



Ariane  
— fine porcelain —

# COMPANY

## PORTFOLIO

2024



Ariane stands as a pioneering force in the Indian Porcelain tableware industry, boasting a distinguished portfolio of brands renowned for their quality and craftsmanship. Established in 2014, the company has swiftly ascended to the summit of the market, positioning itself as the premier producer of top-tier porcelain tableware in India. Under its esteemed Umbrella, Ariane proudly showcases Five distinct brands, each embodying excellence and innovation in its own right.



**Social Responsibility**  
Certified by B.S.C.I. (Business Social Compliance Initiative)  
ISO 9001-certified  
Banning child labour  
Banning enforced labour



**Ecological Standards**  
Product recycling  
Provident handling of natural resources  
Sustainability as main standard for all procedures  
Constant technological progress



**Guaranteed continuity of production**  
Highest quality guaranteed thanks to our own factories.  
Guaranteed continuity of production on the best-selling tableware  
(10 years for the Master Chef lines).



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# About us

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**Founded in 2014,  
Prantij, Gujarat, India**



**Serving more than  
5000 customers**



**More than 15  
million pieces  
produced yearly**



**International  
presence in  
55+ countries**



# The brand message

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Ariane is a European brand that manufactures a diverse selection of porcelain tableware at our modern facilities in India. Equipped with state-of-the-art German and Italian machinery, we prioritize precision and quality throughout our production process. We source premium raw materials from Europe to ensure the authenticity and excellence of our products.

Through production technique, advanced technical know-how and creative team of experts, is born a durable high quality product, suitable for all fine dining hospitality, catering and food & beverage establishments.



# Vision

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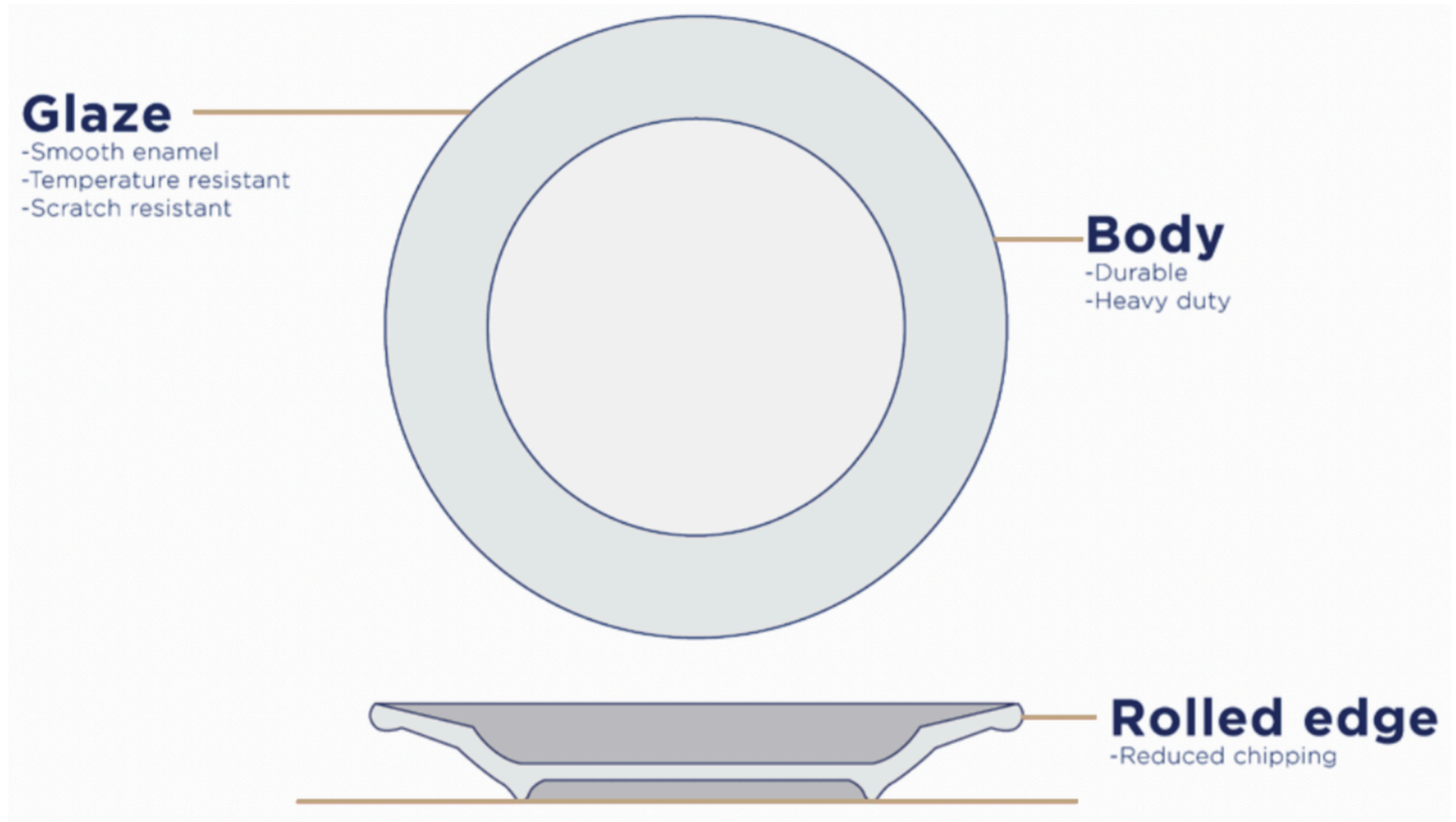
To establish ourselves among the leading high-end porcelain tableware brands in the F&B industry worldwide, through our stylish, durable, functional and creative range of collections.

