

KERAMOS
TILE & STONE

COMPANY PROFILE

JANUARY -2015

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I INTRODUCTION

Established in 1981, KERAMOS, has over the years introduced a wide variety of designs for tiles and stone products, that are hand crafted and hand decorated. The color variations seen in KERAMOS designs is a unique aspect, which distinguishes them from other tiles available.

The extremely wide range of KERAMOS design varies from hand painted, and printed tiles to mosaics to stainless steel, to antique stones, Terra Rossa, Clay Pavers and rustic glazed tiles. The new range of glazed porcelain, fully body porcelain and ceramic tiles, from Italy, Brazil, Malaysia, Vietnam, Indonesia, Srilanka, China are available in many colors and finishes, including amazing wall cladding patterns.

The latest addition to the KERAMOS Range are the new and innovative designs for floor & wall i.e Yamu Sandwash, Pescara Terrazzo, Lyon Polished Stone Carpets, Portugese Paving, Handmade Tiles, Contemporary Surfaces, Loft Polished Cement Walls Portugese Paving, Handmade Tiles, Contemporary Surfaces. Loft Polished Cement Walls etc.

Mosaics, which were used centuries ago, have been revived by Keramos to be used on floors and walls. KERAMOS has so far successfully introduced Roman Mosaic, Agean Mosaic, China Mosaic and Moroccan mosaic This painstakingly put together process when combined with pottery glazed tiles for walls or antique stones for floors give immense character to an area. Mosaics are a very enduring product as is evident from the amazing floors seen in the ancient buildings and pavements.

Briefly, the advantages of KERAMOS design are: -

- 1 Latest Designs which are not available anywhere else in India.
- 2 Widest Range (450 Designs) in hand-crafted stone, clay, glass, mirror, stainless steel, tile etc. New designs are added regularly.
- 3 Superior, First Quality material.
- 4 Non-fading imported ceramic colors or highest quality equivalent.
- 5 Good quality printing and painting because of latest Italian know-how.
- 6 Long lasting decoration because of high firing in sophisticated furnaces.
- 7 Standardized products :- all designs have code numbers / names for easy selection, ordering or specifying.
- 8 Complete Guidance is available to customers regarding design selection, prices, area coverage, packing, dispatch, insurance etc...
- 9 Samples can be made available on request. All samples are correctly codified.
- 10 Good Value for money: Prices are very competitive with other products in the market.

II THE EVOLUTION OF TILES

The technique of shaping clay to form tiles, vessels and ceremonial artifacts is almost as old as civilization itself and almost as soon as societies realized the potential of the material, they also began to decorate some of the objects they made.

Every culture, with the technology and resources available has produced tiles at various levels. From hand dry clay slabs, dried in sun and fired with straw and old car tyres to colossal factories hydraulically dust pressing thousands of tiles per hour around the clock.

The first decorative tile making in Europe began in the Middle ages. The age of Cathedral building brought with it production of magnificent ornamental tiled floors. Numerous palaces and public buildings of the ancient world were adorned with decorative tiles. Architectural Masterpieces like the Blue Mosque and Topkapi Palace in Istanbul, the Royal Palace at Isfahan are some examples.

The Egyptians were probably the first ones to develop glazes. The potters of Islamic world, which included Syria, Egypt, Persia, Mesopotamia and Palestine were responsible for many innovations in tile-making and glazing. Their decorative techniques spread via Moorish Spain to most of Europe.

A very important development was the technique of luster glaze introduced to Persia during the 11th century, probably by potters from Egypt and Mesopotamia. These glazes included particles of gold and silver and were painted on to glazed tiles already fired. These tiles were then fired again at a low temperature to give a sparkling effect.

Another architectural innovation was tile mosaic. This Islamic invention uses fired pieces sawn up into shapes such as squares, triangles, diamonds etc. These small tiles were used to build up interlocking patterns on the interior and exterior walls of palaces and Mosques. Floor mosaics proved durable and practical for surfaces in domestic and public places. Much in the way carpets and tiles are used today.

