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Abhishek Somany, Chairman, ICCTAS, tell us about the 2021 market opportunities and what else we can expect in coming year for the Indian ceramic tile & sanitaryware market.



Abhishek Somany
Chairman, ICCTAS

Following a downturn that had lasted for eight consecutive quarters, in early 2021, the ceramic tile, sanitaryware, machinery and manufacturing industry saw a decisive turnaround with a growth in sales in the first quarter of the year compared to the same period in 2020. This confirmed the ability of the overall industry to respond to the renewed demand from the ceramic industry worldwide, following a decline caused by the cyclical nature of investments compounded by the difficulties posed by the pandemic.

Following great efforts to bring the pandemic under control, India's economy has improved rapidly. This in turn is having a positive impact on the building material industry at large which is on a strong growth path. Another positive - Cersaie and Tecnargilla, the two most important Italian events in the world ceramic industry will be back this year following the forced interruption in 2020. Our first issue post Covid -19 gave an overview of the ceramic tiles and sanitaryware industry for the year 2020, with information related to all the top manufacturers, exporters, importers and the big players in the industry. In our latest issue, we give you an insight about the market updates.

We are seeing a very encouraging growth pattern, both domestically & internationally. More and more people are buying and renovating their homes. Real estate sector has begun to pick up after a year's lull and we are optimistic about further growth as demands from all sectors are moving at a gradual but consistent pace.

The Indian ceramics industry is in a very good shape presently. We foresee growth to double in the next five years with many more players stepping in to make it an intensely challenging yet satisfying industry. There are cost pressures being faced as a result of increased gas and other input costs, along with another short term worry about the bulging freight cost, but all in all a good growth chart lies ahead of us.

The market is now definitely more mature and cautious. The trade now understands the importance of the notion of money and has become more disciplined. Customers now are differentiating between good and bad quality. This industry is perhaps one of the most agile in terms of being responsive to customer needs and innovation. A similar ethos has been adopted by the industry to cope with the pandemic and the resultant changes. Our new normal is attuned to this and is adapting constantly to the times and catering to our customer base as efficiently as we can while ensuring that the health and safety of all is maintained at optimum.

The pandemic has had a positive impact on the Indian tile industry in many ways. Trade has become more mature, exports have opened up like never before and the business is more focused on cost effectiveness thus making it more competitive and able to match with other ceramics manufacturing countries. Another gain would be the huge innovation and growth around the germ and bacteria free tile segment which is poised for phenomenal growth in the future too.

ABOUT US

In 1996, with the aim of marketing and producing frits and compound glazes **Welsuit Glass & Ceramic Pvt. Ltd.** established in Vadodara (Gujarat, India) . A rising star as a ceramic glaze industry **Welsuit** has become a large-scale modern enterprise ranging from production, Raw materials purchasing, R&D laboratory, marketing, global importing and exporting - for the development of the driving force to the research and development of new products, the production and marketing of products based products, service assurance, to build strong global market channels chain, and strive to build global brands.

Welsuit has a professional R & D team, R & D lab based in at work premises, this team has more than twenty years of experience in glaze product development, new product development and innovation has always been to meet the market customer demand for the purpose.

FRITS



Welsuit has developed a great variety of frits and glazes for the varied manufacturing processes and temperatures used in the market. These frits allow any type of finishes (matt, glossy and semi-glossy) as well as opaque or transparent glaze formulations and providing different touches from satin to rustic.

APPLICATION



WALL TILES



SANITARY WARE



CERAMIC TABLE WARE



FLOOR TILES



PORCELAIN TILES

Publisher's Note



The uncertainties of the Covid 19 second wave that hit in the starting of this year had a greater impact on the overall industry with a substantial negative impact on the tile and construction industry. The ceramic tile manufacturers and the overall construction industry had to face several challenges due to supply chain disruptions, cash flow constraints, and production shutdown.

But slowly, the industry is getting back to normal, having good jump on the production and supply chain. The top players in the ceramic tiles market are expected to make a great volume growth in the beginning of next year.

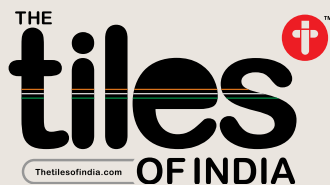
This issue is our second attempt of 2021, to show you how the Indian ceramic tile and sanitaryware industry is functioning under the Covid 19 pandemic with new opportunities in challenging times.

We have featured interviews of the leading tile and sanitaryware brands Orient bell and Kohler respectively, taking about their new launches and offerings and the impact of pandemic on the brand. In market watch, we have AGIL who is aiming to continue the strong growth momentum in the year 2022. We also have a project by Indian architects Surbhi Singhal and Deepanshu Arneja who have designed corner house with durable elements. Also, know about the new launches in tile machinery and technology by some of the leading technology brands.

All in all, this issue gives an insight on the current scenario of the Indian ceramic tile and sanitaryware. One can say that the Indian ceramic tile and sanitaryware market is expected to register a robust growth rate in the next few years.

Thank you.

