

DURAGRES Times

The Max Launch

Introducing
Valor Series



SOMANY

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SOMANY

The New GVT Plant

State of the
Art Showrooms

Volume 1 | 2019

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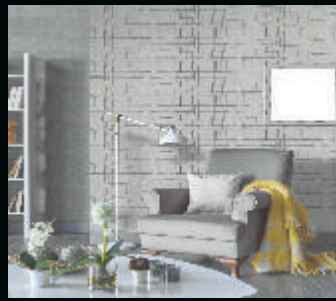
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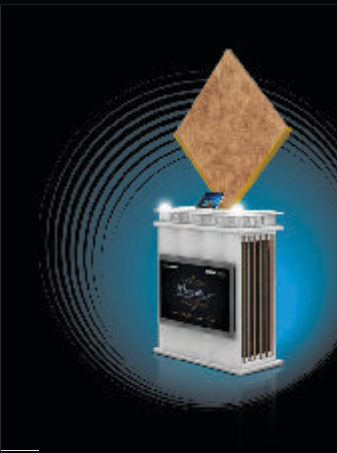
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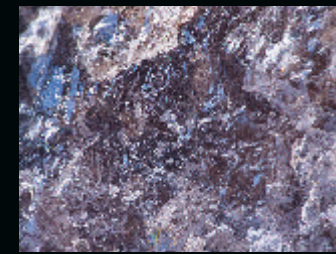
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Welcome to our beginning!

It is a great pleasure for us to embark on a new journey, to present you all, with the premier edition of 'Duragres Times'. From MD's enlightened 'piece of information' to new inclusions in the 'Duragres family', from innovations to implementations - the Duragres Times conveys all vital info pertaining to the brand. Whether you turn the pages for awareness, inspiration, or with the aim to just go through, this newsletter will certainly serve you with the informed particulars. A glimpse of news & events, brand new products, designs & textures, inventions and innovations, each section showcases the brand's deep-rooted value. Know us better with Duragres Times.

Editorial

BUILDING BRANDS IN THE MIND!



Driven by pioneering spirit, SOMANY's foremost goal is to enhance brand prominence and be the most preferred brand for its consumers and influencers. We have always made efforts to expand the horizon by investing in quality & innovative marketing to make Somany the most pronounced brand.

'Duragres' has always offered an unrivalled

level of refinement and individuality that contributed to the unique character of the best interiors. We have always updated the 'Duragres' portfolio with latest design innovations and functional solutions. To name few, Solido Series, MAX, Duraslim are definitely capable of triggering sophistication and embellishing the space, which becomes a true retreat in the internal and external settings.

At this year "Maestro of Design" event, we exhibited the company's expertise and showcased a substantial portfolio of large format tiles. The innovative product displays and new showrooms, will definitely strengthen our footprints across the country.

The question that we have been continually working on "How does one reach to a much larger community & consistently growing design discerning & brand conscious consumers", finds its way in various forms.

Leaving a prominent trail through artistic innovations and inventions.

All product developments and communications are backed by a robust marketing strategy including TVC campaign, aggressive print media plan, airports, local exhibition, trade activations etc. These are just some of the ingredients and values that make us a winner and from its outset & have helped us reap amazing success in the market.

In this issue, we take you straight into the phenomenal world of Duragres tiles, the newsletter which features MD's key insight, latest products, designs & textures, news & events, innovations & inventions, aspirations and achievements.

So here presenting to you, your dose of fascinating read material. Happy Reading!!

Charu Malhotra
GM, Somany Ceramics Ltd.



Somany Ceramics, today is a formidable brand in the industry. Committed to delivering 'design excellence' and creating 'unique experiences', we are a pioneer in the home decor industry, giving way to 'awe-inspiring' spaces. As we advance together with a unified vision and dynamism, let's look at the attainments and some important areas to consider with the aspiration to take determined actions and gain some positive insights.

To make SOMANY the most preferred brand, we have always strived to increase focus on value added products and direct the perfect product mix. The company has been at the forefront in terms of sizes, designs & finishes, giving a plethora of options. Our designs are supreme in the industry (recognized by the dealer community) coupled with a strong brand equity that we have built over the years. We have succeeded in carving a niche by adding a wide range of products to meet the demands of luxury and comfort at the same time.

