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## Build Avenue

**Publisher & Editor** : Upendra R. Nagar  
**Creative Director** : Sandip Bhankhodia  
**Designer** : Vinod Gami  
**Marketing** : Cell: +91 99252 35269  
**Content Writer** : Mr. Paras Gandhi  
**Printer** : Sardar Offset,  
 4-Star Plaza Complex,  
 Sanala Road, Morbi- 363 641  
 (Guj.) INDIA.  
**Legal Adviser** : N. R. Trivedi  
 (Advocate Guj. High Court)  
**Owner, Publisher & Editor:**  
 Upendra Ramshibhai Nagar,  
 9, Yadunandan Park, Opp.  
 New Bus Stand, Sanala Road,  
 Morbi. Dis. Morbi (Guj.)

**For Feedback Regarding Build Avenue**  
**buildavenue@gmail.com**  
**info@buildavenue.com**

**For More Information Visit Our Website :**  
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### Is Information the Backbone of Business?

This is the simple question that left me awake all night. With start ups, big data and information Technology taking most of media space and limelight in the past 3 to 4 months, it is a point to ponder.

After much thought sharing and productive discussion with a number of people in the industry and not so much in the industry, but who I feel as visionaries, here are my thoughts.

First Up, no it is not the backbone, will and desire make the first cut. However, it is fast becoming the most important aspect of business. With relevant valid information you can make the business and without it do not be surprised if you sink the ship.

Today when information has beaten overflow to reach unprecedented amount of distracting elements within some very few elements of usefulness, it is imperative for every person within a business to categorize what to focus on and what to neglect. The challenge now is not whether you get the information or not, that challenge is which information is helpful and which is just noise.

Where an entrepreneur must focus though is not just gaining information that is useful for his business but also how he dissipates information about his business. With social Media soon becoming the update by the minute media being read by millions, it is utmost necessary to base your daily updates in relevant and most used social media. Apart from this it is also necessary to read the right information and respond to it in a wise manner.

Information for an entrepreneur comes in to broad categories, internal and external. While information like orders, sales, inventory are important for wise decision making in making businesses profitable, external information like ongoing demand expected price changes and macroeconomic factors too play a significant role in shaping a good business.

However, the most important aspect of information today is forming good habits of receiving and delivering the right information.

