

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



Somany Marketing Newsletter 2020

MANAGEMENT

SPEAKS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



Abhishek Somany

Managing Director

“

“In the middle of difficulty lies opportunity.”

By Albert Einstein

The ongoing pandemic and consequent lockdowns have had a devastating effect on our wellbeing both at work and at home. We humbly did our small bit by taking several steps to help the community navigate through these troubled times. Contributions to Emergency Relief Funds and free food support, ensuring the safety of our employees, mitigating the hardships faced by our channel partners are amongst the many initiatives implemented by the Company.

While the pandemic has posed multiple challenges on economic and healthcare front, this was also the right time to look for innovative and creative solutions. The customer who returned after months of lockdown came with new expectations. Skills learnt and talents discovered while in prolonged isolation was not be forsaken easily. As people at large seek to make

changes in the way they live, work, travel or unwind it was inevitable that it would impact our thinking in more ways than one. We were sure our inherent resilience and the unparalleled dedication of our employees would help us navigate through the times ahead and continue to create unmatched value for all.

If there is one lesson to take away from this pandemic, it is best summed up in a quote by the successful football coach, Paul 'Bear' Bryant: 'It's not the will to win that matters - everyone has that. It's the will to prepare to win that matters.'

In cognizance of this prevailing will amongst our employees and business partners, I would like to take this opportunity to thank you all for your unwavering support and commitment that continues to provide us strength to forge ahead in our endeavour.

”

MANAGEMENT

SPEAKS

SOMANY
Tiles | Bathware

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Minal Somany

Brand Custodian

“

Year 2020 with its many challenges and life changing situations has taught us many things. For one it taught us that work at home is an effective, convenient and fantastic tool that has no boundaries of long distance and lockdowns. Second lesson we learnt is that ‘A Rising Tide Lifts All Boats’ and we have risen from these challenges more victorious with our heads held up high.

I’m so proud of our Somany Pariwar and especially my team in marketing and branding that have worked so hard against many odds to keep the flag of Somany flying proudly high.

We are now back with full zeal and fervor and have stepped hard on the pedal to drive the Somany brand to all our customers and trade partners via effective Social Media, TV, Print, Airport and many other mediums.

With your support and under the guidance of all the top management along with our brand ambassador Salman Khan we hope to be the number one Tile brand in India with high top of mind recall.

”

MANAGEMENT

SPEAKS

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Amit Sahai

President

“

Dear Friends,

At the onset, I would like to express my appreciation and thanks for your relentless efforts in the year 2020. We all know that 2020 was a tough year but with all of yours dedication and hard work we have been able to tide over it.

Somany is in a league of its own, so we are always competing with ourselves, continually reinventing and enhancing each and every aspect of our operations. Despite many challenges and adverse market conditions, we have been able to clearly establish a remarkable footprint by staying in touch with our channel partners and employees via various initiatives taken throughout the year and also we have worked cohesively as a single unit and taken strides in the desired directions.

Now 2021 has started with a new hope , new horizons and off course new challenges, we

need to be focused and outperform on all our set goals and targets Several trends became the talking point in the industry and attained easier acceptance in the market. Trends like Healthier Living, reverse urbanization and a sharpened emphasis on hygiene are all here to stay. In line with these changing trends, Somany launched Germ Shield Tiles and Emboss Designer Tiles for our discerning customers. Their lifestyle shifts will be more perceptible in 2021 & these changes has already started showing.

I sincerely believe we can turn the tide in our favor in 2021 with a sharp vision and actionable goals, just need to Stay positive and work hard to make it happen!

”

MANAGEMENT

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Sujit Mohanty

Vice President

“

Every year, we reflect back on what we have achieved, but this year is different, we have seen one of the most deadliest pandemic in 2020 and on the other hand we are entering in the year 2021 which will be our 50th year of operations in India.

Despite many challenges, Duragres has grown from strength to strength in the year 2020. The recently concluded Milap Lockdown Series is a true testimony to one of the many achievements we have witnessed in 2020. This would not have been possible without the combined efforts of all various stakeholders and I would like to thank you all for your significant support and dedication during these challenging times. The year ahead will bring its own challenges but I'm sure by working together, keeping focussed on our priorities and putting our customers first we can realise our ambitions.

In short, the current circumstances are all quite challenging to work in. But no matter what the circumstances are, we must not lose sight of our priority: to make Duragres a strong and profitable brand for Somany, while putting the customer at the heart of everything we do. Staying up-to-date with the current market trends and our customers requirements would ensure that Duragres finds more and more acceptability in the market.

These will certainly continue to be my priorities and I am convinced I can count on you to do the same.

”

MANAGEMENT

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Rahul Sharma

Vice President

“

In the year 2020, the pandemic had taken the whole world by surprise and hit with full force. We have dealt with the social and economic consequences of the global lockdowns for quite some time now.

A lot has happened at Somany too – both operationally and strategically. I'm proud of, and grateful for, the way the Somany Parivaar has mastered the past few quarters. While constantly prioritizing the health and safety of people in and outside Somany, we've delivered a relatively strong performance while also reaching significant and transformational milestones.

In this period determination & fighting spirit which is shown by our Somany parivaar is truly admirable. This somany parivaar includes all our employees & trade associates who have shown remarkable

courage to fight with this adversity. Together, we've set an impressive benchmark for dedication and performance. It's now time to shape the future and move forward with full force.

”

MANAGEMENT

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Mayank Sharma

Sr. Vice President - Bathware

“

The world around us is changing rapidly including economies, industries and societies. The year kick start with disastrous turbulence & ushered in an enormous shift in how consumers shop and communicate with their brands and products.

Various notable contributions in the year 2020 have supported our business and its performance during the time of the global pandemic. Every team member and business partner deserves a special note of thanks for their role in supporting us through such a tough time.

With a current water heater market size of 2300cr (or 4.5mn units) and a growth of 14%, the current bathware market is dominated by multiple branded players and we are looking to leverage brand somany and its strength across channels. From its launch in oct 2019 – we have sold more than 13000 water heaters and are planing to reach 35,000 in next year.

For our water heaters specially, the year 2020 saw us expanding our presence to 22 states and 48 cities with product extensions as well as new product launches (digital water heaters - elise, picardy range in 70 & 100 ltr, elise insta with 3000 watt) & gas geyser in 2 variants (lpg & png).

