



**Simpolo Vitrified Private Limited**  
Old Ghuntu Road, MORBI - 363 642. Gujarat, INDIA  
T +91 2822 241622  
E [customercare@simpolo.net](mailto:customercare@simpolo.net)

**MUMBAI**

Simpolo Gallery, Unit No.: 203, 2nd Floor,  
Morya Land Mark 2, Link Road,  
Andheri (W), Mumbai - 400 053.  
T +91 22 40167131  
T [mumbai@simpolo.net](mailto:mumbai@simpolo.net)

**AHMEDABAD**

First Floor, 103, Sumel - 2, Near Gurudwara,  
S. G. Highway, Bodakdev, Ahmedabad - 380 054.  
T +91 79 400 37222, +91 79 400 52220  
E [ahmedabad@simpolo.net](mailto:ahmedabad@simpolo.net)

**DELHI**

H-139, First Floor, Sector-63,  
Noida - 201 301, Uttar Pradesh.  
M +91 93103 90046  
E [delhi@simpolo.net](mailto:delhi@simpolo.net)

**COCHIN**

33/2380 A-A1 NH Bypass, Vysali Bus Stop,  
Chakkaraparambu, Cochin - 682 032.  
M +91 93493 39938  
F +91 4844 037118,  
E [cochin@simpolo.net](mailto:cochin@simpolo.net)

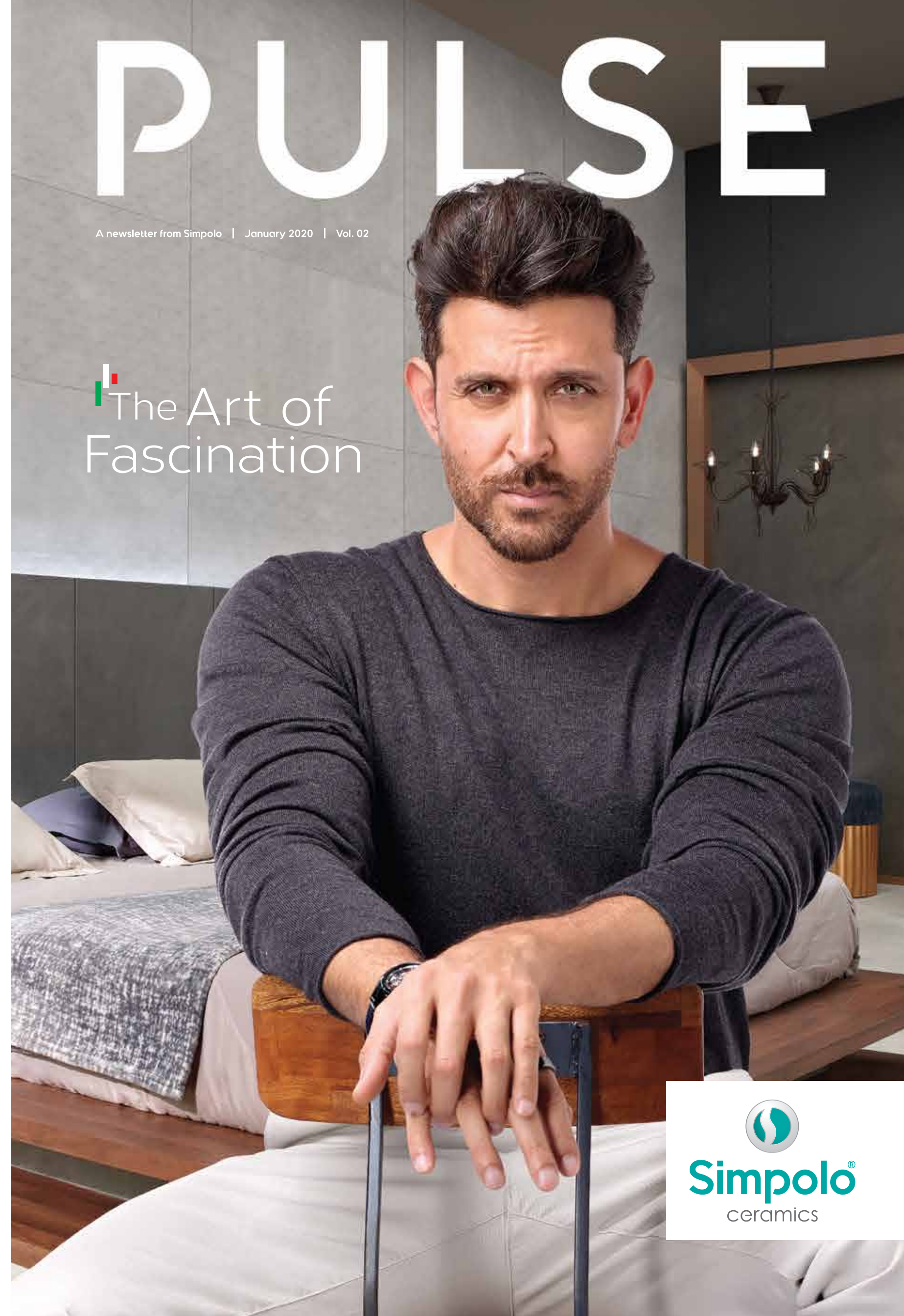
**KOLKATA**

Ground Floor, DB - 52, Salt Lake City,  
Sector 1, Kolkata - 700 064. (W.B.)  
M +91 90733 53728,  
E [kolkata@simpolo.net](mailto:kolkata@simpolo.net)

# PULSE

A newsletter from Simpolo | January 2020 | Vol. 02

The Art of  
Fascination



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**Jitendra T Aghara**  
CMD  
Simpolo Group

In the quest for excellence and innovation, Simpolo is continuously working on changing and vibrating notes. It is the vision and values that keeps us working on these changes.

I strongly believe that the new challenges are the base of new learning, so transform challenges into learning opportunities. Each set of challenges is allowing you to explore and dive into a deep sea of opportunities.

I am carrying a vision of "New Simpolo", and this means a lot. When we drive our force to achieve something new, it has to be driving in the direction of absolute newness in all forms of life. We are in the decorative industry, where ideas give birth to another idea and so on. To reach out to this, we ought to follow a system that keeps us working on time.

Core values are what we live with. These make us live with aspirations to drive through system thinking. Each system orientation drives the company to even more effective positioning of every work area. The focus is very clear, to reach the end users and manage things to the fullest. Bringing the firsts in the industry is in the very DNA of Simpolo, but that can only be achieved when we have the latest in terms of technology and innovations in concepts and designing.

System-oriented company works deeply with a sense of service mindset that gives huge mileage to reach out to the consumers. We are 850+ families now and growing even stronger. We need to work closely with one another and justify serving our customers with best of the offers with customized product range and designs.

Simpolo is known for its innovation and newness in each component of tile designing; we wish to keep chasing newer horizons every day, which is what makes us unique amongst all.

Let's live up to the spirit of innovation and newness and bring aspirations to the peak, making the company a more impactful entity in the ceramic world. The stronger you have faith in your aspirations, the stronger your company will be. Keep learning to sustain.

Thank you and I wish you all a wonderful time ahead.



# Fascination has a new name, and a face.

Simpolo welcomes Hrithik Roshan on board as our new brand ambassador.

Simpolo Ceramics' journey of innovation in tiles and sanitaryware has been one of success and style. It has carved its name in the industry by taking giant strides driven by their avant-garde design and business instincts. Continuing the momentum, the brand has roped in Hrithik Roshan as their new brand ambassador. "Hrithik's persona and sense of style perfectly resonates with Simpolo's brand philosophy, making him a perfect fit for the company", states an animated Mr. Jitendra Aghara, CMD, Simpolo Group.



Already backed by decades of legacy, Simpolo's journey of accomplishments never ceases to stop, and they are determined to take the brand to newer heights. "We believe that the association with Hrithik combined with our new product launches will give our trade partners an opportunity to grow and unlock more doors to success", says Mr. Bharat Aghara, CMO, Simpolo Group.

He firmly believes that Simpolo can grow only if their trade partners grow as well and the brand will ensure that every measure is taken so that both the brand management and their trade partners are aligned to the goals and targets. With the introduction of Hrithik, Simpolo is going to pose some serious challenge to the leading players in the category and the management believes it is just the beginning of a long list of exciting things in store for the brand. The new brand communication with Hrithik is now out in the media and the film is on its way to win hearts.

### New TVC Launch



Bharat Aghara, MD, Simpolo Group with Hrithik Roshan, the new brand ambassador.



Simpolo showroom branding

# Blending in.



Reza Kabul - Mumbai

## Architect Reza Kabul shares his experience with Simpolo.

A design style inspired by nostalgia - if that is our architects' way of functioning, we have a design philosophy that matches just that. A philosophy that believes in creating memories through simplicity. Ace architects of the country trust Simpolo and our products for all the right reasons. Read on to find more. In conversation with Arc Reza Kabul Architects.

**Dear Sir, you are one of the most prominent and applied architects of the nation, Mumbai knows you as the best, with some of the most prestigious projects you have worked upon over the years; what is it that makes you nostalgic in all your projects so far?**

Nostalgia directly stimulates creativity and can enrich emotive appeal in the audience. In today's world, traditional architecture in its pure form is impossible, except in the most special of circumstances. The nostalgic memory of a project comes to shape the design through the choice of texture, colour, material, shadow, light, and detail. In opposition to the contemporary structures of this time, where steel, glass and concrete generated "cold" places, warmer materials and finishes would help humans better relate and interact with architecture.

**Share the moment when Simpolo actually caught your attention.**

Simpolo launched 1m Step and Riser for the staircase which had excellent material and concept. We further suggested them to increase the size to 1.5 m as most of the buildings have the staircase of 1.5m. and they happily incorporated the change and launched a new Step and Riser of that size. It was a great innovation from Simpolo. The positive thing about the product is that it comes with the riser and the groover which reduces a lot of operational work for the client. This is the moment when Simpolo actually became a part of our favorites as not all vendors incorporate the suggestions that they get from their clients.

