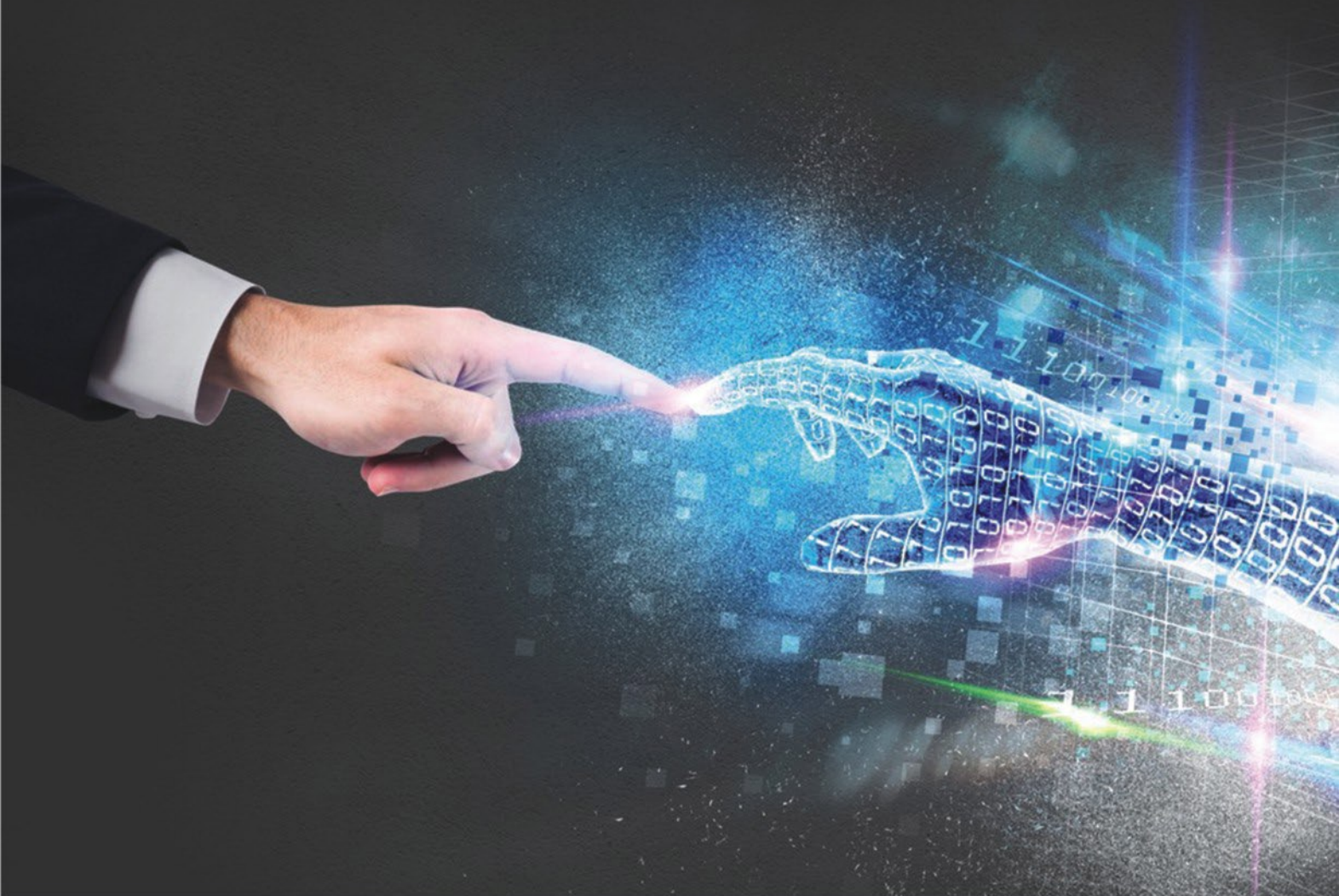


# Build Avenue

## TECHNOLOGY and MARKETING

The most important areas of Ceramic Business in India





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## ***"As we Sow so Shall we reap"***

As the rainy season is upon us we would like to carry the age old wisdom into our business behavior. Build Avenue is making this effort to remind businessmen and readers of our magazine to check how this principle is being used (or misused) by us.

Whether you are a brand, manufacturer or a great retailer, or all of them put together, this principle of "AS WE SOW SO SHALL WE REAP" is extremely relevant.

In these times of slowdown, what we have observed at BA is that business houses that have been very customer centric and truly deliver value are still taking successful strides in growth.

