

Welcome to the Presentation of ARK Bath Fittings



BATH FITTINGS

**P
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F
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SINCE 1968



BATH FITTINGS

About ARK Brand



Faucets



Flushing Solutions



Showers



Accessories

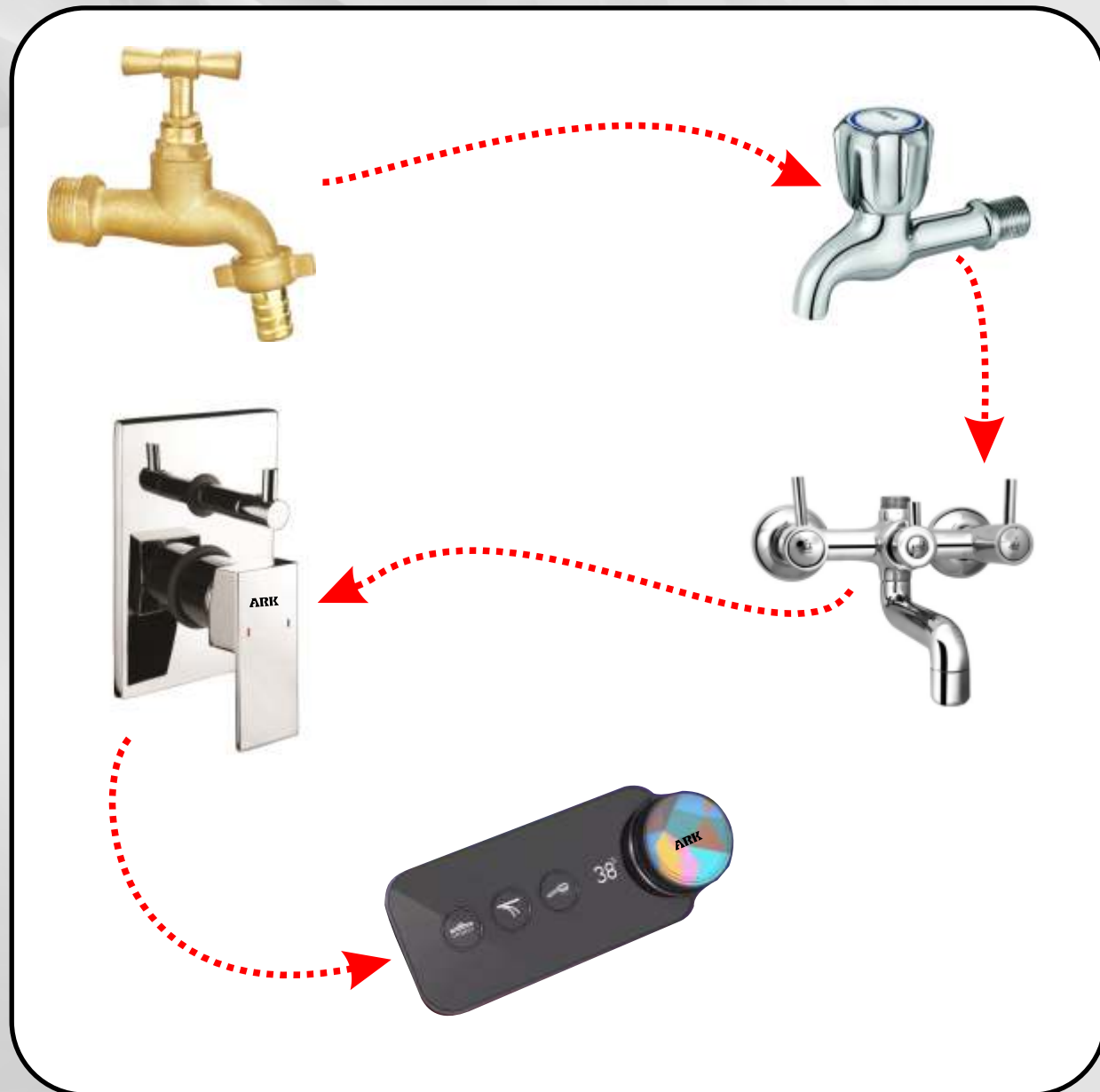
We at ARK have a history of over six decades in servicing the nation with High class Bath Fittings. We have sold millions of products in the last 56 years. One of the most appreciated quality of ARK users has been the ability to provide spares & service, even for the earliest of products sold.

ARK Sanitary Fittings carry a warranty of 7 years against manufacturing defects. We manufacture Premium Taps which include Pillars, Bibs, Valves, Mixers & Diverters. Our Flushing Solutions comprise of Spreaders, jets, Flush cocks, Flush Valves, Cisterns & seat covers. Shower collection has rain & multi function showers in Brass, ABS & SS. Sanitary Essentials include Flanges, Extensions, Wastes, Drainers, Bottle Traps etc. Bath Accessories include hooks, soap dish, tumbler holder, rings, racks, rails, shelves & bars. We have green solutions like press taps & sensors which save water & provide hygiene. Other categories at ARK include Massage Tubs, Steam Rooms, Vanities & Pressure control solutions.

