

RETHINKING
PURPOSEFUL
INNOVATION
AT THE
SIMFLUENCE
2018.

P

U

L

S

E

02 Lead Story

08 New Product Launch

10 Architect's Interview

12 Builder's Interview

14 Category Buzz

18 Simfluencer 2018 - Winners

22 Simpolo Gallery Launch

28 Life at Simpolo

34 Other News at Simpolo

CONTENT



Dear Reader,

There can be many meanings of the word 'Pulse' but what we essentially want to do with this newsletter is to not just keep track of important events happening in the company and the industry but also use it as a platform to talk about things that matter today. This newsletter will give you an insight into the organisation – who we are, what we do, and most importantly what we stand for. As a leader, we aim to set the pulse in the industry.

Happy Reading!

Warm regards,

Jitendra T. Aghara



Directors opening the display area of newly developed tiles



Simpolo[®]
ceramics

SIMFLUENCE
PARTNERS' MEET 2018

It is time to launch new products not by size or a new colour and design. The world is ready for transformational innovations – Simfluence, was a milestone in the journey of propagating the concept of innovation with a purpose.



Mr. Dharmendra Patel demonstrating a tile collection



Mr. Jitendra Aghara announcing the performance awards for dealers

Simfluence was one of the most celebrated events in the history of Simpolo. It wasn't just a business meet or a product launch, but it was an amalgamation of everything and that is what brought out the best in everyone. In today's era of communication, it is very important to break barriers and be in an environment where everyone can come together and contribute to a

larger scheme of things. Simpolo is very proud to have hosted the first of its kind event that brought everyone together in a very intellectually stimulating environment. Simfluence also marked the launch of new Simpolo Tiles enabled with IONOS technology. It is the most practical antidote for combating the ill effects of cations emitted from the modern day gizmos.



Mr. Bharat Aghara announcing the winners



Mr. Jitendra Aghara displaying the product



Mr. Dilesh Patel explaining new collection of tiles and its application

The event saw over 600 dealers from all over the country coming together and participating in the event. A dealer is usually expecting a finished product that will be beneficial to him/her because the sales can only be maintained if the products being

delivered by the company are up to the mark. Simfluence was a reassurance for all the dealers as Simpolo put its best foot forward to launch the products in the market and in the process redefine innovation and quality. Simpolo also kept the

expectations of architects in mind while designing the products. Instead of conventionally launching a tile size wise and surface wise, Simpolo, led by a dynamic design and development team launched it collection wise. The products of each collection were

launched in multiple sizes and surfaces. The main idea was to provide selected tiles with matching ones in a group so that while selecting a tile, an architect can effortlessly select his/her preferred design without size or surface being a barrier.



Arena of tiles



Demonstration of the effectiveness of IONOS tiles



The event also included an award presentation ceremony and a gala dinner apart from the product launch and new technology revelation. Dealers, distributors, and channel

partners were recognized with awards region wise. The highlight of the ceremony was surprise video messages from family members for awardees. The awardees were left awestruck when they saw their family members talking about them and praising their efforts.

Simpolo with leading pioneers of the industry also addressed the dealers about the recent industry trends, the road ahead and bringing pathbreaking revolution to the ceramic industry.



Go negative for once, to lead a positive life forever.

Can you imagine your day without the gadgets and appliances that we are so forever dependent on even for the most basic of our day to day activities? All these gadgets and appliances are a boon for the convenience they bring but are a bigger curse due to the harmful effects of the positively charged ions (cations) released due to electromagnetic waves caused by appliances and gadgets like computers, mobile phones, television, air conditioner, fridge, microwave ovens, etc.

Now, imagine disorders like depression, insomnia, anxiety. These sound as common as the smart gadgets. It is proven that these lifestyle disorders have become synonymous with life today, with a lot of people from all over the world falling prey to at least one. These disorders are known to be caused due to the positively charged cations from these gadgets and appliances that we use in our lives everyday.

Only known methods to avoid or counter these ailments are either living in a natural habitat or going on vacations to far-away places with cleaner air like beaches, hills, and forests but unfortunately, it isn't possible to frequently take holidays while we chase our urban dreams.

