



BREAKING NEW GROUND:

MODERN TILES LIMITED'S STRATEGIC GROWTH AND GLOBAL AMBITIONS

Ashish Monpara, Chairman of Modern Group of Industries exclusively talks about transforming Modern Tiles Limited into a global powerhouse

By Julianne Tolentino
Photography by Ajith Narendra

When Ashish Monpara first walked through the production floor of Modern Tiles Limited, he saw more than just ceramic slabs rolling off the assembly line. He saw potential—a future where high-quality, sustainable tiles could reinvent the landscapes of Africa and beyond.

In less than three years, his vision has materialised into one of East Africa's most successful tile manufacturers, and now, he is setting his sights on the Middle East.

BUILDING AN INDUSTRY LEADER

Modern Tiles Limited was founded with a singular ambition: to bridge the gap between affordability and quality in the tile industry.

Recognising a rising demand for premium yet accessible tile solutions in emerging markets, Monpara led the company through a strategic investment of \$150 million.

This capital laid the foundation for a state-of-the-art manufacturing facility and an extensive retail network that today spans 50 outlets across the East African region.

“Our expansion into tiles and ceramics was driven by the growing demand for high-quality, durable, and stylish tiles in emerging markets,” says Monpara, adding that they have “Identified a gap in the market for premium yet affordable tiles and seized the opportunity to bring world-class manufacturing excellence to East Africa.”

Unlike traditional manufacturers, Modern Tiles Limited has embraced advanced production technologies to ensure consistency in design and durability. The company's approach integrates artificial intelligence (AI) into retail,

allowing customers to browse collections via WhatsApp, check availability in nearby stores, and even place orders seamlessly.

Sustainability has also been a guiding principle, with energy-efficient production techniques and environmentally responsible sourcing becoming central to operations.

“We use advanced technology and stringent quality control to produce high-quality tiles that meet global standards,” Monpara explains.

“Our AI-powered retail system allows customers to instantly check which retail stores near them have specific tile designs in stock, browse our entire catalogue through WhatsApp, and even book tiles via WhatsApp for seamless purchases.”

EXPANDING HORIZONS: ENTERING THE MIDDLE EAST

After establishing a strong foothold in Africa, Monpara and his team are preparing for the company's next chapter. A \$250 million expansion plan is in motion, aimed at increasing manufacturing capacity to 4.5 million square metres per month and growing the retail presence to 150 outlets. A key component of this growth strategy is entering the Middle East, a region experiencing an unprecedented construction boom.

“Currently, our primary focus has been on East Africa, where we have built a strong foundation,” says Monpara. “However, after our success in Africa, we are now actively planning to expand into the Middle East as our next major market.”

The growth strategy involves launching a dedicated manufacturing facility and building



Modern Tiles Limited has embraced advanced production technologies to ensure consistency in design and durability



Modern Tiles Limited factory

\$250 MN

Investment value over 3 years to expand manufacturing capacity

an extensive distribution network across major Gulf cities. By aligning with the region's unique design preferences, Modern Tiles Limited seeks to become the top choice for architects, developers, and homeowners.

“The Middle East presents significant growth opportunities, given its booming construction and real estate sectors,” Monpara adds. “As part of our expansion strategy, we plan to

establish a dedicated manufacturing facility, expand our retail network across key cities, and offer region-specific tile designs that cater to the preferences of architects, developers, and homeowners.”

With the demand for high-quality materials in the region growing exponentially, the company's competitive pricing and innovative approach are expected to make a strong impact. The Middle East's real estate sector, driven by large-scale developments and luxury projects, is an ideal market for Modern Tiles Limited to introduce its high-end, sustainable, and technologically advanced products.

However, tiles are just one part of Modern Group's evolving vision. Recognising the demand for comprehensive interior solutions, the company is also entering the bathroom fitout and sanitary industry, offering a seamless approach to luxury living.

Introducing smart bathroom fittings with motion-sensor faucets, water-efficient flush



Monpara and his team at the Modern Tiles factory

systems, and antibacterial coatings, Modern Tiles Limited is bringing innovation, efficiency, and hygiene to modern spaces.

Speaking on sustainability, engaging with green manufacturing methods are a focal point for Modern Tiles Limited. As environmental consciousness

reshapes industries, the company continues to pioneer sustainable practices by adopting energy-efficient kilns, reducing its carbon footprint through waste management strategies and exploring alternative raw materials to lessen environmental impact. “Sustainability is at the core of everything we do,” Monpara affirms.

“We have implemented various eco-friendly initiatives, including energy-efficient production techniques to reduce carbon emissions, the use of sustainable raw materials to minimise environmental impact, and waste reduction strategies that ensure responsible manufacturing.”

Looking ahead, Monpara envisions a future where tiles do more than just enhance spaces. Research and development efforts are focused on smart tiles with antibacterial properties,

self-cleaning surfaces, and temperature-regulating capabilities.

“We are exploring next-generation smart tiles, including self-cleaning, temperature-regulating, and energy-efficient designs,” he notes. “The industry is evolving rapidly, and we are staying ahead by continuously investing in research and development.”

“

After our success in Africa, we are now actively planning to expand into the Middle East as our next major market”

A JOURNEY OF RESILIENCE AND GROWTH

The journey of Modern Tiles Limited has not been without its fair share of challenges.

The company had to navigate supply chain disruptions, fluctuating raw material prices, and an evolving regulatory landscape. However, Monpara’s strategic vision and the company’s commitment to innovation have allowed it to remain resilient and grow against the odds.

“Our success is a testament to the dedication of our team, the loyalty of our customers, and our relentless pursuit of excellence,” Monpara reflects. “We have learned to adapt, innovate, and push boundaries to stay ahead in this competitive industry.”

Moreover, Modern Tiles Limited sets itself apart from competitors across Africa and



Modern Tiles integrates innovation, digital transformation, and sustainability into every aspect of its business



Monpara envisions a future where tiles do more than just enhance spaces



Monpara and his team are preparing to put a \$250 million expansion plan in motion



Aerial view of the Modern Tiles Limited factory



Modern Tiles Limited sets itself apart by reimagining the entire lifecycle of tiles

beyond by reimagining the entire lifecycle of tiles—from design to manufacture to sale.

Unlike many tile manufacturers, which often focus solely on production, Modern Tiles integrates innovation, digital transformation, and sustainability into every aspect of its business. This approach not only results in high-quality, durable products but also creates a seamless customer experience.

With a focus on developing market-specific solutions for Africa and the Middle East, Modern Tiles caters to the unique climate conditions, cultural preferences, and lifestyle needs of these regions, offering products that are both functional and aesthetically appealing.

Furthermore, its dedication to sustainability and ethical business practices ensures that the company is not only shaping the future of tiles but also contributing positively to the communities it serves.

REDEFINING THE GLOBAL TILE INDUSTRY

With a solid foundation in Africa and a bold strategy for Middle Eastern expansion, Modern Tiles Limited is redefining what it means to be a global tile manufacturer.

The road ahead stretches, but for Monpara, it's simply the next step in a journey that began with a vision carved in clay. As the company continues to push boundaries, it is set to leave a lasting mark on the international tile industry—one innovation at a time. [enr](#)