

# building material reporter



## COVER STORY

### MODULAR KITCHENS

GETTING GEN ALPHA READY



## INTERVIEWS

**SHYAM MOTWANI** - EVP & Business Head  
Godrej Locks & Architectural Fittings & Systems

**RAKESH ZUTSHI** - Managing Director  
Halonix Technologies Pvt. Ltd.

**MOHAMMED MUNEEB** - Country Manager India  
Standard Carpets

**SAURABH AGARWAL** - Director  
Kamdhenu Paints

## ARCHITECTURE & DESIGN

**The Rajasthan School:** Ar. Sanjay Puri  
**Taal Kutir:** Ar. Vivek Singh Rathore  
**Epicurean Desires:** Ar. Hiloni Sutaria

**Villa by the Backwaters:** Ar. Jerin Joseph  
**Hope Through the Dumpyard:** Ar. Alex Joseph  
**The Perfect Symphony:** Ar. Sameer Balvally & Ar. Shilpa Jain Balvally



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## Tier 2 & 3 Cities Will be Big Contributors to **GROWTH OF OUR BHARAT**



**Dear Readers,** thank you for showering your immense love and blessings at the Building Material Reporter inaugural issue. We are elated at the response, and this motivates us to deliver the best from the rest of the Industry.

Indian corporate world and consumers have an un-dying hunger for the well-designed products and services. The Design and Building Industry has a remarkable approach in metros as well as aspiration-driven tier 2 and tier 3 cities.

On our recent visit to cities such as Indore, Nagpur, Coimbatore, Patna, Tricity Chandigarh, Ludhiana, Dharamshala, Mandi, Una, Siliguri, Lucknow, Dehradun, Goa, Chennai, and Bangalore, we got an opportunity to interact with many architects and designers; wherein they agreed that tier 2 and tier 3 cities have lucrative growth and captive consumptions.

With great potential and better infrastructure facilities, these cities are now enjoying the status quo. The corporates and businesses are moving to these cities, establishing factories, offices and housing projects. Off late, the government is upgrading the infrastructure; escalating the MRTS, airports, SEZs, etc.

Consumers in tier 2 and tier 3 cities are conscious and aware about their needs; and the kind of quality products or services they require. They don't wish to compromise with their much needed preference; that has met with the change recently. The quality and branded materials are what interests' consumers at large in these cities.

Being in the market and serving the industry from ground ZERO at BMR we believe in future, people will become one of the key factors in decision making and drive the retail market. So, delight your customers with the best experience, quality materials and quick after sales services that will eventually become the key of success.

BMR content is purely dedicated to the building construction products & materials Industry and the people from tier-2 and tier-3 cities along with metro's who matter the most because these cities will be big contributors to "GROWTH OF OUR BHARAT".

We hope to hear from you soon and we welcome your feedback. Help us add more value to our work. Do share your suggestions & concerns: [press@buildingmaterialreporter.com](mailto:press@buildingmaterialreporter.com)

Keep Reading! Keep Growing!

Sandeep Lathwal  
Co-founder, Building Material Reporter



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Office No. 204, Second Floor, R. S. Tower, Plot No.-B-1267,  
Old No. B358A, New Ashok Nagar, East Delhi, Delhi-110096  
Tel.: 011-49091754

PUBLISHER

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Printed, published, edited and owned by Sukesh Kumar Singh,  
Printed at Pearl Printers, C-105, Okhla Industrial, Phase-1,  
New Delhi-110020 and published at Office No.204, 2nd Floor, R.S.  
Tower, Plot No. B358A, New Ashok Nagar, East Delhi, Delhi- 110096.

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ERRATA

The architecture 'Brookfield Commercial Campus Candor N2' in Noida, featured as part of the Cover Story on page 26 of BMR's Jan-Mar 2022 issue has been misrepresented as that of Design Accord. The Architecture has been designed by RBTA and RSP Delhi. Madhup Mazumder, Principal Landscape Architect of Design Accord has done the landscape designing of the campus. This error was an oversight and is regretted. Editor



# THE PERFECT SYMPHONY of Celebratory Vibes

The home along with the abundant sunlight and access to views and plants expresses their humility and warmth as a family.

Studio Osmosis' recent residential project is the gorgeous brand new duplex The Perfect Symphony. Located in the Godrej Trees, this residence is surrounded by a bounty of dense foliage. The entirety of the space is flooded with an abundance of natural light.

The client, a couple in their late 40's along with their two daughters, believes in living life to the fullest. Once we got to know the client and their family and lifestyle well, we wanted their home to be a reflection of their love for music, food, festivals and all the little joys in life.

The premise of the design inspiration was the family itself. The home celebrates the bond where music runs in the veins, warmth and festivities, food and travel being a large part for their lives. The duplex truly reflects the tastes of the occupants.

Post the pandemic experience, the family's love for music and their bonding grew only stronger and music connected the family more than ever. Their little joys and daily celebrations – when all put together, created 'The Perfect Symphony'.

Rose gold, millennial pink pastel shades, sage greens with taupe backdrops, sunlight and greens combine the modern art with deco touches forming a beautiful warm palette. The sunlit, green double height conservatory vibe is the warmest nook for a Mumbai size home. The idea was to have neutral colour tones with soothing pastels.

With interesting well detailed pieces of custom made furniture to highlighting well-balanced creatively used products from Jaipur Rugs, Studio Avni, Kanchi Designs and Birchville Homes as well as Classic Marble and Deluxe Veneers, the space embodies a story of its own inspired from the musical celebratory vibes to art deco style. Each piece has a sense of identity in the overall context and has a significant role to play to make each space wholesome.

As far as challenges are concerned, the biggest and most unexpected was the pandemic that led us to shutting the work abruptly, which was almost half done. Later, the phase wise opening came up to speed when everyone ready adapting to the new online normal.

The right use of technology, an excellent contracting team and a well-detailed drawing set by our team together helped us completing

the project in due time and planned budgets. For all this, the client remained cooperative.

We believe that the style for the home is nothing but understanding the client's lifestyle and aspirations with detailing being at the core. We believe the luxury of a space lies in the subtlety of the textures, open spaces and exclusive elements that come together in harmony.



AR. SAMEER BALVALLY & AR. SHILPA JAIN BALVALLY

Empathy, understanding, story-listening and collaborating to give the clients a uniquely articulated space - where the story-tellers share their own lifestyle, dreams, and aspirations - is the key to our intent. That's exactly our process for this home too. **BMR**

## SPECIFICATION

**Location:** Godrej Trees, Mumbai  
**Built-up Area:** 1800 sqft. Approx.  
 (2 Levels Duplex With Internal Staircase)  
**Partner And Principal Architects:** Ar. Sameer Balvally & Ar. Shilpa Jain Balvally  
**Year Of Completion:** Jan 2021  
**Firm Name :** Studio Osmosis (Estb Jan 2010)  
**Photographer:** Yadnyesh Joshi  
**Shoot Stylist:** Shraddha Nayak





## EPICUREAN DESIRES

# Experience Both Café and Restaurant



Designed as a versatile space, Epicurean Desires is a cafe during the day and a multi-cuisine restaurant during the evening.

The word 'Epicurus' distinguishes between three types of desires - natural and necessary desires, natural but non-necessary desires, and vain and empty desires. One of the examples of natural and necessary desires includes the desires for food, shelter, and the like.

The project Epicurean Desires by HSC Design is nothing but fulfilment of the first desire i.e., food. Designed to reflect the flow of spaces into each other, the project showcases the culmination in a multitude of spaces merging as arcs.

In fact, the design concept is meant to evoke a sense of shock and wonder. Step into the cafe and you will feel like being subtly guided by the interiors through visual cues in different areas of the space.

The cafe was a small space, which the client wanted to get replaced by a sense of grandeur and magnanimity. To meet this specific requirement, the disproportionately scaled chandelier and tables are placed which help bringing to mind a sense of awe.

With this belief that sustainability is the core of any architecture, HSC Design promotes material reuse and zero wastage in most of its projects. No wonder mild steel recycled channels have been used to make larger-than-life chandeliers to light up the whole place and give a sense of grandeur.

The solution systems designed for projects are derived upon after extensive research into the users' patterns, functions, and interactions. For instance, the curve

of the bar table/serving area acts not only as a visual cue but also as a physical, tactile guiding path through the sense of the space.

The materiality of the space gives a sense of luxury and opulence even though it's done with simple materials. The materials angled in strategic ways parametrically reflect the spaces in a way that it creates pools of endless reflections making it an extremely playful space for the users.

The project has an intrinsic experiential value that makes the spaces more usable and enjoyable for the end-user. This cafe is an eatery in a weekend homes project where people come to disconnect from the chaotic hustle and connect with nature. **BMR**



AR. HILONI SUTARIA



## SPECIFICATION

**Designer:** HSC Designs  
**Founder/Lead Designer:** Ar. Hiloni Sutaria  
**Project Area:** 3000 sqft  
**Location:** Sanand, Ahmadabad  
**Type:** Hospitality, Café  
**Photographer/Photographs Courtesy:** Ishi Sitwala





A new avatar  
to its brand promise of

## “Always in Fashion”

Established in the year 1952, Parryware has been one of the most preferred and admired brands in the country. It is India's leading manufacturer of sanitaryware, faucets, and wellness products that has been providing complete bathroom solutions. Parryware's **Always-in-Fashion** positioning is now being given a revamp with its new 360 degrees integrated marketing campaign, **YouRooms**.

The last two years have been difficult for every segment of the society. Lockdown followed by the work from home culture has made us realize that it is possible to survive without going out and with minimum facilities. To make things more comfortable at home, the concept of YouRooms has been crafted.

The “**Your Space, to be yourself**” idea, spearheading the YouRooms campaign, aiming to bring out the uniqueness of every individual. The concept behind the campaign is to declare your bathroom as a Sanctuary, where you can be Yourself without the fear of being judged, overheard, or criticized. The YouRooms campaign takes the emotional connect with a bathroom and

molds it into a journey that transcends its utility and functional capability.

The concept of using users' tales and situations in their 'YouRooms', seamlessly assimilates the story of every household and the brand's promise of giving fashionable and contemporary bathroom solutions. The 360-degree campaign is to be implemented across all top national and regional TV channels, radio stations across cities, Outdoor advertising, OTT platforms, and other digital advertising to reach a wider customer base.

Speaking on the campaign, **Mr. K.E Ranganathan, Managing Director**, Roca Bathroom Products Private Ltd., said, “*Brand Parryware is synonymous with beautiful washrooms due to excellent and innovative product offerings over the last many decades. At home and workplaces, we have an interesting blend of customers – kids, youth, young adults, mature adults, and senior citizens. Parryware always stood for offering something relevant and exciting for each of them. In today's busy life, bathroom is the only*

*place where we get to be ourselves. After all, it is where the proverbial throne rests. At Parryware we wanted to celebrate the space where we can be our true selves, a space where we can express ourselves. Washrooms today have transcended the term and have now become YouRooms. This campaign is a celebration of you and your YouRoom. We had a great time working with the creative minds at Dentsu Impact while coming up with the concept. The creativity brings out the joy in each of the family members as Parryware makes them feel so good and elevated. The campaign will be on air on all leading television channels across India including popular regional channels. We expect to reach out to over 100 million viewers during the first phase of the campaign*”

Parryware is India's top manufacturer of sanitary ware items. Owned by the Roca Group, a two-billion-euro Spanish Conglomerate, Parryware enjoys a world-class R&D ecosystem that strives constantly to make user-friendly, affordable, and durable consumer products. The combination of global exposure and local market hold has made Parryware expand its market share year on year.

SCAN  
TO WATCH  
THE VIDEO



Parryware presents

YOUROOMS

Your space. To be yourself.



“We expect to reach out to over  
100 million viewers during  
the first phase of the campaign”

Parryware has relaunched its 'Always in Fashion' positioning to emphasize its vision of providing modern and original designs, including vibrant colors and stylish shapes, mirroring the imagination and lifestyle of the young and dynamic Indian customer.

During the mid-1990s, Parryware brought in India the first-ever bathroom customer care support and has since created a robust service network in over 30 Indian cities. Parryware product are made in eight locations across India and then distributed through a strong distribution network of over 7800 dealers and merchants.



# TAAAL KUTIR

THE UNCONVENTIONAL CONVENTION CENTRE!



To make a viable convention centre design within the constraints became the guiding parameter and a factor shaping the **unique component** of the clients brief.

The 2.5-acre site is exclusive in Kolkata - faces 200 acres of well-maintained public lake. Abutting the waterfront of a 480-acre of Eco Park, it is amidst the rich biodiversity of exclusive flora and fauna in Newtown Rajarhat. To its east, another 2.5-acre land parcel is reserved for a hotel block. The park works as a public lung and is a home to a wonderful animation of life and festivity throughout the day.

With FAR of 0.5 only, the gross permissible construction 5000 sqm, height restriction of 10m, number of floors allowed - 2, and maximum permissible ground coverage - 50 percent, the aim was to create a convention centre with multiple and flexible venue options having a connect of the principal venue with the water front view, thereby allowing decor adaptability.

