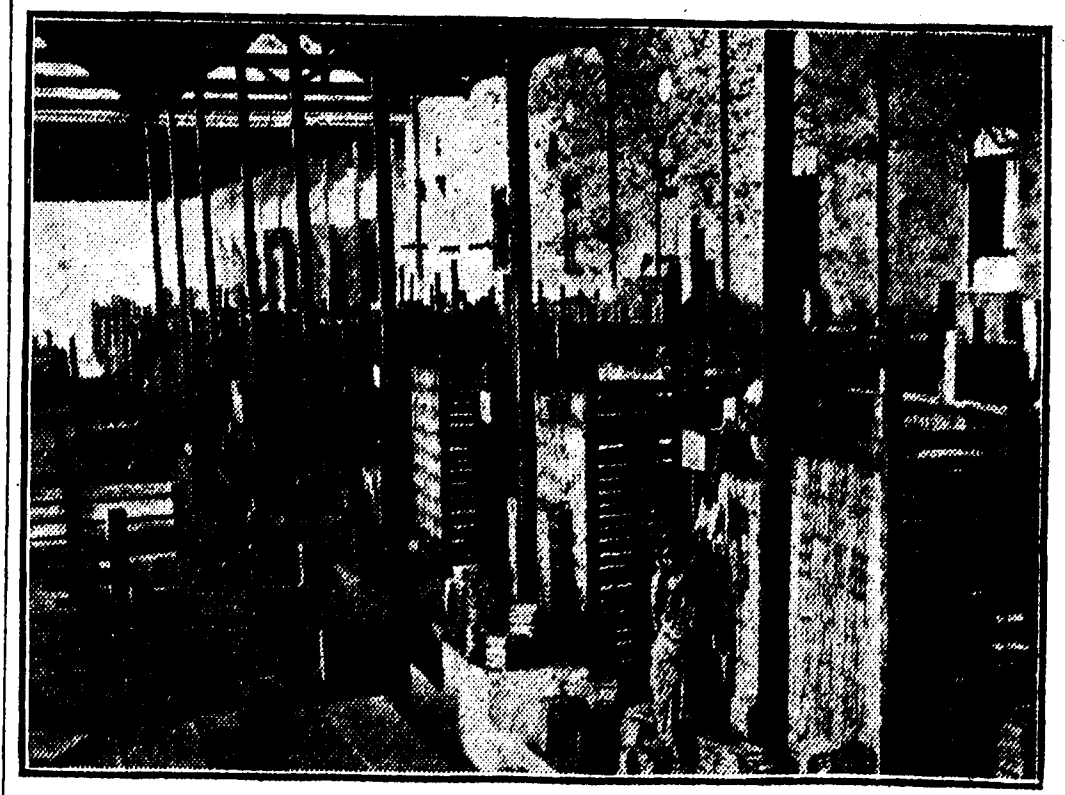


This photograph shows Bharat's private jetty and the raw material depot.

TILE MANUFACTURE IN INDIA

Engineers' Visit to Uran Works



One of Bharat's store-rooms.

so-called "Wet-Process" was fully examined and compared with the processes and methods of manufacture prevailing in other countries. There is so much competition and so many factories in Italy, that all kinds of good, bad and indifferent tiles are produced in that country. It was found that Italy followed the so-called Wet-Process mainly for two reasons, namely, for cheapness and for want of space. But Bharats were convinced beyond the shadow of a doubt that from a scientific point of view it was by no means the best process. Scientifically it is impossible to obtain a thoroughly uniform quality for tiles manufactured under this process. It is an entirely wrong notion that Italy ever was the pioneer of the cement tiles industry in Europe. The industry really originated in Germany from where it extended to Austria, France, Spain and other countries.

regarding the soundness of Bharat tiles. It was only after such expensive visits and comparative study that of foreign flooring tiles dropped to a low level. Today these imports are almost insignificant, and one of the well-known firms of foreign manufacturers humorously remarked to one of the Bharat representatives during his last visit to their factory in Europe, that in connection with the imports of their White Glazed Wall Tiles the Bharat Tiles Company had proved their greatest enemy and that they would never forgive it for driving their flooring tiles out of the Indian market in general and the Bombay market in particular. The founders of the Bharat Tiles Company have still adhered to their policy of remaining up-to-date in the manufacture of tiles, and to ensure that specific purpose they depute their representatives every few years to different countries of the world to visit the different factories.



