



An ISO 9001: 2015 Certified Company

















Dessert Plate (19/21cm)

Charger Plate (31cm)

Salad Bowl (23cm)

Cereal Bowl (17cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (180/220cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (450/650cc)

Sugar Pot (200/300cc)

Milk Pot/Cremer (100/200/300cc)

Tea Pot (450/650cc)

BB Plate (17cm)

Butter Dish

Rim Soup (23cm)

Stk Bowl (13/15/16.5/21/23cm)

Sugar Packet Holder

Tooth Pick Holder

Soup Cup & Saucer (300cc)

Salt & Pepper Pot with Tray

Souce Pot with Tray







HOTEL WARE H2















Dinner Plate (23/24/25/27cm)

Soup Plate (23cm)

Dessert Plate (20cm)

BB Plate (17cm)

Charger Plate (31cm)

Oval Platter (25/31/36cm)

Stk. Tea Cup & Saucer (180/220cc)

Stk. Coffee Cup & Saucer (105cc)

Stk. Soup Cup & Sancer (300cc)

Stk. Boullion Bowl (8/1102)

Boullion Bowl (902)

Tall Cup (7oz)

Tea Cup & Saucer (200/260cc)

Tea Pot with Lid (450cc)

Sugar Pot (200/300cc)

Milk Pot/Creamer (100/200cc)

Salt & Pepper Pot

Sugar Packet Holder

Saucer Boat (3//5/7oz)

Jambo Mug (550cc)

Ped Ming (340cc)

Salad Bowl (10/14/16/20/23/25cm)

Stk. Mug (09oz)

Harmony Bowl (26/30em)

Pasta Plate (31cm)









Round Plate (31cm)

Oval Platter (25/31/36cm)

Soup Plate (23cm)

Pasta Plate (31 cm)

Dessert Plate (20/22.5cm)

Salad Bowl (22.5em)

Cereal Bowl (16cm)

Tea Cup & Saucer (190/200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1100cc)

Tea Pot with Lid (900cc)

Sugar Pot (270ec)

Milk Pot/Cremer (180cc)

Soup Tureen with Lid (3100cc)

Gravy Boat (350cc)

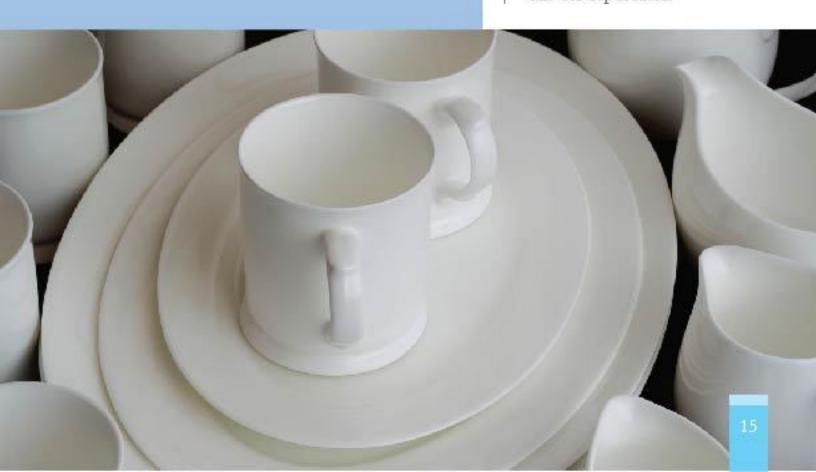
Coffee Mug (290cc)

Salt & Pepper Pot

Sugar Packet Holder

Soup Bowl (11cm)

Stk. Tea Cup & Saucer













Soup Plate (22.5cm)

Dessert Palate (23cm)

Charger Plate (31cm)

Salad Bowl (17/23/25cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Tea Pot with Lid (1200cc)

Coffee Pot with Lid (1200cc)

Sugar Pot (350cc)

Milk Pot/Cremer (300cc)

Salt & Pepper Pot Soup Tureen (3000cc)





Soup Plate (23cm)

Dessert Palate (20cm)

BB Plate (17cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Oval Platter (25/36cm)

Charger Plate (31cm)

Salad Bowl (25cm)

Cereal Bowl (16.5cm)

Soup Bowl (11cm)

Fruit Bowl (14cm)

Tea Pot with Lid (1300cc)

Coffee Pot (1300cc)

Milk Pot (200cc)

Sugar Pot with Lid (270ee)

Gravy Boat (500ec)

Gravy Boat Stand

Soup tureen with Lid (3000cc)

