

**CAMROLA<sup>®</sup>**  
QUARTZ

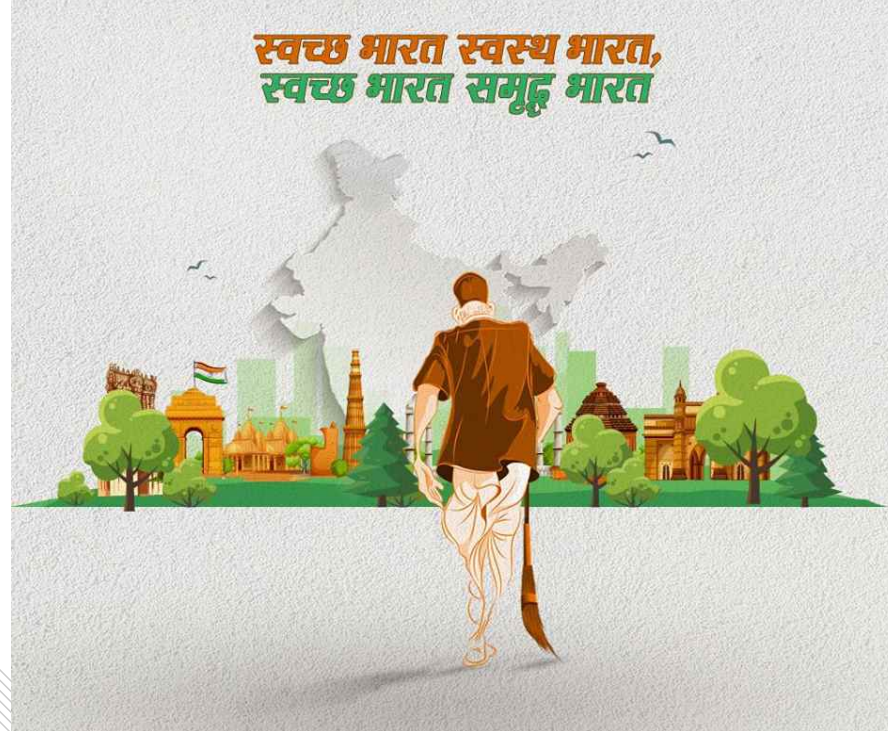
*A Legend in Every Design*

# Empowering The Nation



CQL has welcomed and supported the initiative of our Honorable Prime Minister to build the nation. The "Powerful" and "Galvanizing" call for action in the name of Make in India has enabled us to participate into this transformative mission to make India as a "Global design and manufacturing hub."

## Step towards Hygiene



We also support and advocate for the national campaign to make India cleaner. CQL believes intaking one step towards sanitation to make it successful for India's biggest ever cleanliness drive.

## Our Profile



Camrola Quartz was established for manufacturing quartz stone with its plant located in Himmatnagar, Gujarat, India. Camrola Quartz Stone has the capacity to manufacture 1600 SQM of quartz stone daily which has been commissioned on 14th July 2018.

Quartz stone, as the name suggests, is an engineered stone used for a variety of applications in the building and construction industry, be it residential, non-residential or Commercial. Quartz stone belongs to a segment of the stone industry and can be used either in existing buildings, homes, offices, etc. or in new construction projects instead of tiles or natural stones, to enhance durability, strength as well as minimize maintenance costs for the end users. Quartz stone essentially eliminates most of the innate deficiencies of natural granite stone as well as enables designs that are customized to the end user's choice.

We aim to make Camrola India's top Quartz manufacturer and exporter by the year 2024 and one of the global leaders in engineered stone by the year 2027. Camrola has been setup with the highest level of quality and systemic controls that ensures consistent production with minimal wastage. Camrola will lead by example and aims to become the feather in the cap for the Indian engineered stone industry.

CQL is among the fifth largest Quartz manufacturer brand in India. CQL is accelerating introduction of pioneering quartz sizes, finishes and designs.

Camrola's management is composed of top management from the Indian engineered stone industry with experience in sales and manufacturing since 20 years.



# Vision, Mission & Values



## VISION

- Remain quality product manufacturer and preferred brand leader in India & abroad.
- Aspire to beautify world by attaining global leadership through innovative quartz products, customer delight and satisfying all stakeholders.



