



HIGH QUALITY INTERIOR AND EXTERIOR
CONCRETE PRODUCTS

How ?

Amitansh Thinking Studio was Established in 2016 with one goal in mind: Creating beautiful, practical designs for the people Around us. we also collaborate with artists and non-designers to develop interesting object of day to day life. Their inspiration is a Dualityofsingularityinnature,asourname suggests "AMITANSH". ATS x Concrete is design label making Charming concrete products. Concrete is a beautiful material to build, with time we have seen material evolve into something more personal and becomes the part of your day to day life we are trying to make concrete more elegant and colourful. Welcome to the world of concrete.





What ?

Over the years, we've gathered a group of unique, passionate and artistic professionals who strive to inspire and be inspired by others. Our idea behind developing products is to work with new materials and technique with handicraft artisans of India and to introduce them to new opportunities. Their idea behind developing products is to work with new materials and technique with handicraft artisans of India and to introduce them to new opportunities.



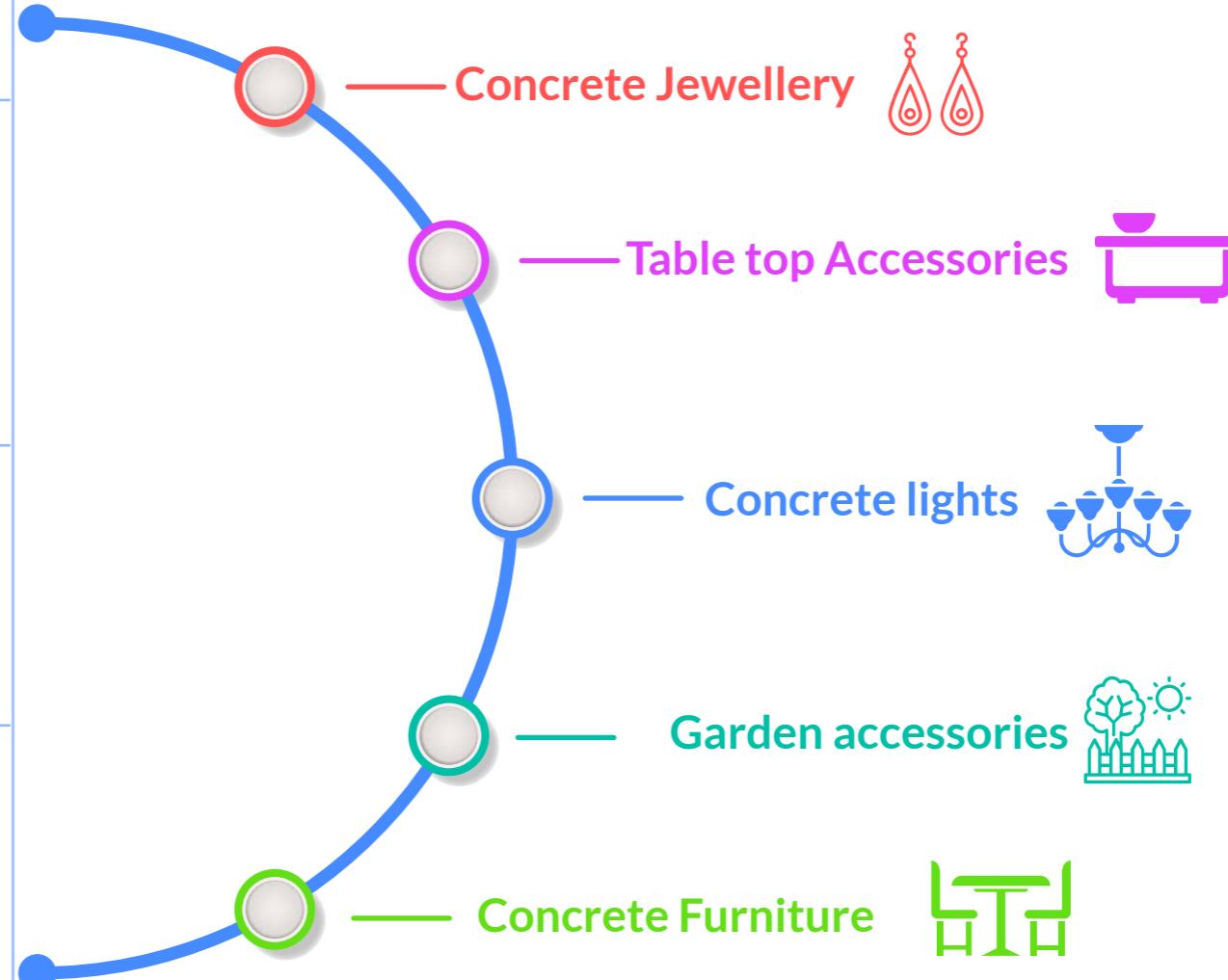
When?

