



# Report on Tiles Market in India

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**India**

# Quick Facts

29 States & 7 Union Territories

Population: 1.21 bn (Year 2011 Census)

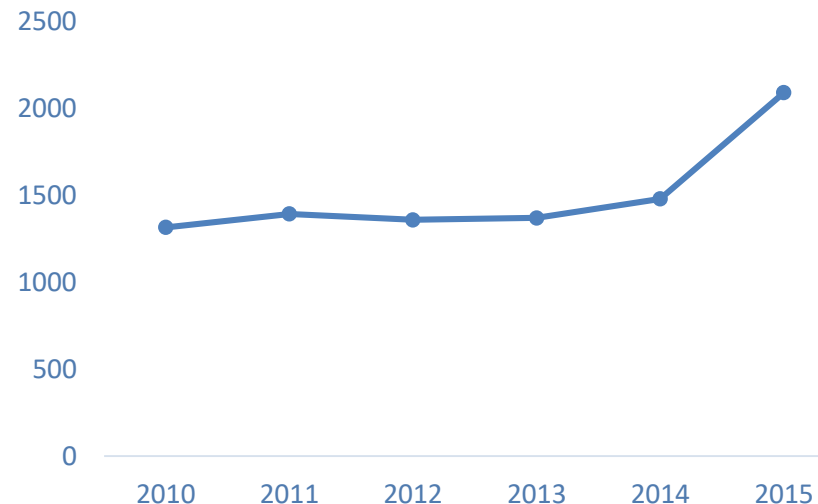
Gross Domestic Production (GDP): € 2.09 trillion

Per Capita Income : € 1376

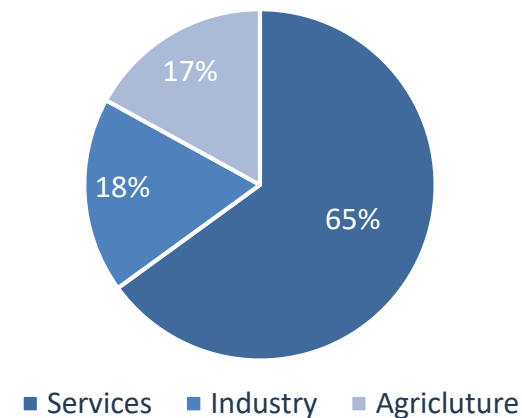
FDI Inflow: € 64.22 bn (Apr'14-Mar'15)

Forex Reserves: € 305.38 bn (Apr'14-Mar'15)

### GDP (At Current Prices) € bn



### GDP Composition FY-2015



# Real Estate Market in India

# Real Estate Sector in India

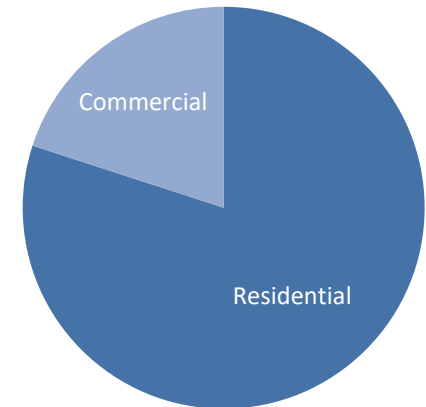
## Overview

- In 20XX, the size of the industry was pegged at €... bn and is expected to reach € ... bn by 20XX.
- Residential segment accounts for almost ..% of the real estate market.
- Commercial segment accounts for remaining ..% of the market and includes hospitality, office space, retail and industrial space.
- Major drivers supporting real estate include urbanization, rising income level, young population, increase in nuclear families and expected growth in manufacturing and services sector.

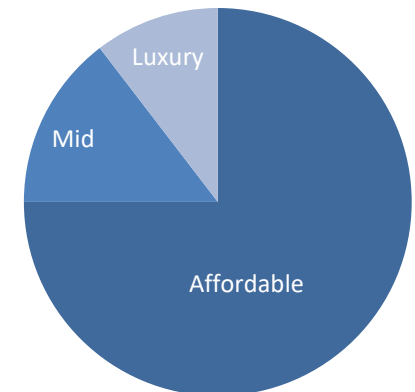
## Residential Segment

- By year 20XX, the residential development of ... bn sq. ft. is expected to take place, out of which luxury segment will account for ..% (... bn sq.ft.).
- Global designer houses are collaborating with premium real estate developers for luxury housing projects.
  - .....
  - .....
  - .....

Composition of Real Estate Sector



Residential Development till 2028 (bn sq.ft.)