**Simpolo is synonymous to innovation, it is a pioneering brand that has brought so many FIRSTS in the industry; what would be your opinion on brand Simpolo?**

Indeed, Simpolo is a very innovative brand having significant quality and exclusiveness, with variety of inventive products which are customer friendly, easy to use, effortless and time efficient.

**Concept and ideas generate in your mind constantly, how do you rate Simpolo for designing and quality, today and tomorrow?**

Simpolo has an unorthodox approach which helps in improving lifestyles of the customers and developers by providing innovative and user friendly products. They have a wide product range which is exquisite and sophisticated, extremely durable, greatly versatile, easy to maintain, and can fit in any kind of requirement. It has all the characteristics that a client looks for!



Kukreja Infinity, Nagpur

**Share your experience with Simpolo for providing services and your recommendations to further improve our services at all levels?**

Simpolo is an excellent brand to be associated with! Reiterating the instance where they worked on our feedback of increasing the size of the Step and Riser from 1m to 1.5m positively and on a very short notice which signifies that they are a customer centric brand. Apart from being innovative, they are open to suggestions and feedback, thereby incorporating it for a better result.

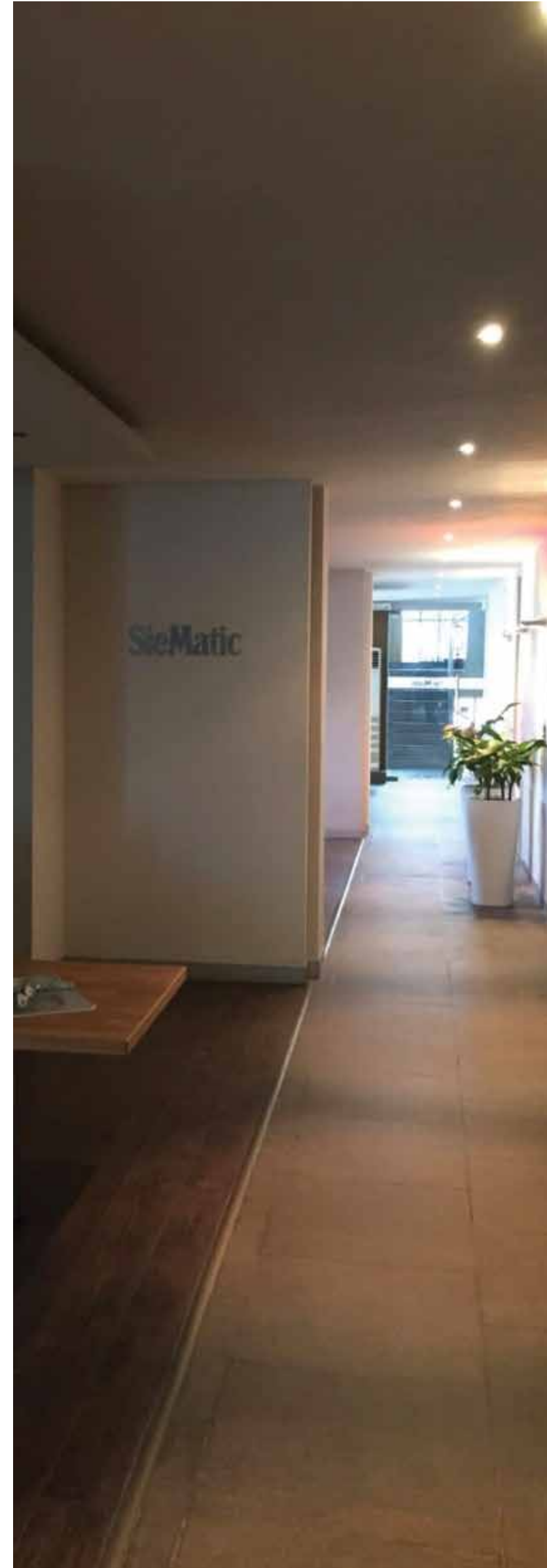


Ravi Dutta - New Delhi

# The Delhi dose of design

Dear Sir, you are one of the most prominent architects in Delhi and the country because of the prestigious projects you have been associated with. What do you think has been Simpolo's role in the journey?

I have always used the innovations from Simpolo and every time I hear about the brand, it reminds me of the projects we have collectively worked on to achieve advanced levels of finesse and style.



**How did you get in touch with Simpolo?**

It was in 2016, at state-of-the-art manufacturing facilities & plant from Sacmi, especially PH-6500 Tons Press.

**Simpolo is synonymous to innovation; it is a pioneering brand that has brought so many FIRSTS to the industry. What do you think of the brand?**

Simpolo is a revered brand in the high end domestic market. I personally view Simpolo as a company that respects and sticks to innovation and quality.

**Concept and ideas generate in your mind constantly, how do you rate Simpolo for designing and quality, today and for tomorrow?**

Número Uno is my personal choice only because of the vast range that I get to play with.

**Please share your experience with Simpolo for providing services and your recommendations to further improve our services at all levels?**

The only thing that I feel needs to be bettered is a more immersive experience centre line, like that at the-state-of-art manufacturing facility in Morbi.



# KABRA - Work Speaks

## Kabra Group - Creating magic through their properties

You are one of the most prestigious builders of Mumbai, sustaining in a deeply competitive market like Mumbai; how did you come up to this height? Share your voyage through these many years as one of the most prominent builders of Mumbai.

Kabra Group, a certified company under ISO 9001:2008 is renowned for setting standards with its mega townships and residential projects across Mumbai's landscape. With stringent performance standards across various sectors of developing building, managing property and other allied real estate related services, catering to both individual and corporate customers, Kabra's performance has been outstanding over the last 3 decades and is still going strong. At Kabra, we believe that, we are good only if our work speaks for us. It does speak eloquently through the broad smiles of almost 30,000 family members happily relishing life in more than 9,000 homes. Although, during the past 30 years of its existence,



In conversation here with Shri Shyam Sunder Kabra of the KABRA GROUP

Kabra has preferred silence to self-flattery, its creations and grateful inhabitants have been the articulate spokespersons of its triumph. We revel in quietly moving on to the next project because actions speak louder than words. And when work speaks, it speaks volumes.

**Share your experience with Simpolo, when you applied the elegance of Simpolo first time in your project.**

Since the last 6 years, we started using Simpolo products. We found Simpolo has always been innovative with a vast range of various product ranges, which helps during selection process with multiple options. Apart from this, its competitive prices and supportive staff also plays an important role.

**What would you suggest Simpolo in terms of services and products?**

As mentioned earlier, product quality is excellent, services are very prompt and supportive. There should be an inclusion of some more satin or silk finish products in the existing product range, especially in 600 X 1200 mm.

**Simpolo is an applied company not only for innovation, but customer relationship also, how do you rate the company for the same?**

Rather than only being a good product and not satisfying a consumer, it is more important to

suggest the right product to right consumer to satisfy his real need. While suggesting any product, Simpolo Sales team and Dealers always focus on this theory. So, on this basis we can rate Simpolo 10 on 10.

**As mentioned above, innovation in tiles is what Simpolo is always vying for, how do you see the need of continuous innovation mark the industry as one of the sustainable tools?**

Innovation is very important in any industry and Simpolo has been an innovative company in terms of designs, surfaces, and getting aesthetic products. It is very important tool to play in any growing industry, to compete with the market's competition.



Shri Shyam Sunder Kabra, Founder Chairman, Kabra Group - Mumbai

# Designing million dollar dreams



MD - Dinesh Gupta, Samridhhi Group - New Delhi

Mr. Dinesh Gupta, a renowned builder (Samridhhi Group) in New Delhi is approaching great heights by building million dollar dream homes for aspirants. Here we have a unique interaction with him as he speaks his heart out about a customer friendly approach.

A young, dynamic and an absolute 360-view taker who thinks beyond possibilities, and keeps customer preferences as a priority, feels that every one must get a view and clarity of the product they are using which gives them satisfaction from within. Mr Dinesh started with a clear vision to deliver the best in the market. The quality that is the need of the hour, the design that creates a stunning ambience and beauty that makes living simplistic and soothing and therefore, uber luxurious.

Mr Dinesh always wanted to have things extended to the customer with zero litigation and provide the best to these customers at large. He has chosen Simpolo over other key players present in India because of a strong sense of compatibility that he enjoys with Simpolo's products and design philosophy. Delivery that always ensures projects' completion with good speed and in all, every single commitment allows each one connected to the business to complete the circle. He finds it important that even the end users should have the knowledge about the application of the product.

Quality, design and innovative products are the services that he believes must be of the highest standards and that is where Simpolo is always running through the changing notes and good practices at all levels.





# Simfluence, a forum where the industry comes together.



**SIMFLUENCE**  
PARTNERS' MEET 2019

Business Partners' Meet @ Sahara Star,  
Mumbai, 5<sup>th</sup> September 2019



A display case featuring a large, ornate tile design and a rocking chair. The tile has a complex, symmetrical pattern. The rocking chair is white and is positioned next to the tile. A floor lamp is also visible in the case.

Simfluence 2019 @ Mumbai was a rather refreshing Business Partners' Meet which also launched the concept of a new tiling world which was the greatest attraction of the event. More than 450 SKUs were exhibited comprising a plethora of ranges that were curated based on latest trends and customer demands.



# SIMFLUENCE

PARTNERS' MEET 2019



Simpolo Group of Directors with CMD and MD



Mr. Jitendra Aghara, CMD, Simpolo Group



Simfluencer in many senses is an august gathering of Simpolo's 800+ business partners. It is a platform to express and explore. The Simpolo management and its business associates come together on the single platform and form a genesis. Simfluencer is growing to become a common and sought after platform for all our business partners where every little detail and subjects of key importance to the entire industry are discussed, giving us an upper hand when it comes to knowing real-time market synopsis and thus cater to most of the choices based on customers' perspectives.

Simfluencer 2019 exhibited a collection that covers all pieces of market perception in addition to Simpolo's continuous quest in offering the most innovative tile concepts. Acknowledging and appreciating our business partners, the event also awarded best performers for their yearly output and mending new dimensions in the business arena.



