



**Simpolo<sup>®</sup>**  
ceramics

 The Art of Fascination



# VISION

Gain world wide recognition in the field of ceramic building products through Research and Innovation and bring an enhanced lifestyle within reach for every household.

# MISSION

Committed to delight customers with world class ceramic products and services.

Make Simpolo synonymous to best quality and set new benchmarks of excellence for all stakeholders.

Pursue best business practices with utmost integrity to make Simpolo an exciting organisation to work with, for vendors, channel partners, investors and employees alike.

# CORE VALUES

Innovation



Quality



Integrity



Global Outlook



Teamwork



# THE SIMPOLO PHILOSOPHY



Since the first steps were taken in the year 1977, Simpolo Ceramics has carved its niche as a consistently growing organisation with unparalleled **innovation and passion rooted in simplicity.** We endure gratification for every experience that we offer, created to share something truly meaningful. It may not resonate with the majority, but that is what takes us a class apart.

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# THE JOURNEY

1 9 9 1

Entered in Sanitaryware category with a 400 unit per day production plant

1

1 9 9 5

Entered into Ceramic Tiles with a 1000 sq m capacity per day plant

3

2 0 0 1

Took over Romer Ceramic and started sanitaryware production

5

2 0 0 3

Introduced table top basin with Simpolo brand for the 1st time in India and started a new plant with a capacity of 1000 units

7

2 0 0 5

India's 1st hand crafted basin bowl

9

2 0 0 8

Introduced 1st time in India, stain-free tiles with Nano Technology. Introduced 1st time in India, 4G technology in Double Charge for a better 3D effect on tiles

11

1 9 9 3

Sanitaryware plant with 700 unit per day production capacity

2

1 9 9 9

New plant for Sanitaryware with 900 unit per day production capacity

4

2 0 0 2

Introduced India's 1st rustic coloured sanitaryware

6

2 0 0 4

New ceramic plant with 5000 m per day production capacity

8

2 0 0 8

Entered into Vitrified Tile manufacturing and established Double Charge plant with 8000 sq m per day production capacity and started Double Charge tile production

10

# THE JOURNEY

2 0 0 9

Introduced the whitest tile in the world - Alaska White in 800 x 800 mm and 600 x 600 mm sizes

12

2 0 1 2

Estd. new 800 x 800 Double Charge Vitrified tile plant with a capacity of 14000 sq m, the 1st in India, protecting Indian market from China

14

2 0 1 3

Introduced RockDeck, India's strongest tiles for outdoor floors and facades, in 20 mm, 16 mm and 10 mm thickness

16

2 0 1 4

Introduced Colour Body glazed vitrified tiles for the 1st time in India

18

2 0 1 5

New plant for RockDeck outdoor tiles with a capacity of 8000 sq m per day

20

2 0 1 5

Introduced SCS Marble Big Slab tile in 1200 x 2400, 1200 x 1200, 800 x 1600 sizes in India

22

2 0 1 7

Introduced Smart Marble in sizes 800 x 2400, 1200 x 2400 for marble dealers

24

13

2 0 1 0

Expanded the Vitrified Tiles plant and increased 8000 sq m per day

15

2 0 1 2

Rising Star Award

17

2 0 1 3

India's Power Brand Award

19

2 0 1 4

Strategic JV with Italian tile manufacturer in India, Nexion

21

2 0 1 5

Took over Vitrified Tiles plant with 10000 sq m per day production capacity

23

2 0 1 6

Asia's Most Promising Brand

25

2 0 1 9

Association with Bollywood icon, Hrithik Roshan, Simpolo's first ever brand ambassador.

