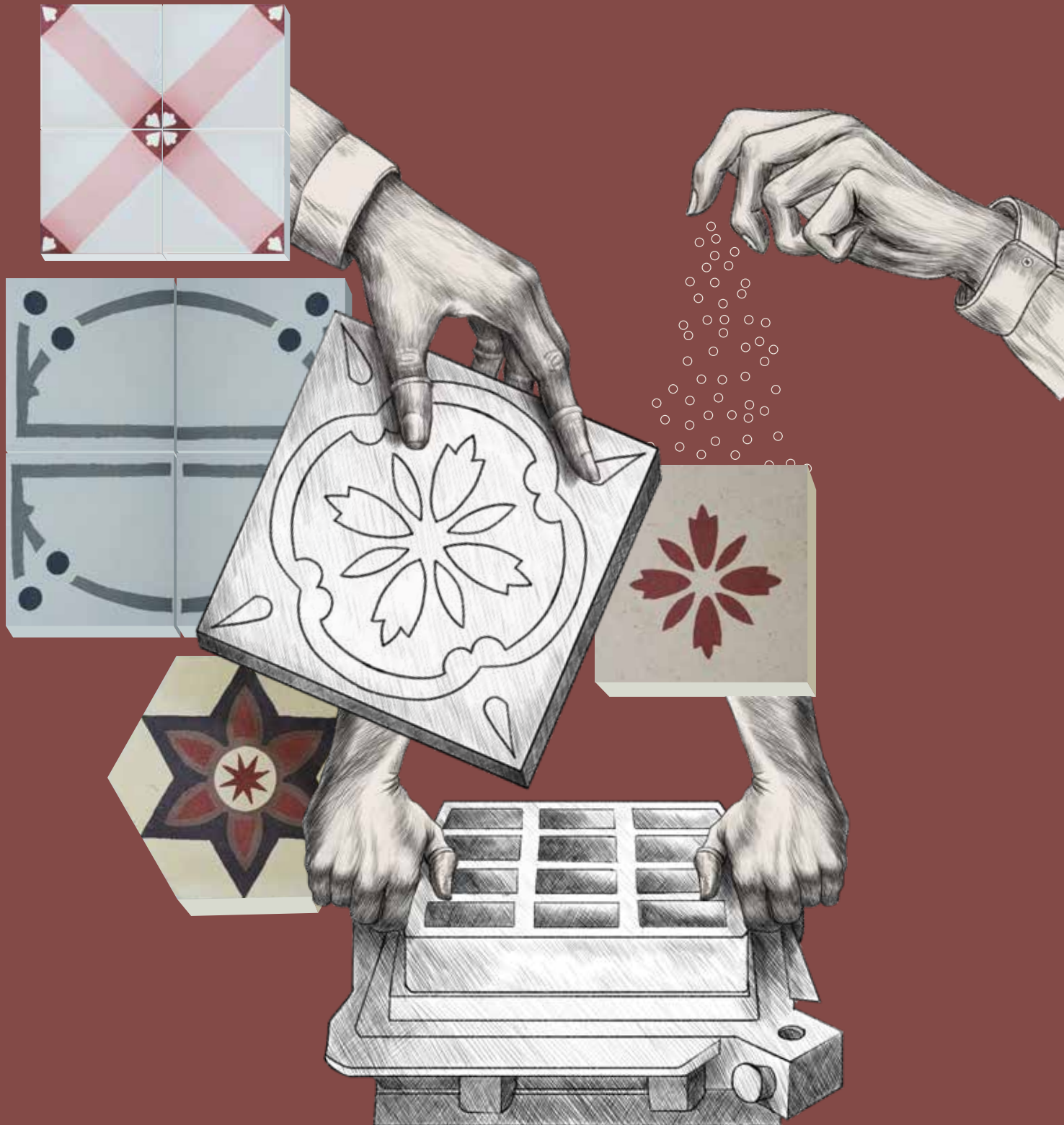


THE CENTENARY TILE RANGE

HONOURS THOSE WHO CONTRIBUTED
SIGNIFICANTLY FOR OVER 25 YEARS TO
BFT'S SURVIVAL OR GROWTH.





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 skillful 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.

