

WEF - 01/04/2025

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WINDORA

विंडोरा



TERRA

टेरा

# Tile ho, toh Simpolo.



PROUD ASSOCIATE PARTNER

INDIA'S NO 1  
PREMIUM TILES COMPANY



## “WINDORA & TERRA”

A Shared vision always moves faster towards progress.

‘Simpolo’ has always believed in never compromising on quality or aesthetics. In fact, our products are renowned for providing best-in-class performance backed with brilliance. ‘Windora & Terra’ is a dealer segment that understands exactly what their customers require. And the ‘Windora & Terra’ dealer segment sells a stylish, intermediate range of tiles that caters flexibly to multiple preferences. ‘Simpolo’ takes pride in the determination and passion shown by this dealer segment and will continue to provide limitless support to the ‘Windora & Terra’ dealers.

### ‘विंडोरा और टेरा’

एक साझा विजन हमेशा हमें तरक्की की ओर तेज़ी से बढ़ाता है.

‘सिम्पोलो’ ने हमेशा से यह माना है कि गुणवत्ता या खूबसूरती के मामले में कभी समझौता नहीं करना चाहिए. तभी तो, हमारे प्रोडक्ट बेहतरीन प्रतिभा के साथ बेस्ट-इन-क्लास परफ़ोर्मेंस देने के लिए मशहूर हैं.

‘विंडोरा और टेरा’ डीलर सेगमेंट है जो अपने ग्राहकों की जरूरतों को ठीक से समझता है. ‘विंडोरा और टेरा’ डीलर सेगमेंट टाइल्स की स्टाइलिश, मध्यम श्रेणी को बेचता है जिससे ग्राहक को कई विकल्पों में से अपनी पसंद की टाइल्स चुनने का मौका मिलता है. ‘सिम्पोलो’ इस डीलर सेगमेंट द्वारा दिखाए गए मज़बूत हौसले और जुनून पर गर्व करता है और ‘विंडोरा और टेरा’ डीलरों को हमेशा के लिए मज़बूत अटूट साथ देने का वादा करता है.





## **SIMPOLO DEALER SEGMENTS**

'Simpolo' would not have been where it is now without the constant support of all the people associated with us; be it a stakeholder, end-user, dealer, distributor, Architects, Interior Designers or the employers who put their best to bring quality products to the table. 'Simpolo' group has come a long way from where it started. Yet there are many more milestones to reach.

## **VISION**

As the Architectural Ceramics manufacturer, which we believe are the lifestyle products, we aspire that our products should reach to every building in India. In order to do so, we should have designated dealer segments for particular customer groups with unique product portfolios complimenting their customer's taste and lifestyle.

## **OVERCOMING THE LIMITATIONS**

While catering to all the customer segments, below challenges are likely to limit the growth of our dealers.

### **1. Dealers' Internal Competition**

Having more than one Simpolo dealers in the same area could ignite the internal competition between them, which could result into all the dealer's de-growth or early saturation of the products.

### **2. Limited Territorial Growth**

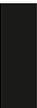
More than one Simpolo dealers in the same area would have a limited growth as all the dealers would have the same product portfolio catering to all the customer segment.

'Simpolo Dealer Segments' is established to overcome these challenges.

**The idea of 'Simpolo Dealer Segments' is to strategically boost the dealers' growth by increasing transparency between Simpolo dealers and reduce the internal competition amongst them.**

Allocation of the product portfolio according to the customer segment to the right dealer will help us:

1. Cut the internal competition amongst the Simpolo dealers in the same area.
2. The territorial growth of one dealer will not affect the others.
3. A product will be justified by reaching the right customer by the right dealer.





## सिम्पोलो डीलर सेगमेंट

सिम्पोलो आज इस मुकाम पर नहीं होता अगर हमसे जुड़े इन सभी लोगों का निरंतर समर्थन नहीं मिलता; हमारे यही स्टैकहोल्डर्स, एंड-यूजर्स, डीलर्स, डिस्ट्रिब्यूटर्स, आर्किटेक्ट्स, इंटीरियर डिजाइनर्स या एम्प्लॉइज ही तो हैं जो क्वालिटी प्रोडक्ट्स को टेबल पर लाने के लिए पूरी कोशिश करते हैं. शुरुआत से लेकर अब तक सिम्पोलो ग्रुप ने एक लंबा सफर तय किया है. आगे भी बहुत सी मंज़िलों तक पहुंचना बाकी है.

