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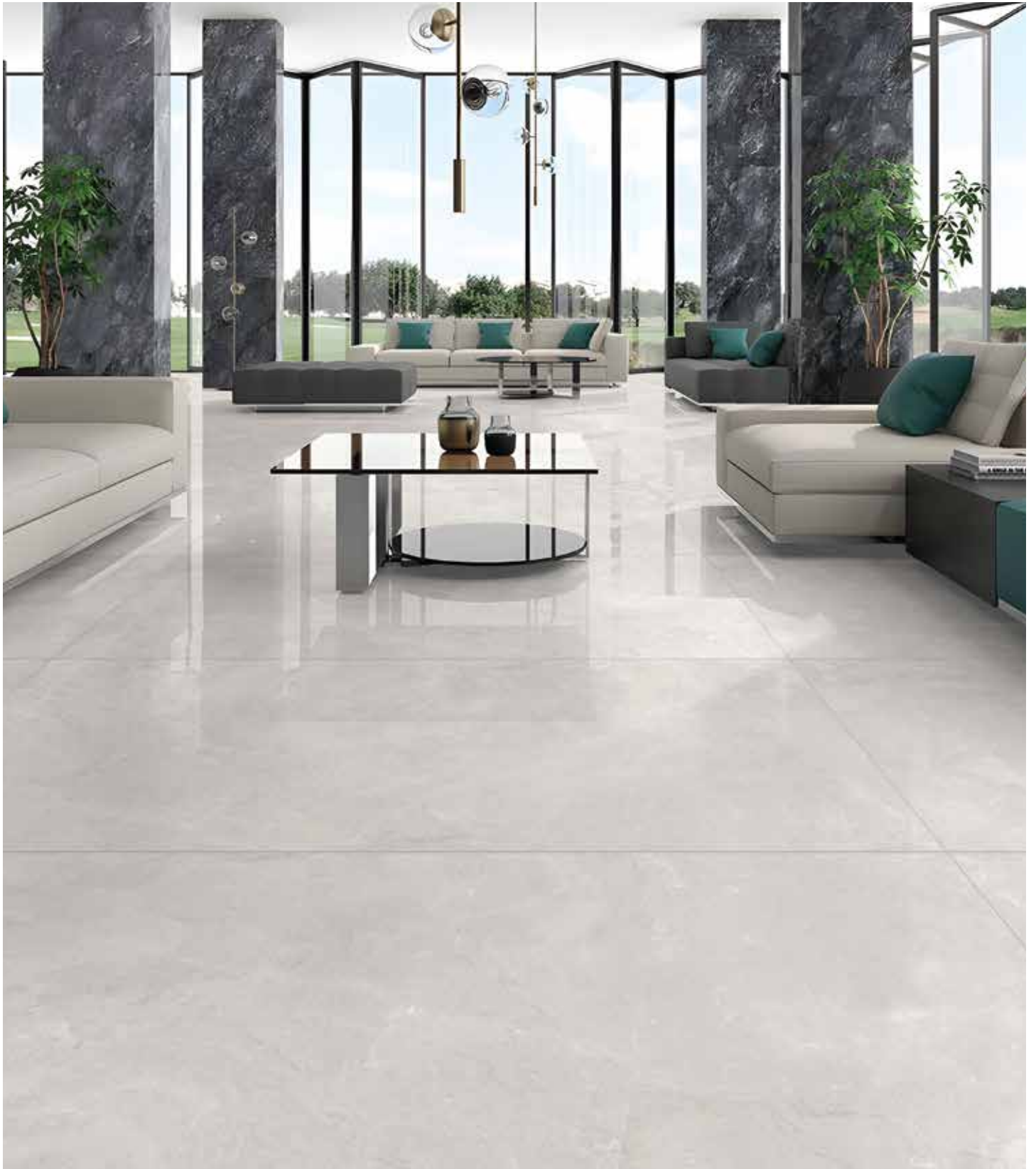


The Tiles of India

ISSUE 21 | ₹ 75

JULY 2025

INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE





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Rishi Kajaria, Chairman, ICCTAS, shares insights into how the ceramic tile and sanitaryware industry is transforming adversity into opportunity, embracing technological advancement and how the ICCTAS is fully geared to help support these endeavors



Rishi Kajaria
Chairman, ICCTAS

The Indian ceramic tile and sanitaryware industry has experienced significant shifts in international trade dynamics, particularly in export markets. The implementation of the anti-dumping duties by Gulf Cooperation Council (GCC) countries, which imposed a substantial 41% duty on Indian ceramic tile imports, has prompted manufacturers to diversify their export destinations. This has been a key pivot for the industry which responded by expanding its market presence. This might actually become a blessing in disguise for the future of the industry. The industry has demonstrated remarkable resilience and out of the box thinking thus once again proving the sheer power of foresight that it possesses.

Technological insight and advancement has emerged as a crucial differentiator and disrupter in the Indian ceramic industry. The industry is showing continuous commitment to innovation thereby bumping up production numbers and quality.

The urban landscape is promising and so is the real estate sector, maintaining its supportive position as a lucrative investment avenue. The unique market structure has both organised and unorganised players contributing in significant measures.

The overall picture is one of optimism that is backed by some good trends. The industry will be able to maintain its competitive edge with a strong focus on environmentally friendly products and cost efficiency.

We at ICCTAS are fully geared to help support these endeavors, leverage and develop key strategies for long term continued success for our industry.

Publisher's Note



Welcome to another insightful edition of ICCTAS, where innovation meets inspiration in the world of ceramics and construction technologies.

This issue casts a global lens on the import and export dynamics of sanitary ware, highlighting evolving trade trends and what they mean for manufacturers, suppliers, and specifiers. As India strengthens its position on the world map, we also examine how international shifts are creating new opportunities for domestic players.

Our Market Watch section explores cutting-edge advances in SACMI technology, showcasing how automation and smart production are reshaping industry benchmarks for quality, efficiency, and sustainability.

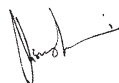
We are proud to feature a candid interview with Simpolo, offering valuable insights into their growth journey, brand philosophy, and commitment to design innovation.

Additionally, don't miss our coverage on Somany's latest showroom launch — a space that goes beyond retail to become a source of design inspiration and customer experience.

In our Architect's Take, leading designers share how modern home is no longer just functional but a true expression of space aesthetics and user well-being.

Whether you're a manufacturer, architect, retailer, or design enthusiast, this edition is crafted to keep you informed, inspired, and ahead of the curve.

Happy Reading!



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World Sanitaryware Market Scenario 2024

Know about the world Sanitaryware market with its export, import and top countries

Asia remained the world's largest sanitaryware exporter, increasing its share of global exports to 67.6% despite a 4.5% fall to 2.33 million tonnes in 2023. This was a combined result of contractions in China and Thailand, partially offset by higher exports from India, Vietnam and Iran. Exports from the European Union, the world's second largest exporter, also fell by 16.6% to 433,000 tonnes. The three largest exporting countries in the region – Poland, Germany and Portugal, which alone account for half of EU exports – all recorded declines of around 16%.

Asia's percentage share of global exports has risen from 51% in 2010 to the current figure of 67.6%, winning shares from almost all the other regions. By contrast, the EU's exports experienced a decline during the period in question (CAGR -1.5%), with their share of world trade falling from 24.2% to 12.6%. The NAFTA region's share fell from 12.4% to 9.7% despite overall 25% growth in exports since 2010.

The 2023 ranking of the top 10 exporter countries has remained unchanged with respect to 2022. China retained the top spot with exports of 1.81 million tonnes (down

5.4% on 2022), alone accounting for 78% of Asian and 52.5% of world exports. Mexico, the second largest exporter with an 8.8% share of global exports, recorded a 20.2% increase to 302,000 tonnes, while India recovered from the 2022 contraction with 5.5% growth to reach 265,000 tonnes. Next came Turkey, Poland, Thailand, Germany and Portugal, all with declines of between 16% and 18%. Vietnam and Iran completed the top 10 with 3.5% and 1.5% increases compared to 2022, respectively. Overall, the 10 largest sanitaryware exporter countries accounted for 85% of global exports.

