

COMPANY PROFILE

JANUARY- 2020

KERAMOS
TILE & STONE

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I INTRODUCTION

Established in 1981, KERAMOS, has over the years introduced a wide variety of designs for tiles and stone products, that are hand crafted and hand decorated. The color variations seen in KERAMOS designs is a unique aspect, which distinguishes them from other tiles available.

The extremely wide range of KERAMOS design varies from hand painted, and printed tiles to mosaics to stainless steel, to antique stones and pebbles, Terra Rossa, Clay Pavers and rustic glazed tiles.

The latest addition to the KERAMOS Range are the new and innovative designs for floor & wall i.e Dublin Antique Matte, Tuscany Terracotta, Yamu Sandwash, Pescara Terrazzo, Lyon Polished Stone Carpets, Portugese Paving, Azul Handmade Tiles, Contemporary Surfaces, Loft Polished Cement Walls Portugese Paving, Simplon and Rafael Decorative Tiles, Argento Metal Inserts, Art Deco Minton Tiles, Amalfi Floor Tiles, Balinese Tiles, Eon and Ferrara Inserts, Spanish Terracotta etc.

Mosaics, which were used centuries ago, have been revived by Keramos to be used on floors and walls. KERAMOS has so far successfully introduced Roman Mosaic, Agean Mosaic, China Mosaic and Moroccan mosaic This painstakingly put together process when combined with pottery glazed tiles for walls or antique stones for floors give immense character to an area. Mosaics are a very enduring product as is evident from the amazing floors seen in the ancient buildings and pavements.

Briefly, the advantages of KERAMOS design are: -

- 1 Latest Designs which are not available anywhere else in India.
- 2 Widest Range (450 Designs) in hand-crafted stone, clay, glass, mirror, stainless steel, tile etc. New designs are added regularly.
- 3 Superior, First Quality material.
- 4 Non-fading imported ceramic colors or highest quality equivalent.
- 5 Good quality printing and painting because of latest Italian know-how.
- 6 Long lasting decoration because of high firing in sophisticated furnaces.
- 7 Standardized products :- all designs have code numbers / names for easy selection, ordering or specifying.
- 8 Complete Guidance is available to customers regarding design selection, prices, area coverage, packing, dispatch, insurance etc...
- 9 Samples can be made available on request. All samples are correctly codified.
- 10 Good Value for money: Prices are very competitive with other products in the market.

II SOME PRESTIGIOUS PROJECTS

Some of the prestigious projects where Keramos tile and stone products have been used to give years of practical service as well as everlasting visual pleasure.

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
1	Ananda Spa. RISHIKESH - U. P.	Mr. Chandu Chadha Bhavna Parihar
2	American Embassy NEW DELHI	Ms. Sunita Kohli
3	Apeejay Surendra Park Hotels CHENNAI	Mr. Indranil Bhaduri / Mr. Arup Das New Delhi
4	Ambience Hotels Pvt. Ltd GURGAON	Ambience Hotels Pvt. Ltd GURGAON
5	Artisanal Studio MUMBAI	Mr. Pio Coffrant
6	Ashoka University SONEPAT	M/s. Abaxial Architect (P) Ltd Jasola, NEW DELHI
7	Apollo Hospitals Enterprises Pvt.Ltd HYDERABAD	Mr. Tarun Tahiliani
8	Bhairavee Exclusive Residency PUNE	Mr. Tushar Shy Avesana Associates PUNE
9	Belgian Embassy- CHANAKYA PURI- NEW DELHI	Mr. Satish Gujral
10	Barista SRI LANKA	Mr. Atul Anand
11	Bharti Tele-Venture (CORPORATE OFFICE)	DNA Consultant