# Real Estate Sector in India

←----- Some of the Developers with Premium Projects in Important Cities ----->

City	Mumbai	Bangalore	Delhi
Apartment Cost	more than € .....	more than € .....	more than € .....
Developers with Premium Projects	▪ Oberoi Realty	▪ Prestige	▪ Omaxe
	▪ .....	▪ .....	▪ .....
	▪ .....	▪ .....	▪ .....
	▪ .....		

## Commercial Segment

- The commercial real estate market comprises of office, hospitality, retail and industrial space.
- In this segment, we have focused on hospitality and high end retail.

## Hospitality

- There are several Indian and international chains of hotels across India such as .....
- As per information published by ICRA, around ..... premium rooms are under development and are expected to be ready over the next six years.
- Out of ..... rooms, around ..... rooms are expected to be ready in 20XX across cities such as .....
- .....
- .....
- .....

# Real Estate Sector in India (Cont'd)

## High End Retail Space

- There are ..... luxury malls in India viz. ...., .....  
.....
  - .....
  - .....
  - .....
- Another ..... luxury malls are under construction in ..... and .....





# Tiles Sourcing By the User Industry

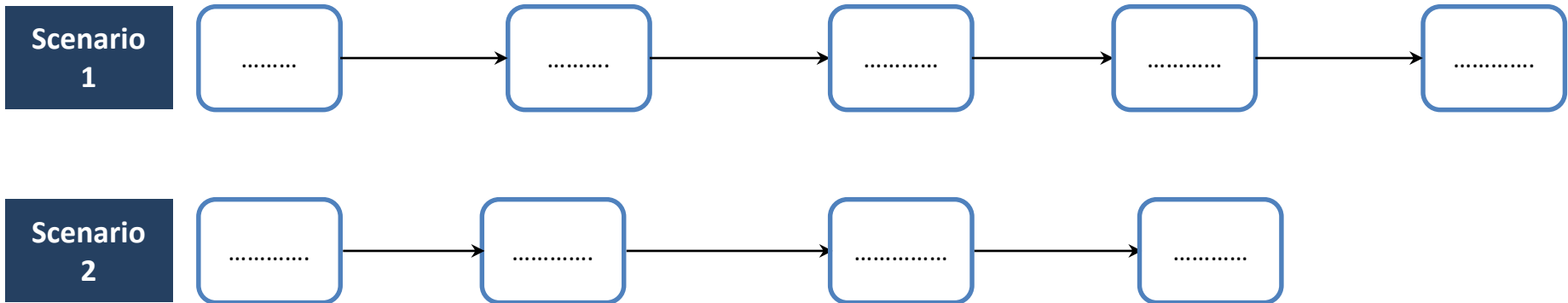
# Tiles Sourcing By the User Industry

Based on the sourcing pattern of tiles, we have bifurcated the user industry into two segments:

- new real estate projects
- refurbishment of old homes

## Tile Sourcing for New Real Estate Projects

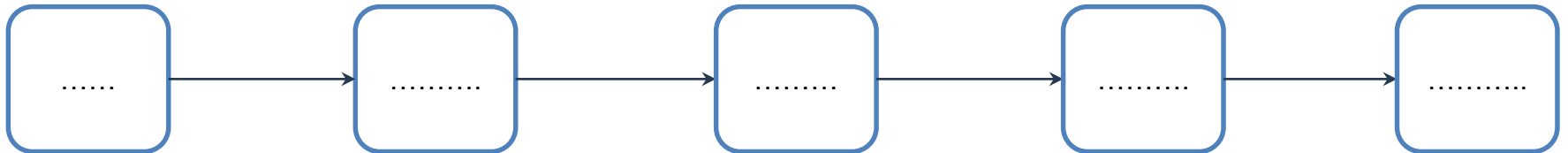
- Generally, developers are the key decision makers in selection of brand for any item such as tiles, plumbing, electrical and so on.
- There are two types of arrangements with architects:
  - .....
  - .....
- Even if the developer is the decision maker, architect also plays an important role in the process.  
.....



# Tiles Sourcing By the User Industry (Cont'd)

## Tile Sourcing for Refurbishment of Homes

- As per the industry players, the refurbishment of existing homes offer a more potential vis-à-vis new real estate projects because:
  - .....
  - .....
- Home owners give complete contract for .....
- .....
- .....



# Tiles Market In India

# Tiles Market in India

## Market Overview

- In 20XX, global ceramic tiles production was pegged at ..... mn sq.mt. out of which India accounted for around ..... mn sq. mt. (.....% of global production.)
- In value terms, the tiles industry in India was estimated at € ..... mn in 20XX and exhibited growth of around ...% p.a.
- Further it is expected to grow at CAGR of .....% for next five years.
- India is ranked third in terms of production of tiles globally after China and Brazil.
- The per capita consumption of tiles in India is only ..... sq.mt.

