



BABA
G R O U P

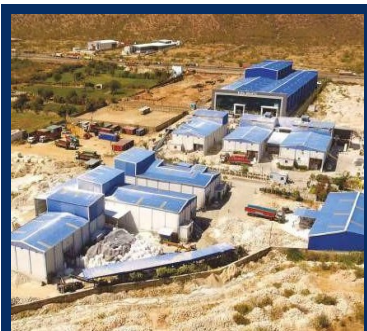
|| Business Profile ||

www.babaquartz.com



||| About "Baba Group"

BABA GROUP was incorporated under the section of natural mineral powder and textiles at Kishangarh (Ajmer) Rajasthan. The Director holds a good experience in the textile and powder since last 40 years. Some factories of Baba group had established to manufacture snow and high transparent quartz grit and filler, calcium carbonate powder and calcite marble aggregates, low iron quartz (Glass Grade) and feldspar powder. Baba group is one of the biggest mineral export brand in north India. All of the containers have a factory stuffing permission from Govt. of India. Baba Group provides world class facility in Research & Development according to customer.



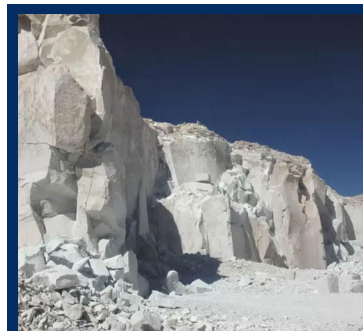
BABA SUPER MINERALS



BABA QUARTZ



TANUSH MICRO MINERALS



BABA MINES



FLOORREX



History of Baba Group

In 1964, a visionary person in Kishangarh **Mr. Ramakishan Goyal**, had a vision for the business potential of textile technology, started **"Baba Fabrics"** with very few customers and some handful of employee which developed & grew day by day with time. As the requirement of business diversification, Baba Group started **"Baba Minerals Pvt. Ltd."** as a new Mining product processing/grinding unit at Nasirabad for the Domestic Glass and Ceramics market. But because of the Increasing demand of customers, Baba Group started one more Unit with the name of **"Shakti Minerals"** in 2007 specially for quartz grits under the flagship of Baba group and at the very next year 2008 another plant at Roopangarh named **"Tanush Micro mineral Pvt. Ltd."** for Calcium Carbonate minerals.

In year 2009 baba group marked the arrival of four fully automatic hi- tech production units at Shrinagar (Kishangarh); as their selling market in India & abroad was continuously increasing because of the modern systematic & quality production. As the demand increased continuously throughout the Asia & Europe regions, Baba group was defined as a symbol of quality in this processing field in the world market, so again in 2011 Baba group established four more state of art production unit at Shrinagar (Kishangarh) and because of the huge production & export they become awarded as the **"Top Exporter of North India"** by India Govt. in 2014-15. In continuation of these awards company has been awarded by Rajasthan Chamber of Commerce and Industry, **"Rajasthan State Award for export excellence-2014-15"**, **"Rajasthan State Export Award-2019"**, **"National MSME award"** for outstanding woman Entrepreneur and many other prestigious awards.

As the requirement of business diversification and huge requirement of raw material Baba Group registered a new factory **"Baba Super Minerals Pvt. Ltd."** with Brand Name **"BABA QUARTZ"** In 2017-18. After well establishment in Quartz market, Baba Group entered in a new field in FY 2022-23 and registered a new company **"Baba Flooring Pvt. Ltd."** with Brand Name **"FLOORREX"** to manufacture stone Plastic composite (SPC) Flooring and in F.Y. 2024-25 **"WALLEX"** to manufacture SPC Wall Panels.

CERTIFICATES:



||| About "Baba Quartz"

BABA SUPER MINERALS PRIVATE LIMITED ("BABA QUARTZ") is a family owned company & one of the largest manufacturer- exporter of northern India in the category of best quality Quartz grits, Powder & Quartz Surface. The company started its operations in 2010 and since then continuously growing rapidly and achieved good brand name in not only India but also in many countries of the world. The company has been awarded for prestigious **"National Award in MSME 2019"** in the Export category, which was presented by **Hon'ble Union minister of India Shri Nitin Gadkari**. The renowned company Baba Super Minerals Pvt. Ltd. has also achieved **Rajasthan State Export Award** two times by the **Government of Rajasthan** for the year 2018-19 & 2014-15. The company also felicitated by the **Rajasthan Chamber of Commerce and Industries as Certificate of Commendation** in 2018. This company is certified as ISO 9001/ ISO 14001/ ISO 45001/ OHSAS18001 / CE / Greenguard and recently get approved of NSF for American standard.

