



**MONIER**

# THE ROOF NEWS

MARCH'08

Issue 1

## From a brilliant base towards a bright future



*The MONIER sales team along with its dealers*

To launch its new name in India, MONIER gathered together all its Indian dealers (Roofing Partners) in Mahabalipuram (South of Chennai). This two-day convention was an opportunity to remind them the priorities for 2008, the key advantages of MONIER products and to reward our best 2007 sales performer. **Shanmungan & Co.**, of Coimbatore was awarded as the best sales performer of 2007.

With the visit of the historic sites of Mahabalipuram, it was a great opportunity to share information in an informal and pleasant way, and to strengthen our link together.

“MONIER is the world’s leading manufacturer and supplier of roofing and chimney systems. Headquartered in Oberursel, Germany, we employ 12,000 people in 46 countries across four continents and have over 200 production sites.

With the vision, **to be the first choice in quality roofing**, we are present in India since 1997 under the *Lafarge Roofing* brand name.

**MONIER** in India has, today, an unmatched position in terms of high quality, roof system offer and color range. Our goal is to serve our customers better in all possible ways. Our recent investment in our Bangalore factory gives us a unique production capacity for the best satisfaction of our large customers.

I hope you will enjoy receiving regular news from MONIER and its innovative services, such as this 1<sup>st</sup> newsletter”



**Xavier Janin**  
CEO India

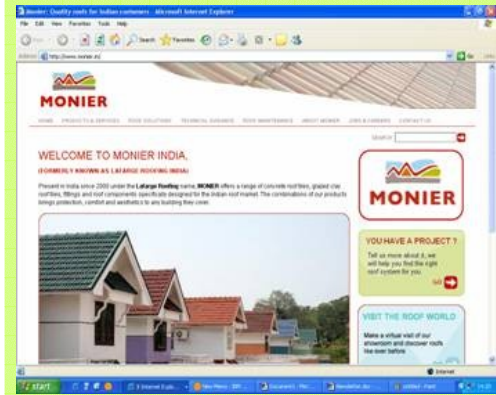
# THE ROOF OF THE MONTH



In every future newsletter, we will share with you a nice roof made with MONIER products. The first one is this beautiful project located in Chennai. The project Marg Tapovan, and its architect, Sajith & Vivek, selected our **Antique Grey Elabana** tile to give a modern and beautiful look to their project. Interested in getting your MONIER roof featured in this column? Send a picture with details to [Priyanka.Jha@monier.com](mailto:Priyanka.Jha@monier.com)

[www.monier.in](http://www.monier.in), our new website.

With a new identity, MONIER's redesigned website



- Product specifications
- Product gallery
- Technical information
- Brochure downloads
- Etc ...

are some of the new features you can discover on this website. Do not hesitate to surf on [www.monier.in](http://www.monier.in), & for sure you will be surprised by the information available there.

## OUR NEW SHOWROOM AT YOUR DISPOSAL :

Now with **The Roof World**, get expert guidance to decide on the best roof for your house. In fact a roof is the part of the house that protects your entire home.

Since, ideally a roof needs specific attention, we have designed The Roof World, to help you in selecting the right products. Here, you will also see the simulated roof of your project and other features of roofs like heat protection, water proofness, etc...

**The Roof world, #57 Phoenix Building 1<sup>st</sup> floor, 100ft Road Indiranagar – Bangalore.**

Contact.India@monier.com

**We have brought the roof down for a better view.**



At The Roof World, Indiranagar

Visit our stall at the following exhibitions to see our product range :

- **Roof India, April 25-27, Chennai**

- **Build Today, May 22-24, Mumbai**

Please contact the editor in case you want us to specifically feature any roof topic.

## GOLDEN ROOFS IN HYDERABAD

After a 1<sup>st</sup> project of 30 villas completed in July-September 2007, Aparna Constructions, Hyderabad, confirmed their trust in MONIER and its innovative approach by starting a **160 villas** project in Hyderabad with our new golden color introduced in 2007.

This new color, **Golden Orange**, would give a Mediterranean style to this project planned to be completed by end of 2008.