# Mission

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To produce high quality fine porcelain tableware which caters to the specific needs of the hospitality industry through advanced production techniques, our unique porcelain composition, and world wide network of distribution channels.

# Why choose Ariane?



Dishwasher  
Safe



Microwave &  
Salamander  
Safe



High Chip  
Resistance



Thermal Shock  
Proof



Abrasion  
Proof



Limited Danger in  
Case of  
Breakage



Smooth  
Appearance



Perfect  
Functionality

# The leaders

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Our leaders, with years of experience in the tableware and hospitality industry, have been instrumental in guiding the company's evolution and driving its success. Their inspiring leadership serves as a cornerstone, fortifying Ariane and propelling it forward on a path of continuous improvement and growth.

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**Sunil Malesha**  
Managing Director



**Bernard Gilbert  
Massaad**  
Director



**Sudhir Malesha**  
Director  
Sales & Marketing



**Sunny Malesha**  
Business Strategist



**DM Jani**  
President Of  
Operations



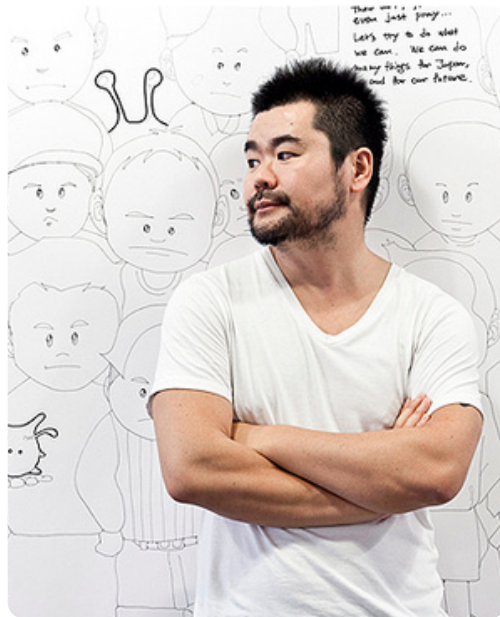
**Vinay Kumbhat**  
Chief Financial  
Officer

# The designers

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Ariane Fine Porcelain tableware collections are created by industry experts, catering specifically to professionals in hospitality and food & beverage. We partner with skilled designers globally, each infusing their artistic flair into our products. Together, we craft exquisite collections that grace tabletops internationally, which merge elegance with practicality effortlessly.

