



SOMANY
DURAGRES
Timeless Elegance

**STRONG.
STYLISH.
& LONG-LASTING.**

Tile used (Floor) : Marbo Nuvo Elegant Beige

Tile used (Wall) : Regal Cement Crackle



Large format durable tiles for an added grandeur. Also available with Anti-Abrasion Patented VC Shield Technology.

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

Available in: 400mmX800mm, 600mmX600mm, 600mmX1200mm, 800mmX800mm, 800mmX1200mm, 800mmX1600mm, 1200mmX1200mm, 1200mmX2400mm

www.somanyceramics.com | Toll-free - 1800 1030 004



06 GLOBAL GLIMPSE

Presenting an overview of the global tile industry with statistics.

12 FOCUS

Kartik Kajaria shares the global marketing practices in the Tile Industry between India and UK.

16 VIEWPOINT

Rajiv Adlakha of Qutone Ceramics and Abhishek Somany of Somany Ceramics shares insights on the Indian ceramic tile industry's current scenario and its changing trends.

22 ARCHITECT'S TAKE

Interior Designer Anish Motwani's recent residence project gives a picturesque view of a dream house with simple yet unique design and unusual colors.

26 INDUSTRY INSIGHT

Vijay Aggarwal of Prism Johnson Ltd. spoke about how his brand has maintained the legacy

of giving always the best in tough scenarios in the Indian ceramic tile industry globally.

30 MARKET WATCH

Global brand RAK Ceramics shares some of the current trends in flooring for the year 2019.

34 FOCAL POINT

Villeroy & Boch has bought Collaro, a complete bathroom solution collection.



ON THE GO:
NEW LAUNCHES
TRADE EVENTS
GLOSSARY

The Indian tile industry is expected to experience a positive shift over the coming years. This shift is being contoured by various government initiatives, favorable demographics, growing aspirations and increasing affordability which are expected to drive demand for tiles over the coming years, say's Chetan Kajaria, Chairman, ICCTAS



**Chetan Kajaria,
Chairman, ICCTAS**

Ceramic and Vitrified tiles have been a part of the building environment for many years and continue to find a place in even our most contemporary buildings. With multiple inherent benefits like low maintenance, high durability, affordability and an array of options to choose from, tiles have gained popularity and have become a unique product with various advantages over other conventional products, making it more desirable and popular. The Indian tile industry, the world's second largest, is one of the most cost efficient and producing tiles in line with international standards.

The size of the Indian tile industry at the end of March 2019 is estimated to be 1145 million sq. meters roughly valued at Rs. 28,500 crores out of which the export were 275 million sq. meters. Domestic consumption is 750 million sq. meters which is roughly valued at Rs. 21,000 crores.

For the last 2 years, the Indian ceramic tile industry has been passing through a dull phase due to a challenging phase of our economy. The 2nd quarter was one of the slowest for the industry due to low consumer sentiment, tight liquidity and excessive rainfall /floods in the country.

Going forward, I sense that positive sentiment should emerge in the tile industry due to start of the festive season from end of September and the recent announcement by the Honorable Finance Minister for setting up of a 'Special Window' in the form of Alternative Investment Fund (AIF) with an initial corpus of Rs.25,000 crores to provide funding to the stalled housing projects which would help in reviving the real estate sector after a prolonged slowdown in the housing sector.

ICCTAS, as a council provides a great opportunity for all responsible members to utilise this platform and promote ceramic tiles. There is a need to educate the customers and ICCTAS, will make sure to do so with numerous programmes that will skill the masons and contractors as well as end users in the near future.

Publisher's Note



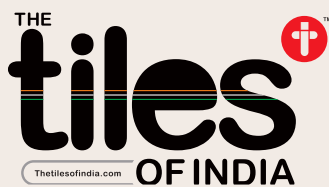
In this ICCTAS edition, we have presented the latest trends, news and current scenario of the global ceramic tile industry. We also have the world consumption and production data 2019, with the top consumption countries, top exporters, importers, manufacturers and big players of the last year of the ceramic tile industry worldwide. Leading ceramic tile brands like Somany, H&R Johnson, Qutone and RAK Ceramics shares insight on the current trends and market scenario. They have also shared their knowledge and brand's contribution in uplifting the ceramic tile industry worldwide. Also, we have authored article by Kartik Kajaria, giving an overview of global marketing practices in the tile industry in between India and UK. In the Architect's take section interior designer Anish Motwani gives shares design ideas and showcases its latest residence project.

This year end issue gives an overall insight of the Indian ceramic tile industry current developments and its reach globally. We hope you will enjoy reading it!

Thank you.



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



P K Sharma
Secretary General, ICCTAS

Content & Editorial
The Tiles of India Team

Marketing/PR/Design

Panna Roy Choudhury

Sheetal Joshi

Nikesh Shah



Global Industry Insight

Know more about the global tiles industry, its production and consumption

TOP MANUFACTURING COUNTRIES

World tile production fell by 3.6% in 2018 with respect to the previous year to reach 13,099 million sq.m. Production in Asia accounted for 68.6% of global output, dropping

from 9,473 to 8,980 million sq.m (down 5.2% on 2017). This negative growth was determined by a sharp fall in production volumes in China, only partly offset by growth in

India, Vietnam, Indonesia and Iran. The European continent produced a total of 1,984 million sq.m (15.1% of world production).

TOP MANUFACTURING COUNTRIES							
COUNTRY	2014 (Sq.m Mill.)	2015 (Sq.m Mill.)	2016 (Sq.m Mill.)	2017 (Sq.m Mill.)	2018 (Sq.m Mill.)	% on 2018 world production	% var. 18/17
1. CHINA	6,000	5,970	6,495	6,400	5,683	43.4%	-11.2%
2. INDIA	825	850	955	1,080	1,145	8.7%	6.0%
3. BRAZIL	903	899	792	790	793	6.1%	0.4%
4. VIETNAM	360	440	485	560	602	4.6%	7.5%
5. SPAIN	425	440	492	530	530	4.0%	0.0%
6. ITALY	382	395	416	422	416	3.2%	-1.7%
7. INDONESIA	420	370	360	307	383	2.9%	24.8%
8. IRAN	410	300	340	373	383	2.9%	2.7%
9. TURKEY	315	320	330	355	335	2.6%	-5.6%
10. EGYPT	220	230	250	300	300	2.3%	0.0%
TOTAL	10,260	10,214	10,915	11,117	10,570	80.7%	-4.9%
TOTAL WORLD	12,428	12,475	13,280	13,587	13,099	100.0%	-3.6%

Source: Ceramic World Review

TOP CONSUMPTION COUNTRIES

In 2018, India maintained its position as the world's second largest tile producer and consumer country. Production increased from 1,080 to 1,145 million sq.m (+6%), while domestic consumption fell

slightly to 750 million sq.m (-1.3%). The ceramic cluster in Morbi (Gujarat) has continued its rapid growth and is now estimated to have more than 500 production lines, many of which are devoted to

products for export. Exports have continued to grow strongly, rising from 228 to 274 million sq.m (+20.2%), and consolidating India's position as the 4th largest world exporter country.

TOP CONSUMPTION COUNTRIES							
COUNTRY	2014 (Sq.m Mill.)	2015 (Sq.m Mill.)	2016 (Sq.m Mill.)	2017 (Sq.m Mill.)	2018 (Sq.m Mill.)	% on 2018 world consumption	% var. 18/17
1. CHINA	4,894	4,885	5,475	5,498	4,840	37.8%	-12.0%
2. INDIA	756	763	785	760	750	5.9%	-1.3%
3. BRAZIL	853	816	706	708	702	5.5%	-0.8%
4. VIETNAM	310	400	412	580	542	4.2%	-6.6%
5. INDONESIA	407	357	369	336	450	3.5%	33.9%
6. USA	231	254	274	284	289	2.3%	1.8%
7. EGYPT	190	190	215	252	254	2.0%	0.8%
8. TURKEY	215	234	241	254	239	1.9%	-5.9%
9. MEXICO	197	218	235	242	236	1.8%	-2.5%
10. IRAN	280	190	169	170	230	1.8%	35.3%
TOTAL	8,333	8,307	8,881	9,084	8,532	66.6%	-6.1%
TOTAL WORLD	12,132	12,281	12,989	13,295	12,818	100.0%	-3.6%

Source: Ceramic World Review

TOP EXPORTING COUNTRIES

The three largest exporter countries, China, Spain and Italy, accounted for 58% of world exports in 2018, while the top ten countries made up 85.6%. Amongst the largest

exporter countries, Italy and Spain maintained the highest share of exports as a percentage of production (78.8% and 78% respectively), compared to the 61% of the

UAE, the 39% of Iran, the 30% of Turkey, the 29% of Poland, the 24% of India, the 18% of Mexico and the 15% of China.

TOP EXPORTING COUNTRIES									
COUNTRY	2015 (Sq.m Mill.)	2016 (Sq.m Mill.)	2017 (Sq.m Mill.)	2018 (Sq.m Mill.)	% on 2018 national production	% on 2018 world exports	% var 18/17	value 2018 (million €)	average export price (€/sq.m)
1. CHINA	1,089	1,025	908	854	15.0%	31.1%	-5.9%	3,756	4.4
2. SPAIN	378	395	407	414	78.1%	15.1%	1.7%	2,729	6.6
3. ITALY	316	332	338	328	78.8%	11.9%	-3.0%	4,547	13.9
4. INDIA	134	186	228	274	23.9%	10.0%	20.2%	859	3.1
5. IRAN	112	126	148	151	39.4%	5.5%	2.0%	361	2.4
6. BRAZIL	77	94	90	100	12.6%	3.6%	11.2%	398	4.0
7. TURKEY	77	81	93	100	29.9%	3.6%	7.8%	506	5.1
8. MEXICO	61	56	53	46	17.8%	1.7%	-13.2%	237	5.2
9. POLAND	42	46	45	43	28.7%	1.6%	-4.4%	265	6.2
10. UNITED ARAB EMIRATES	54	48	46	42	60.9%	1.5%	-8.7%	171	4.1
TOTAL	2,340	2,389	2,356	2,352	22.6%	85.6%	-0.2%		
TOTAL WORLD	2,746	2,788	2,752	2,749	21.0%	100.0%	-0.1%		

Source: Ceramic World Review

TOP IMPORTING COUNTRIES

In 2018, imports to the top 10 importer countries remained stable with respect to 2017 at a total of 1,023 million Esq., equivalent to 37.3% of total world import/export flows. With the sole exceptions of Indonesia, which imported just 17% of its consumption, and Thailand with 31%, imports to the other entire top 10 importer countries accounted for more than 60% of domestic consumption, with peaks of 98.4% in Iraq and between 87% and 94% in France, Germany and Israel.

In 2018 the **USA** confirmed its status as the world's biggest importer country with growth in imports from 202 to 209 million sq.m (+3.5%), driven by the 1.8% upturn in demand from 284 to 289

million sq.m. Imports stood at 72.3% of consumption, slightly higher than the previous year in response to the fall in local production (including that of Italian-controlled companies Del Conca, USA, Florida Tile, USA, Landmark and Stone peak), which dropped to 87 million sq.m in 2018 (-4.4%) in the first contraction after 8 years of steady growth. Some 80% of US imports originated from the 4 largest supplier countries: China (64.3 million sq.m, +5.3%), Mexico (35.2 million sq.m, -4.6%), Italy (34.6 million sq.m, -7%) and Spain (33 million sq.m, +23%). Italy re-mained the market leader in terms of sales value (on a CIF basis) at US \$710 million, a 30.9% share of the total value

of imports (US \$2.3 billion).

In 2018 **Saudi Arabia**, the world's third largest tile importer, continued the negative trend

that began in 2016. Domestic consumption dropped to 176 million sq.m (down 13.3% on the 203 million sq.m of 2017 and almost 90 million sq.m below the record figure of 2015), prompting a corresponding contraction in both imports (from 131 to 113 million sq.m) and local production (70 million sq.m, -12.5%). India remained the largest exporter to Saudi Arabia (56 million sq.m, -2%), followed by China (17 million sq.m, -31%), UAE (14.3 million sq.m, -3.9%), Spain (14 million sq.m, -33.7%) and Oman (5.8 million sq.m, +18%).

