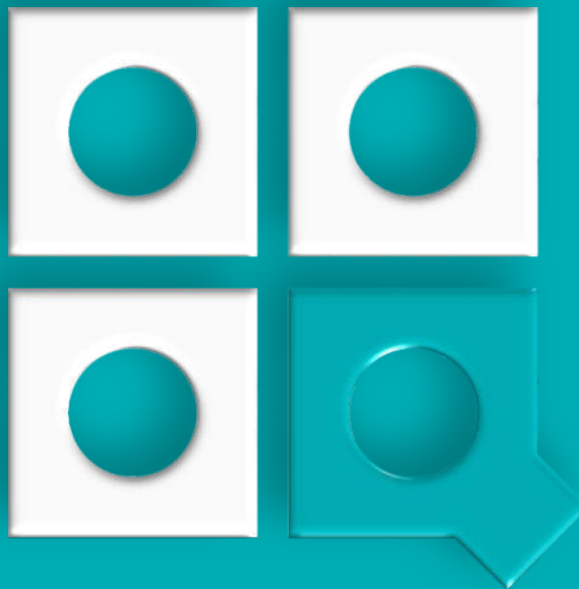


QUTONE
INNOVATIONS & MORE...



**COMPANY
PROFILE**

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- Environment
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01/ Message from the Chairman

Dear Patrons,

I take this opportunity to present to you Qutone's Innovation Philosophy yet again!

Qutone's journey so far had been very fulfilling in terms of providing the most Innovative, Authentic and Technologically Advance ceramic & vitrified tile products. The immense response extended to us by our patrons, architect fraternity, associates and clients at large encompasses the direction of our growth and has set Qutone apart from the league. Qutone has emerged as the most Innovative and Trend Setting Brand in the Ceramic Tile's world. I appreciate, applaud and convey my gratitude to all for their contribution and encouragement in bringing tremendous success in a short span of time.



Since inception in 2008 with one manufacturing facility of 1.40 million Sq. Mtr., we have grown to multi-unit production group of 14 million Sq. Mtr. Per annum. And all of this is created with the same zeal and zest of providing Innovative products with most Authentic Designs and Quality, keeping the desire of luxury and flamboyancy of niche segment in mind.

Along the way of our growth and performance we are equally focused on our responsibilities towards environment and community. Wherever we work, whoever we work with, we tend to follow best practices and aspire to leave a positive impact on our communities. The structure of our business philosophy is imbedded with Ethics and Principles in line with our Core Values.

In this version of our Company Profile we intend to showcase Qutone's cultural and work ethos besides encompassing the product portfolio and the future that we aspire to create together!

Let's Innovate...

Warm Regards,

Manoj Agarwal
Chairman & Managing Director

02/ About Qutone

The dream project of like-minded visionaries started in 2008 and it continues to push the envelope on tile capabilities.

Today, Qutone Ceramic is a global hi-tech manufacturer of premium ceramics lifestyle solutions.

The inspiration behind every product of Qutone is the customer's rapidly growing appetite for style and aesthetics.

OUR DOMESTIC FOOTPRINTS

11

Regional
Offices

11

Company owned
Experience Centers

10

Upcoming
Experience Centers

6

Company
Depots

OUR GLOBAL FOOTPRINTS

Presence in
60+
Countries

Overseas office in
Italy

OUR NETWORK

100

Luxuria Dealers

800

Dealers

3500

Sub Dealers

03 / Our Brand Approach

- Since its inception in the year 2008, Qutone has been creating a sustainable mark in Domestic as well as Global Tile Industry.
- Back then, the Ceramic industry was flourishing at CAGR of 15%. To stay symmetrical to the pace, Qutone emphasized on product appearance initially, which led to the establishment of the Qutone as a brand.
- It has remarkably achieved outstanding success by blending innovation and fashion together.
- A trendsetter in the industry; Qutone designs exemplify ambiances with its beautiful craftsmanship.
- Introduced the latest techniques in high definition printing of tiles and surface textures and combined it with our manufacturing expertise to give wall and floors outstanding credentials.
- The brand also roped in megastar Mr. Anil Kapoor first as a brand ambassador.
- Overall, Qutone has earned its peerless brand recall value.



04/ Core Team

Qutone is managed by a team of passionate professionals with extensive experience and expertise in their respective fields. The growth and success of Qutone is an attribution of shared vision and the combined efforts of the core team towards creating excellence in all aspects of business performance.

The core team consists of –

Mr. Manoj Agarwal, Chairman & Managing Director

Mr. Agarwal is a visionary leader of the Qutone Group. His rich experience of more than 20 years in Ceramic Industry has been instrumental in shaping & paving the growth path of Qutone. His vast and extensive exposure to global industry veterans has been the inspiration behind the Innovation. His vision to look beyond the boundaries has turned a Ceramic Company into a Globally Renowned Innovative Group.

Mr. Sunil Manglunia, Managing Director

An enthusiast, a pro-business analyst Mr. Manglunia expertises in managing business excellence. He has the key eyes to entail and endeavor into enterprising ventures. He is the powerhouse which keeps Qutone industrious, adventurous and always striving towards creating newer milestones. Besides managing the day-today business affairs, he ensures that the whole Qutone Team is united, motivated and rallies towards the success.

Mr. Rajeev Adlakha, Managing Director

A young and dynamic professional with very high energy and demonstration of excellency in all walks of business ventures Mr. Adlakha is the curator of global footprints of Qutone. A dedicated Export Team under his leadership continuously dwells upon winning the trust and patronage of overseas clients.

Mr. Jagdish Dalsania, Director- Manufacturing

An industrious and technocrat Mr. Dalsania is the key recourse of Qutone, managing the gigantic workforce to deliver the production excellence - continuously and constantly. The production team under his guidance not only delivers the finely crafted products but also embed the Qutone Trust into it. His rich and prolonged experience in the Ceramic Manufacturing domain is the asset beyond the books

Mr. Ashok Garg, Director- Sales & Marketing

A multitalented professional with MBA in Marketing, Mr. Garg is the dynamite which knocks off the toughest and mightiest roadblocks in achieving the marketing excellence. His clarity on objectives and the persistent efforts have led Qutone to the top of the industry. He is the field marshal of more than 200 committed sales professionals in the domestic market whose hunger for growth always remains unextinguished.

Mr. Ashish Chirania, Director- Commercial , Imports & Exports

He is a young and dynamic professional with a vision to excel in the commercial aspects of business excellence. His business acumen had influenced the brilliance in Imports, Exports and other commercial affairs to transform opportunity into success.

