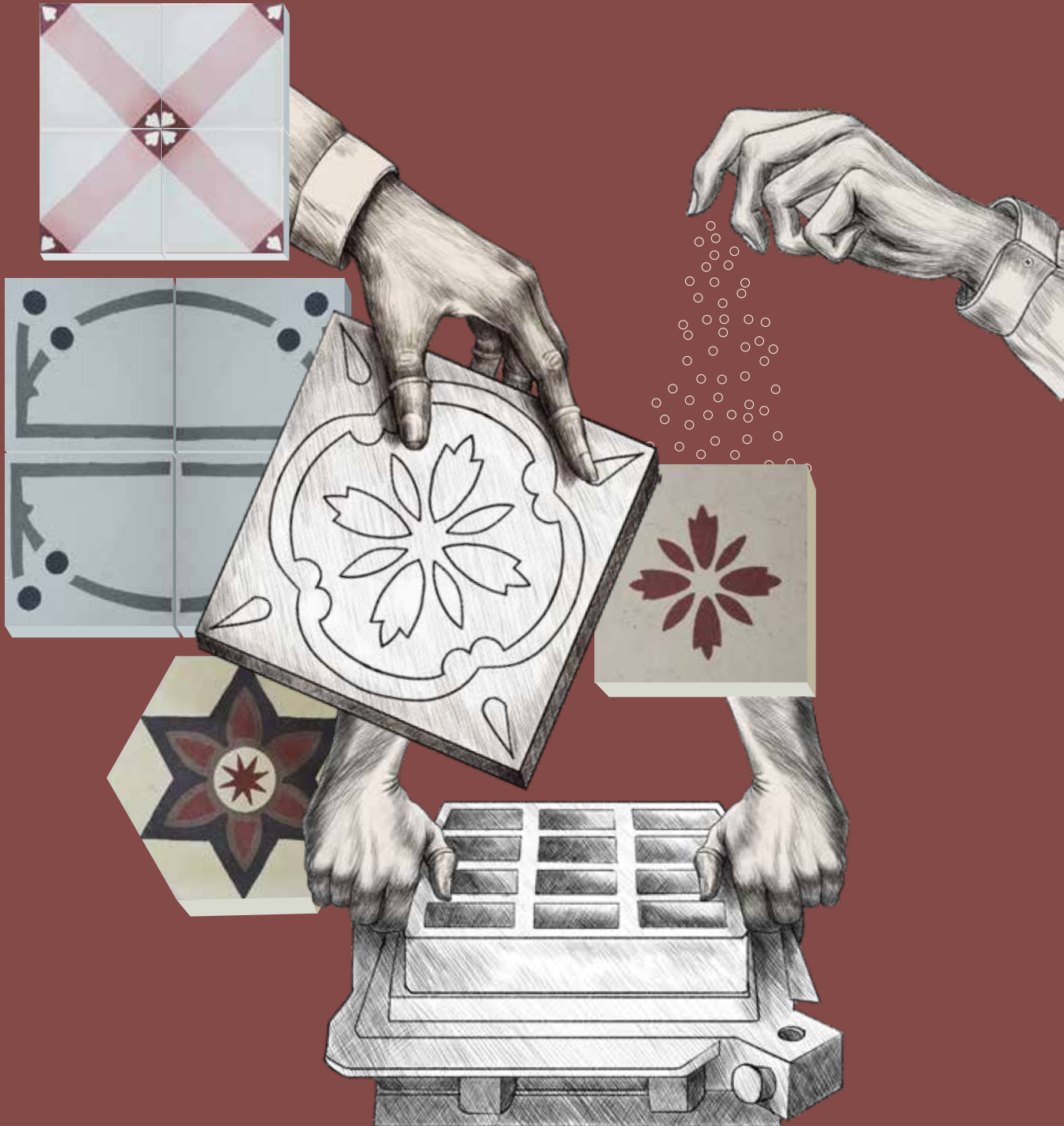




Presenting to you

The Centenary Tile Range

Honours those who contributed significantly
for over 25 years to BFT's survival or growth.



PIONEERS & FOUNDERS SERIES



JAMSHED

In honour of: Jamshed Nusserwanji Mehta
(7-1-1886 to 1-8-1952)

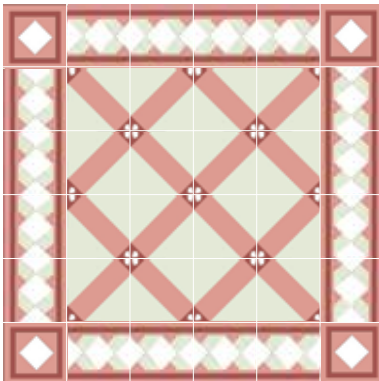
Jamshed inspired the young Pheroze and Rustom Sidhwa to start the Bharat Flooring Tile Company in 1922 as part of the Swadeshi movement. Mahatma Gandhi, with whom he worked for some years, had high regard for him. A saintly man, a great nationalist, theosophist, philanthropist and administrator, he was widely respected for transforming Karachi into a modern city as President of its Municipal Corporation for over 12 years (1922 to 1933). His family owned Nusserwanji Tiles and he was a Founder Partner of the Bharat Flooring Tile Company. He died in 1952, but his memory continues to inspire the company.



