



ANIL MINERALS

Quality Minerals.
Stronger Foundations.

ABOUT US



M/S Anil Minerals is a distinguished manufacturer and supplier of premium ceramic raw materials, headquartered in Bikaner, Rajasthan, India. Established in 2002 by Mr. Anil Chandna — the grandson of Lala Tahla Ram, widely regarded as a pioneer of Ball Clay mining in the region since 1956 — the company carries forward a legacy of over six decades of mineral expertise. The family's total mining area spans approximately 300 hectares, forming the bedrock of our raw material operations.

Our establishment was founded with a singular purpose: to supply the finest quality ceramic raw materials to a rapidly expanding global tiles and sanitaryware industry, driven by an unwavering commitment to customer satisfaction. Over the years, we have grown into a comprehensive platform for the manufacturing, trading, and export of a diverse range of minerals — including Ball Clay, Washed Ball Clay, Bentonite Clay, Potash Feldspar, Sodium Feldspar, and Quartz.

Our mineral portfolio is highly regarded across domestic and international markets for its consistent quality, versatility, and precise formulation. We supply to ceramic tile manufacturers, sanitaryware producers, electrical insulator fabricators, and refractory material companies across the globe. Each product in our range is developed in strict adherence to international quality standards, ensuring our clients receive materials that meet the most demanding technical specifications.

Backed by a robust vendor and distribution network, a state-of-the-art warehouse facility, and a highly experienced team of industry professionals, we are equipped to fulfil both bulk orders and time-sensitive requirements with efficiency and reliability. Our quality assurance process is comprehensive — beginning at the point of vendor selection and continuing through to the verified delivery of consignments at our clients' facilities worldwide.

At M/S Anil Minerals, we believe that enduring partnerships are built on trust, transparency, and performance. As we continue to expand our global footprint, we remain steadfast in our mission to deliver superior quality minerals that empower our clients to manufacture world-class products.



Directors

Mr. Anil Chandna (Founder & Director)



Mr. Anil Chandna is the visionary founder of M/S Anil Minerals, bringing with him over 35 years of invaluable experience in the ceramic and mineral industry. Having established the company in 2002, Mr. Chandna has been the driving force behind its growth, continuously diversifying the product range through deep domain expertise and sustained research in the field of ceramics.

Under his strategic leadership and comprehensive management acumen, M/S Anil Minerals has evolved from a regional supplier into a recognised name in both domestic and international markets. His dedication to quality, innovation, and customer-centricity has been the cornerstone of the company's sustained success.

Mr. Ayush Chandna (Managing Director)

Mr. Ayush Chandna, son of Mr. Anil Chandna, joined M/S Anil Minerals in 2016 following the completion of his Master's degree in Marketing from the University of Bath, England. He holds an undergraduate degree in Commerce with a specialisation in Accounting and Finance, equipping him with a well-rounded commercial and financial perspective.

As Managing Director, Mr. Ayush Chandna oversees the company's global marketing strategy, business development initiatives, and day-to-day operational excellence. His international educational background and forward-thinking approach have been instrumental in positioning M/S Anil Minerals as a competitive player in the global ceramic raw materials market, while maintaining the highest standards of customer service and satisfaction.



VISION & MISSION

VISION

To be the foremost global manufacturer and supplier of premium ceramic raw materials, recognised internationally for uncompromising quality, reliable supply chains, and an exceptional standard of customer service.



MISSION

To consistently meet the quality and performance aspirations of our customers by fostering synergy between advanced technology, robust systems, and the finest natural resources — while upholding our commitment to sustainable and responsible mining practices.

CORE VALUES

1. Quality Assurance

Quality is at the heart of everything we do. Every mineral we supply undergoes rigorous testing and evaluation against international benchmarks before it reaches our clients. Our quality control process spans the entire supply chain — from meticulous vendor selection and raw material assessment to precise packaging and verified delivery. We are committed to offering a quality-assured range of industrial minerals that consistently meet and exceed our clients' expectations.

2. Our Team

Our greatest asset is our team of skilled and dedicated professionals who bring deep domain knowledge and years of industry experience to every engagement. Working in close collaboration with our clients, our team strives to understand specific requirements and deliver tailored solutions with precision and care. Their collective expertise and commitment to excellence are what enable us to consistently deliver a superior range of industrial minerals to our valued clients.

