



VitrA

CORPORATE
PROFILE

VitrA

Corporate Profile

VitrA

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VitrA is the flagship brand of Eczacıbaşı, a leading Turkish industrial group. The Eczacıbaşı Group's core sectors are building products, healthcare and consumer products. VitrA is the only brand in global markets offering every component of the bathroom as well as an extensive range of ceramic and porcelain tiles.



The Eczacıbaşı Group Profile

Eczacıbaşı Group

Building Products

- Sanitary ware
- Taps and mixers
- Ceramic tiles
- Bathroom furniture
- Kitchen furniture and accessories
- Washing area solutions
- Concealed cisterns

Consumer Products

- Tissue paper products
- Wet wipes
- Cosmetics
- Personal care products
- Baby care products
- Household cleaning products
- Away - from - home cleaning and food products

Healthcare

- Rx drugs
- Non - Rx products
- Hospital supplies
- Radiopharmaceuticals and active ingredients

JV Partners

- Bozlu Grup (Turkey)

Natural Resources

- Industrial minerals
- Metallic mines

Other Products and Services

- Property development and facility management
- Smart cards
- Foreign trade

JV Partners

- Giesecke & Devrient (Germany)
- İş REIT (Turkey)

Founded in 1942, Eczacıbaşı is a leading Turkish industrial group with thirty-nine companies, over 12,300 employees and a combined net turnover of TL 8.8 billion in 2018.

Eczacıbaşı's core sectors are building products, consumer products and healthcare. The Group is also active in information technology, natural resources, and property development. In Turkey, Eczacıbaşı is the market leader in most of its businesses with some of the most effective distribution networks in the country for building products, pharmaceuticals, and fast-moving consumer goods. Globally, Eczacıbaşı has established itself among the world's top providers of bathroom and tiling solutions for homes and commercial venues with its Vitra, Burgbad, Villeroy & Boch (tiles), and Engers brands. It is also a major exporter of tissue paper, electronic smart cards and industrial raw materials such as clay and feldspar.

International partnership is a central component of the Eczacıbaşı Group's growth strategy. Eczacıbaşı has three international joint ventures and a number of cooperation agreements with major global businesses; these agreements are all founded on the principles of long-term mutual benefit and sustainable business practices.

The Eczacıbaşı Group's mission is to be a pioneer of modern lifestyles that are healthy, high quality and sustainable. The Group accordingly encourages each of its companies to surpass established standards and raise consumer benchmarks in product and service quality. Through sponsorship and responsible corporate practices, it also promotes social and economic development that nurtures cultural and scientific activity, protects the environment, and preserves scarce natural resources.

Eczacıbaşı means **chief pharmacist** in Turkish; this honorary title was conferred upon the father of the Group's founder at the turn of the century in recognition of his commitment to improve the health and well-being of his community, and was subsequently adopted as the family surname.

'The true measure of private enterprise is its degree of success in raising social welfare.'

Enduring Values

Heir to Anatolia's millennia-old ceramic art tradition, VitrA is also steeped in the culture that gave birth to the delightfully purifying Turkish hamam experience. The precursor to the brand was Eczacıbaşı's first production facility, a small workshop launched in 1942 in a daring drive to supply the country with a variety of earthenware products when imports were curtailed by wartime. The post-war economic revival, accompanied by a construction boom, led Eczacıbaşı to pioneer the domestic production of ceramic sanitaryware. Contemporary in style and more hygienic than traditional marble counterparts, ceramic proved enormously popular with consumers. In 1958 Eczacıbaşı opened its first modern ceramic sanitaryware plant in response to surging demand.

By 1968, when VitrA was adopted as the brand name for Eczacıbaşı sanitaryware, the brand already had years of history behind it as the uncontested leader of the domestic market. A tap production plant was opened in 1979, heralding the strategic decision to diversify into complementary bathroom products.

A high-achieving competitor in foreign markets since 1983, today VitrA is the leading global provider of a full range of bathroom components. Seventy per cent of production is sold abroad through a powerful distribution network. This extraordinary accomplishment is anchored in the founder's unshakable vision. Dr Nejat Eczacıbaşı always maintained that lasting success demanded hard work, risk taking and innovation: **'Success comes those who eschew the easy path, and boldly embrace innovation and advances.'**

VitrA's continued pursuit of ever greater advances delivers bathrooms with a universal appeal and a promise of serenity.



