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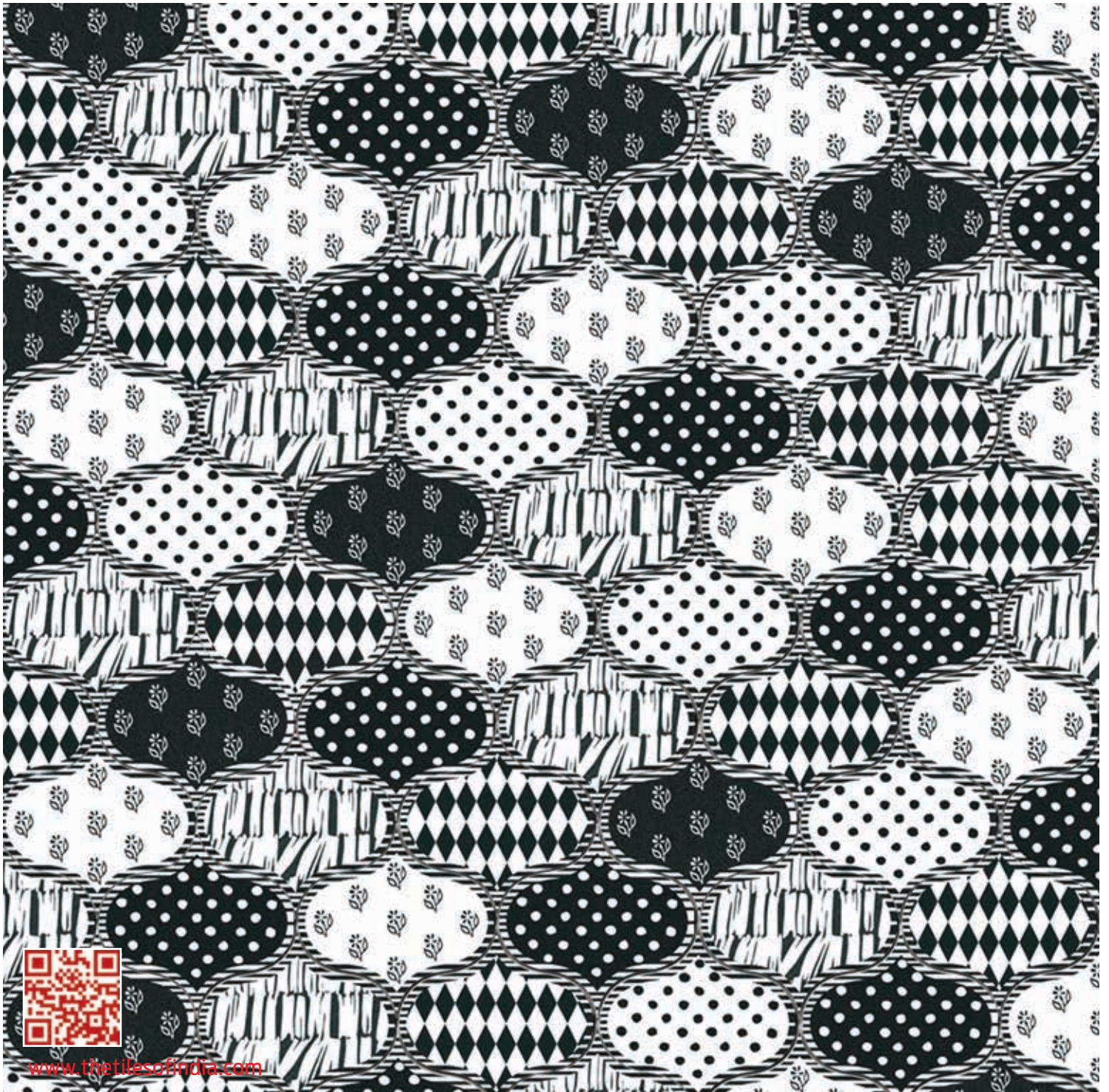
Vol. 05 | ISSUE 6

MAR-APR 2017

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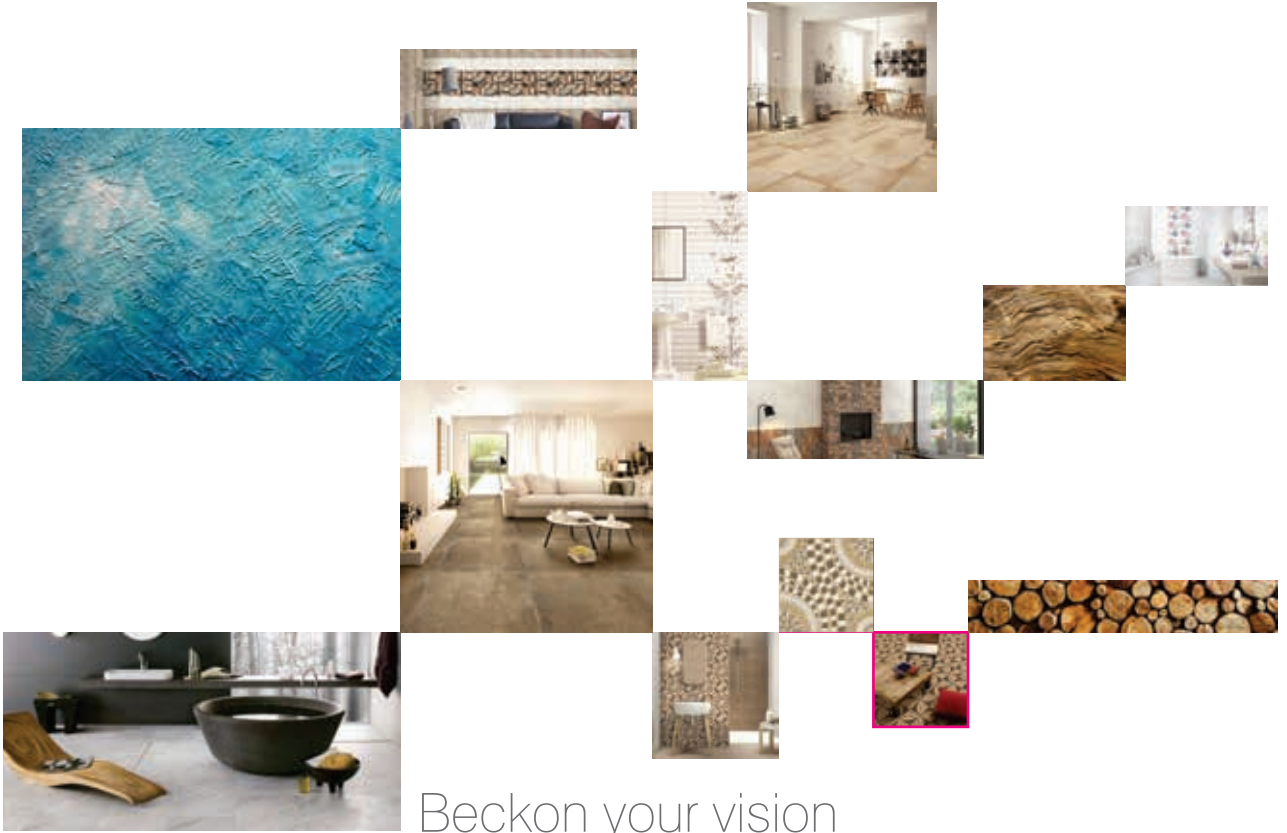
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Printed, Published and owned by Mr. Mitul Metawala.
Printed at A Human Info Digital Media Private Limited,
440, Laxmi Plaza, Laxmi Industrial Estate, New Link Road, Andheri West,
Mumbai-400053. and Published at 440, Laxmi Plaza, Laxmi Industrial Estate,
New Link Road, Andheri West, Mumbai-400053.,
Editor : Mitul Metawala.

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Publisher's Note



Style and Décor... our theme for this issue and a recurring factor in the world of design! These words inspire us, they drive research and development and are also the primary catalyst to most technological innovations in the industry.

It offers a large canvas to explore and a plethora of ideas to experiment with. Style can be classy, elegant, kitschy, bohemian or plain edgy...we explore these ideas and bring to you projects that are extensions of personal style. Be it a Arbaysis Ashley designed residence or the Greek themed, 'Thalassa', a parallel idea that runs through is of a joie de vivre, of people who love eclectic designing and a vibrant lifestyle. There is, 'The Home Story' which might actually help you find a piece that you may have been looking just to meet your specific needs! Vita presents its woodland collection. The spectacular FCML boutique showroom is a dream come true. We also have a special feature on luxury bathrooms by Varmora.

A lot more will unwrap itself as you go through the pages and we are sure you will love most of it!

Enjoy reading and don't forget to write back! We love hearing from you...

Happy reading!

