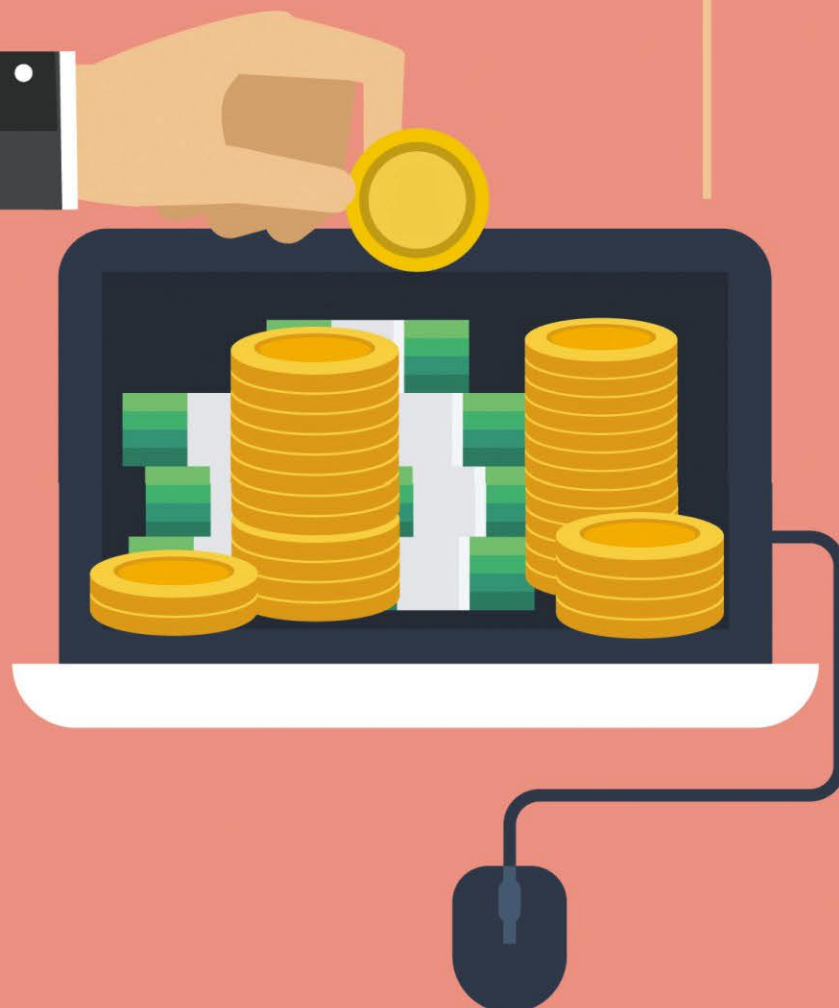


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How important is it?  
Core benefits



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“Do not put all your eggs in one basket” - Age old saying

Wisdom of ages by is still valid and relevant. The question is how to make it suitable to today's business challenges.

A recent new this morning was the application of anti dumping duty on ceramic goods by the GCC countries and how China may be the better option than India. It is believed that this duty may lead to massive loss in exports volume, and subsequent loss of jobs, business and earnings. Some companies have more than 70% of their production dedicated to these middle-eastern countries.

The challenge shows clearly how focus on a single market or product can lead to an un-envisaged threat. Known unknown in this case will surely add to challenges.

Let's just retrospect and introspect with regards to the above words of wisdom. Had these companies or brands not exposed themselves to a single customer region (or that matter customer or country) they would have been safer. Had their buyer base been wider in terms of global regions and countries, the threat would have been mitigated easily. Rather, the brands would not have even bothered about the duty being imposed.

In business, it is always better to have a wide customer base. It is also seen that banking on one product also leads to a similar threat. Pagers vanished in a space of a year after the advent of Mobile Phones. Single product or service companies faced the ire of new and better product.

Diversification, even in smaller proportions leads to safer bet in business. Focus while very glamorized, the threat of laser sharp focus is not as promoted as it is. It is focus that leads to hard headedness and poses a strategic threat in future in short or long term.

Let's again go back to such wisdom quotes regularly to check how they address our business challenges.