Simpolo's R&D team has developed a range of tiles that emit negative ions aka anions with the help of IONOS technology which neutralizes the ill effects of cations and improves the quality of air we breathe, by removing all the allergens, dust particles and molds from the environment around us. Thus, granting us a boon of wellness, health and delayed ageing process to inhabitants around them.



INTRODUCING, TILES WITH NEGATIVE IONS TO KEEP YOU POSITIVELY CHARGED **1ST TIME IN INDIA BY SIMPOLO**

IONOSTM
TECHNOLOGY

Simpolo Tiles enabled with IONOS Technology is the most practical antidote for combating the ill effects of cations emitted from the modern-day gizmos.





Our Architects

Ace architects of the country trust Simpolo and our products for all the right reasons. What is it that makes us a name every designer can count on. Read on to find more.

In conversation with Arc Saurabh Verma, 9th Street Architect (Architect of Maple Tree project).



You are one of the most prominent and creative architects of Gujarat, with some of the best projects to your credit. Kindly share some notable success project of yours.

Anutham, Maple Tree happens to be one of the key projects close to my heart.

How did Simpolo reach you or catch your attention?

The representative of Simpolo contacted us at our office and briefed us about the various products available within the brand.

Simpolo is known in the ceramics industry as pioneers and harbingers of several innovations in the tile industry. What is your opinions on the same?

There are many products in the collection that we use in our projects and we appreciate the innovation in technique/uniqueness of products. This is the very reason we often tend to choose Simpolo products over the competition.

Did Simpolo meet your expectation in product design and quality?

Yes, Simpolo did meet our expectations. The collection of wall and floor tiles is excellent.

What has been your experience with Simpolo regarding services and what would be your recommendation to further improve our services.

We've been partners with Simpolo tiles in our projects for the last two or three years now. The services provided at design and selection stage by its executives are praiseworthy. Do keep that up.



Building with innovation.

Simpolo is a name, veterans in the builder industry swear by. Thanks to its credibility, quality and a premium brand image. Our conversations with builders often uncover a new insight which helps us improve and innovate better to become a brand which is more relevant and caters to the latest demands.



In conversation here with Mr. Pankaj Teraiya, President (Projects – Ganesh Housing)

You are one of the most prominent and quality builders of Gujarat, kindly share your success story with us?

Ganesh Housing Corporation Limited (earlier known as Ganesh Housing Finance Corporation Limited) is a flagship company of the Ganesh Group. Late Shree Govindbhai C. Patel – founder Chairman of the group ventured into this business way back in 1960s. GHCL was incorporated as a Public Limited Company on 13th June, 1991. GHCL has built a strong presence in and around Ahmedabad. It took a lot of efforts and perseverance to climb up the ladder of success. GHCL has developed and sold over 22 million sq.ft. of real estate space, with another 2.5 million sq.ft. currently under development. GHCL has one of the largest developable land bank in the city, with more than 50 million sq.ft. of space, containing a possible development area of 100 million sq.ft. GHCL specializes in the residential sector, with a focus on the mid and higher income segment of the market. The company, though, has left no stone unturned. It has seamlessly entered the commercial, retail and township format of the industry. GHCL plans to expand its expertise in these segments in order to continuously offer better spaces to its customers.

We look forward to continuously innovating and using the latest technology to provide high-quality spaces to our customers.

When did you first use Simpolo products and what was the selection process?

We came across Brand Simpolo in the year of 2016 during our Malabar County project at Vaishnodevi circle. We were really impressed by designs and textures of tiles that we saw in the size of 600x600 MM. It was so pretty and impressive, that we selected it for our showcase sample house which

carved out brilliantly with Simpolo tiles. Members of the project appreciated the floor as well as random surface, which gave the apartment a touch of Italian marble. It gave a peculiar ambiance to the residency.

What are your suggestions and advice to Simpolo for products as well as service?

Simpolo has now become a synonym to innovation in tiles. And even though the product line and depth are versatile, we are looking forward to having some budgeted tiles for our affordable housing. We are sure Simpolo can do it better than anyone else.

The Simpolo team claims to be highly relationship centric in their approach, what is your experience?

"When your team works, then your dream works"! From sales executive to dealers, and dealers to even the Simpolo directors, they are so agile and quick in their decision making and that's all we seek from any of our partners. Supply of such quantum of 6.5 lac sq.ft. of 1600x800 sized tile in our project at 'Maple Tree' within speculated time period, it's a record in itself and a wonderful milestone for supply chain in the tiles industry.