## MISSION

- To create healthy & productive work environment for all employees and associates.
- To be pioneer in bringing latest technology and provide best quality products.
- To empower communities for working towards safe, clean, and green environment.
- Create competitive advantage in market and lead the industry by innovations.
- Growing profitably across the CQL Group.



## VALUES

- Customer satisfaction
- Treat all stakeholders with respect and Dignity.
- Teamwork
- Ethics with integrity, honesty and mutual trust

## Our Ideologies



### **Quality:**

Before all else, Camrola is concerned with creating a consistently flawless and reliable product with industry leading service. A product and service that we are proud of and a product that our clients can rely on for decades to come.

### **Integrity:**

At Camrola we are not only constantly working to improve our product and efficiency, but also our methods, ethics and standards, because we are nothing without our values and principles.

### **Humanity:**

The same respect that Camrola Quartz Ltd. shares with its customers is also shared mutually between all Camrola employees. We seek to help each individual in our company grow and move towards their goals as we all move towards our collective goal.

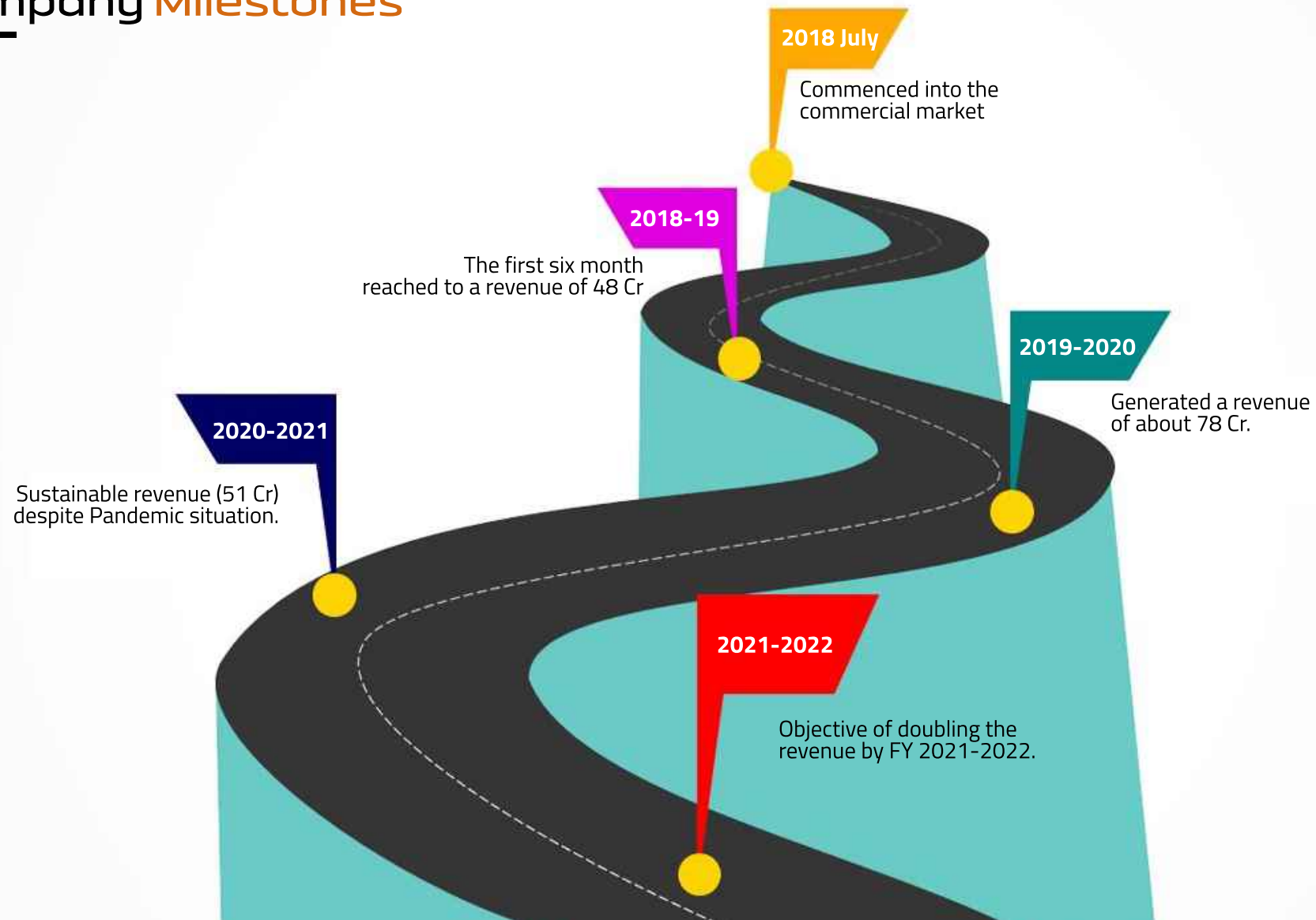
### **Embracing Excellence:**

We believe in continuously changing and evolving ourselves, our work environments, processes and systems with time and technology to enable accelerated growth by building a fast, adaptive and a smart Camrola.

### **Think Different:**

At CQL, we are transforming with speed. From a volume-driven focus to a value-centric priority. From an institution-driven company to a retail-centric organization. We are transforming our DNA with the objective of doubling revenues by FY 2021-2022.