Besides the Key Role Players, Qutone has various other Functional Heads to provide support and sustain the excellence and growth.

Product Development team under the direct supervision of Mr. Agarwal constantly strives to adapt the Technological Advancement. The most modern and authentic designs are developed In-house to surpass the desire of luxury and flamboyance in digital formats. These digital designs are then transformed into technically sound and aesthetically profound Tiles to allure and delight our consumers. The R&D Teams consists of Digital Designer, Tiles Designers, Technical Experts and Aesthetic & Visual Experts having rich and in-depth knowledge and expertise of the subject.

Branding Team led by Mr. Shatrughan Rajput continuously work on creating the Brand Visibility, Product Presence and spreading the Qutone Philosophy through various communication mediums and channels. The Qutone Luxuria Showrooms and Qutone Experience Centers are being developed by this team to enhance the Customer Experience. The product promotion tools and product display tools are designed and developed In-house to best suit the product & its ambience.

Human Resources Team led by Ms. Purva Shah constantly work on creating conducting work environment besides working on the strategy to attract and acquire talents required to fuel the froth of the Company. The work ethos, cultural diversity and inclusiveness are the essences infused in the growth path of the Company by the Qutone HR Team.

A dedicated IT Help Desk constantly works to keep the wires live. The integrated SAP Systems, Digital Data and Intellectual Property, Work Stations with diverse need and operating requirements are being maintained In-house by the IT Team.

At Qutone, we truly can endorse the Quote of our Prime Minister Mr. Narendra Modi

“Sabka Saath, Sabka Vikas...”

“Innovation beyond Boundaries”

is the reflection of the success delivered by these Teams in their respective business affairs.



05/ Our vision

- We desire to create the meaningful existence for our patrons and want to create a stature where Qutone symbolizes innovation and creativity, globally.
- We aspire to empower our clients to personalize their dreams spaces.
- We want to achieve global leadership across all ceramic lifestyle products and plan to achieve a group turnover of 1150 Cr. by the year 2020.

06/ Our Mission

We want to be recognized for our technology, innovation, and trend-setting products. Besides, we aspire to consistently satisfy and delight customers by bringing the Indian lifestyle to people all over the world in a creative mix of cultures.



07/ Our Focus

- Is to expand market presence and penetration by strengthening distribution channels
- Is to provide a comprehensive product range, covering all product segments
- Is to continue strengthening manpower quality governance and implementing optional technology
- Is to redefine design
- Is to provide unique and innovative products of highest quality
- We are committed to our responsibility towards the environment and society in general.

08/ Our Core Values

Working at Qutone:

We adhere to the notion of, “one for all, all for one”. Our team is our foundation and we continue to empower it to be in synergy with the market requirements. We have a strong culture of commitment and developing leaders who create winning results.

Innovation and Creativity:

At Qutone, innovation is the way of life and creativity is inspired by reimagining nature and bringing those to life in ceramics.

People First:

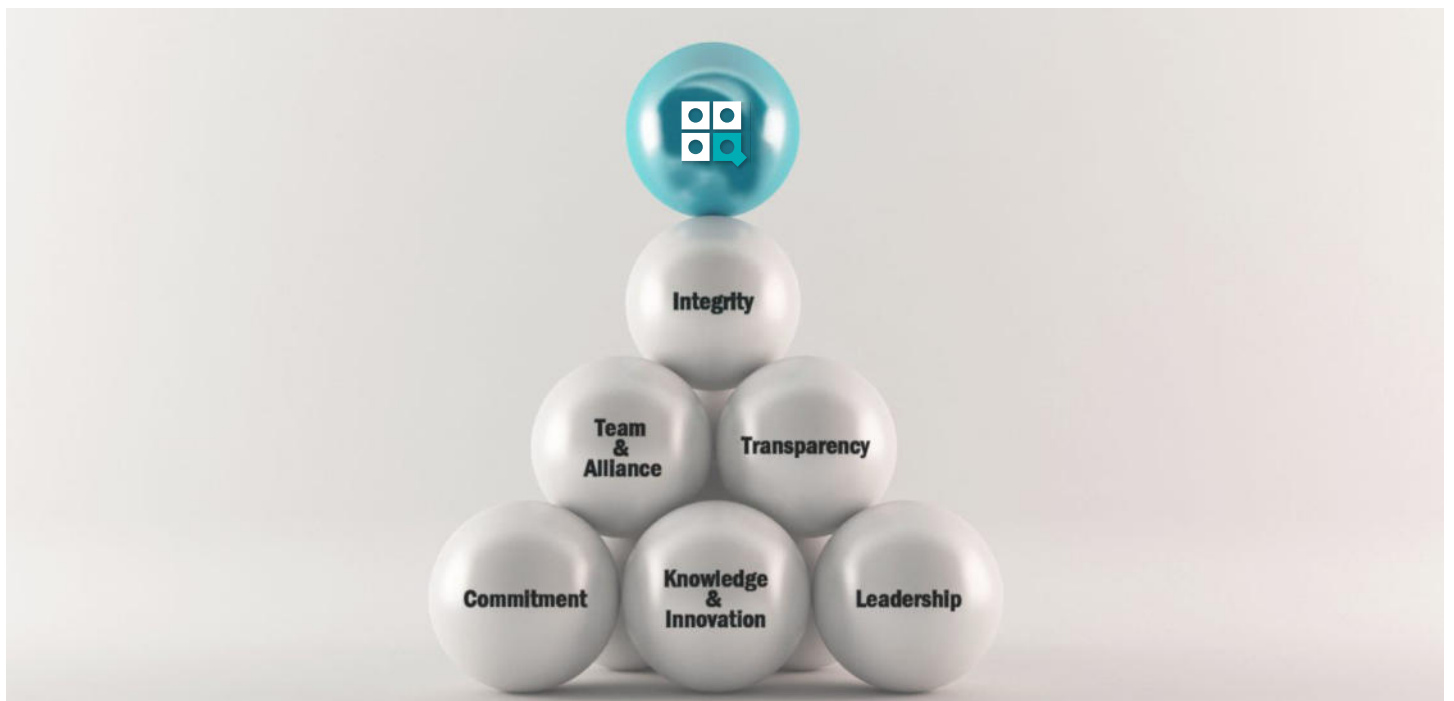
For us, our esteemed customers, suppliers, trade partners and our complete Qutone team are a matter of priority.

