



02

Munich, January 12, 2015

Press release

Modi's "Clean India" campaign having positive effects on Indian ceramics market

Dr. Jutta Seitz
Projekt-PR-Referentin
Tel. +49 89 949-21480
Fax +49 89 949-20688
jutta.seitz@messe-
muenchen.de

- **India among top three countries for tile production**
- **The most important global players have registered for Indian Ceramics**

Right now, India is one of the top three countries for tile production. Seventy percent of all ceramic goods produced in the country are manufactured in Gujarat, and especially in Morbi. For the more than 600 ceramics companies in this region, Ahmedabad is the perfect place to hold Indian Ceramics.

India's Prime Minister Narendra Modi established the "Clean India" campaign on October 2, 2014. He did so to create and increase awareness about public cleanliness and hygiene among his fellow citizens. Among other things, his objective is to have all private households, schools and public buildings equipped with toilettes by the year 2019. Modi's appeal is expected to give the Indian ceramics industry a great deal of momentum because, right now, approximately 594 million people—about half of India's population—do not have toilettes or bathrooms in their apartments.

In view of this campaign, Indian Ceramics is the perfect platform for all decision-makers in the ceramics industry. As the leading trade fair for suppliers in the ceramics industry, it depicts the entire range of exhibits, from classic ceramics and raw materials to digital printing. Exhibitors present their latest technologies and innovations here. In addition, all important global players will be at the fair in Ahmedabad. Leading international manufacturers such as Beralmar, Cleia, Craven Fawcett, Cretaprint, Dorst, Eirich, Esmalglass-Itaca, Händle, H&R Johnson, Imerys, Netzsch, Sabo, SACMI, Saint Gobain, Sibelco, SITI B&T, Smalticeram, Smaltochimica, System,

MMI India Pvt. Ltd.

"INIZIO, 507 & 508, 5th Floor, Cardinal Gracias Road, Opp. P&G Building, Chakala, Andheri (E), Mumbai - 400 099. India.

Tel.: +91-22-4255 4700 Fax: +91-22-4255 4719

Organised by



Torrecid and Verdes are among the companies that will be represented at Indian Ceramics.

In other words, Indian Ceramics 2015 is being held at exactly the right time and at exactly the right place for exhibitors and visitors alike.

"Particularly against the backdrop of this ambitious project initiated by Indian Prime Minister Narendra Modi, attending Indian Ceramics is a must for all decision-makers in the ceramics industry. It is where they find all the technical innovations as well as the plants and machinery they need to meet the challenges that they face," confirms Werner Griebe, Managing Board, Duravit AG.

Additional information about Indian Ceramics 2015 is available at our redesigned website at www.indian-ceramics.com.

Indian Ceramics

Indian Ceramics is taking place for the tenth time between January 21 and 23, 2015, at the Gujarat University Exhibition Centre in Ahmedabad. As the leading show for suppliers to the ceramics industry, this event captures the entire spectrum of classic ceramics, from raw materials through to technical ceramics. Indian Ceramics 2014 attracted around 150 exhibitors, each of them showcasing their products, services and innovations to a trade audience of over 5,500 visitors. Indian Ceramics 2015 – powered by ceramitec – is organized by MMI India Pvt. Ltd, a subsidiary of Messe München International.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

MMI India Pvt. Ltd.

"INIZIO, 507 & 508, 5th Floor, Cardinal Gracias Road, Opp. P&G Building, Chakala, Andheri (E), Mumbai - 400 099. India.

Tel.: +91-22-4255 4700 **Fax:** +91-22-4255 4719