## लक्ष्य

एक आर्किटेक्चरल सिरेमिक्स मैनुफेक्चरर (वास्तुशिल्प सिरेमिक निर्माता) के रूप में, हमारा मानना है कि यह लाइफ़स्टाइल प्रोडक्ट्स (जीवन शैली के ये उत्पाद) भारत की हर इमारत तक पहुँचने चाहिए. ऐसा करने के लिए, हमें अनोखे प्रोडक्ट पोर्टफ़ोलिओज़ के साथ अलग अलग कस्टमर गुप्स और उन कस्टमर्स की पसंद और लाइफ़स्टाइल के अनुसार डीलर सेगमेंट्स डिज़ाइन करने चाहिए.

## चुनौतियों को दूर करना (हमें अपनी क्षमता को बढ़ाना होगा)

कस्टमर सेगमेंट्स बनाने के दौरान, नीचे लिखी चुनौतियाँ हमारे डीलर्स की तरक्की की रफ़्तार को धीमा कर सकती हैं.

### 1. डीलर्स का इंटरनल कॉम्पिटिशन (डीलरों की आंतरिक प्रतियोगिता)

एक ही एरिया (क्षेत्र) में एक से ज़्यादा सिम्पोलो डीलर्स होने से उनके बीच इंटरनल कॉम्पिटिशन बढ़ सकता है (आंतरिक प्रतिस्पर्धा बढ़ सकती है), जिससे इससे जुड़े डीलर्स की तरक्की पर बुरा असर होगा या प्रोडक्ट्स का सेचुरेशन भी जल्दी हो सकता है.

### 2. लिमिटेड टेरिटोरियल ग्रोथ (सीमित क्षेत्रीय विकास)

एक ही क्षेत्र में एक से ज़्यादा सिम्पोलो डीलर से सबकी तरक्की कम होगी (सबका सीमित विकास होगा) क्योंकि सभी डीलर्स के पास एक जैसे कस्टमर सेगमेंट के लिए एक जैसा प्रोडक्ट पोर्टफ़ोलियो होगा.

इन चुनौतियों को दूर करने के लिए 'सिम्पोलो डीलर सेगमेंट' की स्थापना की गई है.

**'सिम्पोलो डीलर सेगमेंट' का लक्ष्य सिम्पोलो डीलरों के बीच पारदर्शिता (ट्रान्सपेरेंसी) बढ़ाना और उनके बीच इंटरनल कॉम्पिटिशन (आंतरिक प्रतिस्पर्धा) को कम करके डीलरों की तरक्की (के विकास) को सही तरीके से बढ़ावा देना है.**

कस्टमर सेगमेंट के अनुसार डीलर को सही प्रोडक्ट पोर्टफ़ोलियो का आवंटन हमें ऐसे मदद करेगा:

1. एक ही एरिया (क्षेत्र) में सिम्पोलो डीलर्स के बीच इंटरनल कॉम्पिटिशन कम होगा (आंतरिक प्रतिस्पर्धा कम होगी)
2. एक डीलर का टेरिटोरियल ग्रोथ (क्षेत्रीय विकास) दूसरों को असर नहीं करेगा
3. सही डीलर के माध्यम से सही ग्राहक तक पहुंचकर प्रोडक्ट को न्याय मिलेगा



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<b>VERTICAL - 1</b>	<b>SIZE:- 400 X 400 X 11.7MM</b>	
PACKING	COVERED AREA	WEIGHT
5 PC	8.61 SQFT / 0.80 SQ.MTR	20 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
RD-01 TO RD-83  Cheppo Silver, Cheppo Grey, Cheppo Nero, Cheppo Pearl, Cheppo Olive, Beola Silver, Beola Gris, Beola Nero, Concreto Gris, Concreto Nero, Concreto Crema, Concreto Barley, Quarzo Gris, Quarzo Nero, Quarzo Crema, Quarzo Silver  <b>ROCKDECK COLLECTION-2025</b>  Vapour Grey, Vapour Dune, VapourAsh, Vapour Tan, Magma Lava, Magma Grey, Magma Ash, Magma Silver, Meteor Ash, Meteor Steel, Meteor Sand, Meteor Nero, Cannon Silver, Cannon Sand, Cannon Shadow, Cannon Nero	PARKING	MATT	<b>31.00</b>	0.47	5.66	37.13	<b>93</b>	800