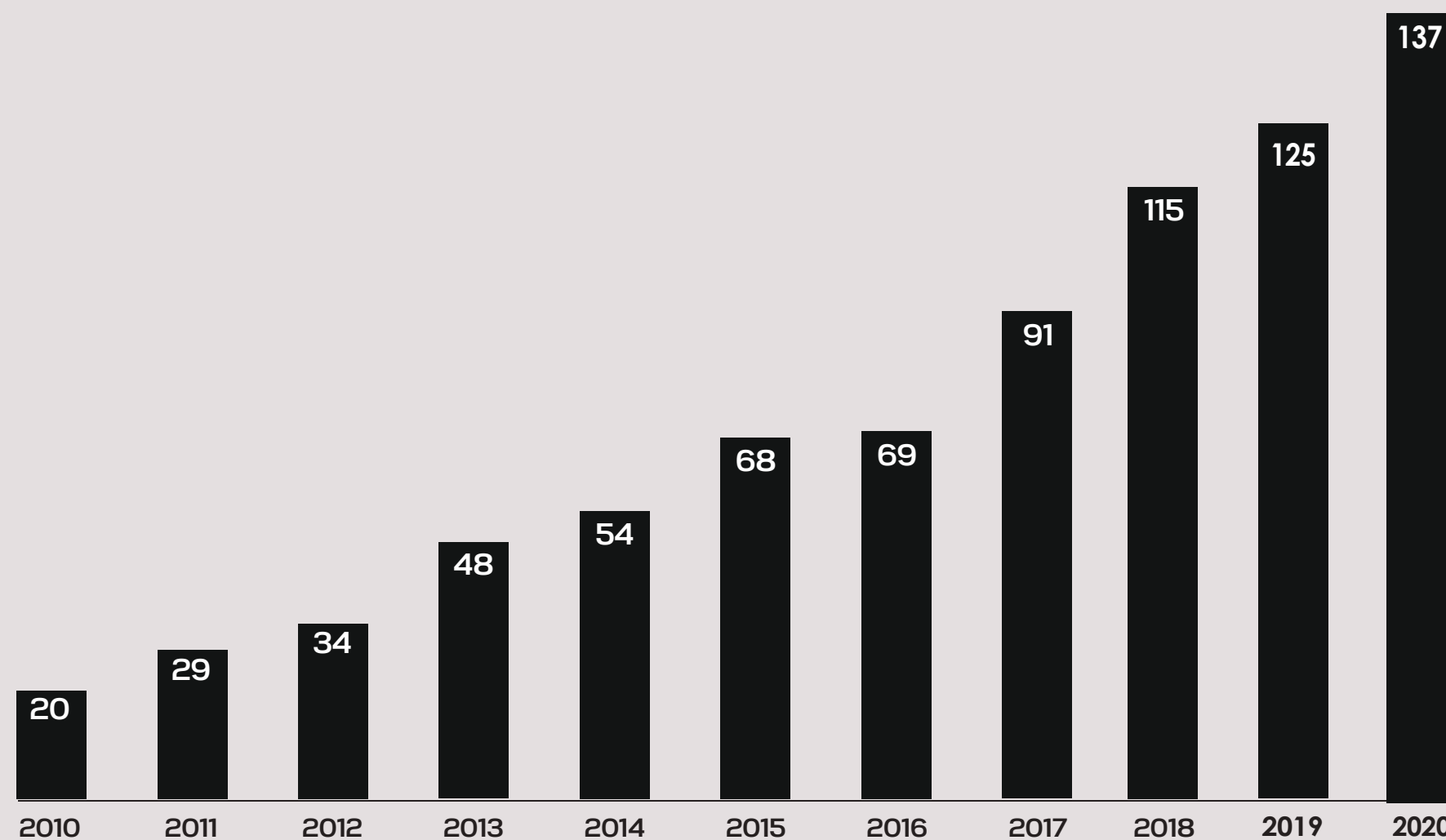
Introduced Continua+ Technology - another first in India

# PRODUCTION CAPACITY

SIMPOLO GROUP COMPANIES	PRODUCTS	PER DAY CAPACITY	PER YEAR CAPACITY
Simpolo Sanitaryware	Sanitaryware	3000 pcs.	1 million pcs.
Simpolo Slab and Vitrified Tiles	Vitrified Tiles	16000 sq. mt.	6 million sq.mt.
Simpolo GVT & PGVT Tiles	Vitrified Tiles	20000 sq. mt.	7.3 million sq.mt.
Simpolo Outdoor Tiles	Vitrified Tiles	7500 sq. mt.	2.75 million sq.mt.
Simpolo Double Charge Tiles	Vitrified Tiles	14000 sq. mt.	5.1 million sq.mt.
Italian Joint Venture	Ceramic Slab	12000 sq. mt.	3.9 million sq.mt.



