

# Maestro Bulletin

Edition 2  
Feb-2020



**SOMANY**

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**SOMANY**  
**DURAGRES**  
Timeless Elegance



Abhishek Somany  
MD, Somany Ceramics Ltd.



## FROM THE MD'S DESK

Dear Friends,

Brand Somany today is one the most preferred and sought after name in building material industry. Our motto remains to provide value to the customers through product inventions and range enrichment. It took us years of perseverance and hard work to be at this position where we stand tall at no. 13 amongst the worldwide manufacturers. Looking at the future of ceramic industry GVT is going to be our focus in future strategic decisions. Glazed vitrified tile under brand Duragres today has a strong foothold amongst the channel partners & consumer alike.

Our strength remains in flexibility and pace with which we adapt to the changing needs of the discerning customers. GVT owes its growth to the flexibility & ease with which we are making various sizes [\*ranging from largest sizes (1200X2400mm, 1200X1800mm, 1200X1200mm, 800X1600mm, 600X1200mm) to medium (800X800mm & 600X600mm) to smallest in 300X300mm & 148X148mm (Artista range) along with Planks in 196X1200mm & 300X1200mm wall & floor collection in 300X600mm sizes] & designs that can be developed in this category. The latest trends in design where consumers are gravitating towards traditional patterns, reminiscent of past glory & culture along with the benefits of modern make of tiles, can also be easily achieved in the GVT portfolio. So this winter we launched Moroccan tile collection in 600X600mm & 300X300mm, with a contemporary take. These tiles can, not only deck up your favorite patio or living room but can also be used in restaurants, villas, hotels.

To add on, we have also launched a latest invention "Germ Shield" technology in Duragres VC tiles which gives an added value to the consumer. The High quality of GVT coupled with VC Shield is the perfect choice for high traffic areas.

With the success of our Kalahasti plant, our exclusive GVT plant to cater to South, & our pan India star campaign "Zameen se Judey" led by brand ambassador Mr. Salman Khan, who is associated with us throughout 2020, we are confident that together we will rule the market and share many more success stories in times to come.



Dear Friends,

At the onset, I would like to express my appreciation for your undying spirits and efforts, clocking in substantial growth in last year which would have been extremely difficult without your considerable involvement and support. 2020 starts as a new chapter as we strive to outperform and also reflect on what we've accomplished, and the plans we have for the future.

With the vision of 'One Team One Somany', we stride ahead together to the best of our capacity in achieving our strategic goal and increasing our market share. All our revolutionary developments in strengthening Duragres have proved to be substantial, be it a new retail model or introducing new SKU's, all are helping us in getting an effective growth till now. Large-format tiles introduced lately, and all the new range of tiles added to Duragres portfolio makes our tiles collection more spectacular.

Somany is in a league of its own, so we are always competing with ourselves, continually enhancing all areas of operations. Despite the many initial challenges, with our state-of-the-art plant at Kalahasti, Andhra Pradesh (entirely dedicated to the production of GVT), we established a remarkable footprint, bestowing a bundle of opportunities

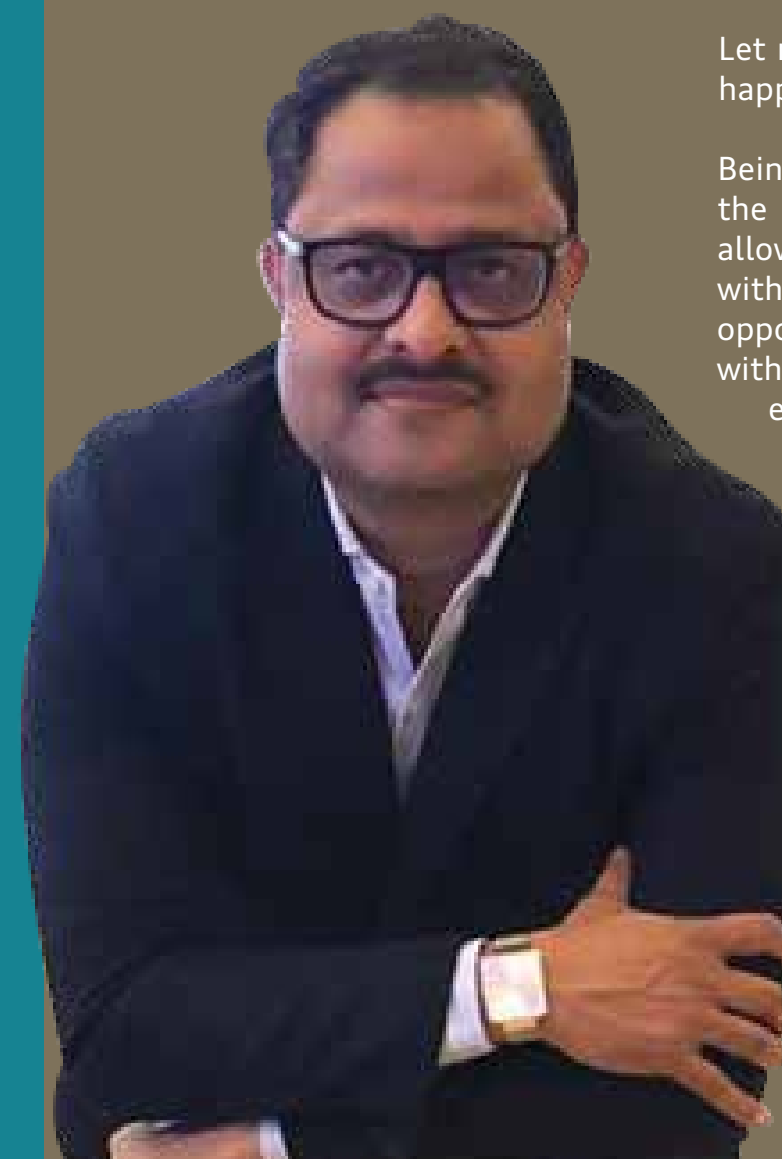
to channel partners as logistics have got better in southern areas. On the other hand, with the phenomenal growth, in terms of capacity, technological advancement and product portfolio, we should constantly focus to increase the length and breadth of the retail distribution. Another key aspect of perpetual growth is by focusing on B2B partners like architects, contractors, specifiers, etc.