Pan india service network has been established with service franchisee across all key cities to deliver hassle free consumer product experience.

Looking forward to 2021 - a year which will bring an economic recovery - we will continue to focus on our pillars of growth which are - product, channel & brand optimization ; building product portfolio, enhancing quality and providing superior after sales service to our customers. Building on the unique strengths of our products in storage water heater, we want to step in the year 2021 with new aspirations and a positive outlook.

”

MANAGEMENT

SPEAKS

SOMANY
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Sanjeev Ranjan

Asst. Vice President

“

Our homes have taken on a whole new meaning in the year 2020. Our homes are now make shift offices, classrooms, studios you name it. Of course, now more than ever we know the importance of ambience & maintaining hygiene. Wall & floor tiles play an important role in this.

Pandemic has given us enough time to introspect, research and work on designs, patterns and functionality. Our design team was agile to adapt to changed dynamics to bring on newer and more innovative solutions for the same.

We created replicas of natural products / surfaces with technological advancement to bring natural hues & patterns inside. Our new stone collection & biophilic designs were well appreciated & accepted.

In terms of improved functionality, we introduced slip shield and germ shield tiles, which was need of the hour. These germ

shield tiles which give anti-bacterial properties to our tiles, helps create a healthy living environment.

Though 2020 had been a challenging year, our team was committed towards bringing in solution through innovative products. Hope it reinforces our journey towards leadership in design and innovation.

”

MANAGEMENT

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Arvind Joshi

General Manager - Marketing

“

At the outset I would like to thank everyone at Somany for welcoming me to the Somany Parivaar with open arms.

We are living in challenging times, but today we all hope that the year 2021 will be the year of turnaround. While on one hand, the pandemic has bought a new set of challenges, on the other hand it has forced marketers to think out of the box and still maintain a top of mind recall among consumers for their brand.

This Somany Parivaar Newsletter, is an attempt to showcase how the marketing team has managed to perform and outshine, despite all odds, in the past one year.

Though, I haven't been a part of the journey, but it excites me to work with such an energized team of young individuals. I am hopeful that together with the support of all of you, we would be able to build the brand Somany further and take it to new heights.

As the Head of Marketing , I will be available to offer my support to all verticals of the organization to the best of my knowledge and abilities and work closely with the entire marketing team with a common objective of making Somany as India's most trusted brand.

I would also take this opportunity to specially thank Mr. Vivek Gupta for his consistent support in helping and guiding me in this transition phase. I am grateful to Abhishek Sir and Minal Mam for guiding me and also providing me the opportunity to serve this glorious organization.

Lets together make the 50th year of Somany as the Launchpad for the next Growth phase of the company.

”

MANAGEMENT

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Vivek Gupta

General Manager - Marketing

“

As we enter year 2021 and with life getting back to normal for people around the world, I am glad that we took ample initiatives to maintain consistent brand visibility during the year 2020. With so many developments happening around the year at Somany, this newsletter will provide you with a first-hand glimpse of what all has transpired in Marketing in the year 2020.

During the lockdown, the company took multiple marketing initiatives not just for the internal stakeholders but for society at large. The health of consumers and channel partners was of utmost importance and many of our marketing initiatives were in this direction like sanitation kits, Counter Safety Shields, Sanitizer Dispensers etc.

On the Marketing front we took the brand campaign 'Zameen Se Judey' to new heights through digital campaigns as well the ATL / BTL campaigns. Sponsoring the Bigg Boss Show remains as one of the key highlights of

our 2020 campaign. Besides these campaigns, we maintained our presence in key strategic locations like Airports through branding and trade magazines like Architectural Digest for print. In the coming year we will continue to focus on Tier 3/4 towns through newspapers, outdoor which will further add to the brand salience of Somany.

It's now important for us to use our time wisely and move forward as decisively and swiftly as we can in 2021. That will only be possible with everyone's continued dedication and teamwork. We need to continue to work together in order to achieve greater heights for larger good of the company. So I encourage all of us to evaluate not only what is best for our individual parts of the business, but also the potential impact on other parts and on the company as a whole.

”

GIVING BACK TO THE SOCIETY

FOOD DISTRIBUTION IN KASSAR

“ IT DOESN'T TAKE A LOT TO DO A LOT GIVING BACK IN TIME OF NEED

Food packets were prepared fresh everyday at our kassar factory canteen and distributed all across Jhajjar district.

”



GIVING BACK TO THE SOCIETY

SOMANY
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QUARANTINE CENTERS IN CHHATTISGARH

“ BIG JOURNEYS START WITH SMALL STEPS

we thought we'll do our bit and that's why, we at Somany furnished the make shift Covid-19 Quarantine Centres in Chhattisgarh with our Toilets and wash basins.

”

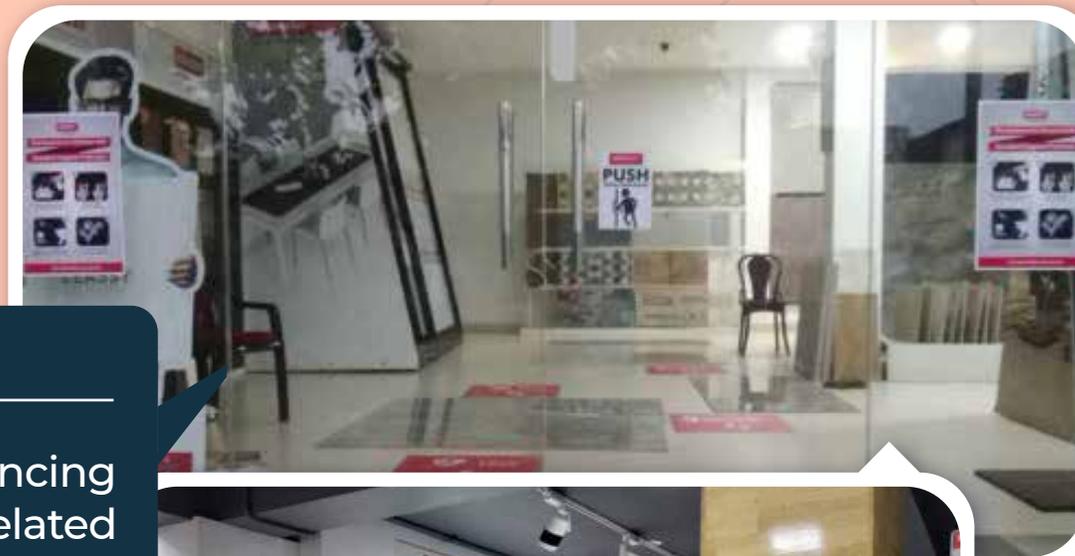


ENSURING THE SAFETY

OF OUR CUSTOMERS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



“

All Social Distancing and Hygiene related measures in COCO's & Dealer Stores.