# TURNOVER STATISTICS



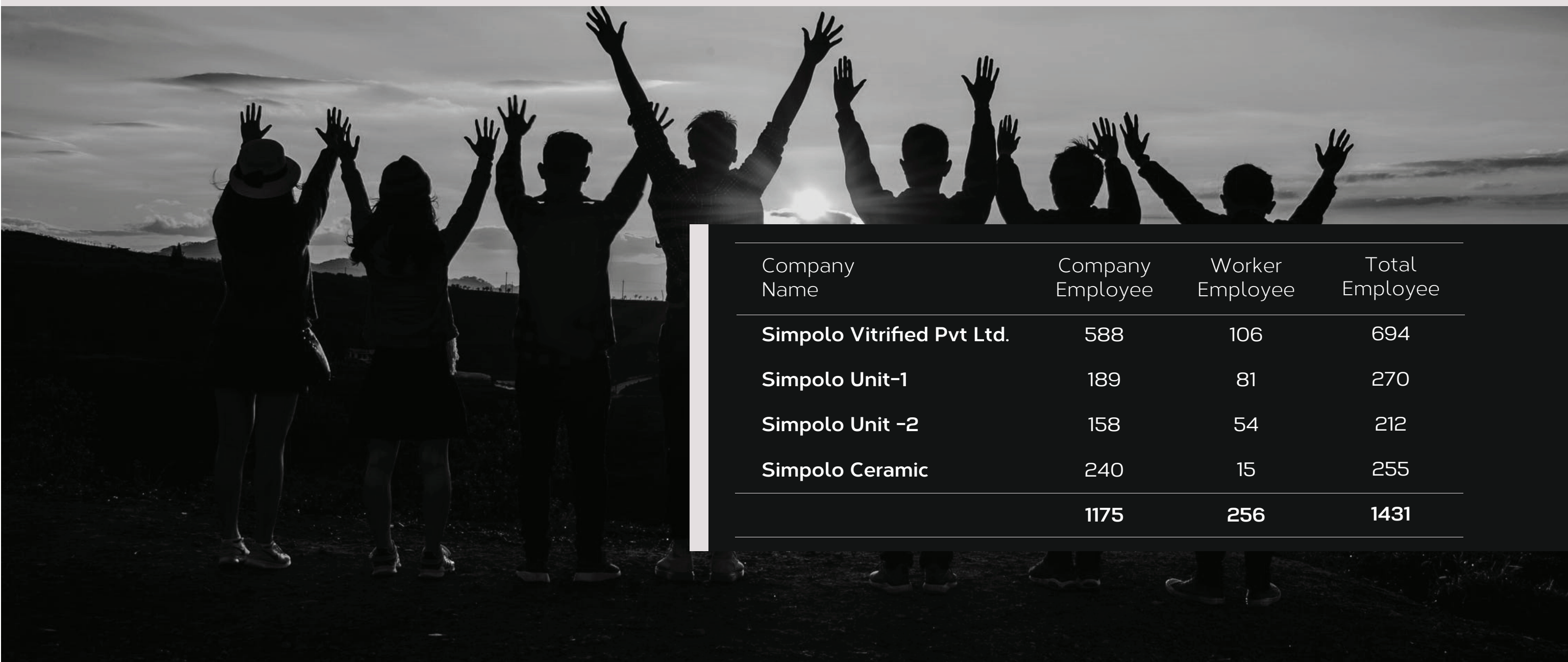
(FIGURES IN MILLION (USD))

WITH AN ANNUAL TURNOVER OF

**\$137 MILLION**

F Y 2 0 2 0

# MANPOWER



Company Name	Company Employee	Worker Employee	Total Employee
<b>Simpolo Vitrified Pvt Ltd.</b>	588	106	694
<b>Simpolo Unit-1</b>	189	81	270
<b>Simpolo Unit -2</b>	158	54	212
<b>Simpolo Ceramic</b>	240	15	255
	<b>1175</b>	<b>256</b>	<b>1431</b>

# DIVISIONS

- CHEFSTONE
- SLAB TILES
- OUTDOOR TILES
- VITRIFIED TILES
- CERAMIC TILES
- SANITARYWARE



## CHEFSTONE

Chefstone is a distinctive and aesthetically spellbinding range of kitchen countertops that are minimalistic in style and require minimum maintenance. Marked with Continua+ technology, this range offers full-body slabs with 15-mm thickness for high durability. Our unique iM+ Technology gives it anti-bacterial properties and makes it waterproof, easy to clean and hygienic. The range is also resistant to scratches as well as UV rays and extreme temperatures. It is ideal to adorn homes and offices, while it is safe for hospitals too.