The outcome was an architecture that ages well and allows patina to set in unison to the Eco Park as it goes greener thereby building up an ecological corridor along with the lake perimeter, engaging an evolved local and regional character while promoting the art of Bengal. The convention centre has been planned for a wider range of gathering from 15 to 1500.

## 10 VENUES IN ALL!

A Grand Ballroom of 10,000 sqft, divisible into two. Apart from that, a dedicated porch, associated pre-function and other support areas, the ballroom to have daylight harvesting option. Two Senate Rooms of 1500 sqft each with retractable portions allowing a combined venue of 3000 sqft. Two Studio Room suites with flexible furniture of 1000 sqft as breakaway rooms have also been made.

16,000 sqft of Lake View Party Terrace with dedicated satellite pantry, a 100+ capacity Parlour Room for smaller infill events, Lake View Lawn of 20000 sqft and a Courtyard of 6000 sqft with option of connection with the grand ballroom and two smaller Pocket Terraces of 2000 and 5000 sqft respectively on the west and the east deck.

## ENVIRONMENTAL CONSIDERATIONS

Being in the vicinity of Eco Park, engaging and establish the biodiversity corridor was important. Hence a 3m wide green corridor along the perimeter of the campus was a sensitive intervention. This is also the experience bed of seasons!

A conscious layering of facade greenery and terrace plantation increased the green cover by 3 percent. 4 layered hierarchical plantation has been done at specific places to offer privacy along the road fronts. Biophyllic design is well woven with crafted intervention of green.

## ENERGY-EFFICIENCY

An overall energy advantage of 30% is achieved as compared to the prevailing consumption advantage in the hospitality industry. 70 % of the spaces have daylight harvesting. The flutes on the external facade reduce the heat gain factor by more than 45% thereby optimising the air conditioning demand load and contributing to the objective of sustainability.

The courtyard is naturally ventilated and allows for engaging wind flow from the south side into the building. The incorporation of landscape / plantation inside the building, on the facade and in the campus mitigates the ambient temperature by 2 degrees.



AR. VIVEK SINGH RATHORE







## INFRATOP. INNOVATIVE CEILING SYSTEM

The innovative ceiling system Infratop is an original and aesthetic finishing of roofs and ceilings. Colours and shapes are reminiscent of wooden facades. For outside and inside use.



### INTERIOR

The well groomed interiors celebrate an inspirational neutrality of the space. It was important so as to be inclusive to all types of events and functions. Bengal being the art capital of the country, the corridors are designed as public galleries that add to the social context.

Illumination design was the key to experience. A melody of light, shadows and highlights was articulated to create interest along the common spaces. The ability to celebrate a diya/candle light, the celebration of a full moon - lit courtyard are a few subtle experiences which India celebrates the best are well considered while planning the illumination. **BMR**



### EXTERIOR

The natural texture of red brick exterior is thwarted by black reflective granite, polished teak and metallic copper in the interiors. This creates an Intrigue and Interest. The fluted brick masonry facade is well animated by sunlight. The red terracotta against the green backdrop of Eco Park along with reflecting blue simmers sets a natural dialogue.

The facade has strategic punctures and fenestration to break the horizontal volume and compose visual interest. The cast iron filigree and Jali work brings the element of detail and nostalgic continuity of colonial Bengal against the modern expressionism of the building.



### SPECIFICATION

**Project Name:** Taal Kutir - The Convention Center  
**Architects:** Salient  
**Design Team:** Vivek Singh Rathore, Anuradha Rathore, Kasturi Kundu, Kavita Dhote  
**Project location:** Eco Park, New Town, Kolkata  
**Completion Year:** 2021  
**Client:** AAmбуja Neotia Group  
**Photo Credits:** Vivek Singh Rathore, Suyon Dang  
**Photo Credits:** Ar. Tushar Garg



# Modern Concrete Varieties for SUSTAINABLE LANDSCAPES



**Devendra Kumar Pandey**  
Technical Head-RMC,  
UltraTech Cement Ltd, Mumbai

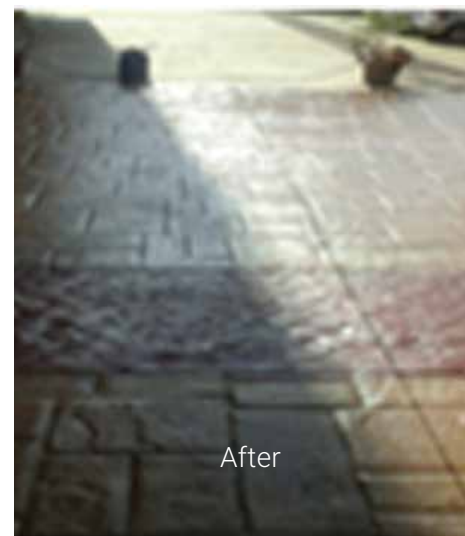
## I. INTRODUCTION

Landscaping contributes not only to the process of making piece of land more attractive, but also to improving the quality of life of the end users. Living in aesthetically pleasing landscapes enhances the sense of human well-being. Beautiful landscape increases the property value of a home. The American Society of landscape Architects (ASLA) recommends that by investing 10% of a home's value in landscaping, the investment in the property's appearance can grow to 20% of the home value (1). Landscaping is broadly divided into two parts: Hardscaping & Softscaping. Hardscaping mainly refers to hard landscape materials like paved areas, driveways, retaining walls, walkways and any other landscaping made from hard

bearing material such as wood, stone concrete etc. as against the softscape which includes the horticulture elements of a landscape. Hard landscaping involves the project which cover the entirety of yard and necessary before soft landscaping features comes into play. One key features of the hard landscaping is to do with the absorption of water. Hard Landscaping eliminates the water logging problems in case of rainfall and also eliminates the making the yard muddy. While softscaping gives a garden or lawn its soul and character, hardscaping gives it a certain edge and depth (2). Modern concrete varieties offer a variety of hardscaping options which enables an architect flexibility in designing highly functional, durable and sustainable landscapes.



Before



After

Paver blocks rectification at a residential complex in Mumbai using Stamped Concrete



Typical problems with Paver Blocks and Stones



## III. STAMPED CONCRETE

Stamped concrete, sometimes referred to as patterned or imprinted concrete, is concrete that is dyed, altered and shaped to resemble a number of other construction materials -- like brick, flagstone, tile and wood. It also allows for customization at an affordable price. If you have a specific look in mind for a pathway or patio, there's a good chance stamped concrete can deliver it.

Colour hardener and sealer used in stamped concrete makes the concrete stronger, more resistant to abrasion and help block the penetration of water, stains, dirt and chemicals. Because of its superior durability and weather resistance, coloured and stamped concrete is the perfect choice to bring the high-end look of stone, brick, or wood to patios, pool decks, driveways, walkways and courtyards.

### A. INSTALLATION PROCEDURE

Before laying the stamped concrete a plain and levelled PCC surface is required. The patterns and colours should be finalized before the starting of installing stamped concrete and the tools and labours need to be kept ready. After the concrete is poured on the plain levelled surface allow it to set to a proper consistency and then colour hardeners are sprayed on the concrete surface and levelled. Once this activity is done, the pattern is stamped immediately or embossed onto the concrete surface used

## II. SHORTCOMINGS TO ADDRESS

Some of the common shortcomings posed due to performance issues in the currently used materials for walkways, patios and other exterior hardscapes have been listed below, in order to evaluate the superiority of concrete based alternatives:

### A. CONCRETE INTERLOCKING PAVERS

Concrete pavers wear gradually and erode over time. They have a much shorter life, leading to high maintenance and reworking cost. Its placement is also time consuming due to highly manual installation. Due to inherent gaps between individual units, often moss or weed growth occurs leading to poor appearance and functional failures.

### B. TILES

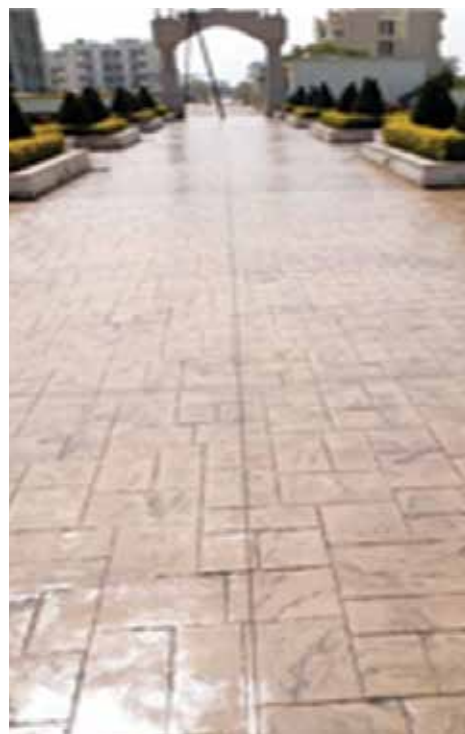
Tiles are less durable, especially under traffic movement and tensile loads.

Reworking and maintenance costs are very high. Moss or weed development also occasionally occurs.

### C. CONCRETE PAVEMENT

Impervious Concrete pavement doesn't allow the water to percolate into the ground thus increasing storm water runoff. Grey and dull appearance of the concrete surface does not usually qualify as aesthetically pleasant appearance. In context of these problems, this paper presents various concrete solutions for landscaping with aesthetic looks and superior durability like stamped concrete, exposed aggregate concrete, Stencils, pervious concrete, CLSM etc. Many of these methodologies offer additional performance benefits and material usages which are much more sustainable and green compared to traditional alternatives.





Some Common Stamped Concrete Patterns

the moulds. Once the concrete is hardened, controlled joints are given to the concrete so as to avoid any further cracking and the same is washed with water through pressure washer properly so as to remove any dirt or dust onto the surface. Once the surface is dry a coat of sealer is applied onto the stamped surface which acts as a protection coat to the concrete surface. Post the concreting, the surface should be given wet curing for minimum 7 days so as to prevent appearance of shrinkage cracks on the surface. With proper planning and detailing with respect to levels, drainage, end restraints and manholes etc. decorative surfaces monolithic to concrete will provide landscapes as durable as the building itself.

## B. MAINTENANCE OF STAMPED CONCRETE

Stamped Concrete is the most durable and long lasting paving material and requires less maintenance when compared to its alternatives like precast pavers, tiles etc. Regular maintenance would require washing the surface with pressure wash and resealing the stamped concrete in 3-5 years but will depend on the use of the area (i.e. the exposure of the area



Examples of End Detailing in Stamped Concrete Applications

## C. COMPARISON OF STAMPED CONCRETE AND STONE

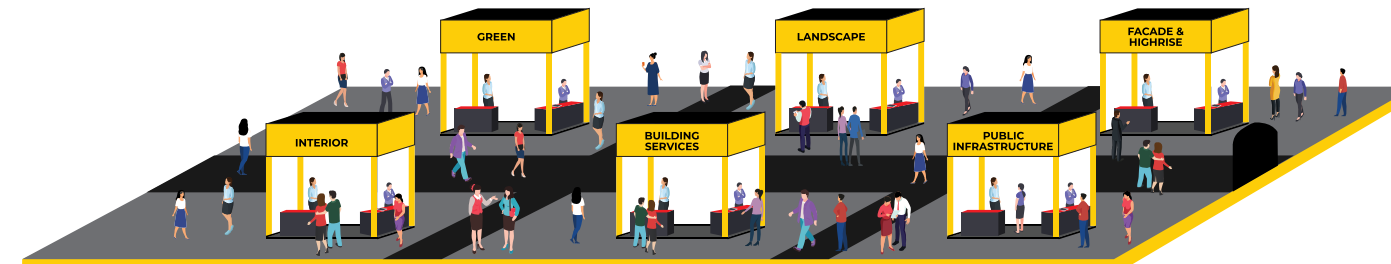
When compared to similar options, stamped concrete excels in many categories:

- 1) Customization:** Stamped Concrete offers numerous patterns and colour choices with complete customization that is possible which no other surface offers.
- 2) Maintenance:** With minimal maintenance Stamped Concrete can last for decades while other surfaces such as precast pavers or natural stone need ongoing maintenance to keep weeds from growing between them and to keep the joints filled with sand.
- 3) Installation:** Stamped Concrete is faster as compared to other solution like precast pavers and stones as it is monolithic in construction.
- 4) Price:** Stamped Concrete will usually cost considerably less than installing natural stone surface and precast pavers. However some lower-end paver option may initially have lower price than stamped concrete, but they may end up costing more in the long run for maintenance, repair or replacement.

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# Villa BY THE BACKWATERS

A globetrotting client with pocket-sized plot had layers of expectations. But with a brief so clear and a context so strong, creating and then executing design concept couldn't have ever been that easier.

Never before had a pocket sized plot felt so larger than life. Tucked between a dense cover of palm trees and the backwaters of Varapuzha, here time seems to pause and takes one back to an era gone by.