Flawless Execution:

We take full accountability of flawless working environment and delivering results with high performing teams under inspirational leadership.

Integrity and Ethics:

The unwavering commitment to our core values of integrity, fair business practices, and ethical standards bestow our partners, stakeholders, vendors and employees the trust in our ethos.



09/ Our Yardstick of Innovation & Growth

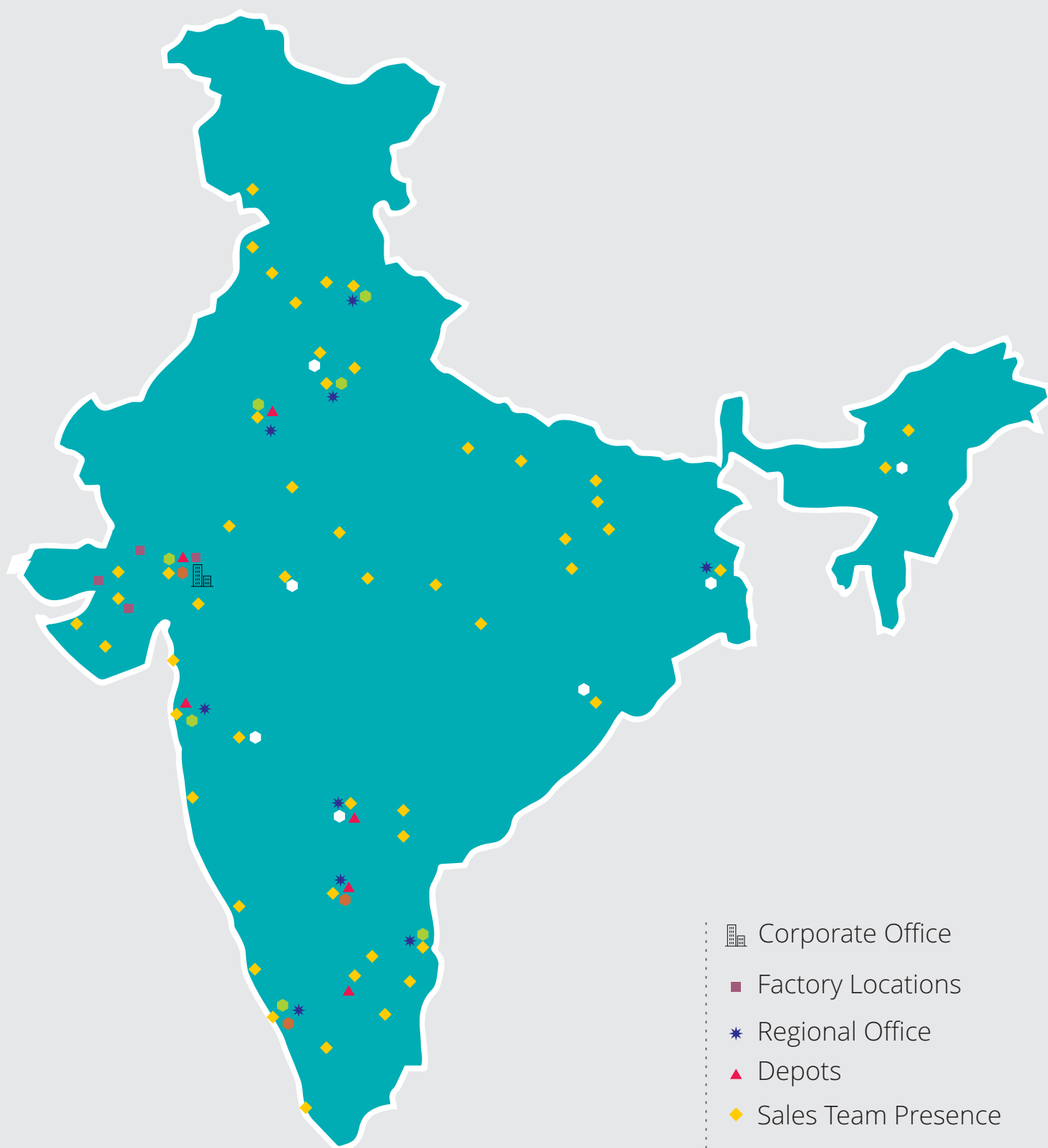











Excellence
is the unlimited ability to improve
Quality
of what you have to offer
- Rick Pitino

