



Ariane
— fine porcelain —

COMPANY PORTFOLIO

2024

www.arianefineporcelain.com

Ariane stands as a pioneering force in the Indian Porcelain tableware industry, boasting a distinguished portfolio of brands renowned for their quality and craftsmanship. Established in 2014, the company has swiftly ascended to the summit of the market, positioning itself as the premier producer of top-tier porcelain tableware in India. Under its esteemed Umbrella, Ariane proudly showcases Five distinct brands, each embodying excellence and innovation in its own right.



Social Responsibility
Certified by B.S.C.I. (Business Social Compliance Initiative)
ISO 9001-certified
Banning child labour
Banning enforced labour



Ecological Standards
Product recycling
Provident handling of natural resources
Sustainability as main standard for all procedures
Constant technological progress



Guaranteed continuity of production
Highest quality guaranteed thanks to our own factories.
Guaranteed continuity of production on the best-selling tableware
(10 years for the Master Chef lines).



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About us



**Founded in 2014,
Prantij, Gujarat, India**



**Serving more than
5000 customers**



**More than 18
million pieces
produced yearly**



**International
presence in
55+ countries**



The brand message

Ariane is a European brand that manufactures a diverse selection of porcelain tableware at our modern facilities in India. Equipped with state-of-the-art German and Italian machinery, we prioritize precision and quality throughout our production process. We source premium raw materials from Europe to ensure the authenticity and excellence of our products.

Through production technique, advanced technical know-how and creative team of experts, is born a durable high quality product, suitable for all fine dining hospitality, catering and food & beverage establishments.



Vision

To establish ourselves among the leading high-end porcelain tableware brands in the F&B industry worldwide, through our stylish, durable, functional and creative range of collections.

Mission

To produce high quality fine porcelain tableware which caters to the specific needs of the hospitality industry through advanced production techniques, our unique porcelain composition, and world wide network of distribution channels.

Why choose Ariane?

Glaze

- Smooth enamel
- Temperature resistant
- Scratch resistant

Body

- Durable
- Heavy duty

Rolled edge

- Reduced chipping



Dishwasher
Safe



Microwave &
Salamander
Safe



High Chip
Resistance



Thermal Shock
Proof



Abrasion
Proof



Limited Danger in
Case of
Breakage



Smooth
Appearance



Perfect
Functionality

The leaders

Our leaders, with years of experience in the tableware and hospitality industry, have been instrumental in guiding the company's evolution and driving its success. Their inspiring leadership serves as a cornerstone, fortifying Ariane and propelling it forward on a path of continuous improvement and growth.



Sunil Malesha
Managing Director



**Bernard Gilbert
Massaad**
Director



Sudhir Malesha
Director
Sales & Marketing



Sunny Malesha
Business Strategist



DM Jani
President Of
Operations



Vinay Kumbhat
Chief Financial
Officer

The designers

Ariane Fine Porcelain tableware collections are created by industry experts, catering specifically to professionals in hospitality and food & beverage. We partner with skilled designers globally, each infusing their artistic flair into our products. Together, we craft exquisite collections that grace tabletops internationally, which merge elegance with practicality effortlessly.