– 800 x 2600 / 800 x 3000

15 mm Thickness



LIQUID  
REPELLENT



STAIN  
RESISTANT



SCRATCH  
RESISTANT



FIRE  
RESISTANT



RESISTANT TO  
UV RAYS



IMPACT  
RESISTANT



FROST  
RESISTANT



D I V I S I O N S

# SLAB TILES



## SMART MARBLE

Smart marble a revolutionary range of tiles by Simpolo in extra-large formats is a blend of cutting edge technology with a dash of paralleled realism and natural beauty.

They possess all the aesthetic beauty of a naturally sourced marble but with a functional advantage.

- 1200 x 2780
- 1200 x 2400
- 1200 x 1200

D I V I S I O N S

# OUTDOOR TILES



## ROCKDECK

Rockdeck is a range of outdoor tiles inspired from the textures of nature. They exude an understated elegance and gives your ambience a signature style that sets you apart in the crowd.

- 400 x 400 / 400 x 800
- 600 x 600 / 600 x 900 / 600 x 1200

Thickness of 10, 12, 16 & 20 mm

With revolutionary R11 Surface specially designed for Anti - Skid Surface.







## VITRIFIED TILES

Simpolo has the best designer vitrified floor tiles collection. Choose from a wide array of tiles to give the floors a refreshing and sleek look.

- 200 x 1200 / 300 x 1200
- 300 x 600
- 600 x 600 / 600 x 1200
- 800 x 800 / 800 x 1600 / 800 x 2400
- 900 x 1800

SCS

FULL BODY

COLOUR BODY

GVT & PGVT

DOUBLE CHARGE

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## CERAMIC TILES

Simpolo ceramic tiles are made of a porous body with a white or colored glaze coating. These are used extensively in bathrooms, kitchens in modern buildings, hospitals, analytical laboratories and toiletries attached to railway platforms. They possess properties like good weather and chemical resistance which reduce the need to replace any of these items with other materials.

- 300 x 300
  - 300 x 450
  - 300 x 600
-



D I V I S I O N S



## SANITARYWARE

With a vision to enhance lifestyles, Simpolo has brought the spirit of innovation to bathrooms. Using state-of-the-art technology to craft impeccable designs while integrating them with utility and comfort. This recipe of success is what makes Simpolo the leading supplier of ceramic sanitaryware. Simpolo designs represent quintessential clarity, functionality and minimalism, resulting in high-quality technology that exudes luxury.

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A GLOBAL PRESENCE IN MORE THAN 45 NATIONS