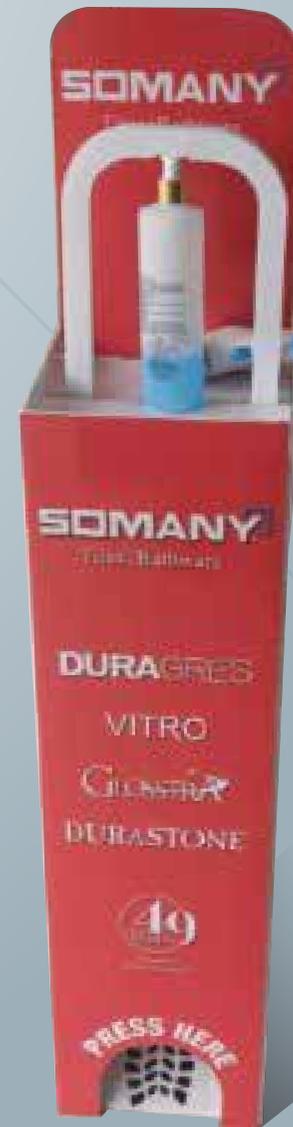
”

Your
Safety
with Trust

ENSURING THE SAFETY

OF OUR CUSTOMERS

“ 700+ Sanitizer dispensers installed at
COCO's and dealer showrooms pan India ”



ENSURING THE SAFETY

OF OUR BUSINESS PARTNERS

“ **4700** Safety kits Distributed Across India ”

(Tile Dealers - Safety Kits)



ENSURING THE SAFETY

OF OUR BUSINESS PARTNERS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



“

1000

Safety kits Distributed
Across India

”

(Bathware Dealers - Safety Kits)



ENSURING THE SAFETY

OF OUR BUSINESS PARTNERS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

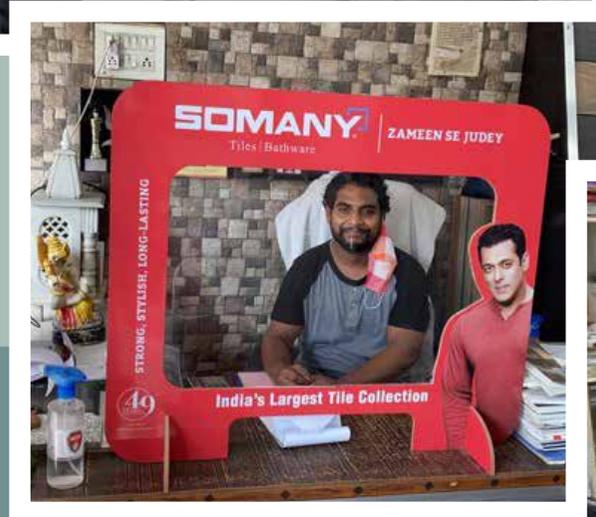
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650

Workstation shields
installed at Tile dealer
showrooms pan india

”

Workstation Shields at Dealer
Showroom

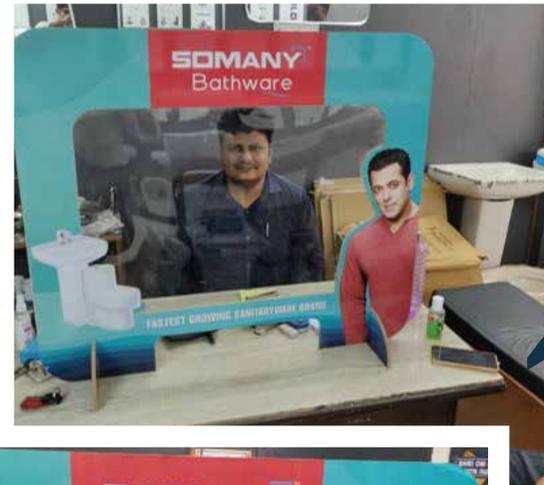


ENSURING THE SAFETY

OF OUR BUSINESS PARTNERS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



“

150

Workstation shields
installed at Bathware
dealer showroom pan
India

”

Workstation Shields at Dealer
Showroom

CONVERSATIONS WITH INDUSTRY

SOMANY
Tiles | Bathware

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LEADERS



Ar. Sangeet Sharma
Architect & Author



Ar. Nilesh Dongre
Head-Developer Spaces,
Edifice Consultants Pvt. Ltd.



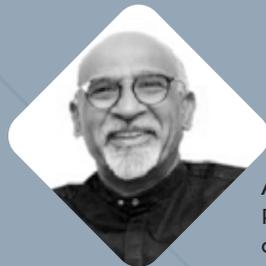
Ar. Hiren Patel
Principal Architect, HPA



Ar. Reza Kabul
President
ARK Reza Kabul Architects



Ar. Manit Rastogi
Founding Partner, Morphogenesis



Ar. Dinesh Verma
Principal Architect, Ace Group
of Architects



Ar. C.S. Raghuram
Director - CRN



Ar. Alhad Gore
Principal Architect,
Beyond Design
Architects & Consultants

LOCK DOWN LAMHE



WITH SOMANY

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

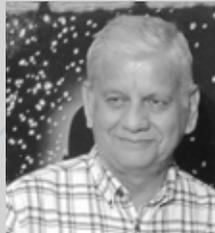


Mr. Shreekant Somany

Chairman & Managing Director
Somany Ceramics Ltd.



Mr. Pankaj Kothari
Vardhman Sanitation



Mr. K.K. Anand
Ananad Buildwell



Mr. Sunil Sharma
Jamdagni Traders



Mr. Anurag Gupta
Gupta Brothers



Mr. Pawan Jain
Shree Swastik
Plywood And Granite



Mr. Vicky Kukreja
New Ravi Trading Co.