VitrA's logo chronology (from left to right)

1. 1966 – 1979 2. 1979 – 1990 3. 1990 – 2002 4. 2002 - 2006 5. VitrA logo recreated in 2006

Dr. Nejat F. Eczacıbaşı
the Founder of the Eczacıbaşı Group

VitrA Across the World



Developing innovative products for unique bathroom experiences and an extensive range of tiles for a world where needs and tastes are growing ever closer, and ever more singular at the same time, and an unshakable commitment to sustainability: these are some of the main reasons for VitrA's rising success as an exciting brand across the world.

Intending to be a universal fountainhead of inspiration for the most demanding professionals serving the most fastidious end users, VitrA addresses fundamental human needs as it blends extraordinary design concepts with cutting-edge technology to enhance contemporary urban living.

Total Bathrooms

VitrA is the only brand in global markets offering every component of the bathroom. Applying design intelligence to the total bathroom concept, it creates inspiring bathrooms in a wide range of choices, complete to the smallest detail.

VitrA supplies millions of pieces of ceramic sanitaryware each year to over 75 countries on five continents, accompanied by matching series of bathroom furniture, bathtubs, taps and accessories.

A Treasure of Tiles

Its annual production rate of 30,000,000 m² makes VitrA a leading European manufacturer of ceramic- and porcelain tiles for walls and floors. The brand includes select lines intended for residential use in addition to an extensive range of professional series designed for industrial and commercial establishments. Spanning a vast range of styles developed for all types of indoor and outdoor areas from the kitchen and living room through to terraces and swimming pools, VitrA tiles today extend well beyond the boundaries of the bathroom.

Innovation That Inspires



Superior quality and reliable versatility are hallmarks of the Vitra brand firmly rooted in a long tradition of innovation. Coupled with a resolve to meet the challenges of urban living through constant multi-disciplinary investigations into needs, desires and choices, they serve as a fountainhead of ideas to release the true potential of bathroom design in modern urban architecture.

Trends and developments may change life's challenges over time; what does remain a constant, however, is the need for a private space. A space where we feel most vulnerable, yet one that refreshes. One that allows us to emerge looking and feeling better and healthier. Vitra is fully committed to improving this most fundamentally human space.

A Multidisciplinary Approach

Vitra's multidisciplinary approach stems from collaboration with leading global pioneers of technology, engineering, design, arts, social sciences and research. Insight and inspiration meet to create the vast range, superb workmanship and responsiveness to evolving demand that contribute to Vitra's popularity.

An extraordinary wealth of attractive combinations celebrate the need for privacy in the midst of urban life, be it in domestic, commercial, or public bathrooms. Insistence on safety, convenience and aesthetics offers everyone an indulgent health and well-being ritual, from young families through to the elderly or people with accessibility issues. Improving functionality and enhancing this private renewal experience remain as Vitra's main focus.

This approach to design, production, and distribution, as well as the brand's far-reaching technical training are all highly valued by professionals. Competent and cost-effective, Vitra is a highly sought-after solution partner for architects, engineers and developers involved in prestigious projects across the world.

High Powered Perfection



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Designer and manufacturer of every essential element in the bathroom, the Eczacıbaşı Building Products Division has an annual capacity of 5,6 million units of ceramic sanitaryware, 30 million square metres of ceramic- and porcelain tiles, 2 million taps, 350,000 bathtubs and shower trays, and 400,000 modules of bathroom furniture. Output alone, however, is not the sole factor in the significance of VitrA's manufacturing capability. Carefully calibrated for minimal resource consumption, these cutting-edge factories and plants create sophisticated designs and maintain extremely high standards whilst progressively reducing VitrA's ecological footprint.

VitrA Plant Sites

BOZÜYÜK, BİLECİK, TURKEY

Established in 1977, this mega-complex, which underwent a comprehensive overhaul in 1985, is one of the world's top sanitaryware production facilities in capacity, technology and quality. Advanced technology includes high-pressure casting, rapid-drying moulds, fettling robots in casting shops, and barcode follow-up. The tile plant produces wall- and floor tiles, porcelain floor tiles, swimming pool products and complementary pieces. A separate plant in the complex produces taps, bathroom accessories and shower systems.

TUZLA, İSTANBUL, TURKEY

Having pioneered the production of acrylic bathtubs in Turkey, VitrA today offers an extensive range of acrylic bathroom essentials from bathtubs through to shower trays, shower systems, compact systems and walk-in shower units. A separate factory produces VitrA bathroom furniture.