PHEROZESHA

In honour of: Pheroza Hormusji Sidhwa
(1-4-1893 to 12-8-1972)

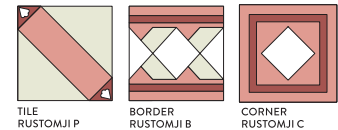
Born in Mora, Uran to a relatively poor Parsi family, he was studying to become a Solicitor when Jamshed Nusserwanji Mehta inspired him with the idea that India needed economic independence in addition to political independence. He left his studies, borrowed Rs.30,000 and founded the Bharat Flooring Tiles Co. in 1922 along with Jamshed Mehta, Jamshed's nephew and Rustom Sidhwa. The name Bharat was an affirmation of his commitment to swadeshi and swaraj. A man of courage and vision, Pheroza pioneered Bharat Metal Printers, TIPCO, Grindwell Abrasives and other companies. He believed in the trusteeship of wealth and with the help of his wife, Tehmina, he started schools in Deolali, Nashik district, to give high-quality education to poor children. He was committed to providing the highest quality and affordable prices. In a few years, the import of tiles stopped, as even the British and India's maharajas preferred the swadeshi Bharat tiles.



RUSTOMJI

In honour of: Rustom Dhunjisha Sidhwa
(2-6-1898 to 1-4-1980)

Rustom was a few years younger than his father's brother, Pheroza, and was his devoted partner for over 50 years. Together they founded the Bharat Flooring Tile Company and many enterprises. A genial, lovable man Rustomji, was the public face of the Company, developing strong bonds with architects and clients. He was also creative and spent many days at the factory, overseeing experiments and interacting with managers, supervisors and workers. He was a well-loved member of the extended Sidhwa family and of the Bharat Tiles family.



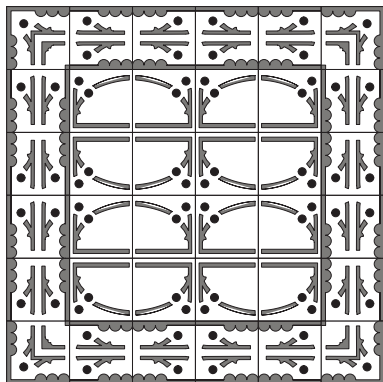
TEHMINA

In honour of: Tehmina Pheroze Sidhwa
(11-11-1909 to 5-9-2000)

Tehmina Ardeshir Vacha was born in Berlin Germany to Prof Ardeshir Vacha and his wife Hirabai who had settled there. She met her husband Pheroze when he visited Berlin during his visit to Europe to learn about cement tiles. Arriving in India in her 20s, she met Pheroze again when he was looking for help in translating German literature about machinery for his tile factory. They were married for over 35 years and she was his support in every way. A gentle, gracious, lady she was a Director and later Chairperson of Bharat Tiles. Though gentle in a speech she was both practical and courageous in action. After the demise of her husband in 1972 she kept the loss-making company afloat by converting most of the factories to warehouses, instead of closing down as many cement tile companies did as a result of the influx of ceramic tiles. BFT owes its survival post-1972 to her quiet determination. She provides continuing inspiration to the teachers and staff of the schools for poor children in Deolali which she established and nurtured for over 50 years.

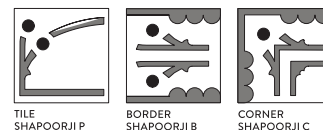


PILLARS OF PRODUCTION SERIES

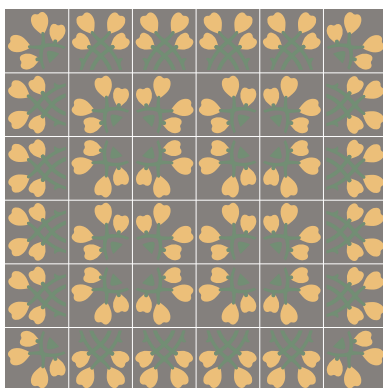


SHAPOORJI

In honour of: Shapoorji Madan



Shapoorji was the first factory manager of the Bharat Flooring Tile Company, established in 1922 near the small fishing village of Mora, Uran. The factory had to generate its own electricity, water supply, communication system and transport tiles by fishing boats to Bombay. Shapoorji faced these challenges and established Bharat's meticulous traditions of quality. He managed its 800 workers with an iron hand and a caring heart. He was called the King of Uran as he headed the Uran Municipality with the same competence, courage and integrity with which he ran Bharat's tile factory.