Presently factory is situated at Srinagar Industrial Zone, Village- Kundan Ki Beri, NH-79 Srinagar, Nasirabad, Ajmer (Rajasthan) in 40,000 Sq. meter having 7 plants. 4 Quartz Raw Material Processing plants and 3 plants produce Quartz Surfaces with available latest Machine & Technology as the Quartz is the Hardest Stone in the Natural stone category. Currently company has production capacity of 96000 MT per Annum of Quartz and Quartz Surfaces of **5.00 Million** Sq. Meter per Annum. Baba Quartz is approved with **3 star exporter** and **export house certificate** which says self-sealing permission for export. Baba super have 4800 containers install capacity for export order.

Baba quartz have its own super white Quartz quarry at Rajasamand location along with own quartz processing facility, Company has a long term contract with supplier of good quality raw material.



III About "Baba Quartz"

The company is growing rapidly in the international market.

In 2019-2020 FY company achieved the turnover of Rs. 113.79 Cr.

In 2020-2021 FY company achieved the turnover of Rs. 102.82 Cr.

In 2021-2022 FY company achieved the turnover of Rs. 145.03 Cr.

In 2022-2023 FY company achieved the turnover of Rs. 107.57 Cr.

In 2023-2024 FY company achieved the turnover of Rs. 107.70 Cr.

Company also have overseas offices in various countries like USA, Mexico, Canada, UAE, Hong Kong, Vietnam, South Korea, China and Australia. Company is continuously planning to open more overseas offices to capture the global market. Also Baba Quartz have planned to open its own warehouse and retail sales network in American Market.