TAB. 1 - EXPORTS OF SANITARYWARE BY AREA (TONS)

COUNTRY	2010	2016	2017	2018	2019	2020	2021	2022	2023	% 23/22	CAGR 23/10	% on 2023 world exports
Asia	1,100,506	1,603,571	1,756,791	1,988,977	2,222,549	2,129,919	2,534,396	2,444,864	2,334,366	-4.5%	6.5%	67.6%
European Union	522,118	583,409	570,549	585,034	541,584	477,931	539,775	519,758	433,459	-16.6%	-1.5%	12.6%
Other Europe	132,132	187,805	203,077	220,127	237,166	246,162	291,352	253,113	199,051	-21.4%	3.5%	5.8%
NAFTA	268,401	368,326	366,973	375,412	365,828	368,508	402,166	284,032	336,158	18.4%	1.9%	9.7%
South America	100,043	80,315	79,513	89,375	86,782	78,814	99,853	84,479	69,362	-17.9%	-3.0%	2.0%
Africa	35,861	71,958	65,933	66,113	75,238	64,574	79,216	79,752	79,769	0.0%	6.9%	2.3%
Oceania	1,960	1,084	411	583	580	315	364	867	902	4.0%	-6.3%	0.0%
TOTAL WORLD	2,161,021	2,896,468	3,043,247	3,325,621	3,529,727	3,366,223	3,947,122	3,666,865	3,453,066	-5.8%	4.0%	100.0%
% var y-o-y		-1.9	5.1	9.3	6.1	-4.7	17.3	-7.1	-5.8			

Source: Ceramic World Review

TAB. 2 - THE TOP EXPORTING COUNTRIES (TONS)

COUNTRY	2010	2016	2017	2018	2019	2020	2021	2022	2023	% 23/22	CAGR 23/10	% on 2023 world exports
China	901,962	1,238,558	1,378,951	1,532,833	1,747,579	1,698,152	1,968,003	1,917,768	1,814,565	-5.4%	6.0%	52.5%
Mexico	226,569	322,169	326,289	342,666	335,997	333,366	351,835	251,566	302,380	20.2%	2.4%	8.8%
India	15,076	135,776	137,717	182,691	199,371	171,698	264,253	251,195	265,110	5.5%	27.0%	7.7%
Turkiye	94,354	127,065	140,759	154,285	164,809	166,370	203,467	186,656	153,647	-17.7%	4.1%	4.4%
Poland	67,572	80,323	76,620	78,617	77,470	82,537	91,206	91,397	76,529	-16.3%	1.0%	2.2%
Thailand	57,189	81,016	86,512	96,067	92,094	87,129	111,703	88,218	72,382	-18.0%	2.0%	2.1%
Germany	63,742	79,124	75,478	81,952	80,382	75,861	88,863	84,735	71,424	-15.7%	1.0%	2.1%
Portugal	75,049	93,891	94,164	101,654	81,574	65,438	82,200	82,012	68,165	-16.9%	-0.8%	2.0%
Vietnam	25,895	35,034	40,457	41,292	52,982	51,986	67,565	57,669	59,698	3.5%	9.7%	1.7%
Iran	19,590	33,962	35,206	46,573	46,469	48,893	52,869	57,865	58,728	1.5%	7.1%	1.7%
TOTAL	1,546,998	2,226,918	2,392,153	2,658,630	2,878,727	2,781,430	3,281,964	3,069,081	2,942,628	-4.1%	5.5%	
% on total world exports	71.6%	76.9%	78.6%	79.9%	81.6%	82.6%	83.1%	83.7%	85.2%			

Source: Ceramic World Review

The 2023 ranking of the top 10 sanitaryware importing countries saw a number of changes in position compared to the previous year, as well as the exit of Vietnam and the return of Italy. Overall, the ten largest sanitaryware importers accounted for 47.8% of global sanitaryware imports (1.65 million tonnes). In 2023, the United States was once again the world's largest sanitaryware importer with 759,000 tonnes (8.7% down on 2022). It retained a

strong lead over all other importing countries with 22% of world imports, as well as almost all (82%) of imports to the NAFTA region.

This marked the continuation of a longstanding tradition considering that in 2010 the USA imported more than 500,000 tonnes, 23% of world imports. France climbed to second place with imports of almost 123,000 tonnes (-5.6% over 2021) overtaking Germany, whose imports fell

by 20.5% to 119,000 tonnes. Next came the UK (113,000 tonnes, +1.2%), followed by Canada, Spain, South Korea, Saudi Arabia, Italy and the Philippines.

Germany was the only country to rank among both the top 10 exporters and the top 10 importers of sanitaryware, with higher import than export volumes. One final point of interest is the analysis of the main export destinations with respect to the geographical areas of production.

TAB. 3: IMPORTS OF SANITARYWARE BY AREA (TONS)

COUNTRY	2010	2016	2017	2018	2019	2020	2021	2022	2023	% 23/22	CAGR 23/10	% on 2023 world imports
Asia	478,338	793,850	833,259	926,612	1,024,457	942,443	1,079,385	1,114,922	1,003,768	-10.0%	5.9%	29.1%
European Union	692,328	812,874	837,139	880,867	913,292	838,875	837,865	769,859	709,482	-7.8%	0.2%	20.5%
Other Europe	96,507	70,806	77,761	90,187	88,302	96,767	242,811	208,220	227,830	9.4%	6.8%	6.6%
NAFTA	620,716	819,097	866,815	948,435	967,417	986,193	1,154,980	989,033	930,967	-5.9%	3.2%	27.0%
South America	119,957	130,758	140,950	145,579	158,335	143,521	217,462	183,174	192,944	5.3%	3.7%	5.6%
Africa	111,952	199,740	221,986	259,390	310,865	288,084	336,648	316,463	323,416	2.2%	8.5%	9.4%
Oceania	41,223	69,343	65,337	74,551	67,059	67,629	77,971	85,194	64,660	-24.1%	3.5%	1.9%
TOTAL WORLD	2,161,021	2,896,468	3,043,247	3,325,621	3,529,727	3,366,223	3,947,122	3,666,865	3,453,066	-5.8%	3.7%	100.0%
% var y-o-y		-1.9	5.1	9.3	6.1	-4.7	17.3	-7.1	-5.8			

Source: Ceramic World Review

TAB. 4 - THE TOP IMPORTING COUNTRIES (TON)

COUNTRY	2010	2016	2017	2018	2019	2020	2021	2022	2023	% 23/22	CAGR 23/10	% on 2023 world imports
USA	500,415	690,500	738,424	811,329	817,904	837,646	954,238	831,538	759,348	-8.7%	3.5%	22.0%
France	107,509	107,421	116,870	125,738	135,313	125,226	150,811	130,060	122,806	-5.6%	0.5%	3.6%
Germany	84,543	147,060	140,282	148,431	150,445	144,325	155,328	149,626	118,988	-20.5%	0.8%	3.4%
United Kingdom	115,108	145,992	151,904	138,454	143,764	119,104	131,784	112,302	113,609	1.2%	0.8%	3.3%
Canada	103,815	108,442	106,137	103,682	107,464	107,013	138,487	108,422	103,977	-4.1%	-0.1%	3.0%
Spain	104,680	93,758	89,036	108,096	104,981	86,835	118,467	103,707	98,572	-5.0%	1.4%	2.9%
Korea Republic of	83,634	147,756	142,706	142,732	142,658	127,185	156,902	141,505	98,111	-30.7%	1.2%	2.8%
Saudi Arabia	33,592	67,918	58,100	51,814	74,034	82,903	70,855	88,086	88,828	0.8%	8.4%	2.6%
Italy	3,866	61,716	63,316	66,391	63,955	61,044	75,137	78,660	73,563	-6.5%	1.6%	2.1%
Philippines	25,667	41,191	39,507	49,829	55,205	49,561	71,708	81,247	73,124	-10.0%	9.1%	2.1%
TOTAL	1,219,869	1,611,754	1,646,282	1,746,496	1,795,723	1,740,841	2,023,717	1,825,153	1,650,926	-9.5%	2.6%	
% on total world imports	56.4%	55.6%	54.1%	52.5%	50.9%	51.7%	51.3%	49.8%	47.8%			

Source: Ceramic World Review

One final point of interest is the analysis of the main export destinations with respect to the geographical areas of production. Four out of seven areas sell the vast majority of their exports within their own geographical regions or continents: 96.5% of NAFTA area exports (mainly from Mexico) remain in North America,

which essentially means the USA; 84% of South American exports remain in Latin America; 78% of EU exports are sold in EU markets and 64% of Oceania's exports remain in Oceania. At the other extreme, 83% of exports from non-EU Europe are sold in other regions, particularly the EU (Turkey's largest export market). Similarly, 77% of

African exports are sold outside Africa and 60% of Asian exports are shipped outside the Asian continent, driven by China's ability to sell its products in almost all areas of the world.

