

PULSE

A newsletter from Simpolo | September 2023 | Vol. 03

SIMPOLO
SPARK

**A
DIGITAL
LEAP TO
ENHANCE
CUSTOMER
EXPERIENCE**

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Simpolo[®]

Tiles & Bathware

THE NEW EVENTS CON

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Jitendra T. Aghara
CMD
Simpolo Group

Dear Associates,

I trust this message finds you in good health and high spirits. As we continue our journey at Simpolo Tiles & Bathware, I am excited to reflect on our progress and the promising road that lies ahead.

India's growth story is inspiring, marked by rising prosperity and expanding horizons. People's aspirations are taking flight, driving an elevated standard of living. Notably, there is a growing focus on enhancing our living spaces, turning them into havens of aesthetics and hygiene. At Simpolo, we are proud to be a part of this positive shift.

In our field, we go beyond being mere creators; we make designs of comfort and joy. Ranging from tiles to sanitary ware and beyond, our products sculpt the very spaces that give rise to treasured memories. Faced with ever-increasing standards, it becomes our responsibility to not just meet but exceed them.

Today's choices are deliberate, with a focus on premium quality, functionality, and style. Our responsibility is to not just meet but exceed these expectations. The demand for our products is skyrocketing, and the horizons of possibility stretch endlessly. Looking ahead, our industry stands on the cusp of transformation. The projected surge in ceramic product consumption, particularly in tiles and sanitary ware, is an opportunity for us to redefine the sector. Over the next years, we anticipate consumption rising from 0.6 square meters per capita to approximately 1 to 1.5 square meters. This numerical shift is a testament to the trust placed in our craftsmanship and our role in enhancing lives.

I'm thrilled to share news of our pivotal partnership with Motilal Oswal PE Fund. This milestone is a tribute to each Simpolo Tiles & Bathware family member's dedication. Your unwavering commitment is what has brought us here, and together, we will reach even greater heights.

United, we march ahead to script a future that's sustainable, innovative, and impactful. Each of you is a cornerstone of this vision, and together, at Simpolo Tiles & Bathware, we will not just build structures, but legacies.

Thank you for your dedication, hard work, and belief in our shared journey.





Bharat T. Aghara
CMO
Simpolo Group

Dear Associates,

It brings me immense pleasure to share a monumental achievement with all of you – the inauguration of our 100th Simpolo Exclusive showroom, an epitome of our commitment to craftsmanship and innovation. As the CMO of Simpolo, I take immense pride in announcing this milestone, which reflects the passion and dedication of Team Simpolo in revolutionizing the ceramics and bathware industry.

Our journey has been a remarkable one, with each Simpolo Exclusive showroom being a testament to our tireless pursuit of excellence. These showrooms are more than just spaces; they are a blend of artistry, functionality, and sheer experience. Crafted by architects who share our vision, these showrooms provide an immersive experience that goes beyond the ordinary. Every detail, from the ambiance to the live mock-ups, speaks volumes about the precision and thoughtfulness that define Simpolo.

At the heart of our innovation lies Simpolo Spark – a groundbreaking digital transformation that has redefined the way our customers select tiles and bathware. With the introduction of QR code technology, Simpolo Spark ushers in a new era of convenience and visualization. Imagine being able to witness our products in the context of your own spaces through stunning 3D evaluations. This innovation not only saves time but also empowers our customers with informed decision-making.

As we stand at the forefront of industry innovation, I invite each of you to join us in this remarkable journey. Simpolo tiles and bathware have set new standards, and together, we can continue pushing the boundaries of what's possible. Let our collective efforts and unwavering dedication to excellence pave the way for even greater accomplishments.

Thank you for being a part of the Simpolo story.



Simpolo is back with a Spark!

Redefining aesthetic excellence with our first digital innovation.

Our first-digital transformation is at the forefront of this new era of the Simpolo Group. We aim to change people's lives through our innovative products, services, and ideas. That is the driving force behind our investments in education and research for new technologies. We want to empower people by giving them access to technology that is simple and easy to use. With over 45 years of experience, Simpolo has evolved as a thought leader in the ceramic industry in India. At Simpolo, integrating digital tools such as WMS & MIS is yet another way to reinforce our core values of Innovation, Quality, Integrity, Global Outlook & Teamwork. These concrete guiding values have been monumental in implementing our first-digital strategy with innovative solutions such as Simpolo Spark software. It is the world's leading ceramic visualisation software especially materialised as 3D planning tool for novice users.

Simpolo Spark incorporates a digital showroom module that allows our customers to visualise our products efficiently in three easy steps by selecting layout, design & nearest showroom—intending to maximise customer interaction with our products and services. Secondly, the Virtual Space Creator acts as a way to empower professionals to view our offering in their preferred dimensions & layout and then select furniture and accessories, the structure could view in 2D and 3D. This enables professionals to conceptualise our products before deploying resources for detailed layout planning tools.

Additionally, we offer an offline version of Spark Blueprint for our business partners, advancing the value they provide to their customers by helping



them design their own spaces. It has the ability to provide them a 360-degree design solution, challenging the conventional way of selling tiles. Traditionally, it depended on small to large samples/pieces of tiles displayed in altering lighting environment, with only limited mock-ups available for conceptualisation because of space constraints. This often forced our business partners to prioritise amongst SKUs to showcase. Consequently, they depended highly on the end consumers' ability to visualise

the final product after application. Meanwhile, most have access to professionals such as architects and interior designers, who usually rely on the manufacturer's capability to provide high-quality images of tiles and sanitaryware with the precise number of faces/variations to their customers. So, it inherently results in an unsatisfied customer experience with ceramic products. Hence, Simpolo has introduced the trailblazing technology of virtual reality through QR codes, giving our customers the ability to see a 360-degree render of our products in different layouts and number of faces/variations offered, bridging the need for effective & instant visualisation.

These solutions will bring us closer to our stakeholders in the next five years through their continual interaction. We will have further extended and generated actionable data points that will guide our product development and penetration strategy across multiple geographies. Furthermore, Simpolo has entered domain transformation with the data across the organisation stored on a secure cloud server, allowing us to operate in a safe space. Whilst developing our own proprietary CRM application to meet our specific business needs has enabled us to develop critical competencies in-house. Simpolo is spearheading the digital transformation in the ceramic industry of India. With the proliferation of AI (Artificial Intelligence) & Data Analytical tools available to businesses worldwide, our commitment is to continue our technological innovations through our current instruments. These capabilities would aid us in fostering business dynamism, workflow & workspace design which will act as an opportunity and a challenge in creating a safe and productive environment. Our belief in a transparent organisation also leads us to explore blockchain technologies that allow our users to access our ledger technologies, allowing participants to access the same information simultaneously, enhancing efficiency, fostering trust and reducing friction.



Leaving nothing to imagination

We deploy technology to help our consumers visualise their dream space



To capture the essence of Simpolo Spark, we created a series of three films, featuring a young couple who is truly excited to create their dream space. Borrowed from relatable situations of one's everyday life, these films helped Simpolo spread the purpose of adapting this technology and at the same, gave the viewers a step-by-step guide for using this technology.



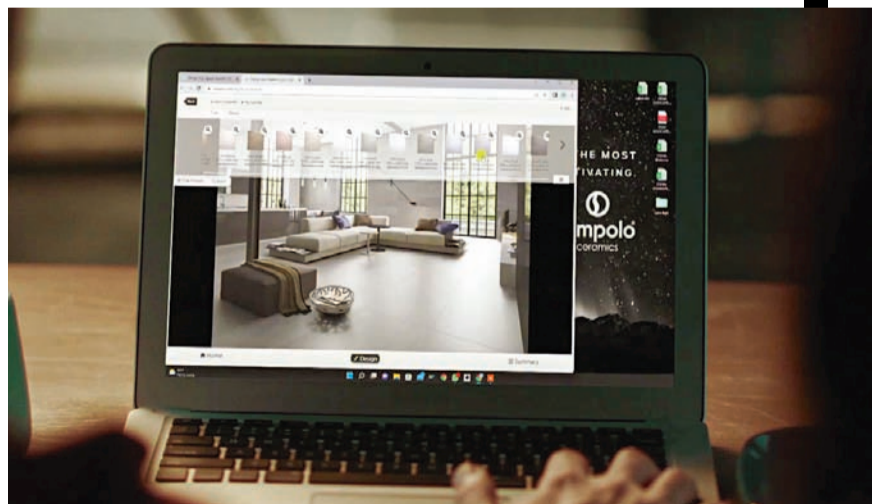
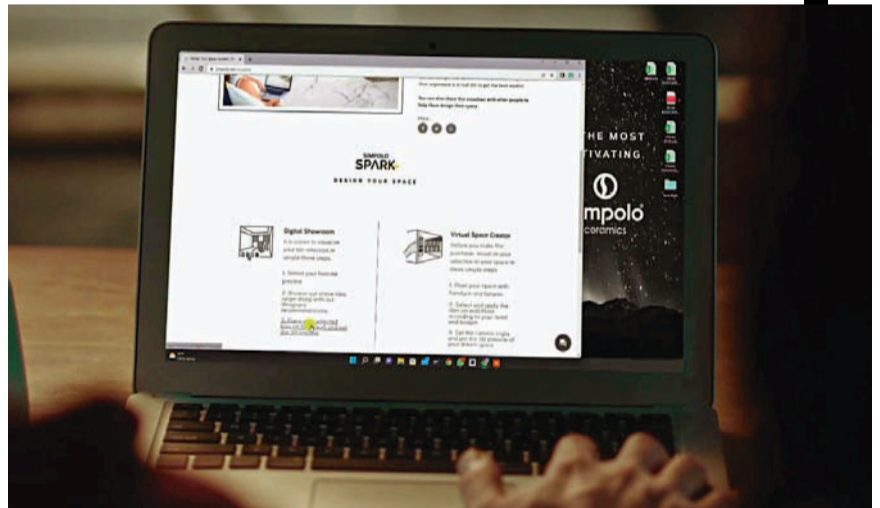
The Launch of a Digital Video Series

Episode 1: Simpolo Digital Showroom

Busy schedules and hectic work routines often cause unnecessary delays in the tile selection process. To help customers overcome this delay and enable them to choose tiles from the comfort of their home or office, Simpolo introduced Simpolo Digital Showroom. All the customer needs to do is select their preferred designs and place it on the walls/floor for a fascinating 3D preview.



Scan QR code to watch the video



Episode 2: Simpolo Smart Codes

With so many options to choose from, tile selection can become an overwhelming process. It can become difficult for the potential customer to imagine and visualise these tiles in their dream space. This being one of the main reasons why Simpolo introduced Smart Codes which helps the customers preview their desired tiles with a 360-degree panoramic view.

