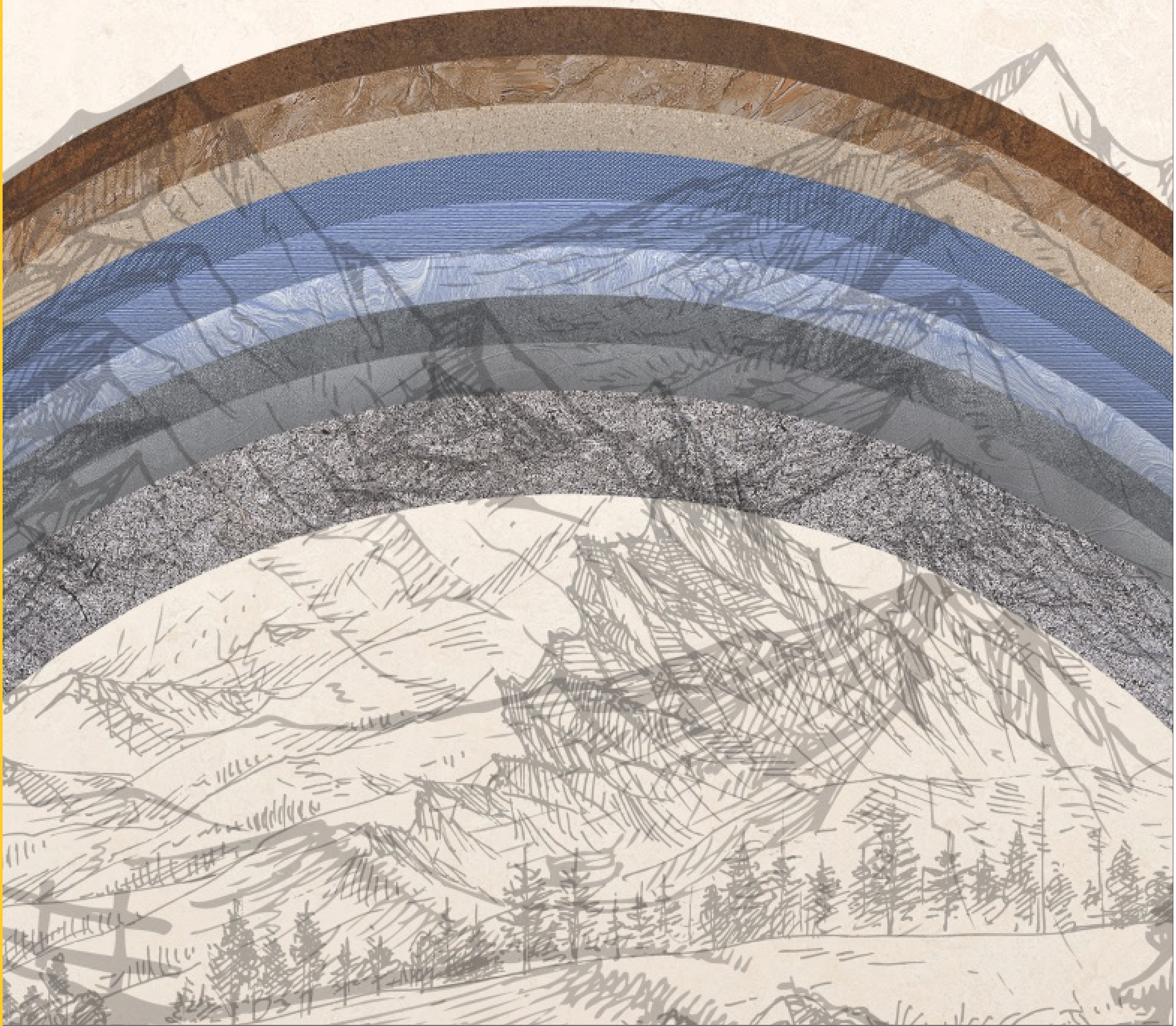
orientbell
tiles

Digital Ceramic Wall Tiles

300X600 | 300X450 | 200X300 MM



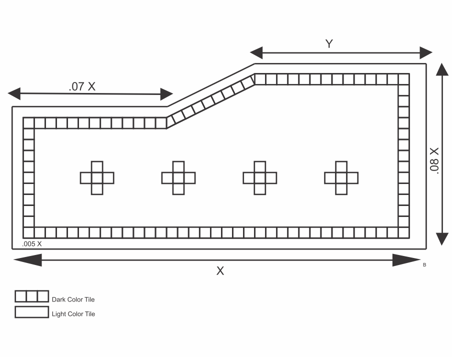
February 2020, West Zone Plant

At Orientbell, we understand your needs and propose solutions to support your objectives. With us you can interact with the best tile professionals for best recommendations. Afterall, while tiles is 2-3% of your project cost, it can be a significant proportion of your impact.

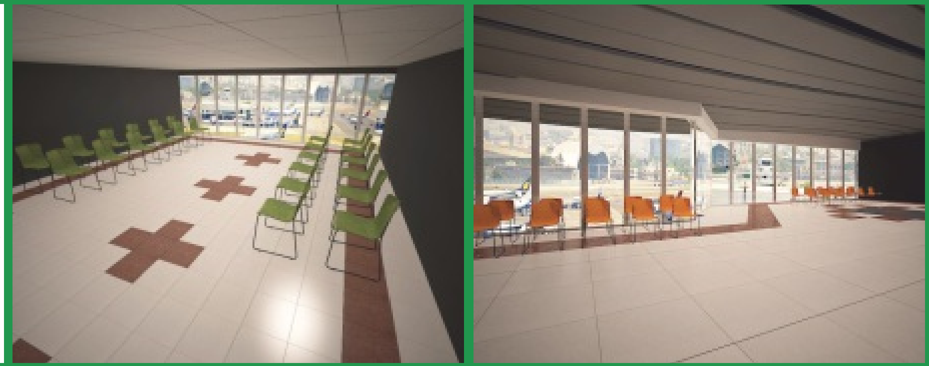
For a large auto major, we customised our supply chain to deliver a mix of tiles in just the right proportions for constructing their pan-india service centres. With 10+ tiles uniquely designed for them, their brand experience was consistent.

Visualising the look of a to-be-constructed space tends to be time-consuming & expensive. Secrecy concerns worsen the situation. A team at an upcoming airport was facing this challenge. We used an approximate drawing to visualise the airport and provided them a range of tile designs & laying patterns they could choose from.

What we receive!



What we deliver!



With our high standard of corporate governance, 5 manufacturing locations, 2500+ Channel Partners, 3500+ designs we are confident of meeting your needs anywhere & anytime.

orientbell
tiles

Creating Solutions for Schools

Tile Mural-Periodic Table

SURYANAMASKAR

Tile Mural-Suryanamaskar

There are 1.6+ million schools in India. The top 100 thousand schools benefit from the innovation trending in the education space.

However, for the 1 million schools at the bottom of the pyramid, the quality of basic education remains a challenge. Lack of textbooks, parent & student apathy compound the problem.

To make an impact on learning outcomes we designed tiles having educational content that is relevant for all classes. These tiles, applied as a mural on a classroom wall, create a positive learning environment as well as keep the walls looking clean with minimal maintenance requirements.

As a part of our CSR initiative, this unique range of educational tiles has revamped quite a few schools in Delhi, UP and Rajasthan. The impact makes the effort worthwhile.

Impact on Learning Outcomes

36%
increase in enrolments
in just 2 years

31%
reduction in absenteeism,
reduced from 53% to 12%
in 2 years

Increased performance
in exams

- ✓ Creates an interactive learning experience
- ✓ Enables quick revision of topics
- ✓ Active visual learning while on the move.
- ✓ Increased retention of complex concepts
- ✓ Reduces violence & bullying in school premises.
- ✓ Scribble proof

* Data collected from schools revamped by Orientbell as part of their CSR initiative.

orientbell
tiles

About OBL

Orient Bell Limited (OBL) is amongst the largest manufacturers of Wall and Floor Tiles. Established in 1977, OBL has been a pioneer in the Industry with a focus on customer-centric innovation.

First to manufacture ultra-vitrified tiles, new product designs & development is a continuous process at OBL. As a result it has an extensive range of tiles with various finishes & textures. It has 4 patent-pending technologies: Forever Tiles, GermFree Tiles, Cool Tiles & Life Tiles.

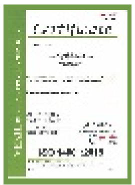
To display extensive range of tiles, we have a chain of signature showrooms. Privileged to be associated with premier architects and construction agencies of the country, it also counts most leading developers as well as government & public sector institutions as its customers.

- The ISO 9001:2015 accreditation for our quality control management systems reflects the quest for manufacturing international standard products.
- In 2015 our Sikandarabad plant was awarded with prestigious ISI certification for its products.
- In May 2000, OBL was awarded ISO 14001 certification by the internationally recognised BSI Management Systems, UK.
- Our manufacturing units are ISO 14001:2015 certified, the most complete and global expression for an environment friendly industrial company.
- We have been awarded OHSAS 18001 Certification for Health & Safety Standards. No waste water is ever discharged from our factory.
- We were also awarded with “Certificate Of Merit” in 'National Energy Conservation Award' 2016 organised by Ministry of Power for saving Power and Fuel consumption.

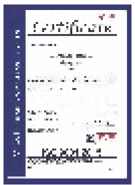
GRIHA
MEMBER

Indian Green Building Council

CE
11
EN 14411



ENVIRONMENTAL MANAGEMENT



QUALITY MANAGEMENT

HEALTH & SAFETY MANAGEMENT

INDEX

300X600 MM | Digital Ceramic Tiles

SDH APOLIMA MULTI HL	01
SDM APOLIMA GERY DK	01
SDM APOLIMA GERY LT	01
SDM APOLIMA GREY FL	01
SDH ARGO GREY HL	02
SDM ARGO GREY DK	02
SDM ARGO GREY LT	02
SDF ARGO GREY FL	02
SDH ARENA FLORA HL	08
SDM ARENA SANDUNE DK	08
SDM ARENA SANDUNE LT	08
SDF ARENA SANDUNE FL	08
SDH ARADOR FLORA HL	10
SDM ARADOR BEIGE DK	10
SDM ARADOR BEIGE LT	10
SDM ARADOR BEIGE FL	10
SDH BLOCOS GREY HL	04
SDG BLOCOS GREY DK	04
SDG BLOCOS GREY LT	04
SDM BLOCOS GREY DK FL	04
SDH BLOCOS MULTI HL	06
SDG BLOCOS GRIS	06
SDG BLOCOS CREAMA	06
SDM BLOCOS GRIS FL	06
SDH CALLISTO FLORA HL	18
SDG CALLISTO BEIGE	18
SDG CALLISTO CREAMA	18
SDM CALLISTO BEIGE FL	18
SDH DUCATI GREY LEAVES HL	05
SDM DUCATI GREY DK	05
SDM DUCATI GREY LT	05
SDM DUCATI GREY FL	05
SDH DUCATI BROWN LEAVES HL	08
SDM DUCATI BROWN DK	08
SDM DUCATI BROWN LT	08
SDM DUCATI BROWN FL	08
SDH ELIAS BRIC HL	20
SDG ELIAS GRIS DK	20
SDG ELIAS GRIS LT	20
SDM ELIAS GRIS FL	20
SDH EQUILATERAL FLORA HL 1	16
SDH EQUILATERAL FLORA HL 2	16
SDG EQUILATERAL BEIGE DK	16
SDG EQUILATERAL BEIGE LT	16
SDM EQUILATERAL BEIGE DK FL	16
SDH HOUSTON STONE HL	03
SDG HOUSTON GREY DK	03
SDG HOUSTON GREY LT	03
SDM HOUSTON GREY FL	03
SDH WAVE HANDCRAFT HL 1	12
SDH WAVE HANDCRAFT HL 2	12
SDM HANDCRAFT GREY DK	12
SDM HANDCRAFT GREY LT	12
SDM HANDCRAFT GREY FL	12
SDH JUSTIN STAR HL	17
SDG JUSTIN BROWN DK	17
SDG JUSTIN BROWN LT	17
SDF JUSTIN BROWN FL	17
SDH KATIA MULTI HL	03
SDM KATIA GREY DK	03
SDM KATIA GREY LT	03
SDF KATIA GREY FL	03
SDH MARFIL SQUARE HL	18
SDG MARFIL BROWN	18
SDG MARFIL CREMA	18
SDM MARFIL BROWN FL	18
SDH MARRAKESH MULTI HL	19
SDG MARRAKESH WHITE	19
SDM MARRAKESH WHITE FL	19
SDH OSAKA FLORA HL	23
SDG OSAKA WENGE	23
SDG OSAKA GREY	23
SDM OSAKA WENGE FL	23
SDH PERSIAN WINE HL	01
SDG PERSIAN GREY DK	01
SDG PERSIAN GREY LT	01
SDM PERSIAN GREY DK FL	01
SDH SISLEY STRIP HL	24
SDG SISLEY BROWN DK	24
SDG SISLEY BROWN LT	24
SDF SISLEY BROWN FL	24
SDH SIGMA MULTI HL	04
SDG SIGMA GRIS	04
SDG SIGMA SILVER	04
SDM SIGMA GRIS FL	04
SDH SYLVIA BROWN HL	16
SDG SYLVIA BROWN	16
SDG SYLVIA CREMA	16
SDM SYLVIA BROWN FL	16
SDH SACRED LOTUS HL 1	22
SDH SACRED LOTUS HL 2	22
SDG SACRED BLUE DK	22
SDG SACRED BLUE LT	22
SDM SACRED BLUE FL	22
SDH TESSER FLORA HL	09
SDM TESSER BROWN	09
SDM TESSER BEIGE	09
SDM TESSER BROWN FL	09
SDH TRIANGLE DECOR HL 1	13
SDH TRIANGLE DECOR HL 2	13
SDM TRIANGLE SANDUNE	13
SDM TRIANGLE BEIGE	13
SDM TRIANGLE SANDUNE FL	13
SDH VARONA COCO HL	23
SDG VARONA COCO DK	23
SDG VARONA COCO LT	23
SDM VARONA COCO FL	23
SDH VENUS GREY HL	06
SDG VENUS GREY DK	06
SDG VENUS GREY LT	06
SDF VENUS GREY FL	06
SDH YOGURT HL 1	20
SDH YOGURT HL 2	20
SDG YOGURT BIANCO	20
SDM YOGURT BIANCO FL	20

Code Description

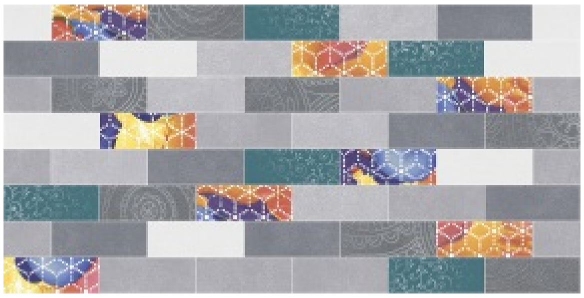
SDH - SPECIAL DIGITAL HIGHLIGHTER
SDG - SPECIAL DIGITAL GLOSSY
SDM - SPECIAL DIGITAL MATTE
SDF - SPECIAL DIGITAL FLOOR

300X600 MM
300X300 MM

Matte
Polished
Ceramic
Interior
Non Repetitive Patterns
Rectified
Commercial
Digital