Mr. Rajesh Goel
Nirman Ghar traders



Mr Arpit Agrawal
Agrawal Marble House



Mr. Pramod
Pramod Trading



Mr. L.N. Gupta
SBS Corporation



Mr. Atul Agrawal
Bansal Sanitary Store



Mr. Varun Mitta
KV. Traders,



Mr. Abhishek Somany

Managing Director
Somany Ceramics Ltd.

NEW THOUGHT

NEW DIRECTION

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“

An initiative to connect with our business partners during lockdown

”

SOMANY
The Network
ZAMEEN SE JUDEY

NEW Thought NEW DIRECTION

These times call for revisiting our strategy and taking new steps head-on for a quick restart to our business.

So, let's together think of new ways to build our growth.

Suggestions are invited from Somany Parivar Members, please mail us at: mkt@somanyceramics.com

Let's Achieve Success Together!

नई सोच नई विचार

OFFICE
SANITIZATION



SOMANY
The Network
ZAMEEN SE JUDEY

NEW THOUGHT NEW DIRECTION

OFFICE SANITIZATION

We are sanitizing all our offices, experience centers, before reopening to ensure safety for our customers.

LET'S ACHIEVE SUCCESS TOGETHER!

SOMANY
The Network
ZAMEEN SE JUDEY

NEW THOUGHT

NEW DIRECTION

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

ONLINE MEETINGS



NEW THOUGHT NEW DIRECTION

MEETINGS GO DIGITAL

With social distancing becoming a norm, Online meetings will be the way forward in the New Normal. They also offer the flexibility of time and place to your clients.

LET'S ACHIEVE SUCCESS TOGETHER!

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

NEW THOUGHT NEW DIRECTION

DIGITISATION OF CATALOGUES

Plan to digitize catalogues and brochures. It not only reduces surface touch, but also reduces your carbon footprint.

LET'S ACHIEVE SUCCESS TOGETHER!

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

DIGITISATION OF CATALOGUES



PAYMENT DIGITISATION



NEW THOUGHT NEW DIRECTION

DIGITIZATION OF PAYMENTS

Work towards digitization of all the payments to minimize human touch and contact.

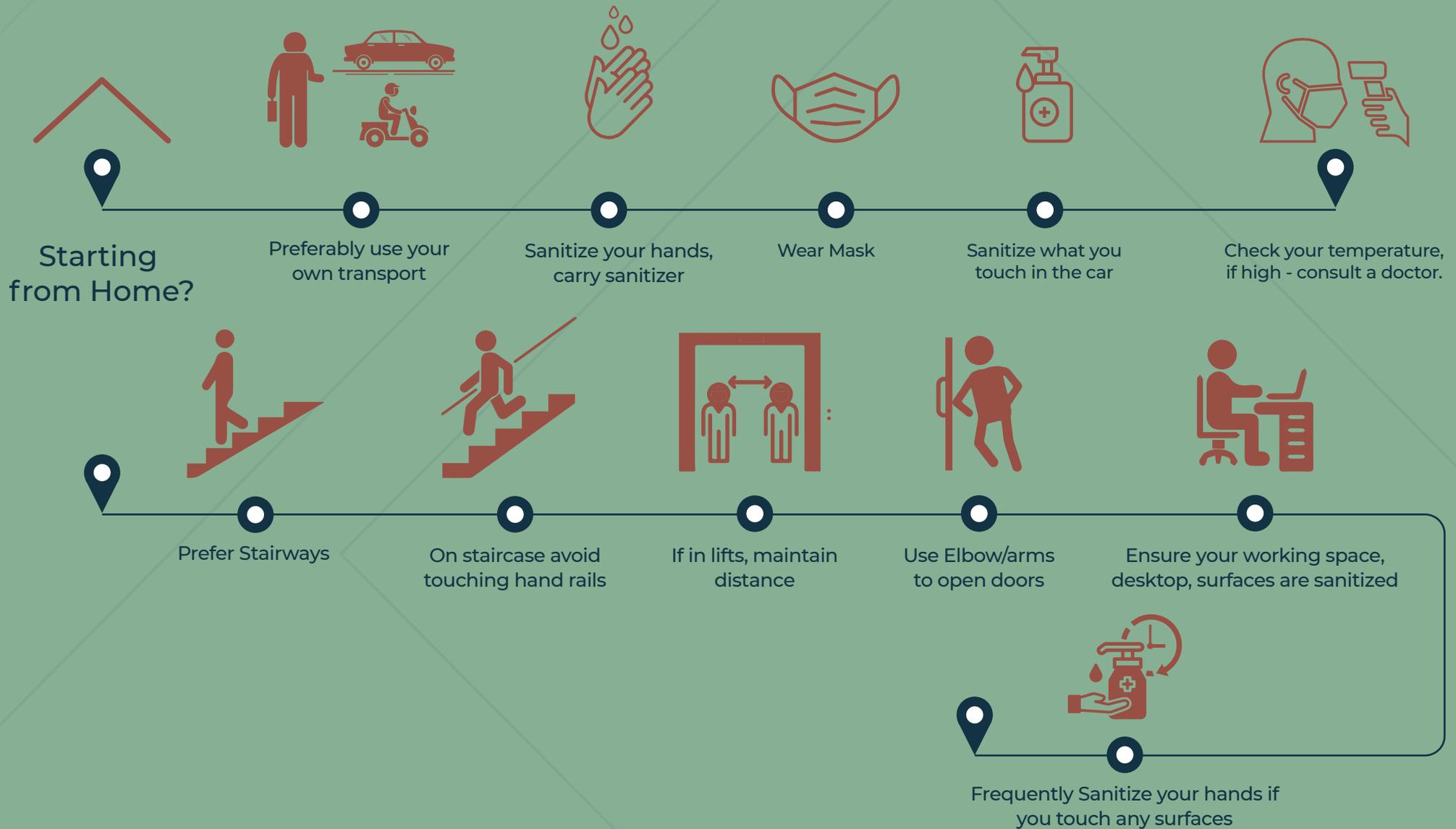
LET'S ACHIEVE SUCCESS TOGETHER!