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Seeds of Innovation

Shri Jitendra Thakarshi Aghara, CMD of Simpolo Ceramics, shares his and the brand's inspiring journey and gave industry insights of Simpolo Ceramics for 2024 and 2025



The Inspiring Journey of Respected CMD Shri Jitendra Thakarshi Bhai Aghara

A Family Legacy Carved in Tile

In the heart of Gujarat's ceramic hub, Morbi stands a testament to the visionary leadership of Mr Jitendra T Aghara - a vision that transformed a modest roofing tile factory into a global ceramic empire. Founded in 1977 by Shree Thakarshi Gandu Bhai Aghara, Simpolo was amongst the first to set up sanitaryware facility in 1991 in Morbi, since then they haven't looked back foraying into multiple segments of Tiles and bathware category.

The Seeds of Innovation

When respected Mr. Jitendra joined Simpolo, he brought more than just fresh ideas, he brought a renaissance. Like a master craftsman, he began reshaping the company's future, starting with an ambitious venture into sanitaryware. His approach was different, as he had a vision to make the best quality products in the world, in India.

A Journey of Transformation

Under his guidance, the early focus on Research and Development in sanitaryware marked the beginning of a transformative journey. As the millennium turned, Jitendra propelled





Simpolo into the ceramic tiles market, diversifying the product line to include both wall and floor tiles. By 2007, under his stewardship, Simpolo had ventured into the vitrified tiles segment, responding adeptly to the dynamic market needs with durable and versatile products.

Strategic Innovation and Global Ventures

The landmark year of 2014 marked a turning point when strategic joint venture with Italy's Emil Ceramica. This pivotal partnership didn't just mark a business collaboration; it represented Mr. Jitendra's vision of creating a magnificent fusion of Italian artistry and Indian heritage, culminating in the launch of Nexion, a luxury brand that epitomizes luxury and design finesse.

The Orchestra of Success

Today, under CMD & CMO's visionary guidance, Simpolo's symphony plays through over 1,500+ dealers and resonates in more than 200+ exclusive showrooms. Each showroom is not just a display space but a gateway to possibilities, where dreams of beautiful homes take shape. The establishment of state-of-the-art manufacturing facilities. The launch of Neotra in 2023 wasn't just another milestone; it was a bold declaration from his commitment to further make the most advanced technical surfaces in India.

Values That Build Empires

Guided core principles instilled in Simpolo of Global outlook, Innovation, Quality,

Integrity, Service mindset, & Teamwork. polo of Global outlook, Innovation, Quality, Integrity, Service mindset, & Teamwork is what makes Simpolo. Mr. Jitendra has reinforced Simpolo's position as a leader in the ceramic industry. His leadership style isn't about commanding from the top but inspiring from within. Thanks to his vision & passion in the corridors of Simpolo, you'll find more than just employees; you'll find a family united by a shared purpose.

Tomorrow's Canvas

Looking ahead to FY 2025/26, Simpolo is set to further its legacy with the operational launch of a new manufacturing plant in plants in Naidupeta, Andhra Pradesh, and Maliya, Gujarat. A combined production capacity of 26.7 million square meters for both facilities. This isn't just about increasing production; it's about creating a future where innovation knows no bounds.

A Legacy in Motion

The story of Jitendra Aghara isn't just about building a business; it's about crafting a legacy that will inspire generations to come. His vision for Simpolo respects the past and boldly embraces the future, ensuring that the family's values live on in every tile produced. It's a reminder that anything is possible with vision, determination, and heart.

Key Milestones in Simpolo's Journey Under Respected CMD Sir's Leadership

****1990**:** CMD Shri Jitendra joined the family business and initiated focus on sanitaryware R&D
****2000**:** Led Simpolo's expansion into ceramic tiles market
****2007**:** Pioneered the company's entry into vitrified tiles segment
****2014**:** Established strategic joint venture with Italy's Emil Ceramica, launching Nexion
****2023**:** Launched the Neotra division specializing in large slabs
****2025/26**:** Spearheading the launch of a new state-of-the-art manufacturing facility

Simpolo Ceramics Industry Insights 2024

1. What is the growth of the ceramic tiles industry in India?

India's ceramic tile industry was forecasted to achieve remarkable growth. With some forecasts projecting India's ceramic tile production to increase at an average annual growth rate of 5.9% from 2024 to 2028, domestic consumption should grow even faster, with a projected CAGR of 7.8% during the same period. By 2028, India's total production is expected to reach 3,263 million sqm, 18% of global market share. However, we have seen a delayed realisation of these numbers due to numerous domestic and international geopolitical instability. We stay optimistic during this time of uncertainty; we are seeing some signs of normalisation in the onset of this financial year.

Our growth is backed by robust national economic performance and strong faith in our products and team. With GDP expected to rise by 6.6% each year for the next five years, we are intensifying our strategic emphasis on the premium segment; Simpolo is steadily gaining market share in the Indian ceramic tiles & bathware market.

2. What were your most important initiatives in 2024- till now?

We at Simpolo consider our channel partners our most significant stakeholders, and their satisfaction is our priority. Our most important initiative this year has been the launch of the Simpolo Sahyog portal – our comprehensive dealer portal went live in August 2024. This platform gives dealers real-time access to critical information, including their overall performance and sales data, delivery address management, scheme discounts and status, and livestock availability. The portal has created a streamlined communication channel that enhances dealer satisfaction and accelerates the sales process. We have also revamped our dealer policies, creating a simplified structure across all regions with uniform parameters nationwide. This enhanced transparency and clarity has significantly improved dealer satisfaction and engagement. On the operational front, we've implemented several logistics optimisation initiatives to improve distribution efficiency, engaging external stakeholders to enhance logistics operations, implementing an advanced warehouse management system following global best practices, and redesigning stocking warehouses for faster loading and unloading operations. These initiatives have allowed us to adapt to an everchanging Indian market.

3. How have you dealt with the challenges of 2024?

We've tackled this year's challenges through strategic enhancements in dealer management and logistics. As discussed earlier the implementation of our Simpolo Sahyog portal & Supply chain enhancement has addressed communication gaps and significantly reduced order processing time through streamlined digital workflows while maintaining flexibility with optional manual processing for dealers who prefer or require it. India's construction industry, energized by vast infrastructure projects and rising urbanization, offers immense opportunities for Simpolo. The demand for premium tiles grows as cities evolve into modern architectural centres.

This opens doors for Simpolo's innovative product lines, particularly in upscale residential complexes and commercial properties. Additionally, government-led initiatives ensure a robust appetite for cost-effective yet high-quality tiles. Still, the challenges are significant. Raw material price volatility, energy costs, and competition from both established players and low-cost suppliers has placed pressure on margins. Consumers also vary widely in design preferences across India's diverse regions, demanding adaptability in both style and marketing strategies. By focusing on continuous R&D, embracing sustainability, and leveraging cutting-edge manufacturing, Simpolo has stood out in this crowded landscape. These strengths allow us to cater to discerning architects seeking signature looks while also providing durable, economical options for large-scale housing initiatives. In this dual strategy, we try to find the balance between competitive pricing and impeccable craftsmanship, paving the way for sustained growth in a market that only promises to expand further.

4. What are your key strengths?

Simpolo's key strengths lie in our premium market offering with an architect-focused design philosophy and our wide range of patented exclusive surfaces that differentiate our offerings in the marketplace. We have maintained a steady growth rate over the year that is outperforming the industry average, showing our business strategy's effectiveness. Our strong dealer relationships, enhanced through digital transformation initiatives, create a reliable distribution network. We have developed advanced planning and warehouse management capabilities that improve efficiency and customer satisfaction. Our transparent and uniform dealer policies foster trust and collaboration throughout our business ecosystem. Finally, we are balancing technological advancement with personalised service options, ensuring we meet the diverse needs of our premium customer base.

