



Spreading
surface excellence

G L O B A L L Y

italica
INNOVATING TRENDS

EXCELLENCE
is not a skill, It is an Attitude!

Class • Creativity • Consistency

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PROMOTER'S PROFILE



Mr. Shaileshbhai G. Vasnani
Chairman

Mr. Shailesh G. Vasnani, with professional qualification of B.E. in Civil, has to his credit a thick experience of more than 22 years in the ceramic industry. He is Director at Italics Floor Tiles Ltd. and partner in Sonam Ceramics.

In 1999, he promoted M/s. Sonam Ceramics, with manufacturing of sanitary ware products. In 2004, he promoted Italics Floor Tiles Ltd., and began manufacturing of ceramic porcelain floor tiles; later changed to producing vitrified tiles. It gained stupendous numbers and a huge turnover. In 2014, he promoted Conf i Sanitary ware Pvt. Ltd., A Varmora Group Co. with substantial share holding in the company. He is also a Director of other companies namely Mizia Marketing Pvt. Ltd. engaged in the business of trading activities of premium segment ceramic tiles and associated products. Later, gaining confidence and substantial foothold in business, he diversified into the cotton spinning industry. In 2011. he promoted Dwarkadhish Cotspin Pvt. Ltd., a company manufacturing cotton yarn for textiles. The company has shown incredible boom acquiring stunning turnovers. In 2016, he promoted Fiotex Cotspin Pvt. Ltd., which has an installed capacity of 51072 spindles and the total project cost of RS. 178.10 crore with bank facility of RS. 132 crore. It started production in October 2016. He enjoys a reputation amongst the industry players and has an immense goodwill. He is also an active member in Morbi Tiles Association. With thorough experience in the ceramic industry, he oversees finance and marketing operations of the company.

KNOW ABOUT ITALICA

Established in 2004, Italica Group was formed with the idea of filling the void of innovative designs, suave surfaces and excellent quality tiles in India. Along with supplying tiles to more than 700 national and international clients across the globe with our experienced export team, we provide high-quality products with ultra unique designs to dealers, distributors, and consumers around the globe to showcase our unique range of products.

Italica has always achieved milestones by developing innovative products. It offers different products from traditional to contemporary, aesthetically striking to ergonomically practical; suitable for all types of applications ranging from residential, commercial spaces to institutions and more.

Italica is also capable of meeting customers' exclusive requirements. OEM orders are also welcomed! Italica is committed to providing the best customer service on a vast scale with sincere cooperation and subsequently establishing a win-win business relationship.

VISION

Italica Group aims to be the fastest growing tile manufacturing organization in India with the focus on continuous and valuable innovations. Subsequently, create its irrefutable presence amongst the premium brands on a global scale.

MISSION

To make sure that each tile produced in our factory reflects individuality and beauty of natural stone, right down to subtle differences in tone, texture and grain and that it reaches every corner of the world.

VALUES

The corporate values governing Italica are not just words on paper; they are a commitment for our supremacy and genuineness.

Integrity: Italica always believes in being honest and doing what is right. Be it using fair business practices to ethical treatment of associates and business partners.