History



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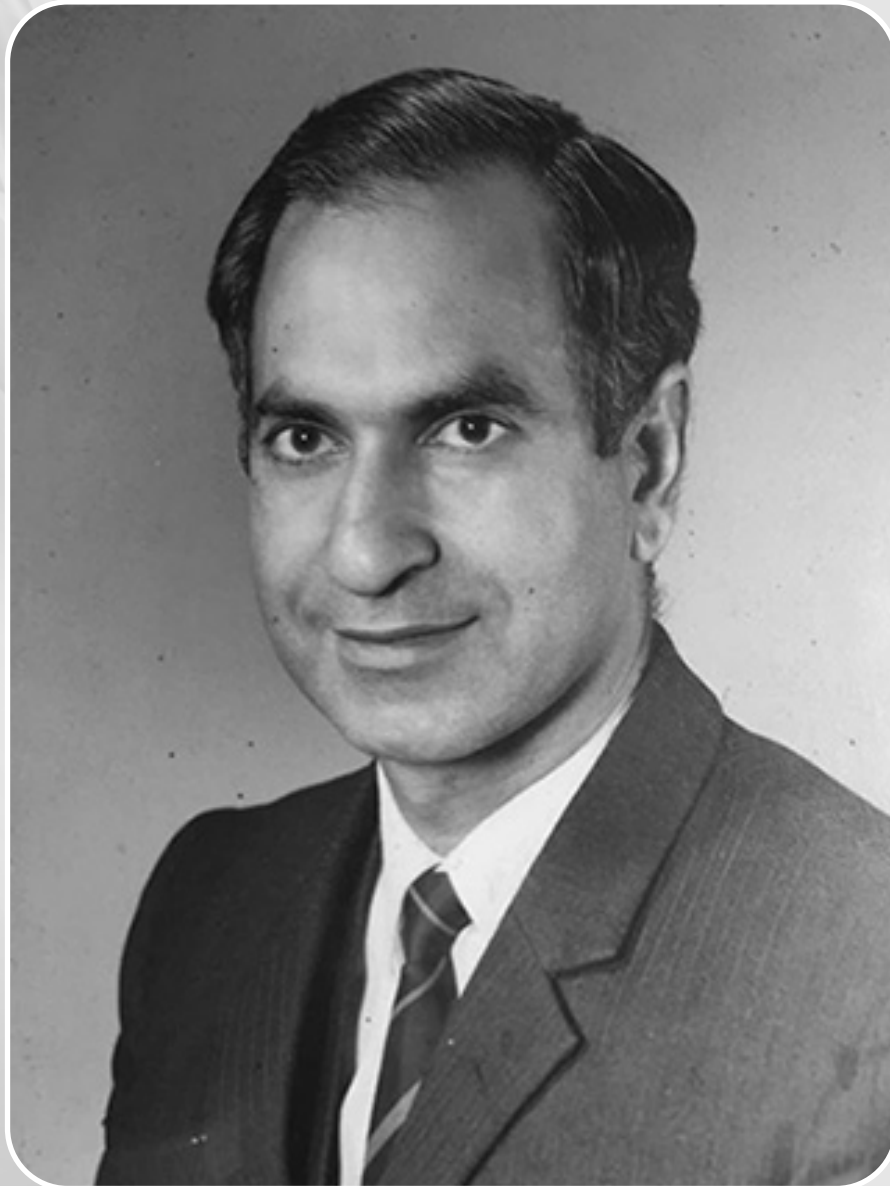
In India, before organised manufacturing, brass based screw taps or hand pumps were the fulcrum of all things sanitary based. Much like how industrial revolution changed the landscape of manufacturing and production, after the introduction of organised manufacturing in the 60-70s, the world of sanitation was revolutionised with the production of full turn and half turn spindle taps. Our innovators in the sanitation industry started experimenting with various other materials besides brass to improve the quality of taps and screws. In the 90s, another type of spindle tap, the disc spindle tap with quarter turns, was invented which was made using ceramic. This variant of faucet took the market by storm and instantly gained more popularity than the brass spindles not only because of its efficiency but also because of its aesthetic and visual appeal.

Efficiency trumps efficiency, as the quarter turn spindle taps with ceramic cartridges were superseded by the innovation of single lever faucets that were capable of providing inlets to both hot and cold water simultaneously. However, the latest in the world of sanitary fittings are faucets that function with press button handles. These faucets are efficiency and quality at the most reasonable price. They allow us to experience the flow of water at any temperature, even allowing us to mix both hot and cold water just by rotating the sphere around the switch or alternating with a separate sphere or handle.



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Our Founder



SH. R.K. KHANNA

B Tech Graduate from IIT Kharagpur

(1938 - 2020)

In the aftermath of the country gaining independence in 1947, the nation also started embracing modernity with all its hues and advancements. One major change occurring in the New born nation was a move towards modern and independent housing. Old, orthodox India practiced largely, community or open bathing and toiletry. Contemporary India began to opt for underground sewerage instead of open and plumbing in households became more networked and robust, catering to the myriad needs of water, that now included bathing as well as toiletry at home.

Helping in usher this revolution towards modern plumbing and water deliverance, was Sh RK Khanna, a BTech graduate from the first batch of IIT Kharagpur. Having performed brilliantly in academics, he learned the ropes of the sanitary fittings trade in factories across Germany. Returning back to India, he pioneered Chrome plated fittings in the country, being the first to introduce a variety of location based faucets for the different washing and cleaning needs in and around the house. Among other things, he introduced for the first time in India, wall mixers, basin mixers and bidet fittings with pop up in his Ark portfolio.

