



## **POKARNA LIMITED**

India's No.1 granite company

### ***Press Release***

### **PESL and Dekker announce Strategic Co-operation Offering to be co-branded as “EQ by Quantra”**

**Secunderabad, March 10, 2015:** Pokarna Limited (Pokarna), one of the largest exporters of finished granite and engineered stone in India with exports to more than 50 countries (incl. Granite & Quartz) globally, announced that its 100% subsidiary, ‘Pokarna Engineered Stone Limited’ (PESL) has appointed Dekker Zevenhuizen B.V as its distributor for Benelux Market (Belgium, Netherlands and Luxemburg).

Under the co-operation agreement, Dekker Zevenhuizen B.V will exclusively distribute PESL’s quartz surfaces in Benelux Market. The products will be co-branded as “EQ by Quantra”. The alliance is expected to enable PESL to further strengthen and widen it’s connect with the Benelux region.

Established in 1930, Dekker Zevenhuizen B.V. has been a leading producer of kitchen worktops and accessories in the Netherlands for many years. More than 30% of all kitchens sold each year are fitted with quality products provided by this family firm. As a market leader Dekker Zevenhuizen continues to inspire the industry with innovative products that provide the finishing touch for kitchens.

#### **Commenting on this occasion, Mr. Gautam Chand Jain, Chairman at Pokarna Limited said:**

*“We are excited to co-operate with Dekker in raising the standard for beautiful and durable kitchens and bathroom in Benelux. The strong customer base and reach of Dekker and our expertise in Quartz Surface will be a win - win situation for both of us”.*

#### **Commenting on this occasion, Mr. Leo van der Velde, CEO at Dekker said:**

*“This alliance will help us deliver top of the class quartz surfaces that meets market demands and enhances the customer experience. The state of the art Breton technology and the DNA in design and engineering will enable us to develop the right products in the market for our customers.”*



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### **About Pokarna Engineered Stone Limited (PESL)**

PESL is the wholly owned subsidiary of Pokarna Limited [BSE: 532486, Bloomberg: POKR@IN, Reuters: POKR.BO]. PESL's Quartz brand Quantra® offers the latest and most innovative products for its customers spread across 21 countries including India, Belgium, Brazil, Canada, Israel, Italy, Luxembourg, Netherlands, Turkey, UAE, USA and UK. Available across 64 color palettes, Quantra® quartz surfaces are aesthetically appealing, easy to maintain and are GREENGUARD, GREENGUARD GOLD, NSF and ISO 9001 certified.

PESL is India's only company to manufacture quartz surfaces using the patented Bretonstone® Technology. The blending of technology and passion has enabled Quantra® to offer unbeatable and diverse offering thereby, emerging as a preferred choice for its customers.

### **About Pokarna Limited**

Pokarna Limited, headquartered in Secunderabad, is the largest exporter of finished granite in India with exports to over 50 countries (incl. Granite & Quartz) globally across Europe, Middle East and predominantly North America. The Company processes its granite at two state-of-the-art manufacturing facilities with raw material from own quarries as well as carefully identified independent ones ensuring the production is only the best.

Pokarna also manufactures and sells apparels under the brand 'Stanza' through its 11 retail shops pan India.

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**For more information about us, please visit [www.pokarna.com](http://www.pokarna.com) OR contact:**

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