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**Hiroshi Tsunoda**



**Gemma Bernal**



**Mikaela Dörfel**



**Alain and Dominique Varvo**



**Namrata Kedia**

# Product gallery



Ariane  
— fine porcelain —



Mohenjo Daro collection



Sahara collection



Buffet collection



Jaguar collection

# Product gallery



Ariane  
— fine porcelain —  
H O M E



Mridula collection



Swarn Mahal collection



Neelkamal collection



Anarbagh collection

# Product gallery



Ariane  
CUTLERY



Alicia collection



Lilac collection

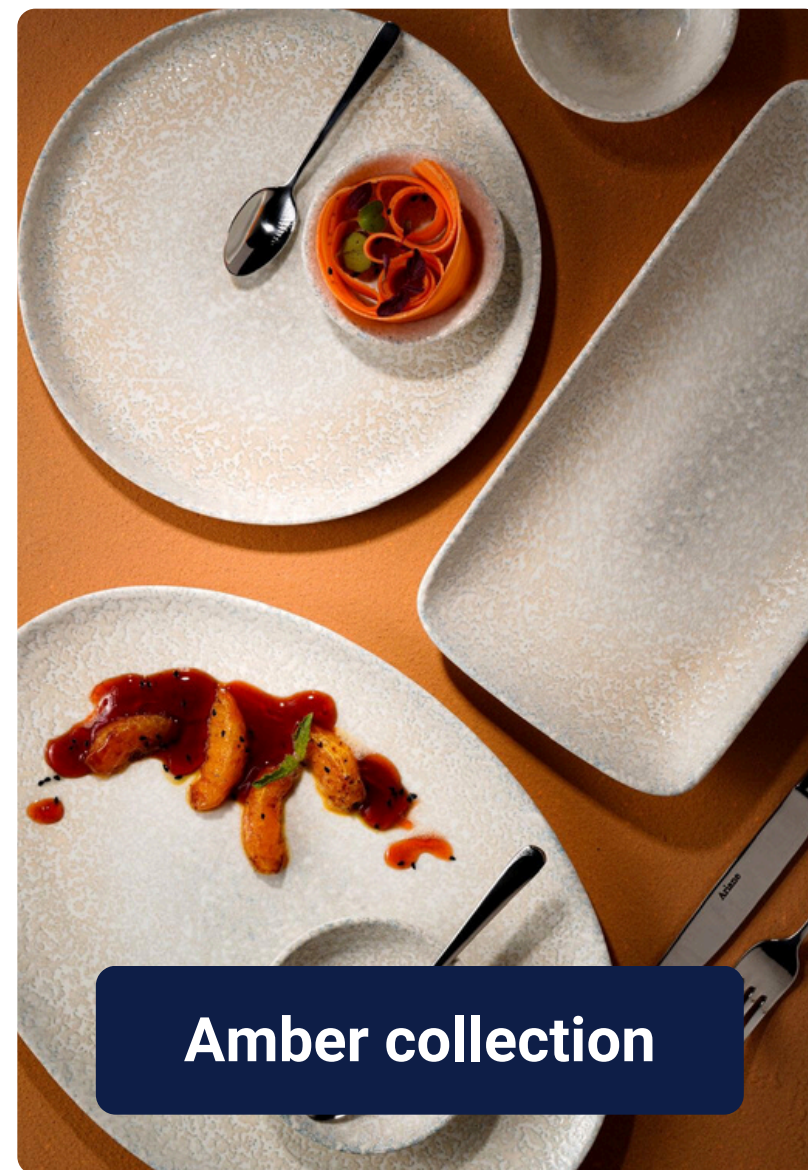
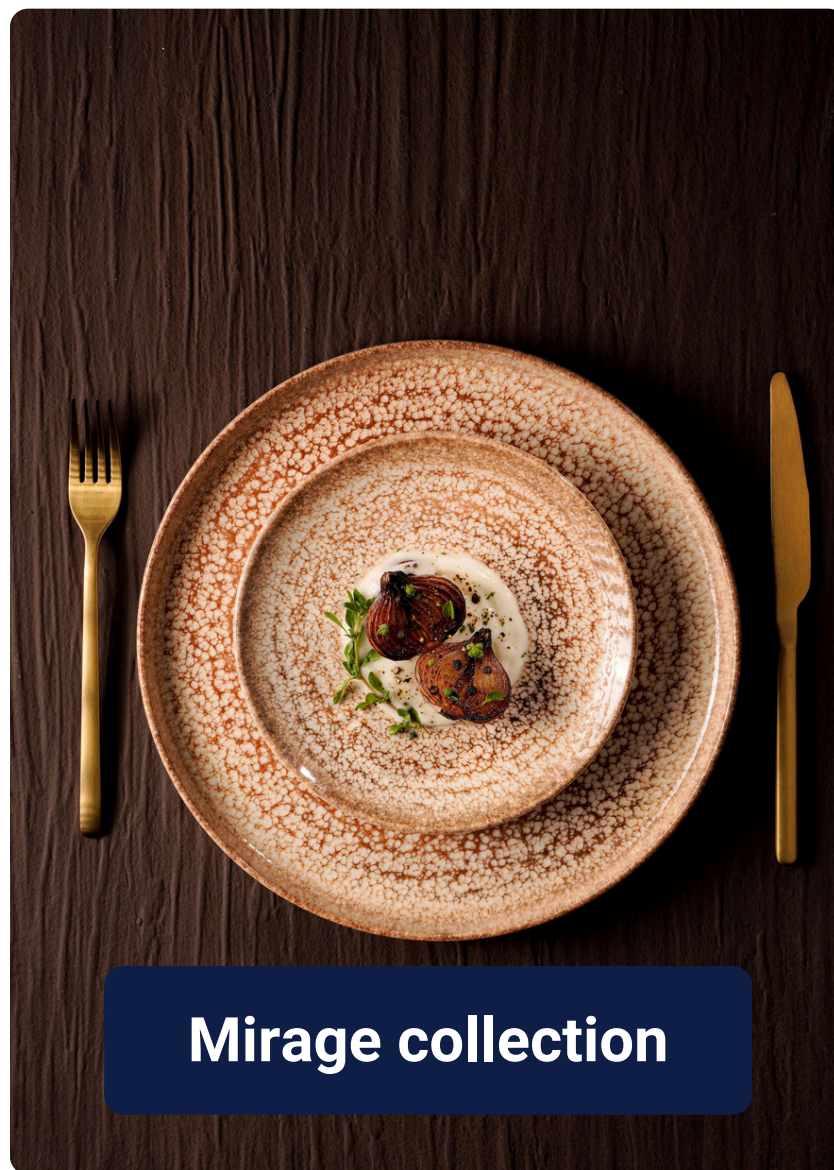