A man of principles, Sh RK Khanna believed in the power of his products' performance and in forming ethical and long lasting business relations with his retailers and end customers. Because of his non compromising attitude towards the quality of his products, the customers used to pre-book Ark fittings through bank documents. It is always a proud moment for the brand, when we meet customers who have been using Ark since the 1970's and tell us with fondness about "how the lustre is as glossy as ever and how the spindles still work with just a touch of greasing and change of rubber to counter normal wear and tear".

Factory Locations



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CHANDIGARH - PANCHKULA - BADDI

Crystal is located in Chandigarh, the picturesque city that is the capital of Punjab and Haryana, besides being a Union Territory on its own. It is a city that is famously labelled as the City Beautiful. Unlike other major cities in India, Chandigarh is a modern city which came into existence only in the 1950s. Also quite unlike other cities, Chandigarh prides itself in being a planned city, with over 50 sector divisions, each of these units having its own markets in the middle of urban residences.

Crystal's warehouse and storage facilities are located in Panchkula, in Haryana, a satellite town to Chandigarh, while the manufacturing facilities are spread around the three towns of Chandigarh, Panchkula and Barotiwala in Himachal Pradesh.

Management



CRYSTAL management is lead by the dynamic Ms Gauri Singh is to provide the modern customer products that rival those available in Europe while keeping up to its old standards of Reliability and trouble free performance.

CRYSTAL believes in empowering its employees and we have established rigorous training programmes to our team members especially those in the field so as to have an attitude of empathy and service w.r.t the needs of our customers. Ms Arti Khanna Ghai directs training and service operations that focuses on building long lasting relationships with all our customers.

The drive to make Ark brand more contemporary has been lead by Director Sh Amit Khanna, who has also spearheaded programmes for modernisation of Production and Inspection. Ark is now becoming increasingly popular with the elite and metropolis customers as we have offered them a slew of time saving mechanisms that help them manage their washing and cleansing needs around their work times. At the same time we have also introduced a no. of features to make the bath and wash more comfortable and delightful. This drive towards modernity is being manifested by Sh Akash Ghai and Sh SS Shandilaya.

Recently the third generation of the family has joined the group in the form of architech Sh. Kshitij Shandilaya. He is looking after service reporting and marketing projects.

Staff & Workforce



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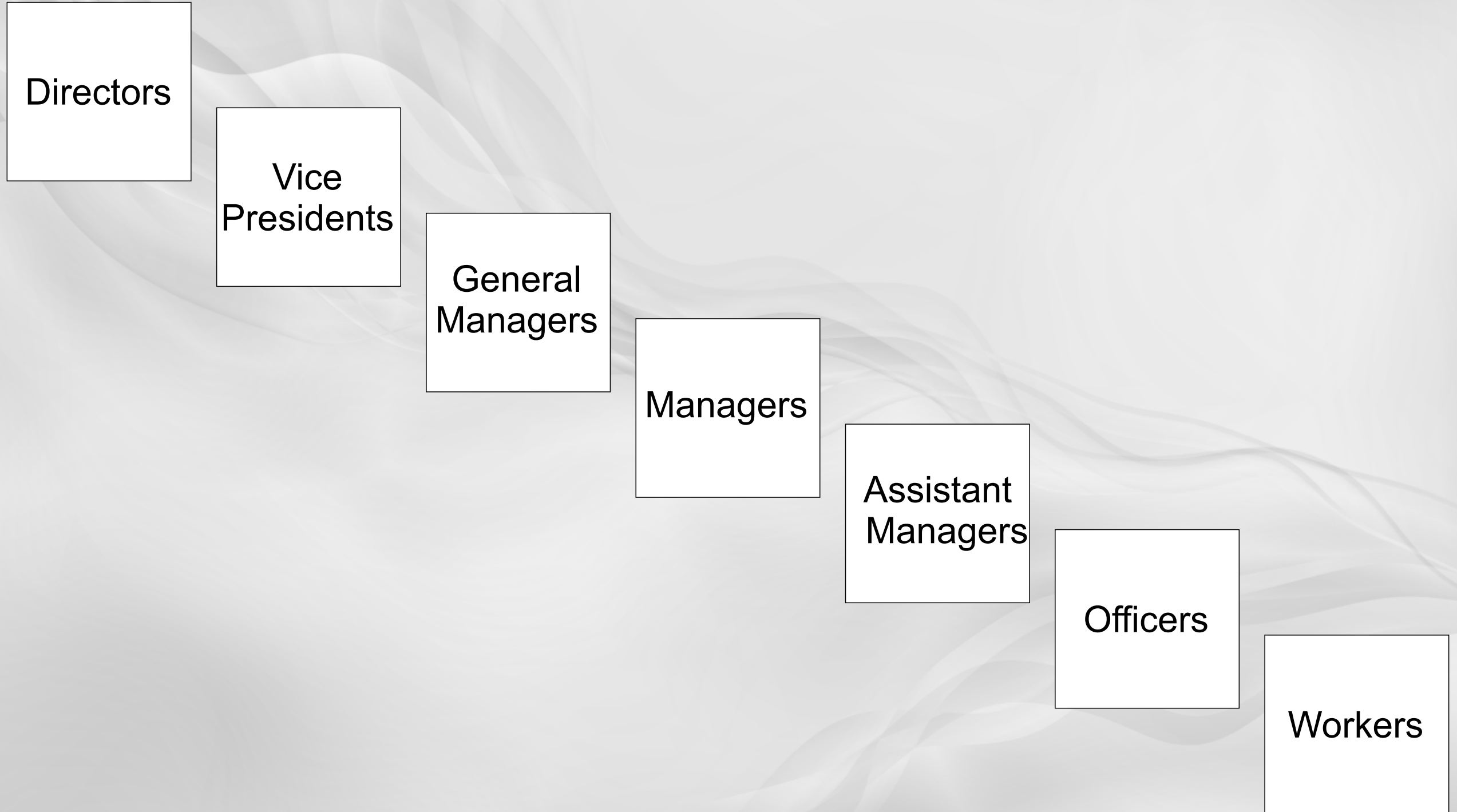
Crystal has General Managers looking after the various departments like Marketing, Finance, Commercial, Technical & HRD. For Marketing, Crystal has divided India in seven zones. Sales head in each region of the country have area sales managers for every important territory in the region and sales representatives as well as project representatives who report to them. The sales staffs are supported by several locally placed service technicians and plumbers who are constantly on toes addressing customer queries, and advising dealers, customers and sales staff on the latest offerings from Crystal's stables, their fitment procedure, functions, benefits and their ideal places of installation. Finance of ARK has been top notch ever since our inception. Ethical functioning & law abiding principles have always been in our roots. The commercial department is always at the service of our customers; regards material delivery. The Technical team has a tough task of upgrading the company product portfolio & infrastructure. R&D department has to constantly churn out new products & amend design upgradation. HRD of such a big workforce is a daunting task. Constant Trainings & recruitment of an ISO company is always challenge.