# PRESENCE - GLOBAL

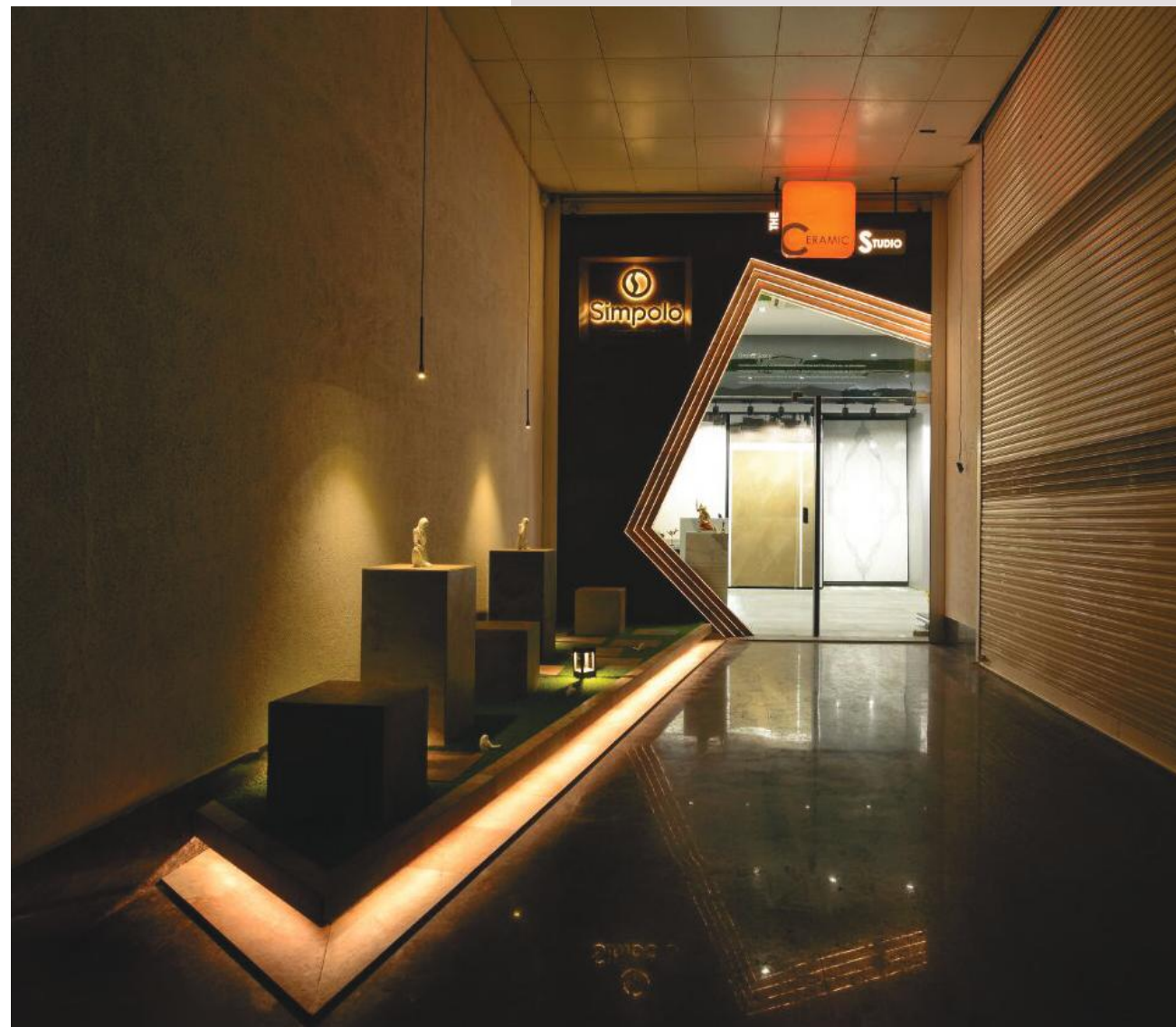


PRESENT IN  
MORE THAN 45 COUNTRIES



# PRESENCE - INDIA

1200+ Dealers



70+ Galleries



P R E S E N C E - I N D I A

8+  
Manufacturing  
facilities





O U R P R E S E N C E - I N D I A



## 1 Head Office

Morbi

## 5 Regional Offices

Ahmedabad

Delhi

Mumbai

Kolkata

Chennai

# RESEARCH, DEVELOPMENT AND INNOVATION



Changing the face of the ceramic industry, one innovation at a time.

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Every product of Simpolo is a result of a flawless R&D set-up.

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Discovering opportunities that can simplify lives by means of breakthrough technology and innovations.



01

### ED-XRF SPECTROMETER

Boasts of highly accurate measurements and safe and suitable sample preparation, perfect for qualitative and quantitative analysis due to its wide, dynamic concentration range and support for wide range of elements.



02

### PARTICLE SIZE ANALYZER

Reliable solution to routine particle sizing needs of the industry with full automation features and software-driven control and data management.



03

### DILATOMETER

Perfect determination tool for material behaviour against temperature to predict the controlling process parameters.





04

#### COLOUR SPECTROMETER

Comprehensive and portable data recording instrument which is used to control the colour difference in tiles.