Floors that take us far.

Gone are the times when marbles and stones were considered as the only acceptable material when it came to building luxury homes. The emergence of the vitrified tiles has changed the way luxury is crafted.



Wall - Granos Crema, Granos Tobacco | Floor - Granos Crema



Wall - Copos White | Platform - Copos Black



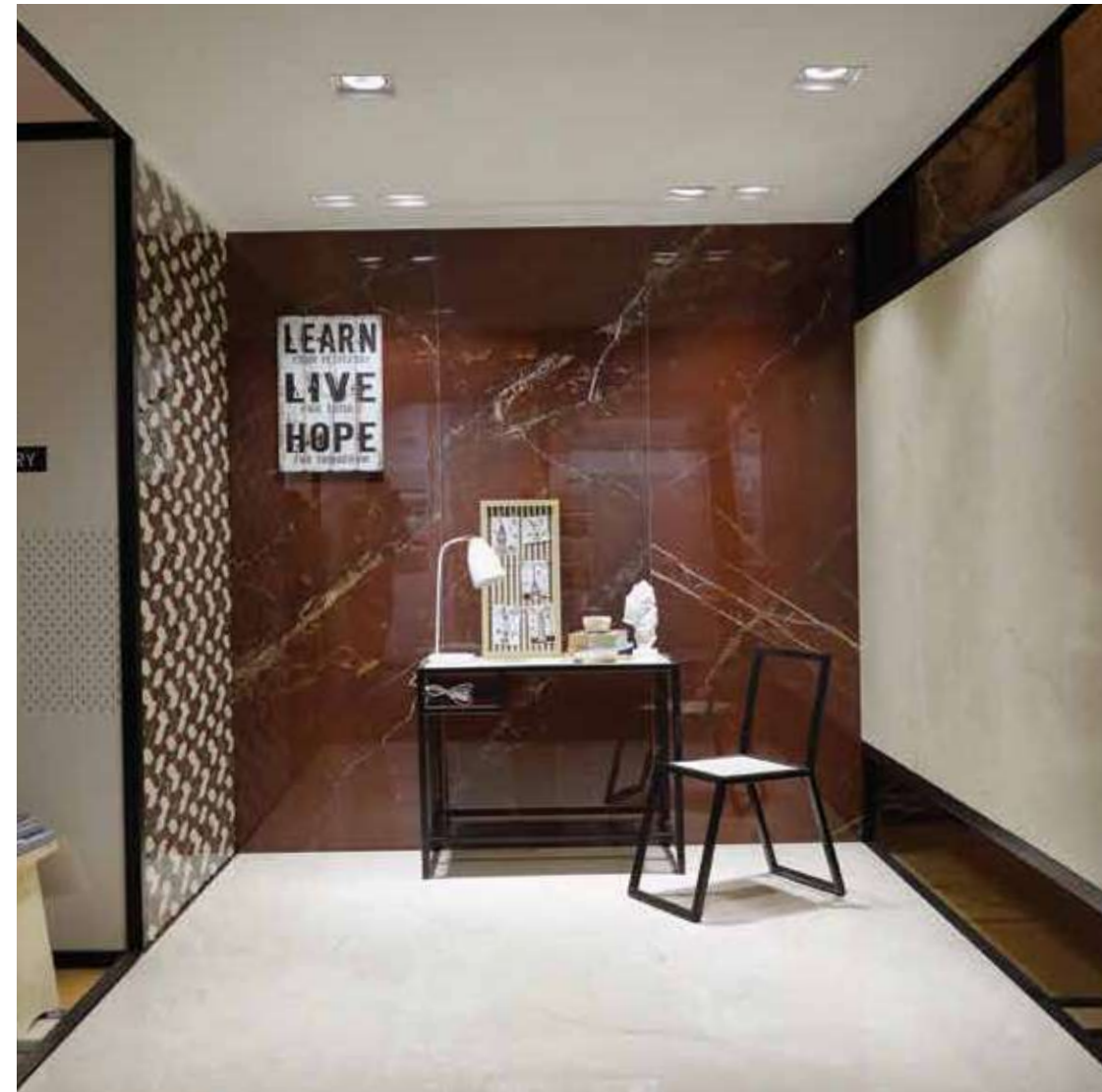
Wall - Panda White | Floor - Soul Decor

The ceramic tile Industry has undergone a major revolution in the last decade. Advanced technologies in Pressing, Printing and Firing have transformed the very concept of surface cladding in the building and construction industry. The versatility and user-friendly nature of these tiles has made them a challenge for traditional products like stone, marble, granites, wood, metallic sheets, concrete, wall papers, and even paint, as a result opening immense possibilities for the industry.