Conversely, some businesses were not true in many aspects such as low product quality, over commitment and under performance and mistimed deliveries. All these have led to many of them shutting shop. Many of them creating a self inflicted debt burden. Partially good ones being sold out to better "SOWERS".

Slowdowns and market downturns always sweep out the underperformers. They also sweep out unworthy businessmen.

What to SOW. Good will. Great products. Excellent service.

Positive Customer engagement. Smart pricing. Acceptable offers. Sharing profits will all entities an stake holders.

If these aspects of business are done with a principle of Sowing the best seeds, the reaping will be excellent. There will be growth even in depressing times. There will be profits. Funds will not dry out and cash flows will be smooth. And as and when there is a growth cycle, those who survived the downfall will reap huge benefits on growth phase.

While we have always perceived a number of wisdom saying as bookish and theoretical, at the base of all success stories are layed the same principle applied consistently and religiously.

**"SOW GOOD, REAP BETTER"**

Upendra Nagar

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# TECHNOLOGY AND MARKETING

The most important areas of Ceramic Business in India



## **H**istory

India has been one of the most advanced and earliest civilizations that used ceramics, under the popular name of pottery. First form of clay arts appeared in a number of regions in the world, but India was by far the best.

History depicts that years back Indian pottery products were exported to a number of countries. With almost no marketing but simple capability in technology, we achieved a great feat.

Technology of ceramic or basically clay science has been a core part of Indian history even before history was formally recorded.

This gives India a cutting edge in historical lead into ceramic sector. In fact, we have certain communities that pride themselves to be leaders in clay art, pottery and ceramics.

Long before the world knew about pottery and ceramics, Indian engineers and technocrats had learnt and mastered the art of pottery.



So technology of ceramics has been in Indian history since long and has a respectful run.

During many invasions and independence struggles and post independence era, Indians largely lost the lead in art and technology of ceramics. In the last two decades though, India has discovered its footings in the ceramic sector in a very strong manner.

From simple pots we moved to jars (barnis) and roof tiles.

Extending the expertise, sanitary ware and tiles were invented. In the last two decades, India produces the most wide range in ceramic products. Key categories in ceramic production in India include:

1. Wall tiles: Digital Printing being the latest trend.
2. Floor tiles: Vitrified, Porcelain and exterior tiles.
3. Sanitary ware: With the latest design trends.
4. Roof tiles: We are still world leaders in the sector.
5. Ceramic Slabs.

*continued on page - 16*

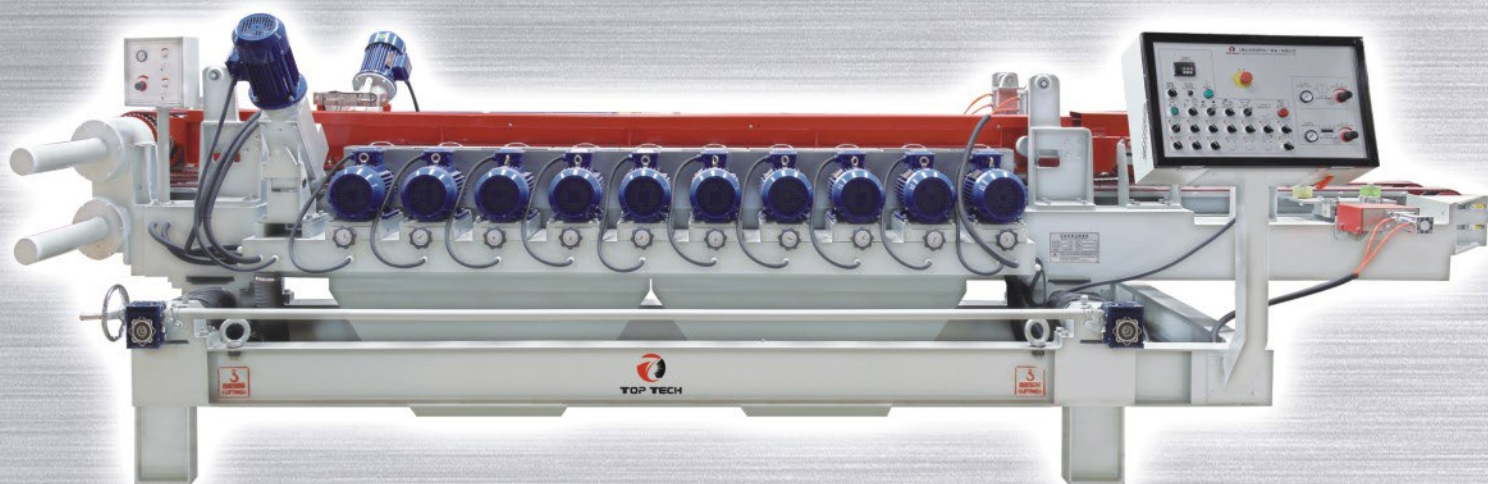






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*continued from page - 13*

In technology, while we have adopted a number of technologies, we have also created and implemented our own innovations. Some of the technologies include:

