

# COMPANY PROFILE



Premium Ceramics  
A name of luxury

**Get Opportunity To Earn Upto Rs.1,36,80,000.00/- Per Year**



**Company**  
**Information**


## *Company information*

**Premium Ceramics** is the largest manufacturer of ceramic / vitrified tiles in India. It has an annual aggregate capacity of 25 mn. sq. meters, distributed across eight plants - Sikandrabad in Uttar Pradesh, Bikaner in Rajasthan, Vijayawada in Andhra Pradesh and Four plants in Gujarat.

**Premium Ceramics'** manufacturing units are equipped with cutting edge modern technology. Intense automation, robotic car application and a zero chance for human error are few reasons for Premium Ceramics to be the number 1 in the industry.

Founded 03 years ago, **Premium ceramics** has since then grown stronger with its hard work, innovations and patronage from our discerning customers.

The Indian consumers' rapidly growing appetite for style and aesthetics is the inspiration behind every design of Premium Ceramics and its pace to keep up with the customer and market demands has made Premium Ceramics a synonym for quality, service and innovation - not only in the domestic market but in the international market too.



**Premium Ceramics** has increased its capacity from 1 mn. Sq. mtrs to 25 mn. sq. mtrs. in last 03 years and offers more than 2800 options in ceramic wall & floor tiles, vitrified tiles, designer tiles and much more. These tiles come in a wide range of colours and textures to complement bathrooms, living rooms, corridors, study rooms & kitchen, born out of an inspired creativity of those who feel that rooms should be an extension of the beauty reflected. With an unparalleled commitment towards quality we have strived to adopt technologies and standards with the changing times.

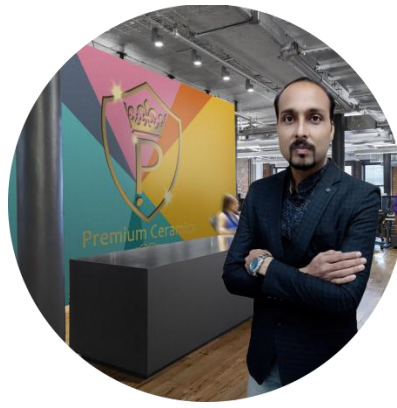
Be it technology, research, design or quality, **Premium Ceramics** has set its sight on all these factors adopting new production techniques in order to enhance the quality of its products. Due to creativity and design ability of our team, our design comprises both innovation and exclusivity.

Leveraging the two invaluable assets - the **Premium Ceramics** brand and unparalleled, multi-layer distribution network - to expand the product bouquet to cater to the growing aspirations of the discerning Indian customers.





**Director's**  
**Message**



India being one of the largest domestic market and has emerged 2nd largest consumer of ceramic / vitrified tiles in the world and very well positioned to take the mantle of a Global manufacturing base. **Premium Ceramics Pvt. Ltd.** has played its own role in achieving this goal. Since our founding in mid 2017, we have been moving forward on many fronts to capitalize on the vast growth opportunities by improving our operating efficiency and expanding our business portfolio. Today, as a result of our internal growth initiatives and several strategic and innovative initiatives, our business has grown many folds and we have emerged as the largest manufacturer of ceramic/vitrified tiles with an aggregate capacity of 73 million sq. mtrs.

Year after year, we have consistently set higher benchmarks. Our business has grown strength by strength with our hard work and persistence.

Apart from growth, the company is focusing up on larger consumer satisfaction in the years to come.

**Er. N.K TRIPATHI**  
(Chairman & Managing Director)



# ***Our Vision***

# Our Vision

“*Improving lifestyles of our customers by providing innovative products & services*”

## Core Values

- *Honesty, Integrity & Fairness*
- *Team Work*
- *Innovation*
- *People as a source of our strength*
- *Passion of excellence*
- *Entrepreneurship*

**LEADING BY INNOVATIONS THAT SOLVES YOUR PAIN POINTS**

## Features :

Backed with the finest R&D setup of the country and our penchant for understanding the pain points of our customers, we have been at the forefront of launching most of the innovations and unique features in our products over the last 03 years - to name a few –

- **Anti-skid & Water-repellent Tiles for Bathrooms**
- **Large Format Slabs**
- **Rectified Wall Tiles**
- **Digitally Printed Wall & Floor Tiles**
- **Premium Marbonite - Vitrified Wall and Floor Tiles**
- **Germ Free Tiles & Sanitary ware**
- **Joint Free Tiles**
- **Exterior & Industrial Flooring Solutions**





green initiative



## A GREEN IS OUR SECOND NATURE

The pressure on natural resources is increasing day by day, jeopardizing the future of our planet, and the human race itself. The onus lies on the shoulders of corporate citizens to act responsibly.