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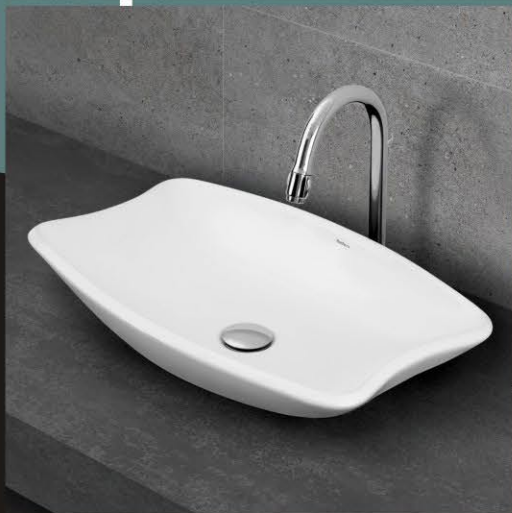
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# Advertising: Investment or Expense?

How important is it? Core benefits



**A**t Build Avenue, our directors and managers are always talking to people in business circuits. We come across heads of big businesses corporate houses and advertising honchos. From whatever we can pool, we have gathered some outcomes to dispel myths of small business owners regarding advertising.

## Investment or Expense.

The biggest concept confusion is whether advertising is an expense or investment. This single factor leads to ignoring or delaying advertising decision till it is utmost necessary. This is largely relevant in ceramic industries as well.

Advertising is an investment if done in the right manner and professionally. It is waste of time, money and energy if done without planning and unprofessionally.

Finding cheapest option has become the norm. Ad agencies that give long credit are preferred to those who can really deliver.

Relations are given a more importance than result oriented approaches.

These habits and more are actually leading to waste of resources and hence the belief that advertising is an expense and not an investment.

At small scale level also we need to think like the big wigs, as they have the data, information and methods that have better return on resources invested than smaller companies who do not have those professionals to make decisions.

But, it is imperative for companies in ceramic sector now to focus on Brand popularity and right kind of advertising investment. With global threats looming large and more options entering the market, one of advertising unplanned exercise will not breed solution

*continued on page - 10*



## Fear Driven or Goal Driven?

When done out of unplanned reasons, largely boost sales, this is fear driven. (Cerapreneurs) Entrepreneurs in ceramic sector believe that once a factory and marketing channels are set, advertising is not required. Once you reach good volumes of sales, advertising is just an operation to be performed and it is delegated to

an unqualified person in the organization.

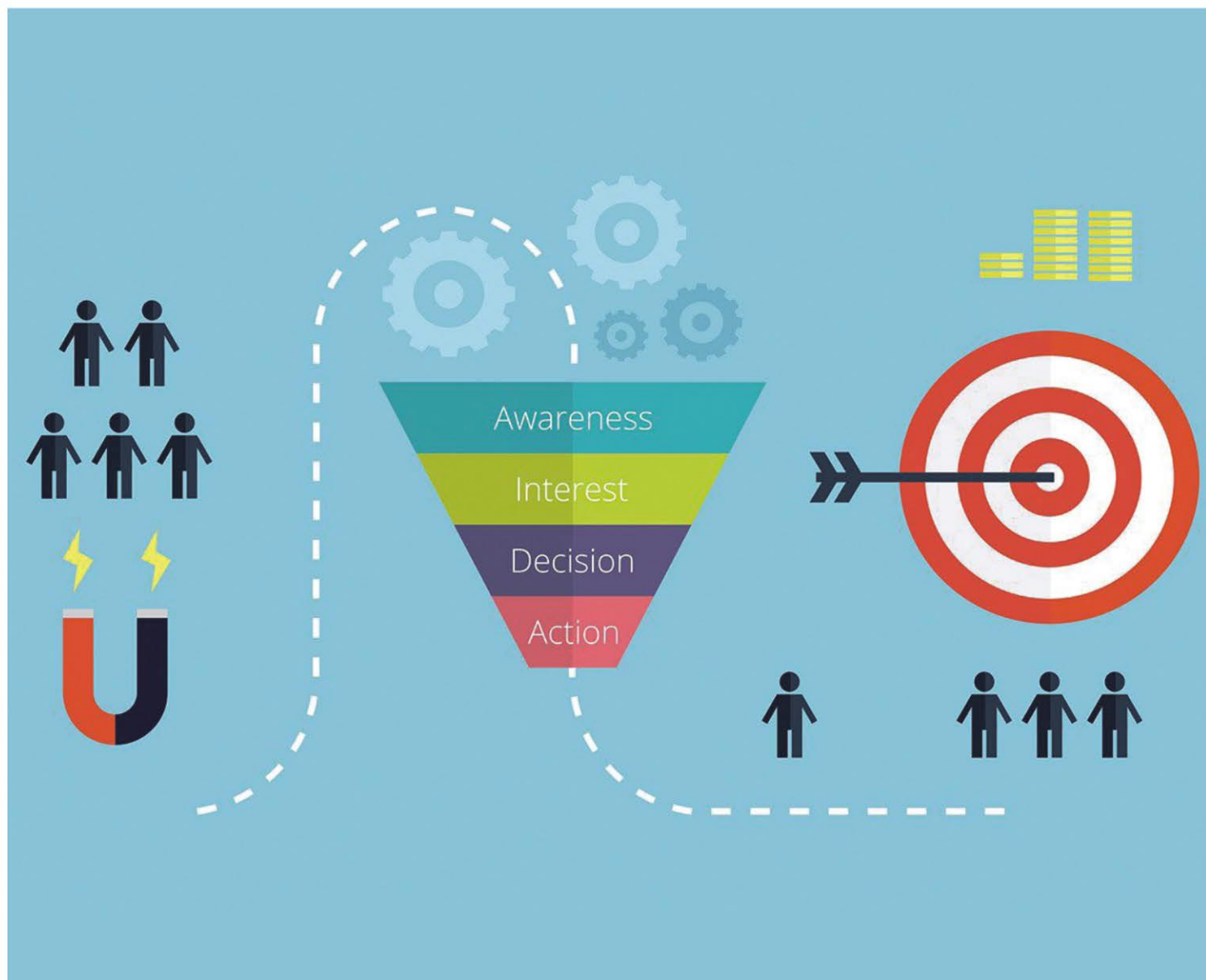
This leads to loss of sales in competitive markets. This also leads to the business leader looking at advertising as an expense that he is not willing to carry out.