New

<b>VERTICAL - 1</b>	<b>SIZE:- 600 X 600</b>	
PACKING	COVERED AREA	WEIGHT
4 PC	15.5 SQFT / 1.44 SQ.MTR	26.5 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
8001 TO 8011 [ Matt Series ] 8014 TO 8035 [ Matt Series ] <b>SELECT COLLECTION</b> 8083 TO 8149 [ Matt Series ] 8108 Decor TO 8149 Decor [ Matt Series ]	PROZZO GVT	MATT	<b>31.00</b>	0.47	5.66	37.13	<b>87</b>	1350
6007 TO 6067 [ Glossy Series ] <b>SELECT COLLECTION</b> 6082 TO 6148 [ Glossy Series ]	PROZZO PGVT	GLOSSY						
<b>FENSO COLLECTION</b>  Statuario Varies, Multai Marmo, Viva Arbescato, Remo Bianco, Onyx Bone, Kiwi Onyx, William Fogg, Sparkel Cryst, Rivera Camel, Diana Rust, Mandys Pink, Mandys Aqua, Canary Brescia, Sage Onice, Robegg Onice, Onixo Water, Onice Misty, Igneous Gem, Pedra Sage, Blue Agate, Onice Silver, Aqua Prism, Lichen Green, Tracia Camel, Tracia Ash, Aqua Armano, Pietra Navy, Zinca Aqua, Thunder Bress, Laurent Roots, Abstatto Red, Abstatto Prism, Carra Volcano, Mosaic Azure, Mosaic Grey, Oxidize Smoke, Pedra Coral, Vibe Onica	HIGH GLOSS	GLOSSY	<b>33.00</b>	0.50	6.03	39.52	<b>91</b>	1410



<b>VERTICAL - 1</b>	<b>SIZE :- 600 X 1200X 8.5MM</b>	
PACKING	COVERED AREA	WEIGHT
3 PC	23.25 SQFT / 2.16 SQ.MTR	41.5 KG (Approx)
2 PC	15.5 SQFT / 1.44 SQ.MTR	28 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
<p><b>COMPETITIVE COLLECTION</b> <u>Matt Series</u> 3001, 3002, 3003, 3004, 3008, 3009, 3010,3011,3014, 3015, 3016, 3017, 3024,3025</p> <p><b>COMPETITIVE 2.0 COLLECTION</b> 3210, 3211, 3212, 3213, 3214, 3215, 3216, 3217, 3218, 3219, 3220, 3221, 3222, 3223, 3224, 3225, 3226, 3227, 3228, 3229,3230, 3246, 3247, 3248, 3249, 3250, 3251, EDL-3241, EDL-3242, EDL-3243</p> <p>Winter Lit/Mid/Dark, Summer Lit/Mid/Dark, Morning, Night Sky,Chalk, Slate, Toast, Caramel, Magician, Mystery</p> <p><u>Glossy Series</u> 1000 To 1024, 1031 To 1036, 1039 To 1072 1082 to 1149, 1160 To 1209,</p> <p><b>COMPETITIVE 2.0 COLLECTION</b> 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 1240, 1246, 1247, 1248, 1249, 1250, 1251</p> <p>Crema Dinova, Ice Dinova, Sparkle Grey Modern Statuario, Bottochino Taupe Oro Bianco, Statuario Royal, Pearl Bianco, Statuario Fame,Cosmis White,Burberry Fuse, Crystallo Cream, Essence Grey,Onyx White, Breeze Grey Endless,Arbescato Oro Endless, Ottimo Beige Endless,Brescia Elite Endless, Emperador Dove Endless</p> <p><u>Endless Series</u> (EDL-1150 TO 1159)</p> <p><b>COMPETITIVE 2.0 COLLECTION</b> EDL-1241 TO EDL-1245</p> <p><u>Bookmatch Series</u> 2001, 2010 (Glossy Series)</p>	GVT/ PGVT (3pcs)	MATT/ GLOSSY	30.00	0.45	5.48	35.93	84	1960
<p><b>COMPETITIVE CARVING COLLECTION</b> CRV-3082 TO CRV-3145</p> <p><b>COMPETITIVE 2.0 COLLECTION</b> CRV-3231 TO CRV-3240 EDL-CRV-3244, EDL-CRV-3245</p>	GVT (3 pcs)	CARVING	36.00	0.54	6.58	43.12	96	2240
<p><b>COMPETITIVE CARVING COLLECTION</b> CRV-1086-DECOR TO CRV-1149-DECOR 1040-DECOR TO 1070-DECOR CRV-3083-DECOR TO CRV-3149-DECOR</p>	PGVT (3 pcs)	CARVING DECOR	37.00	0.56	6.76	44.31	98	2280

