

SOMANY

PARIVAR

Oct 19

SUPERSTAR
SALMAN
JOINS
HANDS
WITH
SOMANY

SOMANY
GOES DIGITAL
WITH BHA!

1 MILLION+
VIEWS

SOMANY
EXPERIENCE
CENTRE OPENS
IN **ROHTAK**



Mitr
THE
PLUMBER LOYALTY
PROGRAMME
LAUNCHED

WORDS OF

FROM THE MD'S DESK

Dear Friends,

It always gives me immense happiness to share my thoughts with Somany Parivar. Today, SOMANY stands tall as one of the most sought-after brand for Tiles in India, while evolving as the fastest growing player in Bathware. We proudly boast of being the 13th largest manufacturer of tiles in the world. We must however, understand and introspect what has worked for us and where we have to improve our working to enhance our customer experience while increasing our footprint in India and across the world. The first half of 2019 brought a lot of challenges, across sectors and across regions. The sluggish growth, of the economy, real estate slowdown, floods across many states & many other factors impacted our growth yet we relentlessly pursued our efforts in the right direction. We managed to sail through rough waters and maintained a decent growth with a positive outlook and unified team effort.

The second half of the year is extremely crucial for us, as we envision to turn the tide in our favour and close the year by registering the highest growth in the industry. We have already laid the groundwork through our 360 degree new brand campaign with Superstar Salman Khan to provide the much required impetus to the brand and establish a strong brand recall and engagement for the trade and consumer alike .

We will continue to take decisive actions to strengthen our brand equity, along with expanding our operations for a more robust distribution network and attracting passionate employees who help us achieve our goals. The expertise of our employees working interactively with our business partners, inspires our vision. Our people will continue to be the driving force behind our success and growth.

Abhishek Somany



WISDOM NEVER GO OUT OF FASHION

THE PRESIDENT'S WORD

Dear Partners,

As we make a head start into the new quarter and a very positive looking H2, I would like to congratulate and thank our Somany team for the undying spirit and relentless efforts put in to achieving a decent growth, barring a few states, amidst very challenging times.

I would want to reinforce new focus areas for us, as we continue to move forward with fortitude and pave the road ahead with ample enthusiasm.

To start with, we should aim at strengthening our product distribution while focussing on certain key sizes. In doing so, we would be able to focus our energies on the products which give us a higher contribution and would thus lead to more concentrated efforts, thereby enabling us to be more efficient as a company. On the other hand, we should also look to expand our horizons and look at acquiring new dealers and sub-dealers in untapped areas and also as a major focus on semi-rural areas, thereby expanding the width of our distribution. Another key aspect of getting sustained growth is by focussing on key B2B customers like Specifiers, architects, contractors, IHB's etc. Last but not the least, it needs to be kept in mind that discipline is the key to success, hence collection and credit control should be an intrinsic element of our DNA. I can assure you of a complete turnaround in our favour with our relentless efforts translating into a success story; once our credit and collections are under control. I sincerely believe we can outshine and excel in H2 with a sharp vision and actionable goals. Let us all believe in ourselves, have faith in our abilities, challenge our limits & strive towards excellence and gear up for a rocking H2 !!



Amit Sahai

BRAND STYLIST

Deciding to finally take on a brand ambassador for Somany tiles, was an exciting time for us all.

After much deliberation, we chose Salman Khan to be our choice. We chose him for many reasons. We felt that his values and work in life reflected what we believe at Somany - humble, trustworthy, down to earth and above all, honest. He is loved by the mass public in India and has a huge fan following. These traits appealed to us and luckily for us it all worked out.

He was extremely proactive in the making and script of the film. This is because he believed in our product, our vision and loved all our designs.

I believe this alliance will prove to be very good for Somany tiles and we are looking forward to more branding, in a 360 degree creative approach. Including ATL, BTL and digital platforms, with our charismatic brand ambassador.

Minal Somany
(Brand Custodian)



DESIGNS THAT DELIGHT



Recent challenging market condition kept us on the toes to remain ahead on design & innovation front. We took it as an opportunity to outsmart the competition with introduction of new sizes and theme based patterns. We further invested in technology, infrastructure and material to introduce world class products and finishes. Our theme based introduction included floral patterns, mosaic, geometrical patterns, heavy marble designs, vintage collection, handmade patterns and Moroccan patterns etc. these concepts really created flutter in the market and new statement in design trends.