Beautiful, durable and versatile, tiles have been a popular form of decoration for over 2000 years. Today, mass-produced tiles are widely available, but those made in the traditions of ancient times are the ones that really capture our imagination. No longer consigned to kitchen splashbacks or bathroom walls, ceramic tiles are, today, a modern design feature, adding beauty to surfaces throughout the home or workplaces.

III KERAMOS - A HISTORICAL PERSPECTIVE

- 1981 - KERAMOS, established in 1981 with strength of 4-5 staff members.
- 1982 - Introduction of new techniques for tile decoration by stencil, spraying and hand painting.
 - Hand painted tiles became popular and new designs are added.
- 1983 - New designs introduced in 6-8 colors using screen printing techniques.
 - Introduction of self textured designs in matte and glossy finish.
- 1984 - KERAMOS showroom started functioning from the Okhla with complete wall panels display. This was the first showroom in India exclusively for tiles.
 - Hand Painted Transfers introduction. Designs on 2'x2' and bigger sizes.
 - Metallic finish tiles were introduced.
- 1985 - Textured matte tiles for floor introduced in various sizes.
 - Introduction of pottery glaze on tiles like Aqua, Orange, Red color etc.
- 1986 - Semi matte wall tiles and Ripple finished tiles introduced.
- 1987 - Started all India marketing of KERAMOS exclusive designer tiles.
- 1988 - Introduction of embossed tiles commonly known as Vitrossa.
- 1989 - New Kitchen / Bathroom wall tiles with halftone printing introduced along with matching hand painted motifs.
- 1990 - Gold / Silver ornamented tiles introduced for borders and motifs.
- 1991 - Matching colored Pencil mouldings introduced.
- 1992 - "Roman bath" series launched in big size vertical tiles.
- 1993 - Variety of Vitrossa Borders and screen printed, lustre, Gold, Silver printed Listellos (thin borders) were introduced.

- 1994 - Introduction of Tozzetoes small tiles size 2"x2", 1 ½"x 1 ½" for inserts.

- 1995 - Special swimming pool colors introduced in Cobalt and Aqua in various sizes, along with matching mouldings.

- 1996 - Introduction of Mosaic Borders mounted on fibre mesh.
 - Introduction of "cellini" series, Luna Series printed tiles in Aqua and various colors.

- 1997 - "Terra Rossa" Paving tiles launched.
 - Basilica Series , Larnaca Series, Salerno Series Borders were launched. These are hand printed, hand cut and fibre mesh mounted.

- 1998 - Introduced of new range of Pottery glazes, hand made tiles and French Terracotta, Clay paver.
 - Roman Mosaic / China Mosaic Carpets introduced. Custom made designs also offered on demand.

- 1999 - Antique Stone introduced - Wide range of Quartzites, Limestones and Sandstones with Borders.
 - New showroom at Lado Sarai, New Delhi. The finest of its kind in India with approximately 4000 Sq. ft. of designs displayed on panels and floors.

- 2000 - Introduction of Stone Roman Mosaic, Moroccan Mosaic, Pebblestone, Hand made mouldings, Antique Travertino, Agean Paving, Brick Paving, English Paving, Imperial Paving, Herringbone Paving.

- 2002 - Extension of New Delhi showroom.

- 2003 - Introduction of 'Stainless Steel Mosaic', Mirror Mosaic.
 - Introduction of 'Palladio' glass mosaics manufactured in collaboration with Trend Group Spa, Italy.
 - Introduction of Stainless steel Borders.

- 2004 - Introduction of "Saturnia Series" – antique stone in size 12"x12", 8"x8", 6"x6", 4"x4".
- Introduction of 'Cellini' rectified series in size 16"x16" for floors.
- Introduction of 'Cementi' rectified series in size 16"x16" for floors.
- Introduction of 'Petra' handpainted stone series.
- Introduction of 'Tempo' series for listellos.
- Introduction of 'Alloy' series for metal listellos / inserts.
- Introduction of 'Pallagio' series with semi-precious stones.
- Introduction of 'River Glass' series for pebble paving.