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
12	Bistro Restaurant NEW DELHI	Mr. Siddhartha Talwar
13	Bharat Hotels KERALA	Ms. Madhu Chandhok New Delhi
14	Bhagwati Banquets and Hotels MUMBAI	Mr. Prakash Mankar Surat
15	Bombay Presidency Golf Club	Bombay Presidency Golf Club
16	Batra Bros Food & Beverages Pvt.Ltd, Mumbai, Jubilee Hills, HYDERABAD	Ms. Bindu Vadera
17	Claridges Hotel NEW DELHI	Ms. Sujata Hoon
18	Clarks I Amer Hotel JAIPUR	Mr. Ravi Gupta Jaipur
19	Comedy Store MUMBAI	Mr.Ambrish Arora
20	Colonia Santa Maria Hotel GOA	Ms. Seema Jajodia
21	Cidade de Goa Hotel GOA	Ms. Supriya Krishnan Architect
22	Cosme Costa Hospital (P) Ltd GOA	Mr. Ryan Costa, Architect
23	Dudhwa Adaventure Resorts Pvt. Ltd M.G.Road , DELHI	Dudhwa Adaventure Resorts Pvt. Ltd M.G.Road , DELHI
24	Deogarh Resorts DEOGARH	Mr. Veerbhadra Singh
25	Deutsche Bank MUMBAI	Ms. Abha N. L.

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
26	Duet Hotel PUNE	Ms. Priyanka Mumbai
27	DLF CHENNAI	Mr. Sameer Mathur / Mr. Arvind Pandey, Architect
28	Fab India NEW DELHI	Ms. Sheila Lunkat
29	Fort Aguada Beach Resort GOA	Mr. J. J. Cowperthwaite Hong Kong
30	Friends Club NEW DELHI	Mr. Harish Jain New Delhi
31	Flurry Swiss Confectionary KOLKATA	Mr. Shailesh Kumar
32	Gangaur Exports MUMBAI	Mr. Ravi Kaimal
33	Goetze India Limited NEW DELHI	Mr. Sandeep Subhash
34	Gordon House Club COLABA	Ms. Rachna Narang
35	Grt Hotels & Resorts, CHENNAI	Mr. Bharat Kumar Architect
36	Grand windsor resorts Ltd, JALAANDHAR	Mr. Gautam Kapoor Grand windsor resorts Ltd, JALAANDHAR
37	Intellecta Infotech Pvt.Ltd	Mr. Rajiv Saini M/s. Rajiv Saini Associates Mumbai
38	Hba infrastructure pvt.ltd, NOIDA	Hba infrastructure pvt.ltd, NOIDA

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
39	Indian Judicial Academy BHOPAL	I M Kadri and Associates
40	Indian Hotel Corporate Ltd BANGALORE	Mr. Sohrab Dalal, Spazio, New Delhi
41	Jehan Numa Palace Hotel BHOPAL	Mr. Jholpura
42	J.P. Greens GREATER NOIDA	M/s Arcop International
43	Jindal Stainless Steel NEW DELHI	Mr. Mohit Gujral
44	JW Marriot Hotels NEW DELHI	Mr. Manoj Naithani
45	Junglee Billee Restaurant NEW DELHI	Mr. Amit Agarwal, Interior Designer
46	KingFisher Villa GOA	Mr. Thomas James & Associates
47	KingFisher House NEW DELHI	Ms. Anjalika Kriplani
48	K. Raheja Universal Pvt. Ltd.	Mr. Marway
49	Le Meridien Hotel KOCHI	Mr. Shakti Parmar
50	Lake Palace Hotel UDAIPUR	M/s James Park Associates Singapore
51	Leela Hotel KOVALLAM	Leela Hotels Mumbai
52	Lodha Bellazza, HYDERABAD	Mr. Prakash Reddy, Architect

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
53	Lodha Healthy Construction Developers Pvt. Ltd HYDERABAD	Mr. Rajiv Nahar VP-Architecture
54	Liberty Cinema New Delhi	Liberty Cinema New Delhi
55	Lavassa PUNE	Mr. Subodh Kerkar Goa
56	Lalit Hotels CHANDIGARH / JAIPUR	M/s. Bobby Mukherji And Associates
57	Majorda Beach Resort GOA	Mr. Shakti Parmar
58	McDonalds Restaurants NEW DELHI	Mr. Sohrab Dalal
59	Mahindra Resorts COORG	Mr. Rahul Mehotra
60	Max –Alps Hospital Pvt. Ltd. GURGAON	Ms. Sangeeta Sharma
61	Max Balaji Hospital NEW DELHI	Mr. Suresh Kumar New Delhi
62	Metropole Hotel Mallital NANITAL UTTARAKHAND	Mrs. V.Khan New Delhi
63	Max Devki Devi Hospital NEW DELHI	M/s Kothari & Associates
64	Max India NEW DELHI	Max India New Delhi
65	Mile Stone Resort, GURGAON	Ms. Mamta Sharma

