

THE  
**tiles**<sup>®</sup>  
OF INDIA



ISSN 2321-2713

₹ 200

Vol. 05 | ISSUE 5

JAN-FEB 2017

CERAMIC • ARCHITECTURE • DESIGN

FOCUS: **MAKE IN INDIA**

**ARCHITECT IN FOCUS:**

Brinda Somaya

**HERITAGE PROJECTS  
BY ARCHITECTS:**

Yatin Pandya,  
Kapil Aggarwal &  
V.S Vigneswar



[www.thetilesfindia.com](http://www.thetilesfindia.com)

**INDIA'S FIRST MAGAZINE ON THE TILE INDUSTRY**

600x1200mm  
800x800mm  
**GVT**

**Hi Gloss**  
Finish



# Inspiring Reflections

-  Digital Printing +
-  Abrasion Resistance
-  Low Water Absorption
-  Eco Friendly
-  Nano Technology
-  High Reduction Glaze
-  100% Replacement for Italian Marble
-  Zero Maintenance
-  Random Design
-  Imported Super Glaze
-  Granula Application



**VARMORA**  
innovating happiness

**TILES • SANITARYWARE**

600x1200mm  
800x800mm  
**GVT**

**Hi Gloss**  
Finish



# Shattering Design Conventions

## VARMORA GRANITO PVT. LTD.

**HEAD OFFICE** : 8/A National Highway, At.-Dhuva, Tal.-Wankaner, Dist.- Morbi. Tel.: +91-98252 23068, Fax: +91 2828 287700  
E-mail: marketing@varmora.com

**CORPORATE OFFICE** : A-54, 1st Floor, Elite Auto House, Mathuradas VasANJI Road, Andheri - Kurla Road, Andheri (EAST). Tel.: +91-22-263-33233,  
269390011/12, Fax: +91-22-263 73297, E-mail: mumbai@varmora.com

## BRANCHES AND COMPANY DISPLAY CENTER:

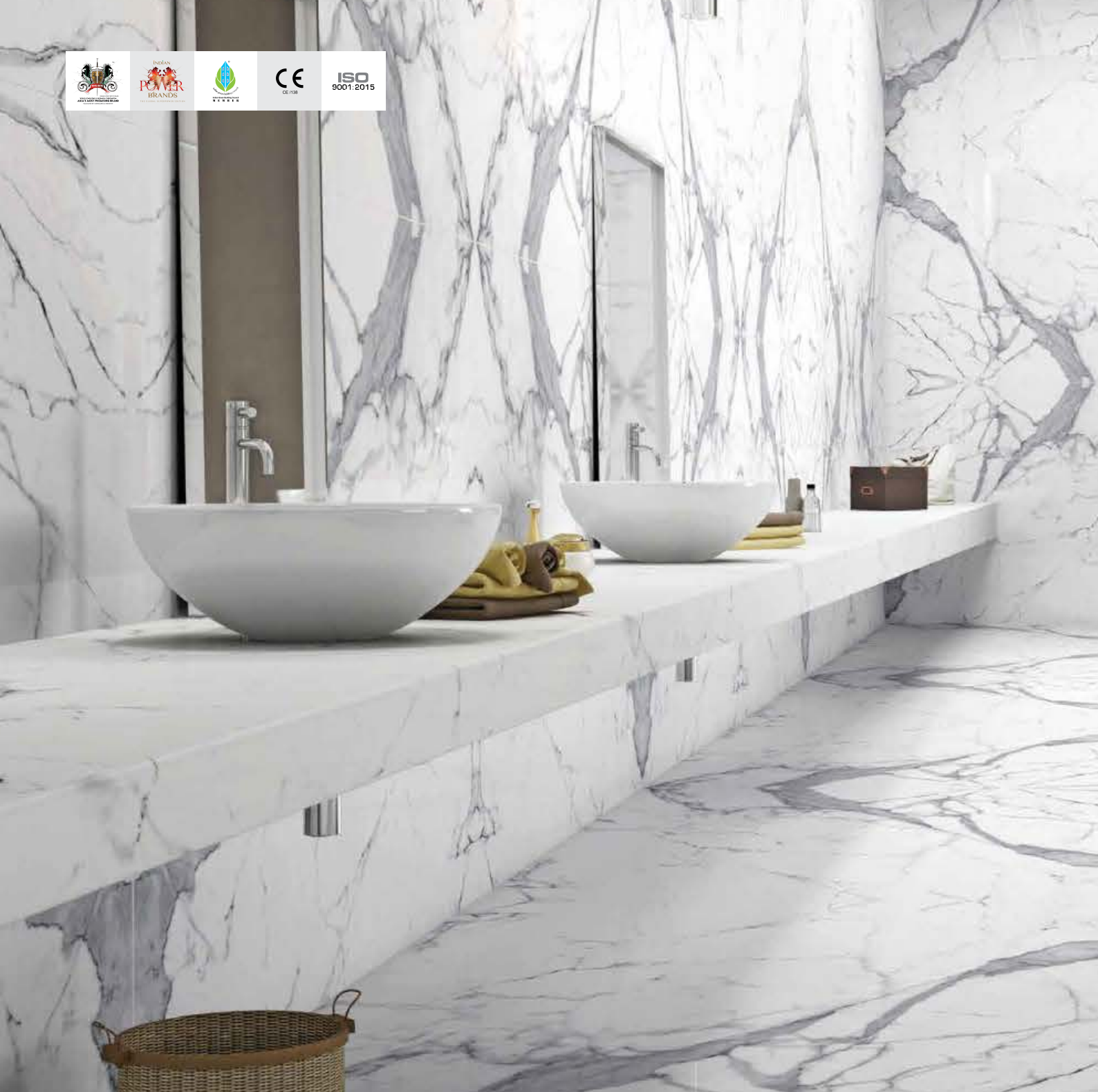
**ANDHRA PRADESH** : Door No.: 1-11-246, Surya Arcade, Opp. Cafe Bahar & Restaurant, Begumpet, Hyderabad-10, Mo.: +91-91771 73999 | **DELHI & NCR**: A-12 Sector-9, Opp. Sector-20 Police Station, Noida, U.P., Tel.: 0120-2533330-31-32, E-mail: delhi@varmora.com | **GUJARAT**: 4, Patel Avenue, Nr. Gurudwara, Off. S. G. Highway, Ahmedabad-15. Tel.: +91-79-40372812, E-mail: ahmedabad@varmora.com, | **GUJARAT**: 2, GP Park Society, Udhna-Magdalla Road, Surat, Tel.: 0261-2237499 | **HARYANA**: Plot No. 14, 1st Floor, Industrial Area, Phase 2, Panchkula, Haryana 134 113. Mob.: +91-85588 03712 | **KERALA**: Door No-33/1846, 1st Floor, Samuel Sons Build, Sobha Road, Chakaraparambu, NH-47 By Pass, Palarivattam, Ernakulam, E-mail: cochin@varmora.com | **KARNATAKA**: #55/C 42/1, 2nd Floor, Above Syndicate Bank, 40th Cross, 2nd Main Sangam Circle, 8th Block, Jayanagar, Bengaluru - 560 070, Mob.: +91-80416 12001, Email: bengaluru@varmora.com | **RAJASTHAN**: Ceramic Corner S-1, 5th Floor New Atish Market Gopalpura by pass, Mansarovar, Jaipur, Rajasthan-302 030, Mob.+91-96100 36363, 7230 072471 | **TAMILNADU**: No. 42/51 Third Floor, Above Union Bank Of India, Near Quality INN Sabari, Thirumalai Pillai Road, T. Nagar, Chennai-600 017, Tel.: 044-43551212, Mob.: +91 89398 06901, E-mail: chennai@varmora.co.in | **GOA** : E-mail: goa@varmora.com, Mob.: +91-8879665986 | **WEST BENGAL**: 241, Shantipally, Chakravortypara, Opp. Lane To Kasba New Market, On R.B. Connector, Kolkata-107, E-mail: kolkata@varmora.com

www.wolvescreata.com



Follow us





# SCS MARBLE

SINTERED COMPACT SURFACE

80x160cm  
120x120cm

Actual Size:  
798x1598mm  
1198x1198mm



Scan the QR code  
to visit our website

BRANCHES: MUMBAI: 31/R, Shri Laxmi jyot Industrial Estate Premises Co-operative Society Ltd., Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai-400 053. Tel: 022 40167131, Fax:022 40167132, E-mail: mumbai@simpolo.net AHMEDABAD: Aggrawal Mall, Office No.1, 3rd Floor, Opp. Bhagwat Vidyapith, S. G. Highway, Ahmedabad-380 061. Tel: 079 40037222 / 079 40052220, E-mail: ahmedabad@simpolo.net





*Stay ahead*

enter into a luxe

**lifestyle**

DELHI: Simpolo House, C-1, South City-1, Gurgaon-1222001, Haryana. Tel: 0124 4278820, E-mail : delhi@simpolo.net  
COCHIN: 33/2380 A-A1, NH Bypass, Vysali Bus Stop, Chakkaraparambu, Cochin-682 032, Mob: 093493 39938, Fax: 0484 4037118, E-mail: cochin@simpolo.net KOLKATA: Ground Floor, DB - 52, Salt Lake City, Sector - 1, Kolkata - 700 064. (W.B.)  
Mob.: +91 90733 53728, E-mail: kolkata@simpolo.net

Join us:     



# grès tough

800x800mm DIGITAL CERAMIC FLOOR TILES



HI DEFINITION  
DIGITAL TILES



IMPORTED  
GLAZE



12 MM THICK  
TOUGH & STRONG





Polished Teak



**SUPERBRAND**  
status nine times  
in a row



**CERTIFIED**  
for green  
buildings



**LARGEST**  
manufacturer  
of tiles in India



**MOST  
CERTIFIED**  
tile company  
in the world



www.kajariaceramics.com | TOLL FREE NO. 1800 11 2992









**oasis**<sup>®</sup>

Your Own Dream

TILES & SANITARY WARE

Flaunt the sheen of luxury

**HIGH GLOSS**  
DIGITAL GLAZED VITRIFIED TILES

60x120cm  
80x80cm

CORPORATE OFFICE:  
OASIS VITRIFIED PVT. LTD.  
8-A, National Highway, Kandla Road, (Gujarat) INDIA.  
E-mail: [info@oasistiles.in](mailto:info@oasistiles.in) | Customer Care: +91 70462 88888

[www.oasistiles.in](http://www.oasistiles.in)

GET IN TOUCH WITH  
SOCIAL NETWORKING





i n t r o d u c i n g

Exquisite Masterpieces Crafted for your Dream Abode



## Glacè Tone

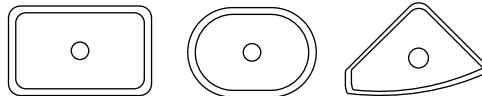
COLLECTION

Glacè Tone Collection adds new shine to projects with its matt style and beauty. A matt with loads of attitude one would say!! First time, something unbelievable has happened in Sanitaryware industry which will take it by a storm with its unparalleled beauty and functionality. Merging sensuality with evergreen classiness, Glacè Tone being back the joy of handcrafted perfection.

Life is Beautiful, Life is Design, Life is **VARMORA** 



## The Urban Style Statement



Six sensuously classy colors to choose from



### VARMORA GRANITO PVT. LTD.

**HEAD OFFICE** : 8/A National Highway, At.-Dhuva, Tal.-Wankaner, Dist.- Morbi. Tel.: +91-98252 23068, Fax: +91 2828 287700  
E-mail: marketing@varmora.com

**CORPORATE OFFICE** : A-54, 1st Floor, Elite Auto House, Mathuradas VasANJI Road, Andheri - Kurla Road, Andheri (EAST). Tel.: +91-22-263-33233,  
269390011/12, Fax: +91-22-263 73297, E-mail: mumbai@varmora.com

### BRANCHES AND COMPANY DISPLAY CENTER:

**AHMEDABAD**: 4, Patel Avenue, Nr. Gurudwara, Off. S.G. Highway, Ahmedabad-15, E-mail : ahmedabad@varmorasanitaryware.com | **BANGALORE**: 55/C-42/1, 2nd Floor, Above Syndicate Bank, 40th Cross, 2nd Main, Sangam Circle, 8th Block, Jayanagar, Bengaluru - 560070, Ph. 080-41612001 | **CHENNAI**: No.42/51, Third floor, Above Union Bank of India, Near Hotel Quality Inn Sabari, Thirumalai pillai road, T.nagar, Chennai. 600017, Ph.044-2043551212. | **DELHI & NCR**: A-12, Sector-9, Opp. Sector - 20 Police Station, Noida, Uttar Pradesh, Ph. 0120-2533330/31/32, E-mail: delhi@varmorasanitaryware.com | **JAIPUR**: S-1, "Ceramic Corner", New Atish Market, Mansarover, Jaipur - 302020. | **MUMBAI**: A-54, 1st Floor, Elite Auto House, Mathuradas VasANJI Road, Andheri-Kurla Road, Andheri(E), Mumbai-400093, Ph. +91-22-28389790/91/92, E-mail: mumbai@varmorasanitaryware.com

**Editor-In-Chief**

Mitul Metawala

**Associate Editor**

Panna Roy Choudhury

**Feature Writer**

Sheetal Joshi-Senior

**Art & Design Team**

Pramod Jadhav

Nikesh Shah

Rohan Kulkarni

**Sales**

sales@thetilesindia.com

**Advertising Enquiry**

sales@thetilesindia.com

**Subscription**

Nikesh Shah

subscribe@thetilesindia.com

**Editorial Enquiry**

info@thetilesindia.com

**Business Development**

Rutika Malaviya

Business Head & International

Industry Relations

rutika@thetilesindia.com

**International USA (Texas)**

Honey Panchal

honey.panchal@ahuman.in



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.

All rights reserved. Reproduction in whole or part without written permission is strictly prohibited.

## Publisher's Note



It is the beginning of a brand new year and we are very excited to bring to you the 'Make in India' special. This campaign was launched by our Honourable Prime Minister Narendra Modi and the Indian Tile and Ceramic industry has wholeheartedly contributed to making it a big success. We bring to you an interview with Joydeep Mukherjee and Nilesh Jetpariya, giving unique inputs regarding the industry and the trends to watch out for. The Architect in Focus explores the work of the celebrated architect and urban conservationist - Brinda Somaya.

Our intent for this issue was to find ways to showcase India at its best. As a country that boasts of a rich architectural heritage, it was but natural to look at projects that have found ways to restore this architectural heritage and make it accessible to the present. We cover three projects, The Beri-Chettiar House, The Dharampura Haveli and Sanskar Kendra. Exquisite in detail and a labour of love...each one of them will leave you spell bound!

There is also Nawwarah, a Moroccan themed fine dining lounge and Studio Job, projects that are very different in their functionality but defined by their desire to bring art into the daily life...

We have special reports of the KBIS 2017, Vibrant Ceramics Expo and Summit 2016 along with a pre- event sneak peek into the 25th Edition of Cevisama, which promises to be a smashing event!

Wishing you a great start to a promising year!

Happy reading!

Jignesh Trivedi  
Publisher & Design Director  
A Human Info Digital Media Pvt. Ltd.

**JOHNSON MARBONITE**  
PREFERRED OVER ITALIAN MARBLE

**TWINWHITE**  
WHITENESS. REDEFINED



# BRIGHT HOMES MAKE HAPPY HOMES.

Introducing TwinWhite - an exclusive range of tiles from Johnson Marbonite.



High Gloss Level

Johnson Marbonite TwinWhite tiles offer a whiteness index of 85% as well as high gloss mirror polish with a gloss level of around 90%, thereby leading to brighter living spaces. Offered in shades of white and grey in 12 designs, these tiles are designed to blend in with other interior décor elements. The TwinWhite range doesn't have the flaws of natural white marbles besides being stain resistant and cost effective.

Available in sizes of 60 X 60 cm, 80 X 80 cm and 100 X 100 cm.



**JOHNSON TILES**  
REDEFINING LIFESTYLES, WORLDWIDE.

**JOHNSON BATHROOMS**  
FIND CLARITY

**JOHNSON KITCHENS**  
KITCHENS TAKE CENTRESTAGE

**JOHNSON MARBLE&QUARTZ**  
NATURE, REINVENTED

Connect with us: [f/hrjindia](#) [You Tube/hrjohnsonindia](#) [t/hrjohnsonindia](#)

CustomerCare: 1800-22-7484 | Email: [customercare@hrjohnsonindia.com](mailto:customercare@hrjohnsonindia.com) | [www.hrjindia.com](http://www.hrjindia.com)





22

**22 INDUSTRY INSIGHT**

Joydeep Mukherjee, Executive Director and CEO, H&R Johnson India in a tete with The Tiles Of India

**28 INDUSTRY INSIGHT**

Nilesh Jetpariya, President, Morbi Ceramics Association talks about the latest developments in Morbi ceramic industry and initiatives taken to promote 'Make In India'

**32 ARCHITECT IN FOCUS**

The Tiles Of India features Brinda Somaya, a celebrated architect and urban conservationist and founder of Somaya and Kalappa Consultants

**38 LUXURY BATHROOMS**

Mark Bickerstaffe, Director of New

Product Development, Kitchen & Bath of Europe & Asia Pacific of Kohler brings to us the latest bathroom trends

**44 SHOWCASE | INTERNATIONAL**

Job Smeets and Nynke Tynagel of Studio Job talk to The Tiles Of India about their unique approach to design

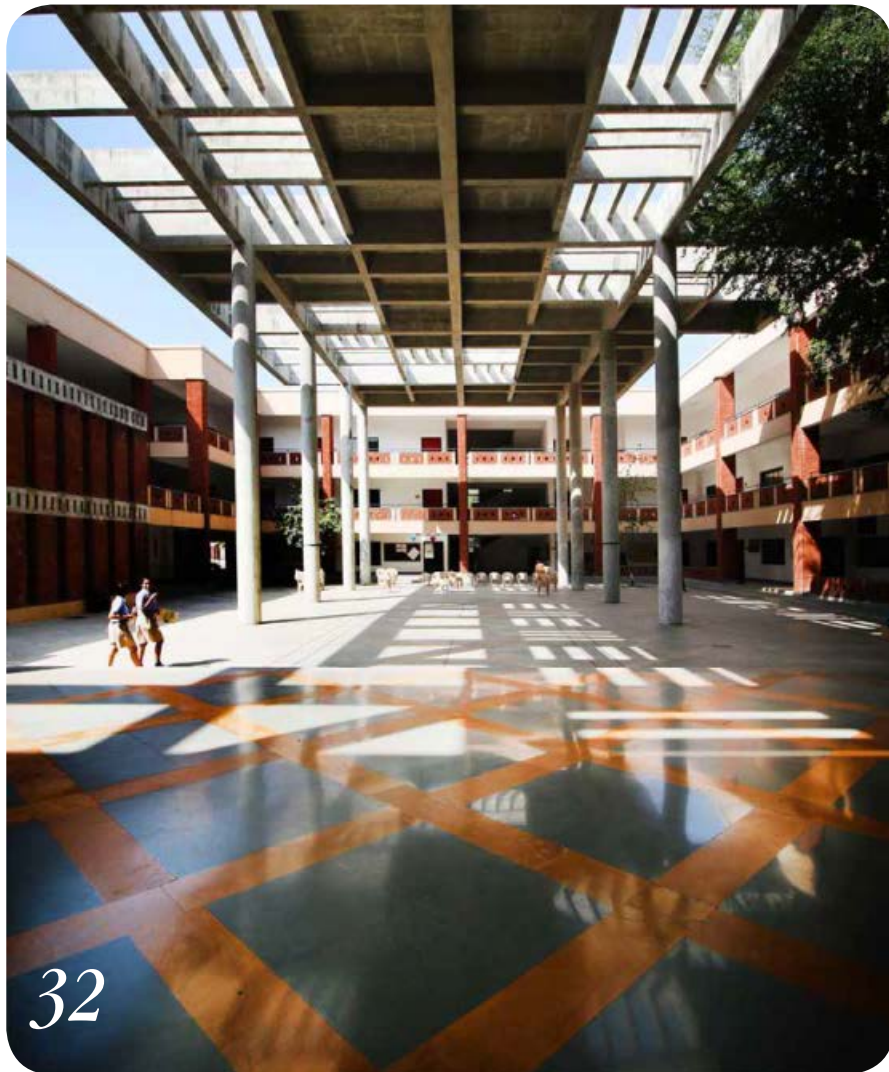
**48 SHOWCASE | HERITAGE**

Sanskar Kendra restored by Yatin Pandya of Footprints E.A.R.T.H evokes a warm sense of nostalgia

**52 SHOWCASE | HAVELI**

Architect Kapil Aggarwal restores the Dharampura Haveli and brings to life









the rich and layered world of Havelis

### 58 SHOWCASE | RESTORATION

The Beri-Chettiar house designed by V.S.Vigneswar, Principal Architect of Architecture plus Value is a successful example of a heritage building being re-invented for modern times

### 62 SHOWCASE RESTURANT

Ankita Baid, a young interior designer has designed Nawwarah, a Moroccan themed fine dining lounge which is a

true example of vintage and style

### 66 BRAND WAGON

Nitco's latest designer collection is an amalgamation of beauty, durability and style. Have a look

### 74 DÉCOR IDEAS

The Tisva lighting studio has a customised experience zone which showcases automated lighting concepts