10/ Quality and Production

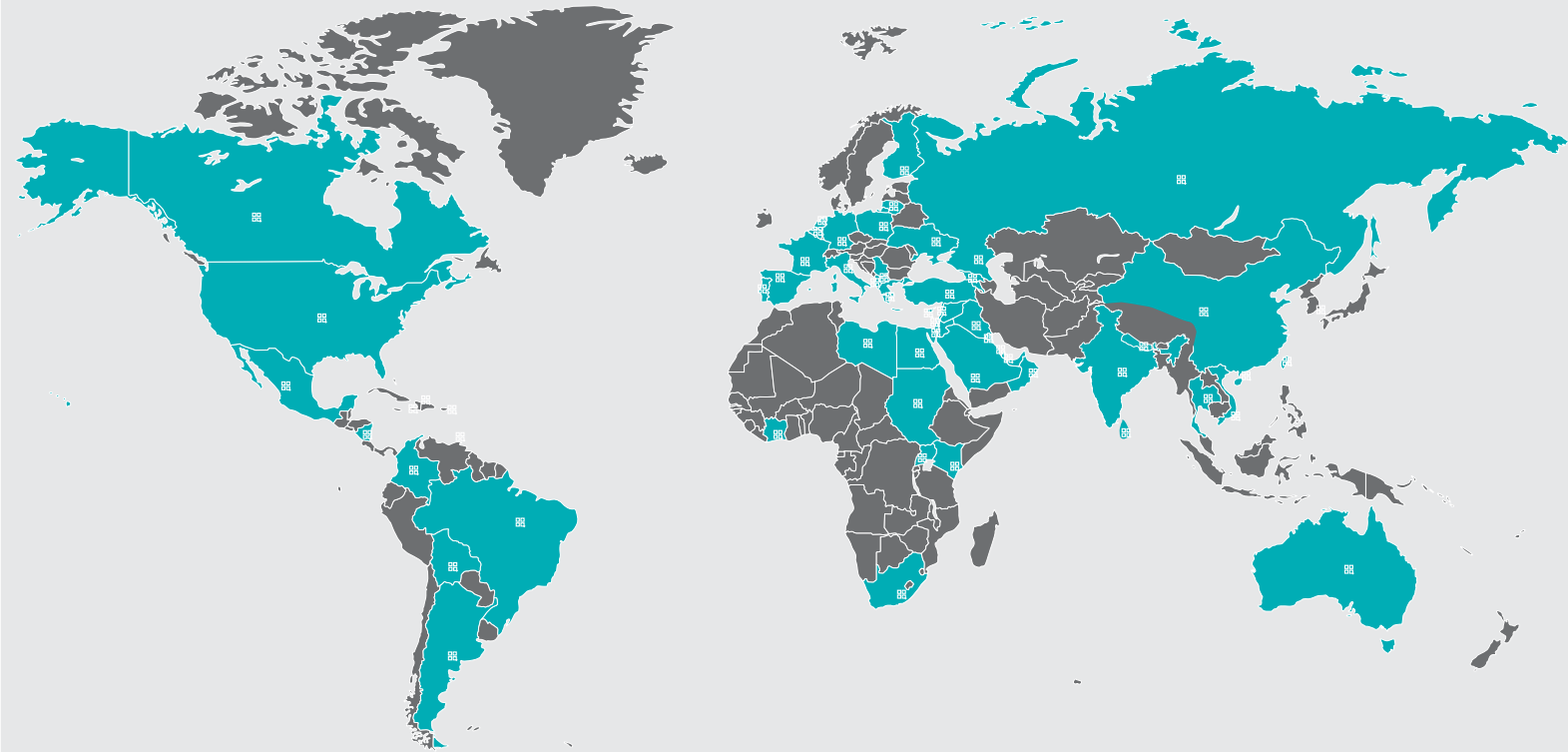


- Our Quality Control Procedure and Parameters are standardized and are followed, monitored, assessed and verified at each critical level to ensure that the product delivered, delights the user.
- The end-to-end process right from the sourcing of raw materials, processing of raw materials, pre-production processes, production processes, finishing and packaging process, handling and warehousing – at every level we ensure that the product meets the standards and reaches to the clients/users with the same magnificent features as it was conceived.
- A wide range of technologies is used at the state-of-the-art plants including Digital Printing Technology, Slim, Antimicrobial, Double Charge and other advanced technologies such as Roto Printing, Granitech, Water Jet, Dry Glaze and Decoration Unit for Designer effects.



-  Corporate Office
-  Factory Locations
-  Regional Office
-  Depots
-  Sales Team Presence
-  **Experience Center**
-  Operational
-  Under construction
-  Proposed

Map Not To Scale



Presence in
61+ Countries

Experience Center
ITALY

Upcoming Experience Center
U.K., Spain, China



13/ Our Product Profile

imarble
INCREDIBLY ITALIAN

1200x2400mm
1200x1800mm
1200x1200mm

800x1600mm
800x1200mm

imarble
INCREDIBLY ITALIAN

FULL BODY STONEWARE

1000x3000-15mm
800x2400-15mm

iCLAD
FACADE & BEYOND

1200x2400mm
600x1200mm

DGVT

600x1200mm
600x600mm

Wood Planks
200x1200mm

Qrock

**Full Colour
Body - 14mm**
600x600mm

Full Body
600x1200mm
600x600mm

WALL TILES

600x300mm
450x300mm
300x300mm

ISO 9001 NORM:

Quality system model which evaluates the organization's capability of supplying certain products or services.

SASO Certificate:

Qutone Ceramic is certified by SASO. The Saudi Arabian Standards Organization (since 1972) has the responsibility for determining and enforcing standards of products and services within the Kingdom of Saudi Arabia. It is considered as one of the most important certifications in the industry.

Bureau Veritas ISO:

Qutone Ceramic is certified by Bureau Veritas. A global leader in Testing and Inspection-Bureau Veritas helps clients meet the challenges of quality, safety, environmental protection and social responsibility. Bureau Veritas is recognized and accredited by major national and international organizations.

Delhi Test House Certificate:

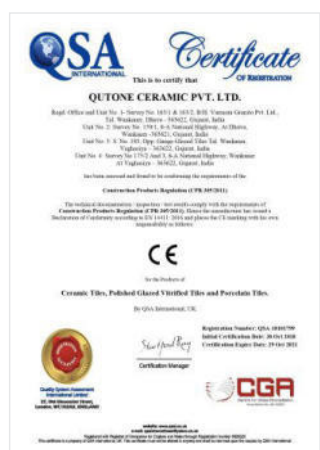
The largest private testing laboratory in India, Delhi Test House certification is both reliable and accurate. Qutone's products are tested regularly and comply with the strictest quality control standards, in accordance with the Delhi Test House.

The Federation of Indian Export Organizations Certificate:

The Federation of Indian Export Organizations represents the Indian entrepreneur's spirit of enterprise in the global market. Known popularly as "FIEO", this apex body of Indian export promotion organizations was set up jointly by the Ministry of Commerce, Government of India and private trade and industry in the year 1965. FIEO is thus a partner of the Government of India in promoting India's exports.