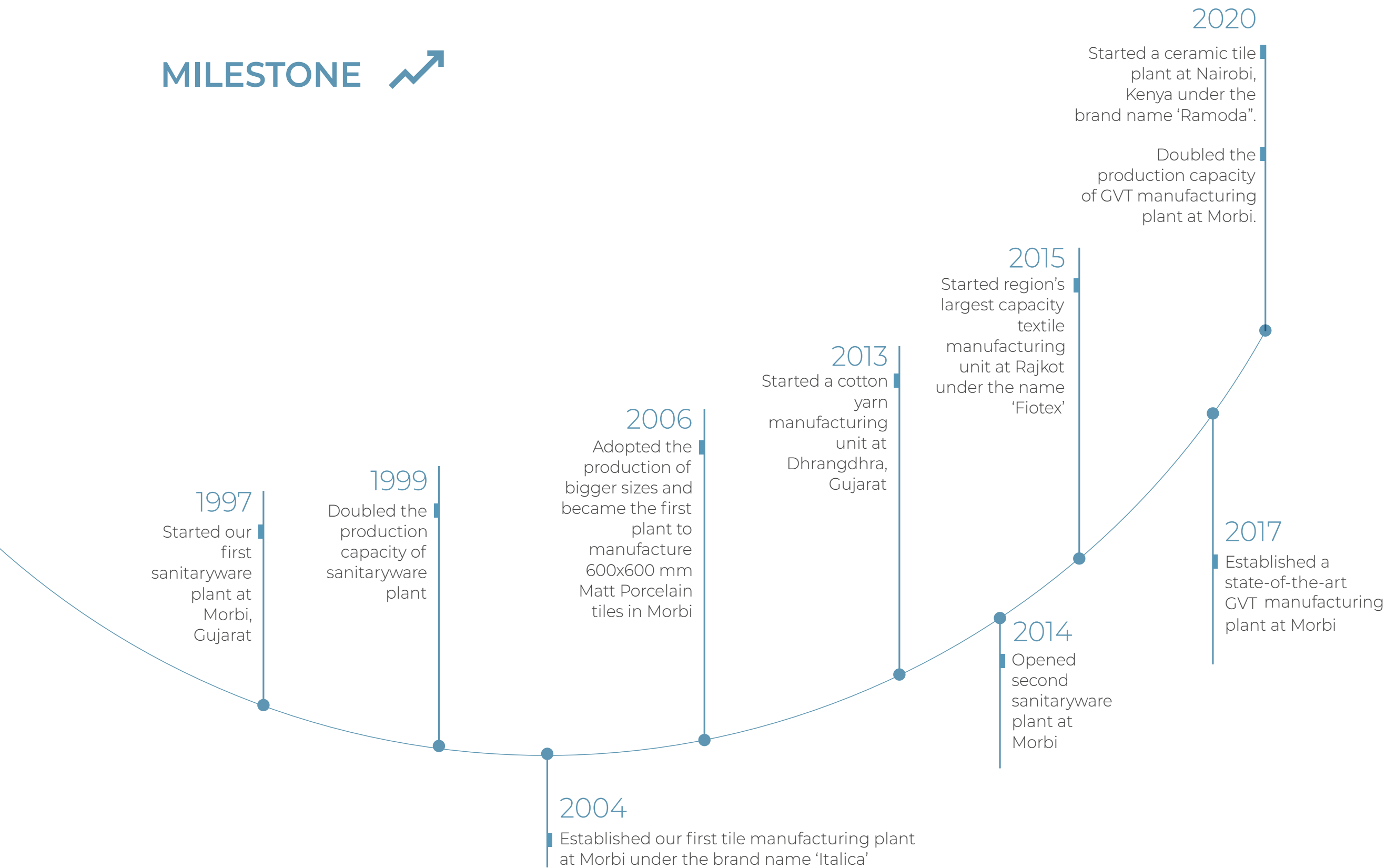
Passion: Our passion is to excel through quality, innovation, delight our clients and cater to every consumer in every corner of the world.

Perseverance: When the problem appears too challenging, we try again differently. We do not give up. And we will not give up until we have our presence in every country in the world.

Punctuality: Italica takes pride in being a company that consistently delivers products on or before time. Our different departments ensure smooth functioning to make the time between manufacturing and delivery, the shortest.

Commitment: Italica is committed to fulfilling all the demands of its customers and put in efforts to always satisfy them to the fullest.

MILESTONE



OUR TEAM

TEAMWORK IS THE ABILITY TO WORK TOGETHER TOWARDS A COMMON VISION

"It is the ability to direct individual accomplishments towards organizational objectives. It is the fuel that allows common people to attain uncommon results." The growth & success of our company is a cumulative effort of inquisitive minds working in unison. Healthy brainstorming sessions lead to innovative solutions, and after thorough R&D, the production process begins, which goes through stringent quality testing methods, and the end result is nothing but a cutting edge product with fine finesse and extraordinary performance.