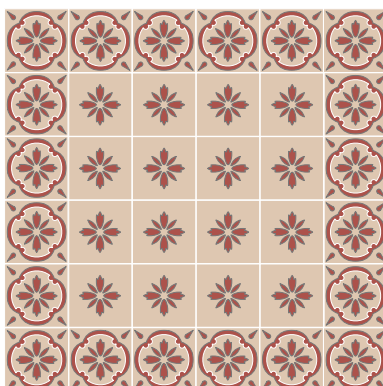


DINSHA

In honour of: Dinsha Patel
(April 1905 to 04 Feb 1964)



As the second factory manager of Bharat tiles, Dinsha had been groomed thoroughly as Assistant Manager by his uncle Shapoorji Madan, the first factory manager of Bharat. A soft-spoken gentleman, he headed the factory when it shifted to Kurla, Bombay, and continued the same meticulous standards of quality that he had learnt as Shapoorji's understudy in Uran.

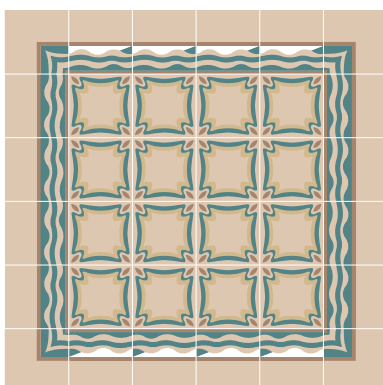


MIRZA

In honour of: Rustom (Russi) Mirza
(29-6-1915 to 28-6-2008)



Bharat's third factory manager joined the Mora Uran factory in 1943 as a fitter. Being an eager learner he was trained in production and maintenance management too. When he joined, Bharat was going through a cement crisis due to WW-II and when he became factory manager in 1964 of the Kurla factory, in Bombay, it was going through a sales crisis! Despite this, Russi was always positive and confident, loyal and meticulous, honest and straightforward. Born to a priestly family, he embodied good thoughts, good words and good deeds.



ARTISANS

In honour of: BFT Artisans
(1922 to 2023)



Their skill and care for quality make the artisans the true pillars of Bharat's production. Each tile is handcrafted by a skilled artisan who has learnt his trade by working his way up from "begari" or unskilled labourer to a skilled pressman who must fill the colours in the right places in the stencils, remove the stencils with care, press the tiles with the right pressure and take the green and fragile tiles from press to rack without breaking them. If he has an eye for colour, he will find himself in the Ball Mill department, ensuring that each batch comes as close as possible to the desired shade. We honour them for their sincerity and their skill.

THE CENTENARY TILE RANGE

As leaders in decorative cement, BFT continues to push the boundaries of design through motley collaborations resulting in eclectic collections.

In its 100th year, BFT humbly recognises the contribution made by its visionary founders - Nusserwanji Mehta, Pheroze Sidhwa, Rustom Sidhwa and Tehmina Sidhwa; adept Managers; the current leadership and the skilful artisans without whom this journey would have been incomplete.

For this range we share our experience, quality and integrity that has always been greatly

complemented by imagination and innovation. 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 bring you The Centenary Range, honouring those who contributed significantly for over 25 years to BFT's survival or growth.

ABOUT BFT

A place where new design meets traditional cement tiles.

The Bharat Floorings and Tiles, an ISO 9001:2015 Certified legacy brand is the leader in artisanal cement floorings in India since 1922. For a hundred years BFT's wide range of patterned and terrazzo tiles and elegant marble has graced iconic spaces and ruled the hearts of the who's who of Indian Society. Architectural marvels such as the Umaid Bhavan Palace to modern day celebrity homes demonstrate the foreverness of the brand. Today, in a world that prizes mechanically produced

floorings, the company still continues to skillfully blend craftsmanship with industrial scale to bring together unique flooring solutions that are long-lasting and beautiful. Our products are custom designed to create stunning floors and walls to suit eclectic tastes. Our patterned encaustic tiles have been much acclaimed by architects, and interior designers, and have received awards from UNESCO. We help designers to envision their dream floor and convert it into reality. The timeless elegance and durability of these tiles make them works of art. At BFT, we do all India projects and also export tiles to the USA, England, Sri Lanka, Mauritius, Dubai, etc.



To create your story, drop into our showroom or visit us online. We have showrooms located in Mumbai | Delhi | Ahmedabad | Vadodara | Goa | Bengaluru | Hyderabad | Pune

Bharat Floorings & Tiles (Mumbai) Pvt Ltd. 32, Mumbai Samachar Marg, Next To BSE, Fort, Mumbai 400023
T: +91 22 40574400/23/44 | E: info@bharatfloorings.com | W: www.bharatfloorings.com |
Instagram: bharatfloorings | Facebook: BharatFloors

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