Fulfilling this responsibility, we at Premium Ceramics have initiated several measures, both big and small. As a part of our vision & mission, we promote energy conservation by reducing the unnecessary use of precious natural resources. Towards this, we increasingly use green fuels like biomass energy and wind energy. We also leverage local resources and keep manufacturing and distribution local to cut down on fuel consumption wasted in transportation.

Our initiatives in energy conservation have been awarded by the likes of Gas Authority of India Limited (GAIL), and The Bureau of Energy Efficiency (BEE), Ministry of Power, Government of India. But the biggest reward is the thought that we are leaving the planet behind for our children like the way we found it.

**“Pure & Green”**

# :: Industrial Products & Natural Resources ::



## A GREEN IS OUR SECOND NATURE

The pressure on natural resources is increasing day by day, jeopardizing the future of our planet, and the human race itself. The onus lies on the shoulders of corporate citizens to act responsibly.

Fulfilling this responsibility, we at Premium Ceramics have initiated several measures, both big and small. As a part of our vision & mission, we promote energy conservation by reducing the unnecessary use of precious natural resources. Towards this, we increasingly use green fuels like biomass energy and wind energy. We also leverage local resources and keep manufacturing and distribution local to cut down on fuel consumption wasted in transportation.

Our initiatives in energy conservation have been awarded by the likes of Gas Authority of India Limited (GAIL), and The Bureau of Energy Efficiency (BEE), Ministry of Power, Government of India. But the biggest reward is the thought that we are leaving the planet behind for our children like the way we found it.

**“Pure & Green”**



**Research &**  
**Development**



The culture of quality and service at **Premium Ceramics Pvt. Ltd. (India)** is today furthered by our technological adeptness.

Our plants are state-of-the-art. Our R&D facilities already have a foot firmly planted in tomorrow and our people across the business ecology are electronically empowered.

Our Research & Development Department is future-ready. Our R&D Centre located at Pen is approved by the Department of Scientific and Industrial Research, Government of India. Our R&D Dept. keeps a strict eye on every aspect when it comes to delivering quality. Our products undergo regular quality tests. Stringent quality tests are also carried out on raw materials like clays, minerals, chemicals, and pigments we procure from the large network of vendors and suppliers, both from India and across the globe. Geologists regularly do on-site testing at the mines from where raw materials are procured.