05

#### AUTOMATIC PRESS

Prototype of Sacmi press which can generate similar production data by controlling specific pressure.



06

#### MODULOUS OF RUPTURE EQUIPMENT

Automatic data-controlled computer of modulus of rupture for different types of tiles by simulating the load-bearing capacity, breaking strength and modulus of elasticity.





07

#### **WATER ABSORPTION EQUIPMENT**

Consists of vacuum method equipment which defines precise water absorption characteristics of tiles.



08

#### **MERCURY DENSITIMETER**

Perfect apparent density measuring tool for predicting the thermal history of the product.



09

#### **GRADIENT KILN**

Six electrically heated chambers to generate thermal properties at six different temperatures controlled by a computer programme.

# PLANT AND MANUFACTURING

Superior production facilities with a huge capacity, state-of-the-art machinery.

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Automated production line, swift computers, latest technology and technical staff well experienced in diverse fields.

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India's biggest plant for 800x800 mm & 600x600 mm tiles.

P L A N T   A N D  
M A N U F A C T U R I N G

# C O N T I N U A + T E C H N O L O G Y



Continua+ is the next generation of technology that is putting Simpolo far ahead of all competitors. Sacmi is a 100 years old company and has been associated with Simpolo since its inception. Sacmi is known to provide a highly sustainable and technically advanced technology to the ceramic industry and it has joined hands for the Indian markets for the first time, with Simpolo. Continua+ can be used for slabs and tiles and boasts of the following advantages:

- Unrivalled brightness
- Revolutionary production process
- Aesthetic advantages
- Extremely high quality of slab surface
- Unparalleled productive efficiency
- Maximum compaction, minimum wastage
- Structured surfaces
- Digital dry decoration for an endless range of effects
- Low environmental impact



PLANT AND  
MANUFACTURING

# STATE-OF-THE- ART SLIP HOUSE AND BALL MILL



PDM Technology  
(Powder Dozing  
System) by SACMI,  
Italy for maintaining  
proper percentage of  
body composition

Corrective action can  
be done online to  
avoid any tolerance

MMC (Modular of  
Milling Continuous)  
by SACMI, Italy is first  
of its kind continuous  
process in India

Superior Quality  
18-20mt/br

Accurate maintenance  
of Density, Viscosity  
and Residue with  
possibility of  
corrective action  
online



P L A N T   A N D  
M A N U F A C T U R I N G

F U L L Y  
A U T O M A T I C  
S I L O



Colour Dozing System by SACMI, Italy

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Less usage of water as per our principle of Green Norms.  
Maintenance of homogeneous product parameters thoroughly

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Online correction facility available



Area for storage of powder

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Fully automatic system

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Automatic filling system of minimum and maximum level

P L A N T   A N D  
M A N U F A C T U R I N G

S Y S T E M

G E A   P R E S S   O F

4 4 K   T O N N E S



GEA Press from SYSTEM for 44000 tonnes

The most advanced press across the globe

Natural Isostatic Pressing or Constant Pressing

Can press tiles for approx 2400 mm length and 1200 mm width

Facility to produce thickness from 3 to 30 mm

Ensures flexibility to the body of the slab up to 5 mm

Planarity or flatness of body > 0.2 mm



P L A N T   A N D  
M A N U F A C T U R I N G

G L A Z I N G

A N D   P R I N T I N G

Simpolo has the best glazing as well as printing line From the house of System known as NOUVA ERA from Italy in India

Compatible with high resolution photograph, edited marble slabs in a width up to 1200 mm

Also, Dry Granula application becomes possible (only in India till now) for acquiring Mirror Flat Finish without waviness

High resolution printing with consistent shades for a very long period

Finish for flatter reflection as compared to wavy look of surfaces in other similar sizes



P L A N T   A N D  
M A N U F A C T U R I N G

# K I L N

by ICF WELCO, ITALY



Pre-kiln of 21 meters along with the main kiln of 190 meters from System Italy (ICF WELCO). This fully automatic kiln comes with UPS Power Supply, first of its kind in India.