3. Client Satisfaction

We are a client-centric organisation, and the needs of our clients form the foundation of every business decision we make. We actively incorporate client feedback and evolving market demands into our product development and sourcing strategy. Our minerals are stored under carefully controlled conditions and packaged with precision to ensure their integrity during transit. We go beyond meeting expectations — our goal is to consistently surpass them, fostering long-term partnerships built on reliability, responsiveness, and results.

4. Integrity & Transparency

We conduct our business with the highest standards of integrity and transparency. From pricing and sourcing to delivery timelines and technical specifications, we believe in open and honest communication with every stakeholder. This ethos of trust has been fundamental to building enduring relationships with clients, vendors, and partners across the globe.

PRODUCTS OFFERED

1. Ball Clay

Ball Clay is a highly versatile sedimentary mineral, typically composed of 20–80% kaolinite, 10–25% mica, and 6–65% quartz. Its fine-grained, highly plastic nature makes it an indispensable raw material in the ceramic industry. We offer a wide variety of Ball Clay grades, sourced from our family's own mining operations spanning approximately 300 hectares in the Bikaner region, ensuring consistent mineralogical composition and superior plasticity. Our Ball Clays are supplied at competitive prices, tailored to the specific processing requirements of each client.

Key Applications:

1. Sanitaryware
2. Wall & Floor Tiles
3. Tableware & Fine Ceramics
4. Glazes & Engobes
5. Refractory Clays
6. Construction Ceramics
7. Electrical Porcelain Insulators

2. Blended Ball Clay

We offer bespoke blended Ball Clay solutions, precisely engineered to meet the unique technical and processing requirements of each customer's manufacturing process. By carefully formulating and optimising different grades of Ball Clay, we achieve the ideal balance of plasticity, whiteness, dry and fired strength, firing characteristics, and batch-to-batch consistency. Our custom blends are developed in close collaboration with our clients and are formulated for use in ceramic tile manufacturing, sanitaryware production, and the fabrication of high-tension electrical insulators. This product is a testament to our commitment to application-specific solutions and reliable, repeatable performance throughout the production process.

3. Bentonite Clay

We supply a high-quality range of Bentonite Clay, processed using premium-grade raw materials under the supervision of experienced professionals. Bentonite is a highly absorbent, fine-grained clay mineral with exceptional binding and thickening properties, making it well-suited for a wide range of industrial applications. Our Bentonite is characterised by its high water retention capacity, excellent plasticity, strong binding strength, and distinctive earthy composition. It is widely used in foundry applications, drilling fluids, civil engineering, waterproofing membranes, and as a binder in iron ore pelletisation. We supply this product at competitive prices, ensuring accessibility without compromise on quality.

4. Potash Feldspar

Potash Feldspar is one of the most critical raw materials in the ceramic and glass industries, collectively accounting for approximately 95% of total feldspar consumption worldwide. In ceramic body formulations, feldspar functions as the primary vitrifying (fluxing) agent, responsible for developing the glassy phase that imparts strength, translucency, and density to the fired product. A carefully calibrated quantity of feldspar ensures the desired level of vitrification; excess quantities result in an overly glassy and brittle body. We supply consistent, precisely graded Potash Feldspar that meets the technical requirements of white - ware, tile, and glass manufacturing applications across domestic and international markets.

5. Zirclay (Washed China Clay)

Zirclay is a high-quality washed china clay characterised by a well-balanced alkaline content and excellent whiteness. Its refined composition makes it particularly suitable for applications demanding high brightness and consistent particle size distribution. Zirclay is widely used in the formulation of high-quality ceramic bodies, sanitaryware, and tableware, where whiteness and fired strength are of paramount importance. We supply Zirclay in customer-specified grades to ensure seamless integration into existing production processes.

6. Silicious Clay

Siliceous Clay is a shell-type clay with a high silica (SiO_2) content exceeding 70%, offering unique functional properties as a raw material for ceramic applications. While its dry modulus of rupture (MOR) is comparatively moderate, it serves as an effective filler material and is widely used to adjust and modulate the plasticity of ceramic clay bodies. Its high silica content also contributes to improved dimensional stability and reduced thermal expansion in the fired product, making it a valuable additive in tile and refractory formulations.



Customers



These are just a few names of the companies in which we supply our ball clay products.
In total we have over 50 companies that we supply our products in domestic market.



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