New

New

<b>VERTICAL - 1</b>	<b>SIZE :- 600 X 1200 X 8.5MM</b>	
PACKING	COVERED AREA	WEIGHT
3 PC	23.25 SQFT / 2.16 SQ.MTR	41.5 KG (Approx)
2 PC	15.5 SQFT / 1.44 SQ.MTR	28 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 150%	GST 18%	TOTAL	MRP SQFT	MRP BOX	
<b>PROZZO NOVA COLLECTION</b> Calacatta glacier,Marmoris grey,Peramix beige, Roman oro,Marmoris cream,Dynos beige, Fusio grey,Pietra light, Pietra natura,Armani Light, Armani natura,Sarda cream,Sarda beige,Italus exotica,Onyx fantasia,Fosina cream,Dreamonyx cream,Lava bres,Perador brown,Italus beige, Statuario poem,Perador beige,Beach bres, Italus ivory,Savona grey	PGVT (3 pcs)	GLOSSY	34.00	0.51	6.21	40.72	92	2140	New
<b>PROZZO NOVA COLLECTION</b> Calacatta glacier, Peramix beige, Dynos beige, Fusio grey, Pietra natura, Armani Light, Armani natura, Sarda cream, Sarda beige, Italus exotica, Onyx fantasia, Fosina cream, Dreamonyxcream, Lava bres, Italus beige, Statuario poem, Beach bres, Italus ivory,	PEBBLE MATT (3 pcs)	MATT	35.00	0.53	6.39	41.92	94	2190	New
<b>FENSO COLLECTION</b> Statuario Varies, Multai Marmo, Viva Arbescato, Remo Bianco, Onyx Bone, Kiwi Onyx, William Fogg, Sparkel Cryst, Rivera Camel, Diana Rust, Mandys Pink, Mandys Aqua, Canary Brescia, Sage Onice, Robegg Onice, Onixo Water, Onice Misty, Igneous Gem, Pedra Sage, Blue Agate, Onice Silver, Aqua Prism, Lichen Green, Tracia Camel, Tracia Ash, Aqua Armano, Pietra Navy, Zinca Aqua, Thunder Bress, Laurent Roots, Abstato Red, Abstato Prism, Carra Volcano, Mosaic Azure, Mosaic Grey, Oxidize Smoke, Pedra Coral, Vibe Onica	HIGH GLOSS (3 pcs)	GLOSSY	36.00	0.54	6.58	43.12	96	2240	
2008 (Glossy Series) <b>SELECT COLLECTION</b> 2013, 2015, 2017, 2018, 2019, 2020, 2021, 2023, 2026, 2027 (Glossy Series)	PROZZO BOOKMATCH (2 pcs)	GLOSSY	36.00	0.54	6.58	43.12	97	1510	
<b>PROZZO NOVA COLLECTION</b> Marmoris grey, Roman oro, Marmoris cream, Pietra light, Perador brown, Perador beige, Savona grey	RIVER CARVING	MATT	37.00	0.56	6.76	44.31	98	2280	New
<b>PROZZO NOVA COLLECTION</b> Calacatta glacier,Marmoris grey,Peramix beige, Roman oro,Marmoris cream,Dynos beige, Fusio grey,Pietra light, Pietra natura,Armani Light, Armani natura,Sarda cream,Sarda beige,Italus exotica,Onyx fantasia,Fosina cream,Dreamonyx cream,Lava bres,Perador brown,Italus beige, Statuario poem,Perador beige,Beach bres, Italus ivory,Savona grey  <b>PROZZO REJOICE COLLECTION</b> FTS 3142 TO FTS 3156	FEATHER TOUCH (3 pcs)	MATT	40.00	0.60	7.31	47.91	104	2420	New



<b>VERTICAL - 1</b>	<b>SIZE : - 195 X 1200 X 9MM</b>	
PACKING	COVERED AREA	WEIGHT
6 PC	15.11 SQFT / 1.404 SQ.MTR	28.75 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
True Walnut, Santo Amber, Santo Olive	PROZZO STRIP	MATT	<b>41.00</b>	0.62	7.49	49.11	<b>108</b>	1630
CRV-Alder Bay, CRV-Antique Slape, CRV-Curly Olive, CRV-Curly Amber, CRV-Deep Teak, CRV-Knotty Pine, CRV-Pearl Wash, CRV-Shared Amber, CRV-Shine Curl, CRV-Alder Hazel, CRV-Alder Olive, CRV-Brucato Hazel, CRV-Misty Wash,	PROZZO STRIP	CARVING	<b>45.00</b>	0.68	8.22	53.90	<b>116</b>	1750