# Company **Milestones**



## Strategic Overview



In my overview, the two drivers of our reinvention story that are Presence and Pipeline. I believe that this combination – presence and pipeline will progressively after the DNA of the company towards value-addition; superior return on capital employed and enhanced value in the hands of all those stakeholders associated with our company.

Presence:

In the first two and a half years, CQL has registered its presence in export & domestic market and continuously enhancing its network all states of India and USA/Canada/Australia.

Pipeline:

Conventionally, CQL has followed an dealer Network-driven marketing approach. The majority of are output to real estate builders and modular kitchen manufactures. During the early days of our existence, this sales direction was justified as it enabled CQL to market a large quantity of products through its dedicated sales channel; besides, the company was still at an early stage in its investment cycle marked by a mismatch between prevailing cash flows and investments required to create a large retail sales channel. The result is that 70% of the company's revenues were consistently derived from the retail channel. At CQL, we believe that the time has come to move the needle. India's consumption-driven growth story is being increasingly driven by a growing off-take by individuals building or renovating homes across the country. A growing off-take by individuals is being driven by a number of factors: enhanced home pride and higher disposable incomes.

Overview:

At CQL, we believe that the combination of our 'Presence' and 'Pipeline' strategies represents the foundation of our reinvention. The virtual rewriting of our DNA will help create a company that is larger, faster growing and more profitable- a volume- value play that will enhance value for all our stakeholders.



