



SHINEPUKUR
CERAMICS LTD

(A BEXIMCO COMPANY)

SHINEPUKUR 2023





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CEO is receiving National Export Trophy (Gold) for 2018 -19 from Honorable Commerce Minister Tipu Munshi



CEO is receiving National Export Trophy (Gold) for 2017 -18 from Honorable Commerce Minister Tipu Munshi



CEO is receiving National Export Trophy (Gold) for 2016 -17 from H. E. Prime Minister Sheikh Hasina



CEO is receiving National Export Trophy (Gold) for 2015 -16 from H. E. Prime Minister Sheikh Hasina



CEO is receiving National Export Trophy (Gold) for 2014 -15 from Honorable Commerce Minister Tofayel Ahmed





Chairman is receiving National Export Trophy (gold) for 2005 -06 from H. E. Prime Minister Sheikh Hasina

Director is receiving National Export Trophy (Gold) for 2002 -03 from the then Education & Commerce Advisor Hossain Zillur Rahman



Chairman is receiving National Export Trophy (gold) for 2000 -01 from the then Prime Minister Begum Khaleda Zia

National Export Trophy (Silver) is received by the then MD for 2009 - 10 from H. E. Prime Minister Sheikh Hasina



We have been awarded Bangabandhu Sheikh Mujib Export Trophy (Gold) by Ministry of Commerce, Government of Bangladesh in recognition to highest export performance in Ceramics products during the FY2018-'19. This is the record fifth years in a row, the company was recognized by the Government awarding "GOLD" export trophy for the financial year 2014-2015, 2015-2016, 2016-2017, 2017-2018 and 2018-2019. It may be mentioned that the company had also received the National Export Trophy in 2000-2001 (Gold) 2002 - 2003 (Gold), 2005 - 2006 (Gold) and 2009 - 2010 (Silver). Therefore, we won the National Export Trophy for record nine times during our 20 years operations (FY1999-2000 to FY2018-2019).



Dinner Plate



Soup Plate



Cup & Saucer



Plate



Soup Plate



Bowl



Coffee Mug



Soup Plate



Dinner Plate



Dessert Plate



Salad Bowl



Coffee Mug







Soup Tureen



Coffee Pot



Tea Pot



Milk Pot



Sugar Pot



Tea Cup



Coffee Cup



Salt Pot



Bowl



Bowl



Charger Plate (31cm)

Dinner Plate (26cm)

Soup Plate (20cm)

Dessert Plate (20cm)

BB Plate (16cm)

Salad Bowl (25cm)

Fruit Bowl (13cm)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot (1400cc)

Tea Pot (900cc)

Milk Pot (280cc)

Sugar Pot (260cc)

Rect. Platter (25/36cm)

Salt & Pepper Pot

Soup Tureen with Lid (3000cc)

Gravy Boat & Stand (350cc)





Household

K23

Bone China



Charger Plate/Round Plate (31cm)

Dinner Plate (16.5/20/27cm)

Soup Plate (23cm)

Dessert Plate (20cm)

BB Plate (16.5cm)

Salad Bowl (23/25cm)

Fruit Bowl (13.5cm)

Oval Platter (25/30/38cm)

Coffee Pot (1200cc)

Tea Pot (1100cc)

Sugar Pot (300cc)

Milk Pot (280cc)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Soup Tureen with Lid (3100cc)

Gravy Boat



Soup Tureen



Coffee Pot



Tea Pot



Milk Pot



Sugar Pot



Tea Cup



Coffee Cup



Cereal Bowl



Salad Bowl



Dinner Plate



Gravy Boat





Soup Tureen



Tea Pot



Coffee Pot



Coffee Cup & Saucer



Tea Cup & Saucer



Cereal Bowl



Dinner Plate



Dessert Plate



Oval Platter



Gravy Boat



Sugar Pot



Soup Cup with Saucer



Salad Bowl



Dinner Plate (25/27cm)

Charger Plate/Round Plate (31cm)

Oval Platter (25/31/36/41cm)

Soup Plate (23cm)

Dessert Plate (20/22.5cm)

Salad Bowl (23/25cm)

Cereal Bowl (16cm)

Tea Cup & Saucer (220/250cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1300cc)

Tea Pot with Lid (1200cc)

Sugar Pot (370cc)

Milk Pot (300cc)

Soup Tureen with Lid (3100cc)

Gravy Boat (350cc)

Salt & Pepper Pot

Soup Spoon

Fruit Bowl (14cm)

BB Plate (17/18cm)

K.C.C Bowl (12cm)

Soup Cup & Saucer (250cc)

Katori Bowl (12cm)



