CLAY CRAFT
FINE TABLEWARE
·INDIA·

CORPORATE PROFILE

Clay Craft India Limited

Fine Tableware · Est. 1994

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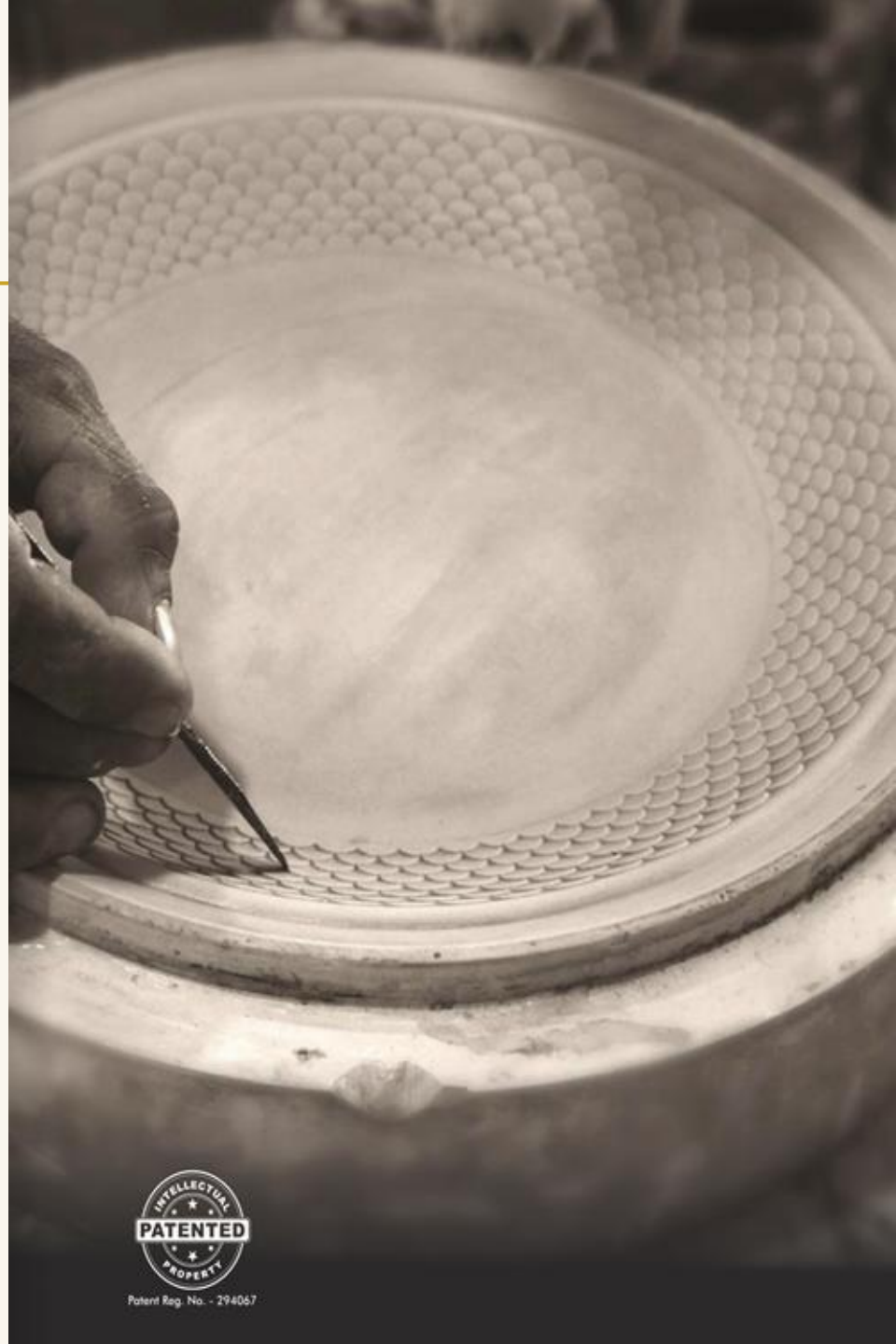


COMPANY OVERVIEW

About Us

Founded in 1988, Clay Craft India Limited has grown into India's largest ceramic tableware manufacturer — a fully backward-integrated group spanning ceramic, steel and plastic housewares, trusted by 500+ hospitality, retail and export partners across 22+ countries.