### 76 DÉCOR IDEAS

Asian Paints introduces the all new exterior décor range called Ultima Wall Art

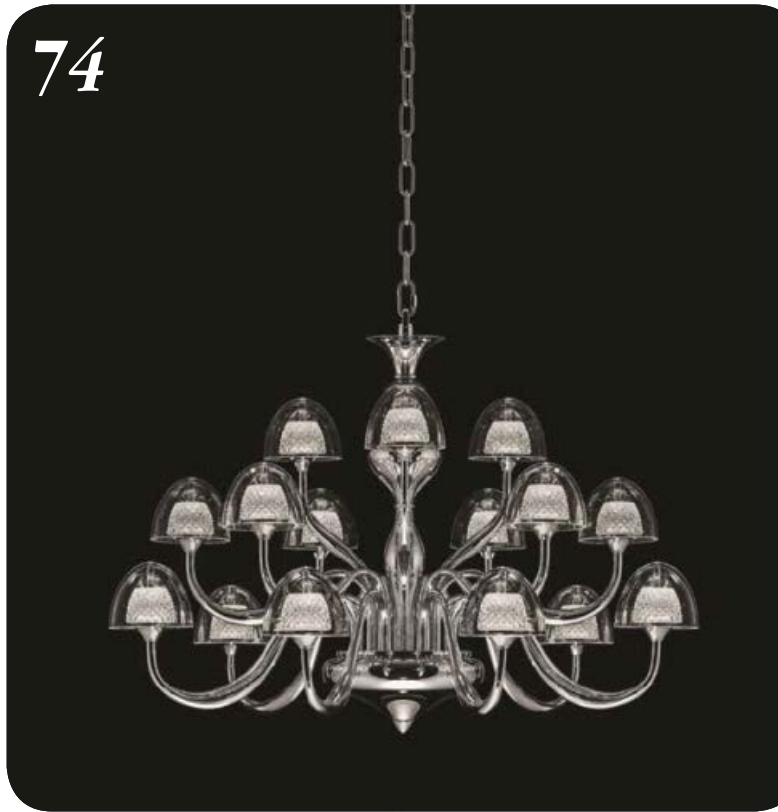
### 80 DÉCOR STOP

Take a look at the Made In India collection inspired by the heritage and legacy of India by Bharat Floorings

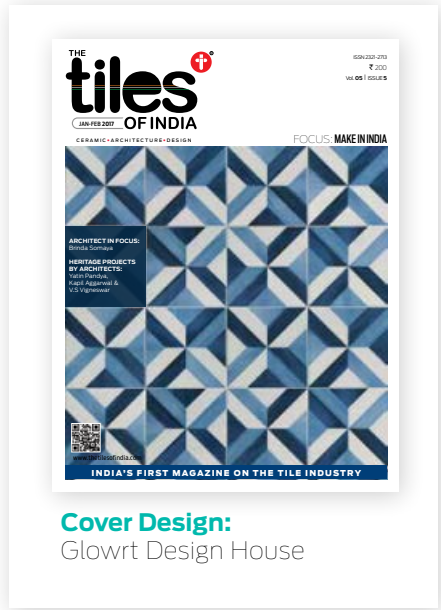
### 82 DÉCOR STOP

Harmony by Peronda collection is a true example of tradition and style with Mediterranean culture and





- 18** Mailbag
- 40** What's New
- 70** Product Galore
- 84** News Bulletin
- 98** Trade Calendar
- 102** Deal Point



touch. Have a look

**88 CURTAIN RAISER**

The 25th Edition of Cevisama promises to be a vibrant event showcasing the best of the industry

**90 SPECIAL REPORT**

KBIS 2017, Industry's premier show connecting the newest Kitchen and Bath Innovations was a huge hit

**94 SPECIAL REPORT**

The Vibrant Ceramics Expo and Summit 2016 was a smashing hit, we bring to you a report



# Mailbag

Suggestion • Feedback • Opinion



**MANSI JAISWAL**  
DELHI

*The Tiles Of India Nov-Dec issue was nothing less than an informative and exclusive issue which had all the latest and upcoming trends of 2017. I really enjoyed reading the whole issue.*



**KABIR SHAH**  
MUMBAI

*The Simpolo feature was very trendy and innovative. I was surprised to know about their new SCS Marble tile, a look-a-like of true Statuario. The images looked very appealing.*



**VITA**<sup>®</sup>  
VITRIFIED TILES

CELEBRATING

**20<sup>th</sup>**  
ANNIVERSARY



**STRIPS**

Crafted by nature, redefine for living.  
200 x 1200 mm wooden strips.



**VITA GRANITO PVT.LTD.**

Survey No.82/p, 8-A National Highway, Nr. Dariyalal Resort, At. Jambudia, Morbi - 363642 (Gujarat)

CIN No.U26933GJ2006PTC049666, PH.: +91-2822-283098/ 283921, FAX: +91-02822-283099, Mob:+ 91-7874133433, 7874233433

*The project Villa at Assagao was nothing less than a treat to read on. I really loved the designs and the project and was rejuvenating. Keep up the good work.*



**KIRAN PATEL**  
MUMBAI



**MELISSA LOBO**  
MUMBAI

*The Nov-Dec issue on luxury brands was nice and cover page was appealing. The issue gave us insight on luxury brands in tile, ceramic and architecture design*



**Mail Us @**

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







*Joydeep Mukherjee*  
Executive Director and  
CEO-H&R Johnson India



Johnson Endura-Pavers Series





# STRIVING FOR EXCELLENCE

Joydeep Mukherjee, Executive Director and CEO, H&R Johnson India, in a tete with The Tiles of India

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

**E**stablished in 1958, H & R Johnson (India), a division of Prism Cement Ltd is the pioneer of ceramic tiles in India. Over the past five decades, H&R Johnson has added various product categories to offer complete solutions to its customers. Today, it enjoys the reputation of being the only entity in India to offer end-to-end lifestyle solutions covering Tiles, Sanitaryware & Bath Fittings, Engineered Marble and Quartz as well as Modular Kitchens & Modular Furniture.

## How is the Indian ceramic industry evolving?

The tile industry has grown to a sizeable chunk today and the potential seems to be great, particularly as the housing sector, retail, IT & BPO sectors have been witnessing an unprecedented boom in recent times.

The key drivers for tiles in India are the boom in housing sector coupled by government policies fuelling strong growth in housing sector. The retail boom in the Indian economy has also influenced the demand for high end and innovative products.

## Which trends interest the Indian consumer?

Talking about the latest trends in

India – the natural look of marble, stone and wood are seeing an increasing preference in ceramics aided by the high resolution printing technology. Another overall trend is to move away from too much of shine. Matt and rustic finishes are in trend. Glazed vitrified category in

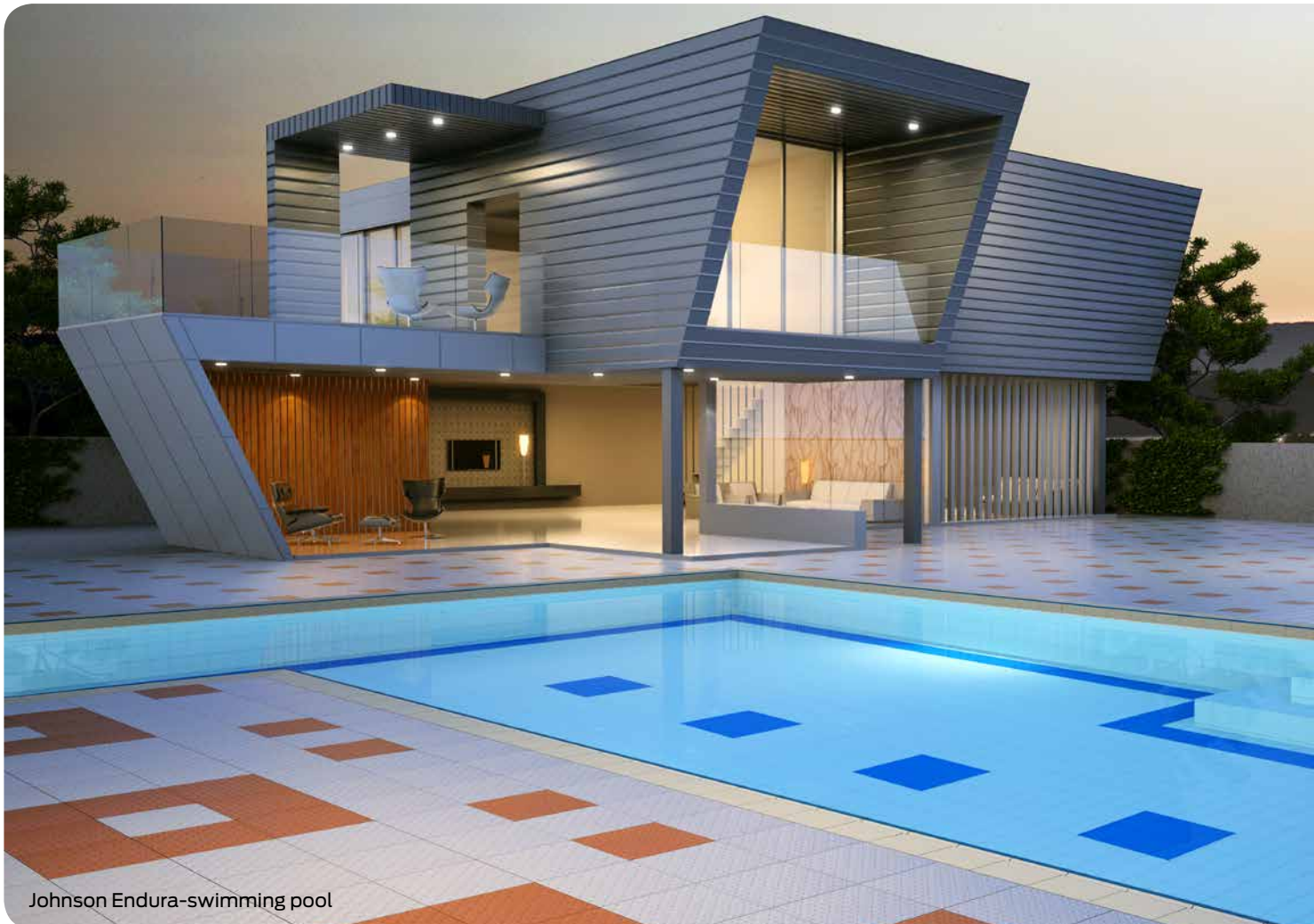
flooring is emerging fast because of surface enhancement possibilities that it offers. The germ-free tiles or the anti-skid tiles that H&R Johnson has introduced are an added collection in tiles and are much in demand. Along with the look and feel of flooring, consumers today

also consider functionality as the key factor while choosing tiles.

**How do you expect tile demand to evolve in India?**

The demand for ceramic tiles, especially floor tiles is expected to grow substantially as a result of rising investments in commercial spaces as well as core projects like airports, hospitals, hotels and construction project investments.

Ceramic and vitrified tiles are a cost effective, durable, easy to maintain and aesthetic flooring solution. The rise in global urban population and standard of living is propelling the demand for high-rise buildings. This trend is leading to an increase in high-rise building construction, which is driving the demand for floor and wall tiles too.





**What are your latest investments and what's next in your expansion programme?**

We are today in the process of reinventing our brand and be seen as young and vibrant, a company which has led innovations and will continue to do so. Several innovative products are being introduced in Tiles, Bathrooms & Engineered Marble & Quartz businesses to offer differentiated product offerings to our customers and drive growth for the company. Our efforts on strengthening our brand through a healthy mix of ATL and BTL marketing initiatives would continue with a higher vigour in the future. A focused drive is under way to expand our distribution footprint across all our key businesses. Manufacturing capacities are being constantly augmented to meet the



demands of different categories of tiles for our brand.

**What are the trends you foresee for the year 2017?**

The trend to go with aesthetics close to nature and use of sustainable or environment friendly materials would witness an increasing rise in 2017. The look combines soft timbers with an industrial look and feel, which involves distressed flooring and slightly rusty looking floors (hybrid concrete/metallic rust). Johnson has been at the forefront of introducing some such products, whether it be the Cool Roof SRI Tiles which help reduce electricity consumption or the germ free range of tiles and Sanitaryware for Bathrooms and floors which reduce the dependence on chemical disinfectants usage. A lot more attention is also being given now to outdoor flooring with a combination of beauty and durability as well as external cladding which provide a durable and aesthetic look to exterior walls with years of virtually maintenance free performance.

**How does your brand add to the 'Make In India' campaign?**

Make in India is essentially a project to encourage domestic manufacturing to boost job creation and skill

**THE MAKE IN INDIA PROJECT WILL FURTHER HELP THE TILE INDUSTRY TO FACILITATE INVESTMENT AND ENHANCE INNOVATIONS, SKILL DEVELOPMENT AND TO BUILD BETTER MANUFACTURING INFRASTRUCTURE IN INDIA**



enhancement. There is no other tile brand in India that aligns better with this noble initiative launched by the Govt of India. Johnson is the oldest tile manufacturing company in India, manufacturing tiles here since 1958. Today we have 11 manufacturing plants including joint ventures for tiles in India as well as two plants for our bathroom products, making us one of the largest ceramic products manufacturers in the country. The Make in India project will further help the tile industry to facilitate



Care vintage

investment and enhance innovations, skill development and to build better manufacturing infrastructure in India.

**Tell us about the major technology innovations that H&R Johnson has witnessed over the last year and its contribution to the industry?**

Over the last 6 decades H&R Johnson has pioneered most of the innovations in ceramic products thereby creating new categories e.g. industrial application tiles, swimming pool tiles, etc. Some of the innovations we've pioneered over the years include anti-skid tiles & water repellent tiles for bathrooms; rectified wall tiles; industrial & pavement tiles; tac tiles for visually impaired people; vitrified wall tiles; scratch-free tiles; stain-free tiles; anti-bacterial tiles; germ-free sanitaryware to name a few.

We recently launched a new range of Wall & Floor Application tiling under the Johnson brand as 'CARE' series collection which has been designed with an aim to fuse the latest style trends with hygiene that provides varied interior themes coupled with germ free tiling solutions. This latest collection prevents mould and stain causing bacteria and also has slip and

scratch resistant qualities for the floor range which ultimately provide safe and healthy interiors.

Johnson Endura Tac Tiles is one innovation from our portfolio that provides cues combined with environmental information to assist visually challenged people to commute independently and to make India access friendly. Tac Tiles are ideal to alert visually challenged people for their approach to streets and hazardous drop-off thereby alerting them of impending danger

**THE DEMAND FOR CERAMIC TILES, ESPECIALLY FLOOR TILES IS EXPECTED TO GROW SUBSTANTIALLY AS A RESULT OF RISING INVESTMENTS IN COMMERCIAL SPACES**

from oncoming vehicles, obstruction or change in path gradient. This is H&R Johnson's initiative to creating a safer environment for them and in making them independent.

Our Industrial Products and Natural Resources Division (IPNR) is Johnson's R&D arm. The Laboratory at Pen (Maharashtra) was the first to get recognition by Department of Industrial and Scientific Research, Govt. of India, in the field of ceramic engineering. I am pleased to mention that one of the ceramic R&D initiatives lead us to develop a solution to address the nuclear waste and we are associating with BARC for providing specific ceramic materials for this purpose.

**How has your business developed in sanitary ware & faucet market?**

Considering the preference of today's customers for making high-end bathrooms in their homes, Johnson today is amongst the few brands that offers the most comprehensive range of solutions for bathrooms covering, bath fitting sanitaryware as well as full range of wellness products like bath tubs, shower and steam cubicles, multi-function shower panels etc. Our bathrooms business is shaping up very well for us and would be one of the major growth engines of the company going forward. Some of our products like our germ free sanitaryware and water saving WCs and high-end faucets from the Elite range has met with very good acceptance in the market.

**What are your export volumes and from where do you see maximum demand?**

Our export volumes are over 2 million sq. meters annually and is growing at a fast pace. We are seeing lot of response from the Middle East markets. †



**Contact Details**

🏠 [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)





HI GLOSS - POLISHED  
GLAZED VITRIFIED TILES



**SIMOLA**  
VITRIFIED TILES

Better among  
**THE BEST**



## Presenting Simola in a New Light... Simola Tiles LLP

Simola now launches a new manufacturing plant of hi-gloss polished vitrified tiles that will define the future of the industry. Tiles Now Available in SIZES:  
800x800mm, 800x1200mm, 1000x1000mm, 1200x1200mm



HEAVY DUTY OUTDOOR  
GLAZED VITRIFIED TILES



WOODEN FINISHED  
GLAZED VITRIFIED TILES



GLAZED  
VITRIFIED TILES



POLISHED GLAZED  
VITRIFIED TILES



**SIMOLA VITRIFIED PVT. LTD.**

Old Ghuntu Road, Morbi-363642  
(Gujarat) INDIA.

Call: +91 96389 33111

Email: rajesh.simola@gmail.com

www.simola.in



# CONQUERING NEW MILESTONES...



*Nilesb Jetpariya*  
President,  
Morbi Ceramics Association

**Nilesb Jetpariya, President, Morbi Ceramics Association** talks about the latest developments in Morbi ceramic industry, technology innovations and initiatives taken to promote 'Make In India'

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



## Tell us about Vibrant Ceramics 2016. How was the response of the ceramic industry?

Vibrant Ceramics 2016 was an amazing experience. It created a wonderful opportunity for industrialists, dealers, customers, experts, builders and all those who matter in the ceramics and sanitary-ware industry to meet,

interact and discuss business possibilities. It served as a platform for customers, manufacturers, researchers, technologists and innovators to come and discuss, share, debate and celebrate the best of the ceramics and sanitary-ware industry. Vibrant Ceramics 2016 is an international event that has registered its name in the key





commercial milestones of the year.

**What are the new developments in the Morbi ceramic industry in terms of innovation in technology and manufacturing?**

Morbi ceramic industry always believes in the preservation of its traditions of excellence in ceramic products, and the advancement of its stature in the world. Presently the latest technology used in the industry focusses on Double Charge, Sugar Finished, Nano Finished, Mosaic, and Porcelain tiles etc.

**How do you see small manufacturers growing their reach and what are they doing to expand into international markets?**

We organized Vibrant Ceramic Expo & Summit last month to pursue the idea of our honorable Prime Minister Mr. Narendra Modi to see India proliferate in corporate and commercial. We are planning to have an exhibition in more than 20 countries to develop International



market for Morbi Ceramic Industry.

**Are there any difficulties that the industry faces in terms of marketing internationally?**

The industry faces challenges but we deal with it by focusing on innovation and excellence for sustainability and acting in



we are planning to have healthy business deals with Ceramic hubs like Spain, Italy, and Brazil etc.

**What are the future plans of the Association? Which initiatives have you planned?**

Through our committed delivery of high quality products and services, we will enable our clients to be updated in marketplace and will lead in the industry by exceeding our Customer's & Member's expectations. We commit to doing well for the whole and believe to be a huge support to each other. We focus on Research Center and Marketing strategy as well as Quality Control with specific criteria. Association will monitor the procedure and will support the respective companies for their world wide branding and to build up Iconic Ceramic Brand. Again next year we are coming up with Vibrant Ceramic Expo & Summit, wherein we will provide the platform to reach out to markets globally. †

an environment friendly way. Sometimes costing makes differences but the advancement of a product fulfills all required criteria and our approaches make it possible.

**How is the Morbi ceramic industry adding to the initiative on 'Make In India'?**

Morbi Ceramic Industry follows the initiative 'Make in India'. From the last few decades Ceramic tiles manufacturing companies from Morbi have built up markets in various countries. Along with that

**Contact Details**

[www.ceramicassociation.com](http://www.ceramicassociation.com)





An Eco Friendly  
**Dura Quartz Surfaces®**

Design shown: Ibis White



ISO Certified

TISI Thailand Standard Siamkarn Standard

SLSI Siamkarn Standard European

**ARGIL CERAMICS**

8 A, National highway, Morbi.  
Ph.: (F) 240628, 240629, (Mobile) 0091 98252 11465  
e-mail: info@argiltiles.com | web : www.argiltiles.com

Overseas Network: USA - CANADA - KUWAIT - ISREAL - PALESTINE - SRI LANKA - UAE - THAILAND

www.amrindia.com



# A TRUE STALWART

Brinda Somaya, a celebrated architect and urban conservationist believes that architecture is all about connecting and creating spaces between man and the earth

TEXT & COORDINATION BY: Sheetal Joshi (TTI)  
PHOTOGRAPHS BY: Courtesy Somaya and Kalappa Consultants

Textile Gallery at Csmvs, Mumbai







*The Architect's role is that of guardian – hers is the conscience of the built and un-built environment.* - **Brinda Somaya**

This quote underlines the strong sense of responsibility that Brinda Somaya brings to her work as an architect and urban conservationist. Over the last three decades she has merged architecture, conservation and social equity in projects ranging from institutional campuses and

rehabilitation of an earthquake-torn village to the restoration of an 18th century Cathedral, showing that progress and history need not be at odds. Her work spans large corporate, industrial and institutional campuses and extends to public spaces. Some of these award-winning campuses include Tata Consultancy Services, Banyan Park, Mumbai; and Zensar Technologies, Pune among others. Her firm has recently won the

competition for the `Restoration and Upgradation of the historic Louis Kahn Buildings of the Indian Institute of Management, Ahmedabad (IIM-A)

She completed her Bachelor of Architecture from Mumbai University and her Master of Arts from Smith College in Northampton, MA, USA. She started her firm Somaya and Kalappa Consultants in 1978 in Mumbai, India.

