual sales of £220m by 2020.📌

EVENTS

What, when, where and how- a quick glance at the leading national & international events.





Cevisama 2018

Cevisama 2018 is going to be a dazzling display of the most exciting new trends, innovations and happenings. Here is a sneak peek...

Cevisama is a very pivotal trade fair in Spain for the Ceramic Tile and Bathroom Furnishings industry. It is all set to take place from 5th to 9th of February in Valencia, Spain and has been significantly expanded with a new pavilion due to huge positive expectations.

In this event, the Spanish ceramic tile companies, represented by its Association, ASCER, and by its umbrella brand Tile of Spain, will present the most innovative products in ceramic tiles for architectural solutions, interior and retail designs. In the upcoming edition more than 721 exhibitor companies will be present in a surface of 54.580 Sq. Mt.

Cevisama is the best opportunity to directly experience all the newest trends and innovation news in the ceramic tile industry of the world and that's why in every edition, more than 100 media related to design and architecture accept the invitation of ASCER/Tile of Spain and visit the trade fair, spreading the benefits of using Tile of Spain throughout the world.

Tile of Spain continues to enjoy success around the world and that is reflected in Cevisama, which will host more than 83.863 professionals from 145 countries led by US, Central Europe, Maghreb, Arab Countries and Russia.

Parallel exciting events like the CevisamaLab and the Trans-Hitos

exhibition about the new uses and applications of ceramic tiles, and the "Alfa de Oro" ceramic awards will also be held at the venue. On February 5th the international press conference which is organized by ASCER will take place, where the prestigious Tile of Spain Awards in architecture and interior design will be given. These events will share time with significant conferences, interesting presentations and unique expositions around the city of Valencia.

A stimulating display of the best! Hope to see you at Cevisama 2018! †

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Cersaie 2017

Cersaie 2017 delivered a spectacular show as it promised with a blend of the best in design and commerce

The industry awaits the Cersaie every year with an excited eagerness for it to unfold and Cersaie 2017 did just that, in the most spectacular fashion. A mecca for the industry, it proudly showcases the best, both in terms of design and commerce.

It was attended by 111,604 visitors, 4.7% more than in 2016, with an increase in both international and Italian visitors. Held in Bologna from 25 to 29 September and organised in cooperation with BolognaFiere, the International Exhibition of Ceramic Tile and Bathroom Furnishings confirmed its status as the leading commercial event for the global market, complemented by a wide range of initiatives aimed at architects, interior designers, installers, the media and end consumers.

The show's outstanding appeal





combined with the positive economic situation in the various markets led to growth in numbers of both Italian visitors (+5.0% to a total of 58,422) and international attendees (+4.3% to 53,182) from almost all countries worldwide. As always, the Italian and international press was very strongly represented with a total of 922 journalists present, including 506 Italians and 416 non-Italians.

Representativeness and international scope were as ever the key characteristics of Cersaie, which alongside the traditional sectors of ceramic tiles and bathroom furnishings once again hosted a large number of exhibitors of wood, marble and natural stone surface coverings and key components of the ceramic supply chain. With a total exhibition space of 156,000 square metres, Cersaie saw growth in all exhibiting sectors and hosted a total of 869 exhibitors (17 more than in 2016), including 323 foreign companies from 41 different countries, almost a third of the total. The best represented sector was that of ceramic tiles with 457 companies, followed by bathroom furnishings with 197 exhibitors, confirming the key importance of this segment at the show.

Cersaie is also increasingly





establishing itself as a key event for the world of architecture and interior design, installers, the media and the general public. The architecture conferences were strongly attended and the Lesson in Reverse given by Fabio Novembre saw the participation of more than 1,300 students. The Milleluci exhibition in Hall 30 was a big success, as were the tile laying demonstrations and the training seminars for architects on the theme of large panels and slabs held in the Tiling Town. The Press Cafés,

the conversations on architecture and design organised in collaboration with nine leading magazines in the Architecture Gallery, were in many cases fully booked. 'Cersaie Designs Your Home' was strongly attended by consumers interested in renovating their homes. Bologna Design Week was also a big success, with a programme of cultural events held in the evenings in a number of prestigious locations throughout the city.