To fortify our Duragres portfolio, we introduced wide range of new products and sizes, while updating existing sizes with regular line extensions - extended our range of Patented VC Shield tiles, strengthened the GVT portfolio with launch of Duragres Max (the large format tiles) and Precious Series (the limited-edition decorative tiles). Also, a robust marketing strategy was followed, this year, to magnify our

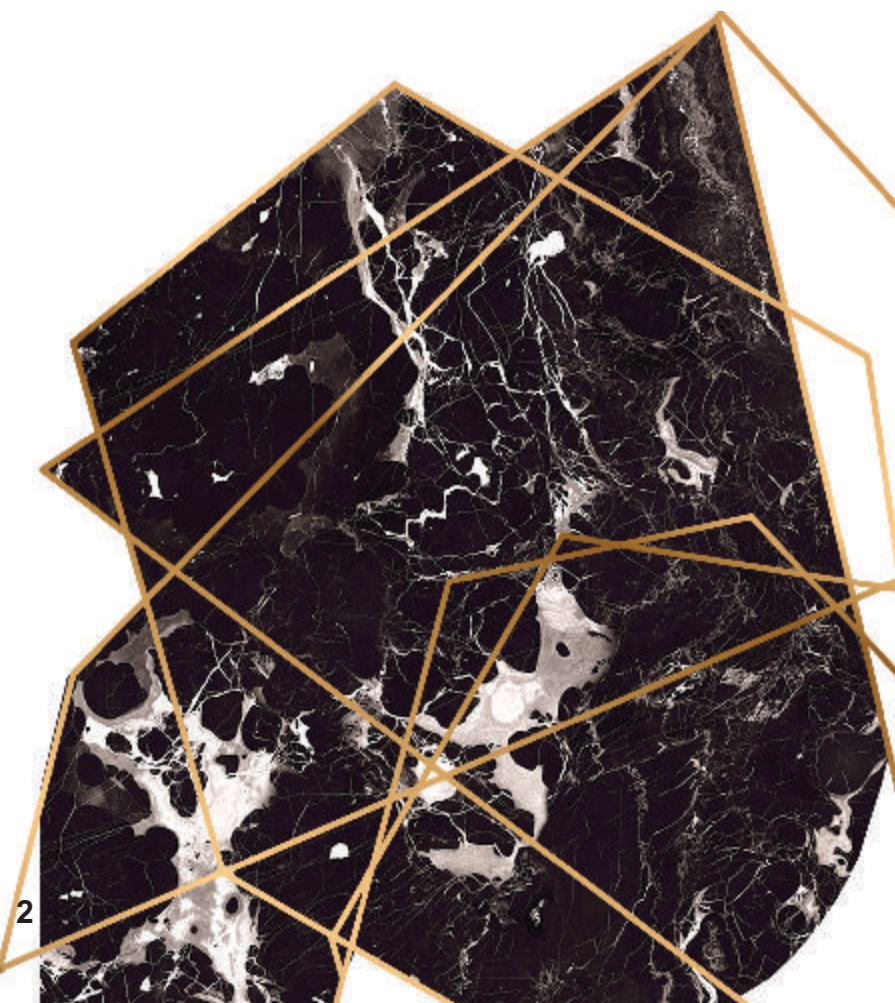
Introducing wide range of New Products & Sizes

visibility and outreach our consumers using multiple media such as TV, Print, Digital, Outdoor, Exhibitions, Retail showrooms complimented with an upgraded Website.

On the other hand, our new concept-based showrooms, innovative product array & unique display at leading counters were major gain points this year. Combing both the production and sales development we are optimistic towards achieving our target and growth. We also believe the improved macro changes in country such as GST and other regulatory policies, will be favourable for us and will provide better opportunities for both market & us to grow.

Changes call for innovation, and innovation leads to progress. Our new state-of-the-art GVT plant at Sri Kalahasti, Tirupati - Andhra Pradesh is pivotal in the company growth. Not only it helps in upscaling our production capabilities, but is also helping us improve the company's position in lower parts of the country. Thus, it is instrumental in encashing the vast opportunities of rapidly growing southern market.

Abhishek Somany
MD, Somany Ceramics Ltd.





“Great minds come together and create a bigger picture.”

partners to generate secondary sales for eventually boosting our sales turnover.