Herr Albert Millet, who arrives in Bombay today to take up a post with Messrs. Bharat Tiles.

Research Work

Thus it was that after visiting different factories in various European countries which was effected in many cases by having to pay heavy premiums to owners of factories, the Bharat Tiles Co. adopted what was best suited to Indian conditions, after making the most searching experiments and research. During this tour an exhaustive analytical study was also made of the necessary raw materials to be employed in manufacture. Without such minute study and knowledge of raw materials, no honest guarantee could ever be given

Success of Bharat Tiles

They have been amply rewarded for their past endeavours and sacrifices by the universal satisfaction which their products have given to the highest building authorities in India. The unique success of Bharat tiles is due to the fact that its producers have not rest content with the old fashioned and stereotyped methods usually followed by Indian manufacturers nor have they slavishly copied the process or methods of manufacture prevailing in one country or another, for the simple reason that what is suitable

the Bombay Factory was started again. The quality of the Bharat tiles was brought up to such a high standard that gradually the imports



A general view of Bharat's factory at Uran.

for one country is not adapted to the peculiar conditions of another.

To the layman the manufacture of tiling may seem a simple process—just a mixture of sand, cement and colouring, pressing and polishing. And, in fact, it is not a very difficult matter to make tiles—of a kind. But to produce tiles capable of withstanding the heaviest wear and tear, and at the same time retain their beauty of colour and finish, requires skill and experience.

Scientific Process

Unfortunately, although there is a Standard Specification for cement, which plays a large part in the manufacture of tiles, there is no such specification by which an inferior tile can be compared with one manufactured in a scientific manner. But whereas a cheap tile will last for 15 to 20 years, scientifically made tiles have been known to last for one hundred years.

To produce tiles of sound quality and enduring beauty a manufacturer must have a good knowledge of the chemistry of cement, make a study of the aggregates and the inert material used with it and the influence of water, both qualitative and quantitative. In addition he must have a good knowledge of colours, since the chemistry of each colour varies, also of finish and polish and last but not least plant and process of manufacture.

Large Contracts

That Bharat Tiles have made a scientific study of tile manufacture is evident from the popularity of their products not only in Bombay but throughout the whole of India. They have received contracts for the tiling work of such buildings as the Dhurraj Mahal, Wankar Palace, Stock Exchange Building, Manekji Wadia Building, Bombay Mutual Life Assurance Building, Cotton Exchange and Sir Cowasjee Jehangir's Building in Bombay and the extension to the Madras University.

In addition they have done considerable tile work in the Government Houses in Bombay and Poona and also in a large number of buildings in Bikaner, Wankar, Mysore, Limdi, Cutch, Bhavnagar, Rajkot, Baroda, Travancore, Cochin and many other states. They have

a private wharf at Uran with one mile of railway line connecting it with the factory.

Productive Capacity

As the combined result of their long experience, patient investigation and exhaustive research Bharat Tiles claim that theirs is the largest and most efficient flooring tiles factory in India, equipped with the most up-to-date plant and machinery; that the productive capacity of their factory is guaranteed to be greater than that of any other three flooring tiles factories in India combined and declare that they follow their own special process of manufacture and claim that it is far better than the commonly known "Wet", "Dry" or "Semi-Dry" processes.

It will doubtless be appreciated why the Bharat Tiles Company do not reveal their special process. No responsible business concern would be prepared promiscuously to give away their vital trade secrets which they have acquired as the result of heavy outlay and assiduous research and upon which their reputation and popularity are based. But the most far-reaching test of the soundness of Bharat tiles is afforded by the unmistakable manner in which architects, contractors and owners of great buildings have expressed their uniform satisfaction with the high quality, the durability and, above all, the lasting beauty of these tiles.

Labour

At their Uran and Karachi works they employ over 600 workmen and manufacture about 55,00,000 tiles per annum. In addition they are now able to undertake contracts for marble work and in this connection it is interesting to note that they were responsible for the marble dials for the throne of H. E. H. the Nizam of Hyderabad.

The latest acquisition to the Bharat staff is Herr Albert Millet who arrived in Bombay by the "M. V. Victoria". Herr Millet comes of a well-known artistic family and his services have been secured by the Bharat Tile and Marble Co., for their artistic department. He will concentrate his activities on decorative marble and colour plaster schemes for modern buildings.