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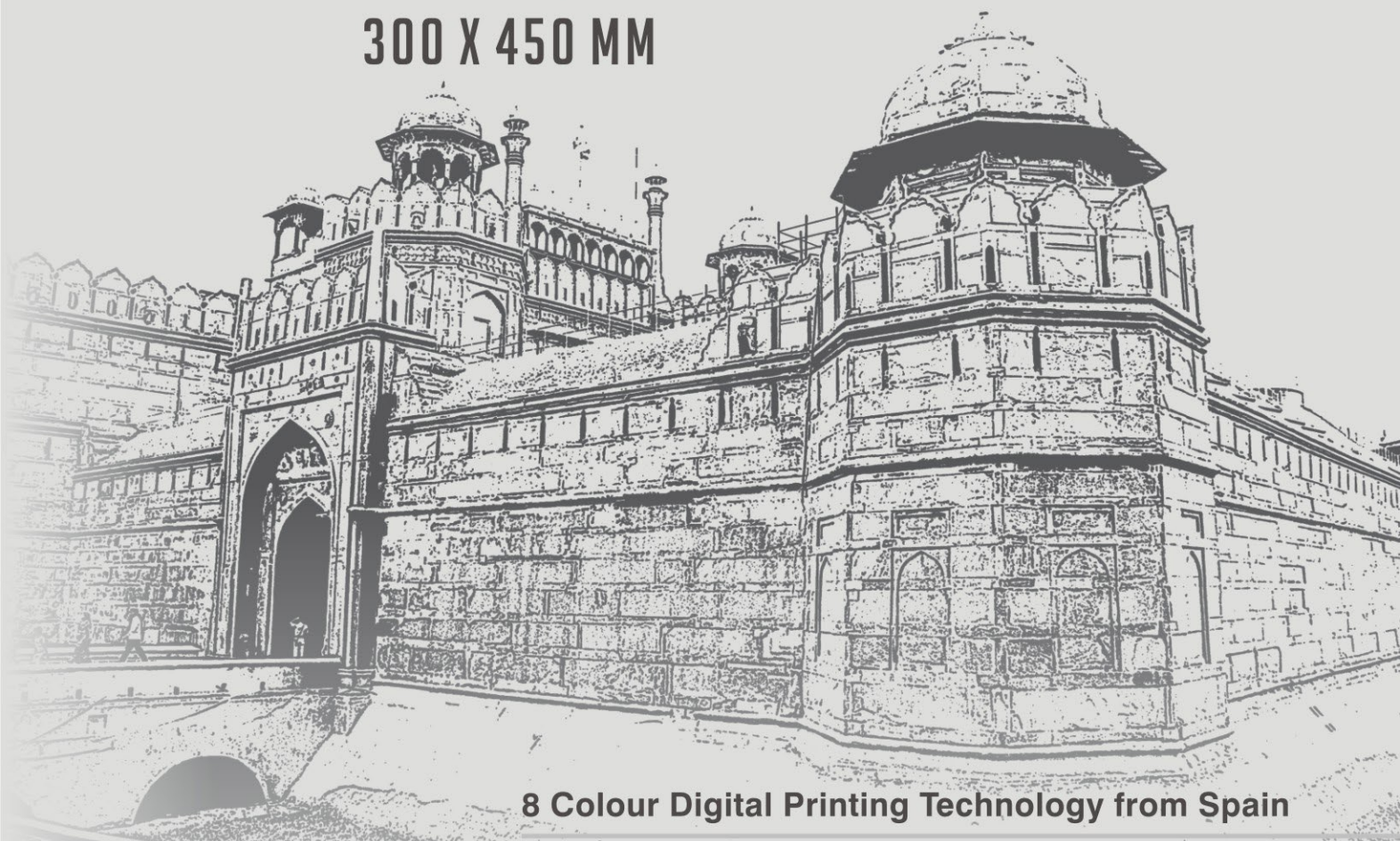
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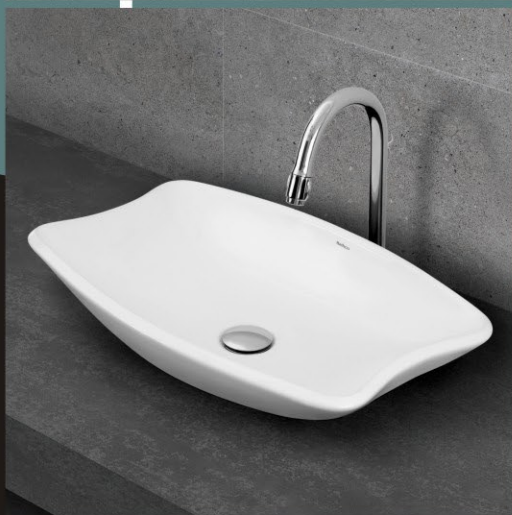
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## Morbi Ceramic Industry, Blessed with Good Signs Ahead.



**M**orbi Ceramic Industry owners, entrepreneurs and businessmen can now rejoice as there is good news coming to the industry. There have been challenging times, there have been low demand and lot of supply, there have been rise in cost of production and challenges of labor, but a lot of that is about to change.

The Build Avenue team is also excited to give you this news. And we would do it in a two part series as all the good news cannot be broken out in a single issue.

In this part, we focus on reduction in costing through multiple venues focusing mainly on gas costing that is the major cost component to ceramic manufacture and hence

the prices as well. We will highlight in detail the effects of the news will have on the industry and the benefits entrepreneurs will receive.



## Gas Cost and Ceramic Manufacture

Gas firing has become the norm in ceramic industry since a decade. Gasified kilns have a number of excellent benefits to offer compared to decade old oil based firing systems employed in sanitary ware as well as tile manufacturing.