## Growth Pillars

*Design the growth  
through the Pillars of CQL.*



**Mr. Bal Mukund Singhal**  
*Managing Director*



**Mr. Puneet Agrawal**  
*Director*



**Mr. Rakesh Agarwal**  
*Director*



**Mr. Peeyush Singhal**  
*Associate Director*



**Mr. Chintan Patel**  
*Associate Director*

# Manufacturing unit

*Design the beautiful life with Ultra Modern Manufacturing unit.*





# Manufacturing unit

*Design the beautiful life with Ultra Modern Manufacturing unit.*



# Product **Innovation**

## Everest Series

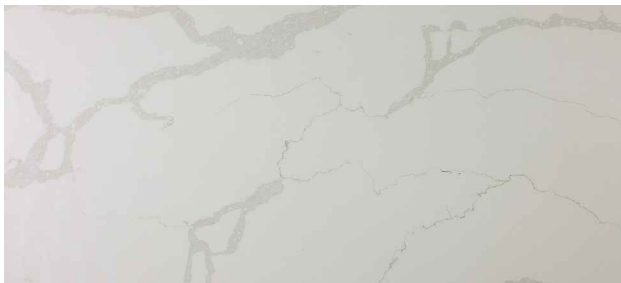


*Avanza Calacatta*



*Statuario Calacatta*

## Himalayan Series



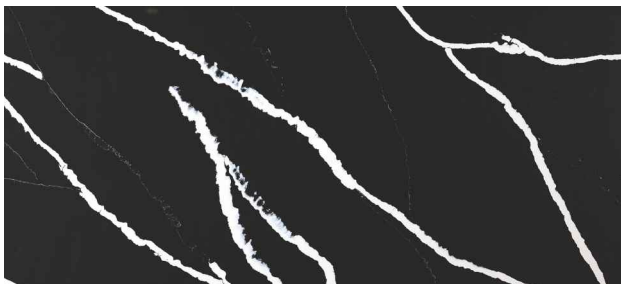
*Arlington Calacatta*



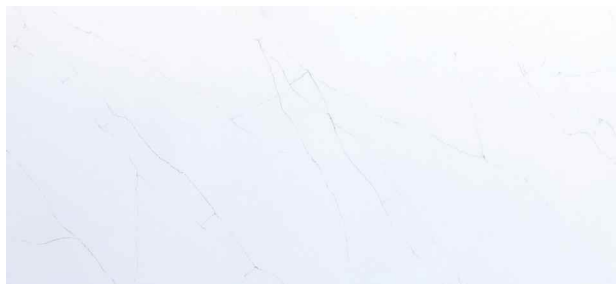
*Calacutta Caserta*



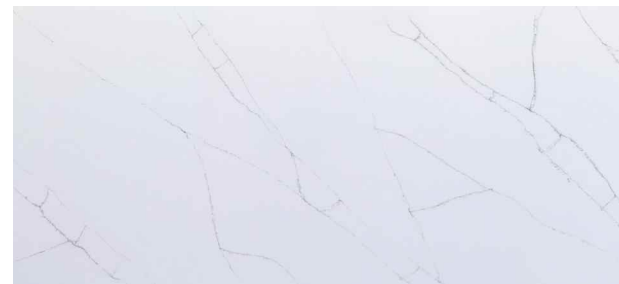
*Cam Venice Calacatta*



*Manassas Calacatta*



*Maria Gold*



*Maria Grey*



# Product **Innovation**

## Himalayan Series



*Oslina Calacatta*



*Rapheal Grey*

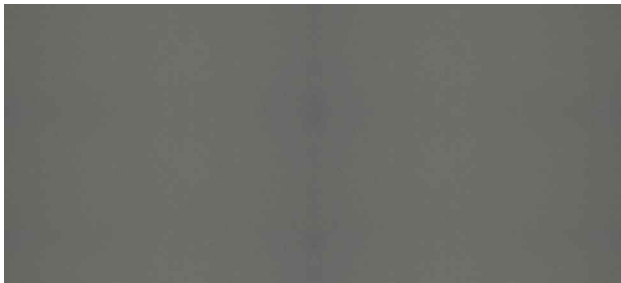


