



Somany Ceramics Ltd., Flagship Company of the H.L Somany Group, is one of the leading players in the Indian Tiles and Sanitaryware industry. Since its inception in 1969 as Somany Pilkington's, it was Shri H.L. Somany's dream of establishing the closest connect with its patrons that he strived to realize. This dream did not only drive the company towards the path of unparalleled success, but also established its presence as an unchallenged leader in the Indian tiles sector. Whether ceramic tiles, vitrified tiles, glazed vitrified tiles, imported tiles, Sanitaryware and Bath Fittings; Somany provides itself in being at the forefront of style and quality.

From implementing the newest in technological brilliance to a steadfast practice of lateral thought and trend-setting tenets, to pioneering several firsts in design and style for consumers, Somany Ceramics determined pursuit of delivering excellence has placed the brand in an illustrious bracket. As early as 1996, Somany's indigenous R&D unit became the first ever in the Indian tile industry to get recognition from Government of India. The company has earned for itself the distinction of becoming the first ceramic tile manufacturer to receive an ISO 9001 accreditation; an ISO 14001 certification for environment friendly manufacturing facility; also certified by the Indian Green Building Council for manufacturing eco-friendly products; first company in Asia who have implemented ISO 14051 and certified by APO (Asian Productivity Organization) and JPC (Japan Productivity Center) has received the prestigious Power Brand Award for two consecutive years; awarded with Asia's Most Promising Brand of the year in ceramics tile category by World Consulting & Research Organisation.

A wide array of designs make-up the inspiring range of Somany's Floor, Wall and Imported Tiles, Sanitaryware & Bath Fittings products.

Floor Tiles: Somany maintains a persistent fusion of beautiful designs with the spirit of innovation in its Floor Tiles. A wide array of floorings like ceramic, vitrified, full body vitrified, glazed vitrified, polished vitrified are available in unique sizes of 196x1200mm, 300x300mm, 496x496mm, 600x600mm, 400x800mm, 800x800mm, 600x1200mm and 800x1200mm along with other regular sizes.

Wall Tiles: Somany Wall Tiles pave the way to a subtly classy backdrop, whatever the environment. Be it random printing or digital printing, Somany wall tiles are available in plethora of finishes like marble, wooden, stone, denim and whatever you can think of, we are right there. Available in the sizes of 150x605mm, 190x1200mm, 250x350mm, 300x450mm, 300x600mm, 300x900mm, 600x1200mm our wall tiles will rejuvenate your senses.

Imported Tiles: The perfect paradigm of how art and beauty go hand in hand can be seen in the collection of imported tiles. Focusing on the broad spectrum of perceptive and fashion conscious customers, it offers a wide range of imported stone finish, wooden, fabric and denim-finish tiles, which are imported from Italy, Spain, Turkey and across the world.

Sanitaryware and Bath Fittings: Somany ventured into Sanitaryware & Bath fittings vertical which deals in imported and domestic products under the brand name 'Somany Signature' and 'Somany' respectively. Crafted to perfection our wide range of sanitary ware, faucets, fittings and accessories cater to those who appreciate the finer things in life.

TRAIN YOUR MASON TO BE A PERFECT TILER!

A recent study conducted by the University of Pennsylvania indicates that 92% of the employment in India comes from the unorganized sector. While the Govt. has been focusing on providing training to the organized sector, skills like masonry, tile laying, etc. are still passed on from one practitioner to another. Due to this lack of formal training, India's tile-laying sector remains highly unorganized. As a result, consumers are wary of dealing with unskilled manpower, thus creating a shortage of efficient tile-layers and masons, despite the high growth rate of the construction industry in the last decade.

Despite the fact that India produces world class tiles in terms of technical parameters, our tillers are abysmally ill-trained and non-competent when it comes to the actual laying of tiles. This often leads to poor quality of laying, shabby finish, lot of wastage of material and time.