1. Digital Printing Technology.
2. Nano Tech.
3. Soluble salt and related innovations.
4. Robotics: Glazing and material movement.
5. Surface technology: Vitrified and Nano Vitrified.
6. 3D Art.

And many more are being implemented as we write this.

So, India has always been a leader in ceramic technology. Baring the two centuries of foreign rule, where Indians basically strived to survive, innovation and growth in the ceramic sector has always been our forte.

However, during the struggling days of India, countries in Europe and later China made swift progress in technology permitting fast, accurate and reliable production. The rejection was low. Products manufactured had a better and longer life span. They were well funded researches leading to development of machinery equipment and fixtures

that would empower much more commercially viable production.

In the last two decades, fruits of liberalization started appearing in all sectors in India. Ceramic sector was also a beneficiary. With very little Indian preparedness in technology, entrepreneurship still thrived. In the last decade, global and Indian demand in ceramic products helped the markets to grow and also helped entrepreneurs to adopt foreign technology. This is how technology entered India. And the face of Indian ceramic sector changed forever.

*continued on page - 20*







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"We deliver what we promise" Core philosophy of Segam vitrified. The Segam company consider that being influential in the success of the Business.

Segam is global hi-tech manufacturer of premium ceramics lifestyle solutions. We offer the wide range of products for floor, Double charge Vitrified tiles. The dream project of like minded visionaries, started in 2016 continue to push the envelope on tile capabilities. Customer's rapidly growing appetite for style and aesthetic in the inspiration behind every design of Segam.

A leader in ceramic solution, The Segam has an annual production capacity of 4 millions square meters with equipped Hi-tech machinery and cutting edge technology, intense automation and zero chance of human error at 'capital city of ceramic' Morbi. Segam is a pioneer in Double charge tiles a multi designs specialty product, the very latest advancement in tile design.

Our valuables assets are the "Segam" brand and unparalleled, Segam's multi layer distribution network, With a view to take our range of product to distance corners, we have carved out a strong network around the globe.

As with quality standards, the Segam is committed to the core values of integrity, ethical practices and responsibility towards customers and the environment.

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## Marketing

Indians have always been good marketers. History has proof of this and there is ample. We will not delve into it.

Ceramic sector in the past two decades has grown many fold. This is a direct result of zeal of entrepreneurship and hard work that Indians have always been ready to put.

There are Indians all over the world into some sort of business of import. They have been catalyzers

of exports from India. Their business acumen and the need, specifically in Middle eastern region have been the major factor contributing to market penetration in international waters.

Indian markets themselves have grown exponentially in the last decade, with a huge demand and supply of homes and constructions. With good government push and rising living standards, demand for ceramic sector has been pretty positive, barring last two years.

Availability of funds and technology at doorstep has helped many entrepreneurs set up sustainable manufacturing units in Morbi regions.

With knowledge on marketing and branding building, specifically in past few years, marketing has become the most important aspect of ceramic business. Technology comes a close second in importance.

continued on page - 22





## India's No.1 Platform to Recover your C-form & Payment

Initiate By Morbi Ceramic Association

### Vision

Our vision is to be India's most MEMBER CENTRIC GROUP; to build a place where people can come to find healthy venture environment and discover anything that they might have threat of cheating or Fraud.

### We Aim To

- ◆ Member can stand up against FRAUD without fear of frighten.
- ◆ Detect, reduce and prevent against FRAUD through the provisions and Practices.
- ◆ We will engage in sustainable practices and anticipate the needs of our Members.