The benefit of using gas is mainly lies in quality of production. As gas disperses evenly in the kiln and permit uniform spread of heat along the kiln. This uniform spread leads to uniform and equal heating to all parts of products to be heated.

Heating is the most important aspect of ceramic production. With gas heating providing such a good quality, Indian ceramic industry has been able to compete with its global counterparts well.

Another advantage of gas is its handling and availability compared to oil. Oil was normally transported in tankers with limited quantity requiring more fill ups and lot of transportation costs added to the existing products cost. With the advent of GSPC gas and/or coal, this transportation costs has drastically reduced.

Gas firing also reduces per piece processing cost as production per cubic feet of kiln increases with gas fired kilns.

Overall gas firing is the choice that a good entrepreneur will make to produce high quality price competitive sanitary ware and tiles.

## Permission In use of Coal Gas Plants

This probably is the best news that will impact the industry in a positive manner. Coal gas plants were a rage with the industry couple of years ago. Why not, as they reduced cost of production drastically while permitting quality production of tiles.

However, the coal gas based plants had to be shut down following some noncompliance issues. This led to manufacturers reverting to piped

gas supply. The gas supply turned out to be costlier, adding to final price of products vis tiles and sanitary ware.

The association led by Shri Kundalia and Shri Nilesh Jetpariya made an effective presentation to The Chief Minister of Gujarat State Shri Anandiben Patel clarifying the benefits of coal gas plant to entrepreneurs as well as the industry.

After a number of meeting involving a many departments and bureaucrats and lot of convincing lead mainly by Ceramic Association of Morbi, government has decided to permit gas based plant in Gujarat.

*continued on page - 10*





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It should be noted here that this was a struggle for almost two to three months by the association and its management team who have relentlessly followed up on every requirement at the earliest to make sure all manufacturers benefit.

“This permission has been attained for the whole industry by Ceramic Association of Morbi. The Chief Minister has been extremely helpful in the process of clearing the permissions to re-commission coal gas plants in Morbi.

Shri Anadiben Patel has taken personal interest in the process and given all her attention as well as put

a number of resources at her disposal to make sure that business houses can compete globally as well as reduce prices and fight against dumping on economic parameters.

The association and all business houses are elated of being granted the permission to use coal for gasifying.

“We on behalf of all the manufacturers would like to thank the Chief Minister and her team to have studied our needs and made the necessary process of permission easy and smooth for all manufacturers.” – Nilesh Jetpariya, Morbi Ceramic Association.

It is a matter of pride that Government of Gujarat takes Ceramic Industry and Morbi specifically seriously as a major GDP maker for state as well as the country. As entrepreneurs, Morbi ceramic manufacturers have always delivered good products and expanded in times of challenges and opportunities to make the best of whatever is available.

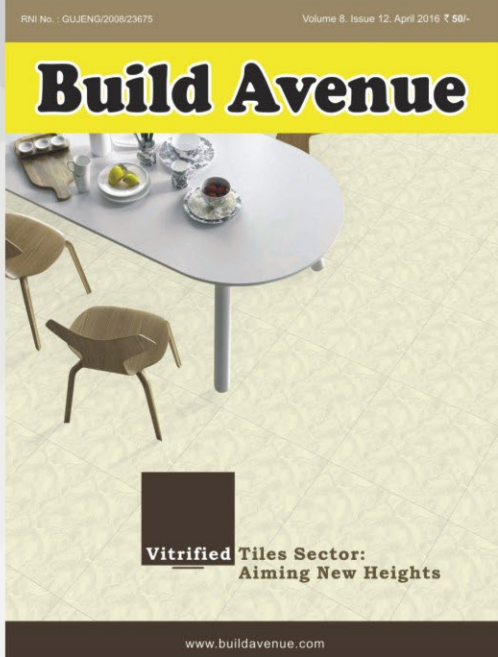
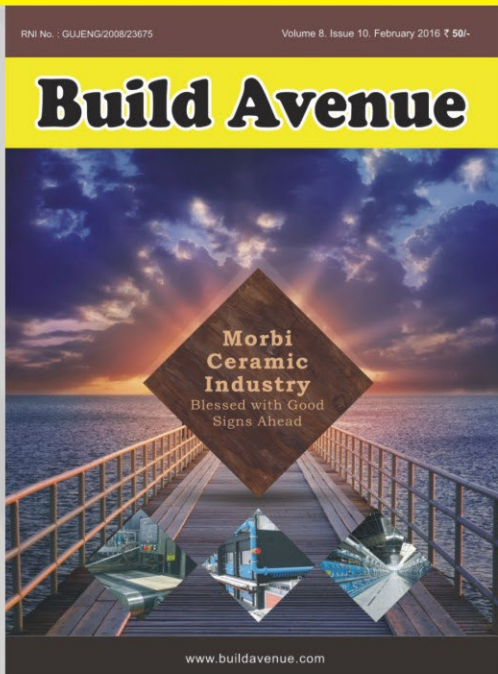
The businessmen have put Morbi Ceramic Industry on the global map and this recognition by the State CM and the officials has made all the effort to grow worth it.

