

THE TILES — FRAMEWORK —

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To my mother, Mrs. Mamta Kwatra.

Before the world ever believed in me, you did.

Before I had a book.

Before I had a framework.

Before I had the courage to believe that my ideas were worth sharing with the world - **you believed they were.**

You saw something in me that I could not always see in myself. There were moments when I questioned whether I was good enough, whether I was on the right path and whether any of this would really mean something.

But through all of it, you never asked me to prove myself to you.

You simply believed.

Your words, your faith and your presence have quietly shaped more of my life than I could ever put into these pages.

This book carries my name on the cover but if you look closely enough, you will find a little bit of you on every page.

So, Mom, this is more than a dedication. **It is my way of saying thank you.**

Thank you for believing in me when I had nothing to show you. For giving me a love that never depended on what I achieved.

Whatever this book becomes, whatever I build, wherever life takes me - I know that none of it begins with the person on the cover.

It begins with you.

Because long before I learned how to build something for the world,

you built the person who would one day dare to do it.

**With all my love,
Sahil**

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BEFORE YOU CHOOSE YOUR NEXT TILE

If you're reading this, you're probably about to make one of the many decisions that shape a space. And somewhere along the way, you'll probably hear: *“Which tile do you like?”*

But after decades of working with tiles, materials, architects, designers, builders and clients, I've learned that this is often the wrong first question. Choosing the right tile isn't simply about finding something beautiful.

It's about understanding - Where it belongs. How it will be installed. How it will work with everything around it. How it will look when the entire space comes together and whether you'll still love it years from now.

I've seen expensive tiles look ordinary. I've seen simple tiles look extraordinary. I've seen beautiful designs fail because of the wrong installation, the wrong scale or simply the wrong combination. And I've seen people live with those decisions for years.

That's why I created the **T.I.L.E.S.** Framework:

5 simple decisions that can fundamentally change the way you choose tiles.

This book isn't about showing you more tiles - there are already thousands of them. It's about teaching you how to choose better. You will never look at a tile the same way again after reading this book.

THE TILE DECISION NOBODY TEACHES YOU

You probably know how to choose a colour. You probably know what style you like. You may even have hundreds of saved images on Instagram or Pinterest.

You know what you like but do you know what is right for your space?

Because when someone asks : *“Which tile should I choose?”*

The answer isn't always as simple as picking the one you love. And that's where things can go wrong.

20 YEARS

That's how long a tile decision can stay with you.

30 MINUTES

That's sometimes how long we spend choosing it.

Think about that!

We can spend months planning a home, weeks selecting furniture, days choosing finishes and hours comparing appliances - yet the surface that may remain around us for 20 years or more can sometimes be chosen in less than 30 minutes.

A tile can look beautiful on a display board and still look completely wrong once it reaches your home. The colour can feel different. The pattern can feel overwhelming. The size can make the room feel smaller. The installation can ruin the look. The combination can simply not work.

And by the time you realise it, the tile may already be on your wall.

THE COST OF A WRONG DECISION

₹50 LAKHS

Approximate construction cost of a space.

₹5 LAKHS

Approximate investment in tiles.

₹15 LAKHS+

What a wrong tile decision can potentially cost when you consider the wider impact of getting a major design decision wrong.

Because a tile isn't something you just buy - it's something you may have to live with for years, maybe even decades. Yet most people are taught to choose tiles but very few are taught **how to make the decision**.

You don't need to become a tile expert. You don't need to know every tile in the market. You don't need to memorize thousands of designs.

You simply need to learn the right questions to ask before you choose.

Because sometimes the best tile isn't the one that makes you say, “Wow!”

It's the one that makes you say, “*This is right for my space.*”

This book is not to help you buy more tiles but to help you make better decisions.

Because the most expensive tile isn't necessarily the most expensive mistake.

The most expensive mistake is the one you have to live with.

15 YEARS IN THE TILE WORLD

*“A beautiful space is rarely the result of one perfect choice.
It is the result of many right decisions.”*

Sahil Kwatra

I grew up in a family business that has been working with tiles since 1983. Today, I represent its second generation.

For more than 15 years, tiles have been part of my everyday life - not just in catalogues, but in real spaces.

I've watched homes take shape from the first selection to the final installation. I've sat with architects and interior designers discussing materials. I've helped homeowners who knew exactly what they liked but weren't sure whether it would work.

Over the years, that exposure has become substantial. We now supply more than 30 lakh sq. ft. of material every year across hundreds of projects and thousands of product designs.

From homes to hospitality, restaurants to healthcare, individual bathrooms to projects associated with Club Mahindra Hotels, Sterling Resorts, Sarovar Portico, Chaayos, Starbucks, Tim Hortons, VLCC and many more.. I've had the privilege of seeing a lot of spaces - and a lot of decisions.

But somewhere along the way, I noticed something that bothered me: people were getting plenty of choices, but very little guidance on how to choose.

There are thousands of tiles, hundreds of colours, dozens of sizes, different finishes, different patterns and an endless stream of new trends - yet when it comes to making the decision, the conversation often comes down to one question:

“Which one do you like?” That's not enough.

Because I've seen beautiful tiles lose their impact because the installation was wrong. I've seen the wrong scale make a room feel smaller. I've seen combinations that looked good individually but didn't belong together.

And I've seen clients realise they made the wrong choice only after the tile was installed.

That's when I understood something:

THE PROBLEM WASN'T A LACK OF CHOICE; IT WAS A LACK OF A DECISION-MAKING PROCESS.

So I decided to create one - not from a textbook or a trend report, but from years of watching real spaces, real projects and real decisions.

That process became **THE T.I.L.E.S. Framework.**

FROM EXPERIENCE TO FRAMEWORK

After seeing thousands of tiles go into thousands of spaces, I began noticing a pattern.

People rarely regret a tile because it was expensive. They regret it because it was wrong.

Wrong for the room.

Wrong for the light.

Wrong for the size.

Wrong for the combination.

Wrong for the way it was installed.

And sometimes, simply wrong for them.

Choosing a tile is not a product decision. It's a space decision. The tile is only one piece of the picture.

What matters is how it works with everything around it: the room, the light, the layout, the scale, the installation, the other materials and, ultimately, the person who has to live with it.

That's why I stopped asking: *"Which tile do you like?"*

And started asking, *"What are you trying to create?"*

Before you choose the tile, learn how to make the decision.

THE PROBLEM ISN'T TOO MANY TILES. IT'S TOO MANY DECISIONS.

Glossy or matt? Large or small? Plain or patterned? Light or dark? Same tile or different tiles? Wall or floor? Feature or background? Is it trending?

And suddenly, choosing a tile doesn't feel simple anymore. Because every choice affects another choice.

The tile affects the layout. The layout affects the scale. The scale affects the way the room feels. The finish affects the light. The installation affects the final look. And the final combination affects whether the entire space feels right.

That's why choosing a tile cannot happen in isolation. You have to look at the whole space—and you need a way to connect all these decisions.

Something simple enough to remember, yet powerful enough to prevent mistakes that are difficult or expensive to undo.

5 letters.

5 decisions.

1 framework.

T.I.L.E.S.

Would You Still Choose It?

Trends come and go. Your space stays.
The right tile isn't just about what's popular today — it's about what you'll love tomorrow.