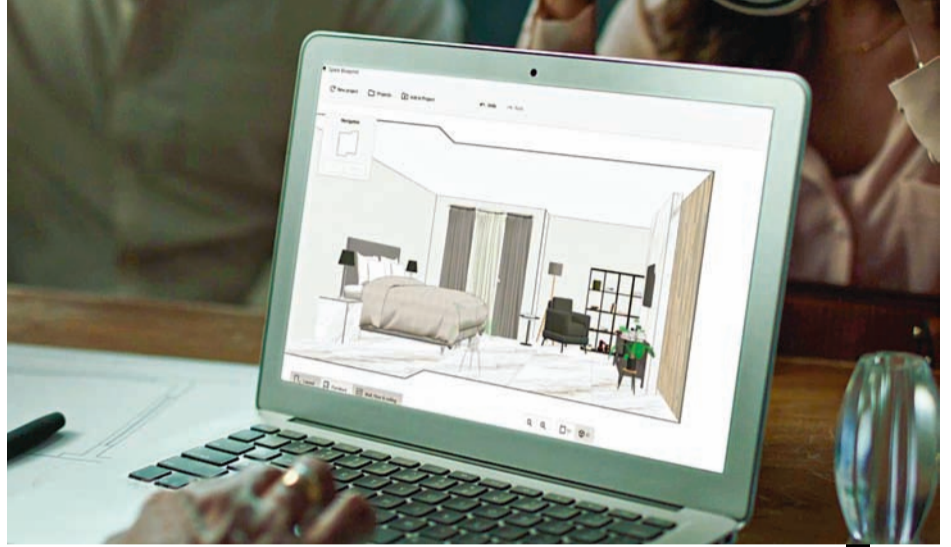


Scan QR code
to watch the video



Episode 3: Simpolo Virtual Space Creator

When it comes to creating one's space, time is of the essence. With Simpolo Virtual Space Creator, architects can now create 3D mockups of any space in minutes! With unique features of tile selection, furniture options, prop options as well as in-built wastage calculator, you can now view different angles of your home in 3D and bring your dream home to life.



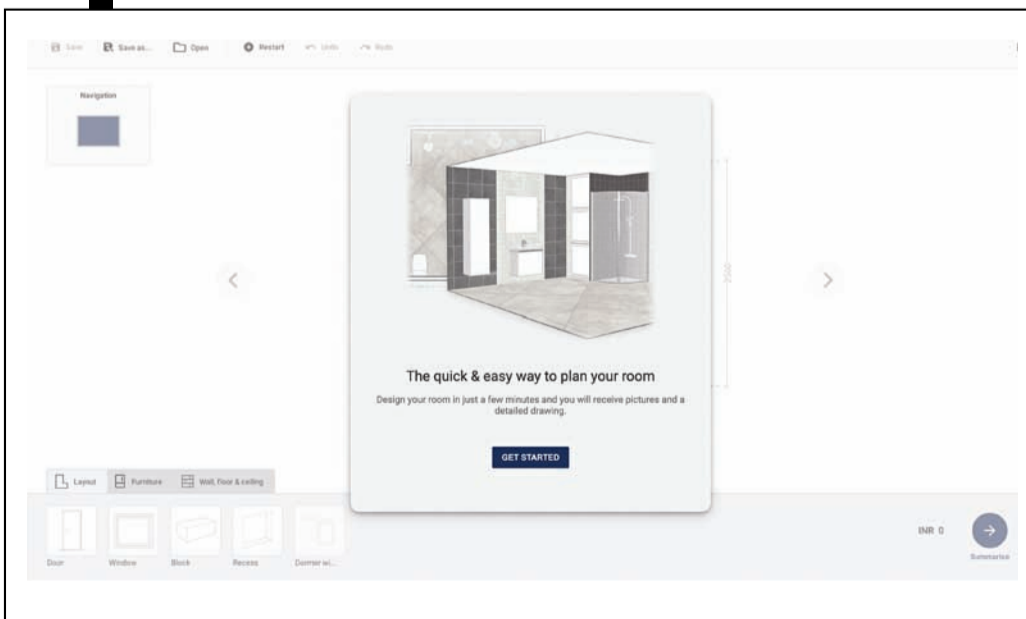
Tile selection made easier than ever before



Simpolo Digital Showroom

It is easier to visualise your tile selection in three simple steps.

1. Select your favourite preview.
2. Browse our entire tile range along with our designers' recommendations.
3. Place your selected tiles on floor/wall and get the 3D preview.



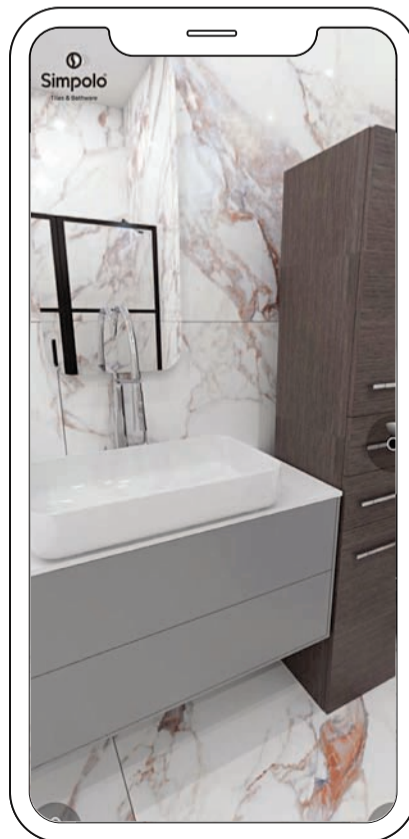
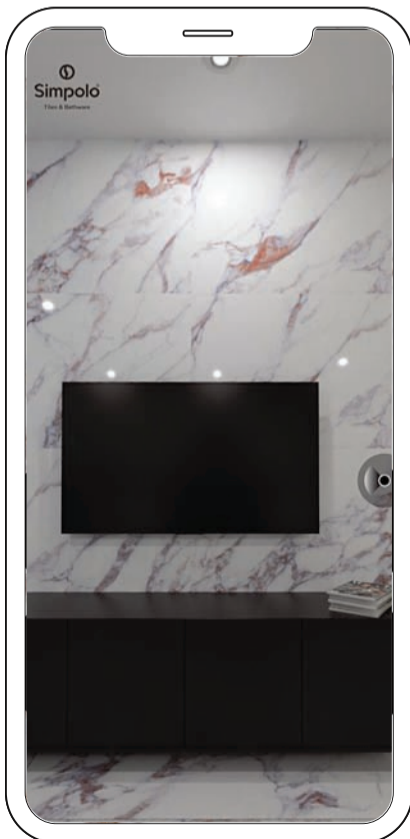
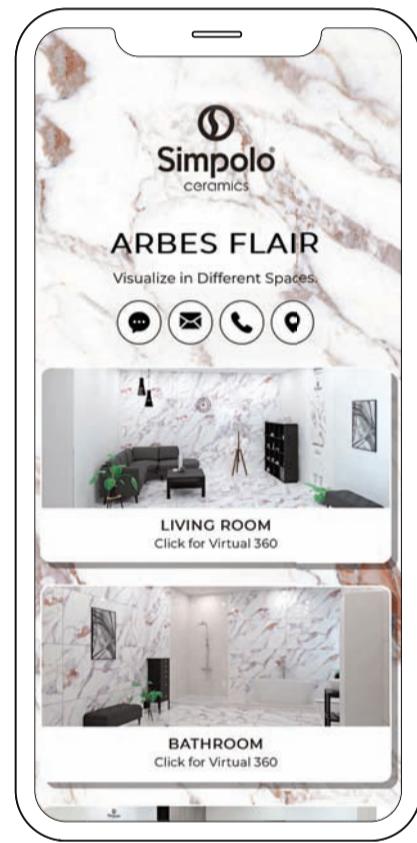
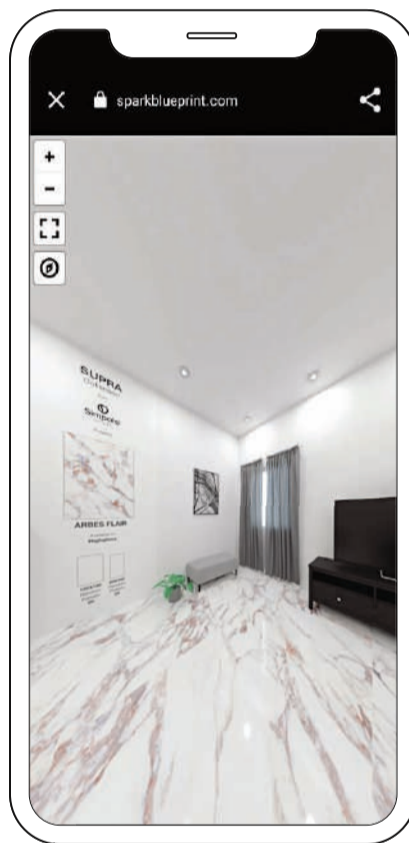
Virtual Space Creator

1. Draw your space with furniture and fixtures.
2. Select and apply the tiles on wall/floor according to your needs.
3. Set the camera angle and get the 3D preview of your dream space.



Simpolo Smart Codes

1. Scan the Simpolo Smart Code of your chosen tile.
2. Select the desired size.
3. Choose the space you're looking to decorate.
4. Enjoy a 360-degree preview of different corners of the home.



Striking the balance of luxury

Meet Architect Kaushik Patel, a visionary with over 20 years of experience in architectural design. After completing his Bachelors of Architecture from Rizvi College of Architecture, Mumbai, Kaushik Patel established his own practice in 2012, driven by a passion for creating meaningful spaces.

At Kaushik Patel Architects, the philosophy is simple yet profound - "We can add value and make an enhancement in the quality of surroundings that we work on; BY DESIGN." With an unwavering commitment to sustainability and functionality, Kaushik Patel's designs transcend conventional norms, leaving a lasting positive impact on the communities they serve.

His transformative spaces reflect a deep understanding of the human experience, inspiring and elevating the human spirit. With every new project, Architect Kaushik Patel continues to redefine the boundaries of design, leaving a legacy that inspires architects and designers worldwide.

"My style of work is modern and minimalist, focusing on clean lines and functional spaces. I believe in sustainable design practices, incorporating eco-friendly materials and energy-efficient systems. Additionally, I always consider the context and surroundings to create site-specific designs that blend seamlessly with the environment. Collaboration with clients is crucial to understanding their needs and delivering personalised solutions. Ultimately, I strive to create spaces that prioritise user comfort and well-being while making a bold architectural statement. "To evaluate whether Simpolo's product portfolio supports an architect's style, the architect would need to review the company's latest product offerings and assess how well they align with their design philosophy and requirements. Architects typically consider various factors when selecting building materials, including aesthetics, functionality, sustainability, and performance.

If Simpolo offers modern, sustainable, and versatile products that complement the architect's style, it could be a suitable match. For example, if Simpolo provides eco-friendly tiles with clean designs and a range of colour options, it might support a modern and minimalist approach. Similarly, if their products include innovative and energy-efficient materials, they could align with architects who prioritise futuristic and sustainable designs.

It's essential for architects to thoroughly research and explore product specifications, quality, and performance before integrating any manufacturer's products into their designs. Additionally, architects might also consider factors like cost, availability, and the manufacturer's reputation for customer service and product support.



Kaushik Patel
KPA
Architect



To determine how well Simpolo's product portfolio supports a specific architect's style, it's best to directly examine the current range of products and assess how they fit with the architect's design principles and project requirements.

Simpolo's design philosophy is based on creativity, focusing on product-based innovation, and creating spaces that inspire. Each element is meticulously crafted to contribute to a cohesive and imaginative environment. By prioritising creativity, Simpolo sets itself apart and leads the way in architectural excellence. Embracing sustainability can further elevate their offerings and appeal to eco-conscious consumers. Overall, Simpolo's commitment to design and innovation is commendable and has the potential to transform the industry.