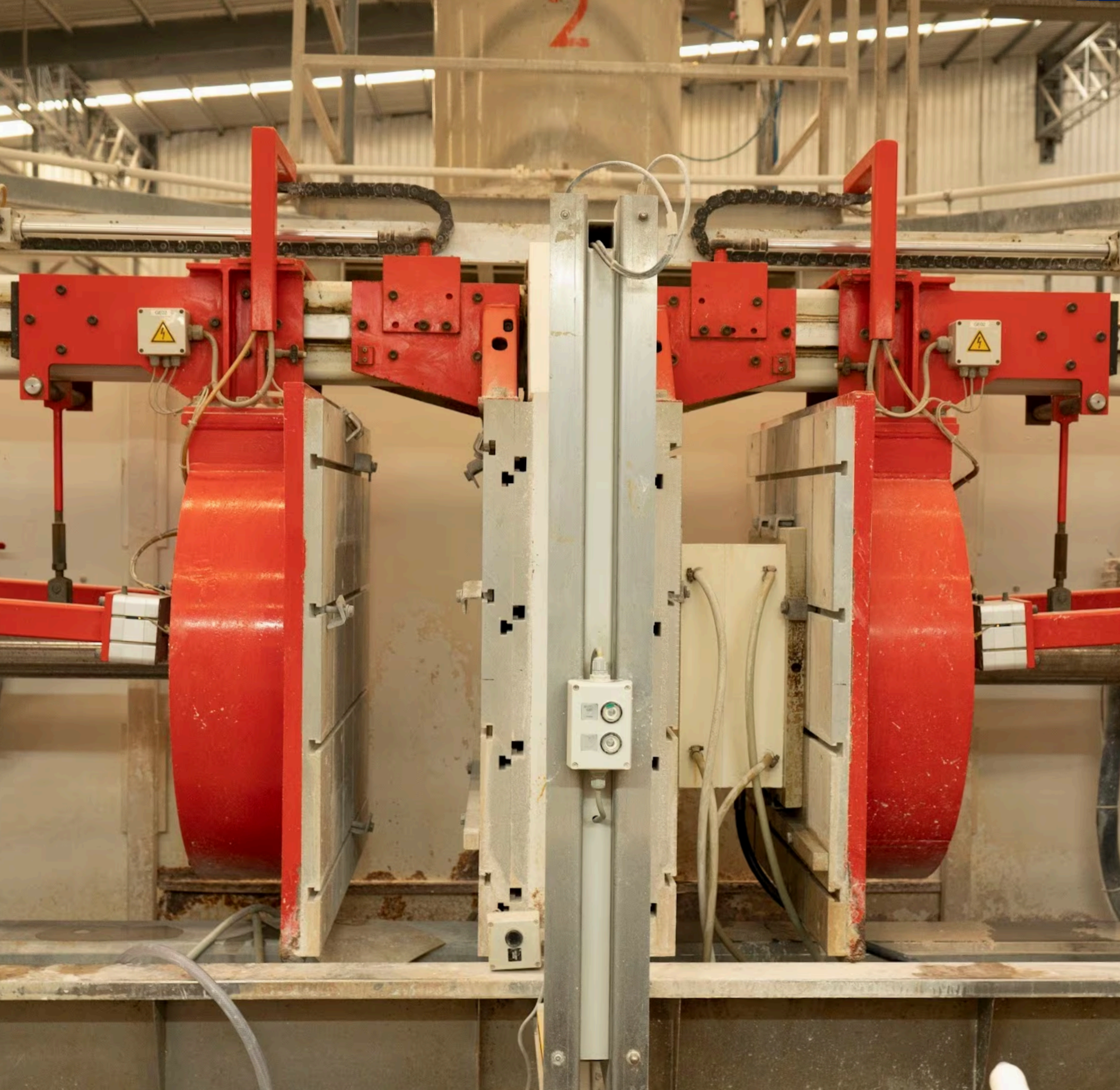
Ivy collection



Serenity collection

# New launch- Ariane Impress





# Ingenious technology

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At Ariane, we take pride in our 200,000-square-meter production facility, which houses state-of-the-art machinery capable of producing up to 15 million pieces of the hotel and retail dinnerware annually. Our commitment to using the latest technologies, such as Isostatic presses and fast-firing roller kilns, combined with raw materials of the highest quality sourced exclusively from Europe, enables us to craft the world's finest porcelain dinnerware.



Our porcelain manufacturing process involves production, processing, and finishing. However, what sets us apart is our precise methodology, passion, and sound technical know-how that goes into every product.



Our team of 900 highly skilled employees brings their expertise, attention to detail, and vast experience to ensure that each and every Ariane Porcelain product surpasses the highest standards of the HORECA industry.



# Technological Advancements

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At Ariane, our commitment to innovation is evident in the advanced technologies we employ. We utilize high-pressure casting machines, triplex glazing systems, automatic cup bowl machines, Sacmi kilns, and Kerajet digital printers to elevate our manufacturing processes.