WHAT TO LOOK FOR

- Choose designs that feel timeless, not just trendy.
- Be cautious with very bold patterns or colours.
- Think about how it will look in 5, 10 or even 20 years.
- Go for versatility — it should work with your future plans too.



TREND-DRIVEN

Looks striking today.
But may feel dated tomorrow.



TIMELESS

Feels fresh, works in any style,
and stays beautiful for years.



LONGER LIFE

A timeless tile holds its appeal.



MORE VERSATILITY

Works with changing furniture and décor.



LESS RISK

You won't feel the need to replace it soon.



MORE JOY

Because you'll still love it — years later.

Trends change. Your space stays.

T.

TIMELESS OR TRENDY?

"It's trending, so I bought it."

It's one of the easiest ways to choose a tile - and one of the easiest ways to regret one.

Trends are exciting. Every few months, there is something new: new colours, new patterns, new textures, new formats and new ways of using tiles. You see them in beautiful homes. You see them on Instagram. You see designers using them. And suddenly, something you had never considered before starts looking like the tile you must have.

But stop for a moment.

Why do you want it? Because you genuinely love it? Or because you've seen it so many times that you've started believing you love it?

There is a difference.

Sometimes we don't choose what we like, we choose what we have been shown enough times to like and that's where trends can become dangerous.

TRENDS ARE NOT THE PROBLEM.

Trends can introduce you to ideas you may never have considered. They can bring new colours, textures and patterns into design. They can make spaces feel fresh and contemporary.

The problem begins when the trend becomes the reason for the decision.

A tile should not be chosen simply because it is everywhere rather it should be chosen because it belongs somewhere. There is nothing wrong with choosing a bold tile. There is nothing wrong with choosing something new. There is nothing wrong with wanting your home to look current.

The question is: How much of that trend do you actually want to live with?

A trend can work beautifully as a feature. The same trend can feel very different when it covers the entire home. Something that looks exciting on one wall may become overwhelming when you see it every morning, every evening and every day for the next ten years.

That's why the decision isn't only about what you choose - It is also about how much you choose.

YOUR HOME IS NOT AN INSTAGRAM POST.

Instagram shows you a moment. Your home gives you years.

A photograph is designed to make you stop scrolling. Your home has to make you comfortable living in it.

You may save a hundred images in a week. You may change your mind about what you like every few months.

But the tile doesn't change with your feed - its space you may live with for 10, 15 or even 20 years.

So before choosing something because it is popular today, ask yourself:

“Would I have chosen this if I had never seen it on Instagram?”

TIMELESS DOESN'T MEAN BORING.

When we say “timeless”, it is easy to imagine something plain, something safe and something that doesn't make a statement. But timeless doesn't mean boring.

A timeless choice can still have character. It can still be bold. It can still be beautiful. The difference is that its appeal doesn't depend entirely on what is popular at that particular moment.

Think about the spaces you remember. Often, they aren't the ones with the most trends packed into them. They are the ones where the colours, materials, proportions and patterns simply feel right together. That's what timeless design is really about.

Not avoiding change but avoiding choices that depend on change.

ASK YOURSELF WHAT YOU WILL GET TIRED OF.

A strong pattern can look incredible when you first see it, the excitement is real, but excitement and longevity are not always the same thing.

The first time you see something, you notice it. The hundredth time you see it, you live with it and that is a completely different experience. Before choosing a very strong trend, imagine the ordinary days and not the day your guests come over and you take photographs.

Imagine a normal Tuesday morning. You wake up. You walk into the bathroom. You walk through the passage. You sit in the living room.

Nobody is complimenting the tile. Nobody is telling you that it is the latest trend.

Do you still like it? That's the test.

THE 10 - YEAR TEST

Imagine your home ten years from now.

Your furniture may have changed. Your curtains may have changed. Your sofa may have changed. Your tastes may have changed. Even the way you use the room may have changed.

Now look at the tile - Does it still feel like your choice?

Or does it feel like a reminder of what was popular when you built the home?

You don't need to predict the future. You simply need to ask whether the tile has enough character to survive your changing tastes.

Because a good tile doesn't have to remain fashionable for ten years.

It simply has to remain right.

THE T.I.L.E.S. QUESTION

So don't ask: *"Is this tile trending?"*

Ask: *"Do I genuinely love this?"*

Then ask: *"Would I still choose it if nobody else was choosing it?"*

And finally: *"How much of this trend do I want to live with?"*

Same Tile. Two Different Installations.

The tile is the same. The result isn't.
Installation can make or break the
look, feel and performance of your space.

WHAT TO LOOK FOR

- Right adhesive for the tile and surface.
- Proper alignment and leveling.
- Correct grout joint size.
- Skilled workmanship and attention to detail.
- Waterproofing where needed (especially in wet areas).



WRONG INSTALLATION

Same tile. Poor execution.
A disappointing result.



Uneven grout lines



Misaligned tiles



Uneven surface



RIGHT INSTALLATION

Same tile. Correct installation.
A refined, timeless result.



Even grout lines



Perfect alignment



Smooth, consistent finish



THE BOTTOM LINE

A beautiful tile needs the right installation.
Because even the best tile can look ordinary
if it's not installed well.
Installation isn't just a technical step —
it's part of the design.

*Good design
goes beyond the tile.*

I.

INSTALLATION

“I chose the perfect tile. Why doesn't my room look perfect?”

Here's something most people realise too late: Choosing the tile is only half the decision, the other half is what happens after you buy it.

You can spend Rs.500 on a tile. It can have the perfect colour, texture and finish. And yet, once it's installed, it can look ordinary.

Why? Because the tile doesn't install itself.

The direction, the pattern, the alignment, the joint width, the grout, the cuts, the corners and even the way two different tiles meet can completely change how the finished space looks.

The tile may be perfect but the installation may not be and the room will always show the installation.

THE TILE IS NOT THE FINISHED PRODUCT.

When you buy a tile, you're buying a material.

When you install it, you're creating a surface.

And when that surface covers an entire room, you're creating the look of the room.

That's why two people can use the exact same tile and end up with two completely different results.

One room feels premium. The other feels disappointing.

Same tile with different installation yields a different outcome. That's because installation is not labour - Installation is design in action.

INSTALLATION IS THE DIFFERENCE BETWEEN "GOOD TILE" AND "GOOD SPACE."

Most homeowners spend weeks selecting tiles but very few spend even one hour discussing how those tiles will actually be laid. Before the first tile is fixed, dozens of small decisions quietly shape the final result, not glamorous but important decisions.

And most of them become impossible, or expensive, to change later.

THE DECISIONS YOU DON'T SEE ON THE SAMPLE.

A tile sample cannot show you:

Which direction the veins will run. Where the joints will fall. Whether the pattern will continue or break. How the grout colour will change the look. Where the cuts will appear near doors, corners or niches. How the floor tile will meet the wall tile.

These details sound small, but together, they decide whether the space feels intentional or accidental. A beautiful tile deserves a beautiful installation.

DIRECTION CHANGES THE ROOM.

Take a wood-look tile and lay it along the length of a room - The room suddenly feels longer.

Lay the same tile across the width - Now the proportions feel different.

Take a marble-look tile and rotate the pattern randomly - The veins lose continuity.

Align them thoughtfully. The wall suddenly looks like one large slab instead of many separate tiles.

The tile hasn't changed - The direction has.