*continued on page - 12*





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## Reduction of Piped Natural Gas (PNG)

The Gujarat Government has also reduced the prices of Piped Natural Gas (PNG) which is used by many manufacturers in the Ceramic Industry.

The prices are slashed by as much as Rs 5 per cubic meter leading to 10% reduction in cost of production.

The cost of gas for the ceramic industry has come down to Rs 27 per cubic meter effective January 1 from earlier Rs 30 per cubic meter.

The price will further come down by Rs 2 per cubic meter from April 1, 2016.

All manufacturers will not be comfortable with coal gasifiers. Many of them would rather go with PNG which is far better in quality and promises pure and uniform heating compared to coal gas plants.

The association's relation with Gujarat Government and the Governments initiative to support a number of industries that have a need for gas has led to this reduction in price. The reduction will not only benefit Ceramic Industry but many others as well.

## Slashing of Gas Price by QATAR

As an indirect benefit that will impact us in the future is this piece of news. An Epic deal set by the petroleum ministry with the Qatar Gas Authorities to waive of penalty as well as reduce price of supply of gas will lead to further reduction in prices of ceramic goods.

This news does not have direct bearing on costs of products, but as the import rates of gases reduce, the rate of buying gas by manufacturers will also go down. The consumers i.e. ceramic industry in this case will have a great benefit eventually.

## Benefits

As we have mentioned, gas is one of the most important components of costs as well as quality of products to be globally competitive.

The most important benefit here will be the input cost of gas getting reduced, permitting ceramic product manufacturers to reduce their prices as well.

Since last two years the demand for sanitary ware and tiles has been awfully low owing to the slowdown in construction industry. This is also an effect of higher prices of tiles and sanitary ware which negates value based purchase or replacement purchase as well.



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With gas costing coming down, the prices will also come down permitting buyers to come back to the markets improving buying in domestic markets.

In global markets, gas usage will permit better quality as well as lower prices. This lowering of prices at global level helps manufacturers to compete with other global suppliers, mainly from China. The lowering of prices with higher quality and design permit our goods to be bought across the globe. This will improve exports of tiles and sanitary ware.

While Survival in International markets will be the prime focus of manufacturers at present, the long term goal will be to establish permanent channels of sales globally. With prices remaining low for longer period of times, it will be beneficial to establish Morbi Ceramic Products as globally relevant products, an important goal of Morbi Ceramic Association.

It is worthwhile to mention here that China is the major competitor for Indian tiles across the globe. Chinese tiles are 20% cheaper than Indian tiles, which gives them a distinct price advantage almost impossible to beat.

With all the three moves leading to rate cuts in gas price, it will help the industry compete with its main detractor, China.

Around 600 odd ceramic tile units in Morbi consume 25 lakh cubic meters per day and Rs 5 per cubic meter dip in gas price will bring the fuel cost down by Rs 1.25 crore per day. Decline in production will also ease pressure on margins.

