

Kajaria

Since its inception three decades ago, Kajaria has taken quantum leaps to reach where it has today. An undisputed leader in the Indian tile market, its ten state-of-the-art plants (eight for tiles, one each for sanitaryware and faucets) manufacture a vast array of remarkable tiles each year, which match the excellence of international products. Today, the company carries forward its tenacious journey to stride ahead introducing innovative concepts, setting higher benchmarks, and offering products that exceed all expectations.

Market

The surging economy and international market trends have embedded the idea of premium goods in the minds of Indian consumers. The discerning consumer, affluent, well-travelled and cosmopolitan is now armed with ample knowledge of the choices available and has moved past the simple utility based products. Décor needed to suit these lifestyles has completely transformed the Indian tile segment. With production growth marked at 1,145 million square metres (Source: Ceramic World Review, 2018 data), India's ceramic tile industry has seen a further 6% growth in production in 2019, despite the minor slowdown in the world ceramic tile market. Kajaria has always stepped up to the challenge and led the market into new spheres for decades.

KAJARIA IS
INDIA'S

No. 1*

TILE
COMPANY

Achievements

Kajaria has maintained the lead position in the ceramic tile industry by always staying a step ahead of the innovative curve with its amazing product offerings. Its excellence in the field is evident from the fact that it is India's No. 1* as well as the ninth largest manufacturer in the world. Furthermore, ranked 184 amongst the most valuable companies out of the top 500 businesses, Kajaria proves that it is not just any organisation. Kajaria is the first to launch Digital Glazed Vitrified tiles, leading the way in digital high-definition technology. Kajaria is also the first Indian ceramic tile manufacturer to receive an ISO: 9001 accreditation, and the only ceramic tile company of India to achieve the rare distinction of being a Superbrand for the record eleventh time. Kajaria has proven to be one of the most promising brands and received Asia's Most Promising Brand Award in the premium tiles category.

History

Imbibing the virtues of Ashok Kajaria, founder of Kajaria Ceramics, the company has integrated well within itself the essence of discipline, integrity, and rectitude. With an engineering degree from the esteemed University of California, Los Angeles, Ashok Kajaria started a company that would in years become one of the biggest brands and completely change the tile industry in India for the better. After setting up the first plant in Sikandrabad, Uttar Pradesh in 1988, there was no looking back.

Kajaria, as an organisation runs on the principles laid down by its founder. He believed that people buy products which are most easily accessible to them, and given the choice, will always pick quality merchandise over sub-par products. Kajaria's approach of delivering both quality and credible products produced an overwhelming response from the buyers, placing the company in an exalted and appreciable niche.

Kajaria, unstoppable after bringing a refreshing change in an otherwise unorganised sector, upped the ante by quickly augmenting the capacity to meet the surging demand. This deep insight into the demands of the market turned it into the country's largest manufacturer of ceramic and vitrified tiles.

Product

The Indian consumer has been exposed to fashionable contemporary designs through the



advent of global companies and brands in the country, as well as access to social media, which has evolved their expectations and needs. To best serve such a dynamic set of consumer needs, Kajaria has taken upon itself to stay abreast of trends. This has continually made Kajaria better at delivering some of the finest products and experiences to people. From a wide range for every space imaginable including corporate, hospitality, commercial, housing, outdoors as well as indoors, and offering 2,800 design options

across all categories, there is no space that Kajaria has left untouched. The range itself is a perfect example of how different shapes and sizes can



blend seamlessly into a harmony of colour and design. The tile sizes range from 20cm x 30cm to 100cm x 200cm, which is the largest range offered in the Indian tile segment. It reflects a rare blend of nature's true colours, design, technology, and finish. These tiles, available in a range of shades, patterns and designs, can be paired with complementary highlighters and matching floor tiles to provide a complete and holistic look. Its wide variety of tiles includes ceramic wall and floor tiles, polished and Glazed Vitrified, which are available in a wide range of multiple finishes and in more than 21 sizes.

Kajaria moved into the bathware solutions with the brand Kerovit. These products, manufactured in two independent manufacturing facilities in Gujarat and Rajasthan, range from faucets to smart toilets and even bathroom furniture. The entire range of products are aimed at providing a harmonious solution to bathroom designs.

After a resounding success in the tiles and bathware solutions, Kajaria forayed into the plywood segment in 2019 with the brand KajariaPly. The objective is to deliver quality plywood products by making them 100% customer-centric to provide strong solutions to every need.

Recent Developments

The resounding call for Aatmanirbhar Bharat is in line with the core ideals at Kajaria. The company has always believed in its policy of promoting a self-reliant India and so, on the manufacturing front, Kajaria set up its eighth manufacturing facility recently. Spread across 150 acres, the state-of-the-art facility is located in Srikalahasti, Tirupathi.

