



## MADE IN INDIA

BHARAT FLOORINGS & IDEASPIICE PRESENT A COLLECTION  
INSPIRED BY THE HERITAGE & LEGACY OF INDIA



# THE MAGIC OF HANDCRAFTED TILES

## WHAT IS THE MAGIC ELEMENT?

Cement tiles are 100% handcrafted, and really incorporate the concept of Wabi - Sabi in them. Cement tiles are not fired; there is no glaze layer on the surface of the tile.

They derive their durability from the combination of finely dehydrated ground Portland cement layer and a more coarse layer of sand and cement.

## THE MAKING OF AN ARTISANAL PRODUCT

Cement tiles are made by hand, one at a time, using mineral pigments. The pigment layer is hydraulically pressed into the surface and becomes a part of the tile.

The metal mold is handmade following specific design drawings. After the tile is cast by the artisan, it must be cured in water for a period of time, and then air dried before being shipped. It is for this reason that cement tiles have a longer delivery period than ceramic tiles, but they have an extremely long life.

## WHAT MAKES OUR TILES STAND OUT?

Our tiles are neither printed nor painted, coloured cement materials are hand-poured into divider molds to create these patterns.

## WHY ARE NO TWO TILES THE SAME?

Because of the traditional processes involved with the production of these tiles, slight variations such as small edge splinters, colour bleeding/smudging between elements of the pattern and surface scratches are inevitable.

In addition, some tiles may have small crack or cobweb-like structures on them. This is perfectly normal and is due to the chemical process followed by cement. It is precisely these imperfections which give these tiles their distinct charm and natural appeal.

## WHAT ARE THE BENEFITS OF USING CEMENT?

Cement is incredibly durable. Floors can last up to 60 to 70 years if used and maintained properly. In addition to this, the tiles can be re - polished a number of times during their life and will look as good as new each time this is done. Cement floors can take a lot of wear and tear, and are perfect for high traffic areas.

## BFT OFFERS YOU A RANGE OF COLOURS

Our tiles are available in a vast variety of shades which can be combined and paired to create beautiful results. The only exception, however, whenever darker colours (especially black or dark blue) are used in conjunction with lighter colours (especially white), there will be smudging during the polishing process. This is due to the dark pigment being polished off and settling onto the lighter tile. To avoid this, the combination of colours can be changed. Our designer can advice you on this.

## WHY ARE THE JOINT LINES VISIBLE ONCE THE TILES ARE LAID?

Tiles are laid very close to each other. Since the joint lines are very fine, it is difficult for the grouting material to stay inside. Some of this material may come out, causing the joint lines to be visible.

Sometimes, free lime left over from the curing process will float to the top of the tile forming a whitish layer on top. This feature is called efflorescence and is inherent in all cement products. The efflorescence will gradually go away with regular mopping and use of the floor. To remove it more quickly, one can purchase our soap and scrub the floor.

## WHAT IS THE TILE POROSITY?

Cement tiles have porosity similar to natural stones. They are not recommended for areas where there will be spillage of oil or masalas. In bathrooms, they should preferably be used in dry areas and walls.

## ARE THE BFT TILES SUITABLE FOR OUTDOOR USE?

If the tiles are used outdoors, they will get a weathered appearance and the polish not remain. The recommended use of these tiles is indoors.

## CARE AND MAINTENANCE

Avoid using harsh chemicals, phenyl etc. Just use plain water, and most importantly, change the water often during the mopping process. This will keep the tiles clean and indeed, will ensure your tiles gleam more and more over the years.

If you like, you may buy our soap solution and use a small capful in each bucket of water. A small bottle should last you a long time.

## INSTALLATION BY CERTIFIED CONTRACTORS

Always have your floor installed by our certified contractor, Gaaia Contractors as they would know all the steps to be taken to produce an outstanding floor. Getting the tiles laid by a non-certified contractor will ruin the tiles. We will take no responsibility for tiles fixed by a non-certified contractor.

## DIMENSIONAL TOLERANCES

As a characteristic of cement tiles, there will be dimensional variations both in thickness and right angles.

These have to be adjusted during the laying of tiles by using cement mortar mix instead of adhesive, and also by the skill of the mason in adjusting the pattern to fit properly.

# THE BFT PROCESS



## 01 BLENDING

The pigment composition is a mixture of high quality white Portland cement, marble powder and natural mineral colour pigments. The ingredients are blended together carefully over a period of 3-4 hours to produce the final colours.

## 02 MOLDING

The colours are filled with hand into a metal mold. The metal mold, containing the desired pattern is handmade from specific design drawings. Handmade cement tiles are unique and are expected to have slight imperfections, which give them character and depth.

## 03 COMPRESSING

A cork in the form of a strong metal plate is applied at the top of the mold and the tile is pressed using a mechanical hydraulic press. The pressure applied is up to 1-ton per square inch, which produces a compact tile.



## 04 HARDENING

After pressing, the tiles are removed from the mold and placed on a rack until they harden enough to be moved into a tank of water.

## 05 HYDROLYSIS

The tiles are cured in water for several days, and not touched, during which they undergo a hydrolysis process and harden into strong concrete.



## 06 DRYING

They are then removed from the tank, and allowed to further cure in the air, until they are fully ready to be shipped to the customer.

# THE BFT STORY

## 1922

### OUR JOURNEY

Jamshed Mehta, a colleague of Mahatma Gandhi, inspired the young Pheroza Sidhwa by saying "India needs both economic and political independence".

Pheroza borrowed money, and started a tile manufacturing unit along with nephew Rustom, and friend Jamshed. Thus, in 1922, was born The Bharat Flooring Tile Company. In the fishing village of Mora, Uran, where the family once made liqueurs from fruits and flowers. Without electricity, water or telephone service. With only fishing boats to carry goods and people - when the weather was fair!

## 1923

### OUR FIRST CLIENT

#### SIR COWASJI JEHANGIR

Still there after 93 years! Sir Jehangir HC Jehangir testifies "... we are very happy to inform you not only are the tiles still existing and in excellent condition but are much admired by ourselves, by many of our tenants and by visitors to the building. In fact, we like the tiles so much we do not allow them to be replaced by any of our tenants."

## 1923-1935

### THE RAJ ERA

"Equal to the world's best" was the motto. Many princely residences were tiled by the Bharat Tiles Company; amongst them for their Highnesses, the Maharajas of Bansda, Bikaner, Gwalior, Jodhpur, Kolhapur. Umaid Bhavan Palace retains them still and many others. Even the British could not resist using Bharat's 'Swadeshi' tiles in their Governors' houses, Universities, the Mint, and other public buildings!

## 1950

### THE TERRAZZO ERA

Bharat responded with Premium Terrazzo Tiles, made of the whitest stone chips money could buy, as well as chips of the best Italian and Indian marble, providing cool, clean and beautiful Terrazzo or mosaic floors that are cherished even today throughout India.

## 1999

### HERITAGE RENAISSANCE

Rediscovering its original molds and catalogues, Bharat's Heritage™ range was re-launched in 1999 at the first Kalaghoda festival.

Each Heritage™ Tile is handcrafted and then mechanically processed for strength and longevity. Unlike mass produced products, some irregularities in line and some variation in shades are the hallmark and charm of handcrafted products. Continuing the grand tradition of past centuries, even today the tiles are made to order, to satisfy individual design and colour preferences.

## 2010

### REVIVING 'IN SITU' FLOORS

A skill for which Bharat is famous for, is being taught to new craftsmen for restoring old floors and creating new ones.

## 2014

### BFT+ RANGE

Every floor that we envision and design is not just about another home, institution or any other space floored successfully.

It is about our constant search for beauty, grace, meaning and an idea. An idea with modern sensibilities depicted through colours and lines. In the light of our drive and inspiration, we brought in BFT+ Our collaboration with young and visionary designers to create art.

## 2017

### MADE IN INDIA

This time we have traveled back to our roots and created a tile range inspired by our country's diversity, and rich heritage, cultures and art forms. Every state in India, and every community in every part of the country, has its own unique and fascinating character.

Embodying these, and keeping in mind the specialty of each state, we have introduced our 'MADE IN INDIA' series.

We created unique flooring and wall products suited to Indian conditions. Over the years each floor or wall cladding has been a work of art, created by Bharat's talented designers and craftsmen, and cherished for generations.

This time we have traveled back to our roots and created a tile range inspired by our country's diversity, and rich heritage, cultures and art forms. Every state in India, and every community in every part of the country, has its own unique and fascinating character.

Embodying these, and keeping in mind the specialty of each state, we have introduced our 'MADE IN INDIA' series. Whether it's the Phulkari from Punjab, or the majestic Jharokha from Rajasthan, whether it's the intricate Pashmina from Kashmir or the traditional Bindi from West Bengal, each form has been entwined into our designs to embody what India truly represents.