TOP IMPORTING COUNTRIES								
COUNTRY	2014 (Sq.m Mill.)	2015 (Sq.m Mill.)	2016 (Sq.m Mill.)	2017 (Sq.m Mill.)	2018 (Sq.m Mill.)	% on 2018 national consumption	% on 2018 world imports	% var. 18/17
1. USA	164	179	194	202	209	72.3%	7.6%	3.5%
2. IRAQ	102	106	112	129	124	98.4%	4.5%	-3.9%
3. SAUDI ARABIA	156	188	167	131	113	64.2%	4.1%	-13.7%
4. FRANCE	99	99	104	112	108	87.8%	3.9%	-3.6%
5. GERMANY	95	100	115	109	106	87.6%	3.9%	-2.8%
6. PHILIPPINES	53	60	75	82	91	69.5%	3.3%	11.0%
7. INDONESIA	46	45	57	64	77	17.1%	2.8%	20.3%
8. SOUTH KOREA	76	72	75	78	77	66.4%	2.8%	-1.3%
9. ISRAEL	44	52	57	58	61	93.8%	2.2%	5.2%
10. THAILAND	49	56	54	55	57	31.1%	2.1%	3.6%
TOTAL	884	957	1,010	1,020	1,023	64.2%	37.3%	0.3%
TOTAL WORLD	2,705	2,746	2,788	2,752	2,745	21.4%	100.0%	-0.3%

Source: Ceramic World Review

THE BIG PLAYERS IN THE SECTOR

To supplement the world tile production and consumption figures, we are presenting the key data for the sector's leading groups and companies ranked by output volumes

and updated 31/12/2018.

Where available we also provide the figures for export share, number and locations for production plants (in the tile segment), and turnover

generated purely from the sale of ceramic tiles. This allows for a more even comparison between large groups which often operate in multiple segments of the ceramic

	Group / Company	Country	Production (mill. sq.m)	Installed capacity	Export share	Turnover only tile segment (mill. €)	Total turnover (mill. €)	Tile plants / Location	Main Tile Brands / Companies
1	MOHAWK INDUSTRIES, INC.	USA	223.0 (est. on official company data)	223.0	n.a.	\$ 3,553 mill.	\$ 9,984 mill. (ceramics, carpet, laminate, wood, stone, LVT)	23 in USA, Mexico, Brazil, Italy, Spain, Poland, Bulgaria, Russia	American Olean, Dal Tile, KAI, Kerama Marazzi, Marazzi, Ragno, Emilgroup, Eliane
2	SCG CERAMICS	Thailand	174.0	210.0	15%	687.0	832.0 (tiles + sanitaryware)	21 in Thailand, 7 in Vietnam, 4 in Indonesia, 1 in the Philippines	Cotto, Sosuco, Campana, Prime, Mariwasa, Kia, Trend
3	GRUPO LAMOSA	Mexico	164.0	179.0	40%	651.8	651.8	9 in Mexico, 2 in Argentina, 1 in Colombia, 3 in Peru	Lamosa, Porcelanite, Firenze, San Lorenzo, Cordillera, Scop, Princesa, Mallorca, Lamosa USA
4	GRUPO CEDASA/ INCOPIOS	Brazil	88.2	149.2	9%	152.6	152.6	3 in Brazil	Majopar, Cedasa, Vistabella, Lorenza, Incopisos, Vivences, Bellacer
5	RAK CERAMICS PJSC	UAE	81.6 (95.0 in 2019)	113.0 (135.0 as from Jan. '19)	45%	472.0	695.0 (tiles, sanitary, tableware)	14 in UAE, 9 in Bangladesh, China, India	RAK Ceramics, Elegance
6	CERAMICA CARMELO FIOR	Brazil	81.0	84.0	22.5%	173.0	173.0	4 in Brazil	Cecafi, Pisoforte, Fioranno, Ideale, Arielli
7	PAMESA	Spain	79.2	79.5	71%	485.0	643.0	6 in Spain	Pamesa Ceramica, TAU Ceramica, Geotiles, Navarti, CTI, Foset
8	GRUPO FRAGNANI	Brazil	72.2	74.0	8%	145.0	145.0	3 in Brazil	Incefra, Incenor, Tecnogres, In Out
9	KAJARIA CERAMICS	India	66.3 (sales >80)	68.0	1%	343.0	378.7(tiles, sanitaryware)	9 in India	Kajaria
10	STN GROUP	Spain	65.0	76.0	76%	273.0	273.0	2 in Spain	STN, Alaplana, Keratile, Tesany, Vitacer
11	DYNASTY CERAMIC	Thailand	61.0	76.0	5%	210.0	219.0	3 in Thailand	Dynasty, Tile Top, Jaguar, Mustang, Value, RCI
12	CERSANIT SA	Poland	57.1	65.0	21%	279.0	485.0(tiles, sanitaryware)	2 in Poland, 2 in Russia, 1 in Ukraine, in Germany	Cersanit, Opoczno, Meissen Keramik, MEI
13	SOMANY CERAMICS	India	56.6	62.0	4%	196.0	220.0	9 in India	Somany
14	ARWANA CITRAMULIA	Indonesia	55.7	57.4	0	122.0	122.0	5 in Indonesia	Arwana, UNO
15	VITROMEX	Mexico	55.0 (estimates)	57.0 (estimates)	n.a.	n.a.	n.a.	5 in Mexico	Vitromex, Construpiso, Arko
16	KALE GROUP	Turkey	50.7	62.0	37%	190.0	235.0(tiles, bathroom, others)	20 in Turkey	Canakkale Seramik, Kalebodur, Edilcuoghi, Edilgres, Campani, IDA

industry (tiles, sanitaryware, tableware, heavy clay) and the supply chain (raw materials, adhesives, distribution), as well as in other sectors (bathroom and kitchen furnishings, non-ceramic surface coverings, building materials, chemicals, etc.). To provide a more complete picture of group size, we also include total or consolidated turnover, the segments that generated this turnover and the number of employees. The figures were provided directly by the companies themselves or obtained from public sources, and in some cases are based on estimates. However, the rankings are not exhaustive. The lack of sufficient quantity of data means, that a number of groups have been omitted, including the largest Italian group, **Concorde Group**.

Mohawk Industries, Inc.

remains firmly at the top of the rankings of the top 25 world groups with a capacity and output to 31/12/2018 of around 223 million sq.m and revenues of \$3.553 billion generated in the tile segment (36% of the group's consolidated revenues). This figure is set to rise in 2019, driven by the expansion in production under way in Russia and the acquisition of Eliane in Brazil in November 2018. In the first half of 2019 the Global Ceramics division posted 3% growth in revenue to \$1.856 billion.

The Thai group **SCG Ceramics** ranks second in terms of output volumes (174 million sq.m, down 7% on 2017), but trails well behind in terms of sales revenues (687 million euros). Mexican group **Lamosa** follows close behind with a production of 171 million sq.m and revenue

of 652 million euros. For **Rak Ceramics** we are supplying both the data to 31/12/2018 and the increase in installed capacity and production deriving from the start-up of the new large-size slab factory in Morbi, India in January 2019.

Other highlights include the ascent of the rankings by Brazilian group **Cedasa/ Incopisos**, the strong performance of Indian companies **Kajaria** and **Somany** and the further improvement made by Spanish groups **Pamesa** and **STN**, both of which posted increases in production of 5 million sq.m as well as double-digit revenue growth. Pamesa reached group revenues of 485 million euros (+11.5% on 2017), STN 273 million euros (+13.3%).

	Group / Company	Country	Production (mill. sq.m)	Installed capacity	Export share	Turnover only tile segment (mill. €)	Total turnover (mill. €)	Tile plants / Location	Main Tile Brands / Companies
17	LASSELSBERGER GROUP	Austria	48.2	50.5	n.a.	n.a.	n.a.	5 in Czech Rep., 2 in Hungary, 1 in Romania, in Russia	Rako, Cesarom, 1LB-Ceramics, Zalakeramia
18	ELIZABETH	Brazil	43.1	56.0	3%	n.a.	n.a.	5 in Brazil	Elizabeth
19	CELIMA (Trebol Group)	Peru	42.0(estimates)	54.0 (estimates)	n.a.	n.a.	n.a.	3 in Peru	Celima, San Martin
20	WHITE HORSE CERAMIC IND.	Malaysia	41.2	56.0	17%	165.0	165.0	3 in Malaysia, 1 in Vietnam, 1 in Taiwan	White Horse
21	CERAMIC INDUSTRIES	South Africa	40.0	49.0	18%	n.a.	n.a.	5 in South Africa, 1 in Australia	Gryphon, Pegasus, Samca, Vitro, NCI
22	INTERCERAMIC	Mexico	40.0	50.0	26%	330.0	452.0(tiles, sanitaryware, others)	3 in Mexico, 1 in USA	Interceramic
23	PORTOBELLO (PGB)	Brazil	40.0	46.0 (estimates)	20%	237.6	237.6	2 in Brazil	Portobello, Pointer
24	H&R JOHNSON (INDIA)	India	40.0(estimates)	60.0 (estimates)	n.a.	n.a.	n.a.	10 in India	Johnson, Marbonite, Endura, Porselano
25	CORONA	Colombia	37.2	42.0	8%	160.0	600.9(tiles, sanitaryware)	5 in Colombia	Corona, Orchid

Source: Ceramic World Review

Industry Innovations

Kartik Kajaria, shares global marketing practices in the Tile Industry. India and UK, its comparison, background and application.



Tiles, today, are synonymous with diverse flooring and cladding applications across the world for its growing aesthetic appeal. But tile is not a thing of today, it has been creating waves in the mind centuries ago.

The earliest evidence of glazed brick is the discovery of glazed bricks in the Elamite Temple at Chogha Zanbil, dated to the 13th century BC. Glazed and coloured bricks were used to make low reliefs in Ancient Mesopotamia, most famously the Ishtar Gate of Babylon (ca. 575 BC), now partly reconstructed in Berlin, with sections elsewhere. Further, The Achaemenid Empire decorated buildings with glazed brick tiles, including Darius the Great's palace at Susa, and buildings at Persepolis.

Relief made with glazed brick tiles, from the Achaemenid decoration of Palace of Darius in Susa. A tile and its application

The word is derived from the French word *tuile*, which is, in turn, from the Latin word *tegula*, meaning a roof tile composed of fired clay. A tile is a thin object usually square or rectangular in shape. Tile

is a manufactured piece of hard-wearing material such as ceramic, stone, metal, baked clay, or even glass, generally used for covering roofs, floors, walls, or other objects such as table-tops. Alternatively, tile can sometimes refer to similar units made from lightweight materials such as perlite, wood, and mineral wool, typically used for wall and ceiling applications. In another sense, a tile is a construction tile or similar object, such as rectangular counters used in playing games.

Tiles are often used to form wall and floor coverings, and can range from simple square tiles to complex or mosaics. Tiles are most often made of ceramic, typically glazed for internal uses and unglazed for roofing.

Objective

While the tile and its applications largely remain similar across market places across the globe, this research paper aims to highlight the differentiated marketing strategy across the developed

and developing markets. This document is based on the insights I gathered during my internship with Ventures Cera, a tile marketing company based in the UK and the knowledge I possess being part of a family that owns and operates India's largest tile company.

The European tiles industry Key Industry Realities

The European tiles industry is poised to register significant growth owing to high demand for ceramic tiles as an efficient building material. The industry has touched global consumption benchmark in 2018 as the second highest consumption base in the world.

As per credible industry inputs detailed by Tiles and Bricks Europe (a highly acclaimed industry association of 22 European Union member states), the ceramic tiles market is estimated to grow at 4.51% CAGR during the period of 2019-27. Growth in volume terms is also slated to remain robust at CAGR 4.39% during the same period. Owing to the

upbeat construction activity in the region, a spill over impact is expected in the ceramic tiles industry.