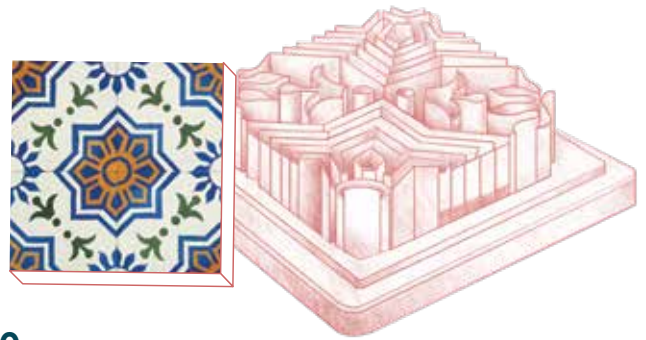
ABOUT BHARAT FLOORINGS AND TILES

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.

THE JOURNEY OF A 100 YEARS



1922



Pheroze and Rustom Sidhwa started a tile manufacturing unit called The Bharat Flooring Tile Company

1935



Bharats' floors jazz up Art Deco precincts across Mumbai

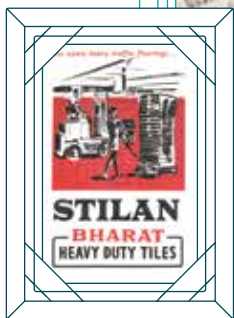
1940

Grindwell Abrasives is born



1980

Bharat's Stilan™ tiles in the Bombay Dyeing, Century and Khatau Makanji Mills. Bharat wins 7 contracts with the Tata group.



2005

Heritage Conservation: BFT restores the Salar Jung Museum, Hyderabad and then the Bhau Daji Lad Museum, Mumbai which won a UNESCO Award for Cultural heritage conservation in 2005



2013

Winning the UNESCO award for the Royal Bombay Yacht Club



2022

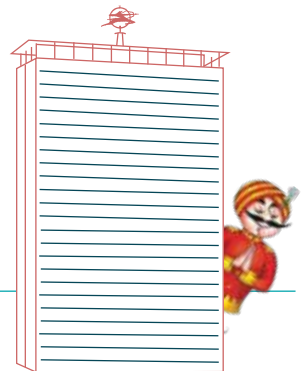
Completes 100 Years and gears up for the next one with an assortment of home decor, called the BFT Home.

1930

Bharat Tiles found their way into the Bombay Central Railway station, Royal Mint, Universities, and even the Governors' houses

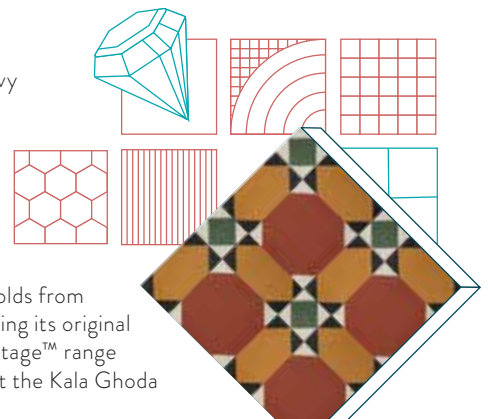
1937

Bharat's Indian and Italian Marbles in swadeshi banks and insurance companies



1960

The debut of Stilan™ heavy duty tile for Industries



1999

Dusting off its original molds from the 1920s and rediscovering its original catalogues, Bharat's Heritage™ range was relaunched in 1999 at the Kala Ghoda Arts Festival, Mumbai.

2010

Reviving the craft of in-situ floors



2014 onwards

BFT pioneers collaborations with top design talent for fresh tile collections spanning the next decade



And the journey continues...

THE BFT PROCESS

A CENTURY YEAR OLD
TIMELESS TECHNIQUE.



1 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.



2 MOULDING

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.



4 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.



5 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.