### How FAF Works?

"FAF" helps all the members to **Recover outstanding C – Form and Payment.**

- ◆ Call Centre Support
- ◆ Complaints Management
- ◆ Regular Follow Ups
- ◆ Legal Procedure
- ◆ Physical Verification
- ◆ Third party verification

**FIRST TIME EVER IN INDIA...A PROFESSIONAL RECOVERY GROUP FOR CERAMIC INDUSTRIES**

### Members will be facilitating with...

- ◆ FAF Software Support
- ◆ Awareness of Fraud / Blacklisted Merchant
- ◆ QSR – Quick Search Report
- ◆ Association's provisions to fight against fraud
- ◆ Recover outstanding due

### Achievement of FAF

The "FAF" works to cope up the due amount of the group member from the Default Parties, FAF has work for the recovery of Payment & C- Form & has taken invincible actions against Fraud or Blacklisted Parties.

**258 Ceramic Tiles Manufacturing companies** has joined FAF.

**We recovered C – Form : 24,63,56,031 & Payment : 3,06,55,363.**

*continued from page - 20*

**Marketing and Technology: Perfect complements to each other** In the business of Ceramic where production has become tremendously capital intensive and technology driven, technology has become the second most important factor.

Technology changes so fast, brands and manufacturers have to be updated and upgraded. This is necessary specifically in a growing but highly competitive markets.

Technology provides new products better processes, efficient production, lower rejections and sustainable performance. This all leads to better value for money for customers.

Every market needs differentiations and innovations in product and product experience. With advent in internet and flow of information, new products and experiences reach customers very fast. This demand requires manufacturers to address needs of customers. This cannot be done without implementation of latest technologies. So investment in technology and innovations is a must for market survival and growth.

In favor of marketing, however good your product and product experience, if you cannot think and execute good marketing strategy, the technology, product and investments all are of limited or no use.

In an ambience where marketing is coming up as the most important aspect of business, it is imperative that manufacturers work on each aspect of marketing. Having deep knowledge of their own sector and capability to take your product to the desired target market become essential even with best technology and most advanced products.

It must be noted here, that these two aspects, namely technology and marketing are not the be all and end all.

There are a number of other factors that come into play, but these are the leaders and most important aspects as regards ceramic sector.







### For the Businessmen

We know the pareto principle of 80/20 rule where the entrepreneur has to focus on 20% of activities that bring in the 80% result.

We at Build Avenue, with a ceramic sector connect of more than 11 years, have noted that the 20% of activities that bring in 80% of results are around these two complementing elements of

business, namely Technology and Marketing.

We promote this concept to all entrepreneurs and businesses, whether manufacturers of sales channels. We persuade all businesses to always have knowhow of new and emerging technologies that can be game breakers.

At the same time always be aware of markets and their trends. A

technology maybe great but it may not be relevant to the ceramic sector. Be sure to form a positive gelling of technology and marketing.

If you have any questions or need a detailed personal representation for this Technology/Marketing conundrum, make sure to contact us. ■



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## A 1000 MW Nuclear Power Plant can help Morbi's Industries : Parmanu Saheli (Dr. Neelam Goyal)

**D**r. Neelam Goyal is a PhD in "The Working Culture of the Nuclear Power Plants and their impact on the regional economy, health & societal welfare of the people". She strongly believes that Nuclear Power is a safe and sustainable option to meet our energy demand for human welfare.

Parmanu Saheli has been recognized with many awards such as WOMAN OF THE FUTURE, GLOBAL VISIONARY, LOKMAT, THE REAL HERO, NARI TUJHE SALAAM, NAAM KAREGI ROSHAN BETI and recently NARI GAURAV from Southern Chamber of Commerce, Gujarat.

India has an inexhaustible resource of Nuclear Fuel and world-class expertness in the civil use of Nuclear energy. According to her, India can generate 3000 kWh per capita electricity for the next 900 years from Nuclear Energy itself. India envisages 500-600 GW Nuclear Power Plants online.

Keeping in mind the daily energy demand of Morbi's industries, Parmanu Saheli says that establishment of a 1000 MW Nuclear Power Plant in the region would be a safe, sustainable & reliable arrangement.

Morbi's Industries (with 75-80% of country's share in sanitary ware

and tiles) are experiencing a demand boom both in international and domestic markets. In the wake of growing demand from overseas countries, ceramic tile makers in Morbi expect 30% to 40% growth in exports. Moreover the domestic market for tiles is growing at 15%-20%. Going by the thumb rule of demand-supply, any increase in demand leads to establishment of new units by entrepreneurs.