Jignesh Trivedi, Publisher & Editor-in-Chief
(The Tiles of India)



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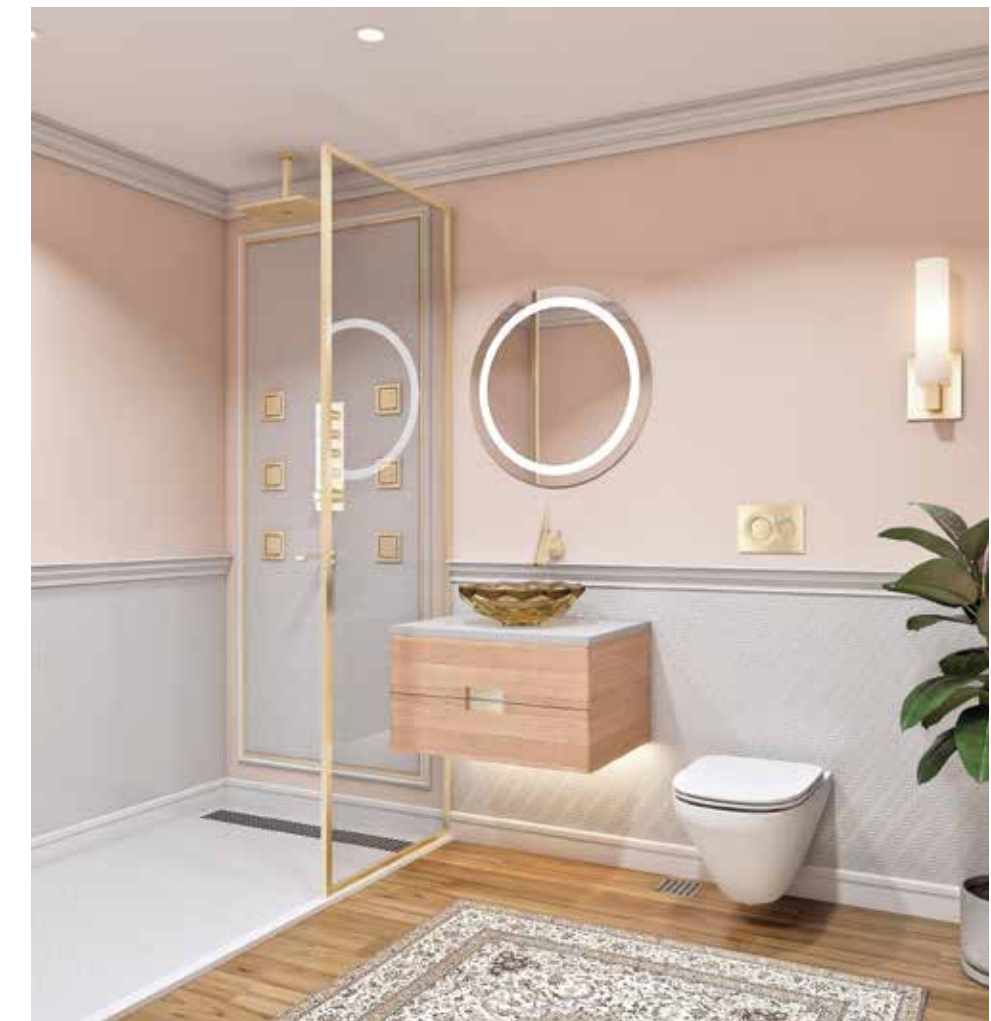
Market Leader



Salil Sadanandan, President, Kitchen and Bath, Kohler, exclusively shared with ICCTAS about the impact of pandemic on the brand and how the business has boomed after that, new launches, key trends in kitchen & bath and marketing strategies and much more...

Salil Sadanandan has recently been appointed President Kitchen and Bath Kohler Brand K&B S. Asia, Middle East & SSA at Kohler Co. Salil joined Kohler as the Managing Director - India & Sub-Saharan Africa in 2012 with a strong cross-functional experience across Marketing, Sales, Communication and Consumer Services. Sadanandan leads the Kitchen & Bath business in India, developing and implementing strategies to meet or exceed its growth, market share and profitability objectives while building the KOHLER brand into the market leader and developing Kohler's local organization to its full potential.

He has 20 years of sales and marketing experience in diverse categories and industries at a national level, and he has led large business units in India. The organization believes that Sadanandan's experience in business development, brand management and manufacturing, along with his accomplished strategic vision and business sense, will prove valuable to Kohler Co. in driving their Kitchen & Bath business forward in India. He served as President of the Timex business in India, where he had full country-level profit-and-loss responsibilities. Before Timex, he managed business



units of Braun and Whirlpool in India. He earned a Bachelor of Engineering degree from the University of Roorkee and a post-graduate diploma from the India Institute of Management.

Share with us the impact of the pandemic on your brand and how do you see the

business has boomed in the pandemic?

The impact of pandemic on Kohler was positive as due to a lot of pending construction projects during the lockdown, there was a pent up demand on orders. With everything opening up after the second wave, people were seen moving into their new houses. Moreover, we

saw a lot of customers wanted to renovate their bathrooms and kitchen post the lockdown either due to boredom or functionality. This led to an increase in the demand of orders for us and helped us in introducing more products. Also, people these days are seen to prefer the concept of bungalows rather than flats.



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Through this we were able to tap bigger projects, which ideally led to our rise in pandemic.