*UNITY IN DIVERSITY!*

## TILES INSPIRED BY



GOA



PUNJAB



HIMACHAL PRADESH



WEST BENGAL



ASSAM



NAGALAND



ARUNACHAL PRADESH



MADHYA PRADESH



RAJASTHAN



KASHMIR



TAMIL NADU



GUJARAT



MAHARASHTRA

# GOA

Goa's long history as a Portuguese colony prior to 1961 is evident in its preserved 17th-century churches and its tropical spice plantations. Goa is also known for its beaches, ranging from the popular stretches of Baga and Palolem to those of laid-back fishing villages such as Agonda. *Inspired by the never-ending iconic beaches we created the WAVES TILE.*



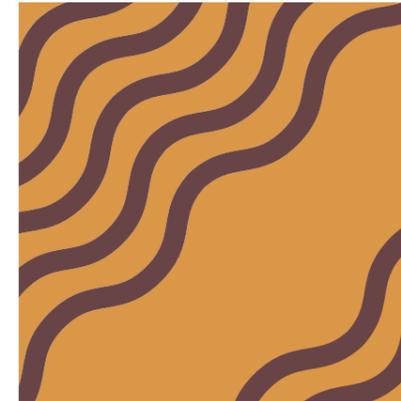
## TILE PATTERN: WAVES

Inspired by the waves, sand and relaxation offered by the ultimate holiday destination, Goa.

## TILE PATTERN: WAVES



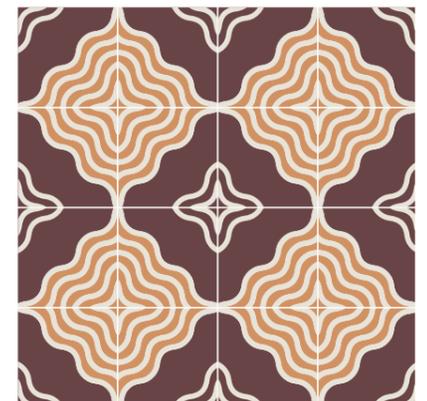
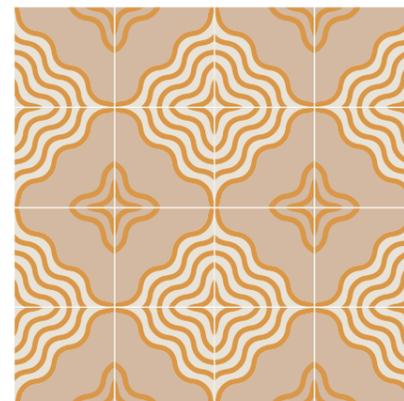
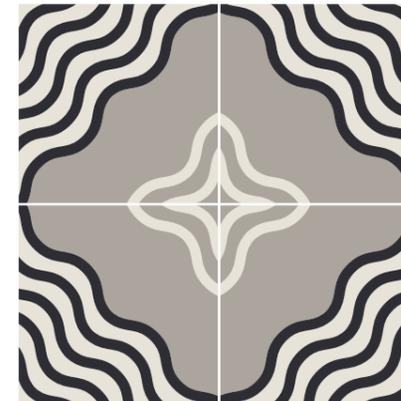
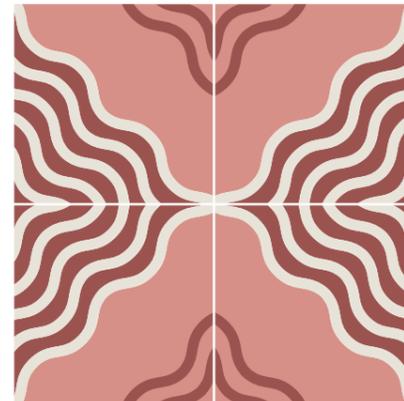
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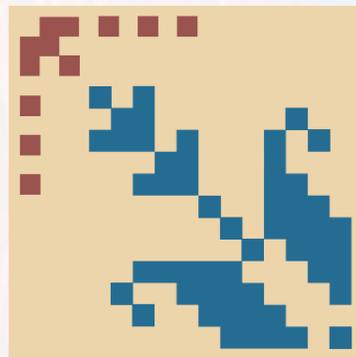
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# PUNJAB

The folk heritage of Punjab, a vibrant state in North India, reflects its thousands of years of history. Phulkari, a rural tradition of hand embroidery, literally meaning “flower work”, is created by the women of Punjab. Each regional group is identifiable by its unique embroidery work.

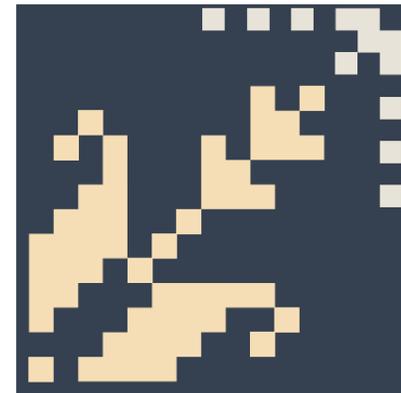
The word phulkari usually indicates lightly embroidered headscarf, dupattas or shawl that is lovingly crafted by the women of Punjab. The colourful Phulkari dupatta of Punjab is famous in India and abroad. *Inspired by its geometric floral designs we created our own PHULKARI TILE.*



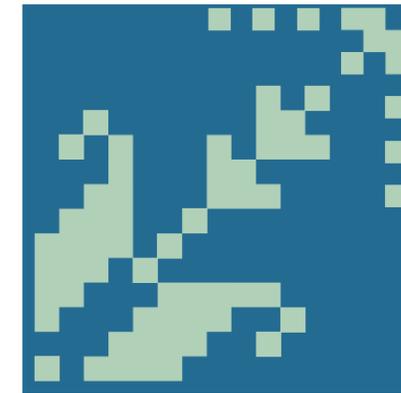
## TILE PATTERN: PHULKARI

Inspired by the floral patterns of Phulkari's folk embroidery that reflects Punjab's vibrant culture.

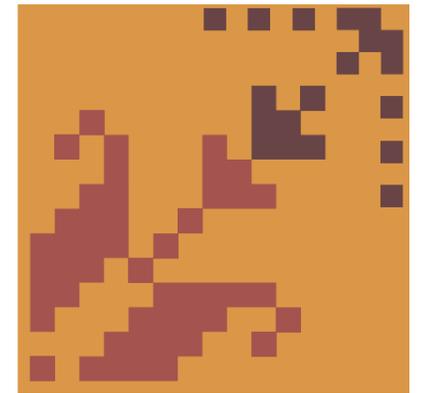
## TILE PATTERN: PHULKARI



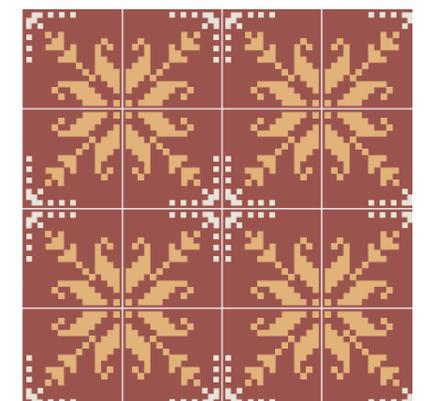
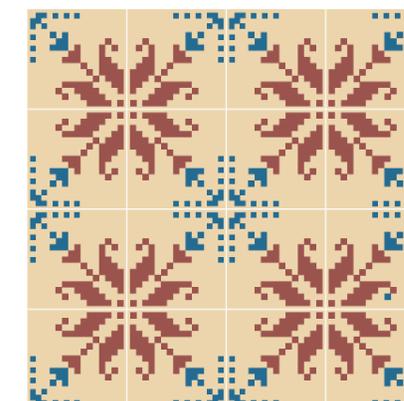
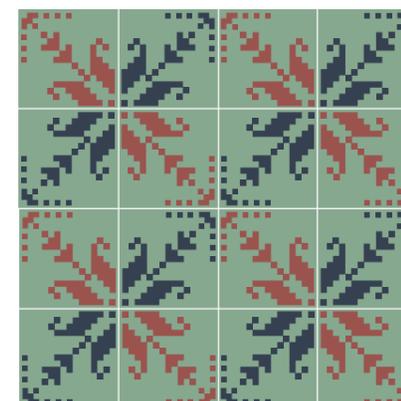
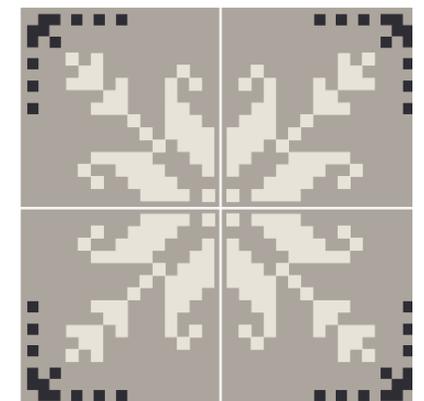
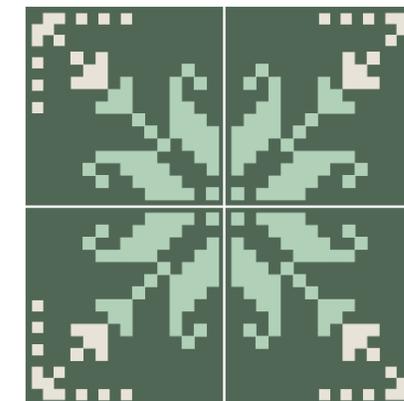
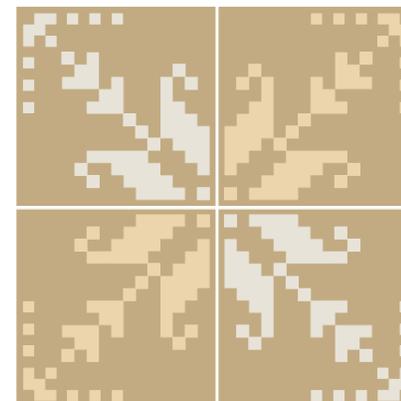
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# HIMACHAL PRADESH

