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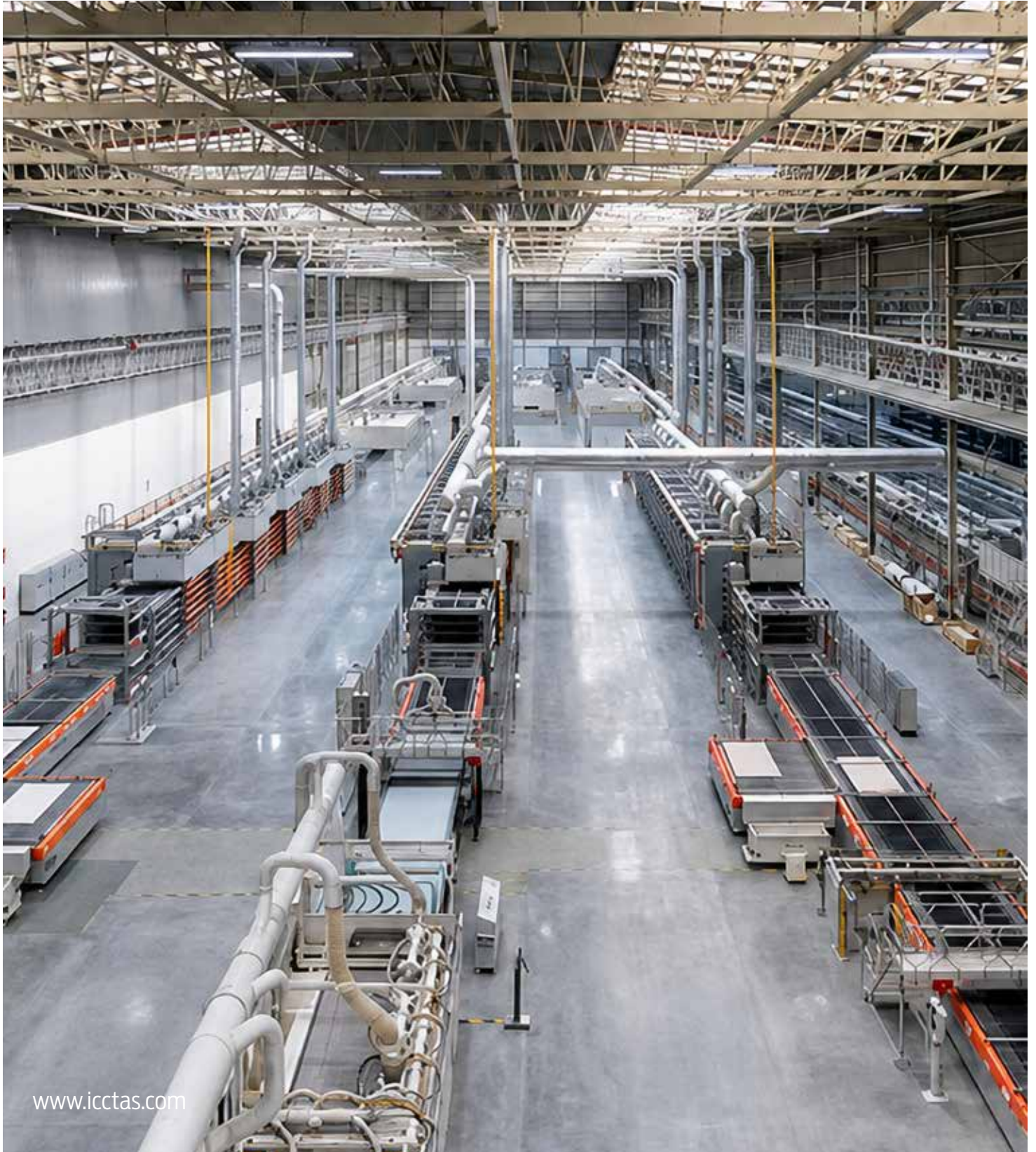


The Tiles of India

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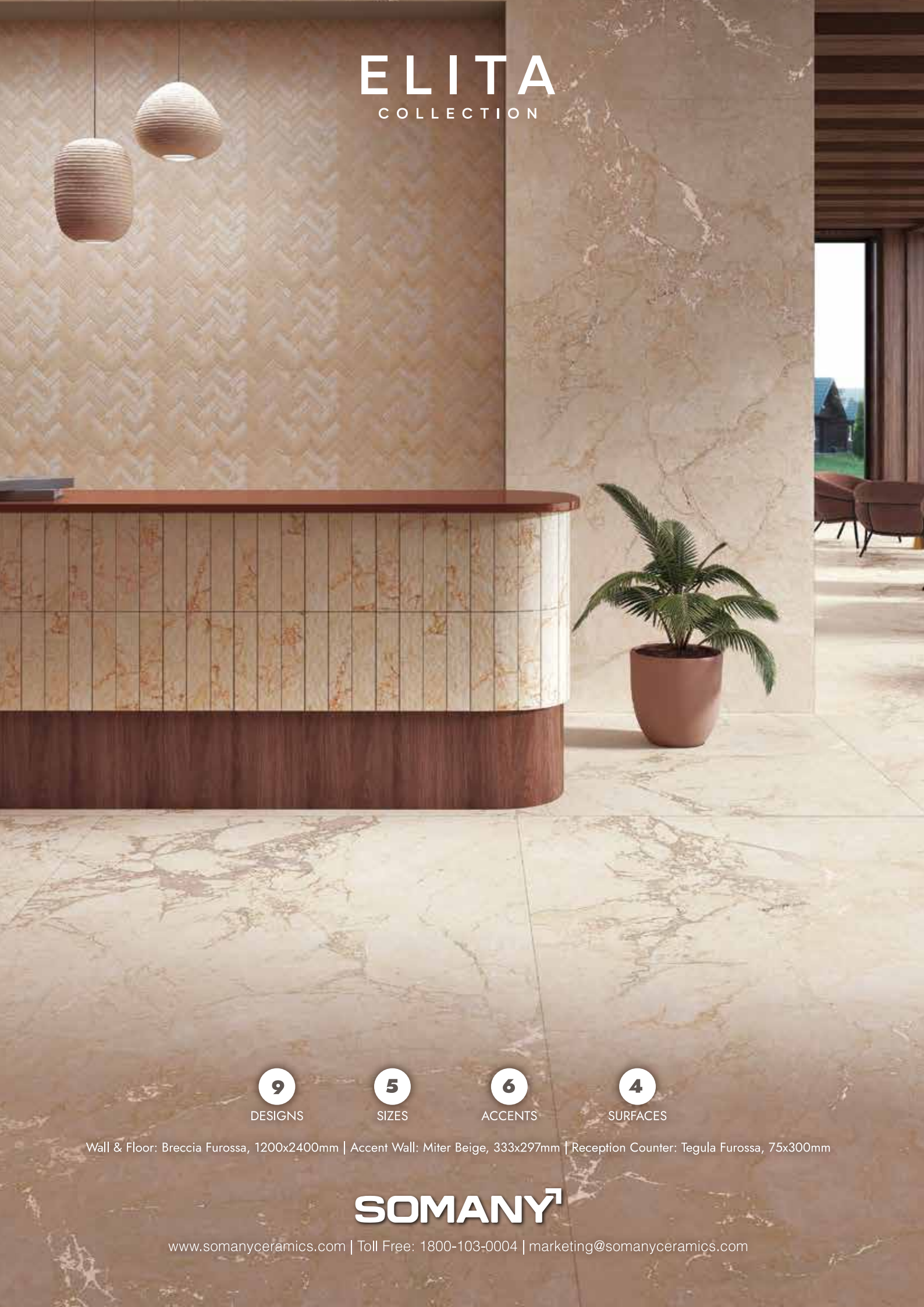
INDIAN COUNCIL OF CERAMIC TILES AND SANITARYWARE



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SURFACES

Wall & Floor: Breccia Furossa, 1200x2400mm | Accent Wall: Miter Beige, 333x297mm | Reception Counter: Tegula Furossa, 75x300mm

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As geopolitical tensions reshape global trade routes and tariff structures continue to evolve, the Indian ceramic tiles and sanitaryware industry finds itself navigating a complex yet opportunity-rich landscape.



Rishi Kajaria
Chairman, ICCTAS

There are moments when industries are tested not by what happens within their factories, but by events unfolding thousands of miles away. The past few months have reminded us just how interconnected the world has become.

The ongoing tensions in West Asia have once again disrupted global trade routes, increased freight costs, and introduced fresh uncertainty into international markets. For an industry like ours, deeply integrated with global supply chains and export markets, the ripple effects are being felt across the value chain. Longer shipping times, fluctuating container availability, rising insurance premiums, and volatile energy prices are adding pressure to businesses that are already operating in an increasingly competitive environment.

At the same time, shifting tariff structures and evolving trade policies across major economies continue to reshape export dynamics. While such developments create challenges, they also compel us to become more agile, efficient, and innovative. Indian manufacturers have consistently demonstrated an ability to adapt, and I am confident that our industry will once again rise to the occasion.