ATS has been loved and admired by many for 2 years now. As a brand it continues to grow and make products which are unique and great, every product has its own texture and beauty.

We work at a micro-level with the materials to develop bespoke range of concrete products. We started with concrete home accessories and furniture. We have been recognized by vogue India, better homes and Gardens, Times of India, DNA, India today homes and Rajasthan patrika and many more.

Grades of Concrete

Concrete Grade	Mix Ratio (Cement:sand:aggregates)	Compressive Strength	
		MPa (N/mm ²)	psi
M5	1 : 5 : 10	5 MPa	725 psi
M7.5	1 : 4 : 8	7.5 MPa	1087 psi
M10	1 : 3 : 6	10 MPa	1440 psi
M15	1 : 2 : 4	15 MPa	2175 psi
M20	1 : 1.5 : 3	20 MPa	2900 psi
M25	1 : 1 : 2	25 MPa	3625 psi
M30	Design Mix	30 MPa	340 psi
M35	Design Mix	35 MPa	4075 psi
M40	Design Mix	40 MPa	5800 psi
M45	Design Mix	45 MPa	6525 psi
High Strength Concrete Grades			
M50	Design Mix	40 MPa	7240 psi
M55	Design Mix	55 MPa	7975 psi
M60	Design Mix	60 MPa	8700 psi
M65	Design Mix	65 MPa	9425 psi
M70	Design Mix	70 MPa	10140 psi



Advantages of our Products

ALTERNATIVE DESIGN

- Superior Finish.
- New forms and colour.
- Better interaction
- Problem solving via design
- day to day products made batter

QUALITY

- We have team of designer and experts to assess and check the product in every step of production.
- We invest a lot in Research and development constantly

ECO - FRIENDLY

- We use waste plastic, glass and wood as aggregate.
- We recycle all the water used for curing process.
- We don't throw our broken products also we recycle them again brake them and recast them to make unique products.

DURABILITY

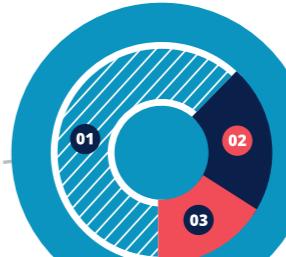
- Superior Concrete grade.
- We take good 28 days to cure our products.
- We do all tests while sampling.

PERSONALIZED

- All the products can be personalized.
- All our product are handmade and unique.
- Every product has its unique texture which can not be replicated we like to keep are product unique.

Design Philosophy

UNDERSTANDING PEOPLE REQUIREMENTS



PROBLEM SOLVING



RESEARCH AND DOCUMENTATION



MIND MAPPING (Brainstorming)

DEMOCRATIC DESIGNS (Product for everyone)