Himachal Pradesh is known for its natural environment, its charming hill stations, temples and monasteries. The monasteries in the state are a prominent part of the history and culture of this region. Some locations lie in the relative isolation of tribal areas while others serve as the heart of their town's tourism.

One of the many symbols of these monasteries is the endless knot, an ancient symbol representing the interweaving of the Spiritual path, the flowing of Time and Movement within that which is Eternal. *Inspired by this symbol we created the ENDLESS KNOT TILE.*



## TILE PATTERN: ENDLESS KNOT

Inspired by the Endless Knot, representing the infinite wisdom, knowledge and compassion of the Buddha.

## TILE PATTERN: ENDLESS KNOT



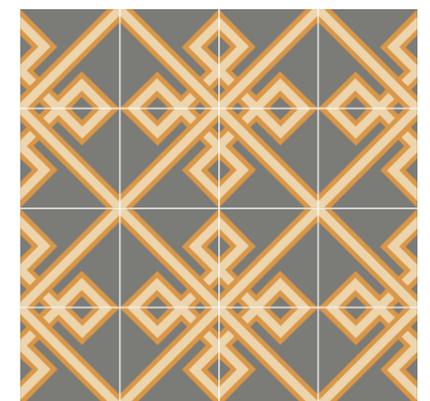
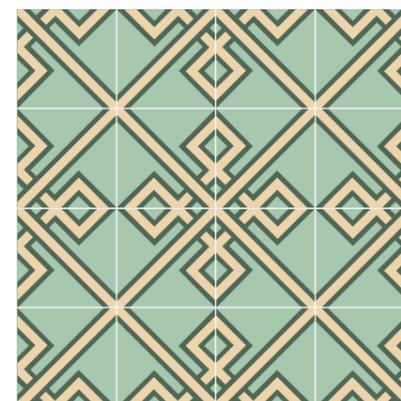
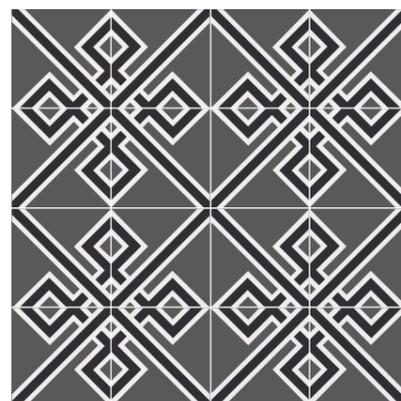
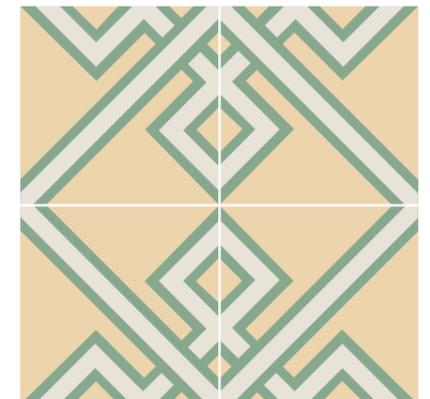
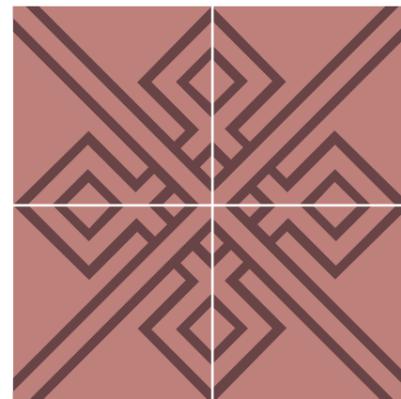
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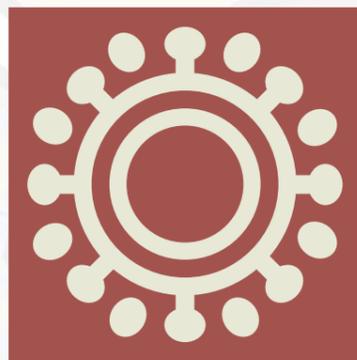
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# WEST BENGAL

Between the majestic Himalayas and the expansive Bay of Bengal, lies the eastern state of West Bengal. This state serves as home to many talented artisans in India. The rustic and mystic charm of Bengal's crafts is admired by art lovers the world over.

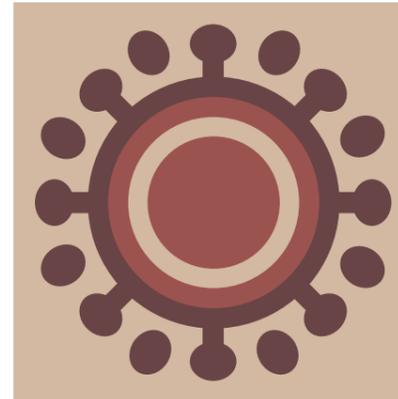
*Jamini Roy an artist born in West Bengal; who created a unique art style for himself was the inspiration for our BINDI TILE.*



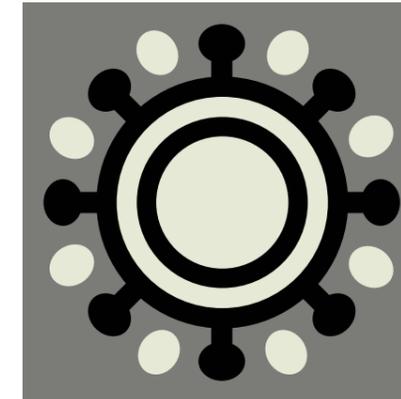
## TILE PATTERN: BINDI

Inspired by the artwork of Jamini Roy, and the traditional attire of West Bengal.