3 COMPRESSING

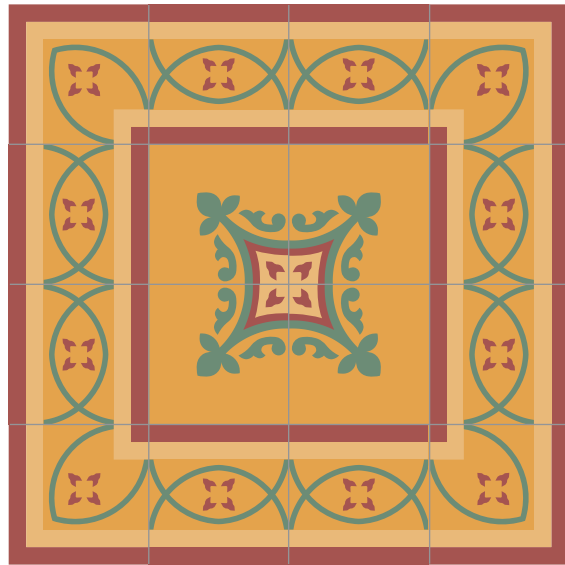
A cork in the form of a strong metal plate is applied at the top of the mold and the tile is pressed using a mechanical hydraulic press. The pressure applied is up to 1-ton per square inch, which produces a compact tile.



6 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.

JAMSHED



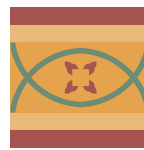
- Buttercup Yellow
- Terracotta Red
- Jaisalmer Yellow
- Mint Green

In honour of: Jamshed Nusserwanji Mehta
(07-01-1886 to 01-08-1952)

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.



Tile
Jamshed P



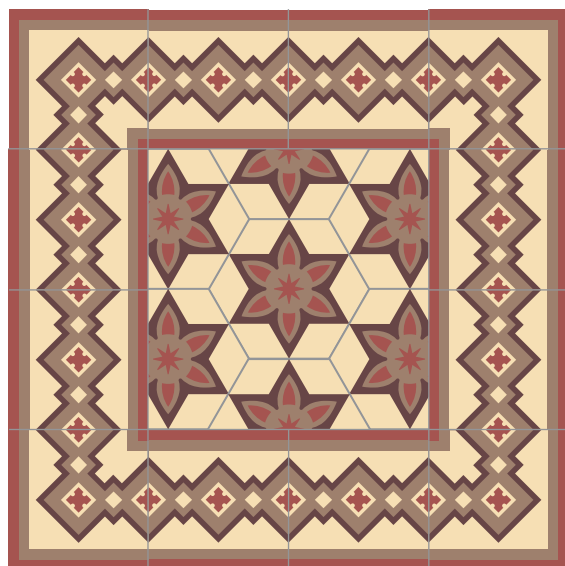
Border
Jamshed B



Corner
Jamshed C

Size of each tile: 20 cm x 20 cm.

PHEROZESHA



- Light Cream
- Deep Red
- Fawn
- Chocolate Brown

In honour of: Pheroza Hormusji Sidhwa
(01-04-1893 to 12-08-1972)

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.



Tile
Pheroza P



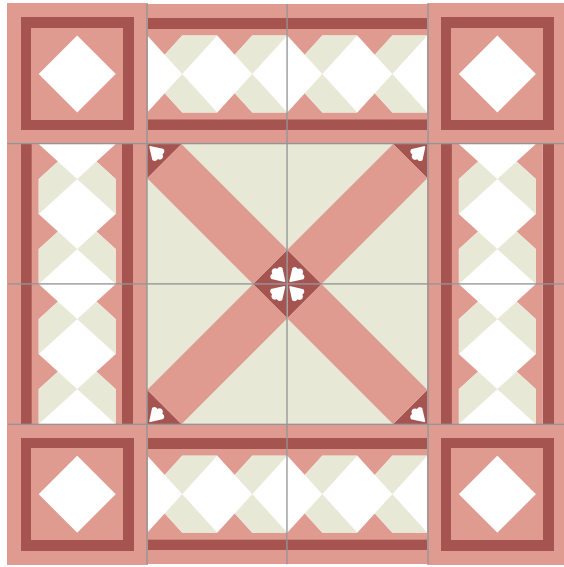
Border
Pheroza B



Corner
Pheroza C

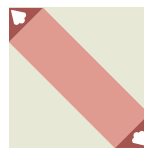
Size of each tile: 20 cm x 20 cm.