## Market Structure

- The market has handful of big national and international players and large number of small unorganised players.
- Organised sector accounts for .....%, out of which .....% is dominated by top 5 players viz. Kajaria, Somany, ....., ....., .....
- Some of the leading Indian and international players are:

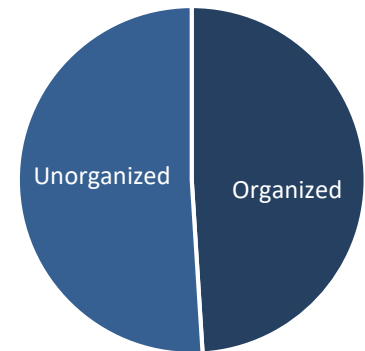
### Indian

- Kajaria Ceramics      ▪ .....
- Somany Ceramics      ▪ .....
- .....                      ▪ .....
- .....

### International

- RAK Ceramics      ▪ .....
- Emil Ceramica      ▪ .....
- .....                      ▪ .....

Organised V/s Unorganised

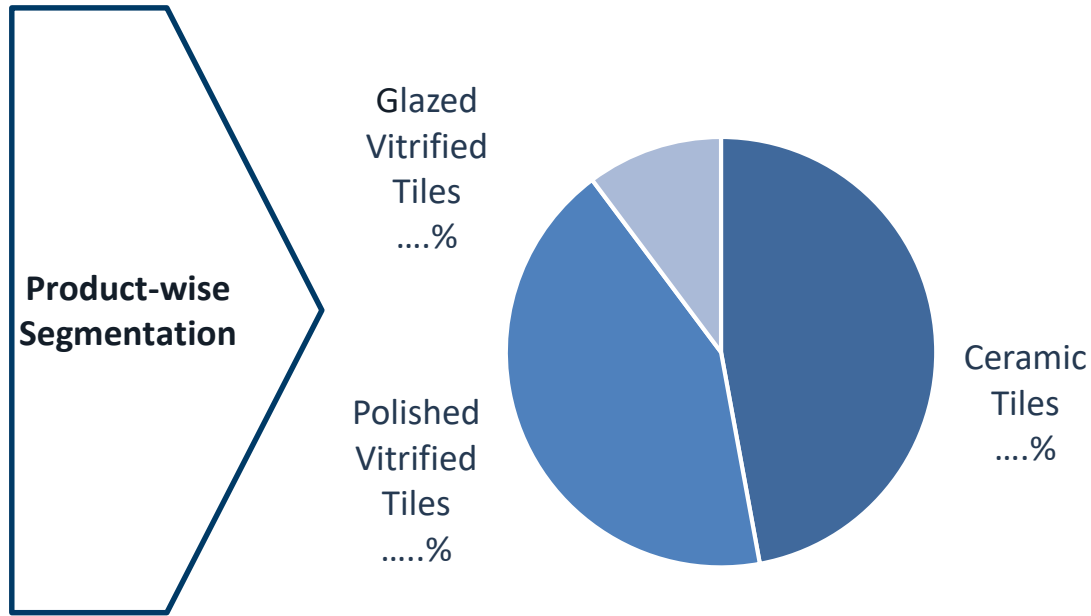


- International brands such as ..... are present through distributor in India.