Jignesh Trivedi
Publisher & Design Director
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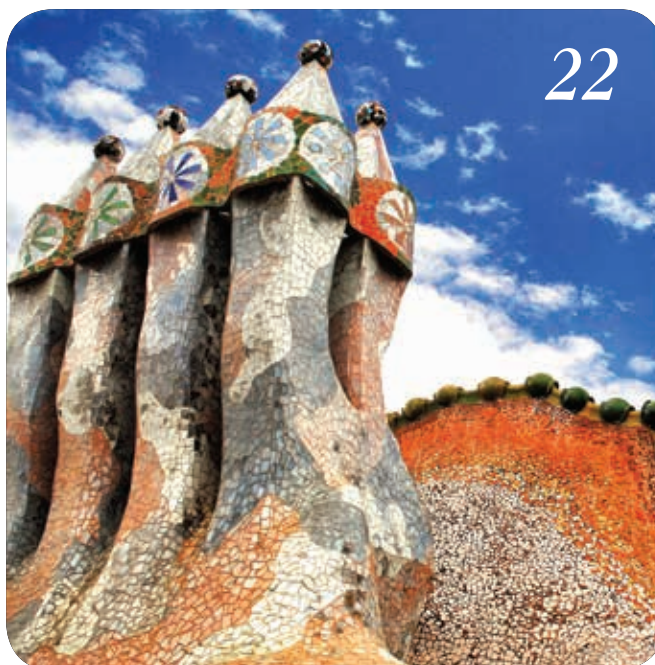


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1 Above, a newly opened rooftop lounge designed by Sumesh Menon Associates has a chic vibe



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Mailbag

Suggestion • Feedback • Opinion



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We are impressed with the coverage of our project in The TILES of India Magazine. Thank you for the wonderful opportunity. We look forward to a successful working relationship.



MEGHNA RAUT
MUMBAI

The Tiles of India Jan-Feb 2017 issue on 'Make in India' was outstanding. I really enjoyed reading restoration and heritage projects of leading architects. The layouts were very impressive.



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The Made In India heritage collections by Bharat Floorings was interesting. I liked the designs and the concept. I would love to place them in my décor.



HARSHITA BHATT
DELHI



ALISHA SEN
KOLKATTA



The coverage on Nawwarah, Moroccan themed lounge and fine dining was simply superb. I really liked the images and style. Would love to see and read such projects in future too.

Mail Us @

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

Here we look at leading brands sharing their perspective on the current industry scenario. Know about their latest product offerings, future plans and much more.





Park Guell serpent



Antoni Gaudi

Casa Batllo



ANTONI GAUDI – THE SURREAL ARCHITECT

Antoni Gaudi was a master craftsman creating surreal spaces for visitors to step into what seems like his wildest imaginarium

Whimsical Park



Antoni Gaudi was born in 1852. He was a Spanish Catalan architect from Reus and the best known practitioner of Catalan Modernism. Gaudi's works reflect an individualized and distinctive style. Most are located in Barcelona, including his magnum opus, the Sagrada Família.

Gaudi's work was influenced by his passions in life: architecture, nature, and religion. Gaudi considered every detail of his creations and integrated

Casa Batllo



GAUDÍ'S WORK WAS INFLUENCED BY HIS PASSIONS IN LIFE: ARCHITECTURE, NATURE, AND RELIGION

into his architecture such crafts as ceramics, stained glass, wrought iron, work forging and carpentry. He also introduced new techniques in the treatment of materials, such as trencadís which used waste ceramic pieces.

Under the influence of neo-Gothic art and Oriental techniques, Gaudí became part of the Modernista movement which was reaching its peak in the late 19th and early 20th centuries. His work transcended



mainstream Modernisme, culminating in an organic style inspired by natural forms. Gaudí rarely drew detailed plans of his works, instead preferring to create them as three-dimensional scale models and molding the details

as he conceived them.

Gaudí's work enjoys global popularity and continuing admiration and study by architects. His masterpiece, the still-incomplete Sagrada Família, is the most-visited

monument in Spain. Between 1984 and 2005, seven of his works were declared World Heritage Sites by UNESCO.

Gaudí studied architecture at the Llotja School and the Barcelona Higher School of Architecture, graduating in 1878. To finance his studies, Gaudí worked as a draughtsman for various architects and constructors such as Leandre Serrallach, Joan Martorell, Emili Sala Cortés, Francisco de Paula del

Villar y Lozano and Josep Fontserè. In addition to his architecture classes, he studied French, History, economics, Philosophy and Aesthetics.

Gaudí's first projects were the lampposts he designed for the Plaça Reial in Barcelona, the unfinished Girossi newsstands, and the Cooperativa Obrera Mataronense (Workers' Cooperative of Mataró) building. He gained wider recognition for his first important commission,

GAUDÍ'S POSITION IN THE HISTORY OF ARCHITECTURE IS THAT OF A CREATIVE GENIUS WHO, INSPIRED BY NATURE, DEVELOPED A STYLE OF HIS OWN THAT ATTAINED TECHNICAL PERFECTION

the Casa Vicens, and subsequently received more significant proposals. At the Paris World's Fair of 1878 Gaudí displayed a showcase he had produced for the glove manufacturer Comella.

Between 1904 and 1910 he constructed the Casa Batlló (Batlló house) and the Casa Milà (Milà house), two of his most emblematic works.

During his time as a student, Gaudí was able to study a collection of photographs of Egyptian, Indian, Persian, Mayan, Chinese and Japanese art owned by the School of Architecture. The collection also included Moorish monuments in Spain, which left a deep mark on him and served as an inspiration in many of his works.

Gaudí's position in the history of architecture is that of a creative genius who, inspired by nature, developed a style of his own that attained technical perfection as well as aesthetic value, and bore the mark of his character.

Several of Gaudí's works have been granted World Heritage status by UNESCO. The work of Antoni Gaudí represents an exceptional and outstanding creative contribution to the development of architecture and building technology in the late 19th and early 20th centuries.

An exemplary life and an extraordinary craftsman, he died in Barcelona at the age of 74. †





A COMPLETE EXPERIENCE

FCML carves a niche for itself with its ultra luxurious design products

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



usp of the brand is that it has beat showrooms, the spaces that sells complete experience; where you uncover plenty of ideas that assist you to understand and envision how beautiful your home can look when you take these back home.

From a very small shop set up of 232 sq mt at MG Road, Delhi; FCML today has a retail area totaling to approximately 4600 Sq.mt with its 5 showrooms across India, Bangalore, Chennai, Delhi - 2 showrooms, Mumbai. FCML has grown from Division to Division and has established 6 segments: Bathrooms, Kitchens, Wood Floors, Surfaces, Home, Hotel Supplies

SURFACES

The journey into the world of living space solutions continues with FCML Surfaces that provides an array of wall, floor, underwater and textured ceramic tiles along with their eco friendly, pure leather and decor versions. The division offers a variety of eco-friendly and recycled tile options, pure-leather wall tiles, etc. The brand has recently launched Incidental Collection in collaboration with Abraham & Thakore, Aneeth Arora & JJ Valaya

The boutique style luxury showroom in Mumbai reflects the most astonishing collections from

ace fashion designers like JJ valaya, Abraham & Thakore, Aneeth Arora. The Incidental Collection is an initiative of FCML's Design Initiative (FCDI) for FCML surfaces, adding another dimension to interior spaces through a fresh collaboration with fashion designers. With this collection we aspire to bring to our diverse audience curated designs on tiles by India's renowned fashion designers from the traditional design patterns of JJ Valaya, to Abraham & Thakore's earthy and geometrical designs to Péro's delicate, floral and bright patterns.

"FCML has been a luxury lifestyle retailer in the interior spaces since 2001, we truly felt that collaborations between different design disciplines is quintessential for the enhancement of the overall industry. We believe that rather than creating in silos, collaborating across streams will help harness synergies that will result in higher and more efficient design at mass industry levels", says Abhinav Khandelwal, Managing Director, FCML .

"These bespoke walls and floors have been created in stoneware porcelain by an amalgamation of art, ceramic techniques and design. What I see today is that a gap needs to be filled in the design world, keeping this ethos in mind, we have

FCML has carved a niche for itself as a pioneer of quintessentially European, luxurious design products for the discerning customer ever since they started their retail journey through their first store in Delhi.

Headquartered in the country's capital city, FCML has created a stronghold as a stellar lifestyle retailer for luxury bathroom designs, beautiful, eco-friendly, recycled tiles; a variety of high-end wood floors; modular kitchens & accessories and a la mode and elegant home decor products of unparalleled quality. The



tried to recast this historical surface into a new design avatar which is extremely versatile and timeless”, says Poonam Gupta, Director, FCML Surfaces

The design narrative of The Incidental Collection is based

in tessellations in which the permutations and combinations of different shapes are closely fitted together, which can be used differently to create bespoke wall art and surfaces in every space. Inspired by the visual imagery of the

fashion designers, FCML’s technical knowledge, and experience for the requirements for the luxury market these tiles are made in India with unique and unusual techniques and fine tuned by hand, taking innovation to its threshold.