RUSTOMJI

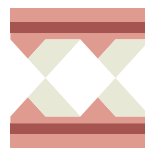


In honour of: Rustom Dhunjisha Sidhwa
(02-06-1898 to 01-04-1980)

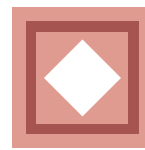
Rustom was a few years younger than his father's brother, Pheroza, and was his devoted partner for over 50 years. Together they founded the Bharat Flooring Tile Company and many enterprises. A genial, lovable man Rustomji, was the public face of the Company, developing strong bonds with architects and 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.



Tile
Rustomji P



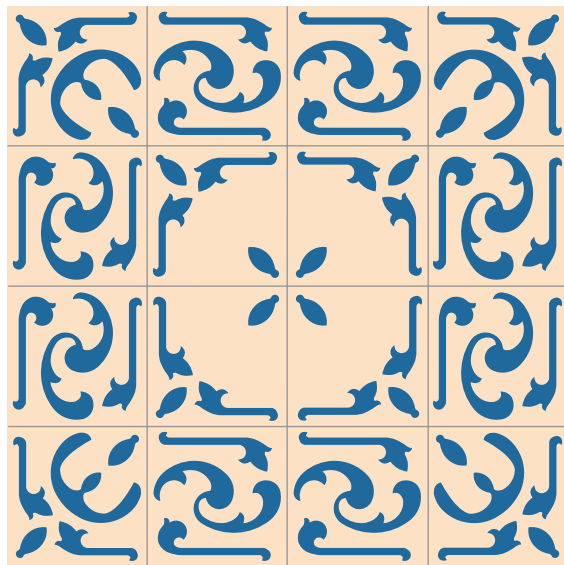
Border
Rustomji B



Corner
Rustomji C

Size of each tile: 20 cm x 20 cm.

TEHMINA



In honour of: Tehmina Pheroze Sidhwa
(11-11-1909 to 05-09-2000)

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.



Tile
Tehmina P



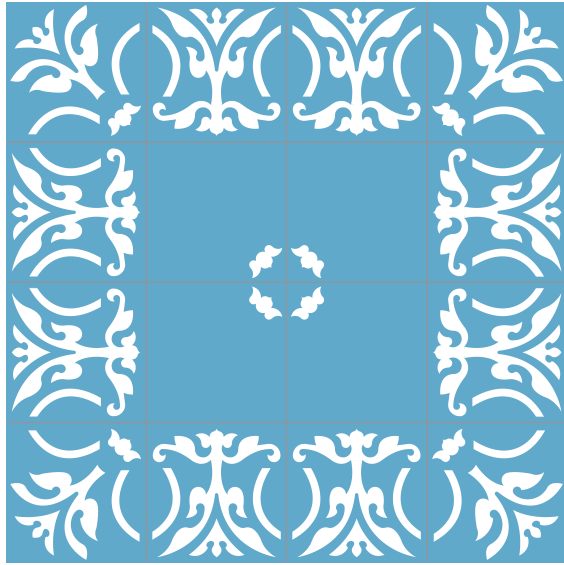
Tile
Tehmina B



Border
Tehmina C

Size of each tile: 20 cm x 20 cm.

RUSSI



■ Sea Blue □ White

In Honour of: Russi Bilimoria
(20-12-1935 to 24-07-2021)

Mr. Russi Bilimoria was married to Maneck (Maki) daughter of one of the Founders, Mr. Rustom Sidhwa. He was in the shipping line and a director of a shipping company. Having a strong sense of responsibility, he stepped into Bharat in the 1980s after the demise of Rustomji and was the Managing Director till the late 1990s. It was a time when Bharat was facing losses due to a fall in demand for cement tiles. Tall and calm, a man of few words and gentle nature, inclined to philosophy and simplicity, he was liked and respected by those who worked with him.