Training of Tillers is vital to overcome the shortcomings of the Tillers fraternity. Some issues, which need to be immediately addressed are:

- Highly unorganized building material industry
- Lack of trained masons/ tillers
- Usage of incorrect equipment resulting in bad workmanship and longer delivery time
- Uninformed consumers, who are unsure of what to expect
- Lack of initiative from the construction industry

SOMANY TILE MASTER PROGRAM

An important part of Somany's corporate social responsibility (CSR) program, Tile Master is a unique initiative that focuses on enhancing the tile laying skills of masons through proper training. The program aims at empowering the masons with improved tile laying skills which will not only help them achieve better results, improve productivity in an efficient manner but also help them climb the economic ladder.

The other important and strategic purpose for the Tile Master program is to create a pool of expert masons who do justice to the world class tiles being produced in India by achieving the surface finish and aesthetics that these tiles are capable of providing. This will ensure a very satisfied customer with a high level of preference for tiles in future.

Tile Master Training Programme aims at providing practical knowledge to the tillers and masons to perfect the art of tile-laying. With more than 70% of the course hours dedicated to practical hands-on training by using the tools, the course allows the participants to achieve and develop the professional skills necessary to perform the various tasks of tile-laying efficiently. The program uses the most advanced and ergonomically designed tools to carry out the tile-laying process and the knowledge is imparted through live demonstrations of the tools, thus ensuring safety and efficacy.

MAJOR BENEFITS

Increase in productivity: The productivity of the Tiler goes up by 20% with the use of correct methods & following advanced tools which are present in the tool kit:

- An advanced manual tile cutter cuts the tiles 90% faster compared to conventional tile cutting tool. Also, ensures zero wastage in terms of chipping & breaking of tiles.
- Drill machine ensures proper hole without breaking the tile.
- Rubber trowel is 5 times faster than conventional blade ensuring excellent grouting work.
- Hole marker makes the marking of hole point accurately on tiles & saves time by 100%.
- Rubber hammer ensures durable placement of tiles with no hollow space beneath the tiles.
- Shape template makes transfer of difficult shapes accurately & faster on the tiles saving time by 80%.

Quality of Output: The quality of output will be far better than the conventional methods. The quality of cuts, making holes, leveling accuracy, finishing of grout application etc. will be far superior.

Reduction in Rejection: In terms of tiles, mortars & adhesives will be less. Rejection is

almost zero by a trained Somany Tile Master hence less wastage.

Better Understanding: The Trained tiler will have a holistic approach towards tile laying job & will execute job with complete sense of accountability.

Somany Tile Master Training Program aims to fulfill the objective of skill up gradation among masons who are from the lower income group. For the participants alternate job opportunities opens up as these masons are empowered with unique additional skills, which helps them move up the economic ladder. This initiative has gained momentum from last two years during which 2000 tilers/masons were trained across India covering more than 20 states. Few of the reputed clients who arranged training were Jindal Steel and Power Ltd., L&T, Brigade Group, Military Engineering Services, Army Welfare Housing Organization, Shapoorji Pallonji Developers, Bharat Heavy Electrical Limited, Chandigarh Housing Board etc.

SOMANY COMMITTED TO SWACHH BHARAT MISSION

The 'Swachh Bharat Abhiyan', launched by Prime Minister, Shri Narendra Modi, aims to achieve a completely clean India by October 2, 2019, which also marks the 150th birth anniversary of Mahatma Gandhi. The mission intends to reach out to all sections of the society through various mediums to make their neighborhood clean and also inculcate a habit of cleanliness and hygiene, ensuring protection from several health problems.

As an organization, Somany has always endeavoured towards looking for means to provide and enhance healthier living. As a manufacturer of Tiles, Sanitaryware & Bath Fittings, we have collaborated with the Government of India to provide end-to-end solutions and raw-material support for the noble initiative – 'Swachh Bharat Abhiyan'. The company has specially designed toilet concepts, which can be constructed at a minimal cost, thus maximising the use of the funds generated for building toilets and sanitation facilities. These concepts are designed keeping in mind the basic sanitation requirements in both rural and urban areas. With these proactive measure we are fully committed to Clean India mission and exploring further possibilities of greater participation levels.

"HAMARA SANKALP SWATCH BHARAT, SWASTHYA BHARAT"

45 YEARS
LEADERSHIP IN DESIGN AND INNOVATION