The breakthrough inventions and innovations have made SOMANY a 'trailblazer' in the industry. A wide range of new products and sizes were introduced to the GVT portfolio. The addition of new sizes like 600x1200mm, 300x600mm etc. in the 'Duragres' family is an absolute blend of strength, durability and style. Also, with pioneering designs and advanced features, the cutting-edge factory at Kalahasti, Andhra Pradesh will have an exclusive production of Duragres (GVT).

I would like to conclude by saying, we can surely accelerate our growth momentum by focusing on our core strengths, given the fact strong winds of change are blowing over our nation and I am sure we are on the threshold of a brilliant future.

Here we are always of view in creating the environment of togetherness and sharing, and hoping that you all will continue sharing your suggestions and feedback to enable us to create new success stories.

Best Regards,
Amit Sahai
President, Somany Ceramics Ltd.

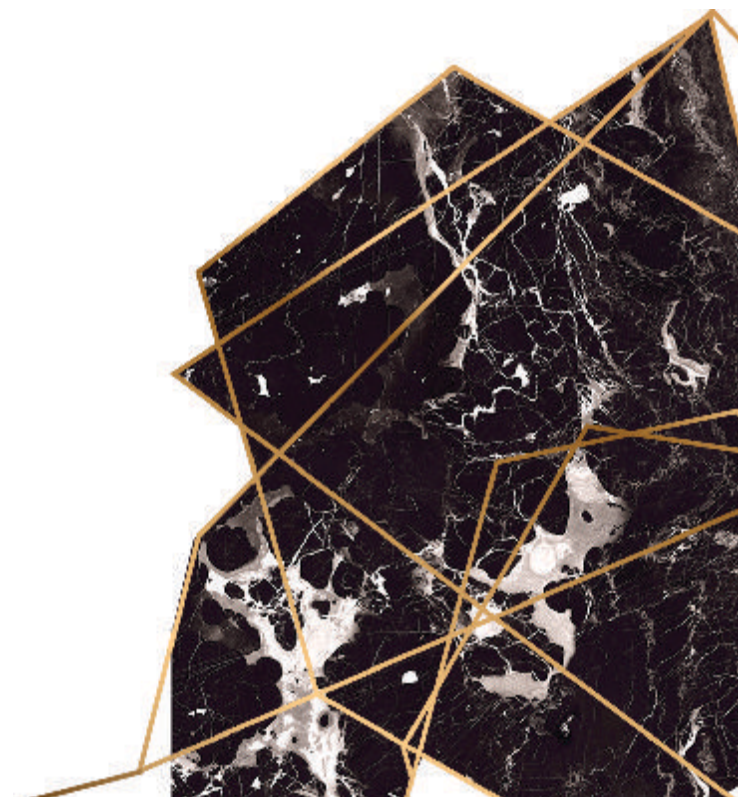
Dear Colleagues & Friends,

I wish all of you a very happy and rewarding New Year and that we continue to augment upon the successes of last quarter.

At the outset, I especially congratulate the marketing team for their dedicated efforts to nurture the invaluable tool of communication - Duragres Times, into an indispensable part of our life. Their boundless energy and diligence have helped the newsletter to attain an enviable position, and it does inform all you ardent readers about the latest developments within the organisation.

For this issue, I would take this opportunity to talk about few key points that will play a stellar role in the company's growth story.

First & foremost, the vision of 'One Team One Somany' has to be sworn by entire Somany Parivar members very sincerely for strengthening and nurturing our relationship. Secondly, we should always be focused on market hygiene, as an increased credit period certainly hampers the financial health at both ends - between dealer & customers and the company & dealer. So let's aim at managing this chain better and streamline payments. Thirdly, our passionate sales team should help the channel



Pronounced artisan heritage, use of latest technology & standard materials, everlasting research and constant evolution, are the values that differentiate Somany Ceramics. We have always curated detailed masterpieces offering high-end luxurious interior solutions. Thus, Somany Duragres aided by exclusive designs, embodies interiors rooted in originality, grandeur

and modernism.

To strengthen our position, we have introduced contemporary products and chalked out various initiatives to fuel growth. Each inclusion (Max, Allure Series, Solido Series, Duraslim and Stylos Series) in the Duragres portfolio evokes a sense of style and glamour, which will definitely imbue any home with effortless elegance. All our developments in strengthening the Duragres proved to be substantial,

Evoking a Sense of Style & Glamour

be it new retail model or introducing new SKU's, all helped us in getting an effective growth till now. Talking about figures, we have achieved a growth of 32% in Q3 and expecting a growth of 30% in Q4.