SERPUKHOV, RUSSIA

VitrA's latest ceramic sanitaryware production facility is located in the Russian town of Serpukhov. The earlier tile plant at the same site produces porcelain- and wall tiles.

It's All About Inspiration

It begins with questions. Questions posed by the design discipline. Questions to establish new requirements, specific social values, developing tastes, and determine unexplored avenues. Improve user experiences. Enhance the cleaning ritual. Then, and only then, does design research takes off. Essential to its focus is long-lasting relationships with the visionaries who translate the answers into bathrooms to cherish: the designers.

It's about creating a whole new bathroom experience. VitrA's in-house design team works with acclaimed industrial designers from around the world. Not only does the collaboration with these top talents improve product functionality with an eye towards sustainability, but it also introduces an entirely original range of attractive choices for the bathroom and beyond.

VitrA is renowned across the world for refined aesthetics, a commitment that has been recognised by many of the world's most prestigious design awards over the years. Sixty per cent of the products that have won world famous design and innovation awards like the EDIDA, Design Innovation, Design Plus, Good Design, Iconic Awards, Interior Innovation, iF, Plus X, Red Dot, and Wallpaper is developed by its in-house design teams.

Arik Levy



Claudio Bellini



Christophe Pillet



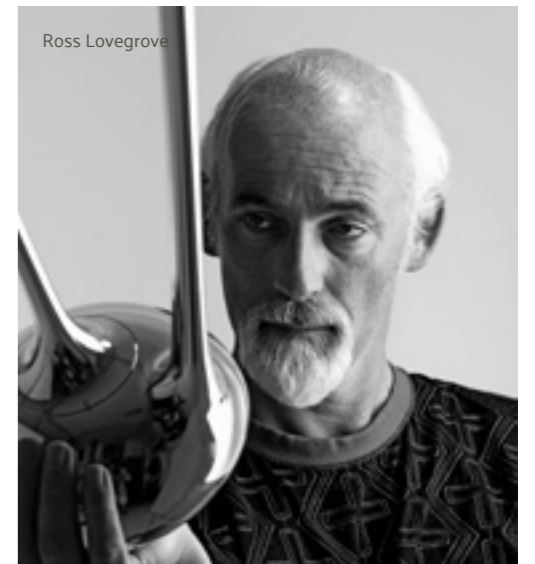
Terri Pecora



Matteo Thun



Ross Lovegrove



Sebastian Conran



Pentagon Design



ARIK LEVY

'Creation is an uncontrolled muscle,' says all-rounder Arik Levy. Artist, technician, photographer, designer, and video artist, Levy's work can be seen in prestigious galleries and museums across the world; he creates hi-tech clothing lines and accessories as he continues to contribute substantially to our interior and exterior milieux from his studio in Paris. Levy designed the Voyage collection for VitrA.

CHRISTOPHE PILLET

A multi-disciplinarian involved in product- and furniture design through to interiors, architecture, scenography and artistic direction, Pillet's creations for leading brands include Cappellini, Daum, JC Decaux, Triade, Ecart International, Emu, L'Oréal, Lacoste, Moroso, Porro, Renault, Serralunga, Shiseido, Shu Uemura, Veuve Clicquot Ponsardin, Hôtel Sezz, and Whirlpool. Pillet, who seeks to express, 'simplicity, timeless design and a touch of distant elegance,' has designed the Memoria bathroom collection for VitrA.

CLAUDIO BELLINI

Claudio Francesco Bellini lives and works in Milan, where he graduated in Architecture and Industrial design from the renowned Politecnico in 1990. Early in his career, Bellini focused on office furniture. Later, after winning a number of prestigious architectural competitions, he moved into designing large showroom interiors and developed products for prominent Italian and international companies. Bellini is the creator of VitrA's Equal collection.

INDEED

As Europe's leading company for holistic design and branding innovations, INDEED's compelling designs and powerful brand experiences include VitrA's high-tech and sophisticated StyleX, Pure, and T4 tap collections.

MATTEO THUN + PARTNERS

The Milan-based Matteo Thun + Partners studio of architecture, design and communication refuses stylistic pigeon-holing, which explains its capacity to approach with boundless originality and vitality such a vast variety and scale of work, ranging from hotels to coffee cups. Thun has designed Water Jewels for VitrA, an exotic collection that puts a variety of materials to a highly imaginative use.