<b>VERTICAL - 1</b>	<b>SIZE : - 200 X 1200 X 9MM</b>	
PACKING	COVERED AREA	WEIGHT
6 PC	15.5 SQFT / 1.44 SQ.MTR	28.75 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
<b>PROZZO - PLANKS COLLECTION</b> Antique Gris,Antique Verde,Antique Walnut Knoty Oak Antique, Knoty Oak Snow, Know Oak Walnut,Redgum Brown, Vintage Bright, Vintage Light	PROZZO STRIP	MATT	<b>41.00</b>	0.62	7.49	49.11	<b>108</b>	1630
<b>PROZZO - PLANKS COLLECTION</b> CRV Ashwood Bianco,CRV Ashwood Grey, CRV Ashwood Natural,CRV Pine Nutmeg, CRV Seasoned Brown,CRV Teak Dark, CRV Teak Natural,CRV Teak Sand, CRV Walnut ash,CRV Walnut Brown,CRV Walnut Dark CRV Washed Oak Cherry,CRV Washed Oak Antique, CRV Washed Oak Natural,CRV Pine Light Honey, CRV Pine Greystone	PROZZO STRIP	CARVING	<b>45.00</b>	0.68	8.22	53.90	<b>116</b>	1750



<b>VERTICAL - 1</b>	<b>SIZE:- 798 X 1598 X 9MM</b>	
PACKING	COVERED AREA	WEIGHT
2 PC	27.45 SQFT / 2.55 SQ.MTR	52 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX	
<b>PROZZO COLLECTION</b> Oro Bianco, Statuario Royal, Pearl Bianco, Statuario Fame, Cosmos White, Bottochino Taupe, Burberry Fuse, Crystal Cream, Essence Grey, Onyx White, Breeze Grey Endless, Arbescato Oro Endless, Ottimo Beige Endless, Brescia Elite Endless, Emprador Dove Endless	PROZZO PGVT	GLOSSY	39.50	0.59	7.22	47.31	105	2890	
<b>PROZZO NOVA COLLECTION</b> Calacatta glacier, Marmoris grey, Peramix beige, Roman oro, Marmoris cream, Dynos beige, Fusio grey, Pietra light, Pietra natura, Armani Light, Armani natura, Sarda cream, Sarda beige, Italus exotica, Onyx fantasia, Fosina cream, Dreamonyx cream, Lava bres, Perador brown, Italus beige, Statuario poem, Perador beige, Beach bres, Italus ivory, Savona grey	PGVT	GLOSSY	43.00	0.65	7.86	51.50	112	3080	New
<b>OTTIMO COLLECTION</b> Grey Wonder, Siena Cream, Brescia Rosa, Fantacia Sand, Stelo blush, Pulpis Graphite, Riflesso White, Carrara Vintage, Silver Paradise, Dove Italia, Rockberry Cream, Turkish Peral	PGVT	GLOSSY	43.00	0.65	7.86	51.50	112	3080	Price Revised
<b>MARMORICA COLLECTION</b> Belvedere Forest, Brera Poem, Apuan Marvel, Alps Dream, Italic Treasure, Tuscany Pride, Tivoli Travertino, Palio Enchant, Florence Macaubas, Roma Empire, Como Crystal, Venice Laguna	SHINY	GLOSSY	43.00	0.65	7.86	51.50	112	3080	Price Revised
<b>PROZZO NOVA COLLECTION</b> Calacatta glacier, Peramix beige, Dynos beige, Fusio grey, Pietra natura, Armani Light, Armani natura, Sarda cream, Sarda beige, Italus exotica, Onyx fantasia, Fosina cream, Dreamonyx cream, Lava bres, Italus beige, Statuario poem, Beach bres, Italus ivory,	PEBBLE MATT	MATT	46.00	0.69	8.40	55.09	118	3240	New
Statuario Equita, Statuario Wolf, Statuario Mark, Alicante Dove, Cloud Onyx, Brescia Rena, Brescia Dove, Michelangelo Rena, Dyna Classico, Michelangelo Tranquil <b>SUPRA HIGH GLOSS COLLECTION</b> Arbes White, Armani Dove, Bottochino Beach, Bottochino Dove, Bright Emperor, Carra Grey, Glacier Beach, Invisible Dove, Kaman Beige, Marfo Beach, Paris Brown, Passion Grey, Roman White, Statuario Winds, Twilight Grey, Burberry Beach, Burberry Dove, Argentine Root, Grey Amazon, Arizona	SCS MARBLE	GLOSSY	46.00	0.69	8.40	55.09	118	3240	Price Revised