We at BA suggest business leaders in ceramic sector to make advertising and branding budgets with top management involvement

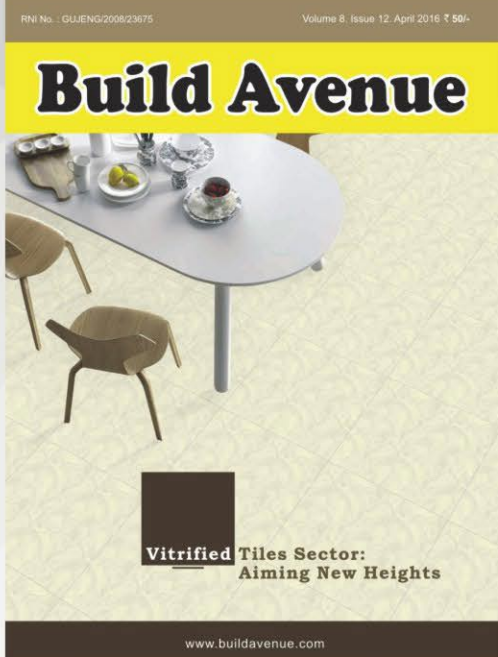
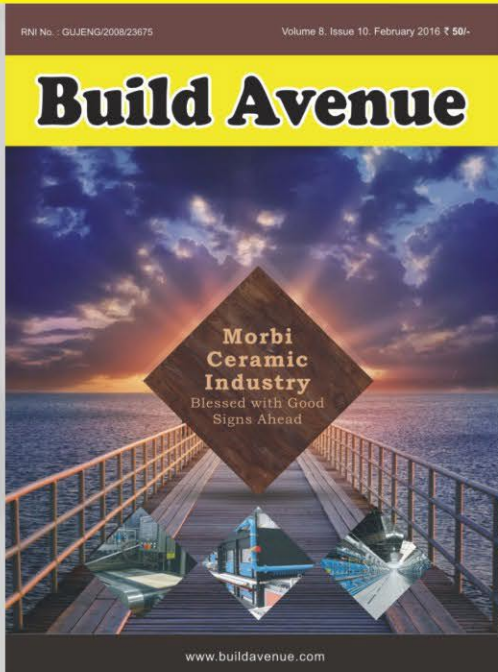
at every stage. It would be wise to get a consultant or an adviser on board who has spent time in advertising and knows the number and patterns well.

Making it Goal Driven surely delivers better return on investment in all resources, namely Money, Time and Energy.

continued on page - 12



# Build Avenue



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continued from page - 10

## What could be your goal for advertising?

Advertising serves multiple goals. However there has to be one primary goal and other goals can be achieved as a result of the exercise, but are not primary.