A true stalwart, she has been the recipient of numerous international and national awards. In 2004 she won the UNESCO Asia-Pacific Heritage award for the restoration of the St. Thomas' Cathedral in Mumbai. She is also a Leading European Architects Forum award winner for the new Nalanda Schools Campus in Baroda in 2006. She was the first woman to have won the Wienerberger Golden Architect



Nalanda International School, Vadodara



A MUCH TALKED ABOUT RECENT PROJECT IS THE PROJECT MUMBAI ESPLANADE, WHICH RECENTLY WON THE KOHLER BOLD DESIGN AWARD 2016





Club Mahindra Resort, Khumbalgarh



Award for lifetime achievement – a peer award, in 2007. In 2008 a mention was awarded to Brinda Somaya by the UIA (International Union of Architects) Sgoutas Prize for alleviation of poverty for her Bhuj Village Project. Two of her projects were also nominated for the Aga Khan award. In 2013 she was chosen as one of the 100 GLOBAL PUBLIC-INTEREST-DESIGN persons working at the intersection of design and service globally.

A much talked about recent

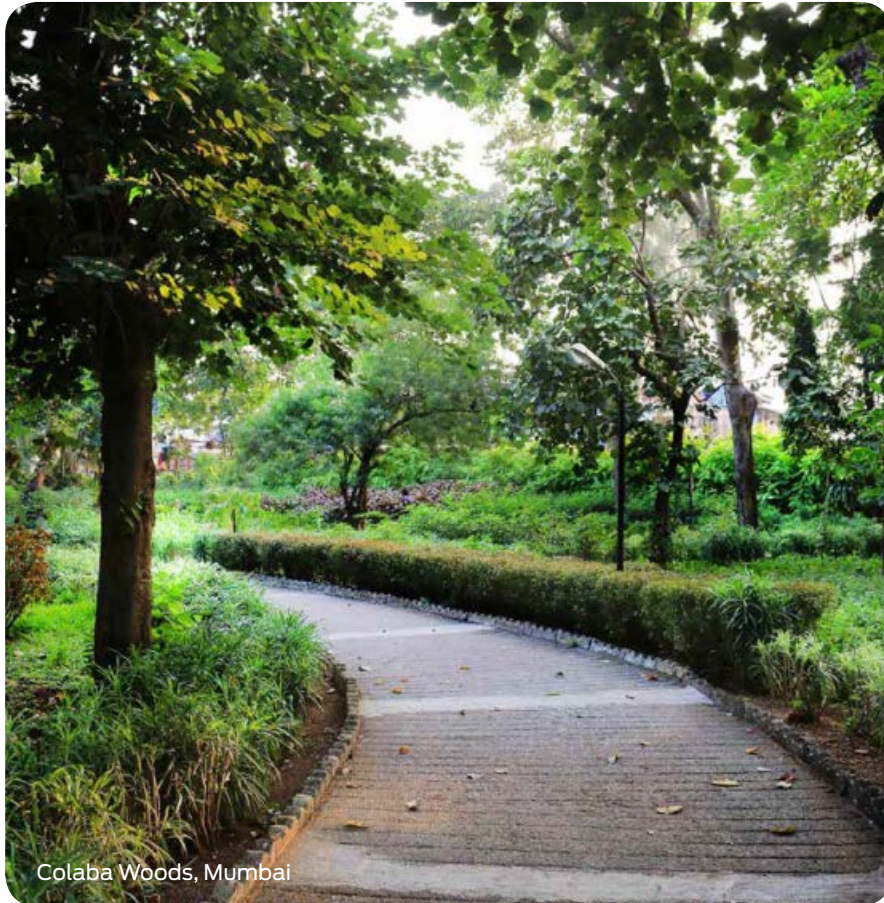
project is the Project Mumbai Esplanade, which recently won the Kohler Bold Design Award 2016 presented by KOHLER in association with ELLE DECOR India, for the category The Visionaries – The Big Idea.

The project was proposed by Brinda Somaya in collaboration with Professor Shivjit Sidhu, Principal Architect – Apostrophe Architecture.

Talking about the project she says, “The time has come for a bold and implementable proposal for the







revitalization and up-gradation of Mumbai's urban core. The creation of open, publicly-accessible space is one of the key elements in improving the overall quality of living in Mumbai. The Esplanade Plaza, once completed, will be a gateway for Mumbaikars commuting by train to South Mumbai, and an integral link element for the area's historic architecture."

A highly active and engaged person, she is the Chairperson of the Board of Governors, School of Planning and Architecture, Vijayawada and a member of the National Advisory Board of NCSHS.

She is the Founder Trustee of the HECAR Foundation which has brought out several publications on Heritage and Architecture. She also has delivered analytical and critical talks as well as presented papers in India and abroad on her work. †

**Contact Details**

 [www.snkindia.com](http://www.snkindia.com)



# CERAMIC- BATH & KITCHEN

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



# REVAMP BATHROOMS 2017

Mark Bickerstaffe,  
Director of  
New Product  
Development,  
Kitchen & Bath  
Europe & Asia  
Pacific at Kohler  
brings the latest  
bathroom trends

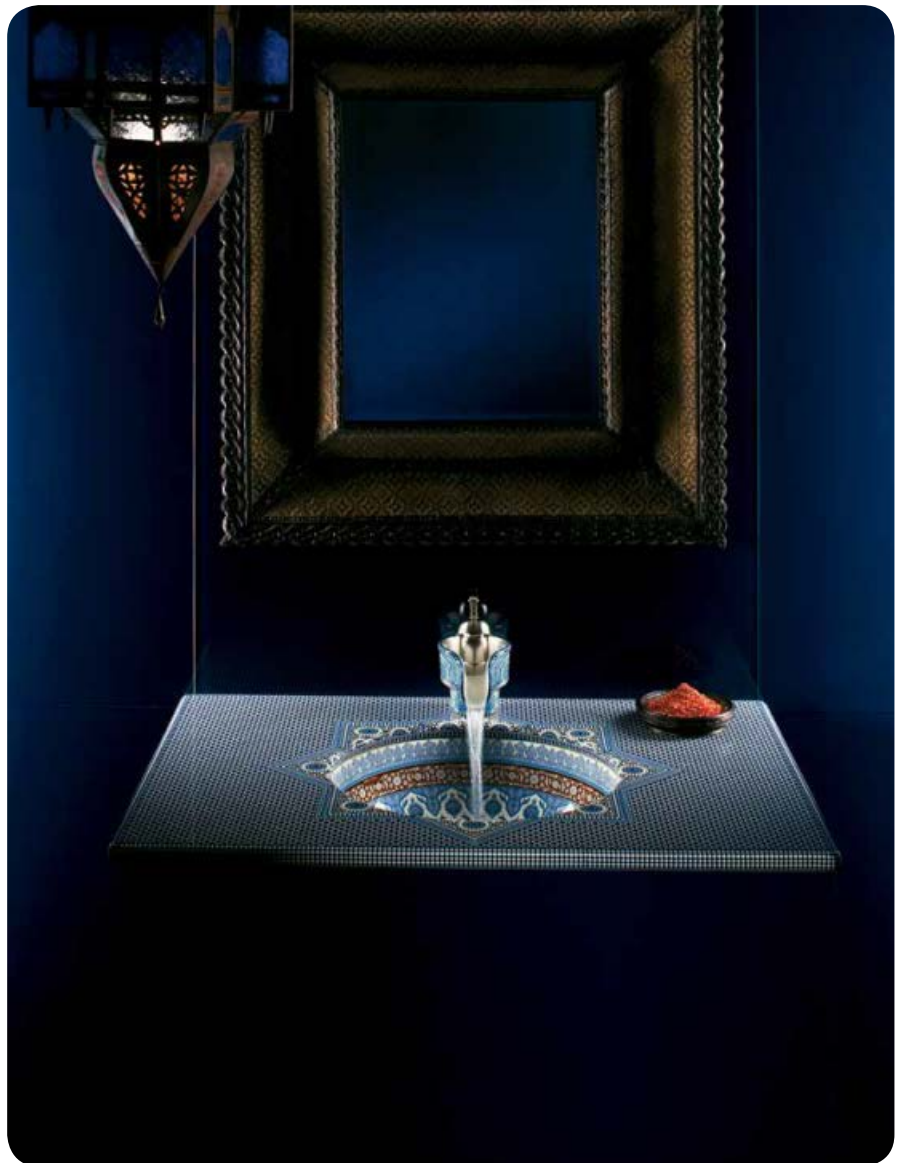
**B**athrooms have changed dramatically in recent years. They are increasingly becoming places where we satisfy our senses and spend more time in stylish comfort.

Kohler, one of America's oldest and largest privately held company and global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors brings the latest bathroom trends. The company employs more than 31,000 associates on six continents, operates plants in 49 worldwide locations, and has dozens of sales offices around the globe. The company and each associate share in the mission to contribute to a higher level of gracious living for those who are touched by the company's products and services.

Minimalist design with intelligent products – best picks for any modern and contemporary bathroom.



*Mark Bickerstaffe*





## COMBINATION OF COLORS AND FINISHES FOR BATHROOMS ARE ONE OF THE KEY TRENDS FOR 2017

Bathrooms can be made more delightful by allowing technologies to help us – lighting, heating etc but without it becoming techie. Intelligence you don't see. Intuitive, delightful and useful. Luxury experience by adding super minimal design, and vibrant finishes

Evolving trends - combination of colors and finishes for bathrooms are one of the key trends for 2017 – natural colors and textures, vibrant but earthy and dusty colors, contrasting colors - indigo and blood orange for instance, teals, dark wooden colors, black and silver color with lustrous mirrors in combinations of bright, copper, gold, bronze tints.

Pleasurable lux-leisure feeling can be added to personal spaces by applying soft textures on the wall

As bathrooms continue to evolve, the products installed are also evolving in terms of the sophistication of the design, technology and craftsmanship involved. The bathroom is fast becoming another living room.

Products as traditionally simple



as baths and toilets are being rejuvenated as experiences with technology. Baths are true spa experiences with real massage therapies, Chroma therapy and music. Toilets are more and more hygienic with ever more effective cleansing, UV cleaning,

E-water and intuitive touch interfaces to make the sophisticated functions easy. †

### Contact Details

[www.kohler.com](http://www.kohler.com)

# What's NEW?

Presenting new launches, product features and more from leading companies



**Vitra** introduces Juno series, that offers a lavish bathroom interior ambience which is created with original Swarovski crystal joysticks and faucet rings enhanced with fine details. The simple form and function are enhanced to incredible effect with PVD coatings, a state-of-the-art process of vaporizing and depositing metal powder onto a surface, which remains corrosion-free and scratch-resistant. The Juno series is available in gold and chrome shades that add texture, depth and a unique identity rarely seen before in bathroom design.

[www.vitra-india.com](http://www.vitra-india.com)

**Hindware** has introduced their 100% bacteria-free Rimless Water Closet range. The latest offering comes in five product categories namely Enigma, Element, Lara, Mario and Studio. The WC with its highly effective swirl-motion flush and superior flush technology saves water and provides better cleansing, thereby ensuring superior environment-friendly performance.

[www.hindwarehomes.com](http://www.hindwarehomes.com)





SOLUBLE  
SALT  
VITRIFIED  
TILES  
600x600mm

**dual**  
**Charge**  
Vitrified Tiles | 600x600mm

# THE FINEST ARCHITECTURAL CERAMIC TILES

## 2.0.1.6



NANO  
TECH.



HIGH  
GLOSS



HIGHLY  
DURABLE



ANTI  
STAIN



ECO  
FRIENDLY

Kremen's Dual Charge Vitrified tiles series is an innovative collection for elegant, modern interiors such as lofts and showrooms, it's extraordinary LUMINESCENCE allows for the creation for high-tech surfaces very similar to metal, but more DURABLE and easy to maintain. there is a complete choice of indoor MULTI SIZE and outdoor matchable solutions, trim tiles and baseboards for top-class detailed finishing.

Kremen's Dual Charge Vitrified tiles series is an innovative collection for elegant, modern interiors such as lofts and showrooms, it's extraordinary LUMINESCENCE allows for the creation for high-tech surfaces very similar to metal, but more DURABLE and easy to maintain. there is a complete choice of indoor MULTI SIZE and outdoor matchable solutions, trim tiles and baseboards for top-class detailed finishing.

**Manufactured By:**  
FIORENZA  
GRANITO PVT. LTD

8-A National Highway, Sartanpar road, Ratavirda, Wankaner-363 621  
(Guj.) e-mail : info@kremen.in

www.kremen.in  
E-mail: info@kremen.in



customer care  
**+91 75758 00103**

## † WHAT'S NEW?



**Somany** has launched French Collection, the smart and intelligent toilet. The French Collection is luxurious and its smart product line is inspired by the unique elements of French heritage while taking design aesthetic into cognizance making it truly world class product line. It has over 28 products, ranging from water closets, urinals to wash basins, which fall under 11 different series, namely Jazz, Dior, Vida, Chanel, Veneta, Enzo, Eiffel, Nice, Odette, Prada, Renee, Quest, Ace, Crepe, Edith, Aurore and Figaro. Each series follows a particular theme with key features like Dual Flush mechanism, Wash-down system, and user defined energy save, seated sensors, amongst others.

[www.somanyceramics.com](http://www.somanyceramics.com)



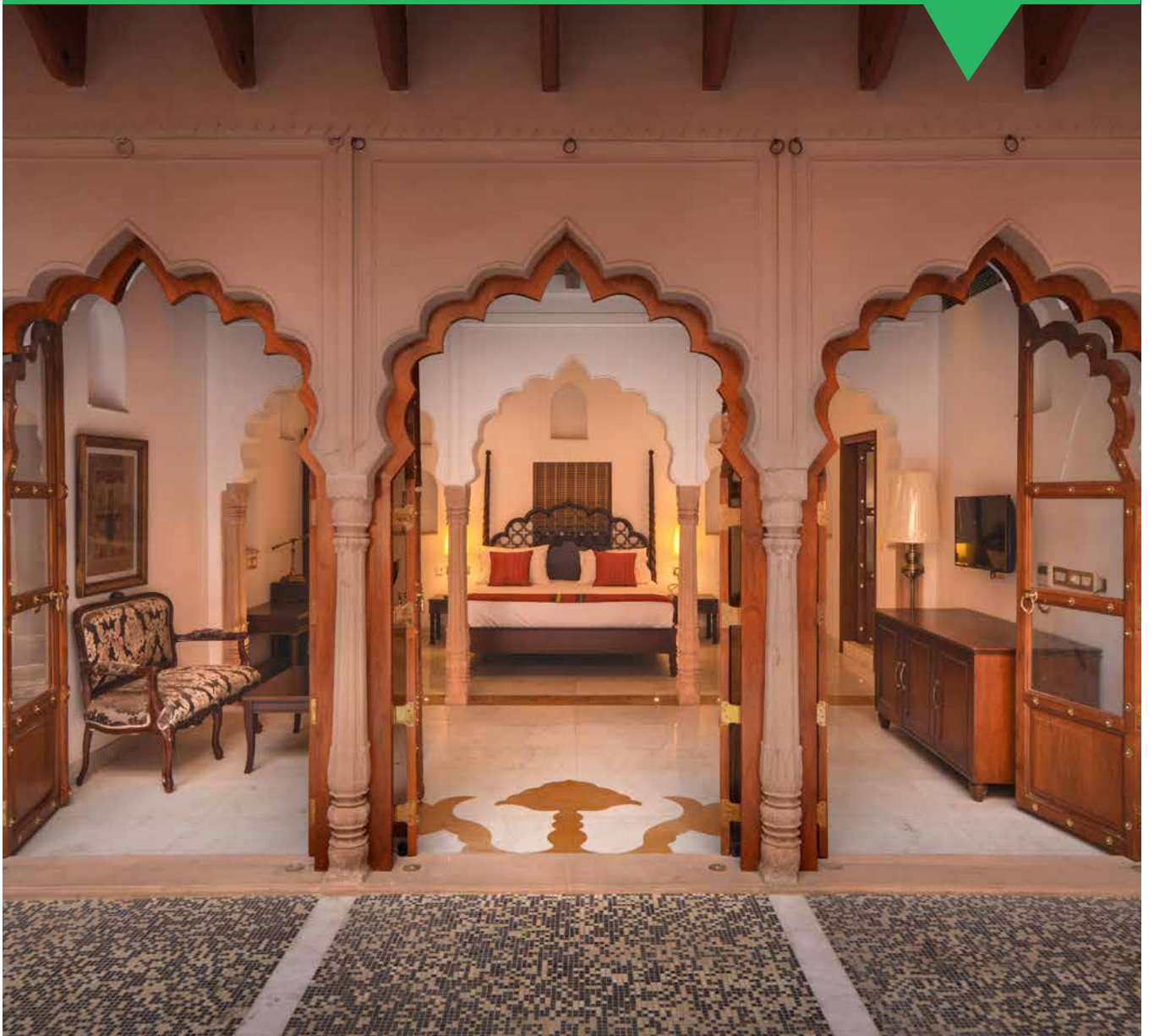
**Grohe** has launched Essence and Concetto two new professional-style taps, which combine an attractive design with ease of use for a unique level of comfort and convenience. With an indispensable features for kitchen professionals and amateur chefs is a professional spray offering easy switching between spray action and the normal flow of water. To ensure the ultimate in user-friendliness, every detail of this tap has been carefully thought through. A silicon hose with an integrated metal spring allows users to twist and turn the spray through 360 degrees without any problem.

[www.grohe.com](http://www.grohe.com)



# PROJECTS

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





# Art and Design

Job Smeets and Nynke Tynagel, the designers of **Studio Job** talk to **The Tiles of India** about their unique approach to design

TEXT & COORDINATION BY: Sheetal Joshi (TTI)  
PHOTOGRAPHS BY: Courtesy Studio Job

Job Smeets and Nynke Tynagel founded Studio Job in Antwerp in the year 2000. In the fifteen years since they graduated from the Dutch Design Academy in Eindhoven and formed the studio, they have become contemporary cultural pioneers who are slowly revolutionizing common preconceptions about the distinct realms of art and design.

As maximalists in motto and motivation, Studio Job allows for fiction and story to lead and to generate new visual environments.

## Can you tell us about Studio Job?

Studio Job is located in the middle of the diamond district, Center Antwerp.

There are lots of architects, artists, designers and nice





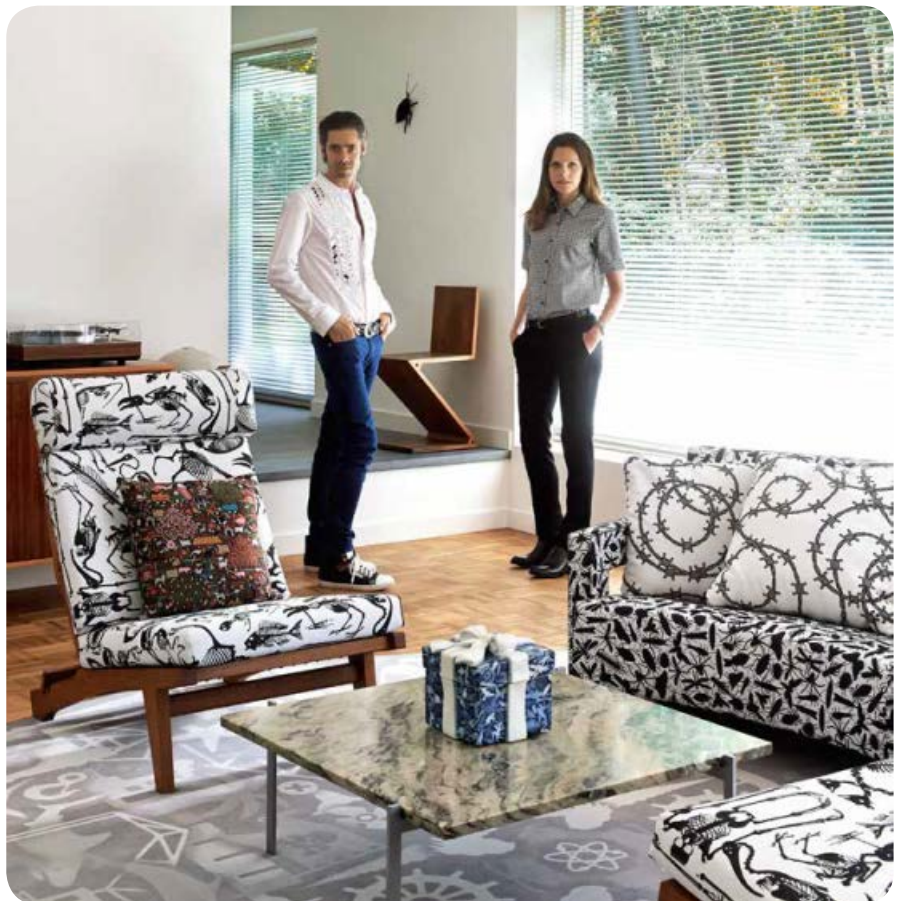
restaurants in the neighbourhood. It has a very multicultural vibe and is surrounded with diamond businesses with large population of diamond dealers. The building used to be a warehouse for a local plumbing company but also a school for the Orthodox-Jewish community

**Can you tell us about the restoration process?**

The building was totally stripped to its carcass. We kept all the concrete and sand blasted off all the plaster and opened the whole space.

**What is the story behind the roof garden?**

The roof garden is the top of a big car garage. It must be one of the biggest roof gardens in Antwerp!