*Rapheal Gold*

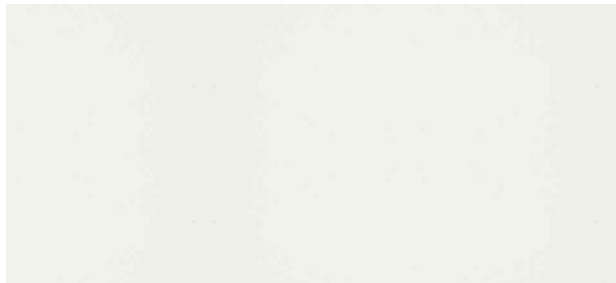


*Venatino Calacatta*

## Luxor Series



*Camilano*



*Camrola White*



*Carrara Imperial*

# Product Innovation

## Luxor Series



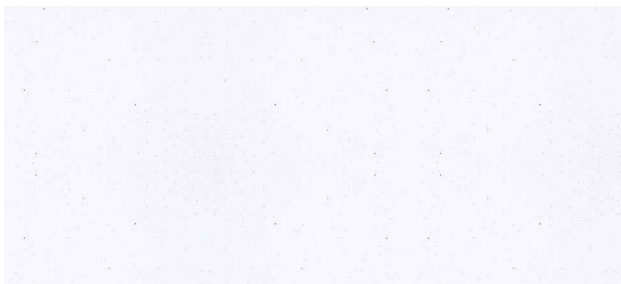
*Carrara Miami*



*Nero Emperador*



*Sandalwood*



*Snow Flake*

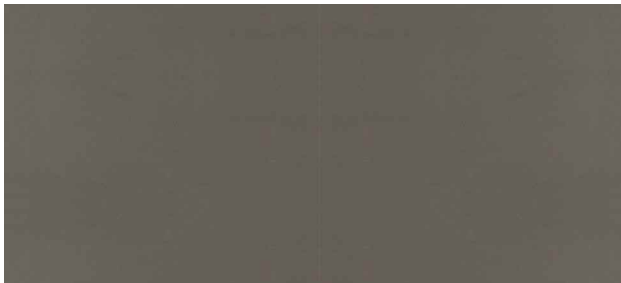


*Ushus Brown*

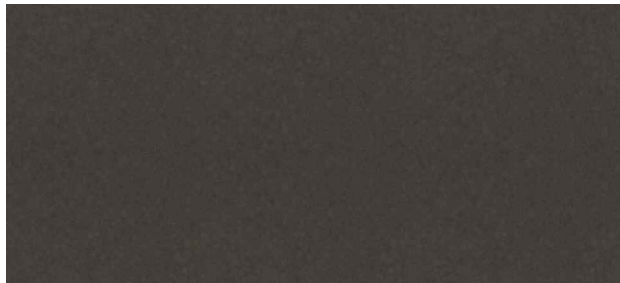


*Valencia*

## Cosmic Series



*Berry Grey*



*Citilite*



*Concreto*

# Product **Innovation**

## Cosmic Series



*Croma kafe*



*Dark Grey*



*Jupiter*



*Light Grey*



*Mint Grey*

## Impresso Series



*Adonis*



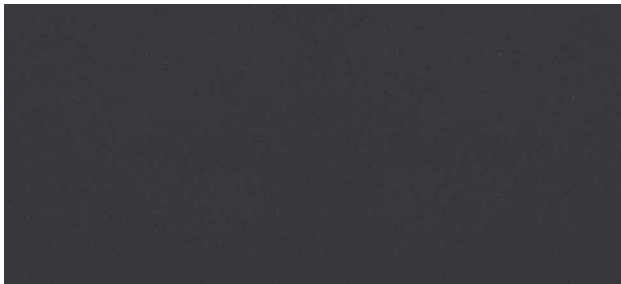
*Camrola Beige*



*Grigio cam*

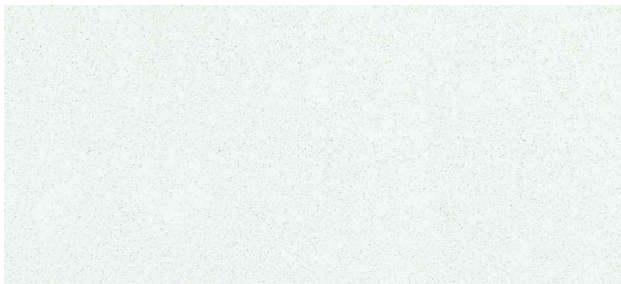
# Product **Innovation**

## Impresso Series



*New Mud Grey*

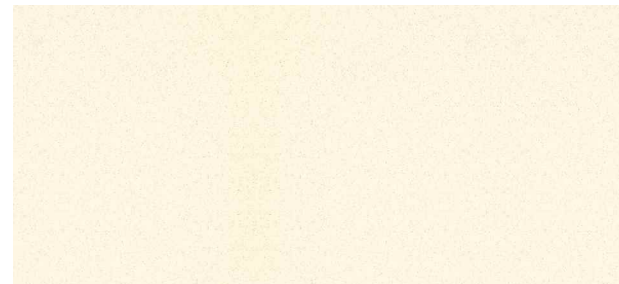
## Aria Series



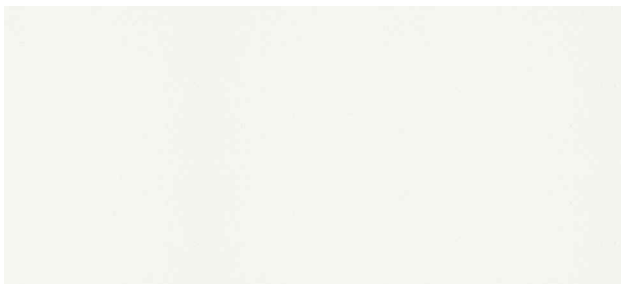
*Chilled White*



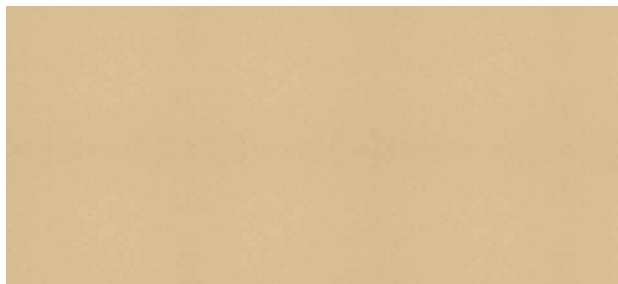
*Cotton White*