Tile
Russi P



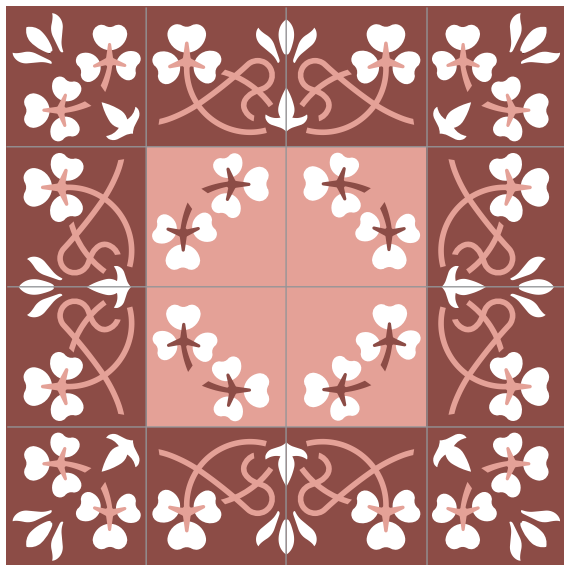
Border
Russi B



Corner
Russi C

Size of each tile: 20 cm x 20 cm.

DILNAVAZ

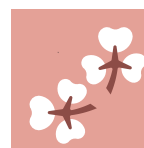


■ Nursery Pink ■ Terracotta Red

□ White

In Honour of : Dilnavaz Variava
(24-05-1944)

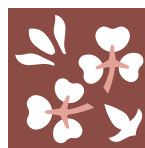
Mrs. Dilnavaz Variava, one of the first two women graduates from IIMA, took over the loss-making Bharat Floorings & Tiles in 1999 and rejuvenated it by reviving its heritage designs. She simultaneously worked honorarily on environment conservation, agroecology, nutrition and education for the poorest. Dilnavaz handed over the business to her son Firdaus in 2015. She believes in simplicity and that wealth should be used for others less privileged. As a flower does during the brief span of its life, one should bring joy to others. She encourages people in BFT to grow to their full potential and develop bonds of respect and affection for each other and the organization.



Tile
Dilnavaz P



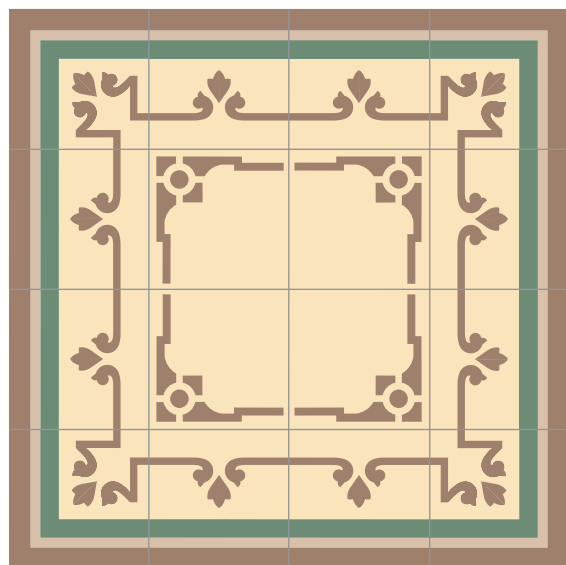
Border
Dilnavaz B



Corner
Dilnavaz C

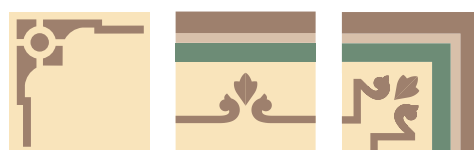
Size of each tile: 20 cm x 20 cm.

FAIYAZ



In Honour of: Faiyaz Mukhtiar
(23-12-1956)

Faiyaz Mukhtiar has been a pillar of the Bharat Floorings Group for 32 years. A CA by profession he started as a Financial Controller, but his ability to willingly shoulder and execute any responsibility with quiet efficiency and dedication expanded his role to that of CEO where he took production, sales and contracts too in his stride. He has won the respect of all directors, staff and customers with his pleasant and positive approach, his helpfulness and his ability to respond to any problem with a “no problem” and handle it!



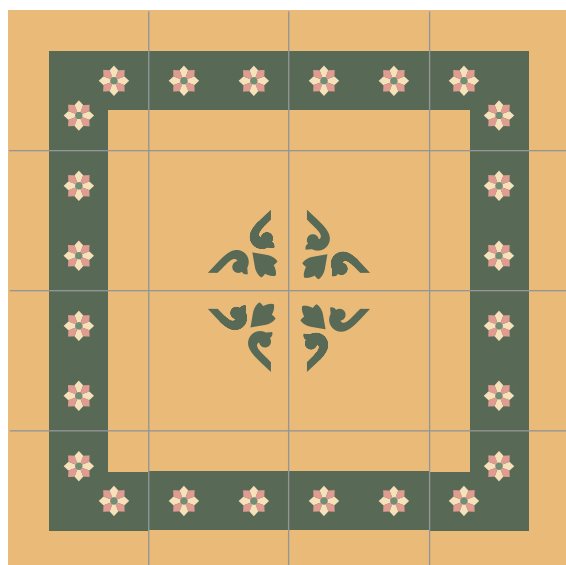
Tile
Faiyaz P

Border
Faiyaz B

Corner
Faiyaz C

Size of each tile: 20 cm x 20 cm.