Hiroshi Tsunoda



Gemma Bernal



Mikaela Dörfel



Alain and Dominique Varvo



Namrata Kedia

Product gallery



Mohenjo Daro collection



Sahara collection



Buffet collection



Jaguar collection

Product gallery



Ariane
— fine porcelain —
H O M E



Mridula collection



Swarn Mahal collection



Neelkamal collection



Anarbagh collection

Product gallery



Ariane
CUTLERY



Alicia collection



Lilac collection

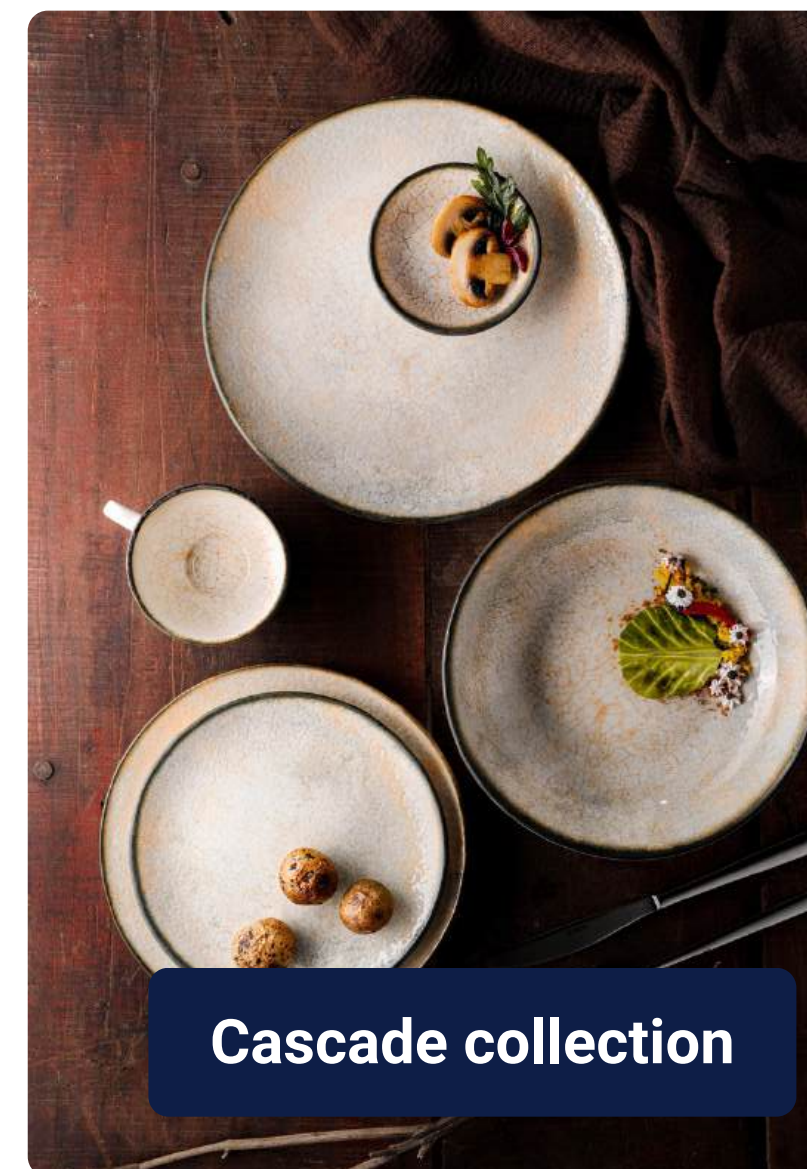
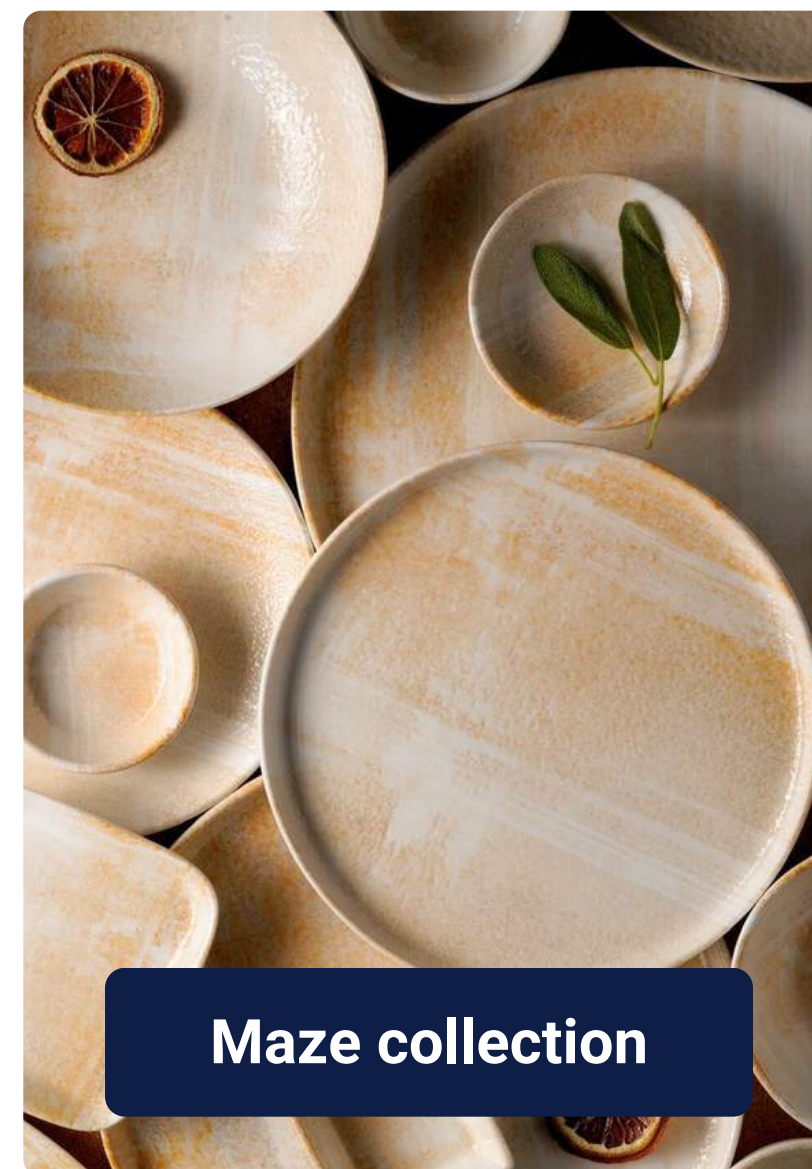
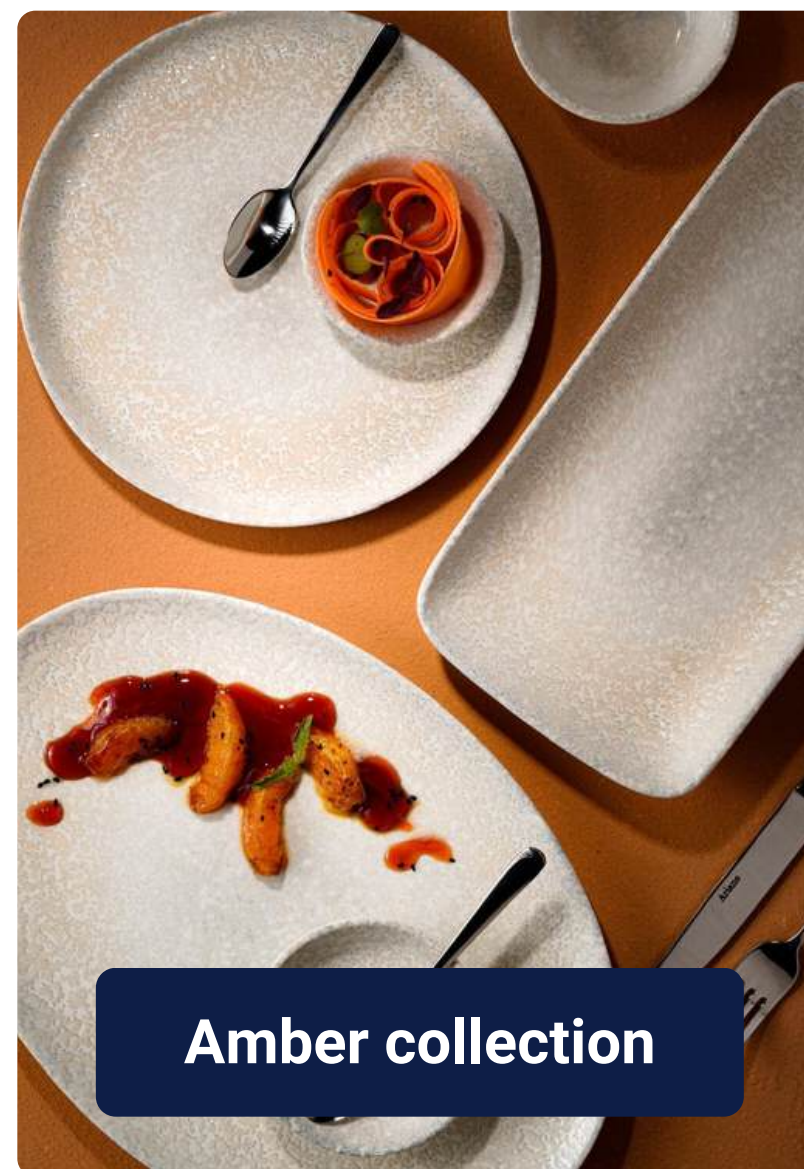
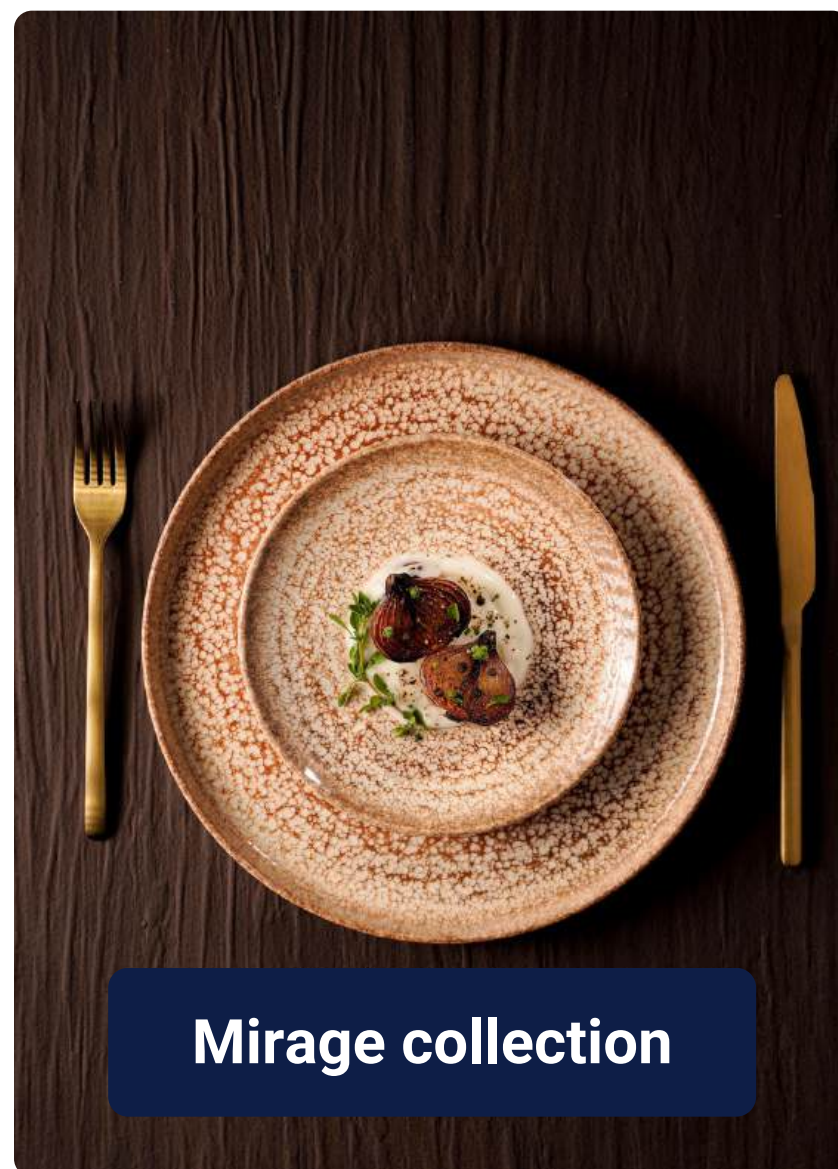