AS DESIGNERS WE  
NEED TO ADAPT TO  
THE SPACE, RESPECT  
ITS HISTORY AND  
CREATE A BRIDGE  
TO THE FUTURE. THE  
STRUCTURE WILL  
ALWAYS OUTLIVE  
THE DESIGNER, SO  
WE ALWAYS CREATE  
'OBJECTIVE SPACES'







### Were there any special elements in the design?

The space is completely basic. Raw concrete, casted floor, raw wooden elements....the art and post war furniture had to do the job. We only commissioned Maarten Baas to do the stairs. The whole place is filled with special pieces and the collections are presented in a very interesting manner.

### How is the experience of living in a space like this?

It's our private studio and living space. We wake up, do our exercises and start working....perfect when you have pets. The loft has museum quality but we are fond of our privacy too.

### What is your approach to design?

As designers we need to adapt to the space, respect its history and create a bridge to the future. It is important to remember that we have an architectural space only on loan...even if one has bought it. The structure will always outlive

the designer, so we always create 'objective spaces'.

### The house features many midcentury design items...any specific reason?

Instead of midcentury let's call it modernism. We prefer to have our pieces coming from the right area. Modernism was at its highest peak in the mid-fifties when functionalism was very important. This was a direct result of the reconstruction after WWII.

### Lastly tell us how were you able to make an industrial building so cosy and comfortable?

The word comfortable is subjective. A hobo might feel cosy living in a cardboard box. For us comfort has nothing to do with luxury. For us comfort is the luxury of being surrounded by authentic sculptures, paintings, objects and furniture. †



### Contact Details

🏠 [www.studiojobgallery.com](http://www.studiojobgallery.com)

# Restoring Tradition

Sanskar Kendra restored by **Yatin Pandya** of **Footprints E.A.R.T.H** evokes a warm sense of nostalgia

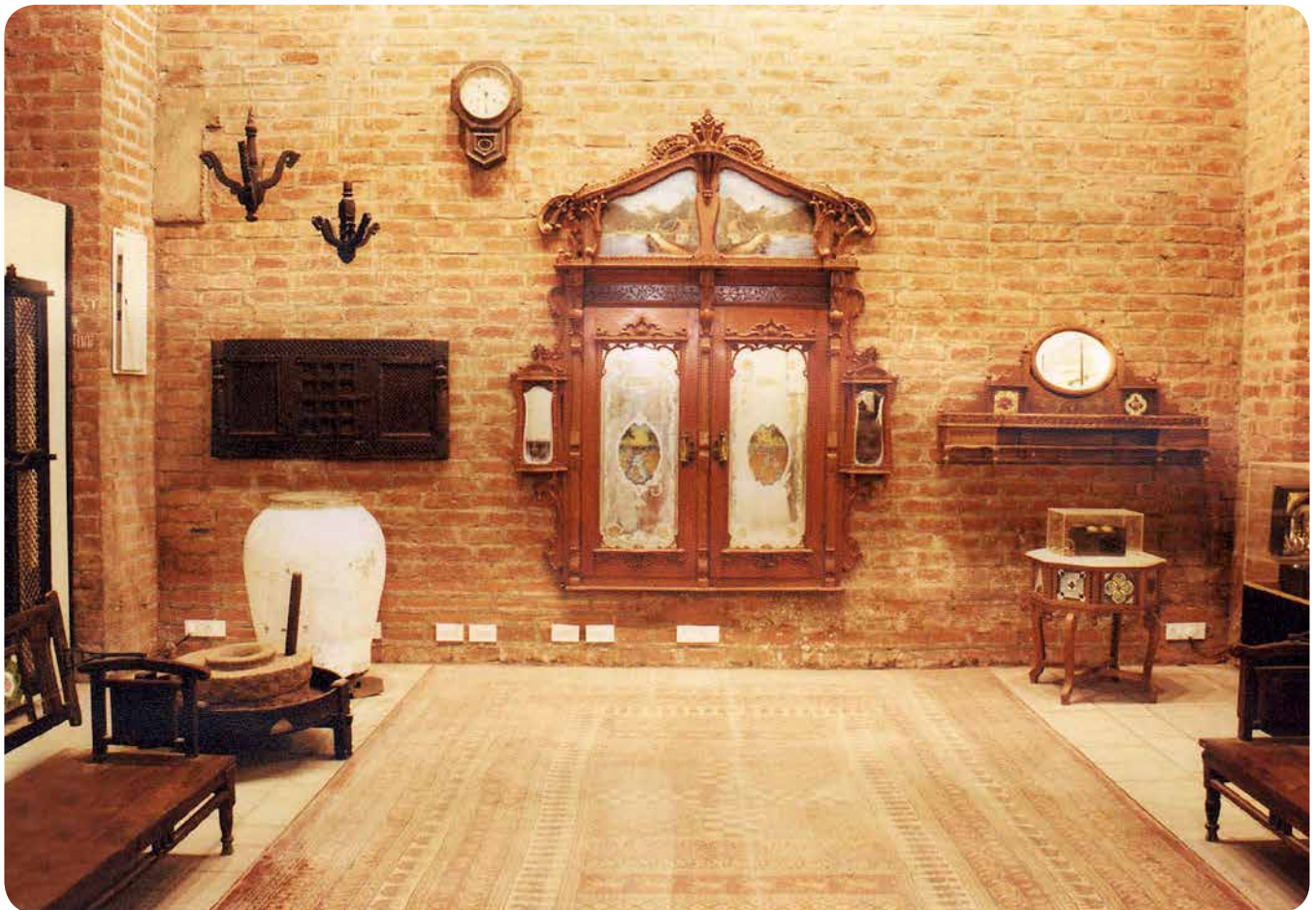
TEXT & COORDINATION BY: Panna Roy Choudhury (TTI)  
PHOTOGRAPHS BY: Courtesy Footprints Earth



*Yatin Pandya*

**A** living monument of history transcends time to become a tradition. Tradition remains alive because it constantly updates

itself to suit the changed time and circumstances. The architecture of Ahmedabad, through history, has stemmed from such a spirit of







constant updating and change. The works of the two modern masters, i.e., Le Corbusier and Louis Kahn, in Ahmedabad, while imbibing the ethos of the place, reinterpret its visual syntax, evolving intriguing compositions on city's historic architectural canvas. Ahmedabad, which boasts of five designs by Le Corbusier, provided a free ground to Le Corbusier to realize many of his architectural theories to their fullest potential. The Sanskar Kendra at Ahmedabad, for example, as a precursor to his museums in Chandigarh or Tokyo, is the first realization of Le Corbusier's idea of the Museum of Unlimited Growth, the spiraling, ever growing, yet standardized exhibition space conceived by him in 1929 at the Geneva Exhibition Pavilion.

Changed values saw the Sanskar Kendra, a cultural institute, degenerate into a venue for organizing commercial sales. In

order to maintain the democratic accessibility of the civic building, it was decided to restore Sanskar Kendra and convert it to a permanent City Museum that would depict the various facets and diverse overlays of Ahmedabad's life. This decision was supported by the need to create something the people of the city would feel a belonging to.

The first step in the sequence was restoration of the building to its original state and removing all alterations such as collapsible

metal shutters, masonry partitions etc. Exposed concrete elements were cleaned with mild detergent to remove stains, posters and paper bills, etc. Eroded exposed bricks were selectively removed and replaced with new ones, all the while respecting the original bonding pattern. The most challenging task was the treatment of concrete ceilings that had spalled.

The structural slab near the elevator shaft had deteriorated considerably due to leaking services from the toilets overhead. Extensive spalling had occurred, exposing rusted reinforcement bars. The bars were chemically treated with an anti-rusting agent and concrete was re-applied through gunniting with pressure guns. The original concrete slab had been cast with steel plate formwork, retaining impressions of their joints, smooth texture and rivet marks. These were reproduced in the repaired work. While the

## THE MOST CHALLENGING TASK WAS THE TREATMENT OF CONCRETE CEILINGS THAT HAD SPALLED









## Property *facts*

**NAME:** Sanskar Kendra Restoration and City museum, Ahmedabad

**PROJECT IN CHARGE:** Yatin Pandya (Concept, restoration, visualisation, museum display design)

**ASSISTANCE:** Raajesh Moothan, Rajan Rawal, Joseph Varughese, Dilip Karpoor, Pranali Parikh, Vijay Sharma, Avinash Engineer



repaired concrete was partially set and partially wet, steel plates conforming to the existing, original formwork were pressed from the soffit to mark rivet impressions as well as create a surface texture matching the rest of the slab.

The next step was installation of the City Museum. This involved arranging the display installations as barriers, creating winding paths recalling the experience of moving through streets of the traditional districts of Ahmedabad, along

with their unfolding vistas and simultaneously a parallel effort was made to maintain the spirit of Le Corbusier's architecture through use of display designs conforming to his Modulor, colours from the Corbusian palette and oneness of space and volume through visual continuity.

A truly challenging project that never ceases to amaze... †

### Contact Details

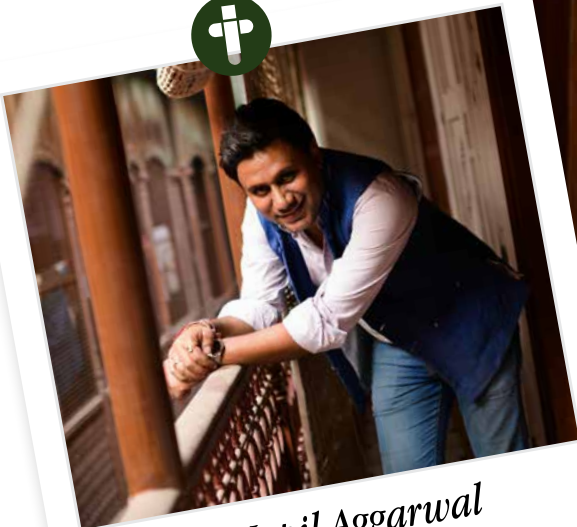
🏠 [www.footprintsearth.com](http://www.footprintsearth.com)

# Dharampura Haveli

A restoration project of the **Dharampura Haveli** by **Spaces Architects** brings to life the rich and layered world of Havelis

TEXT & COORDINATION BY: Panna Roy Choudhury (TTI)

PHOTOGRAPHS BY: Spaces Architects



*Ar. Kapil Aggarwal*



View from Choti Haveli

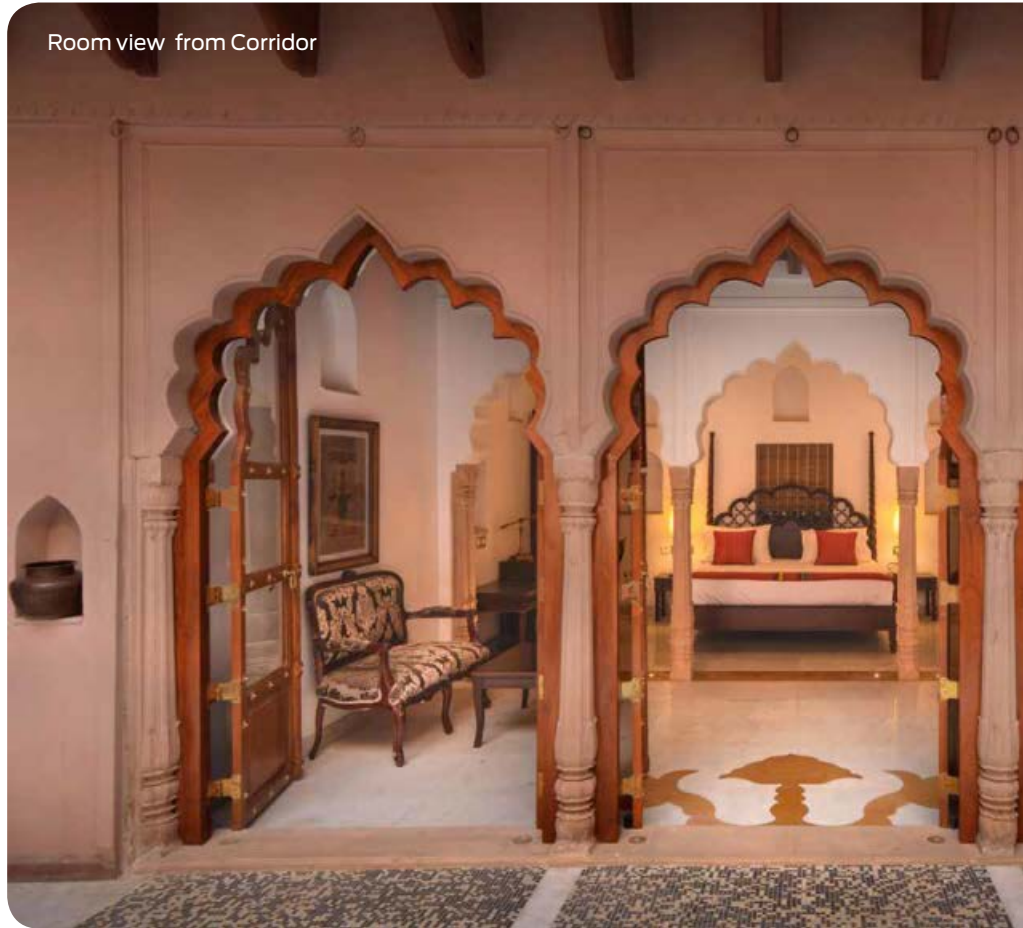


The project was started first with an examination by Ar. Kapil Aggarwal and Rajya Sabha member Mr. Vijay Goel of a dilapidated structure that still bore the traces of its history in the architectural elements like brackets, balconies, jharokhas, multifold arches and carved sandstone facades which looked worn out due to insensible urban pressure and had been declared as an inhabitable space by the government. The challenge was to develop the program of restoration without any plans or drawings. The building was surveyed and preparations were started with measured drawings, structural repairing and strengthening of the building.

The designing process involved an elaborate two year research of the entire urban fabric of Chandni Chowk. The resulting space had elements from Hindu, Mughal, Jain & Rajasthani Architecture.

The grand experience begins with entering the narrow lane "Gali Anar" of Chandni chowk from the Kinari Bazaar. The lane has been improvised by removing all the suspended electrical, data and phone cables and shifting them underground.

Walking down the embellished lane we reach the grand entry of



Room view from Corridor

the Haveli highlighted with a very intricate stone carving and cutting work. The pedestal has an engraved chariot and a few steps above are carvings of different patterns of flowers and vines typical of Havelis in India. The front façade has two major colors which are light brown

*All architectural elements were replicated in the same scale and finish but the materials were changed to make it better and cost efficient*



Resturant and Courtyard

Dholpur stone and red paint. On both the sides of the main entry are four other repaired wooden doors with M.S. strips in the form of an arch. These doors are held by cylindrical cement hinges at four corners. Above the main entry, a linear balcony is created covering the whole front façade which is supported by re-constructed columns, railings and roof. The balcony opens up to the narrow lane and provides a full view of

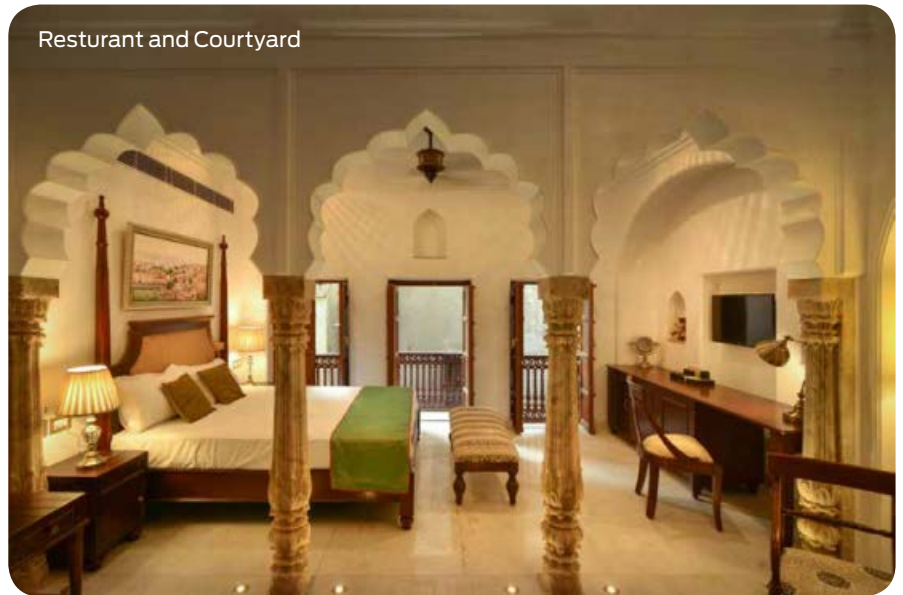




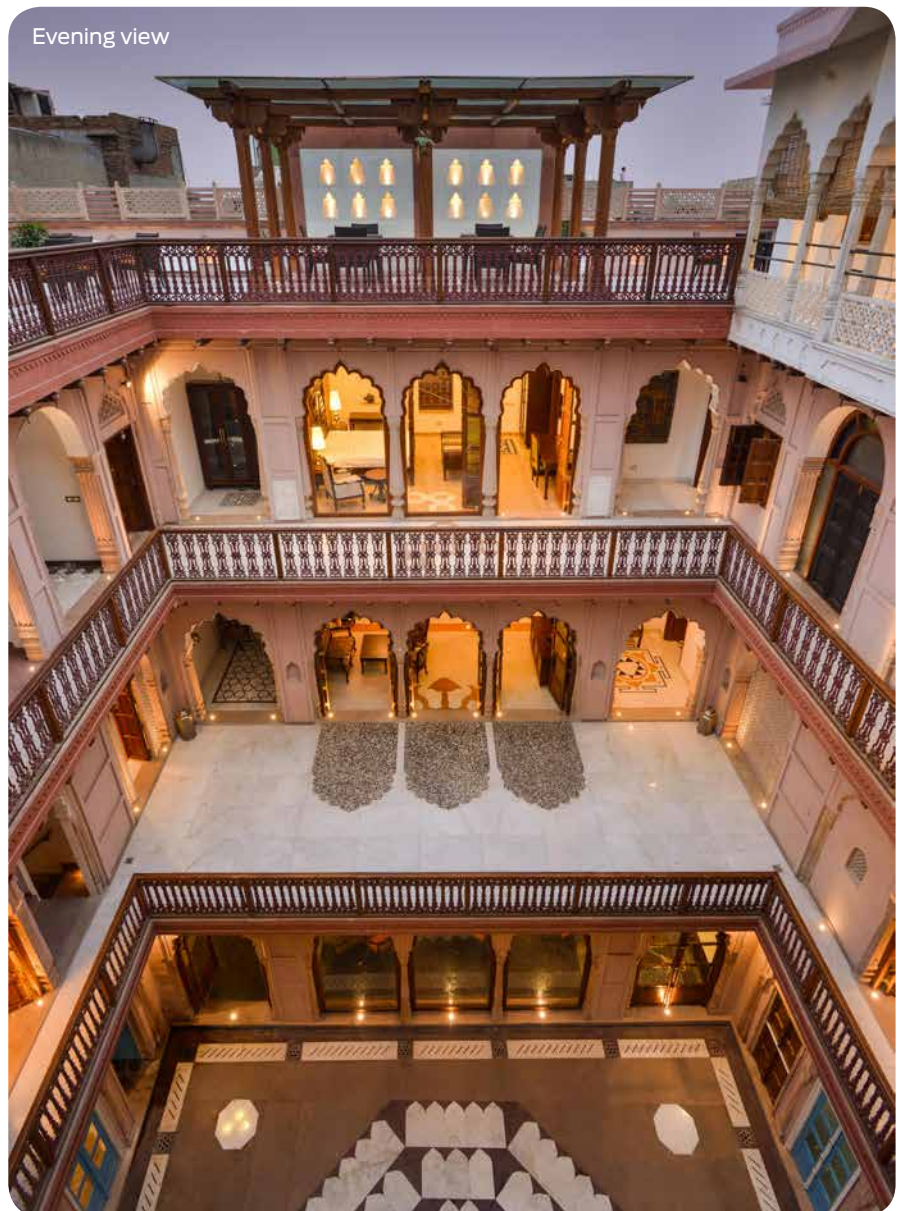
all activities of Gali Anar and is supported by the fibre reinforced brackets which were replicated and repaired, resembling the existing brackets.

Efforts were taken to restore while keeping the architectural aesthetic value intact. The original huge 135 year old wooden door with carvings and M.S. strips were refurbished and placed as the entry door to the Haveli. The ceiling is done with interesting patterns of Madhubani art. The entry to the main Haveli has a silver cladded door, in line with the lift lobby.