Tell us about the new trends in the lifestyle and luxury space? And what are the key trends in Kitchen & bath

The new trends in the lifestyle and luxury space are Back to Nature, Sustainability and Rustic and Resimercial. With nature having the power to inspire, restore and refresh, the elements of nature in a house have been proven to enhance the well being of a person.

Similarly, these days people are seen to use products which are more sustainable. Another trend, which has continued to grow has seen a rise in people replicating the sophisticated style and comforts of a luxury resort in their home by adding a touch of chef quality kitchen with commercially inspired designs.

The key trend in bath is the integrated devices, keeping this in mind we introduced PureClean bidet seat, wherein Kohler joins women on their self-care journey. Another trend in the kitchen and bath space is blue cabinets with quirky tiles.

Tell us about your new

product launches post-pandemic?

We have unveiled various new collections and products post-pandemic keeping in mind the comfort, hygiene, and user-friendly characters for our consumers.

Fore Range- The new Fore range faucets, inspired by Neo-modern style is your gateway to the future. It emphasizes clean and futuristic aesthetics, monolithic volumes, and functionality.

Rain Duet Filter Shower-

With the pandemic building mental stress and affecting wellbeing, consumers today are highly self-conscious about their health. The new rain duet filter shower protects you from the harmful chemicals in water leading to a pure and rejuvenating bathing experience.

PureClean and Universal PureClean-

Women today have a need for higher standards of hygiene, health and wellness. They have varying hygiene needs and look for products that provide options and adjustability. With the Pureclean bidet seat, Kohler joins women on their self-care journey.

This intuitive, innovative, and thoughtful cleansing bidet seat design can be fixed onto your

current toilet, making this an instant wellness solution. We shall be launching the Universal PureClean as well with the most important features being its compatibility with your existing toilet. We look forward to launching more modern and classic products soon.

What are the impacts on the luxury market post-Covid-19 and tell us about your new marketing strategies?

The markets have recovered well especially in last quarter and I am extremely optimistic about the future. The most positive aspect is the increased interest in homes over the last few months, where homes have become the new sanctuary and consumers are willing to invest. I am of the firm believe that luxury has a bright future ahead in 2022.

The on-ground pulse suggests that several of our consumers are planning to move from an apartment to an individual house or planning to replace their products. This augurs well for us from a retail sales perspective. Residential and commercial have been slow this year but I see them bouncing back next year for sure.

Due to slow offtakes of units and low availability of labour, the projects business has been slow. But we believe our project business will rebound in the coming months. From new launches to spokesperson interactions, digital platforms are majorly important for engaging with your audience. It is highly crucial to focus on the consumers you already have and give your communication strategy an overhaul to tap in new consumers.

Tell us about your expansion and future plans?

The pandemic has been both a bane and a boon for the luxury segment. Even though, markets have been deeply impacted by the lockdown in the country, we are motivated by the increased focus on luxury bathrooms, hygiene, and wellness.

The future of the segment is promising, and we will soon be expanding our portfolio of intelligent toilets, Alexa enabled products, Artist Editions and best in class showering products, to cater to the demands of our luxury consumers.

www.kohler.co.in

Stand Out Performance

India strengthens its position as a global tile exporter.



Since it first made a mark on international markets less than 10 years ago, the Indian ceramic tile industry has continued its meteoric rise and by the end of 2020 had become the world's second largest exporter behind China (which saw a 20% contraction to 622 million sqm) and ahead of Spain (422 million sqm). Last year, India's tile producers chalked up another astonishing success with total exports of 445 million sqm (up 24% on 2019), an achievement that has helped the industry recover more rapidly from the impact of the Covid-19 pandemic. To talk of "double-digit" growth is a significant understatement.

When in 2014 India's exports passed the 100 million square metre mark for the first time, it was the result of an 85% upturn, followed by increases of 31% in 2015, 39% in 2016, 23% in 2017, 20% in 2018 and 31% in 2019. India is also shipping tiles to a steadily growing



number of countries, up from 150 in 2018 to 174 in 2020.

It is becoming increasingly clear that in many markets India is gradually supplanting China as the go-to supplier country. Indian exports have grown in all global regions, including Asia (+14% to 270 million sqm), Africa (+27% to 60 million sqm), Europe (+60% to 50 million sqm), North America (+62% to 47 million sqm) and

South America (+17% to 15 million sqm).

India saw growth in sales in no fewer than 23 of its top 30 target markets in 2020, compared to 4 for China, 16 for Spain and 12 for Italy. Significantly, the Indian ceramic industry has also succeeded in cementing its position in GCC markets despite the anti-dumping duties which were imposed in November 2019 and renewed

in June 2020 (for most Indian companies the tariff stands at 41%). In particular, Saudi Arabia not only confirmed its position as the largest export market for Indian ceramic tiles but saw further 25% growth to 91 million sqm.

This compares to the 24% decline in sales by China, India's main competitor which has likewise been hit by anti-dumping duties. Exports also performed well in Kuwait (+29%), Oman (+11%) and the UAE (+8.5%).

The Indian ceramic tile industry's other standout performance was in the USA, where exports tripled to 27 million sqm in 2020 and continued to grow by 88% in volume and 99% in value through the first quarter of 2021, making India the fifth largest exporter to the USA after Spain, Mexico, Italy and Turkey.

Source by: Ceramic World Review



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BUILT TO LAST

Strong Growth Momentum

Asian Granito India Limited (AGIL) is aiming to continue the strong growth momentum in the year 2022.