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Abraham & Thakore

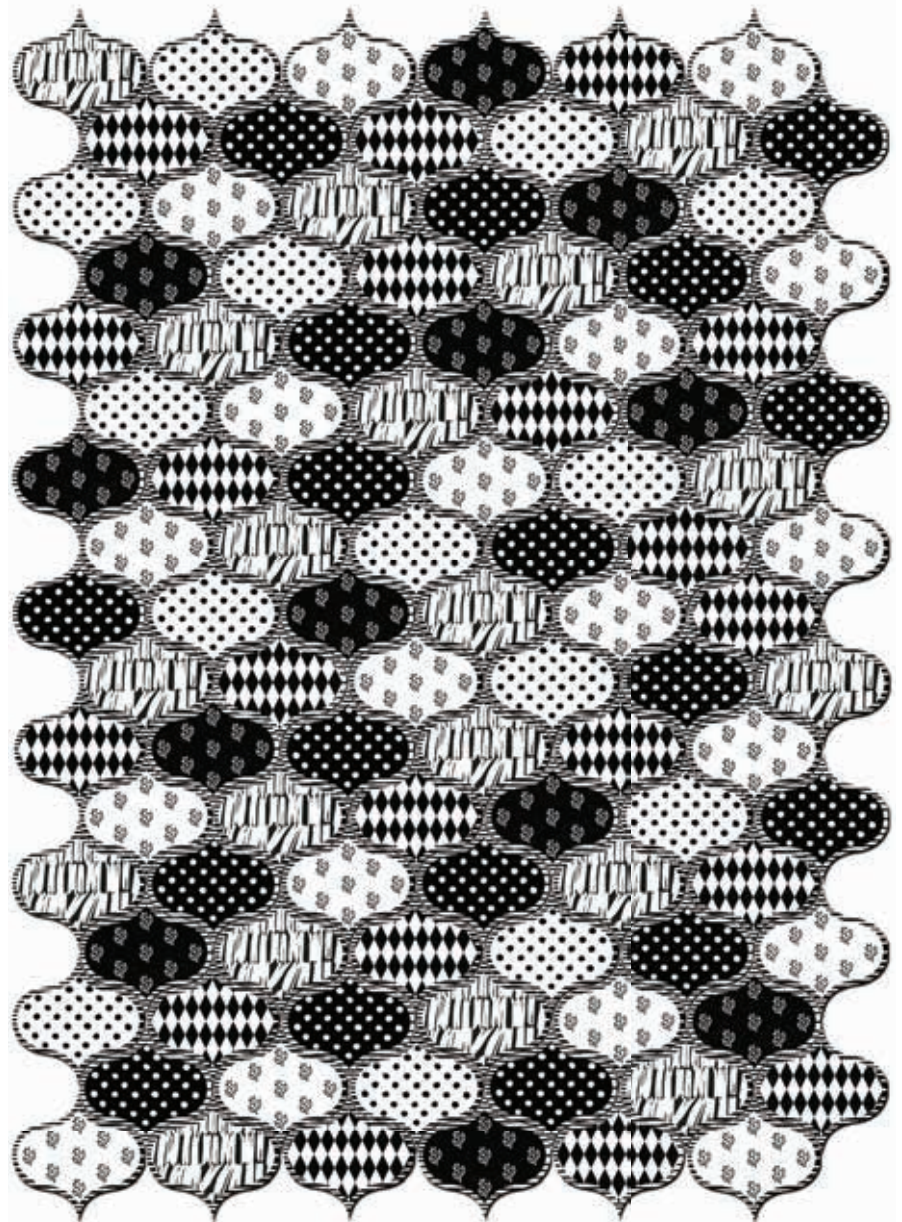
Have a look at the collections

Abraham & Thakore

“While black and whites are always a very strong part of our collection, what we represent here is the black and white form of calligraphy as well as in the leaf patterning, which has a very strong identity to our collection’s sensibilities. Form is at its purest with black and whites and through the perfect contrast, it communicates its message very well. It makes strong statement and that attracts us to it.”

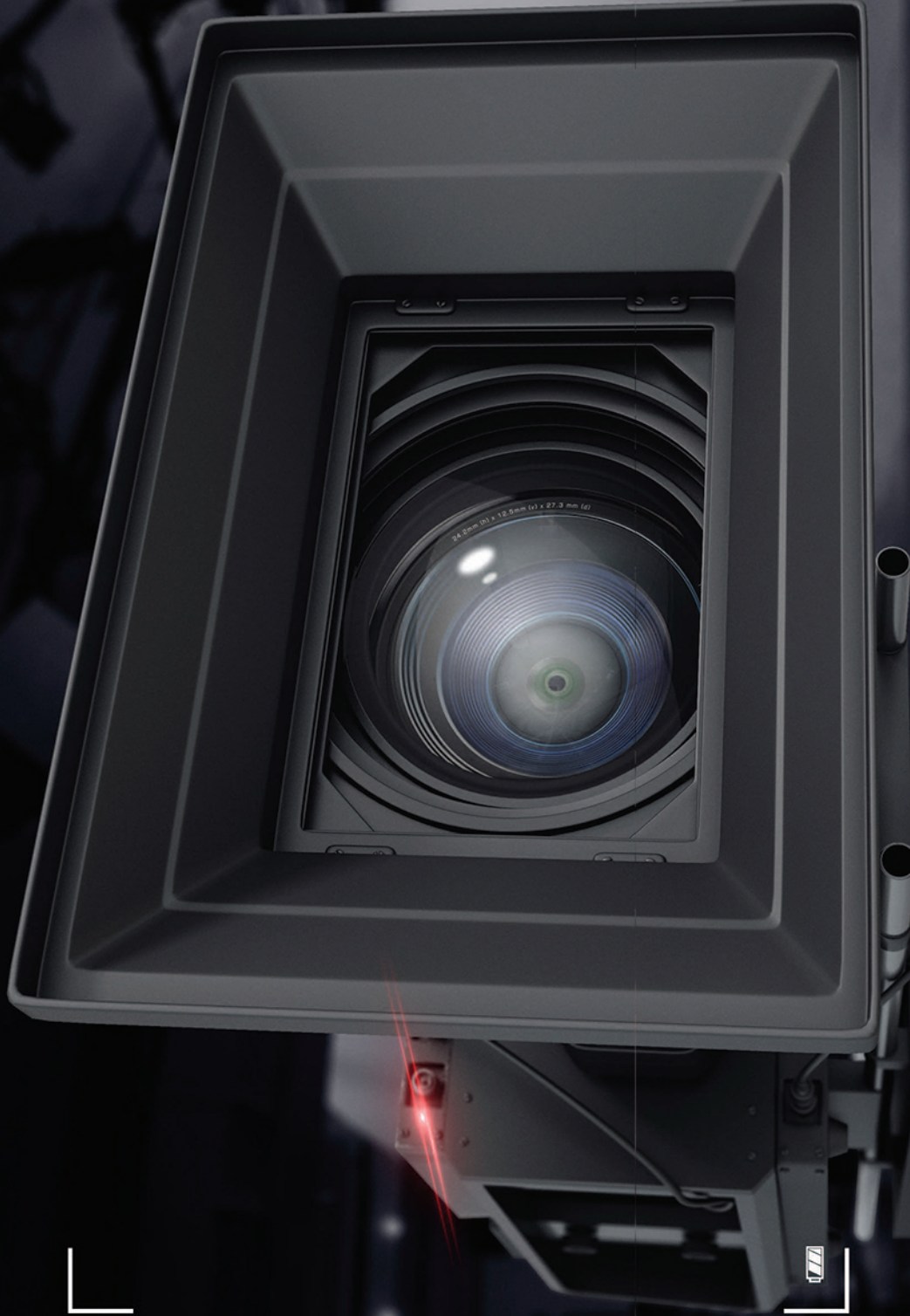
Architectural Patchwork

A whimsical series based on Jaali patterns but with a slightly quirky twist. Here a cutout laser cut pattern which can fit into any dimension has been printed to have fun with graphics. The unique permutations and combinations in this collection can create a new story in every space.



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JJ Valaya

JJ Valaya

“Gulistan came out of my love for flowers and literally means the garden of flowers. The Mughal era represented flowers in many interesting ways, especially in miniatures. I have picked up the floral element from Indian miniatures with 3 distinct interpretations within this collection, each has a floral connotation interpreted very differently.”