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
66	Mamagoto, Khan Market, DELHI , HYDERABAD	Ms. Chetana Sharma, M/s. Imeam Design
67	Modi Rubber Ltd DELHI	Modi Rubber Ltd DELHI
68	Malankara Orthodox Church KOTTYAM	Mr. Charles Correa
69	Nandos Restaurant: Connaught Place, Delhi	Ms. Pooja Mahendra
70	Nestle GURGAON	Mrs. Sonali Bhagwati Spazzio, New Delhi
71	Nivasa GURGAON	Mr. Rohit Kapoor Geographics
72	Niladri Project Kingfisher - MUMBAI	Ms. Sohni Tanna M/s. Interdec
73	Neemrana Hotels RAJASTHAN	Mr. Sandeep Subhash New Delhi
74	National Heart Institute Delhi	Mr. Nikhil Kund, Architect
75	Max Growth Infra CHANDIGARH	Ms. Kiran Aahulwalia, Architect24
76	Med five restaurant Pvt.Ltd Pokhara, NEPAL	Mr. Basanta Med five restaurant Pvt.Ltd Pokhara, NEPAL
77	Oberoi Hotel BHUVANESHWAR	Ms. Sunita Kohli & Ms. Reena Singh

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
78	Oberoi Farm, DELHI	Oberoi Farm, DELHI
79	Olympus High School, DEHRADUN	Ms. Malvika Ahuja, Architect
80	Park Sheraton Hotel MADRAS	Hirsch Bedner Associates Singapore
81	Pasupati Acrylon Ltd New Delhi	Ms. Devyani Gupta Intrigue Designs NEW DELHI
82	Ramoji Film City HYDERABAD	Talathy & Panthaky MUMBAI
83	Rungta Sons Pvt. Ltd. KOLKATA	Casa Paradox New Delhi
84	Raheja, GURGAON	Ms. Shikha, Architect
85	Soaltee Oberoi Hotel KATHMANDU, NEPAL	Arvind Gupta & Associates NEW DELHI
86	Sita Holiday Resorts GOA	Mr. Rajeev Narain
87	Sona Engineering College	I M Kadri & Associates SALEM
88	Sant Nirankari Museum NEW DELHI	AB Design Habit
89	Samode Palace JAIPUR	Mr. Pradeep Sachdeva
90	Sumer Heights CHOWPATTY	Talathy & Panthaky MUMBAI
91	Shangri-La- Hotel NEW DELHI	M/s M.R.A Associates

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
92	Spaghetti Kitchen NEW DELHI/ MUMBAI/ KOLKATA	Ms.Payal Chopra Mumbai
93	Soho House MUMBAI	Junobo Hotels Pvt. Ltd MUMBAI
94	SAS Hotels Pvt. Ltd. LUCKNOW, U.P.	Mr. Rudraksh 42 MM
95	Starbucks, Connaught Place, DELHI	Mr. Prakhyat Shetty, Architect
96	Sharat Hotels, JAMMU	Mr. Prantap Trikha Architect
97	Sun estates Developers , GOA	Ms. Bindu Vadera Interior Designer,
98	Tata Apartments NEW DELHI	Arvind Gupta & Associates
99	Taj Hotel Ambassador NEW DELHI	Ms. Iram Mukherji
100	Tata Chemicals School U P	I M Kadri & Associates
101	Timber Key Resort AMBY VALLEY	Mr. Iqbal Cheny & Associates
102	Tabularasa Restaurant NEW DELHI	Mr. Uphaar Chibber Line the design firm
103	Terra Nova Real Estate GOA	Ms. Rita Modi Joshi Goa
104	The Manor Hotel NEW DELHI	Mr. Samrat Banerjee
105	The Lemon Tree Hotel Co. NEW DELHI/ GOA	MS. Chanayya Bh, Architect