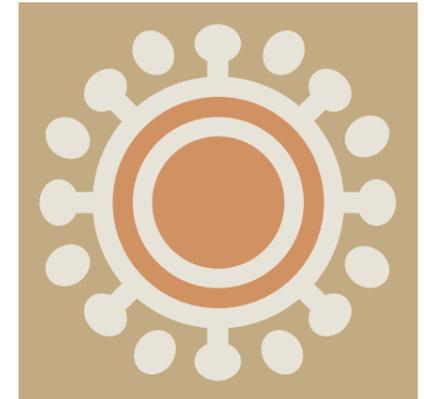
## TILE PATTERN: BINDI



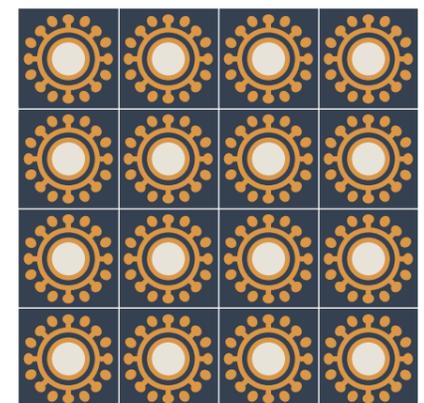
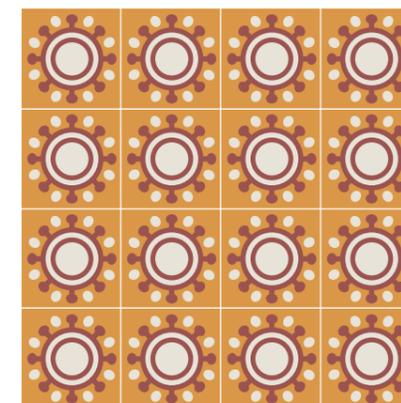
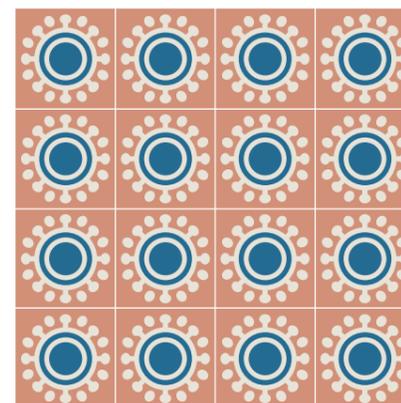
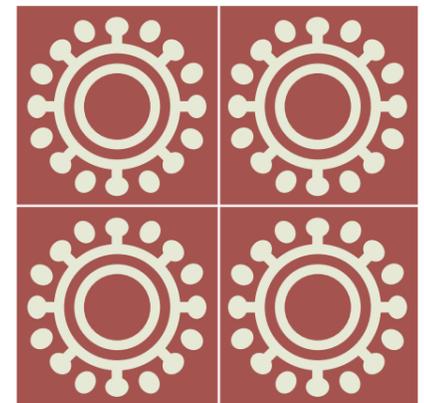
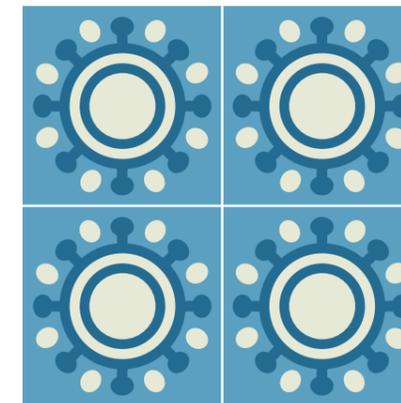
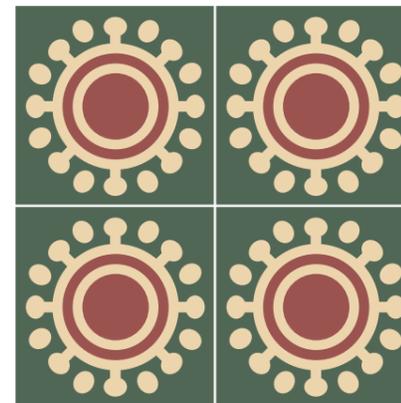
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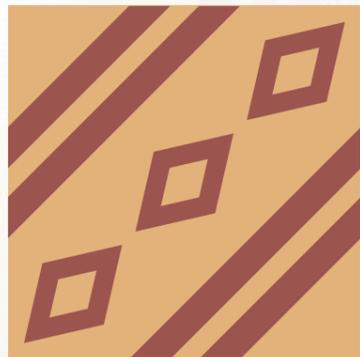
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# ASSAM

Assam is a state in northeastern India known for its wildlife, archaeological sites and tea plantations. In the west, Guwahati, Assam's largest city, features silk bazaars and the hilltop Kamakhya Temple.

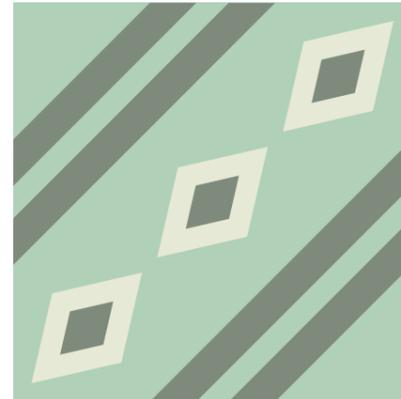
Muga, Pat or Eri silks are used for making their traditional two - piece Assamese sarees known as Mekhela Chador. These sarees have ornamental designs on them and are traditionally woven, never printed. Sometimes a woven pattern called the pari, is stitched along the sides of a chador, or along the bottom of a mekhela. *Inspired by these patterns we created the MEKHELA TILE.*



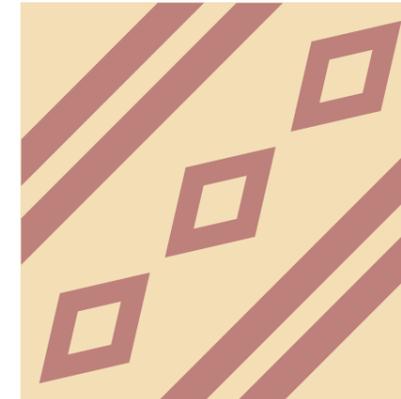
## TILE PATTERN: MEKHELA

Inspired by the pattern on the Mekhela Chador, the traditional Assamese dress/saree.

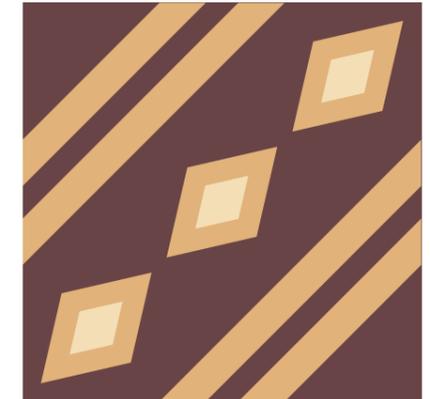
## TILE PATTERN: MEKHELA



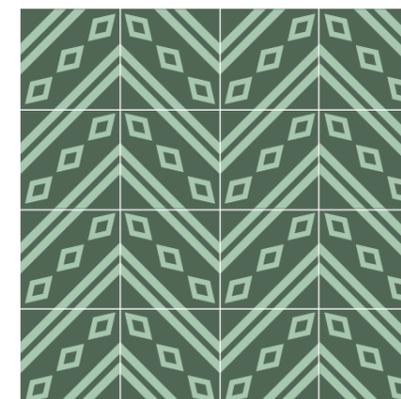
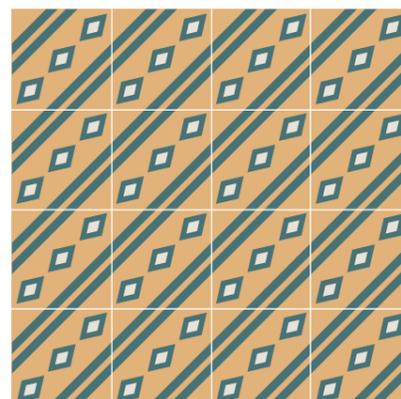
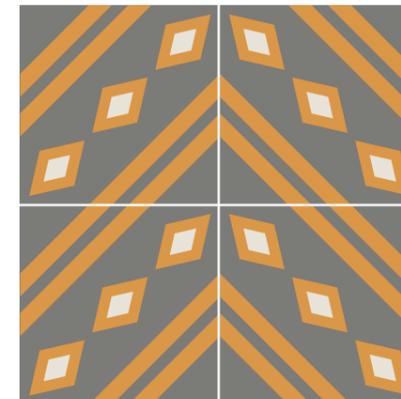
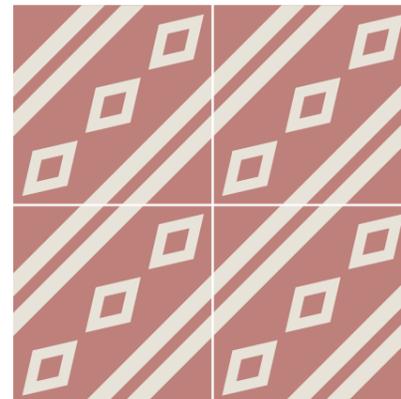
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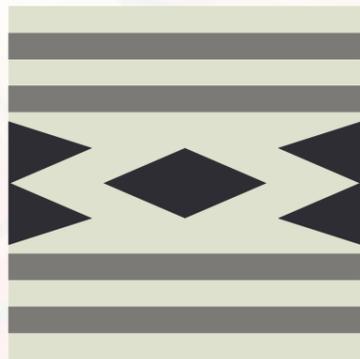
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# NAGALAND

Nagaland is a mountainous state in Northeast India. Tribe and clan traditions and loyalties play an important part in the life of the Nagas. Weaving is a traditional art handed down through generations in Nagaland.

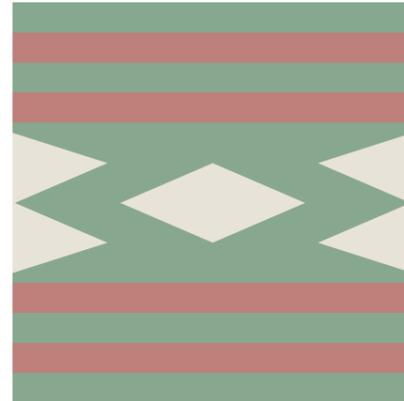
Each of the tribes has unique designs and colours, reflected in their striking shawls, shoulder bags, decorative spears, table mats, wood carvings, and bamboo works. Among many tribes, the design of the shawl denotes the social status of the wearer. *Inspired by the geometric patterns and weaves on the Chang shawl we created the CHANG WEAVE TILE.*



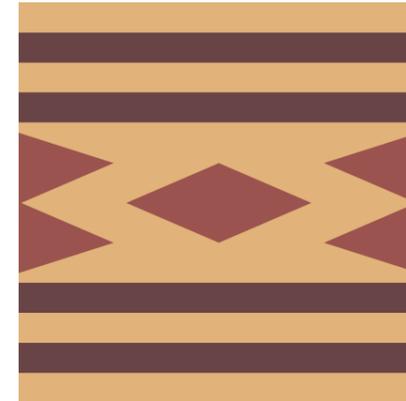
## TILE PATTERN: CHANG WEAVE

Inspired by the traditional Naga shawls with their distinctive pattern.