The Gulistan Collection 1

Inspired by Mughal miniatures, this collection has the finest influences in design from the Islamic and the Mughal world. Gulistan comes from the love of flowers, where each floral connotation is interpreted differently, to create a dramatic statement in wall art.

The Gulistan Collection 2

Floral motifs with mughal miniature undertones have been used, which is a contemporary interpretation of a flower in a sumptuous stoneware medium. It is a play between neutrals and colours, with the beiges, ivories and greys in accents that create an element of surprise in different interior spaces. ☺

Contact Details

Mumbai Showroom

S/10, Laxmi Woolen Mills Estate, Shakti Mill Lane Off. Dr. E. Mosses Road, Mahalaxmi, Mumbai 400011

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CERAMIC- BATH & KITCHEN

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



THE MATT EFFECT

Varmora's Glace Tone collection

presents unique handcrafted designs with an ultra modern look

Spreading happiness through innovation has always been a work motto at Varmora where designs are created keeping in mind comfort, convenience, care and creativity. Merging these special attributes Varmora has been setting up new standards of innovation and beauty in the tile industry since

its birth. In collaboration with the pioneers of the design world in Italy, a state-of-the-art range of sanitaryware and ultra modern product designs have been crafted by European designers to match the requirements of the best architects and interiors designers.

The most ultra-modern plant with





THESE HANDCRAFTED
DESIGNS LOOK
SO LAVISH AND
LUXURIOUS THAT
IT WILL BECOME A
PRECIOUS ADDITION
TO YOUR LIFESTYLE



latest machineries and raw material of high quality has been used. It is the only company to manufacture maximum range of one piece water closets in India.

Glaze Tone collection

Glaze Tone collection adds new shine to projects with its matt style and beauty, merging sensuality with evergreen classiness. These handcrafted designs look so lavish and luxurious that it will become a precious addition to your lifestyle.

The Stain Matt Finish

Varmora has always topped the charts of innovation along with creativity and in keeping with this



spirit, is presenting the Stain Matt Finish collection. This finish creates a smooth and soothing environment. They look royal in texture and exude warmth. They are bound to be always the first choice of designers and architects as they go with all interior settings due to their versatility and receptivity. Hence, this product adds beauty to your décor space creating an atmosphere of natural serenity. They are available in six sensuously classy colors- Jade, Charcoal, Blanco and Choco.

Adriana

Adriana, as the name suggests, reflects richness in its own being. It is devised in particular to break the shackles of conventionalism surrounding sanitaryware. A sharp curve at the edges gives it a nifty touch, making it more swanky and suitable for all contemporary interior settings.

Oliver



They are notably the most adorable form of ceramic produce. They are all-setting friendly range as they can go with all layers of the interiors. They carry rhythmic balance in their real form and can bring a conventional acclaim to your routine.

Avery

The uncanny player of the sanitaryware family is designed with

a specified vision to bring to you the most electrifying combination of geometry and craftsmanship. They are simply elegant and match all types of abodes, complimenting other aspects of dwelling too. ⊕

Contact Details

🏠 www.varmorasaniaryware.com

PROJECTS

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





An Urban Oasis

1 Above designed by Sumesh Menon Associates is a rooftop lounge with a chic vibe

TEXT BY: Panna Roy Choudhury (TTI)
PHOTOGRAPHS BY: COURTESY SUMESHA MENON ASSOCIATES





1 Above is an elegantly designed contemporary rooftop lounge, where you can unwind to the beats of the live music, sipping on signature cocktails while indulging yourself in flavourful Sheesha and an array of delectable vegetarian cuisine from across the globe.

The lounge has two vast sections, one is air conditioned while the other overlooks the beautiful city skyline.

The restaurant is reminiscent of chic global contemporary spaces. The hues and tones utilized lend to a sense of grandeur and add a chic vibe to the ambience which adds to the overall experience.

Founded by the young and dynamic trio of Kripesh Sanghvi, Jigar Sanghavi and Abhijeet Mankar, this is Sigrid Ospitalia's first hospitality venture.

Designed by Sumesh Menon Associates, 1 Above has a look that is chic, modern and sophisticated with the entire space having a swanky, avant-garde look with a synthesis of futuristic patterns and textures that dominate the space.





The main entrance is through a dream-like tunnel passage laden with fairy lights and greenery.

The piece de resistance is the 35-foot long backlit bar flanked in either side by a stunning sculptural tree-like lighting installation built in MS and topped off with perforated ACP panels that reflect light to give a dramatic effect to the space.

There is an interplay of several materials, like mirror, wire meshes, metal, varying types of stone, alabaster, NR mirror, etc. throughout the space that are seemingly disparate but build a cohesive design language throughout the space.

Flooring of the bar is of WPC with solar pinspot twinkly lights.

The alfresco bar has a mix of custom elevated bar style seating, sleek cabanas, semi private VIP suites and interesting enclosure seating.

1 Above fuses culinary creativity, modern presentation, unique gourmet techniques with exquisite design elements to create a regal experience for each individual. 📍

Contact Details

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Greek Love...

Thalassa is Mariketty's foray into **Mumbai** bringing the magnanimous Greek hospitality with design elements that translate into all things happy...

TEXT BY: Panna Roy Choudhury (TTI)
PHOTOGRAPHS BY: Courtesy The Designer



A freshness that hits you like a blast from the Mediterranean and right in the middle of the city...leaving you wanting for more...

Thalassa, at 21st street Khar, is Mariketty's foray into the heart of Mumbai. It offers the signature warmth and sheer happiness of Greek hospitality, coupled with

the tranquil atmosphere and the laidback bohemian vibe of Goa.

It's a sprawling yet intimate space that is most inviting and comfortable. The design and ambience of Thalassa transports you to Greece with its white and turquoise decor, vintage terrazzo flooring, rustic wooden furniture and traditional music. Canopied with bougainvillea, nestled away from Mumbai's chaotic pace, is a courtyard where time slows down over good food and wine. The distinctly airy, Mediterranean summer-holiday vibe of the Thalassa brand is captured with whimsical elements that are reminiscent of the sea, creating the feel of a quaint taverna in the winding lanes of Santorini.

There is an honest, organic feel to the interiors, and everywhere one sees the signs of a chef with a big personality. The courtyard comes into its own after dark, and there's a plush, underground, wine cellar named after Dionysus - the God of Wine. As owner-chef Mariketty says, "These tables are for dancing on..."

**THE DESIGN
AND AMBIENCE
OF THALASSA
TRANSPORTS YOU
TO GREECE WITH
ITS WHITE AND
TURQUOISE DECOR,
VINTAGE TERRAZZO
FLOORING, RUSTIC
WOODEN FURNITURE
AND TRADITIONAL
MUSIC**





Thalassa is not just another themed restaurant but so much more. The architects Nitin Khatwani and Bharat Shivdasani from Watermarks have imparted a sense of clarity and brought unique design elements that help recreate the Mediterranean feel for the visitors. There is a marked difference giving each of the designs an individual distinct character inspite of emerging from the same design fabric.

Maia Katrak from The Republic, an advertising and design agency responsible for the very appealing interior deco of Thalassa were keen to design a unique customer experience. They brought in their expert understanding of the young, affluent, wired, urban consumer in turn helping them achieve the right look and tone.

A great Goa vibe with a tranquil atmosphere, laidback bohemian spirit and the smell of the sea, it often feels less like a restaurant and more like a comfortable, cosy home of a Greek friend. A friend named Mariketty... [+](#)

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Coming Home...



Pooja and Arbaysis Ashley of The Ashleys create a “Home” with an artistic duplex design in **Mumbai**

TEXT BY: Panna Roy Choudhury (TTI)
PHOTOGRAPHS BY: Courtesy The Ashleys

“**D**esign is about surrendering, it’s all about how much of me you can allow to be without getting you involved in the process...” – Arbaysis Ashley

Design gets refined due to the individuality of the designer...and the more eclectic, the more exciting is the project. The Ashleys bring this dynamism, a fresh breath of air that breathes poetry, art and marries it to design. They have a refined sense of detailing and elite customization



that defines the marked edge that design can bring to a product, space, structure or even detail.

The client brief was to create a space that felt like home, warm and inviting. A huge icon in the gaming industry yet very humble and unassuming, his requirement was for a house which would provide a relief from the hotel ambience that was a regular part of his globe-trotting lifestyle.

The Ashleys worked together weaving in the client's brief into their innate understated style of work. Originally 2 Flats of 3BHK situated in Mumbai, each spread on separate levels were recognized to recreate a "Home". The home was deliberately planned into two zones - the lower being more open to the guests with the Living, Dining, Kitchen, One Guest Room and a Home Entertainment Room.