Mr. Bharat Aghara, MD, Simpolo Group



Mr. Jignesh Kakdiya, Sales Director (Wall Tile)



Mr. Dharmendra Patel, Sales Director

# Simfluencer 2019 - Winners

## Best Performer of the year 2018-19



MR. MAHESH PATEL  
AMAR ENTERPRISES  
BILASPUR



MR. PRAKASH CHANDVANI  
CHANDWANI CERAMICS  
KOLHAPUR



MR. SANDEEP GOYAL  
CITY MARBLES  
PANCHKULA



MR. SHIRISH AGARWAL  
RAI AND COMPANY  
ALLAHABAD



MR. ANIL KUMAR REDDY  
SAI CERAMIC SHOPPE  
NELLORE



MR. ANUNAY KUMAR  
SHREE DURGA BUILDING MATERIALS  
BUXAR



MR. NEERAJ SHAH  
HEENA ENTERPRISES  
MUMBAI



MR. AJAY AGARWAL  
HINDUSTAN CERAMIC DISTRIBUTORS  
UDAIPUR



MR. ADARSH JALAN  
INSPIRATIONS  
AHMEDABAD



MR. NISHANT BANSAL  
SHRI RAM TILES AND SANITARYWARE  
HISSAR



MR. SANDEEP ADRESHNA  
SIMPOLO CERAMICA  
AHMEDABAD



MR. RUDRA PATEL  
SIMPOLO GALLERY  
RAJKOT



MR. MUKESH PATEL  
KAILAS TRADERS  
TIRUPUR



MR. K V GEORGE  
KAITHARAN BUILDWARE  
ERNAKULAM



MR. SAKSHAM GARG  
KLASSY STONES  
SILIGURI



MR. SAHILESH GAJERA  
SIMPOLO SANITATION  
BANGALORE



MR. NARYAN  
TAYAL SANITARY STORE  
DIRBA MANDI



MR. AMIT MEHTA  
TECHNOSTONE  
DELHI



MR. ASHOK GUPTA  
MARBLE CENTRE  
DHANBAD



MR. ANIL KUMAR JAIN  
MARBLE N MARBLE  
BONGAIGAON



MR. MURLIDHAR MORNANDANI  
OM TRADERS  
BHOPAL



MR. PARAG DESAI  
VHD DISTRIBUTORS LLP  
INDORE



MR. ANUP S JAIN  
ANUP ENGINEERING  
DEVEGERE

# Simfluencer 2019 – Winners

## Excellent Performer of the year 2018-19



MR. KISHOR PATEL  
CERAMIC INC.  
HYDERABAD



MR. MANISH SHETH  
CERAMIC WORLD  
BHUBANESHWAR



MR. KANNAIYA MITTAL  
J. J. MARBLE HOUSE  
KATHMANDU (NEPAL)



MR. RAJENDRA DEVPURA  
SHRI GORAJI MARBLES  
BHOPAL



MR. ALPESH GAJERA  
SIMPOLO SANITATION  
BANGALORE



MR. RAMESH KUMAR  
SITARAM MARBLE TILES AND BUILDING  
SIWAN



MR. ASHOK AGARWAL  
LIFE N STYLE  
GURGAON



MR. JHONY  
LOVELY BATH CONCEPT  
BATHINDA



MR. AMIT JAISWAL  
M/S SAI TILES WORLD  
LUCKNOW



MR. SUNIL BAID  
SSS TILES SQUARE (INDIA) PVT. LTD.  
KOLKATA



MR. JOSE KURIAKOSE  
TARA SANITARY WARES AND TILES  
TRIVANDRUM



MR. THATAVARTHY CHARAN TEJA  
THATAVARTHY TILES BAZZAR  
BHIMAVARAM



MR. SANJAY JAIN  
M/S SUNIL TRADING CO.  
HAZARIBAG



MR. BALU S.  
NANDHI PIPES  
AVINASHI



MR. SANDEEP GUPTA  
NEW TILE WORLD  
SAS NAGAR



MR. PIYUSH RAJENDRA DONGARWAL  
THE CERAMIC STUDIO  
NASHIK



MR. DILIP ARNIYA  
UNIVERSAL CERAMIC WORLD  
RAIPUR



MR. SHEETAL BHILWADE  
VARDHAMAN ENTERPRISES  
SANGLI



MR. PARTH KALAWADIYA  
POOJA CERAMIC  
RAJKOT



MR. PRADEEP JAIN  
PRP BUILDMART TRADERS PVT LTD  
MEGHALAYA(ASSAM)



MR. NAGRAJ S K  
SAI RAM FLOORINGS  
UDUPI



MR. DILIP MEHTA  
WINALL STONE TRADING CO.  
MUMBAI



MR. ANSHUL  
CHOUDHARY SANITARY & TILES  
KAITHAL



MR. RAJESH GUPTA  
GUPTA DISTRIBUTERS  
BIKANER

# CEVISAMA

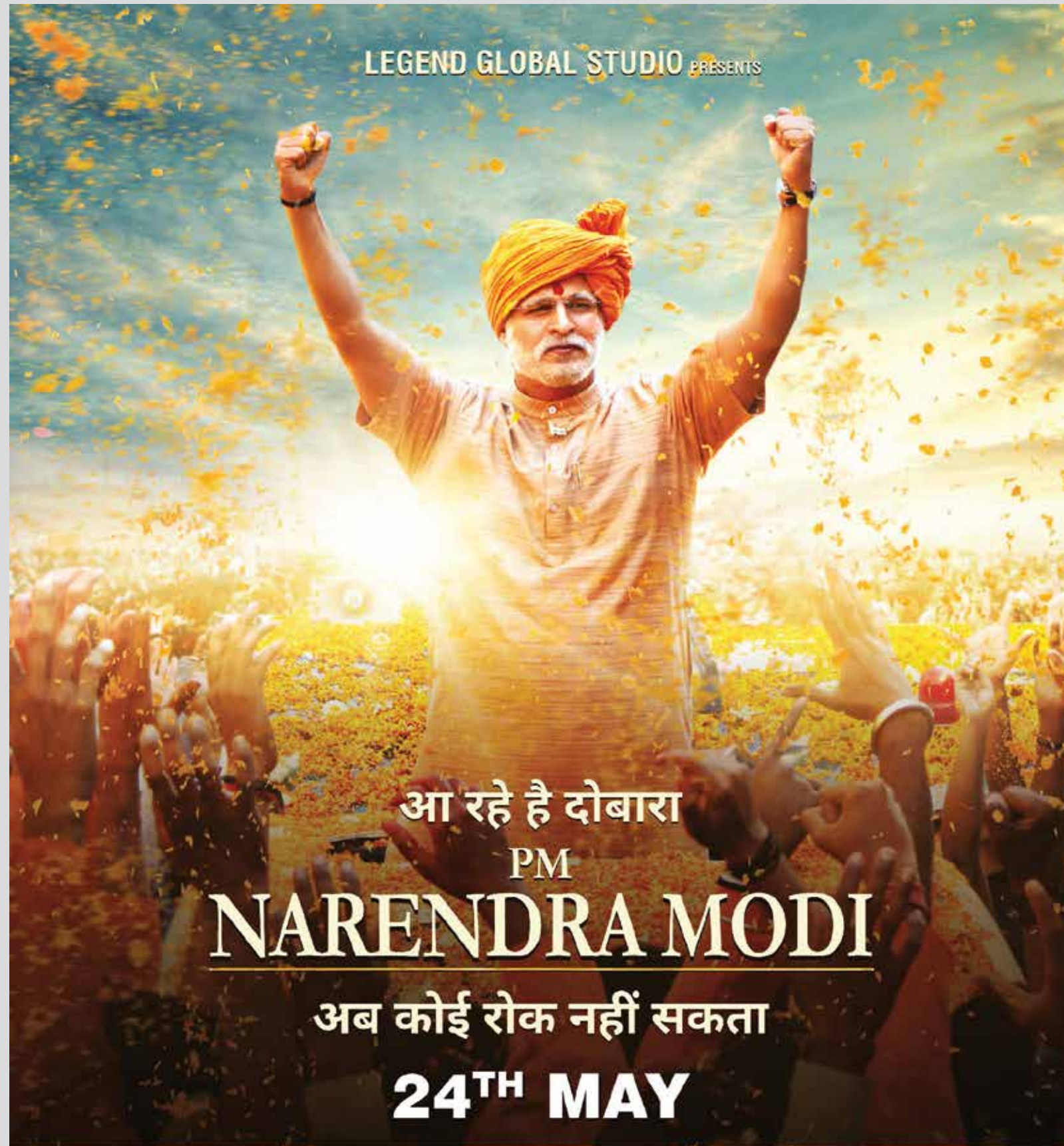
Simpolo participated in CEVISAMA, a major annual trade show for ceramics, bathroom equipment and natural stone organized in Spain. It offers over 100,000 m<sup>2</sup> of exhibiting space that welcomes over 800 exhibitors and more than 90,000 professional attendees from across the world.



Mr. Bharat Aghara, MD and Mr. Parth Detroja, Export Director with Overseas Delegation



In-Movie Promotion



SIMPOLO CERAMICS IS PROUD TO PARTNER WITH THE FILM PM NARENDRA MODI.