This rise in volumes will lead to increase in profits of manufacturers too conversely leading to more investments in technology and expansion, again leading to lowering prices owing to economies of scale. ■





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# The Lark and Her Young Ones

A Lark made her nest in a field of young wheat. As the days passed, the wheat stalks grew tall and the young birds, too, grew in strength. Then one day, when the ripe golden grain waved in the breeze, the Farmer and his son came into the field.

"This wheat is now ready for reaping," said the Farmer. "We must call in our neighbors and friends to help us harvest it."

The young Larks in their nest close by were much frightened, for they knew they would be in great danger if they did not leave the nest before the reapers came. When the Mother Lark returned with food for them, they told her what they had heard.

"Do not be frightened, children," said the Mother Lark. "If the Farmer said he would call in his neighbors and friends to help him do his work, this wheat will not be reaped for a while yet."

A few days later, the wheat was so ripe, that when the wind shook the stalks, a hail of wheat grains came rustling down on the young Larks' heads.

"If this wheat is not harvested at once," said the Farmer, "we shall lose half the crop. We cannot wait any longer for help from our friends. Tomorrow we must set to work, ourselves."

When the young Larks told their mother what they had heard that day, she said:

"Then we must be off at once. When a man decides to do his own work and not depend on any one else, then you may be sure there will be no more delay."



There was much fluttering and trying out of wings that afternoon, and at sunrise next day, when the Farmer and his son cut down the grain, they found an empty nest.

## **Moral:**

**Self-help is the best help.**

**Procrastination is the thief of time.**



# Reader's Review



Nice mix of articles and information from Build Avenue Magazine. Good for ceramic traders.

**Mr. Mehta**  
Ahmedabad

Please include more articles on placement of products within small showrooms.

**Mr. Rajker**  
Kerala

The writing are good. We want more on new products and their benefits. Also Advertiser should put more info on products advantages.

**Mr. Trivedi**  
Uttar Pradesh

Nice information on events and entrepreneurs. Makes for a good read.

**Mr. Paul**  
Manager  
Chandigarh

I believe this is one of the best magazines for Ceramic Industry. Congratulations to the team of Build Avenue.

**Mr. Saheb**  
West Bengal

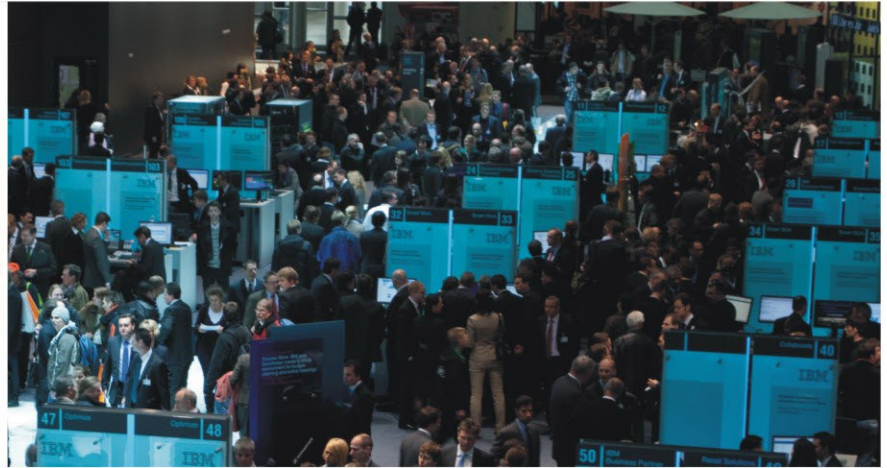
We own a small Ceramic Store. Can you give guidance on Purchase and classification of good suppliers?

**Mr. Khan**  
AP, Hyderabad

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



## ACETECH 2019-20 Hyderabad - Post Show



Following the resounding success of the Delhi Edition, ACETECH 2.0's much anticipated Hyderabad edition took place on the 24th, 25th & 26th of January, 2020, at the HITEX Exhibition Centre.