- 2005 - Introduction of Engraved series for Borders / Inserts.
- Introduction of Assisi long pebble for pavings and borders.
- Introduction of Moroccan Motiffs, Lattice, Montecarlo Paving, Turkish Paving, Topkapi Paving.

- 2006 - Introduction of "Notredame Series polished mosaic.
- Introduction of " Mirror glass mosaic.

- 2007 - Introduction of "Maranelo Series"
- Introduction of "Arno Series"
- Introduction of "Rio series"

- 2007 - Introduction of the contemporary wall finishes.
 - Wedgestone - Antique Brick
 - Stripstone - Basket Weave
 - Splitstone - Eurostone
 - Fieldstone – Jali Series
 - Louvrestone - Ripplestone
 - Matrixstone – Wavestone
 - Cultural Brick Stone – Veneerstone
 - Greatwall Stone
 - Naturalstone
 - Solid Stone
 - Ledgerstone
 - Anglestone
 - Random Stone
- 2008 - Introduction of La Scala Series and Sanpietro Series .
- 2009 - Introduction of Seamless Floors
 - Polished Roman Mosaic
 - Portuguese Paving
 - ACETECH Exhibition Mumbai.
- 2010 - Introduction of
 - (i) Faenza Pavers
 - (ii) Piazza Pavers
- 2011 - Introduction of
 - (i) Yamu Sandwash
 - (ii) Lyon polished Stone Carpets.
 - (iii) Pescara Terrazzo

2012 - Introduction of

- (i) PESCARA Pebblewash
- (ii) TRENTO Handmade.
- (iii) RAPHAEL Series Engraved..
- (iv) PALERMO Series Engraved.
- (v) Sinestone paving.

2013 - Introduction of

- (i) QUINTA- Glazed Porcelain Mosaic.
- (ii) LOFT- Polished Cement Walls.
- (iii) SIMPLON Series- Engraved Tiles.
- (iv) LUGANO Pavers.
- (v) RHOMBUS Paving.
- (vi) SMALTI Mosaic.

2014- Introduction of

- (i) Azul Handmade Tiles
- (ii) Art Deco Minton Series.
- (iii) Opus Mosaic.
- (iv) Amalfi Series.
- (v) Xintiandi Engraved Designs.
- (vi) Azul Tabriz Series Handmade Tiles.
- (vii) New Balinese Series.
- (viii) Corner Trims for Tiles.
- (ix) Italian Inlay Series.
- (x) Argento Series
- (xi) Salamanca Series.
- (xii) Azulejos Staircase Risers

IV SOME PRESTIGIOUS PROJECTS

Some of the prestigious projects where Keramos tile and stone products have been used to give years of practical service as well as everlasting visual pleasure.

<u>PROJECT</u>	<u>YEAR</u>	<u>ARCHITECT / DESIGNER</u>
Belgian Embassy Chanakya Puri NEW DELHI	1981	Satish Gujral
Hotel Oberoi BHUVANESHWAR	1986	Sunita Kohli & Reena Singh
Tata Apartments NEW DELHI	1993	Arvind Gupta & Associates
Hotel Soaltee Oberoi KATHMANDU, NEPAL	1994	Arvind Gupta & Associates
Claridges Hotel NEW DELHI	1995	Ms. Sujata Hoon
Malankara Orthodox Church KOTTYAM	1997	Charles Correa
Majorda Beach Resort GOA	1997	Shakti Parmar
Sita Holiday Resorts GOA	1997	Rajeev Narain
McDonalds Restaurants NEW DELHI	1998	Mr. Sohrab Dalal
Indian Judicial Academy BHOPAL	1998	I M Kadri and Associates
Hotel Taj Ambassador NEW DELHI	1998	Iram Mukherji
Park Sheraton MADRAS- Singapore	1998	Hirsch Bedner Associates
Tata Chemicals School U P	1998	I M Kadri & Associates
Ananda Spa.	1999	Mr. Chandu Chadha