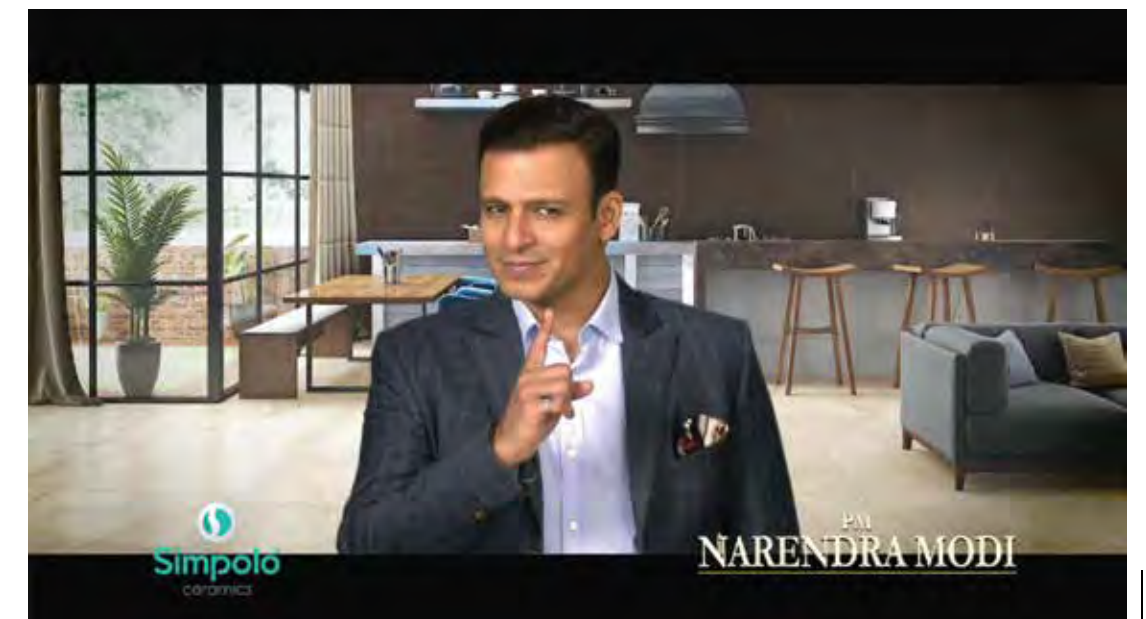
VITRIFIED TILES	WALL TILES
SMART MARBLE	SANITARYWARE



Mr. Bharat Aghara, MD with Actor Vivek Oberoi in the Movie PM Narendra Modi

As proud citizens of the largest democracy in the world, we at Simpolo are deeply devoted towards serving our motherland and taking up causes that further the spirit of patriotism. Hence, it gives us immense pride to be associated with the movie, PM Narendra Modi which is based upon our honourable Prime Minister's inspiring life. In today's

day and age, it is very important to take a stance and do our bit towards a larger cause for our nation. It was this belief that encouraged us to be a part of a feature length movie being made on the life of our beloved leader who is not just an inspiration for all the Indians but also someone who has become a global icon.



Continuing the journey  
towards excellence:  
**Continua +  
Technology @  
Simpolo for the  
1st time in India**



**A letter from Paolo Mongardi  
President of Sacmi, Italy  
on Continua Plus**

Dear Sir,

We would like to thank you indeed for the kind words below and let us sincerely return the congratulations and the greetings. It is for sure a great and bright day for this outstanding Simpolo success.

When we started some time back this challenge for the first CONTINUA+ line in India, from the very first moment we have been challenging ourselves to make it a milestone. Everyone was giving more than it was expected to be part of this paramount achievement. Without your restless support, application, help and strong belief in our technology, we wouldn't have reached the success we are today celebrating. All in all, Simpolo staff gave the maximum contribution and so we did.

Simpolo's success is our highest happiness and, on top of it, the appreciation and validation of our best technology in such a challenging market is something that is making all of us proud, as we fixed and set the new standard of excellence in tile and slab production.

Kindly extend our thanks once more to whoever in Simpolo contributed to achieve this result, which is the highest in ceramic history and look forward to continuing our way ahead.

All together, we are ready for new challenges and success.

Congratulations and thanks again from all of us in SACMI!

**Paolo Mongardi** | President

At Simpolo, progress is a style of working so staying ahead of the competition comes naturally to us. This we do with integrating utmost class and innovation in our thinking which reflects in the products that we create.

We own a lot of 'firsts' in the industry and that has become our USP. Be it replacing the demand for natural marble with a more consciously created range of tiles but in the desired texture and design options, or about manufacturing the thinnest slabs, every step that we have taken in our journey has given us the title of 'Benchmarkers' and we are in no mood to let it go.

Continua+ is one such technology that is putting Simpolo far ahead of all competitors. It is not just another technology; it is a new generation of design and technology that provokes personalization in offering tiles of "my choice". This is something remarkable about Continua+. It comes from Sacmi, a 100 years old company that has been associated to Simpolo since its inception. Sacmi is known to provide deeply sustainable and highly technically advanced technology for the Ceramic Industry but only to those partners who ethically match their quality and standards in the tile industry.

This is first time in India that Continua+ technology is offered to Simpolo, based on its merits. Sacmi has its own standard to offer the best in the industry and Simpolo, fit right in as the most fitted contender to match the class of this technology.

## Technical excellence of Continua+: CONTINUA + COMPACTION TECHNOLOGY FOR SLABS AND TILES



### Unrivalled brightness

High flexibility in the production of tiles and ceramic slabs. Increased productive efficiency.

### Revolutionary

CONTINUA+ is a revolutionary compacting technology that overcomes the large format productivity constraints, making it possible to change aesthetic effects with extreme ease and leaving ample room to customization.

### Aesthetic advantages

CONTINUA+ assures perfect integration of the powder forming stage with body effects and subsequent surface decoration with powder and ink in digital mode.

### Extremely high quality of slab surface

The compacting belt of CONTINUA+ is always moving with respect to the ceramic powder, therefore, compared to a steel punch of a conventional press, it never fouls ensuring the surface of the pressed slab is perfectly smooth.



### Unparalleled productive efficiency

The ceramic slabs are molded without using a conventional press and a mold intended to a specific format. It is thus possible to obtain porcelain stoneware slabs and tiles in a wide range of thickness and dimensions, customized in surface and body, with greater productivity compared to conventional lines.

### Maximum compaction, minimum waste

The PCR compactor makes it possible to mold slabs with homogenous body and resistance similar to conventional pressing. Compacting takes place by using two highly rigid and appropriately metal belts. The side areas of the powder are contained by non-deformable retainers that assure excellent compaction of the edge thus limiting scraps.

### Structured surfaces

The quality of the relief and the brightness of the surface are the main strengths of this exclusive process.

### Digital dry decoration for an endless range of effects

Thanks to the proprietary technology DDD (Digital Dry Decoration), CONTINUA+ makes it possible to fully exploit the potential of digital design, obtaining innovative aesthetic effects which cannot be achieved with any other type of system.

### Low environmental impact

The CONTINUA+ does not require foundations. The extremely low energy consumption, the absence of noise, vibrations and dustiness mean this is the most innovative technology also from the point of view of environmental impact.

The advantages and superior advancement offered by Sacmi through its Continua+ Technology is going to be game changer in the industry. This brings all that customer wants from the manufacturer. It is a customer centric technology that will speak what customer wants.





# New Showrooms, Simpolo Gallery Opened

Simpolo - there to beautify every corner of India



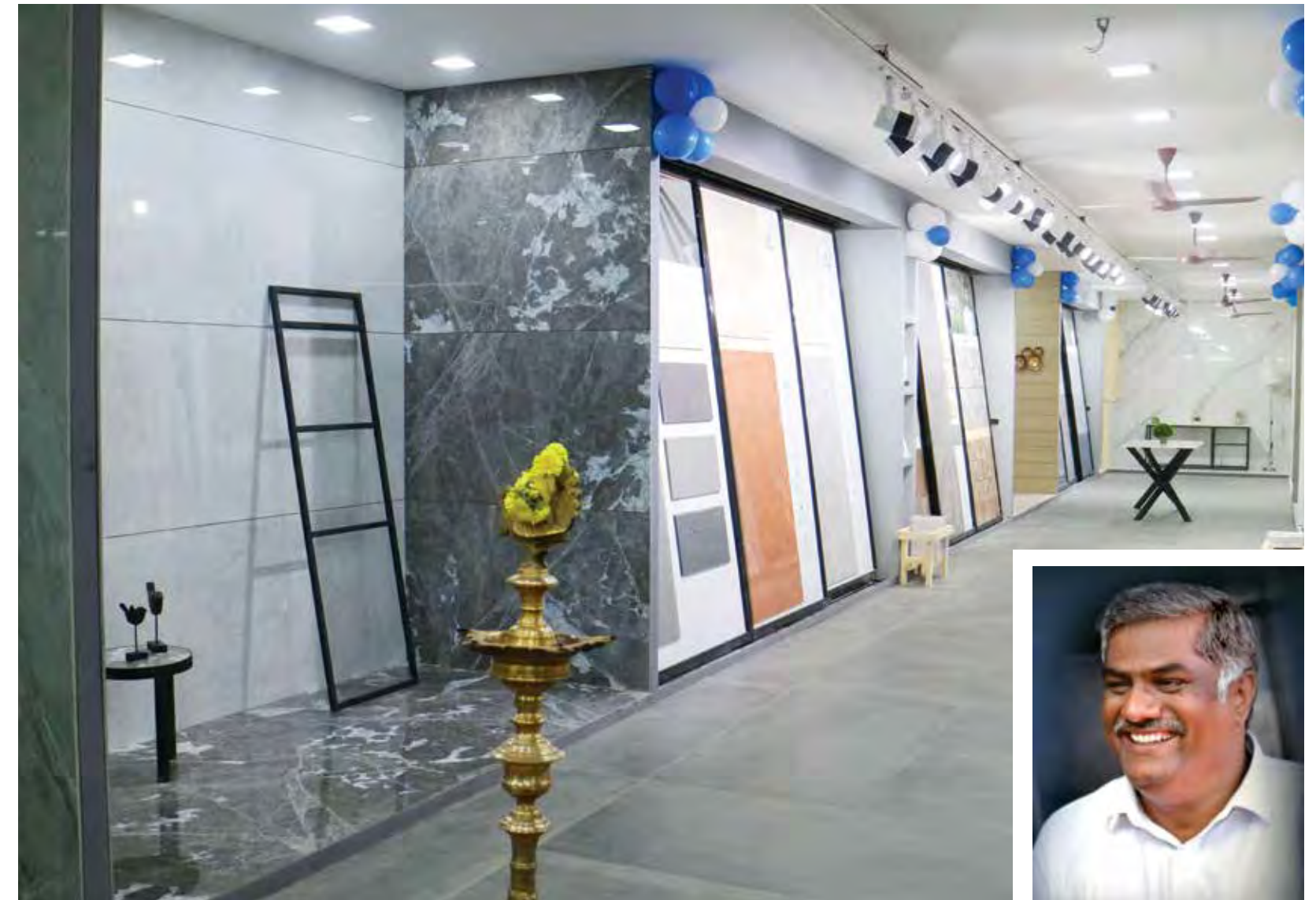
Mr. Bharat Aghara, MD with Mr. Sidhharth Kothari inaugurating the Simpolo Gallery