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

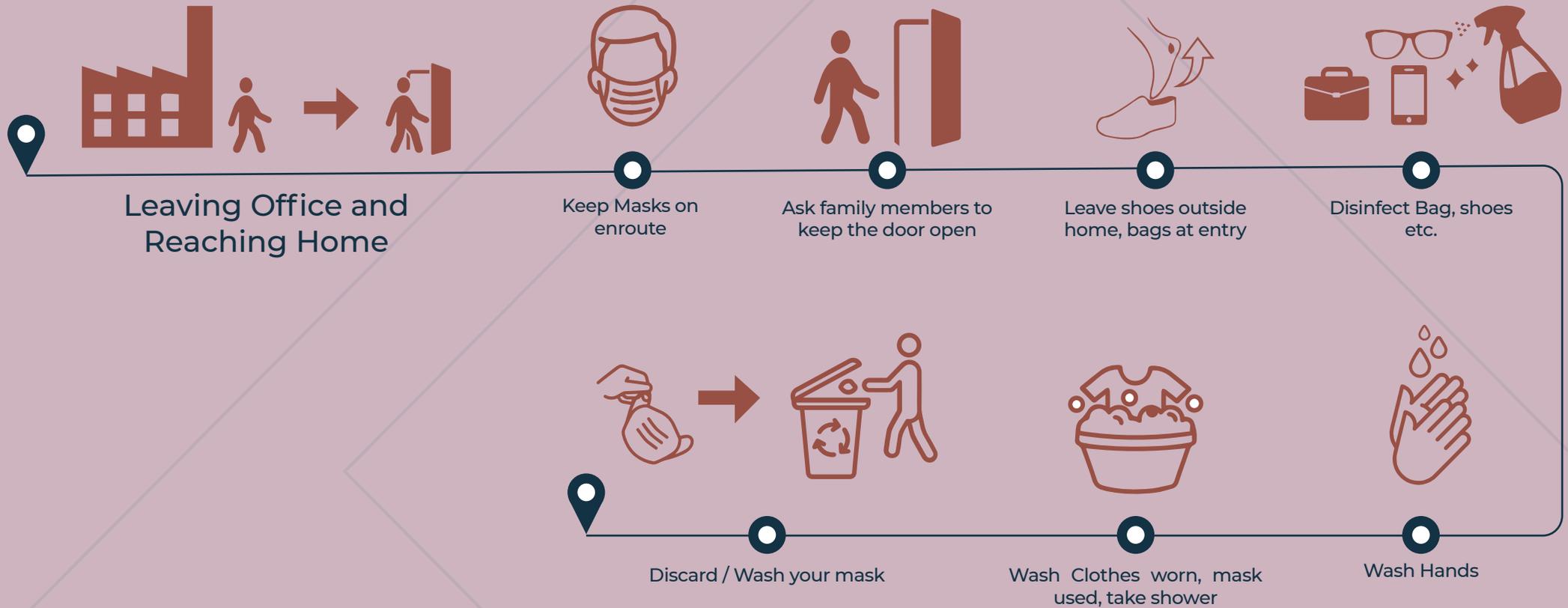
NEW THOUGHT NEW DIRECTION

TRAVEL RELATED TIPS FOR NEW NORMAL



NEW THOUGHT NEW DIRECTION

TRAVEL RELATED TIPS FOR NEW NORMAL



NEW THOUGHT NEW DIRECTION

BUSINESS RELATED MEASURES FOR NEW NORMAL

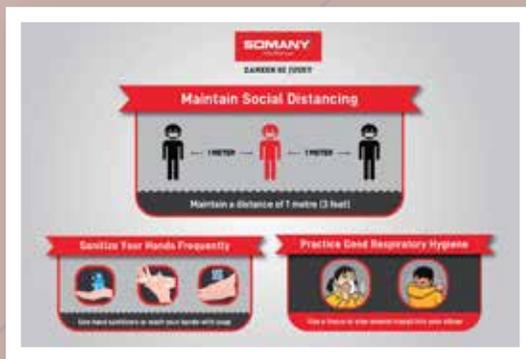
1

Showroom Sanitization Measures

For your customers:



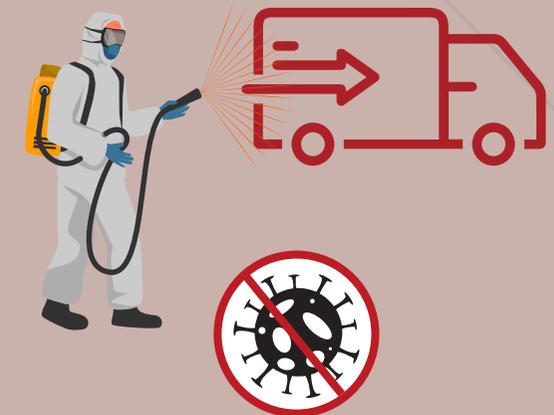
Take all necessary measures to ensure your customer's safety and display these measures through posters, leaflets etc.



2

Vehicle and Dispatch Sanitization

Sanitize all the Vehicles, and material being dispatched & all necessary care should be taken before it leaves your premises