Asian Granito India Ltd. (AGIL) has emerged as India's leading home decor brand in a short span of two decades. The company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz. AGIL products are synonymous with reliability, adaptability, innovation, quality consciousness and the company has created a strong brand identity, well recognized globally and loyal customer following across segments.

AGIL has achieved nearly 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to nearly 94,000 square meters per day, as of now.

The company looks to strengthen its identity as the leader in the Indian ceramic industry by consistently introducing innovative and value-added products in the market to keep pace with its valued customers. The company exports to more than 100 countries.

The brand is aiming to continue the strong growth momentum in the year 2022. Strategic growth initiatives, operational efficiencies, financial prudence, geographical and product expansion along with low capex and asset light model for

expansion are likely to drive the growth in the revenue and margins for the current financial year. Company has recently announced a rights issue of Rs. 225 crore, proceeds of the issue to be utilised to reduce debt and for expansion purpose.

For the Q4FY21, the company posted healthy 68% growth in the net sales, 100% growth in EBITDA and 181% growth in Net profit Y-o-Y. Exports for Q4FY21 registered 42% growth. This performance was achieved on the back of robust demand in the Tier 2, 3 cities & rural areas along with strong demand from exports.

Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd

said, "Company has taken many initiatives in the last few years for improving operational efficiency, financial prudence, cost optimisation which has resulted in the strong performance in the Q4FY21. Further in-order to arbitrage the price of natural gas, management has decided to replace natural gas with Propane gas whenever the price of propane goes below natural gas price. We believe that demand is likely to remain strong in domestic as well as international markets on

account of government spending, revival of demand in Tier 2 & 3 cities, replacement demand etc."

The Company's average capacity utilizations for the Q4FY21 was 95%, owing to good domestic and international demand. With an improvement in operational efficiency, financial prudence and healthy product mix, EBITDA margins of the company has improved to 9.5% in the quarter ended March 21.

"The company has gradually shifted from a B2B to B2C business model, focusing on Asset light and Capital light model for expansion. Today, retail sales contribute 42% of the company's total sales which was around 20% a few years back. The improvement in retail sales has resulted in creating a strong brand value for the company, reduced dependency on low margin project business and improvement in margins. Strategically company has reduced its overall consolidated debt by Rs. 35 crores, resulting in debt equity ratio of less than 0.5x. Company is further committed to reduce debt in coming years," said Mr. Patel.

The company targets to increase its retail touch points to over 10,000, expand exclusive showrooms to over 500. Going forward company plans to increase retail sales to 50% of total sales. Asian Granito India Ltd has the widest range of products including, ceramic floor, digital wall, vitrified, parking, porcelain, glazed vitrified, outdoor, natural marble, composite marble & Quartz, etc.

To provide a complete bathing solution to its customers, the Company added CP Fittings and Faucets to its sanitary division. We believe that the ceramic industry will continue to show impressive performance in coming years. We are looking forward to repeating the current year's success in the coming years too.

www.aglasiangranito.com

Creating History

Sunheartr Group and Ajanta Oreva Group formed JV for India's Biggest Vitrified Tile Plant.

Tiles have become an integral part of every home, every office and every space that you can imagine as tiles make an enormous impact and the way your interiors look. The Indian Tile industry, ranks in the Top 3 in the World in Tile manufacturing and continues to grow at a steady 15 per cent per annum.

Sunshine Tiles Company Pvt. Ltd., which is well-established and popular company in India, Owned "Sunheartr brand". And the astounding journey that the later has had, Sunheartr has become the 6th youngest brand in the Indian ceramic industry today. Sunheartr brand's product portfolio is very diverse and with products being manufactured entirely in India. The brand is, in fact, synonymous with "Make in India" and the "Vocal for Local" initiative of the PM's vision.

Sunheartr has maintained its position as the number one exporter in the Indian ceramic industry for consecutive five years along with proudly donning the status of the first three-star export house in India. And it is the quality assurance and product innovations that, the products of Sunheartr brand companies, last year's annual turnover has crossed the target of Rs. 639 crore, even in the current pandemic situation and overall slowdown. Mr. Bhudarbhai – Chairman Sunheartr group shares, "It is a proud moment for all of us and this decision is important, to match up to the demand of the international markets. This collaboration is a testimony to the saying, "United

We Stand" and thus, with this joint venture with Ajanta Oreva Group Lead by Mr. Jaysukhbhai Bhalodia and our mammoth plant at Samakhiyali, Gujarat; we are beginning our new journey to create history in the Indian Tile Industry."

Salient features of the Plant and some key highlights are:

- A separate legal entity will be formed as Sunshine Vitrious Tiles P Ltd ,who sell its product under the brand name of Sunheartr brand.
- The plant will be operational as the first largest plant in the Indian ceramic industry in a total area of 99 acres.
- The plant will use the latest machinery to produce 51,000 square meters of glazed vitrified tiles per day.
- A total of three production lines will be fitted in the plant periodically, the first of which will be operational in a period of six months from today.
- The plant will have a total investment of Rs 270 crore in a phased manner and is expected to generate annual revenue of Rs 399 crore.
- The main objective of setting up this plant will be to cater to the export market.
- This plant will provide employment to the people, directly, as well as indirectly as per the estimates shown below and several members belonging to the families of those people will get their livelihood through this plant.
- Direct Employment will be provided

to 750+ people which includes, around 576 labourers, 100 semi-qualified staff, 50 qualified staff and 24 office staff and professional talents.