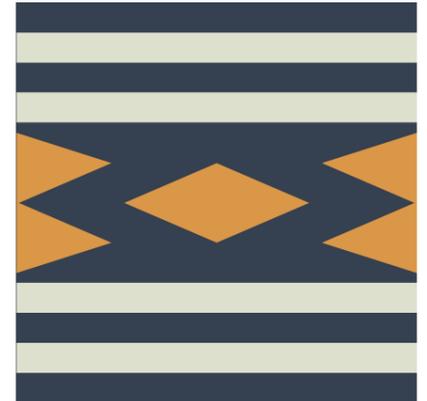
## TILE PATTERN: CHANG WEAVE



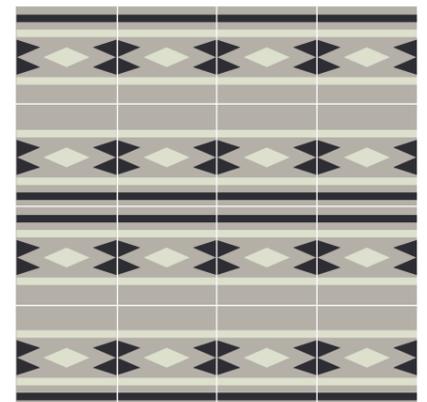
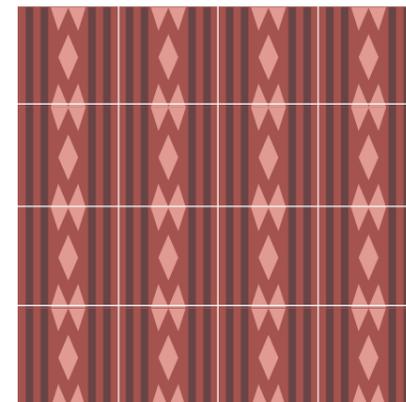
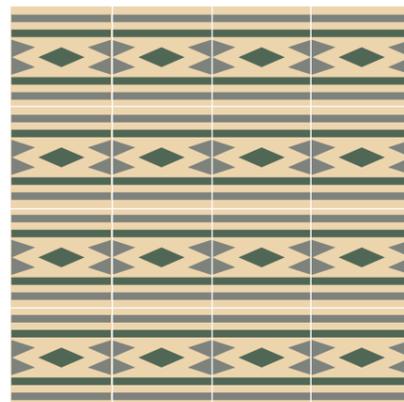
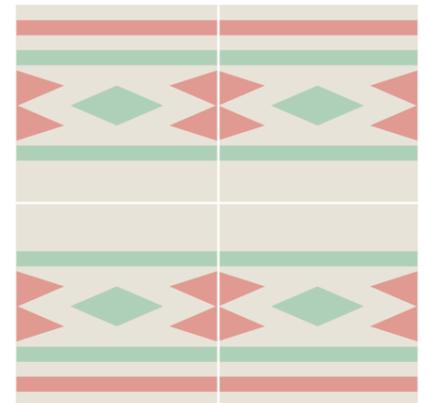
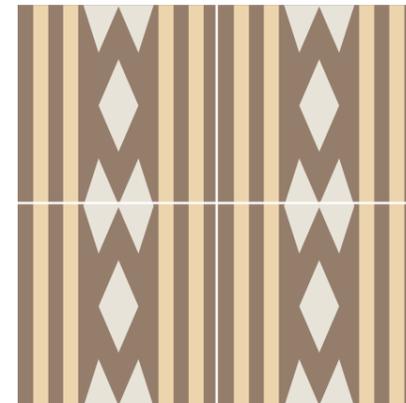
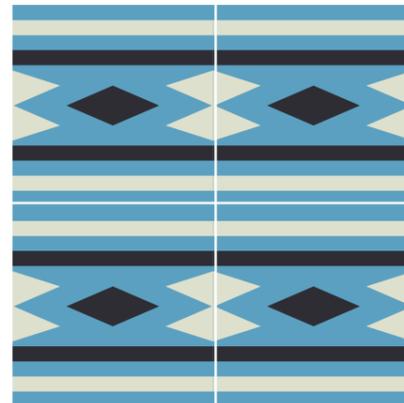
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# ARUNACHAL PRADESH

Land of the Dawn-Lit Mountains is the sobriquet for this beautiful state; it is also known as the Orchid State of India or the Paradise of the Botanists Geographically, it is the largest of the North-Eastern Seven Sister States.

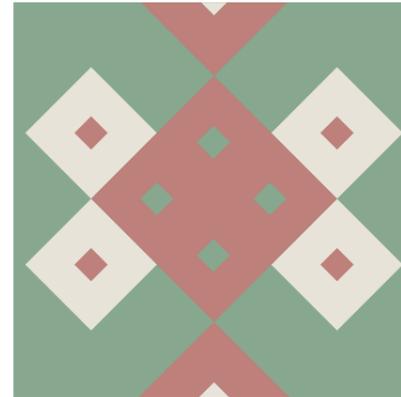
As in other parts of Northeast India, the people native to the state trace their origins to the Tibeto - Burman people. *Inspired by the Harmony Symbol used on the monasteries in this region, we created the HARMONY tile.*



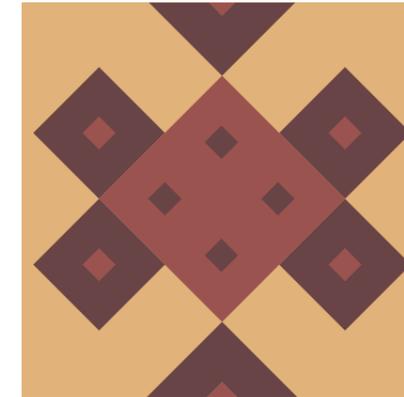
**TILE PATTERN: HARMONY**

Inspired by the Harmony symbols on the monasteries in Arunachal Pradesh

**TILE PATTERN: HARMONY**



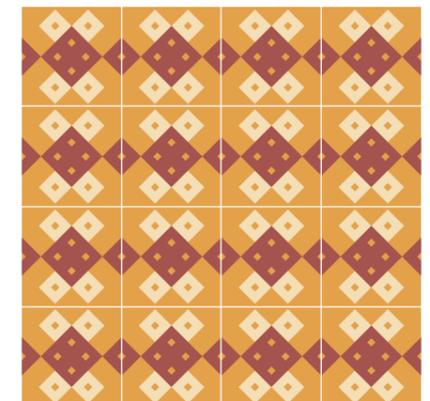
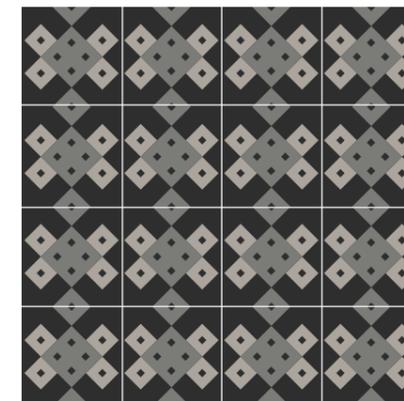
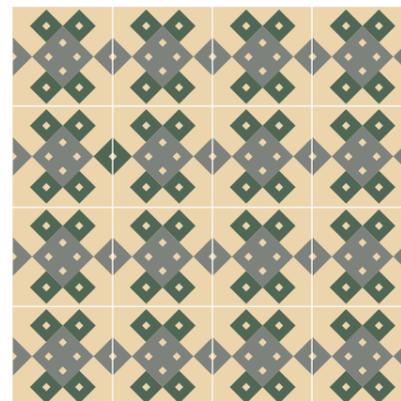
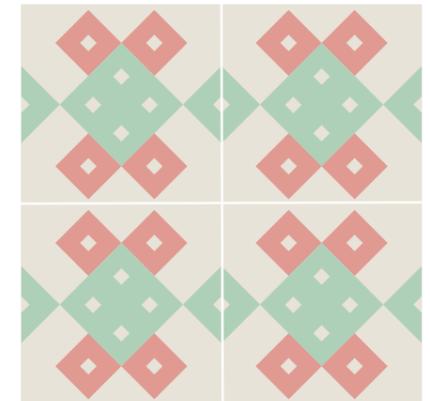
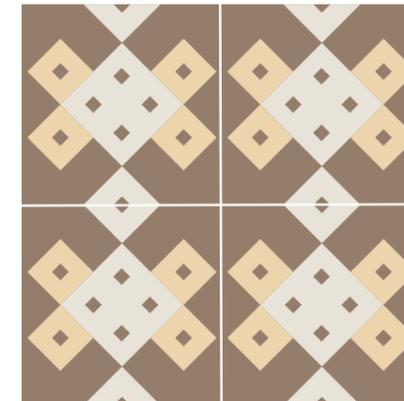
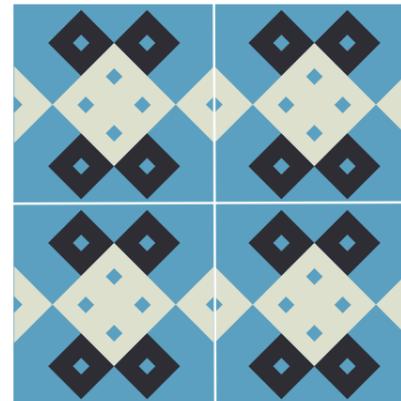
20cm x 20cm