5. Can you tell us about your latest investments?

As a leading Indian ceramic tile and



sanitaryware manufacturer, Simpolo is investing an estimated 1,000 Cr (around €110 million) to double its production capacity over the next few years. The plan includes the construction of two new factories, one in the city of Malia near Morbi (Gujarat) in the west of the country and the other at Naidupeta in the Tirupati district (Andhra Pradesh) in the south. Our new facilities in Malia and Tirupati are designed to be comprehensive production hubs that cater to the evolving needs of both residential and commercial sectors. The Malia facility will produce around 14.85 million square meters of tiles annually in its first phase, stage 1. Eventually, in the next 2 years, this number will increase to 26.4 million Sqmtr. This plant will focus on delivering innovative designs, modern textures, and superior finishes that align with contemporary architectural trends. The Tirupati facility, with a projected capacity of 16.50 million square meters in its first phase, is tailored to serve the preferences of the southern Indian market. Both plants will employ cutting-edge manufacturing technologies to ensure each product meets the highest durability, aesthetics, and functionality standards. We are on track for trial production by mid-2025 and commissioning tests and full-scale production by the end of Q3 2025-26. The Tirupati Plant is on schedule, with full production expected around Q2 FY 2025-26. Both plants will be equipped with modern automated systems and eco-friendly processes, reinforcing our reputation as a leader in high-quality, environmentally responsible manufacturing.

6. What are your expectations regarding the future recovery of the tile and sanitaryware industry?

We predict continued rapid growth in the Indian ceramic tile market, in line with or exceeding the projected 7.8% consumption growth rate. Simpolo is strategically positioned in the premium segment, which we expect will see increased demand as India's economic growth continues and consumer preferences evolve toward higher-quality products. With steady investment in construction industry, projected to increase by 3.7% annually through 2028, creates favourable conditions for premium tile & bathware segment. As India's share of global ceramic production is expected to grow from 15.4% to 18.3% by 2028, we expect to keep our growth trajectory and expand our market share by focusing on innovation and quality.

Our investments in dealer relationships, planning, and operational efficiency have created a solid foundation for sustainable growth in the coming years. We expect India to continue its trajectory to become an increasingly important global centre for ceramic tile production and consumption, with Simpolo at the forefront of the premium segment.

7. What are the new launches of tiles and sanitaryware in the Tiles and Bathware?

At Simpolo, we continue to push the boundaries of design and technology, introducing seven new collections for 2024-25. Each shaped by consumer insights and crafted for performance.

The Alchemia, Sparko, and Venitto collections feature our POSH+ surface on a homogeneous body, setting new industry standards for public space- high traffic applications. Enhanced with patented IM+ technology, these collections combine premium aesthetics with anti-bacterial properties. Inspired by natural basalt, the Basaltino series is offered with our StrongX surface with homogeneous body, built for strength and versatility across applications. The Marmorica collection brings together 12 curated marble designs in four surface options, allowing adaptability across styles and spaces. For outdoor spaces, the Rockdeck range features an anti-fall surface, ensuring safety without compromising design. Lastly, the Glyphstone collection introduces distinct realistic engraved effect offered with Xylotech, adding tactile depth and visual richness to contemporary design. These collections reinforce Simpolo's commitment to innovation, design excellence, and application-driven solutions across the mid-premium segment.

Our product development philosophy is centered around understanding and addressing consumer needs. Innovation that adds convenience to our customers' lives is our mantra. A perfect example of this approach is our recent introduction – the Aquaintel wall hung closet.

Aquaintel is a tankless Closet, designed to eliminate the common hassles associated with installing a concealed cistern. This product offers a significant advantage by eliminating the need for a concealed tank, which not only reduces installation costs but also maintains the bathroom's aesthetics without requiring any wall modifications. With Aquaintel, we provide our customers with a seamless,

efficient, and elegant solution that redefines modern bathroom design.

8. What are your expansion plans for the year 2025-2026?

Simpolo's expansion plans for the year are among the most ambitious in the company's history, marking a major milestone in our growth journey. We are currently executing two significant greenfield projects: the establishment of two new, fully integrated manufacturing plants, one in Malia, Gujarat, and the other in Naidupeta-Tirupati, Andhra Pradesh.

With deliberate attention to lean manufacturing considering the rapid changes in the Indian market and the investment we have made by carefully choosing the right suppliers, we can achieve a higher level of modularity while maintaining an equally high level of efficiency in all the ranges of products that we will produce from both the plants. The production strategy is twofold: Few high-volume commodity lines deliver cost-effective, robust solutions for large-scale projects from 300 x 600mm, 600x600 mm, 600*900 mm, 600*1200mm, and an exclusive premium collection that captivates architects and interior designers with its refined elegance and cutting-edge craftsmanship. 800* 3000 mm, 1200x2400mm, 1200*1800 mm to 1600*3200mm. The thickness will vary from 6mm to 20 mm in various surfaces in full body and colour body variants. Together, these offerings ensure that every tile not only meets the highest standards of quality but also embodies the harmonious blend of innovation and sustainability that defines Simpolo's legacy.

Expect texture, size, and design innovations, including large-format slabs, glossy surfaces, and nature-inspired patterns. By leveraging continuous milling and advanced presses, the facility can create tiles with exceptional strength and uniformity, meeting global benchmarks for quality and durability. Meanwhile, in Tirupati, the Naidupeta plant will offer complementary product lines, further expanding Simpolo's portfolio.

Both sites aim to serve growing domestic demand and supply international markets. With an ever-evolving R&D focus, Simpolo is set to launch products that blend design flair and eco-friendly features.

Speed and control: SACMI 2025

High-speed forming, exclusive digital decoration and finishing solutions, new high-efficiency kilns: these are the cornerstones of the **SACMI** Easy Factory, presented at the Foshan international fair (18-22 April, Foshan Tanzhou International Convention and Exhibition Center)



Italian quality is the perfect partner for sustainable, competitive, ultra-high-performance ceramics: quality that was SACMI's hallmark at Uniceramics 2025, the international fair which was held from 18 to 22 April at the Foshan Tanzhou International Convention and Exhibition Center.

Here, SACMI showcased the new Easy Factory, a combination of hyper-productivity, sustainability, and process control. From forming and digital decoration to latest-generation kilns, finishing and logistics, the Easy Factory bristles with new features: all part of a complete plant that offers solutions

tailor-made for the Chinese market thanks to SACMI Nanhai, the Group's in-country production services and direct assistance hub for over 30 years.

Forming: Continua+ Hyper-Speed and PHC Red Edition

With more than 200 lines sold worldwide, of which over 40 in China alone, Continua+ remains the industry's leading slab and sub-size manufacturing technology. The new Hyper-Speed configuration - available across the entire range - can deliver output rates as high as 30,000 m²/day, plus all the advantages of Continua+ in terms of versatility,

high-quality compaction and the lowest consumption on the market (as little as 0.04 kWh/m²).

On the traditional pressing front, the PHC Red Edition® range - SACMI presses designed to deliver greater speed, efficiency and reliability - continues to evolve: incorporating Italian technology, this range is specifically designed to meet the demands of the Chinese market, boosts productivity by up to 25% compared to the previous generation of machines, reduces consumption and ensures consistent quality. Speed, performance and lower consumption are the hallmarks of PHC Red Edition®, designed to meet every

production requirement, from slabs to standard sizes.

Full digital» decoration and finishing, process control

SACMI's advanced decoration and finishing solutions let manufacturers create products with unrivalled aesthetic and natural effects. New filling devices on the Continua+ make it possible to coordinate in-body and on-surface slab decorations.

Downstream, 'Deep Digital' - the exclusive SACMI system for dry and wet digital decoration - comes into play. More and more of the industry's leading players are selecting the 'full digital' configuration, with DDG, DHD, DDG machines coordinated in sequence. The result: unparalleled textural-material and aesthetic effects, plus all the advantages of integrated digital graphics control. SACMI offers a broad range of finishing technologies: lapping, polishing, cutting and squaring solutions, designed and built by BMR and equipped with latest-generation systems to enhance performance and reduce tool consumption.