## Tiles Market in India (Cont'd)

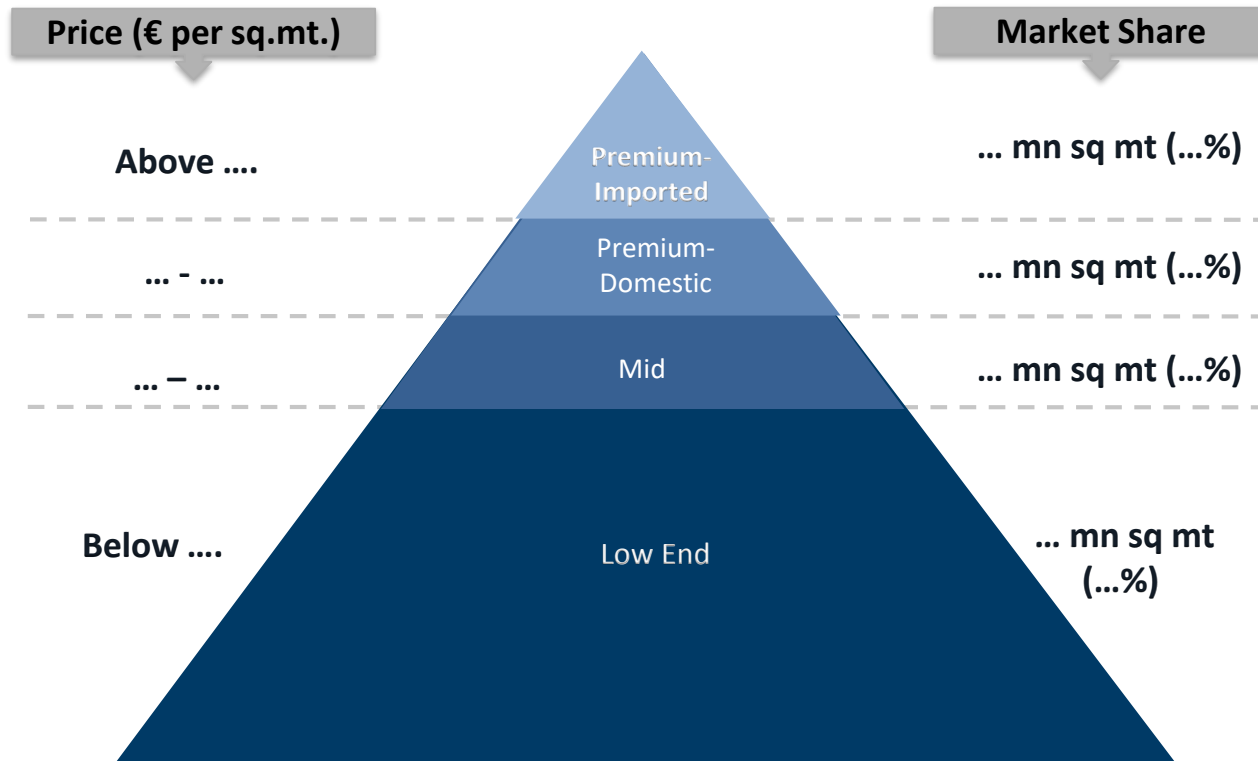
- Other international brands such as ....., ..... and ..... have entered into joint venture with Indian players.
  - .....
  - .....
- These companies are manufacturing some of its products in India either on its own or at jv partner's plant, in order to be cost effective.
- Other international brands such as ..... are also present in India through an agent and/or couple of stores. To generate volumes with less investment, their agents tend to .....
- Unorganised segment accounts for .....% of the market and comprises large number of small unorganised players with turnover of €.....mn. Most of these players are situated in ..... area in ..... state.

# Market Segmentation by Products



- Over last 5 years, the customers have been increasingly opting for vitrified tiles due to its....., ....., resulting in its share gradually increasing to .....% of the market.
- Vitrified tiles market can be further divided in .....
- .....
- .....

# Market Segmentation by Pricing



- Out of tiles market of .... mn sq. mt., the market for imported premium tiles in India accounted for ...% (around .... mn sq. mt.).
- The cost of imported tiles in India starts from €.... per sq. mt. and goes as high as € .... per sq. mt.
- The market for premium tiles produced in India is around ...%
- .....
- .....



# Trends

The tile industry has been witnessing new trends in terms of introduction of new technology, demand for ..... Some of the key trends are:



In addition to the functionality of ease, hygiene and maintenance, buyers are vying for aesthetically appealing tiles in order to reflect their lifestyles.

- .....
- .....
- .....
- .....

# Trends (Cont'd)

OUTSOURCING

- .....
- .....

RETAIL

- .....
- .....
- .....

# Growth Drivers

**Low Per Capita  
Consumption**



**Preference For  
Tiles Over Other  
Decorative  
Products**



**Demand For  
Premium Products**



**Increase In  
Disposable  
Income**



# Growth Drivers (Cont'd)

**Rapid Growth In  
Tier II & Tier III  
Cities**

- .....

**Government  
Initiatives For  
Housing**

- .....
- .....
- .....

# Challenges

**Cheap Imports  
from China**

- .....
- .....
- .....

**Drop in Margins**

- .....
- .....
- .....

**Lack of Skilled  
Manpower**

- .....
- .....

**Slowdown in  
Demand**

- .....
- .....

# Competitors Benchmarking

# Indian Players

We have included profiles of players which offer premium tiles.