Simpolo stands out with its extensive and diverse product portfolio, catering to both indoor and outdoor spaces. What sets them apart is their unwavering focus on colour body, offering a wide range of options to suit any design palette. Their commitment to both full-body and colours-body designs showcases their dedication to not only aesthetics but also the durability and longevity of their products.

In February 2023, their proactive approach, with the Chief Marketing Officer, Mr. Bharat Bhai, personally showcasing their products, demonstrates their commitment to engaging with architects and professionals in the industry. This kind of interaction allows them to stay attuned to the evolving needs and trends in the market, ensuring that their offerings remain relevant and innovative. As an architect, I find Simpolo's emphasis on creativity, versatility, and customer engagement highly commendable. Their products present exciting possibilities to enhance the visual appeal and functionality of the spaces I design. I would confidently recommend Simpolo to my peers and clients, projects.



Designs Spaces that are modern and aesthetically pleasing

1. As an Architect, how do you describe your style of work?

I generally work on both contemporary and modern styles of architecture. I believe that every design should not only serve its intended purpose but also be visually pleasing and harmonious with its surroundings.

2. Does Simpolo's product portfolio support your architectural style? And how?

The vast range of Simpolo products facilitates us immensely. Overall, I believe that Simpolo's product portfolio can support a range of architectural styles and design preferences, and their commitment to quality and innovation makes them a valuable partner for any architect or designer.

3. According to you, what differentiates Simpolo from others?

Be it commercial, residential, hospitality, interior or exterior, Simpolo tiles, provide a wide palette to choose from. Another factor that sets Simpolo apart is their focus on innovation. They are constantly researching and developing new products and solutions that meet the evolving needs of architects, designers, and end-users. They retain the finish even in spaces that are subjected to heavy footfall. When it comes to tile selection, Simpolo is a ONE STOP SHOP for me!



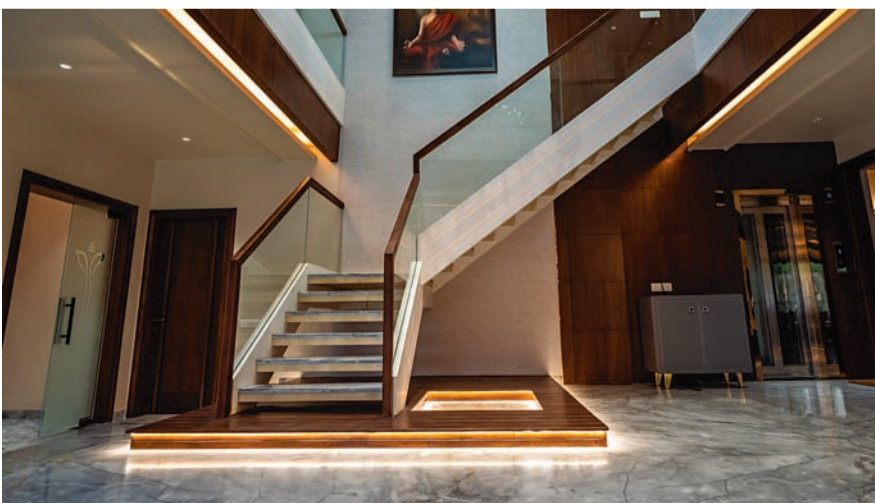
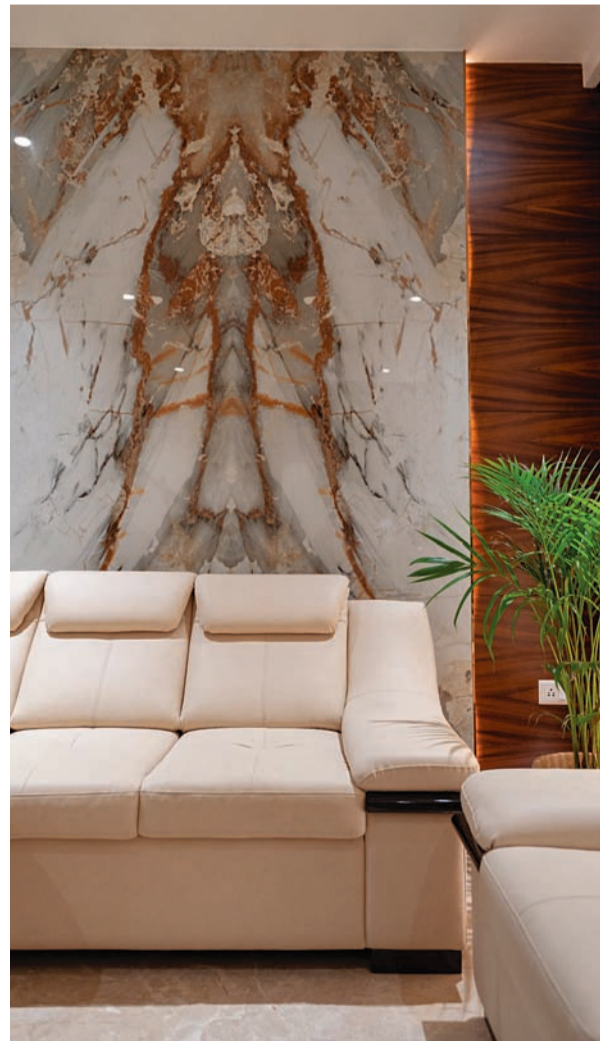
Hersh Parmar
MD of Neokrit Design Consultant

4. What are the current design trends that you think are picking up among Indian clients?

Interestingly, I see a transition from glossy finish to matte. Majority of my clients are more inclined towards shades of grey and black.

5. As a professional user, how would you describe the evolution of the Indian tile industry?

The tile industry is continuously progressing in all dimensions, be it sizes, shapes, patterns, textures, colours, longevity, etc. There was a time that tile usage was limited to toilet and pool application only. Today, it has captured all spaces that we can think of.



Putting imaginations to work



Sebastian Jose
MD of Silpi Architects

Sebastian Jose is the Chief Architect at Silpi Architects Cochin, one of the leading architectural firms in the country with an accomplished track record since its inception in 2000. Sebastian completed his under graduation from TKM College of Engineering, Kollam, in the year 1995 as batch topper. His passion for landscape design led him to the prestigious master's programme at the School of Planning and Architecture, New Delhi, which he completed with distinction. Upon his return from Delhi in 1998, Sebastian joined the Kochi based firm Design Combine and worked as Junior Architect before eventually embarking on his own practice. Sebastian has been an active member and has held key positions in the past at the IIA, IIID and ISOLA over the past 20 years and more.

During its 2 decades of existence, Silpi has created a unique niche for itself in the industry, heralded by Sebastian's ability to seamlessly weld criticality and pragmatism. This has resulted in the firm being able to build a formidable portfolio of projects with a long list of satisfied clients while also being able to bag important recognitions on various state and national level platforms. Sebastian's passion and commitment towards the field of architectural education has been consistent and he is the Dean and one of the directors at SEED, one of the most promising architecture schools in Kerala ever since the beginning of this institution in 2016. Sebastian is also a visiting faculty and regular at many architecture schools across Kerala.



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

We consider ourselves lucky and blessed to have done such a variety of projects. We have approached each of the projects with a lot of passion and hence, each one has been a milestone in itself. Each project has been a learning exercise, and we have tried to learn and improve ourselves as we progressed.

How did Simpolo reach you or catch your attention?

Simpolo had caught my attention ever since the company started its operations in Kerala because the products have always been trendy, innovative and a pioneer in many ways. The showroom in Kochi, even though small, has been able to showcase the products quite well.

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?

Simpolo has always been at the forefront of innovation and technology. We have felt that simpolo always looks the architect's perspective to innovate and produce good quality and durable products which have really helped us give wings to our imagination.

How do you see design, surfaces, space management and hygiene to be the priority post pandemic as the NEW NORMAL in everything you design and conceptualise?

Even though the pandemic was a setback to us in many ways, it gave us time to revisit many of our preconceived notions regarding the design of our work as well as living spaces. As construction industry professionals it made us think about safety, space management and hygiene in radically different perspectives. The learnings will go a long way in helping us conceive our living spaces much differently in the future.



Concepts and ideas generate in your minds constantly, How do you rate Simpolo for designing and quality, today and tomorrow, especially post pandemic?

Architects should always strive to have a detached mindset while tackling each new project, to be able to come up with out of the box solutions. Architects' mind is always in a state of constant churning and this is true with almost all design professionals. This helps them address new challenges to come out with intelligent responses towards them. This is true with trend setting product companies like Simpolo who need to constantly undergo churning in their mindsets to always be at the forefront of innovation and to turn every new challenge into an opportunity.

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

Simpolo has always been able to address the changing tastes and lifestyles to always come out with products that are ahead of the times. We hope that Simpolo will, keep the spirit of innovation going forward as well so that we can always bank on them to deliver products that are abreast with our design sensibilities. The Simpolo experience centers also should keep up with this spirit of change and innovation to be able to truly elevate the customer experience, which is also equally important.



Putting imaginations to work



Vivek Mohanani
MD of EKTA group
Builder

The genesis of EKTA group dates to the year 1987. Since then, the company has grown from strength to strength. The group has built choicest residential complexes in the western suburbs between Bandra & Dahisar in Mumbai, the up market NIBM road at Pune and a global residential township near the heritage site of Pandav Leni at Nashik and introduced premium living in Virar, through their project EKTA Parksville spanning over 16 acres.

The organisation is helmed by Mr. Vivek Mohanani, They always strive to be the most desired realty brand and ensure ULTIMATE CUSTOMER DELIGHT in whatever they do. To achieve this vision, they follow the best industry practices, excellent management systems, the latest building technology, and offer innovative and world-class realty solutions. Since then, EKTA World has successfully transformed and has under development over 20.08 million square feet of land into havens of modernity and luxury, comfort, and happiness with over 14,500 families.

As the most prestigious builder of Mumbai, and sustaining in a deeply competitive market: how did you come up to this height? Share your journey through these many years as one of the most prominent builders of Mumbai.

Since its inception, EKTA World has delivered global lifestyles with exquisite residences and international quality projects. EKTA world has been instrumental in transforming local landscapes over the last three decades. The key has been to always develop and innovate to not only meet, but surpass the desires of the evolved, global customers. Adapting the requirement but maintaining international standards and constantly upgrading construction and design aspects as per technological advancements and delivering peace of mind is inherent to the brand. The key to allure customers is product differentiation, innovation and creating a value for money product mix that suits the sensibilities of an advanced consumer. EKTA World is known for their quality and experiential homes. International and renowned national collaborations in project aid in getting an edge in the project and creates a distinctive recall and consumer connect.



Share your experience with Simpolo, when you applied the elegance of Simpolo for the first time in your project. Simpolo tiles give an absolute stunning look to the apartment, they have been loved by us and our esteemed customers, depending upon the type of project, they surely have something that's pertinent. The products of Simpolo are outstanding, the marble effect digital tile gives the same effect as that of marble and its far easier to maintain and I must add, cost effective too.

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

The experience, pre & post sales are excellent. They understand their clients' needs and the suggest designs and elements that are specific to the need, thereby

creating a unique look & feel in every project. They have an extensive design collection which we indulge with indoors and outdoors.

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

Innovation, technology advancements and customer satisfaction are the key elements that are needed for accelerated growth. With innovations like the cutting-edge anti-bacterial iM+ Technology and scratch-free POSH surfaces, they are the undisputed industry leaders for tiles and sanitaryware.