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
106	The British Co. Ed School PATIALA	The British Co. Ed School PATIALA
107	The Haveli RAJASTHAN Shekhawati	The Haveli RAJASTHAN Shekhawati
108	The Park Residency	Lotus Architecture
109	The Heritage Village Club, GOA	Mr. Mukesh Kumar
110	The Tamarind Resorts Goa	Ms. Jaisika Nagpal, Architect
111	The United Coffee House NOIDA/ DELHI	Mr. Somsen Gupta
112	The Beer Café, DELHI	Mr. Somen Gupta, Architect
113	The Looks Salon, KHAN MARKET, DELHI	Mr. Prashant Kochhar - Architect- ILTGF,
114	TAJ EXOTICA GOA	MR. J.J. COWPERTHWAITTE HONG KONG
115	Uppal Housing Pvt. Ltd NEW DELHI	Mr. Kumar Moorty M/s. Kumar Moorthy & Associates
116	Unnati pingle design studio, HYDERABAD .	Unnati Pingle
117	Vasant Continental Hotel NEW DELHI	M/s Arcop International
118	Vatika GURGAON	M/s. Spazzio , New Delhi
119	Venezia Sheraton NOIDA / NEW DELHI	Nostri Architects New Delhi
120	V M. Hardware, BANGALORE	Ms. Himanshi Mehta, M. Moser Architects

<u>SL.NO</u>	<u>PROJECT</u>	<u>ARCHITECT / DESIGNER/ CLIENT</u>
121	Vianaar Homes GOA	Ms. Naina Nagpal - Architect
122	Wipro Projects, BANGALORE	Mr. Amit Jangid, Architect
123	Win Medicare Pvt.Ltd New Delhi Modi Mundi Pharma Pvt ltd GURGAON	Mr. Wilson C. Thomas
124	Welham Boys School	Ms. Sunita Yadav Architect
125	Zelos developers pvt.ltd GURGAON	Ms. Jyoti Bhatia

III - EXPORT CUSTOMERS

SL.NO	CUSTOMERS	COUNTRY
1	ASIAN SUPPORT OFFICE # 09-12 STRAITS TRADING BUILDING, 9 BATTERY RD, 049910	SINGAPORE
2	CHRISTIAN LOUBOTIN C/O BON VIVANT 120 NE 27 TH STREET SUITE 400, MIAMI, FL 33137 DESIGN : MR.ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	U.S.A
3	CHRISTIAN LOUBOTIN SAO PAULO DESIGN : MR.ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	BRAZIL
4	CHRISTIAN LOUBOTIN MIAMI, FLORIDA DESIGN : MR. ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	U.S.A
5	CHRISTIAN LOUBOTIN LOS ANGELES. CALIFORNIA DESIGN : MR. ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	U.S.A

SL.NO	CUSTOMERS	COUNTRY
6	CHRISTIAN LOUBOTIN NEW YORK DESIGN : MR. ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	U.S.A
7	CHRISTIAN LOUBOTIN DALLAS. TEXAS DESIGN : MR. ERIC CLOUGH 212 BOX ARCHITECTURE NEW YORK	U.S.A
8	C.S.U. INC DESIGN : C/O. SHEP BROWN & ASSOCIATES BOSTON . U.S.A.	U.S.A
9	DEZOVIA TRADING LTD 101 - 102, 18-24 ARCH. MAKARIOU 111 AVENUE P.O. BOX 62919, PAPHOS 8070 DESIGN : MS. IRINE, MOSCOW.	CYPRUS
10	MRS. JEANNIE MULFORD 6543 E, INDIAN BEND PARADISE VALLEY , AZ 85253	U.S.A
11	MR. SHEP BROWN M/S. SHEP BROWN & ASSOCIATES, 24, CUMMINGS PARK, WOBURN, MA 01801,	U.S.A.

