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**Rohit Agarwal**  
Director, GRESCASA CERAMICS LIMITED

**Explain the concept of GRESCASA and their services. What are the various verticals you operate in?**

GRESCASA is the first ever importers and distributors of tiles in the country. We constantly, with our strong research and development, strive to give our customers across India the most premium and high end ceramic and vitrified tiles sourced from the finest manufacturers in Italy and Spain at the most competitive prices. With keen attention paid towards design and quality, our range of products are distinctive.

Having been in the distribution business for the past 20 years, we ventured into the retail space in the year 2008. Due to this we were fortunate enough to get our brand recognized by the top most architects and interior designers around the city as well as collaborate with them for high end interior projects for the who's who of our country.

Apart from this our major work takes place with large scale commercial and residential developers across the country, for whom we provide our Indian manufactured tiles as well as sanitary ware, for projects ranging from redevelopment housing, budget housing, office spaces and as well as premium residences.

**What kind of products work well in the Indian market? What are the customer preferences?**

The Indian market is one that is very vast as well as highly varied, when it come to the individual tastes of the customer. The usual trend in Tier 2 and Tier 3 cities, with respect to the selection of tiles for residences, is more inclined towards the polished and the marble look alike tiles, whereas in metropolitans the trend is shifting more towards the matte and the rustic looks.



Design, being a very subjective matter, demands us to keep an array of products to suit individual needs.

**Quality and size appear to be changing the dynamics of Tiles market. What trends are you witnessing; Is it the design, size or brand?**

It is true that the tile market is changing, in fact, it has already drastically changed within the past 4 years or so. With the emergence of local manufacturing, customers now have an endless number of brands, that they can choose from with never ending designs. But, this too has a drawback, as the end consumer is absolutely unaware of the quality he/she may be receiving.

As far as sizes are concerned, it is a matter of individual preferences as well as the area of application.

**What are your key priorities as a Director?**

The most important thing for me is to make sure that my customer, whether it be a dealer, an architect, a builder or a retail client has a satisfactory experience before and after using my product. There is a lot of effort that goes into selecting material, and it is highly rewarding when your effort is appreciated. Also, never to compromise on quality.



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**How is your company planning to tackle the cost-versus- quality issue?**

Over the past 20 years, we at GRESCASA have created a resonance with quality. What we provide to our customer is, assurance, of receiving the highest quality material, no matter what their budget may be, as well as trust which we have worked hard towards creating.

Cost versus quality, is a tradeoff that has existed for the longest time. Keeping that in mind, we have ventured, within the last 5 years, into providing our vast customer base, domestically manufactured tiles, with fine attention paid again, on the aesthetics as well as the costing by adhering greatly to the quality standards.