With the emergence of vitrified tiles with near zero water absorption and high breaking strength, coupled with various printing techniques like silk screen printing, Rotocolour printing and Advanced Digital Printing, any and every kind of surface can be created to perfection. Advanced glaze and firing technologies make all kind of surfaces from polished to silk, and matt to rustic possible including tiles in rough stone finishes that are available in a thickness ranging from 6 mm to 20 mm in a wide range of sizes from 40x40 cms to 240x120 cms.



Wall - Integrity Bone, Charcoal Wood
Floor - Integrity Charcoal, Alderwood Strip



Wall - Armonia Decor, Rosso
Coleman, Bottochino Caldo
Floor - Bottochino Caldo



Wall - Vecchia Vernice Decor Ivory, Ivory Brick
Floor - Vecchia Vernice Ivory

Simpolo has played the role of a trend setter in the Indian ceramic industry with several firsts to its credit. Simpolo is regarded as the most innovative company that conceived a revolution with India's first polished vitrified, large sized tiles in 800x800 mm and 1200x800 mm sizes. Ceramic tiles were never previously considered as a dependable solution for outdoor paving and cladding till Simpolo introduced the 16 mm thick full body tiles in various sizes. Named RockDeck, today this range of outdoor tiles is every architect's maiden choice. The challenges of the industry are not

restrictive of the size and thickness, colour palettes also are potent innovations. Making pure white tiles in the double charge category was quite a task for the industry and yet again, Simpolo filled the void with its breakthrough range of Alaska White tiles, termed to be the world's whitest white tile with a minimum L value of 94.

Every time the market is busy riding high on the crest of success of these product ranges, we get back to our drawing boards designing yet another revolution like the path breaking technology to manufacture the "Sintered Compact

Surface" (SCS) Marble Slabs. This new technology comprises an advanced process, from High Tonnage Pressing (44,000 tons) to HD digital printing and glazing and then firing at very high temperatures < 1200deg.+, which enables us to create SCS Marbles and Granite slabs with some amount of flexibility built in, so that the result after laying the slabs is flawless.

In the month of September 2018, Simpolo has introduced a range of tiles, named Seven Collections. The idea behind the concept being that any designer who is planning to decorate a

space with a colour tint, texture, finish and design will not have to make a sacrifice because of the size and format of tile. From 600x300 mm to 2400x1200 mm, one can design using the chosen pattern, and use it in any format that may be suitable for the respective project. Please visit Simpolo.net for more details and the entire collection.

An ode to our partners for their exemplary performances in the dealer and distributor category.