Cersaie as an event piques

our imagination and spurs the industry towards further growth and development with its unique concepts and presentations. We hope the event just keeps growing from strength to strength.

Next year Cersaie will be held between 24-28, September 2018 in Bologna Italy.†

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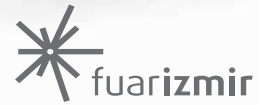
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Vibrant Ceramics 2017

Vibrant Ceramics Expo and Summit 2017 buzzed with immersive discussions and hectic networking



Indian ceramic tile industry has achieved greater heights over the years. In terms of technology upgradation, product innovations, promotions, tile industry has evolved and has maintained its top position. It will not be wrong to say that the events and exhibitions play a major role in connecting the global tile industry. One of the leading exhibitions Vibrant Ceramics Expo and Summit 2017 took place from 16th to 19th November 2017 at Gandhinagar, India. The event witnessed over 250 exhibitors from the ceramic cluster of Morbi and few from the bath fitting cluster of Mathura.

The expo which was a 4 day affair saw a participation of over 2000 foreign trade visitors from more than 102 countries, including the major economies as also the major ceramic and sanitary ware manufacturers, exporters, and importers including Spain, Italy, Romania, Poland, Canada, USA, Australia, Vietnam, Thailand, Nepal, Bangladesh, Sri Lanka, UAE, Oman, Saudi Arabia, Kenya, Tanzania and many more,

that contributed to the success of the expo. The expo saw the participation of major ceramic, sanitary ware, architectural, building/construction associations, various chambers of commerce, and a lot of trade bodies from across the world, providing an opportunity for A2A tie up in addition to B2B, B2C, G2G also.

KNOWLEDGE SEMINAR & SUMMIT

The event saw some of the major ceramic manufacturing and importing companies participate, including Beaumont Tiles from Australia, Wilcon Home Depot from Philippines, Boonthavorn from Thailand, True Value Products Pvt. Ltd from Sri Lanka, Anatolia Tile + Stone from Turkey, many of which have since the expo, begun working with ceramic companies in India. The expo had also organised various knowledge seminars and sessions. One of the prominent discussions of these was a round table conference organised on 17th November, addressed by leaders of major ceramic and sanitary ware associations regionally, meant to initiate and plan the idea of a "World

Federation of Ceramics", to work together to ease and simplify ceramic and sanitary ware trade and more importantly to address the various concerns the global ceramic industry.

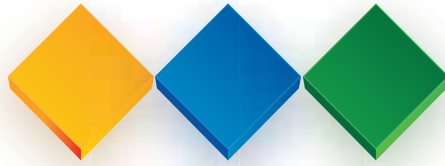
AWARD & CULTURAL NIGHT

A beautiful evening popularly known as the Vibrant Ceramics Exhibition Awards night brought together a galaxy of stars, socialites, celebrities, policy makers and dignitaries from India and other countries. Awards were presented for various categories providing recognition to individuals with potential to boost up the business and making the best out of it. The largest contingent of Indian cinema added their charm and gave VCES a unique global platform to bring together various cultures, communities, businesses and people.