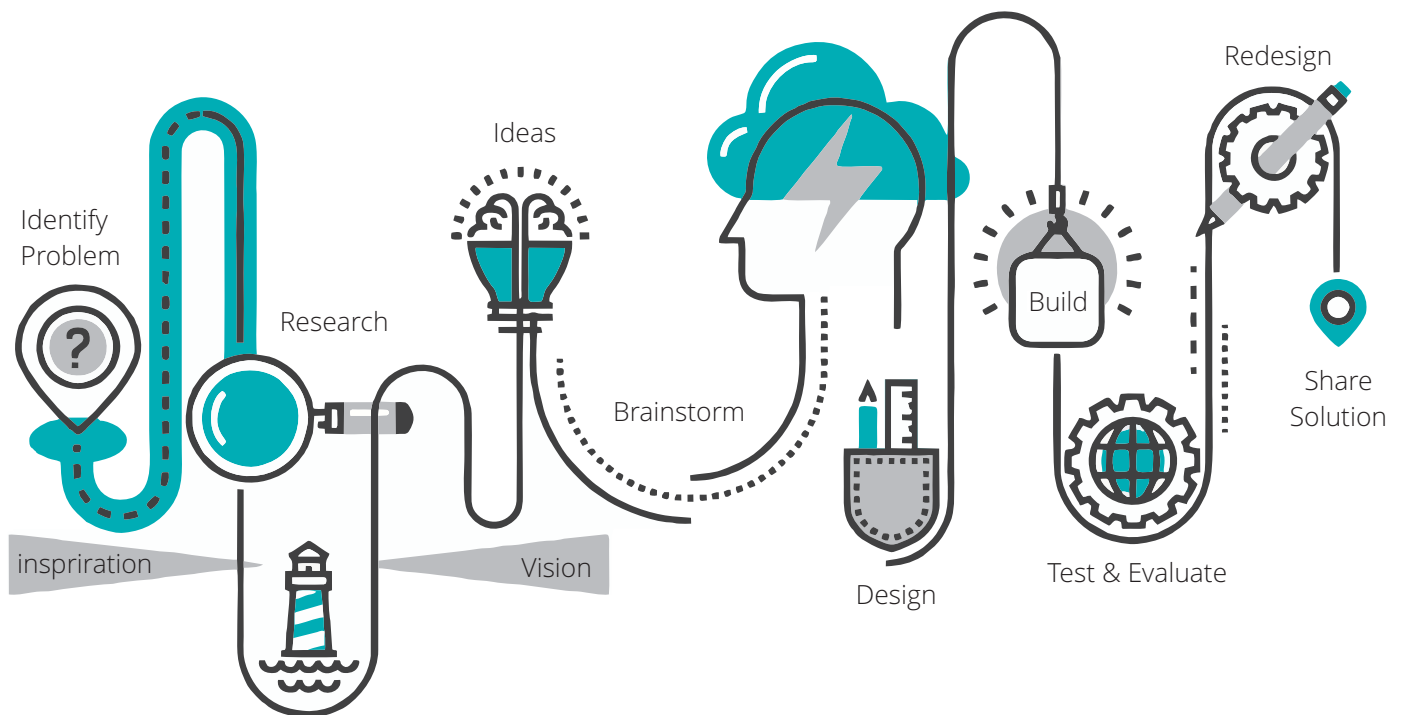
ISI Certificate:

The ISI mark is by far the most recognized certification mark in the Indian subcontinent. The name ISI is an abbreviation of Indian Standards Institute, the former name of the Bureau of Indian Standards certificate. The ISI mark is one that certifies that a product conforms or adheres to the Bureau of Indian standards, on quality and production processes. We have received ISI mark for our 600x600mm, 800x800mm, 600x1200mm & 450x900mm vitrified tile.



15/ Research & Development

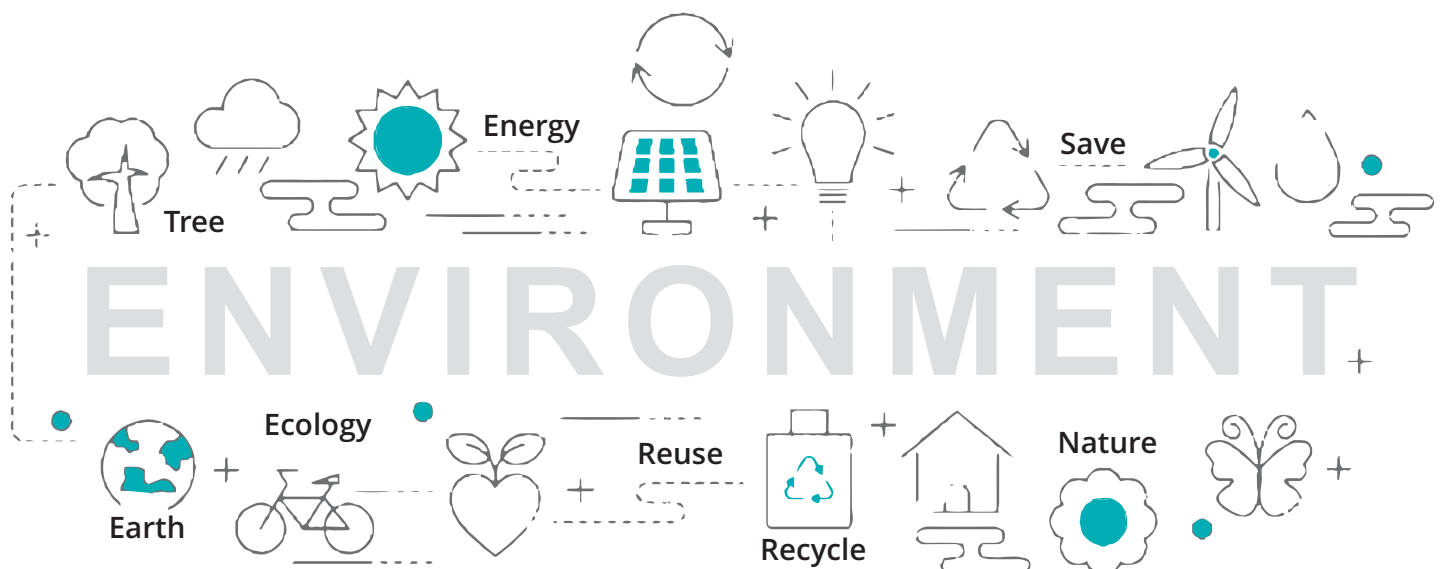
- Our R&D infrastructure is supported by our global alliances to innovate & invent design ideas admired and acclaimed globally.
- The unprecedented volumetric growth in the niche segment and brand recognition that Qutone has acquired in a short span of time is an attribution of the strong R&D infrastructure and committed & dedicated R&D team which is centric to creating the lifestyle products beyond imagination.



OUR MODERN AND WELL-COORDINATED RESEARCH CENTER IS
LOCATED AT SASSUOLO, **ITALY**

16/ Environment

- Qutone strictly adheres to the health, safety and environment guidelines
- Qutone uses 100% green fuel (Natural Gas) for the production of tiles. This causes no harm to the ambient air quality.
- Waste management is done by the competent agency to ensure minimum impact on the environmental ecology.
- Qutone uses 100% recycled material for packaging. Thus contributes to sustaining the eco-environment.
- Qutone recycles more than 50% of its waste water for reuse. The most precious resource is used with utmost responsibility.
- Qutone recycles 100% of raw material wastage (Green Waste).
- Qutone is in process to set up recycling unit to recycle fired clay to reduce the solid waste output.