We also introduced new large format sizes in GVT, 400X400 MM in Durastone, 600X1200 & 800X800 MM Full Body in PVT & 300X450 MM in ceramic wall tiles. Now, we can proudly claim that we have got the largest and most varied collection of designs and sizes. We focussed on market research and analysis work to understand and

anticipate customer real need. This helped in proper business connect with the customers and we could set ourselves apart in increasingly tough market. Looking forward, the next half year should be equally exciting and challenging, we are going to follow our passion and will strive to reinforce our leadership position in design and innovation.

Sanjeev Ranjan
(AVP, Design and Technology)

FROM THE EDITOR'S DESK

It is the festival season already and what better a time than to release our much awaited Somany Parivar Newsletter with a dose of required information brand aware and marketing excerpts.

With so many developments taking place around us at Somany, this newsletter will provide you an insider's look on what has been happening with our all-important campaign – Zameen Se Judey with our new brand ambassador - Superstar Salman Khan. The cover story will give you a detailed insight on the marketing initiatives taken by us to reach out to both B2B and B2C consumers with our campaign. As you flip through the pages, it will provide you a glimpse on the key developments like New Store Launches, B2B Meets etc. in tiles category and key developments in bathware like Plumber Loyalty Program – Mitrr and the bathware dealers club etc. to keep you up-to-date with the latest in marketing.

The industry had seen a paradigm shift over couple of years where tiles now are a lifestyle choice and a key element of home decor. As consumers make a well informed decision to choose one brand over the other, an integrated marketing effort is required to establish brand persona which is distinctive and beyond a generic code of communication. Hence getting a brand ambassador on board was a natural progression in order to develop a stronger brand identity.

The journey of last 6 months has been pretty interesting and we have attempted to capture most of it in the journal. We hope the pages in this issue leave you with delight, a sense of pride and more engaged with the brand.

Charu Malhotra
(Sr. GM Marketing)



CONIT



New Products

Events

New Showrooms

Cover Story

T E N T

Campaign Buzz

Digital

Bathware

Credits

Annexure

NEW PRODUCTS

NEWEST ADDITION TO OUR WARDROBE

Duragres

Claro

The origin of the word 'Claro' is Spanish, meaning clear. These sparkling tiles enhance the overall look of your living space.



Ornamatte

Like the subtle spice that lights up your favourite dish, these tiles add an element of texture into your home's decor.





Slender

This 5mm slim and slick masterpiece from Somany is an amalgamation of exquisite design and unparalleled strength.



Valor

The bold and timeless tiles create a calming ambience giving your home a rich and grand look. These large format tiles add a great look to your space and are a perfect partner to bigger rooms.

Durastone Temp Shield



These tiles don't just look good, but serve a bigger purpose. The Somany Temp Shield tiles regulate the surface temperature, thus making the insides of your house, cooler.