20cm x 20cm



20cm x 20cm



# MADHYA PRADESH

In Madhya Pradesh, the Gonds inhabited the dense forests of the Vindhyas, Satpura and Mandla in the Narmada region of the Amarkantak range for centuries. The central province was called Gondwana since the Gonds reigned here. As many as four separate Gond Kingdoms – existed in the northern, central and southern parts of the State.

The Gond tribal community is one of central India's largest indigenous communities and their art is an expression of their everyday quest for life. The Gond art rendezvous with the belief that "viewing a good image begets good luck". *Inspired by the Gonds and their unique and intricate artwork, we created the GOND ART TILE.*



TILE PATTERN: GOND

Inspired by the motifs, lines, colours and the life of Madhya Pradesh's Gond Art.

TILE PATTERN: GOND



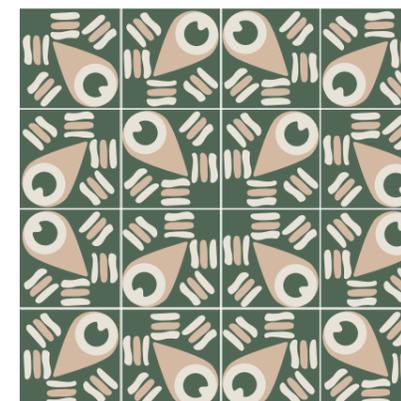
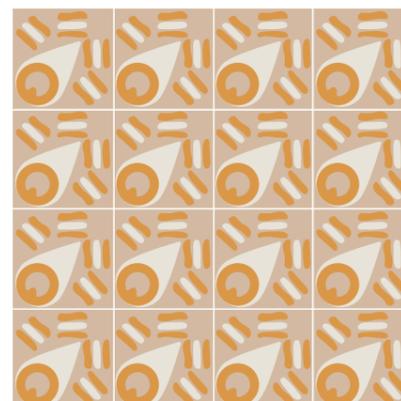
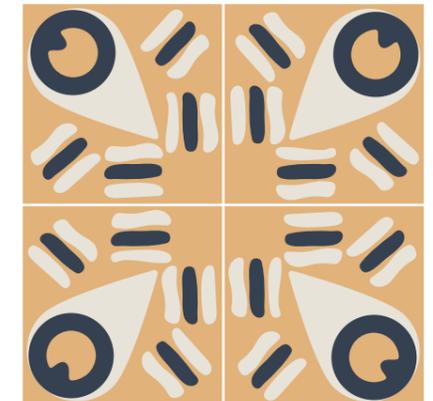
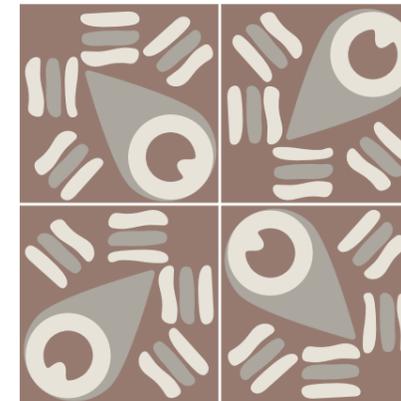
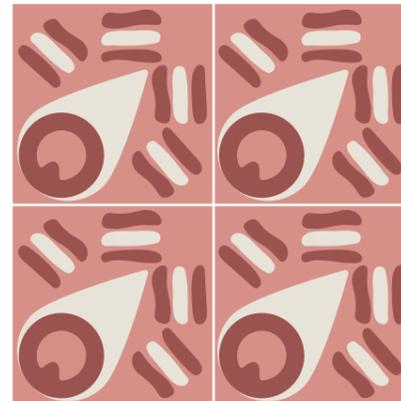
20cm x 20cm



20cm x 20cm



20cm x 20cm



# RAJASTHAN

Found in the Mughal and Rajput styles of architecture, a Jharokha is an overhanging enclosed balcony or stone window, mostly canopied, which adds additional architectural beauty to their richly decorated mansions. During earlier days, women in purdah used the jharokhas to watch outside events by hiding themselves behind this decorative and useful architectural structure.

*Taking inspiration from this decorative structure, we created the timeless JHAROKHA TILE, with its traditional yet contemporary look.*



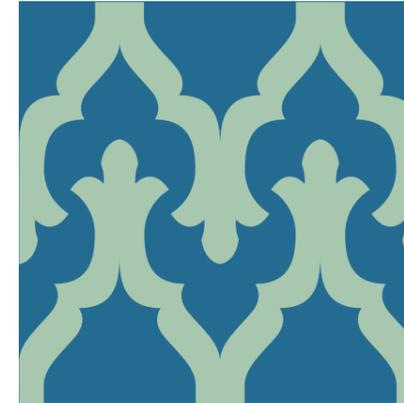
## TILE PATTERN: JHAROKHA

Inspired by window frames, colours and Rajasthan's palace life.

## TILE PATTERN: JHAROKHA



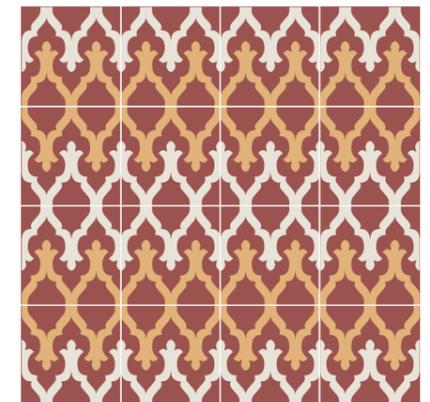
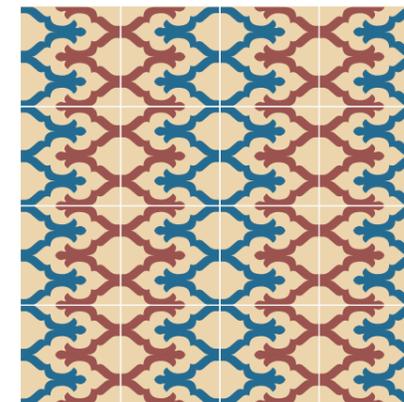
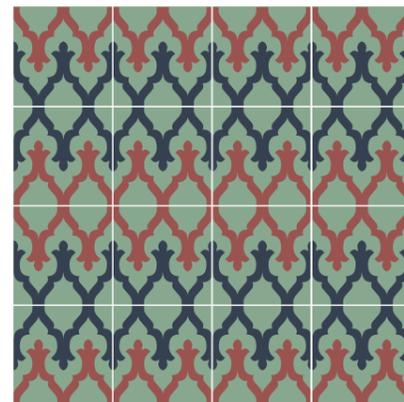
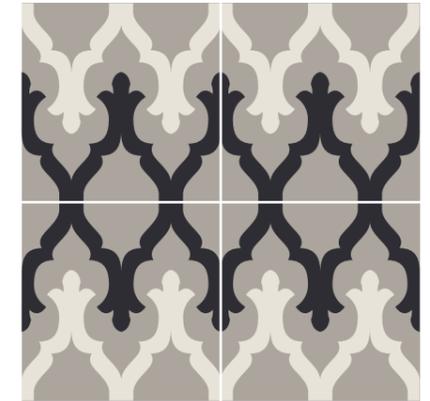
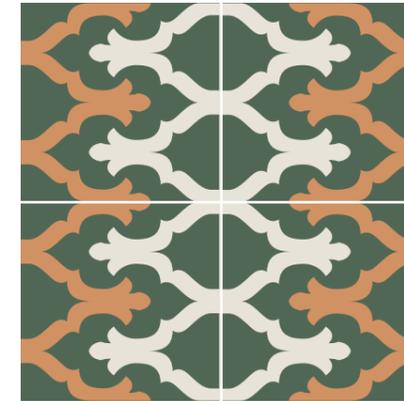
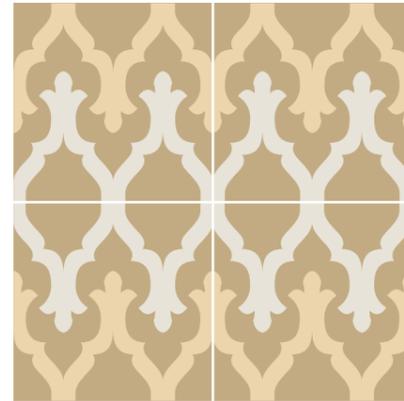
20cm x 20cm



20cm x 20cm



20cm x 20cm





# KASHMIR

Pashmina is a fine type of cashmere wool, largely used in the production of the popular shawls, of Kashmir. The designs found on these shawls are richly ornamental, incorporating floral and paisley designs along with intricate motifs.