The upper zone was planned to bring in complete privacy consisting of a Parent's Room, Master Bedroom and the Room for their two little ones. The plan was designed to have

an immediate private escape to the upper level without running through the entire home. The carefully picked colors, contemporary style and art, the handpicked accessories, etc. all together bring in mixed expressions of minimal, stylized, earthy and arty feel to the project as a beautiful canvas fluidly put together yet worked out within a modest budget. There is ample use of materials like wood that bring warmth.

The Entertainment Room or the 'Den' is wrapped in a neutral grey canvas to hold out its bold red wall against which is a finely carved Black Ferrari Emblem acting as a set. A deep seating sets up a perfect place for casual lounging to comfortably enjoy a three hour movie at a stretch. The walls resonate with the thrill of an acoustically treated room to enjoy fine sound.

The master bedroom at the upper zone is a private space, planned in such a way that the den, the study around this space seamlessly connects through a glass wall giving the whole space a

**THE CLIENT BRIEF
WAS TO CREATE A
SPACE THAT FELT
LIKE HOME, WARM
AND INVITING**






THE CAREFULLY PICKED COLORS, CONTEMPORARY STYLE AND ART, THE HANDPICKED ACCESSORIES TOGETHER BRING IN MIXED EXPRESSIONS OF MINIMAL, STYLIZED, EARTHY AND ARTY FEEL



luxurious look. Visually, the space is enjoyed as one whole and privacy comes in simply through automated fabric roman blinds. Luxury for the master bedroom also flows into the bathroom which has been planned into three zones bringing in a sense of a spacious lifestyle. The outer core contains the Jacuzzi set opposite a mirrored wall which camouflages deep storage and also dramatically enhances the perception of space. The inner core has a separate block for the shower and WC. The library separating

the den and study changes appeal from warm wood in the den to contemporary red in the study area.

Designed as a set of carefully balanced random niches, it is a space where everything seems to fall in place almost naturally just as the designers aspired to... 

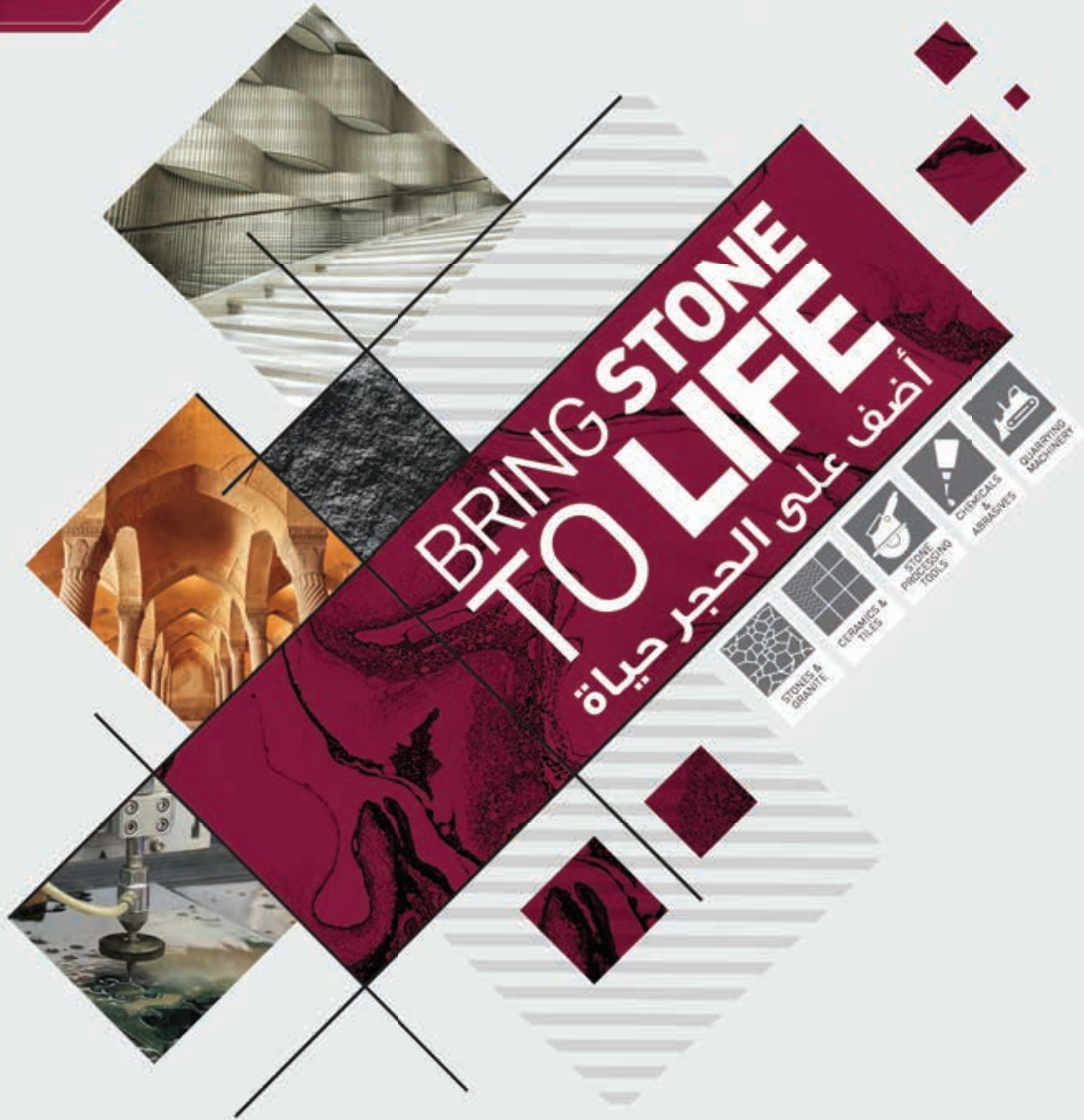
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 www.theashleys.co.in



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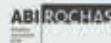
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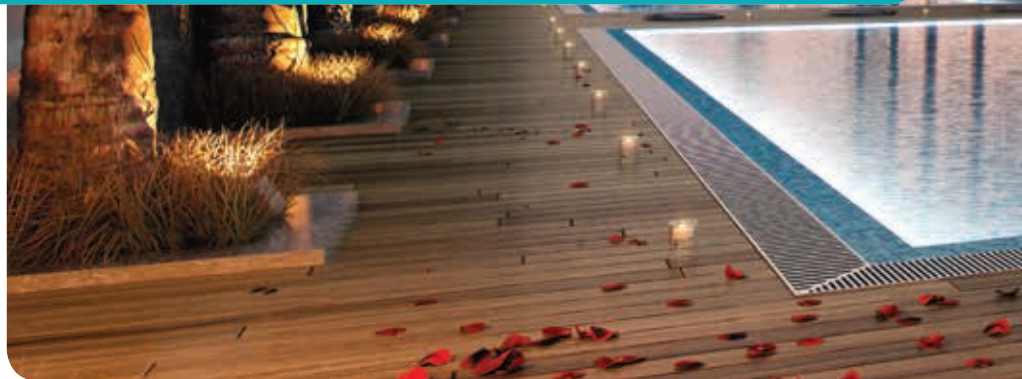


Atul Chordia
Chairman-Panchshil Realty

Modern Lifestyle

Panchshil Realty, Pune's leading real estate developer now brings its latest offering in 'Panchshil Towers', an inspiring 350 feet into Pune's skies...

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



Reestablishing itself as the number one player in the luxury residential real estate, Panchshil Realty's latest offering 'Panchshil Towers' certainly sets high standards in more ways than one. Offering an almost perfect synergy between luxury and technology, Panchshil Towers offers luxurious 3 and 4 BHK apartments, 5 BHK penthouses and podium villas.

Designed for modern living and finer lifestyles, Panchshil Towers is strategically and conveniently located at Wagholi.

A mere walk away from EON Free Zone and World Trade Center in Kharadi, and a few minutes away from the bustling neighborhoods of Koregaon Park and Kalyani Nagar, Panchshil Towers is easily accessible and serves as a perfect residential location.

Built using the Dry Construction technology perfected by Panchshil, Panchshil Towers is the premier quintessence of dry wall construction technique, which replaces brick or block walls partition and enclosures in most of

the places, and facilitates speed of construction, ease of repairs and maintenance. Dry wall construction offers sound control and makes interior spaces fire and damp resistant. It is also more versatile and allows up to 70% construction time saving as compared to traditional wet construction. The system requires minimum use of water, thus generating minimum construction waste. Dry wall construction technique is also viewed as the latest thing in green building technology.