Garden Furniture

Jombo

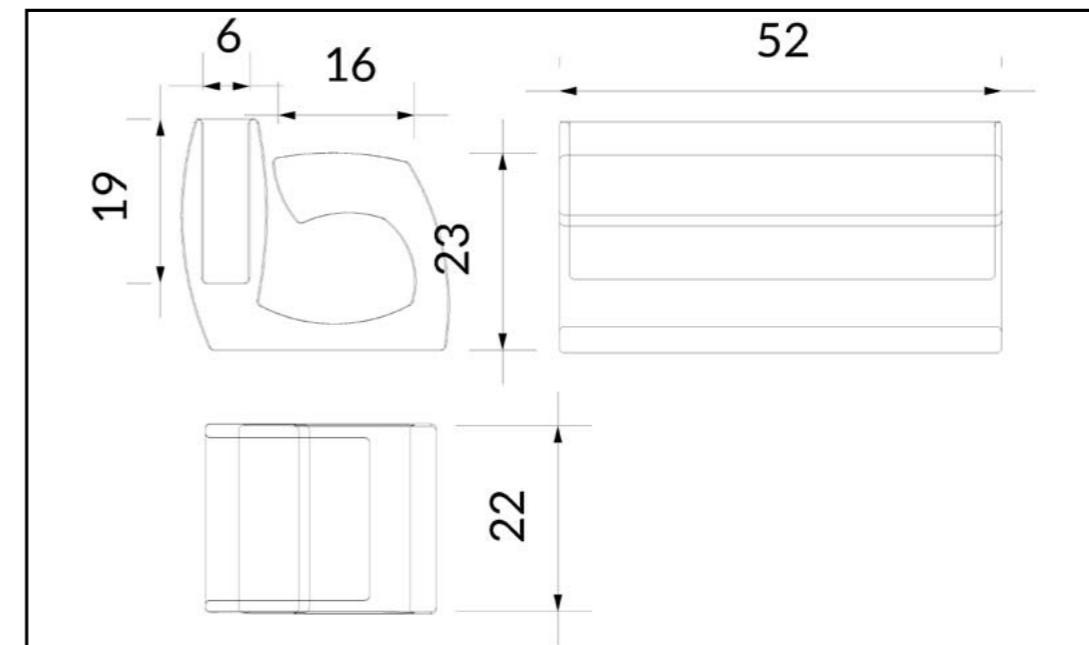


Set of 3
benches
(2 single seater
and 1 Three
Seater)



Jombo is one of our first designed pieces of furniture it is designed for setting and garden purposes it was designed for a Clint.

As we can see have combined two products which are the part of landscaping . the story behind this product is to create climbers separators between segments in the garden with the help of the bench. We wanted the benches to be a part of nature and so we combined the two different products to become the part of garden.



All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.

Pack- man



Set of 3
benches
(2 single seater
and 1 Three
Seater)



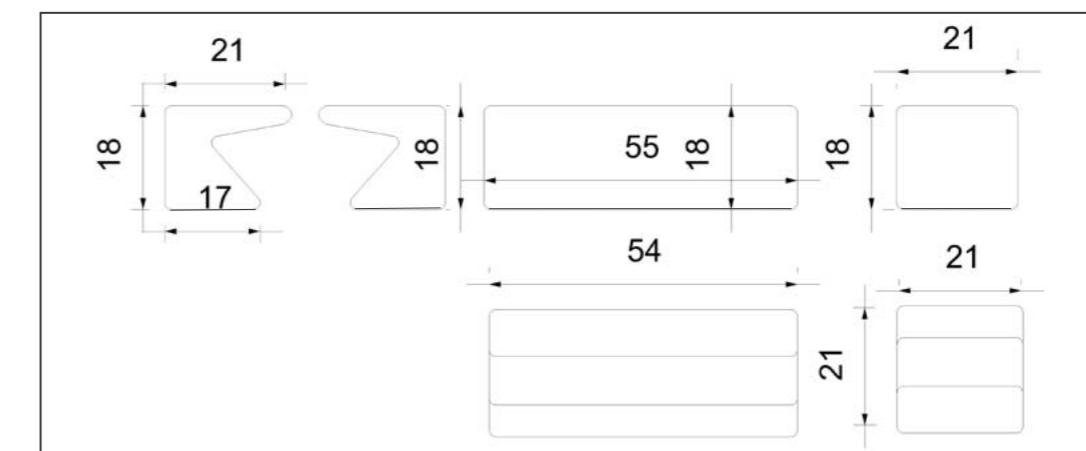
Pack man this is a one of modern design that we have it a cantilever from top with reinforced concrete bench. It goes well the minimal type of garden around subtle hint of Zen lifestyle. It is a very clever design for exterior usage it is very strong and durable. it has soft edges so it is safe for kids play around. We have carefully design the product for vandalism in public area.