PENTAGON

Specialising in design strategy, graphics, product and interiors, and winner of the prestigious iF Product Design, Red Dot and Design Plus awards, Pentagon Design is a leading Finnish agency. An understanding of the clients' business drivers as well as consumer perspectives constitutes the starting point in the development of product strategies that engage the user, the service and the architectural space. Pentagon's designs for VitrA to date include the Nest and the Nest Trendy ranges.

ROSS LOVEGROVE

One of the most fascinating designers of the 21st century and recipient of numerous awards, Ross Lovegrove creates sculptural and organic shapes using sophisticated technology and materials. His design concept 'organic essentialism' is inspired by elements from the natural world which are then reshaped into futuristic forms. The exquisite Istanbul bathroom collection is the product of Lovegrove's collaboration with VitrA.

SEBASTIAN CONRAN

The acclaimed design explorer Sebastian Conran, whose product design and development studio focuses on creating charismatic retail merchandise and user experiences that are contemporary, innovative and satisfying, has created cleverly refined bathroom accessories for VitrA: the extraordinarily extensive Eternity range, with a vast array of colour and material options, is versatile enough to have something for every elegant bathroom.

TERRI PECORA

Since qualifying in California and Milan's Domus Academy (1990), the versatile Los Angeles Terri Pecora has designed furniture, bathroom products, stands, retail interiors, eyewear, fashion accessories and children's products. Aesthetic functionality best describes her work, and she has often experimented with unexpected solutions which set her projects apart whilst responding to the needs of users and the market. Pecora is the designer behind VitrA's Plural collection.



A Pledge to the Future

Earth might well be the only inhabitable planet in the galaxy... And its natural resources are not infinite. Consumption rates far outrank the growth of human population. We might well be at a critical juncture, and we all have to learn to be more sparing.

As a major manufacturer with a global audience, we at VitrA care about the future of our blue planet. That is why we are taking tangible steps to conserve natural resources. To this end we embrace Blue Life, a set of guidelines devised to mitigate our impact on the environment. We uphold Blue Life as a production, design and management philosophy – from the extraction of raw materials all the way to the finished product in use. Every product is designed from the very

Production Certificates

ISO 9001 Quality Certificate
 ISO 14001 Environmental Certificate
 EN 16001 Energy Management System Certificate
 OHSAS 18001 Occupational Health and Safety Management System Certificate



Product Certificates



first concept onwards with sustainability in mind: they are durable, well made and follow lean design principles for reduced use of resources and materials.

Significant investment in new technology reduces raw material use at VitrA plants and improves recovery and recycling rates throughout production. A series of stringent measures across all VitrA manufacturing sites delivered a drop in the consumption of water by nearly a third in the three years between 2015 and 2018; power use in the same period fell by 15%.

At the product development front, VitrA focuses on smart ideas to reduce water consumption in the bathroom. New WC pans, urinals and taps designed by VitrA teams save over 190 tons of water a year at the end user level, as well as contributing to significant reductions in power use and carbon emissions.

Promotion of sustainability reaching out to all stakeholders includes training VitrA employees in water- and power-saving practices, and encouraging and guiding suppliers to adopt similarly higher standards.

With more revolutionary products in the pipeline, VitrA continues to shape the future of the bathroom – inspired by the Blue Life pledge for a world with a future.



Technology Lights up the Future

We care about your personal hygiene.

We care about your personal comfort.

We care about your experience.

We care about the time you spend in the bathroom.

We care about the difference between the morning and evening rituals.

We care about your health.

We care about your wellbeing.

We care about your mood.

We care about your life.

We care about your family.

We care about your guests.

We care about your workplace.

We care about our blue planet.

VitrA Bathroom Appliances present V-Care:

A caring bathroom ecosystem.

V-Care

Long established as a front runner in the sector eager to develop and adopt boldly original materials and production techniques, VitrA now prepares to push the frontiers further as its brand new Innovation Centre designs the bathroom of the future. Smart technology opens a secure window to the world from this most private space in the built environment.

Located in Bozüyük, Bilecik - Turkey, near the main production plant, the VitrA Innovation Centre is envisioned to serve as the headquarters of the brand's R&D activities with a strong team mainly involved in Material and Process Development, Product Development and Technology Development. It will also coordinate collaborative projects with universities and external consultants. From elemental dynamics to nanotechnology and electronics, every branch of science and industry is a candidate for exploration at the VitrA Innovation Centre, generating new tools and skills for VitrA to redefine form and function for the contemporary bathroom.