Salt & Pepper Pot

Coffee Mug











Round Plate (31cm)

Oval Platter (25/31/36/41cm)

Soup Plate (23cm)

Dessert Plate (20/22.5cm)

Salad Bowl (23/25em)

Cereal Bowl (16cm)

Tea Cup & Saucer (220/250cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1300cc)

Tea Pot with Lid (1200cc)

Sugar Pot (370cc)

Milk Pot (300cc)

Soup Tureen with Lid (3100cc)

Gravy Boat (350ec)

Salt & Pepper Pot

Soup Spoon

Fruit Bowl (14cm)

BB Plate (17/18cm)

K.C.C Bowl (12cm)

Soup Cup & Saucer (250cc)

12cm Katooi Bowl











Round Plate (31cm)

Oval Platter (25/31/36cm)

Soup Plate (20cm)

Dessert Plate (20cm)

Salad Bowl (25cm)

Cereal Bowl (13cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1300cc)

Tea Pot with Lid (1000cc)

Sugar Pot (330cc)

Milk Pot (300cc)

Soup Tuceen with Lid (3000cc)

Gravy Boat (350cc)

Salt & Pepper Pot

Gravy Boat Stand

Tea Pot (500cc)









Round Plate (31cm)

Dinner Plate (25/27cm)

Soup Plate (22cm)

Dessert Plate (21cm)

BB Plate (17cm)

Salad Bowl (25em)

Cereal Bowl (14.5cm)

Tea Pot (950cc)

Milk Pot (200cc)

Sugar Pot (250cc)

Soup Tureen (3100cc)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Oval Platter (28/30/36cm)







Round Plate (21cm)

Oval Platter (25/31/36cm)

Soup Plate (21cm)(Round)

Dessert Plate (20cm)

Salad Bowl (25cm)

Cereal Bowl (13cm)

Gravy Boat

Gravy Boat Stand

Soup Plate (19 X 19cm)(Sq.)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1600cc)

Tea Pot with Lid (1240cc)

Sugar Pot (270cc)

Milk Pot/Cremer (300cc)

Soup Tureen with Lid (3000cc)

Salt & Pepper Pot













Dessert Plate (21cm)

Soup Plate (23cm)

Charger Plate (31cm)

BB Plate (17cm)

Salad Bowl (23cm)

Cereal Bowl (15cm)

Rectangular Platter (25/31/36cm)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1640cc)

Tea Pot with Lid (1240cc)

Sugar Pot (330cc)

Milk Pot/Creamer (270cc)

Soup Tureen with Lid (3000cc)

Gravy Boat & Stand

Salt & Pepper Pot





Dessert Plate (20cm)

Rim Soup Plate (23cm)

Charger Plate (31cm)

BB Plate (17cm)

Salad Bowl (23/25em)

Soup Bowl (11cm)

Cereal Bowl (16cm)

Fruit Bowl (14.5cm)

Oval Platter (25/31/38cm)

Tea Cup & Saucer (220/190cc)

Coffee Cup & Saucer (110cc)

Soup Cup & Saucer (250cc)

Coffee Pot (1300cc)

Tea Pot with Lid (1000cc)

Sugar Pot (370cc)

Milk Pot/Creamer (280cc)

Soup Tureen with Lid (3100cc)

Gravy Boat & Stand (350cc)

Salt & Pepper Pot







Charger Plate (31cm)

Dinner Plate (26cm)

Soup Plate (20cm)

Dessert Plate (20cm)

BB Plate (16cm)

Salad Bowl (25cm)

Fruit Bowl (13cm)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot (1400cc)

Tea Pot (900cc)

Milk Pot (280cc)

Sugar Pot (260cc)

Rect. Platter (25/36cm)

Salt & Pepper Pot

Soup Tureen with Lid (3000cc)

Gravy Boat & Stand (350cc)







Dinner Plate (27cm)

Meal Plate (23cm)

Rim Soup Plate (23cm)

Dessert Palate (17/20cm)

Charger Plate (31cm)

Cereal Bowl (12/14/17cm)

K.C.C (11.5cm)

Salad Bowl (20/23/25em)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (200/230/250cc)

Coffee Cup & Saucer (110cc)

Sugar Pot (300cc)

Milk Pot/Cremer (330cc)

Soup Tureen with Lid (3100cc)

Rim Soup (30em)

Gravy Boat with Stand (480cc)

Salt & Pepper Pot

Soup Spoon

Soup Plate (23cm)

Naromi Tea Cup & Saucer (180cc)