# ***Our Clients***





**Airport**



**Automobiles**



**Builders**



**Corporate**



**Educational Institutions**



**Hotels**



**Hospitals**



**Information Technology**



**Infrastructure**



**Institutions**



**Insurance**



**Multiplexes**



**Oils**



**Pharmaceuticals**



**Retail**



**Telecom**



*Our Role in*

*Nations Mission*

**[Atmanirbhar**

**Bharat Abhiyan]**

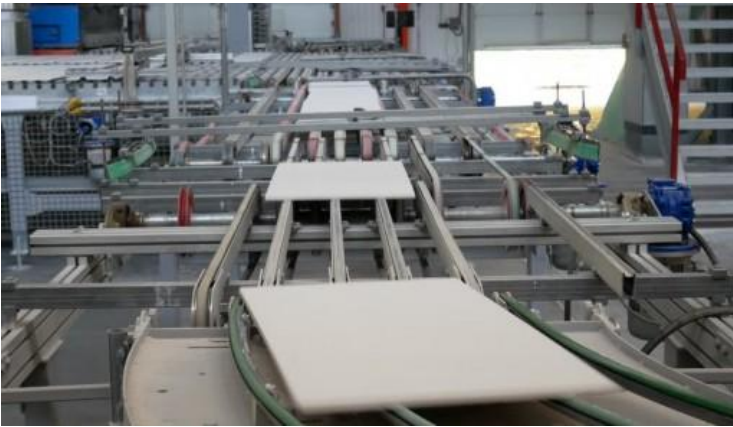


Our mission to accomplish the mission of our Honorable PM of INDIA (**Atmanirbhar Bharat Abhiyan**) which translates to 'self-reliant India' or 'self-sufficient India', is the vision of the Prime Minister of India **Narendra Modi** of making India *"a bigger and more important part of the global economy"*. We are lot of thankful to all our associated partners who are moving forward along with us to fulfill our dream to make every Indians self dependent or self-reliant. In spite of our own product our company is also dealing in 20 other quality brands that include **10 Tiles and 10 sanitary ware**. Company has launched its unique **FRANCHISE MODEL** through which each and every new startups who are interested in ceramic industry can full fill their dreams with just little investment, we are rapidly expanding our centralized warehouses and dealer network throughout the country with millions of Satisfied customers / dealer networks.





**Advance**  
**Technology**  
**Based**  
**Manufacturing**  
**Unit**





***FRANCHISE***

***MODEL***

A. WHOLESALE MODEL (C&F)

B. RETAIL MODEL



# WHOLESALE MODEL (C&F)

In this model Company deals in Top 20 brands (10 tiles and 10 sanitary ware). **PREMIUM CERAMICS PVT. LTD.** is the world 1<sup>st</sup> Company which provides such types of model only to develop the more entrepreneurship in the world. Company has its own manufacturing units In MORBI -GUJARAT, RAJASTHAN, U.P., ANDHRA PRADESH and quality manufacturer of Wall Tiles, Floor Tiles and also Exporting in Multiple European and Asian countries. Company vision is clear to WIN-WIN model and Make India *A new **ATMANIRBHAR BHARAT*** and we are going through to accomplish it by following methods only required your support and love and consistence dedication, we are with you all forever .....

## **FACILITIES:–**

- A) BEST RATES**
- B) BEST QUALITY**
- C) FULL OWNERSHIP HOLD**
- D) 5% TSD (Total Sales Discount)**
- E) 1% RB (Referral Bonus)**
- F) Area Rent, Staff, Electricity to be paid by company**
- G) BUSINESS TOUR**

## INVESTMENT MODEL

AREA	=	4000-10000 SQF
INVESTMENT	=	Rs. 1500/SQF (10 yrs Refundable) Lock in 7 years
MONTHLY PROFIT (%)	=	5% TSD (at Total Sales PM)
WAREHOUSE RENT	=	(5-15)/SQF as per area and city
ELECTRICITY BILL	=	as per actual Govt. Norms
LT REFERAL BONUS	=	1% of Total Turnover of Referred Franchise (Dealer/C&F)

## REVENUE CALCULATION

Monthly Total sale	=	Rs.1,00,00,000.00/- INR
Profit (5%)	=	Rs.5,00,000.00/- INR(PM) = 60,00,000/- INR (PA)
Warehouse Rent (5/sqf)	=	20,000.00/- INR (PM) = 2,40,000.00/- INR (PA)
FIXED INCOME	=	Rs. 62,40,000.00/- INR (PA)
LT-REFERAL INCENTIVE (1%)	=	Rs. 1,00,000.00/- INR (PM)

*Note – Company will provide (2-3%) rate of interest on Security deposits amount annually.*

## TOTAL EXPENSES

Warehouse Rent	=	Nil
Electricity Bill	=	Nil
Staff Salary	=	Nil
Net Expenses	=	Nil
Gross Profit	=	Total Income – Total Expenses
	=	62,40,000 – Nil Expenses

**Gross Profit = Rs. 62,40,000/- INR (PA)**

# RETAIL MODEL

Retail model is categorized in Following Two Parts:-

## **1- FOCO (FRANCHISE OWNED COMPANY OPERATED)**

In this model franchise will be owner of company, and Company will operate unit with his own staffs and management team and in the end of the month franchise owner will get desired amount of (**Percentage profit share of total monthly sale + room rent + electricity**). So if you have MONEY to invest but, you are new and No business idea about Tiles, marbles, sanitary wares and you have no time to manage the business, and if you do not want to lose your money. Then FOCO MODEL is best choice for you. This is totally WIN–WIN model. Your invested money is safe. It is totally profit making model, all risk and liabilities will be of company side, and here you will get only profit and profit.