Industry dynamics

Driven by the proliferation in the use of eco-friendly tiles and the booming construction industry, the European ceramic tiles market has significant growth potential. Primarily the market is categorised into applications such as commercial, new residential, residential replacement. In terms of product categorisation there are floor tiles, wall tiles, etc.

The European market is however not completely smooth sailing since it is plagued by raw material price fluctuations that squeeze margins of market participants. The pricing tussle is further accentuated by presence of low-cost alternatives from emerging markets in South-East Asia.

Some of the established brands in the European market include RAK Ceramics, Grespania, Grupo Lamsoa, Ceramiche Atlas Concorde and Kajaria Ceramics among others.

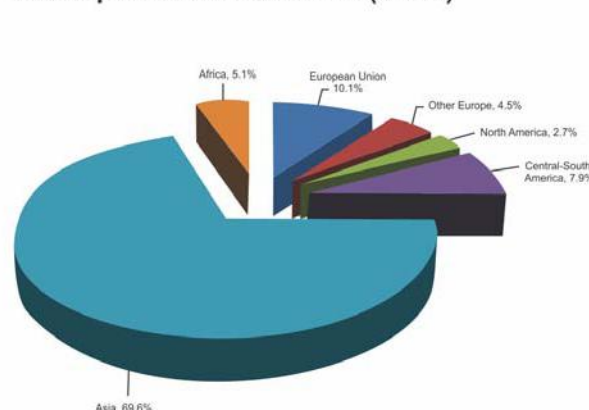
Among the member states in the European market, the German ceramic tiles market has had the highest revenue share contribution both in value and volume terms in 2018.

The UK Market

The Tile Market and its Prospects

The UK is an unusual market by European standards due to the predominance of wall

World production scenario (CY17)





tiles, but attitudes to ceramic tiles for flooring are changing, stimulated by the emergence of wet rooms and some use outside the traditional areas of kitchens and bathrooms.

Per capita consumption of tiles is, however, still the lowest in Europe, and roughly a third of Northern European countries, so substantial potential exists.

International trade is a key element of the market given the low number of UK-based volume manufacturers but high levels of demand. Hence, import penetration rate is estimated at around 70% in 2017 with European producers dominating import supply.

Prospects for the floor and wall tile market into the

medium-term remain relatively optimistic with the market forecast to grow to around 7% between 2017 and 2021. Moreover, the 'openness' of the UK market to tile imports is unlikely to be reversed into the longer-term given the limited UK manufacturing base.

Patterns and shapes remain a key element of the market with 'random lay' decorative tiles for both walls and floors increasingly offered by suppliers.

Tile marketing and its nuances

In the UK, there are two tile variants – Ceramic and Porcelain (what we call vitrified in India). The most popular sizes are 30 x

60cm and 60 x 60cm (akin to the Indian consumer's preference). While majority of the tile demand is for external applications, internal application primarily are under the floor heating in most houses, hence they prefer porcelain owing to its very low water absorption character.

During the severe cold conditions prevailing between November and February, tile laying for external applications reduced drastically; the focus shifts to inside-the-home uses which requires comprehensive planning. For some of the small sizes (10 x 20 mm), laying charges of the tile is more than the cost of the tile itself. Hence the customer opts for the 'Do-It-Yourself' (DIY) kits. Ventura sold about 20% of its retail sale) through DIY kits.

In the UK there is a huge preference towards customer service. Customers prefer to deal only with those brands that have a presence in that geography and who possess the wherewithal to deal with their problems which occur very frequently. In the decision-making process, this can be the deciding factor.

Tiles imported from India and sold in its original packing garnered little attention. But, when the same 'Made in India' product is boxed in Venture Cera boxes, customer confidence increases significantly.

The Indian tile Industry

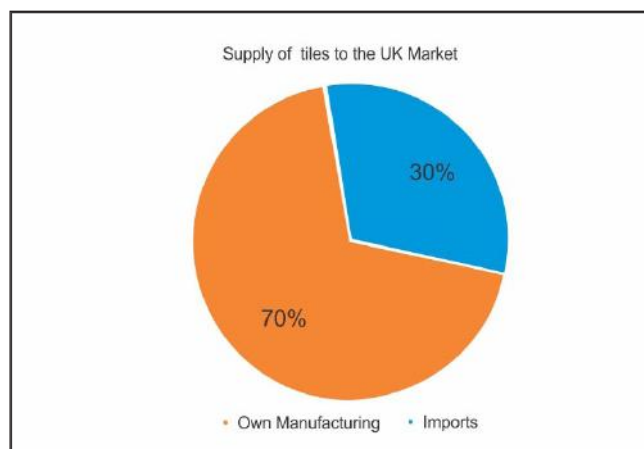
The ceramic tiles industry came into existence about a century ago and has matured over time to form an industrial base. Over the years, the industry has been modernizing through new innovations in product profile, quality and design to emerge as a modern, world-class industry.

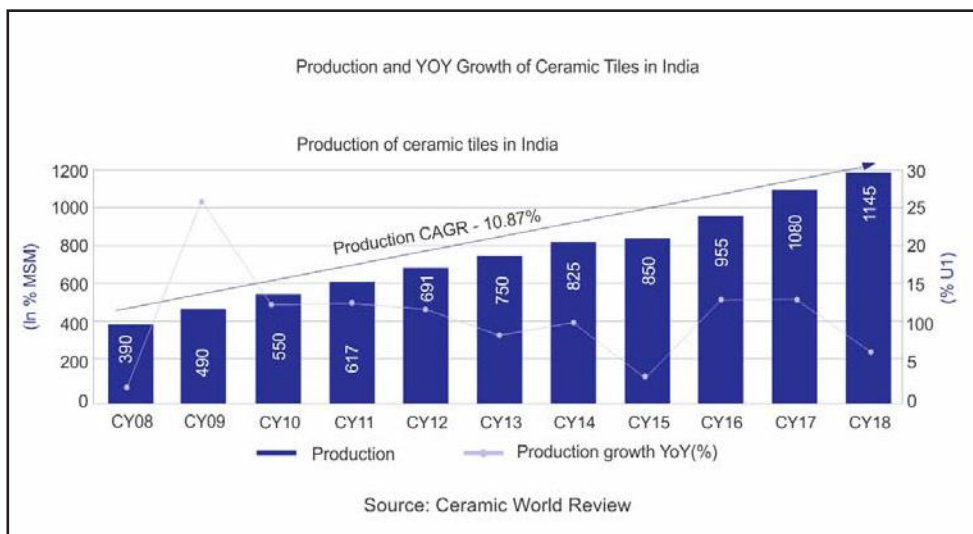
During the last two decades, the Indian Ceramic Tile Industry has recorded phenomenal growth in product profile, geographical spread and value-added products. The growth was mainly driven by the transformation of ceramic tiles from being typically hygiene products into adornment and aesthetic solutions for every household.

Currently, India is the 2nd largest producer and consumer of tiles in the world. Morbi, a small industrial town near Rajkot, is the second largest tiles manufacturing cluster in the world and accounts for ~50% of India's total ceramic tiles production. The region registers a healthy growth in exports owing to the growing demand from overseas countries for Indian products.

The key growth drivers of domestic consumption are low per capita consumption of tiles, rapid urbanisation, increasing disposable income of nuclear families, untapped rural market and stable replacement demand, all of which continue to augur well for the Indian tile industry.

Tile exports are only about 20% of the total Indian tile



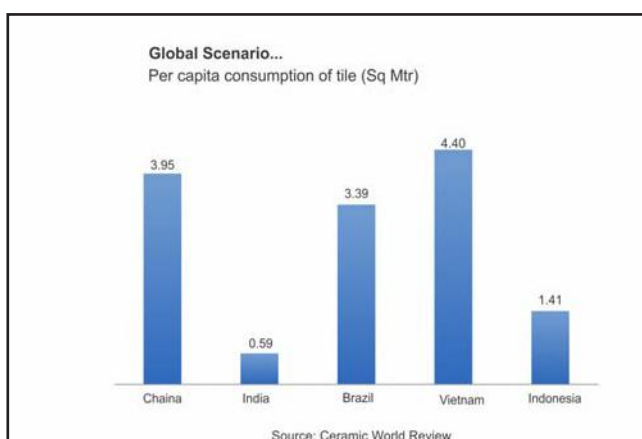


production despite being a low-cost product owing to inherent shortcomings and operating inefficiencies in the business model of the Indian tile manufacturers.

In a nutshell

- As of December 2018:
 - Production was 1,145 MSM
 - Consumption was 760 MSM
 - Indian tile export was 274 MSM
 - Indian tile import was 25 MSM
 - Inventory with producers was 136 MSM
- National brands contribute less than 50% of industry.
- The industry has been growing at a CAGR of 8-9% in the last 4-5 years, but has degrown marginally in the last two years.

Key differences between the UK & India



There is a yawning gap between UK and India. Not only from a customer standpoint but also at the dealer level. This gap, according to my estimate is what makes UK a mature market and positions India as a developing market.

Business-Level Differences

- India manufactures majority of the tiles it consumes; its key competition lies in dumping of tiles (selling prices are lower than cost of production) by other Asian counterparts. In the UK, imports are the key source of tiles.
- India is a cost-conscious, large-volume market which is one of the primary reasons for the proliferation of the unorganised players; the UK is a quality-

respecting market which also appreciates the value of innovation and aesthetics – it allows large brands to sustain their growth momentum

- In India, the dealers are key decision-influencers. In the UK, the digital platform is increasingly prevalent in decision-making – it allows the branded players to influence customer opinion directly.

Customer-Level Differences

- Space and people are very expensive resources in the UK. Hence, showcasing tiles in a lavish retail ambience is quite a luxury. Hence, the online model for product showcase and sales is increasingly prevalent. Customers usually order a small sample of the tile that they like on the website, so they get the feel and finish of the tile. Architects and other large consumers ask experts to visit the site and seek suggestions for choosing the right product. For retail sales, customers seek prior appointments for visiting the store which allows the store owner to manage volumes with optimised resources. But in India, walk-in customers account for more

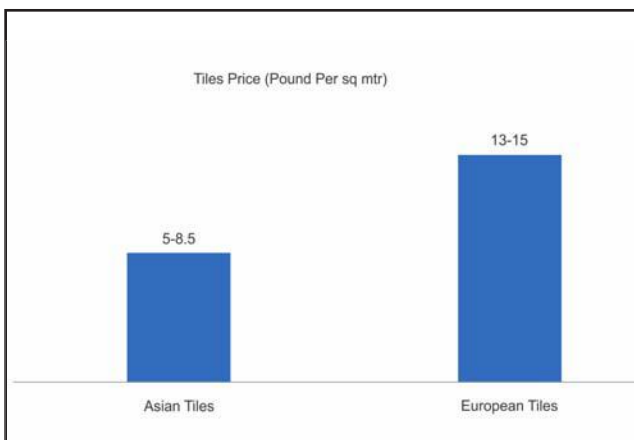
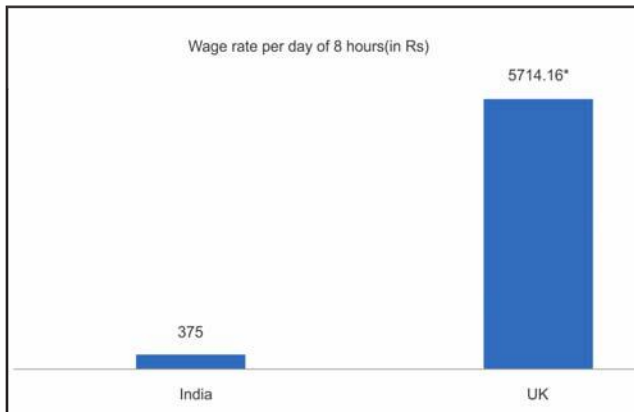
than 95% of the revenue for any dealer. Decision-making and purchase happens only at the traditional brick and mortar dealers showrooms – which over the years have altered from dingy storerooms to plush outlets (akin to jewellery stores). And understandably so. For in India, labour is cheap and land is available in plenty.