Soup Tureen



Salad Bowl



Coffee Pot



Tea Pot



Milk Pot



Sugar Pot



Coffee Cup & Saucer



Tea Cup & Saucer



Platter



Salt & Pepper Pot



Dinner Plate (27cm)

Charger Plate (31cm)

Rect. Platter (25/31/36cm)

Soup Plate (20cm)

Dessert Plate (20cm)

Salad Bowl (25cm)

Cereal Bowl (13cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1300cc)

Tea Pot with Lid (1000cc)

Sugar Pot (330cc)

Milk Pot (300cc)

Soup Tureen with Lid (3000cc)

Gravy Boat (350cc)

Salt & Pepper Pot

Gravy Boat Stand

Tea Pot (500cc)







Soup Tureen



Tea Pot



Mug



Tea Cup & Saucer



Milk Pot



Salt & Pepper Pot



Bowl



Soup

Charger Plate/Round Plate (31cm)

Dinner Plate (25/27cm)

Soup Plate (22cm)

Dessert Plate (21cm)

BB Plate (17cm)

Salad Bowl (20/25cm)

Cereal Bowl (14.5cm)

Tea Pot (950cc)

Milk Pot (200cc)

Sugar Pot (250cc)

Soup Tureen with Lid (3100cc)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Oval Platter (28/30/36cm)

Dinner Plate (27cm)
 Charger Plate (31cm)
 Rect. Platter (25/31/36cm)
 Soup Plate (21cm)(Round)
 Dessert Plate (20cm)
 Salad Bowl (25cm)
 Cereal Bowl (13cm)
 Gravy Boat
 Gravy Boat Stand
 Soup Plate (19 X 19cm)(Sq.)
 Tea Cup & Saucer (200cc)
 Coffee Cup & Saucer (110cc)
 Coffee Pot with Lid (1600cc)
 Tea Pot with Lid (1240cc)
 Sugar Pot (270cc)
 Milk Pot/Cremer (300cc)
 Soup Tureen with Lid (3000cc)
 Salt & Pepper Pot



Soup Tureen



Coffee Pot



Tea Pot



Gravy Boat



Milk Pot



Sugar Pot



Tea Cup & Saucer



Coffee Cup & Saucer



Salt & Pepper Pot



Household

K 43

Bone China

21



Household

K 65

Bone China

22



Dinner Plate (27cm)
 Dessert Plate (21cm)
 Soup Plate (23cm)
 Charger Plate (31cm)
 BB Plate (17cm)
 Salad Bowl (23cm)
 Cereal Bowl (15cm)
 Rect. Platter (25/31/36cm)
 Tea Cup & Saucer (200cc)
 Coffee Cup & Saucer (110cc)
 Coffee Pot with Lid (1640cc)
 Tea Pot with Lid (1240cc)
 Sugar Pot (330cc)
 Milk Pot/Creamer (270cc)
 Soup Tureen with Lid (3000cc)
 Gravy Boat & Stand
 Salt & Pepper Pot



Soup Tureen



Tea Pot



Coffee Pot



Milk Pot



Sugar Pot



Bowl



Tea Cup & Saucer



Coffee Cup & Saucer



Salt & Pepper Pot



Soup Plate



Gravy Boat





Soup Tureen



Coffee Pot



Tea Pot



Gravy Boat



Sugar Pot



Coffee Cup & Saucer



Tea Cup & Saucer



Oval Platter



Bowl



Dinner Plate



Dinner Plate (28cm)

Dessert Plate (20cm)

Soup Plate (22cm)

Charger Plate/Round Plate (31/33cm)

BB Plate (17cm)

Salad Bowl (25cm)

Cereal Bowl (15cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Tea Pot with Lid (1200cc)

Sugar Pot (300cc)

Milk Pot/Cremier (250cc)

Soup Tureen with Lid (2900cc)

Gravy Boat & Stand (350cc)

Salt & Pepper Pot



Soup Tureen



Tea Pot



Coffee Pot



Milk Pot



Sugar Pot



Gravy Boat



Tea Cup & Saucer



Coffee Cup & Saucer



Bowl



Coffee Mug



Dinner Plate (27cm)

Meat Plate (23cm)

Rim Soup Plate (23cm)

Dessert Palate (17/20cm)

Charger Plate/Round Plate (31cm)

Cereal Bowl (12/14/17cm)

K.C.C (11.5cm)

Salad Bowl (20/23/25cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (200/230/250cc)

Coffee Cup & Saucer (110cc)

Sugar Pot (300cc)

Milk Pot/Cremer (330cc)

Soup Tureen with Lid (3100cc)

Rim Soup (30cm)

