



Bharat Potteries is, without ambiguity, India's largest manufacturer of bone china tableware. Its three plants located in Rajasthan turn out more than 70 million pieces of exquisite pottery each year, shipping it to some of the most respected addresses in the country. The company's half-a-million square feet of manufacturing facilities include an excellent in-house design studio, transfer decal printing units and a highly skilled work force that distinguishes it from most competitors. The brand commands a share exceeding 50% of the organised market of bone china ware in India and sells through more than 20,000 retailers across the country. In association with one of the world's foremost crystal companies, Bharat Potteries has launched exclusive products that blend modern, glass-making technologies with traditional craftsmanship.

Market

Across vastly varying socio-economic profiles in India are several distinct table ware habits. They can range from the very humble tin and aluminium plates all the way to etched silver and crystal glass. In between are a host of options – each dependent upon the buyer's ability to pay. However, in the last two decades or so Indians have discovered the quiet elegance – *je na sois quoi* – of bone china crockery.

small cottage industry, producing limited quantities and selling in limited markets. However, what it produced was excellent quality.

By the start of the last decade of the 20th century liberalisation had been set into motion. The company ramped up production as markets opened up and more and more people began seeing an upswing in their lives – and in china ware on their dining table as a statement of having arrived.

been awarded several national and international accolades. Its products – dinnerware, tea sets, mugs, bone china accessories, platters etc. – have found their way into addresses of great prestige: the president's estate, the prime minister's residence, houses of various governors, canteens of the parliament and legislative assemblies, and, of course, in some of the biggest companies in India. The brand caters to bulk, customised requirements of several hotels – ITC, Taj, Hyatt amongst others – and to companies such as Hindustan Unilever, Britannia, Nestle, Bharati Airtel, Pepsi, Wipro, the HORECA (hotels, restaurants, cafes) segment and defence canteens.

History

Bone china was actually a discovery made in the United Kingdom in 1748 by Thomas Frye at his Bow porcelain factory. Production was initially confined to the regions in and around Essex. Later Josiah Spode in his plant at Stoke-on-Trent further developed the concept between 1789 and 1793. By then bone china had become fashionable in England and in several countries in Europe. Seeing its emerging popularity – and the fact that the sequence of processes were the same as those employed by them in earthen ware – many manufacturers especially in Japan, China, Bangladesh, Indonesia, Sri Lanka, Thailand and India switched production to the much-in-demand china ware.

In India, Bharat Potteries is a distinguished manufacturer and the flag ship company of the Bharat Potteries Group. The company is equipped with modern plant and machinery. Imported raw materials, an excellent in-house design studio, transfer decal printing units and a highly skilled work force distinguish it from most competitors.

Its manufacturing facilities are spread over half-a-million square feet and employ more than 1600 people. Between them, they manufacture more than 70 million individual pieces of exquisitely designed bone china ware, giving Bharat Potteries the status of India's largest manufacturer and the country's biggest employer in the ceramic industry. The brand commands a share exceeding 50% of the organised market of bone china ware in India selling through more than 20,000 retailers across the country.

The products manufactured by Bharat Potteries are lead- and



In its earliest days, bone china was mostly restricted to the sale and manufacture of tea sets but as the appeal – and the royal feel – of bone china grew, more homes began seeking this in dinner ware.

The market for bone china in India is still nascent with much of the sale confined to class I towns and corporate purchases. However, with the benefits of economic liberty percolating down, the industry expects that the markets will grow even more rapidly. But the bulk of the business restricted to a smaller geography notwithstanding, almost 25% of the country's total manufacture of some 200 metric tonnes per day of bone china tableware is exported – mostly as large mugs in capacities of 280/320 ml.

Achievements

In 1978, India was still many years from becoming an economic powerhouse. The markets were subdued and manufacturing was still controlled. Through these restricted time, Bharat Potteries saw itself as a

Today, a quarter of a century later, Bharat Potteries is an ISO 9001:2008 certified company and one of Asia's leading producers of bone china tableware. The company has three manufacturing units – including one recently fired in Manda, Rajasthan – with a combined annual production capacity of 70 million pieces.

During its 37-year journey, Bharat Potteries has



cadmium-free and have passed the stringent California Proposition 65 and FDA norms. The international standards of its produce are further approved by such laboratories as Ceram of the UK and Intertek and SGS in India.

Bharat Potteries also manufactures a wide range of dishwasher and microwave oven safe ware and exports to the highly demanding and competitive markets of the United Kingdom, Canada, Russia, Germany, Sweden, Spain, Australia, the UAE, the US, South Africa, Egypt, Singapore, Kenya, France, Ireland and 20 other countries around the world.