All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.





H-Planter Seat

Set of 3
benches
(2 single seater
and 1 Three
Seater)



H- Planter is one of our first designed pieces of furniture it is designed for setting and garden purposes it was designed for a Clint.

As we can see have combined two products which are the part of landscaping . the story behind this product is to create climbers separators between segments in the garden with the help of the bench.

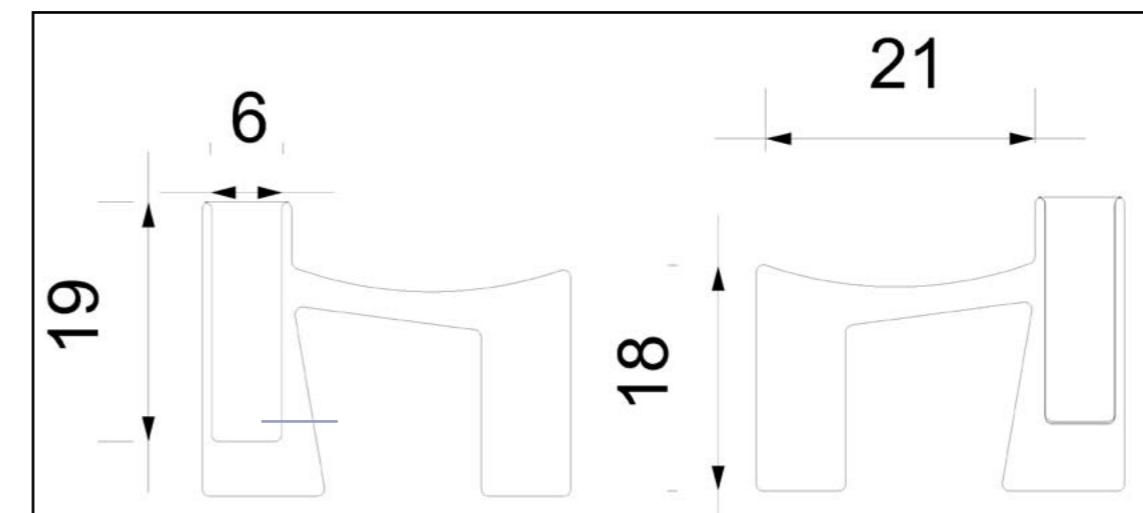
We wanted the benches to be a part of nature and so we combined the two different products to become the part of garden.

All dimensions are in Inches

Minimum order of 5 batches.

Concrete (RCC) M50

Production time 40 working days.

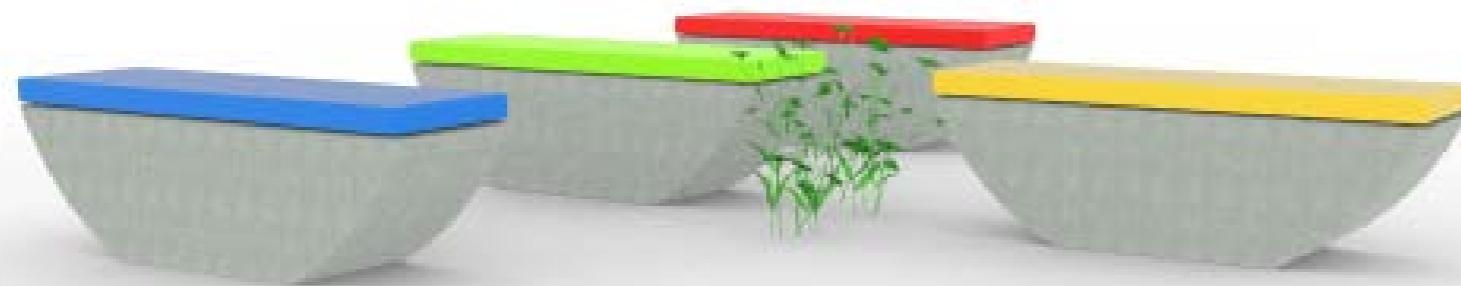


C-Saw

Set of 3
benches
(2 single seater
and 1 Three
Seater)



ATS x Concrete



C-saw Is a playful design with colourful top best for children's play areas because of colorful and soft designs .