GROUT ISN'T JUST FILLING THE GAPS.

Most people choose grout at the end. Almost as an afterthought.

"Just give me a matching colour."

But grout can either disappear - or become the first thing your eye notices. A matching grout creates continuity. A contrasting grout highlights every tile. Neither is automatically right. The right choice depends on what you're trying to create.

Do you want the tile to feel like one continuous surface? Or do you want every tile to be visible?

That's a design decision—not just a material decision.

EVERY CUT TELLS A STORY.

Look around a finished room. Your eye doesn't only see full tiles, it also sees the edges.

Tiny strips near a wall, uneven cuts around a drain, a niche that doesn't align with grout joints, a window where the pattern suddenly breaks - These are the details people don't notice consciously.

But they feel them. A room with balanced cuts feels calm and a room with awkward cuts feels unfinished.

Good installation begins before cutting the first tile, not after running out of space.

THE FINISH SHOULD MATCH THE LIFE OF THE SPACE.

Glossy or matt? This is one of the most common questions in a showroom.

But the better question is: *What will happen on this surface every day?*

An entrance foyer inside the house may still receive muddy shoes. A bathroom floor deals with water every day. A kitchen deals with spills. A bedroom deals with comfort.

The finish should respond to the way the space lives - not just where it is located.

Choose the surface for the lifestyle. Not for the label.

THE T.I.L.E.S. QUESTION

Don't ask: *"Is this a good tile?"*

Ask: *"How will this tile be installed?"*

Then ask:

- *Which direction will it be laid?*
- *What grout colour will I use?*
- *Where will the cuts fall?*
- *How will it meet the next surface?*
- *What will this look like after installation—not just while I'm holding the sample?*

Because the tile you buy is not the final product - The installed space is.

Beautiful Rooms. One Connected Home.

The same tile can look completely different in each room. The right layout creates flow, connection and a sense of harmony throughout your home.

WHAT TO LOOK FOR

- Keep the same tile family across connected spaces.
- Use a consistent layout and finish.
- Plan transitions between rooms and thresholds.
- Think about the whole home, not just one room.



RANDOM LAYOUT

Different tiles. Different patterns.
A disconnected home.



LIVING

DINING

KITCHEN



HARMONIOUS LAYOUT

Same tile. Same layout.
A seamless flow.



LIVING

DINING

KITCHEN



VISUAL FLOW

Creates a sense of continuity and space.



BIGGER SPACES

Makes your home feel larger and calmer.



BETTER CONNECTIVITY

Brings all the rooms together.



LASTING APPEAL

Feels intentional, not accidental.

One layout. A more beautiful home.

L. LAYOUT

"Why does everything look beautiful individually, but somehow the home doesn't feel beautiful together?"

You've chosen a beautiful living-room tile. Then a different one for the kitchen. Something else for the bathroom. Another for the bedroom. And a completely different one for the balcony.

Every tile looks good on its own - So why doesn't the home feel right?

Because a home is not a collection of rooms, it's one story. And the layout of your tiles helps tell that story.

MORE TILES DOESN'T ALWAYS MEAN MORE DESIGN.

One of the easiest mistakes is trying to make every room different.

Different tile. Different colour. Different pattern. Different finish. Different feature wall.

At the showroom, every decision feels exciting. You look at each tile individually and think:

"This is beautiful."

And it probably is. But your home isn't a showroom.

You don't experience every room separately but you move through them. You see one room from another. You walk from the living room into the dining area. You look down the passage and see the bedroom. You open the bathroom door and see the

flooring continue from the outside. Your eyes are constantly connecting spaces.

And when every room is speaking a completely different design language, the home starts feeling disconnected.

The problem isn't that any one tile is bad. The problem is that they don't belong together.

BUT USING THE SAME TILE EVERYWHERE ISN'T THE ANSWER EITHER.

There is another extreme.

Use one tile everywhere.

Same colour. Same finish. Same size. Same pattern.

Simple, safe and easy!

But now something else happens. The rooms begin to lose their identity. The bathroom doesn't feel like a bathroom. The bedroom doesn't feel like a bedroom. The living room doesn't have its own personality.

Everything starts looking the same.

So if too much difference creates chaos and too much repetition creates monotony...

What creates balance?

Harmony.

THINK ABOUT THE WHOLE HOME.

Before choosing a tile for one room, look at what is happening around it.

What will you see when you walk into the space? Which rooms connect to each other? Where does one flooring change to

another? Where should the eye stop? Where should the design be quiet? And where should it make a statement?

These questions matter because the best tile for one room may not be the best tile for the home. A tile can look spectacular inside a bathroom. But if you can see that bathroom from the bedroom, the passage or the living room, it becomes part of those spaces too.

You may not realize you're making a decision for three rooms. But visually, you are.

THE EYE DOESN'T KNOW WHERE YOUR ROOM ENDS.

Walls create boundaries but your eyes don't always follow them.

Imagine standing in your living room. You can see the dining area. From the dining area, you can see the kitchen. From the passage, you can see the living room.

Suddenly, three different tile choices become one visual experience. That's why transitions matter.

A flooring change should feel intentional. Not accidental.

It should tell your eye:

"This is where the space changes."

Not:

"This is where we ran out of the previous tile."

CONNECT, DON'T COPY.

Your rooms don't need to match. They need to communicate. Maybe the living room has a large-format stone-look tile. The bedroom has a warmer surface. The bathroom has a patterned

feature. The kitchen has something more practical. They can all be different.

But perhaps there is a colour that repeats. A similar undertone. A consistent finish. A common material language. A similar scale. A visual connection. That small connection can make very different spaces feel like they belong to the same home.

Different rooms. One home.

THINK OF YOUR HOME LIKE A CONVERSATION.

Not everyone needs to speak loudly. Some spaces can make a statement. Others can stay quiet.

If every wall is a feature wall, nothing feels like a feature anymore. If every room has a dramatic pattern, the drama disappears. If everything is trying to attract attention, the eye doesn't know where to look.

Good layout creates moments. Design isn't about making everything interesting.

Sometimes, good design is knowing where to be quiet.

LOOK AT THE JOURNEY, NOT JUST THE ROOM.

Here's a simple exercise.

Don't stand inside the room, stand outside it.

Look towards it. Now walk towards it. Then turn around. Look back.

What do you see? Which tile catches your attention first? Does it lead your eye somewhere? Does the next space feel connected? Does the flooring change naturally? Does the feature wall appear at the right moment?

This is how you actually experience a home, not as a floor plan,
but as a journey.

And tiles are part of that journey.

THE T.I.L.E.S. QUESTION

So don't ask:

"Does this tile look beautiful in this room?"

Ask:

"Does this tile make this room better—and does it make the whole home better?"

Then look beyond the room.

What connects it to the next space?

Where does the flooring change?

Where should the design become quieter?

Where should it make a statement?

Because your home isn't a series of separate photographs, it's one continuous experience.

One home.

One story.

The Sample vs The Space.

A tile sample can show you the colour, texture and pattern. But it can't show you how it will feel in your space.



THE TILE SAMPLE

Looks good.
Shows the colour,
texture and pattern.



THE SPACE

Shows the real colour,
light, scale, surroundings
and overall feel.



LIGHTING

Changes the
colour and depth.



SPACE SIZE

Affects scale
and proportion.



SURROUNDINGS

Influences the
overall look and feel.