The main structure was strengthened by epoxy grouting, FRP wrap addition and columns at places required. All the slabs were repaired and micro-concreting was done at places. All architectural elements were replicated in the same scale and finish but the materials were changed to make it better and cost efficient. These elements were all reconstructed



Resturant and Courtyard



Evening view



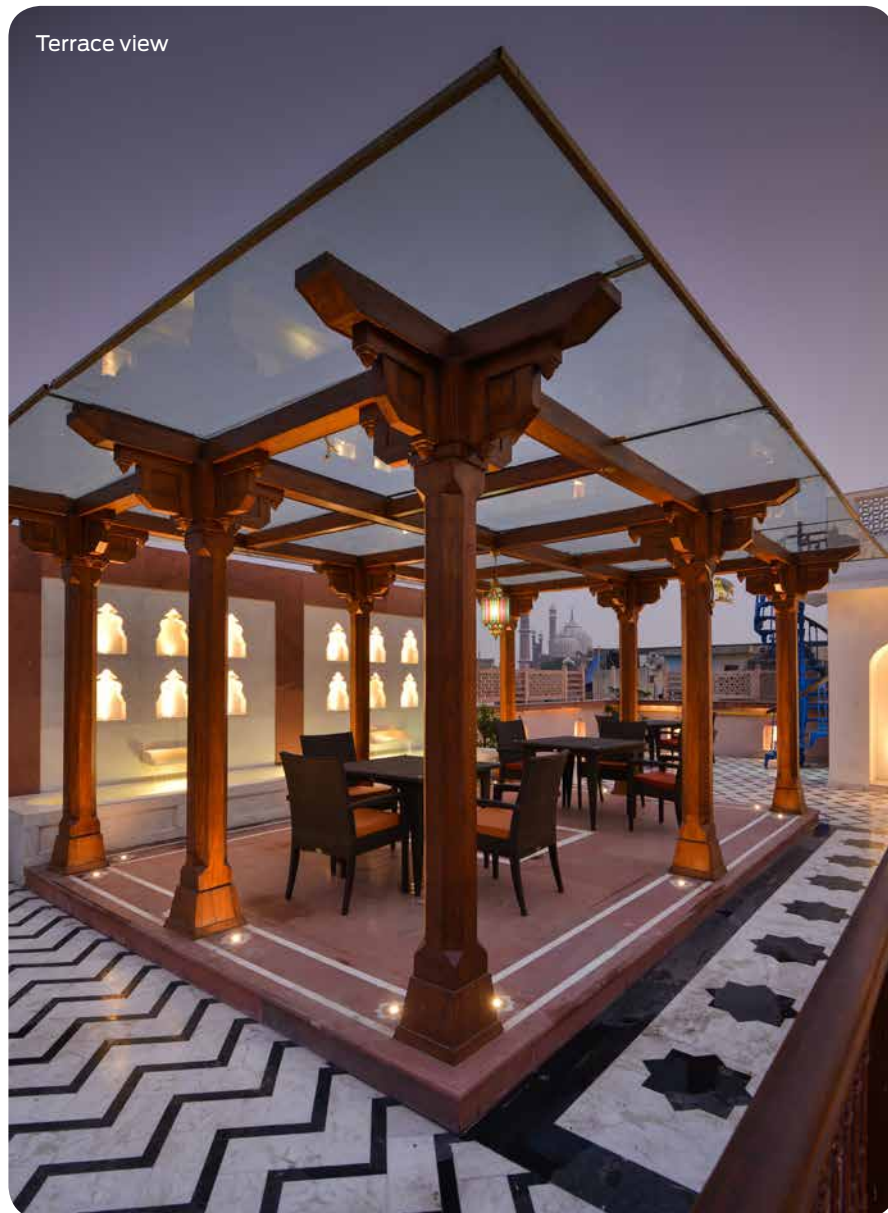
with the help from very skilled labor hand-picked from several parts of India.

On the ground floor the courtyard extends into the restaurant area through the wide glass panels which replaced the existing doors under arches. Lakhori, the restaurant has an antique look with lakhori brick work and retains the existing arched vaults. The furniture is finished in dark polished wood. The ceiling has been painted with rough textured stucco.

The first floor has six rooms and a spa. All the rooms open up to the courtyard with immense inflow



View from outside room



Terrace view


## EFFORTS WERE TAKEN TO RESTORE WHILE KEEPING THE ARCHITECTURAL AESTHETIC VALUE INTACT

of natural light, airflow and visual connectivity. This space of the Haveli is called the “Choti Haveli” which translates to small Haveli, because it in itself has all the features and architectural ambience of an entire Haveli with the windows opening into the narrow lanes of Gali Anar infusing the life of old city into the haveli.

The third floor cum terrace area is the major highlight feature of the Haveli. The terrace holds a view of the majestic Red fort, Jama Masjid and other landmark locations. Below is the “Barah Dhari” , a sitting area which is a structure made of wooden clad M.S. columns and beams and a glass pergola.

Exquisite and old worldly, it leaves you enchanted... †

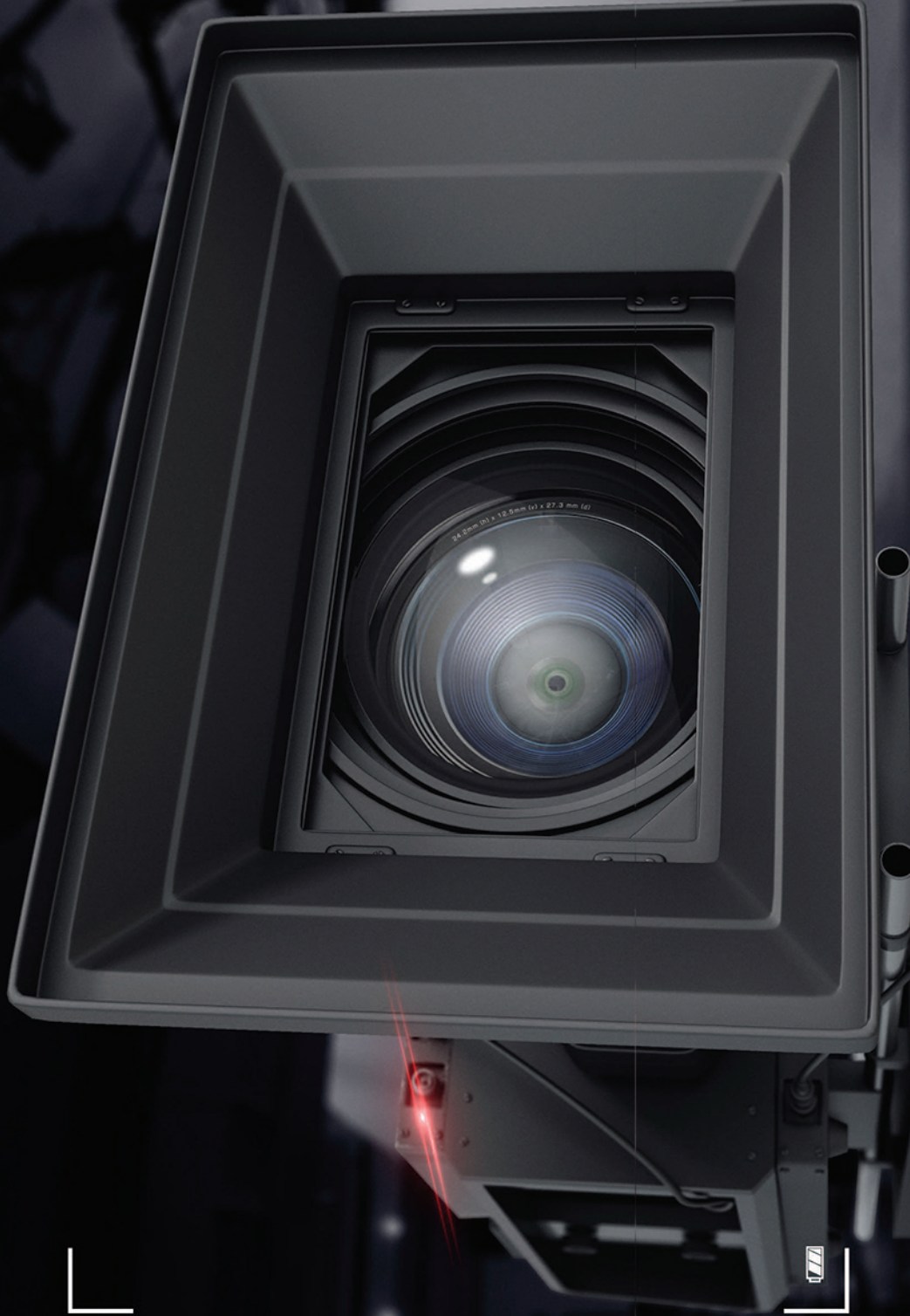
### Contact Details

 [www.spacesarchitects-ka.com](http://www.spacesarchitects-ka.com)



REC ●

L  
R



MULTIMEDIA

DESIGNING

PRINTING

PACKAGING

IMPORT - EXPORT

**Regd. Office :**  
108 Indrajeet Complex,  
13 Manhar Plot Corner, Godown Road,  
Rajkot - 360 002. Gujarat.  
Tel: +91 281 246 25 91,  
+91 281 246 51 78

**Studio :**  
101 - Sannidhya Building,  
Above HDFC Bank, Nirmala Convent Road,  
Rajkot - 360 007. Gujarat.  
Tel: +91 281 2570 762,  
+91 281 2570 792

**Branch Office :**  
441 Laxmi Plaza,  
Laxmi Industrial Estate, New Link Road,  
Andheri (W) Mumbai - 400 053.  
Tel: +91 22 4010 55 08,  
Telefax: +91 22 4010 55 09

Fuel to Your Fire.

e-mail: info@amrutindia.com

www.amrutindia.com



# Heritage restoration and adaptive use



Wooden Cornice Detail

The **Beri-Chettiar house** designed by **V.S.Vigneswar, Principal Architect of Architecture plus Value** is a successful example of a heritage building being re-invented for modern times

TEXT & COORDINATION BY: Panna Roy Choudhury (TTI)  
PHOTOGRAPHS BY: Courtesy Architecture plus Value



*Ar. V.S. Vigneswar*



Traditional Front Courtyard

This 100-year old heritage building is located in the old city area of Chennai, Park-town. Located near the Chennai Central Railway Station, the area has changed in nature over the years and has become a bustling commercial locality. It was built as the ancestral home of the owner, Kalathi Chettiar who belonged to the Beri-Chettiar community around circa 1900's. The house was initially located in the native settlements surrounding the British Fort St. George. The house follows the tenets of traditional Indian Architecture and is built around two





First Floor Openings (Mun Mutram)

## THE BUILDING AS A WHOLE HAS BEEN RE-CYCLED TO SUIT MODERN NEEDS

courtyards. Owing to the affluence of the community, the traditional construction systems and styles of that time period reached a pinnacle in this house. The house was found in a dilapidated state after years of neglect and the family had moved out a long time ago. The house faced demolition as the land prices have escalated and the building was not suited for the commercial area.

Vigneswar says that, "We as architects realized the potential of such a building as an example of traditional architecture which needs to be preserved for future generations. The owners were approached and a detailed research was conducted on the building..." Also the project needed to be economically viable as the land value was high. Detailed analysis was carried out on the Return V/S Investment ratio and it was proved to



Facade

the owner that heritage conservation provides exceptional returns on a marginal investment compared to demolition and re-construction.

Therefore the Heritage Conservation was made viable by the conversion of the building into a Retail + Office Space keeping in tandem with the commercial nature of the area. This generated enough revenue and interest from the owner to carry out the Adaptive Re-use and make it an economically viable model of Heritage Conservation.

A structural analysis was carried out and the building was strengthened for future use. The primary building materials were

**THE NATURAL LIGHTING AND VENTILATION SYSTEMS ALONG WITH A TRADITIONAL COURTYARD WERE PRESERVED AND THE RESULTING OFFICE SPACES BENEFITTED A GREAT DEAL FROM THEM**



Brass Door Knocker



Main Entry Door (Thalai Vaasal)

brick and timber. The conservation effort's initial focus was to re-build the damaged portions with two clear strategies. First the circulation patterns of the house were re-worked and through slight modifications to the openings and the addition of an extra street side staircase and entry they were able to divide the house into tenantable office spaces. The natural lighting and ventilation systems along with a traditional courtyard were preserved and the resulting office spaces benefitted a great deal from them. Secondly an extensive layer of services were added to the building. The Plumbing, Electrical and Fire safety systems were updated to modern standards to enable the smooth functioning of the building. This building is being re-used in its existing condition, reducing the construction waste

burden on the environment which would have been generated if it was demolished. The building as a whole has been re-cycled to suit modern needs. Additionally this traditional architecture has been built to be integrated with nature and uses the least energy during its life-cycle. This feature has been preserved and high-lighted in the design. The entire construction process was carried out through the use of traditional craftsmen who have multi-generational knowledge on the craft of traditional construction practices. This provides a livelihood for them and creates a social impact on these communities.

Standing majestically, the building serves as a marker in the history of the city. It serves to remind society of its past and there-by inspires the future to be more green and sustainable. †



# STONE & SURFACE

SAUDI ARABIA المملكة العربية السعودية

4 - 6 April 2017

Jeddah Centre for Forum & Events

Natural Stone | Tiles | Contract Flooring

[www.stoneandsurfacesaudi.com](http://www.stoneandsurfacesaudi.com)

## UNLOCK A NEW MARKET

SPACE IS LIMITED. SECURE YOUR STAND TODAY.

Expose your brand to importers of 1,47 million tons stone products

Capitalise on US\$ 722 billion construction projects in Saudi Arabia

Meet Saudi's leading architects, contractors, developers, stone traders and interior designers

+971 (0)4 445 3739 [info@stoneandsurfacesaudi.com](mailto:info@stoneandsurfacesaudi.com)



STONE &  
GRANITE



CERAMICS &  
TILES



PARQUET &  
WOOD  
FLOORING



TEXTILE  
FLOOR  
COVERING



STONE  
PROCESSING  
TOOLS



CHEMICALS  
&  
ABRASIVES



QUARRYING  
MACHINERY



WALL  
COVERING



DEMO ZONE



MASTER  
CLASS



RENTAL  
ZONE

Organized by

**dmg::events**  
middle east, asia & africa

Co-located with



# Dazzling 'Nawwarah'

“Nawwarah”, a Moroccan themed lounge and fine dining designed by young designer **Ankita Baid** is a glittering example of design inspired by a confluence of both the Mediterranean and the Arabic

TEXT & COORDINATION BY: Sheetal Joshi (TTI)  
PHOTOGRAPHS BY: Courtesy The Designer

**M**orocco, a North African country bordering the Atlantic Ocean and Mediterranean Sea, is distinguished by its Berber, Arabian and European cultural influences. Marrakesh's medina, a mazelike medieval

quarter, offers entertainment in its Djemaa el-Fna square and souks (marketplaces) selling ceramics, jewelry and metal lanterns. Resplendent in its beauty and mystique Morocco brings to one's mind dazzling and brilliant azures,



*Ankita Baid*







moss greens and rich tagines. Warm, hospitable people and a beautiful relaxed atmosphere make it a favourite destination for most travelers. Moroccan culture has been shaped by a confluence of various cultures like the Arabic, African, and Mediterranean influences and has evolved into something unique.

Designer Ankita Baid, interior designer and Founder Director Ark & Arts wanted to bring a slice of this exotic culture to her design for 'Nawwarah' which means brilliant and dazzling in Arabic.

Nawwarah is a three stored café cum fine dining and lounge located in the heart of the city of Kolkatta. The restaurant has G+2 building comprising of fine dining and ice cream parlour on ground floor, bar on first floor and hookah café and lounge on second. The fine dining area is made luxuriously in gold and teal colours. The intricate wood carvings on the ceiling and massive crystal chandeliers give a rich and exotic look. The ice cream parlor is fresh and vibrant with greenery and flowers cladded on walls. Glass mosaic flooring and cluster







of Moroccan lights on ceiling gives a dashing look.

A bar on the first floor is adorned with mother of pearl and brass furniture. There are metal mirrors on walls and also a heavily cladded mirrored ceiling.

The most amazing thing about this space is the Moroccan printed floor tiles and colourful sofas that completely uplift your mood and senses the moment you enter the space. Anikta says, "The toilet on this floor is very luxurious with prints, crystals, mother of pearl fittings. The bar counter is hand painted with colourful Moroccan prints", explaining the meticulous effort that has been taken to create a unique experience for the visitors.

On the second floor is the café which is perhaps the best exploration in terms of bold prints, fancy colours, elegance and detailing. A beautiful experience with antique swings, sofas, tables, and chairs, everything is made in perfect Moroccan style leaving us totally amazed! †



# 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...



# Bespoke Beauty

**Nitco's** latest designer collection is a  
amalgamation of beauty, durability and  
style

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







**N**itco has long been known for its formidable product quality and customer service. The brand is known as a trend setter within the industry. Through its constant innovation, product quality and customer service, they have earned their place as a premium brand. NITCO's Designer Collection is calming yet invigorating, restrained yet expressive, inspired by nature and civilizations, bringing together contrasting elements to create a harmonious feel. The Skiffer series, the Civitas series & the Wood collection is a formidable collection with a combination of beauty and durability. It brings together style, resilience and fine finishes into an exquisite product

#### **Have a look at the designer collections**

##### **The Skiffer series**

It captures the power of surfaces, patterns, colors and textures formed by winds, landslides and volcanic rocks. Curated for the first time ever in dimensions of 298x1200 mm and 196x1200 mm, its mixed size layout for wall and floor makes for a stunning look poised to transform your space dynamically.





### Wood collection

Inspired by the combination of wood and stone, it defines modern living that is closer to nature, a future trend to look out for in India. The 196x1200mm dimension tiles are complete with wood finish. With the introduction of Acasia wood finish this collection brings a calming and soothing effect of being closer to the sea. Apart from this, the Designer Collection has recreated industrial look with its exquisite metal craft design inspired from the art deco patterns.








### The Grandeur series

A unique range of designs with a very competitive edge that effortlessly blends style and sophistication into a flawless combination that is bringing to India for the first time an amalgamation of Roto and Digital printing giving two dimensional design printing.



### Tapis Series – Persian Carpet Collection

This series is inspired by artisans and patterns made from Zardosi, Persian art and Dye painting, an amalgamation of technology and sophistication that reflects an affluent and aristocratic lifestyle. 

### Contact Details

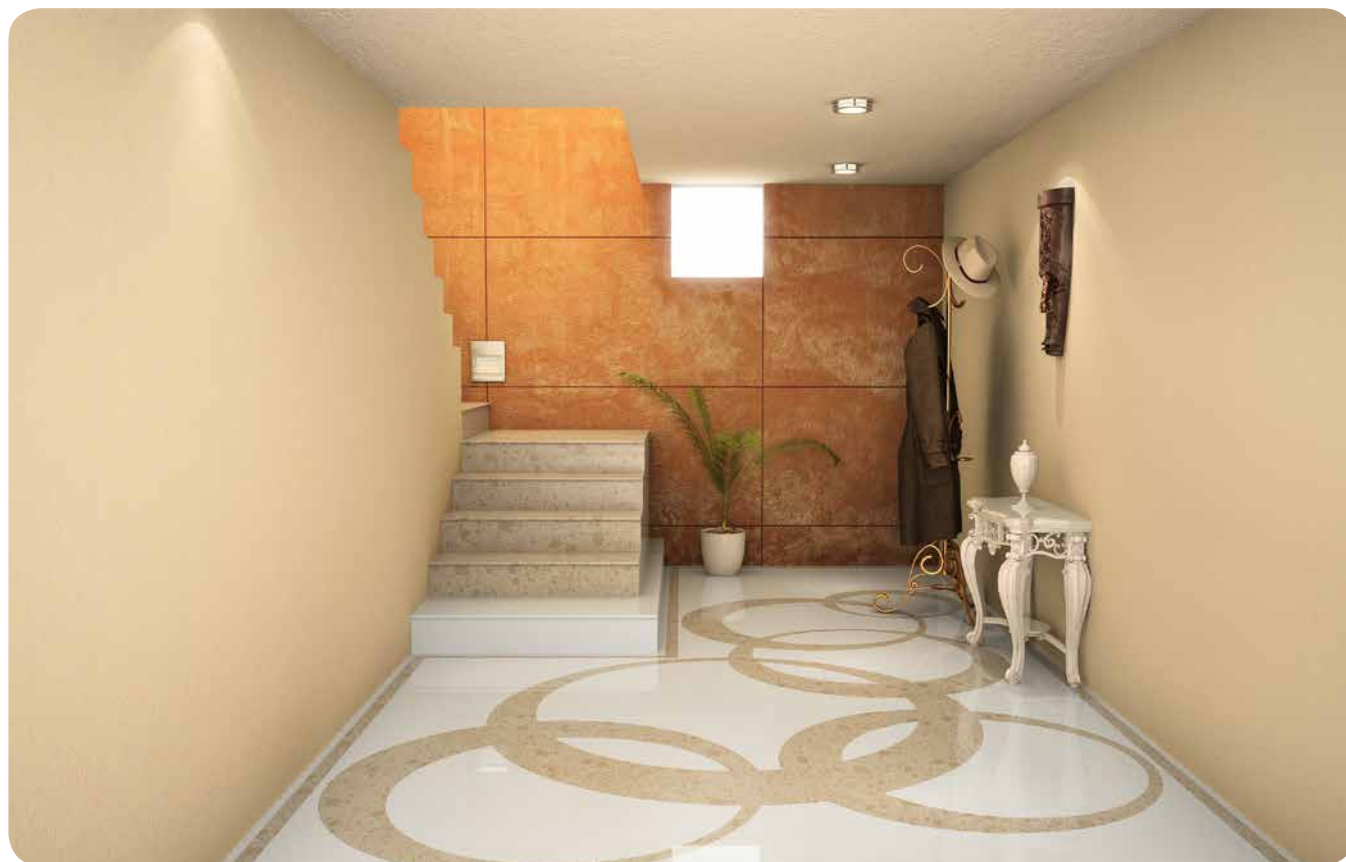
 [www.nitco.com](http://www.nitco.com)

# Edgy & Classic

These all new collections from leading brands are set to enter the market


**H&R Johnson (India)** has launched Johnson Quickstairs. This ready to install anti-slip stair treads and risers in engineered marble which are also pre fabricated and pre- polished and extremely maintenance friendly. It also can be customized as per the requirements and it is possible to match the floor/wall texture in order to maintain uniformity in finished space. Not only is it economical as compared to natural marble but at the same time it provides better stain & abrasion resistance.