Herein we enlist some of them that are relevant to the ceramic industry.

1. Brand Visibility: Mostly needed when you are just starting out in a particular market or with a particular new product. At times, launch of a new collection or a product line may also need sub brand or collection name visibility.

2. Product Highlight: Showing your potential customers the benefit of your products. Tiles or sanitary ware with new designs or created in new technology and have a distinct product advantage is one important goal.

3. Reminding of Product/brand: when you want to be in the heart or mind of customer for a prolonged period of time, you need to advertise.

4. Sales Conversion: Mostly bundled with an offer, this sort of advertising helps in boosting sales and demand for your particular product or brand. For ceramic sector, this could be a strategy used for B2B promotion of seconds grade material.



5. Promote and Event: If you are hosting an event or being a part of event or tradeshow, you advertise to invite visitors to the event. This is true for ceramic products as most brands participate in at least 1 or 2 events in a year. You want visitors to know your brand, come to your stall and talk to you. This advertising expense should be carried out for success of events.

6. Positioning brand/product: At times your advertising is targeted to a bigger mass or a smaller irrelevant mass. It is important that through smart and professional advertising your brand/product is promoted to your customers and not just everybody.

There are other goals as well, but we could zero down the above that are more relevant to ceramic sector.



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continued from page - 12

## Branding and Advertising

Another important aspect of advertising and the first goal that we have mentioned here is of high value to this article. While advertising and branding are used interchangeably, they are not the same.

To make things clear, advertising is one aspect of branding and not branding itself. Branding has a long term positive impact on demand and sales of products. It is a more aligned form of approach from where advertising activities get their goals and objectives.

While advertising produces awareness and interest of the brand and products, it cannot increase brand value to a very large extent. Other factors like product quality, service and client engagement play a crucial role in brand value creation that cannot be met by branding alone.

continued from page - 16



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**The reason we at Build Avenue mention this is most entrepreneurs believe that advertising is the start and end of branding.**

### Benefits of Advertising

Lastly, before we close in on the topic, as requested by some readers, we would like to enlist some benefits of advertising.

- It is the right tool to introduce new brand/product/collection.
- Catalyses geographic market expansion. Once your product has worked in a certain market, it has all the chances to work in a new one. Advertising helps you take your product to new market and boost immediate demand.
- Brand recall: Advertising is the key activity to increase and keep

live brand recall for secondary sales and primary sales for ceramic products.

- Advertising helps product/brand to out compete substitutes and competitors. Of course, this is a costly affair.

- Product Positioning: Without advertising, it is nearly impossible to position your product in the minds on right customer.

- Increased sales, do we even need to explain this.

- Enhance goodwill: A good brand always fetches good vibes, and hence generates automatic demand.

- Advertising is a huge support to Feet on Street and sales People in shops and showrooms.

- Consumer education: As advertisers always say, it is “YOUR RIGHT TO CHOOSE” and to choose, you need the education to make an informed decision.

Closing with an example, Any sports shoe : Rs. 1000.00, NIKE: Rs 5000.00. And Nike sells more shoes than any other brand. That’s the power of advertising and branding.

Let us have your queries on advertising and branding. We will be happy to help you in the matter. ■

# Reader's Review



I am an avid reader, not from Industry, but I like your articles as I am a manager in marketing and sales.

**S. M. Iyer**  
**Vizag**

We are into advertising and would like to know the placement ideas and potential of advertising of ceramic goods and the like.

**C. G. Shetty**  
**Mysore**

I read your magazine in Ahmedabad. It has good articles. Do you distribute in UAE?

**R. M. Shah**  
**Import Manager**  
**Dubai**

It is good magazine. I suggest you to have a Jobs Section for students like us.

**Jayesh Patel**  
**Student**  
**Morbi**

We are merchant exporters. Your recent articles on export were very helpful. Please continue the series and expand more on expansion in European Markets.

**R. Joshi**  
**Mumbai**

Great Magazine with a lot of useful information. The Entrepreneur section is very innovative.

**Asit Dutta**  
**Silliguri**

send your review at [info@buildavenue.com](mailto:info@buildavenue.com)

## ACETECH 2019 Mumbai - Post Show

Following the resounding success of the Bengaluru Edition, ACETECH 2.0's much anticipated Mumbai edition took place on the 7th, 8th 9th and 10th of November, 2019, at the Bombay Exhibition Centre.

