

Orient Ceramics launches Europa Boutique in Raipur

by [Vikas Mohapatra](#) on September 3rd 2010 and filled under [Retail and Merchandising \(General\)](#)

Orient Ceramics and Industries Limited, a vitrified and ceramic tiles manufacturer, has opened its first franchised outlet in Raipur, Chattisgarh, confirms a company official. This expansion is a part of the company's plan to open 25 'Europa Boutique' across major markets in various parts of the country via franchise route. The strategically located 'Europa Boutique' spread over 2,100 sq. ft, is one of the biggest stores in the region and will enable customers to touch, feel and experience the entire product portfolio. Established in 1977, the company is now operating through four franchised store in cities like Rudrapur in Uttarakhand, Guwahati in Assam and Coimbatore in Tamil Nadu.