SL.NO	CUSTOMERS	COUNTRY
12	M/S. SUNBATHER SYSTEMS LTD. 13 DOUGLAS ALEXANDER DRIVE NORTH HARBOUR ESTATE BOX 302-026, NORTH HARBOUR POST CENTRE, AUCKLAND 1310	NEW ZEALAND
13	M/S. SOUTHLAND STONE U.S.A, INC., 12804 RAYMER STREET NORTH HOLLY WOOD, CA 91605	U.S.A.
14	M/S. TEEJAN TRADING & CONT CO. LLC C/O OILTANKING ODFJELL TERMINALS & CO. LLC PO BOX 369, FALAJ AL QUBAIL, PC 322, SOHAR SULTANATE OF OMAN	<u>MUSCAT</u>
15	MS. MERLE GORDON 1440, LAKE SHORE DRIVE # 6E , CHICAGO , 1 L 60 610	U.S.A.
16	MS. VEENA KARAN P.O. BOX # W 366 BROKEVALE - 2100 SYDNEY AUSTRALIA	AUSTRALIA
17	MR. GILLES KLEIN RUE DE L' ABBÉ GALLIX 21120 GÉMEAUX	FRANCE
18	MAXIME TARNEAUD CONSULTOR EM VAREJO IGUATERNI EMPRESA DE SHOPPING CENTERS SAO PAULO	BRAZIL

SL.NO	CUSTOMERS	COUNTRY
19	SPECIALISED POWER SYSTEMS LIMITED P.O. BOX 18435-00500 NAIROBI	KENYA
20	PANERA BREAD (FAST FOOD CHAIN IN USA). DESIGN : SHEP BROWN & ASSOCIATES	USA
21	PRODUCTIVITY SYSTEM PL # 09-12 STRAITS TRADING BUILDING, 9 BATTERY RD, SINGAPORE-049910	SINGAPORE
22	P.N.BLYTHE 106, PINGGIR ZAABA, TAMAN TUN DR. ISMAIL, 60000 KUALA LUMPUR,	MALAYSIA
23	MR. ERIC CLOUGH 212 BOX ARCHITECTURE R 30 VESEY STREET, FL 11 NEW YORK, NY 10007 CONSULTOR EM VAREJO	U.S.A

IV LIST OF KEY PERSONNEL

SL.NO	NAME	EMAIL	MOBILE NO
1	Mr. Vikram Chopra Managing Director	keramos@keramosindia.com	-
2	Mr. G. Ravindran General Manager	operations@keramosindia.com	9810385142
3	Mr. R. Anand Deputy General Manager(Sales)	delhi@keramosindia.com	9818663525
4	Mrs. Jyothi Jayan Manager (Accounts)	jyothi@keramosindia.com	9810429312
5	Ms. Manju Arya Assistant Manager (Marketing)	info@keramosindia.com	7290838317

V KERAMOS OUTLETS / DEALERS

1) NEW DELHI : **FLAGSHIP STORE**
KERAMOS TILE & STONE PVT. LTD.
F-580, Lado Sarai
New Delhi – 110 030, INDIA
Contact Person: Mr. R. Anand
Tele : 011 46032765 / 41665102
E-mail- [delhi@ keramosindia.com](mailto:delhi@keramosindia.com)

2) MUMBAI

RITIK CERAMICS PVT.LTD
Bengal Chemical Bhavan, 2nd Flr.,
Old Passport Office,
Prabhadevi, Mumbai - 400025.
Tel. 022-24372468
Email.: nitin@ritikceramics.com
Contact person : Mr. Nitin Gandhi

3) BANGALORE

VISHNU MARKETING TILE, BATH STUDIO
No.144, Karnataka Golf Association Road,
Off Intermediate Ring Road,
Domlur, Amar Jyoti Layout,
Landmark- Next to Cessna Pet Clinic. Near Domlur Bridge.
Bangalore-570071
Mobile: 9980596252/9900005322
/9448387231/9686602254
Email: vishnumarketing@yahoo.co.in
Contact person : Mrs. Rajasree

4) AHMEDABAD

M/S. SURFACES
Ground Floor, Premier House – i
Opp. Gurudwara, s. G. Road ,Thaltej
Ahmedabad – 380054.
Phone – 079 – 26853312 / 14 / 16.
Email.: rajiv@surfacesplus.co.in
Contact Person.: Mr. Rajiv trivedi

5) PUNE

GLOBAL STONE & TILE
D-1 OJAS SOCIETY,
OPP. ATHA SHRI,
BANER-PASHAN LINK ROAD,
PUNE - 411 021.
MAHARASHTRA, INDIA
ph: (020) 6401 1432
Mobile : 78755 56248/99232 91974
Email ID : pune@keramosindia.com
Contact persons : Mr. Manoj Dekhar / Ms. Rinku