We boast of a meticulous team of professionals whose single-minded goal is to see the company flourish in multiple ways than one! And the success that we flaunt today, is all because of the dynamic team that we have!

Together, we wish to attain many more milestones!



MANAGEMENT



Mr. Manoj V. Kakasaniya
Managing Director

Mr. Manoj V. Kakasaniya, an MBA in Finance, has more than 20 years of experience in the ceramic industry to his credit. He has been involved in the production and export of ceramic products of multiple companies over the last few years. Currently, the managing director of Italica, he brings with him his exceptional knowledge and leadership skills.

He possesses sound business acumen. He has deep insight into the mechanism of machines and has the ability to get work done from others efficiently. These qualities are helpful in the fast implementation and smooth running of the projects. He looks after the production operations of the company.

PRODUCTS



Larger than life
IMPRESSIONS

Finishes

- Polished
- Matt
- Wooden
- Sugar
- Metallic
- High Glossy
- Punch
- Matt+Carving

- Eco Friendly
- Digital Printing +
- High Reflection Glaze
- Abrasion Resistance
- Imported Super Glaze
- 100% Replacement for Italian Marble
- Zero Maintenance
- Low Water Absorption
- Nano Technology
- Random Design

FIRST INDIAN TILE MANUFACTURER TO INTRODUCE DESIGNER COLLECTION

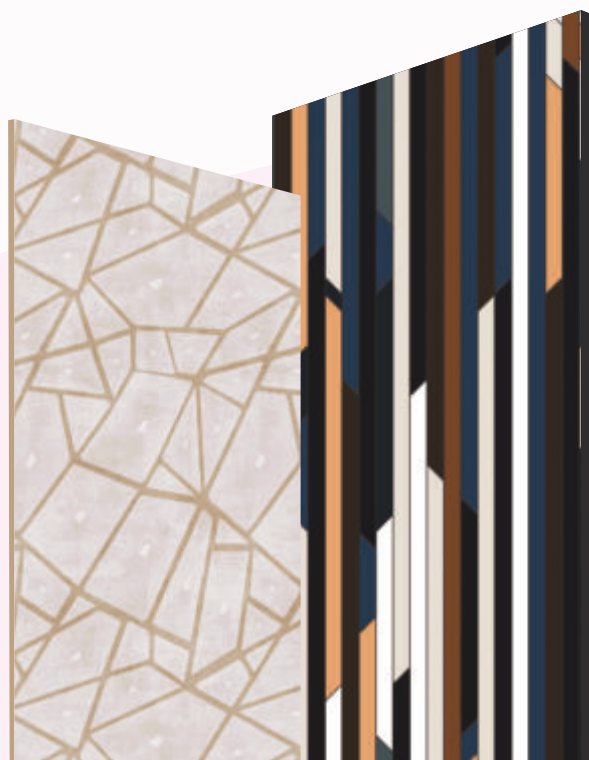
IN ASSOCIATION WITH WORLD'S LEADING INDUSTRIAL DESIGNER

Karim Rashid, an American industrial designer, is one of the most well-known designers of the 21st century. Karim Rashid's contemporary designs have mesmerized people all over the world. He has over 30 years of experience of working with some of the world's most premier brands such as Pepsi, Hyundai, Audi, Samsung & more.

Staying true to our brand promise, we roped in Mr. Karim Rashid to design and launch our signature collection called '**Designs By Karim**'. The collection was introduced to the world at a grand event in Mumbai, and it subsequently received a lot of positive response from the market.