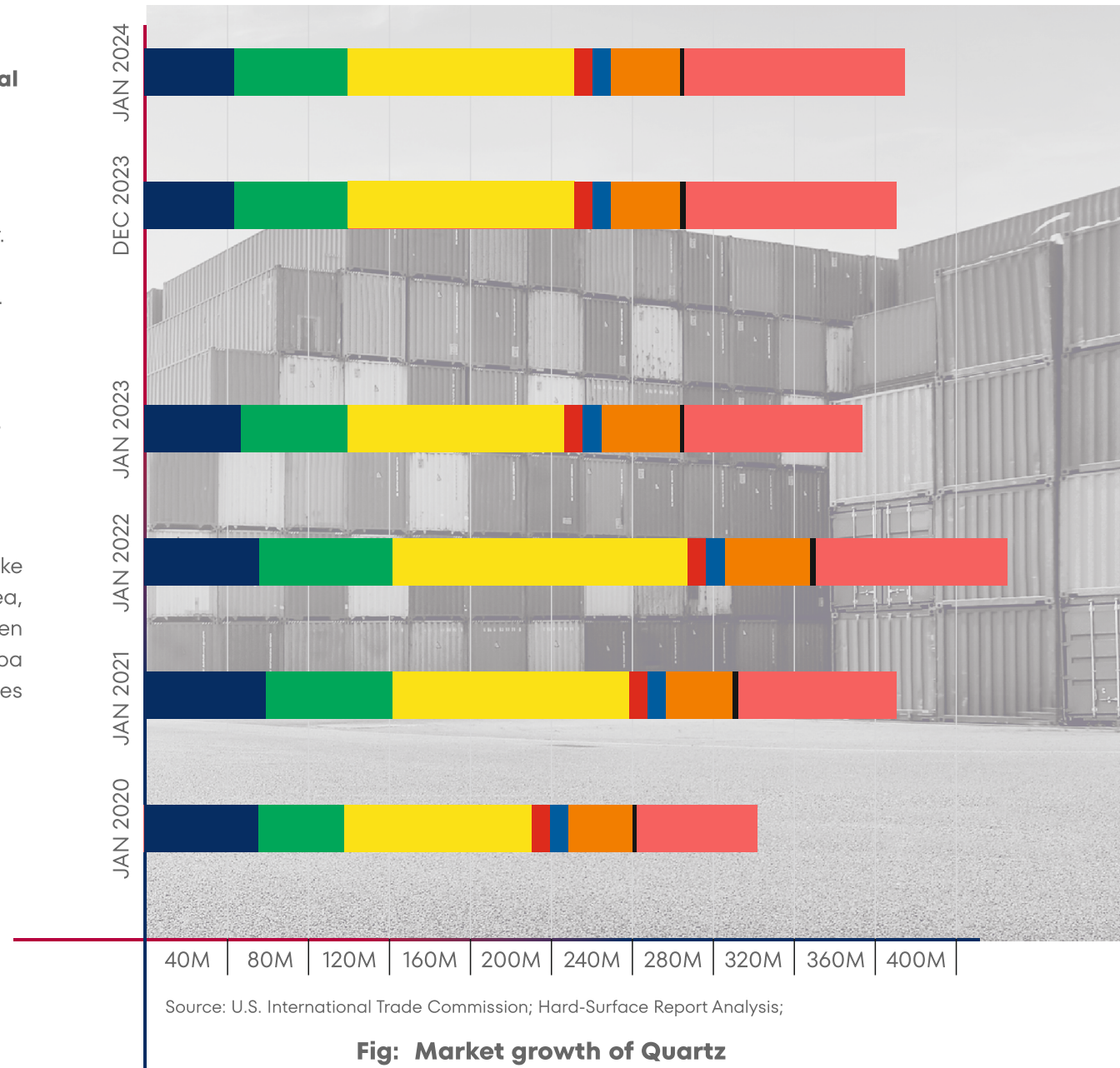


Fig: Market growth of Quartz

|| Campus "Baba Quartz"



■ **BABA QUARTZ** is the prominent manufacturer of engineered Quartz Surfaces. Our organization takes pride in its accomplished staff adept in delivering premium quality goods to a huge clientele!

■ Our product is made with one of the nature's hardest stone. It is the most versatile and practical building material used for beautiful kitchen countertops, table tops, feel good bathroom vanity, elegant floorings and wall claddings!

||| Calcium Carbonate Quarry



We own and operate our calcium carbonate quarry and factory. With over hectares of mineral deposits spread across multiple locations, we ensure our products are consistently high quality.

III Campus "Tanush Micro Minerals"



Company have 5 fully automatic production line with highly technical team. Company has 100 MT per day production capacity of high grade calcium carbonate.

||| About "Floorrex"

Baba Flooring Pvt Ltd is a family owned company & the Manufacturer-Exporter of rigid core Luxury Vinyl Flooring, a new era of LVT, additionally called Stone Plastic Composite or Stone Polymer Composite (SPC) by using the emblem call "**FLOORREX.**" The company started its operations in 2023 and since then continuously growing rapidly and achieved good brand name in not only India but also in many countries of the world.

As Baba holds its quarry and sustainably source CaCO₃, the main ingredient of SPC products. FLOORREX is the only SPC producing company in India with in-house source of CaCO₃ which helps us to maintain consistent quality in our products with highest standards at very attractive prices. Our highly skilled team takes care of Production & Quality, ensuring to achieve international quality standards. Baba Group's cutting-edge products are available globally in over 20 countries, and so for. Floorrex SPC products — crafted passionately and bringing you the excellence through our German Technology products at every home across the world. This company is certified as ISO 9001/ ISO 14001/ ISO 45001/ CE / IGBC 2023.

Presently factory is situated at Khasra no. 62,63,Tikawara road, Opp. Shrinagar industrial Zone, NH-79, Village : Shrinagar, Teh: Kishangarh , Dist. Ajmer (Rajasthan), India in 80,000 Sq. Meter area having 4 Extrusion Lines and Homag Line. Currently company has production capacity of 3.6 Million Sq. Meter per Annum.



||| About "Floorrex"

The company is growing rapidly in the international market.
In 2023-2024 F.Y. company achieved the turnover of Rs. 26.11 Cr.
For F.Y. 2024-2025 Company has targeted to achieve turnover of Rs. 150 Cr. and for F.Y. 2025-2026 turnover of Rs. 165 Cr.