EVENTS

TALK OF THE TOWN

Architect Meets



Mason Meets



Connect Programs



IHB Meets



Showroom Anniversary Celebrations



THE SHOW STOPPERS

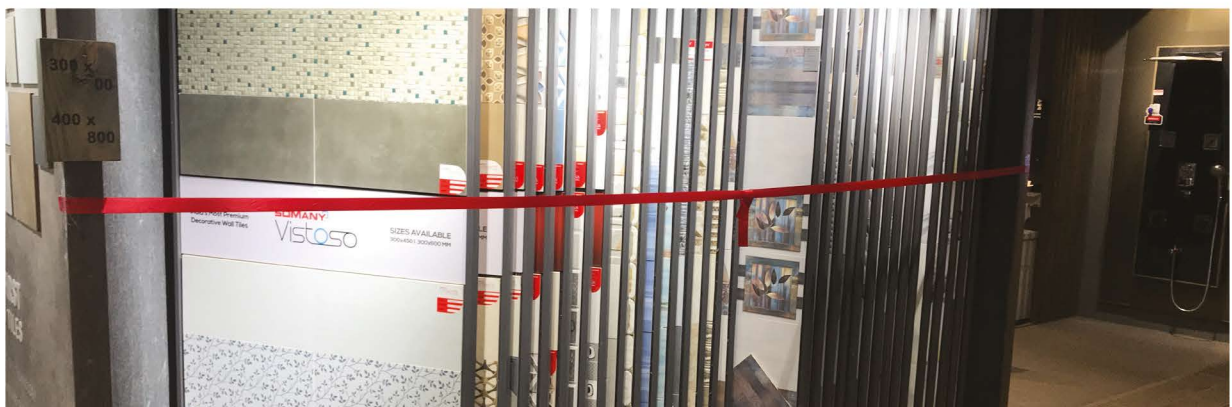
Maestro of Design Event specially curated for Duragres Category for recognizing the success of the achievers. After the two successful editions, for the 3rd edition, the Maestros met at the "Temple City of Andhra Pradesh", Tirupati, to seek the blessings of Lord Venkateshwara and visit the newly built state-of-the-art factory from Somany at Sri Kalahasti. The gala night was quite mesmerizing, as the attendees sang their way into the amazing future that awaits them. Some new schemes and tiles were unveiled at the event before the gala night. The event saw the performers of 2018-2019 being rewarded, and cherishing the achievements.



Glosstra Plus Soft Launch in 12 cities Across North



Soft Launch 2x1 Glosstra & Vistoso at Ahmedabad COCO



NEW SHOWROOMS

SOMANY CERAMICS ON EXPANSION SPREE

15000+ touch points and counting, along with 350 franchisee managed showrooms under the brand Somany Grande, Somany Studios and Somany Exclusive.

Strengthening the presence by opening new display centers and expanding showroom networks to enhance the customer experience and reach out to a larger audience.

2nd Somany Exclusive Showroom in Panaji



Somany Grande Showroom in Rohtak

Spread over 5000 Sq. ft. – the showroom is located at Jhajjar Road, Ghanipura, Rohtak, Haryana. This will provide consumers an extensive portfolio of tiles across various tile categories, including ceramic wall and floor tiles, polished vitrified tiles, glazed vitrified tiles. The launch further strengthens the brand's regional penetration in this part of country.



Morbi Display Centre

The Somany Morbi Display Centre, spread across three stories, is the largest display centre in India, showcasing the entire collection of tiles and bathware products.



COVER STORY

ARRIVES IN STYLE



ZAMEEN SE JUDEY

Somany Ceramics launches its 2019 campaign with superstar Salman Khan.

WHAT AND WHY

One way to look at Zameen Se Judey is a campaign that best describes Somany's philosophy and its association with India. This year we complete 49 years in the business. While we've grown from strength to strength with products that match international standards, our core Indian values of loyalty, integrity and quality have remained unchanged.

However, for us, Zameen se Judey is much more than a positioning, it also encapsulates the brand ethos. It is at the heart of every practice and process at our end. We don't just look at it as the end goal, but as a core habit as well, encouraging a healthy work atmosphere.



SUPERSTAR DELIVERS ANOTHER SUPERHIT

Like always, the effortless Salman wins hearts, as 'Zameen se Judey' campaign effortlessly establishes the traits of Somany such as style and durability, via a quirky yet realistic tonality.

From TV to print ads, and hoardings to leading trade and home décor magazines, the message was carefully spread, across a smart variety of mediums.

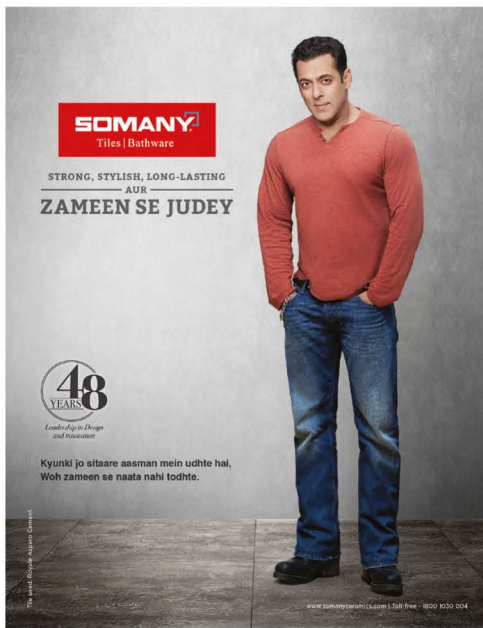


MAKING THE HEADS TURN.