- Indirect benefits include: Goods - To meet the production demand of this plant, every supplier of raw materials, consumables, as well as, the utilities required by the plant will be developed which will indirectly provide jobs to many people. Services: In order to meet the demand for production of this plant, agencies will be developed to provide services such as transport, banking, etc. to the plant which will indirectly provide jobs to many people.
- Plant Will contribute to India's GDP. By way of GST & Forex inflow.

Thus, keeping the dream of our Hon'ble Prime Minister, Shri Narendrabhai Modi to build India through the paramount motto of 'Sabka Saath -

Sabka Vikas' in mind, the Sunheartr Group has embarked upon the path of development and with this vision in mind for the future, we are determined to move forward in a way that takes care of the development of all our stakeholders. Shri Bhudarbhai further added that "Sunheartr Group" will make phase wise Investment in Tiles, Sanitaryware and Bathware. The company target to achieve Rs. 1000 crore turnover in next 3 year and Rs.1500 crore turnover in next 5 year.

www.sunheartr.com

SUNHEARTR

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Tile Innovations

Alok Agarwal, Chief Marketing Officer, Orientbell Tiles spoke about their two new collections- Double charge vitrified tiles and glazed vitrified tiles, which are inspired by architectural marvels and nature, offering a classy and luxurious look.



Orientbell Tiles was established in 1977, having a widely respected in industry circles as a trusted & professional manufacturer of wall & floor tiles. The brand has a chain of signature showrooms to display its complete product range and is privileged to be associated with the premier architects and builders of the country. It has in the recent past seen an influx of new talent & leadership that's bringing a breath of fresh air in the building & construction industry.

The brand has introduced two collections – **Double charge vitrified tiles and glazed vitrified tiles** inspired by architectural marvels and give a classy and luxurious look.

The two new series '**Paris**' and '**Versalia**' are a double charge vitrified range tiles.

The Paris series draws inspiration from the French monuments that are unique symbols of its heritage & culture. On the other hand, Versalia brings to you an exquisite range of neutral tones, apt for a modern classy look.

The Paris series brings together designs taking cues from the rich heritage of France, including Paris Bianco, inspired by The Basilica of the Sacred Heart; Paris Crema,



emulating the stunning color of The Arc de Triomphe; Paris Cherry, inspired by the rustic reddish tone of The Eiffel Tower and Paris Carbon, inspired by the famous bronze sculpture - 'The Thinker'. The Versalia series offers subtle tones like VersaliaSandune, Versalia Rosa and Versalia Ash that add a soothing look to your space. Manufactured using nanotechnology, these Double Charge

Vitrified Tiles has two layers fused together for added strength and shine.

These tiles come with a high gloss finish, are highly durable, easy to clean and to maintain. The Paris series tiles are offered in 600x600mm size, while the Versalia series tiles are available in 800x800mm size. Whether it is residential apartments or commercial spaces, Orientbell Tiles' Double



tiles. This collection of glazed vitrified tiles showcases its design finesse and draws design inspiration from the best marbles of nature. This new range, available in two sizes: 600x1200mm and 600x600mm, offers not only the best of nature inspired designs but will also give a truly classy and luxurious look to any space they are placed in. Not only that, these tiles are resistant to stains, scratches, water, acid and chemical spillage, which makes them extremely durable and low maintenance.

These large tiles, with their clean and streamlined floor finish, reduce the taxing task of maintaining and cleaning them again and again. The Inspire 3.0 collection is the perfect amalgamation of design and functionality. Apart from their deep inspiration from nature, the range comes in trendy colors like Belgium Black, Crystal Blue, Emperador Gold and Portoro Silver, providing an ultra-modern look to your living room, kitchen, bedroom or even the bathroom. Every colour tone in the range has been carefully curated to suit different kinds of furniture and walls.

This range has 23 new designs with concepts ranging from super gloss, gloss and matte but a large variety of tiles can be seen in super glossy finish. The range caters to all kinds of ideas related to revamping your personal and commercial spaces.

“The purpose to introduce Inspire 3.0 was to offer the best out of nature while offering a classy and luxurious look for your interior requirements. And now, with Orientbell Tiles’ Quicklook and Trial look technologies, customers can use these interactive tile visualiser tools to explore how the tiles will look in their own room.”

www.orientbell.com



charge is the best choice for your spaces.

“The Paris range is inspired from the architectural marvels in France. And the Versalia range will give spaces a modern

classy look.” - **Alok Agarwal, Chief Marketing Officer, Orientbell Tiles.**

The brand has launched second collection **Inspire 3.0** - a range of truly luxurious

INDIA'S NO.1 TILE COMPANY

- ▶ India's largest tiles manufacturer is also world's No. 9
- ▶ Manufacturing spread across 10 plants - 8 tiles, 1 sanitaryware & 1 faucet
- ▶ PAN India network of dealers and world-class showrooms for a magnificent experience
- ▶ Won Superbrand status 11 times in a row
- ▶ Products adhere to green building norms
- ▶ India's only tile company to win 'Asia's most promising brand award' in the premium tile category
- ▶ Surging ahead into sanitaryware & faucets under the brand name - Kerovit
- ▶ Forayed into plywood under the brand name - KajariaPly

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Geometric Ceramic Cubes

GROHE, a world leader in sanitary fittings has introduced Cube Ceramics collection which is a clear style statement with pure lines and crisp angles of a cube.