- The customer is pampered for choice. European tile brands showcase the entire concept (wall tiles, mosaic etc.) They provide the same design in many finishes (polished, matt, stone, rustic) and sizes. Indian counterparts, do not provide such a wide platter. More importantly, they do not have multiple finishes available, especially in the same design; this tilts the customer's preference towards European products. In addition, the Italian and Spanish tiles also have pictures on their websites displaying real life rooms with beautiful tiles and interiors which the Indian brands are yet to follow.
- The UK customer is significantly more quality conscious and ready to pay extra for improved quality. He is sceptical of India/ Asian products and hence prefers to pay higher for the European variants. This I believe, is primarily owing to the legacy positioning of the Asian manufacturers (China and India) as low-cost 'copy cats'.
- Government policies in the UK provide impetus to increase off take. Consider this: Home loans in the UK are only 2% per annum, making it affordable to purchase tiles and renovate consumers houses; in India it is between 13-15% per annum, making

the customer think twice before spending money on renovation.

Dealer-Level Difference

- A) For the UK dealer, procuring tiles from Italy and Spain is increasingly beneficial. And there are important reasons for the same
- Customer preference is towards European tiles owing to perceived quality and aesthetic superiority
 - Tiles sources from European supplies arrive in only five days whereas tiles from the Indian counterparts take 3-4 weeks.
 - European brands package their tiles in wooden crates which enjoy a resale value for the dealer. The Indian brands send their products in metallic crates – dealers need to incur a cost for their disposal. When Indian brands send their products in wooden crates in line with the European (Italian/Spanish) players, breakage



is significantly higher – its dents the dealers business margin.

B) The UK dealer is far more

system-oriented. Their discipline allows him to know his business growth more accurately and facilitates superior-decision making. For instance, order processing, delivery schedules and inventory is updated every week. This standard is at best an aspiration for the Indian tile dealer.

- C) In the UK, freight, being a labour intensive operation, is expensive. Hence deliveries are largely made on a pallet basis (1 pallet = 40 boxes of size 30 x 60 cms). Sale in box format is largely exceptional in nature where the customer is encouraged to collect the boxes from the dealer's establishment. In India, movement of boxes is the 'in-thing', pallets are an exception.

Conclusion

My learning's from my internship experience were

immense. My internship not only provided rich insights into the differentiated operating models prevalent in diverse geographies for the same product, it also opened my eyes to business strategies that promise to sustain business success over the medium term.

Strategic insight:

Customer experience is of critical importance to the sustained growth of a business. It's the best marketing strategy. As a positive customer experience, builds brand loyalty and affinity, evangelizes the product/service and leaves positive customer reviews that help business retain revenue and onboard new customers.

Sectoral learning:

Despite the product and its application being the same, tile marketing is significantly different in different geographies. While, business in the UK has institutionalised customer experience as its operational DNA, tile marketers in India consider 'customer experience' as a decisive value-add, distinguishing it from the otherwise cluttered business space.

Global positioning:

Indian tiles, especially from the organised players, clearly meet global benchmarks in aesthetics and product quality but lose to global players owing to its legacy image.

The bottom line then is... for India to make it to the developed world it needs to institutionalise an unwavering focus on customer experience. Because, customer experience management (CXM) is the single most important investment an 'India brand' needs to make in today's competitive business climate.



Quintessential Qutone

Rajiv Adlakha, Managing Director, Qutone Ceramic, shared insights on the Indian ceramic tile industry's current scenario and market trends, its growth and future plans. He also gave information about their new product launches, innovative technologies and much more..



How has the Indian tile ceramic market evolved over the years?

The Indian Ceramic Market has changed dramatically after 2016 when Qutone introduced iMarble – A Revolutionary Product made with the most advanced Slab Technology from Italy. Qutone was the first company in Asia to adapt to this technology and introduced Asia's Largest Slab 120x240. Thereafter various Indian ceramic manufacturers followed this trend and now a whole new generation of Slab Manufacturers has evolved in India and Indian Ceramic Industry have acquired very significant Global Market share in this domain.

What is the market share that you have currently versus the unorganized players and how much will your market share increase

going forward?

The Ceramic Tiles production in India is estimated to be 800 million Sq. Mtr. annually and we are doing around 15 million Sq. Mtr. Since Qutone is most popular and has a strong Brand Presence in niche segment, we lead the Large Format & Premium Tile segment with highest market share in India. We have 23,000 Sq. Mtr. per day production capacity of Porcelain Slabs which is largest in the World. Hence, we persuade to increase our volumes in the upper and mid market segments and con-

tinuously enhance our Brand Value rather than increasing the volumes in highly price sensitive products segment.

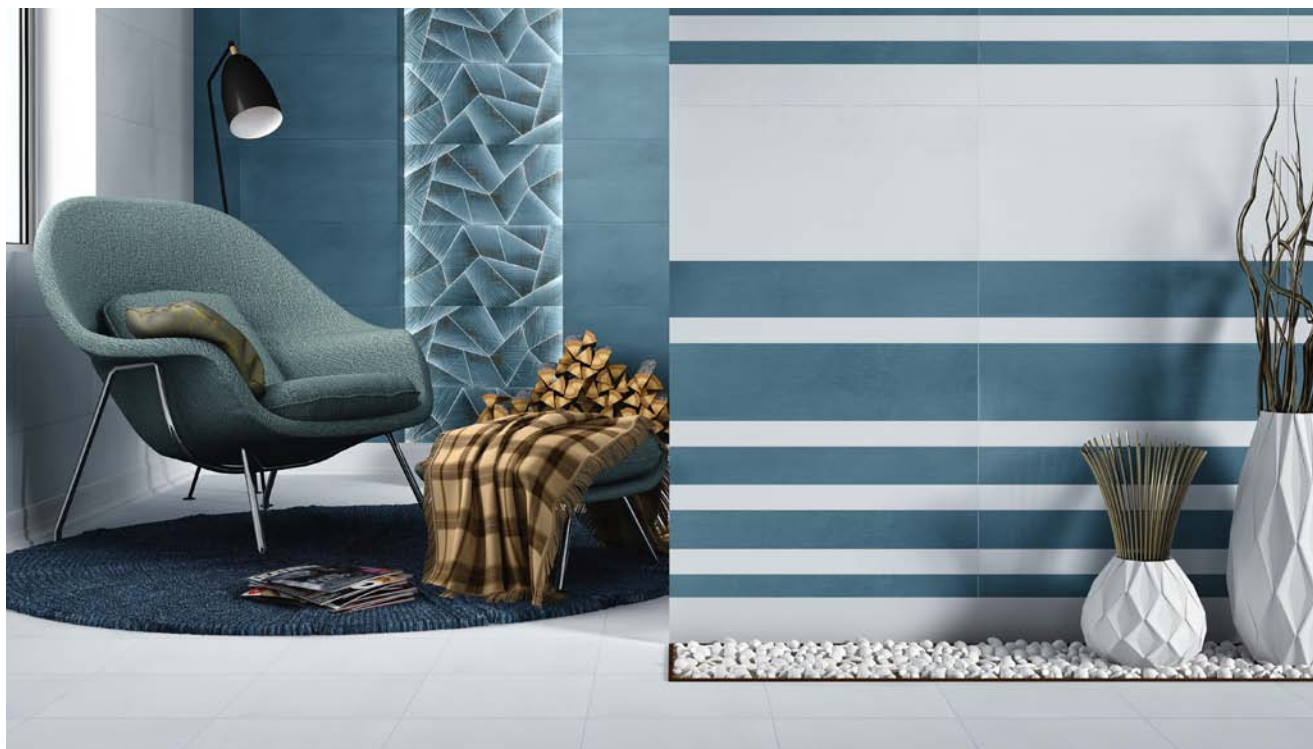
However, considering the total export of 40 million Sq. Mtr., we have export market share of about 10%, a volume of around 4 million Sq. Mtr. Qutone have played very significant role in not only increasing its own Export Volumes, an attribute of Largest Slab Production, but also have enhanced the image of Indian Ceramic Industry as one of the best import venue for overseas buyers.

Your brand is doing lot of promotional activities in terms of commercial and signing ace actors as the brand ambassadors. How it has benefited the brand?

Of course, we are doing a lot to enhance the Brand Presence and create higher Brand Value for Qutone. As our core focus is to cater to the niche segment, Brand Ambassadors play very vital role in Brand Recall & Brand Connect.

Anil Kapoor has been the face of Qutone in the market for 3 consecutive years now and we see that this





has added a lot of positive elements in our Branding Strategy. Consistency leads to strengthening the Reliability & Trust. Our new brand Evagres has Bahubali fame actress Tamannaah Bhatia. Her persona very well connects with the brand's tag line "Redefining Grace". This connect resembles to aesthetics of the product which swiftly percolates in consumers' mind and influences the buying decision.

What are the current market trends in terms of products and what new products have you launched yourself?

Well the Ceramic market trend was always influenced by Innovation and New Concepts to create contemporary Wall and Floor Décor. The Large Format Tiles are comparatively new and evolving with different Design Styling, Surface Finishes. We are poised to take step forward to surpass the market expectation by introducing certain New Formats, Surface Finishes and Décor Options

with new generation printing and glazing techniques. We will be unveiling the New Range of products in coming months as the developments are in advance stage now.

Can you tell us about your export volumes? From where you see maximum demand?

In addition to the statistics that I share here, the most impressive achievement is that we have our footprints in more than 60 countries and we intend to increase the reach to all those regions where we see potential for our products. I can say we are having presence in more than 60 countries and are focusing on the rising markets where the demand is likely to increase for the products we are emphasizing the most.

What is the potential of the Indian ceramic tile industry in the global front?

India is one of the most favorite country for ceramic importers globally followed by Italy and China. The technological advancement

that Indian Ceramic Industry have scaled in recent past have improved the export scenario and have opened most of the venues where export potentials are in abundance. Continuous technology upgrade, improved quality and apt product delivery mechanism shall influence the growth volume for Indian ceramic manufacturers.

What role does technology play in making of ceramic tiles and has it been used rightly to come up with innovative products?

Advance manufacturing techniques enables us to Innovate and improve the quality of the product in all aspects. New generation process machineries and production equipment also addresses the industry concerns of having Eco-friendly production process to reduce carbon footprint, improve energy efficiency and provide sustainable developments. The latest Slab Production Systems, advanced digital printing technology, new generation of Frits and Glazes and ultramodern LGV/AGV have

helped the ceramic industry to evolve with innovative and efficient products.

What is the market share What are your plans for the future?

We are gearing up for next big thing after iMarble. Our emphasis is going to be on value added products, technical solutions, new surfaces and formats to suit the continuously evolving market dynamics.

ICCTAS, as a body is actively working towards bringing changes and recommendations necessary better growth that our industry requires to function at its optimal best? Your feedback and suggestions?

Very recommendable work ICCTAS is doing for ceramic industry and we wish all the best to the entire The Tiles of India team for the future. We compliment the whole team for bringing out rich content and industry insight for the benefit of the community. All the best!!!

www.qutoneceramic.com

Trending In Tiles

The international ceramic industry is very dynamic and we at Somany take pride in leading the trends in the Indian market, says **Abhishek Somany, Managing Director, Somany Ceramics**, on changing design trends in the tiles industry and its role in the evolution

How did the journey of Somany begin?

Somany Ceramics is an internationally acclaimed organization that specializes in ceramics and allied products segment. In the last four decades, Somany Ceramics has established itself as an unchallenged leader in the Indian Ceramic Industry along with significant presence in Africa, The Middle East, United Kingdom and Russia.