Rishikesh - U. P.		Bhavna Parihar
Sun N Beach Hotels Ltd. PURI	1999/2000	Desmond Silvera
Le Meridien Hotel KOCHI	2000	Shakti Parmar
Sona Engineering College SALEM	2000	I M Kadri & Associates
Nestle India Ltd. GURGAON	2000	Ms. Sonali Bhagwati
Fort Aguada Beach Resort GOA	2001	Mr. J. J. Cowperthwaite - Hong Kong
Taj Exotica GOA - Hong Kong	2001	Mr. J. J. Cowperthwaite
Hotel Lake Palace UDAIPUR - Singapore	2001	M/s James Park Associates
Jehan Numa Palace Hotel BHOPAL	2002	Mr. Jholpura
Barista SRI LANKA Genesis	2003	Mr. Atul Anand
Timber Key Resort AMBY VALLEY	2003	Mr. Iqbal Cheny & Associates
J.P. Greens GREATER NOIDA	2003	M/s Arcop International
Vasant Continental NEW DELHI	2003	M/s Arcop International
King Fisher Villa GOA	2003	Mr. Thomas James & Associates
Mcdowell NEW DELHI	2003	Ms. Anjalika Kriplani
American Embassy NEW DELHI	2003	Ms. Sunita Kohli
Bharti Tele-Venture (CORPORATE OFFICE)	2003	DNA Consultant
Bharti Tele-Venture	2003	Fab Interiors

(CHAIRMAN'S RESIDENCE)

Panera Bread (FAST FOOD CHAIN IN USA).	2003	Shep Brown & Associates
Mahindra Resorts COORG	2004	Mr. Rahul Mehotra
Ramoji Film City HYDERABAD	2004	Talathy & Panthaky
Bistro Restaurant NEW DELHI	2004	Mr. Siddhartha Talwar
Sant Nirankari Museum NEW DELHI	2004	AB Design Habit
Deogarh Resorts Deogarh	2004	Mr. Veerbhadra Singh
Samode Palace Jaipur	2004	Mr. Pradeep Sachdeva
K. Raheja Universal Pvt. Ltd.	2004	Marway
Rajdhani Niraml Hotel Mulund	2004	Mr. Kauomaz
Sumer Heights Chowpatty	2004	Talathy & Panthaky
Gangaur Exports MUMBAI	2004/2005	Mr. Ravi Kaimal
Deutsche Bank MUMBAI	2005	Ms. Abha N. L.
Ramsukh Resorts MAHABALESHWAR	2005	Mr. Prakash
Fab India NEW DELHI	2005	Ms. Sheila Lunkat
Goetz India Limited NEW DELHI	2005	Mr. Sandeep Subhash
Jindal Stainless Steel NEW DELHI	2005	Mr. Mohit Gujral
Shangri-La- Hotel New Delhi	2005	M/s M.R.A Associates

Fortune Landmark Hotel Indore	2006	Ms. Kavita
Gordon House Club Colaba	2006	Ms. Rachna Narang
Max Devki Devi Hospital NEW DELHI	2006	M/s Kothari & Associates
Tabularasa Restaurant New Delhi	2007	Line the design firm Mr. Uphaar Chibber
Max –Alps Hospital Pvt. Ltd. GURGAON	2007	Miss Sangeeta Sharma
Vatika GURGAON	2008	M/s.Spazzio , New Delhi
Trophy Estate NEW DELHI	2008	Ms. Sona Verma
Indian Hotel Corporate Ltd. BANGALORE	2008	Mr. Sohrab Dalal, Spazzio, New Delhi
Niladri Project Kingfisher - MUMBAI	2008	Ms. Sohni Tanna M/s. Interdec
Hotel Clarks Amer Jaipur	2008	Mr. Ravi Gupta Jaipur
Christian Loubotin Sao Paolo Brazil	2009	Mr.Eric Clough 212 Box Architecture New York
Spagheti Kitchen	2009	Ms. Payal Chopra Mumbai
Neemrana Hotels Rajasthan	2009	Mr. Sandeep Subhash New Delhi
Friends Club New Delhi	2009	Mr. Harish Jain New Delhi
Bharat Hotels Kerala	2009	Ms. Madhu Chandhok New Delhi
Flurry Swiss Confectionary Kolkata	2009	Mr. Shailesh Kumar New Delhi
Christian Loubotin Miami, Florida	2009	Mr. Eric Clough 212 Box Architecture New York