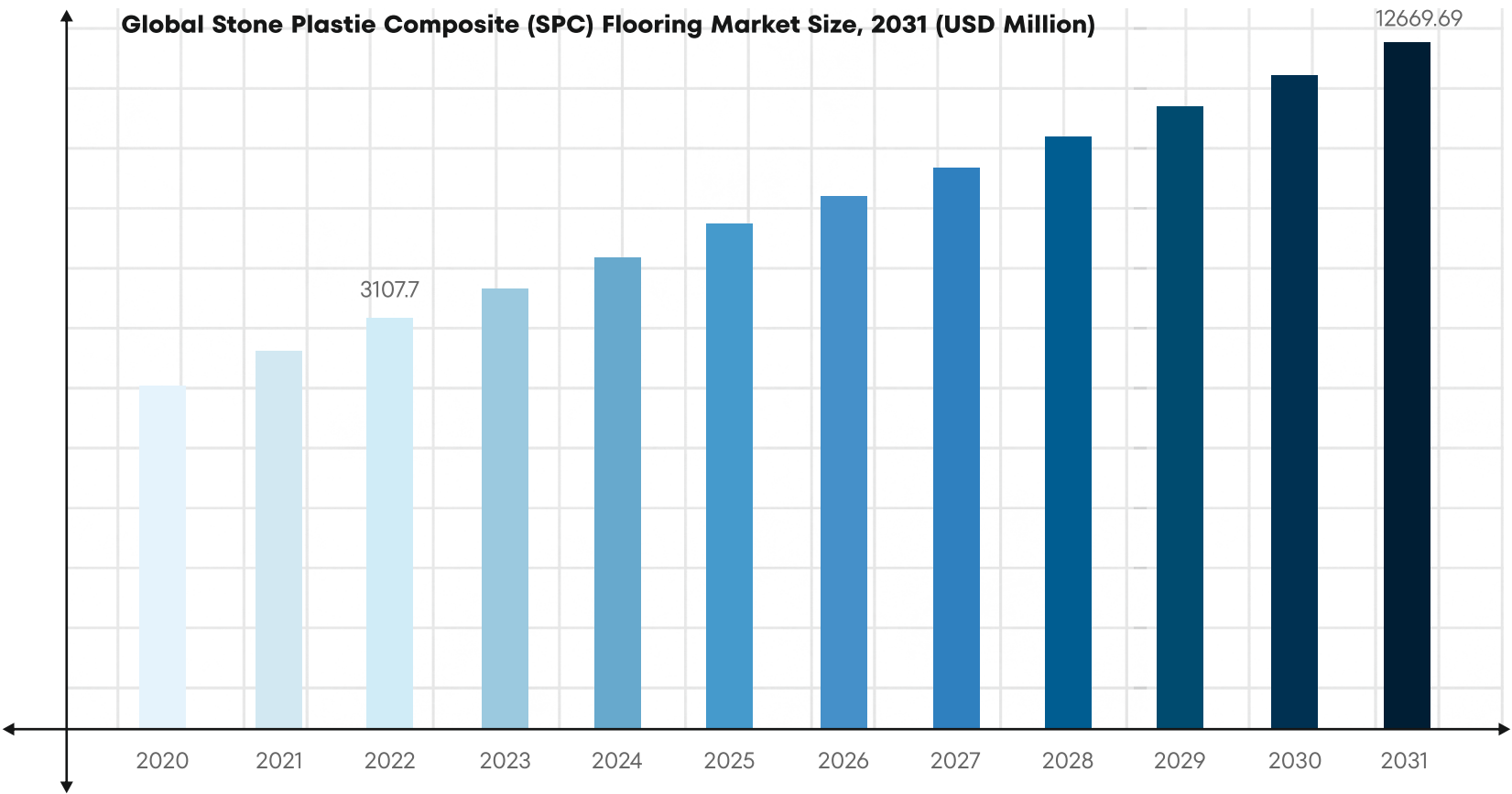


Fig: SPC Flooring Market Growth

The global stone plastic composite (SPC) flooring market size was USD 3107.7 million in 2022 and is projected to touch USD 12669.69 million by 2031, exhibiting a CAGR of 16.9% during the forecast period.

|| Campus "Floorrex"



III Promoter's Profile

Qualified and experienced professionals have promoted the company:

Mr. Shree Gopal Goyal, joined family textile business in the year of 1982 in BABA FABRICS, and by year expanding business of bed sheet and getting a good response from the domestic market.

But diversification is the law of business, so start the mining/crushing business from 2006 in the name of BABA MINERALS, at Nasirabad (Ajmer) with a very small unit.

Group proud standing and the leading role, Company play today in the markets is the fruitful outcome of many years of carefully planned hard, dedicated and exhausting work years interposed by large-scale challenges, which were not but an incentive, motive and stimulant to attain further achievement, excellence and uniqueness.