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Company Organisation Chart



Infrastructure & Offices



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ARK Group has extensive work area comprising of Buildings, Gardens, Offices, Labs, Manufacturing Process Bays, Display Centres & Conference Halls.



Business Relationships



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Dealers Meet



Distributors Meet



Plumbers Meet



Vendors Meet

Crystal has always shared a very warm and cordial relationship with its dealers. The most important feature in this relationship has been the concept of an extended family that the company has espoused to share with them. It is a known fact in the Indian sanitary fittings Industry that the dealers of Crystal earn the highest margins in this product category. The ARK dealers are our torch bearers and the main access point of our product – the company's circulatory nerves & veins.

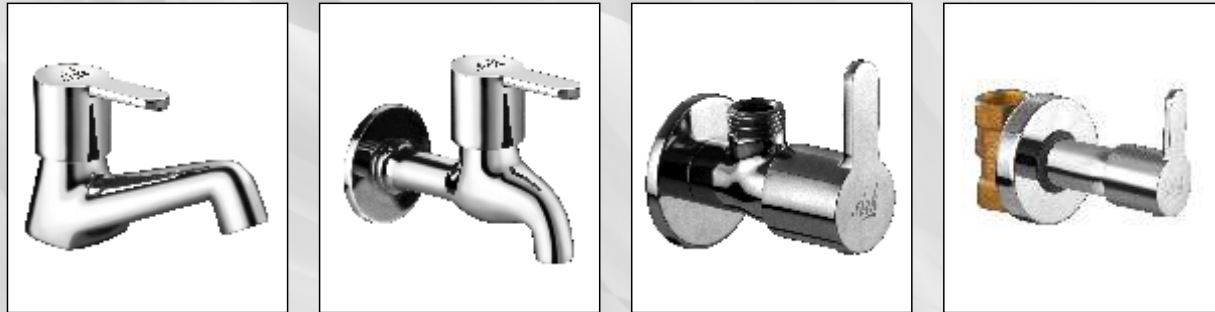
This has been possible because Crystal has always pursued policies that seek to establish a mutually beneficial relationship with the dealers. Instead of indulging in anti-customer activities like Image building Crystal has always put the dealer at the top rung in most of its marketing related efforts along with the customer. This has led to division of benefits across all parties associated with Crystal' brands.

The company plan to stick to this strategy in the future too, by providing the customer innovative and high quality products, and by rewarding the dealers as well as the intermediaries for the key roles played by them in bringing the brand close to the customer.

Advantages of ARK Products

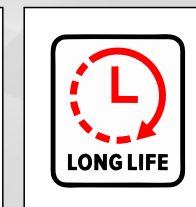


BATH FITTINGS



- Excellent Quality
- Durable Internal Assemblies
- Innovative Designs
- Water Saving Products
- High class Nickel & Chrome finish
- ISI & ISO Approved
- Spindle/ Cartridges with Latest Technologies i.e. Jockey, Thermostat, & Progressive
- Choice of different flows i.e. Rain, Mist, Grid & Laminar

- Special Aerators 2-10 LPM
- Washers for Flow Control 2-12 LPM
- High Quality Raw Material – Metal/ Rubber/ Plastic
- Sensors with Infrared Technology
- Pioneers in Flush cock & Flush Valves
- Large Variety of Showers in Brass, ABS & Stainless Steel
- Single window solution for Faucets/ Showers/ Flushing Solutions/ Spa Solutions/ Accessories/ Essentials
- Products with cutting edge Technologies i.e. Water Saving, Chromotherapy (Rainbow), Turbine, Air Drop, Digital Faucets, Bluetooth





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Certifications



ISO 9001:2015



IS 8931:2021

Crystal is the only Major Manufacturer of Fittings in India, which is ISO Certified, this being our 23rd year of Certification now with ISO 9001:2015; courtesy DNV, Netherlands.