GROHE is a world leader in sanitary fittings and a global brand, dedicated to providing innovative water products. For more than 85 years, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser" (Pure Joy of Water). With its engineering, innovation and design activities firmly anchored in Germany, GROHE products are thoughtfully created with best-in-class technologies. Over the past ten years alone, the success of GROHE has been confirmed by more than 240 design and innovation awards. Numerous high-profile projects around the globe are fitted with GROHE products, testifying to architects', designers' and developers' preference for the brand. Since April 2020, the sanitary brand has been producing CO2-neutral* worldwide. GROHE has also

set itself the goal of using plastic-free product packaging by 2021.

The brand has introduced their all-new Cube Ceramics, making a clear style statement with pure lines and crisp angles of a cube. This collection of bathroom ceramics is the embodiment of minimalist chic, with every element drawing inspiration from Cubist geometry.

One can explore a comprehensive range of basins, WCs and bidets, all manufactured in high-quality ceramic with GROHE's trademark design and engineering excellence. GROHE Cube Ceramic sanitaryware allows you to create a completely cohesive bathroom scheme using the same dynamic, architectural lines throughout – and every element combines seamlessly with various faucet lines and plates from GROHE.

GROHE Cube Ceramic will help you find all that you need to create a distinctive con-

temporary look. Cube Ceramic basins range from luxurious extra-wide models and chic vessel basins to a cloakroom model. The WCs in the collection includes wall-hung and floor standing models, which are perfectly in square proportions. Cube Ceramic sanitaryware has a wealth of features designed to enhance your bathroom.

The user can enjoy comfort, convenience and peace of mind. GROHE PureGuard coatings prevent bacteria and resist dirt for a hygienic, easy-clean finish. The WCs are designed with Rimless technology and a powerful but quiet Triple Vortex Flush. The SoftClose and Quick Release seats make cleaning even easier. GROHE Cube Ceramic combines good looks with superlative performance and is easy to maintain.

www.grohe.co.in

Tailored- Made Home

Architects Surbhi Singhal and Deepanshu Arneja of **SIAN Architects** have designed corner house with a durable elements that gives a calming effect, embodying the oasis it is on the inside.



Helmed by Surbhi Singhal and Deepanshu Arneja, New-Delhi based SIAN Architects are attuned to crafting immersive, functional and authentic spaces, often achieved within stringent time and budget constraints. Since its inception in 2018, the body of work has continued to include a variety of building types across varied scales and cultural contexts. The firm centers it's architectural response directly within a wider research context of material innovation vis-a-vis affordability, which has become a key

aspect of their operationalities and architectural approach over time.

Completed in 2018, the corner house spreads over 540sq.yards for a large family, however, the occupational dynamics were such that for most parts of a year, it had to be inhabited by only two stay-at-home women members. Hence, the brief asked for a palatial home that includes numerous possible residential, economic and leisure-related programs into the interior which encourages the residents, especially the

women, to use their house for hobbies and interests that are yet to be cultivated.

To accomplish the brief, the floor plans were set out as a sequence of permeable and inviting open spaces within which the interior spaces were organised. Overall, the ground level holds the master bedroom, formal drawing and a spacious open kitchen centring around a courtyard. Each of these opens up to various gardens and open spaces, blurring the interior and the exterior. Additionally, the upper two storeys hold

three large bedrooms placed within a network of small lounges, decks and balconies to accommodate intimate gatherings.

A significant portion of the design process went into detailing the façade, which was conceived as a homogeneous skin made of solids and voids arranged such that the stacking of the floors is rendered incomprehensible. The fenestrations were kept large enough to let in maximised daylight and let the residents interact with a bus-



ting street yet still preserve the quality of privacy of a lived-in 'home'. With spatial ingredients in place, the focus shifted to detailing and materiality.

The selections aimed at creating a calming palate with an interplay in exposed-concrete, textured white surfaces and engineered wood. We used various natural stones for flooring in rough and polished arrangements to create a muted design with striking architectural elements composing the spaces. The climate presents significant variations and the underground water quality is hard, hence every element had to be durable and detailed in a way that the wear and tear are minimal. A house that is con-



venient and easy-to-maintain is a 'happy' house and since the project has been photographed after active inhabitation and the documentation in itself is a testament to how this assumption stood true for the corner house.