Charger Plate (31cm)

Dinner Plate (16.5/20/27cm)

Soup Plate (23cm)

Dessert Plate (20cm)

BB Plate (16.5cm)

Salad Bowl (23/25em)

Fruit Bowl (13.5cm)

Oval Platter (25/30/38cm)

Coffee Pot (1200cc)

Tea Pot (1100cc)

Sugar Pot (300cc)

Milk Pot (280cc)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Soup Tureen (3100cc)

Coffee Mug (420cc)

Gravy Boat





Charger Plate (31cm)

Dinner Plate (16/20/25/27cm)

Soup Plate (23cm)

Dessert Plate (20cm)

BB Plate (16cm)

Salad Bowl (25cm)

Cereal Bowl (16cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (100cc)

Coffee Pot (1400cc)

Tea Pot (1100cc)

Sugar Pot (300ec)

Milk Pot (280cc)

Soup Tureen with Lid (3100cc)

Gravy Boat

Salt & Pepper Pot



Dinner Plate (26/28cm)

Round Plate (31cm)

Oval Platter (25/31/36/41cm)

Soup Plate (24cm)

Dessert Plate (20/23cm)

Salad Bowl (24cm)

Cereal Bowl (14cm)

Tea Cup & Saucer (300cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1100cc)

Tea Pot with Lid (1000cc)

Sugar Pot (280cc)

Milk Pot (380cc)

Soup Tureen with Lid (2800cc)

Coffee Mug (420cc)

BB Plate (16.5cm)

Gravy Boat

Salt & Pepper Pot













Dinner Plate (28cm)

Dessert Plate (20cm)

Soup Plate (22cm)

Charger Plate (33cm)

BB Plate (17cm)

Salad Bowl (25cm)

Cereal Bowl (15cm)

Oval Platter (25/31/36cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (1400cc)

Tea Pot with Lid (1200cc)

Sugar Pot (300cc)

Milk Pot/Cremer (250cc)

Soup Tureen with Lid (2900cc)

Gravy Boat & Stand (350cc)

Coffee Cup & Saucer

Salt & Pepper Pot



































BONE CHINA O 13





















Dinner Plate (28.5cm)

Round Plate (31cm)

Oval Platter (25/31/36cm)

Soup Plate (23cm)

Dessert Plate (22.5cm)

Salad Bowl (22em)

Cereal Bowl (16cm)

Tea Cup & Saucer (200cc)

Coffee Cup & Saucer (110cc)

Coffee Pot with Lid (1100cc)

Sugar Pot (270cc)

Milk Pot (280cc)

Soup Tureen with Lid (3100cc)

Gravy Boat & Stand (350ee)

Salt & Pepper Pot

BONE CHINA O 19

Dinner Plate (28cm)

Soup Plate (22cm)

Dessert Plate (17/20cm)

Meet Plate (23cm)

Charger Plate (31cm)

Salad Bowl (23cm)

Fruit Bowl (14.5em)

Oval Platter (25/30/36cm)

Tea Cup & Saucer (220cc)

Coffee Cup & Saucer (110cc)

Tea Pot with Lid

Coffee Pot

Milk Pot

Coffee Pot with Lid

Salt & Pepper Pot

Soup Tureen with Lid (3100cc)

Gravy Boat







Dinner Plate (27cm)

Soup Plate (17/23cm)

Dessert Plate (19cm)

Charger Plate (31cm)

Tea Cup & Saucer

Coffee Cup & Saucer

Tea Pot

Milk Pot

Coffee Pot

Oval Platter (25/36cm)

Salad Bowl (17/23cm)

K.C.C Bowl (11.5cm)

Ice Cup



PORCELAIN W5





Dinner Plate (23/25/27cm)

Charger Plate (31cm)

Dessert Plate (17/19cm)

Soup Plate (23cm)

Tea Cup & Saucer

Coffee Cup & Saucer

Tea Pot

Milk Pot

Sugar Pot

Coffee Pot

Gravy Boat Stand



PORCELAIN W27





IVORY CHINA

S38



Dinner Plate (23/27cm)

Dessert Palate (17/20cm)

Rim Soup Plate (23cm)

Charger Plate (31cm)

Tea Pot with Lid (1700cc)

Coffee Pot with Lid (1600cc)

Milk Pot (280cc)

Sugar Pot (280cc)

Oval Platter (25/31/36cm)

Coffee Cup & Saucer (110cc)

Salad Bowl (25cm)

Cereal Bowl (16cm)

Fruit Bowl (14cm)