We started with a humble beginning in 1969 with our first plant in Kassar (Haryana) and subsequently in Kadi (Gujarat) followed by joint



venture plants, generating a total production capacity of 60 million square meters annually. Somany is a complete décor solutions provider and

its extensive range of products include – Ceramic Wall and Floor Tiles, Polished Vitrified Tiles, Glazed Vitrified Tiles, Digital Tiles, Sanitaryware and Bath Fittings as well as Tile Laying Solutions

We recently launched the French Collection in our bath fittings range which will strengthen our product portfolio and will continue to help us expand our consumer base.

What excites you most about the changing design trends in the tiles industry? And how is Somany playing

a role in the revolution?

For years, tile was known as the affordable alternative to natural stone. It was a flooring staple largely restricted to kitchens, bathrooms and other water-sensitive areas. Over the last decade or so, tiles have totally taken off entering into all living spaces in the house, beautifully replicating the natural finishes and even expanding into new textures, larger formats and varied shapes.

General perception towards home aesthetic has changed and people have started looking at tiles (floor and





wall) as an important element of their home decor. The international ceramic industry is very dynamic and we at Somany take pride in leading the trends in the Indian market. With the introduction of bigger sizes, digital design-tiles have now started offering both aesthetic value and durability.

We have GVT Tiles under the Duragres brand – “Max” which can give your homes a seamless look with minimal joints and are as big as 1200 X 2400mm. We have been a thought leader in the ceramic industry and our product strategy is led by innovation and design. We have always believed in offering newer products to the customer be it in terms of size, design or different type of finishes continuously.

Describe the design philosophy of Somany.

In order to keep abreast with the latest technologies and trends in the industry, we have a dedicated R&D department which is a first of its kind to get recognition by the Government of India. Further, in order to be in

sync with global trends, we have collaborated with Italian designers and Spanish designers; and 100% of our designs are imported from Italy and Spain. We are always in sync with the customer's requirement which is gathered through research. Our design solutions are not only aesthetically pleasing but also functional in nature. We also research about new materials and machinery required for manufacturing of tiles. Our designs are inspired by nature and most of our tiles are close replicas of natural material like marble, stone, wood etc.

A new collection that Somany is currently working on?

Somany has always been at the forefront of design and innovation. We are currently working on multiple new collections, especially bigger format tiles in 800 X 1600mm and 1200 X 1200mm in various finishes like polished, matt and other special application from our new state of the art plant in Tirupati. We also have a special application GVT Tile in a smaller 300 X 600mm format as well as a completely new size of 1200 X 1800mm. Within

the Ceramics range of tiles we will be launching a new range in gloss and matt collection. In terms of innovation you will soon see 3D tiles in 600 X 600mm in GVT, and slim tiles with only 5mm thickness in 600 X 1200mm size.

In terms of innovations, what is Somany's approach to experimenting with the unknown?

Somany has always pushed the boundaries of contemporary technology. Our focus is on upholding the highest standards which has helped us to fulfil consumer requirements with products that are truly ahead of the competition. Continuing with this tradition, Somany boasts of two patents as a result of its intensive research namely VC and Slip-Shield tiles.

The revolutionary VC technology solves a very common issue with tiled surfaces, which is abrasion upon long-term use. It shields the tile against weathering – wear and tear, stains and scratches, keeping it fresh and new as ever. These tiles are available in silky matt finishes to bring absolute perfection in

terms of beauty and aesthetics.

The slip-shield tiles come in varied designs that offer a high co-efficient of friction even in wet condition to avoid slippage. Also, these tiles do not allow dirt to accumulate on the surface.

All our innovations and launches are based on extensive research with benefits aptly suited to every consumer need.

Functionality or aesthetics...which according to you is more important.

In the past, products like ceramics, bathware and sanitaryware were largely bought for functionality. Now that tiles have moved on from being just used in a bathroom for hygiene to a more aesthetically led décor item for living rooms, they have designs have become extremely important part of the overall décor of the house.

Besides offering comfort and aesthetics, tiles offer multiple features like being resistant to moisture and chemical cleaners. It easily meets a large number of requirements, including with respect to abrasion, stains, wear and

chemical agents.

What are the most popular collections at Somany right now?

We have a wide range of products across tiles, bathware and sanitaryware. Some of our popular collections are:

- **Luxury Collection of Tiles comprising of Tesoro and Precious Tile Range and Max Series of Tiles**
- **Goodwood Tiles**
- **Glosstra Collection in wall tiles**
- **French Collection in bathware**

In our bathware range we also have sensor faucets and showers which are based on cutting edge technology in sync with the smart bathrooms of today. In our sanitaryware range we have an exposed glass cistern named "Bastille,

this is made from tempered glass with a protective film and has ultra slim cistern for wall hung toilets.

In the premium segment we have French collection which has faucets in 8 different series, ranging from basin faucets, wall mixers, diverters and showers, along with LED showers, mirrors and accessories. In this collection we also have The Prada Series in Black & Rose Gold, Chanel Series in Sheer Gold finish and the Jazz & Odette series of fittings which have been awarded the prestigious Reddot & IF Design award.

What are the cornerstones of the perfect flooring option?

In terms of interior design, the unsung hero is flooring. While you often hear people notice how much they love paint or furniture, the floor

covering tends to fade into the background and becomes a supporting character.

While choosing a suitable flooring option, the selection hinges on 4/5 parameters:

1. You should also ensure that it blends with your home's décor. Choose something that will help your home's design scheme and flow effortlessly from one room to the next without appearing jarring or confusing to the eye.
2. Space/area will decide what size to choose from for e.g. for kitchen a tile of size 600X600mm is considered good enough, however for a large living room hall one can go for large format tiles like 800 X 1200mm or even bigger.
3. The colour of the tile - for example dark coloured tiles tend to make a space feel smaller while large, light

coloured tiles open up spaces and make them feel bigger

4. The Design/patterns can be chosen basis the space for example for living room one can use our Goodwood tiles that look strikingly like real wood and are far more durable and moisture-resistant.
5. Texture of tiles can play a key role in defining the right look of your room for example using tiles in stone or marble finish can lend a feeling of grandeur in your living rooms.

We at Somany have the largest collection of tiles and have multiple options for our consumers across varying price segments with unique functionality and style to cater to the needs of the discerning consumers.

www.somanyceramics.com





Takes your business to the next level....
the IoT Level

Smart IoT based Solutions for Ceramic Industries



GPS based
Vehicle Tracking



Delivery \ Dispatch
Tracking



Web & Mobile
Apps



Entry /Exit
Parking Solution



Online
freight e-bidding

Convexicon Software Solutions India Pvt. Ltd.

email : nk.joshi@convexiconindia.com | +91 - 8800443333

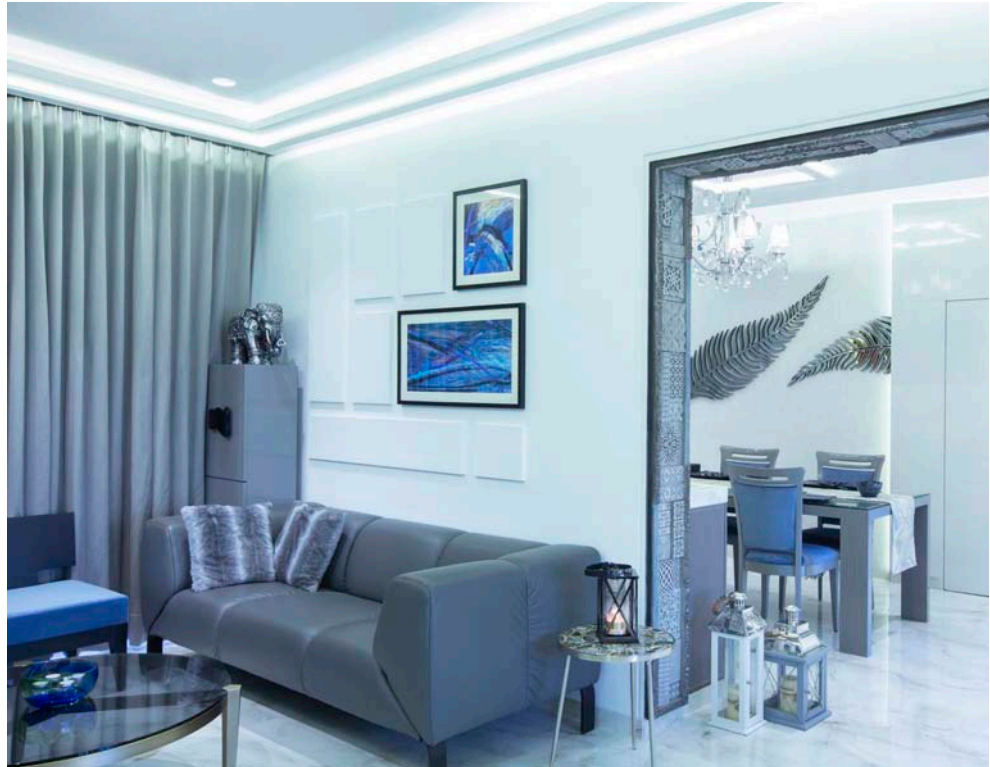
Web : www.convexiconindia.com

Divine Decor

Interior Designer Anish Motwani's recent residence project gives a picturesque view of a dream house with simple yet unique design and unusual colors



Anish Motwani, Interior Designer and Founder of Anish Motwani Associates based in Mumbai, has always stayed true to their motto "making



sense out of Space" we tried to give meaning to each space and made it part of the larger picture.

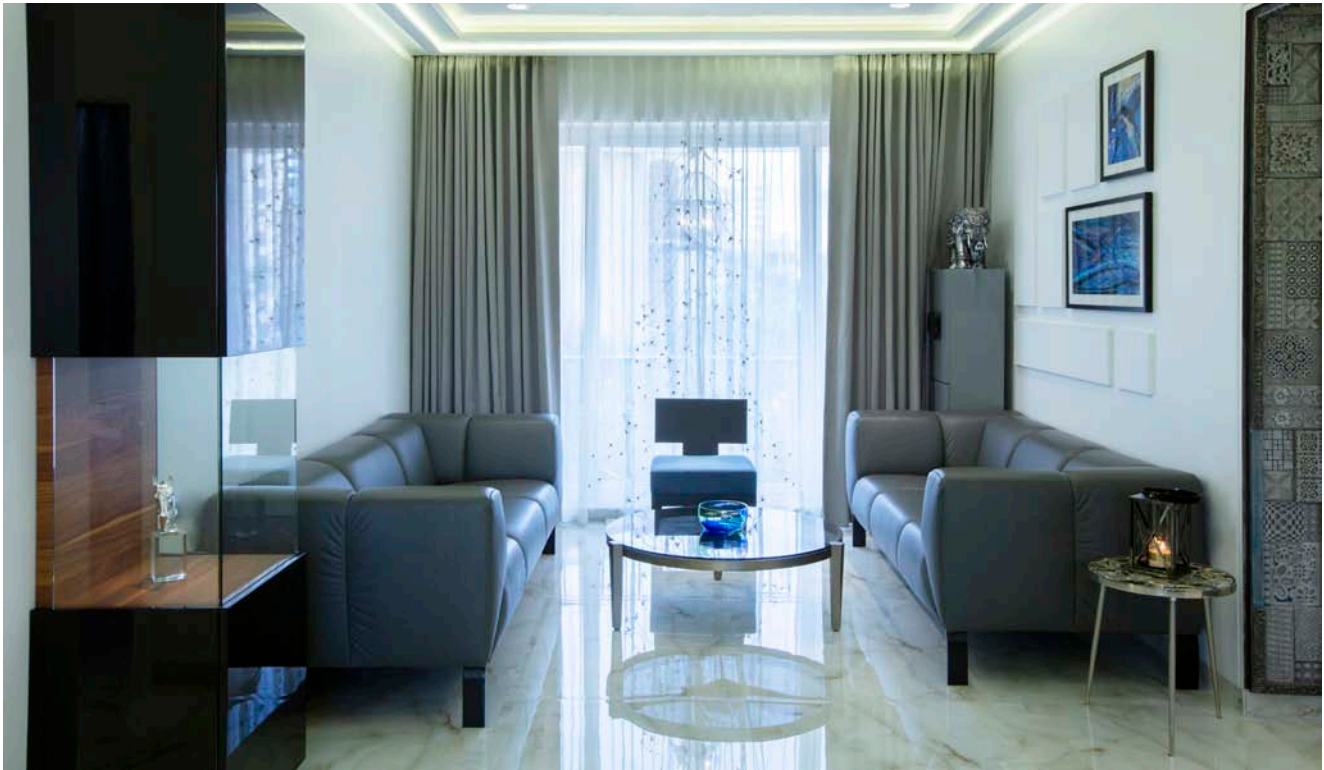
The designer has recently completed a beautiful residence project which is simple yet very unique. The idea was to play with different colors than the usual color palette of brown beige. We used grey, white and blue to break the monotony and gave the living room and dining area an upbeat with the unique color palette. Also, the most important was the flooring, which was done in white patterned glossy tiles in size 48 x 32.