India's ceramic industry has earned global recognition for its manufacturing capabilities, design innovation, and entrepreneurial spirit. Our export footprint continues to expand, and Indian products are increasingly finding acceptance in new markets. Yet, as competition intensifies globally, growth can no longer be driven by cost competitiveness alone. The future will belong to companies that differentiate themselves through quality, innovation, sustainability, and reliability.

Another important shift is the growing emphasis on environmentally responsible manufacturing. Customers, regulators, and global buyers are placing greater scrutiny on sustainability practice

As I speak with industry members across the country, I see a sector that remains optimistic despite the uncertainties. Entrepreneurs are investing in new technologies, expanding capacities, exploring new markets, and embracing digital transformation. This confidence reflects the resilience that has long been the hallmark of our industry.

In times of global disruption, it is easy to focus on challenges. Yet history has shown that periods of uncertainty often create the greatest opportunities for those willing to innovate and adapt. As an industry, we must continue to work together, share knowledge, strengthen our global presence, and advocate for policies that enhance India's manufacturing competitiveness.

ICCTAS remains committed to supporting this journey by fostering collaboration, promoting innovation, encouraging sustainable practices, and representing the interests of the ceramic tiles and sanitaryware industry at every level.

Thank you!

Rishi Kajaria

Publisher's Note



Welcome to this edition of ICCTAS Magazine, where we celebrate the innovation, creativity, and technological advancements shaping the future of the ceramic and tile industry.

This issue brings together inspiring success stories, emerging design trends, breakthrough manufacturing technologies, and landmark projects that reflect the industry's commitment to quality, sustainability, and excellence. From globally recognised brands and cutting-edge product innovations to insightful architectural features and event highlights, every page offers valuable perspectives for professionals across the ceramic ecosystem.

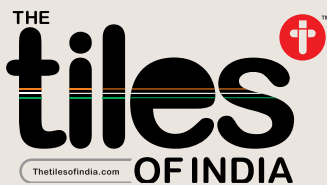
As the industry continues to evolve with smarter manufacturing, sustainable solutions, and changing consumer expectations, ICCTAS remains committed to serving as a trusted platform for knowledge sharing, collaboration, and business growth.

We thank our partners, and readers for their continued support and invite you to explore the ideas, innovations, and opportunities featured in this edition.

Happy Reading!



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



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Asian Granito India: From a Modest Beginning to a Global Surface Brand

The inspiring journey of **Asian Granito India**, from a small manufacturing venture to one of India's leading global surface solution brands

Founded in 2000 in Idar, Gujarat, Asian Granito India Limited began as a modest tiles manufacturing venture led by first-generation entrepreneurs Kamlesh Patel and Mukesh Patel. What started with a clear vision has evolved into one of India's leading luxury surfaces and bathware solutions brands, today ranking as the fourth largest listed ceramic tile manufacturer in the country. Driven by a commitment to quality, design and innovation, the company has built a strong presence across India and international markets.

Over the past two and a half decades, the company has evolved by anticipating changing consumer preferences, investing in innovation and scaling operations with discipline. From a tiles-focused manufacturer, AGL has transformed into an integrated surfaces and bathware solutions brand, offering a diverse portfolio including ceramic and vitrified tiles, quartz, engineered marble, sanitaryware and faucets for residential, commercial and institutional spaces.

From a small team of around 30 employees working out of a single manufacturing unit, AGL has grown into an organisation with over 6,000 employees and an annual turnover exceeding Rs.1,600 crore. Today, the company operates 14 state-of-the-art manufacturing facilities and has built presence in more than 100 countries.

In India, its reach spans 277+ exclusive franchise showrooms, 13 company-owned display centres and a robust network of over 18,000 touchpoints, supported by a field force of more than 700 professionals. "Our vision has always been to build a globally respected Indian brand founded on quality, innovation and trust. As we continue to expand our manufacturing capabilities, retail network and international presence, our focus remains on responsible growth and delivering lasting value to our customers and partners," said Kamlesh Patel, Chairman and Managing Director of Asian Granito India Limited.

As the company continues to grow across markets, sustainability and innovation remain the integral parts of its journey. At AGL's advanced manufacturing facilities, technology, design and research come together to create high-definition tile designs that echo evolving lifestyles and modern architectural sensibilities. This commitment to responsible progress is reflected in the Green Pro-certification from the Confederation of Indian Industry, while its plants operate in line with ISO 9001 and ISO 14001 standards, powered by natural gas and guided by zero-waste practices. From rain water harvesting ponds within its campuses to a windmill in Kutch harnessing renewable energy, every initiative reflects a thoughtful step towards a cleaner, greener future. Complementing this ecosystem is

AGL's evolving omni-channel experience through digital platforms, modern showrooms and the 'AGL Tiles' mobile application, bringing design inspiration and seamless engagement closer to customers and partners alike.

Along the way, AGL has earned several recognitions that reflect its growing stature, including the ET Focus Award for Best Brand in the Construction and Infrastructure Industry and the honour of Best Integrated Home and Surface Solutions Brand at the Times Realty Awards Gujarat 2026. Brand building has been pursued with equal passion through high-impact campaigns



MUKESH PATEL
Managing Director

Kajaria



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KAMLESH PATEL
Chairman & Managing Director

such as “Premium ka Pappa” featuring Ranbir Kapoor and Bonzer7’s “Kya Baat Hain” campaign with Vaani Kapoor. At the same time, initiatives like food tray branding on the Tejas Express, Shatabdi Express and Vande Bharat Express bring the brand into everyday journeys, quietly becoming part of moments of travel across the country.

Further strengthening its design portfolio, AGL recently unveiled a series of new tile collections at Elevate 2025. Inspired by global design sensibilities, natural textures and contemporary minimalism, the collections introduce fresh formats and finishes crafted to suit modern architectural spaces and evolving consumer lifestyles. Reflecting the strength of its journey and the trust it continues to earn in the market, Asian Granito India Limited delivered a strong financial performance this year. For the nine months ended December 2025, the company reported

crore, marking agrowth of 10.6% Y-O-Y, along with a net profit of Rs.43.83 crore. These numbers quietly mirror the steady momentum of a brand that continues to grow with resilience and discipline.

Building on this strong momentum, company continues to expand its presence across India with new showrooms across Punjab, Bihar, Bengaluru and other emerging markets. This expansion reflects the company’s larger vision for growth, as its leadership charts a clear roadmap of achieving Rs.6,000 crore revenue over the next three to six years. As AGL moves forward, its journey continues to be guided by a simple belief that innovation, quality and trust can steadily shape a brand built for the future.

www.aglasiangranito.com



Infinity Sky: Digital Decoration Evolves Into a System

System Ceramics marks an evolution in digital printing that integrates extreme configurability, proprietary technologies, and operational sustainability



Unveiled as a concept at Tecna 2024, Infinity Sky reaches the market in 2025 as a mature product. Twelve months of intensive development have turned a promising idea into a working platform that System Ceramics describes as “the best tailor-made solution” for digital ceramic decoration.

Infinity Sky is built on a modular architecture that lets all of its bars be managed simultaneously, significantly broadening the range of possible applications.

Its distinctive feature is the independent

configurability of each bar, which can be fitted with different printheads. This makes it possible to achieve complex decorative effects — from multi-layer build-ups to the most delicate gradations, through to extremely precise textures — without altering the structure of the machine

This modularity is not simply an engineering exercise; it is a concrete answer to the variability of production needs, with an immediate operational benefit: every order can be run with its optimal configuration, turning fluctuating demand from a problem into

an opportunity to stand out.

Two proprietary systems define the technological heart of Infinity Sky and represent its main competitive advantage over rival solutions.

- **The ink recirculation reversal system** prevents sedimentation by keeping the ink in constant circulation, even during long production stoppages. The result is uniform, consistent print quality over time
- **The ultrasound generation system** exploits the piezoelectric properties of the printheads to deliver stable

performance over time, sharply reducing how often they need to be replaced. In conventional systems, printhead life depends heavily on operating conditions and manual maintenance; here, the technology itself preserves the integrity of the components.

Together, these two systems improve reliability and production continuity.

Intelligent self-maintenance: a new paradigm

One of the most innovative aspects of Infinity Sky is its advanced printhead self-maintenance system, designed to keep operational interruptions to a minimum.

Each bar is equipped with a pneumatic lifting mechanism that activates automatically when that particular bar pauses. The system isolates the bar from the substrate, prevents ink from settling on the idle units and lets the other bars keep running without

interruption.

This function is supported by three complementary subsystems:

1. An **automatic mixing system** that keeps the ink uniform even after long idle periods;
2. An **active protection system** that limits printhead wear;
3. **Intelligent management logic** that keeps even unused printheads operating, preserving their integrity and efficiency.

In practice, this means a sharp reduction in unplanned maintenance and downtime, with smoother production cycles and more predictable output.

Operational sustainability: efficiency that lasts

In ceramic production, sustainability is not measured only in lower emissions or energy saved. It is also measured in how long a machine holds its performance, how many components

must be replaced, and how much material is wasted along the way.