ACETECH has grown leaps and bounds to the stature that it stands at today. Each season augments its global reputation with promising new avenues that cater to all segments of the industry. ACETECH's Mumbai edition was aimed to support the revolutionary development of the state of Maharashtra. In doing so, the platform showcased and celebrated the innovation and technology-driven pioneers in the city of Mumbai.

The inaugural session took place on the first day of the 4-day event, at the Grande Ballroom, witnessing the presence of the most noteworthy names of the architecture fraternity. Following the auspicious lamp lighting ceremony, The Panel Discussion commenced, on the topic - "When the going gets tough, the tough get going". The discussion was moderated by Mr. Anuj Puri, Chairman of Anarock Property Consultants Private Limited - ACETECH's esteemed knowledge partner, joined by industry

stalwarts Mr. Hafeez Contractor, Prof. Christopher Charles Benninger, Dr. Niranjan Hiranandani, Mr. Tim Wallace, Mr. Andreas Diefenbach, Mr. Boman Irani, Mr. Sanjay Dutt, Mr. Dhaval Ajmera and Mr. Amar Merani.

The platform also showcased the book "Becoming Hafeez Contractor - The Making of an Architect" by Harshad Bhatia.

A unique addition that contributed to fruitful interactions at ACETECH was Visions. Meticulously curated, breathtaking installations were crafted by architects - Mr. Nishant Gupta, from Architect Hafeez Contractor, Mr. Ramprasad Akkiseti, from CCBA Designs, Mr. Reza Kabul, from ARK, Mr. Bharat Yamsanwar, Mr. Aditya Yamsanwar and Mr. Parish Kapse, From Team One Architects, Ms. Seema Puri & Mr. Zarir Mullan, from SEZA, Mr. Arjun Rathi, from Arjun Rathi Design, Ms. Ekta Parekh & Mr. Rajiv Parekh, from Red Architect, Mr. Zameer Basrai, from The Busride Design Studio, Mr. Huzefa Rangwala & Mr. Jaisim Pirani, from Muse Lab, Ms. Shilpa Balvally & Mr. Sameer Ballvaly, from Studio Osmosis, Ms. Shweta Shah & Mr. Pranav Naik, from Studio Pomegranate, Mr. Sumessh Menon, from Sumessh Menon Associates, Mr. Arzan Khambatta,

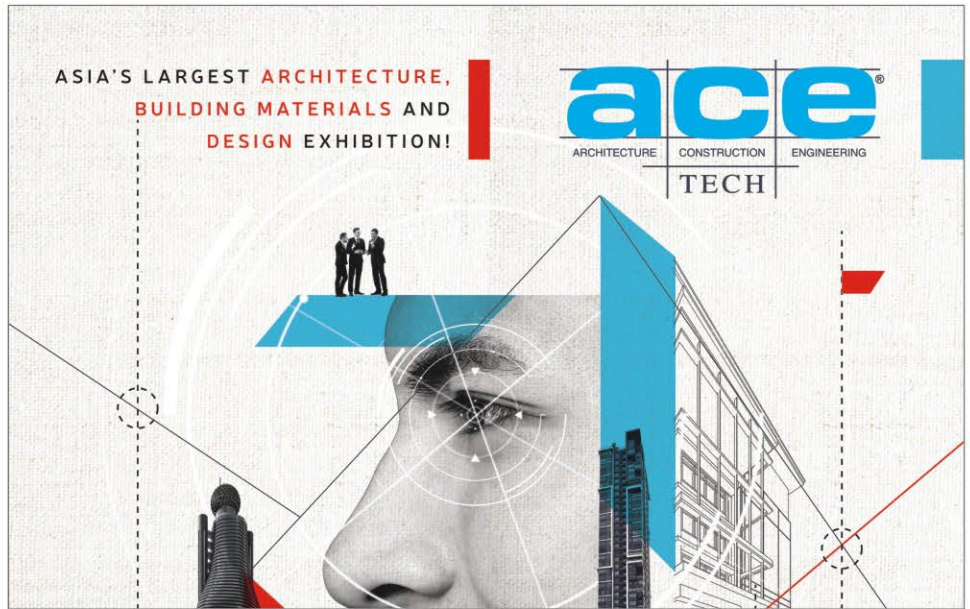
from Arzan Khambatta Studio, Mr. Hetal Shukla, from Artlab, Mr. Mahesh Punjabi, from Mahesh Punjabi Associates, Mr. Ifthikar Ilyas, from LITELAB Milano, and Mr. Swapnil Godase, from Godase with the intent to start conversations, highlight issues and draw attention to the many aspects of architecture. The architects and their teams were felicitated by Mr. Sumit Gandhi, Mr. Manish Gandhi and Mr. Gordon Payne for their exemplary efforts.