Mr. Maju Abraham, VP during inauguration



Avthar Ceramic | Trichy

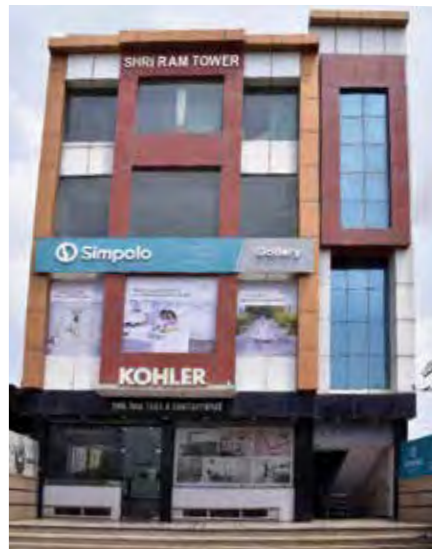
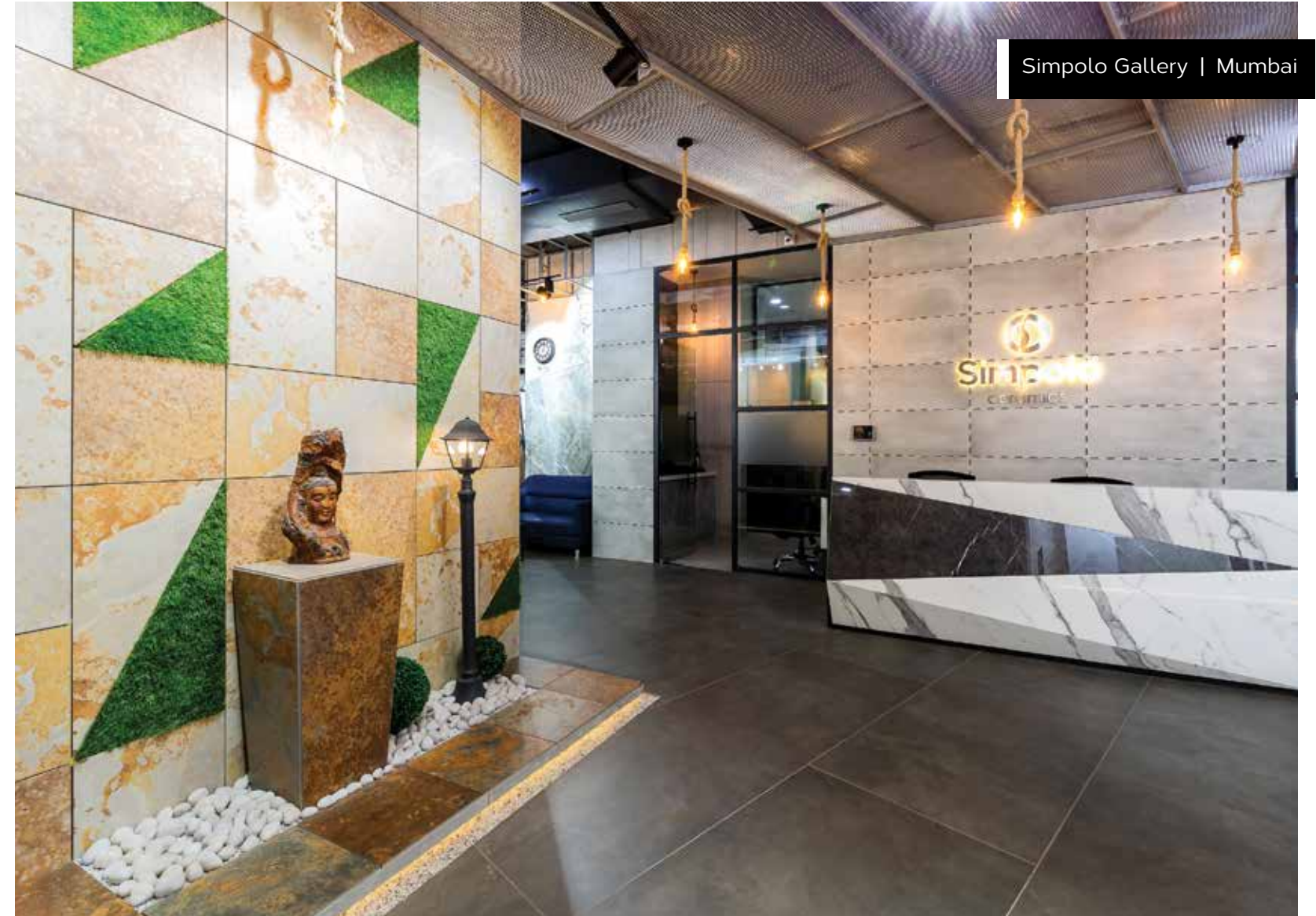