By embracing these technologies, we ensure the quality and efficiency of our products. Our dedication to staying abreast of emerging technologies underscores our relentless pursuit of progress in the industry.



# Certifications



**QUALITY  
MANAGEMENT,  
GERMANY**



**100% VEGETARIAN,  
U.K.**



**PHYSICAL TEST  
CERTIFICATE,  
FRANCE**



**SOCIAL  
ACCOUNTABILITY,  
GERMANY**



**QUALITY TESTING,  
U.K.**



**AS PER ISLAMIC  
GUIDELINES,  
INDIA**

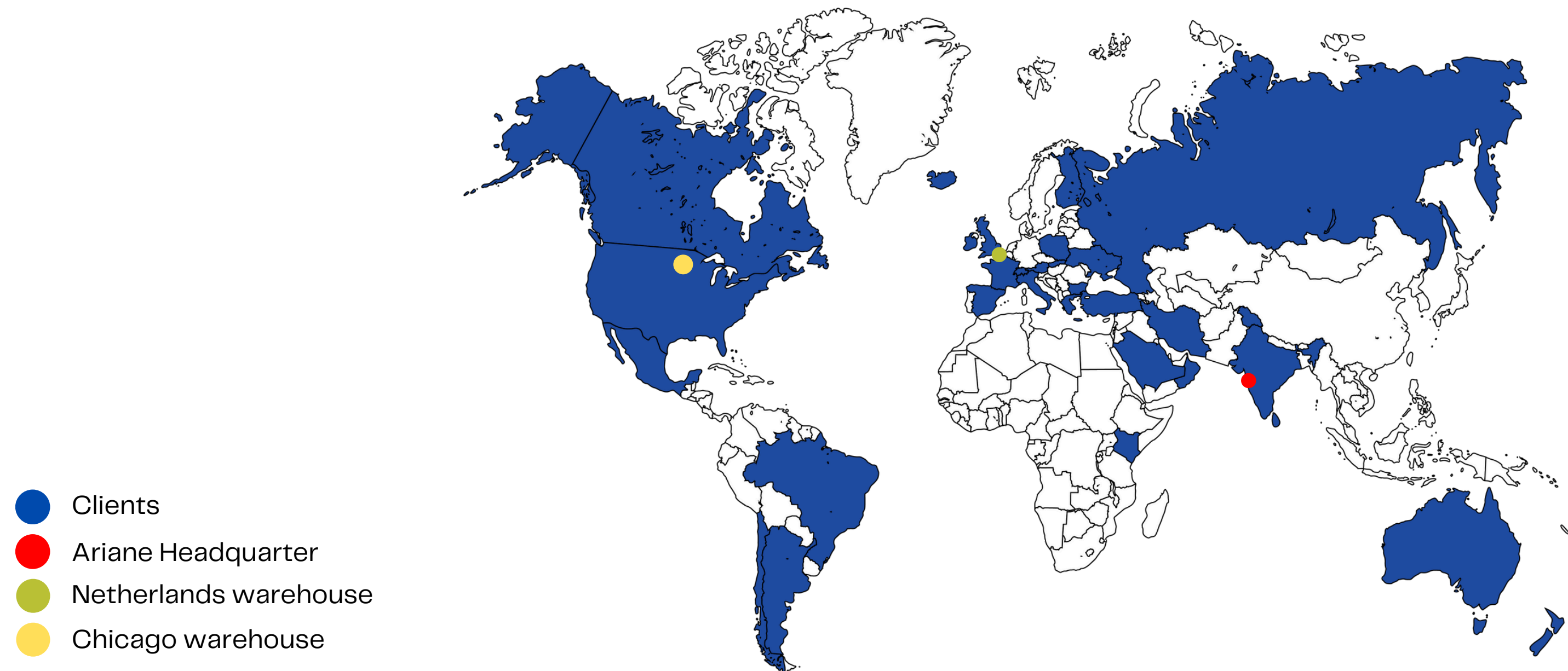
# Manufacturing unit

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Situated on the west coast of India in Gujarat state, our expansive factory spans 60,000 square meters and employs over 900 skilled workers. With state-of-the-art technology, we produce over 1.5 million pieces of premium-quality porcelain tableware annually. Committed to innovation, we continuously update our facilities to remain at the forefront of the industry. Our dedication to excellence and sustainability drives every aspect of our operations, making us a leader in the field.