FURNITURE & DÉCOR

Brings out the true
character of the tile.

Same tile. Very different experience.

E.

ENVISION

"It looked completely different at home."

You've probably heard someone say this. Maybe you've even said it yourself.

A tile looked beautiful in the showroom. You loved the colour. You loved the texture. You loved the sample. So you bought it.

Then you saw it in your bathroom or on your living-room wall, under your own lights and next to your own flooring.

And suddenly, it didn't look the same.

That's because you weren't really choosing a tile. You were choosing a small piece of a much bigger picture.

A TILE SAMPLE IS NOT A ROOM.

A small sample can tell you what a tile looks like. But it cannot always tell you what your space will look like. And that difference matters.

The same tile can feel lighter or darker. Warmer or cooler. Bigger or smaller. Quieter or louder - Depending on everything around it.

THE SHOWROOM IS NOT YOUR HOME.

This is one of the easiest things to forget when choosing a tile.

A showroom is designed to make products look good. The lighting is controlled and the space may be larger. So when you look at the sample and think:

"This is exactly what I want."

You may actually be looking at: This is what I want this tile to look like.

Those are not always the same thing.

LIGHT CAN CHANGE EVERYTHING.

Imagine choosing a warm beige tile in a bright showroom. It looks soft, elegant and arm.

Now put that same tile in a room with cool white lights. Suddenly it can feel different.

Change the light again. Add natural sunlight; add warm wall lights and the same surface can tell a completely different story. That's why choosing a tile without thinking about lighting is like choosing a photograph without seeing the light it was taken in.

Colour doesn't exist alone. It exists in light.

SCALE CHANGES THE FEEL.

A small sample may look calm. Put that same tile across an entire wall and suddenly the pattern becomes much more noticeable.

A marble-look tile may show one beautiful vein on the sample. Across 100 square feet, you'll see dozens of veins.

A textured tile may look interesting on a small piece. Cover an entire wall with it, and the texture becomes the room.

A tile that looks subtle in your hand can become the loudest thing in the space.

That's why you shouldn't only ask:

"Do I like this tile?"

Ask:

“Do I like what this tile will become when there is a lot of it?”

DON'T FALL IN LOVE WITH THE SAMPLE.

This is especially important with statement tiles. Because samples are designed to be looked at closely. Rooms are not.

A sample may make you notice every detail. But a finished room should make you feel something.

Calm. Warm. Luxurious. Energetic. Relaxed.

Whatever you're trying to create.

The purpose of the tile is not to win a beauty contest on a sample board. Its purpose is to belong to the space.

So don't fall in love with the sample. Fall in love with the finished space.

SEE THE TILE BEFORE YOU BUY THE TILE.

So how do you choose before you see it?

Visualize.

Use 3d to make the invisible visible.

This is where visualization can completely change the decision.

A good 3D visualization can show you things a sample cannot. And perhaps most importantly:

You can change the decision before it becomes reality.

Changing a tile on a screen can take minutes. Changing an installed tile can mean money, time, mess and frustration.

That's not just convenience. That's risk reduction.

SEE IT IN DIFFERENT CONDITIONS.

A room doesn't look the same throughout the day.

Morning light is different from afternoon light. Daylight is different from artificial light.

A room with the lights switched off can feel completely different from the same room at night.

So don't only ask:

"How does this look right now?"

Ask:

"How will this look when I actually live here?"

Because you're not buying a tile for 11 AM on a showroom visit.

Visualization isn't about making a pretty 3D image. It's about testing a decision before making it permanent.

You can experiment.

Change the wall. Change the floor. Change the lighting. Change the furniture. Change the tile. Move the feature. Make the pattern quieter. Make the space warmer and then look again.

Sometimes the tile you were sure about doesn't work. Sometimes the tile you almost rejected suddenly looks perfect. That's the power of seeing the whole picture.

THE T.I.L.E.S. QUESTION

So don't ask:

"Does this tile look good?"

Ask:

"Can I see this tile working in my finished space?"

Then ask:

- How will it look under my lighting?
- How will it look across the entire surface?
- What will it look like next to my other materials?
- Will the pattern become too strong?
- Will the colour change in my space?
- Can I visualize the complete room before I buy?

Because the sample is only a piece. The showroom is only a reference. The 3D image is only a preview.

The real product is the finished space.

So don't choose the tile you love in your hand. Choose the space you will love when the tile is in it.

Same Tile. Different Scale.

The same tile can look completely different depending on its size, cuts and proportions.

WHAT TO LOOK FOR

- Choose a size that suits the room's proportions.
- Avoid too many cuts and small pieces.
- Think about how it will look from different angles and in different lighting.



LARGE FORMAT TILES

Fewer joints. A cleaner, more spacious and luxurious feel.



600 x 1200 mm (example)



SMALL FORMAT TILES

More joints. A busier look, with less visual continuity.



300 x 300 mm (example)



SPACE SIZE

Larger tiles make small spaces feel bigger.



CUTS & WASTE

The right size reduces visible cuts and waste.



VISUAL FLOW

Larger formats create a calmer, more continuous look.



OVERALL FEEL

The same tile. A completely different character.

The right scale brings the space together.

S. SCALE

"I thought bigger would make the room look bigger."

It's one of the most common assumptions when choosing tiles.

A larger tile means fewer joints. Fewer joints mean fewer lines. And fewer lines should make the room feel bigger.

Sounds logical but it isn't always true.

Bigger doesn't automatically mean better.

The right tile size depends on the space it is going into.

A large-format tile can look spectacular in a large, open room.

Put the same tile into a small or awkwardly shaped space and you may have more cuts, more wastage, more difficult corners and a pattern that doesn't fall where you expected.

The tile hasn't become worse. The scale has become wrong for the space.

SIZE IS NOT JUST A NUMBER.

When someone asks:

"What size tile should I use?"

The conversation often becomes:

600 × 1200? 800 × 1600? 1200 × 2400? 300 × 300?

But size is not just a number printed on a box. It changes how the room feels. It changes how many joints you see. It changes how the pattern moves across the room.

And sometimes, it changes whether the room feels calm or complicated.

That's why the question isn't:

“How big is the tile?”

It's:

“How does this size behave in my room?”

THE TILE HAS TO RESPECT THE ROOM.

A room has proportions. So does a tile.

The size of the tile should make sense with the size and shape of the room, the height of the ceiling, the position of doors and windows, the layout of the space and sometimes even the pattern on the tile itself.

A large open living room can give a large-format tile enough space to breathe.

A small bathroom may tell a different story.

A narrow passage may create another challenge.

An irregularly shaped room may create another.

The same tile can work beautifully in one space and create unnecessary problems in another.

There is no prize for fitting the biggest tile into the smallest room.

The goal isn't to use the biggest tile you can fit. The goal is to use the size that makes the space work.

MORE JOINTS AREN'T ALWAYS THE ENEMY.

We often think of joints as something we want to hide. And sometimes, fewer joints do create a cleaner visual.

But joints also create rhythm. They give the eye a sense of scale. They can make a space feel more detailed, more textured or more connected to its proportions.

A small-format tile with well-planned joints can look intentional and beautiful. A large-format tile with poorly planned joints can look awkward.

So don't choose a tile simply because it gives you fewer lines. Ask what those lines are doing to the room.

Sometimes the joints are part of the design.