Mr Kethappan Mani - Owner

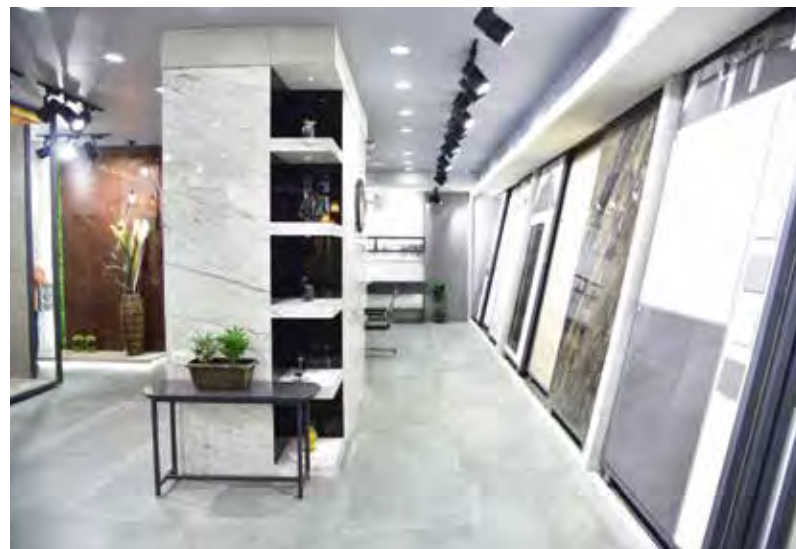


IK Classiva | Chennai





Mr. Nishant Bansal - Owner



Simpolo Gallery | Rajkot

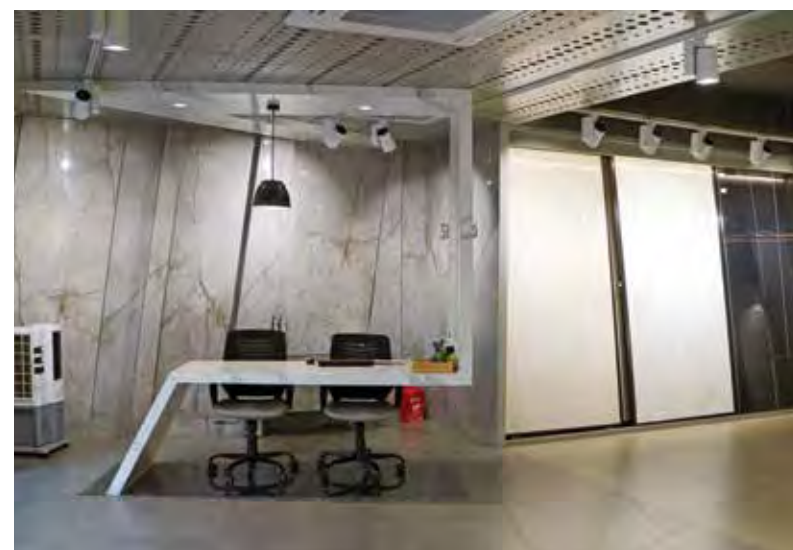


Mr. J K Dey, VP West (A) with Shree Nand Kishore Agarwal during inauguration

Mahalaxmi Tiles | Satna



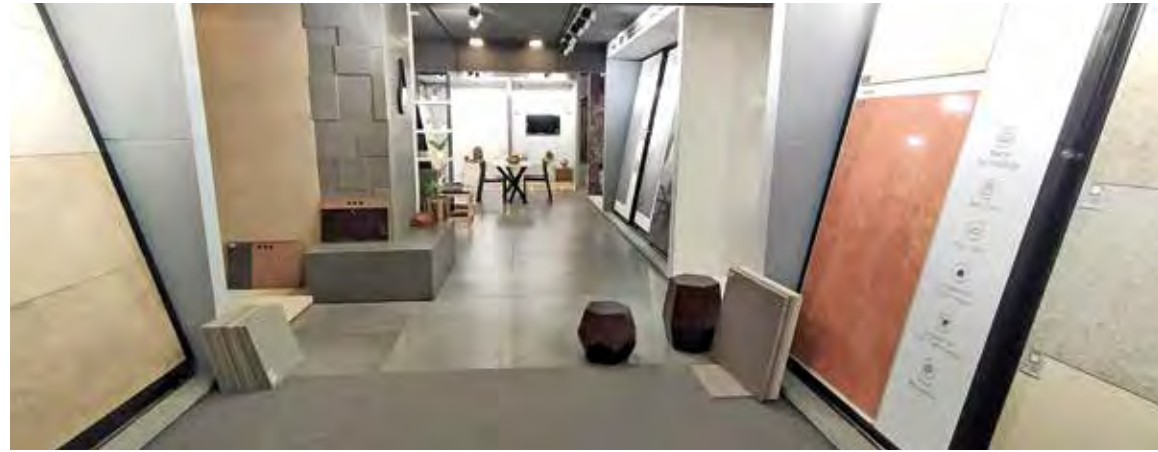
Mr. Rudra Patel - Owner



S S Sanitation | Siliguri



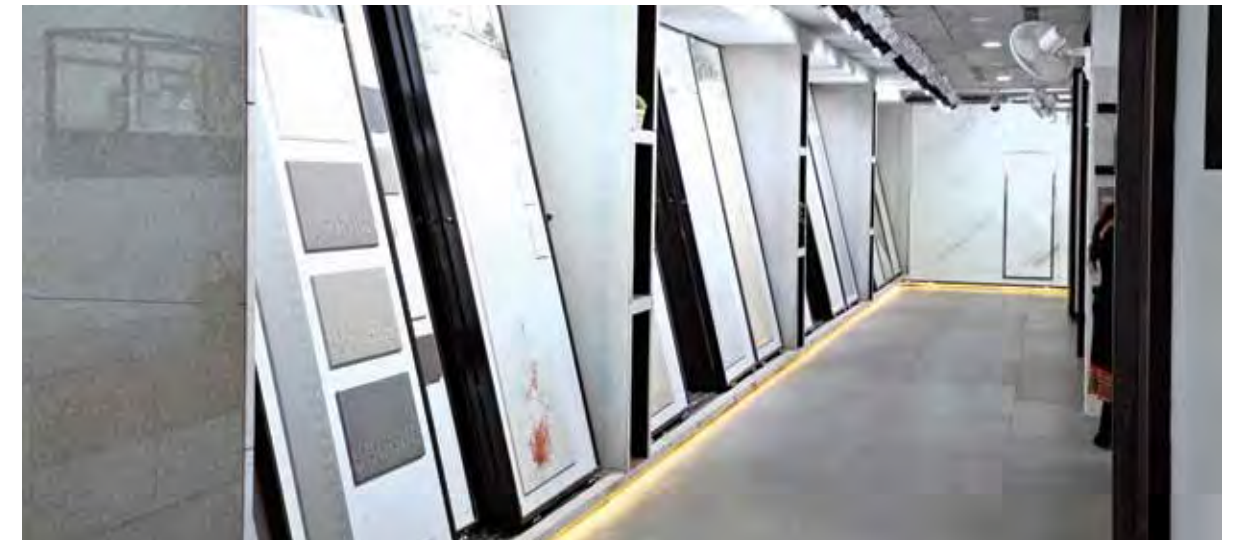
Mr. Sunny Agarwal - Owner



New Tile World | Chandigarh

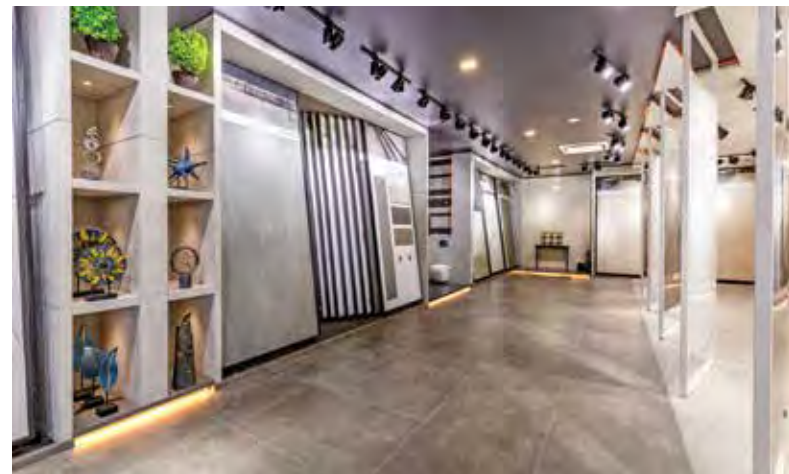


Mr. Sandeep Gupta - Owner





Mr. Ashok Jain, Nirmal Jain & Dilip Jain - Director's



Mr. J K Dey, VP West (A) with Mr Ajay Kumar Agarwal

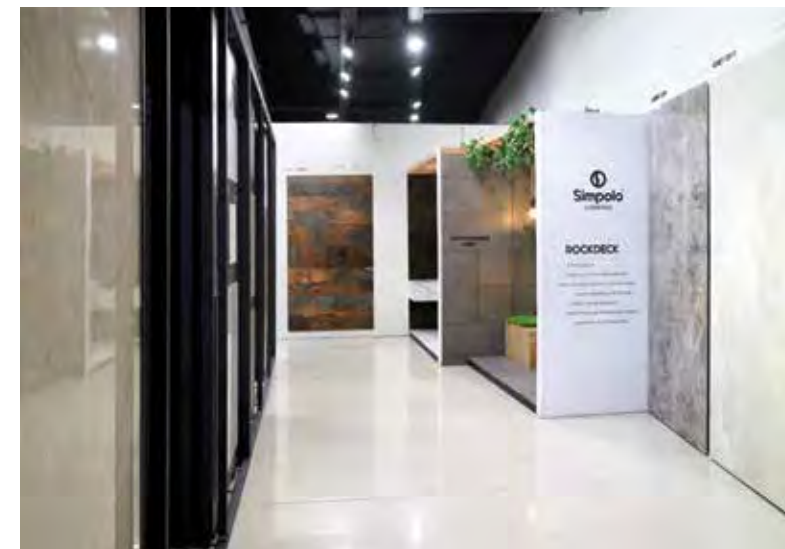
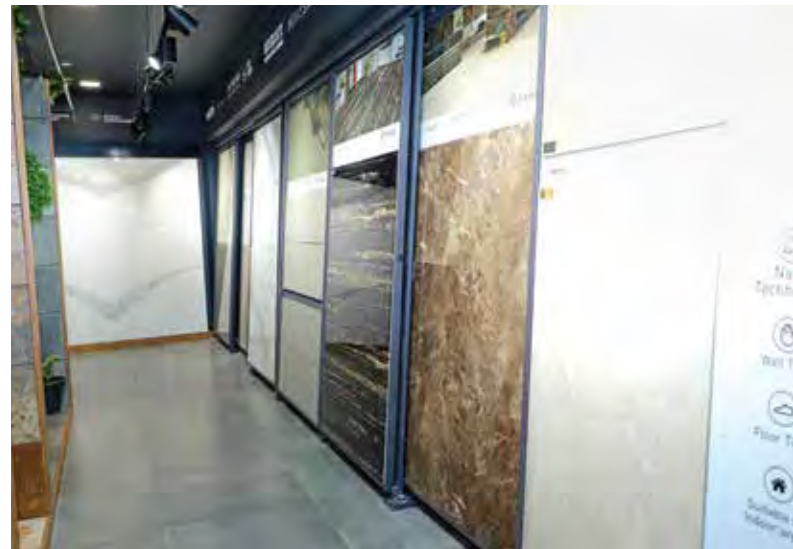




Mr. Bharat Aghara, MD with Mr Dharam Patel and Mukesh Patel during inauguration



Mr. Rajaram Govinda Shenoy - Owner



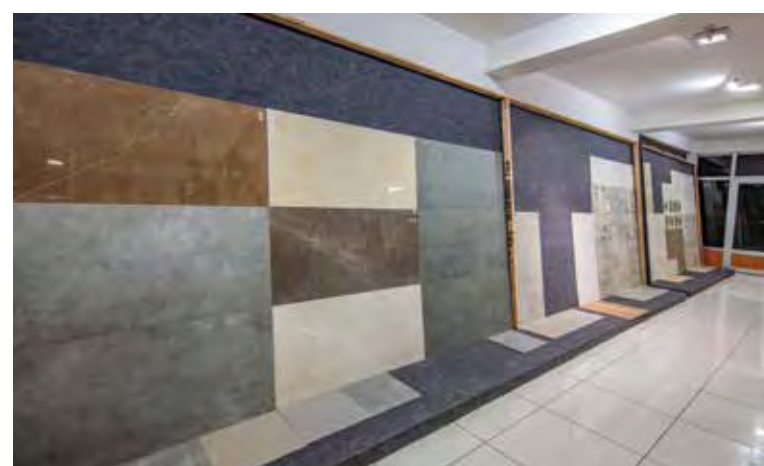


## Geographies don't come in the way of progress

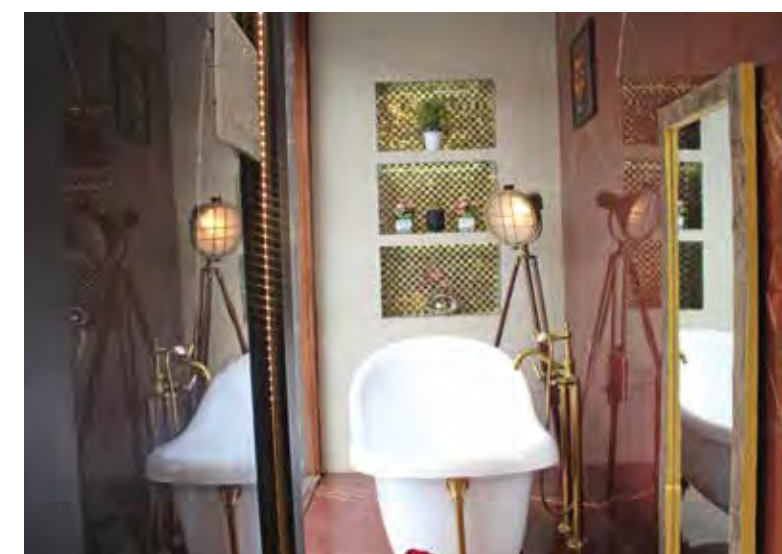
Simpolo opened its gallery in the Union Territory of Ladakh in partnership with Mr Stanzin Gyalson. When asked to comment on the association, he said "One of the most important things about Simpolo tiles is their varied choices of tiles, be it size, colours or patterns. There is a distinct style of Simpolo tiles that combines simplicity with modern design which closely reflects my idea of tile designs. Another thing which touched me is the way they keep their relations with their dealers. They give opportunities and exposures to new dealers like us by inviting us to 'Dealers Meet', all around the country. I feel fortunate to be a part of Simpolo Ceramics."