6) GOA

DA3"LUXURY GOA"
DA3 Projects & Infrastructure
AF-1/2, Al Ameen
NH 17, Main Panjim Bambolim Highway
Cujira, Panjim, Goa 403005, India
Mobile: 8888566666/9028500000
Email: : info@da3.co, abbhiesh@da3.co
Contact person : Mr. Abbhiesh R Sharma

7) COIMBATORE

BEAUTY WARES,
396,Sathy Road,
Ganapathy,
Coimbatore- 641 006
Tel.: 0422-4326666
Email.: beautywarescbe@gmail.com
Contact person : Mr. S. Sivakumar

8) JAIPUR

RAJENDRA & COMPANY
263, Shri Gopal Nagar, 80ft Road,
Jaipur , Rajesthan,
Mobile.:9829055008
Contact person : Mr. Rajendra Badaya
Email.rajendrabadaya17@gmail.com

9) KOLKATA

B.P.AGARWAL
35, Daimond Harbour Road
Kolkata - 700027
West Bengal, India
Tel: (033) 24484398/ 45902479
Mobile: 9007487424
Contact person : Mr. Deepak Kumar Singh
Email. bpagarwalshowroom@gmail.com

10) HYDERABAD

STONELIFE LLP
Sy.No. 252/5, Financial District,
Gachibowli, Hyderabad - 500075
Ph: +9140 2333 4455
Email: sudhakar@stonelife.in
Contact Person : Mr. Dheeraj S

11) NAGPUR

THE HOME

48, Hill Road, Between

Ravinagar & Ramnagar Square

Gokuleth, Nagar-440010

Contact Person .: Mr. Dinesh Gulabchand Bhojwani

Email: dominic@themedirect.in

12) INDORE

STONE WORLD

Plot no 108, Sector FB,

Scheme no 94, Ring Road

Indore- 452016. {M.P}

Mobile: 9009676000, 7772877718

Contact Person : Mr. Pawan Lahoti, Mr. Shubham Lahoti

Email ID: stoneworld.ind@gmail.com

VI THE EVOLUTION OF TILES

The technique of shaping clay to form tiles, vessels and ceremonial artifacts is almost as old as civilization itself and almost as soon as societies realized the potential of the material, they also began to decorate some of the objects they made.

Every culture, with the technology and resources available has produced tiles at various levels. From hand dry clay slabs, dried in sun and fired with straw and old car tyres to colossal factories hydraulically dust pressing thousands of tiles per hour around the clock.

The first decorative tile making in Europe began in the Middle ages. The age of Cathedral building brought with it production of magnificent ornamental tiled floors. Numerous palaces and public buildings of the ancient world were adorned with decorative tiles. Architectural Masterpieces like the Blue Mosque and Topkapi Palace in Istanbul, the Royal Palace at Isfahan are some examples.

The Egyptians were probably the first ones to develop glazes. The potters of Islamic world, which included Syria, Egypt, Persia, Mesopotamia and Palestine were responsible for many innovations in tile-making and glazing. Their decorative techniques spread via Moorish Spain to most of Europe.

A very important development was the technique of luster glaze introduced to Persia during the 11th century, probably by potters from Egypt and Mesopotamia. These glazes included particles of gold and silver and were painted on to glazed tiles already fired. These tiles were then fired again at a low temperature to give a sparkling effect.

Another architectural innovation was tile mosaic. This Islamic invention uses fired pieces sawn up into shapes such as squares, triangles, diamonds etc. These small tiles were used to build up interlocking patterns on the interior and exterior walls of palaces and Mosques. Floor mosaics proved durable and practical for surfaces in domestic and public places. Much in the way carpets and tiles are used today.

Beautiful, durable and versatile, tiles have been a popular form of decoration for over 2000 years. Today, mass-produced tiles are widely available, but those made in the traditions of ancient times are the ones that really capture our imagination. No longer consigned to kitchen splashbacks or bathroom walls, ceramic tiles are, today, a modern design feature, adding beauty to surfaces throughout the home or workplaces.