DESIGNS
BY

Karim

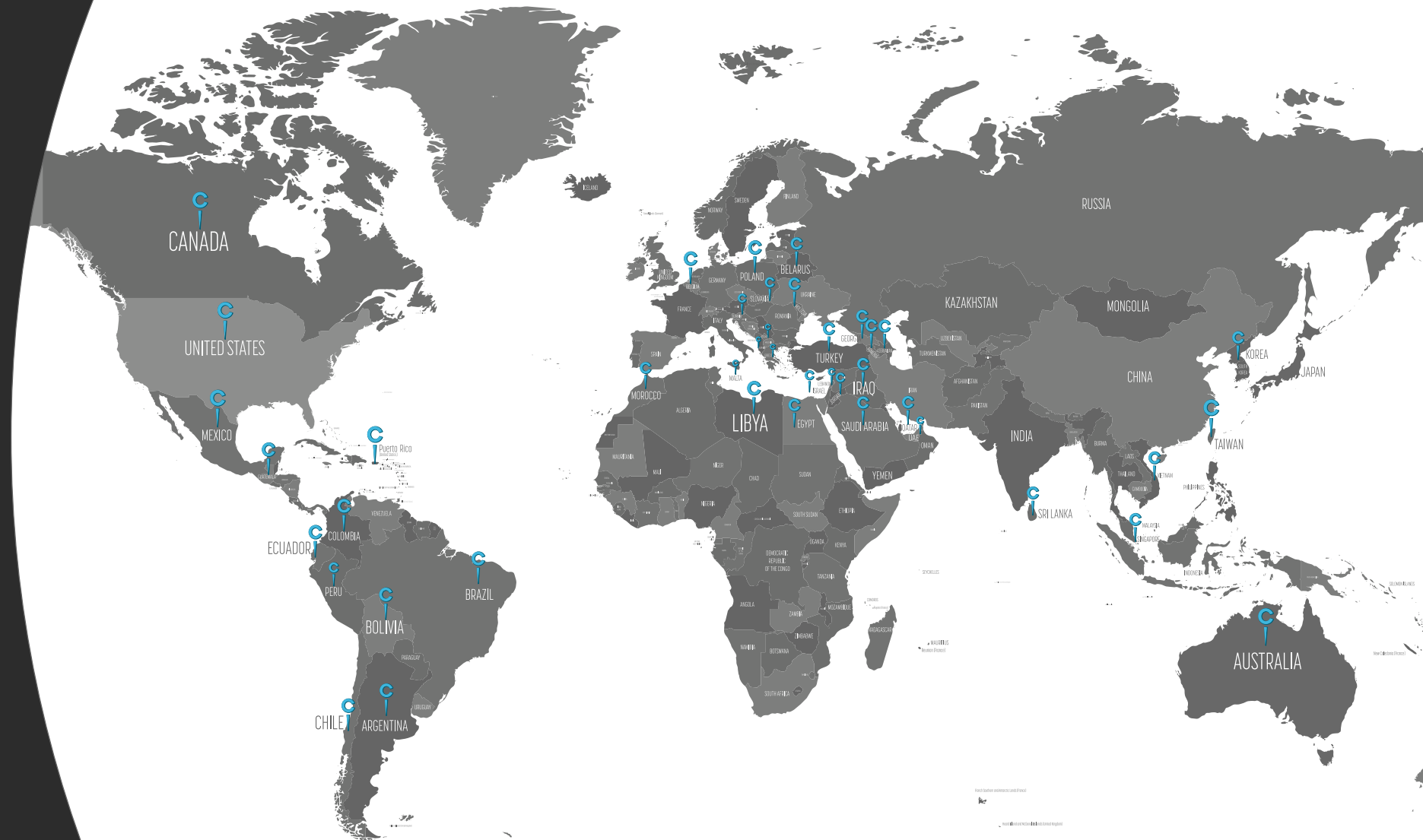


EXPORT



We have garnered several accolades and certifications with our experience and prowess in exports

- We have a flexible loading and customized pallet packaging program
- We are consistently striving to take Italica's creativity to residences and commercial spaces of as many countries as possible
- We created Italica's first-ever signature collection called Designs By Karim
- We are India's first ceramic company to exclusively work with US-based World's leading industrial designer, Karim Rashid
- Karim Rashid's contemporary designs have mesmerized people all over the world and have given Italica's international image a major facelift