Today the Group's brands have become distinguished and have a name that reflects quality and mastery not only in the India, but in all Asia, Europe and North African countries as well. Undoubtedly, the trust placed in Company by the suppliers and consumers is a badge of honors that maximized the responsibility falling on his shoulders to always provide the best. The expansion strategy to entering the quartz slab segment is adopted by group since its inception has contributed largely to consolidating its role as a key driver for promoting the economic cycle, and has large-scale effect to reach the largest possible segment of consumers, as Company's existing products have reached today. Maximizing the production cycle and operating complex of factories with their peak capacity has increased capacity to cover local, regional and international needs. The outstanding success Group achieved today did not happen by accident; rather, it is attributable to God in the first place, and then to Company's dedicated, large-scale efforts exerted by highly qualified and trained manpower that work backstage quietly, patiently, and earnestly. They work in the framework of a clear strategic vision, having firm faith in that group's success depends on the individuals' success.

Today Company has established itself as a market leader of international quartz stone market and that have contributed to the growth and development of the Indian mining sector.

III Promoter's Profile



Mr. Shreegopal Goyal
(Chairman & Founder)

"Our proud standing & the leading role we play today in the markets is the fruitful outcome of many years of carefully planned hard, dedicated & exhausting work years interposed by large scale challenges, which were not but an incentive, motive and stimulant to attain further achievement, excellence & uniqueness. Since its origin, FLOORREX has focused on a sole objective; namely, to attain leadership & a pioneering position to be the first choice that meets all expectations. Today the Group's brands have become distinguished & have a name that reflects quality & mastery not only in India, but in all Asia, Europe & North African countries as well."

||| Director's Profile

Mr. Abhishek Goyal, after successfully completing his graduation has joined family business, which he inclined to do so and taking it forward to new heights. He brought about a directional change by shifting Baba Minerals policy of only processing minerals from its own mines.

He firmly believes in honesty and hard work, an integral part of the continued success of the Baba Group. He foresees Baba Super Minerals as a leading minerals company based on the growth momentum it has achieved in a brief span of two years. His international exposure combined with his ethics of corporate governance will provide fresh insight on attaining the highest standards in the minerals business.

He is an avid traveler and loves exploring exotic locations in particular, whenever he finds time from work. With his hold and goodwill in the industry, he was able to build a strong network of business partners and dealers for the Company much before the start of production of proposed slab division. It is due to his ability that Baba Minerals was able to thrive in this market due to his insights that have been used by the Company to develop growth strategies.

Mrs. Manju Devi Goyal, firmly believes in honesty and hard work, so she take care about marketing, an integral part of the continued success of the Baba Group. She foresees Baba Super Minerals as a leading minerals company based on the growth momentum it has achieved in a brief span of two years. Her international exposure combined with her ethics of corporate governance will provide fresh insight on attaining the highest standards in the minerals business.

Mrs. Preeti Goyal, she takes care about company management for manage quality and laboratory, an integral part of the continued success of the Baba Group.

Mrs. Swati Agarwal, As a procurement director, she is directly involved in the sourcing and purchasing of products and services. Her role helps the organisation with save money, minimise costing and increase profits.

III Promoter's Profile



Abhishek Goyal

(Director)

"Hi, I am Abhishek Goyal, After creating a successful legacy in Quartz Powder, Grit & Engineered Quartz Stone sector, we are pleased to launch our New SPC Flooring, via Baba Flooring Pvt Ltd - **FLOORREX**.

Choose from a stunning variety of hardwood and stone looks with the durability and value you need to bring effortless style to your dreams. We aim to be "India's largest Quartz & SPC manufacturer."

III Director's Profile



Ankit Agarwal

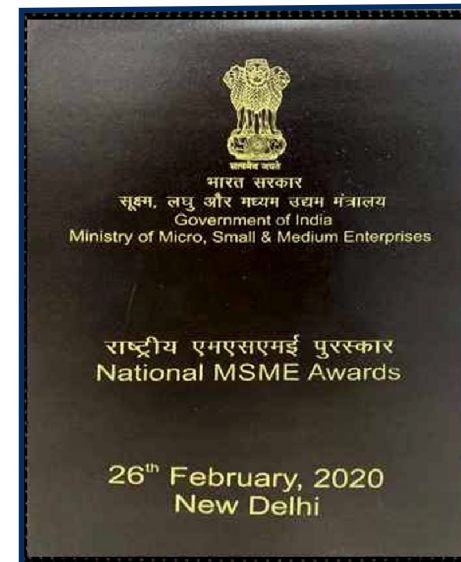
(Director)

Mr. Ankit Agarwal, with his bright vision he is strategically aligning the business towards a growth trajectory by focusing on improving sales infrastructure, upgrading marketing message, streamlining finance activities and focusing on human resources. He provides the inspiration and guidance behind product development in line with evolving requirements and aspirations of clients across the world. He focuses on widening the customer base, quality enhancement, technology up gradation and innovation, improving efficiency and performance, leverages his global business insight and enduring relationships with multiple clients to strengthen the visibility of the Floorrex brand globally.