With the increasing demand and changing trend in GVT, we plan to continue on a sustainable growth. I am sure, with all of your support, we are on the threshold of a brilliant future and will witness DURAGRES emerge as a brand to reckon with, through our innovative products, demand generation, and brand building activities.

Stay positive & make it happen!



Amit Sahai (President)  
Somany Ceramics Ltd.



Sujit Mohanty (Vice President)  
Somany Ceramics Ltd.

Dear Friends,

Let me begin by wishing everyone a happy, healthy and fruitful new year.

Being the first year of a new decade, the year 2020, metaphorically allows us to start the new decade with focusing on our goals and the opportunity to chase these goals with renewed enthusiasm. Also, I am ecstatic to see the 2<sup>nd</sup> edition of Duragres Bulletin and thus appreciate the efforts of marketing team for presenting the vital tool of communication as a part of our activities.

With new decade, new market challenges, we will continue to take decisive actions to strengthen our brand equity along with expanding our operations for a more robust distribution network without compromising on quality and customer satisfaction. Also,

to make Somany Duragres, the most preferred brand, we have always strived to increase focus on value added products and direct a perfect product mix. The company has been at the forefront in terms of sizes (whether it is the 148 x 148mm or 1200 x 2400mm), giving plethora of options. Our designs are unique in the industry coupled with a strong brand image that we have built over the years. A mega launch planned for next fiscal year with world-class products is all set to take Somany Duragres to the next level and make a revolutionary mark in the industry.

Our success is dictated by our hard work so, I am optimistic that we will always remain ahead of the curve and will surely accelerate our growth momentum by working on our core strengths. Last but not the least, it is important to recalibrate ourselves for the changing times and to move forward together as a team. When our core values and actions are in alignment, a thriving culture emerges.

Together, everyone achieves more!



# GLAZED VITRIFIED TILES gaining popularity in Indian market

मार्केट में हमारी बढ़ती लोकप्रियता

Starting as a hygiene product for 'utility areas', the tile has come a long way to be regarded as embellishments for the 'fashionable' spaces. Vitrified tiles are making a style statement from – clean and minimal to flashy and bold. These tiles have become the most desirable flooring solution for homes, offices and commercial space. Their excellent combination of strength, beauty, and endurance in high footfall areas make it the option that is most definitely recommended and chosen.

Rapid growth in the construction sector is one of the major factors driving the vitrified tiles market. Glazed vitrified tile has witnessed the highest growth in the past few years, owing to high durability and luxurious appearance. High-demand for residential and non-residential buildings has a significant impact on the demand for vitrified tiles, Increasing population, urbanization, and rising incomes

have increased the demand for the construction market in various regions. This has propelled rapid growth for the vitrified tiles market in India.

The high growth in the GVT category can be attributed to the vast range of sizes and designs, hence the versatility and ease of applications it entails. The variety of textures in stones, marble, cement, wood makes it an ideal substitute for natural stones and marble more economical and less maintenance. Also because of limitless design and possibility these tiles give you plenty of room to highlight or subdue the aspects as per your wish.