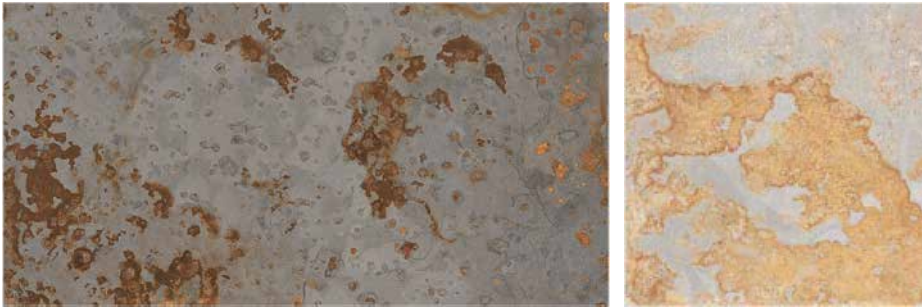
 [www.hrjohnsonindia.com](http://www.hrjohnsonindia.com)





**Simpolo** has introduced Lavagna series. Dispelling the notion of rustic being outdated, this series gives rise to an uncommon and robust use of space. Matt finished Lavagna, is designed to resist inclement weather and withstand heavy loads. This series improve the functionality and aesthetics of your outdoor space without any need of a helping hand. It is available in 398 x 398 mm & 396 x 800 mm size and 16 mm & 10 mm thickness.


 [www.simpolo.net](http://www.simpolo.net)





## † PRODUCTS GALORE

Like indoor spaces, it is equally important to accent the outdoor spaces, like the terrace of your abode with style and comfort. **Notion** has introduced Hardwood floorings for the terrace. Hardwood flooring ensures a easy installation and comes with a long lifespan as it is durable and resist all climatic changes.

 [www.notion.net.in](http://www.notion.net.in)



**CMC** has introduced the most exclusive products for bathroom installations category. Designed for those with a desire for ultimate bathing experiences, the brand has built an elite, custom-made freestanding bathtub crafted out of Grigio Billiame, a newly introduced KalingaStone marble. The newly introduced Grigio Billiame can be used in a variety of applications over and above bath tubs. The applications include wash-sink, countertops, flooring and wall clads among others. Available in standard dimensions of 304 X 125 cm and thickness choices of 12 mm, 16mm and 18 mm, the products add a touch of luxury to bathrooms.


 [www.classicmarble.com](http://www.classicmarble.com)



**AGL** has introduced unique product under its premium range Grestek with 800 x1600mm size. Presently, It has been introduced with 13-15 SKUs with variety of Italian Marble and texture in glossy and matt finishes. Its combination of complete mirror effect give a look of natural marble and seems very gorgeous in nature.

 [www.aglasiangranito.com](http://www.aglasiangranito.com)



**Somany** Ceramics has launched Duragres Planks, a range of faux wood tiles. This range is exceptionally durable and designed to cater to a wide range of tastes. The Duragres Planks come in six different product ranges, namely: Full Polished Glamor Tiles Collection, Dazzle Collection, Natural Rock Collection, Vintage Wood collection, Modern Wood Collection and Exotic Wood Collection. Faux wood, will be one of the most popular trends among residential and commercial spaces being designed in 2017. 

 [www.somanyceramics.com](http://www.somanyceramics.com)



# Tisva

The Tisva lighting studio has a customised experience zone which showcases automated lighting concepts



**E**very Tisva light is combined with cutting edge technology like tunability (colour control) and dimmability (intensity control). The wide range of products from Tisva include Ambient lighting concepts, LED designer range, Chandeliers, Table and Floor Lamps, Wall Lights, Pendants, Outdoor lighting and Utility lighting products. This new age down lighters which work on bluetooth technology and elysian lights featuring Japanese technology that creates light in a choice of color selection from warm white to cool daylight. The distinctive ambience created by this zone will help customers choose the best lighting narrative for their home. Additionally, consumers can also avail lighting consultancy services from experts at the studio. ✚

## Contact Details

🏠 [www.lightsbytisva.com](http://www.lightsbytisva.com)



# Subscribe To The Tiles Of India Now!

One stop destination for all Tile Manufacturers,  
Builders & Developers, Architects and Interior Designers,  
Product Designers, Installers and Consumers.

For more information visit: [www.thetilesfindia.com](http://www.thetilesfindia.com)

Follow us on:    

## Special Subscription Offer

Issues	Indian Subscription	International Subscription
6	₹ 1200	\$ 130
12	₹ 2400	\$ 260
18	₹ 3600	\$ 390

\* (Incl. Courier Charges)



## A HUMAN INFO DIGITAL MEDIA PVT. LTD.

441, LAXMI PLAZA, LAXMI IND. ESTATE,  
NEW LINK ROAD, ANDHERI (W)  
MUMBAI - 400053.  
Tel: +91 22 40105508  
Fax: +91 22 4010 5509  
Email: [info@thetilesfindia.com](mailto:info@thetilesfindia.com)



## E - Copy Subscription

Subscribe for the E-copy of  
The Tiles of India and read  
on all your devices.

Visit : [www.magzter.com](http://www.magzter.com)



## SUBSCRIPTION FORM

### YES I WANT TO SUBSCRIBE TO THE TILES OF INDIA

6 Issues  12 Issues  18 Issues

Name: Mr. / Ms. \_\_\_\_\_

Organization: \_\_\_\_\_ Designation: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Landmark: \_\_\_\_\_

City: \_\_\_\_\_ Pin Code: \_\_\_\_\_ State: \_\_\_\_\_

Telephone: (O) \_\_\_\_\_ (R) \_\_\_\_\_

Mobile: \_\_\_\_\_ Email Id: \_\_\_\_\_

Please Find The Enclosed Cheque / DD No. \_\_\_\_\_ Dated \_\_\_\_\_

Drawn In Favour Of "A Human Info Digital Media Pvt. Ltd." Payable At Mumbai.

Or Please Charge My Credit Card \_\_\_\_\_ Card Number: \_\_\_\_\_

Card Name: \_\_\_\_\_ Card Expiry Date: \_\_\_\_\_

Date Of Birth: \_\_\_\_\_ Signature: \_\_\_\_\_

- ✓ Please write your company name on the reverse of the cheque / DD. Do not send cash.
- ✓ A Human Info Digital Media Pvt. Ltd. reserves the right to terminate or extend this offer or any part thereof at any time or to accept or reject any or all forms received at their absolute direction without assigning any reason or prior notice.
- ✓ Your subscription will commence from the next available issue.
- ✓ No cancellation will be entertained after the commencement of subscription.
- ✓ A Human Info Digital Media Pvt. Ltd. will post the copy to the mailing address provided in this form.

- ✓ In case, you wish to change the address, please intimate us in writing. The address will be changed within 7 days from the receipt of your request.
- ✓ A Human Info Digital Media Pvt. Ltd. will take utmost care to dispatch the copies safely, but does not take liability of any postal delays and damaged copies dispatched.
- ✓ All disputes are subject to Mumbai jurisdiction only.
- ✓ In case of any queries, please feel free to call A HUMAN INFO DIGITAL MEDIA PVT. LTD. SUBSCRIPTION Division on +91 22 40105508 or email us on [info@thetilesfindia.com](mailto:info@thetilesfindia.com)

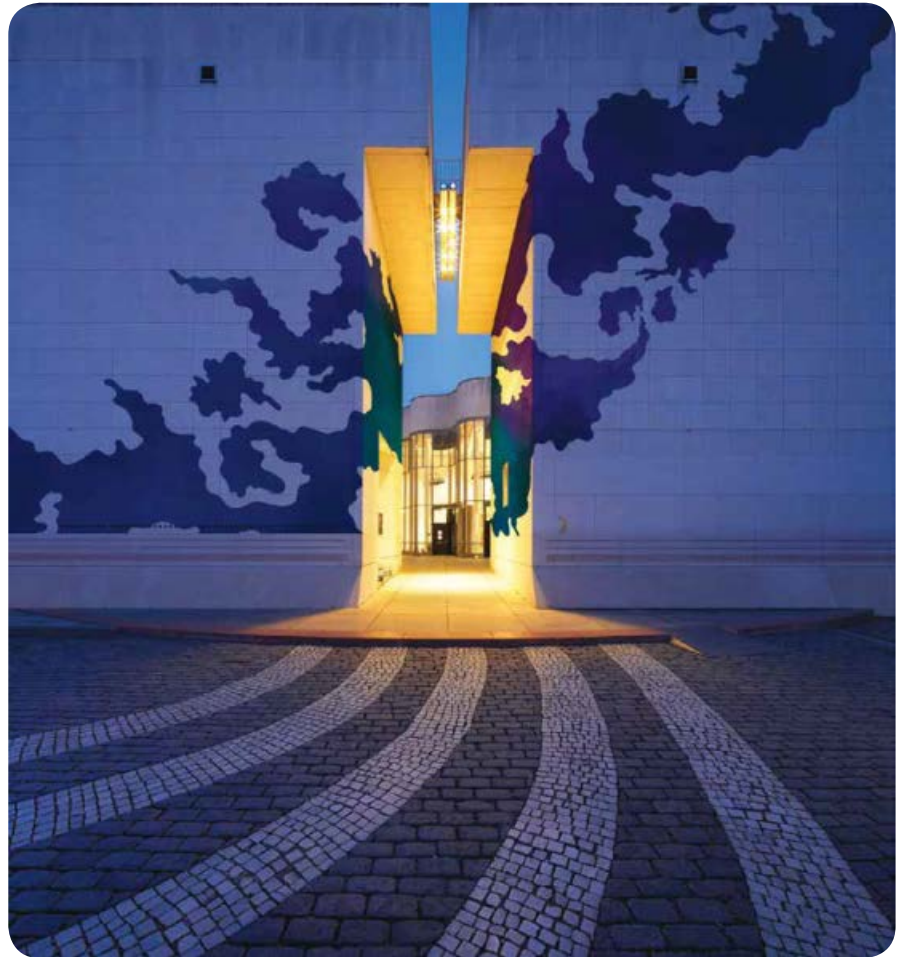


# The Earth Series

**Asian Paints** is set to unify homes with key elements of nature with the introduction of the all new exterior décor range called **Ultima Wall Art**








It combines the magic of stories, décor & design providing an aesthetically appealing set of options for Exteriors offering designs that are organically aligned to architecture.

Rapid urbanization has left people craving for a connection with nature and they now feel the need to bring nature home in various forms. This series is a unique way to bring home the beauty that resides in flowing water, in rustling leaves, in the woods, and the life, the bliss, the abundance contained within these elements.

The application of the The Earth

Series is across four different concepts titled **'Flow'**, **'Tree of Life'**, **'Prayer for the Earth'** and **'Walk in the Woods'** is one-of-its-kind.

The designs are made to create an awe-inspiring imagery. The beauty of these designs is its ability to be adapted on various surfaces and at the same time have the possibility of executing this on differing scale offering unmatched beauty and unlimited design interpretations. 

#### Contact Details

 [www.asianpaints.com](http://www.asianpaints.com)





London

- DECOREX INTERNATIONAL  
17 - 20 Sep 2017



Germany

- DOMOTEX  
14 - 17 Jan 2017



USA

- THE INTERNATIONAL SURFACE EVENT  
Las Vegas  
18 - 20 Jan 2017
- COVERINGS  
Orlando  
04 - 07 Apr 2017



Paris

- MAISON & OBJECT  
20 - 24 Jan 2017



Spain

- CEVISAMA  
Valencia  
20 - 24 Feb 2017



Brazil

- EXPO REVESTIR  
Sao Paulo  
07 - 10 Mar 2017



Italy

- MADEEXPO  
Milan  
08 - 11 Mar 2017
- EUROCUCINA  
Milano  
04 - 07 Apr 2017
- CERSAIE  
25 - 29 Sep 2017

**The Tiles of India's** end-to-end business model for horizontal integration leverages our expertise, knowledge and reach to bring innovative concepts and ideas to the market, more efficiently and effectively for the benefit of the industry. **The Tiles of India** has been the fastest growing Tile magazine for more than **4 years**, but we're much more than a Magazine. We create a full range of 360 degree business services for the Industry, pioneering projects in verticals of Publication, Promotion & Education





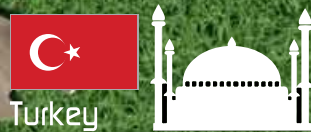
Poland

● BUDMA  
07 - 10 Feb 2017



Russia

● MOSBUILD  
Moscow  
04 - 07 Apr 2017



Turkey

● UNICERA  
08 - 12 Mar 2017



China

● CANTON FAIR  
Guangzhou  
15 - 19 Apr 2017  
● CERAMBATH  
Foshan  
18 - 21 Apr 2017  
● CERAMICS CHINA  
Guangzhou  
01 - 04 Jun 2017



India

● ACETECH, Ahmedabad  
20 - 22 Jan 2017  
● THE INDIAN CERAMICS  
Ahmedabad  
01 - 03 Mar 2017  
● BIG 5 CONSTRUCT INDIA  
Mumbai  
14 - 16 Sep 2017



Dubai

● MIDDLE EAST STONE  
22 - 25 May 2017

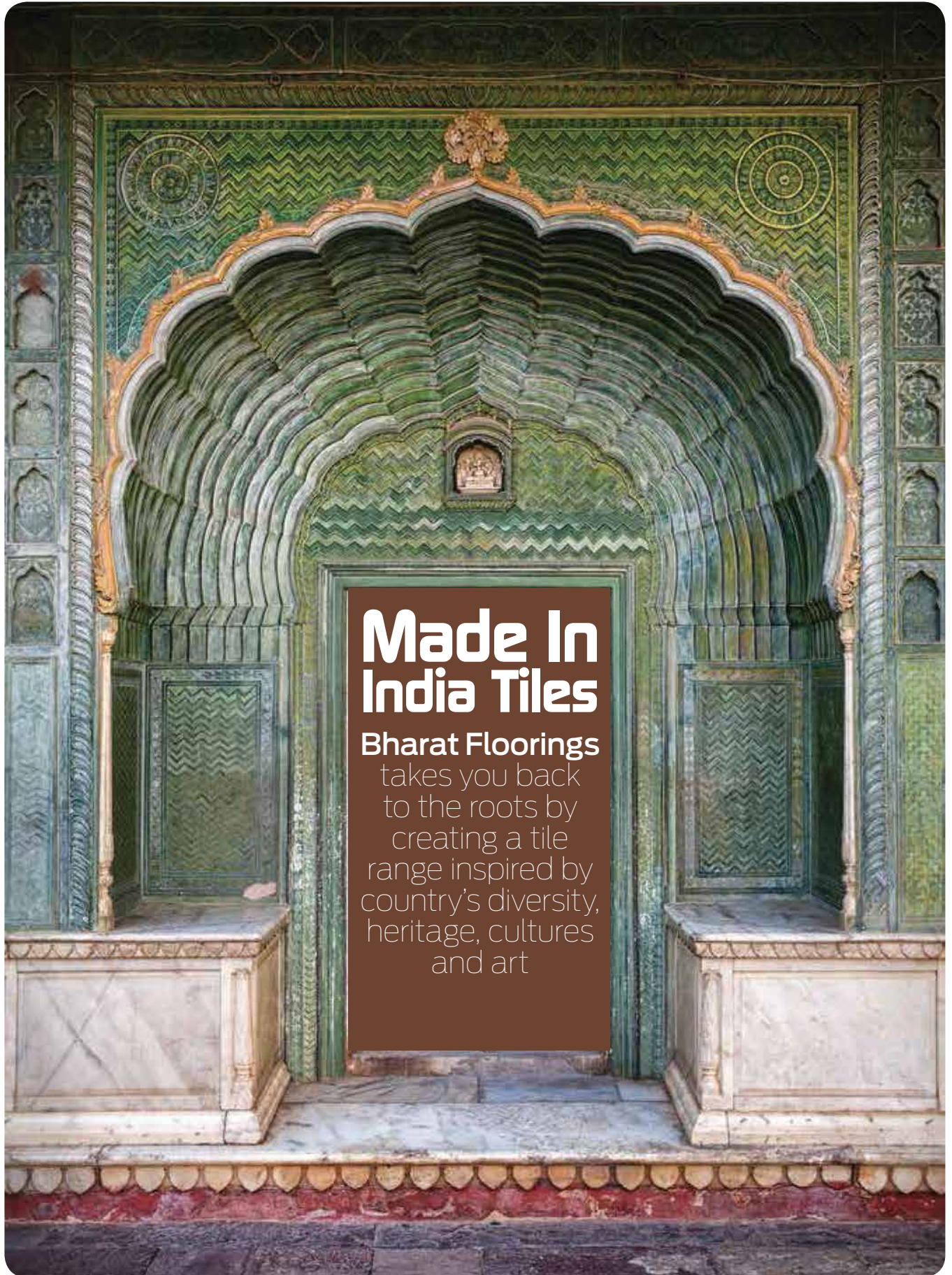
The Tiles of India, a proud participant at the major global events.



To find out more scan the QR code from your mobile. (Link for QR code application) or visit [www.thetilesindia.com](http://www.thetilesindia.com)







# Made In India Tiles

**Bharat Floorings**  
takes you back  
to the roots by  
creating a tile  
range inspired by  
country's diversity,  
heritage, cultures  
and art



In 1922 Bharat pioneered the cement tiles industry in India as part of the Swadeshi movement as a contribution to India's economic independence by producing tiles of international quality to replace imports. We created a unique product suited to Indian conditions.

Every state in India, every community in every direction of the country has its own idiosyncrasies, which are inimitable and fascinating. Embodying this characteristic, and in keeping the specialty of each state, the brand have introduced the 'MADE IN INDIA' series. Whether it's

the tribal Gond range from Madhya Pradesh, or the majestic Jharokha from Rajasthan, whether it's the intricate Pashmina from Kashmir or the scrumptious Modaks from Maharashtra, each forte has been entwined into the designs to stand for what truly represents India.

**Have a look at the 'Made In India' series**

In Madhya Pradesh, the Gonds inhabited the dense forests of the Vindhyas, Satpura and Mandla in the Narmada region of the Amarkantak range for centuries. **Gond art** tile is inspired by them and their extremely unique and intricate artwork.

A popular traditional sweet in Maharashtra, modak is a sweet rice dumpling, traditionally dished out during the festival of Ganesh Chaturthi. The **Modak range** has been inspired from the drop-like shape of these sweets.

**Pashmina range** is inspired from Kashmir. The designs found on these are usually oriental in nature, incorporating floral and paisley designs along with very intricate yet large motifs.



Kolam is a representation of celebration and thought to bring prosperity to homes in Tamil Nadu. It is a form of drawing that is made using rice flour or chalk powder. The **Kolam range** is inspired by tradition and combines the many facets and forms depicted in these drawings

Bandhani, largely found and associated with Gujarat, the diamond shape that is formed while dyeing the fabric was the inspiration for the **Bandhani range**. The range depicts the culture and festive spirit of the state, which has been inspired by murals and motifs.

**Jharokha tile**, inspired by Rajasthan's Mughal and Rajput style of architecture this gives an ethnic as well as contemporary look.