<b>VERTICAL - 1</b>	<b>SIZE:- 798 X 1598 X 9MM</b>	
PACKING	COVERED AREA	WEIGHT
2 PC	27.45 SQFT / 2.55 SQ.MTR	52 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX	
<p><b>PROZZO NOVA COLLECTION</b></p> <p>Marmoris grey, Roman oro, Marmoris cream, Pietra light, Perador brown, Perador beige, Savona grey</p>	RIVER CARVING	MATT	48.00	0.72	8.77	57.49	122	3350	New
<p>Pietra Slate , Sofita Dove , Statuario Ray , Antique Oro ,Sofita Sand , Victoria Toast , Armani Lumi , Pietra Tan, Statuario Gold</p> <p><b>PROZZO CARVING COLLECTION</b></p> <p>Crystal Beige, Traven Cream, Traven Grey, Mono Beige, Mono Cream, Mono Grey, Mono Myst, Mono Slate, Mono Taupe</p> <p><b>INTRA CARVING COLLECTION</b></p> <p>Intra Dove, Intra Grey, Intra Slate, Intra Cream, Intra Barley, Intra Beige, Intra Purple, Intra Viola, Intra Plum</p> <p><b>SUPRA CARVING COLLECTION</b></p> <p>Argentine Root, Arizona, Burberry Beach, Burberry Dove, Grey Amazon, Lasa Carrara</p>	PROZZO CARVING	MATT	48.00	0.72	8.77	57.49	122	3350	Price Revised
<p><b>PROZZO NOVA COLLECTION</b></p> <p>Calacatta glacier, Marmoris grey, Peramix beige, Roman oro, Marmoris cream, Dynos beige, Fusio grey, Pietra light, Pietra natura, Armani Light, Armani natura, Sarda cream, Sarda beige, Italus exotica, Onyx fantasia, Fosina cream, Dreamonyx cream, Lava bres, Perador brown, Italus beige, Statuario poem, Perador beige, Beach bres, Italus ivory, Savona grey</p>	FEATHER TOUCH	MATT	50.00	0.75	9.14	59.89	126	3460	New
<p><b>OTTIMO COLLECTION</b></p> <p>Splinto Grey, Splinto Silver, Splinto Burley, Splinto Crema, Resina Burley, Resina Crema, Resina Ash, Resina pearl, Grey Wonder, Siena Cream, Brescia Rosa, Fantacia Sand, Stelo blush, Pulpis Graphite, Riflesso White, Carrara Vintage, Silver Paradise, Dove Italia, Rockberry Cream, Turkish Peral</p>	STRONG X	MATT	53.00	0.80	9.68	63.48	132	3630	Price Revised
<p><b>MARMORICA COLLECTION</b></p> <p>Belvedere Forest, Brera Poem, Apuan Marvel, Alps Dream, Italic Treasure, Tuscany Pride, Tivoli Travertino, Palio Enchant, Florence Macaubas, Roma Empire, Como Crystal, Venice Laguna</p>	STRONG X	MATT	53.00	0.80	9.68	63.48	132	3630	Price Revised
<p><b>OTTIMO COLLECTION</b></p> <p>Platinum Arora, Brescia Gold, Italia Coin Clear Onyx, Rosseta Dove, Pearl Beach</p>	PAPER MATT	MATT	58.00	0.87	10.60	69.47	142	3900	Price Revised
<p><b>MARMORICA COLLECTION</b></p> <p>Belvedere Forest, Brera Poem, Apuan Marvel, Alps Dream, Italic Treasure, Tuscany Pride, Tivoli Travertino, Palio Enchant, Florence Macaubas, Roma Empire, Como Crystal, Venice Laguna</p>	PAPER MATT	MATT	58.00	0.87	10.60	69.47	142	3900	Price Revised

<b>VERTICAL - 2</b>	<b>SIZE:- 600 X 600 X 8.5MM</b>	
PACKING	COVERED AREA	WEIGHT
4 PC	15.5 SQFT / 1.44 SQ.MTR	25 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
<b>MONO PLAIN COLLECTION</b> Mono Plain Almond, Mono Plain Beige, Mono Plain Smoky, Mono Plain Grey, Mono Plain Steel, Mono Plain Kota  <b>MONO ROCK COLLECTION</b> Mono Rock Mushroom, Mono Rock Butter, Mono Rock Mud, Mono Rock Apricot, Mono Rock Dolphine, Mono Rock Gris,	FULLBODY	MATT	<b>33.00</b>	0.50	6.03	39.52	<b>87</b>	1350

New

<b>VERTICAL - 2</b>	<b>SIZE:- 600 X 600</b>	
PACKING	COVERED AREA	WEIGHT
4 PC	15.5 SQFT / 1.44 SQ.MTR	23.5 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Prozzo White Crema / Italian / Biscuit / Dove (Rose / Pista)	DOUBLE CHARGE	NANO GLOSSY	<b>28.00</b>	0.42	5.12	33.54	<b>81</b>	1260
N Tropicana White	DOUBLE CHARGE	NANO GLOSSY	<b>29.00</b>	0.44	5.30	34.73	<b>83</b>	1290