With lots of technological advancements in the production process, the market of Glazed Vitrified Tiles is likely to grow with a much higher rate in the coming years.



## What's Brand New

हमारी नयी पेशकश

DURAGRES



Tile Shown: Art Glass Warli - 148x148MM

artista  
COLLECTION

Size: 148x148mm

Duragres Artista is a unique pattern glass tiles. These tiles are beautifully designed to blend in any kind of home decor and colour combinations. Especially printed on glass with different finish, these extra shiny tiles flaunts an expensive, glossy look with an everlasting glitter.



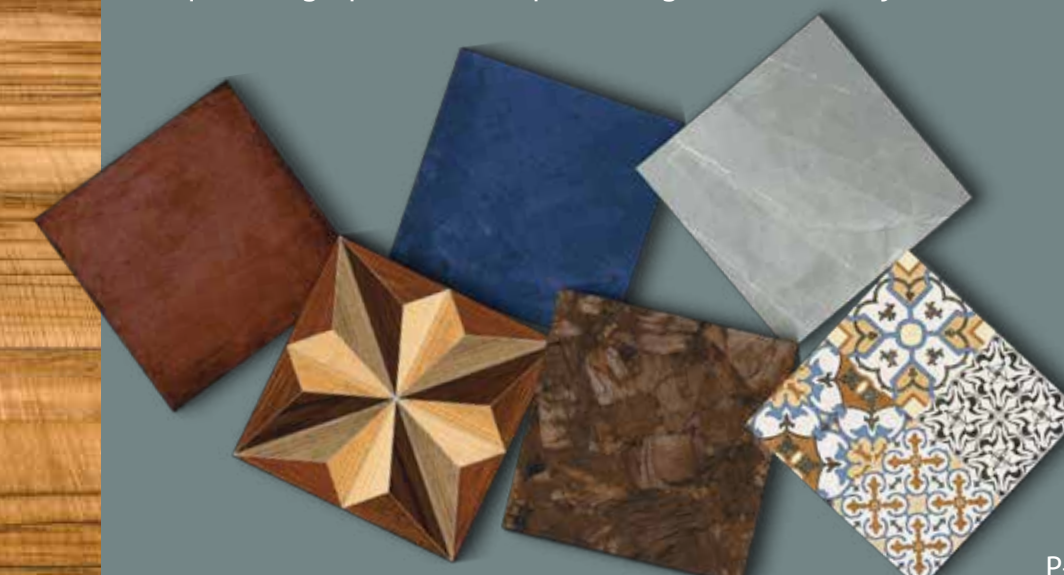
Tiles Shown: Vibe Oran Teak - 300x300MM,  
Bella Ascot Wood Teak - 300x1200MM

SLIM 8<sup>mm</sup>

Size: 300x300mm

Wow, your guests with Duragres Slim Tiles!

With an eye for beauty and a continuous quest for perfection, Somany brings to you Slim Tiles for embellishing your home. Add another dimension to your interiors with Duragres Slim 8 mm tiles that do a great job of dressing up your home with refinement and aesthetics. Durable and long-lasting, these tiles come in a great variety of designs and textures that look amazingly incredible. Make interesting color combinations and unique design patches to uplift the grandeur of any area.



# What's Brand New

हमारी नयी पेशकश

**stylos**  
LARGEST WALL TILES CONCEPT  
COLLECTION

Size: 600x1200mm

Our Stylos Collection gives an ecstatic perception of space along with contemporary touch. Offering 600x1200 mm dimension, this wall tile enables you to expand your boundaries of imagination and design with a wide color palette, stunning patterns, and impressive textures. Crafted with flair by employing state-of-the-art technologies, these tiles are highly durable in both form and function.

Make your expanse look fab!



Grande Stylos Arles Café Décor Fp



Grande Stylos Alpas Travertino Grey Light Fp



Grande Stylos Boreal Brown Décor Fp



Grande Stylos Creos Brown Fp



Grande Stylos Creos Grey Dark Fp



Grande Stylos Escorial Grey Decor Fp



Grande Stylos Marmoleum Brown Décor Fp



Grande Stylos Marmoleum Ocean Blue Décor Fp



Grande Stylos Boreal Beige Fp



Grande Stylos Creos Brown Décor Fp



Grande Stylos Loiren Calacatta Décor Fp



Grande Stylos Marmoleum Ocean Blue Dark Fp



Tiles Shown: Wall- Grande Stylos Creos Brown Décor Fp - 600x1200MM,  
Floor - Grande Stylos Creos Brown Fp - 600x1200MM

# What's Brand New

हमारी नयी पेशकश

**VALOR**  
COLLECTION

Size: 600x600mm, 600x1200mm, 800x1600mm

From the most striking to subtlest, our tiles are a tribute to exquisite craftsmanship. Detailed with perfection, each tile is a combination of technical brilliance and splendid designs. Check out an extensive range of colors, textures, and designs through our Valor Collection that will help you turn your dream home into a reality. These tiles are an absolute epitome of strength and durability.