Infinity Sky puts this vision into practice through:

- **Greater component durability**, thanks to its self-maintenance functions;
- **Advanced ink management**, which reduces material loss and ensures consistent printing;
- **Fewer rejects**, thanks to operational stability and the precision of the system;
- **Compatibility with water-based inks**, a key factor in cutting VOC emissions.

In a single machine, Infinity Sky combines intelligent self-maintenance of the printheads with proprietary technologies for ink management. Some of these features already exist on the market individually, but no other solution brings them together so coherently.

www.systemceramic.com





Surface Revolution

H&R Johnson transforms tiles into architectural masterpieces that combine aesthetics with performance. Its innovative collections elevate homes and commercial spaces alike

H&R Johnson provides a variety of tiles for different architectural needs and aesthetics. With the help of technology, our tiles are designed to be long-lasting and low maintenance. From minimalist designs to bold artistic designs for feature walls and even external facades, H&R Johnson has all types of tiles to suit every requirement. With our tiles, architects and individuals can create spaces that are not just visually appealing but also very functional.

Tiles were initially considered only for flooring, but the architectural design industry has changed a lot in the past decades. The usage of tiles is now not limited to the floors, but they are used across multiple surfaces. One recently facades. This is probably because of the longevity, versatility, and unlimited

design options available in tiles. Not just that, but tiles are also used on terraces, rooftops, and internal walls now.

Be it a residential or a commercial space, tiles are becoming architectural statements. And keeping that in mind, H&R Johnson offers a wide variety of tile options for every space and every design preference. Let's discuss how tiles are becoming a major part of the modern

The Evolution of Tiles in Modern Architecture

Tiles have been a part of architecture for thousands of years. However, the way they were built back then and the way they are designed now are very different. Earlier, there were limited

options in material, designs, and finishes. However, that is not the scenario anymore. Now, tiles come in various materials, thousands of designs, and so many finishes to suit every space.

Also, the use of tiles was limited to flooring and decorative interior walls. But now, you can find tiles for almost every surface, be it internal floors, exterior floors, facades, decorative surfaces, or commercial spaces. Talking about the designs, the modern tile designs are influenced by traditional as well as new interior design trends. Minimalism has become a significant thing, while some traditional intricate designs still stay relevant.

Now, the tile manufacturers also focus

more on durability and sustainability, along with the aesthetics. The improved mechanical strength of tiles and a higher focus on sustainability are the reasons why people now prefer tiles for both interior and exterior architecture. Tiles are not just long-lasting, but also enhance the aesthetic appeal of a space.

Application of Tiles Beyond Floors

Tiles have become a significant part of modern architecture, not just because of their aesthetic benefits, but also due to the functional advantages they offer. Below are the ideal application areas of tiles beyond floors:

Exterior Facades

Tiles are now used to build the architectural identity of a building. The exterior facade of a home or commercial building is the first thing that people notice. And now, tiles are used to make these facades unique and visually appealing. Large-format tile slabs are relevant for the exterior facades. These outdoor tiles are specially designed to be weather-resistant, durable, and easy to maintain. The large tile slabs from Porselano and Marbonite by Johnson would be perfect for exterior facades.

Terraces and Outdoor Spaces

Terraces and rooftops need more than just aesthetics. For rooftops and outdoor walls, cool roof tiles from Endura by Johnson are the perfect choice. These tiles are designed to reflect maximum sunlight, keeping the interiors cooler and more comfortable. The cool roof tiles from Endura have an SRI>90 (in white colour), which makes them highly effective in resisting heat. These are suitable for rooftops, terraces, balcony walls, and exterior walls of both residential and commercial spaces.

Apart from the cool-roof tiles, anti-skid tiles are also very popular for use on terraces, balconies, and other such areas that are more likely to get slippery. Endura by Johnson has slip-resistant tiles that come with R-values ranging from R10 to R12. This makes them suitable for different spaces with varying levels of foot traffic. The higher the R value, the better the tile can resist slips and falls. Therefore, by looking at the R value, it becomes easy for you to select the tiles based on the foot traffic, inclination, and moisture level of the place. These are ideal for pathways, open terraces, corridors, ramps, wet

areas, etc.

Hospitality and Commercial Projects

Hospitality projects are also using tiles to save maintenance costs. Unlike painted walls that require regular maintenance, high-quality tiles can retain their original appearance for years to come. Moreover, tiles are now available in a wider variety of designs than ever before. So, it becomes easy to achieve your desired aesthetics while also ensuring longevity. The industrial tiles collection from Endura has different types of tiles to suit different commercial spaces:

1. Acid & Alkali tiles with high stain-resistance for commercial spaces that use harsh chemicals
2. Anti-skid tiles for high foot-traffic areas
3. Rockway tiles for a nature-inspired aesthetic appeal
4. Swimming pool tiles
5. Cool roof tiles for rooftops/terraces
6. Staircase tiles
7. Tactiles for parking areas and other



public spaces to assist visually impaired people

8. Endura designer collection for commercial areas that prioritize aesthetics along with durability

9. Germ-free tiles for areas like commercial kitchens, pharmaceutical labs, etc, that

Luxury Villas and Residential Architecture

Luxury villas that were earlier built with expensive natural materials like marble, sandstone, etc, now use high-quality vitrified and glazed-vitrified tiles. To give your villa a premium look, you can use large-format tiles in marble or an artistic look in the exterior facade. Apart from this, the interior feature walls, bathroom backsplashes, entryway walls, etc, can be made extraordinary with designer tiles. The large format tiles from Porselano by Johnson and textured tiles from the Expressions series are ideal for interior feature walls.

Innovation in Tile Material Technology

The reason behind the increased usage of tiles is not just the designs, but also the innovation in tile manufacturing technology. Along with the ordinary ceramic tiles that are made of clay and water, now vitrified and glazed-vitrified ceramic tiles are also available in the market. While ordinary ceramic tiles work for residential walls, vitrified and porcelain (glazed-vitrified) tiles are relevant for a variety of surfaces, including outdoor floors and walls.

Vitrified tiles, in a way, are like advanced versions of regular ceramic tiles. These tiles are stronger and have very low porosity, which makes them resistant to moisture, stains, and scratches. Additionally, glazed vitrified tiles are vitrified tiles with a special layer of glaze applied over them, which makes them smoother and enables them to maintain their original appearance for decades.

Moreover, the digital printing technology has enabled tile manufacturers to introduce an infinite number of designs. This is the reason why you can now find tiles with almost any design. For example, you might be able to find marble-patterned tiles, wooden-patterned tiles, artistic tiles, and even 3D-printed tiles in the market.



Latest Tile Design Trends

As a result of the new innovations and technologies that have been introduced in the tile industry, the design trends have also changed. Some of the latest tile designs that you might want to consider for your next home or commercial renovation project include:

- **Natural Aesthetics:** Nature-inspired aesthetics are becoming more and more popular in the architecture and interior design industry. Nature-inspired tile designs, such as marble-look tiles, wood-look tiles, stone-look tiles, etc, add a luxury and modern look to your space.

- **Large Format Tiles:** Large-format tiles are preferred over smaller sizes in modern designs. Especially for the exterior facades or interior feature walls and floors, you should consider large-sized tiles to achieve a seamless

and modern look. These tiles also make smaller spaces look more open, adding premiumness to any space.

- **Minimalism:** Minimalism has become a trend over the last few decades, and it is expected to stay for years to come. Minimal tile designs are preferred over very bold patterns when it comes to achieving a luxurious look.

- **Geometric Patterns for Sophistication:** For those who want something beyond minimalism, but not too intricate designs, geometric and abstract patterns become an ideal choice.

- **Textured Surfaces:** Textured tiles are also among the top design trends in the tile industry. Textured tiles work best for feature walls in hotels, restaurants, cafes, malls, etc, in commercial spaces and living rooms, entryways, etc, in homes.

Accelerate India

Indian Ceramic Asia Expo concluded with strong buyer momentum and industry dialogue



The recently concluded **Indian Ceramic Asia Expo** has once again solidified its position as the definitive platform for the ceramics and bricks industry. As the only trade fair in India bringing together the full value chain of **raw materials, machinery, technology and solutions** in a focused, business-first environment, the 2026 edition transformed **9,000 sqm** of exhibition space into a high-octane marketplace for innovation and trade.

The expo welcomed **6,789 trade visitors** and featured over **250+ global brands**, serving as a critical product launch pad for the latest advancements in ceramic manufacturing. From live machinery demonstrations to strategic B2B networking, the event showcased the entire value chain of an industry in the midst of a technological revolution.

Across three days, Indian Ceramic Asia delivered high-quality engagement on the show floor—driven by solution-led showcases, buyer interest in productivity improvements, and direct conversations around efficiency and

performance. Several exhibitors also highlighted the show's business conversion strength.

Beyond scale, Indian Ceramic Asia strengthened its identity as a **product launch pad** and a platform for **live demonstrations** of machinery and solutions. The 2026 edition also served as a premier launchpad for **Aakriti**, which, in collaboration with Italy's **OMG Srl.**, inaugurated its **Advanced Extrusion Solution** which drew significant industry attention as it enables manufacturers to produce high-value portfolios without repeated infrastructure changes, allowing for faster adaptation to architectural trends and bespoke project specifications.