Our manufacturing, development and Inspection systems keep continuous track of our products from the Mould stage to the Product dispatch stage, making sure that what reaches the customer is of the highest quality and is consistent and reliable. DNV of Netherlands, a globally renowned certifier in the field of accredited third party certification service.

Crystal's is committed to consistently deliver customer satisfaction and to continually improve on the quality of goods and service provided. Crystal's management system has been appreciated by DNV as "One of the best QMS working systems in the entire country". We also manufacture ISI fittings certified by the Bureau of Indian Standards.



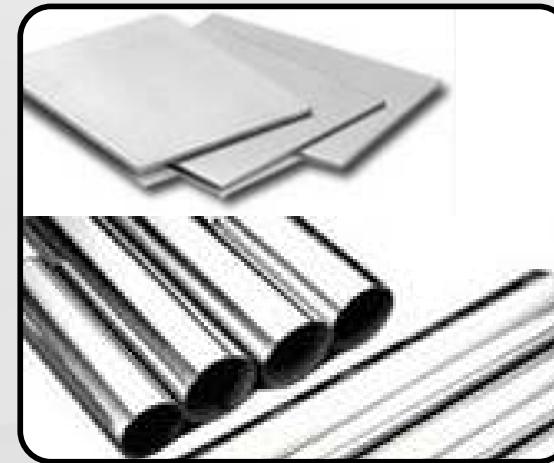
BATH FITTINGS

Raw Materials Used



Composition

- Copper: 58-63%
- Zinc: 35-40%
- Lead: Less than 2%
- Other Metals: 1.5%



Stainless Steel

- SS 304
- SS 202



Plastic Parts

- ABS (Acrylonitrile Butadiene Styrene)
- PPCP (Polypropylene Co-Polymer)
- POM (Polyacetal Thermoplastic)



Rubber Parts

- NBR (Nitrile Butadiene)
- Natural Rubber

Approvals



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- CPWD
- Goa Tourism
- LIC
- MES
- Airport Authority of India
- AIIMS
- IIT
- ITBP
- National Medical College
- PWD
- UPRNN
- Rajya Vishwavidyalaya
- Atomic Minerals Directorate
- Department of Atomic Energy
- Department of Bio Technology
- Department of Catering Technology & Applied Nutrition
- Goa University
- Health & Family Welfare
- Indian Institute of Food Processing Technology
- Ministry of Petroleum and Natural Gas
- Ministry of Railways
- Tata Memorial Center

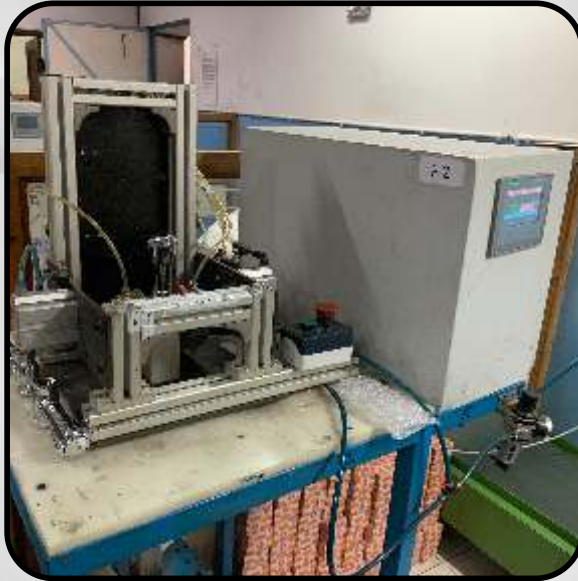


ARK Quality Control



BATH FITTINGS

There is a team of inspectors, continuously engaged in testing these products vis-à-vis specifications. Inspection of Fittings is a two-tier process in Crystal. Fittings are first tested, as per IS 2500:2000 on AQL 0.25 using random sampling and subsequently 100% testing online for leakages using special Pneumatic & Hydraulic Machines, Handle Movements and Surface Finishes. Plated finish thickness of 0.3-0.7 microns of Chrome and 10-14 microns of Nickel. The ARK Chrome Plating has a reputation of consistency and endurance acquired through scores of satisfied customers over the years. ARK uses polybags of 400-600 gauge, corrugated boxes of 3-5 ply having bursting strength over 9. For Brass, Torque test for checking casting strength, Water, Oil & other relevant tests for rubber parts, High pressure testing for all Concealed Fittings & Flow tests for Exposed fittings.