Reinventing benchmarks of innovation

You are one of the most prominent and quality builders of Kerala. Kindly share your success story with us?

Asset Homes, the only CRISIL DA2+ rated company in Kerala, is renowned for setting new standards with its innovative projects in conventional, residential and commercial segments along with student housing and senior living homes. The on-time delivery of projects and value for money approach have helped us in acquiring more than 6,000 customers totalling to more than 25,000 family members living in the projects completed by us. For the past thirteen years, it was a journey with lot of innovation on product and service side. The 17 unique delight services including 25 years insurance coverage to the projects, transit home facility across all major towns of Kerala, maintenance clinic, and product warranty for 10 years are some of the examples. The company has registered its maximum number of projects in K RERA at this point of time. Associating with excellent brands like Simpolo have helped us in tremendous ways to scale new heights of success in the industry.

Share your experience with Simpolo. When did you applied the elegance of Simpolo first time in your project?

We have come across this wonderful product almost 5 years back and started using. The first word to describe Simpolo, is nothing but innovation, quality of product, and an exquisite range of materials. To top it all, their external finish is commendable.



Sunil Kumar
MD of Asset homes
Builder



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

As mentioned earlier, the product quality is beyond expectations and support services are excellent and prompt while appreciating all the good things. We still believe there is need of innovative designing and tiling solutions for washrooms and kitchens.

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

The after sales service of the Simpolo team is known to be excellent but we have not come across any issues or problems which must be settled due to the high quality of the product. But we believe that a proper updating rather educating the planning department staff and architects to be improved so that they can design the project suitable for accommodating the products of Simpolo.

How do you see the market post pandemic, and what design and surfaces would you prefer more, keeping the pandemic effect in long run.

Post pandemic market will revive, considering most of the people today are vaccinated and there are quarantine-free travel immigrants. There are huge number of emigrants who are coming back to Kerala, there is a possibility of rise in enquiries and sales figure. People will prefer a germ free and safe environment, easy to clean, hygienic and a maintenance free surface.



Simpolo Tiles & Bathware: Where Architectural Dreams Take Shape, A Paradigm of Elegance for Sharjah-UAE's Builders & Architects

Subha Impex
Sharjah, UAE



Nestled amidst the glittering skyscrapers of Sharjah-UAE, Simpolo Tiles & Bathware stands as an architectural gem, captivating the hearts of builders, architects, and designers. Like an artist's canvas, the showroom displays an exquisite array of tiles and slabs, each stroke of design merging art with function. Beyond the allure of mere construction materials, Simpolo unveils a world where architecture transforms into poetry, crafting spaces that tell enchanting stories of luxury and sophistication.

Unveiling Architectural Treasures: For architects, Simpolo is a boundless treasure trove of design possibilities. The gallery's portfolio transcends conventional limitations, offering an extraordinary range of tiles and slabs that breathe life into their visions. Whether it's the iconic facade of a high-rise or the intimate charm of a boutique hotel, Simpolo's creations enrich every architectural canvas.

The "Eternal Impressions" collection captures the essence of timeless grandeur. Architects delight in these marble-inspired tiles, relishing in their ability to elevate spaces into palatial wonders. Every step across these floors leaves an indelible impression, forging a symphony of elegance for residents and visitors alike.

In the heart of Sharjah-UAE's modernity, architects embrace the "Urban Chic" series, an avantgarde ensemble of textures and patterns. These contemporary tiles empower designers to weave urban narratives into every structure, where form seamlessly embraces function.

Builders and developers find their muse in Simpolo's craftsmanship, where tiles and slabs become the epitome of sophistication. The "Luxury Enclave" collection reigns supreme in exclusive residences, lending an aura of opulence to every room. It is here that homeowners find their sanctuary, cocooned in the lap of luxury. As builders craft dream spaces for families to grow, the "Whimsical Wonderland" collection comes alive. Vibrant and playful, these tiles bring joy to every nook and cranny, inspiring memories that linger in the hearts of those who dwell within.

Simpolo's Architectural Partnerships: At the heart of Simpolo's success lies its harmonious partnerships with Sharjah-UAE's visionary architects and builders. From conception to completion, Simpolo collaborates with industry leaders, understanding their design philosophy and transforming it into reality.

Through these partnerships, architects and builders have created architectural wonders that have shaped Sharjah-UAE's skyline. From iconic commercial complexes to luxurious residential landmarks, Simpolo's tiles and bathware have left an indelible mark on the city's architectural tapestry.

Simpolo Tiles & Bathware transcends the realm of mere construction materials, ascending into the realm of artistic

expression. For architects and builders, it is a playground of creativity, where imagination finds its voice in every tile and slab. In the ever-evolving city of Sharjah-UAE, Simpolo's showroom stands as a beacon of inspiration, guiding visionaries towards architectural excellence

With each stroke of design, Simpolo's creations paint a tale of luxury and sophistication, forging spaces that resonate with beauty and elegance. As builders lay the foundation of the city's future, and architects shape its skyline, Simpolo remains their steadfast partner, weaving dreams into reality and crafting architectural wonders that stand the test of time.



Simpolo Tiles & Bathware: Leading the way as title sponsor of iDAC



Introduction: Simpolo Tiles & Bathware, a prominent name in the world of premium tiles and sanitaryware, takes immense pride in its association as the main sponsor of iDAC - a trailblazing facilitator of build industry summits. With a shared vision of promoting knowledge exchange, innovation, and growth within the construction fraternity, Simpolo Tiles & Bathware's partnership with iDAC has led to the creation of a dynamic platform that brings together industry pioneers, professionals, and visionaries under one roof. Through its unwavering commitment to excellence, Simpolo Tiles & Bathware has played a crucial role in shaping the success and impact of iDAC's physical and virtual conferences and exhibitions.

Empowering Professionals through Collaboration: Simpolo Tiles & Bathware's collaboration with iDAC has revolutionised the way professionals in the construction, architecture, and design sectors interact and share ideas. By serving as the main sponsor,

Simpolo has facilitated a space where architects, interior designers, builders, and various other industry experts can showcase their remarkable achievements and engage in productive exchanges with influential leaders. The platform has become a breeding ground for innovative ideas, fostering a culture of constant improvement and transformation.

Promoting Cutting-Edge Innovation: As a brand known for its innovation and cutting-edge designs, Simpolo Tiles & Bathware has brought its expertise to the forefront of iDAC events. Through interactive displays and engaging presentations, the company has demonstrated how its products redefine elegance and functionality in the construction and bathware space. This has not only enhanced brand visibility but has also inspired other participants to push boundaries and explore new horizons in their respective domains.



Elevating Brand Awareness: The association with iDAC has allowed Simpolo Tiles & Bathware to strengthen its brand presence on a global scale. By being at the forefront of prestigious conferences and exhibitions, the company's products and services have been introduced to a diverse and extensive audience of industry professionals and decision-makers. This heightened exposure has contributed significantly to the expansion of Simpolo's market reach and solidified its position as an industry leader.

Paving the Way for a Better Tomorrow: Aligned with iDAC's vision of "CREATE THE CHANGE," Simpolo Tiles & Bathware has actively contributed to building a better future for the construction fraternity. By facilitating a rendezvous of bright minds and fostering the exchange of ideas, the partnership has

played a pivotal role in driving the industry towards sustainable practices and more inclusive growth. Together, they continue to shape the future of the construction, architecture, and design sectors.

Conclusion: As the main sponsor of iDAC, Simpolo Tiles & Bathware has proven itself as a driving force in the construction industry. By creating a comprehensive platform for knowledge sharing and idea exchange, the partnership has empowered professionals and inspired innovation. Through their collaborative efforts, they have paved the way for a brighter, more progressive future, benefiting all stakeholders involved. Simpolo Tiles & Bathware remains dedicated to supporting iDAC's vision and the industry as a whole, working hand-in-hand to bring about transformative change in the fraternity.



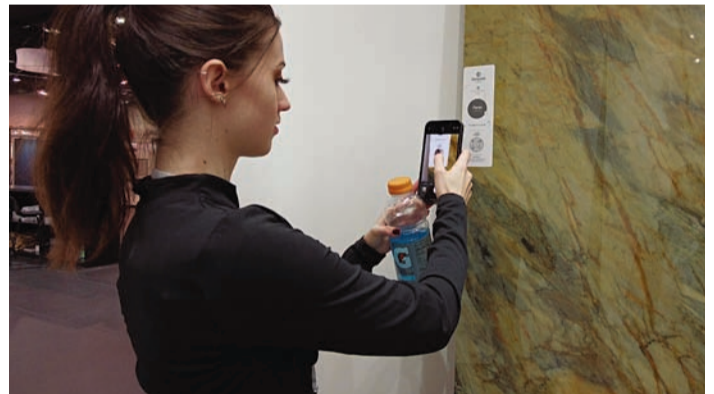
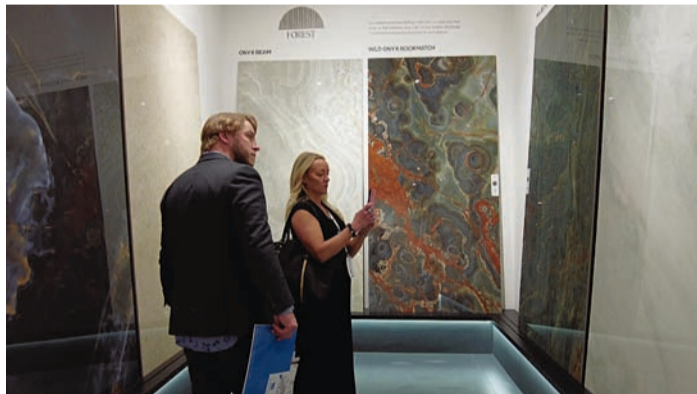
Simpolo Covering a Broader Horizon

Scan QR code to know more



Coverings® | 2022

THE GLOBAL TILE & STONE EXPERIENCE





Tile & Stone Experience

Coverings is the largest and most-significant ceramic tile and natural stone conference and exhibition in the U.S. and North America. It features more than 1,000 exhibitors from 40 countries and is the stage for introducing some of the most innovative tile and stone products in the world.

The exposition and conference serve as a valuable and complimentary education resource for all segments of the industry, with dozens of learning opportunities throughout the show. Coverings attracts 20,000+ distributors, retailers, fabricators, contractors, specifiers, architectural and design professionals, builders, real estate developers, as well as journalists, reporters and bloggers

who cover the vital tile and stone industry. (Courtesy-Coverings-2023)

Simpolo has been participating in Coverings for 2 years now and making its mark. It is a proud identity of our country, offering the best designs and collections with surfaces of the 21st century.

What sets Simpolo apart is the uniqueness of its features, present in all range of tiles, making it a brand that stands out from the rest. Its commitment to quality and innovation has elevated it to new heights.



CEVISAMA 2023: THE WORLD'S LEADING TRADE FAIR FOR CERAMIC TILES

Scan QR code to know more



Cevisama is the world's leading trade fair for ceramic tiles, bathroom and kitchen facilities, and natural stone. Held every two years in Valencia, Spain, Cevisama brings together manufacturers, distributors, and retailers from all over the world to showcase the latest products and trends in the ceramic tile industry.

The fair also features a number of conferences and workshops on topics such as design, technology, and sustainability. Cevisama is a valuable networking

opportunity for industry professionals, and it provides a chance for them to learn about the latest trends in the industry.