DESIGNED FOR
MODERN LIVING AND
FINER LIFESTYLES,
PANCHSHIL TOWERS
IS STRATEGICALLY
AND CONVENIENTLY
LOCATED AT
WAGHOLI







Apartments at Panchshil Towers have been designed by renowned architect Shekar Ganti and are a true

reflection of modern architecture. All residences are designed to be contemporary in flavor and function. Sharp design provides large family-centric, multi-functional living zones with special additions like study, lounge and exterior deck. Floor to ceiling windows with double glazed low-E glass accentuate the entering light, while the dramatic false ceiling offers concealed mood lighting and modular switches, amplifying the open, flowing layout. The modular kitchens are equipped with soft-close drawers and cabinets for noise-less, discreet opening and closing.


The high speed Mitsubishi elevators are an extension of the many comforts of living at Panchshil Towers. Superfast yet extremely safe, these elevators can achieve a top speed of 2.5 MPS. Personal access cards ensure that only the residents can control the elevators and monitor entry and exit. The 3-in-1 Yale locking system ensures ultimate safety for the apartments, and includes access via key, password as well as biometrics. Each apartment is also equipped with centralized air conditioning with the efficient VRF cooling technology. Another crucial safety measure in Panchshil Towers is Viega from

ALL RESIDENCES ARE DESIGNED TO BE CONTEMPORARY IN FLAVOR AND FUNCTION. SHARP DESIGN PROVIDES LARGE FAMILY-CENTRIC, MULTI-FUNCTIONAL LIVING ZONES WITH SPECIAL ADDITIONS LIKE STUDY, LOUNGE AND EXTERIOR DECK



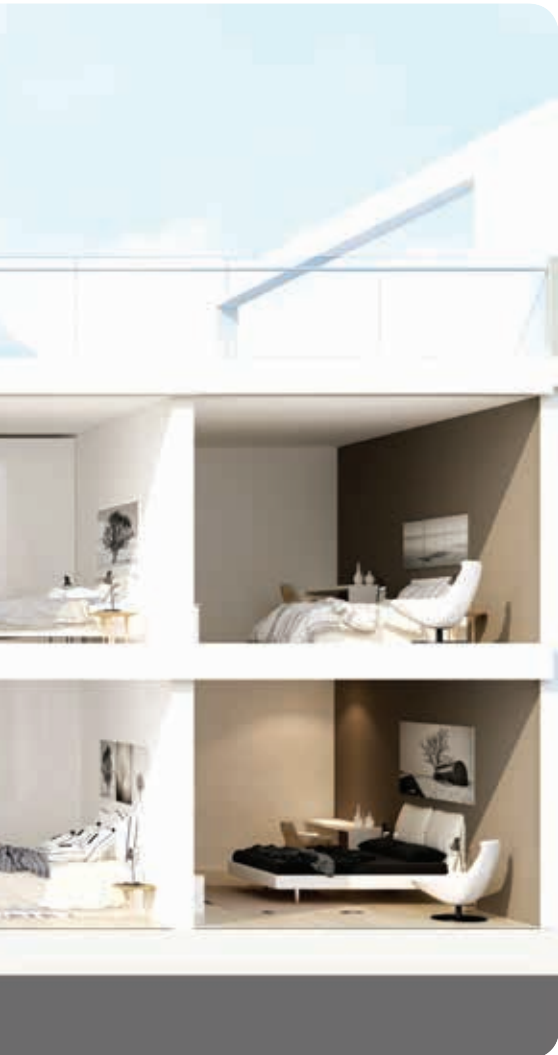
Germany, a firefighting system which uses pipes that are non-welded, with zero chance of corrosion or leakage.

Another path breaking approach used in Panchshil Towers is the use of 'Bath Pods'. Panchshil has pioneered the use of prefabricated bathrooms instead of brick and cement work, and is the only company using this technique in India. Ideally termed as Bath Pods, these bathrooms are prefabricated entirely in factory conditions off-site and then transported to and fitted into the designated area. A perfect upgrade to conventionally built bathrooms, a Bath Pod also facilitates easy plumbing and electrical connections within few hours.

Curated landscapes create pleasant, usable outdoor spaces, including waterscapes, cascades, fountains and the Urban Lake, serving the need for a wholesome living experience. Panchshil Towers is much more than a luxury residence; it's the perfect place to lead a finer holistic lifestyle. 

Contact Details

 www.panchshiltowers.com





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- DOMOTEX
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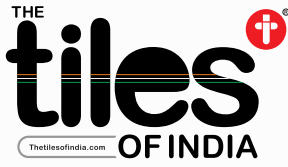

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PRODUCTS

Products section comprises new offerings from leading brands. Know about its features, specifications, size and colour options. Choose the best options in floor and wall to beautify your personal or commercial space. Flip through the pages for all this and more...



Wonder Woodland

Vita Vitriified Tiles has come up with the most appealing woodland collection inspired by forests and cultures of various continents of the world

TEXT BY: Sheetal Joshi (TTI)

PHOTOGRAPHS BY: Courtesy The Brand

Designers from Vita Vitriified Tiles have created 30+ exceptional wooden textures for our wooden tiles collection called 'woodland', by exploring cultures and forests of various continents of the world.

The perfection and high quality of wood look tiles ensures perfect laying, and at first glance it is almost impossible to realize that it is tiling and not an authentic high quality wooden floor.

Vita offers a wide choice of wood effect floors; simply choose the one that suits your taste and ideas best. Their consultants can give the best possible advice, helping the client choose the best type

to suit their needs. The patterns are created by combining different shades of wood, which change colour throughout their life cycle, creating classic or more informal atmospheres each time.

The colour shades therefore suggest freshly cut, natural wood used in interiors shielded from the elements, or wood used for exterior works in burnished shades where exposed to direct sunlight or darker greys when kept in the shade.

Wood look tiles are one of the key trends for indoor and outdoor flooring, capturing the beauty of natural timber and combining it with the durability of ceramic tiles.

These products from VITA look

so real to the naked eye that it is nearly impossible to know that it is not real wood. Due to advancements in technology and manufacturing processes, this tile flooring contains a level of detail not previously possible. The detail is highly innovative and precise making these products mirror the look and feel of a hand scraped wood floor

These are the products from the 'Woodland' collection:

Ashwood

Fabulous texture with the feel of raw ash of olive tree family found from North Europe.





Aivery wood

It is a fusion texture developed with aivery color feel given to raw wood.



Pinewood

It's a great mixture of Indo-European culture depicting beauty of both cultures into a single texture.



Timber

The textured design inspired by the sliced tree wood patterns



Arctic wood

The texture with whitish frozen feeling displaying colors of Arctic Ocean and its many islands like Greenland, Amsterdam, Hudson etc.



Ogea wood

An excellent texture from the jungles of Western Africa.



Pear wood

A great combination of Old Western Europe and North Africa into one texture with a never before seen design.



Cedar wood

This texture is derived from a wood which is processed and made with seven different woods from Atlanta, California, Taiwan, China, Mexico, Japan, Australia.

Irish wood

The marvelous design has been inspired by the Republic of Ireland.



Lati wood

Something that appears durable with yellowish and reddish feel developed from Western Africa.

Contact Details

 www.vitagrano.com

Bold & Beautiful

These latest collections from some of the leading manufacturing brands will beautify your space and décor...

AGL tiles bring a unique collection of Glazed Vitrified Tiles named as GRESTEK that bears qualities beyond its time and technology. GRESTEK range showcases its broad and bright mosaic of glazed vitrified tiles in digital and non-digital formats. It has been added with two new introductions i.e. Grestek Splendor Series and Grestek Marvel Series. AGL Grestek Splendor is 800 x 1600mm tiles size with utterly made of Italian marble designs and mirror like design patterns. It is best for those who are looking to floor their places with grandeur and luxurious space.

 www.aglasiangranito.com





Antica Ceramica has introduced “Stone Passion” Tiles Series from DOMUS from Peronda (Spain). It is a perfect option for walls and flooring for home and workplace and allows creating a unique environment tailored to your specific tastes. These beautiful looking tiles are made from naturally occurring substances, giving them a very distinctive look. His physical application can range from decorative walls, terraces, bathrooms, kitchens, floors home, halls.

 www.anticaceramica.in



H&R Johnson (India) has introduced Johnson Top Shield, an anti-microbial counter top in quartz. Johnson Top Shield is a pre-fabricated, ready-to-install and germ-free quartz kitchen countertop that will change cooking spaces forever. It is available in a variety of textures and colours. The standard dimension available is 10ft x 28½ inches and the standard thickness is of 18mm.