Stanzin Gyalson - Owner



Tshering Wangchuk - Owner



# At Simpolo, every day can be a fascinating one.

And to make sure it is, we keep our company buzzing with events that encourage our people towards collective progress.

Simpolo celebrated the spirit of patriotism on the Republic Day (26th January). Various activities were also organised for the employees and their families. It was a gala time for everyone who came together to celebrate the spirit of India.



Our people are our biggest strength and the day they came into this world is a day worth celebrating. So, every other day at Simpolo has a birthday celebration.





## Our journey is not a solo one.

It has become possible because people who have put in their minds, energies and efforts into moving forward with each passing day. This segment of the newsletter is dedicated to appreciating and acknowledging our patrons who have demonstrated their dedication through some outstanding performances. Here is a heart-felt letter dedicated to Dr V.C. Kataria by our very own Jitendra Aghara.



The Messiah who gives "Divya Jyoti" to society, a commander of selfless service, dedication and conviction to bring lights in the lives of millions of people: giving vision and making people see this beautiful world.

Dr. Kataria has been an epitome of medical excellence who has set an example as to how one can serve the society and spread the fragrance of compassion. Hope is the greatest gift that one can give to the society and Dr. Kataria is a source of that hope and happiness that everyone in the society needs. Dr. Kataria has set up a milestone in the history of medical science serving the community from a civil hospital in Morbi and set a benchmark in the area of cataract operations. During his 36 years of service to the community, Dr. Kataria has performed more than 2.5 Lakh operations. This is a record in itself that he has performed 1,00,000+ operations in the last seven years and the world has recognized it.

Dedication and humility with no other aim but to spread light in the lives of people. The affection that he receives from people is enormous. He has never taken leaves during these many years of his service to society. All his leaves numbering more than 1000 days have been dedicated to the society by organizing and participating in various camps in villages and town in Gujarat.

Till date, he has checked on more than 20 Lakh patients and has operated around 5.5 lakh patients comprising hospital and camps. He has conducted more than 775 camps. If his contribution is counted in percentage then he has contributed to more than 25% of total medical procedures over these many years. It is a huge contribution by a single handedly managed hospital in Morbi. It was the love of the people of Morbi who got agitated when Dr. Kataria got transferred as per the government norm and the city of Morbi went on strike, that got him back.

### Dr. V C Kataria

Sr. Ophthalmologist-Eye Surgeon, Morbi Civil Hospital.  
Dedicated to the society, Sparkling "Vision" in millions of eyes.



He has set up a charitable trust in the name of his better half to serve the needy. He has always been on forefront to help the needy at all times. He has never looked back in life and has always drafted his programmes for the community services.



It was a movement for the man who has proven to be great source of blessings for the community. Government had to step in and continue his services in Morbi hospital only. A dedicated eye hospital building is assigned to Dr. Kataria and it is known as Dr. Kataria's Eye Hospital.

Simplicity and compassion are the greatest identities that Dr. Kataria is living with. After the death of his wife, he has fully dedicated himself to the community.



It is therefore, as Morbians, we feel proud to have Dr. Kataria as the jewel of the town. Our foundation, since the days of our grandfather Lt. Gandubhai Aghara and then Shri Thakarshibhai G. Aghara, feels proud to be associated with Dr. Kataria. It becomes our duty to offer our bit to Dr. Kataria's selfless services. Simpolo Foundation feels proud to be associated with Dr. Kataria. Morbi is proud of you. Gujarat is proud of you. Thank you for everything!

Jitendra T Aghara  
CMD-Simpolo Group



Shree Gandubhai Aghara Felicitating and wishing Dr. V C Kataria

Dr. V C Kataria, Senior Ophthalmologist, Morbi Government Eye Hospital

Our people make us stronger. And to ensure their growth and comfort is our responsibility. Our HR team undertakes necessary and timely upgrades within the organization to give our people the encouragement and care that keeps them going.

# We = Our people



## Masterclass by Simpolo Group Chairman



When it comes to understanding the significance of aspirational values, who better to learn from than the master himself. Simpolo Group Chairman himself takes this wonderful initiative of teaching employees to craft the perfect service mindset. Creating climate within the organization is crucial and requires applied attitude, involvement and inclusion of all those working on floor. Our esteemed Simpolo Group Chairman ensures that this climate stays intact and is applied within the organisation.

## Employee Induction Programme



### Technical Refreshment Programmes

These programmes are undertaken on a weekly basis in every department. Responsible HODs and GMs from all connected plants of the Simpolo group attend these sessions. It is an exercise where all technical heads come together to discuss issues affecting production and rectifying the same. These sessions are designed by our inhouse team in a way that it aids in crafting a continuous brainstorming exercise that ultimately leads to finding better solutions.

The HR team is trying to cover all aspects including motivation, leadership skill development, quality assurance skills, safety and OH too. Initiatives to train some key responsible employees in FIRST AID are also ongoing. Keeping in mind all industrial training inputs, we work on them with equal weightage. This is done throughout the year, with 52 sessions on 52 different subjects and topics that help all in empowering and sharpening employee skills.



**Employees' Quarters**

As valuable as our employees are to us, their family holds the same importance. When people join the Simpolo family, we understand that their stay is one of the top priorities. We cover this need by providing every employee with a Family and Bachelors' quarters. These quarters are thoughtfully designed, with all basic amenities like a gas pipeline, 24-hour water and electricity supply with required security facilities.

Morbi, being the hub of ceramics in India, is becoming increasingly inhabited and this leads to immense difficulty for people to find a residence near their workspace. Simpolo is the only company that has worked to resolve this issue by building new quarters within or near the company campus seeing through all the necessary needs and care. These quarters are specially built for operators and supervisors' families.

**The Green Wall**

Morbi is a dense manufacturing area for ceramics products which poses a difficulty in increasing the green blanket of the area. Also, since most of the area does not have enough space and fertility that is plantation friendly. Simpolo has taken up the responsibility to create a green cover in its surroundings with vegetation that can sustain in these heavily dry peripheries. We have planted 100 such trees including Neem, Gulmohar and Borsali that can thrive under any given environmental conditions. The plan is to now plant more trees till we transform the barren stretch of land into a belt of green, turning it into a green wall.



**A comprehensive Induction Programme for the new sales hires and an initiative by the Simpolo Group to professionalize the sales team live and work up to company's core values.**

Since day one, the journey of Simpolo has been a collective one. A journey that has created newer avenues to ace craftsmanship and also empower its employees. A trait hard to find in the ceramic industry. The Employee Induction Programme is one another feat moulded to have a lasting impact on sales hires who will soon be facing every kind of challenge lurking in the market. We think they should be well-equipped with all technicalities and parameters to see that customer meets with the best choices on floor and this is a programme that does exactly that.

The 4-day programme covers all aspects of manufacturing excellence, QA and QC parameters, HR, Branding, Designing, SCM and Product Display and Knowledge. The induction brings the sales team closer to the product and its real genre and origin that needs to be understood deeply. The impact of knowledge will be so effective that customer can be made to imagine how the product will look like once applied.

The output of this project not only creates a positive brand image but reinforces the customers' trust in our products and values.

When people grow, the capacity and the capability to help others around grows with them. Whether or not they utilize this potential is a matter of how much is acknowledged and put into action. We, at Simpolo see our progress as an opportunity to give back to our motherland and its people. Our people are our responsibility and we take them very seriously.

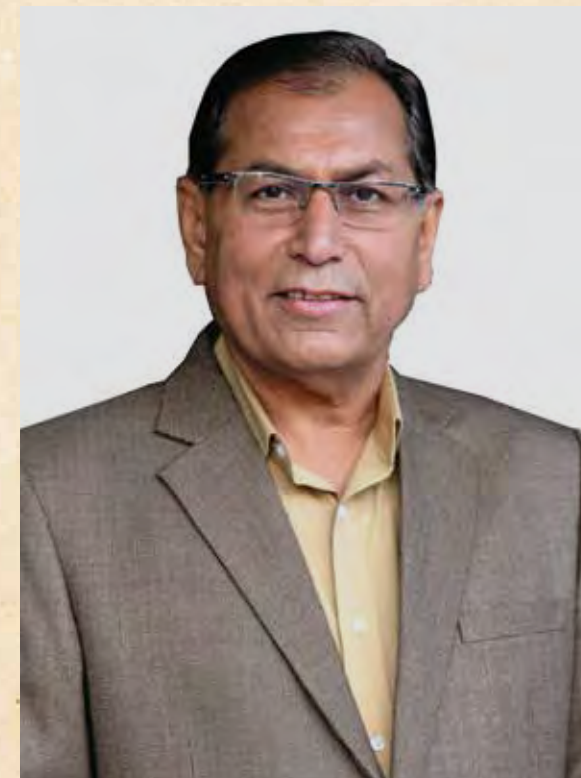
## Simpolo Foundation is proud to be associated with Vishv Umiya Foundation

Transforming Society to a Deeply Sustainable Entity.



Simpolo has always found itself to be privileged to have participated in projects and events that propel social change. It is because we believe our fundamental duty is to give back the goodness to the society in return of their constant love and support. If it hadn't been for them, we wouldn't exist.

# Stories that inspire



“ I have the highest regards for the Simpolo Group. Having witnessed its growth and prosperity, it fills me with great pride at all its successes. Also, a truly overwhelming feeling is to have the Simpolo Group share the ethos and blueprint of Vishv Umiya Foundation towards welfare of the society.

Morbi has historically been a proud destination for our community. And over the years Morbi Chapter has grown steadily with Jitubhai's extension of help. It is under the flagship of Simpolo Foundation that our Morbi Chapter thrived and we could raise 10 CR+. Apart from this, now a strong team will be deeply instrumental in further strengthening of the VUF on global level. I personally acknowledge Simpolo Group's commendable commitment and contribution towards Vishv Umiya Foundation. It is felt and received greatly. Again I thank Mr. Jitendra Aghara and hope for his continued participation in future.