One of the most popular products at Simpolo Tiles & Bathware's booth was the company's new line of large format tiles. These tiles are made from high-quality materials and are available in a variety of colours and finishes. They are perfect for use in both residential and commercial applications.





Simpolo Tiles & Bathware's also showcased several other new products at Cevisama, including sustainable tiles, smart tiles, and digitally printed tiles. These products are all designed to meet the needs of today's consumers, who are looking for high-quality, innovative products that are also environmentally friendly.

"We are constantly innovating and developing new products," said Jitendra Aghara. "We are committed to providing our customers with the best possible products, and we are confident that our new products will meet their needs."

Cevisama 2023 was a great success for Simpolo. The company was able to showcase its latest products to a global audience, and it received a lot of positive feedback from visitors. Simpolo Tiles & Bathware is confident that its new products will be successful in the marketplace, and the company is looking forward to continue innovating and developing new products in the future.

Simpolo Tiles & Bathware Showcases Latest Products at Cevisama 2023

Simpolo Tiles & Bathware's, a leading manufacturer of ceramic tiles and bathroom equipment in India, was a major exhibitor at Cevisama 2023, the world's leading trade fair for ceramic tiles and bathroom and kitchen facilities. The company showcased a wide range of new products, including large format tiles, Tiny tiles, outdoor tiles, and digitally printed tiles.

Simpolo Tiles & Bathware's booth was one of the most popular at the fair, and the company received a lot of positive feedback from visitors. The company's new products were well-received, and Simpolo is confident that these products will be successful in the marketplace.

"We are very pleased with the response we received at Cevisama," said Jitendra Aghara, Founder, CMD, Managing Director & Chairman of Simpolo Tiles & Bathware. "Our new products were very well-received by visitors, and we are confident that they will be successful in the marketplace."

The fair was held from February 27 to March 3, 2023.

The fair was held at the Feria Valencia, which is a large exhibition center in Valencia, Spain.

The fair covered an area of over 80,000 square meters.

There were over 1,000 exhibitors at the fair, representing over 100 countries.

The fair attracted over 100,000 visitors from all over the world.



Simpolo Gallery – A Beacon of aesthetic brilliance at Himmatnagar

Ceramics Gallery Himmatnagar



Simpolo launched its largest gallery of North Gujarat at Himmatnagar, with a sprawling 8000 sq ft. space. The gallery launch in Himmatnagar not only showcases its exceptional range of tiles but also serves as a hub for fostering creativity and aiding the design process for both architects and consumers.

For architects, the gallery stands as a haven of inspiration, where they can explore Simpolo's

extensive collection of tiles. This exquisite range empowers architects to seamlessly integrate innovation and aesthetics into their projects. The gallery's strategic location eliminates the need for architects to travel extensively to source materials, saving valuable time and effort. By providing a comprehensive and easily accessible showcase of tiles, Simpolo becomes an invaluable partner in the architect's creative journey.





Likewise, for end consumers, the gallery offers a unique opportunity to engage with Simpolo’s exceptional tile offerings in a hands-on and immersive environment. Choosing the perfect tiles for their homes becomes a pleasurable experience, as consumers can visualise how different tiles can transform their spaces. Simpolo’s gallery empowers consumers to make informed decisions and infuse their personal style into their living spaces effortlessly.

Simpolo’s commitment to aiding the creative process extends beyond the physical space of the gallery. The brand’s dedication to innovation, quality, and design excellence ensures that architects and consumers have

access to a diverse range of tiles that can bring their ideas to life. With Simpolo’s support, the design process becomes smoother, more efficient, and ultimately results in spaces that are not only functional but also visually captivating.

In essence, Simpolo’s gallery launch at Himmatnagar serves as a dynamic hub that collaboratively nurtures the creative aspirations of architects and consumers alike. By offering a seamless and inspiring platform to explore innovative tile solutions, Simpolo continues to be a driving force in shaping exceptional designs and enriching spaces with its unparalleled expertise and commitment to excellence.



Elevating Design Perspectives – Simpolo's Gallery in Pune: A Haven for Architects & Designers

Rangoli Cera Tiles Pune



Introduction: In a city renowned for its architectural brilliance and design innovation, Simpolo Tiles & Bathware takes center stage with the inauguration of its captivating gallery in Pune. As a brand committed to pushing the boundaries of design, Simpolo's latest venture aims to be a haven for architects and designers. The gallery showcases an extensive range of premium tiles and bathware, designed to inspire and elevate design perspectives, making it an essential destination for creative professionals in Pune's vibrant design community.

Pune - A Mecca for Architectural Ingenuity: Pune's architectural landscape reflects a harmonious blend of tradition and modernity. The city's historical landmarks stand alongside contemporary marvels, offering a constant source of inspiration for architects and designers. Simpolo's presence in Pune adds another layer of design excellence to the city, aligning perfectly with Pune's ethos of pushing the boundaries of creativity.

Exploring Simpolo's Gallery: Simpolo's gallery in Pune serves as a treasure trove of design inspiration, catering specifically to architects and designers. This carefully curated space showcases an array of avant-garde tiles and bathware, with designs ranging from minimalist chic to intricately crafted masterpieces. Each product on display embodies Simpolo's dedication to precision and quality, appealing to the discerning taste of design professionals.

Inspiring Innovation with Tiles: Simpolo's tile collection is an ode to innovation and creativity. From bold patterns to subtle textures, each tile tells a unique story, providing architects and designers with the means to transform their visions into reality. Simpolo's wide range of tiles opens up a world of possibilities, encouraging design professionals to experiment and push their creative boundaries.





Designing Luxurious Bathware Spaces: Simpolo's bathware solutions redefine luxury and functionality in interior spaces. Imbued with elegance and practicality, their bathware collection offers architects and designers the tools to craft indulgent spaces for their clients. With an emphasis on sustainability and contemporary aesthetics, Simpolo's bathware products blend seamlessly with diverse design styles.

Fostering Collaboration and Knowledge Exchange: Simpolo's commitment to architects and designers extends beyond the gallery's physical space. The brand actively fosters collaboration and knowledge exchange through workshops, design seminars, and interactive sessions. By creating a platform for design professionals to network and share ideas, Simpolo nurtures a thriving community of creative minds.

Conclusion: As Pune's architectural and design landscape continues to thrive, Simpolo's gallery emerges as a shining beacon for architects and designers. The carefully curated space celebrates the artistry and innovation that define the brand, inspiring design professionals to elevate their creative visions. With its premium range of tiles and bathware, Simpolo empowers architects and designers to craft spaces that embody the perfect amalgamation of aesthetics and functionality. The gallery's inauguration marks a significant milestone in Pune's design journey, reinforcing Simpolo's status as a trusted ally and partner for architects and designers alike.



Celebrating a Milestone: Simpolo's 100th Gallery in Bijapur

Simpolo Gallery
Bijapur



Simpolo, India's largest manufacturing ceramic industry, proudly celebrates a momentous milestone in its journey - the unveiling of its 100th gallery in the historic city of Bijapur. With an unwavering focus on architecture, Simpolo has redefined spaces, elevated design standards, and left an indelible mark on the world of architecture.

Since its inception, Simpolo has been synonymous with excellence in craftsmanship and innovation. Through its dedication to architectural brilliance, the company has transformed spaces, enriching lives through their creative and functional designs.

Bijapur, a city steeped in rich cultural heritage and architectural wonders, serves as the perfect canvas for Simpolo's 100th gallery. The architectural marvel stands as a testimony to the harmonious blend of contemporary design with the city's storied past.

Sustainability lies at the core of Simpolo's ethos. As a responsible industry leader, the company strives to minimize its environmental impact through eco-conscious practices and cutting-edge technology, ensuring a greener and more sustainable future.

At the heart of Simpolo's success lies a team of exceptionally talented architects, designers, and artisans. Their relentless pursuit of excellence has been instrumental in shaping Simpolo's legacy in the architectural world.

As Simpolo celebrates this significant achievement, the company looks ahead with boundless ambition. The vision for the future includes innovative projects, collaborations, and a



continued commitment to pushing the boundaries of architectural design.

With a global presence and diverse projects under its belt, Simpolo's influence extends far beyond India's borders. The company continues to make an impact on an international scale, leaving a mark in every space they touch.

As we celebrate Simpolo's 100th gallery in Bijapur, we extend our heartfelt gratitude to every individual who has been a part of this extraordinary journey. Clients, partners, and supporters have played a vital role in making this milestone a reality.

Simpolo's dedication to crafting timeless elegance with its ceramic products remains unparalleled. From residential to commercial spaces, Simpolo's ceramics continue to transform spaces and enrich lives across the globe.

This celebration marks more than just a milestone - it symbolizes Simpolo's commitment to reshaping the architectural landscape, inspiring creativity, and leaving a legacy in the hearts of those who experience their designs.

As we look to the future, let us raise a toast to Simpolo's 100th gallery and the boundless possibilities that lie ahead in the captivating world of architecture.



Simpolo gallery Brewing Design Innovations for Architects and Interiors at Chikkamagaluru

**Simpolo Gallery
Chikkamagaluru**



Simpolo, a pioneering name in the world of ceramic tiles, proudly unveiled its latest masterpiece, a splendid gallery in Chikkamagaluru. This state-of-the-art gallery is a true embodiment of Simpolo's unwavering commitment to innovation, aesthetics, and customer-centricity.

The gallery, spanning 6000 sq ft, stands as a haven for architects, designers, and end consumers alike. Boasting an exquisite range of tiles featuring Simpolo's revolutionary IM+ technology and POSH technology, the gallery sets new benchmarks in tile manufacturing. These cutting-edge technologies ensure unmatched quality and longevity while enriching spaces with captivating designs and textures.

Architects find themselves in a realm of convenience as they explore Simpolo's diverse tile offerings without the need to venture elsewhere. This streamlined access to premium tiles transforms the design process, allowing architects to materialise their visions with unparalleled ease. Simpolo's Tiny Tiles line, one of the highlights of this gallery, offers architects

unprecedented freedom, enabling them to experiment and innovate without constraints.

End consumers, too, benefit from this conveniently located gallery, which makes the journey of choosing tiles a seamless and inspiring one. The meticulous curation of Simpolo's tile range ensures that every space is transformed into a masterpiece of design and elegance.

Spectra and a host of other tiles are showcased alongside Tiny Tiles, highlighting Simpolo's dedication to offering a comprehensive and diverse collection that caters to varied design sensibilities.

In the past, individuals often undertook arduous journeys to Bangaluru and Mangaluru to select tiles. However, with the advent of Simpolo's state-of-the-art gallery in Chikkamagaluru, premium tiles are now accessible to local residents without the need for extensive travel. This strategic move exemplifies Simpolo's commitment to serving its customers and enriching their lives.



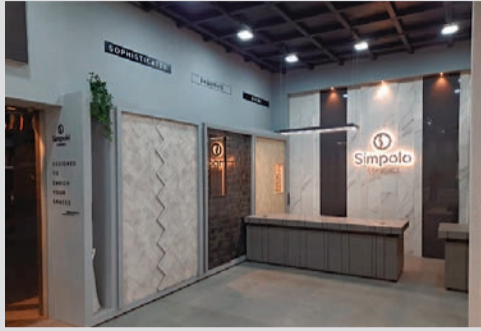
This gallery launch is a celebration of Simpolo's relentless pursuit of innovation, aesthetics, and customer delight. By upholding its core values and fostering strong relationships with customers, Simpolo goes the extra mile to ensure that every interaction is meaningful and enriching.