The bold house intends for a bold representation, yet offers a calming effect embodying the oasis it is on the inside. The women used it as an avenue for enterprise, maintain a sprawling kitchen garden and host an array of social events right in this tailor made home that can grow on you and eventually grow with you.

sianarchitects@gmail.com

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www.kajariaceramics.com

KOHLER

Kohler has launched the new product Modern LifeEdge by Kohler. Modern LifeEdge is the world's slimmest bathroom suite designed keeping in mind how a person's bathroom is their sanctuary, a peaceful haven set apart from the frenzied pace of today's lifestyle. It comes with the Edge of Modern design with simplicity, clean lines and seamless curves. The superior blend of comfort and convenience and the ultimate hygiene with rimless bowl and easy-to-clean FDI coating is the special features in this product. ModernLife Edge wash-basin comes with a 40% thinner edge (6mm). They come with Anti-microbial ceramic providing protection against Virus, Bacteria & other germs. They are fully glazed trap-way and rim with consistent glaze thickness. Also, their Modern LifeEdge wall-hung is superior free design for easy cleaning.

www.kohler.co.in





ORIENTBELL TILES

Orientbell Tiles has launched Anti-Static conductive tiles. These tiles conduct any static electricity generated to the ground preventing potentially dangerous electric sparks. Electric charges build up when any two surfaces, like shoes and floor or clothes and body, rub against each other. These tiles dissipate and conduct the charges away from the point of generation grounding them. Anti-Static conductive tiles are used not only at data centres, but also at petrochemical factories, MRI rooms, Operation Theatres, explosive factories or any other factory where an electric spark can trigger harm. These tiles prevent minor shocks, avoid malfunctioning of sensitive semiconductor based electronic equipment and safeguard the loss of data. Furthermore, being vitrified tiles, these tiles are durable, long lasting, stain free and odour free unlike vinyl flooring solutions. Anti-Static tiles of Orient Bell have a surface electrical resistivity in the range of 10^4 to 10^6 ohm/square. With the help of a copper connecting wire and conductive grouting between the edges, the electro-static charges are grounded to the earth.

 www.orientbell.com

NITCO

Nitco has introduced wide-range of Made in Italy tiles that are environment friendly. This range is available in all sizes from small to medium to extra large, covering all popular colour ranges from marble, stone, cement, nuevo Italian look. Italian precision technology makes these tiles technically superior and the right choice for usage across all application areas such as outdoors, commercial areas, and residential, for both wall and floor applications. To top it all, the new range of large format tiles comes with the best in class latest technology, in 6mm thickness (8x4 ft), along with the highest strength and durability in the industry, higher than any existing tile.

 www.nitco.in






SOMANY CERAMICS

Somany Ceramics has launched the Emboss Collection of tiles in 600X1200mm. These new generation smart tiles come in unique punches with wall application sourced from Italy and Spain. With these tiles, Somany has covered many enduring trends like wood panelling from Victorian Era, 3D stone for traditional looks & formwork cement, rolled concrete & chiselled stone for industrial wood.

These tiles also include the trends of Biophilia color of desert, rare marble, lime stone that too functionally advanced to use it on the wall. The emboss collection of tiles come with delicately detailed surfaces, calming colors, soft pastel and soothing hues. The tactile finishes of these tiles maximizes the feeling of relaxation and are easy to clean & long lasting. Best Suited for exterior & Interior usage, the Emboss Collection is yet another epitome of innovation in Ceramics from the house of Somany.

 www.somanyceramics.com

ROCA

Roca has recently introduced a new lineup to its exquisite range of Gap collection. Crafted to lend elegance, design and perfect function to the bathroom space, Gap over-the-counter square shape sinks are the perfect fit for modern bathroom spaces. The new Gap on counter basin 600mm from Roca is known for its majestic design, larger in size and premium finish. With practical dimensions and fine contours, the basin makes an intelligent choice catering to individual needs. The range is available across all Roca dealer outlets in India.

 www.roca.in



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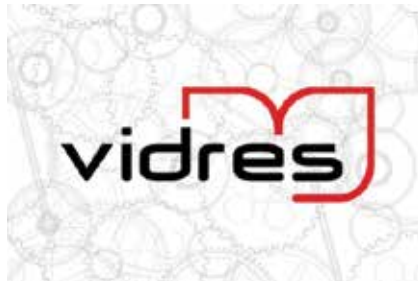
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TECHNOLOGY NEWS

Know about the latest launches in technology and machinery brands.

SACMI Continua+, a new Motto for the Indian market

Market-leading Indian firm Motto has just installed and started up a new complete line for the manufacture of slabs and sub-sizes. At its heart lies a SACMI Continua+ with a PCR 2000 – the best-selling solution in the Continua+ family and the second such machine to be sold in India – for porcelain tiles as large as 1600x3200 mm and fired thicknesses from 6 to 20 mm. Fully operational since early May at the plant in Morbi - the heart of India's ceramic industry - this latest plant is emblematic of SACMI's approach to this strategically vital 1.1. billion m2 per year market that still has plenty of room for growth. By selecting SACMI, in fact, Motto has purchased not just machines of unrivalled technology but crucial ceramic production line solutions that result in ultra-high finished product quality and process efficiency. Alongside the PCR 2000 (equipped with two APB powder feeders, which can be augmented over time, and a TPV unfired material cutting unit), SACMI has also supplied a 45.2 meter 5-tier EM5 dryer and a pre-kiln dryer, both designed for completely 'zero fuel' operation thanks to systems that retrieve heat from the kiln (RVE). The plant also includes a latest-generation