1. TV:
The show stopper



2. Print:
The look of the season



3. On Ground:
Dressed for the occasion



4. Digital: Buzz worthy
Microsite - zameensejudey.com



COVER STORY

TV SPOTS

From news to entertainment channels, the 'Zameen Se Judey' campaign was interestingly spread across mediums, to ensure it never missed a spot.

Our brand new TVC with the Superstar featured on:



TV SPONSORSHIPS

Taking 'Zameen se Judey' forward, Somany sponsored various programmes like 'Hum to puchhenge', 'Sau baat ki ek baat' and 'DNA', on the esteemed news networks of the country.

DNA



SAU BAAT KI EK BAAT



HUM TO PUCHHENGE



COVER STORY

THE LOOK OF THE SEASON

Print campaign was designed to showcase the products in their fully glory, while keeping the brand thought at it's core.



PRESS RELEASE

PR is a key element of our marketing campaign, as it helps to generate ample buzz in the market. Within the first few months of the campaign we were able to get media coverage in leading advertising and marketing columns of Brand Equity, Mint, Exchange for Media, Impact, Campaign India, Adgully, etc.

NEWS SITES ▾ ET PRIME ▾

ET BRANDEQUITY.com
From The Economic Times

BRANDEQUITY.com
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AD CAMPAIGN'

Somany Ceramics announces Salman Khan as its brand ambassador

Somany is on an aggressive expansion mode and new brand campaign Salman will showcase Somany's humble and rooted approach with the 'Zameen se Judey', the company said.

ETBrandEquity • July 19, 2019, 18:25 IST



showcase Somany's humble and rooted Judey'.

Somany Ceramics Limited



Edition - National
Month - July 2019



Salman Khan, Bollywood actor and brand ambassador of Somany Ceramics with Abhishek Somany, MD, Somany Ceramics at the launch of the company's latest campaign, #ZameenSeJudey in Delhi

DNA

Edition - National
Day - Wednesday Date - July 24, 2019

SC's new ambassador



Somany Ceramics Limited associated with superstar Salman Khan as its brand ambassador. Abhishek Somany, MD, Somany Ceramics said, "Both Somany Ceramics and Salman Khan have one thing in common, the fact that both have established themselves as an unchallenged leader in their

the pioneer

Edition - National
Day - Sunday Date - July 21, 2019

BRAND AMBASSADOR

Somany Ceramics Limited has reinforced its image by associating with the superstar Salman Khan as its brand ambassador. The company is on an aggressive expansion mode and will be launching a brand advertising campaign with Salman shortly.

exchange4media HOME ADVERTISING MARKETING UC ADS PR & CORP COMM MEDIA -

Salman Khan is Somany ceramics' new brand ambassador

The company will partner with the actor for a complete 360 degree campaign, which will include outdoor campaigns, TVCs and social media campaigns

by exchange4media Staff
Published - 1 week ago



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distribution ac
e launching a b

पंजाब केसरी

Edition - National
Day - Saturday Date - July 20, 2019

सोमानी सेरामिक्स ने बॉलीवुड हीरो सलमान खान को बनाया ब्रांड एम्बेसेडर

19 जुलाई (बी.एन. 438/7): सोमानी सेरामिक्स लिमिटेड ने सुपरस्टार सलमान खान को अपना ब्रांड एम्बेसेडर बनाया है। सोमानी सेरामिक्स, एक अंतर्राष्ट्रीय स्तर पर जानी-मानी कंपनी है जो सेरामिक्स और संबद्ध उत्पादों के क्षेत्र में माहिर है और डिजाइन और इन्वेंशन में अग्रणी होने के लिए जानी जाती है। कंपनी ने सलमान खान को अपने साथ जोड़ते हुए अपनी इमेज को और मजबूत किया है। पूरे भारत में मजबूत वितरण नेटवर्क के साथ, कंपनी आक्रामक विस्तार मोड पर है और सलमान के साथ ब्रैंड हो एक ब्रांड विज्ञापन अभियान शुरू करेगी। सलमान के साथ नया ब्रांड अभियान सोमानी की टैग लाइन 'जमीन से जुड़े' के साथ शुरू होगा। कम्प्यूटर्ड डैकोर सॉल्यूशंस प्रदान करने में अग्रणी सोमानी सेरामिक्स सलमान खान के साथ हर स्तर पर ब्रांड अभियान चलाएगी जिसमें आउटडोर अभियान, टी.वी.सी., सोशल मीडिया अभियान और अन्य बहुत कुछ शामिल होगा।