Simpolo's gallery launch in Chikkamagaluru is a beacon of inspiration, creativity, and exceptional design. With its rich legacy of pushing boundaries and redefining possibilities, Simpolo continues to be a guiding light in the realm of ceramic tiles, inspiring spaces that are as remarkable as they are functional.



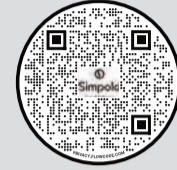
New Simpolo Showrooms

At Simpolo, we believe customer experience is everything. That's why our exclusive Simpolo showrooms become pivotal points to create an aesthetically pleasing, sensorial journey for our potential customers. It's where they form their first impressions, where they experience the brand and its products first-hand.



081

Klassy Stone
Siliguri



Saksam Garg



082

Suraj Granite
Patna



Nitesh Kumar



083

Ceramic Gallery
Himmatnagar



Anil Patel & Manoj Patel



084

Shiv Granites
Bhiwani



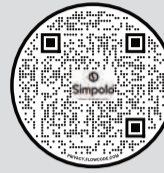
Sandeep Garg

As we take pride in reaching the milestone of 112 Simpolo showrooms, we are driven to continue evolving and expanding as the market demands.



085

Lovely Bath Concept
Bhatinda

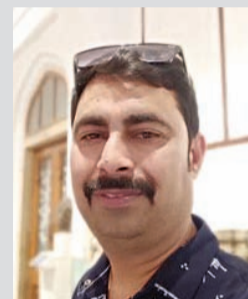
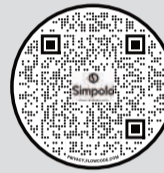


Ankur Garg



086

Grover Marble Store
Ratia



Rajpal Grover



087

Rangoli Cera Tiles
Pune



Vikesh Patel



088

Subh Impex
Sharjah - UAE



Hitesh Kandaria & Vashu Datroja



089

Shree Decore
Sri Ganganagar



Sanjay Gupta



090

Jai Bajrang Bali Paint Ind.
Moga



Vikash Jindal



091

Build Mart
Noida



Narendra Singla



092

Ganga Bath Décor
Bareilly



Mohak Agarwal



093

Shiva Marble
Narnul



Kapil Yadav



094

Allied Sales
Agencies
Jaipur



Ajay Khandelwal



095

City Ceramic
Chiyaram, Thrissur



Joe Scaria



096

Surabhi
Innovation
Angamaly

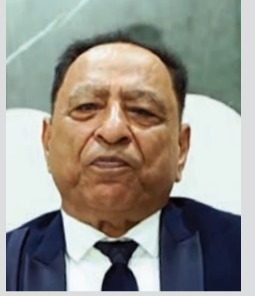


Shaju Augustine



097

Wadhwa Marble & Granite Trading Co. Saharanpur



Avinash Wadhva



098

Shriram Minerals Jabalpur



Manas Khatri



099

Simpolo Depot Hubali



Pankaj Korat



100

Simpolo Gallery Bijapur



Shailesh Gajera



101

Pruthvi Enterprise
Chikhli



Mahesh Bhai



102

Amar Enterprise
Bilaspur



Rajesh Patel



103

Ambica Bath and
Style
Rewari



Vineet Aggarwal



104

PRP Build Mart
Guwahati

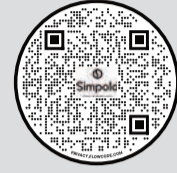


Siddhant Jain



105

Rajasthan Marble
Vyara



Ajay Goyal



106

C.J. Buildware
Cherupuzha-Kannur



Libeesh Peter

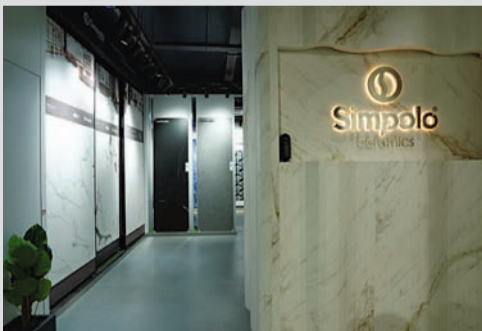


107

Jai Durga
Traders
Jammu



Aryaman Mahajan



108

Chamunda Stone
Pune



Rakesh Jain

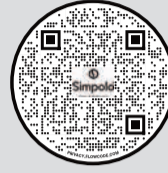


109

Simpolo Gallery
Chikmarghiri



Shivraj Singh Rathod
& Umesh Balda



110

Cochin Saniware
Pala



Sunesh & Manesh



111

M.K. Marble IND
Sonepat



Manoj Gupta



112

Mahalaxmi Tiles
Satna



Deepak Agrawal





SIMPOLO
GROWTH
MEET



In a momentous gathering of dealers, sub-dealers, and salespersons, Simpolo Tiles & Bathware: 2021-2022 hosted its highly anticipated Growth Meet. Amidst an atmosphere charged with enthusiasm and excitement, the event served as a platform to not only share the company's achievements but also to unveil its ambitious agenda for the future.

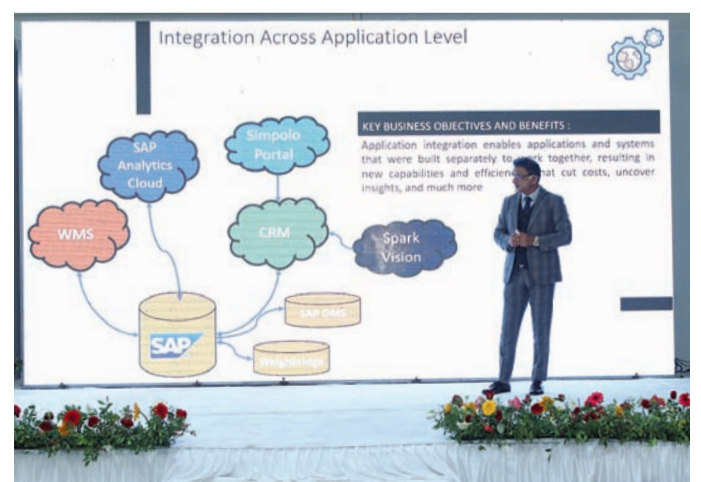
At the heart of the event was the celebration of Simpolo's remarkable yearly growth. A testament to the company's unwavering commitment to excellence and customer satisfaction, this remarkable progress showcased Simpolo's position as a leader in the industry. The company's relentless pursuit of innovation and dedication to offering unmatched service to its clients were central to this inspiring growth trajectory.

Among the highlights of the Growth Meet were the captivating introductions of new products and cutting-edge features that Simpolo proudly offers to the market. Ranging from exquisite designer tiles to state-of-the-art bathware, the latest additions not only exuded elegance but also embodied sustainable technology. Simpolo's vision of a greener future resonated profoundly, as it demonstrated its proactive stance in adopting environmentally friendly practices.

Emphasising their customer-centric approach, Simpolo reiterated its unyielding support to customers, architects, and builders. The company understands that seamless collaboration with industry stakeholders

is paramount to deliver exceptional results and exceed expectations. By fostering partnerships and providing unparalleled assistance, Simpolo continues to strengthen its reputation as a brand that truly cares about its customers' success.

What sets Simpolo apart, from others in the market, is their unshakable belief in embracing new technology, design, and service. From incorporating advanced manufacturing processes to continually updating their designs in tune with the latest trends, Simpolo stays at the forefront of the industry. Their relentless pursuit of cutting-edge solutions enables them to cater to the ever-evolving demands of their diverse clientele.



As the Growth Meet came to a close, the resounding message that echoed through the gathering was Simpolo's unwavering commitment to shaping a brighter future for the tiles and bathware industry. Through their unwavering dedication to sustainable practices, pioneering technology, innovative design, and unparalleled customer service, Simpolo has proven time and again that they are not just a company; they are the architects of change in their domain.

In conclusion, Simpolo Tiles & Bathware has embarked on a remarkable journey of growth, embracing new technologies, and redefining industry standards. With their relentless focus on innovation and customer-centric values, they have rightfully earned their position as an industry leader. As they continue to inspire and transform, Simpolo remains a beacon of hope for those who believe in the power of progress, sustainability, and above all, the promise of a better future.



Along with our constant strive towards excellence, we at Simpolo also believe in strengthening relationships and rewarding outstanding performances. Here's a glimpse of Simpolo awarding their star performers.

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Pooja Ceramic, Gujarat
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Suraj Granite, Bihar
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Technostone, Delhi
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Chaudhary Sanitary & Tiles, Bihar
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S PRP Buildmart Traders Pvt & Ltd., Assam
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Shri Om Trading Co., Rajasthan
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Yub Raj Traders, Himachal Pradesh
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Sundeep Tiles, Rajasthan
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S New Tile World, Chandigarh
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Aravali Ceramic Company, Uttar Pradesh
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Marble Centre, Jharkhand
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Ganga Bath Decore, Uttar Pradesh
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Ceramic World, Odisha
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S J J Marble House, Nepal
Awarded by Bharat Aghara (CMO)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Shri Goraji Marbles, Madhya Pradesh
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Simpolo Agency, Gujarat
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S The Ceramic Studio, Maharashtra
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Chandwani Ceramic, Maharashtra
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Niks Ceramic, Goa
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Sri Parram Marketing, Maharashtra
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Sree Manjunatha Swamy Agencies, Andhra Pradesh
Awarded by Bharat Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Ceramic Inc, Telangana
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Koliwad Marbles and Granites, Karnataka
Awarded by Bharat Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Ome Agencies, Andhra Pradesh
Awarded by Bharat Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Sai Ram Floorings, Karnataka
Awarded by Bharat Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Srinidhi Granite and Ceramics, Karnataka
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Avthar Ceramics, Tamil Nadu
Awarded by Jitendra Aghara (CMD)

**BEST PERFORMER
OF THE YEAR 2020-21**



M/S Tara Sanitary Wares and Tiles, Kerala
Awarded by Bharat Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Oro Ceramics LLP, Haryana
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Shri Ram Tiles and Sanitaryware, Haryana
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Nandhi Pipes, Tamil Nadu
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S George Kaitharan, Kerala
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Pathania Trading Co., Himachal Pradesh
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S City Marbles, Chandigarh
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Jay Ji Traders, Jammu & Kashmir
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Tulsyan Distributors, Jharkhand
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Simpolo Sanitation, Karnataka
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Shri Krishna Agencies, Maharashtra
Awarded by Bharat Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Vardhaman Enterprises, Maharashtra
Awarded by Bharat Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Hindustan Ceramic Distributors, Rajasthan
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Bath N Style, Punjab
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S S. S. Sanitation & Interior Design, West Bengal
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Home Style and Decor Private Limited, Chhattisgarh
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Siddhi Vinayak Tiles and Granite, Uttarakhand
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Siddhartha Bhumi International Trading, Nepal
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Simpolo Impex, Gujarat
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Maha Lakshmi Tiles, Madhya Pradesh
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Simpolo Marketing, Gujarat
Awarded by Jitendra Aghara (CMD)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Balaji Enterprises, Bihar
Awarded by Bharat Aghara (CMO)