Enliven your space with our Valor Collection!



Enorme Valor Antique Crema Fp



Enorme Valor Bottichino Brown Fp



Enorme Valor Breccia Dorata Fp



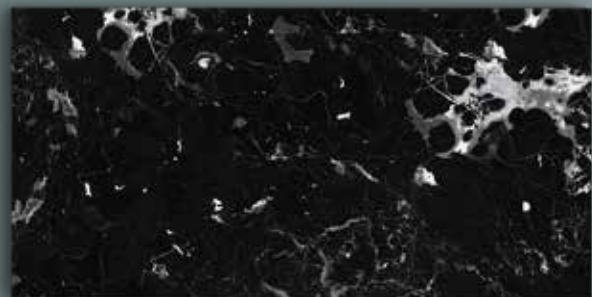
Enorme Valor Breccia Grey Fp



Enorme Valor Segesta Gold Fp



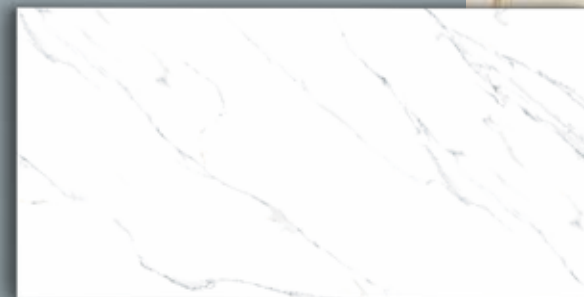
Enorme Valor Diano Beige Fp



Enorme Valor Lucido Portoro Black



Enorme Valor Onyx Mint Fp



Enorme Valor Calcatta Fp



Grande Valor Dumo Blue Light Fp



Grande Valor Encina Brown Fp



Grande Valor Dumo Blue Dark Fp



DURAGRES

Tiles Shown Wall & Floor: Enorme Valor Vegas Gold Mirror A FP - 800x1600MM,  
Enorme Valor Vegas Gold Mirror B FP - 800x1600MM

# Star Product of The Season

सीजन का स्टार प्रोडक्ट

MOROCCAN  
*Beauty*

Size: 600x600mm

Moroccan tiles have a mix of decorative patterns, geometric designs, and efflorescent motifs are perfect for bringing floor space to life. These tiles can be used in homes, commercial spaces like cafes, malls, hotels etc. for both walls and floors.



Moroccan Tiznit Bianco



Moroccan Idris Grey



Moroccan Trident Fusion



Moroccan Concord Blue



Moroccan Martil Fusion



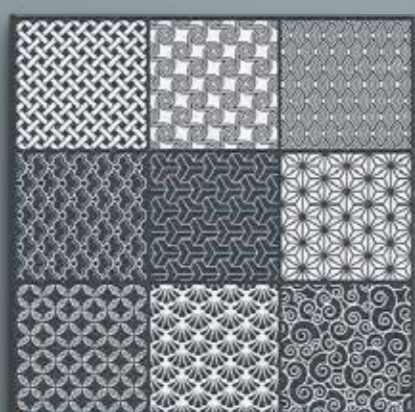
Moroccan Aleah Fusion



Moroccan Cadin Fusion



Moroccan Vintage Blue



Moroccan Insolito Nero



Tile Shown Wall & Floor: Moroccan Aleah Fusion - 600x600MM



Tile Shown: Moroccan Martil Fusion - 600x600MM



Tile Shown: Moroccan Vintage Blue - 600x600MM

# What's Brand New

हमारी नयी पेशकश

## Orna Matté

COLLECTION

Size: 300x600mm

The Ornamatté collection features light as well as dark coloured textures tiles which can be combined with highlighters to create a refined and elegant look for your bathrooms. Adding highlighters can bring out the contrast in the room, making them stand out while adding a dash of style and spirit in your walls.