LOOK AT THE CUTS.

This is where the decision becomes real.

You don't just see the whole tiles. You also see the cuts.

Tiny strips at the edges. Small pieces around a door. Awkward cuts around a column. A pattern that suddenly disappears at a corner. A vein that gets cut in a place where you didn't expect it. These details can change the entire appearance of a room.

Imagine buying a beautiful marble-look tile because you loved one dramatic vein on the sample. Now imagine that vein landing directly into a cut.

The tile hasn't changed. But the design has.

A beautiful tile can still have a bad layout. That's why tile size and layout cannot be separated.

DON'T CHOOSE THE TILE. CHOOSE HOW IT WILL LAND.

This is one of the simplest ways to think about scale.

Don't hold the tile in your hand and ask:

"Does this look big enough?"

Put it into the room.

Then ask:

"Where will it land?"

Where will the first tile start? Where will the last tile end? Where will the joints fall? What happens at the corners? What happens where two surfaces meet?

Because you don't live inside a tile sample, you live inside the cuts, joints, proportions and patterns created by hundreds of them.

THE BIG TILE TRAP.

Large-format tiles are exciting. They look premium. They create fewer joints. But they also demand more from the space.

More planning. More accurate installation. More attention to handling. More attention to cuts and sometimes more wastage.

In a large, open room, these advantages can work beautifully. In a small or complicated space, the same size can create a very different result.

That's why: Large format is not a design solution.

It's a design option. The room still has to earn it.

SMALL DOESN'T MEAN CHEAP.

There's another assumption worth challenging. People sometimes think:

Small tile = ordinary.

Large tile = premium.

But the size of the tile doesn't decide whether a space feels expensive. The design does. A small-format tile can create rhythm, character and detail. A larger tile can create calmness and continuity. One may be right for a particular space. The other may be right somewhere else.

The question is not:

"Which size looks more expensive?"

The question is:

"Which size creates the feeling I want?"

SCALE IS ALSO ABOUT WHAT THE EYE SEES.

Imagine walking into a bathroom covered in small tiles. You immediately notice the joints. Your eye sees many individual pieces.

Now imagine the same bathroom with a large-format tile. The joints become less dominant. Your eye starts reading the surface more as one continuous plane.

Neither is automatically better. They simply create different visual experiences.

That's why scale isn't only about construction.

It's about perception. The size of each tile changes the way you experience the entire room.

THE “FEWER CUTS” MYTH.

People often choose a tile size because they assume it will reduce cuts. But fewer tiles do not automatically mean fewer problems.

Sometimes a larger tile creates larger cuts. Sometimes it creates awkward pieces. Sometimes the room dimensions simply don't cooperate with the tile dimensions. And sometimes a slightly smaller tile can create a much cleaner layout.

So don't ask only:

"How many tiles will I need?"

Ask:

"What will the finished pattern look like?"

Because saving a few tiles is not useful if the room looks wrong.

THE RIGHT SCALE MAKES THE SPACE DISAPPEAR.

This is the best-case scenario.

When the scale is right, you stop thinking about the tile size. You simply experience the room. The joints don't distract you.

The pattern feels natural. The proportions feel balanced. Everything seems to sit where it should. That's when scale has done its job.

Good scale doesn't announce itself. It makes the space feel right.

THE T.I.L.E.S. QUESTION

So don't ask:

"How big is the tile?"

Ask:

“How will this tile actually land in my room?”

“Is this tile the right size for my space - or am I choosing it because bigger sounds better?”

Because bigger isn't always better. Smaller isn't always cheaper. More joints aren't always worse.

And fewer cuts don't always mean a better room. The right scale brings the space together.

CASE STUDY

The Trend That Covered the Entire Home

A beautiful tile.
Stunning in one space.
Overwhelming in every space.

AS A FEATURE

Creates impact.
Feels special.



ONE FEATURE WALL.
A BEAUTIFUL STATEMENT.

EVERYWHERE

Feels heavy.
Gets tiring.



THE SAME BEAUTIFUL TILE.
ALL OVER THE HOME.
NOW IT FEELS OVERWHELMING.

WHAT WENT WRONG?

The client loved the trend but never asked how much of that trend they wanted to live with.

THE T.I.L.E.S. LESSON T — TIMELESS OR TRENDY?

"Will I still love this when the trend is gone?"

"Will I still love this much of it?"

CASE STUDY 1

THE TREND THAT COVERED THE ENTIRE HOME

A particular dark, heavily patterned tile was everywhere, on Instagram, in designer projects and in mostly all showrooms.

The client loved it.

At first, the plan was simple - use it on one feature wall.

Then the idea changed, “Why use it only on one wall?”

It looked so good, so it went behind the TV, then into the dining area and then onto another wall because the spaces were connected.

By the time the project was complete, the tile that was supposed to be a feature had become the background.

A feature stops being a feature when everything is trying to be one.

6 months later, the client started feeling tired of it.

The pattern was everywhere and the room felt darker than expected. Because the tile covered such large surfaces, replacing it wasn't realistic.

The tile was not a bad tile - the mistake was assuming that because something looks exciting in one photograph, it will remain exciting across an entire home for years.

A feature wall is a small decision but covering several major walls is a completely different one.

WHAT WENT WRONG?

The client loved the trend but never asked how much of that trend they wanted to live with.

THE T.I.L.E.S. LESSON

T - TIMELESS OR TRENDY?

“Will I still love this when the trend is gone?”

And perhaps more importantly:

“Will I still love this much of it?”

CASE STUDY

*“But this is
inside the house.”*

Same entrance.
Different finish.
A very different
outcome.

GLOSSY FINISH

Looks impressive
at first.



Footprints
show easily



Water marks
are visible



Shows dust
quickly

MATT FINISH

Works better
every day.



THE MISTAKE

Choosing the finish based
only on where the space
is located.

THE T.I.L.E.S. LESSON

I — INSTALLATION

Choose the finish based on
how the space will actually
be used.

CASE STUDY 2

“I THOUGHT MATT TILES WERE FOR OUTSIDE.”

The client was choosing tiles for a large entrance foyer - The area was technically inside the house.

The client had heard a simple rule.

Glossy tiles for all indoor areas.

Matt tiles for all open areas.

It sounded straightforward, so they followed it.

“Indoor areas should have glossy tiles.”

They selected a beautiful polished tile. It looked bright, premium and impressive. But there was one thing they hadn't considered. The main door opened directly into the foyer.

During the monsoon, people walked in with wet shoes. On dusty days, footwear brought dirt in from outside. Every time the floor was cleaned, the polished surface showed marks and footprints almost immediately.

The client was surprised. *“But this is an indoor space.”*

Yes!

But the floor behaved more like an entrance than a typical indoor room.

THE MISTAKE

They chose the finish based on the location of the room and not on how the room would actually be used.

An entrance may be inside the house but it deals with the outside world every single day.

THE T.I.L.E.S. LESSON

I - INSTALLATION

The right finish isn't decided by whether a space is open or closed; it's decided by what will actually happen on that surface after installation.

Don't ask:

“Is this inside or outside?”