P L A N T   A N D  
M A N U F A C T U R I N G

L A T E S T  
P O L I S H I N G  
T O O L S

Polishing line from world's best  
KEDA, China

All dry granula products with flat  
polished surfaces are polished on  
the 64-head polishing line unlike the  
buffing done on top of the GVT  
polishing lines

One of its kind 64-head polishing line

With flat polish, the reflections are  
not wavy in nature and the high  
resolution printing gives the product  
the desired X factor



P L A N T   A N D  
M A N U F A C T U R I N G

I N - H O U S E

S T U D I O

A N D   D E S I G N

L A B



All designs are photographed from original slabs specially imported directly from the mines all over the world for effective design and tone flow

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Selection by qualified and experienced professionals

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Very high quality digital camera used for photography at our in-house studio

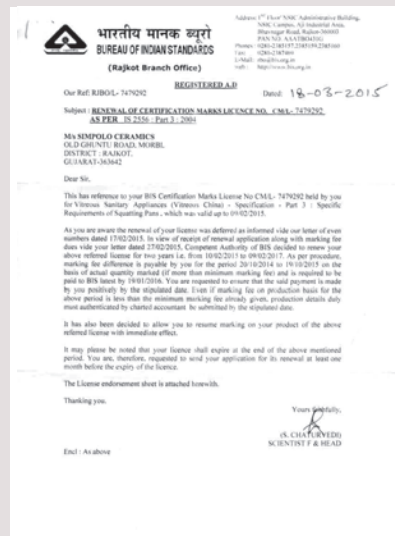
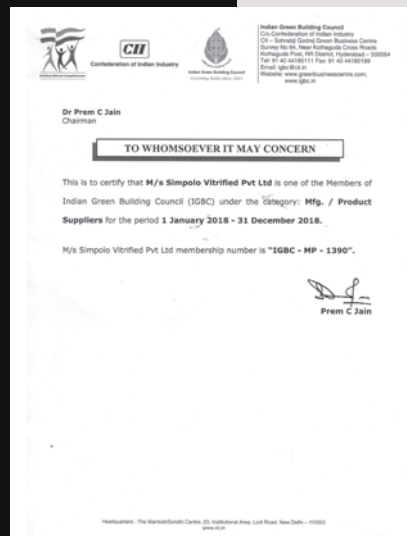
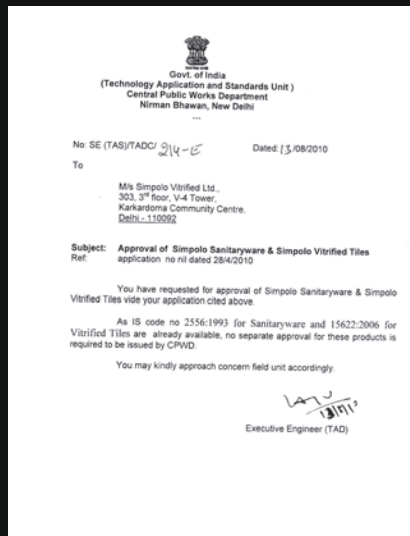
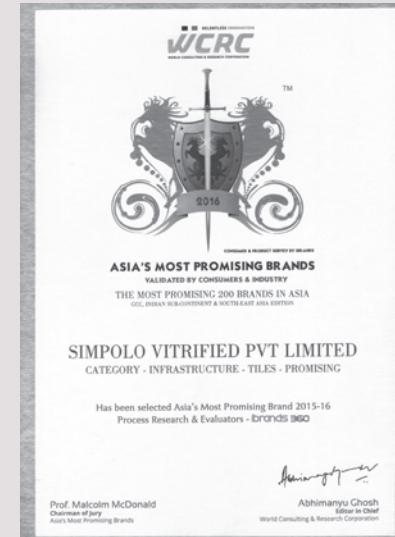
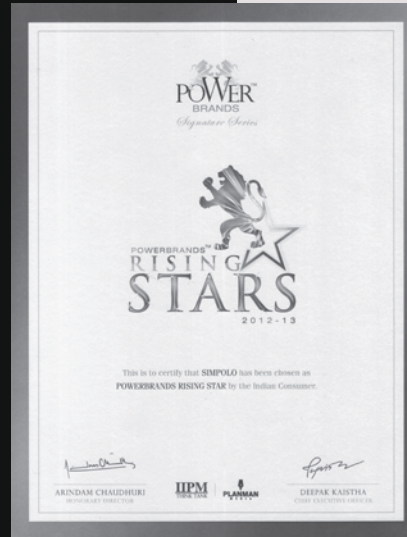
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Fully automatic System Studio for editing and correction of designs as required