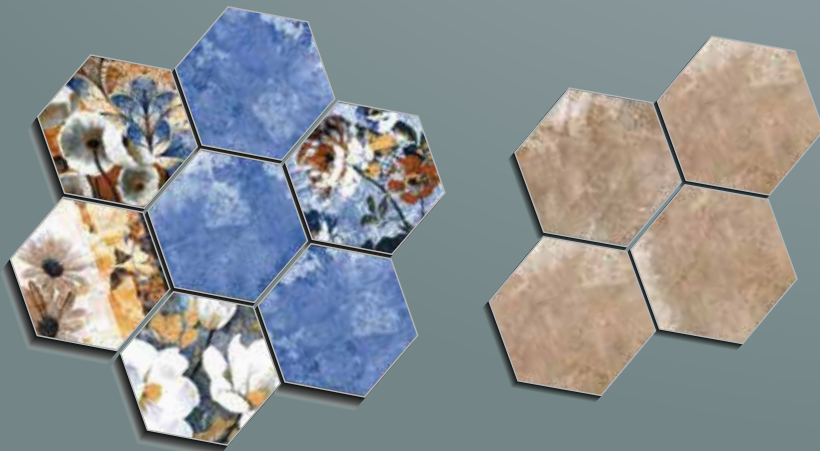
Tiles Shown: Vivo Orna Clovis Decor 01 - 300x600MM,  
Vivo Orna Clovis - 300x600MM

## hexagonz

Size: 300x300mm

Style isn't just a statement. It is what you are!

With one touch of nature, it makes every object unravel its beauty. Somany Hexagonal Trendz has natural elements well blended with the sophistication that will chart new horizons. A design so unique that gives elegance a whole new meaning.



Tiles Shown: Grazie Decor - 300x300MM, Grazie Bronze - 300x300MM,  
Grazie Natural - 300x300MM, Grazie Bianco - 300x300MM

# A Step Closer to You

**DURAGRES LOUNGE**  
THE PREMIUM TILES STORE

अब एक कदम और पास

Our presence continues to expand with the recent openings of the exclusive store "Somany Duragres Lounge" at Begusarai, Muzaffarpur, and Tinsukia. The aim is to strengthen the distribution network and be present as close to the customer as possible to service them.



BEGUSARAI- BIHAR

MUZAFFARPUR

TINSUKIA

# Where We Were Seen

हम कहाँ देखे गए

Brand Duragres was advertised across all leading architecture & interior décor related magazines with premium lifestyle images along with our brand ambassador Salman Khan to be on top of mind of consumers in his purchase journey.



# We Are The Talk of The Town

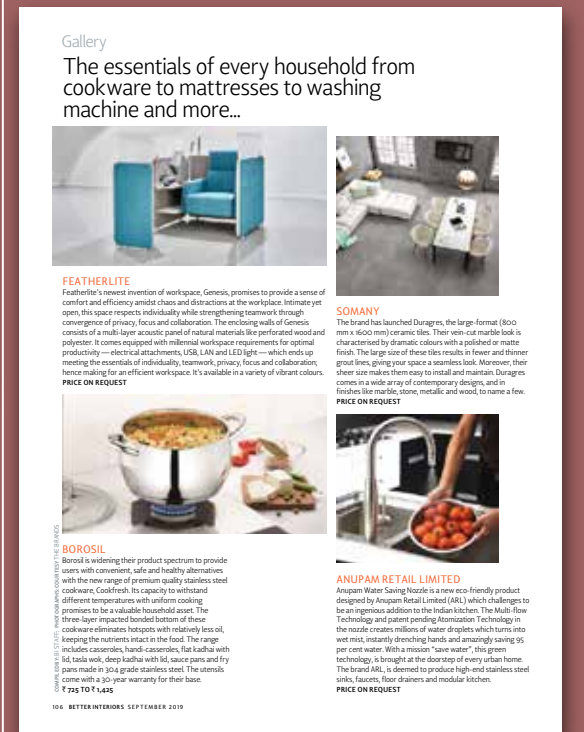
DURAGRES

चर्चा अब हर जुबान पर

Somany Duragres has been extensively covered in various publications including general interest, interiors, architectural and décor magazines, This has helped in augmenting market share and strengthening its brand equity.



**LARGER THAN LIFE**  
Duragres Max is a series of large tiles from Somany Ceramics that takes the idea of opulence to the next level. Crafted to absolute perfection, this range of large-format glazed tiles is a part of the brand's luxury collection and is made to the highest standard of quality accepted at the international level. Available in different sizes, the 'Max 120 Antique Europa Brown' tiles come in sizes as big as 2,400 by 1,200 millimetres. The innovative new range is as versatile as it is stunning and suits a host of spaces, both internal and external, including homes, villas, offices, hospitals and commercial buildings. (somanyceramics.com)



# Key To Success Catalogue & Handy

कामयाबी की तैयारी



Duragres catalogues with attractive designs, planned layouts, alluring ambience enables our trade partners to step up their game. Our catalogues comprise just one of dozens of touch points throughout users journey, providing a unique experience that connects them to the brand.