VII KERAMOS - A HISTORICAL PERSPECTIVE

- 1981 - KERAMOS, established in 1981 with strength of 4-5 staff members.
- 1982 - Introduction of new techniques for tile decoration by stencil, spraying and hand painting.
 - Hand painted tiles became popular and new designs are added.
- 1983 - New designs introduced in 6-8 colors using screen printing techniques.
 - Introduction of self textured designs in matte and glossy finish.
- 1984 - KERAMOS showroom started functioning from the Okhla with complete wall panels display. This was the first showroom in India exclusively for tiles.
 - Hand Painted Transfers introduction. Designs on 2'x2' and bigger sizes.
 - Metallic finish tiles were introduced.
- 1985 - Textured matte tiles for floor introduced in various sizes.
 - Introduction of pottery glaze on tiles like Aqua, Orange, Red color etc.
- 1986 - Semi matte wall tiles and Ripple finished tiles introduced.
- 1987 - Started all India marketing of KERAMOS exclusive designer tiles.
- 1988 - Introduction of embossed tiles commonly known as Vitrossa.
- 1989 - New Kitchen / Bathroom wall tiles with halftone printing introduced along with matching hand painted motifs.
- 1990 - Gold / Silver ornamented tiles introduced for borders and motifs.
- 1991 - Matching colored Pencil mouldings introduced.
- 1992 - "Roman bath" series launched in big size vertical tiles.
- 1993 - Variety of Vitrossa Borders and screen printed, lustre, Gold, Silver printed Listellos (thin borders) were introduced.
- 1994 - Introduction of Tozzetoes small tiles size 2"x2", 1 ½"x 1 ½" for inserts.
- 1995 - Special swimming pool colors introduced in Cobalt and Aqua in various sizes, along with matching mouldings.
- 1996 - Introduction of Mosaic Borders mounted on fibre mesh.
 - Introduction of "cellini" series, Luna Series printed tiles in Aqua and various colors.
- 1997 - "Terra Rossa" Paving tiles launched.
 - Basilica Series , Larnaca Series, Salerno Series Borders were launched. These are hand printed, hand cut and fibre mesh mounted.
- 1998 - Introduced of new range of Pottery glazes, hand made tiles and French Terracotta, Clay paver.
 - Roman Mosaic / China Mosaic Carpets introduced. Custom made designs also offered on demand.
- 1999 - Antique Stone introduced - Wide range of Quartzites, Limestones and Sandstones with Borders.
 - New showroom at Lado Sarai, New Delhi. The finest of its kind in India with approximately 4000 Sq. ft. of designs displayed on panels and floors.
- 2000 - Introduction of Stone Roman Mosaic, Moroccan Mosaic, Pebblestone, Hand made mouldings, Antique Travertino, Agean Paving, Brick Paving, English Paving, Imperial Paving, Herringbone Paving.