The imminent factory at Sri Kalahasti, Andhra Pradesh, an exclusive production line of GVT tiles with cutting-edge designs that certainly meets up with the evolving needs of South India market. From innovative product displays of our precious tiles to the new factory at Andhra Pradesh, each innovation of us is setting a new benchmark in the industry.

As we move forward with the commitment to experiment and constantly strive to create and develop products of the highest quality, technology & design. We envision Duragres to become a brand to reckon within the Indian ceramic industry.

Sujit Mohanty
Business Head, Duragres.

Design & Technology



Last year 2018-19, was exciting and eventful year for SOMANY Duragres. We got opportunity to work with various new tiles, different materials and applications. We offered variety of options that made customer feel free and creative. These creative products are aimed at warming up living spaces and also to provide functional solutions.

This was the year when we launched large format

tiles, i.e. our MAX collection with sizes like 1200x2400mm, 800x1600mm, 800x2400mm and 1200x1200mm. It totally revolutionised the market. The entire thinking about tiles and its usages/application saw a sea change.

Another major development was in terms of new material/ink like metallic, glossy, matt & carving ink. These not only gave tools to go more creative but

also brought us closer to nature.

Introduction of glue & grainilla technology enabled us to make products with third firing effect which could be possible online resulting in reduction in prices and increase in production efficiency.

Our products became more environment friendly with renewed focus towards wood planks in size 200x1200mm & 300x1200mm being made with press and in a separate plant with new technology.

When it came to exterior and wall claddings, we introduced products with depth upto 4mm-5mm, making it a true replica of natural stones.

In the retrospect it was quite fulfilling and satisfying year, when not only technology evolved but also our understanding of customer could make it possible to offer best solution.

In this dynamic market with the tools in our hand, we foresee a plethora of opportunities in future where creativity and innovation will be the true winner.

Sanjeev Ranjan
A.V.P. Design & Technology



GLAZED VITRIFIED TILES

Tiles for Every Style

Tiles as we traditionally knew are not mere white bathroom or kitchen tiles that have been installed to avoid seepage or oil and dirt accumulation. Tiles today have taken dramatic shift from ceramic & ceramic glazed tile to Glazed Vitrified Tiles also known as porcelain tiles to industry and country).



Why GVT ?

- Wide range of textures such as Wood, Stone, Metallic & Marble etc.
- Thanks to high strength, abrasion resistance & moisture resistance, it has wide range of applications
- Applicable for both wall & floor
- Long lasting and highly durable
- Glazed vitrified tiles are scratch and stain resistance
- Glazed vitrified tiles are easy to lay and maintain

Great masters deserve great celebrations!!



Maestro of Design by Duragres, the industry's most definitive design meet and the largest congregation of creative minds and design luminaries for discussing the emerging trends and sharing insights in glazed vitrified category.

The Second Edition of "Maestro" happened in **TAJ Bangalore** and Like wise every year, we launched MAX as a new edition to Duragres family.



Stylos Soft Launches





Adding to the existing range of floor & wall tiles

Somany Ceramics introduced Duragres Max, larger than life tiles that takes grandeur to the next level. Crafted to perfection, this exquisite range of large format glazed tiles is a part of Somany's Luxury collection imbued with highest standards of parameters accepted at international level. Available in different sizes, the tile comes in a size as big as 1200x2400mm. This innovative range of tiles suits a myriad of applications, both internal and external of home, villas, offices, hospitals and commercial buildings.



Allure Series



Duragres launched another marble finished product range called Duragres Allure, a tile which revamps the customary norms into something winsome and something unique. A marble tile known for lending beautiful sparkle to whatever expanse it's incorporated into, qualifying all the standards of GVT (Glazed Vitrified Tiles) with size 600x1200mm.



Introducing Stylos Series



Somany Duragres Launches its another benchmark i.e. Duragres Stylos. The first ever big size (600x1200mm) concept based wall tiles to give your walls an inspiring look.



Solido Series



The solid matt finish tile by Somany Duragres is an unparalleled choice for those wishing to create their home space with elegance. Available in size 600x600mm with solid colors like black, white, chocolate etc. will surely transform your space into a soothing one.

Duraslim 300x600

Presenting Slim8mm 300x600mm Glazed Vitrified Tile with 8mm thickness, the sleek tile! These tiles are result of perfect mix of imagination, perseverance and finesse enabling us to present to you yet again innovation from the house of SOMANY.



