



It may take time and a considerable honing of skills to arrive at that perfectly brewed morning cuppa. But when it comes to the china in which you serve your favourite brew, or the fine ceramic tableware, there is no brand in India that comes even close to Clay Craft India. India's largest manufacturer of fine ceramic tableware, Clay Craft has its state-of-the-art manufacturing facility located in Jaipur, turning out more than 90,000 pieces of exquisite handcrafted tableware each day.

Market

Till a couple of decades ago, ceramic tableware crockery market was full of small scale players, imports and highly unorganised. However, in the last two decades or so Indians have discovered the quiet elegance – *je ne sais quoi* – of ceramic tableware crockery. In its earliest days, ceramic was mostly restricted to the sale and manufacture of tea sets but as the appeal – and the royal feel – of ceramic grew, more homes began seeking this in dinnerware and serveware.

Clay Craft caters its quality products to wide segments of markets, namely – household, hotels, restaurants, corporate & institution, modern & online retail, export and OEMs.

Households contribute majority of sales for the brand with its efficient network of more than 150 distributors all across India. The entry of international retailers and the government's promotion of Make In India have been a boon for the brand to widen its reach to the modern homes across the country. The company is striving hard to match the rapidly evolving market sophistication. A separate team handles the hotels and institutional businesses with an adequate follow-up regime in place.

No retailer, big or small is complete without ceramic products like mugs, cups & saucers, tea sets & dinner sets and Clay Craft enjoys leading-status with large retailers and cash-and-carry wholesalers like Walmart, Reliance Retail, Metro,

Vishal Megamart, V Mart, D Mart, Hometown, Big Bazaar, Spencers, Spar, Auchan, Shoppers Stop, @home etc. Clay Craft enjoys the status of preferred partner for various popular brands for their tableware manufacturing including – Goodearth, Archies, Chumbak, India Circus, Café Coffee Day, Barista, Pizza Hut, Air India, Swarovski, etc.

Recently, the anti-dumping duty imposition by Government of India on Chinese ceramic tableware coming into the country has further boosted the domestic market. Clay Craft, being the market leader has ensured that the advantage of additional demand in the market is efficiently catered to. Clay Craft India has invested in expansion of its production capacity and installed a fully automatic tableware plant which was functional at the end of 2019.

Clay Craft also manufactures a wide range of dishwasher and microwave oven safeware and exports to the highly demanding and competitive markets of the UK, Canada, Russia, Germany, Sweden, Spain, Australia, the UAE, the US, South Africa, Egypt, Singapore, Kenya, France, Ireland and twenty other countries around the world.

Achievements

Clay Craft is an ISO 9001:2008 certified company and one of Asia's leading producers of ceramic tableware. The company has state-of-the-art manufacturing unit – located in Jaipur – with an annual production capacity of 80 million pieces. During its 25-year journey, Clay Craft has been awarded several national and international accolades. Its products



– dinnerware, tea sets, mugs, tabletop accessories, platters etc., have found their way into addresses of great prestige: the president's estate, the prime minister's residence, houses of various governors, canteens of the parliament and legislative assemblies, and, of course, in some of the biggest companies in India. The brand caters to bulk, customised requirements of several hotels – ITC,

Clay Craft is available at more than **12,000** RETAIL COUNTERS in the country

Taj, Hyatt amongst others – and to companies such as Hindustan Unilever, Britannia, Nestle, Airtel, Pepsi, Wipro, the Hotels, Restaurants, Cafes (HoReCa) segment and defence canteens.

Clay Craft is the first company in the industry to have backward integration for all its operations, including packaging, decal printing, surface designing and it even produces and supplies the machinery solutions required for production of ceramic tableware.

History

Clay Craft's genesis can be traced back to 1993 when the current Managing Director, Rajesh Agarwal purchased a 600 square metre plot in Jaipur to set up a factory to manufacture clay products as gift items. It was a learning curve for Rajesh Agarwal who faced several setbacks in honing the factory's manufacturing skills. But he persisted on improving the quality of his products and the hard work paid off. The 34-employee company posted a turnover of around ₹35 lakh in its first year of operations.

In 1994-95, the company was manufacturing only clay mugs, but from the second year onwards, Clay Craft started making other gift





items like tea sets. Eventually, the company expanded to include several other products, such as dinner sets, microwave sets, bowls, platters, and even crystal items. Innovation has always been the key focus at Clay Craft, then and now.

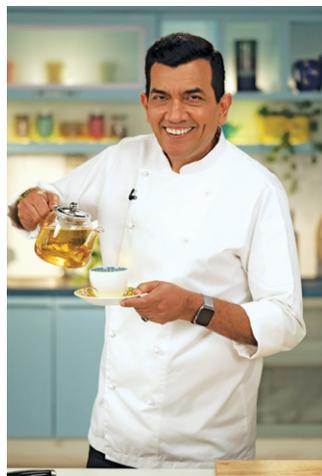
In 1999, the company decided to explore the ancillary businesses associated with the gifting industry. An investment of ₹50 lakh resulted in a unit dedicated to in-house design printing. The following year a mould-making unit at a cost of ₹25 lakh was set up. In 2002, the company invested nearly ₹1.8 crore to start making thermocol boxes to gift-pack the products. Over the next seven years, four more ancillary units were set up to handle aspects like machine manufacturing and steel thermoware.