The 3 day celebration of Architecture, Building Materials, Design and Art witnessed the presence of the most noteworthy names of the architecture fraternity; namely – Ajayender Pershad from Pershads, Akhil PV Jaikishan from ARKA.Design Studio, Anupa Reddy from DE-Tales Design Studio, B. C. Rao from the National Academy Of Construction, B. Sunil Chandra Reddy from Sunil Constructions, C. Prabhakara Rao from Telangana Builders Federation, G. Ram Reddy

from ARK Group, Haresh P Lakhani from H P Lakhani Associates, J.T. Vidya Sagar from Sagar Lifespaces LLP, Kish Dusharla from SKAID Design, Madhuri Atluri from DZYNER, N. Praveen Kumar from TRU Designs, R. Chalapathi Rao from Sirisampada Group, Ramesh Kyatham from Sthapati Architects, Ramesh Raghavendran from Archinova Design, Ramkrishna Shenoy from ARKA.Design Studio, Shweta from Vistaar Associates, Sushma Palla from GS Studio Design Consultant, Venkat Reddy from Theerta Group, and many more.

The prestigious platform also saw engagement from industry stalwarts like Aamir Sharma - Aamir & Hameeda Interior Designers, Abhitej Velore - Design Experiment, Atchi Reddy - MAK

Projects, Chaitanya Rayapudi - Supra Builders, Jaideep Reddy - Ashoka Developers & Builders, K. Parshuram Reddy - P R Associates, Kunal Shah from SPK Valo, Mahesh Gupta from DSL Infrastructure & Space Developers, Narsingh Rao - Om Convention, Nilesh Kumar - 23 Degree's Design Shift, P. Santhiyamurthy - MAK Projects, R. S. Pradeep Reddy - Dwarka Infrastructure, Rohit Suraj - Urbanzen, Sarojini Dantapalli - Design Experiment, Siddharth Sasson - TREDa, and Srikanth Reddy - 23 Degree's Design Shift to name a few.

A addition that contributed to fruitful interactions at ACETECH was Visions. A breathtaking installation – Cosmos, was crafted by architects - Nilesh Kumar & Srikanth Reddy from 23 Degree's Design Shift.



This edition saw avid participation from 100+ brands & 80,000+ visitors, made up of potential buyers, procurement teams and architects, over the span of three action-packed days.

ACETECH 2.0 built avenues that focus on engagement. One such initiative was The Hosted Buyers - a program that invited 1000+ key buyers to the show from across the nation, covering travel, stay and everything in between, to boost successful and productive networking.

Amongst the many other allied events at ACETECH, Stop & Shop was an informative activity that enabled industry influencers to seamlessly procure for projects. Many also looked forward to The Grand Stand Awards, an initiative that felicitates all those that put up spectacular booths. The winners are as follows:

**Iconic booth award - Hybec Lighting**

**Platinum Award - Quadro Living**

**Gold Award - ANCA International**

**Ion Exchange - Silver Award.**

**Special Jury Recognition Award - NCL Industries & Artisticks.**

ACETECH'S brand new iterations with improved infrastructure & a more customer-centric approach spread across 50,10,000 sq. ft., across 4 cities makes it the ultimate Launchpad for Brands looking to revolutionize the Architecture, Building and Design industry. ■





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### UZBUILD

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

**Venue:** Tashkent (Uzbekistan)



### BUILDEXPO AFRICA

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

**Venue:** Addis Ababa (Ethiopia)



### Keramika 2020

**Date:** 19 March 2020 - 22 March 2020

**Venue:** Jakarta (Indonesia)



### Interbuild Expo

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

**Venue:** Kiev (Ukraine)



### INDIAN CERAMICS

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

**Venue:** Gandhinagar (India)



### Stonex Canada

**Date:** 12 May 2020 - 14 May 2020

**Venue:** Canada



### CERSAIE

**Date:** 28 Sep 2020 - 2 Oct 2020

**Venue:** Bologna, Italy



### INDIAN CERAMICS ASIA

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

**Venue:** Gandhinagar, India



### @Home World Expo

**Date:** 5 Nov 2020 - 7 Nov 2020

**Venue:** Mumbai, India



### JORDAN BUILD

**Date:** 20 July 2020 - 23 Jul 2020

**Venue:** Jordan



### GSW FAIR

**Date:** 11 May 2020 - 13 May 2020

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**Date:** 31 Mar 2020 - 3 Apr 2020