Introducing VALOR Collection



The bold and timeless tiles to create a cool and calming ambience. Give your home a rich and grand look with these tiles that are as big as Marble Slabs of 600x1200mm and are best suited for walls and floors.

Innovative Product Display

Precious placement for precious tiles. One of a kind tile display unit that enhances the product attractiveness & lets customer touch and have feel of it. While LED screen showcases the varieties & features of the Precious Tile Collection.



20 units have been processed so far at different dealerships across the country.

Kamakhya Enterprise, Bihar



City Marble, Nepal



OTHER SHOWROOMS IN PIPELINE

- Nalanda C.P. Ceramics Pvt. Ltd., Bihar
- D.K Enterprises, Bihar
- Sastha Ceramics, Chennai
- Siddharth Tiles, Vijaywada
- Devki Ceramics, Pondicherry
- Pee Kay Tiles, Kerala
- Shree Swastik Traders, Kathmandu





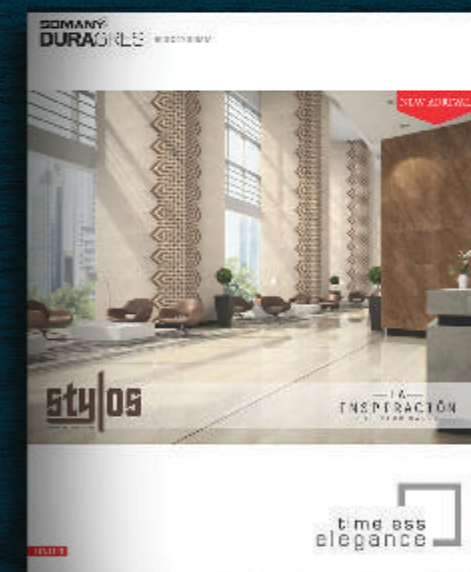
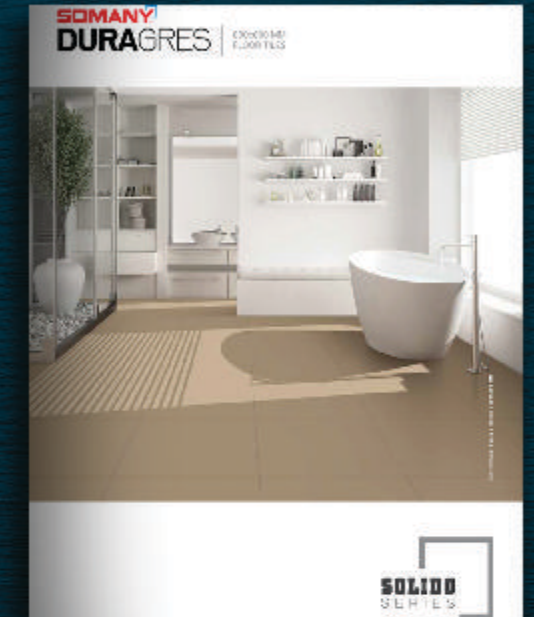
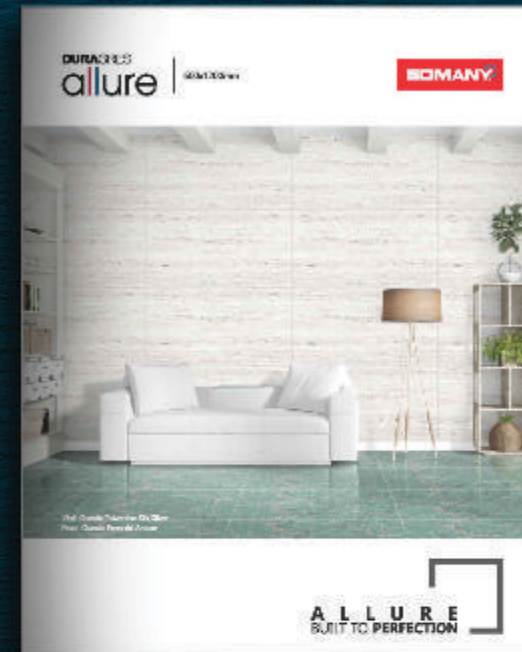
State-of-the-art Factory

Somany, the house of premium & unmatched quality tiles has launched another state-of-the-art manufacturing facility at Kaalhasti, Andhra Pradesh. With innovative designs & extraordinary features, the unit has exclusive production of DURAGRES (GVT) estimating about 36 Lacs square metres per year.

