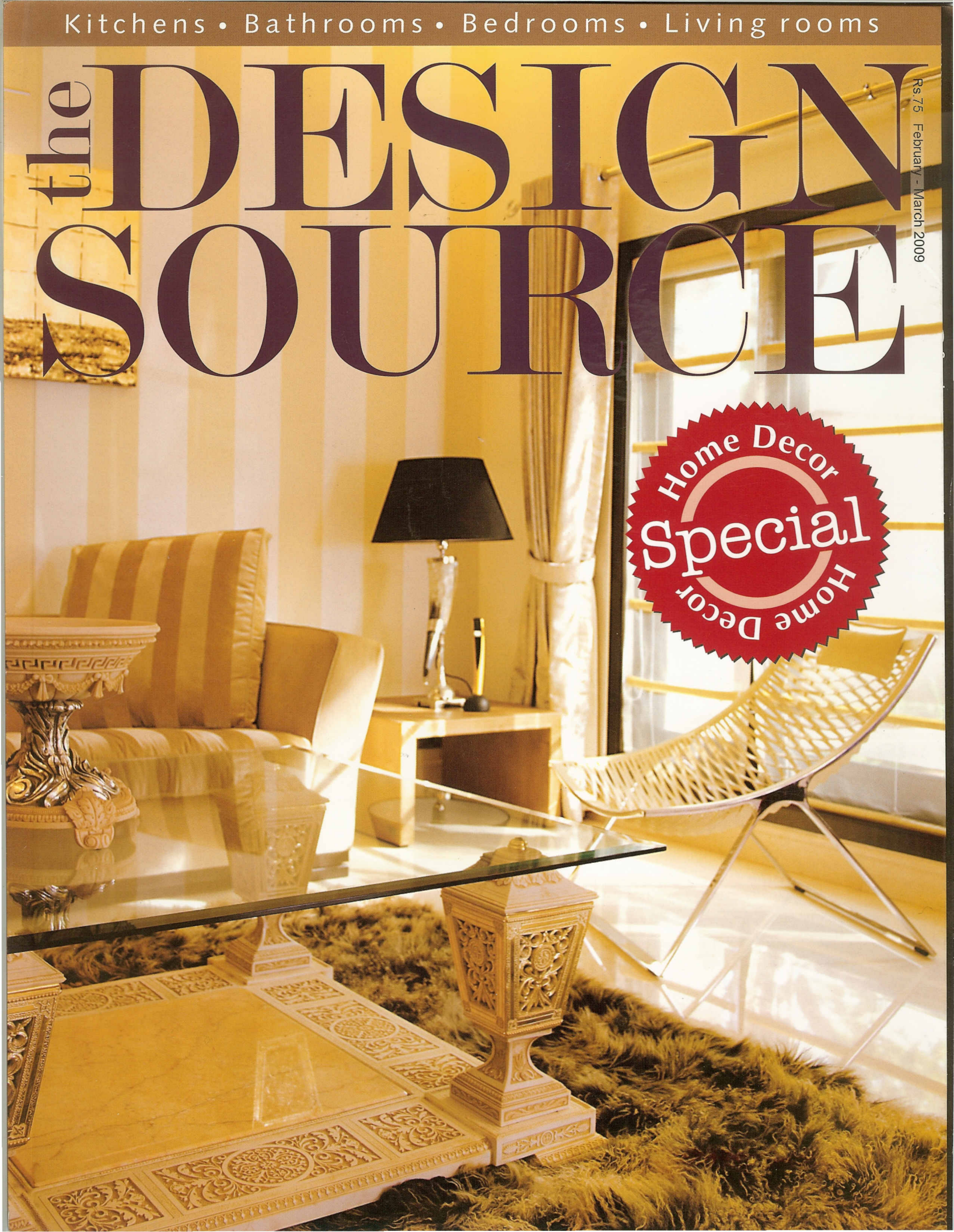


Kitchens • Bathrooms • Bedrooms • Living rooms

# the DESIGN SOURCE

Rs. 75 February - March 2009





## Beautify with Stone

Pearl Mineral opens India's first-of-its kind premium retail store of Natural Stone Products under the brand name 'GRAAVAA'. Export quality products are brought to the Indian consumer for the first time. The GRAAVAA range includes Granite, Marble, Travertine and a special range called GRAAVAA Limited Edition – consisting of Stones with fossils, Mother of Pearl stones, Agate and Onyx among others. Products will be available in Slabs & Tiles form, in addition to which a wide range of vanities, countertops, basins, tubs, fireplaces & pillars will be showcased.

The company plans to open 5 such stores pan India by the end of 2010. Spread Across 4000 sq. ft, the newly launched 'GRAAVAA' flagship store by Pearl Mineral will offer a unique and wide range of exotic and premium Natural stones sourced from the choicest of quarries from across the world. GRAAVAA shall showcase Natural Stone in an ambience of comfort & style, and in a knowledge-based environment that include a fully equipped Design Centre with cutting-edge technology to aid customers in their decision-making process.

Speaking on the launch Mr. Sameer Biala, CEO, Pearl Mineral (Retail Division) said, "With GRAAVAA, we are creating a new world of Natural Stone. GRAAVAA introduces the 'Quarry-To-Floor' concept, a unique proposition which is born from our expertise and strength in mining, and processing of Natural Stone and handling large international projects like airports, hotels, universities over the past two decades. GRAVAA, will



lead the industry from the forefront and be recognised as the benchmark for sourcing and distribution of Natural Stones in India, and overseas in due course. "

GRAAVAA  
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