Christian Loubotin Los Angeles. California	2009	Mr. Eric Clough 212 Box Architecture New York
Bhagwati Banquets and Hotels Surat	2010	Mr. Prakash Mankar Mumbai
Max Balaji Hospital New Delhi	2010	Mr. Suresh Kumar New Delhi
Apeejay Surendra Park Hotels Chennai	2010	Mr. Indranil Bhaduri New Delhi
Duet Hotel Pune	2010	Ms. Priyanka Mumbai
Hotel Metropole Mallital Nanital Uttarakhand	2010	Mrs. V.Khan New Delhi
Spaghetti Kitchen New Delhi/ Mumbai/ Kolkata	2010	Ms.Payal Chopra Mumbai
Lavassa Pune	2010	Mr. Subodh Kerkar Goa
Christian Loubotin Horatio New York	2010	Mr. Eric Clough 212 Box Architecture New York
Christian Loubotin Dallas. Texas	2010	Mr. Eric Clough 212 Box Architecture New York
Comedy Store Mumbai	2010	Mr.Ambrish Arora
Nestle Gurgaon	2010	Mrs. Sonali Bhagwati Spazzio New Delhi
Rungta Sons Pvt. Ltd. Kolkata	2011	Casaparadox New Delhi
Max India New Delhi	2011	
ITMA Hotels India Pvt. Ltd. Kochi, Kerala	2011	

Nivasa Gurgaon	2011	Mr. Rohit Kapoor Geographics
Terra Nova Real Estate Goa Goa	2011	Ms. Rita Modi Joshi
Liberty Cinema New Delhi	2011	
The Manor New Delhi	2011	Mr. Samrat Banerjee
Ambience Hotels Pvt. Ltd Gurgaon	2011	
Pacific Interior India Ltd.	2011	Mr. Paul Dass / Ms.Swati Tanwar
C.S.U. Inc U.S.A.	2011	Shep Brown & Associates BOSTON. U.S.A
The Lemon Tree Hotel Co. New Delhi	2011	
Halcyon Inn Hospitality Services	2012	Ms. Annu Bains
Libra Buildwell Pvt. Ltd. New Delhi	2012	
Kujjal Builders Pvt. Ltd. Chandigarh	2012	Ms. Gurpreet Kaur
The British Co. Ed School Patiala	2012	
SAS Hotels Pvt. Ltd. Lucknow, U.P.	2012	Mr. Rudraksh 42 MM
Bombay Presidency Golf Club	2012	
JW Marriotts Hotels New Delhi	2012	Mr. Manoj Naithani
Venezia Sheraton Noida / New Delhi	2013	Nostri Architects New Delhi

The Haveli RAJASTHAN Shekhawati	2013	
Lalit Hotels CHANDIGARH / JAIPUR	2013	Bobby Mukherji And Associates Mumbai
DLF Chennai	2014	Sameer Mathur
Pasupati Acrycon Ltd New Delhi Intrigue Designs New Delhi	2014	Devyani Gupta
Jeewan Medical Centre Pvt.Ltd New Delhi	2014	
Bhairavee Exclusive Residency Pureveg, Pune Avesana Associates Pune	2014	Tushar Shy
Mile Stone Resort, Gurgaon	2014	Mamta Sharma
Murali Kartik (Cricketer) Gurgaon Tranformations	2014	Harish
Hotel Colonia Santa Maria Goa	2014	Seema Jajodia
Artisanal Studio Mumbai	2014	Pio Coffrant
Uppal Housing Pvt. Ltd New Delhi	2014	Kumar Moorty