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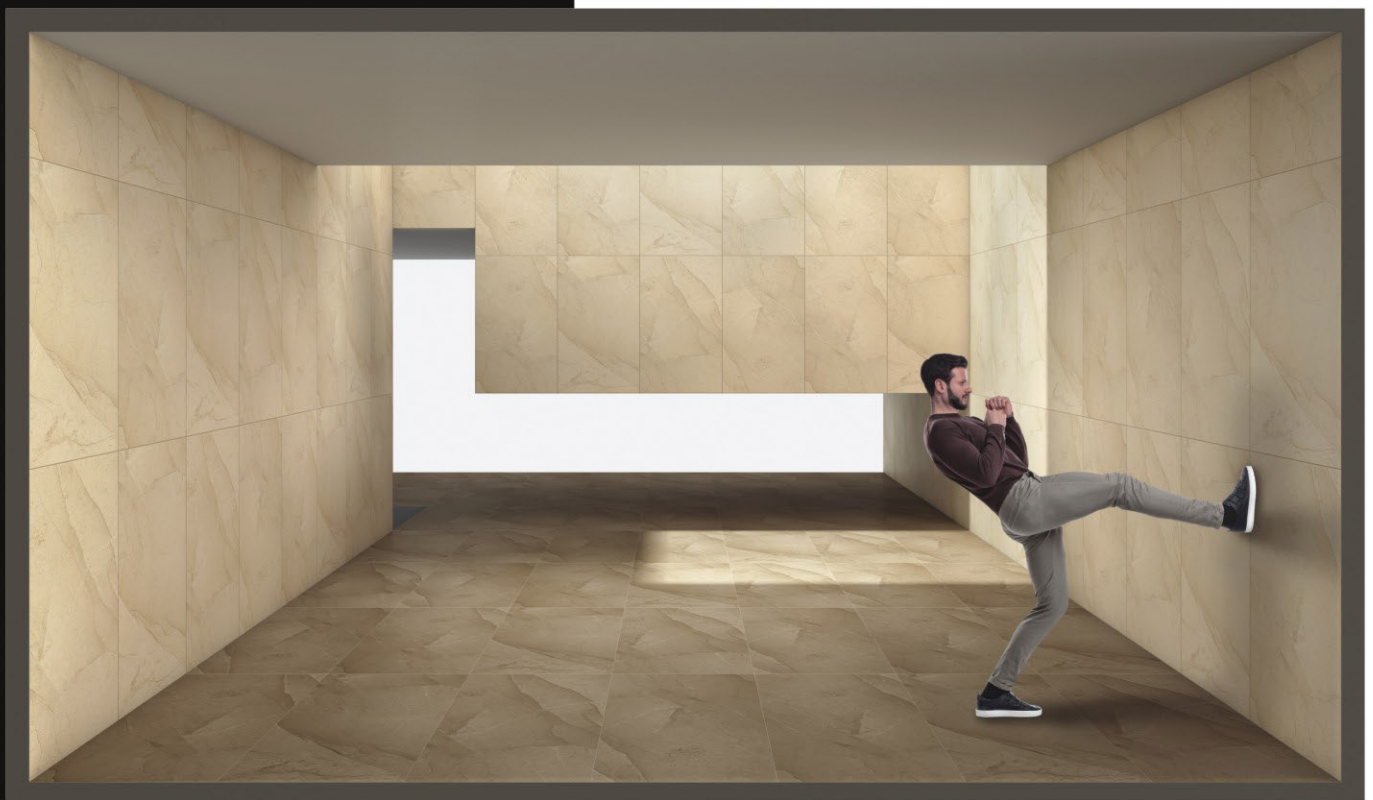
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