Local fishermen sail by in their wooden canoes selling their fresh catch from the sea, the summer breeze coaxing a gentle psithurism that lulls one into a nap and the seagulls squawking as they glide over the backwaters all day long. This seemed like a different world the very first time we visited the site and each time thereafter.

For a family who has lived over six decades of their lives in metropolitan cities across India and abroad and who always wishfully yearned to have a place of their own in their native land; they probably couldn't have chosen a more idyllic site.



The project commissioned to us had layers of expectations. From that of a holiday home for the globetrotting client to a home where his septuagenarian parents could have an enriched retired life. With a brief so clear and a context so strong, ideating a design concept couldn't ever have been easier.

All throughout the project timeline, we ensured that we respected the context where we are building. This involved a detailed climatic study to reduce the dependency on artificial thermal comfort, studying

and working with local materials, engaging local craftsmen to build and create using traditional techniques and ensuring the project is an honest effort in giving shape to the client's idea of home.

The concept was always going to be a contextually driven one. Of all things natural and local, the space had to be a getaway from the urban jungle living. A home, where aesthetics meet sustainability, and where form and functions come together. The outcome of our efforts was a home that's non pretentious and rooted to the nature.



We put in four months before giving a start to the actual site work to study the local materials, understand the local craftsmanship and scan the by-lanes of the ancient Mattancherry market. Our objective was to go back in time to create a design that remains timeless.

We involved local artisans and craftsmen in shaping the laterite blocks, creating age old practice of lime plastered walls, recreating ancestral furniture with comfort specific interventions, custom designed handmade tiles and

other designs as a contemporary ode to the bygone era. We also visited dilapidated houses in and around Kochi and sourced out old woodwork from there so as to salvage and restore them within this project.

The use of locally sourced Cherai teak wood, jungle Pine, reclaimed laterite blocks, Athangudi tiles, natural grey washed stone as flooring and cane mats in the entire house helped realize our creative vision and kept the essence of Kerala all through. Pitched roofs with detailed slope



AR. JERIN JOSEPH



AR. RAHUL DAS MENON &amp; AR. OJAS CHAUDHARI

With a brief so clear and a context so strong, ideating a design concept couldn't ever have been easier.

were designed to provide optimum protection during heavy monsoon that the region receives.

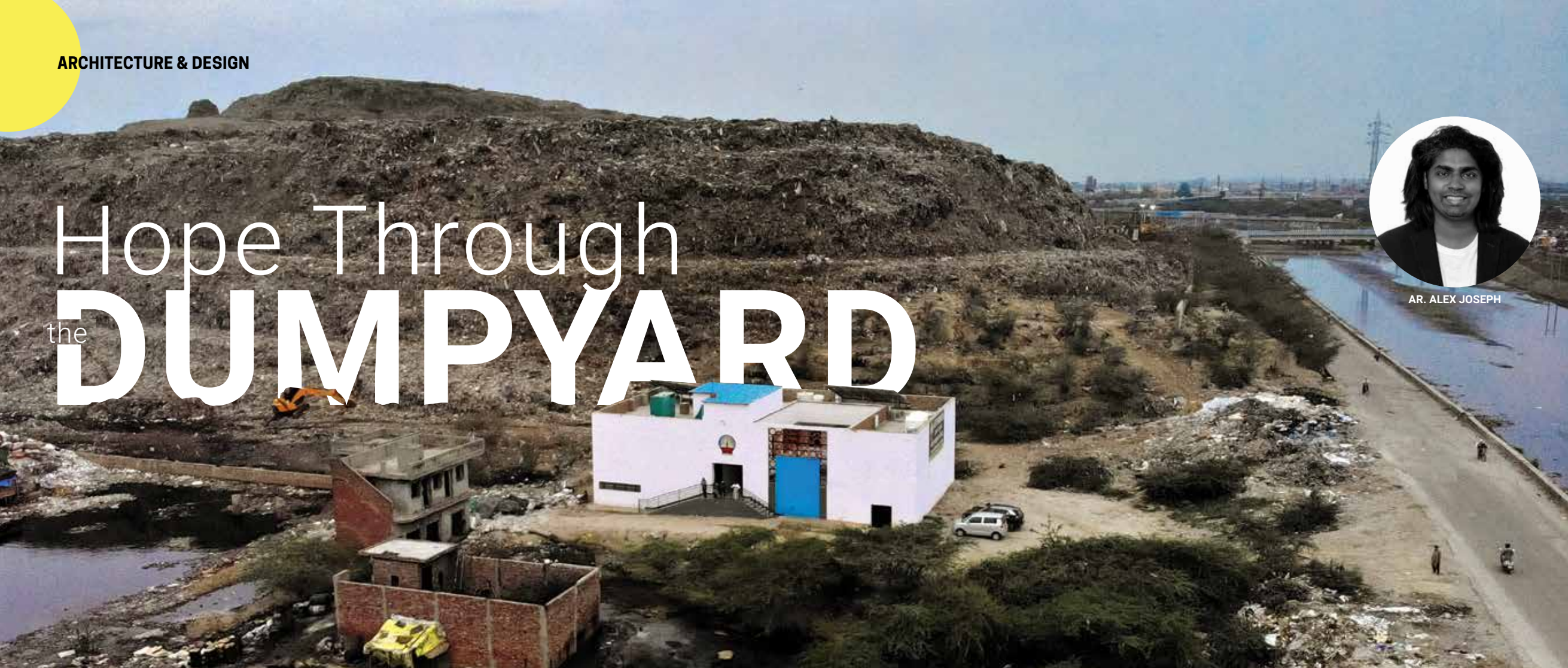
The architecture of the house is witnessed within the interiors of this space all throughout. The exposed structural system, the laterite walls, gable roofs and tall windows are all integral aspects of the interiors and as well as the architectural language of the house. **BMR**

## SPECIFICATION

**Location:** Kochi  
**Built-up Area:** 3900 sqft.  
**Principal Architects:** Ar. Rahul Das Menon & Ar. Ojas Chaudhari  
**Project Lead Architect:** Ar. Jerin Joseph  
**Architectural Lead:** Ar. Tushal Pandey  
**Architecture & Interior Design:** Studio TAB  
**Photographer:** Justin Sebastian



# Hope Through the DUMPYARD



AR. ALEX JOSEPH

Designed by **Alex Joseph** of Myspace Architects, this informal urban school instils a ray of hope to change lives of the underprivileged children living near the major waste dump-yard of Delhi.

At the first instance, the site looks like an elegant assembly of dark hills with the school building blooming in the middle of the valley. In grave reality, these dark hills are nothing but the humongous piles of garbage being extracted from major parts of the city on regular basis and put to decaying there for over a decade. This school has been designed specifically for benefitting the underprivileged children living in this dump-yard.

Yes, this is one of Delhi's largest dumping grounds in Bhalswa, which has been declared as a social-reject, and the fortunate city-gentry consider visiting it, a taboo. The other fact of this dark valley is a well populated community which lives along these trash hills only to make ends meet

from rag-picking. The objective was to let the community realise the importance of education and how it can help them improving their lifestyle.

## THE CONTEXT

For children of this community, childhood dreams would have been the same as that of standard families. But in reality, these children spend time playing around with friends over heaps of junks and creating toys from their rag-picked findings. Their stories are alarming and outrageous as they are exposed to grave incidents of trafficking, sex rackets, theft and unspeakable crime cases.

Adding more to it is the toxic air which brings them immense health hazards by just breathing in there. Hardly having any doubt that the

future of a child living here would appear darker and dingy with the passage of time. This situation was realized by an NGO run by fathers and priests. What seemed like an unflinching target shot was to strengthen their community through an informal institution & educating those who had their skin in the game.

## THE ARCHITECTURAL INTERVENTION

For a context as grim as this, there was no space for scenic views or any architectural intervention that could make it less ghastly. It was thus decided to not even attempt at competing with the context. This building was designed "inward". This meant that the building was not intended to add value to the dump yard but had to be an embodiment of escape from reality or a discreet wonderland where kids were allowed to dream.

From outside, the school building looks like a blank box, but inside, there are colour splashes adorning its crevices. The inner courtyard also acts as an amphitheatre for performances and activities that would engage children. Furniture

and decoration are sourced from the garbage dump scraps and recycled to a new life. The school is self-functioning and is powered by its own solar panels and has a proper rainwater collection system.

The whole structure is planned as a courtyard centric inward looking building where the enclosed design has been intended to reducing outside smell and openings had green interventions to filter air flowing in. Following this, all the rooms were planned facing an inward courtyard which became the school's heart and soul. The outer green wall screen, and high parapet walls with terrace garden cocoons children from harsh surroundings and helps to create a refreshing micro-climate inside the built mass.

Material for furniture and decorative items, like ropes, tires and upcycled planters were all sourced from its surroundings and the classrooms hand-painted by its students. A rope mesh looped over the courtyard as a protective measure against vultures dropping objects inside.

The entire site was lower than the existing road level, so the building's base has been raised to get some elevation and avoid flooding during monsoons. Due to the location being deprived of basic nearby amenities, the structure has to run on its own energy powered by solar panels and have its sanitary requirements fulfilled by rain-water harvesting.

## BINDING TO THE FUTURE

Apart from informal schooling, there are many women empowerment workshops, sewing classes, skill development classes taking place to raise community awareness. The difference may not be evident and immediate, but architecture has potential to change lives and as long architects are attempting at it, the benefit would surely be immense and abiding. **BMR**

## SPECIFICATION

**Project Name:** School in the Dumpyard  
**Architects:** Myspace Architects  
**Lead Architects:** Ar. Alex Joseph  
**Project location:** Bhalswa, Delhi, India  
**Completion Year:** 2021  
**Gross Built Area:** 700 sqm  
**Client:** Deepti Foundation, Fr. Santhosh  
**Program:** Child Resource Center  
**Photo Credits:** Ar. Tushar Garg





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# THE RAJASTHAN SCHOOL

Located in the remote area of Rajasthan, this school building that has been designed in response to the hot climate derives its character from the organic old cities.

Imbibing the organic character of Indian villages & old cities, the Rajasthan School is a low-rise three-level school with open, enclosed and semi-enclosed spaces of varying volumes. It is situated in a township developed by a well-known Indian Cement manufacturer for the children of the staff working at their plant, in a remote area of Rajasthan.

Taking cognizance of the extreme desert climate of its location with temperatures in excess of 35°C for most of the year, each of the classrooms are north oriented to derive indirect sunlight through the day, and enclosed in angled vertical walls. These vertical walls act as sun breakers to reduce direct heat gain from the east, west & south sides generating cooler internal spaces.

The auditorium, primary school and administration space occupy the southern side of the plot opening into a large semi-sheltered courtyard towards the north beyond which the secondary school classrooms, library & cafeteria are located.

This semi-sheltered courtyard has multiple angular pathways, connecting the two parts of the school with landscaped play spaces that foster engagement. Traversed by a series of linear trapezoidal frames and sun-breakers, this focal area has a constantly changing shadow

The entire circulation is through open naturally ventilated corridors traversing & skirting the focal semi-sheltered landscaped court in the center.

pattern depending on the sun direction throughout the day.

The layout is intentionally fragmented allowing open landscaped spaces to be interspersed with the school's learning spaces. The entire school opens towards an existing multipurpose playground & athletics track on the northern side. The entire circulation is through open naturally ventilated corridors traversing & skirting the focal semi-sheltered landscaped court in the center.



AR. SANJAY PURI



The complete electrical power requirement is generated by the residual energy of the cement plant nearby. Solar panels are also installed for additional energy usage. There existed no vegetation on site, thus territorial plants have been planted, which would take less water to grow and reduce the burden on the water supply.

In addition, the rain-water from the terraces is recycled & reused through the installation of rainwater-harvesting systems under the garden

areas. The building by its design is thus extremely energy efficient. The organic layout creates a different character to each part of the school orienting each space with different views & different perceptions.

The Rajasthan School derives its character from the organic old cities, with an informal layout, interspersed open & enclosed volumes, designed in response to the hot climate, creating a school that is exploratory in multiple ways. **BMR**

## SPECIFICATION

### THE RAJASTHAN SCHOOL

**Location:** Shree Cement Township, Ras Village, Rajasthan

**Client Name:** Shree Cement Pvt. Ltd.

**Architects:** Sanjay Puri Architects

**Design Team:** Ar. Sanjay Puri, Ar. Ishveen Bhasin, Ar. Ankush Malde, Ar. Pooja Prajapati

**Main Contractor:** Esspee Constructions, Jaipur

**Consultants:** Epsilon Design Pvt. Ltd (MEP); Dr. Kelkar Design Pvt. Ltd. (Structural)

**Photo Credits:** Dinesh Mehta



# MODULAR KITCHENS

Getting Gen Alpha Ready

Accessorised with modern technologies, kitchens are turning spacious, sleek, aesthetically pleasing, but more than all that a purely functional utility space of a household.

## INDUSTRY SIZE & PROSPECTS

According to industry experts, modular kitchen market is a fragmented one with an estimated size of about Rs 3,500 crores, largely dominated by few big players. Flooded with home-grown solution providers, the Indian modular kitchen market does have a reasonable chunk of imports, which accounts for about 30 percent. While retail dominates with around 75 percent of the total market size, project stands at a quarter with 25 percent.