Gravy Boat with Stand (480cc)

Salt & Pepper Pot

Soup Spoon

Soup Plate (23cm)

Naromi Tea Cup & Saucer (180cc)







Tea Pot



Tea Cup & Saucer



Coffee Cup & Saucer



Soup Plate



Dinner Plate



Moon Plate



Brocg



Sugar Pot





Soup Tureen



Dinner Plate



Dessert Plate



Platter



Bowl



Coffee Pot



Tea Pot



Milk Pot



Sugar Pot



Tea Cup & Saucer



Coffee Cup & Saucer



Fish Plate



Fish Tray



Coffee Mug



Salt & Pepper Pot

Dinner Plate (27cm)

Dessert Plate (17/20cm)

Charger Plate (31cm)

Cereal Bowl (17cm)

Salad Bowl (25cm)

Rectangular Platter (25/31/36cm)

Breakfast Cup & Saucer (400cc)

Tea Cup & Saucer (190cc)

Coffee Cup & Saucer (100cc)

Coffee Mug (310cc)

Tea Pot with Lid (1250cc)

Sugar Pot (300cc)

Milk Pot/Cremier (330cc)

Soup Tureen with Lid (3200cc)

Gravy Boat with Stand (320cc)

Salt & Pepper Pot

Coffee Pot (1400cc)

Bone China
Shape # K65
Decor # 22595





Bone China
Shape # K2
Decor # 22967



Bone China
Shape # K2
Decor # 22032



Bone China
Shape # K35
Decor # 21987



Bone China
Shape # K2
Decor # 22035 GL

Bone China
Shape # K75
Decor # 22969 GL



Bone China
Shape # K2
Decor # 21983 GL



Bone China
Shape # K2
Decor # 22971



Bone China
Shape # K35
Decor # 21496 GL



Bone China
Shape # K2
Decor # 22035 GL

Bone China
Shape # K2
Decor # 21330 GL



Bone China
Shape # K35
Decor # 22973



Bone China
Shape # K35
Decor # 22931



Bone China
Shape # K4
Decor # 22970



Bone China
Shape # O1
Decor # 10185



Bone China
Shape # O1
Decor # 22069A



Bone China
Shape # O1
Decor # 22037



Bone China
Shape # O1
Decor # 1958 (Flores)



Bone China
Shape # O1
Decor # 21986 Blue

Bone China
Shape # O13
Decor # 3mm Platinum Line





Porcelain
Shape # C2
Decor # 220 Color Glaze



Porcelain
Shape # C2
Decor # 219 Color Glaze



Porcelain
Shape # C2
Decor # 210 Color Glaze



Porcelain
Shape # C2
Decor # 221 Color Glaze



Porcelain
Shape # Different
Decor # Color Glaze



Porcelain
Shape # C2
Decor # 22846 Yellow

Household

Decor



Porcelain
Shape # W76
Decor # Color Glaze- Red



Porcelain
Shape # C2
Decor # Marble- Pink & Blue





Porcelain
Shape # S2
Decor # 22616



Porcelain
Shape # S44
Decor # 22475

Porcelain
Shape # C2
Decor # 22729



Porcelain
Shape # C2
Decor # 22716

Porcelain
Shape # C2
Decor # 22833



Porcelain
Shape # C2
Decor # 22438 GL



Porcelain
Shape # S80
Decor # 22512A





Dinner Plate



Dessert Plate



Oval Platter



Soup Cup & Saucer



Soup Bowl



Tea Pot



Coffee Pot



Milk Pot



Sugar Pot



Stacking Tea Cup



Stacking Coffee Cup

Dinner Plate (25/27cm)

Dessert Plate (19/21cm)

Charger Plate/Round Plate (31cm)

Salad Bowl (23cm)

Cereal Bowl (17cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (180/220cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (450/650cc)

Sugar Pot (200/300cc)

Milk Pot/Cremier (100/200/300cc)

Tea Pot (450/650cc)

BB Plate (17cm)

Butter Dish

Rim Soup (23cm)

Stk. Bowl (13/15/16.5/21/23cm)

Sugar Packet Holder

Tooth Pick Holder

Soup Cup & Saucer (300cc)

Salt & Pepper Pot with Tray

Souce Pot with Tray







Dinner Plate (23/24/25/27cm)

Soup Plate (23cm)

Dessert Plate (20cm)

BB Plate (17cm)

Charger Plate/Round Plate (31cm)

Oval Platter (25/31/36cm)

Stk. Tea Cup & Saucer (180/220cc)

Stk. Coffee Cup & Saucer (105cc)

Stk. Soup Cup & Saucer (300cc)