- 200 Print Coverages
- 80 Online Coverages

CAMPAIGN BUZZ

DELHI T1 AIRPORT

Signages across departure gates



MUMBAI DOMESTIC AIRPORT



Pillar & Tray Branding



SPICEJET BRANDING

100 spicejet Tarmac coaches across 26 locations



DEHRADUN AND LUCKNOW

Tray Branding



CAMPAIGN BUZZ

Branded Shikharas in Kashmir



Indigo Ramp Branding



Kolkata Queue Managers



DIGITAL

THE NO FILTER LOOK

SOMANY
Tiles | Bathware

STRONG, STYLISH, LONG-LASTING
AUR
ZAMEEN SE JUDEY

**You
Tube**

1,000,000+
ONE MILLION+ VIEWS

ZSJ Microsite

No matter the heights we reach and roads we travel, being grounded in life is what makes us #ZameenSeJudey.

There are millions amongst us, whose

boundless compassion touches our hearts, inspires and makes us introspect. Somany celebrated all such heroes and acknowledged their little acts of kindness. Activated on social media – Instagram, Twitter, Facebook

INTRODUCING
#ZameenSeJudey

No matter the heights we reach and roads we travel, being grounded in life is what makes us #ZameenSeJudey. There are millions amongst us whose boundless compassion touches our hearts, inspires and makes us introspect. Somany is celebrating all such heroes and acknowledging their little acts of kindness. Let's see if you're one of them!

TAKE THE QUIZ
CHECK YOUR ZSJ SCORE

SUBMIT
YOUR ZSJ STORY

Zameen Se Judey - Stories

SOMANY

Shashank Shekhar
is **#ZameenSeJudey**

“ Most of us do not understand the privilege we have and tend to waste food. But this gentleman dining next to me got the leftovers packed to give it to someone needy. This taught me a lesson of being humble and Zameen Se Judey, so I did the same. ”

SOMANY

Disha Dubey
is **#ZameenSeJudey**

“ I wanted to do something special on my son's birthday. When I asked him, he suggested me to give away all his toys to underprivileged and orphan kids. We adults can learn so much from our little ones. Truly #ZameenSeJudey! ”

SOMANY

Trumatter
is **#ZameenSeJudey**

“ My father is a civil engineer & as a kid, I was often taken to sites when mom wasn't around. When laborers would be tired, I've often seen dad lend a hand with brick and mortar. When you say #ZameenSeJudey, my father it is. ”

SOMANY

Aastha Bhayani
is **#ZameenSeJudey**

“ One time at work, everyone was appreciating the star architect for his recent success. But, he did the most #ZameenSeJudey thing by calling in the draft guy & asking us to applaud for the real hero. He didn't take credit for someone else's efforts! ”

Being topical and relevant

Be it becoming a part of the Ganesh Chaturthi, Eid, Onam or Yoga day celebrations of the audience, or be it spreading awareness about causes like water conservation. Somany really does keep you posted!

SOMANY Tiles | Bathware

Wish you **Happy Ganesh Chaturthi**

YOUR **HUMILITY** CAN MAKE YOU WIN

SOMANY

#WorldEarthDay

SOMANY Bathware

DON'T FLUSH THIS PLANET DOWN THE TOILET!

Tiles that keep you **COOL** all summer long!

SOMANY

TEMP SHIELD THE COOLEST ROOF TILES

Find out how **#ZameenSeJudey** you are and **WIN BIG!**

SOMANY

WELCOMING THE **SUPERSTAR** TO THE SOMANY FAMILY!

SOMANY Tiles | Bathware

SALMAN KHAN BRAND AMBASSADOR SOMANY CERAMICS LTD.

BATHWARE

BOLD AND THE BEAUTIFUL

FRENCH COLLECTION:

Launch of French collection in North & South India, faucets and showers to complement our bathware product portfolio.