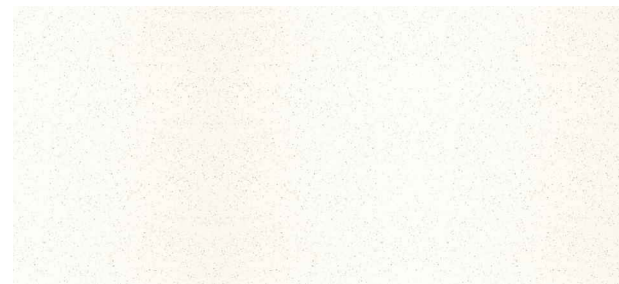
*Crystal beige*



*Intense White*



*Mint Crema*

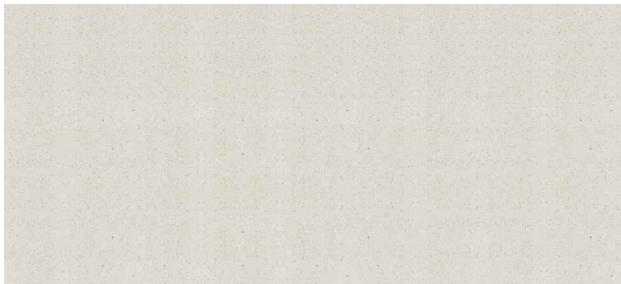


*Regal White*



# Product Innovation

## Aria Series



*Relicker*



*Sahara Brown*

## Crystal Series



*Cappuccino*



*Dazzle Black*



*Inox Beige*



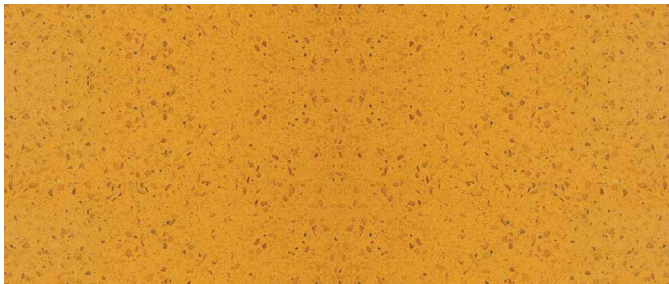
*Inox Bristol*



*Inox Brown*

# Product Innovation

## Mirage Series



*Alphanzo Star*



*Azulite Star*



*Bianco Star*



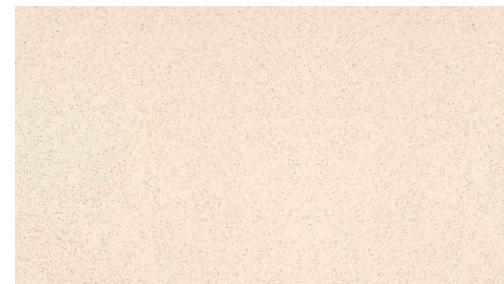
*Blue Star*



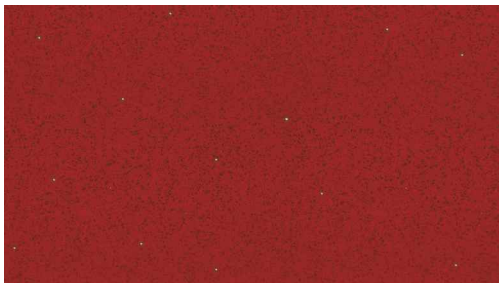
*Brown Star*



*Burgandy star*



*Coasta Star*



*Fiero Star*



*Graphite Star*



*Gres Star*



*Rubby Star*

## National & International Exhibition



### National Exhibition

1. *Stone Mart, Kishangarh, Rajasthan*
2. *Stona Exhibition, Bangalore, Karnataka*

### International Exhibition

1. *10th International construction & construction materials exhibition at Addis Ababa, Ethiopia*
2. *32nd Batimat Fair 2019, Paris*
3. *Interbuild Jordan 2019*