A key highlight of Indian Ceramic Asia was the **two-day Innovation Exchange Forum**, anchored by the theme: **"Ceramics for Tomorrow: Sustainable, Smart, and Advanced."**

Sessions explored:

- **Sustainability:** circular economy

approaches and energy conservation

- **Innovation:** advanced ceramics and emerging technologies
- **Future focus:** re-engineering and materials breakthroughs

Speakers and industry leaders emphasized the value of technical exchange and networking as the sector evolves.

The organisers reinforced long-term commitment to industry outcomes. 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.

SENSO

COLLECTION



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DESIGNS

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SIZES

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ACCENTS

8

SURFACES

Floor: Malta Tan, 1200x1800mm | Wall: Malta Tan Rivera, 600x1200mm | Highlighter Wall: Mattoni Oyster, 75x300mm
Esme Art Basin — White | Elysees Wall Mounted Basin Mixer — Matte Black | Elysees High Flow Diverter — Matte Black
Downpour Overhead Shower — Matte Black | Downpour Hand Shower — Matte Black

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Top 10 Tile Trends for 2026

From multi-sensory textures to integrated surface technology, tile is proving it can meet the demands of modern living while pushing the boundaries of design. And for 2026, the trends are **bigger, bolder and more tactile than ever**

What stands out in 2026 is how tile continues to balance creative expression with real-world performance. These trends don't just look beautiful, they also reflect durability, sustainability, hygiene and technological advancement.

If you're planning projects for the year ahead, these trends offer plenty of inspiration, whether you're designing a serene sanctuary, a bold commercial space or something in between.

Here's a closer look at the tile trends defining 2026:

1. Articulated Accents

Texture meets precision.

This trend is all about dimension and detail. Think stitching-like patterns, soft leather effects, pitted striations and sculpted surfaces that respond to light and touch. Advanced glazing and contouring techniques create immersive, layered surfaces that bring warmth and depth to interiors.





2. Brutalish Sanctuary

Raw. Grounded. Honest.

Inspired by Brutalist architecture, this look embraces concrete visuals, terrazzo textures and matte stone finishes. Unglazed surfaces and authentic material expression create calming, protective spaces with quiet strength — moving beyond stark white minimalism into something more grounded and soulful.

3. Gilded Age

Metallics make a comeback.

Gold, bronze, copper and silver details are re-emerging in tile collections, adding shimmer and subtle luxury. These metallic accents interact beautifully with light, enhancing architectural features and adding dimension without overwhelming a space.

4. Haptic Experience

Design you can feel.

Tile is becoming increasingly multi-sensory. From embossed ridges to Tile is becoming increasingly multi-sensory. From embossed ridges to deeply undulating surfaces, this trend focuses on touch as much as sight. Advances in glazing and digital production allow finishes to shift with light and perspective, creating spaces that feel alive and interactive.

5. Jade Terrain

Green takes center stage.

Inspired by the elegance of jade stone, this trend explores the full spectrum of green — from soft pastel tones to deep mossy hues. Whether in subway



tiles, mosaics or large-format veined surfaces, jade-inspired tile offers

versatility for both calming interiors and bold statements.

6. Micro-Illusions

Small tile, big impact.

Small-format tiles are making a powerful statement. Using digital printing, precision scoring and color-matched grout, these designs mimic large-scale murals or intricate mosaics — delivering high-impact visual effects that are surprisingly cost-effective and installation-friendly.

7. Organic Minimalism

Calm, cool and quietly refined.

This evolution of minimalism focuses on tranquility and durability. Desaturated tones, ivory stone looks and concrete-inspired finishes create structured, peaceful spaces that emphasize material integrity and long-term performance.

8. Surface Technologies

Where tile meets innovation.

Tile is no longer just decorative — it's integrated with technology. Sculptural reliefs, slip-resistant finishes and silky touch effects enhance performance. Innovations like integrated induction cooktops, engineered shower trays and backlit-effect surfaces are redefining what tile can do.

9. Tailored Craft

Fashion-inspired elegance.

Borrowing from fashion's timeless motifs, this trend blends craftsmanship with refined detailing. The result? Spaces that feel curated, tactile and enduring — perfect for designers who prioritize character and thoughtful design over fleeting fads.



10. Tile as Art

From surface to statement.

Tile is stepping into the spotlight as a design focal point. Bold graphics,

optical illusions, continuous murals and hand-drawn narratives transform walls and floors into storytelling canvases — positioning tile as an alternative to wallpaper or framed art.



Timeless Surfaces

KERAMOS presents a curated collection of handcrafted stone surfaces that blend natural beauty with timeless design sensibilities

Drawing inspiration from the enduring beauty of ancient architecture and natural landscapes, KERAMOS Antique Stone brings timeless elegance into modern spaces. Crafted from natural stones such as limestone, sandstone, quartzite and slate, the collection celebrates rich textures, organic colour variations and handcrafted finishes that evoke warmth, authenticity and character. From terraces and walkways to statement walls and fireplaces, these surfaces offer a sophisticated blend of heritage aesthetics and practical durability.

1. Antique Stone

KERAMOS handcrafted stone with inherent natural color variations. Stone has been the building block of cultures & civilizations from ancient times to the present. Masterworks of art in architecture and construction have survived the wear and tear of the years and still retain their beauty and integrity.

The first paved walkway described



in athens was in the gardens at the academy (341-271 B.C) Ancient biblical stone from the middle east looks beautiful even today.

Throughout the ages, stone has suggested grace, diversity, endurance and sometimes mystery. It is one of the basic materials in our world and its presence in castles, and modest dwellings alike reveals all of its desirable qualities. The quality that stone suggests is disproportionate to its moderate cost, making it a great value and an excellent investment as an improvement to your home.

Stone can be subject to different types of treatment by which different effects are achieved.

Colour

'Antiquestone' is made from natural stones such as limestone, sandstone, quartzite, slates etc. A lot of colour variation is the characteristic of these stones. Colour will vary from tile to tile and these variations are the beauty of

natural stones.

1. Basque, 2. Saturnia, 3. Palmera, 4. Jerez, 5. Rubino, 6. Diamante, 7. Corsica, 8. Veneto, 9. Sanmarino, 10. Isfahan, 11. Giallo, 12. Medici, 13. Sintra, 14. Grigio, 15. Aosta, 16. Nero, 17. Corvo, 18. Crete, 19. Corfu, 20. Indian Crema, 21. Jet Black, 22. Teak, 23. Gris.

Sizes and shapes

Following are the available sizes in antique stone:

1"x8", 2"x6", 12"x12", 6"x6", 4"x4", 6"x8", 6"x12", Pebble stone, Long pebble stone.

Finishes

All natural stones are porous. Hence it is recommended to use a sealer. Please use sealer from Ager / Tenax / Laticrete / Ardex or any reputed company. Application and maintenance should be as per the manufacturer's directions. Under normal conditions, sealants will normally last for one year.

The natural stones are calibrated by machines into particular sizes and thickness, thereafter a special ageing treatment is done manually to give an antique finish.

Antique stone is either natural or honed i.e. a smooth and matte finish

Suggestions for use

Antique stone can be used on kitchen and bathroom/walls, interior floors, exterior floors, wall cladding, staircase risers, fireplaces, landscape/fountains, murals, etc. They are ideal for terraces, sit-outs, balconies, walkways, driveways, gazebos, verandah, etc.

Cost and delivery

'Antique stone' can be delivered between 6-8 weeks (up to 1000 Sqft).

Prices on request

Packaging

Antique stone is packaged in cardboard boxes.

Pebble stones and long pebbles are supplied loose in bags or on mesh.

2. Contemporary Stone Cladding

KERAMOS handcrafted stone cladding with inherent natural color variations.

KERAMOS 'Contemporary Cladding' are surfaces which are 3-dimensional, edgy, asymmetrical, creative and rich in texture. The style is simple and refined.

The unique look is a combination of various shapes and shades. Materials like lime stone, marble, slate, pebble, prefabricated and assembled on fiber-mesh. These are supplied ready to lay and are easy to install.

Usage

A popular way to create a unique space is to mix a variety of design elements, such as material, colours and shapes, which enhance a room by adding texture and flair. Adding accents of various contemporary finishes is a great way to complement design and space. This product can be used for wall claddings, staircase risers, kitchens and bathrooms, fireplaces, outdoor landscapes and fountains.

Maintenance

All natural stones are porous. Hence it is recommended to use a sealer. Please use sealer from Ager / Tenax / Laticrete / Ardex or any reputed

company. Application and maintenance should be as per the manufacturer's directions. Under normal conditions, sealants will normally last for one year.

Colour

The range is made from stone, tile and porcelain. Colour variations in these materials is characteristic of the product. The extensive range is on display in all Keramos stores.

Sizes

Depending on the material used the sizes are made to required specifications.

Installation

Most products are placed on interlocking mesh for quick and easy installation.

Pricing & delivery

Available on request.

3. Stone Mosaic

KERAMOS handcrafted stone with inherent natural color variations.