Stk. Boullion Bowl (8/11oz)

Boullion Bowl (9oz)

Tall Cup (7oz)

Tea Cup & Saucer (200/260cc)

Tea Pot with Lid (450cc)

Sugar Pot (200/300cc)

Milk Pot/Creamer (100/200cc)

Salt & Pepper Pot

Sugar Packet Holder

Gravy Boat (3/5/7oz)

Jumbo Mug (350cc)

Ped Mug (340cc)

Salad Bowl (10/14/16/20/23/25cm)

Stk. Mug (09oz)

Harmony Bowl (26/30cm)

Pasta Plate (31cm)



Round Plate



Dinner Plate



Dessert Plate



Oval Platter



Coffee Cup & Saucer



Tea Cup & Saucer



Milk Pot



Salt & Pepper Pot









Soup Tureen



Coffee Pot



Tea Pot



Coffee Mug



Coffee Cup & Saucer



Tea Cup & Saucer



Milk Pot



Sugar Pot



Gravy Boat



Salt & Pepper Pot



Soup Bowl



Salad Bowl

Dinner Plate (27/28cm)

Charger Plate/Round Plate (31cm)

Oval Platter (25/31/36cm)

Soup Plate (23cm)

Pasta Plate (31 cm)

Dessert Plate (20/22.5cm)

Salad Bowl (22.5cm)

Cereal Bowl (16cm)

Tea Cup & Saucer (190/200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1100cc)

Tea Pot with Lid (900cc)

Sugar Pot (270cc)

Milk Pot/Cremier (180cc)

Soup Tureen with Lid (3100cc)

Gravy Boat (350cc)

Coffee Mug (290cc)

Salt & Pepper Pot

Sugar Packet Holder

Soup Bowl (11cm)

Stk. Tea Cup & Saucer





Wavy

O 13

Bone China

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SHINEPUKUR
worldwide
www.shinepukur.com

SHINEPUKUR AT A GLANCE

Sister Concern of BEXIMCO

Shinepukur Ceramics Limited (SCL) is a member of BEXIMCO Group which is the largest Private Sector Business Conglomerate in Bangladesh. The Group's operations and investments covers across a wide range of industries including Textiles, Pharmaceuticals, Trading, Ceramics, Information & Communication Technologies, Media, Marine Food, Real Estate Development, Hospitality, Construction, Financial Services and Energy. After being registered in 1997 and plants' commission in 1998, commercial production of Porcelain Tableware started in April 1999 and Bone China in November 1999. SCL is located in the BEXIMCO Industrial Park, near Dhaka Export Processing Zone (DEPZ), 40km from Capital Dhaka City having captive power generation, water supply, effluent waste water treatment and all other infrastructural facilities available inside the Plant premises. The factory premises is set up on 25 acres of land and has a total covered area of more than 588,000 sft.

Why made us distinguishable

Today, Shinepukur is the leading Bone China and Porcelain tableware manufacturer and exporter from Bangladesh, equipped with the most modern state-of-the-art and latest Machineries from TAKASAGO, MINO and SKK of Japan, having more than 3,000 highly skilled & motivated employees, cutting- edge technology, world class product quality and its blue chip overseas customers. The Bone China Unit has in-fact been set up with the technology transfer from NIKKO Japan, coupled with extensive training facilities to our production team. In addition, Shinepukur is equipped with the top-of-the- Line Testing and Quality Control Laboratory, has it's own raw material disposal set-up, captive gas-based Power generation capability, water supply through Deep Tube well and sanitary facilities and medical center with in-house registered doctor.

Product Variety and Range

For the upper echelons of the Global Tabletop industry, Shinepukur produces World Class Bone China, using the top quality raw-materials and ingredients, sourced by highly reputed Manufactures from all corners of the Globe. Complementing its superb range of Bone China, Shinepukur also offers Plain Porcelain, Ivory China, High Alumina and Satin Porcelain tableware to cater for all different market segments. From dinner to tea plates, from soup tureens to toup spoons, from retail tabletop to industrial, hotel ware and airline in- flight items.

Currently SCL offers the following product range:

Real Bone China - meticulously crafted and transformed into exquisite Bone China tabletop, mirroring a unique blend of eye catching shapes, enviable translucency, durability, all of it with a Lead and Cadmium free glaze.