The plant manufactures glazed vitrified tiles which is its first in South India, with a capacity of 5 million square metre per annum. Furthermore, Kajaria has continuously invested in R&D to make innovative products, and large format tiles is one such segment where it has come up with multiple ranges across all product categories. These tiles are even larger than an average human i.e., bigger than six feet. Kajaria has also launched germ free tile for schools, hospitals, and health conscious customers. This initiative goes on to show the company's efforts in taking care of its customers' needs for all spaces imaginable.

The company has always looked after the interests of its customers and to that end, believes that buying tiles is an experiential task that must be available to every potential customer with ease. With the aim to spread its presence deeper and wider across the country, Kajaria is spreading out its distribution network and increasing the number of exclusive showrooms and display centres. This macroscopic approach provides customers with an easy accessibility, a wide collection and a perfect buying experience. Moreover, amplifying the government's call of Vocal for Local, Kajaria returned with another brand campaign – Desh Ki Mitti, with its brand ambassador Akshay Kumar. The theme of the new campaign celebrates the success of the Indian home-grown brand as well as the country's achievements and aspirations.



After Kajaria had forayed into the bathware solutions segment with Kerovit, it has kept reinventing itself, offering new and innovative products. It adopted international standards with advanced technology and styles to launch a smart range with thermostats. This was an exceptional move highlighting the brand's ability to move forward with time. This year it extended the widespread brand campaign, and launched another ad campaign showcasing Anushka Sharma. The film captures the youth appeal of brand Kerovit in an interesting way, while highlighting its stylish collection.

Furthermore, in 2019, Kajaria ventured into the plywood segment to better service its customer's lifestyle needs with KajariaPly. Keeping in line with the patriotic spirit of the brand, KajariaPly was launched with the tagline – India Jaisa Strong. The popular star of Bollywood, Ranveer Singh was engaged as the brand ambassador.

Promotion

Kajaria has always believed in strengthening its brand recall and has significantly invested in brand promotions to amplify its reach. This year, Kajaria launched yet another successful brand campaign with Bollywood superstar Akshay Kumar, backed by a strong media plan across TV, cinema, outdoor, digital and other prominent avenues. Specifically, Kajaria made sure to be noticed by consumers through its presence in the all-effective and biggest events like cricket tournaments on TV, on prominent outdoor sites at airports, associations in cinemas with blockbuster movies, and ad releases in trade and lifestyle magazines. Kajaria also ran extensive digital campaigns on Facebook, Twitter, Instagram, and other digital



made Kajaria one of the most trusted brands in India. The company has always deeply valued its relationship with its customers and constantly strives to provide products and services to its

platforms. Kerovit had its own unique campaign with a strong media presence.

Kajaria further reached out to South India and deep into Maharashtra with special focus on regional campaigns in local languages to connect closely with the customers.

Furthermore, Kajaria, which has always sought to provide the best services to its patrons. In 2020, it launched i-Eternity smart displays in a majority of its Eternity showrooms. This is a one of its kind 3D tile visual experience, which has been brought to the industry for the first time. These displays intend to ease out the decision making process for the customers by projecting a virtual reality re-creation of their space interiors on the screen.

Brand Values

Aatmanirbhar Bharat is a brilliant vision, which has always been reflected in the core ideals of Kajaria. The company's ethos is deeply rooted in the soil of the country. It epitomises the culture, pride and everything that is quintessentially Indian, proudly celebrating its success as a home-grown brand. With its path-breaking campaign – Desh Ki Mitti – an idea with strong intrinsic chords of patriotism, the company reinforces its belief in constantly staying connected to its roots by having India as its global manufacturing base, and showcases how the brand strides forward with the country's growth.

This company was born with a vision of building the nation and over the past 31 years, it has been nurtured with passion, determination and a great deal of hard work, transforming it to the most preferred brand in the country. With wide technical expertise, a dedicated workforce, and a loyal network of dealers, Kajaria today can be found at every nook and corner of the country.

Kajaria's unwavering commitment to quality, service, and innovation has



customers and stakeholders that transcend their expectations. It makes consistent efforts to better understand the customer to evolve productive communication.

For its stakeholders, Kajaria stands for excellence, diversity, availability, affordability and other relevant attributes synonymous with the pride of ownership.



Things you didn't know about KAJARIA

- * Kajaria, a US\$1 billion company, is India's largest manufacturer of ceramic and vitrified tiles and is positioned as the world's ninth largest tile company,
- * Kajaria sells 80 million square metres of tiles annually, enough to pave 11,204 football fields
- * Kajaria has ten operational state-of-the-art plants in India – eight for tiles, one each for sanitaryware and faucets
- * In India, Digital Glazed Vitrified tiles were first introduced by Kajaria; today the brand sells more than twice the volume of its nearest competitor
- * The company offers more than 2,800 design and colour options in wall and floor tiles, in 21 different sizes
- * Inspired by the Make in India initiative and upholding the patriotic essence of the campaign – Desh ki Mitti – Kajaria manufactures all its products in India
- * Kajaria has been reaching greater heights in its bathware solutions segment under the Kerovit brand and in its plywood products segment under KajariaPly
- * Kajaria products are exported to more than 35 countries all across the globe