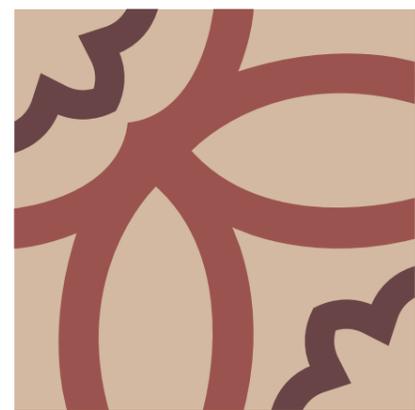
Our PASHMINA range has been inspired by these patterns, as well as the landscapes of this region. *The intricate patterns in solid colours are closely associated with the rich embroidery heritage of Kashmir that is traditional yet refreshing.*



## TILE PATTERN: PASHMINA

Inspired by fabrics, landscapes, motifs and the life of Kashmir

## TILE PATTERN: PASHMINA



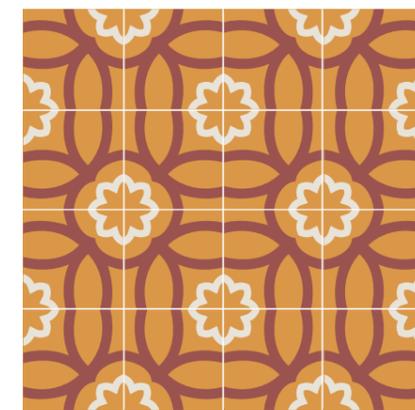
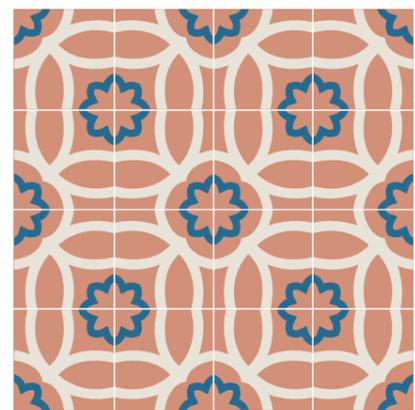
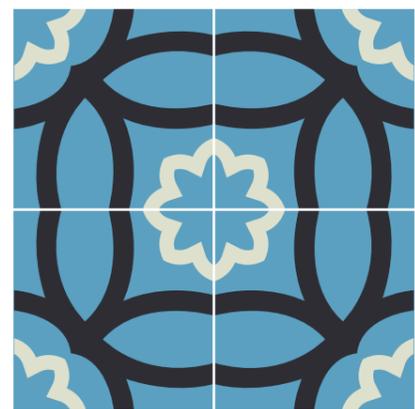
20cm x 20cm



20cm x 20cm



20cm x 20cm



# TAMIL NADU

Kolam is a form of drawing that is made using rice flour or chalk powder along with naturally/synthetically coloured powders. The patterns include geometrical lines and curved loops, drawn around a grid pattern of dots. Kolam is a representation of celebration and is thought to bring prosperity to homes in Tamil Nadu.

*Drawing inspiration from the symmetry and precision in these patterns, the KOLAM range is traditional, and combines the many facets and forms depicted in these traditional drawings.*



## TILE PATTERN: KOLAM

Inspired by the art of rangoli, forms, motifs and the traditions of Tamil Nadu

## TILE PATTERN: KOLAM



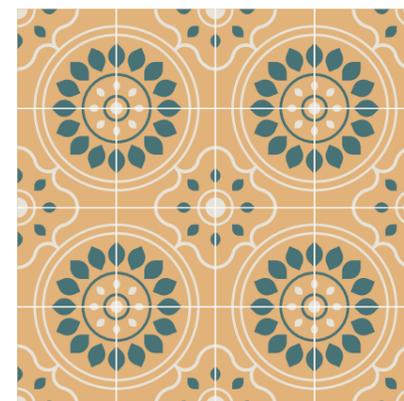
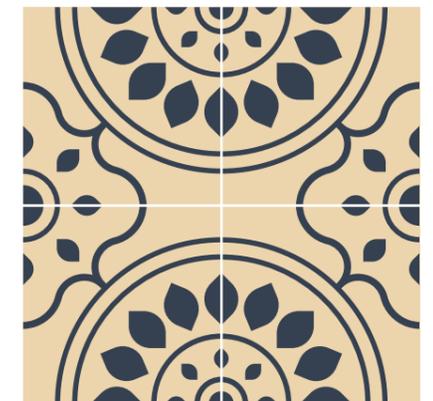
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20cm x 20cm



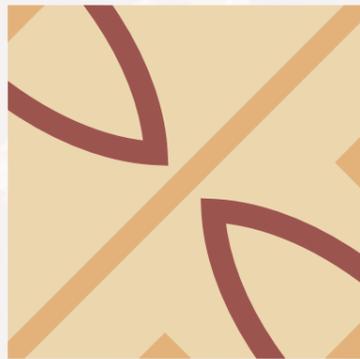
20cm x 20cm



# GUJARAT

Derived from the Sanskrit word 'bandha', Bandhani is a type of tie - dye in textiles. It involves dyeing a fabric, which is tied tightly with a thread at several points to form a figurative design. Hugely popular among all classes of people, these intricate designs are usually made on vibrant backgrounds

*Largely found and associated with Gujarat, the diamond shape that is formed while dyeing the fabric was the inspiration for our BANDHANI range.* It depicts the culture and festive spirit of the state, and has been inspired by murals and motifs which are believed to date back to the 5th century.



## TILE PATTERN: BANDHANI

Inspired by tie and dye fabric art; and the forms, motifs and the vibrant energy of Gujarat

## TILE PATTERN: BANDHANI



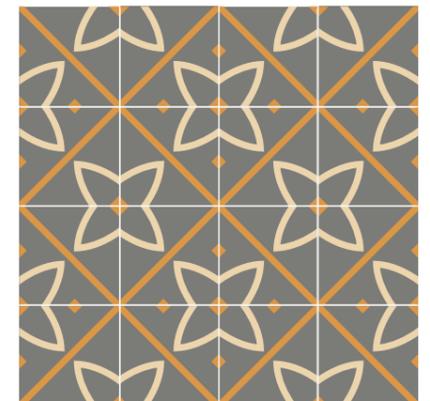
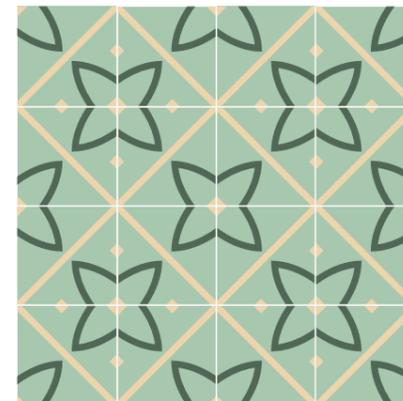
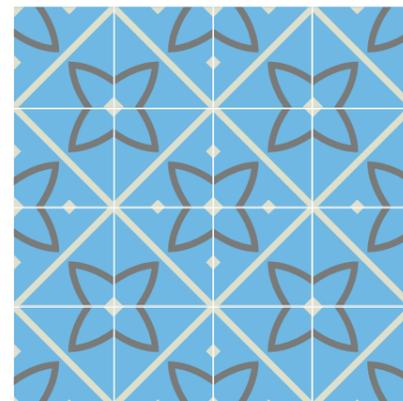
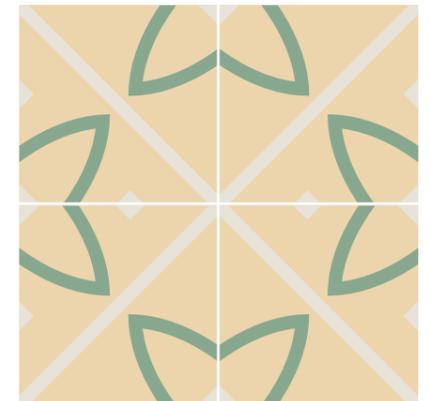
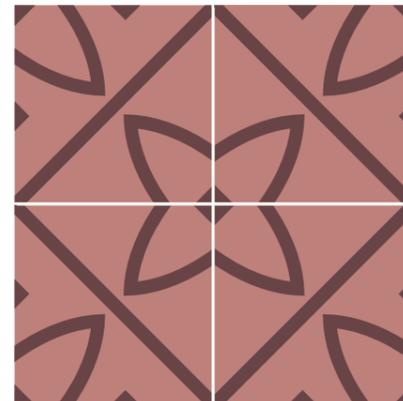
20cm x 20cm



20cm x 20cm



20cm x 20cm



# MAHARASHTRA

A popular traditional sweet in Maharashtra, the modak is a sweet rice dumpling, traditionally offered during the festival of Ganesh Chaturthi. Modaks represent for us the zeal and enthusiasm most evident during any celebration of life.