But after the recent ban of NGT (March 6, 2019) on coal-fired factories in Morbi, switching to PNG as a fuel source will increase the fuel expenses by 10-15% which will directly impact the operating margins by ~2-3% in absence of any price hike. Moreover, the tile industry has already seen sharp price correction of about 30-40% because of significant capacity addition in the Morbi region and slowdown in the real estate sector. This coupled with the increase in gas price can erode the overall profit margins in the region.

Being price competitive in the international market is of utmost priority for Morbi as the manufacturers are poised to compete with China in the global ceramic market, which is a lead exporter with 40 per cent market share.



Thus Morbi urgently requires a cost-effective and feasible source of energy to run its factories in accordance of India's carbon emission goals considering the recent NGT ban.

### MORBI's Energy Demand

- 1.) Processing heat demand = 65 lakh SCM / day (Piped Natural Gas) which is equivalent to 864 MWe (Nuclear Power Plant @ 85-90 % capacity factor)
- 2.) Morbi's Electricity Demand = 24 lakh kWh / day which is equivalent to 56 MWe (Nuclear Power Plant @ 85-90 % capacity factor)



Solar	Comparison	Nuclear
Required Power : 4000 MWe (@ 25% capacity factor)		Required Power : 1000 MWe (@ 90% capacity factor)
Required Land : 164 km <sup>2</sup>		Required Land : 0.26 km <sup>2</sup>
Average Operating days per year : 93 days		Average Operating days per year : 361 days
Cost : Rs. 3 per unit (at 25% cf) Rs. 15 per unit (at 90% cf)		Cost : Rs. 3 per unit (at 90% cf)
CO2 : 46 g per unit (kWh)		CO2 : 16 g per unit (kWh)



## MORBI's Key Facts

### 3.) Direct & Indirect Employment :

10 lakh+ CO2 emissions per kWh

1.) Coal : 1001 grams which is 38.91 thousand tonnes of CO2 per day.

2.) Gas : 463 grams which is 18 thousand tonnes of CO2 per day. And India emits 2055 metric tonnes of CO2 currently.

3.) Solar : 46 grams which is 1786 tonnes of CO2 per day.

4.) Nuclear : 12 grams which is 466 tonnes of CO2 per day.

According to the Gas Balance of Payment report, it is clear that India is facing rising burden of import of gas. India's trade deficit has been - 108.5 billion USD (2017) while it's import of oil, coal and gas itself was worth 108.1 billion USD (2017). Thus India today has to look for an alternate energy option which is not only green but can also reduce our trade deficit burdens. And India with its ready 3-stage Nuclear

Power Program has proved its prudence for the same.

Parmanu Saheli has done some remarkable work worldwide. In 2011, JAPAN faced a dual calamity of earthquake and Tsunami which led to a heavy loss of people and infrastructure. Even being completely located in an earthquake prone zone, Japan was still a Nuclear-Pro country with 30% electricity from Nuclear Energy. Daichi Nuclear Power plant, which was closest to the Tsunami origin, faced no loss but Fukushima (due to incompliance of required safety barriers) faced some loss but not a single casualty. As a result in public pressure the then prime minister in 2012, Kan declared to shut down all its 42 reactors at once. On the other hand, as an impact of the nuclear shutdowns, Japan's increased fuel imports were costing about 3.8 to 4.0 trillion (\$40 billion) per year. Generation cost was up 56% from

8.6/kWh to 13.5/kWh in FY 2012. About 100 million ton per year more CO2 is being emitted than when the reactors were operating, adding 8% to the country's emissions.

Dr. Neelam Goyal here conducted grass-root level public awareness programs among public, bureaucrats, anti-activists & regional parties and finally solved the two prevalent problems which were

- 1.) Compensation Money Issue and
- 2.) Lack of awareness in the regional public. As a result this site got inaugurated in the year 2013.

Then in 2014, Dr. Neelam Goyal visited Banswara, Rajasthan. Here also, Dr. Neelam Goyal with her grass-root level programs got success and this site was also cleared in the year 2017 with 450 crore INR given for land acquisition and public welfare. ■

(Article Provide by Event Organizer)



## Confederation of Indian Industry organized Seminar on International Business Competitiveness



Confederation of Indian Industry

**C**onfederation of Indian Industry organized Seminar on International Business Competitiveness with Port Land Connect LLP as Knowledge Partner on Saturday, 15th June 2019 at Rajkot. The event was supported by and Rajkot Engineering Association as and Jamnagar Chamber of Commerce and Industry as “Partner Organization”.

The seminar was organized with twin objectives of controlling and monitoring Landed Cost of Import items & Transaction Cost of Exports consignments a good knowledge on key functional areas is required.