NEW PRODUCT

LAUNCH

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



Tile Name:
EDORTA COFFEE



Tile Name:
MATEWOOD DECOR 01



Tile Name:
**GRANDE VALOR FLOS
ROSATO**



Tile Name:
VALOR ADAGGIO BEIGE



NEW PRODUCT

LAUNCH

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



Tile Name:
VALOR ONYX BLUE



Tile Name:
3D VALOR PATMOS ROSE



Tile Name:
**MAX 180 EMOTE
FULL POLISHED**



Tile Name:
**VALOR SALERNO WOOD
MAHOAGNY (V3)**



NEW SHOWROOMS

AT VARIOUS PLACES

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

Somany Grande Showroom
Swastik Distributors, Begusarai



Somany Grande Showroom
Sri Vishnu Tiles, Chennai



Somany Grande Showroom
Somany Traders, Jamdagini Traders,
Delhi



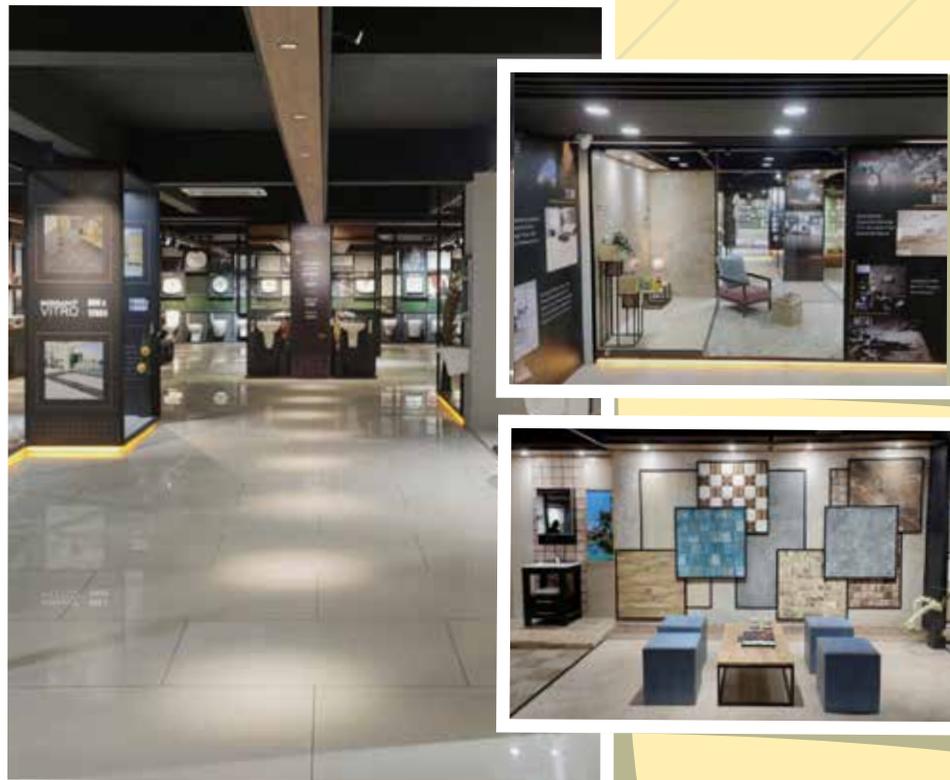
NEW SHOWROOMS

AT VARIOUS PLACES

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

Somany Experience Centre
GVT, PVT, Bathware, Durastone & Ceramic, Morbi



Somany Experience Centre
Duragres Lounge Addition, Mumbai



ONLINE CONTEST

DURING LOCKDOWN

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

THE
21 DAY
CHALLENGE
TO BECOMING A BETTER YOU



ONLINE CONTEST

DURING LOCKDOWN

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

WORK
FROM HOME
Photo Contest

SOMANY
ZAMEEN SE JUDEY

Thanking
all the Participants
for the overwhelming
Response

#WorkHardPlayHard

Over **100+**
Entries Received

Winners will be
announced **tomorrow.**

SOMANY
ZAMEEN SE JUDEY

Congratulations
to all the **winners**

of the **Work From Home**
contest

#WorkHardPlayHard

TOP 5 WINNERS

1ST **2ND** **3RD** **4TH** **5TH**

Your workstations will become the talk of the town as we will be posting them on our social media handles. We will also reach out to you for your gratification once we all are back in office!

SOMANY

TV CAMPAIGN

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

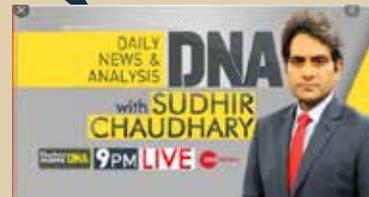


Associate Sponsorship of Big Boss 14



Mon-Fri: 22:30-24:00
Sat-Sun: 21:00-23:00

Sponsorship of Marquee Shows on News Channels For 4 Weeks



Special Partner: DNA
Mon-Fri: 21:00-22:30



Presenting News @ 10
Mon-Sun: 22:00-22:30



Associate Sponsorship
Mon-Sun: 9 am, 10 am
3 pm & 6 pm

SOMANY

TV CAMPAIGN

ZAMEEN SE JUDEY

Break bumper on 7 news channels

L-Band on 4 news channels



DIGITAL

TVC'S

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

Somany Slip Shield TVC



Somany Germ Shield TVC



BIGG BOSS 14

SPONSORSHIP

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



A promotional poster for SOMANY Tiles | Bathware as an Associate Sponsor for Bigg Boss 14 on Colors HD and Colors SD. The poster features the SOMANY logo at the top, the text "Associate Sponsor", the Bigg Boss 14 logo, and the Colors HD and Colors SD logos. It also includes a photo of a man in a blue shirt holding a trophy and the text "WATCH OUT FOR OUR BRANDING IN GARDEN AREA INSIDE BB HOUSE". The poster is held by a black binder clip at the top.

GLIMPSES OF SOMANY TASK

ON BIGG BOSS 14

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



SOMANY
Tiles | Bathware

Associate Sponsor

BIGG BOSS 14
on
colors HD colors SD

GLIMPSES OF SOMANY TASK
ON BIGG BOSS 14

The graphic features a large, glowing eye in the center, a man in a blue shirt holding a trophy on the right, and a red background with a pattern of small white dots.