Ask:

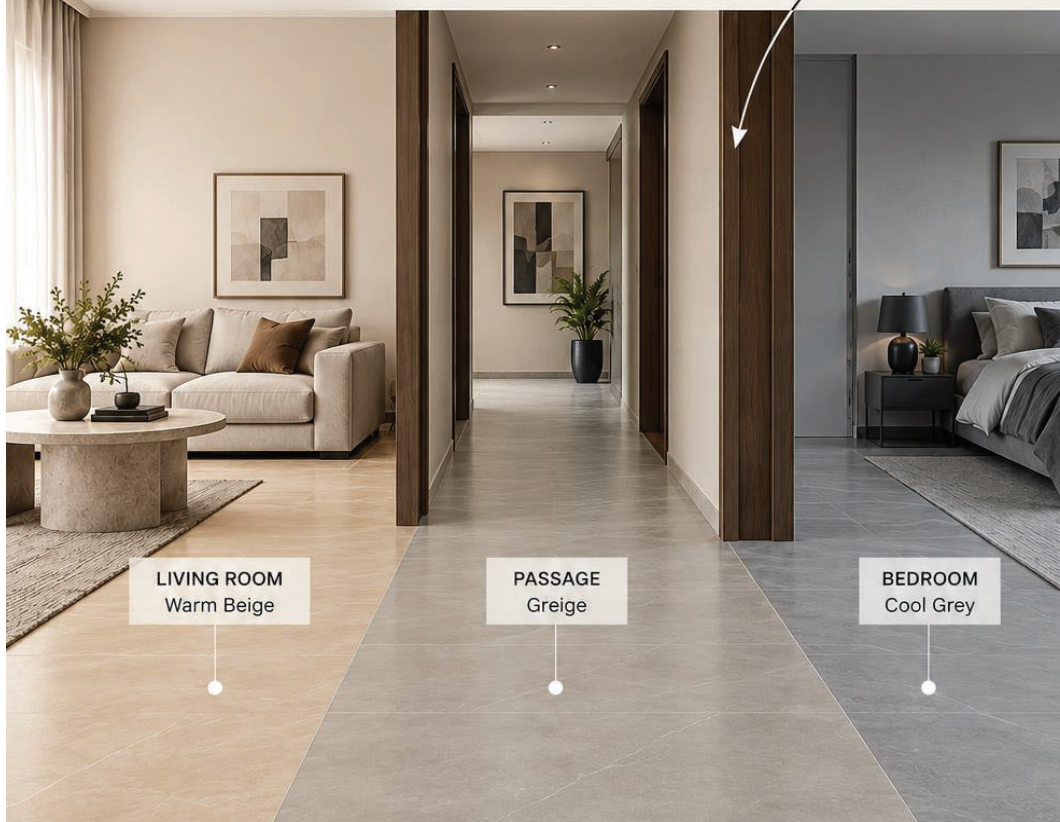
“How will people actually use this floor?”

CASE STUDY

*“But I thought
this would go
with everything.”*

– THE CLIENT

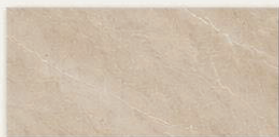
Instead of connecting
the spaces, the greige
made the difference
more visible.



LIVING ROOM
Warm Beige

PASSAGE
Greige

BEDROOM
Cool Grey



Beige

Warm undertone



Greige

Looked neutral
in the showroom



Grey

Cool undertone

*Three beautiful tiles. Each looked good on its own.
But together, they didn't belong in the way the client had imagined.*

CASE STUDY 3

“BUT I THOUGHT THIS WOULD GO WITH EVERYTHING.”

That was the client's reaction after the tiles had already been installed.

She was walking through her newly finished home for the first time when she stopped between the living room and passage.

“Something feels wrong.”

Nothing looked bad individually. In fact, she had personally approved every tile—the warm beige, the grey and the one she had been most confident about:

Greige - a colour somewhere between grey and beige.

Her thinking was simple:

“If it has grey and beige in it, it should go with both.”

So she used warm beige in the living room, grey in other spaces and greige in the connecting areas. It was supposed to be the bridge between them.

At the showroom, the decision felt safe but once the home came together, it didn't work the way she had imagined.

Next to the beige, the greige looked noticeably grey. Next to the grey, it started looking brown. Instead of connecting the two colours, it made their differences more obvious.

The home moved from warm, to cool, to somewhere in between.

That's when she said:

“But I thought this would go with everything.”

WHAT WENT WRONG?

She assumed that because greige sits between grey and beige, it would automatically work with both.

But undertones matter . She had chosen three tiles separately, without seeing how they would work together.

WHAT SHOULD HAVE HAPPENED?

The actual beige, grey and greige tiles should have been viewed together before placing the order—especially where one space connected to another.

Because that's where the decision really mattered.

THE T.I.L.E.S. LESSON

L - LAYOUT

A home is not a collection of rooms. **It's one connected space.**

Don't ask: **“Will this greige go with grey and beige?”**

Ask:

“When all three come together in my home, will they still belong together?”

“This isn’t the bathroom I imagined.”

The same beautiful tile.
A very different
outcome in a
smaller space.

THE EXPECTATION

Spacious. Balanced.
Looks stunning.



LARGER SPACE
SAME TILE
LOOKS LUXURIOUS

THE REALITY

Smaller space.
Pattern everywhere.
Feels overwhelming.



SMALLER SPACE
SAME TILE
FEELS BUSY



THE TILE
Looks beautiful.

WHAT WENT WRONG?

The client loved the tile, but never saw the complete result in their own space before committing.

THE T.I.L.E.S. LESSON E — ENVISION

Don't just ask, "Do I like this tile?"
Ask, "Have I seen what this will look like in my space?"

CASE STUDY 4

“THIS ISN'T THE BATHROOM I IMAGINED.”

The client had spent weeks designing her bathroom.

She chose the vanity, the mirror, the fittings, the lighting and finally, the tile.

It was a beautiful marble-look tile with bold, dramatic veins. She loved the sample. She had seen pictures of similar tiles in beautiful bathrooms online, and she could already imagine how premium her own bathroom would look.

So she approved it.

The tiles were ordered and the bathroom was installed. But when she walked in for the first time, her reaction was immediate.

“This isn't the bathroom I imagined.”

The tile was exactly the one she had chosen. The vanity was exactly the one she had approved. The fittings were right. The lighting was right.

So what had gone wrong?

She had imagined the bathroom from a photograph but photographs had shown her something she didn't notice.

The rooms were much larger. The ceilings were higher, there was more natural light and most importantly, the dramatic marble was used in carefully controlled areas.

Her bathroom was smaller. The same bold pattern was now on a much larger proportion of the visible surfaces.

What had looked dramatic and luxurious in her imagination now felt busy. The veins she loved on a small sample were everywhere.

The client had seen the tile. She had even seen bathrooms using similar tiles but she had never seen **her bathroom**.

THAT WAS THE REAL MISTAKE.

She made the decision without seeing the complete result before committing. She imagined each element separately, but nobody had brought them together to answer one simple question:

“What will this actually look like when it's finished?”

A small sample cannot show you the full scale of a pattern, a showroom cannot show you your lighting and an image of someone else's bathroom cannot show you yours.

WHAT SHOULD HAVE HAPPENED?

Before placing the order, the complete bathroom should have been visualized.

Because she may still have chosen the same tile but differently.

Perhaps on one feature wall instead of three or may be with calmer surrounding surfaces or with a different layout.

The point isn't that visualization would have told her what to choose. It would have allowed her to **see the consequence of her choice before it became permanent**.