FIRDAUS



In honour of: Firdaus Variava
(21-05-1973)

Firdaus joined BFT after B. Com and LLB in Mumbai and an MBA from the USA. After working briefly in Singapore and India, he became BFT's Director of Sales & Marketing and Business Development. In 2015 he was designated Vice Chairman and given overall responsibility for the Company's growth. There were many new beginnings thereafter: with new designs, new products, factory innovations and brand building. Under his leadership, BFT has become once again a well-known brand, loved not only for its quality commitment but for its constant innovation and the warmth of its customer relationships.



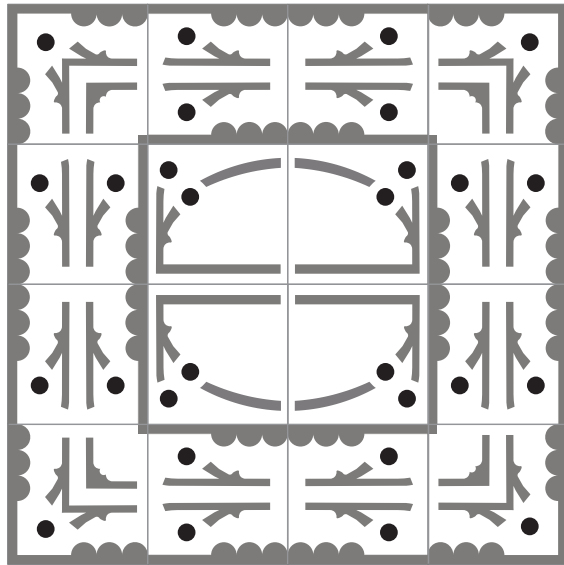
Tile
Firdaus P

Border
Firdaus B

Corner
Firdaus C

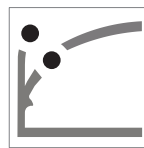
Size of each tile: 20 cm x 20 cm.

SHAPOORJI

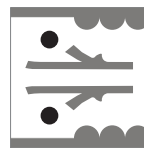


In honour of: Shapoorji Madan

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.



Tile
Shapoorji P



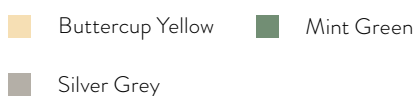
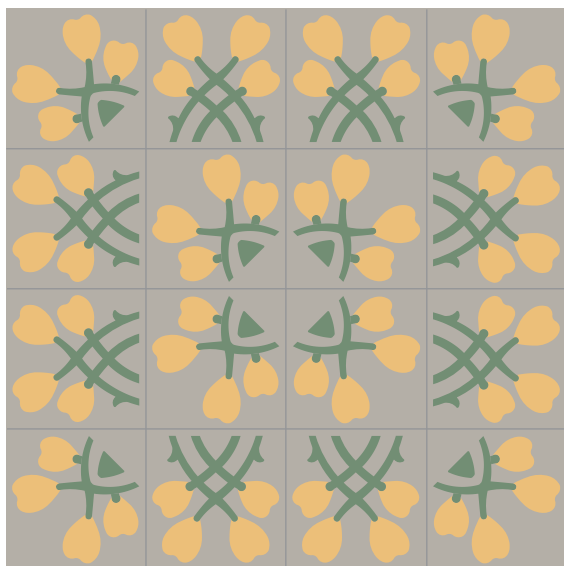
Border
Shapoorji B



Corner
Shapoorji C

Size of each tile: 20 cm x 20 cm.

DINSHA



In honour of: Dinsha Patel

(April 1905 to 04-02-1964)

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.