Digitalization and process control form the cornerstones of the SACMI Easy Factory. With its comprehensive range of SACMI-Italvision inspection systems, SACMI is driving the 'digital evolution' of the plant thanks to quality controls at every stage of production and feedback-powered machine adjustment.

New FMN roller kiln:
competitiveness and performance
Italian quality, local engineering and components: the new single-layer roller

kiln embodies all the tried and tested strengths of the SACMI Maestro range, already a market standard-setter with hundreds of machines installed worldwide.

Available in a wide variety of widths and lengths, the FMN meets manufacturers' every production need. High-performance and competitive, the FMN reduces consumption and maintenance, thanks also to an extensive standard equipment set (e.g. inverter fans, insulating blocks for the kiln roof).

Maximum versatility to cope with specific production scenarios is a key feature of the FMN, which can run on natural gas but also lean gas, diesel or dual fuel as per needs. What's more, the FMN natively integrates the heat recovery system, offering opportunities for 'zero fuel' operation of single-layer or multi-layer dryers.

Digital assistance services

For more than 30 years, SACMI Nanhai has been the SACMI Group's strategic hub on the Chinese market, a reference point for direct production, spare parts and technical assistance. Today, it is the Group's largest and most important production site in South-East Asia, with a 31,000 m2 workshop and a 3,500 m2 spare parts and services facility. With a team of highly trained local technicians dedicated to assisting Tiles customers, SACMI Nanhai is a constant presence, ready to provide immediate support throughout the plant life cycle.

Completing the range are new high-added-value digital services, such as the Smart Service plans, designed to optimize machine performance and make

maintenance predictive, efficient and sustainable. All services can be accessed via the SACMI S.P.A.C.E. portal and the new Service App, sophisticated tools that simplify operational management and ensure long-term protection of your investment.

Intralogistics and automation

Automated workflow management, from body preparation to loading of the completed pallets, is the cornerstone of the SACMI Easy Factory: comprehensive plant intralogistics include the design and supply of all types of automated warehouse, both stand-alone and factory-integrated, with customized frameworks and heights of up to 40 meters. All solutions - from robots and automated vehicles to software integration - are specifically designed for the ceramic industry.

Sanitaryware and tableware

As the world's leading provider in these sectors, SACMI will be showcasing its complete range of sanitaryware and tableware solutions at Uniceramics. Numerous technological innovations related to casting, glazing, finishing and handling will be presented. Total quality and consistency, lower consumption of water, energy and resources, automation of every stage of production - which also means healthier workplaces - are SACMI hallmarks, as is an approach that focuses on the needs of the individual customer and an ability to deliver customized solutions worldwide to meet any production requirement.

www.sacmi.com



Experience at Atelier

SOMANY Ceramics inaugurates its flagship 'Atelier' Showroom in New Delhi



SOMANY Ceramics Limited, one of the world's leading ceramic tile and home solution brands, has opened its new Atelier Showroom in the heart of the India's capital. Located at B-7/9, Ring Road, Block B, Rajouri Garden, the expansive 5,500 sq. ft. showroom is designed to showcase the brand's premium & latest innovations in tile and bathware designs, offering customers an immersive experience.

The new Atelier is a stunning showroom and experience center, designed for architects, designers, décor enthusiasts, and customers, blending design,

functionality, and craftsmanship seamlessly. It highlights SOMANY's premium collections, including the striking Coverstone large-format slabs for grand surfaces, the sophisticated Regalia in expansive finishes, and the exquisite Italmarmi range, showcasing Italian artistry through mosaics, murals, and decorative accents. The elegant French Collection-Bathware adds refinement with its matte-finish fittings, elevating modern bathrooms. The space also presents the latest premium tile ranges—Colorato with its bold hues, Porto exuding rustic charm, and Sedimento with its rich textures and subway tiles, while a dedicated EZY Fix

display of tile adhesives and grouts offers a seamless, end-to-end solution.

Speaking at the showroom's launch, Mr. Abhishek Somany, Managing Director and CEO of SOMANY Ceramics, said, "For over five decades, SOMANY has been a name synonymous with design excellence and innovation. With the inauguration of an Atelier Showroom in Delhi, we are trying to set a new benchmark in customer experience. This showroom is designed to be an immersive destination where customers and architects can explore our finest collections, understand the craftsmanship

behind every piece, and make choices that upscale living spaces.”

Over the years, SOMANY has grown to become a household name, admired for its design-forward thinking and reliable product quality. With a wide retail presence across India and a growing international footprint, the brand has continually uplifted its customer experience: be it through its exclusive showrooms, thoughtfully designed experience centers, or curated collections that respond to real lifestyle needs.

This Atelier showroom marks another step in SOMANY’s vision of connecting with growing consumer aspirations, and making exceptional design more accessible.



Industry Gathers at Indian Ceramics Asia 2025

The 19th edition of Indian Ceramics Asia, held from March 5-7, 2025, at the Helipad Exhibition Centre, Gandhinagar, wrapped up with high-energy business discussions, strategic collaborations and a clear vision for the industry's future

The 19th edition of Indian Ceramics Asia, held from March 5-7, 2025, at the Helipad Exhibition Centre, Gandhinagar, wrapped up with high-energy business discussions, strategic collaborations, and a clear vision for the industry's future.

At a time when the ceramics industry is navigating cost pressures, energy price

volatility, and shifting global demand, the trade fair provided a much-needed catalyst for businesses to explore new strategies, optimize supply chains, and embrace innovation. Over 250+ brands and 8010 industry professionals from 32 countries came together to exchange insights, forge partnerships, and adapt to the evolving market landscape.

While challenges remain, Indian Ceramics Asia 2025 demonstrated how the industry is recalibrating its approach—whether through cost-efficient production, smarter logistics, or advanced materials and machinery. The show saw strong participation from leading players such as Amberger Kaolinwerke, Astron Zircon, Carborundum Universal, Endeka



SEDIMENTO

collection

1

Design

6

Shades

2

Punches

POWERED BY

TuffeX
surface

SEDIMENTO
BEIGE

SEDIMENTO
AVORIO

SEDIMENTO
BIANCO

SEDIMENTO
NERO

SEDIMENTO
SCURO

SEDIMENTO
CHIARO

Sizes: 1200x2400mm/1200x1800mm/600x 1200mm | Thickness: 9mm

Tiles Used In The Visual - Front Wall: Grande Sedimento Beige TFX | Size: 600x1200mm | Surface: Tuffex

Left Wall: Grande Sedimento Beige Lina TFX | Size: 600x1200mm | Surface: Tuffex | Punch: Lina

Floor: Sedimento Beige 180 TFX | Size: 1200x1800mm | Surface: Tuffex

SOMANY

www.somanyceramics.com | Toll Free: 1800-103-0004 | marketing@somanyceramics.com

Ceramics India, HLT-DLT, Hope Ceramics, Keda, Lamberti India, LB Officine Meccaniche Spa, Linux Magnetics, Modena, Sacmi, Sibelco India Minerals, Soka, Sukaso Ceracolors, Systems Ceramics and many more.

With two dedicated international pavilions from Italy and Germany, global suppliers showcased how European advancements in machinery, automation, and sustainability solutions could support Indian manufacturers in navigating current market pressures.

"Indian Ceramics Asia serves as a vital gateway for Italian manufacturers looking to collaborate with India's rapidly evolving ceramics industry," shared Antonietta Baccanari— Trade Commissioner, ITA - Italian Trade Agency, New Delhi Office and Coordinator for India Bangladesh and Sri Lanka. "With growing demand for advanced technology and localized solutions, this platform enables us to showcase cutting-edge innovations while fostering long-term partnerships with Indian manufacturers."

Beyond product showcases, Indian Ceramics Asia 2025 delivered impactful discussions through Conference Program, where leaders across the ceramics ecosystem tackled some of the most pressing industry challenges.

Industry experts examined how alternative fuels and energy conservation are shaping the future of ceramic manufacturing, urging businesses to rethink cost structures and operational efficiencies.

From domestic transportation hurdles to international logistics strategies, discussions led to actionable solutions that could reduce delays and optimize costs for manufacturers.

Leaders from top ceramics brands explored how India can strengthen its global positioning, enhance automation, and integrate advanced manufacturing practices for long-term sustainability.