IT BACKBONE

- Qutone Ceramic moved to SAP for simplified and quick access to data that helps us to provide quality and contentment to our customers. Our objective for this integration was to enhance productivity with optimum utilization of resources in an efficient way, to cut the overall operational cost and improve economic and environmental sustainability.
- SAP helped us to integrate our sales & marketing process with orders, activities, pricing and our lead generation program. We successfully completed the first phase of SAP implementation in 2013 with training to our 150 employees across the country.
- We are looking forward to expanding training program for all the employees to ensure optimal performance and efficiency.



1. EVENTS AND EXHIBITIONS

Drawing on our full suite, we showcase our vast portfolio of products and designs at the most prestigious exhibitions and trade fairs around the world featuring innovative products and set the trends for the industry. These events have been a holistic experience to interact with our consumers and featuring our products and services to a large mass provided with extensive curatorial information.

INTERNATIONAL EXHIBITIONS AND EVENTS

NAME OF THE EXHIBITION

VENUE

Cevisama	_____	Spain
Cersaie	_____	Italy
Batimat	_____	Moscow
Big-5	_____	Dubai
Coverings	_____	Atlanta, USA

NATIONAL EXHIBITIONS AND EVENTS

NAME OF THE EXHIBITION

VENUE

Vibrant Ceramic Expo	_____	Ahmedabad
Natcon	_____	Bhubaneswar
Apreda	_____	Guntur
A & I Digest	_____	Pune
Gihed CREDAI Premier League	_____	Ahmedabad
IIA Premier League	_____	Ahmedabad
Alumni Association of GEC NIT	_____	Raipur
Buildtech	_____	Tumkur
CREDAI Youthcon	_____	Hyderabad
IID Showcase	_____	Indore
Nepal Buildcon (CII)	_____	Kathmandu
Confair	_____	Coimbatore
Acetech	_____	Mumbai, Delhi