1988

Company Founded

#1

India's largest ceramic tableware brand & factory

2

World-class factories in Jaipur

200K+

Pieces produced & supplied daily

110+

General Trade distributors pan-India

15,000+

Retail counters nationwide

22+

Countries served through exports

ISO 9001

& SEDEX-compliant facilities

GUIDING PRINCIPLES

Mission & Vision

The principles guiding three decades of the Clay Craft Group.

MISSION

To innovate, create value, and offer products to our customers at affordable prices.

VISION

To be the world's most preferred brand in ceramic tableware.

Quality First

Innovation-Led

Customer Value

1988 – 2027

Key Milestones

1994

Incorporation

First manufacturing unit introduced

2008

Independent Unit

Established after internal restructuring

2010

Crown Craft Founded

Sister entity for premium plastic houseware

2014

$5.5 Million Turnover

Crossed the $5.5 Million revenue mark

2014

Acquired JCPL

A leading fine-porcelain brand

2017

TV Campaign

First in the industry to air a TV ad

2018

Foray into Retail

Opened first store, Griha, in Jaipur

2021-22

$11 Million+ Sales

First in the industry to cross $11 Million

2022

2nd Factory

1,00,000 sq.m. plant, 1 lac pcs/day

2022

Vacuum Bottles

Entered SS vacuum drinkware manufacturing via Crown Craft

2022-23

$16 Million+

Market leader with highest turnover

2023-24

Digital Printing

First to introduce digital-printed tableware

2025-26

IPO & Public Listing

Launched IPO; became a Public Limited Company

2026-27

Upcoming 3rd Factory

New isostatic production unit — SACMI, Italy

MANUFACTURING FOOTPRINT

Infrastructure

Two manufacturing arms in Jaipur — ceramic tableware, and steel & plastic housewares

Clay Craft India Limited

Ceramic tableware manufacturing

- Unit 1 & Unit 2 (Ceramic Tableware): Vishwakarma & Manda Industrial Areas, Jaipur
- Unit 3 (Upcoming): Manda Industrial Area, Jaipur — isostatic-press ceramic tableware expansion
- Combined capacity of 200,000+ pieces per day
- Energy-efficient kilns with automatic hollow-ware & flatware machinery
- In-house moulding department and decal printing unit
- Green energy: 500kW solar plant | SEDEX 4-Pillar audited & ISO 9001 certified

Crown Craft India Private Limited

SISTER CONCERN COMPANY

- Vishwakarma Industrial Area, Jaipur | Established 2007
- Products: stainless-steel vacuum flasks & bottles, plastic housewares (kitchenware, dinnerware, thermoware)
- Facility size: 11,741 sq.m, incl. 2,500 sq.m warehouse | 300 employees
- Monthly capacity: ~240,000 flasks/bottles + ~600,000 plastic houseware units
- BIS certified; SMETA SEDEX & ISO audited

FROM CLAY TO TABLE

Ceramic Production Process

From raw material to the finished piece — inside a Clay Craft ceramic tableware unit

1. Raw Material Batching

Feldspar, quartz and clay blended to a precise recipe

2. Mixing & Milling

Wet-milled into slip, or dried into moulding powder

3. Forming

Shaped by slip casting, jiggering/jolleying or isostatic pressing

4. Drying

Controlled drying removes moisture ahead of firing

5. Bisque Firing

First firing (~950-980°C) gives handling strength

6. Glazing

A glaze coat is applied by dipping or spraying

7. Glost (Glaze) Firing

Second firing (~1200-1280°C) fuses a glassy finish

8. Decoration

Decal application, printing or hand-painting

9. Quality Check & Packing

Inspection, grading and export-ready packing

BY THE NUMBERS

Scale & Strength

Manufacturing scale and commercial strength across the Clay Craft Group

MANUFACTURING SCALE

2 Factories

Jaipur — VKI Area & Kaladera (Manda)

~100,000 sq.m

Combined factory & production area

1,900

Total employees (~1,700 on the production floor)