This strategic move allows faster delivery, better coordination and convenience to all our associates in Southern India.

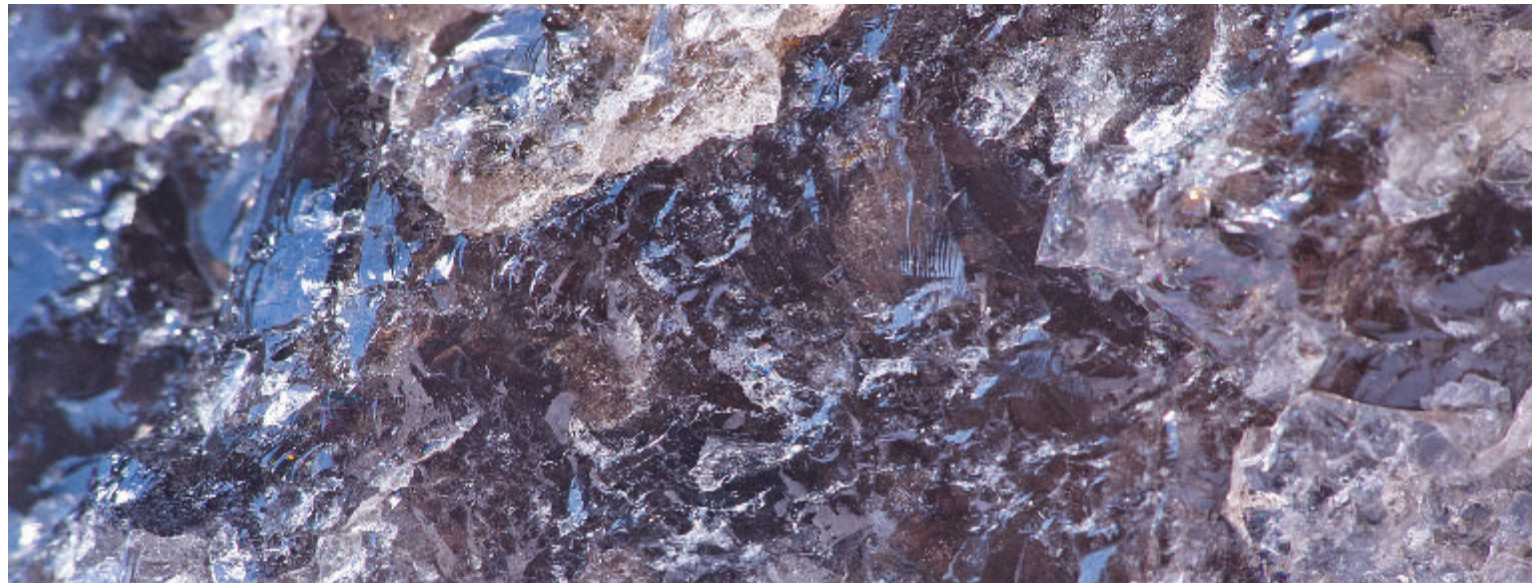
GVT Display @ Top Counters





Scan to Download E-Catalogues

All New Lapato



Lapato is an Italian word for semi polished/honed which comes in two depths. One level is normally shiny and reflects light, the other level is matt or even coarse by feel. This makes for a tile that reflects both light with some anti-slip properties.

Available in: 800x800, 600x600, 600x1200, 300x600 & 400x800mm

Other Textures

STONE

— PERFECT ALTERNATIVE TO NATURAL STONES —

A perfect mix of rustic finish tiles with contemporary designs that gives the collection an elegant look. Achieved through high definition relief for authentic stone finishes and natural effects marble, granite, slate & more exotic stones, this texture represents a wide range of tiles resembling stones. Besides "Stone Texture" can be termed as eco-friendly tiles since it is perfect alternative to natural stones and emphasizes on conserving the environment by avoiding the use of natural resources.

Available in : 800x1200, 600x1200, 800x800, 600x600, 400x800 & 300x600mm



WOOD

— GET FLOORED BY NATURE —

A perfect wood look texture option for your space that's durable and versatile, comes in variety of variants, colors, and realistic shapes. It can be installed in high moisture areas and can withstand in high footfall areas. Paired with bright coloured accents, a light coloured wood look tile is the classic choice for accentuating your home's interior onto deck, patio & porch.