THE T.I.L.E.S. LESSON

E — ENVISION

Don't just ask:

“Do I like this tile?”

Or even:

“Have I seen a space where this looks good?”

Ask:

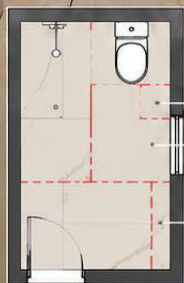
“Have I seen what this will look like in my space?”

The 4-Foot Tile in the 5-Foot Bathroom

A bigger tile doesn't always make a small space look bigger.

4 FT × 2 FT TILE

Multiple cuts.
Awkward layout.



Narrow strip

Cut around WC

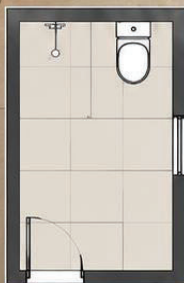
Small piece
near shower



Looks
fragmented.

2 FT × 2 FT TILE

Balanced layout.
Fewer cuts.



Looks
cleaner.

WHAT WENT WRONG?

They chose the tile based on its size, not on how it would land in the room.

THE T.I.L.E.S. LESSON S — SCALE

Ask: "How will this tile actually land in my room?"

CASE STUDY 5

THE 4-FOOT TILE IN THE 5-FOOT BATHROOM

A client wanted a large-format tile for a small bathroom.

They had heard:

“Use a bigger tile. It will make the bathroom look bigger.”

So they selected a 4 ft. × 2 ft. tile.

On the showroom wall, it looked fantastic.

The bathroom, however, was only slightly wider than the tile. There was a door opening, a shower area, a vanity and a WC.

Once the installer started laying the floor, the problem became obvious.

The first full tile went in, and then came a narrow strip, then another cut around the WC and then a small piece near the shower.

Instead of creating a clean, seamless floor, the large tile created several awkward cuts. Some pieces were so narrow that they looked accidental.

And because the tile had a strong marble pattern, the cuts made the pattern feel broken.

The client had chosen the tile based on its size.

Nobody had checked how the size would actually land inside the room.

A smaller format could have produced a more balanced layout with fewer awkward pieces.

The bigger tile wasn't wrong.

It was wrong **for that room**.

WHAT WENT WRONG?

They measured the tile but they didn't plan the layout.

THE T.I.L.E.S. LESSON

S — SCALE

“How will this tile actually land in my room?”

Not:

“How big is the tile?”

WHAT ALL OF THESE MISTAKES HAD IN COMMON

None of these people chose a bad tile - That's important.

The problem wasn't: THE WRONG TILE.

The problem was:

THE WRONG DECISION PROCESS.

A tile was chosen without looking at the other materials. A size was selected without planning the cuts. A premium tile was bought without planning the installation.

A trend was used without thinking about how long it would last. A sample was approved without seeing it in the actual space.

And this is exactly why T.I.L.E.S. exists.

Not to tell you: "Buy this tile."

But to help you ask:

"What could go wrong before I make this decision?"

Because the best time to discover a mistake is when it is still easy to change - Not when it has already been installed.

SO, WHAT DO YOU DO WITH ALL OF THIS?

You don't need to remember every word in this book.

You don't need to become a tile expert.

You just need to remember **T.I.L.E.S.**

T — TIMELESS OR TRENDY?

Will I still love it when the trend is gone?

I — INSTALLATION

Will it look as good installed as it does in the sample?

L — LAYOUT

Does it work with the rest of my space?

E — ENVISION

Can I see the finished space before I commit?

S — SCALE

Is this the right size for my room?

5 questions. That's it.

But these five questions can stop you from making a decision simply because, *"I liked the tile."*

Because liking a tile is only the beginning.

The real question is: *"Is this the right tile for my space?"*

THE T.I.L.E.S. TEST

Before making your final decision, give your tile a score.

T — Timeless or Trendy ☐ Yes ☐ Not Sure ☐ No

I — Installation ☐ Yes ☐ Not Sure ☐ No

L — Layout ☐ Yes ☐ Not Sure ☐ No

E — Envision ☐ Yes ☐ Not Sure ☐ No

S — Scale ☐ Yes ☐ Not Sure ☐ No

If you're unsure about even one of these, don't rush. Pause. Ask another question. Look at the complete space.

Because the best time to discover a wrong tile decision is before you buy it - not after you install it.

REMEMBER

DON'T CHOOSE A TILE.

CHOOSE THE RIGHT DECISION FOR YOUR SPACE.

BEFORE YOU START

Choosing the right tile doesn't begin when you walk into a showroom. It begins before that.

If you walk into a showroom without knowing what you're trying to create, you can easily end up with something you love - but don't actually need.

KNOW YOUR SPACE

What are you designing? A living room? A bathroom? A kitchen? A bedroom? A commercial space?

Start with the room - not the tile.

KNOW YOUR VISION

You don't need a perfect design. But you should have some idea of what you want the space to feel like: calm, warm, minimal, luxurious, dramatic or natural. Collect images that speak to you - not to copy them, but to understand your own taste.

KNOW YOUR BUDGET

Budget isn't something you should hide from the person helping you. It's a design tool. A clear budget helps you decide where to spend more, where to save and where a premium tile is actually worth it.

KNOW YOUR PLAN

If you have a floor plan, bring it. Room dimensions, door positions, windows, furniture and plumbing points can all influence the tile decision. A tile should be selected for a real space - not an imaginary one.

COME WITH QUESTIONS

Ask: “Why this tile?”

“Why this size?” “Why this finish?” “Why here?”

“What happens if we use something else?”

The right professional shouldn't just show you options. They should help you understand them.

AND ONE LAST THING

Having more options is useful. Having the right guidance to navigate them is even more valuable.

The challenge isn't always finding a beautiful tile; *there are plenty of beautiful tiles*. The real challenge is knowing which one belongs in your space.

The right professional shouldn't simply show you what's available. They should help you understand what works, what doesn't, why it works and where you should use it, because choice gives you possibilities but clarity helps you make the right decision.

BONUS

FACTS THAT WILL CHANGE THE WAY YOU LOOK AT TILES

You see a tile - the world sees billions of square feet.

Before you leave this book, here are a few things you may never have known about the material beneath your feet and around your walls.



EVERY SECOND, SOMEWHERE, INDIA IS MAKING MORE SPACE FOR THE WORLD.

India produced **2.45 billion sq. meters** in 2023 - 15.4% of global output -

That's approximately:

26,370,000,000 SQ. FT.

(26,000 lakh)

INDIA USES MORE THAN 18 BILLION SQ. FT. OF TILES AT HOME.

Of India's 2023 tile output, domestic consumption was approximately 1.7 billion square meters - around 18.3 billion square feet. That means India alone represented approximately **10.9% of the world's ceramic-tile consumption** that year.

One in every ten square feet of ceramic tile consumed in the world was consumed in India.

EVERY 4TH TILE INDIA PRODUCES IS GOING OUT INTO THE WORLD.