Pneumatic Testing



Material Composition Testing



Corrosion Testing



Box Bursting Testing



Hydraulic Testing



Electroplating
Thickness Tester



Flow Rate Testing

Manufacturing Process



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Core Making



Casting



Machining



Pressing



Testing



Assembly



Electro Plating



Grinding



Packaging



Storage



Despatch

The brass fittings of Crystal have a copper component that is about 60% of the Alloy mix, the remaining mostly being Zinc. As a general rule, for Casting, we follow IS 1264:1997 of the Bureau of Indian Standards. Standardized dies, taps, tools and mandrills are used in machining to ensure that all products manufactured are true to specifications. Inspection of Fittings is a two-tier process in Crystal. Fittings are first tested, as per IS 2500:2000 and subsequently online for leakages, handle movements and surface finishes. Crystal ensures a plated finish thickness of 0.3-0.7 microns of chrome and 10-14 microns of nickel.



BATH FITTINGS

ARK Products & their Usage

- Bathroom Taps, Valves, Divertors & Connections
- Bathroom Accessories
- Kitchen Mixers & Faucets
- Garden, Balcony & Backyard Faucets
- Flushing / WC Area Faucets & Health Solutions
- Bathroom Showers
- Bath & Kitchen Essentials
- Massage Tubs
- Steam Rooms & Spa Solutions
- Bath Vanities & Mirrors
- Pressure & Water Saving Solutions
- Sensors & Hospital Fittings



Wash Basin Area



Bathing Area



Kitchen Area



Garden Area



WC Area

Our Product Portfolio



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ARK Portfolio includes almost 50 **Faucet** ranges in the Economical, Middle & Premium categories & for all kinds of Budgets. **Bath Accessories** and **Sanitary Essentials** are an integral part of our product portfolio and are designed to complement the faucet ranges. The Drizzle range consists of **Showers** and Shower Accessories. Showers are available in various materials like Brass, Stainless Steel & ABS. Cloaca Maxima is a range of Concealed and Exposed **Water Closet Fittings** that includes Flush Cocks, Flush Valves, Behind the Wall Cisterns and Health Faucet Solutions. Hygieia is a range of **Sensors**, Water Saving, Hand Dryers and other **Hygiene Products**. Xenios is a range which offers **Pressure Boosting** and Water level Controlling Solutions. Opulence is our Category which includes Steam Rooms, Shower Panels, Massage Tubs, Bath Vanities, Steam Generators, **Digital Faucets** & Thermostatic Divertors, etc. for the modern Bathrooms.

Faucets



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Conventional



Quarter Turn

Single Lever



CLOACA MAXIMA Flushing Systems



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ARK has always excelled in flushing systems since its early years. We were among the first in India to introduce the concept of Bidets and pop up enabled drainage. Our flush cocks have found pan India patronage. Our Exposed Flush Valves, Concealed Flush Valves, Behind the Valve Cisterns and Health faucets too are best sellers in their respective categories.



Spreaders



Hand Held
Health Faucets



WC
Butterfly Jets



Flush Cocks



Flush Valves



Jet Nozzle



WC Seat Covers



Exposed Cistern



BTW

DRIZZLE Showers



We have the most evolutionary range of Showers in our product portfolio in all kinds of materials like Brass, ABS & Stainless Steel. We offer basic Over Head showers, hand showers, rain showers, multi-function showers, slide rail sets, shower columns, LED showers, Rainbow showers, and Bluetooth enabled music showers, et al. Latest introductions have been turbine powered LED, rainbow & music showers.



Overhead Showers



Body Jets



Hand Showers



Side Rails



PVC Connections



ShowerArms



Elbows



Crutches



Brackets



Overhead Shower Sets



Hand Shower Sets





BATH FITTINGS

Sanitary Essentials

To have a complete bathing experience, one needs various essential implements that bridge the fittings or deliverance equipment to the plumbing system. We have a comprehensive collection of of Flanges, Extensions, Connectors, Nipples, Wastes, Drainers, Divertor Kits, Float Valves, Ball Valves of various sizes and budgets for everyone. Products include brass finish mainly & a few of stainless steel. We have also introduced Teflon Tape to be used by plumber during installation & repair and Faucet Cleaner for Maintenance & Cleaning.



Flanges



Extensions



Hex Nipples



Waste Couplings



Bottle Traps



Drainers & Traps



Brass
Float Valves



Brass
Ball Valves



Teflon Tape



STEEL REGALIA

ACCESSORIES & CONDUIT COVERS IN STEEL



BATH FITTINGS

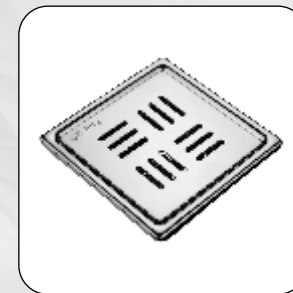
Steel regalia is Ark's ode to this magnificent alloy. Ark's steel gear supports you at every step of your bathing & cleansing rituals. The sturdy grab bars help the elderly as they go about their comfort routines, while the hooks, rails & racks help in temporary or long term storage of our robes & bathing linen. Strategically planted jallis & drainers help waste water exit through baths, sink & basin areas, helping keep dry, slip-free surfaces, while cockroach traps help shut our abodes from the pests & insects that live out their lives in drain pipes & sewers.



