



Shinepukur Ceramics PLC. (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), 40 Km from Capital Dhaka City. There are captive power generation, water supply, effluent waste water treatment and all other infrastructural facilities available inside the Plant premises. Total Investment in the Company was in excess of US\$ 35 Million during onset of business. The Company has already made additional Investment of US\$ 10 Million to expand its Bone China Unit. The Factory premises is set up on 25 Acres of Land and has a total covered area of more than 588,000 sft.



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. These are 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. These are augmented by a highly calibrated test protocol for Metal release, Thermal shock tolerance, Detergent, Acid and Chipping resistance, Verification levels, Dishwasher efficacy, all conducted by specialists at the SCL's most modern in-house Lab. Shinepukur's Bone China facility was one of the premier in the world.

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 Soup Spoons, from Retail Tabletop to Industrial, Hotel ware and Airline in-Flight items. 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.



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 Machinery's 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 Ceramics is equipped with the top-of-the-Line Testing and Quality Control Laboratory, own raw material disposal set-up, own captive gas-based Power generation capability, own water supply through Deep Tube well and Sanitary facilities. The facility has its own Medical Center with in-house registered doctor.

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.

Tableware Production: About 17,000 Pieces of high quality Bone China and 50,000 Pieces of top class Porcelain Tableware are produced at SCL per day, that is about 6 million pieces of Bone China and 18 million pieces of Porcelain Tableware are produced at SCL per year.

By 1st quarter of 2019, the production capacity in SCL's Bone China Plant reached to 7.00 million pieces per year, that included additional 4.00 million pieces after completion of its Bone China Unit-II. The machineries of this new Unit have been sourced from Germany and Kilns from Takasago, Japan.



Decal Plant and Design Studio: Decal production started in August 2001. Total Printing Capacity is about 120,000 Sheets per month, starting 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. A Design Studio was also set-up inside the Decal Plant in 2005.

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 Germany.



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.

Product Variety and Range: SCL produces variety of Bone China and Porcelain Tableware for Retail as well as Hospitality (Hotel Industry), and Ivory China for Retail Houseware, having about 245 shapes (85 shapes of Bone China and 160 shapes of Porcelain). Also Shinepukur has 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 52 Pcs Dinner Sets and 95 Pcs Full Service Sets to variety of gift items, diversified kind of Ceramic Tableware is supplied from Shinepukur.



Quality Control: 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 –
 - Microware and Dishwasher safety tests
 - Resistance to Acids and Detergents tests
 - 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.

Major Clients in different countries:

Germany: Rosenthal GMBH, Villeroy & Boch, Clou & Classic, Breker, Tchibo, Kahla

Italy: Tognana Porcellane SPA, THUN SPA., Sambonet Paderno Industrie SPA, JAKALA SPA, PVE SRL, TAITU' SRL, Abert SPA, AR & CO SRL, Richard Ginori, Bitossi Home, Cislighi, Fade, Profili Pinto.

UK: Wedgwood & Royal Doulton (WWRD), Portmeirion, Denby, British Airways, Dunelm, Debenhams

U.S.A.: Libbey Glass LLC, Cardinal, Cru International

France: ARC International, REV Paris, Kozillius, Promotion 7

Spain: La Cartuja, Aramis Décor, Riera, IMC, Dalper, El Corte Ingles

Norway: Porsgrunds Porselænsfabrik AS, WIK & WALSOE AS, 3 N Logistics AS, Hadeland, Christiania GlasMagasin

Denmark: Rosendahl A/S, Jette Frölich Design APS

Sweden: Fyrklovern AB, DUKA, Fiskars AB

Turkey: GALERI KRISTAL TURIZM INSAAT PAZARLAMA VE TICARET AS, Koleksiyon Mobilya San. AŞ., Hisar, Bernardo, Pasifik Group, Korkmaz, Parlak, Ocak

Egypt: Zeiny Center

U.A.E.: Hadi Enterprise, Qatar Advertising

Russia: Orion, Sakinat

New Zealand: Nest

Canada: Air Canada, Renaud

India: Goodearth Design Studio Private Ltd, Heritage India, Jindal, JNB Marketing, Lakshmi Sales, Hindustan Enterprises, Ganges Art Gallery, SSM International, Religante International, Stallion Hotel, Rashtrapati Bhavan, Indian Navi, Indian Army, Indian Air Force, CMC Vellore

Argentina: Falabella

Achievements: Soon after launching, Shinepukur could establish its leadership in Ceramics Tableware Export of Bangladesh, achieving nearly 40% 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 Twelve (12) times**, i.e. for the FY 2000-2001, 2002-2003, 2005-2006, 2009-2010, 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022 by the Government of Bangladesh (GOB).

SCL was awarded '**SuperBrands**' in 2010 – first 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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