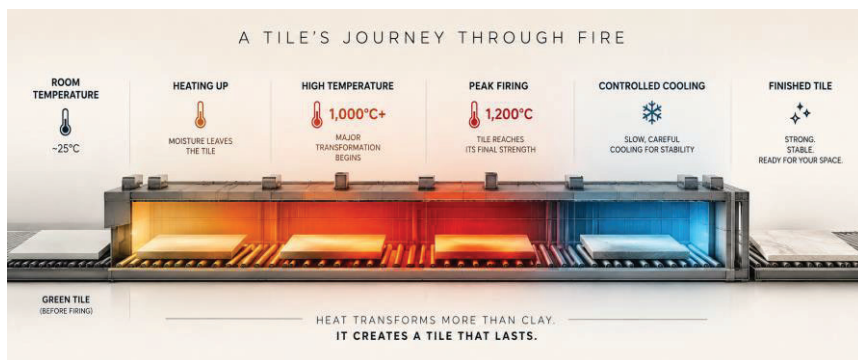
APPROXIMATELY 15% OF THE WORLD'S CERAMIC TILES ARE MADE IN INDIA. That means 1 OUT OF EVERY 6 TO 7 CERAMIC TILES MADE IN THE WORLD COMES FROM INDIA.

India exported ceramic products to more than **140 countries**

In 2023, India exported approximately **589 million square metres**, or roughly **6.34 billion square feet**, of ceramic tiles that made India the world's **second-largest tile exporter** by volume.

A trade-data source lists the United States, UAE and Iraq among leading destinations for Indian ceramic-tile exports, while Asia remained the largest regional destination by volume in the cited 2023 data.

Other major export destinations include Africa, Europe and North America



A TILE CAN FACE TEMPERATURES ABOVE 1,000°C BEFORE IT REACHES YOUR HOME.

For many ceramic tiles, firing temperatures are roughly in the 1,000–1,200°C range. Some dense porcelain and unglazed products are fired at around 1,250°C.

How many times might you walk across a floor tile during its lifetime?

THERE IS NO UNIVERSAL NUMBER. But we can create a very compelling illustrative calculation.

For example:

If a person crosses a particular part of their home floor just 20 times a day:

$$20 \times 365 \times 20 \text{ years} =$$

146,000 STEPS.

If the area receives 50 crossings a day over 20 years:

365,000 STEPS.

And a busy corridor, entrance or commercial floor can experience far more.

BEFORE IT REACHES YOUR FLOOR...

NATURAL
MATERIALS
EXTRAORDINARY
SPACES

IT MAY HAVE BEEN:

1 MIXED



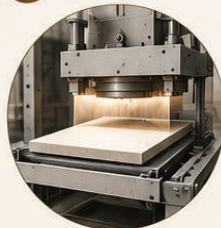
2 MILLED



3 DRIED



4 PRESSED



5 DECORATED



6 FIRED AT EXTREME
TEMPERATURES



7 COOLED



8 CHECKED



9 CUT / FINISHED



10 PACKED



AND ONLY THEN —
**READY FOR
YOUR HOME.**



TILES
FOR A
BETTER
TOMORROW

YOUR T.I.L.E.S. SESSION

DON'T COME LOOKING FOR TILES. COME LOOKING FOR THE RIGHT DECISIONS.

You've already learned the five questions. Now imagine applying them to your actual project: your floor plan, your rooms, your lighting, your style, your budget and your requirements.

That's what the T.I.L.E.S. Session is for.

Bring your:

- Floor plan
- Inspiration images
- Approximate budget
- Existing shortlist, if you have one

We'll look at your project through the five decisions: Timeless or Trendy, Installation, Layout, Envision and Scale.

We'll help you understand what works, what doesn't, why it works and where it belongs.

Not to show you more tiles. To help you find the right ones. No pressure. No unnecessary recommendations.

Just better decisions.

READY TO START?

Book your T.I.L.E.S. Session.



Scan the QR code and schedule a one-to-one session.

Just text – **THE T.I.L.E.S. Session**

Or WhatsApp: +91 9999377298

Or email: sahilkwatra@gmail.com

Or send a message on Instagram: [@kwatratile](https://www.instagram.com/kwatratile)

We will also do a complimentary project review before you buy.

Sahil Kwatra

Creator, T.I.L.E.S. Framework

Because the right decision is made before the tile is installed.

NOTES

This book was written from a combination of **personal experience, industry observations, project conversations and published research.**

The stories and case studies in this book are based on common situations, mistakes and decision patterns that can happen in real projects. In some cases, details have been simplified or combined to clearly explain the lesson. They are not intended to represent or identify any one specific client, home or project.

The purpose of this book is not to provide one universal answer for every space.

Every project is different.

A tile that works beautifully in one home may be completely wrong for another because the space, light, layout, installation, scale and requirements are different.

Where this book refers to industry data, production figures, technical processes or construction research, the information has been drawn from published industry and research sources available at the time of writing.

SELECTED SOURCES

India Brand Equity Foundation (IBEF)

Tiles of Transformation: Exploring India's Ceramic Tile Industry

India Brand Equity Foundation — Tile Industry Report

ScienceDirect / Comprehensive Materials Processing

ScienceDirect — Ceramic Tile Firing Information

Construction Industry Institute

Costs of Quality Deviations in Design and Construction
(Construction Institute)

Construction Industry Institute — Costs of Quality Deviations
in Design and Construction

Angi — Home Renovation Surveys

Angi — Home Renovation Survey Findings

A NOTE ON TECHNICAL DECISIONS

Product specifications, installation methods, slip resistance; suitability and performance requirements can vary between manufacturers and products.

Before making a final decision, always refer to the relevant **manufacturer's technical documentation**, applicable standards and qualified professionals where required.

YOUR NEXT READ

YOU'VE LEARNED HOW TO CHOOSE THE RIGHT TILE.

NOW ASK A BIGGER QUESTION.

What if the biggest mistakes in your home aren't made while building?

What if they happen before the work even begins?

Before the first tile is ordered.

Before the first wall is built.

Before the money is spent.

BEFORE YOU BUILD is about the questions worth asking before those decisions become expensive, difficult or impossible to change.

It takes the thinking beyond tiles - into the bigger decisions that shape a space, the assumptions we often overlook, and the questions that can save us from regretting what we build.

Because sometimes, the most important decision is the one you make before you start.

BEFORE YOU BUILD

Sahil Kwatra

How to create spaces you'll never have to apologise for.

YOUR NEXT READ.

YOUR NEXT SET OF QUESTIONS.

What if the biggest mistake in your project happens before construction even begins?

Not because of a bad design or a small budget but because the right questions were never asked.

Why do beautiful spaces become expensive regrets? Why do perfect-looking materials fail after installation? And why are the costliest mistakes often discovered when it's too late to change them?

"BEFORE YOU BUILD" reveals the overlooked decisions that can quietly define the success of a space. Because once it's built, you can't go back and ask what you should have asked before.

For 15 years, Sahil has been helping people make decisions that shape the spaces they build.

He has seen what works, what fails and more importantly - what people wish they had known before making a decision.

His experience has taught him one simple truth: You don't need to know everything, you just need to know what to ask.

In this book, he shares the insights that experience usually teaches the hard and expensive way.

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BEFORE YOU BUILD

SAHIL KWATRA



“
GREAT SPACES DON'T HAPPEN BY CHANCE.
THEY ARE PLANNED.”



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HOW TO CREATE SPACES
YOU'LL NEVER HAVE TO
APOLOGISE FOR



FOR PROJECTS
YOU CAN'T AFFORD
TO GET WRONG.

SAHIL KWATRA

EDUCATOR · SPEAKER · STRATEGIST.