Soon Clay Craft was expanding its footprint far beyond Rajasthan. In 2014, Clay Craft India acquired the brand JCPL, becoming India's leading manufacturer and retailer of fine bone china and ceramic tableware.

Today, the company has a strong online presence, with its net sales growing at 50% YoY. With almost 1,000 employees, the company sells products at 10,000 retail counters across the country. It has also tied up with 150 partners, including Big Bazaar, Lifestyle, Spencer and HomeShop 18.

Product

Clay Craft is a complete ceramic tableware solution company with one-stop solutions for serving, cooking and storing. It has a diversified range of tableware that caters to the requirements of an entire cross-section of clients – from the price-sensitive middle income groups to the price-elastic upper income. Its product portfolio comprises – dinner sets, tea & coffee sets, milk & cream jugs,



HoReCa industry.

Clay Craft is also the only brand in the industry to take up licensing partnerships with various brands and introduce a niche range in each of its respective product ranges. Some of the licenses include: celebrity chef Sanjeev Kapoor, India Circus (a Godrej venture), Swarovski and Happiness, a designer brand from the US.

Moreover, the company is also known to invite world-renowned designers to create bespoke ceramicware for the brand. A few years ago, two award winning South African authors and artists, Lisa Swerling and Ralph Lazor, known for their The Happiness Concept were invited by Clay Craft to launch The Happiness Movement in India with quirky little 'Happy Mugs'. Closer home, renowned designer Krsnaa Mehta also launched designer lifestyle collection, India Circus for Clay Craft.

Recent Developments

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In 2018, Clay Craft forayed ahead and did a forward integration by opening its own retail store – Griha. It is owned and operated by Clay Craft in the heart of Jaipur's commercial district – Vaishali Nagar. With the kind of variety and spread of products Clay Craft produces, it was the need of the hour to have the brand's own retail space. The company plans to expand its retail operations and open up ten more stores by 2020.

Promotion

Clay Craft believes in direct interaction with its consumers. This explains its extensive participation in national and international trade exhibitions. In metros like Delhi, Mumbai, Chennai, Bangalore and Pune the company participates in exhibitions on a mega scale, displaying its latest products and concepts to dealers and retailers.

Over the years these participations have served the company well and provided authentic, first-hand information, even as they have provided reliable feedback. Each of these interactions has helped Clay Craft

come closer to the consumer and develop a range that buyers want.

Every year, company-wide dealer meets are organised, chaired by the managing director and business heads. Customers are encouraged to talk freely and share their views and problems about products and services offered by the company.

The information generated then creates a data-based platform for corrective action. The divisional heads also maintain personal contact with key customers through visits and meetings.

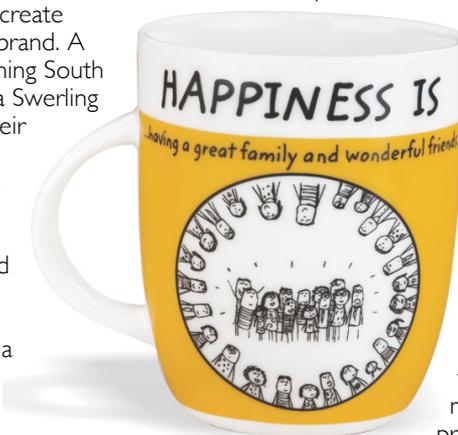
Clay Craft promotes its products through various media vehicles such as outdoor, press and TV. While hoardings reinforce the brand promise, press and magazine campaigns in women's magazines keep the brand in touch with decision makers. To build on this momentum, the brand advertises extensively on TV using mostly regional language channels.

In 2019, Clay Craft launched its brand new national TV campaign – Kuch Nayi Kahaniyo Ke Liye, which captures the brand's involvement in its consumer's big, small and nostalgic moments. The campaign is efficiently supported by print, OOH and digital media, maximising the brand's reach to the consumer target group

Brand Values

Clay Craft is another word for outstanding crockery and tableware in India. Through its 25-year history the brand has built a large volume of goodwill and a deep-rooted trust amongst an increasingly discerning audience. This may explain why its products are found in some of the best addresses in the country. The long-term vision of Clay Craft is to further its unambiguous leadership of the Indian ceramicware market by extending its product portfolio and entering new verticals.

So far in its endeavour, this brand has been spectacularly successful, and deserving of its Superbrand status.



Things you didn't know about CLAY CRAFT

- * Clay Craft is the largest manufacturer of ceramic tableware in India
- * Clay Craft produces its own design, packaging solutions and even machinery – all in house
- * Clay Craft has prestigious tie-ups such as with Sanjeev Kapoor and India Circus
- * Clay Craft is the only brand to have its own chain of retail stores - Griha
- * Clay Craft exports to over 22 countries
- * Clay Craft is available at more than 12,000 retail counters in the country
- * Clay Craft group acquired a popular Indian ceramic tableware brand – JCPL in 2016
- * All products manufactured by Clay Craft are lead and cadmium free and use no hazardous material

claycraftindia.com