<b>VERTICAL - 2</b>	<b>SIZE:- 800 X 800</b>	
PACKING	COVERED AREA	WEIGHT
3 PC	20.67 SQFT / 1.92 SQ.MTR	35 KG (Approx)

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Prozzo White	DOUBLE CHARGE	NANO GLOSSY	<b>34.00</b>	0.51	6.21	40.72	<b>92</b>	1900
N Tropicana White	DOUBLE CHARGE	NANO GLOSSY	<b>35.00</b>	0.53	6.39	41.92	<b>94</b>	1940



<b>VERTICAL - 2</b>	<b>SIZE :- 600 X 600</b>	
<b>PACKING</b>	<b>COVERED AREA</b>	<b>WEIGHT</b>
<b>4PC</b>	<b>15.5 SQFT/ 1.44 SQ.MTR</b>	<b>26.5 KG (Approx)</b>

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
<b>Terraduro All Design</b> <b>TERRADURO - 2023 COLLECTION</b> Armania Silver, Armania Cream, Pulpis Dove, Pulpis Carbon, Pulpis Coffee, Veino Camel, Crema Sandy, Occult Dove, Occult Grey, Cobbled Grey, Cobbled Slate, Cobbled Copper, Snick Grey, Snick Beige, Semint Dove, Semint Verde, Semint olive, Semint Nero, Semint Brown, Semint Ivory, Semint khaki, Semint Sandal, Semint Navy, Rug Frema, Rug Star, Rug Squero, Rug Dimensa, Rug Oxido, Arto Marraco, Arto Vintage, Arto Marseille, Arto Folk, Arto Agadir, Arto Lino, Arto Colonia, Arto Milano, Arto Gredos, Twin Strepo, Taupe Strepo, Mashroom Strepo, Bronco Strepo, Wavy Oak, Dust Cedar, Tulip Beige, Forest Wood, Timber Grey, Natural Oak, Oak Puro, Arrow Wood, Oak Camel	TERRADURO	MATT	<b>26.00</b>	0.39	4.75	31.14	<b>77</b>	1200

<b>VERTICAL - 2</b>	<b>SIZE :- 600 X 1200</b>	
<b>PACKING</b>	<b>COVERED AREA</b>	<b>WEIGHT</b>
<b>3PC</b>	<b>23.25 SQFT/ 2.16 SQ.MTR</b>	<b>40 KG (Approx)</b>

PRODUCT NAME	PRODUCT CATEGORY	SURFACE	EX-FACTORY PRICE Rs./SQFT	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Cast Mint, Cast Navy, Cast Rust, Wood Natural, Wood Brown, Velvet Beige, Velvet Cream, Velvet Kota, Velvet Terra, Velvet Grey, Velvet Dove, Velvet Navy, Velvet Slate, Duro Grey, Duro Dove, Duro Kota, Duro Ash, Duro Beige, Duro Cream, Duro Khakhi, Duro Orange	TERRADURO	MATT	<b>31.00</b>	0.47	5.66	37.13	<b>86</b>	2000
Mystic Brown, Bianco Viola, Palissandro, Mystic Grey, Emflex Grey, Copa Grey, Glam Grey, Rosso Brown, Bres Grey, Wild Beige, Serene Cream, Cosmo Brown, Arial Brown, Marflex Beige, Regenta Sand, Armani Toast, Lava Cream, Armani Peach, Statuario Light, Statuario Spike, Carrara Zeal, Amper Cream, Marfil Toast, Pissato Cream, Emper Grey, Wild Grey	TERRADURO	CARVING	<b>35.00</b>	0.53	6.39	41.92	<b>94</b>	2190



<b>VERTICAL - 4</b>	<b>SIZE:-300 X 450</b>		
PACKING	COVERED AREA		WEIGHT
6 PC	8.72 SQFT / 0.81 SQ.MTR		10.5 KG (Approx)

PRODUCT NAME	SIZE	SURFACE	EX-FACTORY PRICE Rs./BOX	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Ceramic Wall Tiles 81000 to 81040, 82000 to 82040, 83000 to 83037, 84000 to 84014, 85000 to 85014, 86000 to 86014, 87001 to 87022, Old Regular Series	300X450	GLOSSY MATT SERIES & REGULAR ELEVATION	<b>181.00</b>	2.72	33.07	216.78	-	450
Ceramic Wall Tiles 71000 to 71162, 72000 to 72162, 73000 to 73162, 74000 to 74027, 75000 to 75027, 76000 to 76027	300X450	GLOSSY MATT SERIES	<b>181.00</b>	2.72	33.07	216.78	-	450
Aquart, Marigold, Mild Aqua, Neem, Poppy Leaf, Ceramic Wall Tiles 77000 to 77026 Wave White, Peony	300X450	FLORENCE	<b>191.00</b>	2.87	34.90	228.76	-	470