DILIP ARANIYA
UNIVERSAL CERAMIC WORLD
RAIPUR, C.G



SHITALBHA CHOUGULE
VARDHAMAN ENTERPRISES
SANGLI, WEST MH



PARAG DESAI
VHD DISTRIBUTION
CHANNEL PARTNER, INDORE



KAUSHALBHA MEHTA
PARAM MARKETING
CHANNEL PARTNER, PUNE



GAJERA SHAILESH DEVRAJBHAI
SIMPOLO SANITATION
CHANNEL PARTNER, BENGALURU



PATEL DEEPAK
SIMPOLO GALLERY
GANDHIDHAM, GUJARAT



MANISH SHETH
M/S CERAMIC WORLD
BHUBANESHWAR, ODISSA



SWAPNIL BHANSALI
VIRAJ CERAMICS
BALAPUR, NORTH MH



BALU S
NANDHI PIPES
AVINASHI, TAMILNADU



DEEPAK SHARMA
SUNDEEP SANITARYWARE & TILES
JODHPUR, RAJASTHAN



DILIPBHA MEHTA
WINALL STONE TRADING CO
MUMBAI



PRABHAS KUNISETTY
TILE GALLERY
VIJAYAWADA, ANDHRA PRADESH



RAJENDRA KUMAR DEVPURA
SHRI GORAJI MARBLES
BHOPAL, MP



GAGAN ARORA
SIMPOLO DISTRIBUTION SERVICES
JALANDHAR, PUNJAB



AMIT CHAKWARIYA
THE INTERNET DISTRIBUTING CENTRE
KRISHNANAGAR, WEST BENGAL



VISHNU AGGARWAL
CERAMIC ENTERPRISES
PATNA, BIHAR



PRADEEP JAIN
PRP BUILDMART TRADERS PVT LTD
MEGHALAYA, ASSAM



SANDEEPBHA GUPTA
NEW TILE WORLD
SAS NAGAR, CHANDIGARH



ANUPAM WAHI
BATH N STYLE
AMRITSAR, PUNJAB



AMIT JAISWAL
M/S SAI TILES WORLD
LUCKNOW, UTTAR PRADESH



ASHOK GOYAL
BATH SELECTION PRIVATE LIMITED
DELHI



ANSUL CHAUDHARY
CHOUDHARY SANITARY & TILES
KAITHAL, HARYANA



ASHOK GUPTA / GOPAL KATESARIA
M/S MARBLE CENTRE
DHANBAD, JHARKHAND



KANHAIYA MITTAL
J. J MARBLE
KATHMANDU, NEPAL



MAHESH PATEL
AMAR ENTERPRISES
 BILASPUR, CHATTISGARH



KALAVADIYA PARTH
POOJA CERAMIC
 RAJKOT, GUJARAT



MURLIDHAR MORANDANI
OM TRADERS
 BHOPAL, MP



AJAY KUMAR AGRAWAL
HINDUSTAN CERAMIC DISTRIBUTORS
 UDAIPUR, RAJASTHAN



DIPAK PATEL
SIMPOLO IMPEX
 SURAT, CHANNEL PARTNER



PRAVIN PATEL
SIMPOLO AGENCY
 AHMEDABAD, CHANNEL PARTNER



LALITBHAI JAIN
MILAGRO CERAMICA PVT LTD
 KANJURMARG (EAST), MUMBAI



NITIN PATIL
SHRIKRISHNA AGENCIES
 JALGAON, NORTH MH



RAKESH JAIN
SHREE CHAMUNDA STONES
 PUNE, WEST MH



JONY BHAI MEHTA
SIMPOLO DISTRIBUTION SERVICES
 MUMBAI, CHANNEL PARTNER



MUHAMMED JUNAID.K.N
ABC MERCANTILE GROUP INDIA PRIVATE
 KANNUR, KERALA



P NAREESH KUMAR
MANISH MARBLES
 PONDICHERRY, TAMIL NADU



E.TATHA RAO
SRI MANIKANTA ENTERPRISES
 VISAKHAPATNAM, ANDHRA PRADESH



KISHORE PATEL
CERAMIC INC.
 HYDERABAD, CHANNEL PARTNER



BALDHA VIPUL
M/S SIMPOLO INC
 MENGALURU, CHANNEL PARTNER



ANSUL GAJERA
SIMPOLO DISTRIBUTION SERVICES
 CHANDIGARH



AMIT MEHTA
TECHNOSTONE
 DELHI



KULDEEP KUMAR
KULDIP KUMAR MANOJ KUMAR
 AMRITSAR, PUNJAB



NISHANT BANSAL
SHRI RAM TILES AND SANITARY WARE
 HISSAR, HARYANA



GAURAV AURORA
M/S GAURAV TRADERS
 LUCKNOW, UTTAR PRADESH



NITIN BHAGAT
SHREE MARUTI NANDAN AGENCY
 PURNIA, BIHAR



MUKESH BHARTIYA
M/S PINK CITY MARBLE
 RANCHI, JHARKHAND



SAKSHAM GARG / SUMIT AGARWAL
KLASSY STONES
 SILIGURI, WEST BENGAL

45 and counting.

The launch of the 45th Simpolo Gallery at Nashik.

