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## Somany Ceramics launches premium nature inspired color body tiles

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By HBI Staff | New Delhi

Somany Ceramics Limited further strengthened their product portfolio with the introduction of the Duragres Tesoro collection, a marquee range from Somany's luxury collection. A premium range of color body tiles, this collection has five different product ranges namely Metal Series, Stone Series, Wood Series, Marble Series, and lastly Impression Series, available in both unpolished and polished finishes.

Each range mirrors a particular natural finish such as exotic stones, marble, granite, metal or different wood patterns while remaining true to the design aesthetics of the brand. All the products follow different patterns, hence offering exclusive, state of art finishes. A uniform front and back color makes any kind of chipping unnoticeable.

With the consumers becoming more environmentally aware, there is a visible shift amongst brands to create eco-friendly products to offer consumers a greener living. Duragres Tesoro range of tiles are perfect for consumers who want to create ecologically responsible designs for their homes along with the added convenience of the ease of installation and resistance to natural wear and tear.

Speaking at the launch, Abhishek Somany, MD, Somany Ceramics Ltd. said, "The R&D team at Somany Ceramics has been working relentlessly to create the most realistic replicas of natural materials using the finest closing systems which insert rich color pigments into the tiles making their surface designs last for long. This introduction of Duragres Tesoro collection is an attractive value proposition for the customers as they can now get the most natural looking flooring for their homes at a reasonable price without the inconvenience of laying and wear & tear prevalent in natural materials."

He further added, "Consumers across the world are moving towards eco-friendly homes. Consequently, we are witnessing a significant increase in the demand for faux, recycled or reclaimed flooring options that help in preserving a little bit of the planet. This is where Duragres Tesoro perfectly fits in to cater to these changing customer requirements."

Each range of Tesoro tiles are a piece of art to adorn one's home and is available in the sizes of 600\*600mm and 600\*1200mm. The collection starts from INR 90 and goes up to INR 180 per square feet and is available across India at all Somany Exclusive Stores and Experience Centres.