Channel Drainers



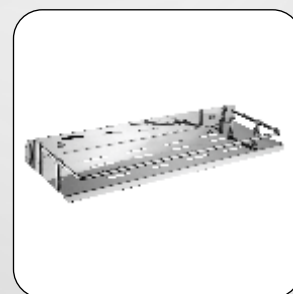
Cockroach Traps



Floor Drainers



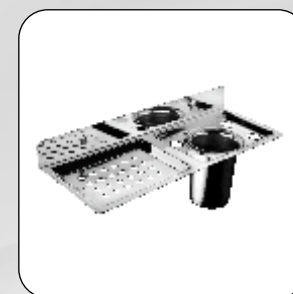
Towel Rack



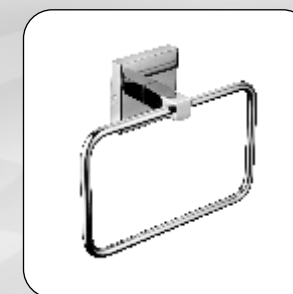
Shelf



Grab Bars



Combo Self



Towel Rings



Soap Dishes

Bath Accessories

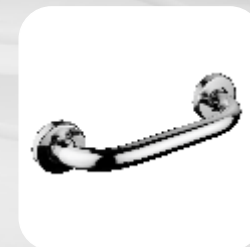


BATH FITTINGS

Brass based, chrome finished accessories pair with sanitary fittings far better than those made of ABS or other material. We have many ranges of accessories, that help match upto the myriad ranges of faucets that we have in all categories. Robe hooks, glass-acrylic includes towel rails, towel rings, towel racks, grabs bars and soap dishes, are included in our ever-evolving sets that can be purchased individually or collectively as designer sets.



BATH ACCESSORIES



Grab Bars



Robe Hook



Soap Dish



Towel Ring



Double Soap Dish



Double Holder with Tumbler Glass & Soap Dish



Double Tumbler Holder



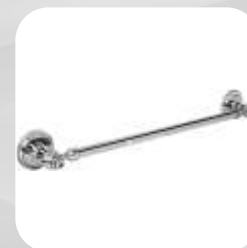
Toilet Paper Holder



Towel Rack



Acrylic Shelf



Towel Rail



Acrylic Corner Shelf



BATH FITTINGS

Green Products

After air, water is the most important life sustaining element on Earth. The generous nature of water, however, also allows it to be an ideal medium for germs and bacteria to travel, transfer and multiply. Ark first offered auto closing taps in this category. These taps not only save on water but also give us freedom from closing the tap and thus we avoid contact after washing our hands, with the knob or handle that might be a carrier of germs. Auto taps are a must for public use, as they are easy on the budget too. The only issue with an auto tap is that it requires manual pushing of the knob at least once. Ark has other healthy models too that are essential for laboratories or hospitals. Elbow operated taps and mixers are a popular choice with pharmacists and doctors. Laboratory researchers and technicians appreciate our foot operated taps, all of which prevent germ and bacterial transference. Aerators are fitted at outlets of faucets which slow down water flow incrementally in various options of air mixing, drizzle, laminar or segregated streams. Pressure reducing washers bring down water flow to the desired level to avoid damage of delicate water implements like health faucets, washing machines or water purifier systems. ARK also manufactures high quality polymid & SS pipes for feeding washbasin faucets.

Our entire Green Bouquet is perfect for Green Buildings.



Auto Taps



Aerator



PRW



Special Regulators

Aerated 50 %	Rain 65%	Mist 90%	Mikado 75 %

Opulence

Special Products in new Technologies



BATH FITTINGS



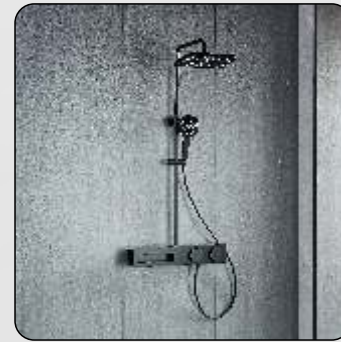
Sphere Control



Coloured Head



Digital Mixer



Shower Column



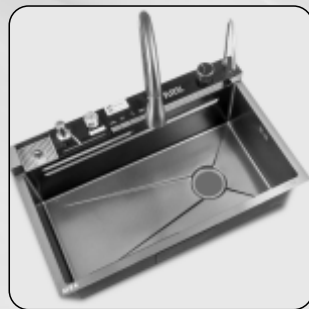
Thermostatic Divertor



Press Mixer



New Age WC Wash Gun



Kitchen Sink Junction



Hand Dryer



3 in 1 Faucet (Water, Soap & Dryer)