201 meter long FCC kiln equipped with a very advanced energy saving system to minimize specific consumption and ensure, via heat retrieval systems, a steady flow of heat to the dryers. "The immediate result", points out Motto's owner with great satisfaction, "has been a drop in both costs and consumption, accompanied by an increase in the quantity of first-class products", thus meeting all the objectives the customer laid out during the preliminary stages of this SACMI project. Note that Motto has done more than boost its ability to penetrate the high end of the market. Thanks to SACMI technology, in the form of integrated unfired/fired material cutting solutions, the company can also rely on incredibly versatile, efficient management of the sizes in its portfolio, such as 1200x1800 and 1200x2400 mm slabs. The plant was up and running in record time. This was the result of close collab-

oration between the two technical teams and SACMI's ability - despite the pandemic and the ensuing travel restrictions - to send technicians to the site and monitor every single stage of installation and testing. All the production tests were performed with raw materials and bodies already at the customer's disposal, underscoring the outstanding versatility of the SACMI Continua+ family of solutions.

www.sacmi.com

Vidres has developed several product lines for different types of surfaces

Research efforts in the "4IP" field of glazing have largely evolved in step with market trends, responding to the demand for new glazes and grits capable of creating surfaces with a glossy finish or anti-slip or anti-bacterial properties. The quest for increasingly natural-looking finishes is another of the major trends to have emerged in recent years. Vidres has developed several product lines to meet the needs of each of these types of surfaces. For polished surfaces, for example, it has developed glazes that reduce open porosity after the polishing process and ensure a high level of transparency and final gloss. This has





made it possible to produce marble finishes in all possible colours and with the same gloss level as natural products. Vidres has also developed a wide range of non-slip solutions: Kratos glazes, which combine non-slip characteristics with a finish that is pleasant to the touch; the Duragrip technique, which uses microgranules in the final applications; and the TecnoKER series of spherical microgranules which generate slip resistance properties when added to the glaze. The standout product in the field of antibacterial glazes is Bioglaze, which complies with ISO-22196: 2011 and JIS Z 2801 standards and has become a benchmark in the market due to its ease of application and wide range of uses. Relief effect finishes are achieved using Rocker, an ink capable of generating reliefs of all kinds (stone, veined, geometric, wood effect) with an extremely natural look and sense of depth in terms of both textures and the detail of the microstructure. Finally, the new Cromia line can be used to produce wall tiles with metallic finishes in an extremely wide range of colours.

www.vidres.com

System Ceramics news for autumn

For sSystem Ceramics is getting ready to face these last months of an intense 2021 under the banner of innovation. The Fiorano Modenese company has a rejuvenated catalogue in terms of features and performances.

System Ceramics' unsurpassable tech-

nology is represented by three examples that are the fruit of a long and sophisticated design and implementation process completed by the R&D multidisciplinary teams. Let's talk first about Creadigit Infinity, the evolution of digital decoration, a printer with an unprecedented computation power thanks to its latest-generation electronics developed by System's Electronics division. The information for the reproduction of an image on the ceramic surface is analyzed and managed in real time; in addition, the 12 or more bars, each one of which can house different heads, allow for a truly vast range of graphic effects. Creadigit Infinity can be combined with the new Creavision e-View for an even better performance.

With a view to an increasingly sustainable industry, Superfast is distinguished by its performance and technological features; it's the moldless press that offers exceptional production flexibility through a zero-waste process in which there is no waste material. Productivity is practically doubled compared to traditional presses (up to 24,000 sq.m. per day), oriented towards customized and just-in-time technology that keeps down both energy consumption and the waste of raw materials, with an approach clearly oriented towards a greener future.

There will also be a growing and complete digitalization of processes in the future. That's what's already offered by Prime, the software services platform designed and developed by System Ceramics

for organizing the information flows of entire factories in a highly integrated and connected way. Prime makes it possible to have a veritable smart factory which responds to new demands for product customization and a reduction of lots, as well as the possibility of processing special pieces. Prime's Digital Twin is the most significant part of the graphic interface that makes it possible to monitor and intervene on the production cycle from any device, also when you are physically distant from the factory. The advantages are numerous and evident: the ability to simultaneously monitor a number of factories; the management of standardized data with simplification of the production processes; comprehensible and concrete information for taking more informed decisions; a reduction in production-change times and the optimization of lots; finally, the monitoring and management of costs for accurate data. All this in the logic of a "zero defects and zero waste" final objective goal, with an increase in business performance.

Thanks to the continuous investments in research and development and the particular attention towards new smart technologies and areas such as the reduction of waste, costs and overall environmental impact, System Ceramics proves once more to be at the cutting-edge in systems for the ceramic industry.

www.systemceramics.com



TRADE EVENTS

UNICERA

2 - 6 November 2021

Istanbul, Turkey

unicera.com.tr

THE BIG 5 CONSTRUCT EAST AFRICA

03 - 05 November 2021

Nairobi, Kenya

www.thebig5constructeast africa.com

ICFF

14 - 15 November 2021

New York, USA

www.icff.com

ACETECH

18 - 21 November 2021

Mumbai, India

www.etacotech.com

DECOREX INTERNATIONAL 2021

16 - 18 October 2021

London, UK

www.decor ex.com

THE SURFACE + DESIGN EVENT CHINA

30 Nov - 02 December 2021

Shanghai, China

en.surfaces china.com

ACETECH

16 - 19 December 2021

Delhi, India

www.etacotech.com

WORLD ARCHITECT FES- TIVAL

1 - 3 December 2021

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www.worldarchitecturefestival.com

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www.thebuildingsshow.com

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