# Certificates & Recognition





## National & International Projects & Clients



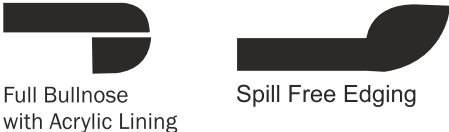
# Technical Data

| Property                        | Results                     | Method               |
|---------------------------------|-----------------------------|----------------------|
| Water Absorption                | <0.05%                      | ASTM C97-09          |
| MOH's Hardness                  | 6.5 - 7                     | MOH's Hardness Scale |
| Thermal Shock                   | No Damage, Passed 5 Cycles  | ASTM C484            |
| Compressive Strength            | 24000 Psi                   | ASTM C170            |
| Flexural Strength               | 8500 - 9000 Psi             | ASTM C880            |
| Moisture Absorption             | Negligible                  | ASTM C97             |
| Abrasion Resistance             | 21.5 mm                     | ASTM C1253           |
| Density                         | 2.4 g/cm <sup>3</sup>       | ASTM C373            |
| Cigarette Test                  | Unaffected                  | ANSI Z124.6          |
| Stain Resistance                | Unaffected                  | ANSI Z124.6          |
| Bond Strength                   | 205 Psi                     | ASTM C482            |
| Wear Resistance                 | Unaffected                  | ANSI Z124.6          |
| Thermal Expansion               | 2.5 x 10 <sup>-5</sup> in/f | ASTM C531            |
| Chemical Resistance             | Unaffected                  | ASTM C650            |
| De-Icing Resistance             | Unaffected                  | ASTM C672            |
| Freeze-Thaw Resistance          | No Damage, Passed 15 Cycles | ASTM C1026           |
| Surface Burning Characteristics | 17 (Class A/1 Rating)       | ASTM E84             |

**SLAB SIZE**  
3500x2000mm (138" x 79") | 3225x1625mm (127" x 64")  
3150x1450mm (124" x 57")

**THICKNESS**  
30mm, 20mm, 15mm  
Customized size is available on request

## MOULD FINISHING



# Comparison

| Property                        | Results        | Results          | Results  | Results         |
|---------------------------------|----------------|------------------|----------|-----------------|
| Characteristics                 | Camrola Quartz | Composite Marble | Granite  | Imported Marble |
| Resistance To Chemicals         | High           | Low              | Moderate | Low             |
| Hardness                        | High           | Low              | Moderate | Low             |
| Resistance To Impact            | High           | Low              | High     | Low             |
| Resistance To Stains            | High           | Low              | Moderate | Low             |
| Resistance To Scratch           | High           | Low              | High     | Low             |
| Resistance To Oil Absorption    | High           | Low              | Moderate | Low             |
| Heat Resistance                 | High           | Low              | Moderate | Low             |
| Non Porous                      | High           | Low              | Low      | Low             |
| Ease To Maintenance             | High           | High             | Moderate | High            |
| Resistance To Microbial Growth  | High           | High             | Low      | High            |
| Cost Saving Through Low Wastage | High           | High             | Low      | Low             |
| Maintenance                     | Low            | High             | Low      | High            |
| Saving On Installation          | High           | High             | Low      | High            |
| Resistance To Water Absorption  | High           | Low              | Moderate | Low             |
| Size Consistency                | High           | High             | Low      | Low             |
| Colour Consistency              | High           | High             | Low      | Low             |
| Supply Consistency              | High           | High             | High     | Low             |
| Colour/pattern/texture Options  | High           | High             | Low      | Moderate        |

Like all fine materials, Camrola Quartz responds best when handled with due care and attention. Remember, it is always easier to wipe up a spill than it is to handle a dried stain. Just wipe away any spilled food before it turns into a permanent stain.

Remember that detergents containing bleach and hard scouring granules may harm surfaces over time. Therefore, pay due attention to your detergent selection by never using cleaning products that contain soft or hard scouring granules such as vim scouring power or CIF Cream.

Products with pH close to neutral or with reduced pH effect (general cleaning products which may be commercially available on shelves) may be used at all times. However, prolonged contact with decalcified and products containing decalcifying agents as well as oil solvents and products containing oil solvents must be avoided.

Gently scrape away any spills of paint, nail, enamel, chewing gum, mustard, grease, etc using a plastic spatula as soon as possible. Make sure you cleanse the surface with water thoroughly.

Quartz being one of the hardest minerals on earth, offers an unparalleled strength and durability that prevent easy scratching and damage, Still, as with any surface , Camrola Quartz can be permanently damaged by exposure to strong forces that undermine its physical properties. In order for your countertop to maintain its good looks for many years, always use a bread /chopping board and a table mat (trivet)