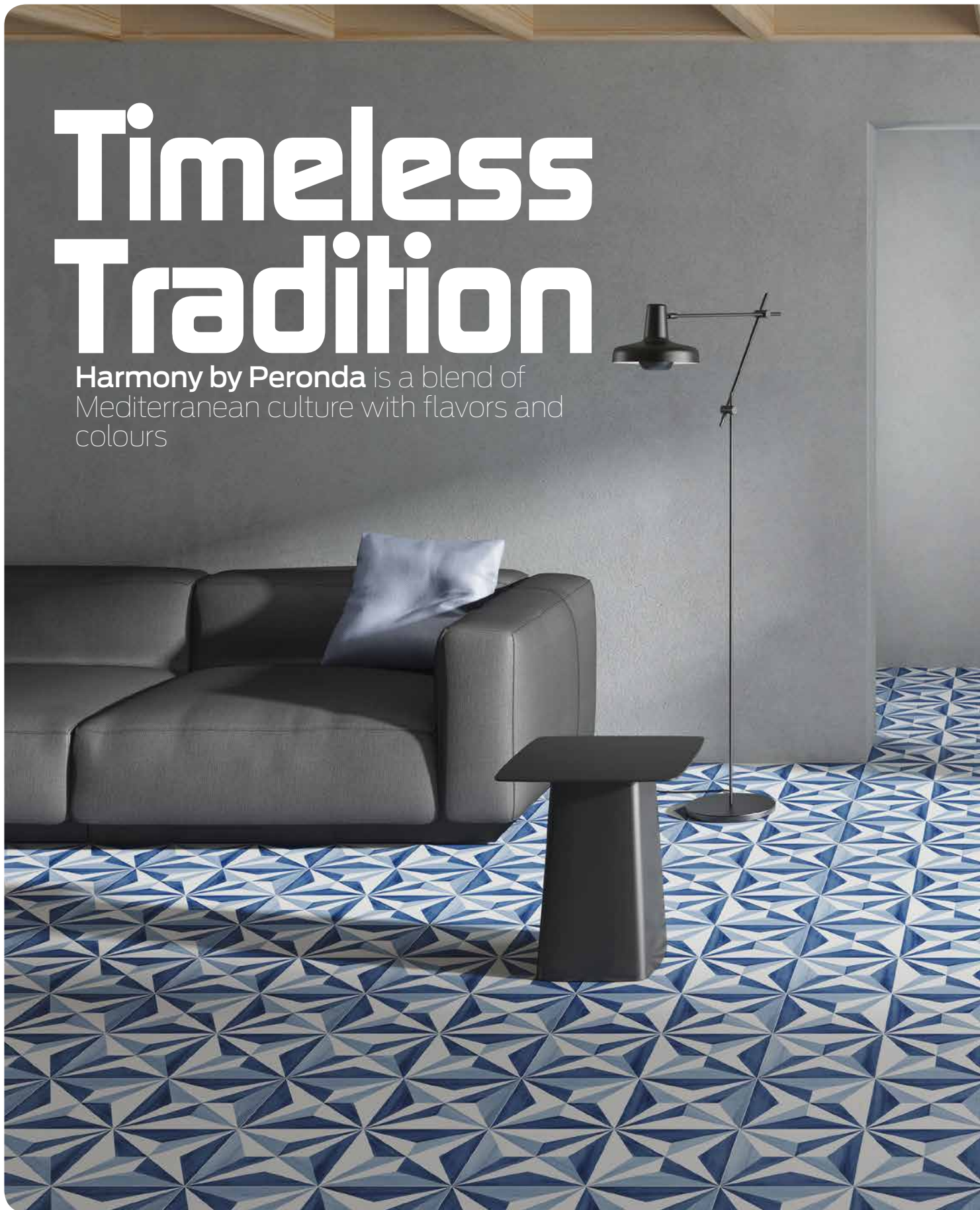


**Contact Details**

 [www.bharatfloorings.com](http://www.bharatfloorings.com)

# Timeless Tradition

Harmony by Peronda is a blend of  
Mediterranean culture with flavors and  
colours







**M**editerranean style might be the ultimate melting pot. It travels between Greece, Italy, France, Spain, and the other countries on the fringe of the Mediterranean Sea, picking up the unique influences of each as it goes. Emphatic and evocative, this look bears hints of Moorish grace, Spanish flamboyance, French elegance, and more. Above all, Mediterranean style is a virtual bon voyage. It carries a strong sense of place and entices you with its exotic promise. Although it's bold and striking, this style's innate dignity keeps it from feeling over-the-top or gaudy.

Peronda's Harmony porcelain tile collection has a strong Mediterranean flavour. Thanks to the white, blue and navy colours of its geometrical patterns, with the occasional heavier brushstroke, it evokes the charm of traditional hand-painted tiles. ARGILA ARTIST comes in five models featuring different patterns that can be combined with one another or can be used individually to create intriguing compositions.

**SIZE**  
22.3x22.3cm

**APPEARANCE**  
Rustic

**USE**  
Floor tiles, Wall tiles, Decors

**TYPE OF PRODUCT**  
High-end design 

**Contact Details**  
 [www.peronda.com](http://www.peronda.com)

# News Bulletin



## Pioneer in Digital Printing Tiles

Varmora Group is acknowledged as a pioneer in Digital Printing Technology and launched Digital Printing tiles for the first time in India. The brand was recently awarded for its achievements at the hands of the Chief Minister of Gujarat Mr. Vijay Rupani and the award was received by Mr. Bharat

Varmora - JMD of Varmora Granito Pvt. Ltd in the presence of an audience from the Ceramic Industry on 18th of December 2016. Mr Bharat Varmora said, "We thank the Ceramic Industry for acknowledging our contribution and we ensure to be part of much more such laurels. We believe that, Our Best is yet to come..."





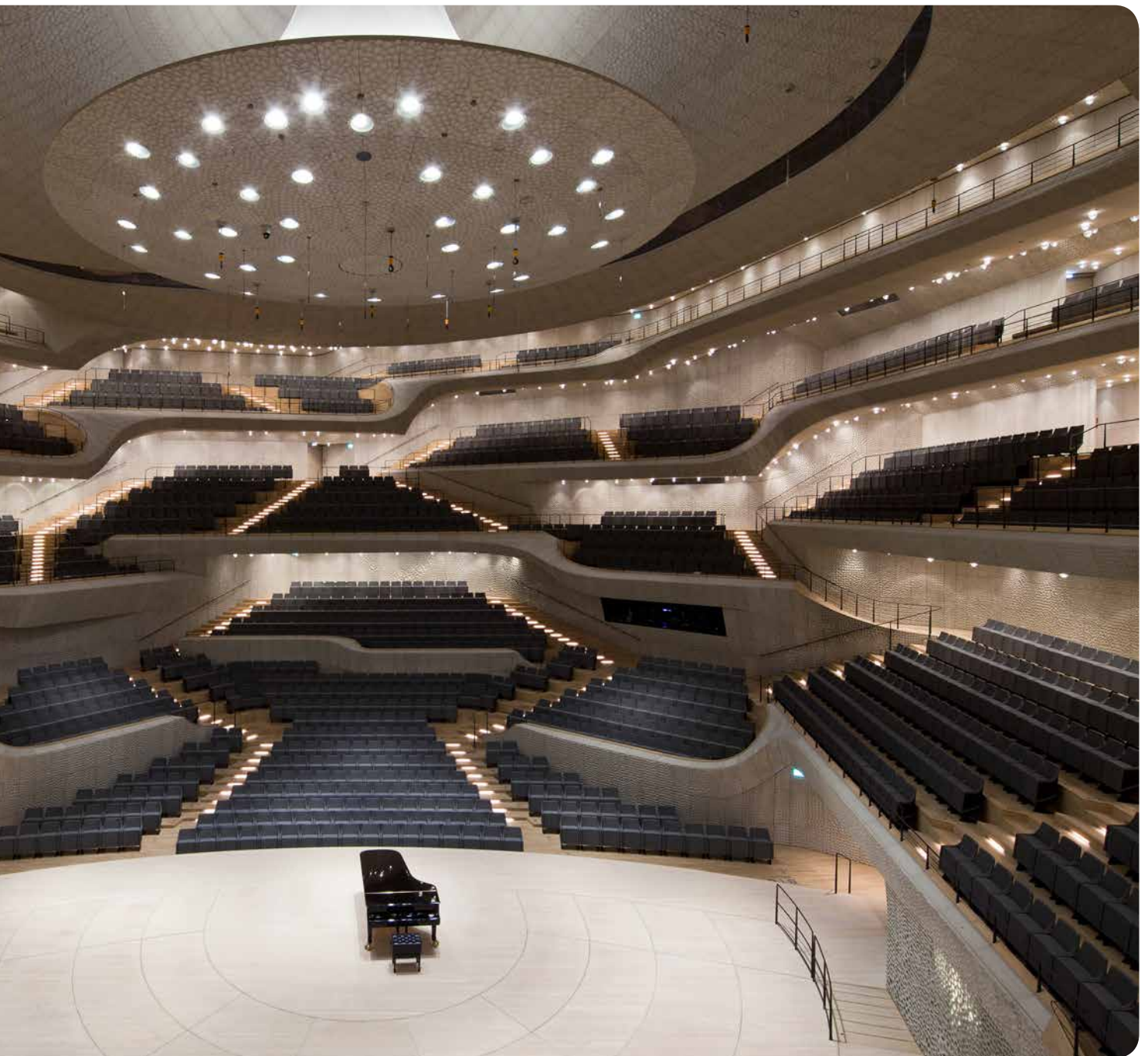
## Duravit design in Hamburg's new landmark building

Elbphilharmonie celebrated its official inauguration with two large concerts by the NDR Symphony Orchestra. In the public bathrooms, the Scola washbasin by Duravit makes its entrance on the Elbe. The designer bathroom manufacturer supplied all the washbasins for this prestigious building in Hamburg.

The impressive building with its unique architecture opens its doors and joins the ranks of world-famous concert halls, such as the Metropolitan Opera in New York or the Sydney Opera House. The Elbphilharmonie is more than just a concert hall. It marks the start of something new in Hamburg's harbour.

In the sanitary facilities, the Scola washbasin by Duravit stands on the

parquet floor combining classical design with a modern feel. As one of the most successful classics in the Duravit portfolio with a circular, deep inside bowl, Scola plays the same leading role as the first violin. The Sundeck Pool by Duravit gives a solo performance in the wellness area of the Elbphilharmonie's Westin Hotel, offering quiet relaxation either before or after a concert evening.



### Dr. Fixit launches Pre-Bond for superior grip with cement

Dr. Fixit, India's leading waterproofing expert, has rolled out Pre-Bond, a HDPE self-adhesive membrane that bonds with wet concrete. The product boasts of excellent bonding with concrete and forming an integral seal to prevent water migration. It has been typically designed for underground public

constructions such as basements, subways, tunnels, caves, etc.

Dr. Sanjay Bahadur, CEO at Pidilite Industries Limited said, "Dr. Fixit believes in constant innovation and providing quality solutions. As market leaders, our vision is to be more customer-centric with the consumer being placed in the highest regard. Pre-Bond is the outcome of continuous interactions

with our consumers to know the 'need' and create specific solutions. Pre-Bond is a product that has been introduced as part of our 'surface' wise solution providing approach."

He further added, "Dr. Fixit Pre-Bond assures excellent bonding with concrete as well as strength & elongation properties that makes it ideal for applications in commercial and industrial projects."



### AGIL reports PAT of Rs. 9.34 crore, up 33% in Q3 FY 2016-17

Asian Granito India Limited (AGIL) has reported a 33% rise in net profit at Rs. 9.34 crore for the Q3 ended December 2016 as against net profit of Rs. 7 crore in the corresponding quarter of previous fiscal 2015-16. For the nine months ending in December 2016, the company reported a net profit of Rs. 25.24 crore as against a net profit of Rs. 16.11 crore in the corresponding period last year.

**Mr. Kamlesh Patel, Chairman and Managing Director, AGIL** said, "Overall the quarter was good for the company in this tough

time and was able to better its market position. Demonetisation had triggered a slowdown in the industry and halved supply



from India's biggest tiles cluster - Morbi. Many units in Morbi faced temporary shutdown while many other operated at below capacity. AGIL was quick to capitalise on the opportunity and was able to meet the industry demand. This helped company to garner additional market share and better its profit margins. We also wish to sustain our efforts on our quality and commitment level across the board and build a brand that would be synonymous with the consistent quality and timeliness of delivery. A disciplined approach in line with the long term strategy would enable us to further cement our position in the industry." 📌



# EVENTS

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







# Cevisama 2017

The 25th Edition of **Cevisama** promises to be a vibrant event showcasing the best of the industry

The 25th Edition of Cevisama is set to take place from 20th to 24th February 2017 at Feria Valencia exhibition centre. The Spanish ceramic tile industry continues to grow every year. This year the Spain ceramic tile industry will be coming to the fair with renewed energy following a year that saw its ability to innovate and its competitive edge drive an increase in sales and open up new markets.

On the second day of the fair, ASCER will be holding its traditional





international press conference, during which it will present key statistics, the ceramic tile industry's strategy for the future and the prizes in the Architectural Ceramic, Interior Design and Degree Projects Awards competition. Tile of Spain, jointly with ICEX, Spain Exports and Investments, is inviting more than 100 journalists from leading architecture, interior design and ceramic magazines all over the world to attend, to help boost the Spanish tile industry's international business.



During four days of the show, Cevisama Lab will be holding attractive events, cultural programmes, and an experimental zone that also shows trends. Notable features of the upcoming programme include:


**Trans-hits - Inter-Actions:** An exhibition of architectural and interior design projects centred on the use of ceramic as a construction material and a means of expression. The visitors will be able to 'interact' with the spaces created by the Graduate School of Design at the University of Harvard (USA), which is working in collaboration with the ITC (Institute for Technology in Ceramic) on a 3D design for ceramic. They will also be able to 'interact' with a project titled "Esencia" by architects Sergio Alfonso and Vicente Picó, winners of the competition organised jointly by CEVISAMA, ASCER and the ITC, as well as see the winning designs from the fifteenth edition of the Ceramic Tile Awards competition that is organised by ASCER. Designs by students from the Network of Ceramic Studies Departments will

again have their own dedicated space at the show.


#### **Architecture and Design Forum:**

A series of lectures delivered by eminent speakers of the standing of Benedetta Tagliabue (Architecture), Pepe Leal (Interior Design) and Thinkers Co (Industrial Design Practitioners). Takes place from 21st to 23rd February.

**Alfa de Oro Awards:** The Spanish Ceramic and Glass Society (SECV) bestows these awards to recognise excellence in the fields of research, development and innovation by companies that complement and contribute to the development of Spain's ceramic industry.

**International Ceramic Design Competition:** Aims to encourage creativity amongst students of design, fine art, architecture and engineering in any country in the world. 

#### **Contact Details**

 [www.cevisama.feriavalencia.com](http://www.cevisama.feriavalencia.com)



# KBIS 2017- Stellar Show

KBIS 2017, Industry's Premier Show Connects the Newest Kitchen and Bath Innovations and Newly Discovered Brands to its Growing Audience



**T**he 2017 Kitchen and Bath Industry Show (KBIS), the destination for kitchen and bath design professionals, welcomed designers, builders, dealers and suppliers along with 596 exhibitors to Orlando from January 10-12 for what was one of the largest and most successful KBIS events to date.

“What an incredible beginning to the new year for our industry,” said National Kitchen & Bath Association VP of Industry Relations Suzie Williford. “With more than one-in-10 homeowners undertaking a kitchen or bath project last year, it’s no surprise that KBIS is a centerpiece of the industry and the must-attend event of the year.”



# The World of Tile and Stone in Your Hands



Photo: Robb Cohen Photography & Video

## Coverings'17<sup>®</sup>

THE GLOBAL TILE & STONE EXPERIENCE

Your success requires you to be immersed in your industry. Engaging with experts and professionals keeps you up-to-date and helps expand your reach. Join 1,000 exhibitors from 40 countries for miles

of trends, free accredited seminars and countless business-building resources at the most inspiring tile and stone show in North America. Coverings is the world of tile and stone at your fingertips.

You  
Belong  
Here | Orlando  
April 4-7  
2017

Register for free at [coverings.com](http://coverings.com)

Use Reference Code: AT07

“I’m extremely proud of the entire KBIS team who together brought this show to life and delivered an exceptional experience for our attendees and exhibiting brands,” said Brian Pagel, VP Kitchen and Bath Group, Emerald Expositions. “2017 was one of the largest KBIS shows to date with nearly 600 brands represented, a significant number of which debuted new product innovations at the show. All signs point to a strong year ahead for the kitchen and bath industry. We look forward to bringing the KBIS community together once again in Orlando in 2018.”

As a founding member of Design & Construction Week, and in collaboration with the National Association of Home Builders (NAHB), KBIS co-located with the International Builders’ Show (IBS) for the fourth consecutive year.

Serving as one of the most memorable moments of KBIS 2017, The NKBA with KBIS hosted the first public event supporting the This Old House Generation Next philanthropic campaign to encourage and empower young people to join the skilled trades.

KBIS 2017 created new destinations on the show floor to further enhance the attendee experience. The all new Discovery



District served as a center for exploring unique and potentially undiscovered brands and products new to KBIS, several of which were honored as Best of KBIS award winners, including The Copper

Shower Kit and GEOLUXE. Also new for 2017 was the Design Milk X Modenus Social Lounge, a hub for bloggers, social influencers and design VIPs to connect, chat and (re) charge. The Social Lounge hosted a series of talks and discussions on topics around blogging, social media, trends and the business of design. Another new and exciting destination, the Student Lounge, sponsored in part by Ferguson, was created to afford students a space to unwind during KBIS. The lounge was home to this year’s Tiny House Challenge competition, and also provided an opportunity for student networking.

***KBIS will return to Orlando and the Orange County Convention Center January 9-11, 2018. †***



**Contact Details**

[www.kbis.com](http://www.kbis.com)



# MARBLE 23<sup>rd</sup>

ULUSLARARASI DOĞALTAŞ  
VE TEKNOLOJİLERİ FUARI

INTERNATIONAL NATURAL  
STONE & TECHNOLOGIES FAIR

İZMİR / TURKEY



**22-25 MART**  
**MARCH 2017**  
[marble.izfas.com.tr](http://marble.izfas.com.tr)

**MARBLE** - International Natural Stone and Technologies Fair is ready to bring the sector together for the 23<sup>rd</sup> time. Thanks to its new venue, fuarizmir, Turkey's biggest and newest exposition center, MARBLE was bigger than ever in 2016. Come and be a part of this ever-growing gathering, one of the sector's top fairs in the world.





# Vibrant Ceramics Expo and Summit 2016

The Vibrant Ceramics Expo and Summit 2016  
was a smashing hit, we bring to you a report





**V**ibrant Ceramics Expo and Summit 2016, organised by The Morbi Ceramics Association & Octagon Communications Pvt Ltd took place from 16th to 18th December, 2016. The ceramic industry, one of the most rapidly developing industries of India, contributing to about 12% of the world exports, got a much deserved highlight and that too on a platform as big as Vibrant. The three day event turned out to be a huge success as the exhibition saw participation from 24 countries including major ceramic importing countries like US, Oman, Saudi Arabia, UAE, Canada, Vietnam, Nepal, Madagascar, etc. with almost 600 foreign participants, manufacturers, importers, researchers contributing to this event, all credit goes to the organisers who did a number of roadshows and meets with the ceramic associations and executives in the participating countries.

Mr. Sandip Patel, CEO of Octagon Communications Pvt. Ltd. candidly mentioned, "We didn't expect this scale of success and participation in the first edition itself and now that we have seen the potential of the ceramic world, we are confident to make it bigger than ever and better than everything else, the next time."

The Morbi Ceramics Association, the second largest ceramic cluster in the world after China's, Foshan, with 700 units under it, further ensured that a lot of business and trade opportunities came up, not only for the exhibitors, but also for the visitors and participating companies and foreign delegates. The Government of Gujarat played a significant role in this event, supporting the organisers right from the word go, at every step they took, contributing to the grandeur of this event. The Chief Minister of Gujarat Hon. Shri Vijay Rupani blessed this event with his presence and he mentioned that the ceramic industry in the state held as much esteem as





the diamond industry in the world. He further attributed the success of this event to the Vibrant Gujarat summit as well, which has made it possible to get more and more investors in Gujarat and he called upon the manufacturers of Morbi to contribute to our Prime Minister Hon. Shri. Narendra Modi's vision of "Make In India".

The organisers took this opportunity, and made sure that many of the foreign delegates visited their factories in Morbi, giving them a chance to take the grandeur in, and more than 80 foreign delegates,



representing 35+ companies visited factories at Morbi, resulting in a lot of unexplored business opportunities and deals. The visitors were even assisted with meets with companies based in Ahmedabad, and a lot of direct business deals with overseas delegates were initiated and in many cases, direct orders were placed as well.

Also, the knowledge summit at the event saw a lot of important speakers, including Mr. Kamil Hussain, President of Tiles and Sanitary-ware importers Association of Sri Lanka, Ms. Geetha Ramesh,

VP, Ohm International and many more, talk about the current issues the industry is facing, including the overdependence on Chinese ceramic products and the need to focus on research and innovation. The next edition, Vibrant Ceramics Expo and Summit 2017 looks to be highly promising and the preparations are already underway, with hopes to take the Indian Ceramic Industry to greater heights never scaled before.