Simpolo inaugurated its 45th display gallery in Nashik, Maharashtra, showcasing the widest collection the brand has to offer. From popular and best-selling designs in Vitrified Tiles and Wall Tiles to innovative Smart Marble category and Sanitaryware, the gallery is decked to help customers find their right choice. Designed tastefully, with a serene ambiance that creates a peaceful and productive shopping experience.



The architecture evokes a sense of minimalism – a philosophy that Simpolo inherently believes in. With the launch of this gallery, Simpolo has given more reasons and possibilities to Nashikites to design their home and spaces with more passion than ever.

Uttarakhand has recently witnessed a new range of Simpolo innovations on the 17th of Nov 2018 at Dehradun as Aarambh Ceramics, promoted by Mr. Gaurav Pratap and Abhiudai Kumar Sinha. Mr. Dharmendra Patel (Group Sales Director) while inaugurating this

stunning gallery was inspired by the abundance of the artistic ways in which the tiles were showcased. The gallery is located in the heart of Dehradun (GMS Road) and this concept and collection has been applauded by various Govt. officials and ace architects.



Smart Marble showrooms at Ahmedabad and Jaipur are 1st of their kinds, encapsulating the essence of the designs Smart Marble are envisioned of, creating an ambiance that inspires

architectural excellence. Pioneering an ideology infused with art and technology, considering the latest trends has been the hallmark of the products displayed at these galleries.

Yet another showcase of the innovative Simpolo products has been displayed at the popular Chandwani Ceramics in Kolhapur. A display section is dedicated

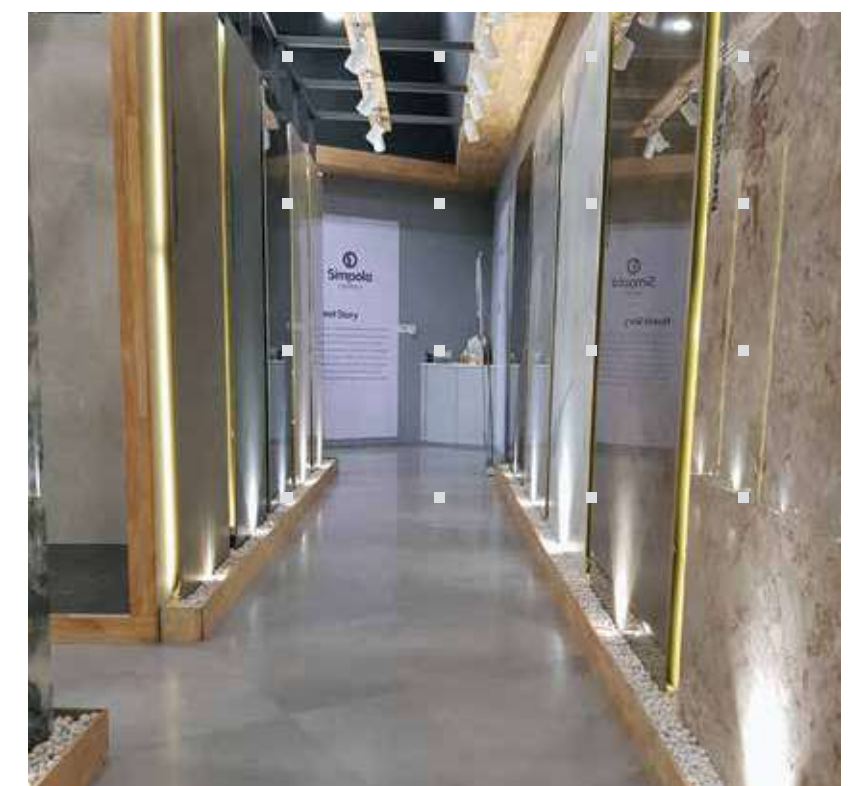
specially to Simpolo to create an inspirational ambiance to its customers which has contributed to the growing network of Simpolo's showroom.



Ahmedabad



Jaipur



Life at Simpolo is all about chasing excellence. Be it a simple solution to an everyday problem or a big decision, we believe in putting our best effort in whatever we are doing. This philosophy

is not just restricted to our work, we believe in creating a family-like environment where employees have the freedom to explore possibilities beyond their finite roles.