The Hurun India Wealth Report 2021 unveils that India has 4,58,000 dollar-millionaire households, which clearly says the kind of growth prospect the modular kitchen industry has to offer in India. One of the main drivers is an increase in the number of residential projects, consequently, a rise in demand for customised kitchens are being observed. Moreover, with ever-increasing Indian population nesting in modern houses, the need of modular kitchens is on the rise.

The post pandemic era has been witnessing an uptick in the demand for modular kitchens. And the reasons are pretty obvious i.e. health issues with a strong push from the burgeoning middle-class backed by rising trend of nuclear families and higher disposable incomes. Adding more to the flow is the solution available at affordable rates mainly by organised players. These are some of the factors giving momentum to the country's modular kitchen industry's growth.

Notably, increasing intervention of specifiers with the passage of time is on the rise. Initially, architects and interior designers pushed their clients to shift over factory fitted kitchens, but people didn't get convinced and continued buying only the accessories and hardware, while for carcasses they preferred to call their faithful carpenters. However, by early 2000s, when kitchen became an integral part of the apartment, developers started giving the modular kitchen as a part of standard fixture.



Nobilis By H&R Johnson



THE TRANSFORMATION

Amidst all this, **BMR Editorial Team** tried exploring the evolution and the contemporary trend. The industry stakeholders while addressing our queries had one thing in common - keeping pace with the changing requirement and fulfilling the need of the modern lifestyle, the kitchen has emerged as the one thing that is inevitable. Today's kitchen reflects the culture and economic status of a family. No wonder, people irrespective of class want a modular kitchen in their house.

In the mean time, it's amazing to see the transformation over the years. Kitchens once were least important rooms, of course, aesthetically, now are the vital part of any household setup. They have become luxurious and are meant for hosting guests and entertaining them. A neat and well-equipped kitchen exemplifies organisation, a vital virtue for the modern working women, most of whom borrow some time for cooking out of their busy schedule. Although men do have started participating but it's still a task that remains mostly with the lady of the house.

Kitchen that turned modular has a story to tell about its evolution over the last three decades. In our quest to know about this journey as how the traditional open air Chulha became a closed room of an apartment featuring modularity to keep up pace with the changing lifestyle of the people, we came in contact with some select industry stakeholders including specifiers like architects and modular kitchen suppliers. They responded to most of our queries which when combined present an interesting read.

"In the early 1990s, this segment was controlled by conventional style of carpentry when the concept of modularity entered the market but didn't get the needed acceptance. Since 2000s India started witnessing a sharp growth in the modular kitchen business. It began with modular kitchen, moved on to modular wardrobes. Going forward, it encompassed other lifestyle furniture, and now complete modular furniture," says **Rajan Nambiar, Business Head, Kanz Kitchens.**

Kanz Kitchens has come a long way since its inception in 2005. It started as a manufacturing company of Stainless-Steel modular kitchen accessories. According to Nambiar, driven by customer centric spirit, Kanz Kitchens has become one of the most preferred brands within modular kitchen dealers, architects, builders and carpenters across the nation.



Nobilis By H&R Johnson



**RAJAN NAMBIAR**  
Business Head, Kanz Kitchens.



**GOPAL DWIVEDI**  
Assistant Vice President, Livspace



**RAHUL SHRIVASTAVA**  
General Manger Sales, Nobilia Kitchen, H&R Johnson



Nobilis By H&R Johnson

The company's product palette includes modular kitchen, wardrobe, lifestyle modular furniture, etc. To serve the growing demand, in 2017, Kanz Kitchen started manufacturing wooden components using latest European machineries and state-of-the-art infrastructure. Nambiar insists that all the products are tailor-made keeping in mind client's requirement and Indian climate to ensure durability and sustainability.

Elaborating further, **Gopal Dwivedi, Assistant Vice President, Livspace**, says, "Initially, PVC and SS trolleys were added by the carpenters to make the kitchen more functional. Till then, the concept of modular wasn't known to the people in India. It was around early 2000 that companies including KitchenGrace, Sleek, Indoline, Spacewood, etc. put good amount of efforts to explain the meaning and benefits of kitchen being modular."

According to him, real awareness started with the increase in online presence of certain brands. "More users became familiar with the advantages of factory finished modular kitchens viz-a-viz carpenter-made.

New materials and finishes got introduced in the market and kitchen became another room in home to show off. It has emerged as a place where users can work with comfort," adds Dwivedi.

Livspace, is a home interior and renovation company head-quartered in Singapore. Founded in 2014, the company provides interior design and renovation services in Singapore and India. Modular kitchen constitutes a major chunk of its entire offerings under home improvement.

Reinstating this, **Rahul Shrivastava, General Manger Sales, Nobilia Kitchen, H&R Johnson, Prism Johnson Ltd.** strongly insists that modular kitchen has now become essential part of the house. "Currently, modular kitchens are of two types - need-based (basic kitchens) and aspirational (designer kitchens). As far as journey is concerned, it started with organised storage system (wire-mesh), followed by perfect design, increasing usage of gadgets and technology, enhanced functionality & aesthetics," he elaborates.





"In south, people prefer wet kitchens but with less maintenance. So, in most of the cases, we clad the whole wall with tiles wherein we use light colours along with some highlighters."

**Ar. Arun Prasad, Principal Architect, Arun Associates, Coimbatore**



Nobilia By H&R Johnson



Nobilia By H&R Johnson



"People nowadays are no more using the traditional granite. In fact, two-kitchen concept is prevailing now – wet and dry, where latter is meant to showcase to the guests. There, people have started using Italian granite but again a shift over other materials can be clearly noticed because of the increasing inclination towards lighter shades matching the interiors."

**Ar. Pradeep Ratadia, D'sign Studio, Coimbatore**



Nobilia By H&R Johnson

Nobilia Kitchens by Johnson is a strategic partnership between H&R Johnson (India) and the German kitchen brand Nobilia. It is gradually shifting its focus to retail business and is working on the franchise model to increase its market presence. The two companies entered into a partnership about eight years ago. H&R Johnson, through its retail bandwidth under the aegis of House of Johnson and its network of modular kitchen stores, offers Nobilia's entire range of Germany-made modular kitchens.

According to Shrivastava, Nobilia provides very good quality and technically sound products along with excellent pre-sales services and other technical support to H&R Johnson. H&R Johnson, on the other hand, promotes the Nobilia brand in India using its existing networks among developers and architects assuring the best post-sales service to end users. Clearly, kitchen has started attracting more eye-balls than ever before.



"Kitchen has now become more of a luxury item. Automation is something about the next level of technology in kitchen. We have been doing a residential project where the whole house is automated. Everything is over voice control through Siri including the energy and water requirements in the kitchen, waste water management, requirement of pantry as well as inventory. So, all that now is completely managed using the AI (Artificial Intelligence)."

**Ar. Manish Gulati, Principal Architect, MOFA, New Delhi**

### SHIFTING OF MATERIALS

Initially, PVC foam-boards, also known as magic wood, got access into Indian modular kitchens because of it being termite-free and water resistant. Kitchen manufacturers used to import acrylic, UV-panelled shutters and many other high gloss finishes from Europe. It was the time, when European players entered into the burgeoning Indian kitchen industry with their fully fitted kitchens. But soon they realised that European designs were not very practical as per Indian conditions. Such kitchens come with particle board cabinets to which Indians didn't feel at home.

To counter this, **Shrivastava** states that European kitchens are made of engineered wood that come along with so many attributes like eco-friendliness, termite resistance, and most importantly no thickness variation, which ultimately leads to produce mass precision kitchens. "However, this material didn't get the needed attention in India as people aren't ready to accept it. This is also because we do not produce high precision engineered wood. Moreover, domestic market promotes ply and the new age water-resistant MDF."

**Nambiar** does agree with it when he says, "For cabinets and shutters, plywood is the most preferred modular kitchen base material and is manufactured in bulk in India. MDF and HDHMR are used for wardrobe and other furniture because of their water-resistance feature. Birchply is also slowly capturing the market which have consistent

void-free core of the same species as the face." He feels that shutter finish will make big difference with so many options like laminate, acrylic, PU, lacquered glass, Glaks, veneer, ceramic etc. making inroad.

**Dwivedi** marks that it is that lack of information among the carpenters that has pushed the plywood as the most asked material. "However, materials like MDF and HDF are also gaining attention. It would be picking up the pace further when people would start understanding the benefits of these materials over the cost. For door panels, laminate is the most preferred finish material due to its price benefits and less maintenance property. Meanwhile, acrylic is slowly making inroad for its glossy surfaces. Membrane and veneer are also used for their unique propositions to the overall look," he explains.

Continued on page 32 ►



**Simpolo's Kitchdeck**

An Upgrade To  
The Contemporary  
Kitchen Needs

A kitchen is the most intricate part of our house and we must carefully align what goes into it. Tiles are one such important factor that add utmost hygiene to our kitchen. The huge shift from traditional to modular kitchens has tremendously influenced the tiles industry. Inspired by the contemporary changes, Simpolo has developed a wide array of kitchen tiles. One such tile is Kitchdeck, which has been rapidly emerging as one of the most popular choices for kitchen countertops.

Its antibacterial properties make Kitchdeck a perfect fit for every kitchen. Kitchdeck is easier to clean and requires low maintenance efforts. It is highly heat resistant and



helps build smarter & safer kitchens. While stains on kitchen countertops never go unnoticed, Kitchdeck makes sure you never have them in the first place. Its iM+ technology prevents any living organism to grow or stay and it also helps repel liquids, as the surface created with iM+ is anti- bacterial and liquid repellent.

Mount as many heavy appliances on Kitchdeck and it will effortlessly continue to support a fully functional kitchen. This is known as impact resistance. The Simpolo Kitchdeck is an incredible collection with remarkable designs and a versatile colour palette with multiple surfaces to offer.

This Basic Kitchen  
Layout is Preferred by  
Many Homeowners



An L-shaped kitchen is where the countertop resembles the letter 'L'. A single unit spread across two adjoining walls offer ample amount of free space. Being discreet and versatile at the same time, often termed as open kitchens this type of layout is opted in compact apartments.

This is one of the most popular layouts for Indian kitchens. It provides ample space to work, facilitating an easy, efficient and practical workflow. The highlight of the L-shape design is that it can fit into all kinds of spaces: small, medium and large.

Here, the shades of green and pastel grey add panache to this kitchen. The glossy acrylic finish for the cabinets is reflective and opens up the compact space. And don't forget the under-cabinet lights that brightens up the workstation. Also, this kitchen has been displayed at Gujarat-based Lofy Home Interior Solution showcasing a repertoire of interior solutions for its customers to choose from.

PINK KITCHEN WITH  
ISLAND IN WOODEN  
ACCENT LOOKS UNIQUE

A warm and playful colour, pink is a versatile shade to use in the kitchen. Here it has been toned down and balanced out with island made with muted timber accents paired with contrasting, vibrant shades for a lively and dynamic design. This L shaped kitchen with island has something unique about it – none of the cabinet doors or drawers have handles or knobs. Instead mechanisms like push latches give the kitchen a minimalist and sleek look. The lines of the kitchen island with seating imitates the overall look. The storage space in it has sliding doors with built-in recessed handles ensuring a smooth and flat look.

This fabulously luxury kitchen with its striking kitchen island in wooden accent can take your breath away. Set in pink kitchen, the island contrasts superbly with its surrounding adding depth and drama. The countertop of the island juts out on one side, thereby providing table space. The kitchen island design is such that it has an oven built into it, making for quite a sweet deal.



**RACHANA & VIKRAM GOYAM**  
Midas Luxury Interiors



Kitchen That Reflects  
Occupants' Taste



**AR. AMIT MURAO**  
Aashray Design Consultants



This kitchen is designed by Ar. Amit Murao of Aashray Design Consultants in one of their residential projects – The G House, where G stands for 'Guptas' to whom this residence belongs in Preet Vihar, New Delhi. The client wanted a kitchen that can reflect the family values along with its urban tastes while also adhering to the principles of functionality and aesthetics.

This U-Shape Island kitchen is expansive meeting all the intrinsic needs of the occupants. Equipped with all the modern appliances, this kitchen is the powerhouse of the household and is truly the heart of the home speaking volumes about the lifestyle of the homeowners. Handle-less cabinets sporting white door panels are in complete match with the interiors. Adding further hue is the choice of paint, flooring, furniture and décor.

"The countertop in kitchen has been made from engineered stone, which come in many options in terms of colours and finishes, thus helps contrast the other surfaces of the kitchen."





#### THE TRENDS

There isn't any doubt about modular kitchen becoming one of the important aspects of home decoration in the modern interior designing. There are a lot of options when it comes to kitchen designing. But to create a seamless, sophisticated space, design trends always seem to evolve year after year and home modular kitchen is not a stranger to that. The future belongs more to environment friendliness and sustainable choices with inclusion of nature into the design elements.