The earliest surviving mosaics were made in about 3000 BC by the Sumerians in ancient Mesopotamia. They created mural patterns by pressing colored clay pegs into wall surfaces. Later the Egyptians used fragments of semi precious stones and colored materials to decorate walls. Objects, jewellery and to inlay furniture.

Ancient Greece is the earliest known civilization to have used natural stones and pebbles in varying colors to create designs which today we think of as "Mosaic".





Usage

Mosaics can be used for both interior and exterior spaces including mirrors, tables and murals. It is a good substitute for a carpet like appearance and due to their decorative element, lend very well to walls, low traffic areas, where as aqua mosaics only on walls.

Finishes

Stone mosaic should be sealed by a 'wet look sealer' for enhancing color, or by a 'sealer' for a natural finish. Stone mosaic is calibrated into particular sizes and thickness in order to blend with other flooring materials.

Grouting

Needs extra attention while being applied. It must be cleaned out completely after application so it does not set on the tile surface.

Installation

Must be done as per manufacturer's instructions as it needs special care while laying. No adhesive should be allowed to dry on the surface material.

Color

Mosaics are made from tile and stone and any variation in its color is

characteristic of the material. The full product range is on display at all Keramos stores.

Sizes

All borders and paving are of varying sizes and can be made to fit the required areas.

Packaging

All mosaic patterns are placed on interlocking mesh to enable easy transportation and laying.

Pricing & delivery

Available on request.

4. Keramos Yamu Sandwash

What is YamuSandwash?

Sandwash is an in-situ cement based product. It is a mix of sand-like marble/stone chips and cement. The floor is laid, leveled and then 'washed' to reveal the sand. The result is a surface that is mostly the color of the stone used. The cement on the surface is minimal.

Where can it be used?

It can be used for indoor/outdoor flooring and wall application including, but not limited to walkways/footpaths,

pool decks, outdoor walls, staircases, building plaza's, columns, terraces, balconies, patios, pedestrian only areas. However, this product is not recommended for vehicular traffic/parking.

In what type of projects?

Farmhouses, hotels, private residences, commercial buildings, spas, clubs, showrooms, landscaping, beach resorts, etc.

What are the advantage?

The surface is smooth enough to walk on comfortably barefoot, but it is also rough enough to be non slip even when wet. It is ideal for outdoor areas because it is porous and has a low heat coefficient which means it will not get that hot on those sunny days. It is also a very eco-friendly and corrosion free surface that can withstand years of use. Lastly, it is a very economical product.

What is the Base/Sub-Base required?

Base: RCC should be 100 mm thick, with proper expansion joints/dividers at size maximum 3 meterx6 meter. RCC should be 45mm below finished level.

Sub-Base: Cement Mortar (1 Cement : 4 River Sand) should be 12mm below finished level. i.e. thickness 33mm. Sub Base Cement Mortar should be roughened for proper adhesion. Sub Base Cement Mortar should be done 3 weeks before Sandwash, with minimum curing 7 days under water.

What is the Installation Process? Panel size?

The Cement is mixed with special additives for strength. Sand size aggregate is finely selected. The two are mixed in a special proportion for integrity. Yamu Sandwash is installed with a maximum panel size of 1.0 mx1.5 m. After the floor is installed, a proprietary mixture of chemicals is used to wash the top surface so that most of the cement washes off.

How is the maintenance done?

Regular cleaning recommended with a water jet-wash machine.

Blend of exciting colors

1. Nero, 2. Aosta, 3. Chianti, 4. Corfu, 5. Giallo, 6. Indian.Crema

www.keramosindia.com

Beyond the Boundary: How Sports Is Creating a New Marketing Playbook for India's Tile Industry

Parth Kajaria explores how India's tile companies are turning sports into a powerful branding medium, using cricket, kabaddi and other sporting platforms to build visibility, strengthen consumer recall and create connections that extend far beyond the showroom.

For decades, India's tile industry built brands largely through a combination of product quality, dealer relationships, retail visibility and traditional advertising. But the category is changing rapidly. As consumers become more aspirational and home interiors increasingly become an expression of lifestyle and personality, tile brands are looking beyond the showroom—and increasingly towards the sporting arena.

Sports is emerging as one of the most powerful new platforms for the building and home-improvement industry to create mass awareness, emotional connection and cultural relevance.

The numbers tell the story. India's overall sports industry reached approximately **₹18,864 crore in 2025**, growing 13.4% over ₹16,633 crore in 2024. More strikingly, the sector has almost doubled from ₹9,530 crore in 2021, representing an estimated CAGR of 18.6% over four years. Sports sponsorship alone reached **₹7,943 crore in 2025**, growing 7% during the year.

This growth reflects a fundamental change in how brands view sports. It is no longer simply a media property. It has become a powerful consumer engagement ecosystem.

Regional Sports, National Ambitions

Another important change is the the

the growing role of regional sports consumption. India is not one homogeneous market, and the tile business reflects this reality. Southern markets, for instance, have distinctive consumer preferences, languages and cultural influences.

Sports provides brands with an effective way to build regional relevance while maintaining national scale. Associations with state-based teams, regional leagues and women's cricket can create a stronger local connection than a purely national campaign.

For tile brands seeking deeper penetration into Tier 2 and Tier 3 markets, this becomes particularly important. A consumer may not remember the technical specifications of a tile advertisement, but they are far more likely to remember a brand they repeatedly encounter while following their favourite team or player.

Kajaria: Taking the Tile Brand Beyond the Showroom

Kajaria has been one of the early and consistent players from the tile industry to recognise the power of sports as a brand-building platform.

For the last four years, Kajaria has been associated with the **Royal Challengers Bengaluru Women's team as Title Sponsor**, with prominent front-of-jersey

branding. The partnership has given Kajaria a distinctive presence in one of India's fastest-growing sporting properties—the Women's Premier League.

The association has also coincided with moments of sporting success. RCB Women lifted the WPL title in 2024 and again in 2026, making the team a two-time champion during Kajaria's association. This adds another dimension to the partnership: Kajaria is not merely visible alongside a successful team; it has been part of a sporting journey marked by ambition,





resilience and achievement.

The association with women's cricket also fits naturally with Kajaria's broader approach to celebrating women achievers in sport. The brand has extended its association to **Indian women Olympic athletes**, aligning itself with athletes who represent excellence, determination and the pursuit of higher goals on the global stage. This creates a consistent narrative around **women, achievement and aspiration**, rather than treating sports sponsorship merely as a visibility opportunity.

Kajaria has also extended its sports strategy beyond franchise cricket. Its branding across stadiums during bilateral cricket series has helped create high-frequency visibility among mass cricket audiences. The brand has

simultaneously entered regional sports through its association with the **Bengal Warriorz in the Pro Kabaddi League**, where Kajaria branding features on the back of the team jersey.

The result is a sports portfolio that spans **women's cricket, international/bilateral cricket, kabaddi and Olympic athletes**—different sporting environments, audiences and consumer touchpoints, but connected by a common brand philosophy.

The Category Is Getting into the Game

Kajaria is not alone.

Somany Ceramics has also used cricket as a strategic brand-building platform, most notably through its association with **Lucknow Super**

Giants. The partnership has included prominent branding on helmets and caps, supported by digital and social media activation. The choice of Lucknow is significant. Uttar Pradesh is a major and strategically important market for building materials, and the franchise offers Somany a platform that extends well beyond the stadium.

Somany's own annual report highlighted the partnership and noted a 371% increase in website traffic from targeted Tier 2 and Tier 3 geographies during the campaign period.

The broader ceramics industry has also seen **Simpolo Ceramics** leverage the IPL through its association with **Gujarat Titans**. The partnership gives Simpolo access to one of the most powerful sporting platforms in the country and, importantly, creates a



connection between a Gujarat-origin brand and a franchise with strong regional as well as national appeal. It demonstrates how regional brand equity can be amplified through national sporting properties.

The bathroom and sanitaryware category is following a similar path. **Hindware** has built a sustained association with Royal Challengers Bengaluru's men's team. Its logo has appeared on the team jersey, while the company has complemented the sponsorship with television, digital and in-stadium campaigns.

From Logo Visibility to Consumer Connect

The real opportunity lies beyond sponsorship.

A sports property provides a brand with a platform to build an entire communication ecosystem—television, digital content, influencers, social media, retail activations, contests, dealer engagement and consumer experiences.

For a tile brand, this is particularly valuable because the purchase cycle is long and the category is highly competitive. A consumer may see dozens of tile brands while building or renovating a home. The challenge is to create familiarity and preference before the consumer even enters the showroom.

Sports can help achieve that.

The Brand logo seen repeatedly during a cricket match, followed by a digital campaign, a social media interaction

and finally a branded retail experience, creates multiple memory points. The brand moves from being a product name to becoming part of the consumer's everyday cultural environment.

The Next Frontier: Regional and Emerging Sports

Cricket will continue to dominate Indian sports marketing. In fact, cricket accounted for the overwhelming majority of sports sponsorship activity in recent years. But the opportunity for brands lies in choosing properties that deliver the right audience rather than simply the largest audience.

Kabaddi, women's cricket and regional sporting properties offer brands more targeted engagement and often stronger opportunities for activation.