### **INVESTMENT MODEL**

AREA	=	1000-10000 SQF
INVESTMENT	=	Rs. 3500/SQF (7 Years Refundable)
MONTHLY PROFIT (%)	=	5% (Total monthly turn over)
SHOWROOM RENT	=	(10-40)/SQF as per area and city
ELECTRICITY	=	as per actual Govt. Norms
Life Time share profit	=	(1% ) of Total Turnover of Referred Franchise



## REVENUE CALCULATION

Monthly Total sale	=Rs. 60,00,000/- (2 Lac X 30 days)
Profit (5%)	=Rs. 3,00,000/-
Profit(Y)	=12 X 3,00,000 = Rs. 36,00,000/-
Room Rent (40 sqf)	=40 X 1,000 = Rs. 40,000/-
Profit (Y)	=12 X 40,000 = Rs. 4,80,000/-
Total Fixed (Y) INCOME	=Rs. 40,80,000/yearly
REFERAL INCOME (Y) 1% @(36,000000)	= Rs. 3,60,000/-

**TOTAL INCOME = Rs. 44,40,000/YEARLY**

**ROI (Return on Investment) = Less than 1 Year**

*Note:- Note this is the least calculation and expected as per market analysis it may increase or decrease.*

### Additional Facilities:-

1. In FOCO model company will provide free marketing tools
2. Engineers, Architect, builders meeting will be organized by company
3. Tiles applicator incentive, applicator training will be organized by company time to time.
4. Fully digital Tech support etc.

## 2- WAREHOUSE MODEL (HUB & SPOKE MODEL)

Warehouse model or hub and spoke model is our most beautiful easily executable and world's most reliable model for each and every level of entrepreneurs. If you have no more money and you want to start business of world fastest growing industry (ceramics tiles and sanitary ware) then no need to worry about, PREMIUM CERAMICS has launched this model for ease of doing business through **CENTRALIZED WARE HOUSE MODEL**. Through this model company will establish his own warehouse in radius of (40-50 KM) and provide material at affordable price to its Authorized dealers/franchises without any investment so that you can grow your business without any hurdle of big capital investment. Through this model you can save your go down expenses, scrap expenses, dead stock expenses and many more unnecessary expenses that reduces your profit. So do not wait hurry up!!!!!!!

**Let's start your journey with us and boost up your sale and give a J -CURVE to your business.**



***BUSINESS***

***MODEL***

A. DIAMOND FRANCHISE MODEL

B. GOLD FRANCHISE MODEL



# DIAMOND FRANCHISE MODEL

- |                              |   |   |
|------------------------------|---|---|
| 1- Investment                | – | Rs. 5,00,000/-<br>(Refundable)  |
| 2- Time Period               | – | 5 Years   |
| 3- Stock Backup              | – | Unlimited   |
| 4- Credit Limit              | – | Upto Rs. 2,50,000/-   |
| 5- Cash Discount             | – | 2%  |
| 6- Turn Over Discount (TOD)  | – | 1%  |
| 7- Free Business Tour        | – | Yes   |
| 8- Technical Support         | – | Yes   |
|                              |   | <ul style="list-style-type: none"><li>• <i>Digital Inventory Support</i></li><li>• <i>Digital Catalogue</i></li></ul> |
| 9- Referral Bonus            | – | Rs. 15,000/- per<br>Franchise   |
| 10- Lifetime Incentive Bonus | – | 1% New Franchise<br>Total Turnover  |

# GOLD FRANCHISE MODEL

1- Investment	–	Rs. 3,00,000/ (Refundable)
2- Time Period	–	5 Years
3- Stock Backup	–	Unlimited
4- Credit Limit	–	Upto Rs. 1,00,000/-
5- Cash Discount	–	2%
6- Turn Over Discount (TOD)	–	1%
7- Free Business Tour	–	Yes
8- Technical Support	–	Yes
		<ul style="list-style-type: none"><li>• <i>Digital Inventory Support</i></li><li>• <i>Digital Catalogue</i></li></ul>
9- Referral Bonus	–	Rs. 15,000/- per Franchise
10- Lifetime Incentive Bonus	–	1% New Franchise Total Turnover

**NOTE:** - *Centralized ware house will cover radius of 30-45 KM and Company will provide equal rate for every dealer/franchise. Non dealer will not be entertained at any case.*