"People of Ludhiana are well travelled, maintain good lifestyle and have developed the taste of good kitchens. Here, we have two types of kitchen – dry & wet. So the kitchen which people want to use for themselves shouldn't be claustrophobic, but neat and clean. For all this, we consider good quality materials for kitchen top, lighting, finishes and the colour schemes."

**Ar. Mandeep Singh**  
Living Space, Ludhiana



Kitchen By ODS



"Proper lighting in kitchen is a must not only for aesthetic purpose but also for safety concerns because of the presence of sharp as well as hot objects. Light is also important during food preparation to understand the richness of the food and freshness of the vegetables. Solution for all this would be the right type of colour temperature, CRI, tonality, placement of fixtures, and of course, different layers of light depending upon the need."

**Amardeep M. Dugar,**  
Lighting Designer, Chennai

**Nambiar** is of the view that Island modular kitchens are becoming popular due to their multipurpose ability. "Technology and innovations are the keys to every industry and it stands same for modular kitchens also. New software is available for design to production with complete library of products, finishes and hardware, using which designers can make instant design in front of the customer. High resolution 3D designs will give real feeling to the customer," he explains.

**Dwivedi** takes it more towards the look and feel. "New trend is moving towards English and European colours in kitchen, metallic and stone texture with more linear designer and not much of curves. Adding efficiency and smoothness is the handle less approach in doors with increasing usage of glass along with metal frames. Lighting has increased its presence, while lots of new age appliances are turning today's kitchens

smarter and readying for the forthcoming tech-savvy generation."

**Shrivastava** suggests that colour is taken directly from the nature. "Currently, it follows the trend for calm, gentle colours like mineral green, of which, subtle hue is perfect for countless combinations and helps create a relaxed ambiance near to nature. Additionally, it brings minimalism with a natural look."

According to him, surfaces like Vikings Oak décor with its rugged, rustic details add character to any room, particularly when combined with concrete sand fronts. "In a modern urban ambiance, concrete is popular not just with architects but has also established its place in interior design and offers varied design options. Sand colour closes the gap to warmer, softer hues representing pure urban style," asserts Shrivastava.



Kitchen By ODS

## ROLE OF DESIGNERS

Kitchen designers create blueprints for kitchens based on their intended usage. They provide courteous and interactive support to customers by offering kitchen design according to their requirements thereby improving customer's experience and stimulate sales of kitchen designs. They interact with clients to know about their needs, requirements and budgetary limits and then develop designs suitable to attain their objectives.

"A good modular kitchen must be practical, functional and stylish. A designer has an important role in making such design after understanding the requirements of the customer. If the designer has good knowledge about the new design trend, products and proper understanding of customer needs, then the output will be a satisfied customer and that will create more business," explains **Nambiar**.

**Dwivedi** as a product expert suggests a model with 6P for a perfect solution to the kitchen designing. "The role of a designer is as crucial as a consultant to any solution based product. There can be hundred needs of clients and no two clients are same. Similarly there are hundreds of products available to choose from. A designer is the person who understands the entire problem statement of client and derives the best solution out of all the options," he elaborates.

**Shrivastava** opines that kitchen is a customised product and designing kitchen is a science. "We need to follow working triangle, electrical and plumbing points while designing a kitchen. This is why designer plays very important role as she understands client's requirements, functionality and need of aesthetics," he reiterates.



**SPECIFIERS' PERSPECTIVE**

Minimalism is the cumulative call from this fraternity with this belief that this design trend is going to prevail over all spatial interiors. As it promotes sustainable choice, many designers have adopted this design style into their spaces. Most of the designers feel that modular kitchen by its name refers to a clutter-free design which also utilises the given space in a smarter manner.

The well-designed cabinets not only bring added advantage of increasing storage but also provide easy access to the users along with being aesthetically more pleasing. No wonder, the latest modular kitchen designs promote functionality without unnecessary details thereby, gradually becoming serene abode where the act of cooking has been turning more artistic and sophisticated.



**AR. ETY KAPOOR**  
Principal Architect, Studio E Architects

"Kitchen within a household has too many parameters to be taken care of. It's so much important that in our set of questions that we send to our clients before finalising the project design, more than half of the queries are about kitchen. It's the composition of so many things and for putting them functionally together; a designer is a must," asserts **Ar. Ety Kapoor, Principal Architect, Studio E Architects**. She informs that her first ever project was designing a kitchen.

She opines that within an Indian setup, the lady of the house is very important or the family members' wish is a must before starting a kitchen project. "If the user is the house owner, then it's all about enhancing the experience, while in case it's a maid, then it is more about utility and functionality." She further adds, "Considering the average height of Indian women, higher counters aren't preferred owing to the discomfort. Adding more to it is the rising dependency upon eldoms (electro domestics), which play vital role in designing a kitchen."

Highlighting regional aspect, she states that the way a kitchen is used by a Punjabi family is quite different from the one in north east and down south because of the cooking techniques, which are always considered while designing a kitchen. "Ledge needs to be raised where the counter is washed many times in a day. If the family is very social and the kitchen is the pressurised room of the household, it would need a different take on it," she explains.



Kitchen By Mahesh Punjabi Associates





Kitchen By ODS



Kitchen By Mahesh Punjabi Associates



**OJAS TRIVEDI**  
Principal Architect, Ojas Trivedi Design Studio



**AR. MAHESH PUNJABI**  
Principal Architect, Mahesh Punjabi Associates

Reiterating this, **Ojas Trivedi, Principal Architect, Ojas Trivedi Design Studio**, says, "Kitchen designer's role is very crucial and important as he has to cater not only to the storage requirements but also functionality and how it best complements to the immediate connected spaces. Regional factor has a significant role, which we always consider as the prime context and then design a sustainable, functional and stunning kitchen."

About ergonomics, he states that it has to be the start point and the design concepts revolve around it. "No compromise shall be made in ergonomics rather how best all requirements fit in compact version is the key design philosophy while designing a kitchen. Ideas and innovations have to be there to cater to more storage requirements and flexibility of space use where space is the constraint. For example, a small high chair dining space or a breakfast counter can also serve as preparation table similar to island kitchen concept," he shares.

He feels that customisation is the only option now. "Hardware and below platform storage area has to be smartly complemented at the corners. Negative spaces can also be utilised with smart design and hardware options. Pull out units can be best fitted in residual spaces and thus offer more organised storages. We have designed compact to most compact kitchen modules and sorted out such challenges with smart design options," he asserts.

**Ar. Mahesh Punjabi, Principal Architect, Mahesh Punjabi Associates**, points out that kitchen is a place with moisture and heat, which become favourite breeding ground for insects. "Here the designer's role comes into play who with smart design ensures that there are no gaps which are not accessible, no voids where the cockroaches or the insects can go, hide and breed. Everything

is fitted snug because these gaps, heat and moisture are the leading reasons for insects in such areas."

Speaking on the contemporary style, he says, "In present times, the woman of the house goes out to work. While cooking she therefore prefers interacting with her family. Cooking no longer is just a one woman job, more of a family thing. Ergonomics plays a huge part not only for basic comfort but also for creating interactive spaces. This brings in concepts such as pop-up TV's, chimneys for the steam, better ventilation for comfort, inclusion of sitting space for better interaction."

He insists that modular kitchens are mostly dry kitchens. "All houses that we do have a dry kitchen and a wet kitchen. The dry kitchen is generally with the entertainment area, bar, counter with aquarium below it. The houses in Dubai definitely have a utility kitchen as well as a connected dry kitchen where the family sits together and watches television. This leads to the dry kitchen having aesthetic value. Nowadays, remote-controlled black louvered glasses, pop-up chimneys, moving islands, etc. have become a necessary aesthetics in the dry kitchen."

#### CONCLUSION

In the post pandemic era, while the world is taking strides towards sustainable choices, the living spaces are also adopting more nature friendly methods, and kitchen is no different. Designers being conscious about the planet's well being are choosing materials and finish that are less harmful to the mother earth. On the other hand, kitchen manufacturers or suppliers are trying to incorporate more of the nature in them – right from materials to textures to colours to decor elements, along with health quotient and ergonomics to bringing more user-friendly kitchen space. **BMR**



## AT GODREJ

# We Understand Users Pain Points

*Godrej* & Boyce is a name needs no introduction. The company does offer a range of hardware solutions under its furniture, furnishings and architectural fittings division, which it claims to have designed with a user centric approach to create spaces that help people live more intuitively. This emanates because of the in-depth understanding of homes and workspaces, ergonomics, sustainable practices and an intrinsic understanding of user pain points.

This architectural hardware major believes that the hidden details play an important role in contributing to the overall experience of today's discerning users. In order to explore the innovations in hardware solutions meant especially for modular kitchen segment, **BMR Editorial Team** got hold with **Shyam Motwani, EVP & Business Head at Godrej Locks & Architectural Fittings & Systems**. He addressed all the queries in detailed. Edited excerpt of the same is here:



**SHYAM MOTWANI** - EVP & Business Head  
Godrej Locks & Architectural Fittings & Systems

**Since its introduction in the early 2000s in India, how has the hardware for modular kitchens evolved in terms of design & functionality? What significant changes did you notice in the last two decades?**

Indian kitchens have evolved over the years, with modern appliances and designs coming into the picture. However, the Indian kitchen is unique with a few needs that are traditional and the task is to blend those needs to suit a more modern design. Modular kitchens have become commonplace in Indian houses, and people have easily adjusted their kitchen habits and lifestyles to accommodate them. Built-in kitchen fittings are simply an extension of the trend towards a more functional, ergonomic, and aesthetically pleasing kitchen. Indian Kitchen has seen a movement towards "Non-wired" solutions. Especially the urban market has got lot of affinity towards Soft Close Drawer Systems which enhance the look of the kitchen.

**What technological advancements have you brought in your offerings?**

We have always been a forerunner in advanced design solutions that add both



SKIDO Range

beauty and functionality to kitchens. Every product and component is meticulously crafted to meet the specific needs of the Indian kitchen.

Indian households use a variety of pans, kadhais, tavas, masala boxes, plates, thalis, and other utensils. Foreign-made drawers and accessories can't accommodate all of these in our Indian kitchens. A beautiful kitchen is wonderful, but an easy-to-use kitchen is even better. Analysing the situation, we did extensive research on Indian kitchens and cooking methods. Deep consumer insights aided us in developing our SKIDO series, a one-of-a-kind kitchen storage solution that makes Indian homemakers' lives easier and better. Also, we are focussing on addressing the needs of storing Indian utensils effectively.

**How important is ergonomics? What role does hardware play in facilitating ergonomics to modular kitchen furniture?**

Since kitchen layout has become a vital part of everything required to be at arm's length, ergonomics plays a big role when planning a kitchen. Due to the scarcity of space, more space utility is expected. The essential norm

**The urban market has got lot of affinity towards Soft Close Drawer Systems which enhance the look of the kitchen.**

is the work triangle notion. For efficiency, shelves are being removed and pull-outs are being installed.

Through the SKIDO range, we offer an advanced collection of Slim Ergo Drawers and universal organisers that have been developed for both modern kitchen users and traditional Indian cooking habits, carrying on the legacy of intuitive design. Discover slenderness for never-before-seen compactness and space-saving intelligence that anticipates demands. In addition, the aesthetics are in line with current design trends.

**There are numerous materials - Wood, MDF, WPC, uPVC - used in the making of the modular kitchens. How important is the selection of hardware according to the materials?**

It's crucial to choose the proper material since not only should the hardware match the kitchen's design, but it should also be easy to use. The hardware primarily is the same for most of the material, but care should be taken in fixing the fasteners according to the material of the kitchen. **BMR**



# THE LARGEST COLOUR RANGE GETS EVEN LARGER

No points for guessing, the recent past has been harsh; to be more precise – quite harsh and brutal for the world. Yes, we're talking about the pandemic. However, one benefit amid all this was that the imposed lockdowns allowed us to spend that much-needed, "quality time" with our loved ones. It was perhaps, during this period, most of us realised the importance of setting up gorgeous, cosy homes. If you too are among the people who are looking to renovate their houses off-late, we're here to help. We've spoken to industry experts, the Directors of the Decora Group – the country's leading name for everything related to decorative panels.

Saurabh & Gaurav Jain are a sibling-duo working together to offer tremendous designs and innovations to turn your spaces livelier than ever. The Jain brothers have suggested four interior design colours for the season and beyond. Let's check those out.



APL-308.ROSSO

## Terrific Terracotta/Rosso:

Neither too much red, nor bland like a dull orange, this shade is a mix of brick and burnt orange explains Gaurav Jain while boasting about the trendy colour. When asked why it is considered a preferred hue for kitchens, he says, "It is a super-soothing colour, we've seen our clientele always appreciating. However, as people spend most of their time in kitchens as many of them are still "working-from-home" they want the soothing shade to be on their cabinets, splashes and more". Couldn't agree!

## Sheen-filled, Pristine Marble White

When we say white, does it always have to be boring? Well, not necessarily – the Jain-duo has proved the otherwise case to be true by launching a new range of panels in Carrara Marble shade. Available in a shiny gloss finish, the sombre white shade can be mixed and matched for any space – be it a bath, kitchen, dining area, bedroom, living – you only ought to name it and this "not-white-like-snow" shade will do it for you!