300x600 MM

Digital Ceramic Tiles



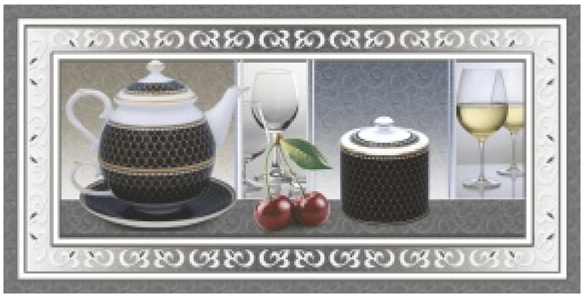
SDH APOLIMA MULTI HL

SDM APOLIMA GERY DK

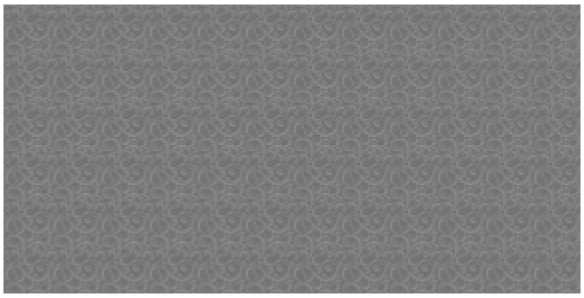
SDM APOLIMA GERY LT

300X300 MM

SDM APOLIMA GREY FL

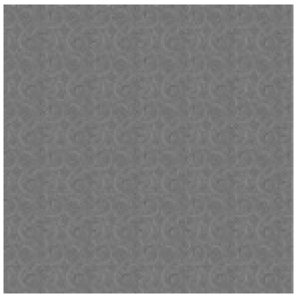


SDH PERSIAN WINE HL



SDG PERSIAN GREY DK

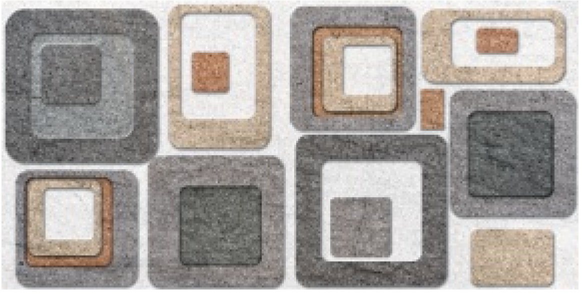
SDG PERSIAN GREY LT



300X300 MM

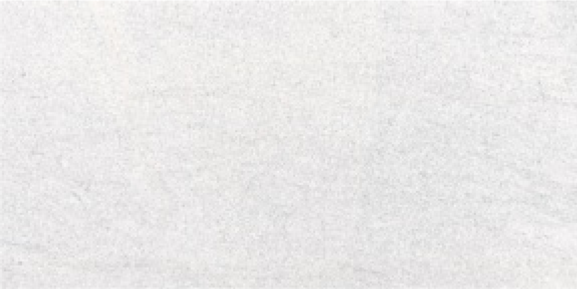
SDM PERSIAN GREY DK FL

▯ 300X600 MM □ 300X300 MM All Shown tiles are Matte & Glossy



SDH ARGO GREY HL

SDM ARGO GREY DK



SDM ARGO GREY LT

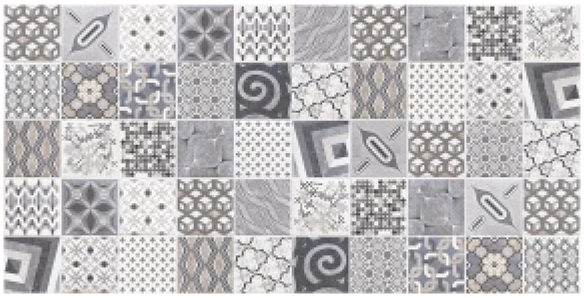
300X300 MM

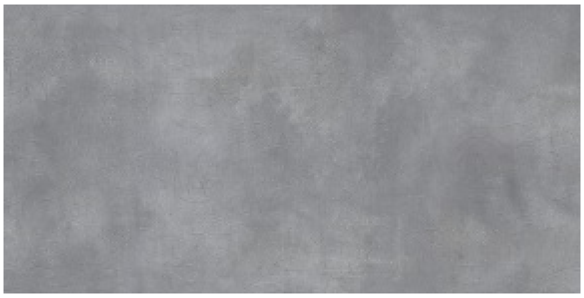
SDF ARGO GREY FL

All Shown tiles are Matte ☐ 300X300 MM ▯ 300X600 MM

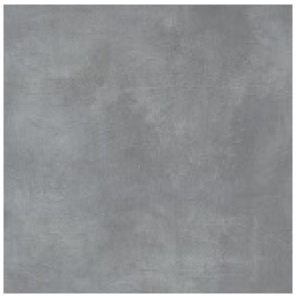
300x600 MM

Digital Ceramic Tiles

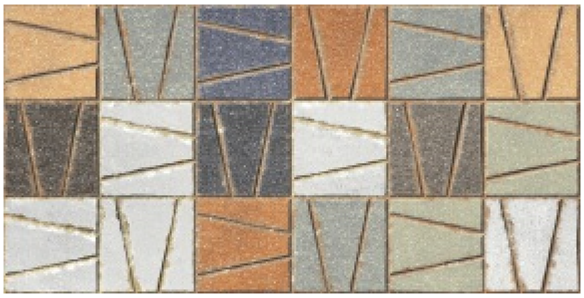

SDH KATIA MULTI HL

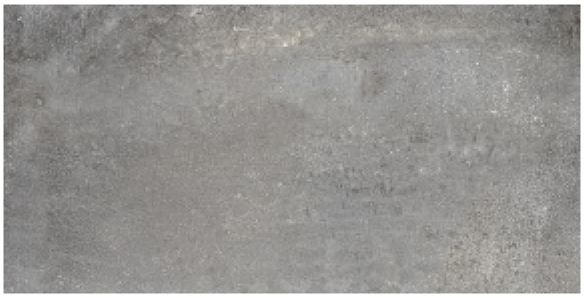

SDM KATIA GREY DK

SDM KATIA GREY LT

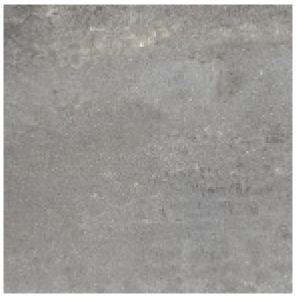

300X300 MM

SDF KATIA GREY FL


SDH HOUSTON STONE HL

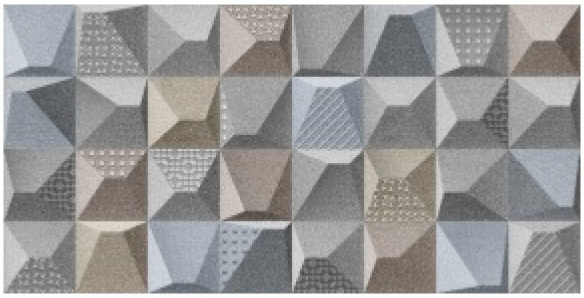

SDG HOUSTON GREY DK

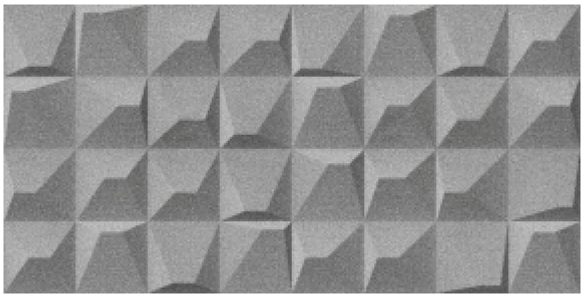
SDG HOUSTON GREY LT


300X300 MM

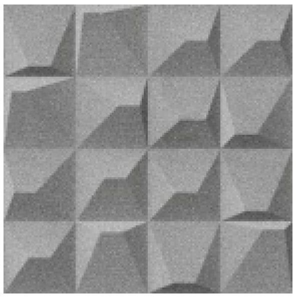
SDM HOUSTON GREY FL

300X600 MM 300X300 MM All Shown tiles are Matte & Glossy

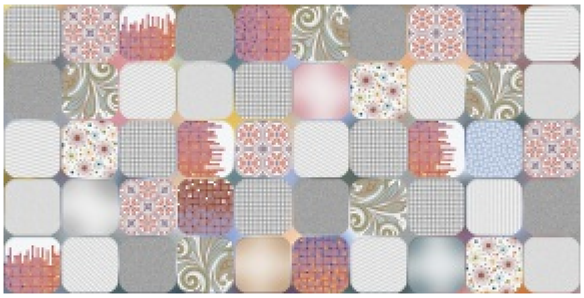

SDH BLOCOS GREY HL

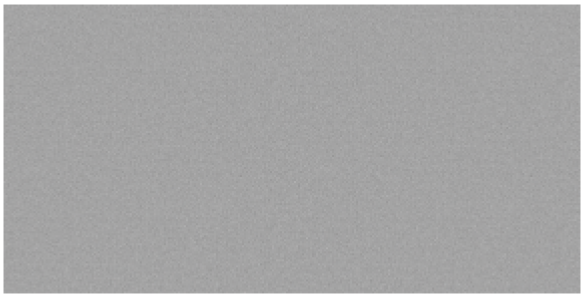

SDG BLOCOS GREY DK

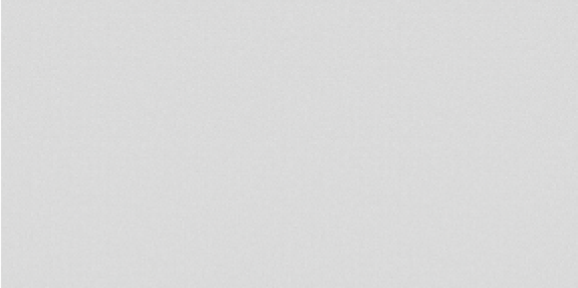
SDG BLOCOS GREY LT

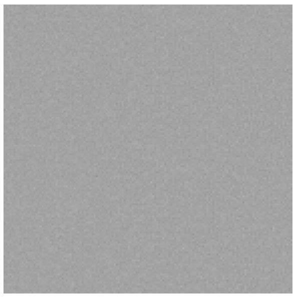

300X300 MM

SDM BLOCOS GREY DK FL


SDH SIGMA MULTI HL


SDG SIGMA GRIS


SDG SIGMA SILVER

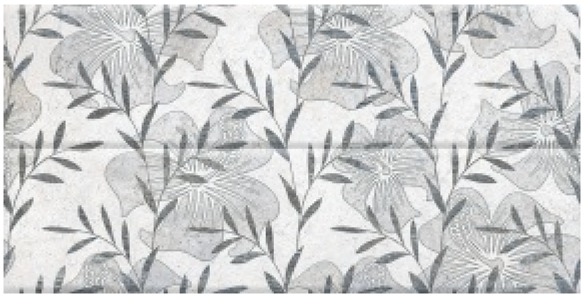

300X300 MM

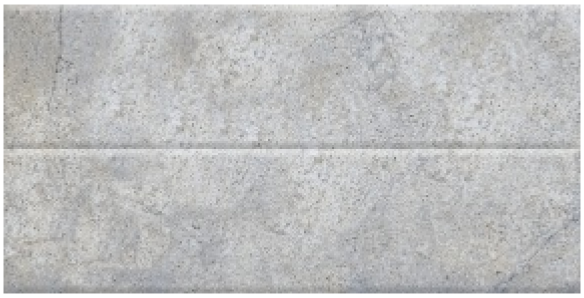
SDM SIGMA GRIS FL

All Shown tiles are Glossy ☐ 300X300 MM ▯ 300X600 MM

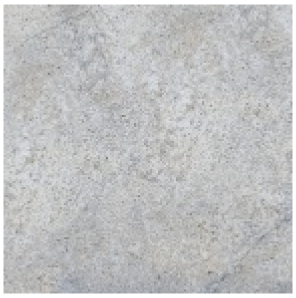
300x600 MM

Digital Ceramic Tiles


SDH DUCATI GREY LEAVES HL

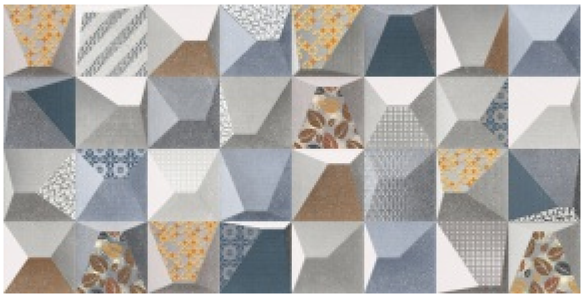

SDM DUCATI GREY DK

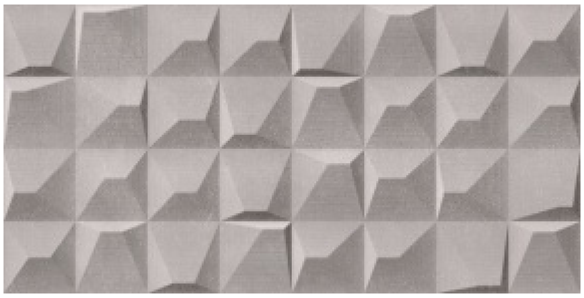
SDM DUCATI GREY LT


300X300 MM

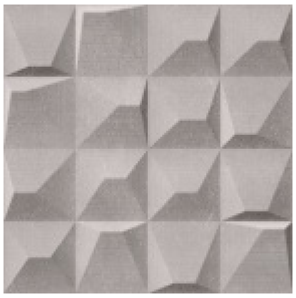
SDM DUCATI GREY FL

☐ 300X600 MM ☐ 300X300 MM All Shown tiles are Matte

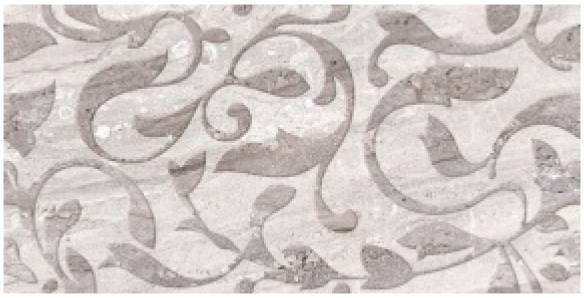

SDH BLOCOS MULTI HL

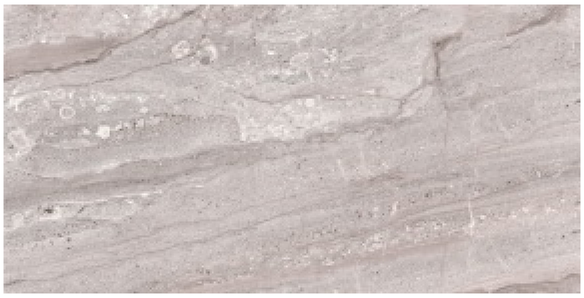