**EXCELLENT PERFORMER
OF THE YEAR 2020-21**



M/S Pari Marble, Jharkhand
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S H.F Interiores, Gujarat
Awarded by Jitendra Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Tanushree Enterprises, Bihar
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Kalra Trading Co., Haryana
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Aggarwal Home Solutions, Himachal Pradesh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S A K Traders, Jammu & Kashmir
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Klassy Stones, West Bengal
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Lovely Bath Concept, Punjab
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Aashiyana, Rajasthan
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S P K Tiles & Bath, Uttar Pradesh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Indian Trading Co., Uttar Pradesh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Krishna Traders, Uttar Pradesh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Mahadev Tiles, Himachal Pradesh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Garg Marble Company, Chhattisgarh
Awarded by Bharat Aghara (CMO)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Captain Tiles Center, Madhya Pradesh
Awarded by Jitendra Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Universal Plus, Chhattisgarh
Awarded by Jitendra Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Viraj Ceramic, Maharashtra
Awarded by Bharat Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Simpolo Inc, Karnataka
Awarded by Jitendra Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Natural Exports, Tamil Nadu
Awarded by Bharat Aghara (CMD)



**STAR PERFORMER
OF THE YEAR 2020-21**



M/S EXIM CERAMIX, Kerala
Awarded by Jitendra Aghara (CMD)

**STAR PERFORMER
OF THE YEAR 2020-21**



M/S Rangoli Cera Tiles, Maharashtra
Awarded by Bharat Aghara (CMD)



Where Innovation meets Elegance, Attracting the World's Finest Influencers

In the world of design and simplicity, Simpolo has emerged as a front runner, captivating the attention of renowned celebrities, businesses, and creative minds alike. With a commitment to innovation and an unwavering focus on elegance, Simpolo has become a beacon of inspiration for those seeking exceptional craftsmanship and distinctive products. Over the years, Simpolo has had the privilege of hosting visits from prominent figures such as the Motilal Oswal Group, world-class architects, and even cricketers, solidifying its reputation as a brand that stands at the pinnacle of creativity and appeal.

At the core of Simpolo's success lies a relentless pursuit of innovation. From the drawing board to the final masterpiece, Simpolo's team of visionary designers and engineers work in harmony to create products that redefine the boundaries of art and functionality. Our commitment to constant improvement drives us to explore cutting-edge technologies, eco-friendly materials, and forward-thinking designs.



Architect Reza Kabul



The Motilal Oswal Group, renowned for its financial prowess, recognises the intrinsic value of Simpolo's designs in reflecting both elegance and sophistication. World-class architects, who have spent their careers crafting breathtaking buildings, find in Simpolo a like-minded partner that understands the essence of design excellence.



Mr. Raamdeo Agrawal
Co-founder & Chairman
Motilal Oswal Financial Services



Nayan Mongia
Former Indian Cricketer

Even cricketers, revered for their sportsmanship and dedication, find solace in the simplicity and seamless functionality of Simpolo's offerings. Such illustrious visitors have recognised the brand's ability to transform spaces and elevate everyday experiences, making Simpolo a sought-after choice for the discerning clientele.

Simpolo Scores High!



Association with Gujarat Titans in their inaugural season

Simpolo has managed to score a century with its recent collaboration with Gujarat Titans. Through the biggest sport event of the country, Simpolo managed to garner the right attention with its branding on the non-lead arm. Wide scale promotional activities like dealer online meet and greet, standees, posters, hoardings, and gallery branding, furthered the already vast popularity of Simpolo. Not just that, the cherry on top was Gujarat Titans' flawless tournament victory, which gave more traction to this winning partnership.

Promotions carried out

- Dealer Online Meet and greet
- Standees
- Posters
- Hoardings
- Showroom branding

Gujarat Titans won the tournament, and their partnership got more traction because of the same.

India vs NZ and India vs Australia Series Sponsorship

Simpolo was also the series sponsor for the India tour of New Zealand and Australia. With extravagant stadium branding and jersey branding for New Zealand, Simpolo managed to leave a great impression.

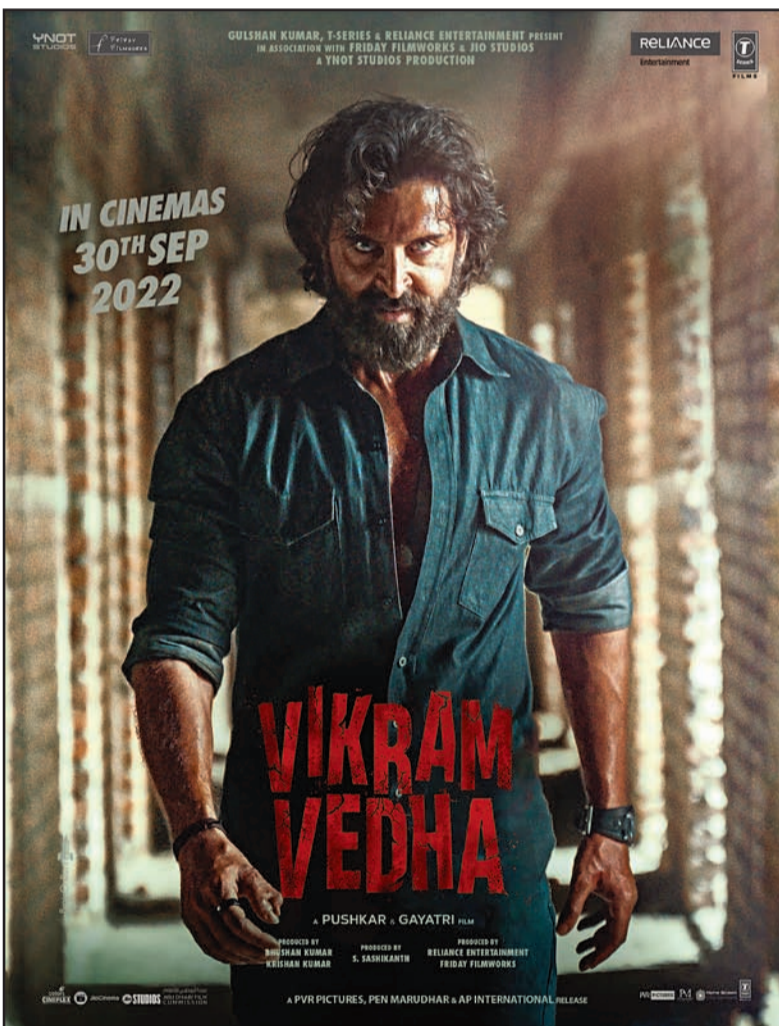


Lights! Camera! Simpolo!

In-Film Branding

Simpolo grabbed the spotlight with its in-film branding in the Hrithik Roshan starrer, Vikram Vedha.

Scan QR code
to watch the video




Simpolo
ceramics

**YEH KAHANI
DEKHTe REH JAAOGe**

1800 233 2223 | + 91 72289 22222
customercare@simpolo.net
simpolo.net

MADE IN INDIA
SINCE 1977



Simpolo
ceramics

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simpolo.net

MADE IN INDIA
SINCE 1977

Telling stories of sophistication with our new collections



Tiny Tiles

Every house has a story to tell, and sometimes to illustrate these heartfelt stories, you need the right kind of brush. Tiny Tiles, a one-of-a-kind vitrified tile from Simpolo, enables you to exhibit your artistic muses the way you want. Whether it's on a wall, or laid on the floor, this exquisite tile collection adds life to your house with elegant designs that baroque architecture, Moroccan patterns, and antique motifs, that will leave you enamoured every time you look at it. Its versatility and the sheer design brilliance, that come in 2 sizes – 198x198mm and 58x250 mm, set it apart. If you believe that your house is an embodiment of your story, then Tiny Tiles is for you.



Courtyard Collection

Simpolo's premier outdoor tile collection will enamour your senses and transform the aesthetic of your outdoor spaces. Inspired from nature, the subtle hues and mesmerising motifs is what truly sets it apart. A thickness of 9mm ensures unmatched durability and longevity. Courtyard also comes with iM+ technology, a cutting-edge innovation that helps the product surface repel any liquid and does not allow unwanted or harmful living organisms to stay or grow. Turn your dream of alluring outdoors into reality with the picturesque Courtyard Collection.

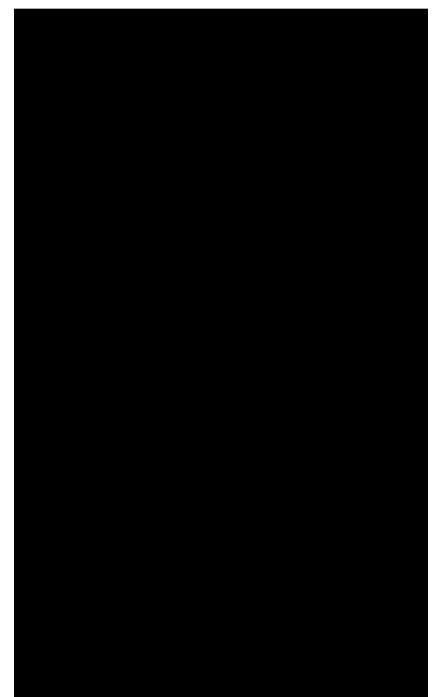




Courtyard Collection Video - Simpolo has recently released a compelling video with famed architect Damien Rossi, where he elaborates on the wonders of the Courtyard Collection and the innovation that makes it a best-in-class choice for outdoors. In the video, Rossi elaborates on the series of Courtyard-Garden and Soil, and how its innovative shades and textures can change the allure of your spaces. He further adds that Simpolo's Courtyard Collection is a testament to the harmony of nature's artistic muses and cutting-edge technology.



Scan QR code to watch the video



Both series within the Courtyard Collection come alive with intricate details that pay homage to the wonders of nature. The Garden series features grid and dune textures that mirror the delicate interplay of wind and water, while the Soil series resonates with the depth and character of natural landscapes. These tiles don't merely adorn your spaces – they transport you to a realm where the boundaries between indoors and outdoors blur and the beauty of nature is effortlessly woven into your surroundings.



Architect
Damien Rossi



 **PROTECT**
SURFACE

Simpolo Restrengthening Bonds

Recently, we hosted a highly anticipated gathering for Mumbai dealers, focused on discussing and addressing the issues concerning our Stock House located in Bhiwandi. The Stock House is a trailblazing integrated service hub, created by Simpolo, that is setting new standards in the field of ceramics.

We are proud to have developed a solution that addresses the pain points of retailers and retail customers, providing them with the service they desire. It is a difficult task to reach out to customers and cater to their demands, and we are constantly pushing ourselves to go above and beyond in making it happen.

At Simpolo, our focus is always on the needs of our customers. Our Stock House is proving to be the best solution for reaching out to customers in just 24 hours, aligning everything to meet their needs.

As part of our efforts to design our customer service for the Mumbai market, we recently invited our retail dealers from Mumbai to an interaction session. This was a pilot project that we hope to replicate across India in the future.

During the gathering, we also recognised and awarded the best-performing dealers in various categories.





Assisting our customers every step of the way

Customer Care

Simpolo is always vying to get the right meaning of the products they offer to the end users. It is all about creating a super-premium experience and the persona that reflects the very blend of our designs and style.

When a brand is born and positioned at a level where people across communities expect more precision in everything we offer, the responsibility towards each call we receive increases. This department reaches to the customers and takes their calls effectively to be sensitive to their needs and resolve their queries in suitable time.

Our customer care division is steadfast and highly responsive. It responds in real-time as we do not want our end user to suffer and thus, we feel each call that comes to us needs equal attention. The customer care division deals with all kinds of calls in the following manner:

Inbound calls: Treating as priority, taking their queries, sorting them out as per the call and preparing a report for further follow-ups. This assistant provides support to the caller, links, details of the zonal sales team, dealers' details, and product basics.