The Mumbai edition saw avid participation from over 350 brands and over 2,50,000 visitors, made up of potential buyers, procurement teams and architects alike, over the span of four action-packed days.

ACETECH 2.0 focused efforts on building avenues that put engagement at the forefront of the show. The launch of ACE Surfaces, an industry-specific pavilion ensured devoted and streamlined networking for all those belonging to the surface and flooring sectors of construction. Another initiative taken to boost viable business prospects at the show was Hosted Buyers - a unique program crafted such that over a 1000 key buyers from across the nation were invited to the show, covering travel, stay and everything in between, to boost successful and productive networking.

Held in the second half of the first day at the Grand Ballroom was The World of Fenestration, a niche conclave designed to unite architects, fabricators, developers, policymakers, façade consultants, procurement managers and stakeholders from the Indian industry & beyond to drive discussions on how aesthetics and design trends can be harmonized with energy-efficient building technologies in the Windows, Doors, and Facade construction sector. Eminent panelists like Rohan Parik, Micha Pawelka, Gautam Bhasin and Karl Wadia, to name a few, shared valuable insights to the Theme: Elevating Future with Innovation and Design.

The second day at ACETECH Mumbai welcomed the relaunch of The International Lighting Summit, a cohesive platform, curated by top lighting consultants of the country for lighting designers and front line professionals across the globe to come together to share their experiences and updates on new technologies and innovative methods and focus on the way 'light' is used in our built environment. Discussing the Theme – Lighting Coming of Age, the summit witnessed immersive presentations from industry experts like Charles G Stone, Praveen Thampi, Amedeo G Cavalchini, Francesco Chiodarli, Deepthi Sasidharan, and many more.



This edition also felicitated those part of an innovation driven platform curated to honor and recognize the latest innovations and introduction of new products in the industry. Design Wall announced its winners, with Schindler placing Gold, Astral Poly Technik placing Silver, and Cera Sanitaryware placing Bronze. Special recognition awards went to Dormakaba, The Supreme Industries, Durian Industries Ltd., Reliance and JN Lightings (HYBEC).

**Following in tandem with the felicitations, The Grand Stand Awards were also presented, with the winners in Category A as follows:**

Platinum Winner - Schindler  
Gold Winner – Hoger Controls  
Silver Winner - Shinex  
Bronze Winner – Beyond Automation

**The winners in Category B were as follows:**

Platinum Winner – Kitchen Studio  
Gold Winner - Basant  
Silver Winner – Liebherr  
Bronze Winner - Fanzart

The Iconic Booth Award was presented to HYBEC, while The Special Jury Award went to Astral Poly Technik.

Over at Ace Luxe Design show, a bespoke platform that caters to all those looking for high end, extravagant and niche décor, displaying some of the most prominent luxury brands in the architecture and design industry, The Innovative Design Award was presented to Palladio Mosaics, while the Opulent Design Award was presented to Jewel Crafts

*continued from page - 20*

## ACETECH 2019 Bengaluru



Amongst the many other allied events at ACETECH, Stop & Shop was an informative and educational activity that served as a platform that enabled industry influencers to seamlessly procure for their projects. This edition of Shop & Stop flaunted an incredible team of Architect groups, namely, Lodha Group, Sunteck Realty, Kalpatatu Developers, Transcon Developers, Hiranandani Communities, Reliance Industries LTD, Dosti

Realty, Radius Developers, Rodium Realty, Shapoorji Pallonji, The Wadhwa Group, Bharat Infrastructure & Engineering Pvt LTD, Mirchandani Group, S RAHEJA Realty, Indian Bulls Real Estate, Team One Architects, And GOLDMINE Project Consultant Pvt LTD, to name a few. The activity generated curiosity, procurement openings and exposure to the newest innovations in the Luxury realm.

ACETECH'S brand new iterations with improved infrastructure, a more customer-centric approach and tailor-made participation spread across 50,10,000 sq. ft., across four cities nation-wide, makes it the ultimate Launchpad for Brands looking to revolutionize the Architecture, Building and Design industry.