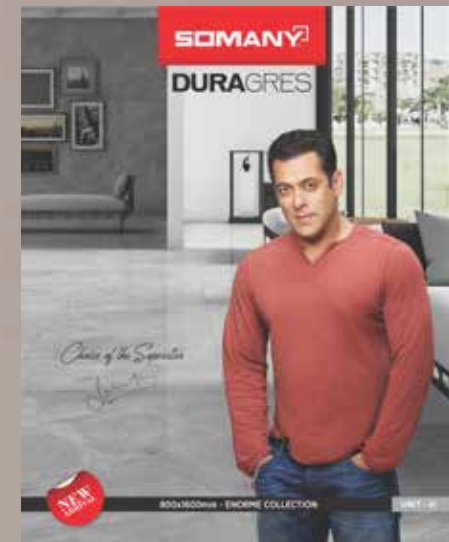
**CLARO**  
COLLECTION



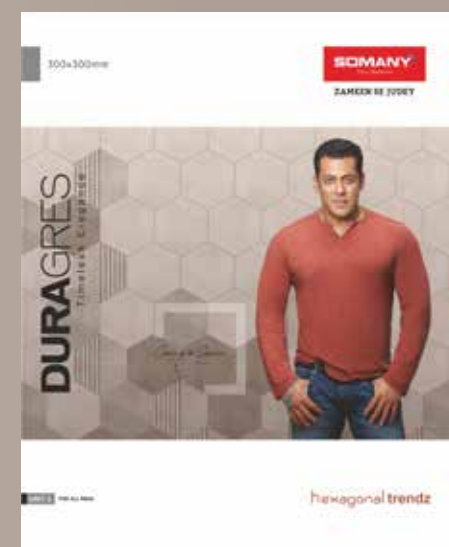
300x600MM Wall Cladding



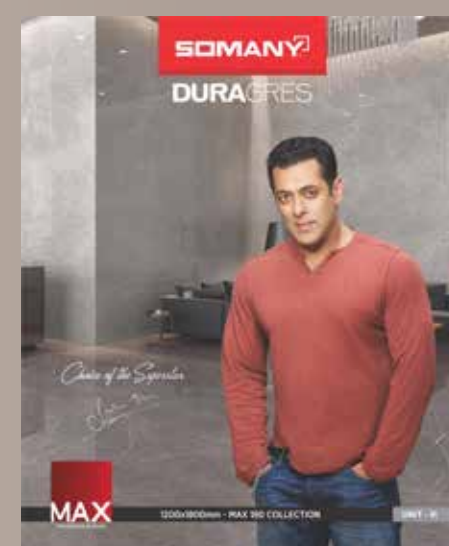
800x1600  
MM



300x300  
MM



1200x1800  
MM



**SLIM 5**  
MM



600x1200MM



**DURAGRES**

These handy are an effective tool to showcase our product effectively, the ease and flexibility of use, combined with its quality information and presentation enables handy to establish company reputation and assuredly convey the brand image.

# Always Hit On The Show

## बातें और मुलाकातें

Engaging with influencers and trade is the most important thing to keep the brand going, the architect, mason and dealer meets and other events and exhibitions at the various cities helped the company to position itself as a trailblazer in the industry.

### Somany Gathbandhan – Noida COCO



### Architect Meet – Chandigarh COCO



### Architect Meet – Worli COCO



### IHB Meet - Surat



### Soft Launch Duragres Max 1200x1800MM - Worli COCO



### Duragres Architect Meet - Trivandrum



### Mason Meet - Kayamkulam



# Always Hit On The Show

## बातें और मुलाकातें

### Success of Tirupati Plant - Bengaluru

- ▶ Celebrating the success of South Plant at Tirupati
- ▶ Showcasing our new range of Enorme Series 800x1600MM



### Unplugged Dealer Meet - Kassar

- ▶ Showcasing our Stylos & Valor Collections
- ▶ Our brand ambassador birthday celebration.