Ivy collection



Serenity collection

New launch- Ariane Impress



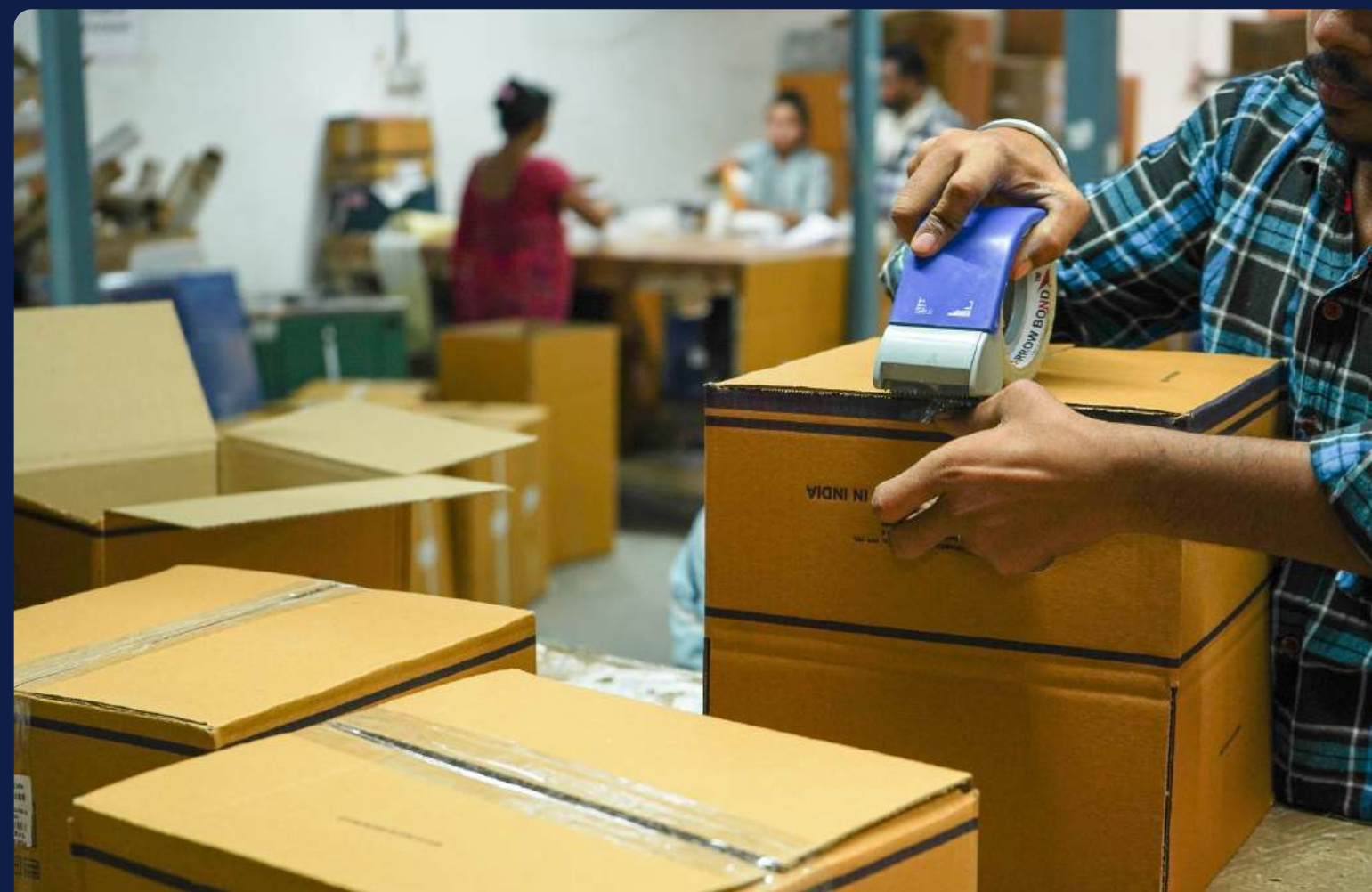


Ingenious technology

At Ariane, we take pride in our 200,000-square-meter production facility, which houses state-of-the-art machinery capable of producing up to 15 million pieces of the hotel and retail dinnerware annually. Our commitment to using the latest technologies, such as Isostatic presses and fast-firing roller kilns, combined with raw materials of the highest quality sourced exclusively from Europe, enables us to craft the world's finest porcelain dinnerware.



Our porcelain manufacturing process involves production, processing, and finishing. However, what sets us apart is our precise methodology, passion, and sound technical know-how that goes into every product.



Our team of 900 highly skilled employees brings their expertise, attention to detail, and vast experience to ensure that each and every Ariane Porcelain product surpasses the highest standards of the HORECA industry.



Technological Advancements

At Ariane, our commitment to innovation is evident in the advanced technologies we employ. We utilize high-pressure casting machines, triplex glazing systems, automatic cup bowl machines, Sacmi kilns, and Kerajet digital printers to elevate our manufacturing processes.



By embracing these technologies, we ensure the quality and efficiency of our products. Our dedication to staying abreast of emerging technologies underscores our relentless pursuit of progress in the industry.