The 3rd Edition of Vibrant Ceramics will take place in the month of December 2018. †

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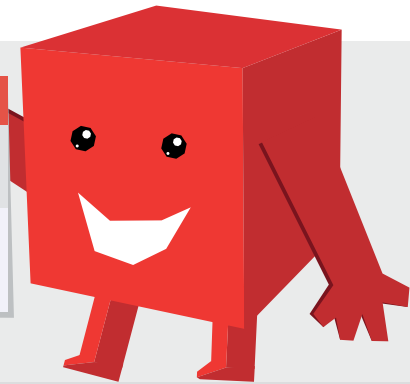
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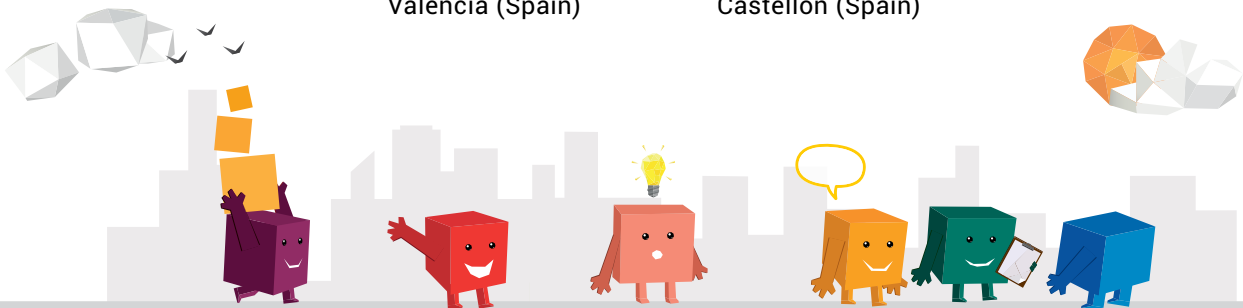
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www.domotex.de



FM EXPO SAUDI 2018
14 - 16 January 2018
Saudi
www.fmexpo-saudi.com



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www.hvacexposaudi.com



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www.etacotech.com



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www.idfoman.com



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12 - 13 February 2018
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Turkey
unicera.com.tr

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www.thebig5saudi.com



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www.worldbuild-moscow.ru



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en.stonefair.ru



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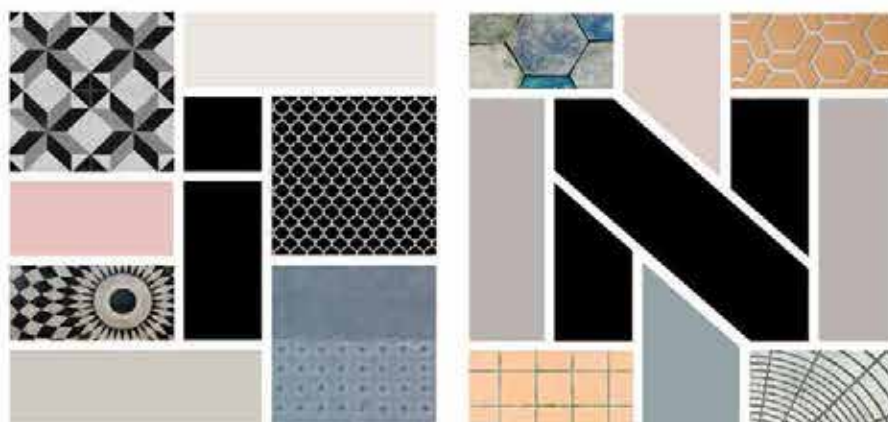


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www.coverings.com



ICFF (NEW YORK)
20 - 23 May 2018
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www.icff.com



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www.stonexcanada.com



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SIMPOLO

MUMBAI

Laxmi Industrial Estate, H/2, Ground Floor, New Link Road, Andheri (W), Mumbai -400053, Tel: 022 40167131, Fax: 022 40167132, E-mail : mumbai@simpolo.net

MORBI

Old Ghuntu Road, MORBI - 363 642. (Guj.) INDIA. Tel: +91 2822 242122, 241622, 243622, Fax: +91 2822 243122, E-mail : tiles@simpolo.net

AHMEDABAD

Aggrawal Mall, Office No.1, 3rd Floor, Opp. Bhagwat Vidyapith, S.G. Highway, Ahmedabad-380061 Tel: 079 32930222 Fax: 079 32931222. E-mail : ahmedabad@simpolo.net