200,000 pcs/day

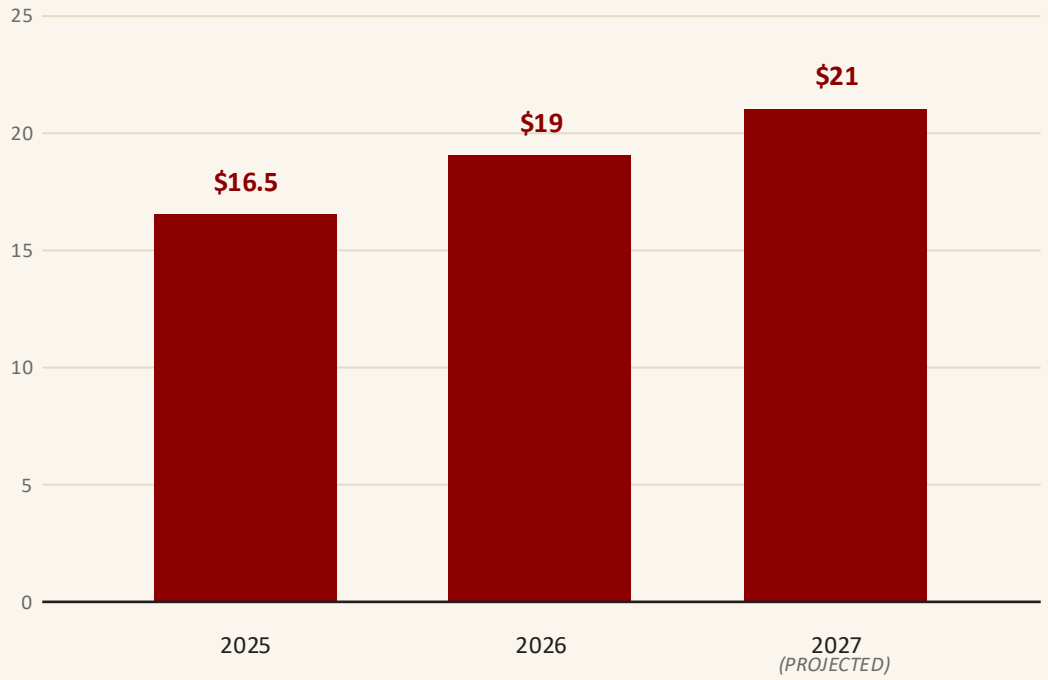
Combined daily production capacity

100+ Machines

Across slip-house, moulding, glazing & kilns

COMMERCIAL STRENGTH

Revenue Growth (US$ Million)



LEADERSHIP

The Leaders

Board of Directors — Clay Craft India Limited.

Vikas Agarwal

Managing Director

Rajesh Narain Agarwal

Executive Director

Bharat Agarwal

Executive Director

Deepak Agarwal

Executive Director & CFO

OUR RANGE

Product Categories

Dinner Sets

Tea & Coffee Sets

Tea Mugs

Milk / Coffee Mugs

Hotel-ware Collection

Gifts & Promotional Items

WHERE WE SELL

Market Presence

- General Trade
- Modern Retail
- E-commerce
- Corporate / Institutional
- Export
- OEM

Certifications & Compliance

Certificate of Registration

QUALITY MANAGEMENT SYSTEM

This is to Certify That The Quality Management System of

CLAY CRAFT INDIA PVT LTD

F-766 A, ROAD NO.1 D, VKI AREA, JAIPUR – 302013, RAJASTHAN, INDIA.

has been assessed and found to conform to the requirements of

ISO 9001:2015

for the following scope :

"MANUFACTURING, TRADING, IMPORT & EXPORT OF FINE TABLEWARE, CERAMIC TABLEWARE, DINNER SETS, COFFEE MUGS, TEA SETS, GIFT SETS, SERVE-WARE, CERAMICS, DECALS, CERAMIC MACHINE, PLASTIC HOUSEHOLD, THERMOWARE, STEEL-WARE, STORAGE, TOILET WARE AND CUSTOMIZED ITEMS."

Certificate No : 24DQM277

Initial Registration Date : 20/04/2024 Issuance Date : 20/04/2024

Date of Expiry* : 19/04/2027

1st Surve. Due : 20/03/2025 2nd Surve. Due: 20/03/2026

DIRECTOR

ROHS Certification Pvt. Ltd.