SOMANY DESIGN

AWARDS 2020

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



THANK YOU
FOR YOUR
PARTICIPATION

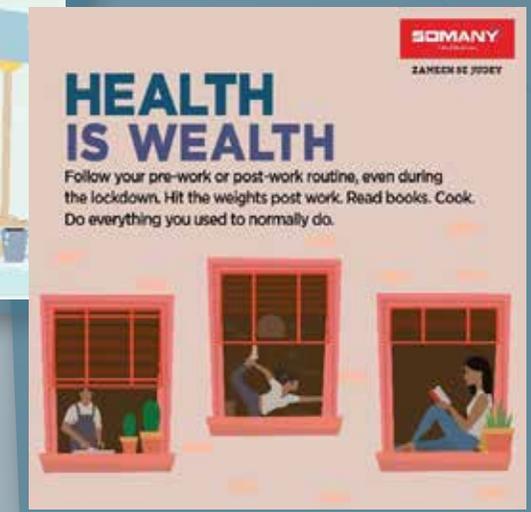
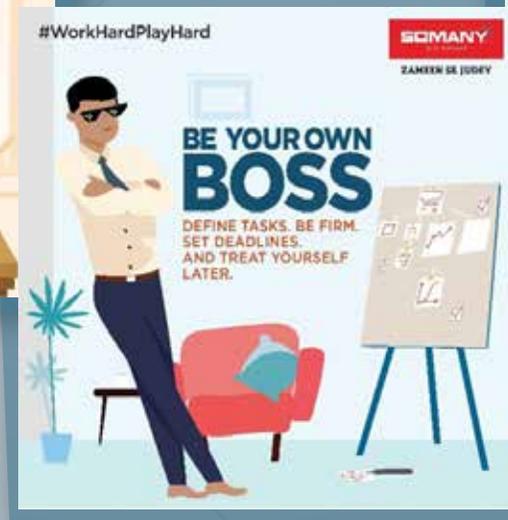
“
100+
budding architects and designers
from West participated Winners
Felicitated with Gift Cards and
Certificates
”

Somany Tiles Concept Competition 2020

KEEPING ALL

STAKEHOLDERS ENGAGED

MOTIVATIONAL *Posts*



KEEPING ALL

STAKEHOLDERS ENGAGED

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“
STAYING RELEVANT
with
CONCURRENT TIMES
”



SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

5th April | 9 PM | 9 Minutes

Let's all switch off all the lights in our home and light candles, torches, diyas in our balconies to show our support in the **fight against corona virus.**



SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

WE STAND BY NAMO
#JantaCurfew

MAINTAIN

SOCIAL ← → **DISTANCING**

22nd MARCH 2020

@ 7am - 9pm



CORONA PREVENTION TIPS



Practice respiratory hygiene



Wash your hands frequently



If you have symptoms seek medical care early



Maintain social distancing



Avoid touching eyes, nose and mouth

SOMANY
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ZAMEEN SE JUDEY

INDIAN BRAND WITH THE
LARGEST TILE COLLECTION
LOCAL BRANDS
ALL AFFECTION.



WE ARE PROUD TO BE INDIAN
#VOCALFORLOCAL

PRODUCTIVE QUARANTINE

SOCIAL MEDIA CAMPAIGN

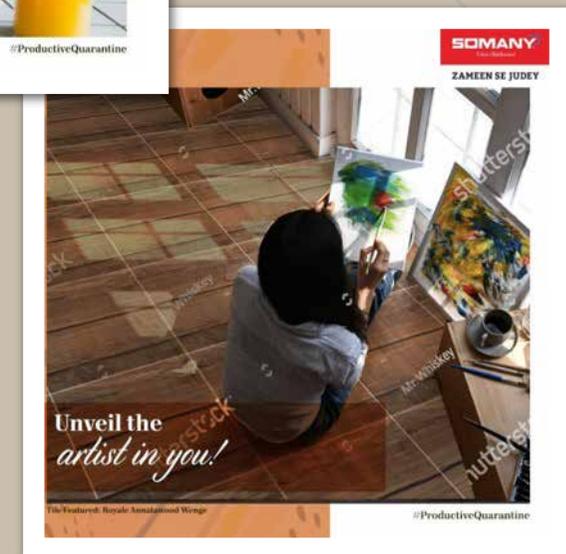
SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“

The campaign was launched in March'20 to leverage the Quarantine situation of the country to garner engagement for the brand thereby making Somany as a concerned and aware brand. The posters kept the contest open ended by asking users to share simple ways in which they have turned the idle corners productive.

”



#APNOSEJUDEY

SOCIAL MEDIA CAMPAIGN

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“

Concept of Staying indoors and together!
While people are at home, they are still not alone. Being close to their near ones have made them stronger, better, and together.

”