SDG BLOCOS GRIS

SDG BLOCOS CREAMA


300X300 MM

SDM BLOCOS GRIS FL


SDH VENUS GREY HL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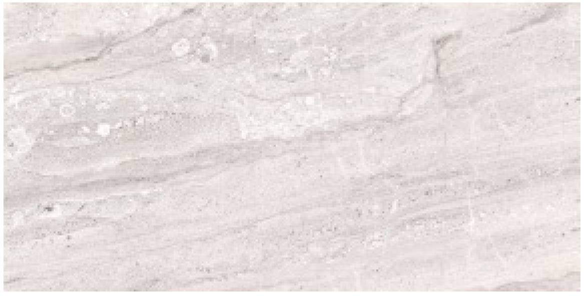
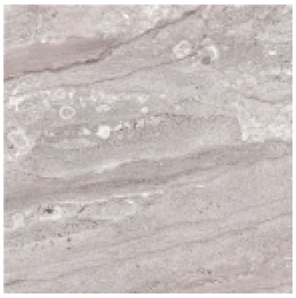
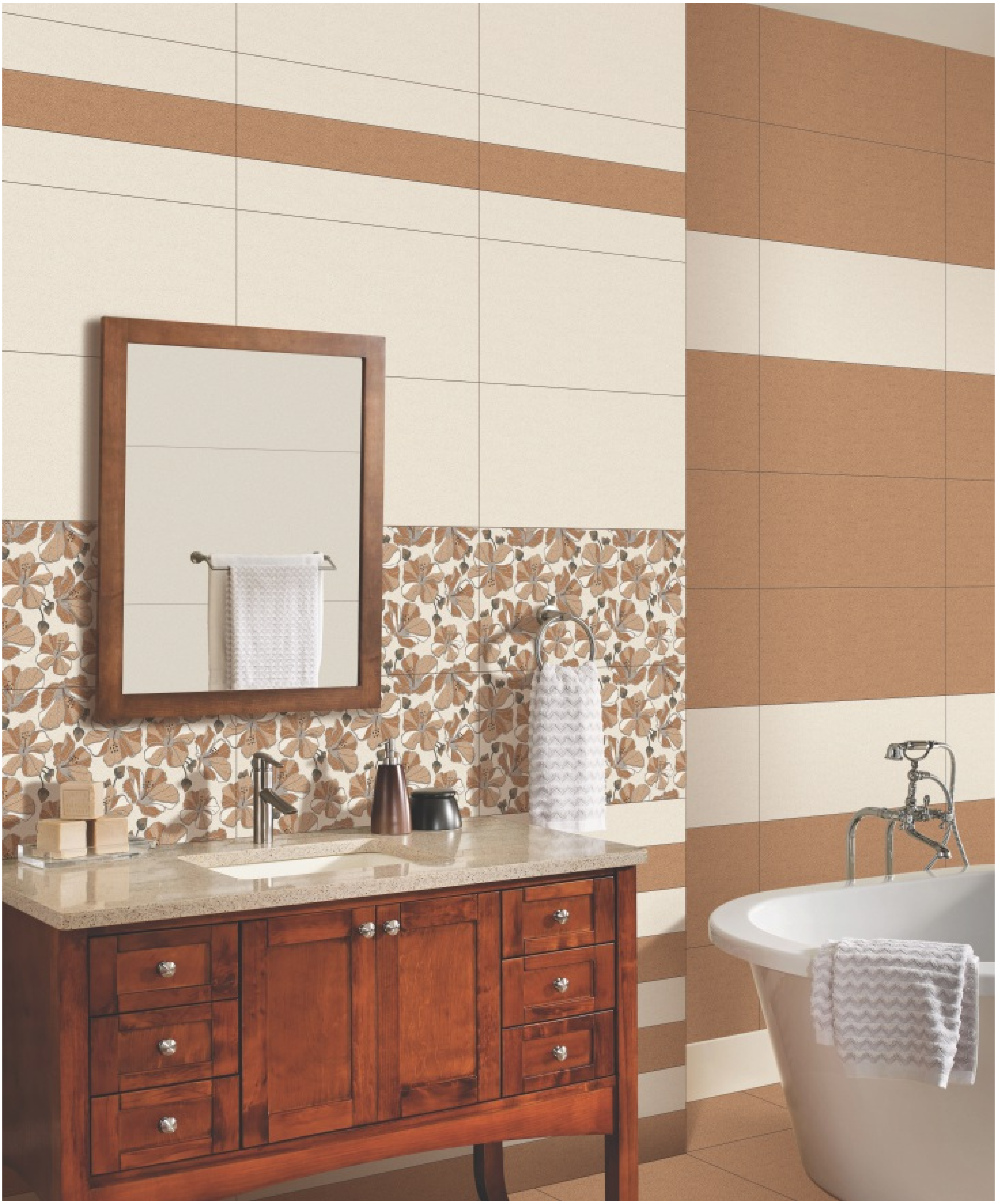

SDG VENUS GREY LT

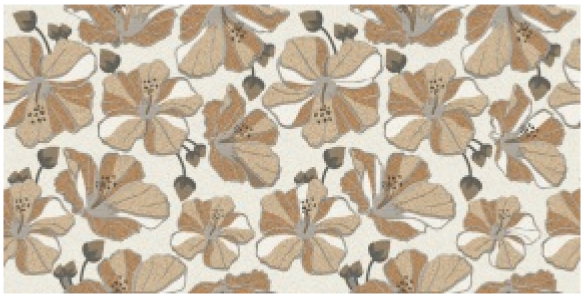

300X300 MM

SDF VENUS GREY FL

All Shown tiles are Glossy ☐ 300X300 MM ▯ 300X600 MM



SDH ARENA FLORA HL, SDM ARENA SANDUNE DK, SDM ARENA SANDUNE LT & SDF ARENA SANDUNE FL



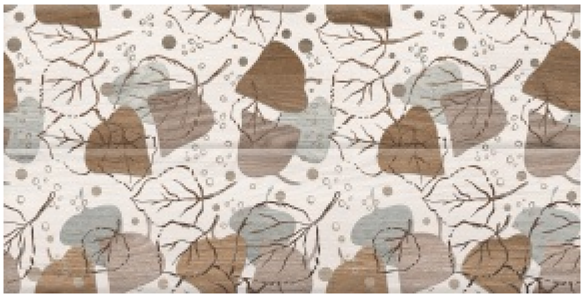
SDH ARENA FLORA HL

SDM ARENA SANDUNE DK

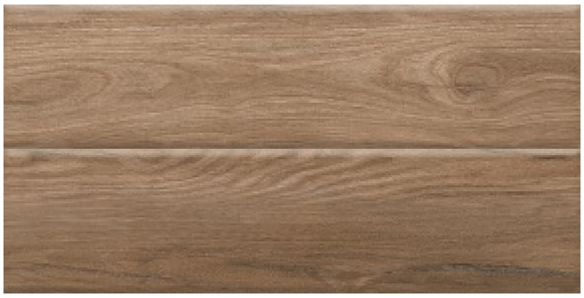
SDM ARENA SANDUNE LT

300X300 MM

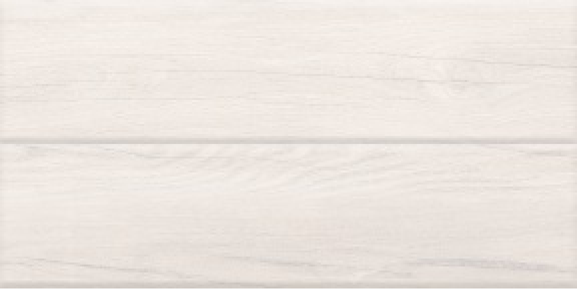
SDF ARENA SANDUNE FL



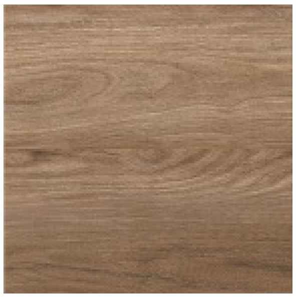
SDH DUCATI BROWN LEAVES HL



SDM DUCATI BROWN DK



SDM DUCATI BROWN LT



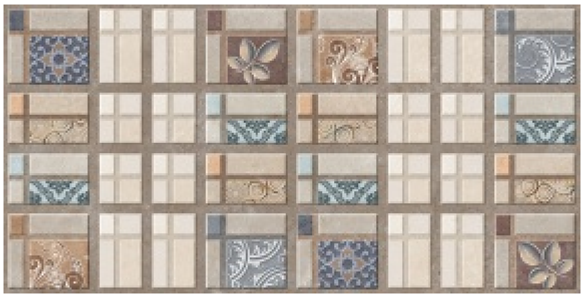
300X300 MM

SDM DUCATI BROWN FL

All Shown tiles are Matte ☐ 300X300 MM ▯ 300X600 MM

300x600 MM

Digital Ceramic Tiles



SDH TESSER FLORA HL

SDM TESSER BROWN

SDM TESSER BEIGE

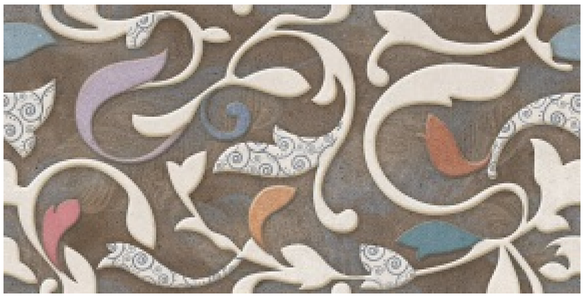
300X300 MM

SDM TESSER BROWN FL

300X600 MM

300X300 MM

All Shown tiles are Matte



SDH ARADOR FLORA HL

SDM ARADOR BEIGE DK

SDM ARADOR BEIGE LT

300X300 MM

SDM ARADOR BEIGE FL

All Shown tiles are Matte ☐ 300X300 MM ☐ 300X600 MM

300x600 MM

Digital Ceramic Tiles

All Shown tiles are Matte ☐ 300X300 MM ☐ 300X600 MM

SDH WAVE HANDCRAFT HL 1

SDH WAVE HANDCRAFT HL 2

SDM HANDCRAFT GREY DK

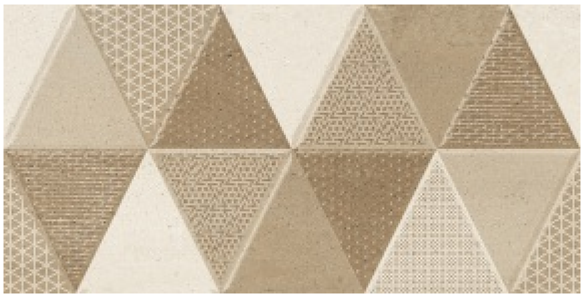
SDM HANDCRAFT GREY LT

300X300 MM

SDM HANDCRAFT GREY FL

300x600 MM

Digital Ceramic Tiles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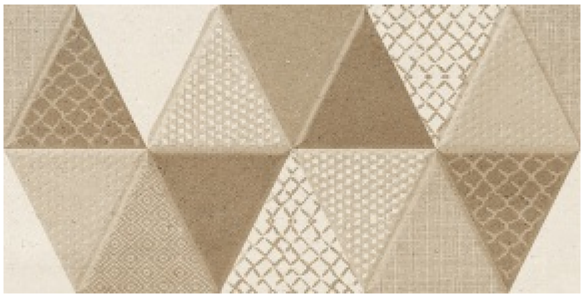

SDH TRIANGLE DECOR HL 2

SDM TRIANGLE SANDUNE

SDM TRIANGLE BEIGE

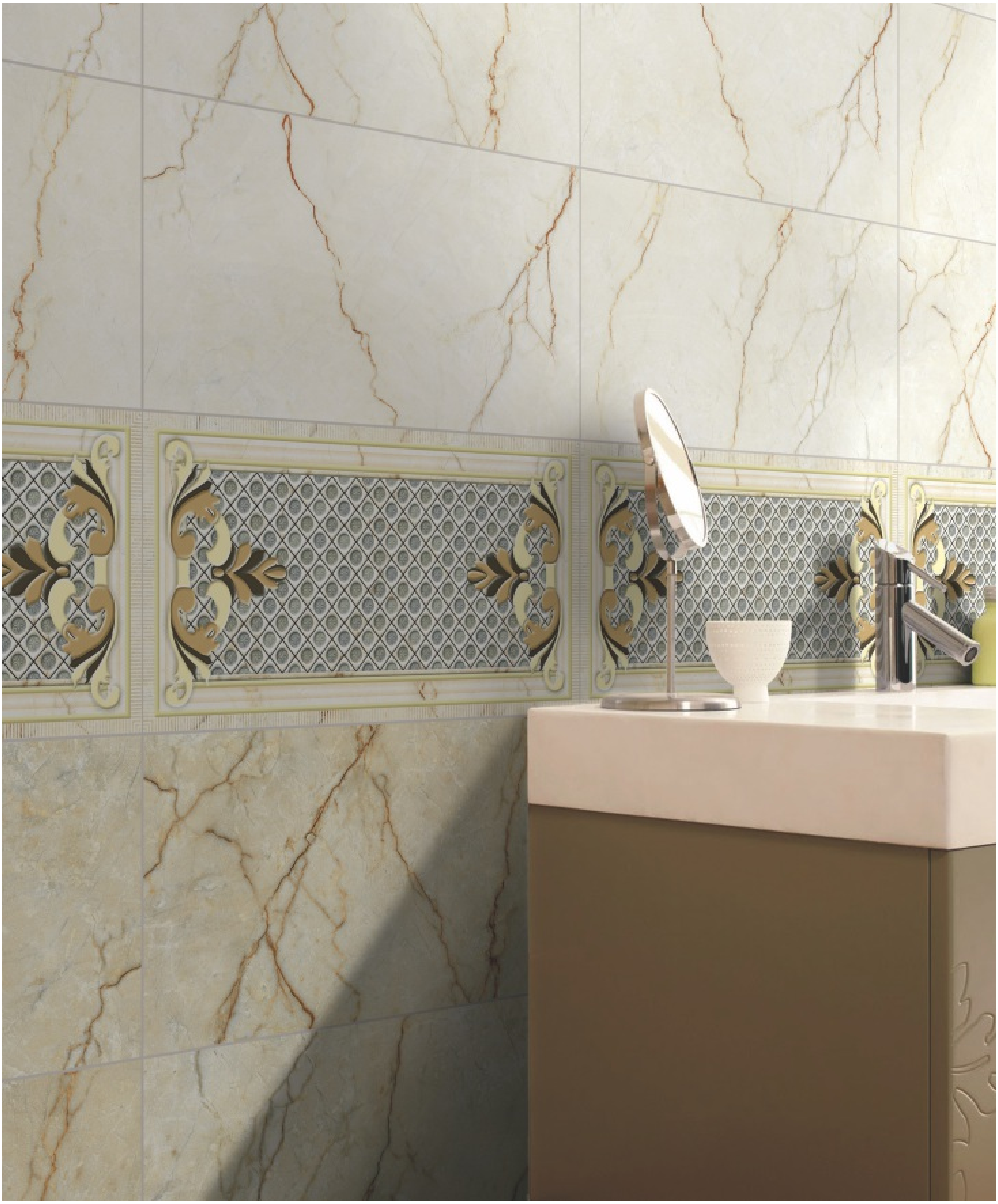
300X300 MM

SDM TRIANGLE SANDUNE FL

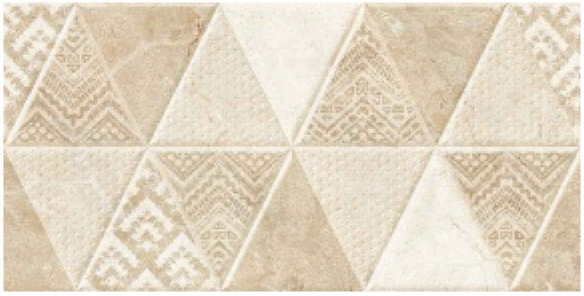
300X600 MM

300X300 MM

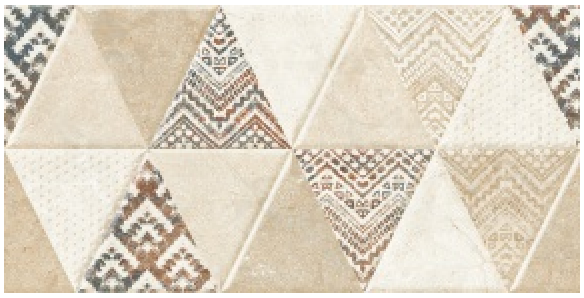
All Shown tiles are Matte



SDH SYLVIA BROWN HL, SDG SYLVIA BROWN & SDG SYLVIA CREMA



SDH EQUILATERAL FLORA HL 1



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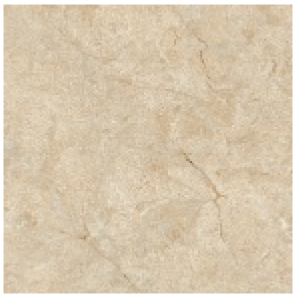
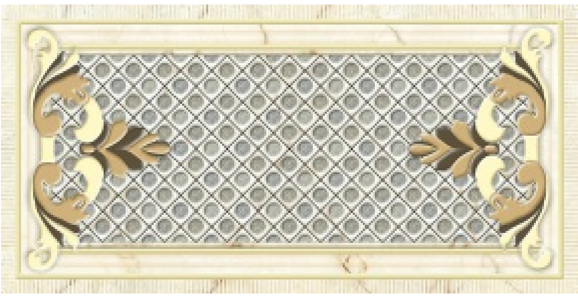
SDG EQUILATERAL BEIGE DK