Industry Leaders on Why Indian Ceramics Asia Matters

"Indian Ceramics Asia 2025 has once again reinforced its role as a key platform for the ceramics and brick industry, bringing together stakeholders from across India and the world. The strong international participation and meaningful business discussions over the past few days reflect the industry's



commitment to growth and global expansion. This trade fair continues to facilitate valuable partnerships, trade opportunities, and knowledge exchange, enabling businesses to navigate market dynamics with confidence," said Bhupinder Singh, President IMEA (India, Middle East, Africa), Messe München & CEO, Messe München India.

Ken Wong, General Manager, Unifair Exhibition Service Co. Ltd., highlighted the evolving industry dynamics: "This platform has become an unmissable event for Asian suppliers of raw materials and technologies. The 2025 edition facilitated meaningful business exchanges between Indian and international companies, and we anticipate even greater participation and success in the next edition."

The event was backed by leading industry associations, including the Indian Council of Ceramic Tiles and Sanitaryware (ICCTAS), All India Brick & Tiles Manufacturers Federation (AIBTMF), Central Glass & Ceramic Research Institute (CGCRI), Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC), IEC Inter Expo Consult GmbH, American Ceramic Society (ACerS), Bangladesh Ceramic Wares Manufacturers Association (BCWMA), and the Morbi Ceramics Manufacturers Association.

Morbi, which accounts for over 90% of India's ceramic production, remained at the center of discussions as the industry works to navigate global demand shifts and rising production costs.

Speaking on the event's impact, the Presidents of the Morbi Ceramic Manufacturers Association collectively

stated: "Business has been challenging for Morbi in recent times, with rising input costs and slowing demand impacting growth. In this backdrop, Indian Ceramics Asia offered a much-needed glimmer of hope—acting as a catalyst and a window to both domestic and international markets. This platform remains an essential driver of progress for Morbi's manufacturers, connecting them with new opportunities, advanced raw materials, automation, and cost-efficient production solutions."

The Live Demo Zone became a hotspot for visitors, allowing manufacturers to see new-age machinery in action, helping them evaluate cost-efficiency and automation solutions firsthand.

Meanwhile, the Ceramics Career Connect program successfully connected skilled professionals with industry leaders, addressing a key gap in workforce availability and upskilling opportunities.

Looking Ahead: Indian Ceramics Asia 2026

With the ceramics industry adapting to a changing global and domestic landscape, Indian Ceramics Asia remains a crucial enabler of business growth and knowledge-sharing. The 2025 edition reinforced the industry's commitment to innovation, supply chain efficiency, and stronger international collaborations.

As the industry moves forward, Indian Ceramics Asia 2026 promises to bring even greater business opportunities, advanced technology showcases, and global partnerships to help Indian manufacturers stay competitive.

www.indian-ceramics.com

Designing Lifestyles

AGL Unveils the Zero Reflective, Scratch-Resistant Alvaro Collection: A New Era of Luxury Living

The Alvaro Collection, featuring GRITECH Technology and SICURA Surfaces, offers 20 tile series with 76 stunning designs.

Asian Granito India Limited (AGL), one of the largest Luxury Surfaces and Bathware Solutions brands in the country proudly introduces the Alvaro Collection, a groundbreaking series that redefines elegance, durability, and modern living.

Designed for those who seek both style and resilience, the Alvaro Collection features zero reflective, scratch-resistant

tiles powered by cutting-edge GRITECH Technology and SICURA Surfaces. This premium collection includes 20 sophisticated tile series with 76 exquisite designs, available in an expansive 600x1200mm format with an 8.5mm thickness for enhanced strength. With textures like Verline, Carven, Wavy, and Roof Texture, Alvaro seamlessly blends aesthetics with functionality, making it ideal for both interiors and exteriors.

Alvaro is more than just a tile collection; it's a lifestyle statement, said Kamlesh Patel, Chairman & MD, Asian Granito

India Ltd. We are committed to delivering innovation that combines stunning visuals with practical performance, ensuring our customers experience seamless luxury in every space.

AGL continues to push the boundaries of tile innovation. In 2023, the company revolutionized the industry with AGL AURA 360 Tile Visualizer, transforming the tile selection experience.

Further strengthening its brand presence, AGL has partnered with Bollywood superstar Ranbir Kapoor as its brand





ambassador and launched the Premium ka Pappa campaign. This collaboration underscores AGL's commitment to excellence, resonating with a new generation of consumers. With Kapoor as the face of innovation and sophistication, AGL continues to set new benchmarks in luxury surfaces.

Experience the future of design with the Alvaro Collection where sophistication meets strength.

USP of Alvaro Collection

Zero Reflective Surface: Provides a true matte finish with a natural feel.

Scratch Resistance: Exceptional durability against wear and tear.
Slip Resistance: Ensures safety in both residential and commercial spaces.
Resistance to Deep Abrasion: Maintains its pristine look for years.
Fire and Frost Resistance: Withstands extreme environmental conditions.
Low Water Absorption: Adds to the tiles' longevity and ease of maintenance.
Easy to Clean and Maintain: Keeps spaces looking impeccable with minimal effort.
Vibrant Color Shades: Enhances aesthetic versatility.

Highlights of the Alvaro Collection:

Size: 600x1200mm

Surface: True Matte Finish

Textures:- Verline, Carven, Wavy and Roof Texture

Unique Designs: 20 exquisite designs

Colour Shades: 76

Thickness: 8.5mm

Applications: Ideal for both wall and floor installations

ICCTAS at Vibrant Buildcon 2025

ICCTAS proudly participated in Vibrant Buildcon 2025, showcasing its commitment to advancing innovation in the ceramic and sanitaryware industry

Vibrant Buildcon is the ultimate destination for building innovation, proudly standing as the largest and most significant building material expo ever held in India.

This dynamic platform brings together industry leaders, innovators, and enthusiasts to shape the future of construction.

The event took place from 13 April - 16 April 2025 at Yashobhoomi, New Delhi.

Attendees can explore the latest advancements in sustainable materials, cutting-edge technology, and architectural solutions, making it an essential and complementary resource for every segment of the industry. With hundreds of business opportunities available

throughout the exhibition, Vibrant Buildcon is truly a hub of growth and collaboration.

The event was notably supported by Indian ceramic tile and sanitaryware brands, who participated as the main sponsors, further underscoring the expo's industry-wide significance.



The Riviera Riva

GRAFF has launched bespoke wellness collection with 'Riva Wall Mount Shower'

GRAFF, the luxury bath and kitchen fixture manufacturer, unveils the Riva Wall Mount Shower, a stunning new addition to its Riva collection. Like the Riva Scala, this wall-mounted shower draws inspiration from the meticulously crafted dashboards of European luxury cars and yachts, evoking the thrill of driving a high-performance sports car or cruising along the breathtaking Mediterranean coastline. This exceptional shower system combines luxury, elegance, and a superior sensory experience, setting a new benchmark for bathroom design.

The Riva Wall Mount Shower features a sleek, cylindrical-shaped showerhead that swivels effortlessly, its intricate knurled patterns adding a touch of sophistication. Designed for ultimate personalization, the shower offers a variety of options to ensure an experience that aligns with each individual's unique vision and preferences. The showerhead is adjustable up to 15 degrees in any direction, providing tailored comfort for every user.

Ziggy Kulig, GRAFF's Founder and CEO, explains, "Our passion for bringing dream spaces to life defines Riva showers. The Riva Wall Mount shower is designed for tailoring to the individual's vision, offering choices comprising the highest levels of quality, design, and engineering, to complement and enhance interiors across the style spectrum."

Available in both traditional and contemporary designs, the Riva Wall Mount Shower offers shower plates in a range of configurations. Traditional models feature knurled control knobs, while contemporary versions incorporate flat push-button controls paired with a knurled temperature control knob. The collection also includes round contemporary plates and square options that blend both push-button and traditional knobs.

The shower comes equipped with four distinct spray functions - Shower, 4-Spray, 6-Jet, and Cascade - to elevate the

overall wellness experience. Additionally, an optional LED fixture is available, further enhancing the collection with a soft, ambient glow.

For a refined touch, the collection also includes four decorative editions: Plaine, Fluted, Knurled, and Oblique, each adding its own unique flair to the design.