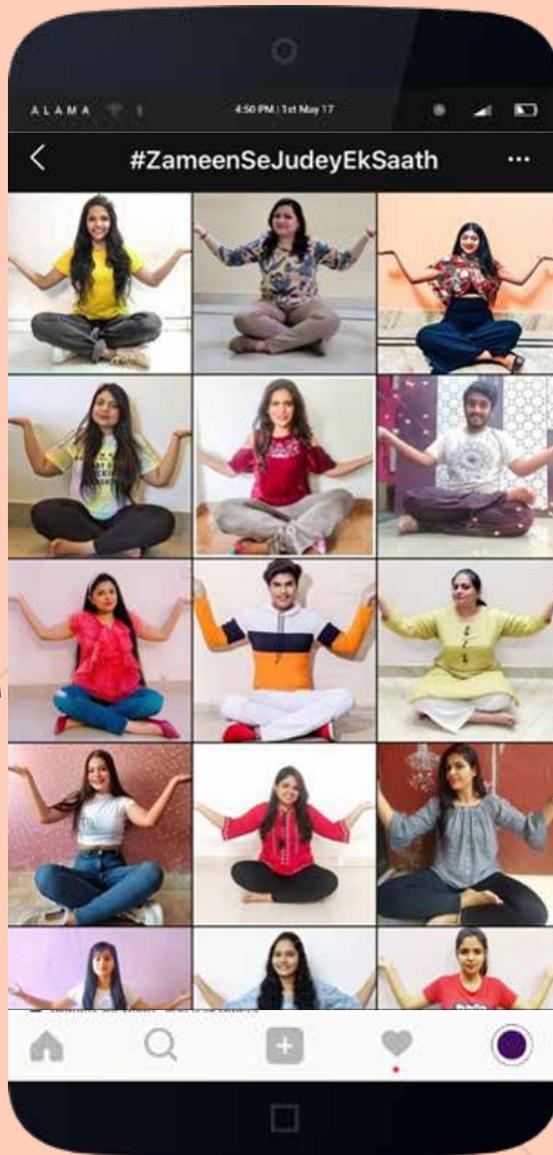


#ZAMEENSEJUDEYEKSAATH

INFLUENCER CAMPAIGN

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



Campaign
Carried out
on Instagram
in May 2020,
with 200+
Influencers

121K+

Total Engagement

3.5M+

Total Reach

287

Total Posts

PR COVERAGE ON

#ZAMEENSEJUDEYEKSAATH CAMPAIGN

SOMANY
Tiles | Bathware

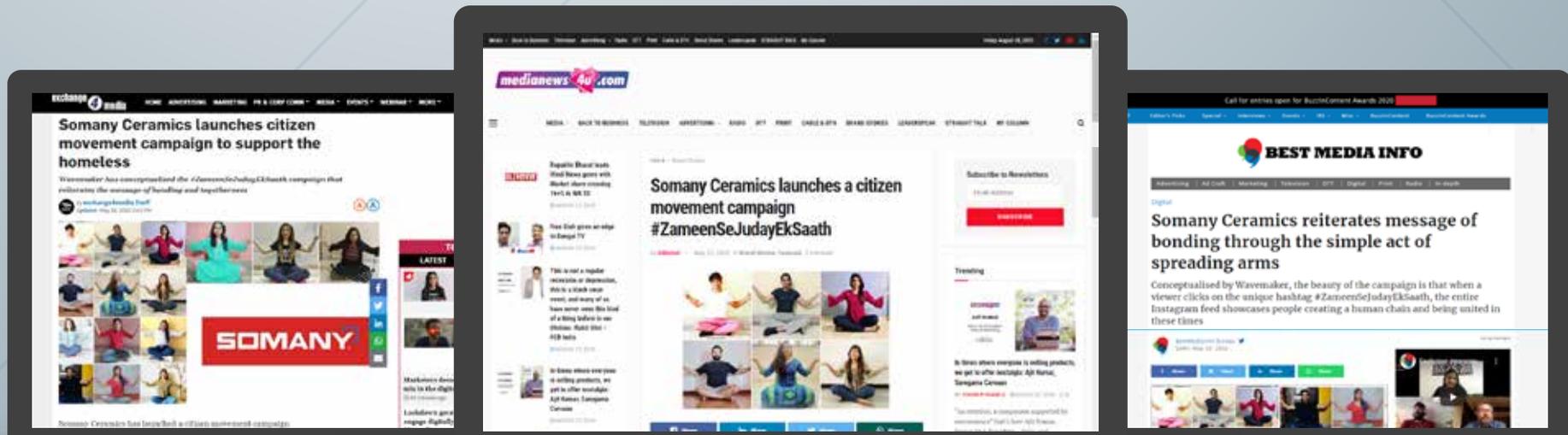
ZAMEEN SE JUDEY

“ Campaign Carried out on Instagram in May 2020, with 200+ Influencers ”

Exchange4Media

Medianews4u

Best Media Info



MILAAP

2020

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



SOMANY PRESENCE

AT VARIOUS AIRPORTS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“
1800
Q- Managers at
Kolkata Airport”



“
Spice Jet **99** Buses
in **26** Airports”



“
Branding at
Delhi
Airport”



SOMANY PRESENCE

AT VARIOUS AIRPORTS

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“
Mumbai
Airport Pillar
”



“
Bengaluru
Security Trays
”



SPONSORING LEADING

PROPERTIES

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



“ CREDAI MCHI E Biznet ”



“ The Economic Times ACETECH ”

SOMANY CERAMICS

MOST ADMIRABLE BRAND 2020

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Research by - White Page International

DIGITAL WATER HEATERS

LAUNCH

SOMANY
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12 Water Heater Models were launched in 2019
22 cities
48 cities

- 8 On inner Tank
- 4 Heating element
- 2 Complete Product

ONLINE

PRESENCE

SOMANY Bathware

YOGA

Maintain the beauty of your soul and body
#InternationalYogaDay

SOMANY Bathware

STOP SMOKING START LIVING

#NoTobaccoDay

SOMANY Bathware

EID MUBARAK

SOMANY Bathware

SAVE WATER TODAY & KEEP THE SCARCITY AWAY

World day to combat desertification and drought.

SOMANY Bathware

Donor Blood types

	0-	0+	B-	B+	A-	A+	AB-	AB+
AB+	●	●	●	●	●	●	●	●
AB-			●	●	●	●	●	●
A+					●	●	●	●
A-					●	●	●	●
B+			●	●				
B-			●	●				
0+		●						
0-	●							

**DONATE BLOOD
YOU ARE SOMEONE'S TYPE**

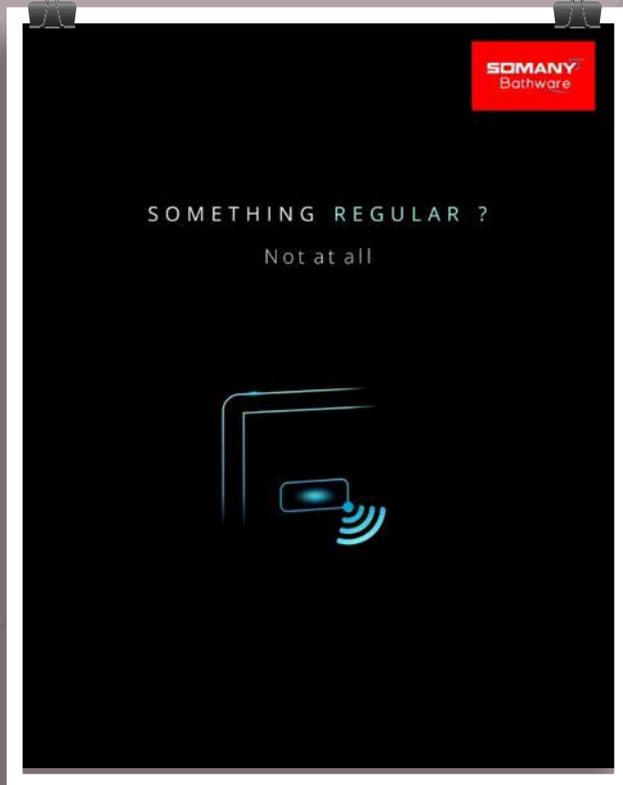
#HappyBloodDonorDay

SENSOR FAUCET

ONLINE PROMOTION

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



BAATCHEET

PROGRAM

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY

“ Tiles:
50 Mason Meets
400 Masons Engaged ”



BAATCHHEET

PROGRAM

SOMANY
Tiles | Bathware

ZAMEEN SE JUDEY



“ Bathware:
20 Plumber Meets in North and
South Region
130 Plumbers Engaged

”



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