### Duragres Business Meet - Kolkata

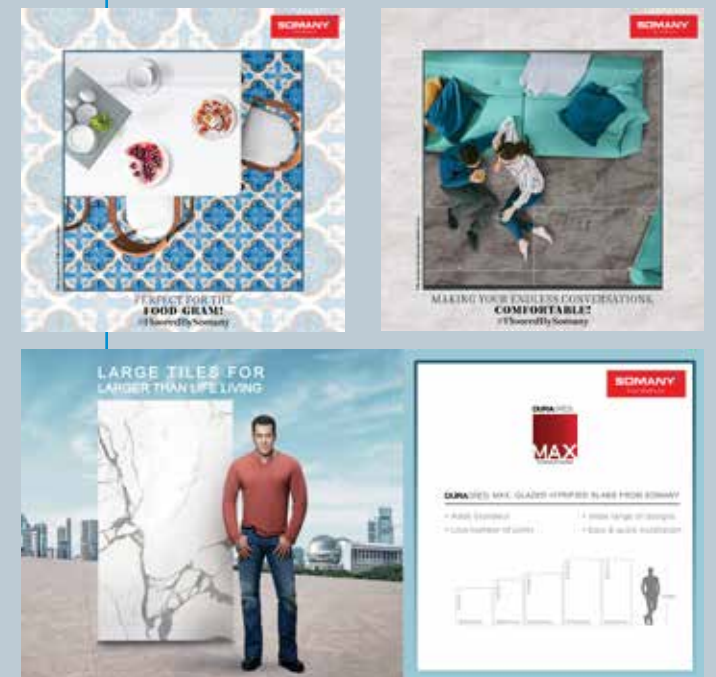
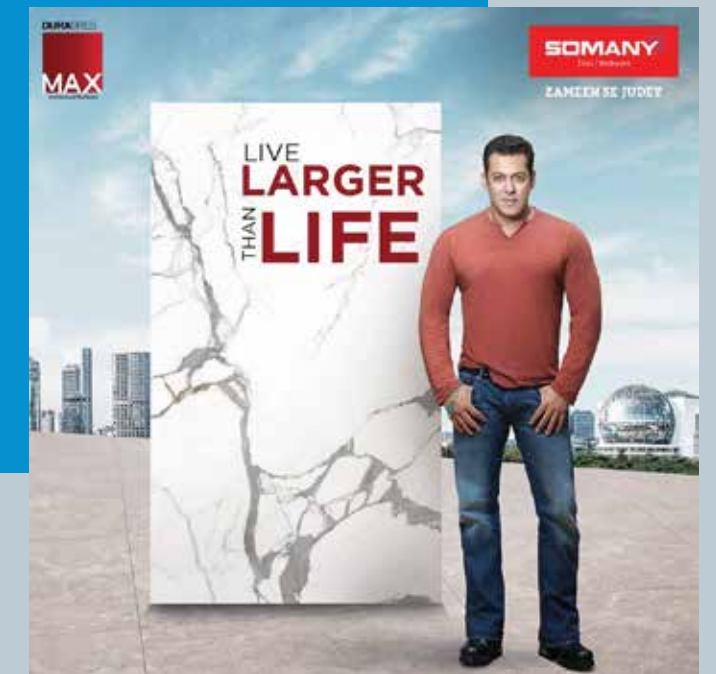
- ▶ Showcasing our Stylos & Valor Collections.



### Dealer Branding



### Digital Media



### Hoarding



### Wall Painting



## Galaxy of stars come together - The "Star Reward Circle by DURAGRES"

We recognize each and everyone's contribution to the company's goals and thus set out the peerless 'Recognitions and Rewards' program as an expression of gratitude. Star Reward Circle, an open platform wherein any dealer can be a part of this club by attaining the relative numbers. Based on the performances, the members are categorized into Club 0.01 Million, Club 0.02 Million and Club 0.05 Million, who are rewarded with the tangible and non-tangible benefits.

### 0.1 MILLION CIRCLE GROUP

PARMOD TRADING CO.	NIRMANGHAR TRADERS PVT. LTD	LAKSHMI CERAAMICS
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### 0.05 MILLION CIRCLE GROUP

YASHAS CERAMICS	PEE KAY GROUP	SHRI SHYAM TRADING CORP.
JAY TRADERS	SBS TILE INCORPORATION	SANDEEP SANITATION
KUMARA SWAMY TILES PLAZA	RELIABLE CERAMICS	SWATI MARBLE IND P LTD
AGARWAL MARBLE HOUSE	ABC MERCANTILE GROUP ( INDIA) PVT LTD	VARSIDHI ENTERPRISES PVT LTD
SHREE SWASTIK TRADERS	SASTHA CERAMICS	

### 0.02 MILLION CIRCLE GROUP

DIGITAL MARKETING	NALANDA C.P. CERAMICS PVT LTD	JYOTI MARBLES
N S TILES AND SANITARY	UDAIPUR MARBLE	CEE PEE MARBLES & GRANITES
SIDDHESWARY SANITARY WARES	MEENAKSHI BUILD WORLD	VISSU VIRGINCAR & SONS
PAWAN TILES & SANITARY	VARIETY MARBLES	MARBLE HOUSE PATNA
KAMAKHYA ENTERPRISES	KATTA CERAMICS	VINAYAK TRADERS
NANAJI ENTERPRISES	DAGA MARKETING P. LTD	MAI IMPEX PVT LTD
SINGLA & SONS	TIRUPATI BALAJI BUILDERS PRIVATE LTD	SHREE SWASTIK GRANITES & PLYWOOD
NEW RAJASTHANI MARBLES	HARYANA MARBLE	SIGNATURE LIFESTYLES PVT. LTD.
SANICO ENTERPRISE PVT LTD	CERAMIC ART	SHREE BALA JI TRADERS
PATHIYARA BUILDWARE	CITY CENTRE	H K ENTERPRISES
SARTHAK ENTERPRISES	KAILAS MARBLE	SINGHAL GRANITE HOUSE
DEVAKI CERAMICS	ANAND BUILDWAY P LTD	