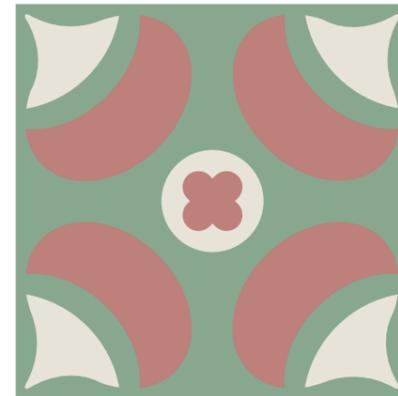
*The MODAK range has been inspired by the drop - like shape of these sweets.* The design is curvy at the base and culminates in a point, similar to the traditional form of this popular sweet.



**TILE PATTERN: MODAK**

Inspired by the festival, food, form of its favourite sweet and the colour palette of Maharashtra.

**TILE PATTERN: MODAK**



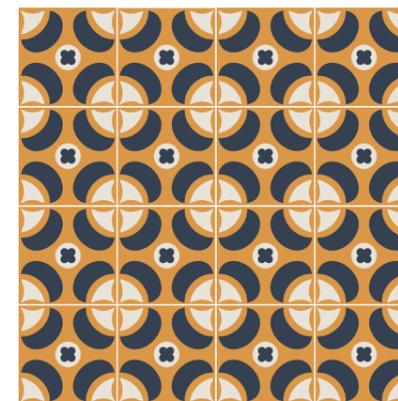
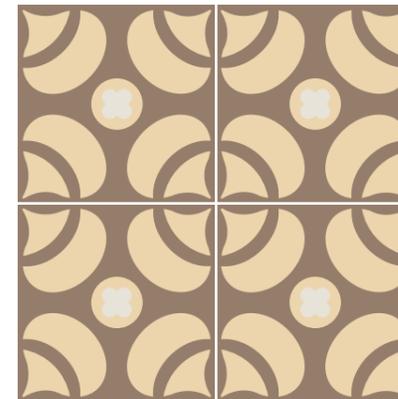
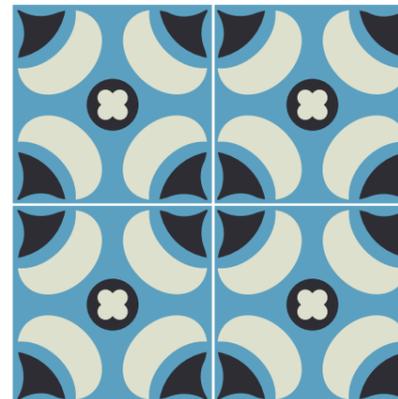
20cm x 20cm



20cm x 20cm



20cm x 20cm



## TECHNICAL SPECIFICATIONS

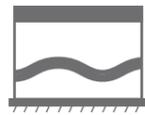
### MADE IN INDIA TILES

Conforming to IS 1237

#### TECHNICAL DATA COMPOSITION

**Topping** White cement, pigment, filler

**Backing** Grey cement, Stone Grit/Dust



**Wet Transverse Strength**  
Above 3N/mm<sup>2</sup>



**Abrasion Test**  
Below 3.5mm



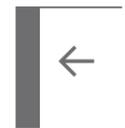
**Water Absorption**  
Below 10%



**Standard Size**  
20cm x 20cm

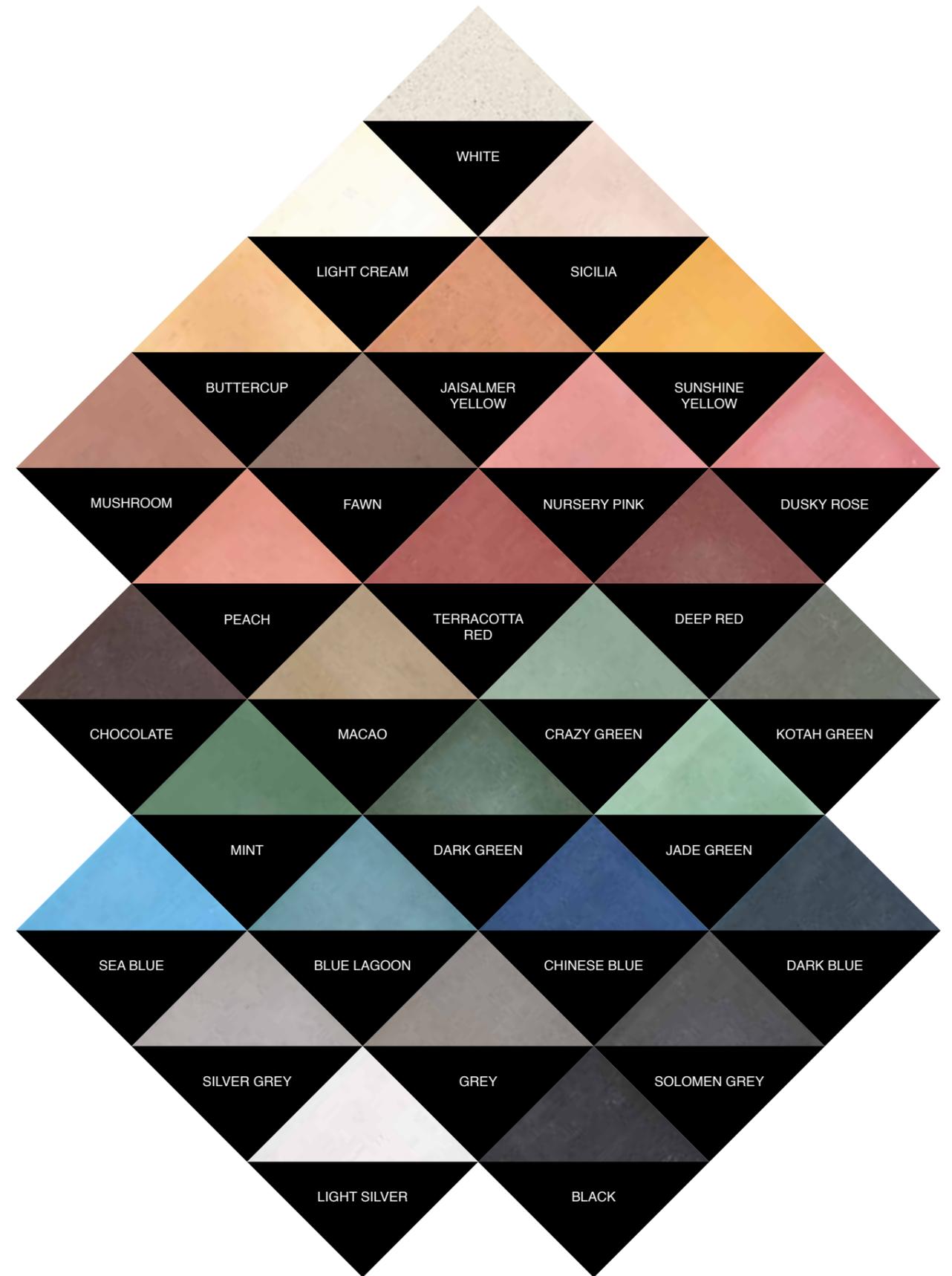


**Thickness for Flooring Tile**  
23mm - 25mm



**Thickness for Wall Cladding**  
16mm - 18mm

## COLOUR CHART



These colours are indicative cement colour shades will be slightly different from printed colours. Though we use the finest ingredients and blend with the utmost care, variations in the shades of raw material can lead to variations between batches. These are the hallmark and charm of handcrafted products.

**Note: Blue and Green colours are not recommended for use in sunlight.**



## Bharat Floorings & Tiles (Mumbai) Pvt. Ltd

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