APL-415 CARRARA MARBLE



APL-309 VERDE

## Majestic Moss/Verde Green

Colours that signify health are the best-chosen options for cookhouses and bedrooms. Especially after the pandemic taught the real meaning of being the "pink of our health", using a soothing green hue that reflects liveliness could be the answer to all the gloom that surrounds us today.

Well, these are the excerpts from the conversation we had with Saurabh Jain as we went to discuss design in the post-pandemic world over a cup of green tea! He completely seemed to be in the awe of the soothing hue and has even used it for the entrance area of his Gurgaon office.



APL-629SM MIDNIGHT BLUE MATT

## The Calmness of a Matt, Midnight Blue!

Pause. Now think – what is that one thing that we seek out of our cherished homes? Calmness, peace, serenity? Well, we're afraid to be true. No wonder we all want to come back at the end of a tiring day and retire in the arms of our welcoming, cosy abodes. It's called HOME for a reason, isn't it? Keeping the same idea in mind the Ornare from the House of Decora – known for offering premium yet affordable panels has introduced a cool, midnight blue for the people who seek solace after a hectic day. The idea is to get you indulged in an atmosphere that offers so much in terms of peace while not wanting anything in return! All smiles. **BMR**

We hope the aforementioned tips gave some idea about how to infuse the summer freshness to your homes using these hues. Ornare has introduced a premium matte/gloss acrylic panels range for SS' 2022 to give a complete makeover to your spaces. Do check these out here: ([www.ornare.in](http://www.ornare.in))



# REHAU KITCHENS ARE INDIGENOUS

The company marks its entry into Indian Modular Kitchen Industry.



**REHAU**, one of the leading players in the polymer based solutions, has recently launched its maiden kitchen category, REHAU Kitchen. The brand that has been manufacturing and providing niche and premium quality components for the last 25 years in India, has now become a solution provider with the launch of this new and premium kitchen category.

The Rehau Kitchens, made in India, for Indians, has Rehau's European quality edge banded panels, the hardware and accessories used are also of international quality promising strength, resistance and durability.

Rehau kitchen uses the brand's newly launched Rauvisio quartz stone as kitchen slabs that is considerably more hygienic and easy to clean due to its polished surface and fiber-free material. The roller shutters are imported from its German plant for storage solutions while the plinth cover are manufactured at REHAU's India factory.

Rehau is offering 100+ surface finishes and colours for consumers to choose their own Rehau Kitchen without limiting their imagination and creativity. With this launch, the company also aims to educate the end consumers about the standard of quality and to make them aware about the importance of the hidden but essential elements that make up their dream kitchen. **BMR**



# New Home for Veneers

An offshoot of Ludhiana-based Golden Plywood Industries (known for its brand Golden, Unity and Internat Plywood), Antico Studio has been created with a notion of reviving the ancient art of veneering with a contemporary and artistic touch. Spread across 4000 sqft, the Studio comprises two floors with 2000 sqft each highlighting Veneers, & Doors.

antico

antico

प्राकृतिक  
वटिका  
antico VENEER



Customers are moving towards lifestyle products and I chose veneers because this is something which is evergreen, and can never grow old.

JAIKARAN SINGH, Director, Antico Studio





**ENEERS**

In the ground floor, we have showcased veneer ranges under 5 categories - PRAKRITI (range of natural veneers), VARA (range of exotic veneers), SATVIK (range of dyed veneers), AGNI (range of smoked veneers) and DHATU (range of metallic veneers). These apart the Studio also houses polished veneers, dust veneers, HD veneers, etc.



To maintain the natural look of the Showroom, we have used earthen materials like terracotta tiles and granite flooring with inlays of wooden planks. With no false ceiling, the space gives a very basic look for people to relate with. We have also kept a dedicated space for our clients to experience how the product looks after polishing.

AR. MANDEEP SINGH, Living Space Architects

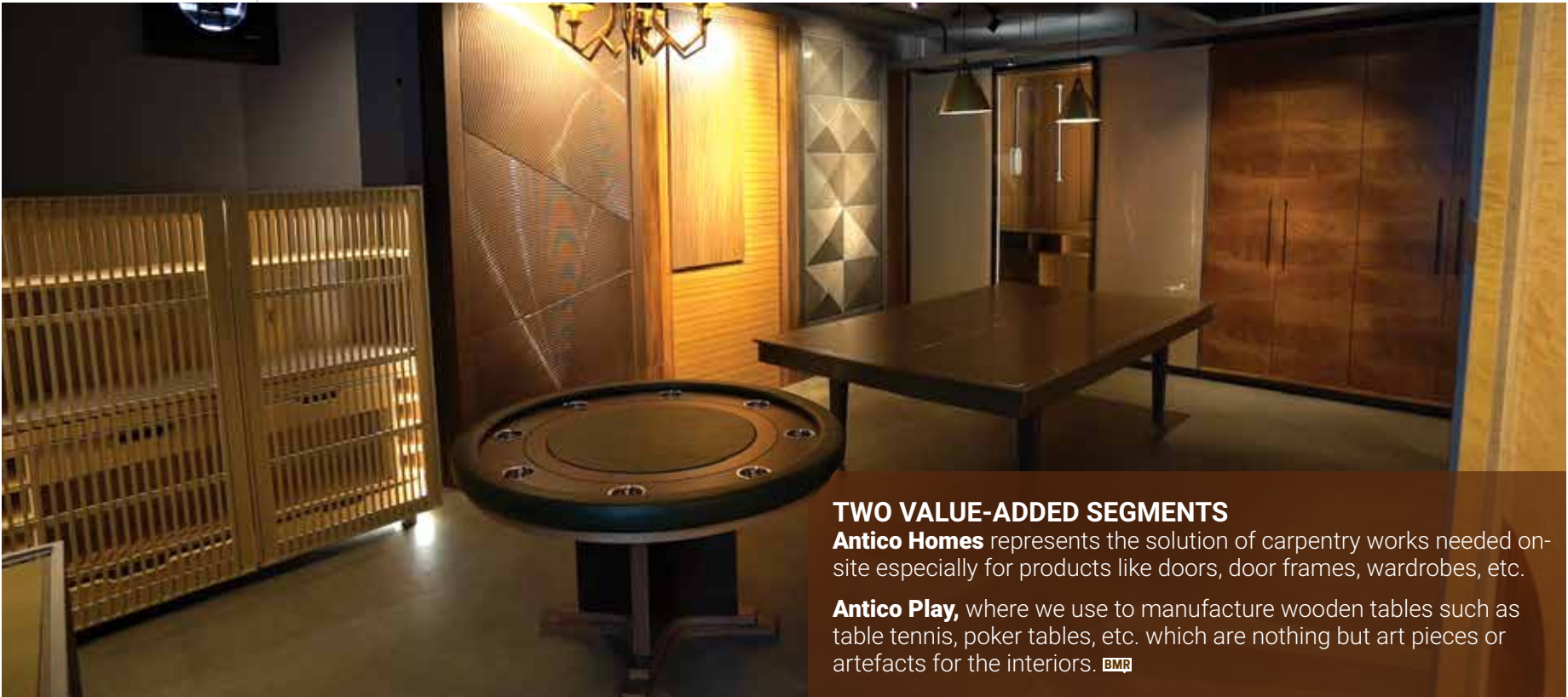
**DOORS**

The other floor has plenty of doors made out of different materials with variety of design and colour options to choose from. These doors can be customised to any width or length - 8-feet, 10-feet or 12-feet.



Doors are designed as per the need keeping in view the interiors. We have a variety of doors. You can come and experience how the doors are made and how they look like together with complete components like handle and door frame.

SHREYA, Interior Designer, Ludhiana



**TWO VALUE-ADDED SEGMENTS**

**Antico Homes** represents the solution of carpentry works needed on-site especially for products like doors, door frames, wardrobes, etc.

**Antico Play**, where we use to manufacture wooden tables such as table tennis, poker tables, etc. which are nothing but art pieces or artefacts for the interiors. **BMR**



# TIMELESS VS TRENDY HOME DÉCOR

BY AR. ETY KAPPOR



"I have all the feels for the 4 poster high canopy bed, is it too passe?"  
"butissa vibe, I always wanted".

Apart from the attempt at lingual understanding of my millionaire clients' millennial daughter, I was swept off, back with a commonplace dilemma, of every aspiring homemaker, I meet almost daily.

Is it trending these days? ....None of such images is on Pinterest ....Terrazzo floor, naahhh, it was in my Nanis house ... we like the sage bedroom but it hasn't been the pantone colour in past 10 years.

Answers to these everyday queries, can be daunting.



Ironically or organically some "design choices always remain chic."

The nuances of our homes, define the beings that we are and MUTUALLY the being that we are, shall define the language our home interiors shall learn and choose to speak.

We shall always find reasons to love the few basic timeless ideas, which are rooted in our lifestyles from where we come from.

The design vocabulary for a home shall be personal, defined by our exclusive lifestyles, surrounded by things we shall love and appreciate forever.



Even our own manmade apps are also sensing which screen page you spend those extra milli-seconds on, that's the person you are, and the personality of your home decor.

Additionally, our own global footprint and understanding may want us to have a Scandi-fornian décor, Indi-Yorkian accents, The French Chintz may end up marrying the Ikats, the vanished brass and bronze pieces may be purchased from trending upmarket stores.

Recently Terrazzo found its reawakening as Neo-Classical, and Scandinavian Modern, continues to be the most loved.

Our very own native Jhoola, the charpoy, the passed on for generations Persian Carpet, even the humble exposed brick walls and concrete have endured the tests of time.

These sustainable trends, pieces made with vernacular techniques have been preserved, and further improved in the craftsmanship, still exude their charm, warmth and spell on the people who have an eye for it.

We are a Cocktail of the old and new and that's what the design trends shall be. Anyways some of us, may still love our gin and tonic the traditional way. **BMR**



But is it really as complicated?

We are, and have always been living in transformative times. PANTONE Very Peri2022, like every years Pantone colour, is a symbol of the global zeitgeist of the moment and the transition we are going through.

How much ever you follow,... or buck the trend, the digital influence remains deep rooted, we are hybrid beings now, and more so, with phases of being completely isolated, and then extra social.

The entire social media influence may, can and shall polarize the thoughts to a certain trending style.

Then why is it that the 'picture-perfectly-copied, Instagram friendly'trending interiors onepainfully strived for, and managed creating, the results continued to be underwhelming and inspire only for brief time periods.





# HALONIX

DETERMINED  
TO MAKE  
TECHNOLOGY  
AVAILABLE FOR  
BOTTOM OF  
THE PYRAMID

RAKESH ZUTSHI  
Managing Director

**Halonix** Technologies Pvt. Ltd. is one of the first movers in offering energy-efficient lighting with Made in India / Made for India products. Having keen focus on innovation since 2018, the brand set its foot forward in making new age technology available for every Indian. The company boasts of its state-of-the-art manufacturing facility along with its dedicated R&D team with a fully equipped laboratory that tests and develops products that are tailor-made for India. The brand today is widely accepted all across the country.

In our quest to explore more on the company's way forward, the editorial team of **Building Material Reporter** met with **Rakesh Zutshi**, the company's **Managing Director**. Here is the edited excerpt of what he shared with us:

**What are the core competencies at Halonix?**

With one of the largest manufacturing bases in India, we are the pioneer with unparalleled ability to develop, test and deploy lighting solutions relevant and suitable for Indian conditions. We have a dedicated R&D team with fully equipped NABL accredited laboratory to indigenously test the products tailor-made for India. We are one of the few companies with enhanced focus on innovation and this is our way forward. This comes from the fact that LED being a semi conductor allows us to manipulate, modulate, modify, or amplify its attributes. This led us to do immense amount of experimentations.

**What experiment did you do with LEDs?**

Considering that light can be disinfectant, it can change moods and if used in right proportion can lift productivity, we have been experimenting and trying to develop value-added products. We actually want to tell the consumers what all is possible with LEDs. We know it will take time. As and when the consumer starts understanding the implications what all LED can do, we will have more discerning customers, with intelligent choices specific to their needs. And we are readying ourselves to deliver that.

**How do you see the impact of LEDs on living being?**

Light or any product if not used properly can be both advantageous and disadvantageous at the same time. LED is a focused light source to the extent that if we look directly at it, might get blinded for 5-7 seconds once we lift eyes away from it. But at the same time if we harness it properly, we can actually work on different frequencies of it. We know that at a particular frequency, below 350, it can be harmful but at the same frequency it becomes disinfectant and can be apt for hospitals or places where germ-free environment is needed. The LED also allows changing its colour – which we call human centric lighting.



Halonix Facility

Our innovation is high-tech but with easy to operate user interface, we make technology easier for anybody to adapt.