- 2002 - Extension of New Delhi showroom.
- 2003 - Introduction of 'Stainless Steel Mosaic', Mirror Mosaic.
- Introduction of 'Palladio' glass mosaics manufactured in collaboration with Trend Group Spa, Italy.
- Introduction of Stainless steel Borders.
- 2004 - Introduction of "Saturnia Series" – antique stone in size 12"x12", 8"x8", 6"x6", 4"x4".
- Introduction of 'Cellini' rectified series in size 16"x16" for floors.
- Introduction of 'Cementi' rectified series in size 16"x16" for floors.
- Introduction of 'Petra' handpainted stone series.
- Introduction of 'Tempo' series for listellos.
- Introduction of 'Alloy' series for metal listellos / inserts.
- Introduction of 'Pallagio' series with semi-precious stones.
- Introduction of 'River Glass' series for pebble paving.
- 2005 - Introduction of Engraved series for Borders / Inserts.
- Introduction of Assisi long pebble for pavings and borders.
- Introduction of Moroccan Motiffs, Lattice, Montecarlo Paving, Turkish Paving, Topkapi Paving.
- 2006 - Introduction of "Notredame Series polished mosaic.
- Introduction of " Mirror glass mosaic.
- 2007 - Introduction of "Maranelo Series"
- Introduction of "Arno Series"
- Introduction of "Rio series"
- 2007 - Introduction of the contemporary wall finishes.
Wedgestone, Antique Brick, Basket Weave, Stripstone, Splitstone, Eurostone, Fieldstone, Jali Series, Louvrestone, Ripplestone, Matrixstone, Wavestone, Cultural Brick Stone, Veneerstone , Greatwall Stone, Naturalstone, Solid Stone, Ledgerstone, Anglestone, Random Stone.
- 2008 - Introduction of La Scala Series and Sanpietro Series.
- 2009 - Introduction of Seamless Floors
- Polished Roman Mosaic
- Portuguese Paving
- ACETECH Exhibition Mumbai.
- 2010 - Introduction of
Faenza Pavers, Piazza Pavers.
- 2011 - Introduction of
Yamu Sandwash, Lyon polished Stone Carpets, Pescara Terrazzo.
- 2012 - Introduction of
PESCARA Pebblewash, TRENTO Handmade, RAPHAEL Series Engraved, PALERMO Series Engraved, Sinestone paving.
- 2013 - Introduction of
QUINTA- Glazed Porcelain Mosaic, LOFT- Polished Cement Walls, SIMPLON Series- Engraved Tiles, LUGANO Pavers, RHOMBUS Paving, SMALTI Mosaic.
Appointment of KERAMOS exclusive Dealer in Pune.
- 2014- Introduction of
Azul Handmade Tiles, Art Deco Minton Series, Opus Mosaic, Amalfi Series, Xintiandi Engraved Designs, Azul Tabriz Series Handmade Tiles. New Balinese Series, Conrner Trims for Tiles, Argento Series, Salamanca Series, Azulejos Staircase Risers

- Appointment of KERAMOS exclusive Dealer in Mumbai, Jaipur, Coimbatore & Ahmedabad.
- 2015- Introduction of
Dublin Antique Matte, Luna Series.
Appointment of KERAMOS exclusive Dealer in Bangalore, Ludhiana.
- 2016 -Introduction of
Marrakkech Mosaic, Ankara Series, Samarkand, Pebbleface Cladding, Tuscany Terracotta, Antalya Series.
Appointment of KERAMOS exclusive Dealer in Kolkata, Goa
- 2017- Introduction of
(i) Dublin Texture, SICILIA Ceramic Tiles with Terrazzo Look – Light Grey Pink / Green / Ivory, Luna Swimming Pool Tile 6x6, Cardiff series, Azulejos New Designs
Appointment of KERAMOS exclusive Dealer in Indore, Nagpur, Hyderabad.
- 2018 - Introduction of
1) Dublin Antique Matte New
2) Designs for Handmade tiles
Art Deco Series, Star Hexagon Design -Moroccan Blue, Long Ogee Design, Lime Green, Dorchester Design, Ostia Design-Celadon Green
3) New Design For Mosaic / Ceramic Roman mosaic.
4) New Designs For Decorative Tile / Flexstone.
5) New Design For Mosaic – Agean Paving Series.
6) Designs For Exterior / Interior Flooring - Keramos Terra Rossa Rust.
7) Design For Mosaic / Stone Mosaic Elba Paving.
8) Design For Mosaic / Genoa - Long Pebble Mosaic motif.
9) Design For Cladding / Pebbleface -Indian crema.
- 2019- Introduction of
1) Design for Decorative Tiles / Sicilia Ceramic Tiles With Terrazzo Look.
2) Dublin Antique Matte.
3) Designs For Decorative Tiles / Flexstone.
4) Designs For Handmade Tiles
Subway Plain-Orange, Ceramic Mosaic Paving Pink, Cannes Design -Ivory & Moroccan Blue, Palmas, Series L Shape, Forli, Siros, Treviso, Ogee Small-Flat, Alba - Egyptian Blue, Laguna -Sky Blue, Star Hexagon Black And White, Canaria- White, Black, Light Charcoal Grey, Cone- Light Egyptian Blue, Egyptian Blue , Ivory, Sky Blue, Pamplona – Aqua, Pueblo - Egyptian Blue.
5) Designs For Decorative Tiles / Antaliya Series.
6) New Designs For Decorative Tiles / Luna Series -Luna Crystal.
7) Antique Stone-Corvo.
8) Stone Mosaic Paving- Rhodes.