Canada • U.S.A. • Mexico • U.K. • Serbia • Poland • Kosovo • Albania • Indonesia
 Greece • Israel • Iraq • Jordan • Belgium • Qatar • Colombia • Malta • U.A.E. • Oman
 Yemen • Sri Lanka • South Korea • Vietnam • Singapore • Australia • Netherlands
 Macedonia • South Africa • Russia • Spain • Bhutan • Thailand • Taiwan
 Moldova • Azerbaijan • Armenia • Belgium • Morocco • Libya • Puerto Rico • Ecuador
 Peru • Bolivia • Chile • Guatemala • Belarus • Lebanon • Georgia • Slovenia • Slovakia

CERTIFICATION



Here is a list of export oriented certifications that build better trust on Italica Group ensuring long term business relationships



FEDERATION OF INDIAN
EXPORT ORGANISATIONS



An ISO 14001:2004
An OHSAS 18001:2007
An ISO 9001:2008



ISO 9001



TISI



POWER
BRAND



Indian Green Building Council



OUR CLIENTS



We have been successful in creating a colossal list of happy and gratified customers and clients by providing them the finest surface solutions.

We are successful in creating a colossal list of happy and gratified customers by providing them the finest solutions for retail mockup.



STRENGTH IN GLOBAL MARKET



We have a sound export strategy that ensures our growth within our capabilities and resources

- Our domestic and international marketing activities are aligned seamlessly
- We have effectively recognized our competitive strength in the foreign markets and adapted to take advantage of it
- Over the years, we have transformed our strategy according to the needs of global consumers and global market environment
- Our access and adoption of the latest technologies has made us a pioneer in exports
- Our prowess has broadened our portfolio with contemporary designs and exclusive sizes
- Our current reach has surpassed 30 countries over the globe
- Every tile manufactured at our facilities is inspected for quality control by an advanced Italian machine

STATISTICS

75+
Countries
We Export

We are proud that our brand is capable of fulfilling hunger of art of these countries.

1100+
Unique
Designs

We always make sure that each and every design is very unique and a trend setter for future market

300+
Dealers
Connected

These many people trust us for satisfaction of their customers with utter quality and 24x7 support.

500+
Employees
Work

These people get together and work as a brand and make the impossible, possible with their day and night hard work and artistic brains.

CSR ACTIVITY



Italica as an organization understands its responsibility towards the society and makes regular efforts to help out people during difficult times. Be it monetary or materialistic help, Italica always steps up to ensure our fellow citizens are taken care of. Even during the recent nation-wide lockdown, Italica came forward to help by various means including food packet distribution and books donation to kids.



Tree plantation drive



Blood donation camp



Covid kit distribution



Italica clinic



Donations to orphanages



Food distribution at an old age home



Distribution of books to school kids



Donations made from Vasnani Foundation:

- Italica Clinic, Morbi.(Opened Hospital for Needed people with Free Medical Service)
- The Society for the Mentally Retarded, Morbi.(School for Mentally Retarded Children)
- Shree Umiya Manav Seva Trust, Morbi.(NGO)
- Shree Morbi Panjrapole.(Old or Sick Animals)
- Vrudh Ashram, Morbi.(Oldage Home)
- Vikash Vidhyalay, Morbi.(School)
- Pragnachakshu Seva Kunj.(NGO)
- Kathiawad Balashram, Rajkot.(Orphanage)
- Sadbhavna Vrudashram, Rajkot.(Oldage Home)

Quality – Our #1 concern

Italica has the most modern and advanced infrastructure to support its high-quality tile manufacturing. Right from state-of-the-art machinery to technologically advanced quality control processes, Italica has it all. For us, quality control of our products remains our top priority, which is why regular and in-depth quality checks are made of every batch leaving the production line. We use modern machines and technologies to perform the following checks.



01 Warpage & Surface Check



03 Surface Glossiness Check



02 Italian High Precision Shorting Machine



04 Tile Breaking Strength Check (MOR)



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INNOVATING TRENDS

GARAGE



CORPORATE OFFICE & PLANT

Ikaa Granito Pvt. Ltd.
Matel Road, 8-A, National Highway,
Morbi - 363 621, Gujarat (INDIA).

M: +91 97129 12033
E: export@italicatiles.com
W: www.italicatiles.com



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