IAF elac

SMETA

Audit details

Site details

Sedex site reference	ZS408947267	Site name	CLAY CRAFT INDIA LIMITED
Business name	CLAY CRAFT INDIA LIMITED	Site address	F-766 , F-766A, G-633A, F-772,-02,-A-1, & F-769, ROAD NO 1 D VKI AREA JAIPUR IN 302013

Audit details

Sedex company reference	ZC408943052	Auditor company name	Intertek India
Audit company address	Intertek India Pvt Ltd., No. 501, Opp.to LMG College, Pallatam Road,, Tirupur, IN, 641604		
Date of audit	2026-03-21	Audit conducted by	Anant Kumar Verma
Audit pillars	Labour Standards | Health and safety | Environment 4-Pillar | Business ethics		
Time in and out	Day 1 In 09:15 Out 17:40		
Audit type	Follow up		
Was the audit announced?	Semi announced		

« Contents Findings »

Audit company:	Audit reference:	Start Date:	End Date:	
Intertek India	ZAA6000102863	2026-03-21	2026-03-21	1

ISO 9001:2015

SEDEX 4-Pillar / SMETA

Disney FAMA

STRATEGIC POSITION

SWOT Analysis

An honest read on where Clay Craft is strongest — and where to watch

STRENGTHS

- 100% backward integration across the manufacturing process
- Automatic & semi-automatic production units across 2 factories, 3rd upcoming
- Socially & technically compliant — ISO 9001 and SEDEX 4-Pillar certified
- In-house design, mould/tooling & SAP-integrated operations

WEAKNESSES

- Large-scale set-up limits ability to service low-volume orders

OPPORTUNITIES

- Available capacity to serve large volume buyers
- No anti-dumping or additional tariffs, unlike other global competitors
- FTA-driven access to markets including the UK, EU and UAE
- New porcelain facility expected to add capacity in 2027

THREATS

- Unfair, dumped pricing from China-based manufacturers pressuring margins

TRUSTED PARTNERSHIPS

Key Clients & Partnerships

Trusted by 500+ brands across hospitality, retail & e-commerce

HOSPITALITY & F&B PARTNERS

TAJ Hotels Resorts and Palaces
Fairmont HOTELS & RESORTS
Hilton
pullman HOTELS AND RESORTS
Pizza Hut
Radisson HOTELS & RESORTS
ITC HOTELS RESPONSIBLE LUXURY
HYATT
BURGER KING
lemon tree HOTELS
RAMADA
PRIDE HOTEL
FOOD LINK BANQUETS & CATERING as exclusive as you
GOLDEN TULIP HOTELS · INNS · RESORTS

RETAIL, E-COMMERCE & CORPORATE PARTNERS

Walmart
Reliance RETAIL
LANDMARK GROUP
amazon
NICOBAR
SHOPPERS STOP
Hamleys
MINISO
STARBUCKS™

...and 500+ additional retail, export and hospitality partners across India and 22+ countries.

PEOPLE, COMMUNITY, PLANET

CSR & Sustainability

Building responsibly — for people, community and planet

Solar Energy

~22% of total energy sourced from on-site rooftop solar generation

Recycle / Circular Economy

~80% of recovered/recycled material reused back into production

Responsible Sourcing

Raw-material optimization and IKEA IWAY (Must/Basic) compliant sourcing

Water Stewardship

Wastewater managed via an Effluent Treatment Plant — near zero-discharge

Sustainable Packaging

Recycled and reduced packaging materials across product lines

Community Outreach

Regular tree plantation drives and employee blood donation camps

RESOURCES

Important Links

Corporate Website

Click Here

Company Website

Click Here

Factory Video

Click Here

Showroom Video

Click Here

Vacbott Factory Video

Click Here

Product Catalogs

Click Here

Why Clay Craft as a Partner?

1. Excellence in manufacturing across ceramic, plastic, and steel consumer products
2. A visionary, hands-on team of Directors
3. A rapidly growing and successful group of companies
4. Strong distribution network across India
5. Established exposure in the international consumer market
6. Technically and socially compliant manufacturing facilities
7. Deep understanding and experience of consumer behaviour
8. Backward integration across most ancillary processes
9. A professional team of product developers, designers, and R&D personnel

Thank You.

Let's build something lasting together.

Prepared & Published : August 2026