Tea Cup & Saucer (220cc)

Soup Tureen with Lid (3300cc)

Gravy Boat (400ec)

Salt & Pepper Pot

Gravy Boat Stand



Dinner Plate (27cm)

Soup Plate (22cm)

Dessert Palate (20cm)

BB Plate (17cm)

Charger Plate (31cm)

Salad Bowl (15.5/25em)AP

Oval Platter (25/31/36cm)

Tea Pot with Lid (1200cc)

Coffee Pot with Lid (1200cc)

Sugar Pot (200/300cc)

Milk Pot/Cremer (300cc)

Salt & Pepper Pot

Breakfast Cup & Saucer (400cc)

Milk Jug (500cc)



IVORY CHINA

PORCELAIN³ S44











Dinner Plate (23/27cm)

Dessert Palate (17/20cm)

Charger Plate (31cm)

Cereal Bowl (17cm)

Salad Bowl (25cm)

Rectangular Platter (25/31/36cm)

Breakfast Cup & Saucer (400cc)

Tea Cup & Saucer (190cc)

Coffee Cup & Saucer (100cc)

Coffee Mug (310cc)

Tea Pot with Lid (1250cc)

Sugar Pot (300ce)

Milk Pot/Cremer (330cc)

Soup Tureen with Lid (3200cc)

Gravy Boat with Stand (320ec)

Salt & Pepper Pot



















Decor # Green Sponse

Shape: 52 & 519

Decor # Gray Sponse

Shape: 52 & 531

Decor # Black & White Shape: 519











	Control of the Contro
Year of Establishment (registration)	1997
Commercial Production	1999
Status	Public Limited Company
First Export	1999 (Porcelain in April & Bone China in November)
Business Lines	Manufacturing, Marketing and Exporting of
Porcelain and Bone China tableware.	23
Current Export Markets	USA, Canada, UK, Germany, France, Italy, Romania, Norway,
	Sweden, Denmark, Poland, Spain, Tuckey, Japan, Australia,
	New Zealand, Brazil, India, Chile, Egypt, Russia etc.
Authorized Capital (Taka)	5,000 million
Paid-up Capital (Taka)	1469.661 million
Number of Shareholders	15,934
Stock Exchange Listing	2008
Number of Employees	2976

2018-2019 HIGHLIGHTS

NEW CUSTOMERS

- Zoom Art & Design, Qatar
- Khurana Sales Corporation, India
- Shishir K. Bhajoria, India
- Crockery Palace, India

ACHIEVEMENTS

- Successfully accomplished periodic Review of Audit of ISO in two separate quarters and got recertification
- for ISO 9001:2015 upto August 2012.
- Successfully conducted C-TPAT audit.
- Successfully conducted BSCI audit.
- Successfully conducted Social Compliance & QMS audit.

OUTLINE

NATIONAL RECOGNITION



CEO is receiving National Export Traphy (Gald) for 2014-15 from Hanorable Commerce Minister Tafayel Abmed on 15th July 2018



CEO is receiving National Export Trophy (Gold) for 2015-16 from H.E. Prime Minister Sheikh Hasina on 2nd December 2018



CEO is receiving National Export Trophy (Gold) for 2016-17 from H.E. Prime Minister Sheikh Hasina on 2nd September 2019

Shinepukur Ceramics Ltd. (SCL) – a BEXIMCO Company is the leading Bone China & Porcelain tableware manufacturer and exporter of Bangladesh. Shinepukur Ceramics has been a successful brand thanks to its state-of-the-art manufacturing facilities, about 2976 highly skilled & motivated people and cutting-edge technology.

From its inception, SCL has been able to gain substantial headway against its competitors and acquire commendable market share from its competitors both in Porcelain and in Bone China. Therefore SCL's position in the world tableware industry is very high, with its world-class product quality, which helped to attract and retain leading century-old branded companies as its blue-chip customers from USA, Canada, UK, Germany, France, Italy, Japan, Sweden, Norway, Denmark, Finland, Spain, Poland, Mexico, Brazil, Chile, UAE, Australia, New Zealand, Turkey, India, Egypt, Russia and still growing.

In domestic market also, Shinepukur Ceramics Ltd. is very well known for its premium quality tableware products. In Bangladesh, SCL is the leader in Ceramics' Market and ranks as number 1 in terms of sales revenue and market share. It has more than 250 dealers to sell and distribute SCL product in Bangladesh Market. In the hospitality sector, all / most of the the international hotels in Bangladesh use SCL products.