EMPOWERING INFLUENCERS:

Launch of plumber loyalty program 'Mitr' which engaged plumbers and ensured advocacy for the Bathware products.





KARWAAN

An Exclusive Bathware Club



BATHWARE DEALERS CLUB:

Karwaan, an exclusive program based on the values and ethos of the parent brand, dedicated to our valued bathware family partners.



PROMOTION

through volvo buses in Bengaluru

SHOP-IN-SHOP MODELS:

Installations that stand out, and catch eyeballs



The team that made it happen

Vivek Malhotra

Technology is changing the way consumers interact with a brand. Digital channels have bolstered our sales and brought us nearer to the consumer. Also, we have developed a lot of personalization capabilities in strategy. At the same time, technology has also helped us increase our visit value and has helped us to add extra products in consumer's baskets.



Vikas Shukla

Working with Somany has been an experience full of learning. Year after year Somany is making inroads deeper in the psyche of our customer and to be part of that journey is something to cherish and share. Communication being an important part of Somany, needs uniformity and synergy whether it is corporate or marketing. I, as part of Somany branding team make sure it is reflected in our brochures/ catalogues across vertical, our creatives like visuals/ ambience shots of tiles in different set up and for different purposes like BTL (OOH, IN Shop/Showroom Branding) or ATL (Magazine Ads).



Varun Dhali

Great experience ever on joining a new company. The "Zameen Se Judey" Campaign was about to be rolled out in few weeks of my joining the marketing team. We have till now successfully covered more than 6000 outlets with branding and POSM for ZSJ campaign, which in itself speaks a lot. The tile industry is majorly driven by the Influencers (Architects /Contractors/Builders) and our endeavour is to engage them regularly and update them about our latest products.



Saurabh Verma

In the past few years, general perception towards home aesthetic has changed and people have started looking at tiles as an important element of their home décor. Keeping in mind these changing trends, brand building becomes an imperative objective of all our marketing initiatives. Reaching out to masses through ATL and generating buzz through PR is a great way for building brand awareness and ensuring top-of-mind recall among consumers.



Zakier Ali

Being a part of the Somany design team and leading a team of designers for the Zameen Se Judey campaign has indeed been an enriching experience for me. Right from working on creatives to videos in the past few months has given me opportunities to excel at the ideation process for a brand campaign with a superstar like Salman Khan. This along with the creative development for trade schemes and internal communication has been an enthralling experience so far.



Amlesh Rai

Our goal is to make our Brand look young and stand out in the market place with experiential Branding & Merchandising activities. To help us achieve our branding goals, team has shown limitless energy and done wonderful work in execution of our NEW BRAND CAMPAIGN at Dealers & Retailers showrooms. It is a great achievement for all of us. In tune with achieving business objectives, we did 14-product launch events in North region and got attention of Consumers, in specific markets we also did Vitro Van activity and that really helped us in building our Brand image in the market place.



P.C. NAIDU

Working on the Zameen Se Judey Campaign has indeed been a great experience so far. Our aim has always been to reach out to more consumers through BTL campaigns and we have been able to create a strong buzz already within the first few months of the campaign. Working along with our channel partners and ensuring ample on-ground visibility has been the key to the success of this campaign.



ANNEXURE

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È VIETATA LA RIPRODUZIONE anche parziale senza espressa autorizzazione di Tile Edizioni s.r.l.