His vision has transformed Floorrex into a rapidly growing globally acclaimed enterprise over the last decade, winning several accreditation. He assessing risks to the company and ensuring they are monitored and minimized by setting strategic goals and making sure they are measurable and describable.

"Hi, I am Ankit Agarwal, and I am proud and honored to introduce you the FLOORREX Brand. We are producing future-based products that are heavyweight devices & furnishings that will not affect. FLOORREX is protected against dents, scratches, fall, paints, fading, gashes, and wear-through! Any clean-up is effortless. We are sure that THE FUTURE OF THE FLOORING IS FLOORREX!!!"

|| Awards & Achievements





Our Vision

Our company was founded on a beautiful ideal: We find joy in helping everyone make their dreams a reality. This purpose applies to our suppliers and customers, end-consumers, and our employees. We believe in our industry and its role in making the world a more beautiful place. As one of its leaders nationally, we have a responsibility to help in shape to the industry's future and ensure its growth. Our vision to be the first brand of choice for flooring.

With the passage of time we would like to translate our vision into reality by accomplishing the following achievements:

- **To make persistent Team efforts to establish Global Marketing penetration.**
- **To uphold and sustain our existing Global Goodwill and Brand Equity value.**
- **To become a notable Market Leader among the similar players.**
- **Making living more happier with our top quality products.**
- **To make new innovations happen, rather than watching how things happen.**





||| Our Mission

"Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality for worldwide customer satisfaction."

Our mission is ambitious and wide-ranging, and attainable. We believe we can achieve sustained growth through the following:

- **Business Innovation**
- **A diverse assortment of affordable and accessible products**
- **Geographic Expansion**
- **Attentive partner support**
- **A culture of respect and teamwork**





III Our Values

Baba Group believes that a healthy environment is not only complementary, But also critical to a healthy business. Our mission is to develop a high performance, high value products in order to satisfy our customers total needs.

ENVIRONMENT FRIENDLY

95%

CREATIVE & EXECUTION

98%

TECHNOLOGY GIANTS

99%

QUALITY PRODUCTION

100%

||| Global Presence



III Trade Shows



1. Young Designers' Fest 2024
Location: Jaipur (Rajasthan)
Date : April 12-13, 2024



2. Sencon 2024
Location: Dakar, Senegal (W. Africa)
Date : February 8-10, 2024



3. Coverings Show 2023
Location: Florida, USA
Date : April 18-21, 2023



4. Stone Mart 2019
Location: Jaipur (Rajasthan)
Date : November 02-05, 2017



5. Xiamen Stone Fair 2019
Location: Xiamen, China
Date : March 6-9, 2019



6. Xiamen Stone Fair 2018
Location: Xiamen, China
Date : March 6-9, 2018

|| Trade Shows



7. Stona 2018
Location: Bangalore, India
Date : February 07-10, 2018



8. ACETECH Mumbai 2017
Location: Mumbai, India
Date : November 02-05, 2017



9. Xiamen Stone Fair 2017
Location: Xiamen, China
Date : March 6-9, 2017



III Environmental Commitment

At Baba Quartz we are as passionate about protecting the environment as we are about our products. We back up this pledge with action.

- From start to finish, our production processes are rigorously scrutinized from a health, safety and environmental perspective, with constant monitoring and reviews of processes, standards and results.
- We're proud to be the first quartz manufacturing company to have received the ISO 14001 certification – a standard that recognizes our competence in environmental management and performance.
- Our products meet the exacting Indian Green guard standards, and we've been credited by the National Sanitation Foundation for having surfaces safe enough for use in laboratories, healthcare facilities, and food preparation environments.
- Our recycled quartz stone surfaces contain up to 42% reclaimed quartz—making a real impact on preserving the world's precious resources.
- We're also a responsible and supportive employer. Our employees enjoy a safe workplace and we strive to deliver exemplary working conditions.





HQ Add: Shrinagar Industrial Zone, NH79, Village – Shrinagar, Tehsil - Nasirabad,
District - Ajmer (Rajasthan) India

Please visit our websites for more details: **www.babaquartz.com | www.floorrex.com | www.cristaloo.com**

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