YESTERDAY afternoon members of the Institution of Engineers (India) now in Bombay to attend the 17th Annual General Meeting of the Institution spent a pleasant and instructive afternoon visiting the Uran Works of the Bharat Tiles Co.

Until the beginning of this century the manufacture of cement tiles was little known in this country. It was introduced on a small scale in South India by German missionaries and at a later stage two factories were set up in Bombay. Although these factories continued in existence for some years the standard of quality was considerably inferior to that of imported tiles and consequently they failed to make any impression on the imports of foreign tiles.

Despite the comparative failure of the factories then in existence the founders of the present Bharat Tiles Co., started in 1904 a small tile factory in Karachi. From the very outset this firm concentrated on the manufacture of cement floor tiles of high quality and such was their success that today the Karachi factory supplies tiles to practically the whole of Sind, Baluchistan and Punjab.

Opening Of Bombay Factory

Encouraged by their success in Karachi the partners of the Nusserwanji's Patent Tiles Co., as the Karachi firm was known, decided to expand, and in 1919 started a factory in Bombay under the name of Bharat Tiles Co. At this time Bombay was the greatest importer of foreign flooring tiles in India and when the Bharat Tiles Co., commenced their operations in Bombay they met with considerable difficulties both from the manufacturing and selling points of view. Then there was no "Swadeshi" movement to offer them the slightest encouragement. On the contrary everything of Swadeshi manufacture was looked upon as inferior and unreliable. The people of Bombay, who no doubt had higher taste and standards than those of other provinces, would not condescend to consider, much less buy, "Swadeshi Tiles."

The firm's difficulties were welcomed by importing merchants, who prophesied for Bharat

Tiles the same fate as their predecessors had met. But the founders of Bharat Tiles persevered along the steep path of progress regardless of the sacrifice of time, money and energy and the results took the disparagers by surprise. For the first time Bharat Tiles put on the market what are called Minton-type carpet patterns, at half the cost of imported tiles of the same pattern. This, naturally, was not welcomed by the importers, who knew too well that it meant a considerable decrease in their imported foreign flooring tiles for the Indian market.

Durability

Within two years of starting, however, the company felt that despite all its persevering efforts to produce a good article, the tiles then manufactured would not last for more than 25 years, and would then need replacement. The directors of the company realised that any such imperfection in the durability of their tiles would only confirm and justify the apprehension of the public that everything of Indian manufacture was bad. At the time they had accumulated on their hands a stock of Bharat Tiles to the value of Rs. 57,000. The directors of the company had two alternatives before them, either to sell those tiles to the unwary public and further lower their faith in Indian enterprise, or to destroy the whole stock of these doubtful tiles, and to persist in their resolve to produce an absolutely sound and reliable quality of indigenous tile. If the imports of foreign tiles were to be stopped, sacrifice had to be made. There was no going back and they made the sacrifice firmly and courageously. It was decided to close the factory for some time, and two of the Indian representatives were sent to Europe and America to study the different methods and processes of manufacture, it being the one ambition of the firm to manufacture tiles which might last for the lifetime of a solidly erected building and which might also equal in beauty and finish the best tiles produced in Europe.

European Tour

During their business tour of Europe, the factories in Italy were visited by the representatives. Their

BHARAT

This magnificent building—Dhurraj Mahal, Apollo Reclamation, Bombay—is only one of the thousands of modern structures enhanced in appearance and in durability by the use of Bharat Products. No less than 120,000 square feet of floor space in Dhurraj Mahal are covered by Bharat Tiles, to the Value of over Rs. 1,00,000 in unique modernistic designs and all the marble work was also supplied and installed by the Bharat Factory.

praised by all members of the Engineering Congress!

THE Bharat Tiles and Marble Factory, visited yesterday by the members of the Institution of Engineers (India), upheld to the full its claims to being not only the largest but the most efficient of its kind in India.

¶ In the face of the most authoritative criticism and the keenest scrutiny to which the visiting experts could subject them, our processes, our plant and our operatives in every department were accorded unanimous praise. ¶ Is it any wonder that Bharat Tiles, Bharat Marble and Synthetic Marble, and "Colourex" (Coloured Cements) are the most widely used wherever enduring quality and enduring beauty are desired?

BHARAT TILES & MARBLE Co.

APOLLO STREET, FORT, BOMBAY.