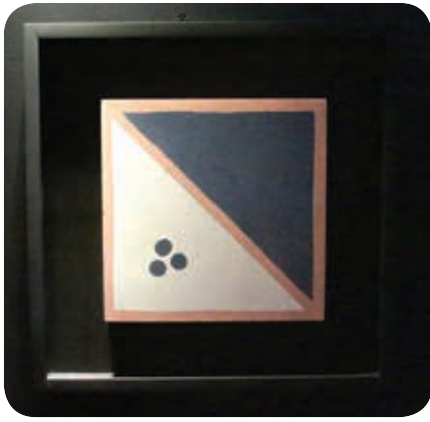
 www.hrjohnsonindia.com



Simpolo has launched- Salted Concrete outdoor tiles. Effortless fixation, simple maintenance and visually appealing, these tiles offers an experience that will always exceed your expectation with energetic demonstration of designs for the outdoor domain. It is available in Size: 398 x 800mm & 398 x 398mm with 16mm & 10mm thickness.

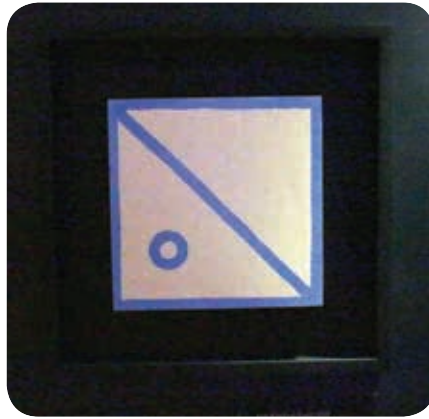
 www.simpolo.net

PRODUCTS GALORE



DashDashDot collection from **Bharat Floorings** is designed by Tania and Sandeep Khosla. This collection is inspired by the elemental properties of geometry; it is a whimsical collection of tiles constructed from lines (dashes) and circles (dots). The beauty of this collection lies in its immense versatility. From graphic bold black and white, to nuanced tones of dusty pinks, purples and greys, to Mediterranean hues of aquas and ochres, the collection lends itself to being interpreted in a wide palette of colors and moods – perfect for floor applications, to accent walls; a funky, statement powder room to a sprawling tropical verandah.

www.bharatfloorings.com




Notion has introduced splendid collection of Tiles for your Pool Patio, The Deck Tiles. This collection let you own an elite and exclusive design with the goodness of wooden look, to emit a modern outdoor pool deck space. These Deck tiles by Notion come with an absolute easy to install -click based system as well as they are efficiently put together to stand on non slippery, weather resistant and stain resistant properties.

www.notion.net.in



Orient Bell has launched its new 2017 collection of floor and wall tiles, employing the latest technology in manufacturing that adhere to international standards. The brand has launched Vitrified tiles; Glazed vitrified tiles, polished glazed vitrified tiles and Elevation tiles. With wide variety of design, art work and surface textures, these tiles are highly abrasive and are often used for outdoors due to their resistance against water and frost.

 www.orientbell.com



Classic Marble Company has the launch of a marble- inspired porcelain tile - Marmi Extra Whites. Launched under the company's slim technology brand KalingaSlimtech, the new introduction belongs to the Grande Porcellana 6mm Ceramic Slabs range. Marmi Extra Whites is a perfect representation of Italian marble with signature style veins on polished, glossy full-body slab. The large size porcelain tile with snowy white appearance resembles Statuario – the white natural marble - and lends classy and elegant look to an applied area. This makes it an appropriate laminate choice for all interior and exterior facade and flooring applications. Being characteristically strong the 6mm thin modern porcelain tiles resist wear and tear and are equally apt as laminates for wardrobes, cabinet, consoles and shelves, among others.

 www.classicmarble.com



Eclectic Décor



Bent Chair is a décor brand that is helping evolve the modern needs of aesthetic engagement

Bent Chair is an eclectic decor brand that custom designs an array of contemporary furniture and funky fitments. Their focus is to bring you affordable luxury with a universal appeal. They work consistently on design innovation and re-interpretation with a very careful selection of materials.

As the great Mid-century modernist Charles Eames once said – “Design is a plan for arranging elements in such a way as best to accomplish a particular purpose”. Bent Chair as a brand is wholly aligned to this philosophy in

their constant efforts to arrange the customer’s needs with their ability.

From mid-century to the present, home décor approaches have gone through Art Deco, Art Nouveau, and contemporary movements in a significant departure from Victorian styles reserved for the elite. Also, this departure has evolved as an attempt to commodify furniture and décor accessories to address the needs of growing consumers. The millennial age has fresh needs of aesthetic engagement. And that is the bend the Bent Chair team is following.



From design innovation and re-interpretation to material selection, their focus is to bring you affordable luxury with a universal appeal.

Also at the heart of this initiative is their co-operative manufacturing enterprise that brings the best of technologies in the hands of local artisans across north India. This not only gives them a sense of pride and ownership, but also the challenge of producing high quality designs.



At the core of the Bent Chair design process is a team of some of the sharpest minds experienced in design aesthetics, engineering and production. Members vary from Red Dot Design Award winners to Stanford alumni specialising in Engineering Management, pioneers of Indian F&B industry to the most experienced production engineers. This collaboration materializes at their 50,000 Sq.ft. design and manufacturing facility situated in rural Haryana, India. It's the first- of its kind initiative to empower local artisans through a co-operative business ownership model.

The team works as a whole from the design to the manufacturing process which includes ideation sketches to CAD designs, from prototypes to material selection and final production. Every aspect of innovation on sustainability and design economy is explored. The result is a spectacular range of products that Bent Chair brings to you through its on-line as well as off-line channels. 

Contact Details

 www.bentchair.com

The Home Story



*Azhar & Ayaz
Ali Sayed*



The Home Story

is a one stop destination for ultimate décor ideas



“The Home Story” is based in Byculla. It is a one stop destination for most architects, interior designers and clients looking for that one exclusive piece that will transform any place from the ordinary to spectacular!

It is the crystallization of a dream of the brother duo, Azhar Ali Sayed and Ayaz Ali Sayed, a labour of love, an endeavour to bring the best in décor from the world right into the heart of Mumbai. It strives to encourage and create sensational experiences

by providing beautiful décor pieces which are passionately inspired and handcrafted by master artisans to nurture the feeling of exclusivity.

The family already owned an existing successful business of wall papers with a very strong client base from all over Mumbai including the extended suburbs of Borivili and Thane. They felt a need during their interactions with their clients for a space that could meet all the demands of creating an aesthetic space under one roof giving the



client a 360 experience. They already possessed a good understanding of aesthetics and that is how the idea of The Home Story took root. The idea was to up the ante as far as décor and aesthetics were considered by giving a value based experience while at the same time fulfilling the need of the client to have a better looking space.

Indians today are extremely well travelled and most crave to bring back things of exquisite beauty from their journeys abroad. The Home Story aspires to meet this need by providing its clientele the same goods right here in the middle of the city.

Their products are sourced from the best craftsmen of the world and each product spells quality, exclusivity and is sure to bring a lot of happiness to the owner. Products are sourced from all over Europe and UAE. Exclusive crystal products, leather, glass, wood, venetian mirror and the very rare petrified wood range, natural teak wood are all under one roof to give that exclusive designer hand crafted experience. It is also important to note that they are all priced most reasonably and are therefore more accessible to people.

The brothers feel that they are offering an exclusive, emotional experience...a "wow" experience making The Home Story a truly unforgettable experience... 📍

Contact Details

The Home Story

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Next to Gloria Convent School,
Byculla East Mumbai 400027

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+91 9819193531

News Bulletin

HSIL Next Gen Hindware Galleria & Queo Luxury Bath ware Store opened in Hyderabad

HSIL Limited has inaugurated its new state-of-the-art Hindware Galleria and QUEO concept store in Hyderabad. The store named Bath Boutique is located in the upscale area of High Street Banjara Hills, Road No 12. It is the company's exclusive joint galleria and concept store in India and showcases a wide range of premium and luxury products by the brand ranging from faucets, showers, washbasins, chromo showers, bidets to WC's. The store's retail format is planned keeping in mind the versatile set of customers in the region who enjoy a fine mix of premium and luxury sanitaryware products. It is inspired by the idea of timeless art and the brand's desire to enhance

customers' bathrooms with elegance and refinement. Spread over 3000 sq. ft. area, the store also boasts of an exclusive QUEO Luxury bathroom zone dedicated

to showcase the fashion lines by renowned designers like Antonio Bullo, Romano Adolini, Fedrico Tombolini, Chiara Valeri and Antonio Cristofaro.



GROHE Blue Home named Kitchen Innovation of the Year 2017

Consumers have voted GROHE Blue Home as the Kitchen Innovation of the Year 2017. This accolade will definitely hold a special place for the sanitary manufacturer, given that this award comprises both a nomination round by a panel of expert judges and a concluding

round in which consumers have the final say. Having scored the best results in the 'Kitchen sinks and Faucets' category, the innovative and highly functional GROHE Blue Home water system garnered the prestigious 'Golden Award Best of the Best' accolade.