The Company is ISO 9001:2015 certified and awarded National Export Trophy (Gold) for five (6) times, National Export Trophy (Silver) for one (1) time by the Government of Bangladesh. SCL was also awarded 'Superbrands' (2010), 'D&B Corporate Award'(2011) and 'Asia's Most Promising Brands' (2013).







CRONOLOGY

1997

Shinepukur Ceramics Ltd. was registered in Bangladesh.

1999

Commercial production of Porcelain Tableware was started in April, 1999 with a Production capacity of 8MT per day. Commercial production of Bone China Tableware was started in November, 1999 with a Production capacity of 3MT per day. Launching of Shinepukur's own brand - "SHINEPUKUR" in Bangladesh to establish strong domestic foothold.

2000

Launching of Shinepukur's own brand "DOEL" in India, this was developed to get the share in Indian market.

2001

Shinepukur received ISO 9001:2000 Certificte from DNV (DET NORSKE VERITAS) of Netherlands on August 17, 2001, for design, manufacture and marketing of Ceramic Tableware.

2003

In U.S.A., Shinepukur has set up a showroom to promote its own brand — "SHINEPUKUR", to have a strong footing in the vast USA market. Shinepukur's own Packaging Plant started its Production with capacity of 150,000 boxs per month. Received "National Export Trophy (Gold)" for FY 2000-2001 by the Govt. of Bangladesh as recognition for highest export.

2005

To meet huge demand, Shinepukur expanded its Porcelain Plant to a capacity of 15MT per day.

2008

Received "National Export Trophy (Gold)" for FY 2002-2003 by the Govt. of Bangladesh as recognition for highest export. Shinepukur was listed in the Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE) as a Public Limited Company.

2009

In a major expansion move, Shinepukur signed MOU with a renowned German company to expand its Bone China unit, at worth of Tk. 80 crore. Shinepukur was awarded 'Superbrands' first and only Ceramic Tableware Manufacturer of Bangladesh to receive such an honour.

2010

Shinepukur expanded its Decal Plant to the printing capacity of 180,000 sheets per month. Received "National Export Trophy (Gold)" for FY 2005-2006 by the Govt. of Bangladesh as recognition for highest export. Shinepukur was upgraded to its ISO 2008 version and was certified as ISO 9001:2008.

2011

Received 'National Export Trophy (SILVER)' for FY 2009-2010 by the Govt. of Bangladesh as recognition for highest export. Shinepukur was awarded 'Dun & Bradstreet Corporate Award' - first and only listed Ceramic Tableware Manufacturer of Bangladesh to receive such an honour.

2012

First-ever Shinepukur Signature Showroom opened in The Westin Dhaka hotel. Supplied to London Olympic Games 2012 as Official Souvenir Products Provided of official dinnerware to Indian Rashtrapathi Bhavan. Launched a new Porcelain body (whiter) – later termed as 'Satin China'.

2013

Awarded as "Asia's Most Promising Brand 2013" in the Brand & Leadership Summit 2013 (Dubai). Received "Aurthokantha Business Award 2013". Provided Bone China as official dinnerware to a number of overseas embassies of different countries (other than Bangladesh). Successfully accomplished Recertification Audit of ISO 9001:2008 and extended for next 3 years.

2014

Successful completion of BSCI (Business Social Compliance Initiative) Audit, conducted at SCL facility. Signed MoU with BUET for joint technical collaboration on research and innovation. Restarted the construction works to complete 2nd unit of Bone China plant.

2015

Successfully conducted SMETA audit on SEDEX platform. Close to finish construction works to complete the 2nd Unit of Bone China Plant. Launched two new Bone China body (Cheaper than real Bone China) later termed as Fine Bone China & Fine China.

2016

Started the spray dryer project for Iso-static machine. Shinepukur has conducted recertification audit & extend it's validation upto 2018 of ISO 9001:2008.

2017

Completed Spray Tower for ISO Static Press Machine & up gradation of ISO 9001:2008, recertification audit for ISO 9001:2015.

2018

Shinepukur has completed Spray Tower for ISO Static Press Machine & recertification audit for ISO 9001:2015 covering period up to August 2019.

2019

Shinepukur has set up a small scale 'Waste recycling plant' to process the broken or otherwise rejected/defective outputs of different stages of production. This will reduce the process loss (as the recycling plant's output will be used as one of the ingredients of forming materials) and also help us to protect 'The Environment' from dumping of the wastes. SCL has got recertification for ISO 9001:2015 covering period up to August 2022.

OPERATIONAL HEAD OFFICE

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