**“Innovation done Differently,  
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# Upcoming Trade Shows



## UZBUILD

**Date:** 25 Feb 2020 - 28 Feb 2020

**Venue:** Tashkent (Uzbekistan)



## BUILDEXPO AFRICA

**Date:** 24 Feb 2020 - 26 Feb 2020

**Venue:** Addis Ababa (Ethiopia)



## STONE & SURFACE

**Date:** 11 Feb 2020 - 13 Feb 2020

**Venue:** Riyadh (Saudi Arabia)



## CEVISAMA

**Date:** 03 Feb 2020 - 07 Feb 2020

**Venue:** Valencia (Spain)



## UNICERA

**Date:** 04 Feb 2020 - 08 Feb 2020

**Venue:** Istanbul (Turkey)



## Interbuild Expo

**Date:** 17 March 2020 - 30 March 2020

**Venue:** Kiev (Ukraine)



## CERAMATECH

**Date:** 28 Jan 2020 - 31 Jan 2020

**Venue:** Moscow (Russia)



## NEPAL BUILDCON EXPO

**Date:** 7 Feb 2020 - 9 Feb 2020

**Venue:** Kathmandu



## INDIAN CERAMICS

**Date:** 3 Mar 2020 - 5 Mar 2020

**Venue:** Gandhinagar (India)



## THE INTERNATIONAL SURFACE EVENT

**Date:** 27 Jan 2020 - 30 Jan 2020

**Venue:** Las Vegas, NV (USA)



## ACETECH Hyderabad

**Date:** 24 Jan 2020 - 26 Jan 2020

**Venue:** Hyderabad (India)



## IDAC

**Date:** 30 Jan 2020 - 01 Feb 2020

**Venue:** Mumbai (INDIA)

# ACETECH Delhi Pre - Show 2019

Wrapping up an immensely successful Mumbai edition, ACETECH 2.0 is all set to showcase innovation like never before in Delhi, with the third edition of the season this year.

Taking place at Pragati Maidan through the 19th to the 22nd of December, 2019, ACETECH 2.0 promises twofold the business opportunities and networking this time around.

Incepted in the year 2006, ET ACETECH has been conceptualized and executed by ABEC Exhibitions & Conferences Pvt. Ltd, bringing architects, designers, developers, contracting companies, material suppliers and technology providers under one roof to display and source products expediently. The concept has evolved exponentially over time and has transformed into a premier platform for hosting and promoting innovations in the industry and creating better business networking opportunities.

ACETECH dominates as India's leading and World's 3rd largest - Architecture, Design, Construction Materials, and Engineering Trade Show. Keeping in line with our vision to make it the most conducive platform for your

business, we've added, edited and re-worked various aspects of the event.

After strategic deliberations, we're proud to present to you: ACETECH 2.0 - An Exhibition that now guarantees a return on investment in terms of increased sales, brand visibility and community engagement along with revolutionary avenues of networking. This year, we strived for an Ambassador that embodied all that ACETECH 2.0 stood for - A Bold, Young, Dynamic personality that would complement our Vision perfectly. It is with great pride that we announce Mr. Ranveer Singh as our Brand Ambassador.

ACETECH 2.0 has focused efforts on building avenues that put engagement at the forefront of the show. This year, booth owners too, are encouraged to focus on innovation, originality, the collaboration of art, materials, and technology, curating a sensorial experience for all those that visit. Strategic iterations to the event's module, like the first three days being allotted strictly to Trade Influencers, influencers and buyers, means more focus on excellent ROTI.



Each year, ACETECH brings a brand new proposition to the table, a beneficial initiative, an unforeseen opportunity or a sub-platform to enhance productivity to its maximum. With our newest edition being curated to enhance the experience of all those present, special attention has been given to the Allied events -The Focal point of our exhibitions. This year, Delhi will witness allied events like Design Wall, Connect, World of Fenestration, Grandstand, Stop & Shop, and the all-new, Hosted Buyers - a unique program wherein key potential buyers from across the nation are invited to the show by ACETECH, covering travel, stay and everything in between, to boost successful and productive networking.

With brand new infrastructure, a more customer-centric approach and tailor-made participation spread across over 50,10,000 sq. ft., across four cities nation-wide, ACETECH is the ultimate Launchpad for Brands looking to revolutionize the Architecture, Building and Design industry.

**"Innovation done Differently,  
Business done Right." ■**



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