Our company operates three strategically located warehouses across USA (Chicago), Europe (Netherlands), and India, complementing our headquarters and manufacturing facility in India. With a robust global clientele, we pride ourselves on catering to diverse tastes while consistently upholding the highest international standards of quality in every product we deliver.



# Our clientele



Le MERIDIEN



The Oberoi Group



**COSTA**  
COFFEE



Radisson®  
HOTELS & RESORTS

THE FERN  
HOTELS & RESORTS



RAMADA®  
HOTEL & RESORT

SHANGRI-LA  
HOTELS and RESORTS

H  
Holiday Inn

COURTYARD®  
BY MARRIOTT



lemon tree®  
HOTELS



ITC'S HOTEL GROUP



Infosys



Tupperware®

BARISTA



THE LaLiT

# Our clientele

Burj Khalifa

BHS  
BRITISH HOME STORES



*La Bouchée*  
&  
LA CARTUJA DE SEVILLA

EAT

*La Bouchée*  
&  
LA CARTUJA DE SEVILLA



Crème  
Vitrified Fine China

NESCAFÉ



sodexo



the yellow chilli  
Danville, CA  
REDEFINING INDIAN FOOD

Dominó  
LA FUENTE DE SODA DE CHILE

أصيل  
Aseil



ARLAMÓW  
HOTEL  
★★★★

GOLDEN TULIP  
HOTELS • INNS • RESORTS



Cosy  
& Trendy  
cook · dine · live



# From the MD's Desk

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Ariane Fine Porcelain is uniquely positioned to enable companies in the HORECA and hospitality industry worldwide to achieve excellence and innovation. Our journey - spanning over a decade - has been exciting and fulfilling. We have had the privilege of working with some of the most recognized names in the industry. The learnings, insights, and experiences have been profound. Looking back at some of our achievements, I cannot express the sense of accomplishment we feel. Over 5000 clients have trusted us with their needs, and our porcelain products are used in prestigious hotels and restaurants around the globe.

We are growing at an unprecedented pace backed by the continuing and resounding support of our customers. Our participation in renowned events like Ambiente Frankfurt, Host Milano, To The Table, AAHAR Delhi, and NRA Chicago has enabled us to reflect and refine our strategy, create ambitious goals, and chart a roadmap for our continuing growth story. In keeping with our vision of an organization with a global footprint, we have opened warehouses in the USA and Europe, and are expanding our operations to additional geographies such as North America and APAC. We stand committed to our ethos of continuous innovation. To take the Ariane brand to the next level, we are excited to announce our expansion into different verticals such as Ariane Home, Ariane Cutlery, and Ariane Stoneware.

Ariane Home will cater to the B2C market, offering a variety of elegant and durable homeware items for our individual customers. Ariane Cutlery will provide high-quality, beautifully crafted utensils for our B2B clients, enhancing the dining experience in hotels and restaurants.

Ariane Stoneware will introduce a collection of robust and stylish stoneware pieces, also aimed at our B2B clientele, perfect for both everyday use and special occasions in the hospitality sector.

Our research and development teams are enhancing our portfolio by introducing new designs, advanced manufacturing techniques, and several other cutting-edge technological enhancements. We are excited about the possibilities and outcomes that these new technologies will create for our customers.

Our commitment to the UN Sustainable Development Goals (SDGs) ensures that we play our part in minimizing environmental impact and being a sustainable business. We commit to conducting ourselves in a socially responsible manner and maintaining the highest standards of quality and integrity.

With your continued support, we aim to surpass expectations and set new benchmarks in the industry. Together, let's continue to reach new heights of success.



**Sunil Malesha**  
Managing director



# Get in touch!



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