Funtastic workdays



India is one of the most religiously and ethnically diverse countries all over the world. Simpolo does not believe in a festival being exclusive to only a certain set of people belonging to a particular religion or caste. Instead, Simpolo believes

in celebrating all the festivals with the employees without any baggage. Simpolo, as an organisation stands for uniformity and secularism as we celebrate Diwali, Christmas, and Eid with equal commitment and passion.



Celebrating Independence day



Celebrating International Yoga Day



Celebrating Ganesh Chaturthi





Simpolo believes in celebrating even the smallest moments and achievements of an employee regardless of the designations. The main purpose is to keep the employees motivated and build a family like environment within work through various employee engagement activities from time to time.

At Simpolo, we celebrate the birthday of every employee by giving them a personal birthday greeting, chocolates and a sweet rose as a small gesture on their special day. A particular day is allocated every month to celebrate the birthday of all employees born in that month.



Management representatives like Directors, COOs, Unit Heads stand together with the birthday employees to cut the customary cake and light a birthday candle on behalf of everyone.



Celebrating birthdays of employees every month

What's trending at Simpolo.

At Simpolo, there is never a dull moment. Constant improvement and quality enhancement is the ultimate agenda and every level in the hierarchy of the group thrives to achieve that. It is the pulse of this organisation. Here is what's making headlines in the recent times.



Think Globally,
Act Locally.

We believe in working through a global perception that is locally acceptable.



The year gone by. 2018

- It is not a matter of donating money, but a matter of becoming a contributor in the upliftment of the society especially in areas which are avoided.
 - "Donating" is a part of it. We believe, we should start with those organisations which are deeply rooted in "Rehabilitation" of the underprivileged and the handicapped and work extensively in an attempt to make them feel the pride in being themselves.
 - "Simpolo Foundation" is not only a social entity, but also an organisation that will change thousands of lives here on.
 - We wish to see the society turn self reliant, self respected and deeply sustainable in all respects. It is a matter of mending the inclusive society and that matters the most.
- Our contribution:**
- Contributed to Narayan Seva Sansthan, Udaipur
 - Contributed to Tara Sansthan, Udaipur for the Eye Hospital by providing Surgical Equipment sterilizer.
 - Contributed to Pragna Chakshu for the construction of three toilet blocks and office.
 - Sponsored Pragna Chakshu youths by organizing a trip to Mumbai and Imagica.



- Sponsored a trip to Pakistan border for the youths of Mook Dhvani Trust, Vadodara.
- Contributed to HelpAge India for the better medical treatment of poorer section of society for the Cataract Operation in the deeper and remote areas of India.
- Contributed to Yogi Divya Samaj for the betterment of society.
- Contributed to Umiya Seva Pragati Mandal, Rajkot.
- Contributed to Vishva Umiya Foundation for the social change through various rehabilitation programmes.
- Sponsored a Golf Tournament for the encouragement of the sport.
- Sponsored a Blind Car Rally at Bhuj.



A comprehensive set up – Blue print

Simpolo Foundation will work through the following:

- A comprehensive draft is under preparation to support the following social causes.
- To form a programme supporting Sr. Citizens having lack of both social and financial support.
- To support the physically challenged.
- Medical services by forming all emergency services on call.
- To support martyrs' families with various programmes in terms of rehabilitation and up-graded livelihood.
- To support Swachh Bharat Abhiyan.
- To give voice to all environmental issues. To work REUSE, RECYCLE and REDUCE.
- Supporting education enhancement through training and development.



Simpolo conducted a Swachh Bharat activity in and around Morbi town.

Employees from across Simpolo Group Companies participated in this endeavour and ensured spreading a positive message about cleanliness and its importance for one and all. This being our first outing, we are committed to continue conducting this drive in the near future.



Training



Training is key for the development of individuals, in turn uplifting the quality of the operations in the organisation. The objective of training at Simpolo is to enable the employees to acquire knowledge, skills and ability to give expected performances on the job which will ultimately benefit the organisation. It applies to each employee including contract labourers working with the Simpolo group. Each employee of the Simpolo group undergoes at least five training programmes in a year other than safety and security trainings. Employee training is a programme that is designed to increase the technical skill, knowledge, efficiency and value creation to any specific job in a much better way. Training is necessary to keep employee updated with the latest trends, technologies that are needed to survive in this competitive environment.