SDG EQUILATERAL BEIGE LT



300X300 MM

SDM EQUILATERAL BEIGE DK FL



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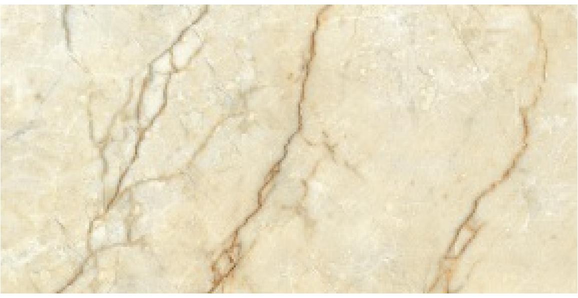
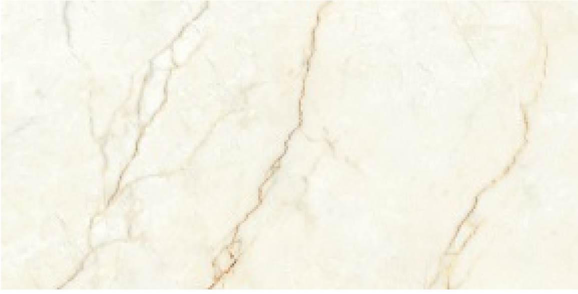


SDG SYLVIA BROWN



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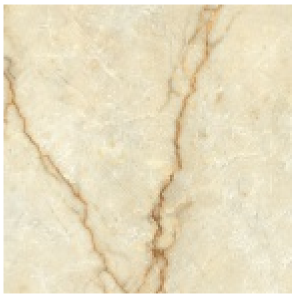


300X300 MM

SDM SYLVIA BROWN FL

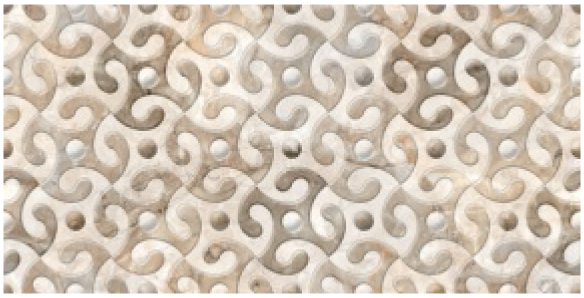
All Shown tiles are Glossy

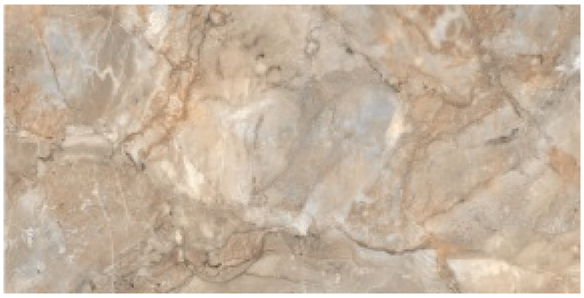
☐ 300X300 MM

▯ 300X600 MM

300x600 MM

Digital Ceramic Tiles


SDH JUSTIN STAR HL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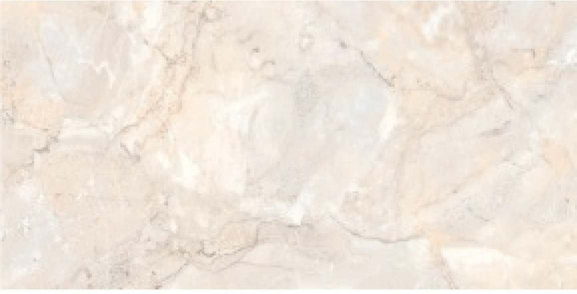
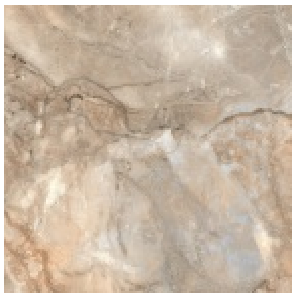
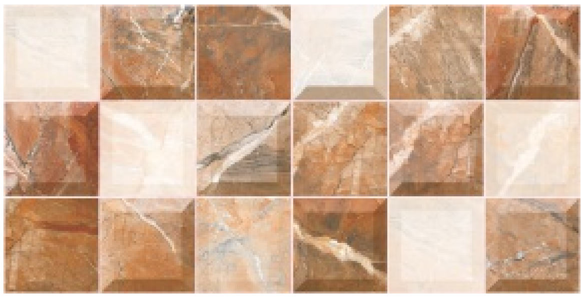

SDG JUSTIN BROWN LT

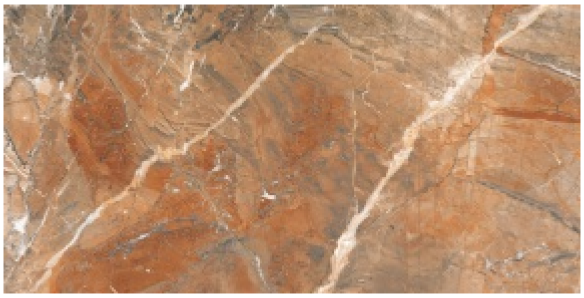

300X300 MM

SDF JUSTIN BROWN FL

300X600 MM ☐ 300X300 MM ☐ All Shown tiles are Glossy



SDH MARFIL SQUARE HL



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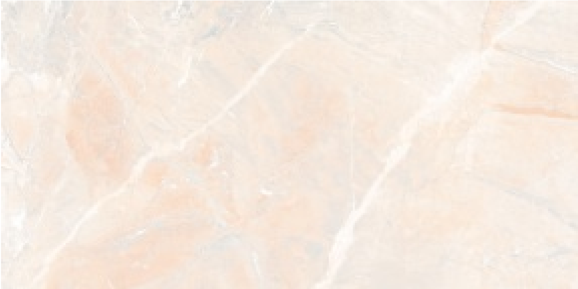
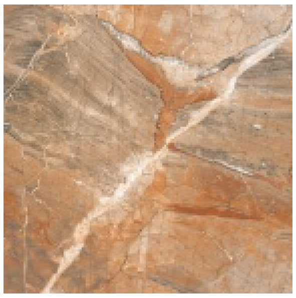
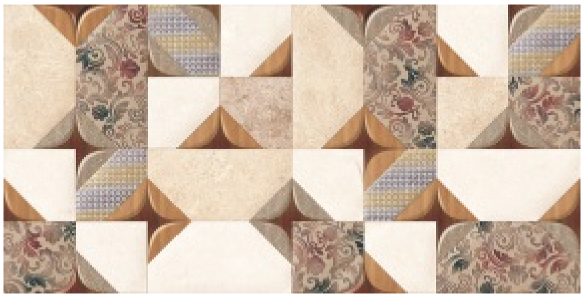


SDG MARFIL CREMA



SDM MARFIL BROWN FL



SDH CALLISTO FLORA HL

SDG CALLISTO BEIGE

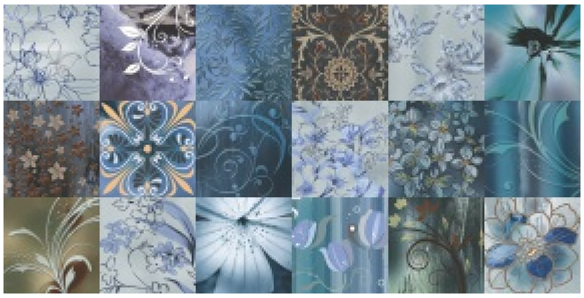
SDG CALLISTO CREAMA

SDM CALLISTO BEIGE FL

All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X600 MM

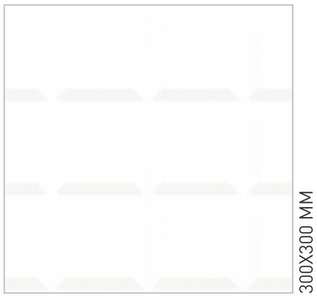
300x600 MM

Digital Ceramic Tiles



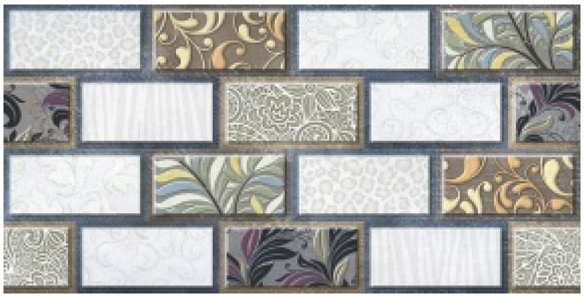
SDH MARRAKESH MULTI HL

SDG MARRAKESH WHITE

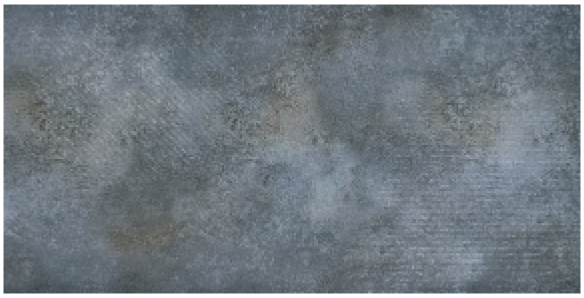


SDM MARRAKESH WHITE FL

300X600 MM 300X300 MM All Shown tiles are Glossy

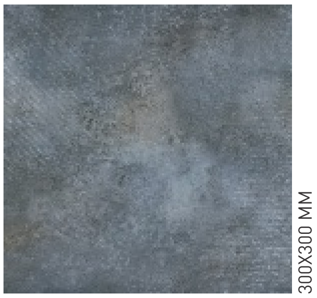


SDH ELIAS BRIC HL



SDG ELIAS GRIS DK

SDG ELIAS GRIS LT



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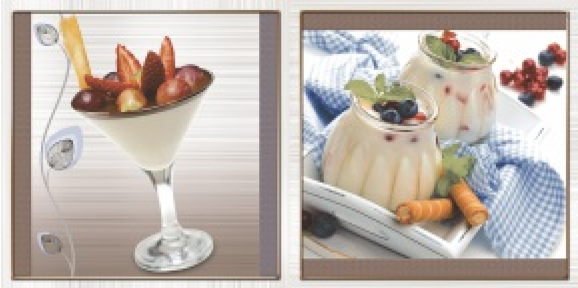
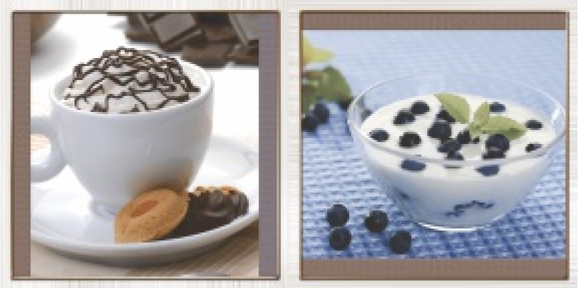
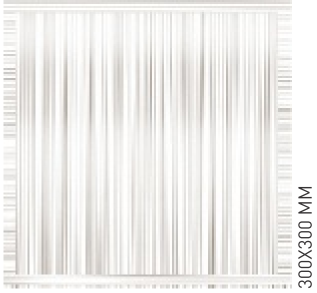


SDH YOGURT HL 1



SDH YOGURT HL 2

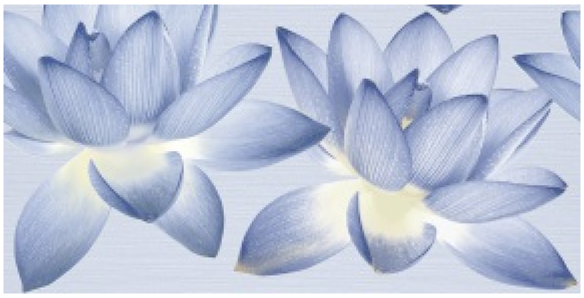
SDG YOGURT BIANCO



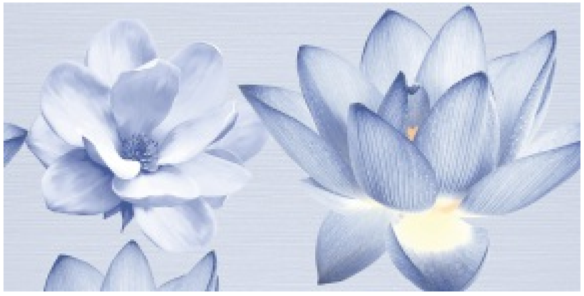
SDM YOGURT BIANCO FL

300x600 MM

Digital Ceramic Tiles



SDH SACRED LOTUS HL 1



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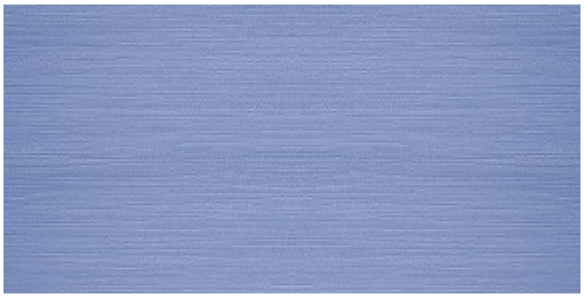