	Group / Company	Country	Production (mill. sq.m)	Installed capacity	Export share	Turnover only tile segment (mill. €)	Total turnover (mill. €)	Tile plants / Location	Main Tile Brands / Companies
1	MOHAWK INDUSTRIES, INC.	USA	223.0 (est. on official company data)	223.0	n.a.	\$ 3,553 mill.	\$ 9,984 mill. (ceramics, carpet, laminate, wood, stone, LVT)	23 in USA, Mexico, Brazil, Italy, Spain, Poland, Bulgaria, Russia	American Olean, Dal Tile, KAI, Kerama Marazzi, Marazzi, Ragno, Emilgroup, Eliane
2	SCG CERAMICS	Thailand	174.0	210.0	15%	687.0	832.0 (tiles + sanitaryware)	21 in Thailand, 7 in Vietnam, 4 in Indonesia, 1 in the Philippines	Cotto, Sosuco, Campana, Prime, Mariwasa, Kia, Trend
3	GRUPO LAMOSA	Mexico	164.0	179.0	40%	651.8	651.8	9 in Mexico, 2 in Argentina, 1 in Colombia, 3 in Peru	Lamosa, Porcelanite, Firenze, San Lorenzo, Cordillera, Scop, Princesa, Mallorca, Lamosa USA
4	GRUPO CEDASA/ INCOPIOS	Brazil	88.2	149.2	9%	152.6	152.6	3 in Brazil	Majopar, Cedasa, Vistabella, Lorenzza, Incopisos, Vivences, Bellacer
5	RAK CERAMICS PJSC	UAE	81.6 (95.0 in 2019)	113.0 (135.0 as from Jan. '19)	45%	472.0	695.0 (tiles, sanitary, tableware)	14 in UAE, 9 in Bangladesh, China, India	RAK Ceramics, Elegance
6	CERAMICA CARMELO FIOR	Brazil	81.0	84.0	22.5%	173.0	173.0	4 in Brazil	Cecafi, Pisoforte, Fioranno, Idealee, Arielli
7	PAMESA	Spain	79.2	79.5	71%	485.0	643.0	6 in Spain	Pamesa Ceramica, TAU Ceramica, Geotiles, Navarti, CTI, Foset
8	GRUPO FRAGNANI	Brazil	72.2	74.0	8%	145.0	145.0	3 in Brazil	Incefra, Incenor, Tecnogres, In Out
9	KAJARIA CERAMICS	India	66.3 (sales >80)	68.0	1%	343.0	378.7 (tiles, sanitaryware)	9 in India	Kajaria
10	STN GROUP	Spain	65.0	76.0	76%	273.0	273.0	2 in Spain	STN, Alaplana, Keratile, Tesany, Vitacer
11	DYNASTY CERAMIC	Thailand	61.0	76.0	5%	210.0	219.0	3 in Thailand	Dynasty, Tile Top, Jaguar, Mustang, Value, RCI
12	CERSANIT SA	Poland	57.1	65.0	21%	279.0	485.0 (tiles, sanitaryware)	2 in Poland, 2 in Russia, 1 in Ukraine, in Germany	Cersanit, Opoczno, Meissen Keramik, MEI
14	ARWANA CITRAMULIA	Indonesia	55.7	57.4	0	122.0	1220.	5 in Indonesia	Arwana, UNO
15	VITROMEX	Mexico	55.0 (estimates)	57.0 (estimates)	n.a.	n.a.	n.a.	5 in Mexico	Vitromex, Construpiso, Arko
16	KALE GROUP	Turkey	50.7	62.0	37%	190.0	235.0 (tiles, bathroom, others)	20 in Turkey	Canakkale Seramik, Kalebodur, Edilcuoghi, Edilgres, Campani, IDA

Total production by the 25 largest world groups in the sector amounted to around 1.8 billion sq.m in 2018, 13.7% of world tile production.

gnoli Pamesa e STN che, oltre ad incrementare entrambi la produzione di 5 milioni mq, hanno registrato ricavi in crescita a doppia cifra: il fatturato Pamesa è salito a 485 milioni di euro (+11,5% sul 2017), quello di STN ha raggiun-

to i 273 milioni di Euro (+13,3%). Complessivamente, la produzione totale realizzata nel 2018 dai 25 maggiori gruppi mondiali del settore ha raggiunto circa 1.800 milioni mq, pari al 13,7% della produzione mondiale di piastrelle.



STRONG. STYLISH. & LONG-LASTING.



Tile used (Floor) : Marbo Nuvo Elegant Beige

Tile used (Wall) : Regal Cement Crackle

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

Available in: 400X800mm, 600X600mm, 600X1200mm, 800X800mm, 800X1200mm, 800X1600mm, 1200X1200mm, 1200X2400mm

Download the Somany app



Follow us on :



SOMANY
DURAGRES
Timeless Elegance



SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

FRENCH COLLECTION

by **SOMANY**

CHOICE OF THE SUPERSTAR.



Enzo Table Top Basin, Chanel Basin Wall Mixer, Espello LED Mirror

A range of bathware from Somany, so stylish that you now get to pick what superstars do.

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