DELHI

C-83, First Floor, DDA Shed, Okhla Industrial Area Phase-1, B/h. Hotel Crowne Plaza, New Delhi-110020 Tel: 011 40520689, Fax: 011 40666196, E-mail : delhi@simpolo.net

COCHIN

33/2380 A-A1 NH Bypass, Vysali Bus Stop, Chakkaraparambu, Cochin

-682032. Mob.: 9349339938, Fax: 04844037118, E-mail: cochin@simpolo.net

SURAT

Simpolo Impex, 10 & 11, Shivam Complex, Near State Bank of India, Opp, Vijay sales, Rander Road, Surat Ph.: 0261-2760787 Mo.: 9825766254

SANGLI

Vardhman Enterprise 213, Sangli Kolhapur Road, Opp. Hyundai Showroom , Sangli-Ankali Ph.: 0233-2422002/20 Mo.: 09011093586

HIMMATNAGAR

Ceramic Gallary, Sankalp Complex, Samlaji highway, Near Collage Motipura, Himmatnagar Mo.: 09979893772, 09979875772

HYDERABAD

Ceramic Inc. Solanki Plaza, Phase-3, Kamalपुरi Cly, Opp. Green Bawarchi Hotel, Hyderabad, Ph.: 040-23334040 Mo.: 09000018041

VIJAYWADA

Tile City, 52-1/1-2a, Vinayaka Theater Service Road, Veterinary Colony, Vijaywada - 520008 Ph.: 0866-2455699 Mo.: 09346608791

JAIPUR

Alid Sales Agencies, 137, New Atish Market, Jaipur. Mo.: 09414057548

CALICUT

Kurikkal Tile, Center-Branch, Soubhagya Shopping Complex, Nr. Arayidathupalam, Mavoor Road, Calicut - 4. Kerala Ph.: 0495-3048103/02

MALEGAON

Subhdeep Ceramics, The Builder's Bazar, Nr. Nanavati Petrol Pump, Next To Gayatri Hospital, Old Agra Road, Sangmeshwar, Malegaon -

423203 Ph.: 02554-258572 Mo.: 09370044002

GOA(MARGAO)

Silver Trade Links, Shop No. 17, Desai Residential & Commercial Complex, Dongorwado, Near Nehru Stadium Fatorda, Margao-GOA Ph. : 0832-2741160 Mo. 09372334339

SIMOLA

HYDERABAD

8-2-82/6, Behind Tata Showroom, Bowenpally, Hyderabad - 500011 Tel: 91-8374000980

SOMANY

NEW MUMBAI

Shree Ram Traders, 22, Riddhi Complex, Khanda Colony, New Panvel in Navi Mumbai 410206 Tel: 27462038, 9892868282

DELHI

Raghav Enterprises, B-2 IInd floor Janak Puri New Delhi-110058, 011-65757575 / 9876767676 Email: raghav123@gmail.com

INDORE

Suraj Trading Company, EC-80, Scheme No.94/C, Ring Road, Opp. Hotel Radisson, Indore - 452001 Mobile: 09302102733

KOLKATA

Shubh Enterprises, 72/1, Topsia Road (South), Kolkata - 700046 700046 Tel: 9874072244 / 9903841311 Email:kolkatashowroom@somanyceramics.com

CHENNAI

Signature Life Style Pvt. Ltd, 127, Poonamalle High Road Maduravayal, Chennai-94, Tel: 044 23783366, 044 23783377

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GNFC Info tower, Above Harley
Davidson Bike's Showroom, Nr. Hotel
Grand Bhagwati, S.G.Highway Road,
Ahmedabad, Gujarat, Tel: +91 98250
05357, 079 30088880

SUNHEART**AHMEDABAD**

11, Ground Floor, Patel Avenue, Nr.
Gurudwara, S. G. Highway, Ahmedabad
- 380015 Tel: 91-79-40039851