The living area has two separate sit-out areas with one side of the seating has two big tall chairs with cush-

ioned two-seater sofa, also having a window space near this seating is also cushioned to accommodate more guests. The other side of the living area has two grey three-seater leather sofa from Rolf Benz with a smart black glass centre table.

The bar display area and the crockery unit counter at dinning section of the house is made with white crystal onyx and lends a good amount of illumination. The passage ceiling which runs from entrance up to the living area is the main highlight of the house and is a true delight. The ceiling is mix of wood, mirror and MDF.

The powder room in black Italian marble with mango



onyx gives a look of illuminated lights. The Mandir is made all white with back painted glass and ducco. It has niches which are made in pyramid pattern with one-watt spotlight in them for keeping idols. The client has lots of idols in different sizes which they wanted to see in the mandir.

From turning a new apartment or house into a cozy stylish contemporary home, finding and creating a very personal style of the client, exploring new trends, investing into favorite pieces for a lifetime has always been Anish Motwani's passion. From home decor accessories, lamps, stylish tables and wall decoration to incredible pieces of advice, Anish Motwani is the answer to the problems!

www.ama.net.co

INDIA'S NO.1 TILE COMPANY

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

KAJARIA CERAMICS LIMITED

J-1/B-1(EXTN.), MOHAN CO-OPERATIVE INDUSTRIAL ESTATE, MATHURA ROAD, NEW DELHI-110044, Tel.: +91-11-26946409

Toll Free No.: 1800 11 2992 | Email: info@kajariaceramics.com | Web: www.kajariaceramics.com

[facebook.com/KajariaCeramicsLimited](https://www.facebook.com/KajariaCeramicsLimited) twitter.com/KajariaCeramic

Kajaria



Retaining Legacy

Vijay Aggarwal, Managing Director, Prism Johnson Ltd. spoke about many aspects that are evolving in the Indian ceramic tile market globally and how his brand has maintained the legacy of giving always the best in tough scenarios.

What have been your Brand's legacy and what evolution you have observed over the years?

The brand Johnson-Tiles originated in England in 1901 and travelled across the World with pride. Making in India was set up in 1958, during this journey Johnson evolved organically as well as inorganically by brand and product-line extensions at H & R Johnson (India). As a responsible custodian, HRJ India created 3 more sub-brands and each of these enjoys the status of being well known names in their respec-



tive categories viz, Marbonite in the Polished Vitrified category, Porselano in the

Glazed Vitrified tiles category and Endura in the Industrial and heavy-duty special tiling solutions category.

How has the Indian tile ceramic market evolved over the years?

Indian tile Industry is a great example of Industriousness and might of Indians. Compared to less than half a dozen players three decades back, today, the organised and unorganised players put together have matched the pace with the world ceramic tile industry and now India is among the top three ceramic

tile manufacturing countries in the World. In spite of lack of proper infrastructural and other internal challenges, the quality and variety in the Indian tile industry has increased multi fold. Globalisation has made technology easily accessible and with some ups and downs in construction activities impacting consumption patterns, I see a great future of the Indian tile industry.

What is the market share that you have currently versus the unorganized players and how much will





your market share increase going forward

Organised sector as a whole has close to 40% share in ceramic tile. With changing dynamics of the market and customer aspirations along with some Government policies like implementation of GST, the organised sector share is on rise and is estimated to go up to 60% in the coming years.

What are the current market trends in terms of products and what new products have you launched yourself?

See, unlike apparels, tiled floor is expected to last much longer so you won't see any seasonal changes. At the same time, Architects and Interior designers do create new

themes which are influenced by contemporary aesthetics and Global trends in colours, shades and patterns. India is a country with perhaps the widest range of preferences and in terms of aesthetics there is a huge difference in taste and likings. Some of the visible trends include -

- * increasing popularity of large format tiles as they reduce grout-lines on the tiled floor or walls.
- * Matt finish is catching up quite fast, particularly where Architects and Interior Designers are involved.
- * Glazed Vitrified Tiles as a category is fastest growing
- * Market is moving towards premium products.
- * In low price segment, regional choices of aesthetics

are still important.

We launched a new and very special collection of Glazed Vitrified Tiles in large format under the brand – Johnson Porcelano which includes 240 x 120cm, 120 x 120 cm and 160x80 cm size tiles. Size and designs is not the only differentiator for this range; these are India's only GermFree® (anti-microbial) and Stain Free tiles. Our commitment to the environment and established R&D efforts have developed over the years and we have launched the Endura Cool-Roof SRI tiles which helps in reducing the temperature in the room below the roof in hot peak summer days. Similarly we have revamped our Germ Free wall tile collection which comes in a unique size of

60x40cm and is supported by floor tiles in 60x60 cm with Scratch Free and Germ Free features. Under the Marbonite brand we have introduced large format tiles in 80x160cm Elite range. Overall in this financial year, approximately 1200 new concepts have been planned and some are already produced and are available in the market.

To summarise, large format tiles in matt and rustic finishes in earthen shades, specifically grey and beige are favourites of Architects. Polished Marbles are still popular among end-customers in India.

Can you tell us about your export volumes? From where you see maximum demand?

We are focussing more on the Domestic business. However, the reputation of brand Johnson and high quality products are also being exported to countries like France, Germany, UK, US, South Africa, Australia, Middle-East, Sri Lanka and Taiwan. Our value of export in the year is approximately INR 50 crores and we are evenly spread across export destinations.

Being a Leader in new innovations and the various prestigious titles received, how do you see yourself in coming years?

Johnson and innovation have been like a synonym and it is a well-recognised fact. Right from our patented Soluble Salt technology, to Anti-skid floors, Water-repellent tiles, Stain-Free Vitrified tiles, Endura Cool-Roof SRI tiles, Anti-Static tiles and India's only Germ-Free tiles, our uniquely equipped and dedicated R&D has been creating innovative products that can add value to home lifestyle. Innovation is in Johnson's DNA. We are currently working to launch some very unique tiles that safeguards people from radiation in places like hospitals and scanning rooms where X-Ray and MRI rooms are hosted. Many more innovative products or value additions to existing products will keep on coming in future as well.

What is the potential of the Indian ceramic tile industry in the global front?

Worldwide, the tile category is mostly a local subject. New capacities have been added in different geographies promoting local production and that is quite logical too. There will always be some changing dynamics influencing global



transactions, but the focus is on local markets. Globally, tile industry growth rate has also been affected in recent years. At this moment, global trade is not a big story for Indian tile Industry.

What are your plans for the future?

As you know, we are among the few integrated building material companies having cement, ready-mix concrete and construction chemicals along with its H&R Johnson division which offers tiles, bath-ware and engineered stone. Our current top-line is close to Rs. 6000 cr and in a few years, we will achieve the Rs.10000 cr mark. We have invested

in creating good capacities using latest technology and have enough head-room to grow in the tiles category as well. In the tiles category, the focus will be on value added products which add to top and bottom lines.

ICCTAS, as a body is actively working towards bringing changes and recommendations necessary better growth that our industry requires to function at its optimal best? Your feedback and suggestions?

In fact, there is a great opportunity for all responsible members to utilise this platform and promote ceramic tiles. There is a common problem that every player is facing

– lack of good workmanship resulting into poor results and disappointment of customers from tiles. There is a need to educate the customers. With cumulative efforts under the banner of ICCTAS, some skill-set improvement programmes can be started for masons and contractors. Also there is need to go to Architecture and Interior designing institutions where we can educate the young students about tiles and correct way of decision making and installing tiles on site. In the long term this will be highly beneficial for the Industry and will result in lower customer grievances.

www.hrjohnsonindia.com

With Best Compliments from

ANIRUDH MINES & MINERALS

(CLAY MINES OWNER & MINERALS SUPPLIER)

A HOUSE OF BALL CLAY FOR INSULATORS, REFRACTORIES,
TILES & SANITARYWARES



OFFICE: NEAR RAMDEV PARK, OUTSIDE NATHUSAR GATE
BIKANER (RAJ) -334004



99287-19875 / 9998280-99943



www.anirudhminerals.com



nirudhclays@rediffmail.com

Stunning Slabs

RAK Ceramics shares some of the current trends in flooring for the year 2019 and its latest big slabs collection, *the Maximus* and *Maximus Mega Slabs*, its uses on walls, floors, countertop surfaces and furniture



RAK Ceramics is one of the largest ceramics' brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, the brand has the capacity to produce 116 million square metres of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 1 million pieces of faucets per year at our 22 state-of-the-art plants across

the United Arab Emirates, India, Bangladesh and Iran.

Founded in 1989 and headquartered in the United Arab Emirates, they are spread in more than 150 countries through network of operational hubs in Europe, Middle East and North Africa, Asia, North and South America and Australia.

2019 is about getting creative with your floors. Creative

patterns, unconventional widths, and of course, texture is still trending (creating unique designs and styles). We are in a period of evolution thanks to ever advancing technologies. With new technologies we are able to produce never-before-seen looks and styles. We also continue to push towards replicating also natural wood, marble and stone flooring

trends.

Flooring can mimic natural and man-made materials. Stone and wood-look floors in different materials are still very popular. Regarding sizes, tiles continue to be larger and get larger. RAK Ceramics' Maximus super-sized slabs collection is designed with this trend in mind. Versatile and simply beautiful, the Maximus slab revolutionises the design



and architecture world by opening up new perspectives in tiles applications that were previously unimaginable.

These continuous surfaces are designed for a multitude of applications including floors and walls, cladding, furnishing, countertops and the collection provides creative flexibility along with high technical and aesthetic performances. Available in sizes 120cm x 240cm and cut sizes 120cm x 120cm, 80cm x 240cm and 60cm x 120cm, the collection includes a huge range of stones, marble effect, cement, unicolor and metal. At the moment, the thin slabs segment is a relatively small segment of the tile industry, but it is a fast-growing segment. Maximus super-sized porcelain slabs can vary in thickness from 6mm to 14.5mm.

Another new trend is the

application of thin slabs on furniture. Maximus is ideal for dressing up modern spaces and covering tables, doors or living room furniture. You can choose your favourite decorating style in order to create a coordinated environment. Marble, metal, stone and concrete become part of the interior design without any compromise.

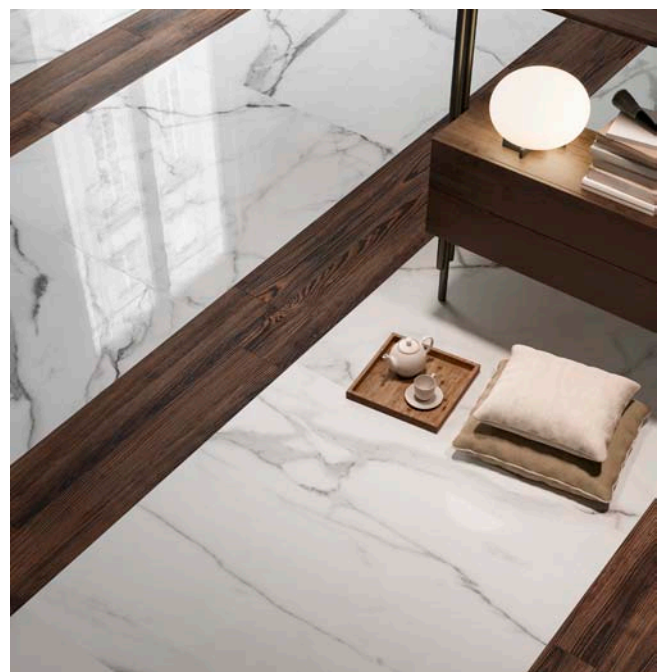
Three different functions:

- Aesthetic – tiles are part of the interior design project along with the other finishing materials so it's important that they look good and fit in with the style of a space.
- Technical – they are able to withstand the stresses produced by the people who use the spaces without suffering damage or deterioration.
- Functional – they are hygienic and capable of

effectively withstanding foot traffic, frost, fire, and the elements.