SDG SACRED BLUE DK

SDG SACRED BLUE LT

300X300 MM

SDM SACRED BLUE FL

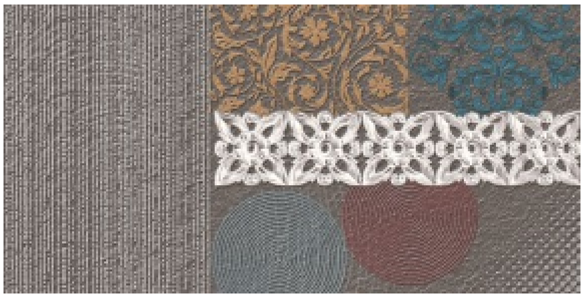
All Shown tiles are Glossy

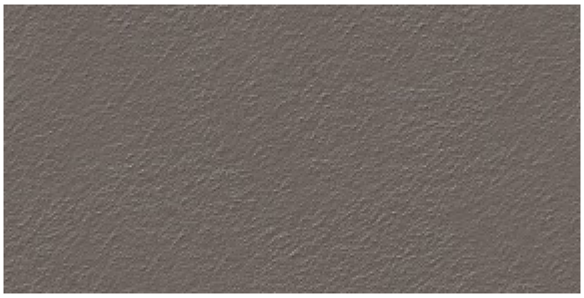
☐ 300X300 MM

☐ 300X600 MM

300x600 MM

Digital Ceramic Tiles


SDH OSAKA FLORA HL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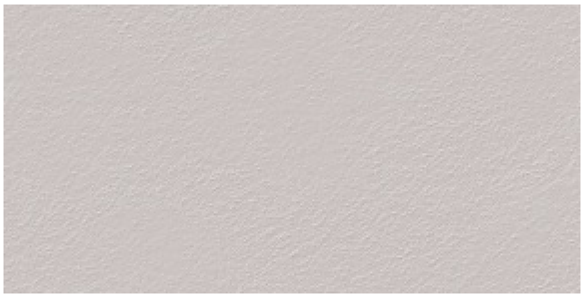
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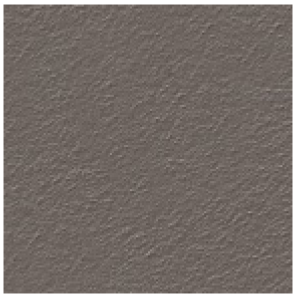
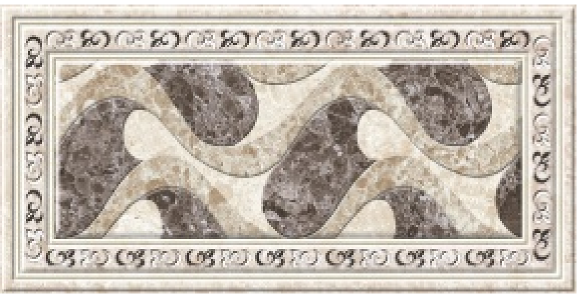
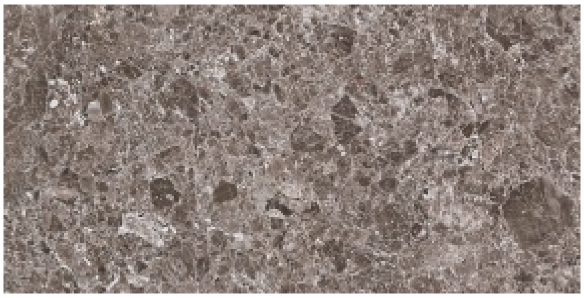
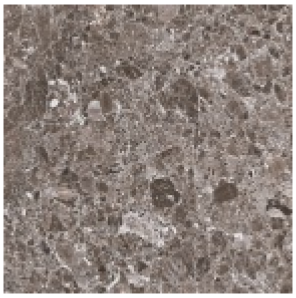

300X300 MM

SDM OSAKA WENGE FL


SDH VARONA COCO HL

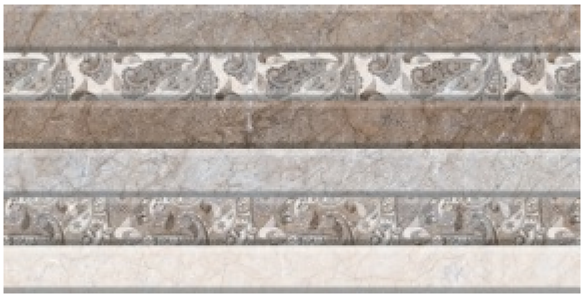

SDG VARONA COCO DK

SDG VARONA COCO LT


300X300 MM

SDM VARONA COCO FL

▯ 300X600 MM ▢ 300X300 MM All Shown tiles are Glossy



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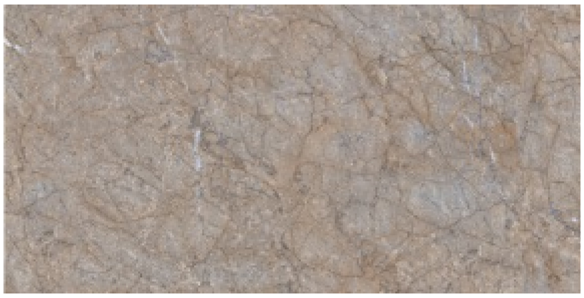

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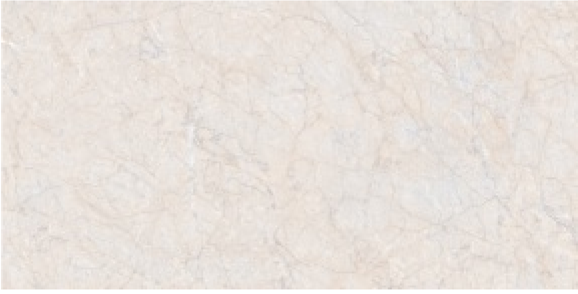

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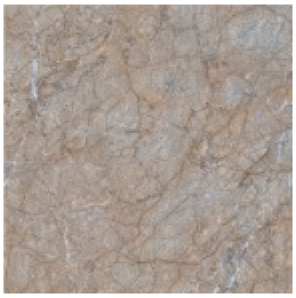


300X300 MM

SDF SISLEY BROWN FL

300X450 MM

Ceramic Wall Tiles

Code Description

SDH - SPECIAL DIGITAL HIGHLIGHTER
SDG - SPECIAL DIGITAL GLOSSY
SDM - SPECIAL DIGITAL MATTE
SDF - SPECIAL DIGITAL FLOOR

300X450 MM
300X300 MM

M Matte
Polished
C Ceramic
Interior
Non Repetitive Patterns
Rectified
Commercial
D Digital

INDEX

300X450 MM | Digital Ceramic Tiles

SDH ARADOR STYLE HL 42
SDG ARADOR BLUE DK 42
SDG ARADOR BLUE LT 42
SDM ARADOR BLUE FL 42

SDH ARIZONA HL 1 31
SDH ARIZONA HL 2 31
SDG ARIZONA BROWN 31
SDG ARIZONA BEIGE 31

SDH AVORA BROWN HL 32
SDG AVORA BROWN DK 32
SDG AVORA BROWN LT 32
SDM AVORA BROWN FL 32

SDH BEACON FLORAL HL 42
SDG BEACON BLUE DK 42
SDG BEACON BLUE LT 42
SDM BEACON BLUE FL 42

SDH CINZA GREY HL 46
SDG CINZA GREY DK 46
SDG CINZA GREY LT 46
SDM CINZA GREY FL 46

SDH CRARA TEA HL 39
SDG CRARA BIANCO 39
SDF CRARA BIANCO FL 39

SDH CRISTO FLORA HL 41
SDG CRISTO BLUE DK 41
SDG CRISTO BLUE LT 41
SDF CRISTO BLUE FL 41

SDH DAHLIA FLOWER HL 40
SDG DAHLIA PINK DK 40
SDG DAHLIA PINK LT 40
SDM DAHLIA PINK FL 40

SDH DORIA BROWN HL 48
SDG DORIA BROWN DK 48
SDG DORIA BROWN LT 48
SDF DORIA BROWN FL 48

SDH DUNGRI BROWN HL 43
SDG DUNGRI BROWN 43
SDG DUNGRI BEIGE 43
SDM DUNGRI BROWN FL 43

SDH FINE DECOR HL 34
SDM FINE BROWN DK 34
SDM FINE BROWN LT 34
SDM FINE BROWN FL 34

SDH FLICKER MULTI HL 33
SDG FLICKER SANDUNE 33
SDG FLICKER BEIGE 33
SDM FLICKER SANDUNE FL 33

SDH FLURRY SQUARE HL 33
SDG FLURRY BROWN 33
SDG FLURRY IVORY 33
SDM FLURRY BROWN FL 33

SDH GIALLO PATTERN HL 35
SDG GIALLO BEIGE DK 35
SDG GIALLO BEIGE LT 35
SDM GIALLO BEIGE FL 35

SDH HIBISCUS FLORA HL 38
SDG HIBISCUS BROWN DK 38
SDG HIBISCUS BROWN LT 38
SDM HIBISCUS BROWN FL 38

SDH HUNKER MULTI HL 28
SDH HUNKER FLORA HL 28
SDG HUNKER GREY DK 28
SDG HUNKER GREY LT 28
SDM HUNKER GREY FL 28

SDH INSPIRE MULTI HL 47
SDG INSPIRE BROWN 47
SDG INSPIRE BEIGE 47
SDM INSPIRE BROWN FL 47

SDH LITHIA LEAF HL 27
SDG LITHIA BROWN 27
SDG LITHIA GREY 27
SDM LITHIA BROWN FL 27

SDH TEA SET LINEAS HL 1 40
SDH AWALA LINEAS HL 2 40
SDH VEGETABLE LINEAS HL 3 40
SDG LINEAS GREY 40
SDM LINEAS GREY FL 40

SDH MONTE ART HL 45
SDG MONTE BROWN DK 45
SDG MONTE BROWN LT 45
SDF MONTE BROWN FL 45

SDH MOROCCAN GREY HL 30
SDG MOROCCAN GREY DK 30
SDG MOROCCAN GREY LT 30
SDM MOROCCAN GREY FL 30

SDH MOROCCAN BEIGE HL 35
SDG MOROCCAN BEIGE DK 35
SDG MOROCCAN BEIGE LT 35
SDM MOROCCAN BEIGE DK FL 35

SDH PARADISE MULTI HL 38
SDG PARADISE BEIGE DK 38
SDG PARADISE BEIGE LT 38
SDM PARADISE BEIGE FL 38

SDH SAWAR FLORA HL 45
SDG SAWAR BROWN 45
SDG SAWAR BEIGE 45
SDM SAWAR BROWN FL 45

SDH DOLPHIN SEA BLUE HL 41
SDG SEA BLUE DK 41
SDG SEA BLUE LT 41
SDM SEA BLUE FL 41

SDH TERRAZZO GREY HL 29
SDM TERRAZZO GREY DK 29
SDM TERRAZZO GREY LT 29
SDM TERRAZZO GREY FL 29

SDH VENZA MOSIAC HL 31
SDG VENZA BROWN DK 31
SDG VENZA BEIGE LT 31
SDM VENZA BROWN FL 31

SDH ZONTE ART HL 44
SDG ZONTE WENGE DK 44
SDG ZONTE IVORY LT 44
SDM ZONTE WENGE FL 44

SDH ZONTE FLORA HL 47
SDG ZONTE BROWN DK 47
SDG ZONTE BROWN LT 47
SDM ZONTE BROWN FL 47

SDH ZONTE SQUARE HL 36
SDM ZONTE SANDY DK 36
SDM ZONTE SANDY LT 36
SDM ZONTE SANDY FL 36

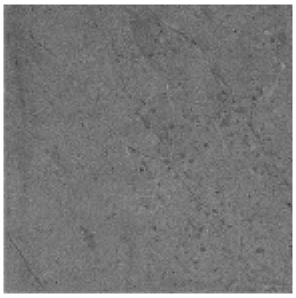
300x450 MM

Digital Ceramic Tiles

SDH LITHIA LEAF HL

SDG LITHIA BROWN

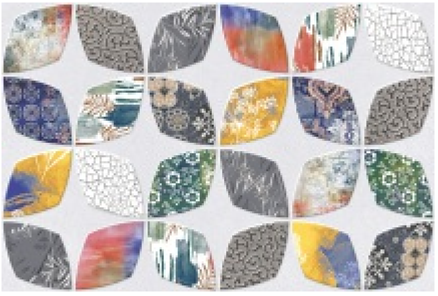
SDG LITHIA GREY



300X300 MM

SDM LITHIA BROWN FL

☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



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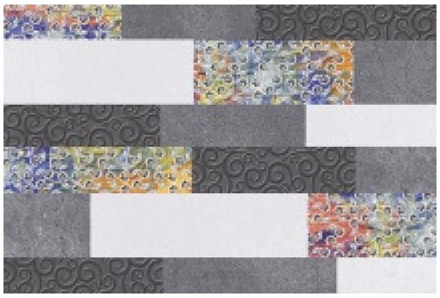


SDH HUNKER FLORA HL

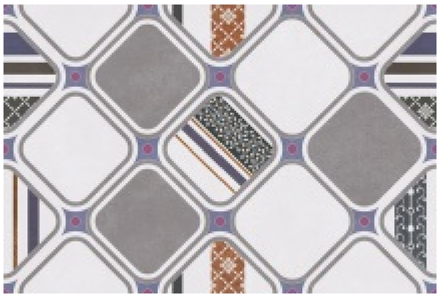
SDG HUNKER GREY DK

SDG HUNKER GREY LT

300X300 MM

SDM HUNKER GREY FL

All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM



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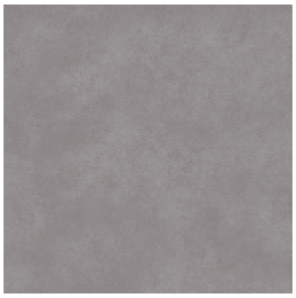
SDM TERRAZZO GREY DK

SDM TERRAZZO GREY LT

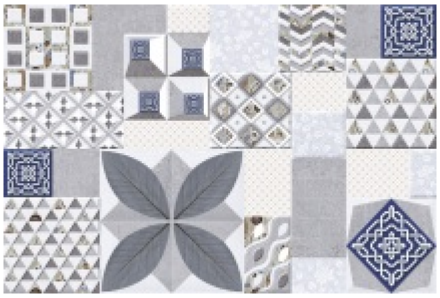


300X300 MM

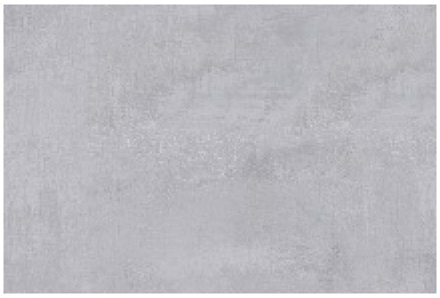
SDM TERRAZZO GREY FL

☐ 300X450 MM ☐ 300X300 MM

All Shown tiles are Matte



SDH MOROCCAN GREY HL



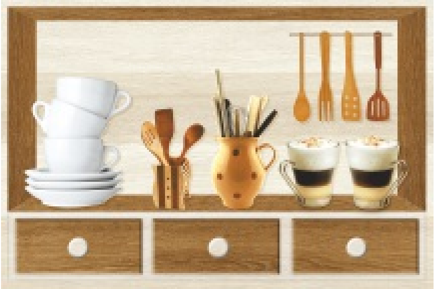
SDG MOROCCAN GREY DK

SDG MOROCCAN GREY LT

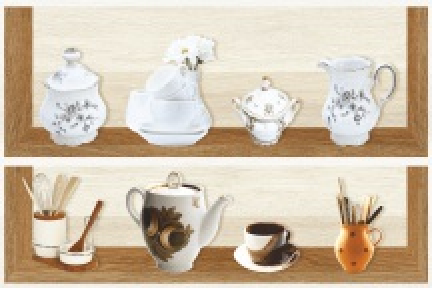
300X300 MM

SDM MOROCCAN GREY FL

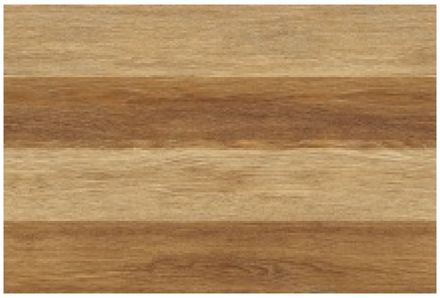
All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM



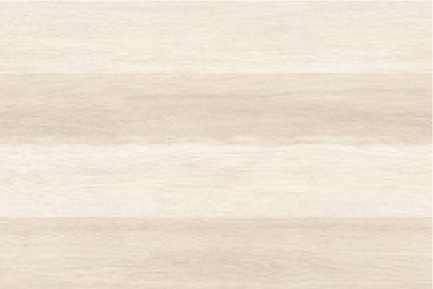
SDH ARIZONA HL 1



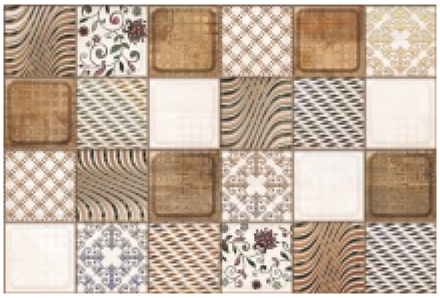
SDH ARIZONA HL 2



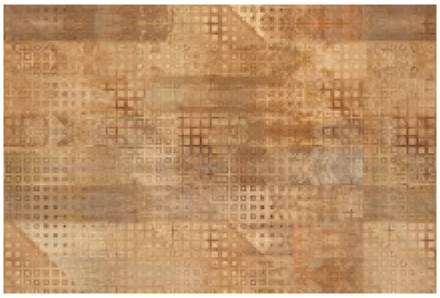
SDG ARIZONA BROWN



SDG ARIZONA BEIGE

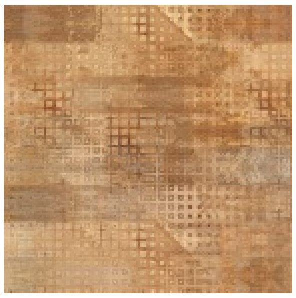


SDH VENZA MOSIAC HL



SDG VENZA BROWN DK

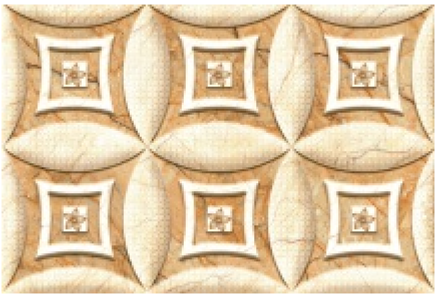
SDG VENZA BEIGE LT



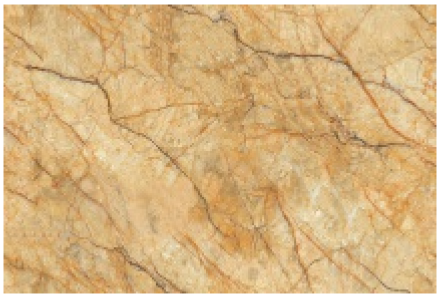
300X300 MM

SDM VENZA BROWN FL

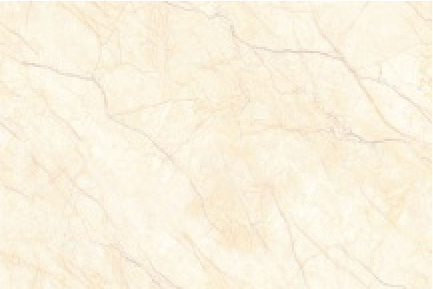
☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



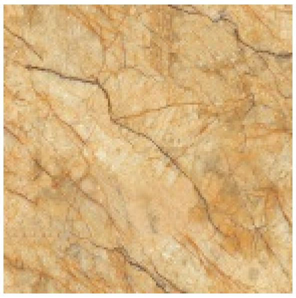
SDH AVORA BROWN HL



SDG AVORA BROWN DK



SDG AVORA BROWN LT



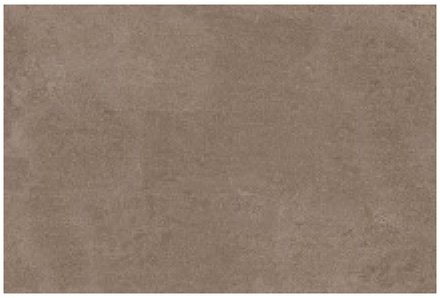
300X300 MM

SDM AVORA BROWN FL

300x450 MM

Digital Ceramic Tiles

SDH FLICKER MULTI HL


SDG FLICKER SANDUNE

SDG FLICKER BEIGE

300X300 MM

SDM FLICKER SANDUNE FL

SDH FLURRY SQUARE HL

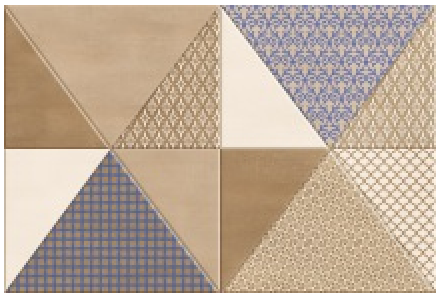
SDG FLURRY BROWN

SDG FLURRY IVORY

300X300 MM

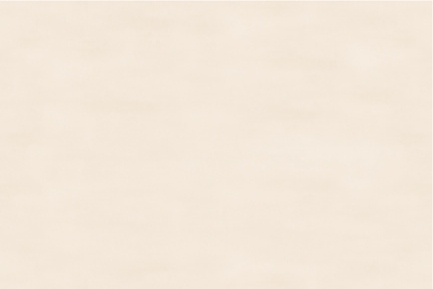
SDM FLURRY BROWN FL

☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



SDH FINE DECOR HL

SDM FINE BROWN DK

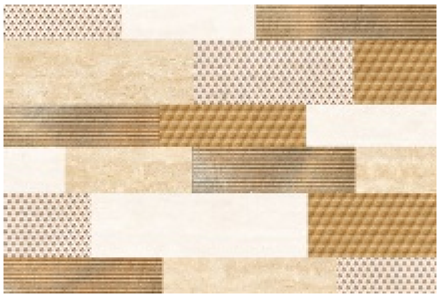


SDM FINE BROWN LT

SDM FINE BROWN FL

300X300 MM

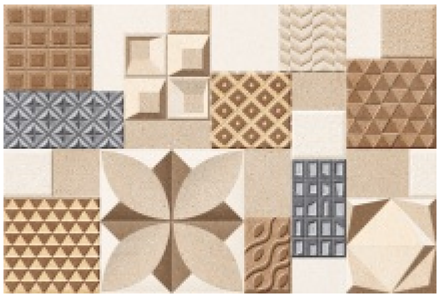
All Shown tiles are Matte ☐ 300X300 MM ☐ 300X450 MM


SDH GIALLO PATTERN HL

SDG GIALLO BEIGE DK

SDG GIALLO BEIGE LT

300X300 MM
SDM GIALLO BEIGE FL

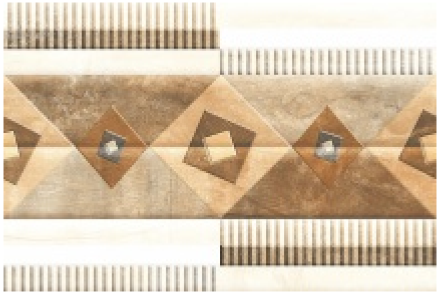

SDH MOROCCAN BEIGE HL

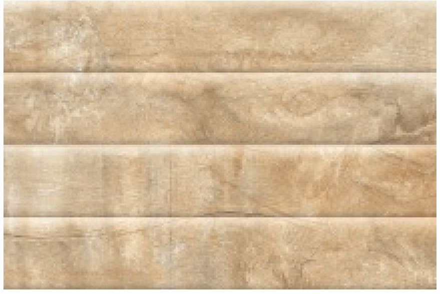
SDG MOROCCAN BEIGE DK

SDG MOROCCAN BEIGE LT

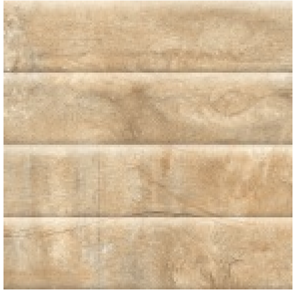
300X300 MM
SDM MOROCCAN BEIGE DK FL

▯ 300X450 MM
☐ 300X300 MM
All Shown tiles are Glossy

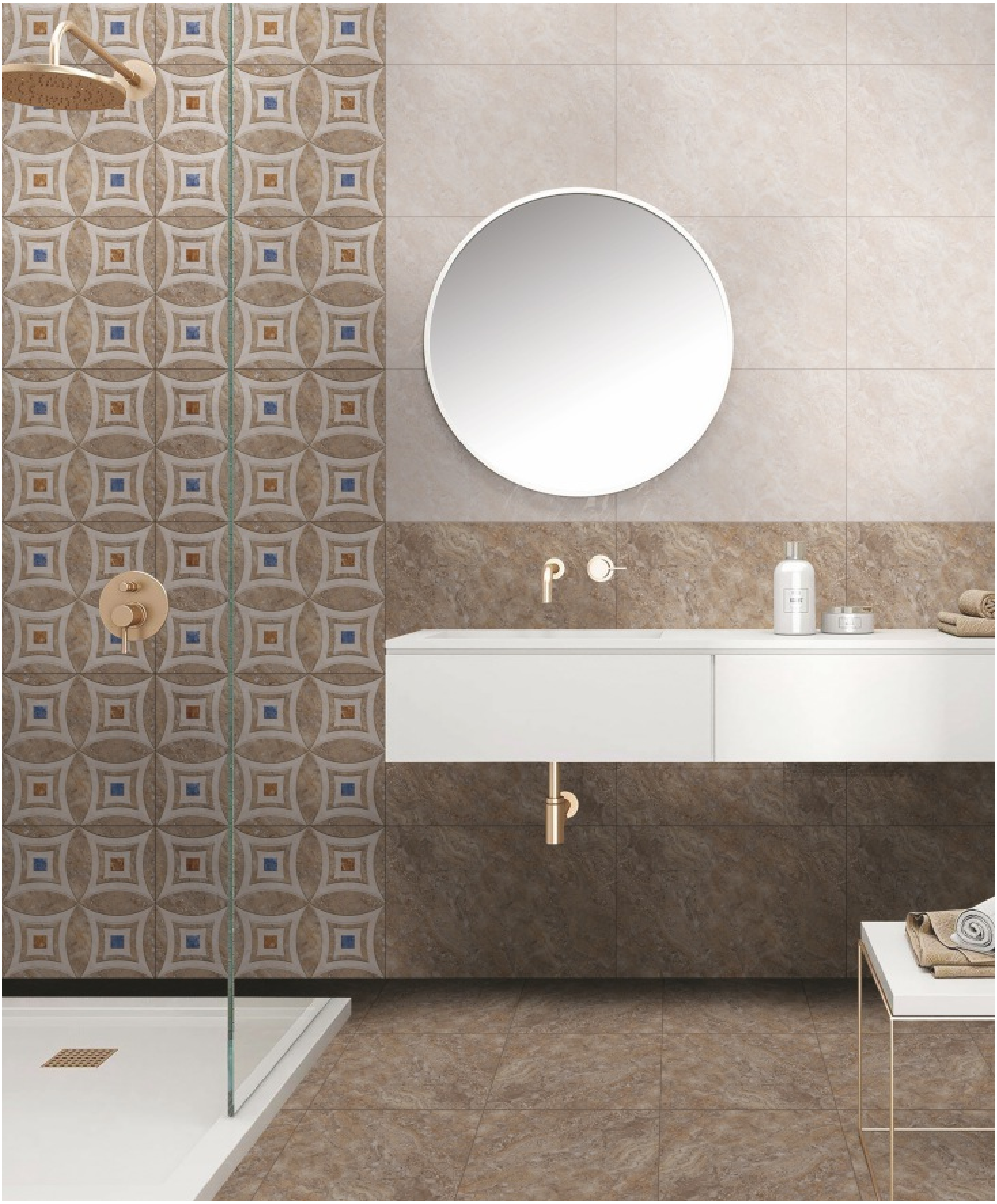

SDH ZONTE SQUARE HL


SDM ZONTE SANDY DK

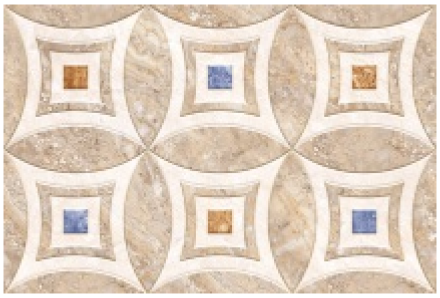
SDM ZONTE SANDY LT


300X300 MM
SDM ZONTE SANDY FL

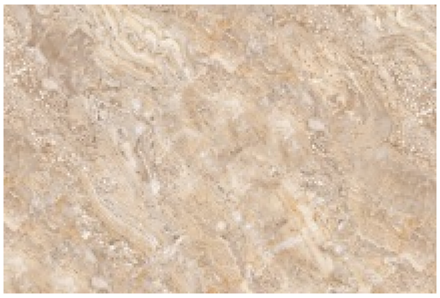
All Shown tiles are Matte ☐ 300X300 MM ☐ 300X450 MM



SDH PARADISE MULTI HL, SDG PARADISE BEIGE DK, SDG PARADISE BEIGE LT & SDM PARADISE BEIGE FL

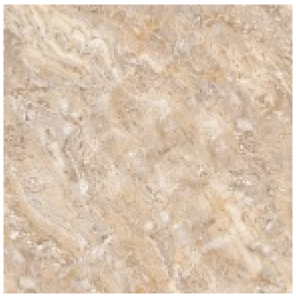


SDH PARADISE MULTI HL



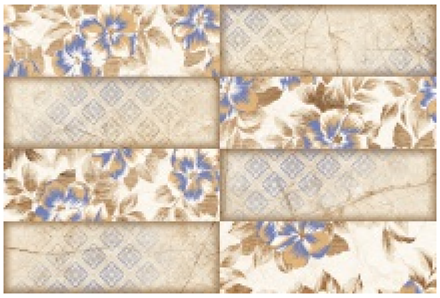
SDG PARADISE BEIGE DK

SDG PARADISE BEIGE LT



300X300 MM

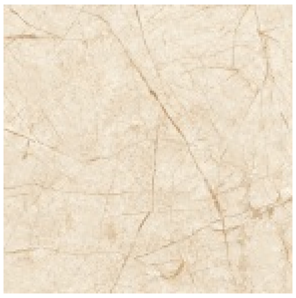
SDM PARADISE BEIGE FL



SDH HIBISCUS FLORA HL

SDG HIBISCUS BROWN DK

SDG HIBISCUS BROWN LT



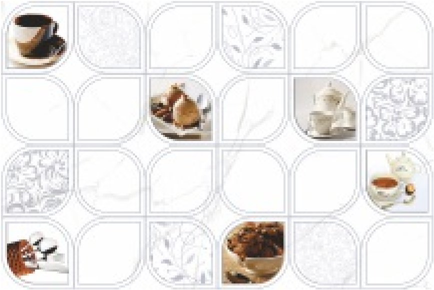
300X300 MM

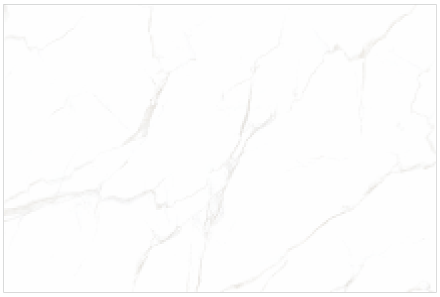
SDM HIBISCUS BROWN FL

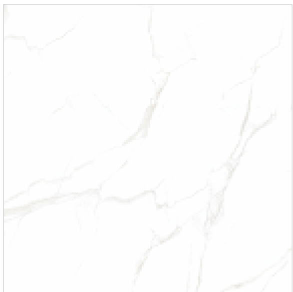
All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM

300x450 MM

Digital Ceramic Tiles


SDH CRARA TEA HL


SDG CRARA BIANCO

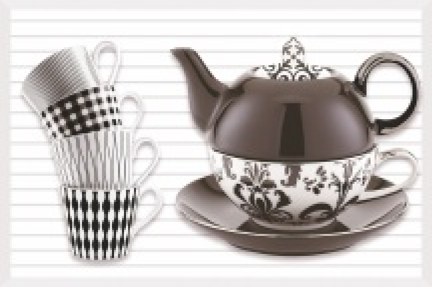

300X300 MM

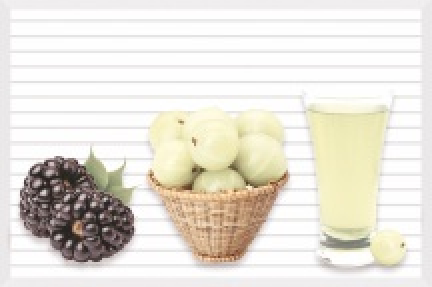
SDF CRARA BIANCO FL

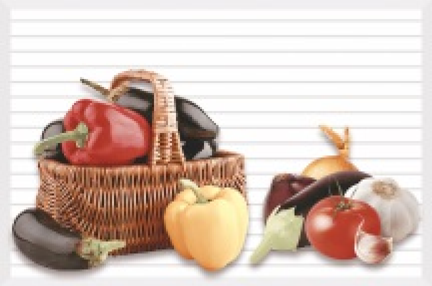
300X450 MM

300X300 MM

All Shown tiles are Glossy


SDH TEA SET LINEAS HL 1

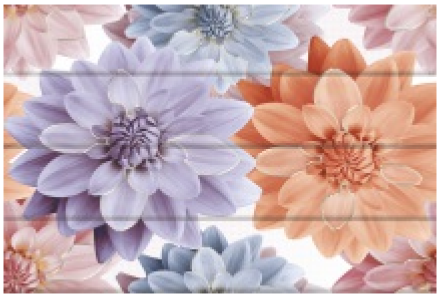

SDH AWALA LINEAS HL 2

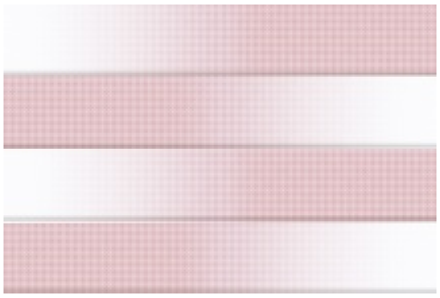

SDH VEGETABLE LINEAS HL 3

SDG LINEAS GREY

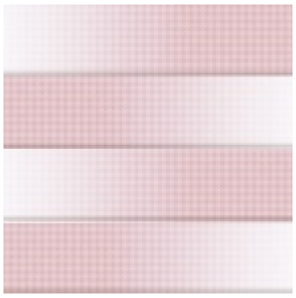
300X300 MM

SDM LINEAS GREY FL


SDH DAHLIA FLOWER HL


SDG DAHLIA PINK DK

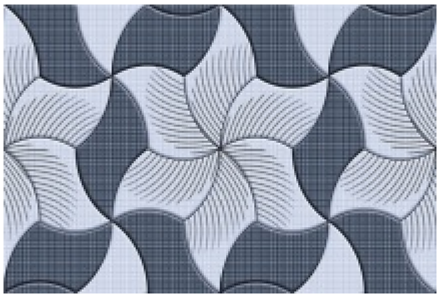
SDG DAHLIA PINK LT

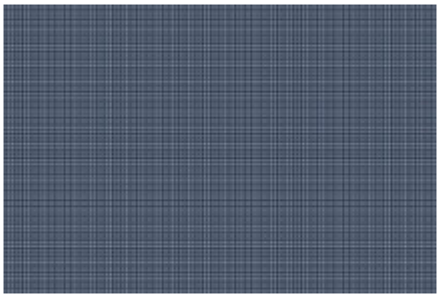

300X300 MM

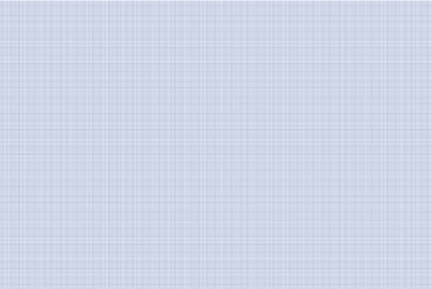
SDM DAHLIA PINK FL

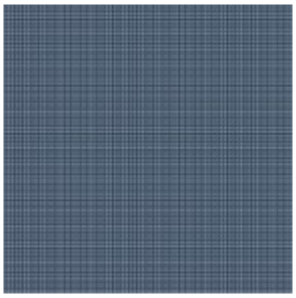
300x450 MM

Digital Ceramic Tiles

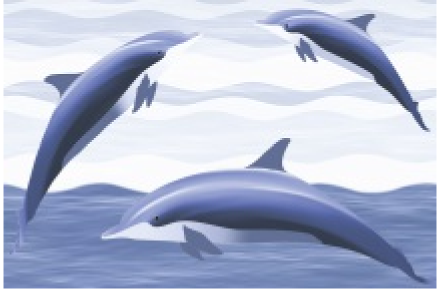

SDH CRISTO FLORA HL

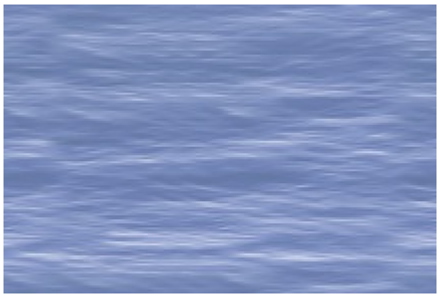

SDG CRISTO BLUE DK

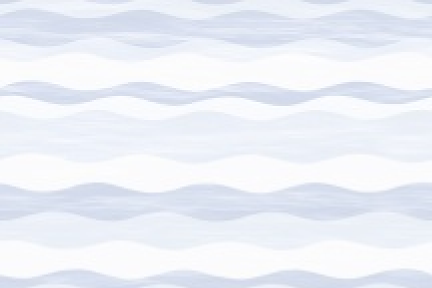

SDG CRISTO BLUE LT

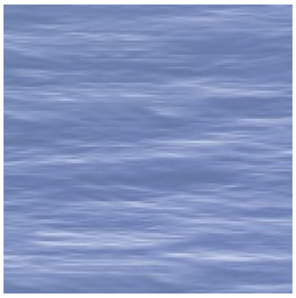

300X300 MM

SDF CRISTO BLUE FL


SDH DOLPHIN SEA BLUE HL

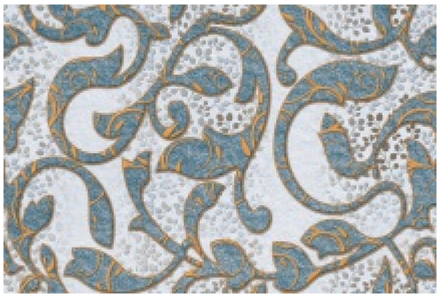

SDG SEA BLUE DK


SDG SEA BLUE LT


300X300 MM

SDM SEA BLUE FL

☐ 300X450 MM ☐ 300X300 MM *All Shown tiles are Glossy*



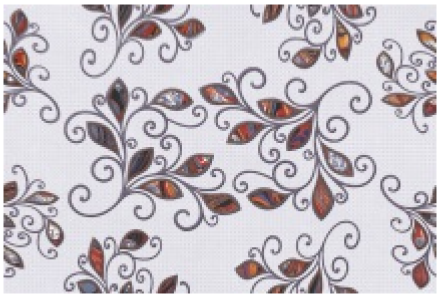
SDH ARADOR STYLE HL

SDG ARADOR BLUE DK

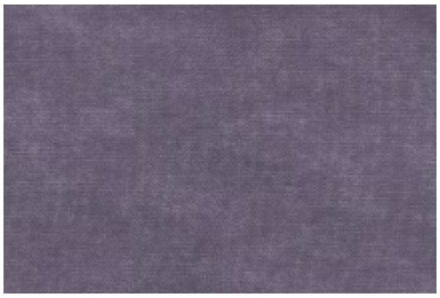
SDG ARADOR BLUE LT

300X300 MM

SDM ARADOR BLUE FL

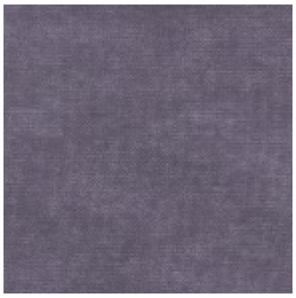


SDH BEACON FLORAL HL



SDG BEACON BLUE DK

SDG BEACON BLUE LT



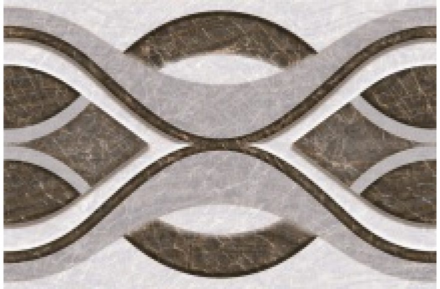
300X300 MM

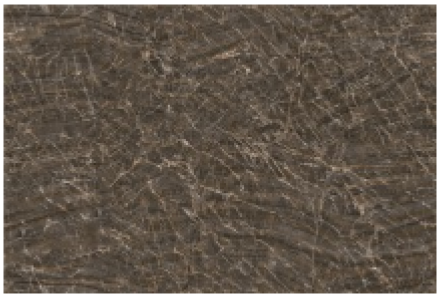
SDM BEACON BLUE FL

All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM

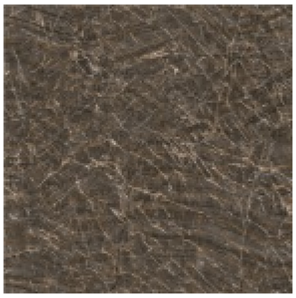
300x450 MM

Digital Ceramic Tiles


SDH DUNGRI BROWN HL

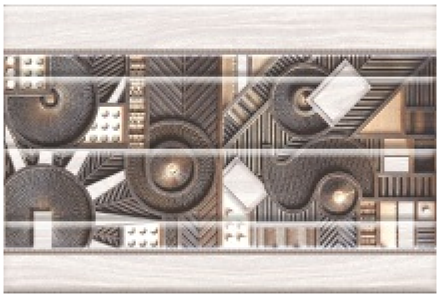

SDG DUNGRI BROWN

SDG DUNGRI BEIGE

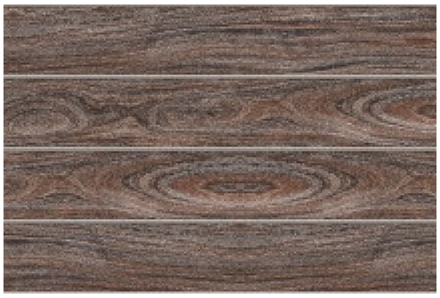

300X300 MM

SDM DUNGRI BROWN FL

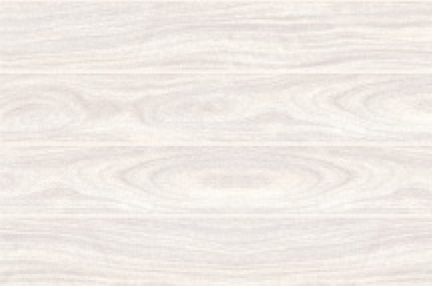
☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



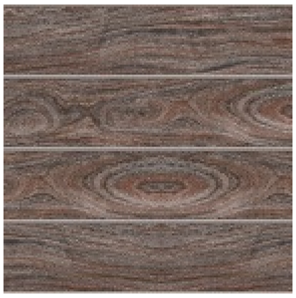
SDH ZONTE ART HL



SDG ZONTE WENGE DK



SDG ZONTE IVORY LT



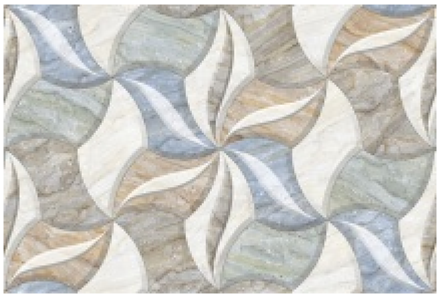
300X300 MM

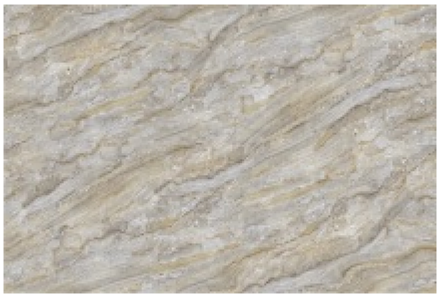
SDM ZONTE WENGE FL

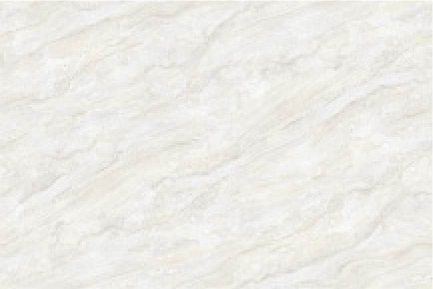
All Shown tiles are Glossy ☐ 300X300 MM ▯ 300X450 MM