Water Pressure Booster



Water Level Controller



WC Sensor



Steam Room



Massage Tub



Bath Panel



Bathroom Vanity



Steam Generator



Sensor Tap



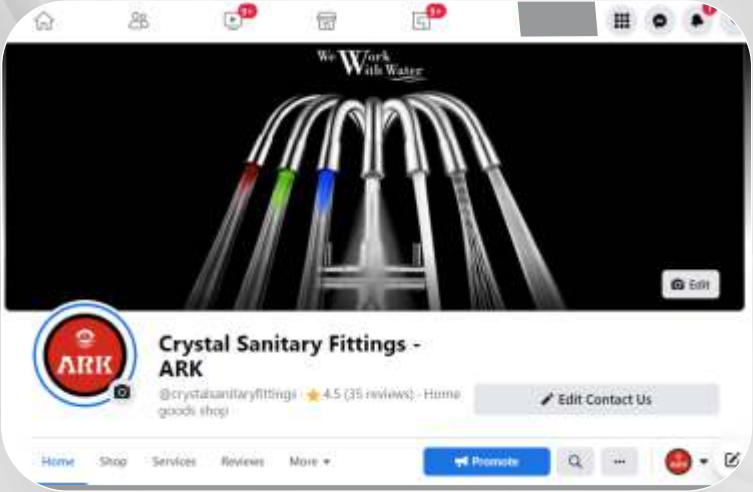
Sensor Urinal


Digital Media



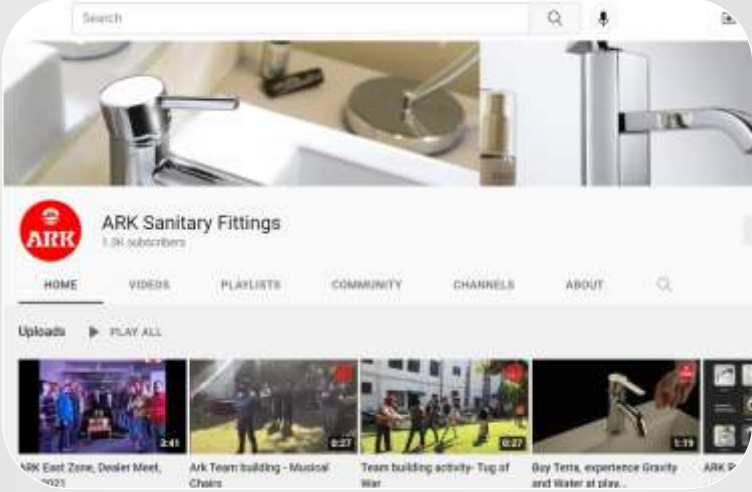
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Facebook



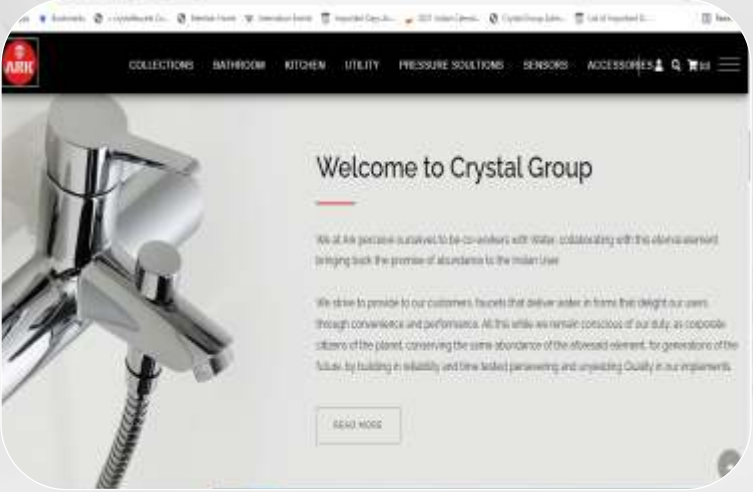
 [arkbathfittings](#)

Youtube



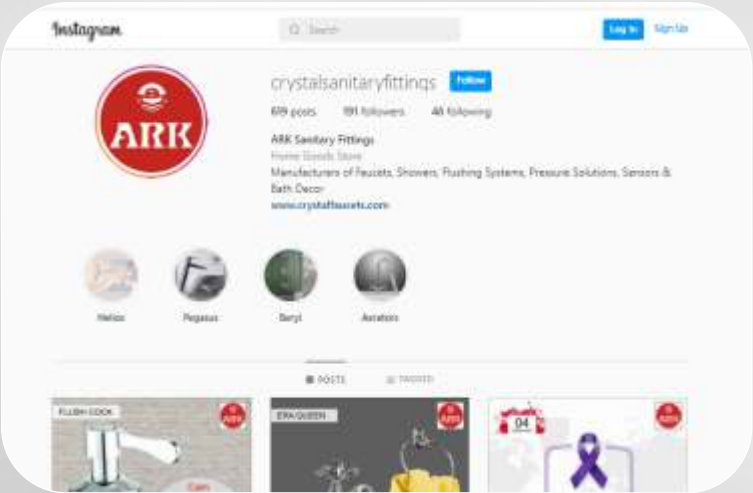
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Website



www.arkbathfittings.com

Instagram



 [arkbathfittings](#)

Twitter



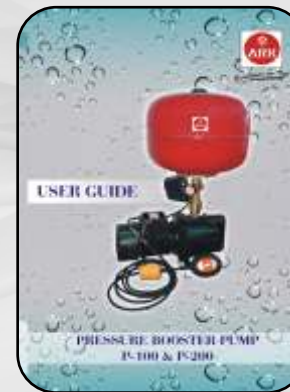
 [arkbathfittings](#)



After Sales Service



BATH FITTINGS



ARK CUSTOMER CARE

Monday - Saturday
10:00 AM - 5:00 PM

0172 4378821

1800 137 0072

+91 83600 35086



customercare@arkbathfittings.com





**CRYSTAL
GROUP**

*Thank
you*



SINCE 1968



BATH FITTINGS

We **W**ork
With Water