Kumar Moorthy Associates

Win Medicare Pvt.Ltd New Delhi Modi Mundi Pharma Pvt ltd Gurgaon	2014	Wilson C. Thomas
Ashoka University Sonapat	2014	Abaxial
Intellecta Infotech Pvt. Ltd Rajiv Saini Associates Mumbai	2014	Rajiv Saini
Apeejay Surendra Park Hotel Chennai	2014	Arup Das
Orchid Constructions Chittaranjan Park New Delhi		Anil Bhasin
GGC Construction Pvt. Ltd New Delhi	2014	
Dudhwa Adaventure Resorts Pvt. Ltd M.G.Road , Delhi	2014	
Lodha Healthy Construction Developers Pvt. Ltd Hyderabad	2014	Rajiv Nahar, VP-Architecture
Infinity Homes New Delhi	2014	
Suntronics Electronics (I) Ltd Gurgaon	2014	
Jamshedpur Mineral Wood MGF Pvt. Ltd	2014	Jitendra Kumar Architect

New Delhi

Esther Industries Ltd Gurgaon	2014	
Sohan Leisure Ventires Pvt. Ltd Goa	2014	
Matrix Clothing Pvt. Ltd Haryana	2014	
Junobo Hotels Pvt. Ltd Mumbai	2014	
Hardial Singh & Co Estates Pvt.Ltd Indore, MP	2014	Rajiv Virk Architect
Majorda Beach Resort Goa	2014	
Hotel Cidade de Goa Goa	2014	Supriya Krishnan Architect
Apeejay Development Pvt. Ltd Kolkata	2014	
Lemon Tree Armante Beach Resort Goa	2014	
Juneja Project Servies Pvt.Ltd New Delhi	2014	Suresh Srinivasa Architect
New Food Street Jorbagh	2014	Dipankaran Architect

SGC Contacts India Gurgaon HCDC Desings	2014	Shalini Dasupta
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Blue Art Digital Intelligence New Delhi	2014	
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DM Buildwell Pvt.Ltd Chhatarpur, Delhi Gurgaon RRA Project Management Pvt.Ltd	2014	Rajeev Mandia
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Apollo Hospitals Enterprises Pvt.Ltd Hyderabad	2014	Tarun Tahiliani
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Soham Leisure Ventures Pvt. Ltd	2014	Shruti Patwa Architect
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Chelsea Mills Gurgaon	2014	
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Chordia Group Pune	2014	
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V KERAMOS OUTLETS / COMPANY SHOWROOM

a) NEW DELHI : **KERAMOS TILE & STONE PVT. LTD.**
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VI KERAMOS DEALERS

Pune

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Contact persons : Mr. Manoj Dekhar / Ms. Rinku

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Contact persons : Mr. Nitin Gandhi

Ahmedabad

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Contact Person.: Mr. Rajiv Trivedi

Chennai

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Ms. Asha V Hormese
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Coimbatore

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Jaipur

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Jaipur , Rajesthan,
Mobile.:9829055008
Contact persons : Mr. Rajendra Badaya
Email.rajendrabadaya17@gmail.com

VII**LIST OF KEY PERSONNEL**

<u>S. NO.</u>	<u>NAME</u>	<u>DESIGNATION</u>	<u>MOBILE NO.</u>
1.	Mr. Vikram Chopra	Managing Director	9810099876
2.	Mr. G. Ravindran	General Manager (Operations)	9810385142
3.	Mr. Nitesh C Mishra	General Manager (Marketing)	9810280063
4.	Mr. R. Anand	Deputy General Manager (Sales)	9818663525
5.	Mrs. Jyothi Jayan	Manager (Accounts)	9810429312
6.	Ms. Manju Arya	Marketing Coordinator	9899968197