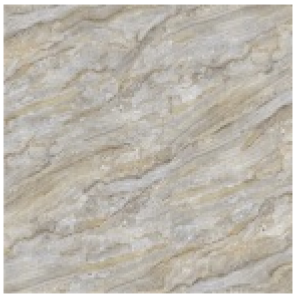
300x450 MM

Digital Ceramic Tiles

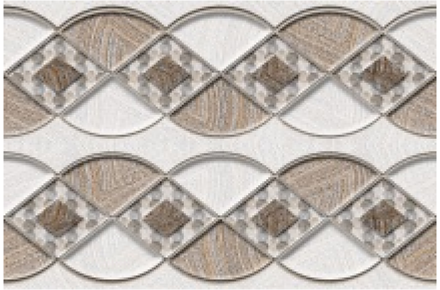

SDH SAWAR FLORA HL

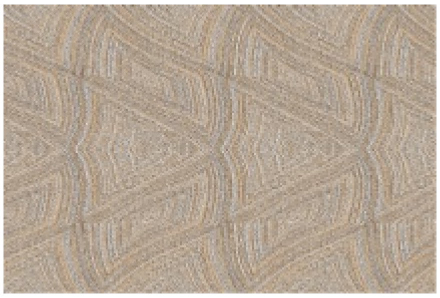

SDG SAWAR BROWN


SDG SAWAR BEIGE

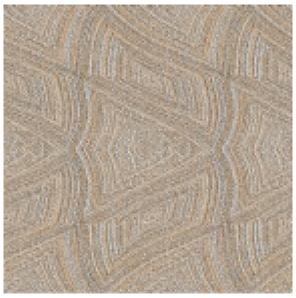

300X300 MM

SDM SAWAR BROWN FL


SDH MONTE ART HL

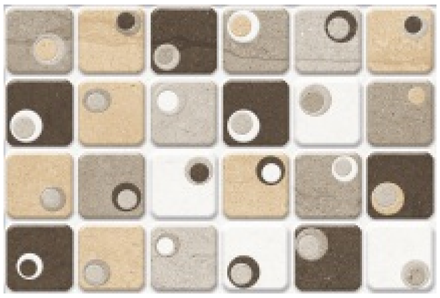

SDG MONTE BROWN DK

SDG MONTE BROWN LT


300X300 MM

SDF MONTE BROWN FL

☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



SDH CINZA GREY HL

SDG CINZA GREY DK

SDG CINZA GREY LT

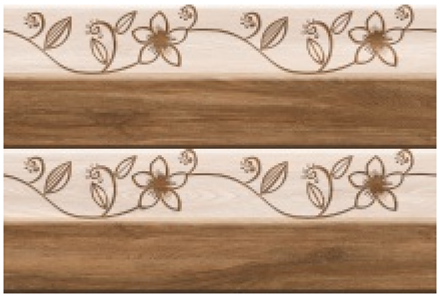
300X300 MM

SDM CINZA GREY FL

All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM

300x450 MM

Digital Ceramic Tiles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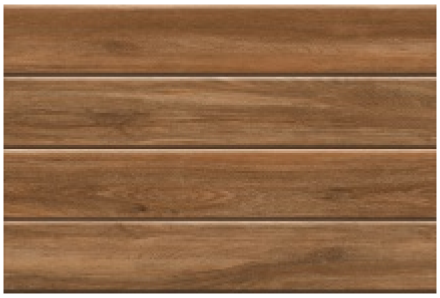
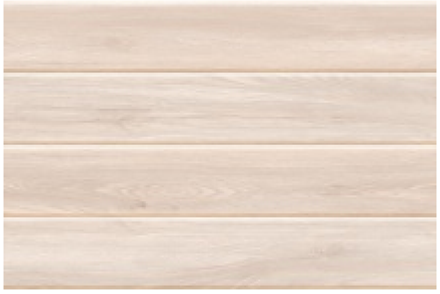
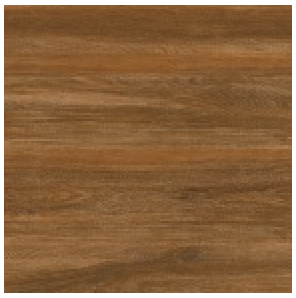
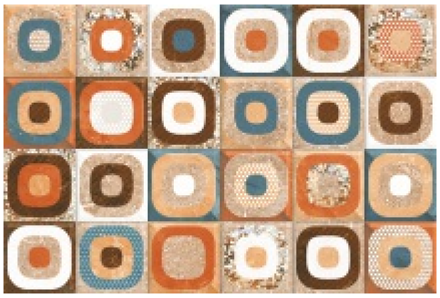

SDG ZONTE BROWN DK


SDG ZONTE BROWN LT


300X300 MM

SDM ZONTE BROWN FL


SDH INSPIRE MULTI HL

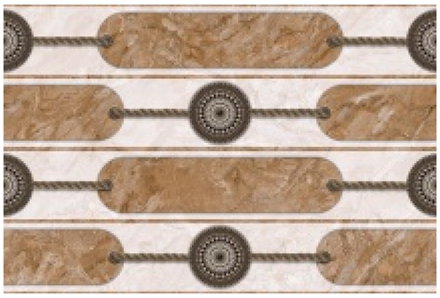
SDG INSPIRE BROWN

SDG INSPIRE BEIGE

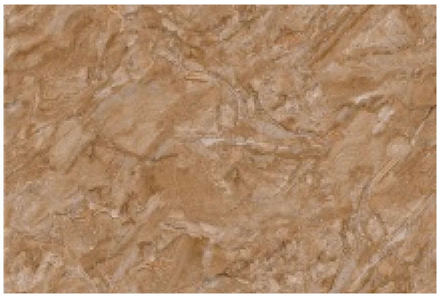
300X300 MM

SDM INSPIRE BROWN FL

☐ 300X450 MM ☐ 300X300 MM All Shown tiles are Glossy



SDH DORIA BROWN HL



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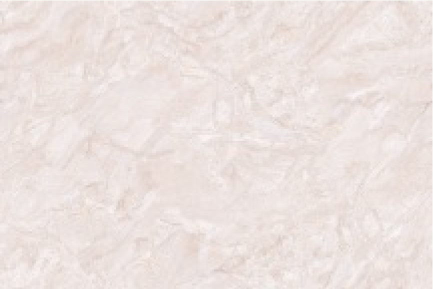
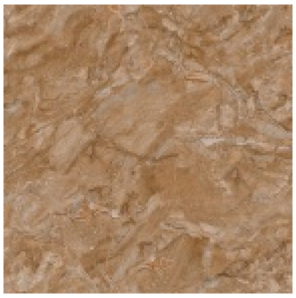


SDG DORIA BROWN LT



SDF DORIA BROWN FL

All Shown tiles are Glossy ☐ 300X300 MM ☐ 300X450 MM

200X300 MM

Ceramic Wall Tiles

Matte
Polished
Ceramic
Interior
Non Repetitive Patterns
Rectified
Commercial
Digital

200X300 MM

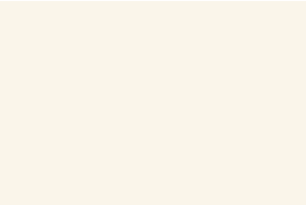
INDEX

200X300 MM | Non Digital Tiles

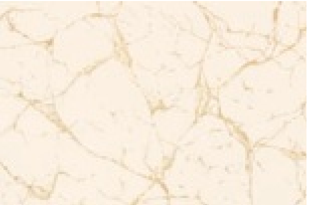
CRAFT BEIGE 52
CRAFT GREY 52
CRAFT GREEN 52
CRAFT PINK 52
CRAFT BLUE 52
CREEP BLUE 52
ELITE BROWN 52
ELITE GREY 52
LORENO GOLD 51
MARVEL 52
MELODY BROWN 52
MELODY GREY 52
NUVEGA GREY 52
PLAIN IVORY 51
PLAIN WHITE 52
PLAIN OCEAN BLUE 52
PICASSO BLUE 52
PICASSO PINK 52
SILVER GREY 52
SQUARE BROWN 52

200x300 MM

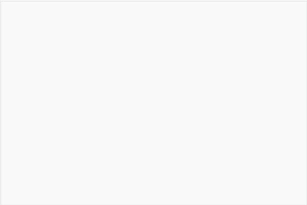
Ceramic Tiles



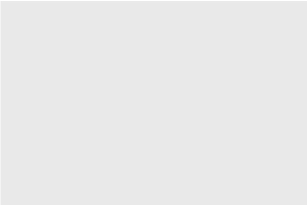
PLAIN IVORY



LORENO GOLD



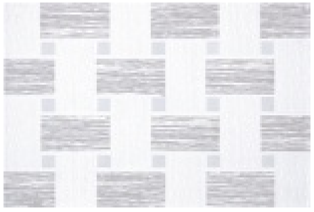
PLAIN WHITE



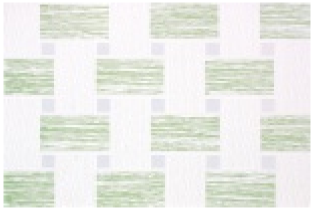
SILVER GREY

PLAIN OCEAN BLUE

CRAFT BEIGE



CRAFT GREY



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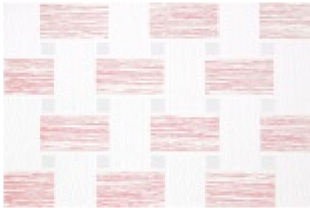
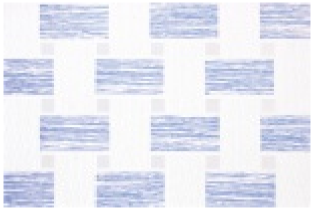
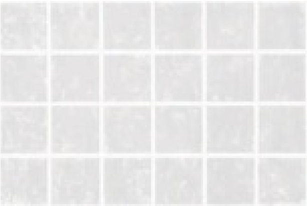


CRAFT PINK

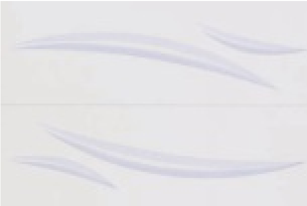


CRAFT BLUE

CREEP BLUE



NUVEGA GREY



PICASSO BLUE

PICASSO PINK

ELITE BROWN

ELITE GREY

MARVEL

MELODY BROWN

MELODY GREY

SQUARE BROWN

TECHNICAL SPECIFICATIONS Ceramic Tiles

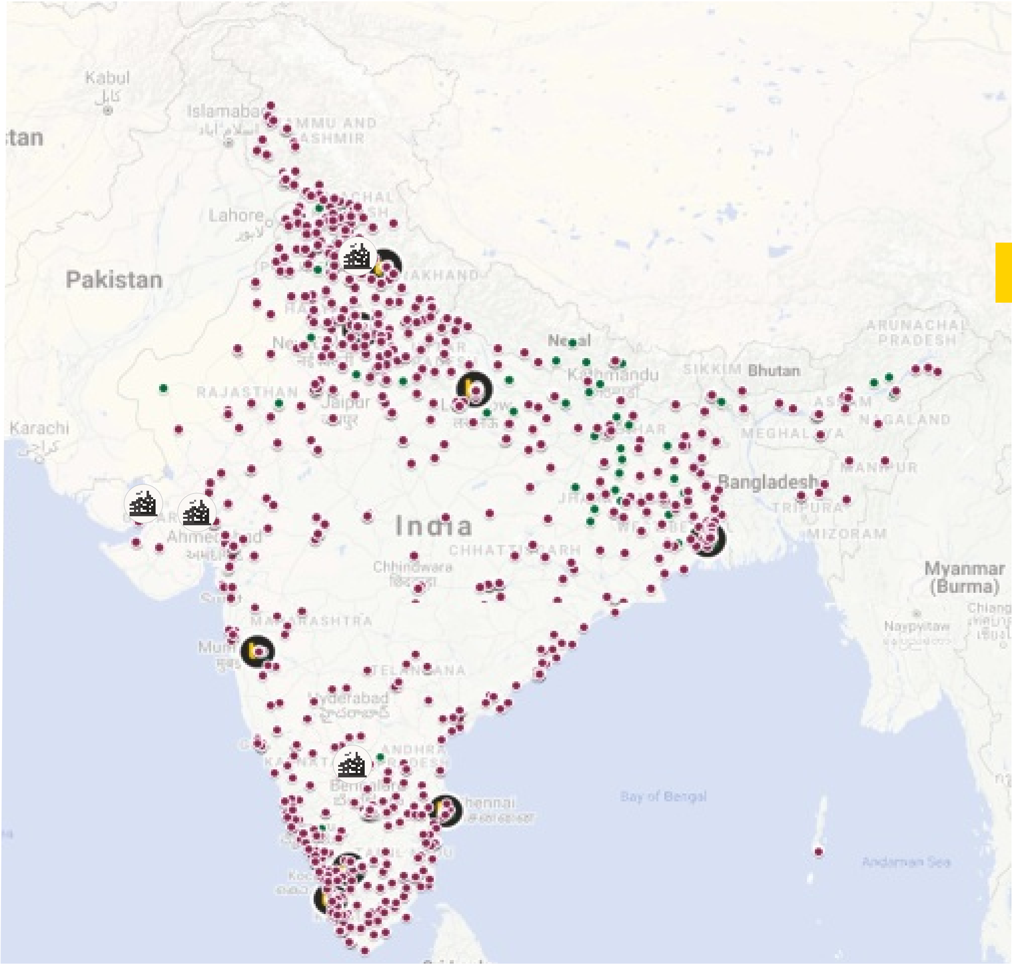
Packing Details

Size	No. of Tiles Per Carton	Covered Area Per Carton
(In mm.)		(In Sq. Mtr.)
300X600 (Wall Tiles)	5	0.90
300X450 (Wall Tiles)	6	0.81
200X300 (Wall Tiles)	15	0.90
300X300 (Floor Tiles)	9	0.81

(E > 10 % Group B III) as per IS 15622:2017

Characteristics	Standard Test Method	IS 15622:2017 E > 10 % (Group B III)		OBL Norms
Dimension & Surface Quality		Unrectified	Rectified	
Deviation in Length & Width	IS 13630 (Part 1):2017	± 0.4%	± 0.2 %	Conforms
Deviation in Thickness		± 5.0 %		± 4.00 %
Straightness of Sides		± 0.2 %	± 0.15 %	Conforms
Rectangularity		± 0.3 %	± 0.2 %	Conforms
Surface Flatness		± 0.3 %		± 0.20 % 🙂 🙂
Surface Quality		Min. 95 % tiles should be free from visible defects		Min. 95 % tiles should be free from visible defects 🙂
Physical Properties				
Water Absorption (%)	IS 13630 (Part 2):2017	Average > 10 %		17±2 % 🙂
Modulus of Rupture in [N/mm^2]	IS 13630 (Part 6):2017	Min 15, for thickness < 7.5 mm Min 12, for thickness≥ 7.5 mm		>15 🙂
Breaking Strength in N		< 7.5 mm thickness: 200, Min ≥ 7.5 mm thickness: 600, Min		Conforms 🙂
Moisture Expansion in mm/m	IS 13630 (Part 3):2017	0.04, Max		Conforms
Scratch Hardness of Surface (Moh's Scale)	IS 13630 (Part 13):2017	3, Min		3
Resistance to Surface Abrasion of glazed tiles (Class I to V)	IS 13630 (Part 11):2017	Class II, Min		Conforms
Co-efficient of Linear Thermal Expansion from ambiant temperature to 100°C	IS 13630 (Part 4):2017	$9x10^{-6} K^{-1}$, Max		Conforms
Thermal Shock Resistance	IS 13630 (Part 5):2017	10 cycles, Min		Passed 10 Cycle
Crazing Resistance Glazed Tiles	IS 13630 (Part 9):2017	4 Cycles@7.5 bar, Min		4 Cycle Passed 🙂 🙂
Impact Resistance- Coefficient of Restitution	IS 13630 (Part 14):2017	0.55, Min		>0.55
Chemical Properties				
Resistance to staining of glazed tiles	IS 13630 (Part 8):2017	Class I, Min		Conforms
Resistance to household chemicals		Class AA, Min		Conforms
Resistance to acids and alkalis (with exception of hydrofluoric acid and its compound)		Required, if agreed		Class AA

NOTE: Certain amount of Size and Shade variation is inherent in all ceramic products. Colours shown in this catalog are as accurate as the limitations of the printing process will allow. Prospective customers are advised to inspect a sample of the tile before ordering. Every effort has been made to ensure the accuracy of the information given. However, the company reserves the right to change the specification before prior notice. Sometimes variations in shade or size being inherent to ceramic industry may occur. It is suggested to check the tiles before purchasing and laying as the company does not accept the responsibility once the tiles are laid.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NAGALAND
MEGHALAYA
MANIPUR
Bangladesh
TRIPURA
MIZORAM
India
CHHATTISGARH
Chhindwara
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Surat
MAHARASHTRA
Mumbai
TELANGANA
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