Featuring versatile styles for the customized wellness space, Riva shower

plates can be mixed and matched for a seamless aesthetic. With 26 meticulously handcrafted finishes to choose from, including stunning two-tone pairings such as Polished 24K Gold with Architectural Black, each component ensures a luxurious and customized shower experience.

www.graff-designs.com



Reflection of True Aesthetic

The Sanganeria Residence designed by **PS Design Studio** is defined by bold design choices, a daring play of colours, and a deeply personal aesthetic that reflects the desire for originality

“The home is bespoke in many ways. Our clients value design – they weren’t looking to replicate a trend, but instead sought something authentic. They had a clear vision and gave us ample time to develop the design plan. What we achieved is a true reflection of their

personality,” says Piyush Mehra, Co-Founder of PS Design Studio.

Originally a five-bedroom layout, the 3,000 sqft apartment was reconfigured into a four-bedroom home, allowing for a more expansive and fluid living

environment filled with unexpected design elements.

A unique entrance

The elongated foyer is designed as a dramatic portal, clad in wooden strips that extend across the walls and ceiling,





curving gently at the corners to create a seamless, sophisticated entryway. Cleverly concealed within the louvered walls are a powder room and kitchen, maintaining a clean, uninterrupted aesthetic.

Living & Dining: A balance of elegance and comfort

Stepping inside, the living space unfolds to the left, while the dining area lies to the right. Both spaces embrace a neutral base

of white and warm wood tones, with rugs and vibrant artworks adding character. The living room is thoughtfully divided into two areas: a formal section with a plush L-shaped sofa and a more relaxed space centered around a television. A vaulted ceiling enhances the sense of openness, while a strategically placed pillar introduces a subtle traditional touch. Curved-edge seating and round coffee tables soften the space, creating an inviting atmosphere, while richly veined

marble flooring lends a touch of opulence. In the dining area, a sculptural pendant light above the table serves as a striking focal point, adding depth and drama to the setting.

The Den: A moody retreat

The living area extends seamlessly to a balcony on one side and a den on the other, the two spaces separated by a glass sliding door that can be opened up for entertaining. The den is an immersive



PORTO

collection



1

Design

5

Shades

1

Punch



POWERED BY

QUILLTOUCH
surface

PORTO MARRONE

PORTO AVORIO

PORTO AVENA

PORTO SLATE

PORTO GRIGE

Sizes: 1200x1800mm | 600x1200mm | Thickness: 9mm

Tiles Used In The Visual - Wall & Floor: Porto Slate 180 | Size: 1200x1800mm | Surface: Quilltouch
Highlighter: Nector Green Lucido & Nector Opaco | Size: 75x300mm | Surface: Random Punch(Glossy/Matt)

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retreat, enveloped in a deep, moody grey with fluted wall paneling that introduces texture and rhythm. Plush leather sofas ensure comfort, while a fuchsia-painted nook houses a bespoke bar table designed exclusively for this home. The bar front is embedded with round resin-encased compartments, holding bar essentials like fruit slices, cinnamon sticks, herbs, beer cans and wine corks –transforming functionality into art.

Bedrooms: A study in personalization

Each bedroom features bespoke elements that make the space distinctly personal. In the parents' room, a sculptural wooden screen with flowing patterns serves as a striking backdrop to the bed, adding warmth and texture. The master bedroom is anchored by a four-poster bed set against a gallery wall of framed botanical sketches – art sourced from a book cherished by the clients. The interplay of wood tones, bright accents, and delicate illustrations creates a harmonious retreat. In the children's room, playful colours and geometric shapes take center stage. Twin study tables flank the doorway, while a cleverly designed bunk bed maximises space for games and activities. The adjoining Lego-themed bathroom is a delight, perfectly tailored to tickle the young occupants' imagination.

A home that speaks of identity

With a seamless blend of individuality, beauty and functionality, this home is a testament to thoughtful design and artistic storytelling – crafted to reflect the spirit of its residents.



Technology News

Know about latest ceramic technology and machinery

LB Technology expands its presence in Brazil with DEXCO

LB Technology of Fiorano Modenese is one of the key technology suppliers for Brazilian group Dexco's new factory in Botucatu (São Paulo), which is soon to begin production. The facility will manufacture ceramic slabs for the Ceusa and Portinari brands. For this project, the Italian company has supplied advanced technological solutions to optimise four large-format slab forming lines. These include Easy Color Boost, for the uniform colouring of spray-dried powders; Chipper, for precise dosing of flakes; and Naturae, a technology designed to replicate the veins and colours of marble and natural stone with exceptional quality.

By adopting these cutting-edge technologies, Dexco aims to redefine the high-end porcelain tile market, responding to growing demand for

aesthetically distinctive, customisable surfaces with advanced powder management systems. Brazil remains a strategic market both for domestic ceramic consumption, which is projected to grow, and for exports from the local industry to North America and Africa. LB continues to serve this market by providing solutions tailored to the needs of key players such as Dexco.

www.lb-technology.com

Sacmi partners with Afrikan Ceramic solutions in Benin

Sacmi is continuing to expand its presence in sub-Saharan Africa with a new project in Benin, where the first greenfield facility for the production of ceramic floor and wall tiles has now gone into operation. The facility is owned by Afrikan Ceramic Solutions, part of the Equitane Group, which operates across several sectors in Africa, including textiles, pharmaceuticals and agri-food.

For this new factory, Afrikan Ceramic Solutions commissioned Sacmi to supply two entirely Italian-made PH 5200 presses and an ATI090 spray dryer. The presses are equipped with a full set of moulds from Sacmi Molds & Dies, allowing the company to produce around 10,000 square metres of porcelain stoneware per day in the popular 60x60 cm and 60x120 cm sizes.

The new production site is located in Glo-Djigbé around 50 km north of Cotonou, the country's largest city and economic capital. For Sacmi, this order marks the beginning of an important partnership in the sub-Saharan African region, where the growth of local players is fuelling the need for competitive, high-performance and reliable technological solutions.

www.sacmi.com





System Ceramics is the undisputed global leader in digital printing machines with a substantial installed base worldwide

System Ceramics' own experience in this field has been equally successful, marked by continuous technological progress through close collaboration with customers and ink producers. The company has participated in numerous R&D projects without excluding any type of ink. These efforts culminated in the development of water-based inks, a major breakthrough that became a reality with the first production lines launching in 2024. This strong synergy among all ceramic industry players, combined with seamless integration across System Ceramics' multidisciplinary R&D teams (covering electrical, chemical, physical, mechanical and software engineering), has contributed significantly to the company's success. Today, System Ceramics is the undisputed global leader in digital printing machines with a substantial installed base worldwide.

Villeroy & Boch posted record-breaking results in 2024

Villeroy & Boch posted record-breaking results in 2024 including revenues of €1.42 billion (+57.6% compared to 2023). This growth was primarily due to the acquisition of Ideal Standard in March 2024, which enabled the Mettlach-based Group to strengthen its global presence and expand its product portfolio. The company also improved its operating EBIT by 10% from €88.7 million to €97.6 million.

The integration of Ideal Standard was the overall focus of the Group's activities in 2024, which concentrated on developing a joint strategy and an optimised and integrated organisational structure. "With the integration of Ideal Standard, we've created a new company that has successfully positioned itself on the market under the umbrella of the Villeroy & Boch Group with two strong brands, clearly defined strategies for growth and an international organisation," commented CEO Gabi Schupp. "Ideal Standard complements Villeroy & Boch's business model. All assumptions regarding the complementary strengths in terms of product portfolio, sales channels and regional presence have been confirmed and increased the Group's competitiveness."

With the integration of Ideal Standard, the Bathroom & Wellness Division generated revenues of €1,098.9 million (89.7% up on 2023). Ideal Standard companies contributed revenue of €512.1

million from 1 March 2024 onwards. The results are notable even when adjusting for acquisitions. Despite the continued subdued development of the construction sector, Villeroy & Boch managed to slightly exceed the previous year's sales level. The Bathroom & Wellness Division generated an operating profit (EBIT) of €65.2 million in 2024, up €7.9 million or 13.8% over the previous year.

The new Group benefits from the complementary strengths of the two brands.