MUMBAI

9-C, Laxmi Industrial Estate,
Off. Link Road, Andheri (West)
Mumbai-400053

DELHI

F-3, Shopping Centre-1, Mansarovar
Garden, New Delhi - 110015

CHENNAI

Plot No.8, Door No.10, Babu Street,
Saraswathi Nagar, Chennai -600073

CHANDIGARH

2260, Industrial Area, Phase-2,
Chandigarh - 160002

HYDERABAD

Plot No. 18-2-43/4, Nr. Petrol Pump,
Chandrayan Gutt-'X', Hyderabad -
500005

GOA

Shade No. D2/10, Tivim Industrial
Estate, Karaswada, Mapusa, Goa -
403526

BENGALURU

No. 13/16, 1st Main Road, Industrial Town,
Rajaji Nagar, Bengaluru - 560044

LUCKNOW

7, Hind Nagar, Kanpur Road, Back to
Petrol Pump, Nr. Tata Motor Office,
Lucknow - 226001

VARMORA**MUMBAI**

A-54, 1st Floor, Elite Auto House
Mathuradas VasANJI Road, Andheri -
Kurla Road, Andheri (East), Mumbai
400093

Tel: 022 28389790

SURAT

JP Park SOC, Plot NO U -2, Udhna
Magdalla Road, Surat - 395007

VADODARA

10 Mangal Deep Complex, OPP
Chanakya Vidhyapith, NR Lisa Park
Char Rasta, HI- Tension Road,
Subhanpur, Vadodara - 390023

KERALA

41/711 E Sayed Mohammed Complex,
1st Floor C.P Ummer Road, Cochin -
682035

ANDHRA PRADESH

3-4-214 Kachi Guda Station Road,
Next To Bank Of India, Hyderabad -
500027

RAJKOT

8/A, National Highway, At. Dhuva, Tal.
Wankaner, Rajkot - 363621

NEW DELHI

1521, Wazir Nagar, Timber, Market, Opp.
Defence Colony, (ICICI Bank), Kotla,
Mubarkpur, New Delhi - 110003

KOLKATA

241, Shantipally Rajdanga, Chakraborty
Para, Opp. Kasba New Market and
South End, Enclave, Kolkata - 700107

AHMEDABAD

Shop No.4, Ground Floor, Patel
Avenue, Near Gurudwara, S.G.Highway,
Ahmedabad - 380001

GOA

G/2-3, Rizmi Classic Building, Hari
Mandir Road, Malbhat, Madgaon, Goa
- 400302

BENGALURU

No.1, Survey No. 56 / 8 / 1, 6th Cross
Road, B.T.M. Layout, 2nd Stage,
Bannerghatta Road, Bengaluru -
560076

PUNE

Sadhana Arcade, S.no. 55/5/6/2,
Nr. Mumbai - Pune byepass, Vadgaon
(Bk), Pune - 411041

JAIPUR

234, Muktanand Nagar, Opp. Central
Academy, Near Police Station,
Gopalpura Bye Pass, Jaipur - 30200

CHENNAI

D/16, Ragamalika partments,
Phase 3, 150 Velachery main Road,
Medavakkam, Chennai - 600010

VITA**MUMBAI**

283 A, Vasu Smiriti, Flat No. 4, 1st Floor,
13th Road, Khar (West), Mumbai - 400
052 Tel: 91-93242 46401

MORBI

8-A, National Highway Near Dariyala
Resort, AT.Jambudia, Morbi - 363642

NEW DELHI

508, Vishwa Sadan, District Centre,
Janakpuri, New Delhi - 110058

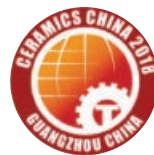
KOLKATA

C/O Ganga Business Centre, 2 Gariahat
Road (South), Dhakshinapan Shopping
Complex, Dhakuria, Kolkata - 700068