<b>VERTICAL - 4</b>	<b>SIZE:-300 X 450</b>		
PACKING	COVERED AREA		WEIGHT
5 PC	7.27 SQFT / 0.68 SQ.MTR		11.5 KG (Approx)

PRODUCT NAME	SIZE	SURFACE	EX-FACTORY PRICE Rs./BOX	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Porcelain Wall Tiles EL 701 to EL 778	300X450	HIGH DEPTH CLADDING IN ELEVATION	<b>195.00</b>	2.93	35.63	233.55	-	490
Porcelain Wall Tiles EL 601 to EL 603	300X450	HIGH DEPTH CLADDING IN ELEVATION VARNISH SERIES	<b>205.00</b>	3.08	37.45	245.53	-	510

<b>VERTICAL - 4</b>	<b>SIZE:-300 X 300</b>		
PACKING	COVERED AREA		WEIGHT
10 PC	9.68 SQFT / 0.90 SQ.MTR		12 KG (Approx)

PRODUCT NAME	SIZE	SURFACE	EX-FACTORY PRICE Rs./BOX	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Bathroom Floor Tiles FLORA SKID 83000 to 83037, FLORA SKID 86000 to 86014, FLORA SKID 36001 to 36073, FLORA SKID 37001 to 37067, FLORA SKID 6001 to 6011, FLORA SKID 9001 to 9026, FLORA SKID 301 to 326, FLORA SKID S 601 to S 614 Old Regular Series	300X300	MATT SERIES	<b>205.00</b>	3.08	37.45	245.53	-	500
Bathroom Ceramic Floor Tiles FLORA SKID 73000 to 73162, FLORA SKID 76000 to 76027, FLORA SKID 63000 to 63098, FLORA SKID 66000 to 66059	300X300	MATT SERIES	<b>205.00</b>	3.08	37.45	245.53	-	500
Bathroom Ceramic Florence Aquart, Marigold, Mild Aqua, Neem, Poppy Leaf, Wave White, Peony	300X300	MATT SERIES	<b>215.00</b>	3.23	39.28	257.51	-	520



<b>VERTICAL - 4</b>	<b>SIZE:- 300 X 600</b>	
PACKING	COVERED AREA	WEIGHT
5 PC	9.68 SQFT / 0.90 SQ.MTR	13 KG (Approx)

PRODUCT NAME	SIZE	SURFACE	EX-FACTORY PRICE Rs./BOX	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Bathroom Floor Tiles 16001 to 16074, 26001 to 26074, 36001 to 36073, 4001 to 4011, 5001 to 5011, 6001 to 6011, 101 to 127, 301 to 326, 17002 to 17067, 27001 to 27067, 37001 to 37067, 7001 to 7026, 8001 to 8026, 9001 to 9010, Old Regular Series	300X600	Glossy, Matt,Rustic & Regular Elevation	<b>250.00</b>	3.75	45.68	299.43	-	600
Ceramic Wall Tiles 61000 to 61098, 62000 to 62098, 63000 to 63098, 64000 to 64059, 65000 to 65059, 66000 to 66059,	300X600	GLOSSY MATT RUSTIC	<b>250.00</b>	3.75	45.68	299.43	-	600
Ceramic Wall Tiles S401 to S414, S501 to S514,S601 to S613 P2007 to P2012, Old Regular Series	300X600	Platinum Series & Sugar Series	<b>290.00</b>	4.35	52.98	347.33	-	700
Ceramic Wall Tiles GL Decor 01 to GL Decor 29	300X600	GLUE	<b>365.00</b>	5.48	66.69	437.16	-	830

Price Revised

<b>VERTICAL - 4</b>	<b>SIZE:- 300 X 600</b>	
PACKING	COVERED AREA	WEIGHT
5 PC	9.68 SQFT / 0.90 SQ.MTR	16.5 KG (Approx)

PRODUCT NAME	SIZE	SURFACE	EX-FACTORY PRICE Rs./BOX	INS 1.50%	GST 18%	TOTAL	MRP SQFT	MRP BOX
Ceramic Wall Tiles EL 801 to 837	300X600	HIGH DEPTH CLADDING IN ELEVATION	<b>295.00</b>	4.43	53.90	353.32	-	710
Ceramic Wall Tiles EL 901 to 914	300X600	HIGH DEPTH CLADDING IN ELEVATION MICA SERIES	<b>315.00</b>	4.73	57.55	377.28	-	750

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