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Highly qualified professional team for development of designs

# QUALITY STANDARD



# QUALITY AND ASSURANCE

The Q & A (Quality and Assurance) department is maintained by our Italian joint venture partners, Nexion for maintenance of international quality parameters

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Batch codes are provided in each box in four digits, out of which two indicate the brightness and shade while the rest are for surface and its brilliancy

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All tests like Crazing, MOH's Hardness of Surface, Stain & Skid Resistance etc, are monitored within our works, including the Skid Resistance check in BOT 3000 E machine

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Internal test reports are generated each hour at each section on supervisor level for proper auditing

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Bursting Strength of Cartons according to Bursting Check are regularly maintained

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Stain and chemical resistance are checked using household usable products to avoid any future complication at the customer's end apart from the chemical testing done for industrial applications



# CSR SIMPLO FOUNDATION

Simplo Group has been dedicated to continuous growth, not only in the industry but also to see how we can build a sustainable society too. It is not about business; it is about giving back to the same society that has lifted us to this level.

Simplo Foundation is proudly extending its hands to empower women, widows of war martyrs, soldiers and border security forces. We are building sanitation facilities where needed and extending every bit to make the people proud of their lives. Simplo Foundation is also associated to all activities that needs to preserve art and culture and heritage of the society.

We encourage tree plantation, water harvesting and recycling of the used water. Environmental conservation is on the priority list of Simplo Foundation.





Simpolo Group CMD and Directors with M.S Bittaji



Simpolo Care Center



**Dr. V C Kataria.** Sr. Ophthalmologist-Eye Surgeon, Morbi Civil Hospital. Dedicated to the society, Sparkling "Vision" in millions of eyes.



Simpolo conducted a Swachh Bharat activity in and around Morbi town





C S R

S T O R I E S

T H A T I N S P I R E

Simpolo Foundation is proud to be associated with Vishv Umiya Foundation. Transforming Society to a Deeply Sustainable Entity.

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Simpolo has always found itself to be privileged to have participated in projects and events that propel social change. It is because we believe our fundamental duty is to give back the goodness to the society in return of their constant love and support. If it hadn't been for them, we wouldn't exist.

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**R P Patel, President - VUF**

It is a truly overwhelming feeling that the Simpolo Group shares the ethos and blueprint of Vishv Umiya Foundation towards welfare of the society.

Morbi has historically been a proud destination for our community. And over the years Morbi Chapter has grown steadily with Jitubhai's extension of help. It is under the flagship of Simpolo Foundation that our Morbi Chapter thrived and we could raise 10 CR+. Apart from this, now a strong team will be deeply instrumental in further strengthening of the VUF on global level.



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**D N GOL, Vice President - VUF**

I would like to take this opportunity to earnestly thank the Simpolo Group and the Simpolo Foundation on behalf of Vishv Umiya Foundation and our fortunate community members.

It is due to their time, leadership and significant contributions that we were able to establish a strong presence in Saurashtra region and reconnect with the resident members of our community.



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**Deepakbhai Patel, Vice President - VUF  
(Ozone Group, Ahmedabad)**

It is deeply gratifying that the Simpolo Group shares VUF's vision for diligently investing in social causes for our community's prosperity. We approached Simpolo group for their help in getting access to potential members of Kadva Patidar samaj for fruitful and seamless implementation of our schemes. At this juncture, it is also imperative to explicitly credit and thank, the Simpolo Foundation for drafting the huge success story of our Morbi Chapter. Their concrete call of action has occasioned in 25 Trustees each donating Rs 25,00,000.

This has exponentially strengthened VUF's initiatives in Morbi and has set a benchmark for our future expansion plans.



# OUR VALUABLE CLIENTS



# OUR VALUABLE CLIENTS



# OUR VALUABLE CLIENTS





# THANK YOU

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