Available in : 196x1200, 148x600, 600x600 & 600x1200mm



GLOSSY

— EXPERIENCE THE LUXURY OF GLOSS —

Texture that creates a depth in the tile surface and gives it a completely unique and stunning appearance. High gloss finish reflects light and propagates a sense of wide and open area. Glossy textures from Somany live up to the above statement and are increasingly being sought to define the ambience of living spaces, not just in homes but also in office, hotels, commercial complexes and the likes. It fashionably blends the style with everyday usage conditions and transforms walls into well-designed backdrops.

Available in: 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600, 148x600, 190x1200mm



MATTE

— DISCOVER A SUBTLE TREND —

While gloss textures are often bold and vibrant, matte textures offer the opposite effect - a soft, muted hue that adds depth and character to any décor & perfect for creating a calm and soothing space. This texture is not just uniquely beautiful, but it is also easy to maintain and great for hiding small scratches & dirt. This matte finish has a continuous pattern which flows across the surface of all units and reflects a congruous look with an undeniable elegance.

Available in : 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600mm



SUGARHONEY

— GET READY TO BE DAZZLED —

Somany Ceramics entered into the luxury design market in an astounding way by creating Sugarhoney textures in the ceramics. These crystal look-alike encrusted tiles are fast becoming one of the hottest new trends in high end home décor. The speciality tiles come in different forms, colours, surfaces, motifs and textures which are all decorated with glittering look-alike crystals. With so many designs to choose from, you'll be limited only by your imagination.

Available in: 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600mm

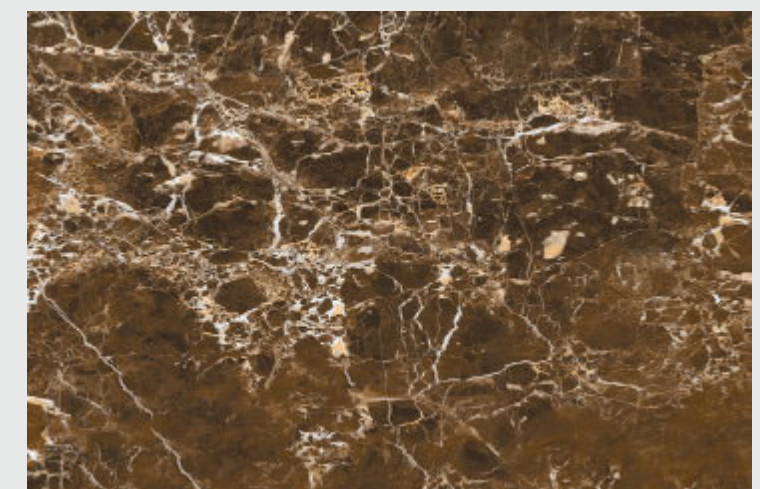


LUCIDO

HIGH GLOSS TRANSPARENT GLAZE ON THE SURFACE FOR SUPER GLOSS FINISH

Presenting Lucido finish thick gloss tiles. When the demand is for grandeur and panoramic scape, for richness, royalty & depth, one cannot choose anything but lucido tiles. Together with vitrified body, these application find new depth in designs.

Available in: 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600, 148x600, 190x1200 mm



RUSTIC

ACCENTUATE A RUSTIC VIBE

Offering an effortless look while exuding style, rustic textures give a new surge of life to your space. The natural hues of rustic texture can add warmth and personality to a space as they come with relief and punches creating natural patterns. One of the most authentic characteristics found in rustic tiles are the irregularities in the finishes, so there are no two pieces alike. Rustic tiles are keys choices for decorating terraces, balconies and gardens as well as high traffic spaces between interior and exteriors of homes.

Available in: 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600, 148x600, 190x1200mm



DURAGRES Times

MARBLE

INTERPRET CLASSIC ELEGANCE

When it comes to timeless style, you just can't beat marble! Capturing the inherent natural beauty of this coveted natural stone, this textured tile covers the whole spectrum of veining, colouring and textures. Marble tiles can have multiple finishes from polished to honed, and brushed to antiqued. Cool, rich and elegant, this texture stands distinguished among tile flooring with a variety of colours from grey to cream-coloured, with contrasting veins that deliver a unique appearance.