Tile
Dinsha P



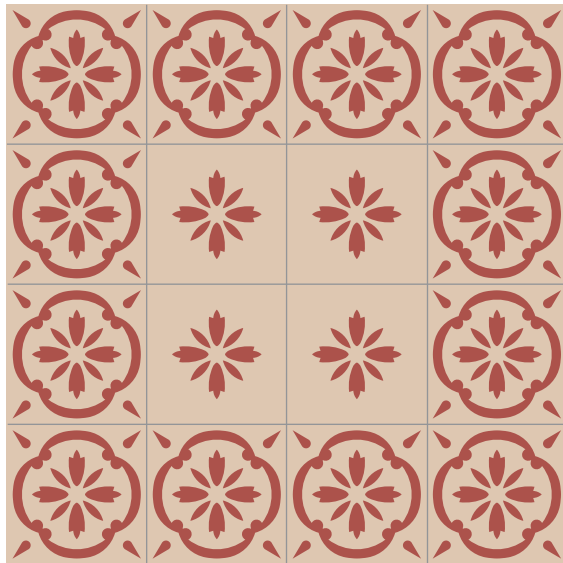
Border
Dinsha B



Corner
Dinsha C

Size of each tile: 20 cm x 20 cm.

MIRZA



■ Silicia ■ Terracotta Red

In honour of: Rustom (Russi) Mirza
(29-06-1915 to 28-06-2008)

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.



Tile
Mirza P



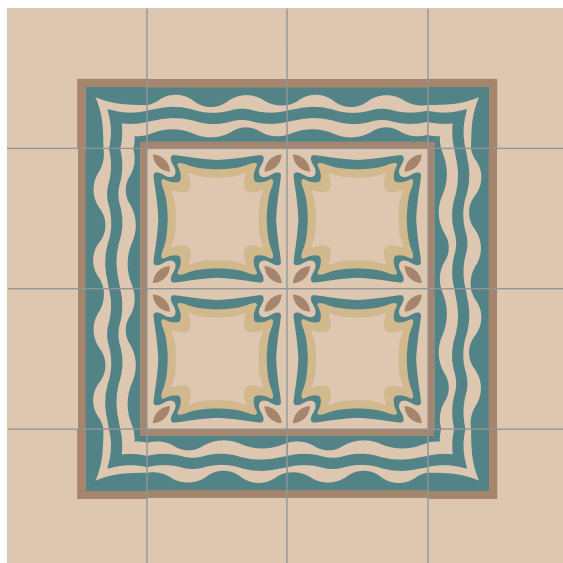
Border
Mirza B



Corner
Mirza C

Size of each tile: 20 cm x 20 cm.

ARTISANS



■ Silicia ■ Blue Lagoon
■ Fawn ■ Macau

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.



Tile
Artisans P



Tile
Artisans B



Border
Artisans C

Size of each tile: 20 cm x 20 cm.

THE CENTENARY TILE RANGE

CONFORMING TO IS 1237

TECHNICAL COMPOSITION

Topping White cement, pigment, filler

Backing Grey cement, Stone Grit/Dust



Topping Layer ~ 10mm

Backing Layer ~ 13mm



Wet Transverse Strength
Above 3N/mm²



Abrasion Test
Below 3.5mm



Water Absorption
Below 10%



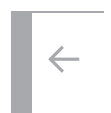
Standard Size
20cmx20cm



Some Designs Available In
10cmx10cm, 10cmx20cm,
15cmx15cm



Thickness For Flooring Tile
23mm - 25mm



Thickness For Wall Cladding Tile
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 these with 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.





A CENTURY OF MAKING ARTISANAL TILES

With a reputation dating back for 100 years, Bharat Floorings & Tiles is considered a leader in custom-made cement floorings. Customers have trusted the brand's superior quality and welcomed the company into their daily lives, creating invaluable memories for generations of office and homeowners. Our commitment to handmade has created bespoke and unique products that can serve as cherished family heirlooms for years to come. Our cement tiles are made by hand, one at a time, using mineral pigments. After the tile is casted by the artisan, it is cured in water for a period of time, and then air dried before being shipped.



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

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W: www.bharatfloorings.com | bharatfloorings | f BharatFloors

ISO 9001: 2015 Certified Company | Brochure Date: October, 2023