# REVENUE CALCULATION

*(This calculation is for Both 3 Lac and 5 Lac Model.)*

Total Monthly Sale	=	Rs. 30,00,000/Month
Yearly Sale	=	12 X 30 Lac = Rs. 3,60,00,000/-
Profit/Year (35%)	=	Rs. 1,26,00,000/Year
TOD (1%)	=	Rs. 3,60,000/Year
CD (2%)	=	Rs. 7,20,000/Year
REFERAL BONUS	=	Rs. 15,000/per franchise
Lifetime Incentive (1%)	=	Rs. 3,60,000/Year
Dead Stock Saving	=	Rs. 50,000/PM 12 X 50K = Rs. 6,00,000/Year
<b>TOTAL INCOME</b>	<b>=</b>	<b>Rs. 1,46,40,000/YEARLY</b>

## EXPENSES

Go down rent	=	Rs. 20,000/M -> 12 X 20K = Rs. 2,40,000/Y
Accountant Salary	=	Rs. 20,000/M -> 12 X 20K = Rs. 2,40,000/Y
Sales Staff Salary	=	Rs. 25,000/M -> 12 X 25K = Rs. 3,00,000/Y
Cleaning Staff Salary	=	Rs. 10,000/M -> 12 X 10K = Rs. 1,20,000/Y
Electricity + Miscellaneous	=	Rs. 5,000/M -> 12 X 5K = Rs. 60,000/Y
<b>TOTAL YEARLY EXPENSE</b>	<b>=</b>	<b>Rs. 9,60,000/YEARLY</b>

**NET PROFIT = (INCOME - EXPENSES)**

**= Rs. 1,46,40,000 – Rs. 9,60,000**

**PROFIT PER YEAR = 1,36,80,000.00 INR**

*We have created High Revenue Model for You.  
JOIN us and become financially free.*



**Why Join**

**Us ????**

- 1. Unlimited stock support at little investment**
- 2. No need of stock holding**
- 3. No dead stock head-ache**
- 4. No mutual price war because of ,no direct deal with unauthorized dealer**
- 5. Cheapest rate at your door –step**
- 6. No misbranding tension, like local wholesaler of your area**
- 7. Multiple additional benefits than other at just little bit of investment like-**
  - a) *CD ( cash discount)***
  - b) *Credit Limit***
  - c) *TOD ( Turn over discount)***
  - d) *LTI( Life time incentive) passive income***
  - e) *Free Business Tour***
  - f) *Full digital access support***
- 8. Digital catalogue**
- 9. Digital stock/ inventory support**
- 10. Digital branding / profile management**
- 11. 100% Payment security / Refund policy**
- 12. FREE business training/sale/marketing support**



# FINANCIAL SUPPORT FOR NEW STARTUP



*“IF YOU ARE NEW STARTUP AND YOU HAVE NO MONEY TO START A BUSINESS .OUR COMPANY HAS TAKEN BIG INITIATIVES FOR YOU TO GENERATES MORE AND MORE ENTREPRENEURSHIP IN INDIA .COMPANY WILL PROVIDE QUICK BUSINESS LOAN AT EASY DOCUMENTATION PROCESS IN EASY MONTHLY EMI.”*





# **OUR BUSINESS CLUSTER**

MILLIONS OF SATISFIED STARTUPS  
SUCCESSFULLY WORKING WITH US AND  
EARNING HANSOM INCOME THROUGH THIS  
MODEL.



# OUR GLOBAL PARTNERS COMPANIES





# Premium Ceramics

(A Name of Luxury)

***“We are committed to give  
you something new forever”***

## Regional Office:

Regional Office - All Products Office No. 11, 3rd Floor, Agarwal Mall, Opp. Sola Bhagwat Vidhyapith SG Highway, Ahmedabad, Gujarat – 380060

Phone : +91 8874169114

Web : [www.premium-ceramics.com](http://www.premium-ceramics.com)

Email : [info@premium-ceramics.com](mailto:info@premium-ceramics.com)



**Premium Ceramics**  
—  
*A name of luxury*

## Corporate Office:

Metro Station, J1/B1 (Extn.), Mohan Co - op Industrial Estate, Mathura Rd, near Tughlakabad, near Tughalkabad, New Delhi, Delhi 110044

Web : [www.premium-ceramics.com](http://www.premium-ceramics.com)

Email : [info@premium-ceramics.com](mailto:info@premium-ceramics.com)