**What's the USP of Halonix?**

Right from the halogen automotive lamps to the LEDs, we have known the Indian market as a manufacturer for more than 30 years. We know that what works worldwide will not necessarily work in India. We also know what exactly works in India. So, India has to have solutions which are our own. We have our expertise on electronic side. We design for India and this is our USP. We actually make in India, for India. If we are able to meet the aspirations of the people of our country, we would be more than happy.

**What's your approach towards innovation in lighting?**

Our approach on innovation is to provide sustainable lighting solutions for every pocket. Our aim is to make smart and ecologically good products. The idea is to make technology available to every single Indian and it should be both affordable as well as useful. Our innovation is high-tech but with easy to operate user interface, we make technology easier for anybody to adapt. For instance, we have come up with integrated speaker bulb which has both light as well as a Bluetooth speaker. We see this trend going forward and lot of products where security, health, and lighting needs will co-exist with the possibility of being smart - all coming together with due respect to Reliance which has made data affordable to almost everybody in India.

**What way forward do you suggest?**

As a responsible lighting manufacturer, we have to be very careful about what the solutions are and we wish that the unorganised sector doesn't make it a commodity to the extent that people don't even realise how harmful it can be. We have to see that it doesn't defuse much. When you see at the world today, it is far more brighter than what it was 30 years back. We will have to take note of it. We hope, the government and the light manufacturers will come together to find the solution that is ecologically, environmentally and economically optimised.



What do you mean by innovation for every pocket?

We have come up with quite a few integrated products. Our speaker bulb has both light as well as a Bluetooth speaker. This is meant for those who can't afford to buy speaker and bulb separately. Our inverter bulb with four hour back-up is economically priced and is aimed at meeting the need of population at large. Anyone can buy it and do away with the inverter using lead acid batteries which are hazardous to environment. We also have a unique range of inverter fans which provide a back-up of 10 hours. These fans are an integrated solution for power cuts as they also have an in-built LED light. Some of these also have solar charging feature and some come with a USB port to charge mobiles.

What's next on the card at Halonix?

We have a very interesting connected lighting solution available now and we will soon be rolling it out. For now we are doing back-end R&D on that. We have already finalised the products with which we would be entering the architectural and high-end lighting solution.

We have developed the portfolio after taking feedback from the market. Also, we have a deep understanding of what works in India. We assure that our solution would be unique and would make value to anybody who works with those solutions, which have both aesthetic as well as functional value.

How do you anticipate lighting in near future?

With data becoming easily available and influx of integrated products with capability of interacting with users through data, consumers will soon set the rules by asking for personalised solutions. We are on the way to bringing app-based solutions where one app would be sufficient for all the smart products thereby eliminating the need of individual product-based apps. Our apps have been developed indigenously assuring that all the data will be secured in India unlike what was the fear with Chinese smart products. We will also provide solution for making the conventional product smart with a low-cost indigenously developed small product.

How is the scheme like PLI going to help India in general and Halonix in particular?

For now, 95% components are being imported but the scheme like PLI, we will become self sufficient in components in a couple of years from now. We will have our own eco-system and would then be able to make it far more affordable and personalised solutions. More than anything else, India will be a major exporter in the next three to five years.

We have the capability to develop and disseminate global quality products in India.

We have also applied for PLI. It is the right way to compete with the established big players. The industry out of China is very tough. We are planning backward integration to produce the components on our own. If there is an eco-system developed, we can expect a different India in a couple of years from now. We have the technology. We have the expertise and experience. We have the ability to develop and disseminate global quality products in India. Lighting will see a higher growth potential going forward in a couple of years from now. The moment we will have our own eco system of buying and maintaining cost, we can give them a good competition. **BMR**



Batten Packing



Batten Assembly



SMT- Oven Process & Touch Up



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# The Environment Friendly Sustainable House



AR. AKARSH TIWARI

**India**'s residential and hospitality sectors have developed the fad for the use of wood in a variety of structural applications including cottages, country homes and resorts. In order to address this growing interest, Forestry Innovation Consulting India (FII) has been partnering with well-known native/local architects and builders to demonstrate how Canadian wood products can get its acceptance enhanced in the country's construction segment. This wood house is the outcome of one such effort.

This is a 1,620 sq. ft. single-story prefabricated wood-frame display home built by **Ar. Akarsh Tiwari** and his team of **WoodNiido**. The home was first featured at the popular exhibition, Delhi Wood, in 2019 as an example of how BC wood products can be used within structural applications. After receiving a high level of interest at the event, the house was then reassembled by the builder in 2021 as a permanent showcase in Chennai – a strategic location that attracts many architects and developers.



Spruce pineal fir (SPF) has been used for the structure and panelling of the house. It comprises One Living Room, A Loft Space, Two Bathrooms, Two Bedrooms, One Powder Room and A Spiral Staircase.

**13-Ft Window:** It allows maximum natural light inside the premises making the space feel elevated.



**Spiral Staircase:** Every step has been made individually and then brought here to get fit/assembled.







**Master Bedroom:** It gives a luxurious feel. The flooring done here is specifically made with the waste wood but with extra effort by creating specific pattern with the wood blocks transforming their shape into tiles.

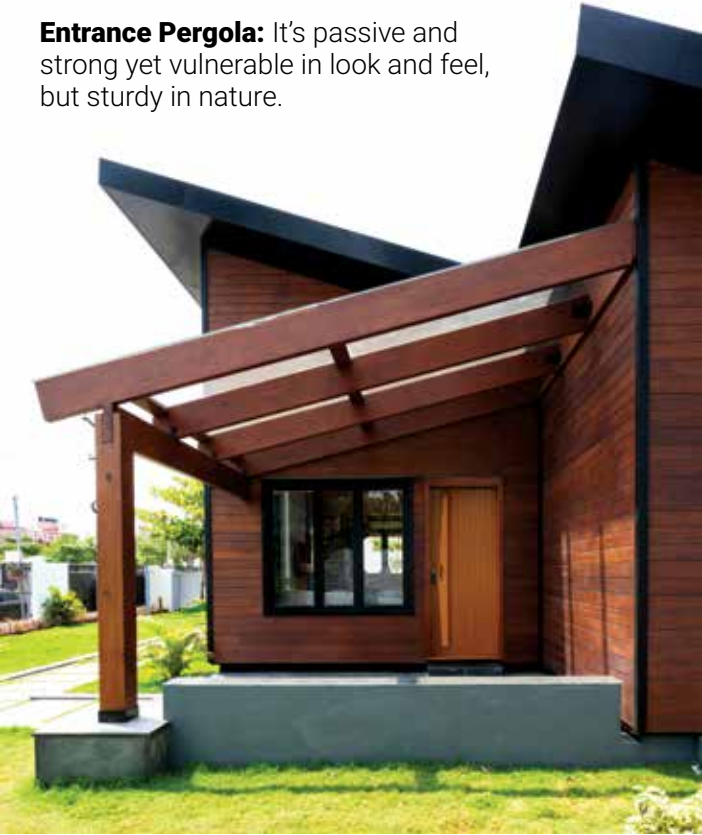


**Natural Theme Bedroom:** It's without any heavy element. Light pastel colours combined with white are bringing in more space inside the bedroom. Adding more to the hue is its neat & clean look.



**Interiors:** Douglas Fir and Western Hemlock have been used in interiors. These lightweight woods are very delicate and beautiful. These are perfect for making furniture and other components for inside usage.

**Entrance Pergola:** It's passive and strong yet vulnerable in look and feel, but sturdy in nature.



**Backyard Pergola:** General cross sectional pergola, accessible through loft, is giving a sense of stability and durability.



**Attic Area** (Loft, also creating a connect with backyard pergola)

**Exterior:** Western Red & Yellow Cedar have been used in the exterior. These woods are very well in adapting property with sun, rain and termite. **BMR**

**Yellow Cedar Louver Door**



**Western Hemlock Door**





# Carpet Culture

## Gaining Momentum In India

Established in 1997 in a small rented premises in Sharjah, UAE, Standard Carpets has developed into a vertically integrated factory with its own facilities for yarn extrusion, tufting, backing and tiling. The current facility is 1.3 million sq ft and produces 18 million sq ft of flooring every month with massive expansion plan due in 2023. The carpet major today exports its wall-to-wall carpets, carpet tiles and artificial grass to over 60 countries with five biggest markets include Australia, New Zealand, the United States, Canada and Saudi Arabia. The company's ultimate goal is to further as a leading global supplier of flooring solutions.



**MOHAMMED MUNEEB**  
Country Manager India, Standard Carpets



The company claims to provide custom products that meet its clients' high expectations for design, color, and performance. It also promises to reduce the environmental impact by managing its materials, processes and employees in an ethical and responsible manner. In our quest to know the company's vision for India and its strategy to expand its presence in the country, BMR's editorial team got hold with **Mohammed Muneeb, Country Manager India for Standard Carpets**. Here is the edited excerpt of what he shared with us:

**What is the size of Carpet industry globally and in India? How much is the growth rate for now?**

Globally the Carpet tiles & Broadloom Carpet market size is around \$33-35 billion and in India around Rs. 800-900 crores. Post Covid, the growth rate in India is anticipated to be around 12% - 15%.

**Where does Standard Carpets stand in India? And where can we expect the company in a couple of years**

**from now keeping Indian market in mind?**

Currently, Standard Carpets in India is placed in four segments IT, Corporates, Residential and Matting. In the next two years, we are anticipating growth of 70% to 80% from our current levels by adding hospitality and airports as new segments.

**What does the company expect in 2022-23 in terms of revenue? What's the expected growth rate? And what does it expect to achieve in a couple of years from now?**

We are anticipating revenue of Rs. 40 to 45 Crores in 2022-23, with the growth rate of 25% and in 2 years, we expect to reach Rs. 60 to 65 Crores.

Which all sectors/industries are driving carpet business in India? Carpet culture is rapidly gaining momentum in all market segments. Coworking spaces are primarily taking lead in driving the carpet business followed by IT, Corporates, Government sector and hospitality.

**What is your vision for your brand in India for the next 3 years?**

Today, Standard Carpets exports to over 60 countries with the core values of quality, sustainability, innovation and responsibility. It's our ultimate goal to further ourselves as a leading global supplier of flooring and to establish Standard Carpets as one of the top 5 leading brands of carpets in India in carpet tiles,



broadloom carpets, hospitality carpets, and artificial grass.

**Have you developed any specific product in the post pandemic era? What technical issues have you addressed or are you planning to address with this development?**

For Standard Carpets, post pandemic era has further demonstrated the importance of a diversified customer base. While in some countries, recovery is already underway, in other countries demand is still low. By focusing on those markets where the Covid situation is stable, we have been able to avoid the Covid impact and grow our business further. During these challenging times, the world has spent more time than ever at home. We believe that this has caused them to pay more attention to the quality of products they purchase. We hope this trend continues and greater effort is made to choose quality products that keep the environment in mind.

We have developed many products in the post pandemic era. In fact, we have started our expansion in 2021 with the additional space of 1.6million sqft adjacent to the current factory space of 1.3million sqft. We have added three tufting machines including ColorPoint for Broadloom carpets. We are adding grass yarn plants and more finishing plants to cater to the market need. We introduced our own immune systems which includes Walk of fame (anti-soil treatment), Active house (anti-microbial treatment), Spill master (water repellant and anti-stain treatment).

**Which all factors do you consider while developing any product?**

We usually follow global trends in developing new designs and also getting inspiration from mother earth and nature in designing products in line with sustainability.



**What specific strategy do you follow to educate specifiers?**

We invite architects & designers to our plant in Dubai to witness our infrastructure, our manufacturing process right from inception of design to completion of the final product. Further, we visit their offices and do our product presentations educating them on latest machines which can capture their creative ideas on designing the floor. We do lunch and learn sessions with the specifiers, especially architects and designers.

**How many distributors, dealers, and retailers do you have across country? What supports are you offering to them?**

We have distributors in all the major metros of India. Our project dealers are based in tier 2 cities as well. Our retailers are present in tier 1, 2, 3 and remote areas of India. We support our distributors with marketing tools, digital marketing platforms, sample catalogues and physical samples of products.

**What about network expansion? What steps are you taking to educate your network about any new products?**

We are planning to expand in north eastern territories, tier 3 cities of south and west. We educate our partners by inviting them to our distributors office and do presentations of new products equipping them with marketing tools and support them launching new products on digital media platforms.

**What steps are you taking to promote Standard Carpets in India?**

Standard Carpets has a country manager based out of India, and we have a strong distribution channels spread across tier 1 & 2 cities. We work closely with our distributors and try to build the personal connection with end users and A&D fraternity. We also have monthly emailers through which we share the information about new launches. Moreover, we invite our key distributors, end-users and specifiers to our state-of-the-art facility in UAE where they experience the carpet making process.

**How does the company contribute in sustainability?**

Standard Carpets provides solutions with the future in mind. This can be seen in efforts. We have covered our entire facility with



solar panels to become the largest producer of renewable energy in the UAE's private sector and produce products from the renewable energy and decrease CO2 emission levels. It can also be seen in our recycling of raw materials and waste water. These are efforts which are not only cost-effective in the long term but also fulfill our ethical and social responsibility as manufacturer. Together we hope to make an uncertain future a little more sustainable. **BMF**



Created by **Ar. Parul Jaidka** and his team of J Square Designers & Engineers Consultants, Chandigarh, Luxayor – The Furniture Brand, has been designed with the potential of forced buying.