# Kajaria Ceramics

<b>Established in</b>	1989
<b>Promoters</b>	Mr. Ashok Kajaria (Chairman and Managing Director)
<b>Turnover</b>	€ ..... mn
<b>Products</b>	<ul style="list-style-type: none"><li>▪ Its product range includes around ..... varieties of:<ul style="list-style-type: none"><li>▪ ceramic tiles<ul style="list-style-type: none"><li>▪ wall tiles</li><li>▪ floor tiles</li></ul></li><li>▪ vitrified tiles<ul style="list-style-type: none"><li>▪ .....</li></ul></li></ul></li></ul>
<b>Manufacturing Facilities</b>	<ul style="list-style-type: none"><li>▪ The company has ..... plants across India:<ul style="list-style-type: none"><li>▪ .....</li><li>▪ .....</li></ul></li><li>▪ The manufacturing capacity is ..... Million Square Meters (MSM):<ul style="list-style-type: none"><li>▪ ceramic tiles: ..... MSM</li><li>▪ vitrified tiles: ..... MSM</li></ul></li></ul>
<b>Distribution and Retail Setup</b>	<ul style="list-style-type: none"><li>▪ Kajaria Ceramics has a network of more than ..... dealers across India.</li><li>▪ It also has own showrooms in major cities across India.</li></ul>
<b>Office</b>	<ul style="list-style-type: none"><li>▪ The company has .... offices across India such as:<ul style="list-style-type: none"><li>▪ .....</li></ul></li></ul>



# ABC

Established in	.....
Promoters	.....
Turnover	€ ..... mn
Products	<ul style="list-style-type: none"><li>▪ .....</li><li>▪ .....</li><li>▪ .....</li></ul>
Manufacturing Facilities	<ul style="list-style-type: none"><li>▪ .....</li><li>▪ .....</li></ul>
Distribution and Retail Setup	<ul style="list-style-type: none"><li>▪ .....</li><li>▪ .....</li></ul>
Office	<ul style="list-style-type: none"><li>▪ .....</li><li>▪ .....</li></ul>

# International Players- Producing in India

We have included profiles of prominent international players in this section.

# XYZ

Origin Country	.....
Entered India in	.....
Present Through	▪ .....
Brands	▪ .....
Products	▪ .....
Distribution and Retail Setup	▪ ..... ▪ ..... ▪ ..... ▪ .....
Office	▪ .....

# International Players- Importing in India

We have included profiles of prominent international players in this section.

# PQR

<b>Origin Country</b>	.....
<b>Entered India in</b>	.....
<b>Present Through</b>	■ .....
<b>Brands</b>	.....
<b>Products</b>	■ ..... ■ ..... ■ .....
<b>Distribution and Retail Setup</b>	■ ..... ■ ..... ■ .....
<b>Office</b>	■ .....

# Custom Duty

# Custom Duty

**Tiles including ceramic, mosaic and glazed tiles  
(HS Code: .....)**

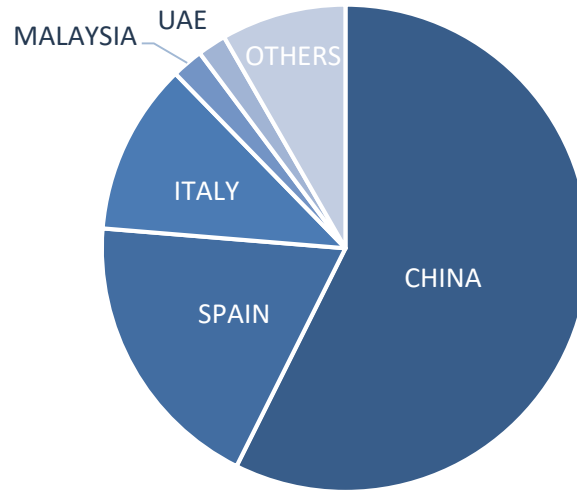
<b>PARTICULARS</b>	<b>RATE</b>	<b>EFFECTIVE RATE</b>
Assessable value (A)		100
Basic Duty(B) <i>(A)* Basic Duty</i>		
Countervailing Duty (C) <i>(A+B) * CVD Rate</i>		
Education Cess (D) <i>(B+C) * Education Cess rate</i>		
Special CVD (F) <i>(A+B+C+D+E)* Special CVD</i>		
Effective Custom Duty ( B+C+D+E+F)		

# Import Statistics



# Imports

Tiles Import  
Year 20XX-XX



- Import of ceramic tiles stood at € .... mn in year 20XX-XX as compared to € ..... mn in year 20XX-XX, exhibiting the growth rate of ...% over previous year.
- During the period of April- Nov 20XX, the import of tiles stood at €....mn.
- In year 20XX-XX, China was the lead exporter of tiles to India accounting for .....
- .....
- .....