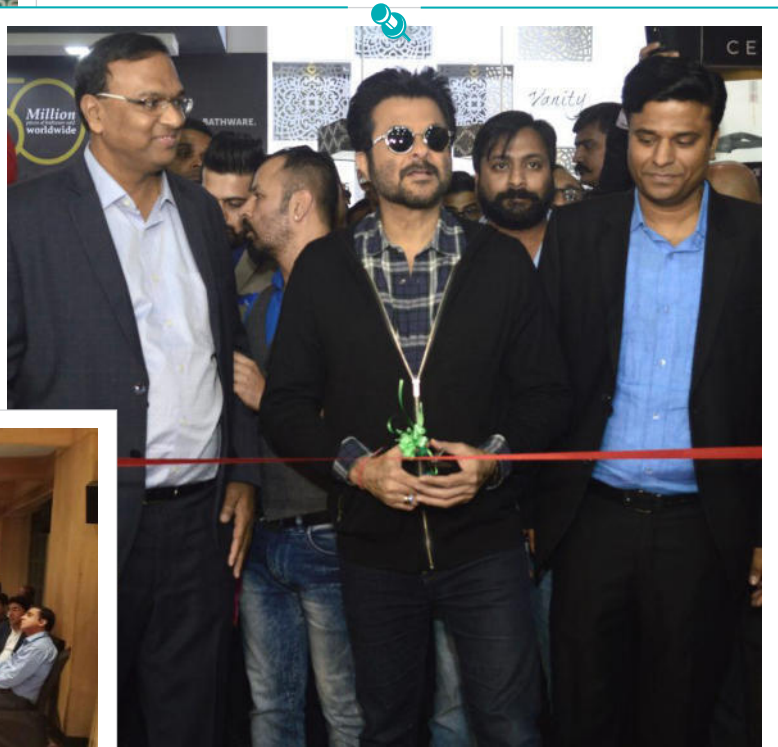
2.NEWS PAPER RELEASES



3.MAGAZINE ADS



4.DEALER MEETS

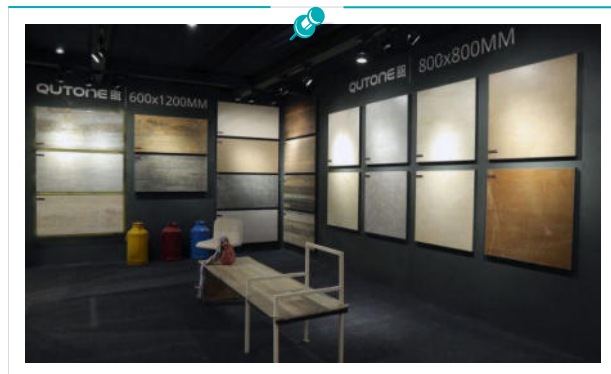


5.PRODUCT LAUNCHES

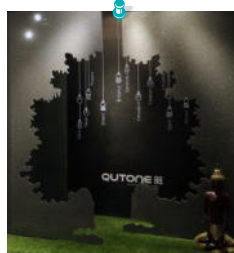


GOA

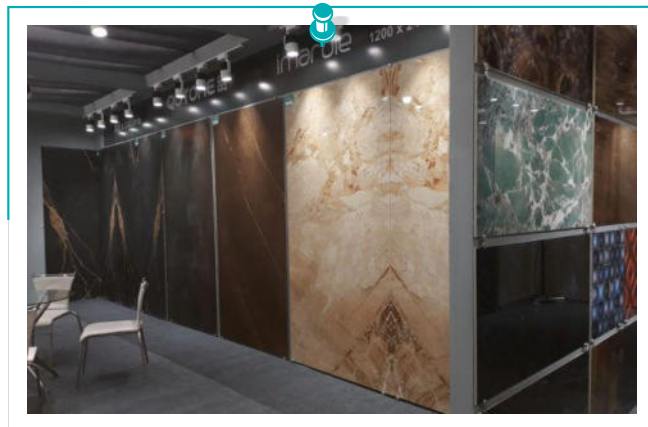
5.PRODUCT LAUNCHES



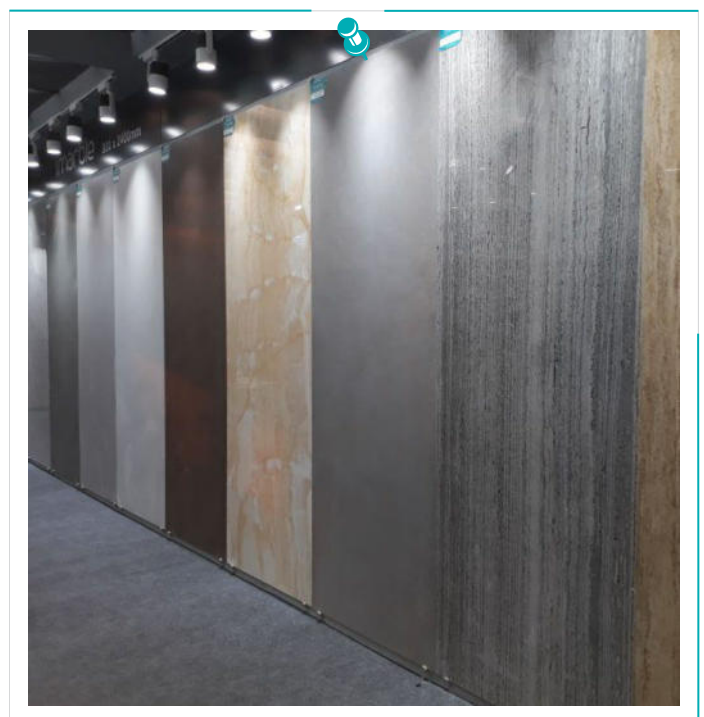
VIBRANT



6.ARCHITECT MEET AND EVENTS



A & I DIGEST _ PUNE



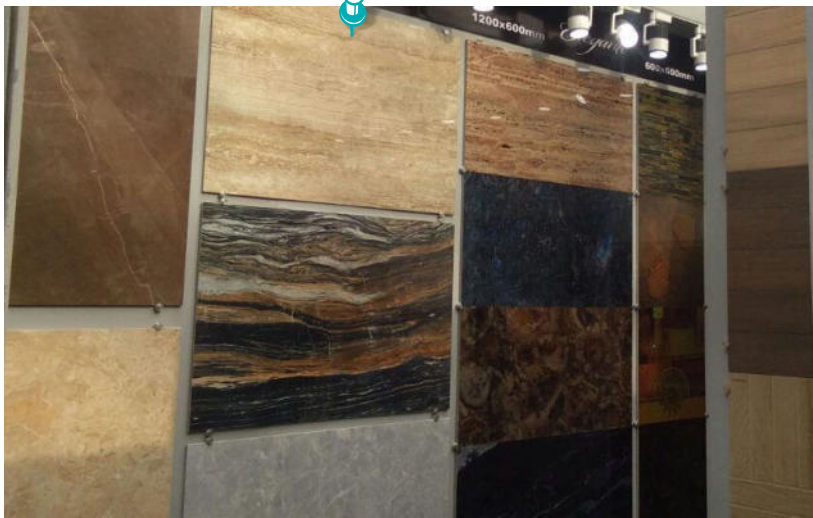


APREDA
GUNTUR

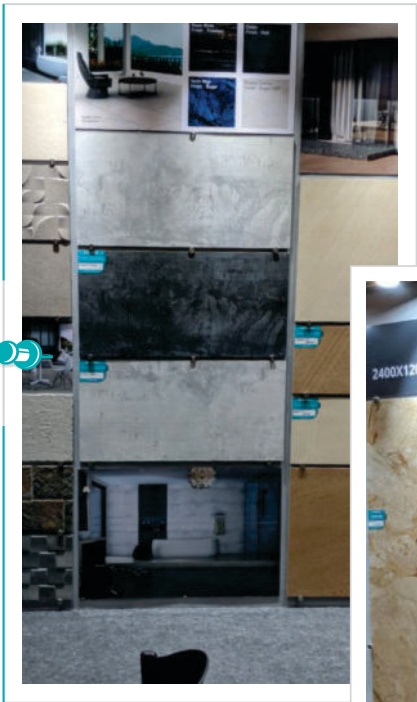


BIG 5

BUILDTech
TUMKUR



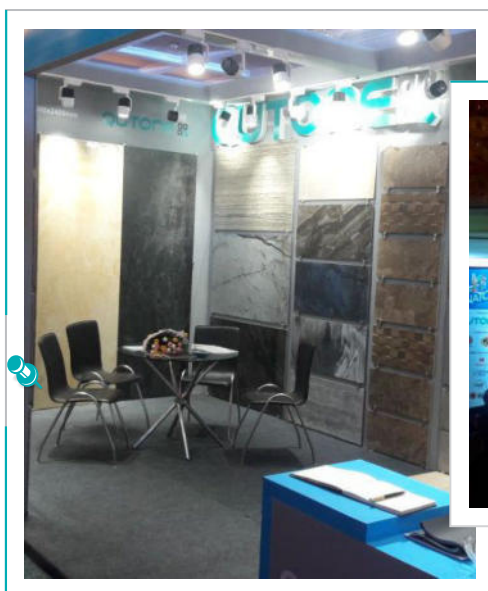
CREDAI
HYDERABAD



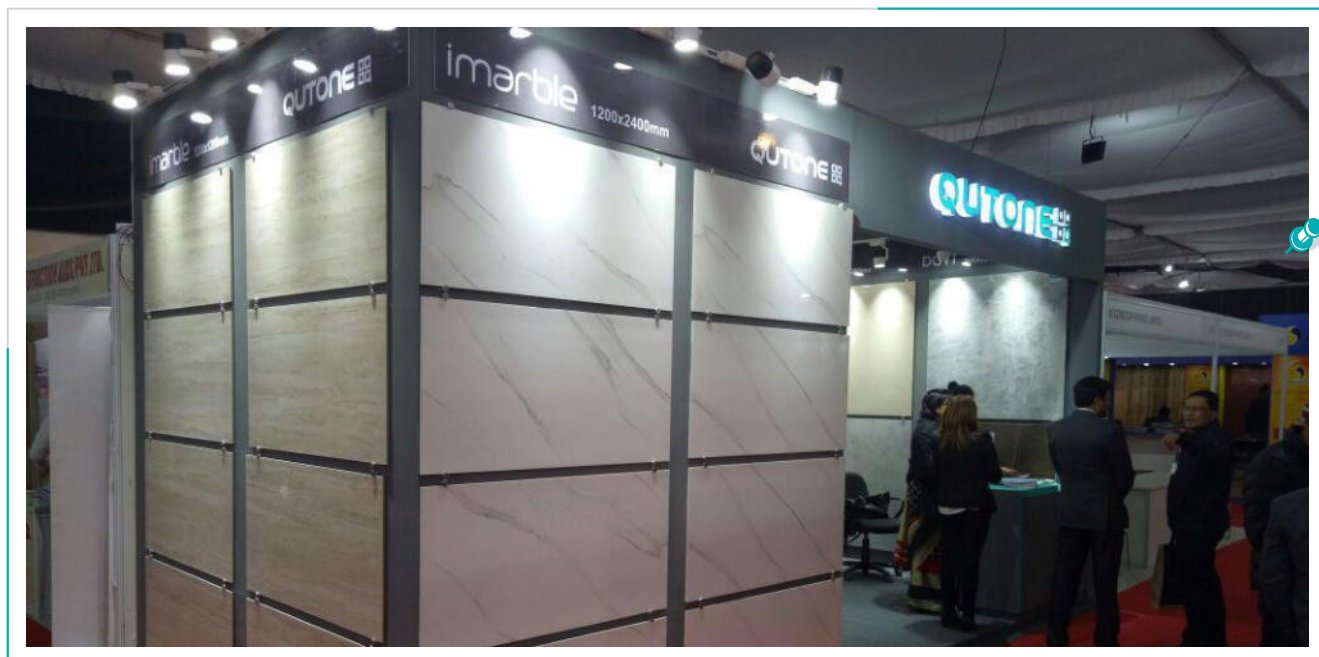
IIA _ JHARKHAND



NATCON _ BHUBANESWAR



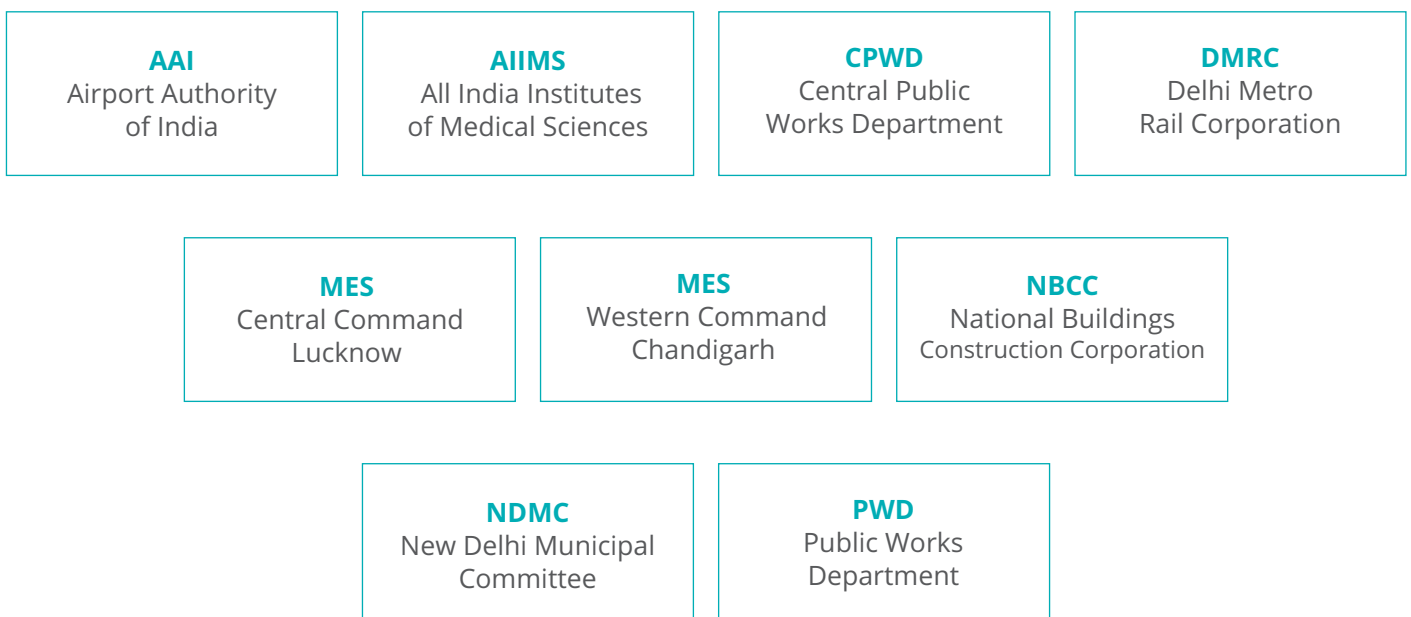
NEPAL _ BUILDCON



19/ Our Valued Customers



20/ Our Brand Approvals





QUTONE CERAMIC PVT. LTD.

Corporate

11, Titanium, Corporate Road, Opp. Prahalad Nagar Garden,
Satellite, Ahmedabad – 380015, Gujarat, India.
info@qutoneceramic.com

QUTONE EXPERIENCE CENTERS

Ahmedabad

Sindhu Bhavan Road, Nr. Sindhu Bhavan, Bodakdev,
Ahmedabad – 380054. Gujarat. Cell: +9170690 01513

Delhi

Plot No. 117, Sector 44, Gurgaon – 122003, Haryana.
Tel.: +91124 4223770

Mumbai