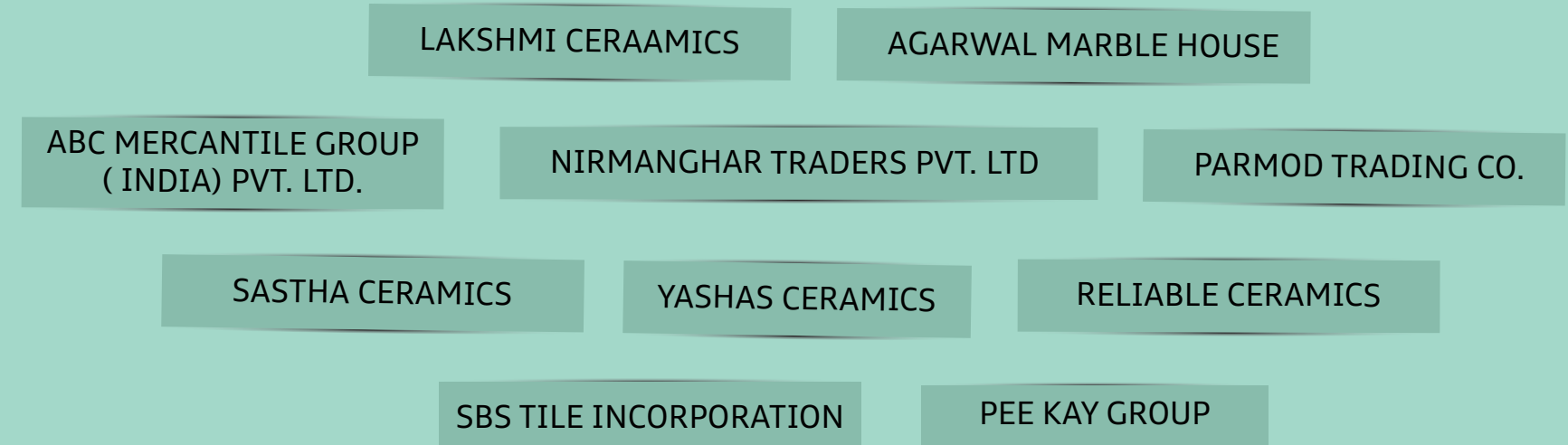
# Top 10 Dealers

Duragres congratulates the top 10 performing dealers in india

## Dream Bigger to Achieve Bigger

These are 10 'Leading Dealers' of Duragres who proved that, 'Success is where hard work and commitment meet'. The achievers are not chosen only on the grounds of sales but based on the quality of product sales. Also the below point chart defines the same and points have been calculated by giving 50% weightage of sq. mtrs. sales and 50% weightage of the points/sqm (as written in the chart).

## TOP 10 DEALER



## TRADE REWARD PROGRAM

### Points Chart

DRIVING BRAND	SIZE	POINTS PER SQM		
		PREMIUM	STANDARD	COMMERCIAL
ENTRY LINE	300 X 300 MM	1.2	0.5	0.5
	300 X 600 MM	1.2	0.5	0.5
	600 X 600 MM	1	0.6	0.6
	400 X 800 MM	1.2	0.6	0.6
	800 X 800 MM	1.4	0.7	0.7
PREMIUM LINE	600 X 1200 MM	2	1.2	1.2
	800 X 1200 MM	2	1.2	1.2
PLANKS LINE	800 X 1600 MM	2.5	1.4	1.4
	145 X 600 MM	3	1.5	1.5
	196 X 1200 MM	4	2	2
TESORO LINE	300 X 1200 MM	4	2	2
	600 X 600 MM	2	1.5	1.5
	600 X 1200 MM	3	1.5	1.5
MAX LINE	800 X 800 MM	3	1.5	1.5
	1200 X 1200 MM	4	2.5	3
	1200 X 1800 MM	5	3	3
	1200 X 2400 MM	5	3	3
STEPS LINE	800 X 2400 MM	5	3	3
	296 X 1200 MM	6	5	4
ARTISTA LINE	ALL ACCESSORIES	10	7	5

\* The ranking & final point calculation has been done by giving 50% weightage of sq. mtrs. sales & 50% weightage of the above written points/sqm.