R P Patel, President - VUF



Simpolo Foundation has been doing its bit for the society and when it comes to the larger canvas, we often look out for a bigger network and workforce to partner with to reach out to the largest group of people and ensure transformation actually happens on ground. Vishv Umiya Foundation is one such Non-Government Organization that has set up a mission for the society. This is a mission with a deep vision to see how every individual of society can be benefited from various programmes that are to be offered by the organization.

VUF empowers society through social, cultural, sports, education and skill development in all possible areas, and also provides financial assistance to those in need. This will help society to have a healthy and prosperous future for all. We wish to see our youth participate in civil service exams at GPSE and UPSE level. It is also a global platform that will help enhance social security and development and bringing communities closer from all over Gujarat and the world. VUF also undertakes integrated programmes for widows and women empowerment and for all those who need social support and are struggling to find a respectable identity in the society.



D N GOL, Vice President - VUF

“I would like to take this opportunity to earnestly thank the Simpolo Group and the Simpolo Foundation on behalf of Vishv Umiya Foundation and our fortunate community members.

It is due to their time, leadership and significant contributions that we were able to establish a strong presence in Saurashtra region and reconnect with the resident members of our community.”

If you see the larger picture, all programmes are designed to transform the society. Bringing the youth out of the comfort zones and training them to live up to their potential. The Foundation's stone ceremony was held on 4th March 2019 by the Hon. Prime Minister of India, Shree Narendra Modi. VUF has designed its periphery to establish a world class embodiment for overall social, professional and above all individual empowerment. We are to strive for a better and stronger society. We need to work for the CHANGE and that will come through continuous learning and empowerment. There was no second opinion when it came to agreeing on this partnership because of the shared values that the two groups enjoy and Simpolo's confidence in VUF.

From Legal to Revenue to Matrimonial to Agricultural Seminars and Knowledge Sharing and Disaster Management services, the VUF works in areas where Simpolo Foundation wishes to contribute more than it is. The collaboration is going to help us do just that.



Deepakbhai Patel, Vice President - VUF (Ozone Group, Ahmedabad)

“It is always deeply gratifying for me to actively partake in humane causes for our community and VUF is an extension of that purpose on a global scale. The Simpolo Group shares VUF's vision for diligently investing in social causes for our community's prosperity. As the world's second largest ceramics manufacturer Morbi based Simpolo Group, already has an extensive pre-present geographic and social networking.

We approached the group for their help in getting access to potential members of Kadva Patidar samaj for fruitful and seamless implementation of our schemes. Since then as a culmination, the synergized networking amongst various community groups has led to improved understanding in relationships based on mutual trust and growth. At this juncture, it is also imperative to explicitly credit and thank, the Simpolo Foundation for drafting the huge success story of our Morbi Chapter. Their concrete call of action has occasioned in 25 Trustees each donating Rs 25, 00,000. It is now possible for us to forge the consolidation efforts between community members greater outreach. This has exponentially strengthened VUF's initiatives in Morbi and has set a benchmark for our future expansion plans.

As a global organization VUF has ambitious plans for amplification of its presence and with the Simpolo Group as an active contributor our goals seem achievable.”



## The Joga Bilawal Story



Joga was the sole bread earner of his family and has been associated with Simpulo for the last 10 years. When he met with an unfortunate accident near the outskirts of Morbi district, in November 2018, life came to standstill for him and his entire family who were dependent on him.

Those who witnessed him lying lifeless on the road-side had admitted him to a local hospital. The hospital thereafter called the Simpulo HR department after finding the details from his identity card and informed us that Joga has suffered from a serious head injury and had slipped into a state of coma.

The management immediately took a decision to shift him to a well facilitated hospital at Rajkot and ensured he was aided with the latest treatments available. After 45 days of juggling between life and death, Joga started responding to the medication. By 5 months' time, Joga was recovering very well. His body was now mobile and his memory was intact. A firm belief in god and the relief that all his medical expenses were covered by Simpulo and won't bother him or his family anymore helped him in a faster recovery.

We, at Simpulo celebrated the day he took his first steps after the accident. At Simpulo, we believe our people are our true assets and caring for them is ensuring we have a healthy growth.

## Simpulo family pays homage to Mr Pramod Kelkar



Some people leave a lasting impression on us and their deeds always keep us motivated even after they leave this world. One such man was Pramod Kelkar. We extend our deepest condolences to his family and loved ones for the loss.

Dedication and devotion with sheer integrity was his character. Promodbhai had a decade-long

association with the Simpulo Group. His contribution towards accomplishing various Simpulo projects was exemplary and his mannerism had won the hearts of many of our team members. In spite of knowing seriousness of the illness he was suffering from, he never broke his momentum from his responsibilities.

We did whatever we could and everything possible to get his life back to normalcy. He suffered from a chronic liver disease and no amount of quality treatment was successful in changing his destiny. We like to believe that he is in a much better world now. We shall not address him as "No more", because he isn't. He lives on in our hearts and our memories.

## Simpulo Care Center

Many segments of the society lead a life that force them to spend hours outside of their homes to earn a living for their families. But in this process, they unknowingly overlook the other aspects of their life that need utmost care and attention for their children.

Simpulo Care Center is a humble and diligent place within the vicinity under the Supervisor's residential campus. Children, mostly of the labour class, who need support, guidance and motivation to walk through all the basics of learning, be it school related or life related are taken in by SCC. Most of these children are below 5 years of age and are yet to begin their formal schooling. At SCC, we have two dedicated teachers who have taken the matter in their hands to enlighten the lives of these children.



The fundamental is to keep children away from getting into unwanted habits and problems while their parents are away working by engaging them into creative and fun activities like Art & Craft, Dancing, Moral Science and Morals and Conduct.

Every child is also provided with fresh brunch in the afternoon. We are also drafting a programme to address the need of the nutritious food for all, apart from the food that they consume every day. It is challenging but a challenge that is worth undertaking.



Extending our help and services to the families of martyrs. Mr. MS Bitta Ji will be the boosting entity who will make this possible for Simpolo Foundation.



CMD and Directors M.S Bittaji with Mr. Bharat Aghara, MD



M. S Bitta, President All India Anti-Terror Front With Simpolo Group

## Donate Organ. Donate Life.

A Case study for the society to learn from



Smt. Priti Patel (Donee), Dr. A S Soim - Chairman, Liver Transplant Medanta - The Medicity Hosiptal, Gurgaon, Shri Ramesh G Aghara (Donor)

## Saluting the Spirit of Shree Rameshbhai Aghara

Rameshbhai Aghara has always been a person of virtue and relationships. A human being who has guided many into believing that what one wants to be, can be only if he treads on the right path - the path of compassion and togetherness. In the era of countless stress, life has changed and so has the meaning of relationships and as we are slowly forgetting to show our gratitude for this priceless gift for Life, it is easy for the next generation to take it for granted. Rameshbhai believes and wishes to change this attitude and instil a sense of responsibility in people regarding their life and relationships with family and the world. A lot of people understood the true

meaning of these words when an unfortunate incident almost took a life and it was Family that saved the day.

Bringing together every member of the family at crucial times is possible only when they are already united in love and affection for each other. And one man who leads by example is strong enough to knit them all together and to the Aghara family, each one is that person.

When it came down to saving the life of a mother of two teenage kids, they didn't think once before agreeing to donate their liver, and every member of the family was readily positive to donate their organ to

save the life of Pritiben Dharmendra Aghara. That instance, the family knew what values they share and that they shall always stand for each other in times of happiness and sorrow.

Donating an organ needs strength, the kind which cannot be instilled but must be innate. It is not only critical for the person whose life depends on the donation, but also the donor whose mental state and of those related to him are equally in stress. It required huge amount of devotion to the family, selflessness and dedication.

For the Aghara Family, it runs in their blood, to come together when actually the family needs you, and what Rameshbhai Aghara did by donating his liver to his Bhabhi was even more priceless. It cannot be measured in cash or land, it is an achievement that words fail to express. It is an achievement of respect at a higher level which no amount of efforts can buy. Rameshbhai was able to make this contribution not only because of his strength, but also because of the solidary and preparedness of Mrs Jayshreeben Rameshbhai Aghara who didn't resent once when asked for his permission to let Rameshbhai process with the formalities. She created a very normal environment to help others and Rameshbhai cope up with the stressful situation.

From testing to final approval and even on the day of operation, Rameshbhai was seen in his jolly spirit, as his natural self all through these times. The doctors credited his exceptional cooperation and applauded his cool through all the 5/6 days of total pre-operational tests (Work Ups). He was

approachable every time and what kept him going was knowing that all these efforts would save Pritiben's life. Despite being an extremely critical case, he was always there to make all of us assured that things will shape up in the best possible way.

It is extremely rare to come on floor even to present yourself available for such a cause, but all 8 members of Aghara Family stood shoulder to shoulder to be the savior of Pritiben Dharmendrabhai Aghara. Dharmendrabhai Aghara, Dhirubhai Aghara, Ashitaben Ilaben Patel, Bharatbhai Aghara, Rajeshbhai Aghara, Sunitaben Aghara, Dhirenbhai Charola and Alpaben Patel, everyone was ready to donate but based on the medical test to decide the fittest doner, Rameshbhai was chosen. But what mattered the most was their readiness.

This write up is purely meant for the social education, every one of us have to look into such matters with great sensitivity. Coming from a family who have undergone the experience, it means a lot more when we say that Organ Donation is the most pious and meaningful thing one can do. There could be so many such cases in our society, but this one what we have witnessed and have seen through 70+ days of our stay at The Medanta-The Medicity, Gurugram, Haryana, is indeed one of the life changing experiences.

The society needs to learn a lot from such cases. Every aspect of managing such cases needs absolute patience, cool mindedness and sheer faith in whatever belief you carry. Be there for somebody, be someone's saviour, be an Organ Donor.