For example, a tile brand can use a major sporting moment to launch a new collection, create digital design content around the colours of a team, or invite consumers to participate in a home-makeover campaign. This transforms sponsorship from a media investment into an ongoing brand platform.

For the tile industry, this could be particularly powerful in Tier 2 and Tier 3 markets, where cricket and regional sports have deep cultural relevance and where the next wave of home construction and renovation is emerging.

Playing the Long Game

The tile industry is increasingly moving from **functional marketing to emotional brand building**. Sports fits perfectly into this transition.

Tiles are ultimately about spaces, but spaces are also about dreams, achievements, celebrations and lifestyles. Sport represents exactly those emotions.

The brands that succeed will therefore be those that do more than buy sponsorship rights. They will integrate sport into their larger brand strategy—using teams, players, content, retail and consumer experiences to create a continuous conversation.

The boundary has changed.

For India's tile industry, sports is no longer just a place to put a logo. It is becoming a new marketing playground—one where **brand visibility meets emotion, aspiration meets entertainment, and products become part of popular culture**.

And as competition intensifies, the brands willing to play beyond the boundary may well be the ones that win the bigger game.



PARTH KALARIA



A **Kajaria** Company

KEROVIT

Bathrooms you desire



Smart, Stylish & Serene

Hindware Italian Collection redefines everyday luxury with smart design and timeless comfort

The modern bathroom has evolved far beyond its functional role. Today, it is a personal sanctuary, a space where design, technology, and comfort converge to create moments of relaxation and wellbeing. Responding to this growing desire for elevated living, the Hindware Italian Collection continues to introduce thoughtfully designed products that blend innovation with sophisticated aesthetics.

Its latest offerings, the Starc Smart Wall-Mount Toilet, the Adris Wash Basin in a new Peach Matte finish, and the Thermostatic Diverter range, reflect the brand's commitment to transforming everyday routines into experiences of comfort, convenience, and tranquillity.

Smart Comfort Meets Contemporary Living

At the forefront of the collection is the **Starc Smart Wall-Mount Toilet**, a product that showcases how intelligent technology can seamlessly enhance everyday life. Designed with a sleek and minimalist profile, Starc integrates advanced features that prioritize hygiene, comfort, and user convenience.

The smart toilet comes equipped with automatic flushing, sensor-based seat opening and closing, and remote-controlled operation. An oscillating water spray system, warm air dryer, and self-cleaning nozzle ensure a hygienic and refreshing experience while reducing the need for manual intervention.

Personalization remains central to the design philosophy. Users can adjust seat heating, water temperature, spray pressure, and other settings according to their preferences through an intuitive LCD interface. Additional features such as foot-touch flushing further contribute to a hands-free, effortless experience.

Beyond functionality, Starc brings a sense of calm and refinement to contemporary bathrooms, allowing technology to work quietly in the background while enhancing everyday comfort.

A Touch of Warmth with the Adris Wash Basin

Complementing modern bathroom aesthetics is the introduction of the





Adris Wash Basin in a sophisticated **Peach Matte** finish. Inspired by the growing preference for warm and welcoming interiors, the new finish introduces a gentle blush tone that creates a soothing visual environment.

The Peach Matte shade pairs beautifully with classic white elements, offering a balanced design language suitable for both minimalist and expressive spaces. The basin's clean lines and understated elegance make it a versatile addition to a variety of interior styles.

Designed for practical daily use, the Adris basin features a matte surface that is easy to maintain and resistant to visible wear. Its integrated drain outlet ensures a clutter-free appearance while promoting smooth water flow and hygiene. Soft, rounded edges further enhance user comfort and contribute to the basin's welcoming aesthetic.

The result is a product that combines functionality with visual serenity, bringing subtle sophistication to the modern bathroom.





Precision Showering with Thermostatic Technology

Further enhancing the bathing experience is the **Hindware Italian Collection Thermostatic Diverter**, engineered to provide precise control over water temperature and flow.

Available in 3-way, 4-way, and 5-way configurations, the diverter allows users to manage multiple showering functions effortlessly. Its thermostatic technology maintains a consistent water temperature throughout the shower, eliminating sudden fluctuations and ensuring greater comfort and safety.

The intuitive push-button operation and integrated flow-control knobs allow smooth transitions between shower functions, while the robust metal construction ensures durability and

long-term performance.

Aesthetically, the diverter reflects the refined design language of the Hindware Italian Collection. Offered in elegant Gold, Rose Gold, and Chrome finishes, it complements a wide range of bathroom styles, from luxurious and classic to sleek and contemporary.

Notably, the system operates without electricity and is backed by a 12-year warranty, reinforcing its reliability and value proposition for homeowners seeking long-term performance.

Designing Spaces for Everyday Wellbeing

Together, these products embody a broader shift in bathroom design, one that prioritizes wellness, convenience, functionality. Through intelligent

technology, refined craftsmanship, and thoughtful aesthetics, the Hindware Italian Collection continues to redefine the modern bathroom experience.

Whether through the smart convenience of the Starc Wall-Mount Toilet, the calming elegance of the Adris Wash Basin, or the precision control of the Thermostatic Diverter, the collection demonstrates how everyday rituals can be elevated into moments of comfort, relaxation, and understated luxury.

www.hindware.com

Brand Excellence

Kajaria Elevates Premium Home Aspirations with ‘Log Toh Poochenge Hi’ Campaign



India's leading tiles and bathware manufacturer Kajaria has unveiled its latest television commercial under the tagline 'Log Toh Poochenge Hi', starring Indian cinema's superstar Ranveer Singh and pan-India star Rashmika Mandanna. The new brand film is already generating strong attention, further amplifying the campaign's growing popularity among consumers and design enthusiasts alike.

Built on the insight that thoughtfully designed homes naturally attract admiration, the commercial positions superior tiles and bathware as effortless conversation starters. The film features Ranveer Singh and Rashmika Mandanna as an accomplished Army couple hosting a senior Brigadier and his wife at their picturesque hillside home. Through understated moments of appreciation — from outdoor

pathways and elegant living spaces to refined kitchen finishes and Kerovit bath fittings — the narrative subtly highlights Kajaria's design excellence.

Blending warmth, pride, humour and relatability, the TVC concludes with a powerful message: when you choose Kajaria Tiles and Kerovit bathware, appreciation is inevitable — because "Log Toh Poochenge Hi."

Conceptualized as a high-visibility brand push, the campaign continues Kajaria's strategy of combining celebrity-led storytelling with sharp consumer insight to reinforce aspiration, recall and product credibility across India's rapidly preimmunizing housing market. By seamlessly integrating both tiles and bathware within one cohesive narrative, the film further strengthens Kajaria's positioning as a comprehensive

premium home solutions brand.

Commenting on the campaign, Mr. Rishi Kajaria, Managing Director at Kajaria Ceramics Ltd. said, "With 'Log Toh Poochenge Hi,' our objective is to elevate the brand conversation towards emotion and brand ownership while showcasing modern design and uncompromised quality. Today's consumers see their homes as an expression of identity, and Kajaria's tiles and Kerovit bathware play a central role in enabling that aspiration. Bringing Indian cinema's force Ranveer Singh and Rashmika Mandanna together in a relatable, story-led narrative allows us to strengthen Kajaria's positioning as a complete premium home solutions brand while expanding our reach across every corner of the country, especially in the southern markets."

www.kajariaceramics.com

Modern Bathroom

Duravit Wave brings together expressive design, advanced technology and lasting quality for modern bathrooms

Founded in 1817 in Hornberg in the Black Forest, Duravit is today a leading international manufacturer of designer bathrooms and is active in more than 130 countries worldwide. During product development, the complete bathroom supplier's internal design team worked hand in hand with a global network of designers such as Cecilie Manz, Philippe Starck, Antonio Citterio, Christian Werner, Sebastian Herkner and Patricia Urquiola. As an energy-intensive company, Duravit is aiming to be entirely climate-neutral by 2045 and avoid CO₂ offsetting as far as possible.

Wave represents a young, modern design style that blends flowing forms with precise detailing. The slender cylindrical base body transitions smoothly into a finely rounded spout, creating an elegant contrast between soft curves and defined edges. The

dynamically upward pointing handle fits naturally in the palm, ensuring effortless and precise control.

Available in Chrome, Black Matt, Brushed Stainless Steel, Brushed Bronze and Polished Gold, Wave offers versatile options for customised bathroom concepts. The durable, scratch resistant PVD finishes add refined metallic and matte accents, allowing designers and homeowners to create cohesive, contemporary spaces.

All Wave faucets feature a high-quality ceramic cartridge and durable, easy to clean surfaces. AirPlus technology enriches the water flow with air to create a soft, full jet, while EasyClean makes it simple to remove limescale and deposits, reducing maintenance time and eliminating the need for aggressive cleaning agents.





Wave integrates seamlessly within Duravit's coordinated bathroom portfolio, including showers, accessories, flush valves, siphons, furniture and DuraSystem actuator plates, ensuring a harmonious overall aesthetic. With intelligent water and energy saving technologies, the collection supports sustainable resource use without compromising comfort or performance.