Certifications



**QUALITY
MANAGEMENT,
GERMANY**



**100% VEGETARIAN,
U.K.**



**PHYSICAL TEST
CERTIFICATE,
FRANCE**



**SOCIAL
ACCOUNTABILITY,
GERMANY**



**QUALITY TESTING,
U.K.**



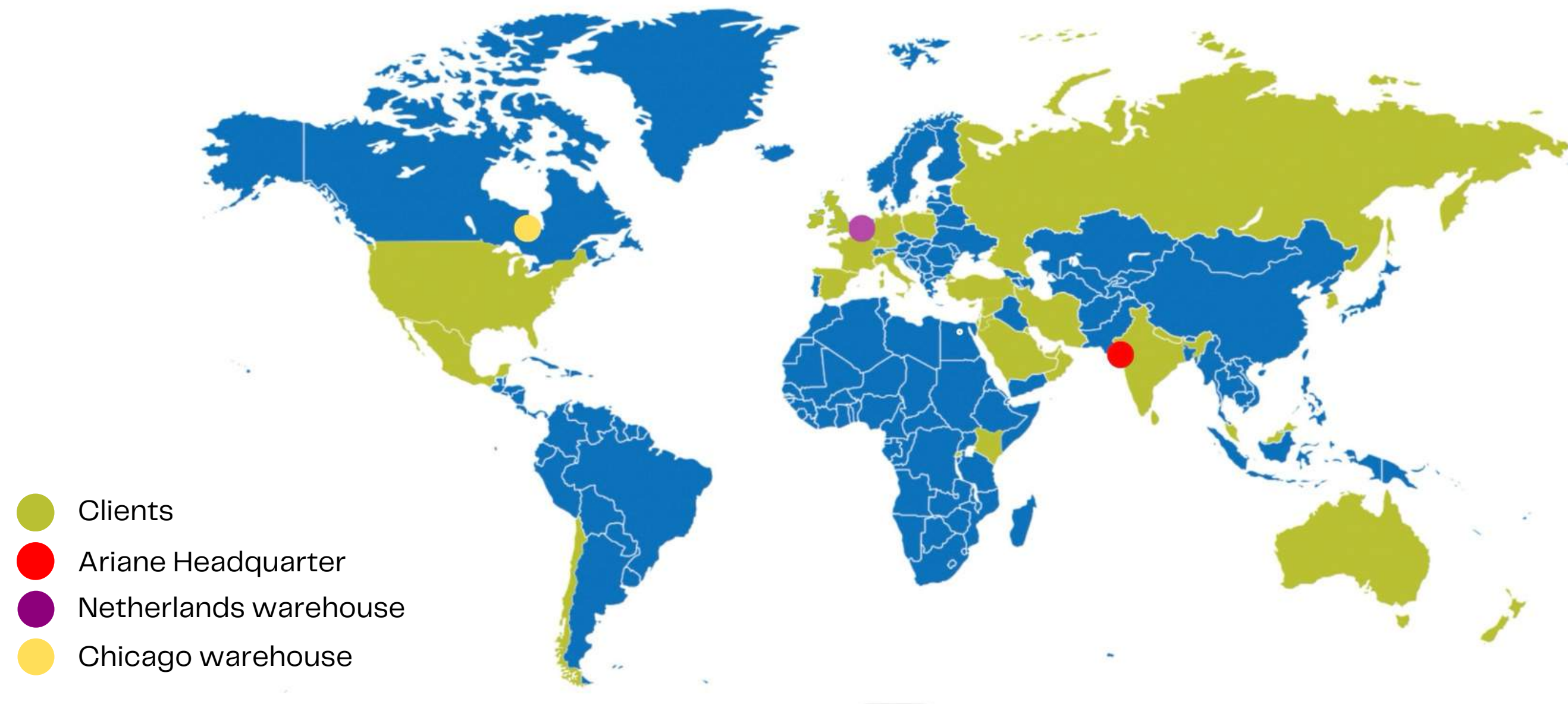
**AS PER ISLAMIC
GUIDELINES,
INDIA**

Manufacturing unit

Situated on the west coast of India in Gujarat state, our expansive factory spans 60,000 square meters and employs over 900 skilled workers. With state-of-the-art technology, we produce over 1.5 million pieces of premium-quality porcelain tableware annually. Committed to innovation, we continuously update our facilities to remain at the forefront of the industry. Our dedication to excellence and sustainability drives every aspect of our operations, making us a leader in the field.



Our company operates three strategically located warehouses across USA (Chicago), Europe (Netherlands), and India, complementing our headquarters and manufacturing facility in India. With a robust global clientele, we pride ourselves on catering to diverse tastes while consistently upholding the highest international standards of quality in every product we deliver.



Our clientele



Le MERIDIEN



The Oberoi Group



COSTA
COFFEE



Radisson
HOTELS & RESORTS

THE FERN
HOTELS & RESORTS



RAMADA
HOTEL & RESORT



H
Holiday Inn

COURTYARD
BY MARRIOTT



lemon tree
HOTELS



ITC'S HOTEL GROUP



Infosys



Tupperware®

BARISTA



THE
LaLiT

Our clientele



Corporate and social responsibility

Ariane fine porcelain stands firm in its commitment to corporate and social responsibility. We prioritize sustainable practices, including energy efficiency, eco-friendly materials, and water conservation, to minimize our environmental impact. We strongly believe in ethical labor practices and ensure that all our employees are treated fairly, provided safe working conditions, and offered equal opportunities regardless of gender, race, or religion. The success of our business depends on a motivated and content workforce.

Active engagement with the local community through sponsorship of events and support for social causes underscores our dedication to societal well-being. By embracing transparency, accountability, and waste reduction, we aim to benefit both society and the environment while securing our business's enduring success.

Sustainability at Ariane

Sustainability wasn't just an afterthought at Ariane Fine Porcelain, it has been the foundation. Since our doors opened in 2014, our state-of-the-art factory was meticulously designed with eco-conscious principles woven into its very fabric. Reduction, reuse, and recycling are at the heart of our entire porcelain production process. Sustainability starts at the inception of our product—our raw materials. We place a high emphasis on sourcing eco-friendly raw materials, with 50% of our materials currently procured locally.