An Extensive and Expanding Distribution Network

By creating the total bathroom concept and pairing it with its impressive production capabilities, VitrA has attained a steadily growing global market share.

Some 70% of VitrA's output is exported to over 75 countries for sale in 150 exclusive showrooms and 2,000 sales points across the world.

Astana Stadium, Astana - **Kazakhstan**Sheremetyevo Airport, Moscow - **Russia**Berlin Airport, Berlin - **Germany**

Creative Solution Partner for an Entire Range of Projects

W Hotels, Doha - **Qatar**Istanbul Museum of Modern Art, Istanbul - **Turkey**



Kanyon, İstanbul - Turkey



Haydar Aliyev Cultural Centre, Baku - Azerbaijan



Cairo Tower, Cairo - Egypt

Paya Lebar Quarter - Singapore



Jumeirah Beach Residence, Dubai - UAE





Queen Mary 2: The largest cruise liner in the world



Allianz Arena, Munich - **Germany**



Heathrow Airport; London - **UK**

Sancaklar Mosque, İstanbul - **Turkey**



Sofitel Mauritius L'Imperial Resort & Spa, Flic en Flac - **Mauritius**



Clockwise from left

Eczacıbaşı VitrA Volleyball Team

Istanbul Museum of Modern Art

VitrA's first ceramics studio

Pupils of a boarding primary school

Corporate Citizenship: Making a difference to the larger picture

Good corporate citizenship is a core component of the Eczacıbaşı Group's identity, and VitrA has always been a central participant in the Group's social and cultural projects.

Eczacıbaşı VitrA Volleyball Team

Good corporate citizenship is a core component of the Eczacıbaşı Group's identity, and VitrA has always been a central participant in the Group's social and cultural projects.

From the outset, VitrA has been closely involved with the Eczacıbaşı Sports Club, which has trained some of Turkey's top athletes since its creation in 1966 and has more recently focused on the women's volleyball team. VitrA took on a more active role as a name sponsor at the start of the 2010-2011 season, and the team's name was changed to Eczacıbaşı VitrA.

Since 1968, the Eczacıbaşı VitrA Women's Volleyball Team won 28 National Championships – 17 of them in a record-breaking streak – as well as eight National Cups, and one Super Cup. The team have also reached the final four in no less than 12 international events. In 1999, they won the European Cup Winners' Cup, the first such victory for a Turkish volleyball team. 2015 saw victories in the CEV DenizBank European Champions League and the FIVB Women's Club World Championship; in 2016, they won a second world championship to become the first team ever to win the FIVB Women's Club World Championship trophy two years in a row. In 2018, Eczacıbaşı VitrA added the CEV Cup to their growing collection of international trophies.

Istanbul Museum of Modern Art

VitrA products support the internationally acclaimed İstanbul Modern, Turkey's first museum of modern and contemporary art.

VitrA's first ceramics studio

It was Dr Nejat F. Eczacıbaşı who pioneered the VitrA Ceramic Arts Studio in 1957 in order to enrich society with new examples of the art of the ceramicist. Today a member of the International Academy of Ceramics, the studio has, since a 2011 protocol signed with the Mimar Sinan University of Fine Arts, been acting as the MSGSÜ – VitrA Ceramic Studio. Two local and two foreign artists use the studio each year, and the work they produce during their residency is exhibited once a year.

Eczacıbaşı Hygiene Project

Committed to the promotion of a bathroom culture based on the latest technology and contemporary design, and convinced that schoolchildren in rural Turkey deserve better facilities, VitrA joined forces with several Eczacıbaşı Group partners and the Association for Supporting Contemporary Life in 2007 to launch the Eczacıbaşı Hygiene Project.

The Eczacıbaşı Building Products Division's architectural solutions for dormitories and classroom blocks include the redesign and complete refurbishment of the toilets and bathrooms with VitrA sanitaryware and Artema taps and mixers once the plumbing infrastructure has undergone the necessary repairs by the Ministry of Education. Selpak toilet paper brand, instructs pupils in better personal and household hygiene practices. Eczacıbaşı Volunteers, the association formed of Group employees, formulate projects to expand the pupils' emotional and intellectual horizons.

The Eczacıbaşı Hygiene Project's success in bringing health, hygiene and hope to hundreds of pupils has been recognised by international awards.

Head Offices and Plants

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Taps and Mixers Plant

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