2nd Floor, Chedda Arcade, Khira Nagar, S V Road, Santacruz (West),
Mumbai- 400054. Maharashtra.
Cell: +919909042399

Bangalore

Casa Qutone, #41, St. John's Church Road, 1st Floor, Above GIRIS,
Shivajinagar, Opp. Coles Park, Bangalore- 560051. Karnataka.
Cell: +918040922655

Chennai

41/158, North Usman Road, T.Nagar, Chennai- 600017. Tamil Nadu.
Cell: +919909042354

Hyderabad

Central Square, Ground Floor, 8-2-309/7/1, Road Number 14, GS
Nagar, Nandi Nagar, Banjara Hills, Hyderabad – 500034. Telengana.
Cell: +917680906394

Cochin

288 J, M. R. Arcade, Pathadipalam, Metro Pillar No. 333, South
Kalamaserry, Cochin- 682033. Kerala.
Cell: +919846096516

Jaipur

Plot No. 8, 2nd Floor, Rajeev Vihar, Opp. Metro Pillar No.30, Near
Manasrover Metro Station, Jaipur- 302020. Rajasthan.
Cell: +919929604641

Chandigarh

Plot No. 1619 (JLPL), Industrial Area, Sector 82, Airport Road, Mohali-
SAS Nagar, Mohali- 160055. Punjab.
Cell: +919915040096

Pune

259, Shaniwar Peth, Vishnukrupa Hall Building,
Pune – 411030. Maharashtra. Cell: +91 7506721335

Italy Sassuolo

Via Regina Pacis, No. 32, 1st Floor, Sassuolo (MO), 41049, Italy.
Phone: +39 05 36805993