Environmental pledge



ECO-FRIENDLY GLAZES AND COLORS

All our tableware undergoes rigorous testing to ensure they are entirely lead-free and cadmium-free.



TRANSPORTATION

To mitigate our carbon footprint, we have optimized transportation routes, and introduced a dedicated bus service for commuting staff, significantly reducing individual carbon emissions.



ECO FRIENDLY PACKAGING

At present, 99% of our packaging is recyclable, reducing waste in landfills. In phase 2 we actively encourage our customers to engage in recycling and reusing our packaging materials



COLLABORATION

Ariane Fine Porcelain collaborates exclusively with reputable partners who share our sustainability values across our supply chain.



SOLAR POWER PANELS

We have installed solar panels. By doing so we have been able to significantly reduce our dependence on traditional energy sources. In Phase 1, 35% of our plant and 100% of our office energy needs are met with solar power, demonstrating our commitment to a sustainable future.

SOURCING OF RAW MATERIALS

Sustainability starts at the inception of our product—our raw materials. We place a high emphasis on sourcing eco-friendly raw materials, with 50% of our materials currently procured locally. This approach reduces transportation-related emissions, but it also supports local communities and economies.

WATER CONSERVATION

Our commitment to water conservation is evident through the implementation of water recycling and reuse systems. The outcomes are significant reductions in water consumption and environmental impact.

COMMUNITY ENGAGEMENT

In Phase 2, we will be giving back to our local community by donating solar panels to local schools and rainwater harvesting tools. Additionally, we will share knowledge and provide training to the local community on soil water conservation and methods to reduce their carbon footprint. These initiatives not only contribute to sustainability but also strengthen our bonds with the community.

From the MD's Desk

Ariane Fine Porcelain is uniquely positioned to enable companies in the HORECA and hospitality industry worldwide to achieve excellence and innovation. Our journey - spanning over a decade - has been exciting and fulfilling. We have had the privilege of working with some of the most recognized names in the industry. The learnings, insights, and experiences have been profound. Looking back at some of our achievements, I cannot express the sense of accomplishment we feel. Over 5000 clients have trusted us with their needs, and our porcelain products are used in prestigious hotels and restaurants around the globe.

We are growing at an unprecedented pace backed by the continuing and resounding support of our customers. Our participation in renowned events like Ambiente Frankfurt, Host Milano, To The Table, AAHAR Delhi, and NRA Chicago has enabled us to reflect and refine our strategy, create ambitious goals, and chart a roadmap for our continuing growth story. In keeping with our vision of an organization with a global footprint, we have opened warehouses in the USA and Europe, and are expanding our operations to additional geographies such as North America and APAC. We stand committed to our ethos of continuous innovation. To take the Ariane brand to the next level, we are excited to announce our expansion into different verticals such as Ariane Home, Ariane Cutlery, and Ariane Stoneware.

Ariane Home will cater to the B2C market, offering a variety of elegant and durable homeware items for our individual customers. Ariane Cutlery will provide high-quality, beautifully crafted utensils for our B2B clients, enhancing the dining experience in hotels and restaurants.

Ariane Stoneware will introduce a collection of robust and stylish stoneware pieces, also aimed at our B2B clientele, perfect for both everyday use and special occasions in the hospitality sector.

Our research and development teams are enhancing our portfolio by introducing new designs, advanced manufacturing techniques, and several other cutting-edge technological enhancements. We are excited about the possibilities and outcomes that these new technologies will create for our customers.

Our commitment to the UN Sustainable Development Goals (SDGs) ensures that we play our part in minimizing environmental impact and being a sustainable business. We commit to conducting ourselves in a socially responsible manner and maintaining the highest standards of quality and integrity.

With your continued support, we aim to surpass expectations and set new benchmarks in the industry. Together, let's continue to reach new heights of success.



Sunil Malesha
Managing director



Get in touch!



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