Available in: 800x1200, 600x1200, 800x800, 600x600, 400x800, 300x600mm



Print Campaign

DURAGRES Times



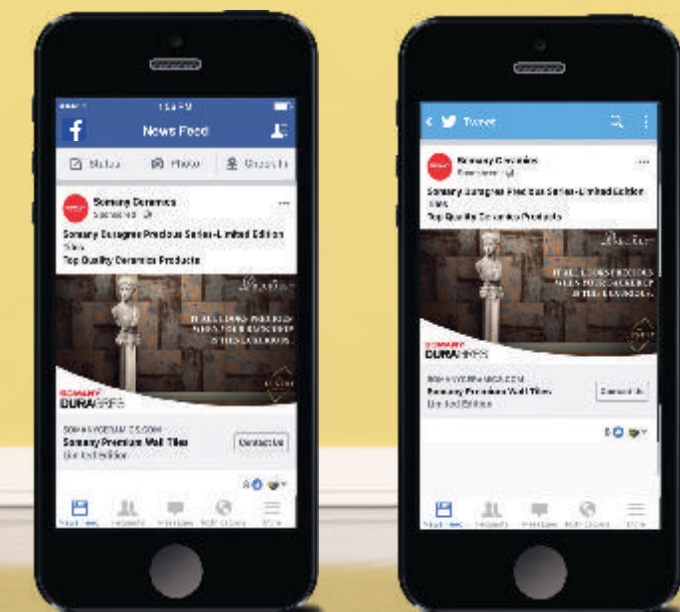
Premium positions have been taken in various B2B and B2C magazines

Airport Advertising



Branding on Tirupati Airport Security Trays

Digital Advertising



Social Media Campaigns

**IN THE
SPOTLIGHT
Q3 2018**



RUPESH MANOT
NEPAL



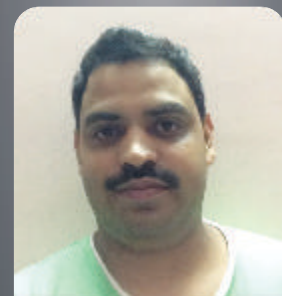
MITHLESH SINGH
JHARKHAND



SANGRAM NAYAK
ORISSA



VISHAL SAHU
DELHI GOVT. PROJECT



VINOD KUMAR
DELHI RETAIL, HARYANA 1



SANDEEP BHATT
CHANDIGARH &
HIMACHAL PRADESH



PROMOD KADAM
BANGALORE PVT. PROJ
REST OF KARNATAKA



AA RAJESH
TELANGANA PROJECTS



M MUKUNDAN
CALICUT GROUP-NKL1

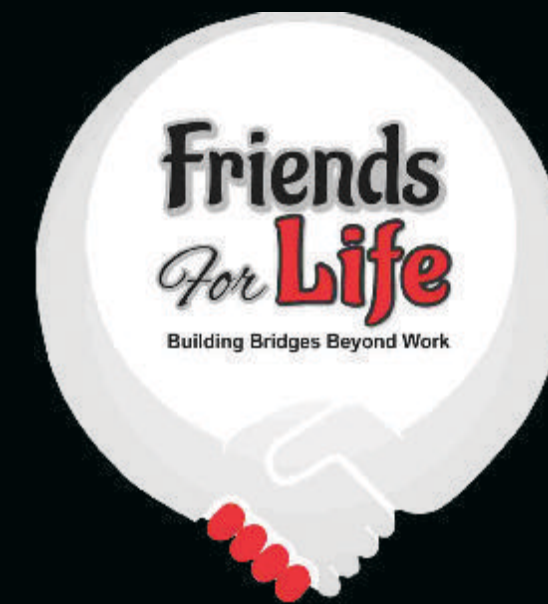


PRAVEEN KUMAR
PUNE PROJECT



HITENDRA PARMAR
AHMEDABAD GRP. RETAIL

SUPER ACHIEVERS



An annual reward programme which will build bridges amongst us and help build a mutually rewarding relationships with innovations, social recognition alongside monetary benefits. **Here is our list of Top Dealers under this reward program.**

Parmod Trading Co.	Lakshmi Ceramics
SBS Tile Incorporation	Nirmanghar Traders Pvt. Ltd.
Nalanda C.P. Ceramics Pvt. Ltd.	Varsiddhi Enterprises Pvt. Ltd.
Yashas Ceramics	Swati Marble India Pvt. Ltd.
Pee Kay Group	ABC Mercantile Group (India) Pvt. Ltd.