The first benefit is an expanded product portfolio, which in addition to high-end ceramics now includes Ideal Standard's expertise in fittings, a segment where Villeroy & Boch has tripled its market share.

The second is diversified sales channels: while Villeroy & Boch is positioned in the premium segment, Ideal Standard targets the smart premium segment, excelling in large-scale projects in the public, healthcare, hospitality and residential sectors.

The third benefit is a strategic geographical expansion, with Villeroy & Boch historically strong in Central and Northern Europe and Asia, while Ideal Standard is well established in the UK, Italy and the Middle East/North Africa region. In 2024, the new Villeroy & Boch Group doubled its revenues outside Germany, Austria and Switzerland.

www.villeroy-boch.asia

THE NEW INFINITY SKY PLATFORM

Continuing its tradition of innovation, System Ceramics unveiled a preview of its new project, Infinity Sky, at Tecna 2024, with the new digital decoration platform due to be commercially available by the end of this year. Building on the success of the Infinity printer – already known for its exceptional quality – Infinity Sky incorporates several key improvements specifically requested by customers and ink manufacturers.

To ensure maximum flexibility, Infinity Sky can accommodate up to 16 positions for loading colours and materials. Each of these 16 bars is independently configurable and features a pneumatic lifting system, which hermetically seals any unused bar for enhanced protection.

The machine also features an advanced automatic maintenance system. When the bars are in standby mode, they remain in a dynamic rather than static state to ensure optimal readiness for use. This is achieved through an ink recirculation inversion system that preserves printhead functionality. Additionally, Infinity Sky enhances reverse recirculation by integrating an ultrasonic generation system with in each bar, exploiting the unique properties of piezoelectric printheads. This innovation significantly extends the duration of print quality while enhancing the lifespan of all circuit components.

All these innovations contribute to making Infinity Sky a more sustainable solution, optimising both the machine and the overall process. It is compatible with all available ink types and eliminates material wastage.

INFINITY DRY

With the Infinity Dry System platform, System Ceramics has also digitalised the powder application process. Starting from the highly successful and innovative Genesis patent, the company has adapted a fully pneumatic printhead to selectively deposit grits (glassy powders). Since powders have their own unique rheology, the printhead was specially modified to ensure optimal fluidisation and application.

The key advantage of this method is its precision. Infinity Dry deposits exactly the required amount of grit precisely where needed, according to the desired graphic pattern. This targeted deposition process ensures accuracy, minimises material waste and reduces production costs.

FULL DIGITAL

The final step towards fully digital ceramic decoration is digital glazing, a concept that has been discussed for years and is now nearing practical implementation. However, digital glazing is currently limited to certain specialised production lines and predominantly uses submicron materials. This means there is still considerable room for technological innovation and the development of new machines in this field.



System Ceramics' research efforts aim to apply materials with larger particle sizes – certainly greater than a micron – to enhance the material's body and deliver the improved mechanical strength and performance characteristics associated with larger particle sizes.

Another important goal is to increase discharge capacity. Current digital machines are able to deposit up to 100 grams per square metre at speeds of around 20 m/minute, whereas the next step will involve selectively depositing even larger quantities for both full-field applications and digital designs, allowing for the creation of micro and macrostructures directly on ceramic surfaces.

www.systemceramics.com

Officine Smac presenting a range of technologies for glazing large ceramic surfaces and slabs

Officine Smac, a manufacturer of machinery and equipment for the ceramic and brick industries with a history dating back 55 years, is presenting a range of technologies for glazing large ceramic surfaces and slabs.

• Versatile / Plus Airless System

During glazing with a single-motor movable airless system, tiles may display small defects such as "M" or "W" type shadows in the event of very large sizes or high-speed production. To solve this problem, Smac is presenting its latest-generation movable airless system with independent movements.

Ideal for application on ceramic slabs and for high-speed production lines, Versatile / Plus features independent movement of each upper spray gun complete with high-speed motors, linear axes and an independent support frame, allowing for speeds of up to 150 strokes per minute. It is available for systems of 4, 6 and 8 spray guns fed by a high-pressure airless pump. The systems are equipped with a control panel with a large touch-screen HMI for production recipe setting and a stainless steel spraying booth with a standard or deep bottom collecting tank complete with side doors, overspray nets and belt supports. Available for tile sizes up to 2200 mm.

The Versatile system can be equipped with an automatic booth washing device and automatic spray nozzle wear control device to make the glazing station completely autonomous and integrated with the production plant thanks to the latest-generation Industry 4.0 technology.

• DSR powder grit application machine

Ceramic tile manufacturers have recently been re-evaluating final powder and grit application for the purpose of reducing water consumption, protecting the tile body and ensuring more uniform surface application. Smac is presenting its DSR machine model, which stands out for its simplicity of use, innovative feeding system and reduced overall dimensions. With a width of just 650 mm, DSR is easy to install without the need to make mechanical alterations to existing glazing lines. It allows for full-field applications ranging from just a few grams of material up to high-quantity coverages suitable for subsequent lapping operations, while maintaining constant and uniform coverage on tiles and slabs with widths of up to 2200 mm. The machine is managed entirely automatically by means of an electrical panel with a PLC and programming keyboard. DSR can be equipped with a separate CF feeding container to increase production runtime. In case of production with digital glue printing, the system can be completed with the model CGA suction system equipped with an automatic sieving and pneumatic recirculation device.

• Reverso model engobe application machine

Application of engobe onto the back of the tile avoids contamination caused by direct contact between tiles and the ceramic rollers in the kiln during firing. Incorrect or non-uniform application may cause serious damage, including rapid deterioration of the ceramic rollers, deformation of tile flatness and undesirable accumulation of tiles inside the kiln.

Standard machines with movable smooth sleeves are not recommended for large size ceramic slabs because the weight of the slabs may prevent the sleeves from rotating and result in non-uniform application.

Thanks to the laser-engraved silicone roller application system, Reverso ensures perfect and uniform engobe application on the rear face of the tiles with the possibility of controlled weights. It also avoids product wastage, does not contaminate the tile edges and allows logos and other designs to be printed. Available for widths of up to 2200 mm.

www.smac.it

TRADE EVENTS

HGH INDIA - HOME DÉCOR - GIFTS - HOUSEWARE

01 - 04 July 2025

Bombay Exhibition Centre, Mumbai

<https://hghindia.com/>

MADESIGN EXPO

08 - 10 July 2025

Casablanca, Morocco

<https://madesignmaroc.com/>

MEGA CERAMICA MOROCCO

08 - 10 July 2025

Casablanca, Morocco

<https://megaceramicaexpo.com/>

INDEXPLUS - INTERIOR, ARCHITECTURE & DESIGN

1 - 3 August 2025

Dwarka, Delhi

<https://www.indexplus.in/>

UGANDA BUILDCON INTERNATIONAL EXPO

7 - 9 August 2025

Kampala, Uganda

<https://ugandabuildcon.com/>

WADE ASIA - DESIGN & ARCHITECTURE

21 - 24 August 2025

Yashbhoomi (IICC), Delhi

<https://www.wadeasia.com/>

CACHOEIRO STONE FAIR (ESPÍRITO SANTO)

26 - 29 August 2025

Brazil

www.cachoeirostonefair.com

MAISON AND OBJET (PARIS)

4 - 8 Sept 2025

Paris, France

<https://www.maison-objet.com/en/paris>

INDEX SAUDI ARABIA

9 - 11 Sept 2025

Riyadh, Saudi Arabia

<https://www.index-saudi.com/>

THE FLOORING SHOW (HARROGATE)

21 - 23 Sept 2025

HCC, Harrogate

www.theflooringshow.com

CERSAIE (BOLOGNA)

22 - 26 Sept 2025

Bologna, Italy

www.cersaie.it

THE BIG 5 CONSTRUCT - NIGERIA AFRICA

23 - 25 Sept 2025

Nigeria, Africa

<https://www.big5constructnigeria.com/>

MARMOMAC

23 - 26 Sept 2025

Verona, Italy

www.marmomac.com

INDIAN DESIGN ID

26 - 28 Sept 2025

Mumbai, India

<https://indiadesignid.com/>

TORONTO FALL HOME SHOW

26 - 28 Sept 2025

Toronto, Canada

<https://torontohomeshows.com/>

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