PUNE

Ceratec, Sr. No. 36/715, Off. New
Mumbai - Bangalore Bypass,
Ambegaon B. K., City-Pune,
Maharashtra - 411046
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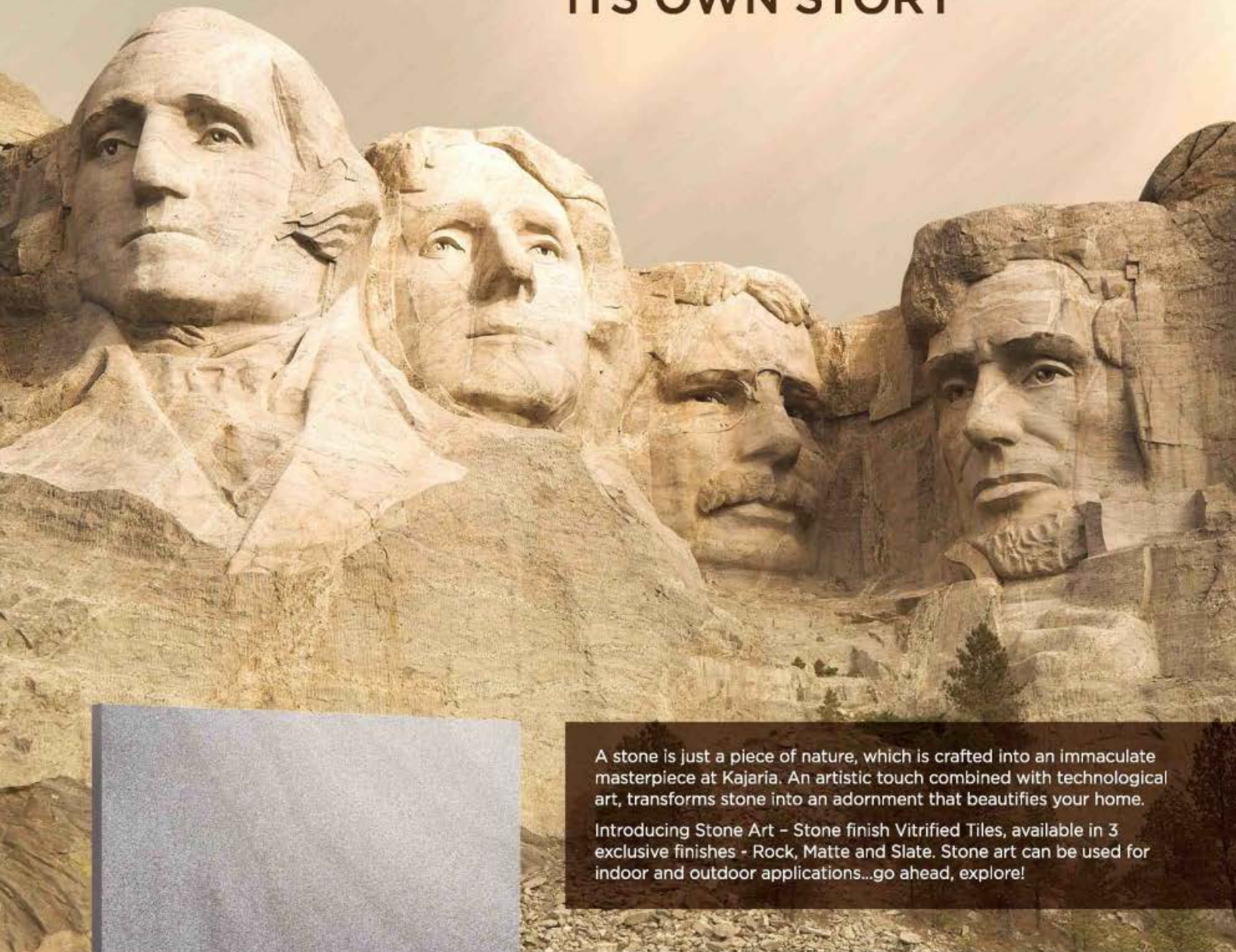
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