

History of manufacturing Cement Tiles.

in India.

Bharat Tiles Co. made beneficial beginning for Country.

It has given great sacrifice in manufacturing beautiful and durable tiles in our Country

About 30 years ago, before Bharat Tiles came into existence in India, tile manufacturing was negligible. In the beginning in South with the German machinery tile manufacturing was started on small scale. After that in other parts of India some factories were started in which ~~there~~^{there} were in Bombay. After that in other parts of India some factories These factories manufactured tile for many years but they were not satisfactory. On account of this, they failed to stop imports from other countries and every year lacs of rupees were going out of country. In 1904 management of Bharat Tiles established a factory at Karachi on small scale. From the very beginning, ~~founder~~^{founders} firmly resolved to manufacture high quality flooring tiles at any cost and sacrifice to save lacs of rupees going out of country. Karachi Factory, with many difficulties in the beginning succeeded, to some extent in decreasing imports in Karachi. At present factory at Karachi is supplying high quality tiles to Sindh, Baluchistan and Punjab.

Absence of encouragement

As a measure of stopping imports in the country, in Bombay, a factory as per taste of its people, was found necessary to establish, as Bombay was importing a major portion ^{of} tiles than any other city of India and some traders have acquired a monopoly to import tiles. When Bharat Tiles started its activities of manufacturing & selling in Bombay they have to face lot of unexpected difficulties. During that time there was no "Swadeshi Emotion" spread in the people to encourage our products, on the contrary, our products were considered inferior and not trustworthy. The people of Bombay who had good taste of using better quality than others, not only refused to use the tiles, but they had stigma to even see them. Because of our difficulties, the importers of tiles were glad and predict that we will also fail as previous manufacturers failed and condoling us saying "this pieces of earthen pot of Cement will not succeed here"

But the Bharat Tiles founders were of very strong will. They were not knowing the way to retreat. They have kept their efforts for achievement at a high cost, their

(3)

money, time, energy and surprised the opponents by good results. For the first time, Bharat put in Bombay market "Minton type" pattern ^{or Carpet} tiles (one size (11x11)) at ~~the~~ half the price of same type and quality of imported ones. Naturally ~~there~~ there was panic among importers due to this circumstance. They were sure that if Bharat succeeds, imports of tiles will be entirely stopped from Indian market. The foreign tile manufacturers for India in other countries were hurriedly informed and advised to crush Bharat Tiles at any cost. But we ^{were} working with confidence to achieve our goal, as we knew that, at the end, in test, quality product will be appreciated.

After two years of manufacturing, in spite of our great efforts to manufacture very high quality tiles, we were honestly convinced that tiles ~~we~~ we produce will not last more than 25 years and they will have to be replaced by new ones. We were told that this limitation of our tiles will harden the belief of the people that ~~any~~ no Indian product can be of good quality. At that time Bharat had stock worth Rs. 57,000/-, Companies

(4)

had two alternatives, one to sell these doubtful tiles to ignorant people and shatter their confidence from such products for ever or destroy all the tiles in stock and continue our efforts to make very high quality trustworthy tiles, which will last for ever. To stop imports of foreign tiles for ever, there was no alternative but to give sacrifice. We do not want to give up the work taken in hand, as such with strong will & courage, sacrifice was given. We had decided to stop the factory for some time, and to fulfil our ambition to make tiles of good quality and beautiful appearance which last till properly constructed building last, we have sent our two reps. to Europe and America to study different methods and processes of manufacturing. We were knowing that this was the only way to stop import of foreign tiles.

Italian Tiles are not ^{the} best of all.

During ~~our~~ study visits of our reps in Europe, for taking practical experience, they have visited factories in Italy as well. They observe minutely ~~so~~ so called "Wet process" of ^{that} country and they

(5)
Compared with the method and process of
other countries.

In Italy there is such a keen
competition and there are so many factories
in that country that good, bad and
middle order tiles are manufactured. The
people of Italy are not wealthy like
people of rich countries of Europe and in
that country such tiles are manufactured
that even they themselves call ^{them} Commercial

Our experts have found out that
for two reasons, Italy adopted "wet
process". One cheapness and another
shortage of space in tile manufacturing
factories. But we were fully convinced
that from ~~some~~ scientific view point
that "wet process" is not best of all.
It is impossible to get uniform quality
by that process. In this matter we have
given more detailed understanding in
Times of India of September 1935, a copy of
which can be had from our office.

It is incorrect to say that Italy
has taken any foremost part ~~any~~ any
time in tile manufacturing. For very long
period Italy was underdeveloped country
and important machinery manufactures were
hardly found.

The real foundation of this industry
was laid in Germany and from there, it

(6)
spread to Austria, France, Spain, America
and other countries.

Success of Bharat method, beneficial to the country

After visiting different factories
in several countries of Europe, which
was possible after paying huge amount
as fee and after carrying out detailed
research and experiments, Bharat Tile Co.
had adopted a method best suited
to India. During above noted visits
deep studies were also made about
different raw materials used in
manufacturing tiles. Without the knowledge
and study of this raw material, nobody
can give honest guarantee about
strength of tiles. The only after such
costly visits and complete research,
Bharat Tile Factory was again started,
and high standard of manufacturing tiles
was taken to such a height that import
of foreign tiles was slowly decreased.
To-day this import is negligible to such
an extent that during visit of our reps,
head of one of the foreign factories
remarked that Bharat Tile Co. was
their big competitor and they will never
forget Bharat for throwing ~~out~~ them out
of Indian market and especially Bombay.

market.

Since then founders of Bharat Tiles has continue their policy of manufacturing quality tiles as per latest research and for that purpose, periodically sending their reps. to visit many factories of several countries. We believe that the satisfaction by authentic builders of our country for our products is ample reward of our adventurous efforts and sacrifices. The secret of extraordinary success of Bharat Tiles lies in not blindly following method of our country or other. but to take good elements of all methods in Bharat process as one method suitable to one country may not be suitable to other due to different circumstances.

What claim we make in public.

Because of our long experience, continuous research, innumerable experiments and joint results of these together, we claim the following with confidence.

(1) We claim that our tile factory is equipped with latest plant, machinery and full implements of flooring tiles in India.

(2) We claim that manufacturing capacity

of our factory is ⁽⁸⁾ more than three such other factories.

(3) We claim that our sale of flooring tiles is maximum in India.

(4) We declare that we are ~~following~~ ~~our~~ following our own process and of course we claim that it is superior than ordinarily called, "wet", "dry" or "semi-dry" processes.

(5) We claim that in India our tiles are best and trustworthy in strength and durability.

Real Test of excellent quality tiles

Prudent people will understand why Mr. Bhabat is not disclosing its special process. It is natural that any responsible trade firm will not disclose its intricate secrets as they have gained that knowledge at high cost and continuous research and foundation of their fame and popularity lie in it, but satisfaction of architects, contractors and owners of big buildings, about high quality of Bhabat tiles, its trustworthy durability, its ever lasting beauty, which proves our claim of excellence.