A number of key aspects must be taken into consideration, most

importantly the place where the tiles will be used. Indoor or Outdoor? Floor, Wall, Countertop or Furniture finishing? What style, classic or contemporary? What size? Tiles are a completely flexible





option for furnishing spaces which makes them extremely versatile!

The RAK Ceramics Maximus collection has been totally renewed with an even wider range of sizes and in three thicknesses from 6mm, 9mm and 14.5mm. The sizes range from small 60 x 120cm cut sizes up to the super-sized 135 x 305cm. Resistant to heat, recyclable, light and easy to clean, Maximus Mega Slabs are the best solution to the most demanding architectural and interior design needs.

With Maximus Mega Slab the design possibilities are endless. Imagine a tiled space with virtually no grout lines. Imagine limitless possibilities for your surfaces and unparalleled flexibility. Maximus is available in 3 thicknesses and a wide range of finishes and sizes.

Heat resistant, recyclable, light weight, durable and easy to clean, Maximus provides architects and interior designers with the perfect solution for their needs.

Available sizes

135x305cm (14.5mm thickness) – UAE only
120x260cm (6mm thickness) – UAE only
120x240cm (6mm or 9mm thickness) – UAE and India
80x240cm (6mm or 9mm thickness) – UAE and India
120x120cm (9mm thickness) – UAE and India
60x120cm (9mm thickness) – UAE and India

Versatile and simply beautiful, Maximus Mega Slab revolutionises the design and architecture world by opening up new perspectives in tile applications that were



previously unimaginable. The continuous surface of Maximus is designed for any type of application including floors and walls, cladding, furnishing, and countertops, providing creative flexibility combined with high technical and aesthetic performance.

Walls

The perfect solution to create astonishing vertical surfaces, including splashbacks, in kitchens or bathrooms, Maximus allows freedom of expression to create statement walls with a big personality.

Floors

Maximus has created a world where big is beautiful – with visually expanded spaces and fewer design interruptions, Maximus for floors creates endless design possibilities combined with incredible

aesthetic appeal and high resistance to stress.

Countertop Surfaces

Countertop surfaces is the next generation of Maximus applications creating kitchen surfaces and bathroom vanity tops using a single piece of porcelain, creating a stunning visual and seamless design.

Furniture

The best answer to a new trend. Maximus can be used for dressing up modern spaces and covering doors, tables, or living room furniture. Choose your favourite style and create a seamless environment. Marble, metal, stone and concrete become a fluid part of the interior design without any compromise.

www.rakceramics.com

EKTA LOGISTICS

PROPRIETOR DETAIL

Name: Sharwan Kumar

Mob.: 9350170497, 9810917497

BRANCH LIST

SR NO	BRANCH NAME	CONTACT DETAIL
1	MUMBAI	9324266019,022-28509010/11
2	AHMEDABAD	9377214777,9374944777
3	ANKLESHWAR	9377533487,7227900101
4	BHIWANDI	9324266039,9324703753
5	GURGAON	9810967497
6	PUNE	9820428459,9371992777
7	TARAPUR	9322790472
8	VAPI	9377992777
9	VADODARA	9898725551,9898735551
10	CHENNAI	9320027292,7092444471
11	BANGLORE	7337819292,7337819393
12	MANGLORE	8722542777,8147658172
13	DELHI	9599292122
14	ALWAR	8058423777,8058323777
15	MORBI	8222017503
16	BIKANER	8222017501
17	GHAZIABAD	9599292123



Plot no-5, Village Maheshwari,
Near Mlp School, Opp. Nagina Gargen,
Dharuhera-Bhiwadi Road
Dharuhera, Distt-Rewari-123106

Mob. 9311959392/93
E-mail: skekta_cmpl@yahoo.com

Stylish & Edgy Bathrooms

Villeroy & Boch has bought **Collaro**, a complete bathroom solution collection, which involves washbasins, bathtubs and bathroom furniture, apt for every character and mood

Villeroy & Boch offers high-quality products designed to transform the bathroom into a stylish and functional oasis of wellbeing. Since its foundation in 1748, the ceramic producer has developed into an international lifestyle brand. Like very few other premium brands, Villeroy & Boch is deeply rooted in European culture. And, in the way that only a great brand can do, it has understood how

to preserve its identity while still moving with the times. The company with a long tradition is now one of the most important brands in Germany, Europe and the world.

Villeroy & Boch has presented its new collection- Collaro, with a strong character. A recessed design edge is a very stylish feature that cleverly emphasizes the slender shapes of the TitanCeram washbasins. Collaro therefore

creates a timelessly beautiful living space that conveys an immediate sense of well-being. Its high quality materials and a distinctive look, makes Collaro instantly recognisable.

The washbasin as an eye-catcher

The washbasin is a central element in any bathroom. It sets the tone for the style of the entire space: from classic to modern, or minimalist to

elegant. Collaro features a linear and yet homely look, with attractive narrow edges and slender walls.

The premium bathroom collection therefore reflects the enduring trend towards greater lightness - giving it a very distinctive character. This new sensation of lightness in the bathroom has been made possible thanks to the development of the material TitanCeram. The titanium ox-





ide in the formulation refines the ceramic and allows the creation of shapes combining extraordinary strength with a timeless look - also available with the exceptionally beautiful and extremely resistant TitanGlaze in the matt shade of Stone White.

With a wide selection of washbasins, Collaro offers the perfect solution for different tastes and room configurations. From vanity unit to surface-mounted or wall-mounted, single or double basin, round or square, the 15 different models open up extensive scope for interior design.

Collaro bathroom furniture: storage space and statement in one

Collaro offers a selection of spacious vanity units coordinating with the washbasins and available in 10 on-trend colours. Dimmable lighting makes the recessed groove in colour-coordinating aluminium a real feature - adding atmosphere to the entire space as well as the actual unit. The collection includes matching tall cabinets and side cabinets to address any need for

additional storage space. One practical extra feature is the option of an integrated laundry hatch in the tall cabinet.

Collaro surface-mounted washbasins can be combined with furniture from the Legato and Finion series.

Customised relaxation: Collaro bathtubs in different looks

Collaro acrylic bathtubs

reflect the character of the washbasins and impress with a distinctive fusion of lightness and comfort. Their dynamic shape is inspired by a harmonious interaction of rounded edges and flowing lines. The wide rim on one side of the tub coordinates with the design of the washbasins while at the same time providing a practical surface for storage. The integrated

outlet and overflow solution in Chrome, Champagne, Gold or Black Matt is another striking design feature. One particular highlight is the optional water inlet that fills the bathtub like a softly flowing waterfall.

The collection Collaro includes three different back-to-wall bathtubs and built-in baths in different sizes. The monolith baths can be supplied with an elegant panel in your personal favourite colour. The optional whirlpool system further enhances the relaxing experience.

With Collaro, Villeroy & Boch is launching for the first time a collection that makes the premium TitanCeram material accessible to customers in the mainstream segment. Collaro therefore creates a bridge between Villeroy & Boch's premium and mainstream collections, making it an ideal option for customers seeking high-quality materials and modern design at an attractive price.

www.villeroy-boch.asia.com



Product Offerings

Presenting new launches, product features and more from the leading companies in India.



KAJARIA CERAMICS

Kajaria has introduced - **Duratech Heavy Duty Vitrified Tiles (40 x 40 cm)**. This novelty has raised the benchmark of tile making. Having thickness of 12mm and water absorption <0.10, Duratech can be used for both internal and external spaces. They are safely used in driveway, terraces, veranda, swimming pools, sidewalk, airports, train stations, industrial buildings, parking lots, underpasses and villa gardens. With a design that has redefined and fresh look, it will surely add enchanting beauty to both indoors and outdoors.

☎ 011- 26946409

🏠 www.kajariaceramics.com

ASIAN GRANITO

Johnson Porselano Royal Care Slabs are **Asian Granito** has launched **Grestek MarbleX**, which aims to create a style that is artistic yet natural. The product is perfect fusion of colors, creation. Big size and modern Look of MarbleX make them suitable for residential, offices, hotels, malls, airports etc. Its flexible tile body and slim thickness of 9mm is ideal for quick home renovation as it can be placed on existing old flat floor using tiling adhesive. MarbleX is also getting good traction from elevation wall application.

☎ 079- 66125500

🏠 www.aglasiangranito.com



SOMANY

Somany has recently launched the **Orna Mattè** collection in Matt Finish, which can give the home a minimalist, warm, rustic look or anything in between add to finish off your space in style. These tiles have a slimness of only 8mm, and come in a variety of designs without compromising on strength. The highlighter tiles are adorned with intricate undulations with crystal effect which makes them stand out and shine in spite of having a matte effect.

☎ 18001030004

🏠 www.somanyceramics.com



MINERALIA IMPEX PVT. LTD.

We Deals in
ceramic Raw Material
chemicals & Minerals

Regd. Off.: R-9/109F, Rajnagar,
Ghaziabad - 201 002 (U.P.), India
E-mail: mineraliaimpex@gmail.com

For Enquires & Orders
+91-97171 00509

- Sodium Tripolyphosphate
- Kaolin
- Ceramic China Clay
- Alumina Balls
- Zirconium Silicate
- Ball Clay
- Bentonite
- Nepheline Syenite

S.B. ZIRCON PVT. LTD.

Manufacturing & Innovation

Zirconium Opacifier - 1 & 5 Microns

Sillimanite Flor - 200 & 300 Mesh

Zircon Flor - 200 & 325 Mesh

We have ready stock of
Zircon Sand and Sillimanite Sand

Shyam Kankani

Plot No. 306, Sec. 9, Faridabad - 121 006, Haryana

E-mail: zircosuper@hotmail.com | info@indiaglazes.com

Mob.: +91 93125 03649

SHREENATH CERAMICS INDUSTRIES

Mfg. of Ceramic Glaze Mixture (Frits) & Glaze Compound

ASTRON GROUP OF COMPANIES

PRODUCTS:

1. Zirconium Silicate
2. Zircon Floor
3. Zinc Oxide
4. Ceramic Glaze Mixture & Glaze Compound
5. Container Glass
6. Sodium Silicate

Upesh Thakkar

M. 98250 70825

Pradip Khant (Rajubhai)

M. 98256 95900

John Mathai

M. 98796 09056

Email: scikalak@gmail.com | sales@astronzircon.com

NEW KUMAR TRANSPORT CORPN.