Also, to market product successfully an International Marketer / Exporter from India, besides product knowledge and knowledge of International Markets needs different set of skills which are often found lacking in them. This leads to high development cost of export business besides long gestation period and low profitability.

The seminar was addressed by eminent experts with an aim to create awareness among local and exporters.

Mr Piyush kumar Pankaj, Branch Manager, ECGC Ltd deliberated on



Credit risk management, which seeks to enhance the competitiveness of Indian exports by offering them credit insurance covers.

Mr S M Chaturvedi, Legal & Corporate Advisor, International Business addressed on International Marketing in Indian Context and FEMA regulation and International Business.

Mr Samir Chag, CEO, Elegant Wealth Management discussed on Forex Risk Management in Import and Export.

Mr Shailendra Binju, Head International Logistic, LNJ Bhilwara Group discussed on International Logistics – New dimension for profitable and sustainable growth.

Mr Anand Mirani, Director, Port Land LLP Connect shared his views on Foreign Trade Policy, Customs & International Business.

The Main Sponsor of seminar were Elegant Wealth Management , Co=sponsors were Orange Maritime LLP and Rapid Pest Control.

(Article Provide by Event Organizer)



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# Over 200,000 Global Traders Choose CeramBath, Foshan



CeramBath, known as the authoritative and influential large-scale ceramic and bathroom expo in China, will usher its 34th session on October 18-21, 2019.

According to the statistics of the visitor flow, each session of CeramBath has attracted Over 200,000 international visitors from 172 countries and regions to come and make order, and to create great business opportunities and value.

Ranking Asia's No.1 ceramic & bathroom show, CeramBath, Foshan has grandly held for 17 years with 33 sessions. Hereon, we gather numerous Chinese and international top ceramic brands to exhibit.



Moreover, we arrange series of B2B business matching meeting with buyers and local manufacturers to help trade easily. Suppliers will bring with their hottest products in internal discount to all the global buyers in the meeting.

Our vision from beginning to end is to provide preferential price with good-quality products and make export trade smoothly and directly. CeramBath, Foshan, acting as the weather vane of Chinese ceramics industry, bears the weight of

promoting the development of economic and industry in Foshan, even China and has become one of the most important trading windows between China and the world.

### Brief Introduction of CERAMBATH

The 34th Foshan International Ceramic & Bathroom Fair (CeramBath)

**Date:** 18th - 21st October, 2019 (4 Days)

**Location:** Foshan, China

**Scale:** 470,000 sqm, 800 exhibitors, 200,000 visitors

**3 Venues:** China Ceramics City, China Ceramics Industry Headquarters, Foshan International Conference & Exhibition Center

**Exhibit:** ceramic tiles, bathroom products, mosaic, stone, ceramic machinery, raw materials and other ceramic-related products.

(Article Provide by Event Organizer)







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## Upcoming Trade Shows



### Infra Oman

**Date:** 07 Oct 2019 – 09 Oct 2019

**Venue:** Muscat (Oman)



### Cerambath

**Date:** 18 Oct 2019 - 21 Oct 2019

**Venue:** Foshan (China)



### Global Smart Build Summit

**Date:** 17th July 2019

**Venue:** Pune (India)



### STONE JO SHOW

**Date:** 09 Sep 2019 - 12 Sep 2019

**Venue:** Amman (Jordan)



### Cersaie

**Date:** 23 Sep 2019 – 27 Sep 2019

**Venue:** Bologna (Italy)



### ACETECH Mumbai

**Date:** 07 Nov 2019 – 10 Nov 2019

**Venue:** Mumbai (India)



### Natural Stone

**Date:** 23 Oct 2019 – 26 Oct 2019

**Venue:** Istanbul (Turkey)



### Ceramic UK

**Date:** 10 July 2019 – 11 July 2019

**Venue:** Telford (U.K)



### Baku Build

**Date:** 22 Oct 2019 – 25 Oct 2019

**Venue:** Baku (Azerbaijan)



### Asean Ceramics 19

**Date:** 28 Aug 2019 – 30 Aug 2019

**Venue:** Bangkok (Thailand)



### CACHOEIRO STONE FAIR

**Date:** 27 Aug 2019 - 30 Aug 2019

**Venue:** Cachoeiro de Itapemirim (Brazil)



### Middle East Stone

**Date:** 10 Sep 2019 – 12 Sep 2019

**Venue:** Dubai (U.A.E)



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