While speaking to the BMR editorial team, **Ar. Parul Jaidka** highlighted as how the interiors of a furniture showroom should look like and how the furniture should be designed. He insisted that while designing a showroom that deals specifically in furniture, the interiors of it should not be so vibrant that can dilute the focus from the key displays i.e., furniture.

He suggested that to keep the potential customers' focus intact on furniture, the interiors should be minimal and basic, while the furniture should be designed in contrast so much so that they don't allow visitors to let their eyes off. He also touched upon the need of using various colour combinations in line with the contemporary trend.

He highlighted the use of futuristic yet contemporary materials in designing furniture which can be both rustic yet modern. The use of metallic and pastel colours has let the furniture stand out amidst the eye catching interiors

decorated with a variety of wall-papers, artefacts and other decorative items.



**AR. PARUL JAIDKA**  
J Square Designers & Engineers Consultants

**Dining Set**  
Surrounded by stylish chairs designed in combination of blue and golden colours grouped with the wooden dining table polished with walnut texture resting a dark glass top on to it are making the complete dining set stand out on the floor.



# LUXAYOR

## THE FURNITURE SHOWROOM





**Consol Table**

The vanity in milky white along with the adjacent wall paired with rustic looking painting just above it is only adding hue to the overall look of the furniture which has the power to force visitors to turn their heads.



**Counter Table**

The pastel-coloured counter table has been kept against the contrasting gray-coloured wall sticking a modern picture frame can easily attract the eyeballs of visitors making a move therein.



**Furniture For Living Area**

Red-brick wall with a TV set hanging on to it is setting a perfect interior for showcasing and keeping the rustic looking table surrounded with old-styled chairs making their presence felt.



**Furniture With Royal Touch**

The royal wooden chairs designed in combination of beige and black colours are designed in such a way that visitors crossing that area would love spending some time and decide then and there to have them in their premises.







**King-Sized Bed**  
Here's an eclectic, personalised bed, representing a combination of varied colours like pastel green, grayish blue, rustic wooden and white against the simple yet attractive wall covering, which is more than enough for sending visitors into a different world of imagination.



**Drawing Room Furniture**  
Two sofas in completely different colours with corresponding walls – one in complete contrast while the other is in matching colour tone behind them – sharing a common centre table are placed in a manner that can't allow the visitors to take their eyes off. **BMR**



# Kamdhenu Paints

**Aims To Clock  
Rs.1,000 Cr. by FY26**

Stemming out of Kamdhenu Ltd., 'Kamdhenu Paints' is the paint vertical of this thriving business conglomerate. Launched in the year 2008, Kamdhenu Paints has set up its indigenous state-of-the-art production plant at Chopanki, Bhiwadi of Rajasthan. Laced with high precision equipment, this manufacturing unit has an output capacity of 36,000 MT/KL per annum.

Tinting machine technology is supporting the technological efficiency of the present stockyard facility of 31 sales depots catering to the needs of its massive network of 4000 dealers & distributors across India. To explore more on the current scenario and future prospects, **BMR editorial team** got hold with **Saurabh Agarwal, Director, Kamdhenu Paints**. Here are the edited excerpts:



**SAURABH AGARWAL**  
Director, Kamdhenu Paints

**Q. Could you please give us a brief about the journey of Kamdhenu Group?**

Kamdhenu group was founded in 1994 with a vision to provide best quality TMT bars in the market at the best price. We began with a single reinforcement steel bars manufacturing plant at Bhiwadi, Rajasthan and today we have around 80 manufacturing units across the country. The Kamdhenu model of decentralised production through strategic alliances, tie-ups with medium sized manufacturing units and providing technical upgradation, implementation of QMS and effective distribution through the exclusive dealer network has helped the company scale great heights. The transformation from a single unit operation to being regarded among the best in the business of steel bars in the country, is due to the success of our pioneering business model and the high quality affordable products that we offer to the buyers.



We launched our paints vertical way back in 2008 with an indigenous state-of-the-art production plant at Chopanki, in Bhiwadi, Rajasthan. Using high precision equipment, latest manufacturing tools and a modern R&D laboratory, Kamdhenu Paints was able to make a name for itself in the market and is today a preferred brand for all types of decorative paints and emulsions.

Today, Kamdhenu TMT is the largest TMT selling brand in India in the retail segment, having more than 11,500 dealers and distributors out of which 7,500 are exclusive for our steel business and 4,000 for paints business.

**Q. Which all paints variants do you offer?**

From dual paint series, designer finishes, interior & exterior emulsions, wood coating products, roof coating solutions, strainers and colourants, Kamdhenu's wide range of high quality paint, putty and primer products have been well received by commercial as well as domestic paint buyers across the country.

One of the latest launches from Kamdhenu Paints is the dual paint series known as 'Kamodual Luxury Paints'. This collection of paints delivers a double dose of luxury at an affordable cost to customers. One significant highlight of the product is its versatility as an exterior and interior quality paint for all type of walls, making the need for separate exterior emulsion and interior emulsion redundant. This star product has excellent protective properties to boot, with a choice of smooth and classic finishes to interior walls and protects exterior walls at the same time.

Weather Classic Max is another innovative range from our portfolio which we launched last year across the country and have received a very good response from the customers so far. Weather Classic Max is a high performance premium quality exterior paint which comes with properties water resistant & anti dirt. It also provides excellent protection from rain and dusty conditions in addition to harmful UV Rays.

Also, KAMO Hi-Sheen Interior Emulsion is an ultra luxury premium emulsion which gives mirror like gloss finish and a sweet smell, high scrub resistance, best washability, superior adhesion & stain resistance. It is formulated with ultra-premium ingredients using advanced technology to provide unmatched durability, coverage and adhesion. It gives customers low maintenance wall due to features like tough washable property, high durability and cleanability. Moreover, its excellent flow makes sure that there is no brush mark on the wall after being painted.

**Q. Where do you see the potential coming from? Which all factors are contributing to the growth?**

The government is giving a strong push towards infrastructure creation and that has led to increased demand for paint products. The demand from individuals buying for own use in new construction as well as refurbishing of homes, offices and various installations have also seen a rebound and are contributing to the growth of the paints industry.

**Q. What are your growth plans for the Paints business?**

Kamdhenu Paints is India's leading player in decorative paints segment. Our paint business is already witnessing a strong growths and demand for decorative paints is especially strong. The market share of decorative paints is about 75% of the market and a huge chunk of this is supplied by organized players like us. We have also strengthened our customer outreach and our marketing initiative.

The paint industry is witnessing around 18-20% annual growth. However, at Kamdhenu, we are expecting to grow at a much faster rate at 30-40% in the coming years. We closed the revenue of around Rs.200 crore in FY2021 and are expected to clock around Rs.1,000 crore revenue by FY26.

**Q. There have been reports of hiving-off the Paint business. What is the progress, so far and what is the vision for the same?**

The demerger of paint business is progressing smoothly and we hope to complete the process within first half of the FY23. In fact it was delayed due to non-availability of date from NCLT. The idea is to increase the focus on paint business and not just as a unit of Kamdhenu group. As a separate business, we expect to capture a sizeable market across the country. The demerger will enable us to cater to increasing demand in a sector that is growing at 18-20% annually. **BMR**





NUANCE

# Passionate About Concrete

The Nuance Studio has transformed the basic construction material into a luxury product.



**Nuance Studio** brings forth the luxury side of the concrete, which can be curved beautifully to offer limitless possibilities. The stunning yet strong grey material is not restricted to its basic colour but can even be produced in a variety of textures to match the existing setup irrespective of it being interior or exterior.



Equipped with state-of-the-art facility, Nuance Studio manufactures luxury and lifestyle products using its cutting-edge concrete technology i.e. Litheoz, which is highly malleable and sets to become rock solid with increased strength and low porosity thereby enabling their discerning clientele to choose any product crafted in almost any form and shape.

Nuance Studio designs and shapes the concrete as per given specifications to produce customised products like wall panels, furniture (bar/kitchen countertops, tables, seaters, sinks, etc.), besides a gamut of standard products including large format panels, Perspectiles (3d tiles), washbasins, etc.





The fusion of geometric and computational logic with architectural principles give birth to the parametric design where the wall panels provide an aesthetic ambience with their raw natural appeal. Designed with algorithmic parameters, these panels are as robust as they are visually appealing. The distinct protuberances play with the lighting like a soothing visual melody. The naturally formed blemishes on the surface add to the timelessness.



Created by exploring and redefining the intrinsic relationships between elements, these parametric wall panels can be the pièce de résistance of any space. Mopped, cleaned or even washed in no time without tampering the finish, these panels can be used to highlight accent walls, headboards, tabletops, TV backdrops, powder room areas, reception counters, bar tops, doors, etc. **BMR**



# BENGALURU

## iDAC INTELLIGENCE SERIES 2022 SUCCESSFULLY CONCLUDES IN BENGALURU



**iDAC Intelligence Series** – India's largest knowledge sharing platform for building industry have successfully completed the third chapter of the series' 4th edition. The event was in collaboration with the ceramic major Simpolo, the title sponsor.

It is commendable to note that this was the third time that iDAC has hosted event in Bengaluru, having previously done in 2019 and 2021. The city is known for the elegance of architectural expertise. iDAC Intelligence Series is a forum travelling to 10 cities across the country this year.

The conference this year had an attendance of over 200 principal architects & consultants. The proceedings brought together the people catering to construction industry, thereby providing a platform for various creatives to put forth their remarkable work.





# iDAC

**iDAC** stands for Infrastructure, Development, Architecture and Construction. The IDAC Intelligence Series 2022 is positioned to capture the true essence of Information, Innovation, and Technology by national contest for local professionals.

The Bengaluru 2022 edition of the series was curated by Ar. Bijoy Ramachandran, Hundred Hands, Ar. Husna Rehman, Fulcrum Studio, Ar. Paul Moses, RSP India, Er. BL Manjunath, Manjunath & Co., Ar. Tilak Thomas, Thomas & Associates

The Founder Directors of iDAC, Dhaval Thakur & Siddharth Saraf commented, "Our measurement of success for Nova Exhibitions and Conferences is not by the number of visitors, exhibitors, area or any world record, but by the number of people we could positively impact, the causes we could positively contribute to and the changes we could possibly bring in the society, mindset and lives of people. We truly believe we can create the change through education."

The Bengaluru Chapter witnessed 200+ industry stalwarts, received 60 project nomination entries from Karnataka of which 3 top entries Eat Street, Venus Community, and Titan Industries Ltd. Corporate Campus, got shortlisted for a live presentation to reputable Jury from across the country.



Key speakers including Shivani Kumar, Studio XS; Sucheth Palat, Studio XS; Rahul Paul, Studio XS; Nagendra Prasad, Novetec Consultants; Shraddha K, Tangram; Prachi M, Tangram; Vidhyaa B, Tangram; Bharat, Vijay Enterprise; Reema Bhandari, M Moser; Ananth K, M Moser; R. Tukaram Rao, Sripeksha Consultants; N. Jayathirtha, AIRTRON Consulting Engineers Pvt. Ltd. addressed a variety of subjects and trends on sustainability and design. The Intelligence Series witnessed commendable names participating in panel discussion and 20/20 sessions for which they were approached from across India. Panel Discussion on Sustainability – Art & Design was moderated by Ar. Sunitha Kondur on Hundred Hands. The panel consists of Ar. Dean D'Cruz, Mozaic, Ar. Amol Prabhu, Shashi Prabhu & Associates, Ar. Ravindra Kumar, Pragrup Architecture & Urbanism and Mr. Siddharth Sakariya, Simpolo.

Under 20/20 speakers segment, two prominent architects unveiled their respective secrets of designing architecture. Ar. Aahana Miller of ABM spoke on Architecture & Design In The Millennial Age: Ideologies, Revolution & Legacies in detail, while Ar. Suneet Mohindru of Oracles shared his views over Landscape in Landscape: Inspiration, Ideation & Manifestation.

The Jury was comprised of renowned members including Ar. Dinesh Verma, ACE Group Architects; Ar. Fancy George, Thomas Associates; Er. M Selvarasu, LEAD Consultancy & Engineering Services (India) Pvt. Ltd.; Ar. George John, RC Architecture; Ar. Seema Ramakrishna and Ar. Swapnil Valvatkar, Collage Studio; Anand Kurdi, Studio Motley; and Naresh Narsimhan, VA Group among others. The Chairperson of PAA Association GP Mathur, Mathur Associates & WIREnet (Women & Real Estate) joined the event. The winner of the Bengaluru Chapter, M Moser was felicitated by the curators who helped in putting together this wonderful programme.

The iDAC Intelligence Series has completed more than 35 successful conferences since 2018. The series has been recognised in the building and architecture industry, evoking the interest of prominent members of the community. **BMF**





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