FLEET OWNERS & TRANSPORT CONTRACTORS

FULL TRUCK, CONTAINERS & TRAILER FOR ALL OVER INDIA

SPECIAL SERVICE FOR DELHI TO MUMBAI & MUMBAI TO DELHI
FULL & PART LOAD

ADDRESS:

Plot No. 3, Main G.T. Road, Near Pipe Market, Gate No. 2
Opp. Metro Pillar No. 2/33, Gyani Border, P.O. Chikamberpur,
Ghaziabad (Uttar Pradesh)

Ph.: 0120-2639826-27, 4544812

Email: info@nktclogistics.com | **Website:** www.nktclogistics.com

Somnath
Shish Pal

Mob. 9310030051
Mob. 9310030053

Sunny Meheriya
Dharmveer Maheriya

Mob. 9716964470
Mob. 9711197812

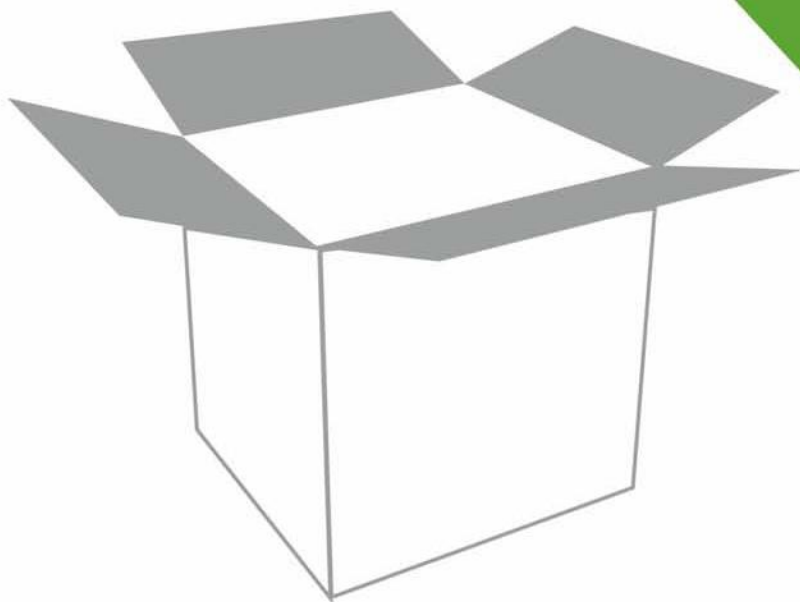
UJJVAL PLASTIC

**Manufacturer of
Tiles Plastic Corner &
Plastic Tiles Corner
in Rajkot, Gujarat.**

PLOT NO.20/2, TARGHADI IND. AREA,
OPP. BHOLODIA FARM,
NR. GOKUL IND., J RAJKOT - 360110
Haryana

Mob. 9712853653

Email: ujjvalplastic105@gmail.com



L.R.PACKAGING

(Address Kh. No. 93/4 Jindpur road Alipur Delhi 110036)

Manufacturer of Plain and Printed Inner & Outer cartons

**COMPLETE PACKAGING SOLUTIONS RELATED TO
CORRUGATED BOXES UNDER ONE ROOF**

**We Not Only Manufacture Corrugated Boxes But Also Helps In Cost Reduction By
R&D, Our Past Experience Supplies In Ceramics Industry**



Contact us : ☎ +91 9811236165 ✉ tarun_jain_84@yahoo.com



SOHAMTM
COAL PVT. LTD.



Importer & **Traders** of **Indonesian** & **South African** Coal



SOHAMTM
COAL PVT. LTD.

Head Office:

A-905, Solitaire Corporate Park, B/s Divya Bhaskar Press,
S. G. Road, Ahmedabad - 380 015. Ph : +79-4007 1616 / 17
E : sohamcoal@gmail.com | w : www.sohamcoal.com

Plant:

S H No-52, At-Chachavadarda, Pipliya-Maliya Road,
Pipaliya, Dist. Morbi-363641., Gujarat

INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE (ICCTAS)

List of Member Companies

ACER GRANITO PVT. LTD.

Lakhdhirpur Road, 8-A,
National Highway
Morbi – 363642
Gujarat

**ANTIQUE MARBONITE
PVT. LTD.**

8-A, National Highway
Lakhdhirpur Road,
Morbi – 363 642

**ASIAN GRANITO INDIA
LTD.**

Ceramic Zone, At & P.O. Dalpur
Tal. Prantij – 383 120
Sabarkantha, Gujarat

**CALYPSO CERAMIC PVT.
LTD.**

Survey No.661, P1
Near Rangpar Village
Pipli-Jetpar Road
T.A. Morbi, Dist. Morbi
Gujarat – 363 642

**COMMANDER VITRIFIED
PVT. LTD.**

Aalap Park Society, Plot No.67
Ravapar Road, Morbi – 363641
Gujarat

**CORAL GOLD TILES PVT.
LTD.**

8-A, National Highway
Lakhdhirpur Road, Morbi – 363 642
Gujarat

**CORAL GRANITO PVT.
LTD.**

8-A, National Highway
Old Rafaleshwar Road
B/h. Lalpar Village, Morbi – 363 642,
Gujarat

COSA CERAMICS PVT. LTD.

Nr. GSPL Gas Terminal
8-A, National Highway
Lakhdhirpur Road, Morbi - 363642
Gujarat

**JAXX VITRIFIED PVT.
LTD.**

8-A, National Highway
Kandla Road, At.: Timbdi
Morbi – 363 642, Gujarat

**KAJARIA CERAMICS
LTD.**

J-1/B-1 (Extn.) Mohan Co-op.Ind.
Estate
Mathura Road, New Delhi – 110 044

**KAJARIA SANITARYWARE
PVT. LTD.**

Survey No.129 J-1/B-1 (Extn.) Mohan
Co-op.Ind. Estate
Mathura Road, New Delhi – 110 044

KAJARIA TILES PVT. LTD

(Formerly known as Kajaria Floera
Ceramics Pvt. Ltd.)
Survey No.129
Industrial Park
Opp. Bhavanisankarapuram
Vill. Thatiparthi, Dist.Chittoor
Andhra Pradesh – 517 642

ORIENT BELL LTD.

“Iris House”, 16 Business Centre
Nangal Raya, New Delhi – 110 046

PRISM JOHNSON LTD

(H&R Johnson (India) Division)
“WINDSOR”, 7th Floor
C. S. T. Road, Kalina
Santacruz (East), Mumbai – 400 098

**R.A.K. CERAMICS INDIA
PVT. LTD.**

P.B. No: 11, IDA Peddapuram
ADB Road, Samalkot – 533 440
East Godavari District, Andhra
Pradesh

SANSKAR CERAMICS PVT. LTD.

Dhuva Matel Road
 B/h, Getco Power Station
 Matel, Tal -Wankaner, Dist,
 Morbi, Gujarat – 363 622

SENTINI CERMICA (P) LTD.

Plot No.1229, Road No.60
 Jubilee Hills, Hyderabad – 500 034

SILICA CERAMICA (P) LTD.

Narayanapuram Village
 Unguturu Mandal, West Godavari
 District, Andhra Pradesh - 534 407

SIMPOLO VITRIFIED PVT. LTD.

Old Ghuntu Road
 Morbi – 363 642, Gujarat

SIRAZEE TILES PVT. LTD.

Sri Vijayalakshmi Cine Complex
 Garagaparru Road,
 Bimavaram-534202
 West Godavari District, Andhra
 Pradesh

SMALL JOHNSON FLOOR TILES PVT. LTD.

8-A, National Highway, Lakhdipur
 Road, Opp. Ozzy Vitrified
 Morbi – 363 642, Gujarat

SOLIZO VITRIFIED PVT. LTD.

Survey No.283/1
 Nr. Amardham Temple
 Matel Road, Tal. Wankaner
 Morbi – 363 621
 Gujarat

SOMANY CERAMICS LTD.

P.O. Kassar – 125407
 Bahadurgarh, Haryana

SOMANY FINE VITRIFIED PVT. LTD.

8-A, National Highway Sartanpar
 Matel Road
 At. Matel, Tal. Wankaner
 Dist. Morbi, Gujarat

SPECTRUM JOHNSON TILES PVT. LTD.

Survey No.242, 8-A National Highway
 At. Dhuva, Tal. Wankaner
 Dist. Rajkot, Gujarat

VARMORA GRANITO PVT. LTD

8/A, National Highway, At. Dhuva
 Tal. Wankaner, Dist. Rajkot, Gujarat

VENNAR CERAMICS LTD.

153, Sitha Nilayam
 Dwarkapuri Colony
 Panjagutta, Hyderabad – 500 082

VINTAGE TILES PVT. LTD.

Nazar Bagh Road
 B/H Science College
 Bhadiyad, Morbi – 363

WALL CERA TILES PVT. LTD.

Near Pawadiyari Station
 Pipali Jetpar Road
 Jashmatgadh, Morbi – 363 630
 Gujarat

**P. K. SHARMA
 SECRETARY GENERAL
 INDIAN COUNCIL OF CERAMIC
 TILES & SANITARYWARE**

4th Floor, PHD House
 4/2 Siri Institutional Area
 August Kranti Marg,
 New Delhi – 110 016
 Tel: 011 4036 4502
 E-mail: info@icctas.com
 Website: www.icctas.com



TRADE EVENTS

SALONE DEL MOBILE

November 20 - 22, 2019

Shanghai, China

www.salonemilano.it

ACETECH

January 24 - 26, 2020

Hyderabad, India

www.etacotech.com

ACETECH

November 7 - 10, 2019

Mumbai, India

www.etacotech.com

THE INTERNATIONAL SURFACE EVENT

January 27 - 30, 2020

Las Vegas, USA

www.intlsurfaceevent.com

MIDDLE EAST STONE

November 25 - 28, 2019

Dubai, UAE

www.middleeaststone.com

IDAC EXPO

January 30 - February 1, 2020

Mumbai, India

www.idacexpo.in

THE BIG5 CONSTRUCT INDIA

November 25 - 28, 2019

Mumbai, India

www.thebig5constructindia.com

CEVISAMA

February 3 - 7, 2020

Valencia, Spain

cevisama.feriavalencia.com

QUALICER

February 10 - 11, 2020

Castellon, Spain

www.qualicer.org

CERAMIX EXPO

November 21 - 24, 2019

Gandhinagar, Gujarat, India

www.ceramixexpo.com

IDF OMAN

February 11 - 13, 2020

Oman

www.idfoman.com

ACETECH

December 5 - 8, 2019

Delhi, India

www.etacotech.com

THE BUILDING SHOW

December 4 - 6, 2019

Toronto, Canada

www.thebuildingsshow.com

WORLD ARCHITECTURE FESTIVAL

December 4 - 6, 2019

Amsterdam, Netherlands

www.worldarchitecturefestival.com



**Just when you
thought the
best couldn't
get any better...**

Standards are never set in stone. They need to be set only to be broken to make way for something better & beautiful. And when you're setting standards in style, the more you set them, the more tempted you are to go one step better.



Just a fleeting glance at RAK Vitrified and Ceramic tiles and Sanitaryware is all that will take you to understand what we mean.



After all, when you're the world's best, you know you have a standard to set and a reputation to live up to.

RAK Ceramics India Pvt. Ltd.

19th Floor, Commerz II, Oberoi Garden City, International Business Park,
Mohan Gokhale Road, Goregaon-East, Mumbai-400 063, India.

Tel.: +91 22 62505100/120 Website: www.rakceramics.com/india

Toll Free: 1800 1025 829

RAK
CERAMICS



Beauty uninterrupted.

Introducing Porselano Mega Porcelain Slabs from Johnson.



These large-format 120 x 80 cm tiles are larger in size and hence give your floors and walls a seamless look. Offered in 16 themes across marble, wood, stone, cement, and the newly introduced TREACLE finish, this stunning range will indeed floor you!

Johnson Porselano is available in various sizes – Glazed Vitrified Slabs in 80 x 80 cm, germ-free Porcelain Slabs and Splits in 120 x 60 cm & 120 x 20 cm respectively and Glazed Vitrified tiles in 60 x 60 cm.

JOHNSON TILES
NOT JUST TILES, LIFESTYLES.

JOHNSON BATHROOMS
FIND CLARITY

JOHNSON KITCHENS
KITCHENS TAKE CENTRESTAGE

JOHNSON MARBLE & QUARTZ
NATURE, REINVENTED

Download the mobile App



Connect with us: [f/hrjindia](https://www.facebook.com/hrjindia) [YouTube/hrjohsonindia1](https://www.youtube.com/channel/UCrjohsonindia1) [/hrjohsonindia](https://www.twitter.com/hrjohsonindia)

CustomerCare: 1800-22-7484 | Email: customercare@hrjohsonindia.com | www.hrjindia.com