Product

Bharat Potteries is a complete bone china company with one-stop solutions for serving, cooking and storing. It has a diversified range that caters to the requirements of an entire cross-section of clients – from the price-sensitive middle income groups to the price-elastic upper income. Its product portfolio comprises tea and coffee sets, milk and cream jugs, sugar pots, cups and saucers, mugs, dinner sets and a fine range of accessories such as bowls, *handis*, platters, pie dishes, pickle jars, cruet sets, cake stands, salt and pepper shakers, napkin holders etc.

The brand has further sub-divided its offerings into various classical shapes: diamond, Zen, moon, square, octagon, galaxy, harmony and Georgian. There is also a separate range of decorated plates which add a new dimension to the dinner table.

In keeping with the changing times, Bharat

Potteries has developed an outstanding collection of microwave-safe and dishwasher ware.

Today, more than 100 top line distributors carry its products across the country, supplying to almost all

star-rated hotels, the better class of recognised restaurants, CSD and CPC canteens, corporate houses, trade and retail chains and the rapidly maturing gifting market.

Recent Developments

With the advent of the new market and a new breed of upwardly mobile people, Bharat Potteries, too, has evolved. Today, it's not just



the largest manufacturer of branded bone china in India, it's also looking at setting up its own outlets in all metros across India.

New product lines have been added to cater to new demands. Recently, Bharat Potteries has introduced its fusion series – Artlite. This is a stunning combination of wood, metal and bone china that is shaping artefacts, table lamps and decorative items.

The company's recent association with Preciosa of the Czech Republic – one of the world's foremost crystal companies – will help it create an exclusive range of timeless, cut crystal, blending modern glass-making technologies and traditional craftsmanship.

In its most recent development, Bharat Potteries will be hitting the financial market with an initial public offering. This will help the company to rapidly expand its footprint in the Indian subcontinent and develop international markets more aggressively.

Promotion

The company believes in direct interaction with its consumers. This explains its extensive participation in exhibitions all over the country. In metros like Delhi, Mumbai, Chennai, Bangalore and Pune the company participates in exhibitions on a mega scale displaying its latest products and concepts.

Over the years these participations have served the company well and provided authentic, first-hand information, even as they have provided reliable feedback. Each of these interactions has helped Bharat Potteries come closer to the consumer, develop a range that buyers want and have facilitated a deeper relationship between ground realities and simple idealism. To be more focused in the market and to achieve growth that will resonate with the company's vision statement, team leaders regularly review the outcome of this initiative and give their structured feedback on improvements on a quarterly basis.

Every year, company-wide customer meets are organised, chaired by the managing director and business heads. Customers are encouraged to talk freely and share their views and problems about products and services offered by the company. The information generated is shared by business heads with senior executives and forms a data-based platform for corrective action. The divisional heads also maintain personal contact with key customers through visits and meetings.

The company's promotional activities have a clear focus: to meet changing market demands in terms of quality, delivery and price. This result is achieved by adoption of a supply chain management system that makes the product available to the ultimate customer through



any one of its four regional headquarters and branch offices spread across the country – within the shortest possible time. Bharat Potteries also promotes its products through various media vehicles such as outdoor, press and TV. While hoardings reinforce the brand promise press and magazine campaigns in women's magazines keep the brand in touch with decision-makers. To build on this momentum, the brand advertises extensively on television using mostly vernacular channels.

Brand Values

Bharat Potteries is just another word for outstanding crockery and tableware in India. Through its 37-year history the brand has built a large volume of goodwill and a deep-rooted trust amongst an increasingly discerning audience. This may explain why its products are found in some of the best addresses in the country.

The long-term vision of Bharat Potteries is to further its unambiguous leadership of the Indian ceramic ware market by extending its product portfolio and entering new verticals.

So far in its endeavour this brilliant brand has been spectacularly successful.

Things you didn't know about BHARAT POTTERIES

- ▶ Bharat Potteries is the largest manufacturer of ceramic tableware in India
- ▶ The gold and platinum designs in Bharat Potteries tableware actually uses real gold and platinum
- ▶ Bharat Potteries was the first manufacturer to introduce a crystal collection in its ceramic ware, making the collection the most expensive crockery in India
- ▶ Bharat Potteries has tie ups with prestigious brands such as Swarovski, Disney and Preciosa
- ▶ All products manufactured by Bharat Potteries are lead- and cadmium-free and use no hazardous material