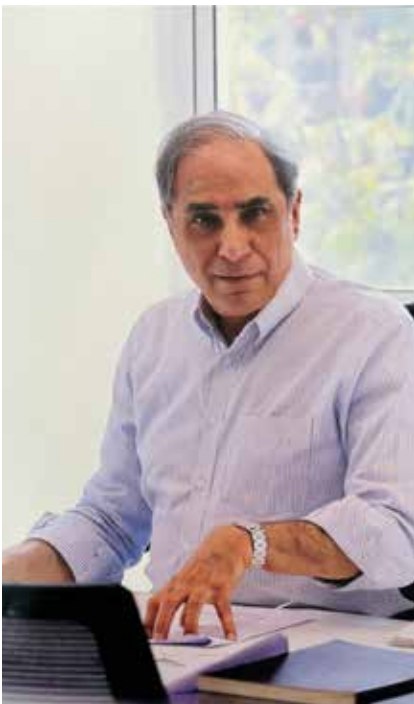
Duravit provides a voluntary five-year guarantee on all faucets and showers, along with a 15 year spare parts availability commitment, reinforcing long term reliability and quality assurance.

With Wave, Duravit delivers a contemporary faucet collection that unites expressive design, intelligent technology and long-lasting reliability in one cohesive bathroom statement.

www.duravit.in

Building For The Future

Infosys Kolkata designed by AHC (Architect Hafeez Contractor) is a contemporary workplace model where architecture, landscape, and engineering operate as a unified system



Designed for optimisation, the Infosys Kolkata campus is conceived as a performance-driven, net-zero workplace that aligns architectural clarity with environmental intelligence. Located in New Town on a flood-prone, low-lying site, the project responds to both climatic vulnerability and evolving workplace expectations, positioning sustainability not as an add-on but as a foundational design driver. The primary intent for the campus is resilience, user comfort, and operational efficiency through passive design and precise environmental modelling.

The planning strategy begins at the ground plane. Given the site's clayey soil and history of waterlogging, extensive grading studies informed the creation of a calibrated plinth that protects the built form while enabling effective stormwater management.

Architecturally, the building is organised as two symmetrical wings anchored by a naturally ventilated central service core. This configuration optimises circulation efficiency while allowing uninterrupted, flexible floor plates suited to hybrid and future-ready work models. Services are consolidated within the core, freeing the workspaces from structural or planning constraints and enabling adaptability over time. Scenic elevators within the core further reinforce spatial legibility and enhance the daily user experience.

Materially, the project reinterprets Kolkata's architectural heritage through a contemporary brick façade, transforming a familiar material into a high-performance envelope. Brick is deployed not nostalgically, but strategically—calibrated through environmental simulations to balance

shading, daylight ingress, and thermal comfort. The façade system comprises 16 distinct modules, each tuned to orientation-specific solar exposure. Vertical fins and horizontal light shelves work in tandem to diffuse daylight deep into the interior while controlling glare and heat gain. As a result, over 90% of regularly occupied spaces receive natural daylight, significantly reducing reliance on artificial lighting.

User well-being is central to the design approach. Ceiling heights of approximately 27.65 feet enhance spatial openness and support effective air circulation, while naturally ventilated zones reduce dependence on mechanical systems. The landscape plaza at ground level acts as the social heart of the campus, integrating shaded walkways, stepped seating, and planted buffers that support both pause and



movement. The cafeteria is deliberately positioned to spill into this landscape, transforming a functional amenity into a communal anchor that fosters interaction across departments and hierarchies.

Sustainability strategies are embedded across scales—from envelope performance to water and waste management systems. The campus achieves an Environmental Performance Index (EPI) of 70, reinforcing its net-zero ambition. Water management is addressed through an integrated system where treated STP water meets a majority of the campus's flushing, HVAC, and irrigation requirements. Condensate recovery from air-handling units further offsets demand, while RO reject water is recycled back into the treatment loop. Organic waste generated on-site is processed entirely through an on-site Organic Waste Converter, with waste segregation implemented at every

floor level.

Climatic resilience extends beyond building systems into long-term environmental planning. The wide roof overhangs, recessed glazing, and façade shading elements provide protection from Kolkata's intense monsoon rains and solar exposure, while landscape strategies support thermal comfort and stormwater attenuation. Together, these measures ensure that the campus remains operationally robust in the face of increasing climate variability.

Beyond performance metrics, the Infosys Kolkata campus contributes meaningfully to the client's broader ESG commitments. Environmentally, it supports Infosys's goal of becoming climate positive by 2030. Socially, it establishes a workplace environment that prioritises employee well-being, accessibility, and interaction, while engaging the larger urban context of

New Town. The project demonstrates how institutional workplaces can move beyond efficiency-driven planning to become adaptable, humane, and environmentally responsible environments.

Landscape systems are integrated into this strategy, using permeable surfaces, shaded seating zones, and water bodies to moderate microclimate conditions and reduce heat-island effects. These outdoor environments are not residual spaces but active extensions of the workplace, encouraging informal interaction and daily engagement with nature.

At its core, Infosys Kolkata exemplifies a contemporary workplace model where architecture, landscape, and engineering operate as a unified system—one that is rooted in context, responsive to climate, and calibrated for the future of work.

AHC (Architect Hafeez Contractor) is performance-driven architecture that is scalable, resilient, and rooted in context.

It was founded in 1982, AHC is one of India's largest architecture and urban design practices, with over 600 architects. With work spanning five countries and nearly every metro city in India, AHC's portfolio covers residential, commercial, institutional, healthcare, sports, and civic buildings, as well as large-scale master-planning developments. Led by Hafeez Contractor, the firm achieved one of its most significant recognitions in 2016, when he was awarded the Padma Bhushan, India's third-highest civilian honour.

The Ribbon House

The “**ribbon**”, which is reminiscent of nature and its flowing form, encases the building, adding a dynamic component to the built semblance

Located in a residential area in sector 85, Mohali, Punjab, the Ribbon House is an exemplary illustration of how design can alter the lexicon of an area. It has a plot area of 3712 sq.ft. Forging a distinct identity of its own and for its occupants, it is an ode to the client's profession, which is a part of the construction business. Having built varied projects of differing scales and proportions, the client sought a home that would best represent his work and serve as a reminder of his career path.

The “ribbon”, which is reminiscent of nature and its flowing form, encases the building, adding a dynamic component to the built semblance. The house is enfolded in a free-flowing concrete exterior that beguiles both users and onlookers from the outside as well as the interior. The evolution of the client in his line of work is symbolized and analogized by the viewer's eyes moving along the curves. It creates the impression of an unending journey,

thus forging a sense of continuity.

When someone begins pursuing the curves, he or she may be astounded by the kinds of emotions that can be reflected in the spaces the curves create. Together, the concrete and the structure behave like water and solids, respectively, and the result is a sight to behold. The superior volume of the structure has been broken down into more slender curves that allow abundant sunlight to enter the structure. It also facilitates adequate air flow and ventilation. Jutting concrete volumes provide shade for the openings and give shape and style to the overall facade.

As one moves to the inside of the structure, the design continues to surprise. One cannot help but notice the staircase unwinding, giving the illusion of a puzzle, connecting the vertical spaces, and unfurling itself as one ascends to the upper floors. It floats



in the structure like a boat on the water, navigating the seas and transporting the user to a wider horizon to experience the unknown. It is a prime illustration of how experimenting with a material can yield unexpected results. To emphasize the distinctive elements that make the spaces stand out, the interiors are serene with minimalist décor. The unconventional structural system invites the user to explore the structure and solve the puzzle.

“The Ribbon House” is an artistic endeavor seeking to produce a place that embodies the material honesty of concrete while also serving as a representation of the client’s work. It is a dynamic reflection of how a material was used, the client’s requirements, and the architect’s inspiration to leave a lasting impression and etch a memory in the minds of all who see it.

Project name: The Ribbon House

Architecture firm: Studio Ardete

Location: sector 85 wave estate Mohali (Punjab) India.

Photography: Ar.Purnesh Dev Nikhanj

Client Name: Er.Ravijeet Singh

Principal architect: Ar.Badrinath Kaleru and Prerna Kaleru

Fact File:

Firm Name: Studio Ardete

Designers: Badrinath Kaleru- Director and Prerna Kaleru- Co - Founder, Studio Ardete

Project Name: The Ribbon House

Area: 3712 Sq. Ft.

Location of project: Mohali, Punjab

Year of completion: April 2023



Technology News

Know about the **latest machinery** and events happenings from the ceramic industry



MOHAWK
INDUSTRIES, INC.

Mohawk Industries reports first quarter sales of 2.7 billion dollar

Mohawk Industries has announced first quarter 2026 net sales of \$2.7 billion (up 8% as reported or down 2.6% adjusted for constant days and exchange rates versus the prior year) and net earnings of \$117 million.

Net sales in the Global Ceramic Segment rose to \$1,097.4 million, up 10.4% versus the same period in 2025 (down 0.2% on an adjusted basis), with an operating margin of 4.7% (\$51 million). The margin was impacted by higher input costs and lower sales volumes, partially offset by productivity gains and an improved price mix, with higher-end products recording the best

performances. Across all regions, the commercial channel outperformed the new home construction and residential re-modelling segments.