The award ceremony was staged on the occasion of Ambiente, the leading consumer goods show, in

Frankfurt. Some 200 invited guests attended the event on February 11, marking the eleventh anniversary of the LifeCare initiative's Kitchen Innovation of the Year award.

The outstanding quality of the GROHE Blue Home water system is now also documented by this prestigious seal, which provides independent and trusted guidance for consumers.



Intex Technologies to offer smart Home, Kitchen & Office Interior Solutions

Blending technology, innovation, contemporary design and aesthetics with consumer friendly pricing, Intex Technologies has launched a new category of furniture and interior solutions, expanding its business portfolio that consists of Mobiles and Consumer Durables & IT

Accessories. The company launched its new brand 'Deco Veco' and opened its first flagship experience Store under the brand in Kirti Nagar, New Delhi with an area spread across 7500 sq ft. Through 'Deco Veco', for the first time Intex will offer concept based retail to customers by showcasing concepts in home, kitchens, office and institutional furniture supported through a

digital platform, decoveco.com. The Store is an experience centre with four floors dedicated to Home Furniture, Modular Kitchens, Office & Institutional Furniture with a wide collection of trendy and world-class product. The company has just launched 'The Great Indian Kitchen Festival' wherein it will give away upto 25% discount on Modular Kitchens and Wardrobes for a month. [+](#)

EVENTS

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





Cevisama- The Perfect Future

Cevisama grows again thanks to rise in uptake of bathroom sector and increased ceramic tile content



The 35th edition of the International Fair for Ceramic Tiles and Bathroom Equipment took place from 20th to 24th February at Feria Valencia. The show 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, frits, glazes and colours for ceramic, roof tiles and bricks, materials and tools, natural stone and bathroom equipment. 721 companies from these sectors gathered over an exhibition area in excess of 110,000 square meters, including 511 Spanish companies and 210 foreign brands from a total of 38 countries, particularly from Europe and primarily from Italy.

This progress comes as a result of the ceramic tile industry's confidence in the event and the

growth of the bathroom industry, which already has Cevisama as its main sales platform in Spain. In both sectors, the fair has recovered the leading companies and managed to fill completely all the eight pavilions of Feria Valencia, in which the event took place.

The very latest trends in ceramic

The trends that visitors of Cevisama noticed this year combine timelessness and neutral materials with an ever increasing range of formats, from the largest possible sizes to the smallest. Faithful reproductions of stone, marble, wood and cement are still very much in evidence, whilst other outstanding effects include pure metals, steel, terrazzo and 'straciatella' finishes. Also, different textures of ceramic, which create environments full of character, are currently a raging success. Decorators and project designers are increasingly experimenting with artisan ceramic and terracotta, reviewing colour and are also playing with movement that breaks away from uniformity and with explosions of bright colours and geometric shapes that disrupt all perspective – a reaction to minimalism.

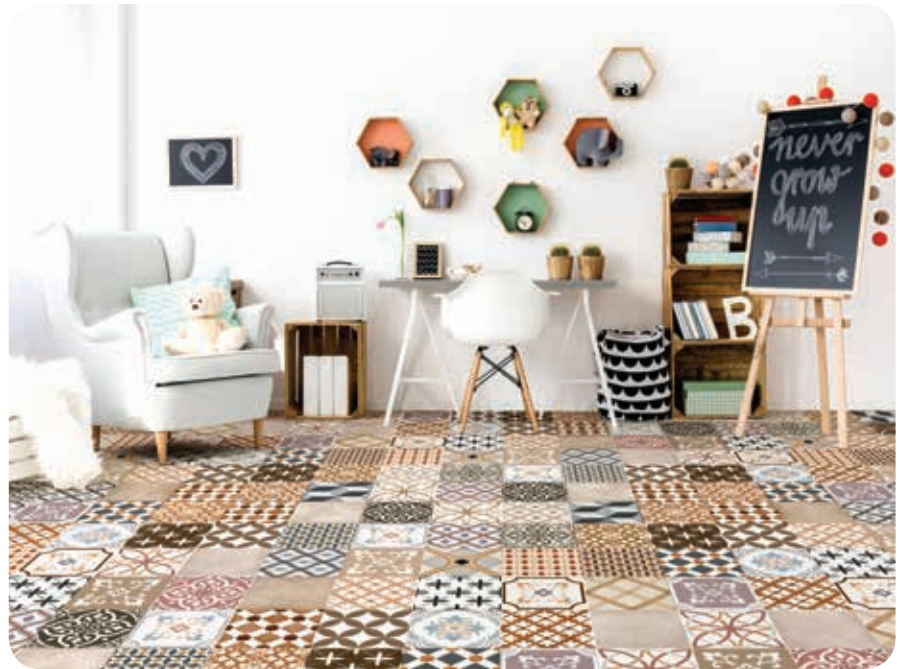
CevisamaLab

Leading names in architecture and interior design round out a top level programme set to add value to fair's commercial content. Iconic designer David Carson spoke at CevisamaLab. This is one of the most eagerly awaited talks. And not in vain, Carson (born in Texas in 1954) is known worldwide by the moniker "father of grunge" and is considered to be one of the most influential designers ever. David Carson discovered the world of design in 1980, at that point he held a degree in sociology and was a professional surfer. With no formal training in design he turned that world on its head, rose to the very top and stayed there. As he says





himself, he had no idea that he was breaking the rules because he did not even know they existed. The specialist media have dubbed him a “contemporary legend” (Print Magazine), “The most important living graphic designer” (Creative Review of London) and “The most googled designer in history” (Eye Magazine). For Apple he is “one of the 30 most innovative users”. He has worked for the world’s leading multinationals, institutions and organizations - Armani, Mercedes Benz, Audi, Microsoft, Pepsi, Levis, Warner and Nike, amongst others. His latest work is linked to the ceramic tile industry.



The event also displayed the work of students from the different Ceramic Tile Studies Departments promoted by ASCER at the Harvard, Liverpool, Graz, Barcelona, Alicante, Valencia, and Madrid Schools of Architecture, in ASCER's striving to disseminate knowledge of ceramics and ceramics applications to professional stakeholders.

This new show provides an innovative view of the integration of the latest technologies in ceramics for architecture, while simultaneously highlighting the Spanish ceramic industry's intense activity in developing environmentally friendly materials that enable development of far-reaching construction solutions. New





processes, novel uses, sustainable construction, energy efficiency, innovative building construction systems, fresh applications, and spatial refurbishment, among others, thus make up the design projects undertaken by students in the Network of Ceramic Tile Studies Departments. †

Contact Details

🏠 www.cevisama.feriavalencia.com/en

TRADE EVENTS

JAN



DOMOTEX
Jan 14 - 17, 2017
Germany
www.domotex.de



ACETECH
Jan 20 - 22, 2017
Ahmedabad, India
www.etacotech.com



THE INTERNATIONAL SURFACE EVENT
Jan 18 - 20, 2017
Las Vegas, USA
www.tisewest.com



MAISON & OBJECT
Jan 20 - 24, 2017
Paris
www.maison-objet.com

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FEB



BUDMA
Feb 7 - 10, 2017
Poland
www.budma.pl



CEVISAMA
Feb 20 - 24, 2017
Valencia, Spain
cevisama.feriavalencia.com

MARCH



THE INDIAN CERAMICS
March 1 - 3, 2017
Ahmedabad, India
www.indian-ceramics.com



EXPO REVESTIR
March 7 - 10, 2017
Sao Paulo, Brazil
www.exporevestir.com



MADEEXPO
March 8 - 11, 2017
Milan, Italy
www.madeexpo.it



UNICERA
March 8 - 12, 2017
Turkey
www.unicera.com



APRIL



COVERINGS

April 4 - 7, 2017
Orlando, USA
www.coverings.com



EUROCUCINA

April 4 - 9, 2017
Milano
www.salonemilano.it



MOSBUILD

April 4 - 7, 2017
Moscow, Russia
www.mosbuild.com



CANTON FAIR

April 15 - 19, 2017
Guangzhou, China
www.cantonfair.net



CERAMBATH

April 18 - 21, 2017
Foshan, China
www.cerambath.org

MAY



MIDDLE EAST STONE

May 22 - 25, 2017
Dubai
www.middleeaststone.com

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JUNE



CERAMICS CHINA
JUNE 1 - 4, 2017
 Guangzhou, China
www.ceramicschina.com.cn

SEP



BIG 5 CONSTRUCT INDIA
SEP 14 - 16, 2017
 Mumbai, India
www.thebig5constructindia.com



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www.cersaie.it



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Uma Aishwarya House, Home No.8-2-502/1/AG, Road No.7, Banjara Hills, Hyderabad (A.P.) - 500034

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

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

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

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

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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 Ummmer 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 - Banglore Bypass,
Ambegaon B. K., City-Pune,
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Tel: 020-20241032,
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