Porcelain - SCL offers a multifaceted choice of refined product lines, catering to the omni changing market trends for novel shapes and patterns, setting new standards and raising the quality bar for the top end of this industry

- Plain Porcelain
- Ivory China
- Hi Alumina Porcelain
- Satin Porcelain
- Recycled Porcelain
- Bone Porcelain

Quality Certification

The Company has been certified with ISO 9001:2015 by Det Norske Veritas (DNV) of Netherlands for Quality and Process Management. Being a member of SEDEX (UK), Shinepukur has been reported as quite Compliant on Safety, Hygiene and Employee Benefits perspective with SMETA (Sedex Members' Ethical Trade Audit). Also being successful through BSCI audit, the Company upholds itself as the most desired outsourcing tableware site. The facility is considered to be the Most Environment-Friendly Tableware Plant in the sub-continent. Regular Environment Protection Practices are there in line with EIA Reports and World Bank guidelines for internationally accepted standards.

Production Capacity

About $\pm 18,000$ Pieces of high quality Bone China and $\pm 55,000$ Pieces of top class Porcelain Tableware are produced at SCL per day, that is about ± 5.4 million pieces of Bone China and ± 16.6 million pieces of Porcelain Tableware are produced at SCL per year.

Decal Plant and Design Studio

August 2001, SCL has started from single color up-to 8 Colors with Gold/Platinum, both On-glaze (840 degrees Celsius) and In-glaze (1220 degrees Celsius), and completely Lead & Cadmium Free with printing capacity is about 120,000 sheets per month and from 2002 inaugurated a design studio inside the decal plant.

The current printing capacity of SCL's decal plant is 180,000 sheets per month. The machineries of this decal plant were sourced mostly from EU countries.

Packaging Plant

Production in the Packaging Plant started in June 2003. Assorted about 200,000 pieces white and/or brown cartons per month are presently being produced in this facility. In addition, the company is also capable of supplying 4-6 Color printed cartons.

SCL has about 245 shapes (85 shapes of Bone China and 160 shapes of Porcelain), nearly 1,600 developed designs for both Bone China and Porcelain, which have been developed in its own design studio and decal plant. Shinepukur has the most creative & region-best modelers. And for this, any new shapes of both Bone China and/ or Porcelain can also be developed at SCL within 4-6 weeks as per buyer's requirements. Starting from 5 Pcs Place Settings to 52Pcs Dinner Sets and 95 Pcs Full Service Sets to variety of gift items, diversified kind of Ceramic Tableware is supplied from Shinepukur.

Quality Control

The Company ensures the highest standard of Tableware through:

- State-of-the-art Quality Control Laboratory run by highly qualified & experienced Technicians.
- At least, 36 different types of tests are being done in the laboratory including–
 - i. Microware and Dishwasher safety tests.
 - ii. Resistance to Acids and Detergents tests
 - iii. Tests of Heavy metal release – compliant with Lead & Cadmium requirements of USFDA & California State Prop 65 & Norwegian Standard.
- Continuous on-line Quality Assurance engaging QC inspectors.
- Regular Quality Checks at the final stages of Production (after packing) following international standards.

Exporting Countries

In last 25 years after came into being in 1999, Shinepukur has been able to successfully develop a large export market for its top-of-the-line Bone China & Porcelain Tableware products. The customer portfolio now includes world-renowned Tableware companies in USA, Canada, UK, Germany, France, Italy, Japan, Sweden, Norway, Denmark, Finland, Spain, Poland, Mexico, Brazil, Chile, UAE, Egypt, Australia, New Zealand, Turkey, India, Singapore and still growing.

Achievements

Soon after launching, Shinepukur could establish its leadership in Ceramics Tableware Export of Bangladesh, achieving nearly 30% of total National Ceramic Tableware Export every year. It's worth mentioning that Shinepukur is the largest Ceramic Tableware exporter from Bangladesh.

In recognition of its excellence in ceramic export and become the highest exporter, Shinepukur Ceramics has been awarded National Export Trophy for record nine (9) times, i.e. for the FY 2009-10, 2005-06, 2002-03 2000-01, 2014 - 15, 2015-16, 2016- 2017, 2017-2018 & 2018 - 2019 by the Government of Bangladesh (GOB).

SCL was awarded 'Superbrands' in 2010 - first and only ceramic tableware manufacturer of Bangladesh to receive such recognition. SCL also was awarded 'Dun & Bradstreet (D&B) Corporate Award' in 2011 in its respective category. Shinepukur Ceramics is the first and only listed ceramic-tableware manufacturer of the country to win such recognition from Dun & Bradstreet Rating Agency Bangladesh Limited. SCL also was awarded 'Asia's Most Promising Brands 2013' by World Consulting and Research Corporation (WCRC) at the Asian Brand and Leadership Summit 2013 held in Dubai.

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SHINEPUKUR
CERAMICS LTD

(A BEXIMCO COMPANY)

An ISO 9001: 2015 Certified Company





www.shinepukur.com