Commenting on the results, Chairman and CEO Jeff Lorberbaum noted that the already challenging economic and market environment is being further exacerbated by the effects of the conflict in the Middle East. The inflationary pressure triggered by rising energy prices is impacting consumers reducing both confidence and discretionary spending – as well as businesses.

“We are implementing price increases across many product categories





and geographies, and further price increases could be required,” stated Lorberbaum. “The impact of higher-cost raw materials will be greater in the second half of the year due to our flow-through of inventory. We are maintaining flexibility to align with evolving demand, supply availability and volatile costs. Presently, we are containing costs, reengineering products and limiting capital expenditures. We will not see the full impact of our pricing actions and rising input costs until the third quarter.”

Porcelanosa uses Sacmi technology to expand its large tile and slab plant

Three years after starting up Plant 4, dedicated to the manufacture of large porcelain stone-ware tiles and slabs, Porcelanosa has recently completed its expansion with Sacmi technology. Now, a complete production line has been launched, duplicating and developing the initial investment.

It consists of a **forming line** with a **PCR2180** compactor from the Continua+ family, an **E7P200 multi-layer dryer** and a next-gen **FMA217 Maestro kiln**. Porcelanosa has thus raised plant output capacity from the

current 1,300,000 m² to 2,400,000 m².

Installation of the third line takes the total surface area of Plant 4 to over 48,000 m². In addition to the 36,000 m² occupied by the first two lines, a further 12,000 m² has been obtained from the adjacent warehouse that houses Logistics Center 2.

Expansion hasn't just raised production volumes: Sacmi-supplied **automated**

handling and logistics systems have also delivered greater industrial versatility. Combined, these solutions allow Porcelanosa to adapt its production set-up quickly and respond to market trends more effectively.

In addition to Continua+, the global benchmark for slab and sub-size manufacturing, the project also saw Porcelanosa make a giant leap forward in terms of **plant automation and**



logistics. In parallel with the expansion, Sacmi worked with Porcelanosa to develop a comprehensive automation project for fired product handling and storage, ensuring flexible control of deliveries to the warehouse and/or finishing facilities. Sacmi supplied **5 specially configured LGVs** capable of stacking and storing slabs anywhere in the factory to an above-ground height of up to 7 meters, without any need for supports.

Sacmi also designed and provided the plant's **new tracking and supervision** system. Each slab leaving the plant is marked with a **Data Matrix code** and tracked continuously, regardless of the required type of processing or reprocessing. This means each individual phase can be traced and ensures **continuity of tracking** in the various storage locations and after sorting.

With this project, Sacmi confirms its status as a crucial ceramic industry partner, both as a provider of complete slab and sub-size production solutions and as a **leading proponent** of edge plant logistics systems, from

automatic flow/handling control to digital track-ing (ID-Tiles).

Roca Group inaugurates the Roca Delhi gallery

Roca Group recently announced the opening of the Roca Delhi Gallery, the Spanish group's first flagship space in India. It joins the seven existing Roca Galleries in Barcelona, Madrid, Lisbon, London, Shanghai, Beijing and São Paulo.

Designed by interior design firm Ultra confidential, the new location uses clean lines, refined surfaces and choreographed lighting to create a vibrant, immersive environment. The gallery showcases Roca's most advanced bathroom solutions, displayed in spaces designed to accentuate their aesthetics, technology and innovative features. An entire floor is dedicated to the **LAUFEN Space Delhi**, where a darker, more intimate colour palette enhances the sculptural character of the brand's premium collections. Together, the two brands create a harmonious yet distinct visitor experience, reinforcing their shared vision of design excellence.

The opening of the Gallery represents a strategic step for Roca Group in India, a key market within the Group's global strategy.

Roca has been operating in the country since 2006 through a joint venture with Parryware, which was subsequently acquired in 2011. Today, Chennai-based Roca Group India is the largest manufacturer of bathroom solutions in the country, with seven production facilities and an extensive distribution network. "This new space brings together Roca and LAUFEN under one roof, reflecting our strong commitment to India and our ambition to contribute to the evolution of design and innovation across the market," stated Managing Director **Nirmal Kumar**.

Alongside its role as a showroom, the Roca Delhi Gallery is also conceived as a **cultural platform** that will host events, conferences and meetings dedicated to architecture, design and sustainability, expanding the international dialogue promoted by the Group across its spaces in Europe, Asia and America.





Imerys inaugurates new ceramics laboratory in Egypt

Imerys officially inaugurated Imerys Technologies Egypt, a state-of-the-art ceramics laboratory located at the company's facility in 10th of Ramadan City, one of the country's primary ceramic production hubs. Spanning 220 square metres and equipped with the latest technology, the facility will serve as Imerys' technical support hub for the ceramic industry across the Middle East, Africa and Europe (EMEA), focusing on the development of next-generation formulations.

"The new cutting-edge facility leverages the global expertise Imerys has built within the ceramic sector, significantly strengthening our footprint in the Middle East and Africa," said **Danilo Frulli**, Vice President Ceramics EMEA, during the opening ceremony. "The laboratory will enhance our capabilities across the ceramic, sanitaryware and tableware sectors, while capitalising on the region's significant growth potential."

Drawing on Imerys's extensive experience in the **sanitaryware sector**, the laboratory will offer a wide range of advanced services, including comprehensive body testing, slip casting evaluations. In the **tile sector**, research and development activities will focus on advancing ceramic body, glaze and engobe technologies. Services will include full porcelain tile body and engobe analysis, new product validation and specialist consultancy to boost manufacturing efficiency and product quality. By harnessing the specialist expertise of Imerys' **tableware** operations in France and Germany, the new laboratory will also support regional tableware manufacturers with on-site assistance, raw material assessment and process optimisation to ensure high-end finished products.

Founded in 1912, Imerys Ceramics Egypt specialises in the supply of ball clay, kaolin, chamotte and feldspar. These high-quality products are derived from both local minerals and imported raw materials, each tailored to meet the specific requirements of individual production environments.

TRADE EVENTS

Maison and Objet (Paris)

10 - 14 September 2026
Paris, France
www.maison-objet.com

Indexplus

18 - 20 September 2026
Bombay Exhibition Center,
Mumbai
www.indexplus.in

The Flooring Show (Harrogate)

20 - 22 September 2026
HCC, Harrogate
www.theflooringshow.com

Cersaie (Bologna)

21 - 25 September 2026
Bologna, Italy
www.cersaie.it

Tecna Expo 2026

22 - 25 September 2026
Remini, Italy
www.tecnaexpo.com

Marmomac

22 - 25 September 2026
Verona, Italy
www.marmomac.com

The Big 5 Construct - Nigeria Africa

22 - 24 September 2026
Nigeria, Africa
www.big5constructnigeria.com

INDEX Dubai

28 - 30 September 2026
Dubai
www.indexexhibition.com

Ceramic Japan - Ceramics Show

28 - 30 September 2026
Dubai
www.indexexhibition.com

Indian Design ID

9 - 11 October 2026
Mumbai, India
www.indiadesignid.com

Acetech (Bengaluru)

9 - 11 October 2026
Bengaluru, India
www.etacetech.com

Decorex International

11 - 14 October 2026
Olympia, London UK
www.decorex.com

Sia Guest (Rimini)

14 - 16 October 2026
Remini, Italy
www.siaquest.it

Cerambath China

18 - 23 October 2026
Foshan, China
www.cerambath.org

The Big 5 Construct East Africa Kenya

21 - 23 October 2026
Nairobi, Kenya
www.thebig5constructeastafrika.com

Chicago Build Expo - Building & Construction Industry

28 - 29 October 2026
Chicago, USA
www.chicagobuildexpo.com

BAU China - Architecture, Materials, Systems

28 - 30 October 2026
Beijing, China
www.bauchina.com

Jakarta Surface Show

28 - 30 October 2026
Jakarta, Indonesia
www.jakartasurfaceshow.com

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List of Member Companies

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National Highway,
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Gujarat

ANTIEK VITRIFIED LLP

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Road 8-A National Highway
Morbi – Gujarat

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Road, Morbi - 363 642

ASIAN GRANITO INDIA LTD.

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Tal. Prantij - 383 120,
Sabarkantha, Gujarat

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Gujarat

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Road, Morbi - 363 642, Gujarat

CORAL GRANITO PVT. LTD

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Village, Morbi - 363 642,
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Mathura Road, New Delhi - 110 044

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Santa Cruz (West),
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Plot No.1229, Road No.60
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Morbi, Gujarat - 363 622

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Morbi - 363 642, Gujarat

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West Godavari District,
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Road, Opp. Ozzy Vitrified,
Morbi - 363 642, Gujarat

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SOMANY CERAMICS LTD.

P.O. Kassar - 125 407,
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Morbi - 363 642

SOUTH ASIAN CERAMIC TILES PVT. LTD.

Survey No.129E1, 130/A, 129E, 131/A2
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Mahabub Nagar - 509 202,
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