Scrutiny of calls: Our in-house assistant works on each type of call, scrutinises them according to the zones, and prepares a daily spreadsheet.

Outbound calls: All calls are responded with follow-ups such as complaint completion, satisfaction call and re-follow-ups for the requirements so that:

- Complaints are attended by techno-commercial executives
- All customer care department calls are coordinated with quality assurance department
- Monthly reports are generated to track the percentage of calls closed





Simpolo Solutions

The Simpolo Solutions team works towards providing expert solutions to the masons as well as the end users. We educate and train masons as well as site engineers by practically showing them the demonstration of how to utilise the tiles in a sustainable and skillful fashion.

From spreading knowledge about the various tools and adhesives to teaching the masons new-age practices of dealing with tiles – the Simpolo Solutions division provides expert guidance to customers - both on call as well as on-site. This division has a team to help customers navigate through the complexities of handling, cutting, laying, and maintenance of tiles of varying sizes, thickness, and surfaces.



Our oath for a better tomorrow

Simpolo Tiles & Bathware, a leader in the tiles and bathware industry, proudly celebrated National Safety Day in a unique and engaging manner. The company organised a special event centered around a symbolic stool that showcased an array of essential safety tools. This stool not only highlighted the importance of safety in the workplace but also served as a reminder of Simpolo's commitment to ensuring the well-being of its employees and customers. The event was graced by the presence of the company's CMD (Chief Managing Director), further emphasising the significance of the occasion.

The Stool of Safety Tools: The centerpiece of the event was a meticulously crafted stool, adorned with an assortment of safety tools. Each tool represented a crucial aspect of workplace safety, ranging from personal protective equipment to emergency response items. The tools were thoughtfully displayed, allowing attendees to understand their significance and the role they play in safeguarding individuals in various situations. This innovative concept effectively conveyed the message that safety is an integral part of Simpolo's organisational culture.

Highlighting Safety Tools: Hard Helmets: A symbol of head protection, hard helmets were prominently featured. They emphasised the importance of safeguarding against potential head injuries in industrial settings.

High-Visibility Vests: The vibrant high-visibility vests showcased the necessity of remaining visible and identifiable, reducing the risk of accidents involving moving machinery or vehicles.

Safety Goggles and Ear Protectors: The display of safety goggles and ear protectors underscored the significance of shielding the eyes and ears from hazardous materials and excessive noise.

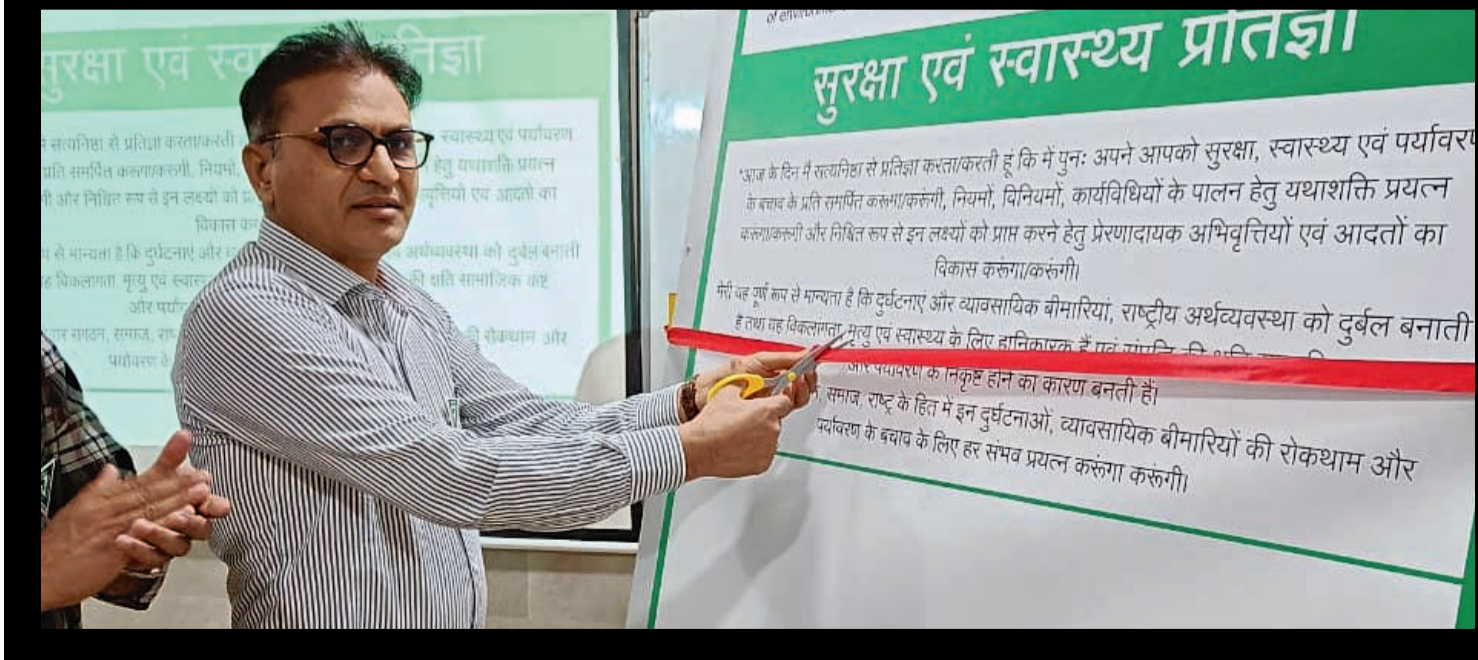
Fire Extinguishers: Fire extinguishers were a visual reminder of the importance of quick and effective responses to fire emergencies.

First Aid Kit: The presence of a well-equipped first aid kit highlighted the need for immediate medical attention in case of accidents or injuries.

Safety Shoes: The display of safety shoes emphasised the importance of proper footwear for preventing foot injuries in industrial environments. The esteemed presence of Simpolo's CMD during the event further demonstrated the company's commitment to safety. The CMD addressed the attendees, highlighting the significance of National Safety Day and reaffirming the company's dedication to maintaining a safe and secure workplace for all employees.

Educational Sessions: Alongside the interactive stool display, educational sessions were conducted to provide attendees with in-depth information about each safety tool. Experts shared insights into the correct usage and maintenance of these tools, fostering a culture of informed safety practices.

Simpolo Tiles & Bathware's innovative celebration of National Safety Day through the "Stool of Safety Tools" showcased its dedication to promoting a safe work environment. By integrating education, visual representation, and the presence of leadership, the event effectively communicated the importance of safety and encouraged everyone to prioritise well-being. The symbolic stool served as a powerful reminder that safety is not just a priority, but an integral part of the company's identity.





A glorious celebration of nationhood

At Simpolo Tiles & Bathware, we believe in the continuous growth and well-being of our employees, and we take great pride in celebrating our nation's spirit. In this comprehensive feature, we delve into our dynamic Employee Development and National Day Celebration Program. Join us on this journey as we explore the initiatives we've carefully curated to foster personal and professional growth, promote unity, and honour our nation's significant milestones.

Business Development Program: Our commitment to employee development begins with our robust Business Development Program. Through a series of engaging workshops, seminars, and training sessions, we equip our team with the latest industry knowledge, cutting-edge skills, and business acumen. This section highlights how our program fosters innovation, nurtures talent, and empowers employees to excel in their roles, contributing to the success of Simpolo Tiles & Bathware.



Manish Khanolkar, Trainer



National Day Celebrations: On two momentous occasions, Republic Day (26th January) and Independence Day (15th August), we come together to celebrate our nation's rich heritage. This section captures the spirit of patriotism and showcases the vibrant festivities that take place at Simpolo Tiles & Bathware. From flag hoisting ceremonies to cultural events, we express our love for India and pay homage to those who fought for our freedom.



National Days celebration



Fostering Unity through Sports Tournaments: Recognising the importance of a healthy work-life balance, we organise exciting sports tournaments that bring employees together. The box cricket and carrom tournaments provide a platform for friendly competition, team bonding, and stress relief. This section highlights how these events not only promote physical well-being but also strengthen camaraderie among colleagues.

Caring for Employee Mental Health At Simpolo Tiles & Bathware: We prioritise the mental well-being of our employees. This section sheds light on our efforts to create a supportive and compassionate work environment. From counseling services to stress-management workshops, we emphasise the importance of mental health and how it positively impacts the productivity and happiness of our workforce.

Simpolo Tiles & Bathware’s Employee Development and National Day Celebration Program is a testament to our commitment to our employees’ growth and love for our country. By empowering our team with knowledge and skills through the Business Development Program, fostering a sense of unity through sports tournaments, and caring for their mental well-being, we create a workplace that thrives on dedication, innovation, and harmony. As we continue on this journey of progress and celebration, we remain steadfast in our mission to make Simpolo Tiles & Bathware a place where employees can flourish both personally and professionally, while embodying the spirit of a proud and united nation.



Simpolo's Public Health Initiative: Organising Medical and Eye Checkup Camps for the Outdoor Public

Introduction: Simpolo, a community-driven organisation committed to promoting public health, is taking a proactive step towards improving the well-being of the community. In this endeavour, Simpolo is organising Medical and Eye Checkup Camps, aimed at providing accessible healthcare services to the outdoor public. Through these camps, Simpolo aims to extend a helping hand to those who may face challenges in accessing regular medical checkups and eye care facilities.

The Importance of Public Health Care: Access to quality healthcare is a fundamental right that every individual should have. Unfortunately, various factors such as geographical location, financial constraints, and lack of awareness often hinder many individuals from receiving proper medical attention. Simpolo recognises the significance of public health care and is dedicated to bridging this gap.

Objectives of the Medical Checkup Camp: The Medical Checkup Camp organised by Simpolo aims to provide comprehensive health assessments to individuals of all ages. Qualified medical professionals, volunteers, and support staff will be present at the camp to conduct general health checkups and offer medical advice to attendees.

- **Vital Sign Check:** Blood pressure, heart rate, temperature, and respiratory rate will be measured to assess overall health status.
- **Blood Sugar and Cholesterol Testing:** Basic blood tests will be conducted to identify potential risks and advise on lifestyle modifications.
- **Health Education:** Participants will receive valuable insights into preventive healthcare practices and disease management.





Focus of the Eye Checkup Camp: Simpolo understands the importance of eye health and its impact on overall well-being. The Eye Checkup Camp aims to offer free eye examinations, particularly to those who may have limited access to eye care services.

Vision Testing: Certified optometrists will perform vision assessments to detect refractive errors and other eye conditions.

Prescription Glasses Provision: Participants in need of prescription eyeglasses will be provided with the necessary support.

Eye Health Awareness: Educational sessions will emphasise the significance of regular eye checkups and maintaining good eye health.

Collaborations and Support: Simpolo's efforts to organise these camps are made possible through collaborations with local healthcare providers, NGOs, and government health agencies. Together, these partnerships ensure the camps' success and enable a broader reach to the public.

Community Outreach and Promotion: To maximise the impact of the Medical and Eye Checkup Camps, Simpolo employs a comprehensive outreach strategy. Utilising social media, local newspapers, community bulletin boards, and grassroots campaigning, the organisation aims to engage the community and raise awareness about the upcoming camps.



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