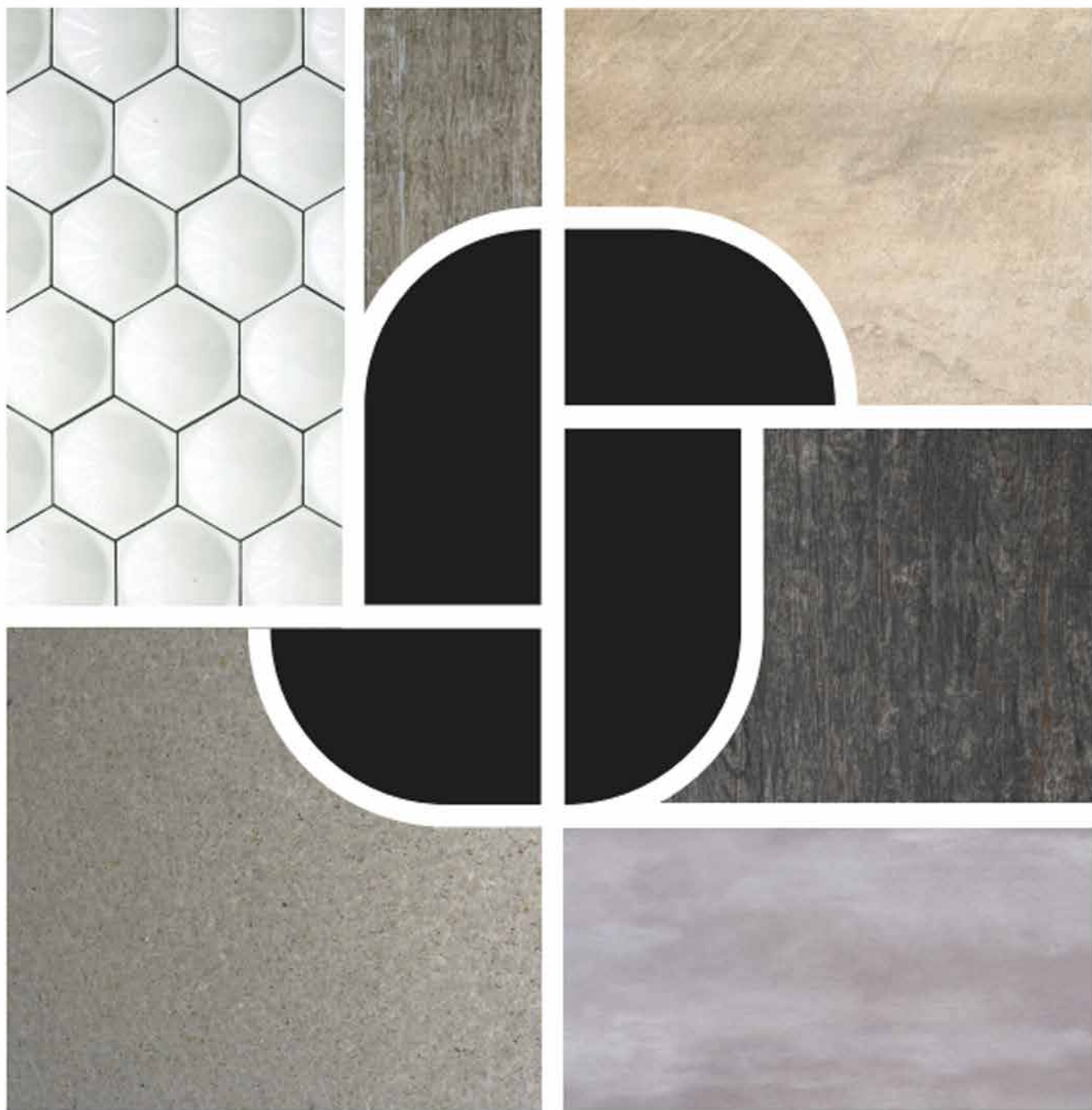
Overall, the expo and summit provided an excellent platform to the companies from Ceramic industry of Morbi to not only garner new business opportunity but also step out to the global market and compete with suppliers all over the world by carving out a niche name of the cluster through its innovative designs, products, quality yet being competitive in terms of price offerings. †

### Contact Details

🏠 [www.vibrantceramics.com](http://www.vibrantceramics.com)



# TILE STYLE



**SPANISH CERAMICS**  
[www.tileofspain.com](http://www.tileofspain.com)

**2017**

# TRADE EVENTS

JAN



**DOMOTEX**  
Jan 14 - 17, 2017  
Germany  
[www.domotex.de](http://www.domotex.de)



**ACETECH**  
Jan 20 - 22, 2017  
Ahmedabad, India  
[www.etacotech.com](http://www.etacotech.com)



**MAISON & OBJET**  
Jan 20 - 24, 2017  
Paris  
[www.maison-objet.com](http://www.maison-objet.com)



**THE INTERNATIONAL  
SURFACE EVENT**  
Jan 18 - 20, 2017  
Las Vegas, USA  
[www.tisewest.com](http://www.tisewest.com)

† THE TILES OF INDIA IS AN OFFICIAL MEDIA PARTNER FOR :





**FEB**



**BUDMA**  
Feb 7 - 10, 2017  
Poland  
[www.budma.pl](http://www.budma.pl)



**CEVISAMA**  
Feb 20 - 24, 2017  
Valencia, Spain  
[cevisama.feriavalencia.com](http://cevisama.feriavalencia.com)

**MARCH**



**THE INDIAN CERAMICS**  
March 1 - 3, 2017  
Ahmedabad, India  
[www.indian-ceramics.com](http://www.indian-ceramics.com)



**EXPO REVESTIR**  
March 7 - 10, 2017  
Sao Paulo, Brazil  
[www.exporevestir.com](http://www.exporevestir.com)



**MADEEXPO**  
March 8 - 11, 2017  
Milan, Italy  
[www.madeexpo.it](http://www.madeexpo.it)



**UNICERA**  
March 8 - 12, 2017  
Turkey  
[www.unicera.com](http://www.unicera.com)



# APRIL



## COVERINGS

April 4 - 7, 2017

Orlando, USA

[www.coverings.com](http://www.coverings.com)



## EUROCUCINA

April 4 - 9, 2017

Milano

[www.salonemilano.it](http://www.salonemilano.it)



## MOSBUILD

April 4 - 7, 2017

Moscow, Russia

[www.mosbuild.com](http://www.mosbuild.com)



## CANTON FAIR

April 15 - 19, 2017

Guangzhou, China

[www.cantonfair.net](http://www.cantonfair.net)



## CERAMBATH

April 18 - 21, 2017

Foshan, China

[www.cerambath.org](http://www.cerambath.org)

# MAY



## MIDDLE EAST STONE

May 22 - 25, 2017

Dubai

[www.middleeaststone.com](http://www.middleeaststone.com)

† THE TILES OF INDIA IS AN OFFICIAL MEDIA PARTNER FOR :





**JUNE**

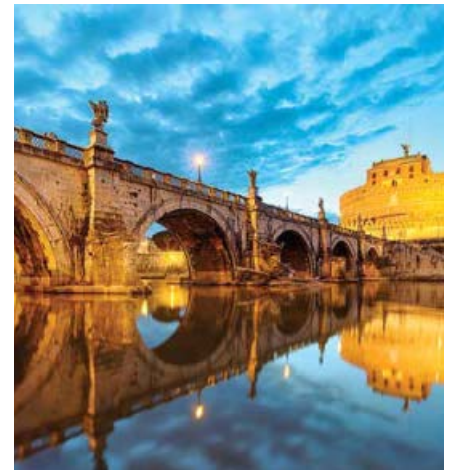


**CERAMICS CHINA**  
**JUNE 1 - 4, 2017**  
 Guangzhou, China  
[www.ceramicschina.com.cn](http://www.ceramicschina.com.cn)

**SEP**



**BIG 5 CONSTRUCT INDIA**  
**SEP 14 - 16, 2017**  
 Mumbai, India  
[www.thebig5constructindia.com](http://www.thebig5constructindia.com)



**CERSAIE**  
**SEP 25 - 29, 2017**  
 Italy  
[www.cersaie.it](http://www.cersaie.it)



**DECOREX INTERNATIONAL**  
**SEP 17 - 20, 2017**  
 London  
[www.decorex.com](http://www.decorex.com)



# Tile Shop

Showcasing India's best tile manufacturers who made the Indian Tile industry prominent on the global map, leading India to be the world's third largest tile manufacturing country.

## ASIAN GRANITO INDIA LTD AHMEDABAD

202, Dev Arc, Opp. Iskon Temple,  
S. G. Highway, Ahmedabad - 380015  
Tel: 91-79-66125500/799/788

▪  
Shop No 1 to 7,  
Ground Floor – Chanakya, B/H Vikram  
Chambers, Ashram Road, Ahmedabad  
- 380009

## AURANGABAD

Darshan Plaza, Plot No. 38/C,  
Manjeet Nagar, Akashwani Chowk,  
Jalna Road, Aurangabad - 431001

## BENGALURU

No.46/139, 3<sup>rd</sup> Floor, Commerce  
House, Above Olympic Sports, K H  
Road, Bengaluru - 560027

▪  
1229/1, T. Krishna Reddy Layout,  
Honamavu Main Road, Banaswadi,  
Bengaluru - 560043

## MUMBAI

A-402, Citi Point, Near Kohinoor Hotel  
& Opposite ICICI Bank, J B Nagar,  
Andheri East, Mumbai - 400059

## CHENNAI

Basement of the Sundarsan Building  
No – 86, Chamiers Road, Nandanam,

Chennai - 6000035

## NEW DELHI

D/202, (F.F.), Mansarovar Garden,  
Ring Road, New Delhi - 110024

## GANDHINAGAR

FF101/02/03, JayYogeshwar Comp,  
Nr. City Pulse Cinema, Opp.  
Kudasan Bus Stop, Koba Highway,  
Gandhinagar, Ahmedabad - 380002

## HYDERABAD

No. 8-3-833/88, Kamalapuri,  
Colony, Phase - I, Srinagar Colony,  
Hyderabad - 500073. Ph.: 040-  
65445611

## JAIPUR

26 – A, Old Atish Market, Jaipur,  
Rajasthan - 302001

## NASIK

C/O. Shree Neelkamal Deco Home (I)  
Pvt. Ltd., C – 15, Road – 4, Nice, Mide,  
Satpur, Nasik - 422007

## PUNE

Surve No. 36/7/5, Ambegon Budruk,  
Mumbai – Bengaluru by Pass,  
Pune - 411003

## RAJKOT

2nd floor, holiday Business Circle,  
Nr. ICICI Bank Kotecha Chowk,  
Kalawad Road, Rajkot - 360001

## SURAT

HG – 3 SNS Square, Above SBI Bank,  
Vesu Gam Road, Opp. Jolly Residency,  
Vesu Road, Surat - 395007

## UDAIPUR

1<sup>st</sup> Floor, Opp. A One School, Nr. Ayad  
Puliya, Main University Road, Nr. 100  
Feet Ring Road, Udaipur - 313001

## TRICHY

No – 21, Salai Road, Nr. D.T.D.C. Depot,  
Trichy - 620018

## CLASSIC MARBLE COMPANY

## MUMBAI

15, Bhandup Village Road, Subhash  
Nagar, Bhandup (W), Mumbai - 400  
078 Tel: +91-22 4140 4140

## CHANDIGARH

Plot No. 344 Industrial Area, Phase I,  
Panchkula - 134109

## HSIL LTD

## GURGAON

Unit No 301-302, III Floor, Park  
Centre, Sector 30, N.H-8, Gurgaon,  
Haryana - 122001, Tel: 91-124-4779200

## MUMBAI

2<sup>nd</sup> Floor, Satyanarayan

**CPKelco**  
A HUBER COMPANY  
CARBOXYMETHYL  
CELLULOSE  
Also Available High Viscosity

**CMC CEKOL 2000** **CPKelco CEKOL** **CPKelco finnfix** **CMC FINNFIX 2000**

**INDIA GLYCOLS LIMITED**  
POLY ETHYLENE GLYCOL

**POLYMEG 200** **POLYMEG 400**

**PEG**

Our Business Philosophy is to beat the best and be the best everyday

**PRODUCTS FROM ADITYA BIRLA**  
SODIUM TRIPOLYPHOSPHATE

**STPP**

**LK** **HL**

**ADITYA BIRLA GROUP**

**Best Quality Product From Rajiv**  
SODIUM LIGNOSULPHONATE

**SLS**



Prasad Commercial Centre, Plot No 200, Next to State, Bank of India, Dayal, Das Road, Vile, Parle (East), Mumbai - 400 057

## H&R JOHNSON

### CHANDIGARH

Sec-7c, Madhya Marg, Chandigarh - 160019

### LUCKNOW

Sector-C B-67, Mandir Marg, Mahanagar, Lucknow - 226001

### NEW DELHI

WZ-92/ Main Ring Road, Raja Garden, New Delhi - 110015

### MUMBAI

Windsor, 7th Floor, C. S. T. Road, Kalina, Santacruz (East), Mumbai - 400 098

### HYDERABAD

1-10-73/2, 1<sup>st</sup> Floor, Lumbini Arcade, Begumpet, Hyderabad - 500 016

## KAJARIA

### DELHI

J1/B1 (Extn.), Mohan Co - op Industrial Estate (Opp. Badarpur Thermal Power Station), Mathura Road Badarpur, Delhi - 110044 Tel: 91-11-2694 6409

### CHANDIGARH

SCO 2-3, First Floor, Mansa Devi Complex, Sector - 5 on NH-21, Near Petrol Pump, Panchkula, Chandigarh - 134109

### JAIPUR

G-1, Aishwarya Tower, Near Hotel Hawa Mahal, Ajmer Road, Jaipur - 302006

### LUDHIANA

Second Floor, 7-E, Sarabha Nagar, Malhar Road, Ludhiana - 141001

### LUCKNOW

7, Tajpuria Palace, Faizabad Road,

Indira Nagar, Lucknow (U.P.) - 226016

### AHMEDABAD

16-30, 2<sup>nd</sup> Floor Agarwal Mall, Opp Sola Bhagwat Vidhyapith, SG Highway, Ahemdabad - 380060

### MUMBAI

B1-307, Boomerang, Chandivali Farm Road, Near Chandivali Studio, Off Saki-Vihar Road, Andheri (E) Mumbai - 400072

### KOLKATA

Tirupati Plaza, 2<sup>nd</sup> Floor 74/2, Acharya Jagdish Partme Bose Road, Kolkata - 700017, West Bengal

### BENGALURU

Farah Icon, Site No - 119, 1<sup>st</sup> Floor, Lal Bagh Road, Near Urvashi Theatre, Bengaluru - 560038

### CHENNAI

Old No.40, New No.31, Montietch Road, Opp. Hotel Ambassador Pallava Hotel, Egmore, Chennai - 600008

### HYDERABAD

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

## NITCO

### MUMBAI

Nitco Ltd, Recondo Compound Inside Municipal Asphalt Compound, S. K. Ahire Marg, Worli, Mumbai - 400030 Tel: 91-022-2491 9922

### HYDERABAD

Opal Flooring Plot No 72, Srinagar Colony, Extn Kamlapuri Colony, Hyderabad - 500073

### DELHI

Nitco Ltd, 60/2, Yusuf Sarai Inside Indian Oil Bhawan Compound,

New Delhi - 110016

### BENGALURU

Nitco Ltd, No 2 Union Street, Off Infantry Road, Near, Medinova Diagnostic Centre, Bengaluru - 560001

### PUNE

Pushpanjali Agencies Near Hat Darwaja, Opp. Gandhi Putla, Nandurbar, Pune - 440002

### AJMER

Rishabh Enterprises Behind Police Chowki, Fayasagar Road Ajmer - 305001

### KOLKATA

23/27, Gariahat Road, Near South City College, Kolkata - 700026

## OASIS

### GUJARAT

8-a, National Highway, Kandla Road, At: Timbadi- 363642 Gujarat- India  
Call: +91 70462 88888  
www.oasistiles.in

### DELHI

B,214 Okhla Industrial Area, Phase -1, New Delhi - 110 020

## RAK

### MUMBAI

RAK Ceramics India Pvt. Ltd. 325, Dheeraj Heritage, Junction of Milan Subway, S.V. Road, Santacruz (West), Mumbai - 400 054, Tel: 022-65205854

### PUNE

Mutha Commerce House, 320/1, S-1, 2<sup>nd</sup> Floor, Near 7 Loves Hotel, Shanker Sheth Road, Pune - 411042

### DELHI

71/7, A2, 1<sup>st</sup> Floor, Rama Road, Industrial Area, Near DHL Building, New Delhi - 110015

Authorised Distributor

# RAJIV CERA IMPEX

### HEAD OFFICE RAJIV CERA IMPEX

Kukda Press Gin, Surendranagar - 363001. Gujarat.  
Phone - 0091-2752-238172, 223829, 231509, 230348  
Fax - 0091-2752-230097, 232660, Mobile - 93746 29599

### MORBI BRANCH RAJIV CERA IMPEX

Bhagavati Chamber, National Highway, Trajpar, Morbi-363 642 Gujarat - India.  
Phone - 02822 - 242405, Mobile - 93743 29590

E-mail : rajivceraimpex@gmail.com

**HYDERABAD**

Jaya Mansion, Block-B 126, Sarojini Devi Road, Opp. Kamat Hotel, 2<sup>nd</sup> Floor, Nr.Paradise Juntn Sarojini Devi Road, Secunderabad - 500 003

**KOCHI**

2<sup>nd</sup> Floor, Poovathinkal Buildings, Above More Super Market, Near SBT, Subash Chandra Bose Road, Vytilla, Cochin - 682 019

**CHENNAI**

Sathi Enclave, S-8, 2<sup>nd</sup> Floor, Door N0.5 & 6 Amman Koil Street, Vadapalani, Chennai - 600026

**SIMPOLO**

**MUMBAI**

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

**MORBI**

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

**AHMEDABAD**

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

**DELHI**

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

**COCHIN**

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

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

**SURAT**

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

**SANGLI**

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

**HIMMATNAGAR**

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

**HYDERABAD**

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

**VIJAYWADA**

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

**JAIPUR**

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

**CALICUT**

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

**MALEGAON**

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

423203 Ph.: 02554-258572 Mo.: 09370044002

**GOA(MARGAO)**

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

**SIMOLA**

**HYDERABAD**

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

**SOMANY**

**NEW MUMBAI**

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

**DELHI**

Raghav Enterprises, B-2 II<sup>nd</sup> floor Janak Puri New Delhi-110058, 011-65757575 / 9876767676 Email: raghav123@gmail.com

**INDORE**

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

**KOLKATA**

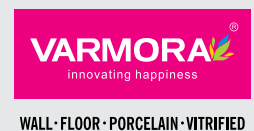
Shubh Enterprises, 72/1, Topsia Road (South), Kolkata - 700046 700046 Tel: 9874072244 / 9903841311 Email:kolkatashowroom@somanyceramics.com

**CHENNAI**

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



Address :- 3 - 4 - 214, Kachiguda Station Road, Hyderabad - 500027. AP (India)  
Ph:- 040-27567301 - 302 | Fax: 040-27552415 | Email: patelmarketing@yahoo.com





**GUJARAT**

Edge Studio, Builders Home F-6  
GNFC Info tower, Above Harley  
Davidson Bike's Showroom, Nr. Hotel  
Grand Bhagwati, S.G.Highway Road,  
Ahmedabad, Gujarat, Tel: +91 98250  
05357, 079 30088880

**SUNHEART****AHMEDABAD**

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

**MUMBAI**

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

**DELHI**

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

**CHENNAI**

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

**CHANDIGARH**

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

**HYDERABAD**

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

**GOA**

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

**BENGALURU**

No. 13/16, 1<sup>st</sup> 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, 1<sup>st</sup> 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,  
1<sup>st</sup> Floor C.P Ummer Road, Cochin -  
682035

**ANDHRA PRADESH**

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

**RAJKOT**

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

**NEW DELHI**

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

**KOLKATA**

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

**AHMEDABAD**

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

**GOA**

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

**BENGALURU**

No.1, Survey No. 56 / 8 / 1, 6<sup>th</sup> Cross  
Road, B.T.M. Layout, 2<sup>nd</sup> 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, 1<sup>st</sup> Floor,  
13<sup>th</sup> Road, Khar (West), Mumbai - 400  
052 Tel: 91-93242 46401

**MORBI**

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

**NEW DELHI**

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

**KOLKATA**

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

**PUNE**

Ceratec, Sr. No. 36/715, Off. New  
Mumbai - Bangalore Bypass,  
Ambegaon B. K., City-Pune,  
Maharashtra - 411046  
Tel: 020-20241032,  
Mobile : 9096900977  
Web: www.ceratecindia.com



Since 1981

**PATEL MARKETING**

AUTHORISED DISTRIBUTOR FOR WALL AND FLOOR TILES.

Address :- 3 - 4 - 214, Kachiguda Station Road, Hyderabad - 500027. AP (India)

Ph:- 040-27567301 - 302 | Fax: 040-27552415 | Email: patelmarketing@yahoo.com



WALL · FLOOR · PORCELAIN · VITRIFIED





Heartwarmingly  
lively in nature



# THE MODERN SANITARY WARE

TILES & SANITARY WARE

CORPORATE OFFICE:  
OASIS VITRIFIED PVT. LTD.  
8-A, National Highway, Kandla Road, (Gujarat) INDIA.  
E-mail: info@oasistiles.in | Customer Care: +91 70462 88888



GET IN TOUCH WITH  
SOCIAL NETWORKING  
f t i YouTube

www.oasistiles.in



World's  
**PIONEER**  
TECHNOLOGY | FIRST TIME  
IN INDIA



Beautiful Life

# LUXURY

TILE for your mighty dream home



**DOUBLE CHARGE VITRIFIED TILES**

**Asian Granito India Ltd.**

Corp. Office: 202, Dev Arc, Opp. Iskcon Temple, S.G. Highway, Ahmedabad-380 015, Gujarat (India)

Phone: +91 79 66125500/698, Fax: +91 7966125600, 66058672

info@aglasiangranito.com | www.aglasiangranito.com | CIN : L17110GJ1995PLC027025



**1800 123 3455**

Toll-free: Mon-Sat 10am-6pm



[www.facebook.com/agltiles](http://www.facebook.com/agltiles)



[www.youtube.com/agltilesworld](http://www.youtube.com/agltilesworld)

**TILES RANGE :** DIGITAL WALL & FLOOR • DIGITAL PORCELAIN • DIGITAL VITRIFIED • COMPOSITE MARBLE & QUARTZ

1200+ designs | 8 Mfg.units | 1 Lac+ sq.mtrs./day capacity\* | 53+ Countries export network | 95+ Exclusive showrooms | 16+ display centers

**Asian Granito India Ltd.**

# Kajaria

For the  
**first time ever**  
a tile with the reflective index  
of marble.

- Full colour body tiles
- Real like marble, metal & stone effects
- Strong & durable
- High flexural strength
- Stain proof
- Almost 0% water absorption
- Scratch & abrasion resistant



Introducing  
**THE MEGALITH**  
80x120 cm

Satuario Marbletech 45°

**ETERNITY**  
tiles forever

[www.kajariaeternity.com](http://www.kajariaeternity.com)

As good as the real thing. And even better. The Megalith brings you large tiles in finishes that look stunningly like the original - be it marble, metal or stone. While you marvel at the looks, be happy knowing that unlike original slabs in these materials, The Megalith needs almost no maintenance and remains looking beautiful for years to come. Choose from an irresistible collection of seven finishes, a range that is unmatched in the world.