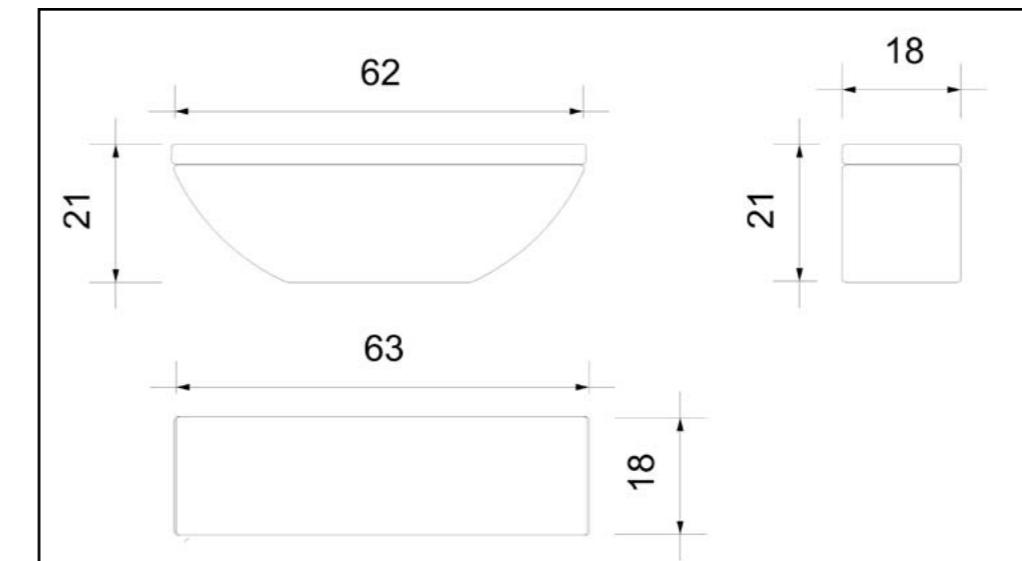
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.

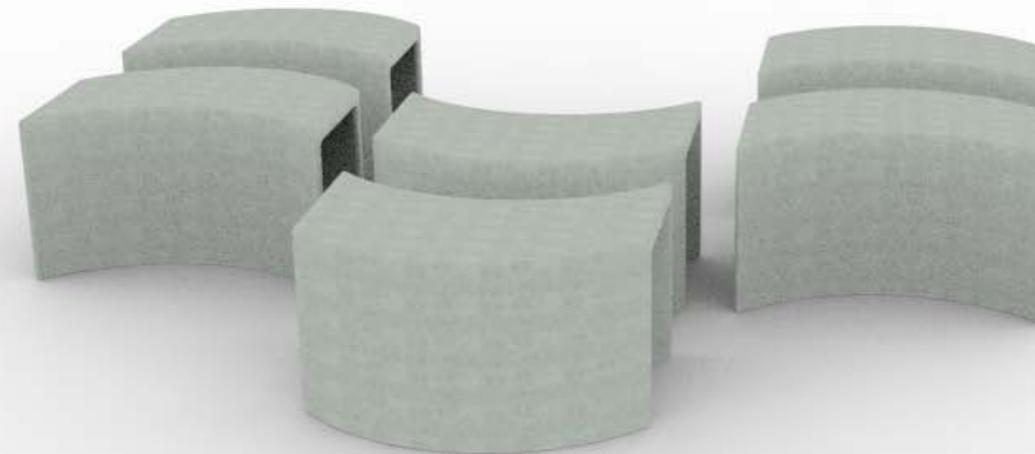
All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.





C-U

Set of 3
benches
(2 single seater
and 1 Three
Seater)



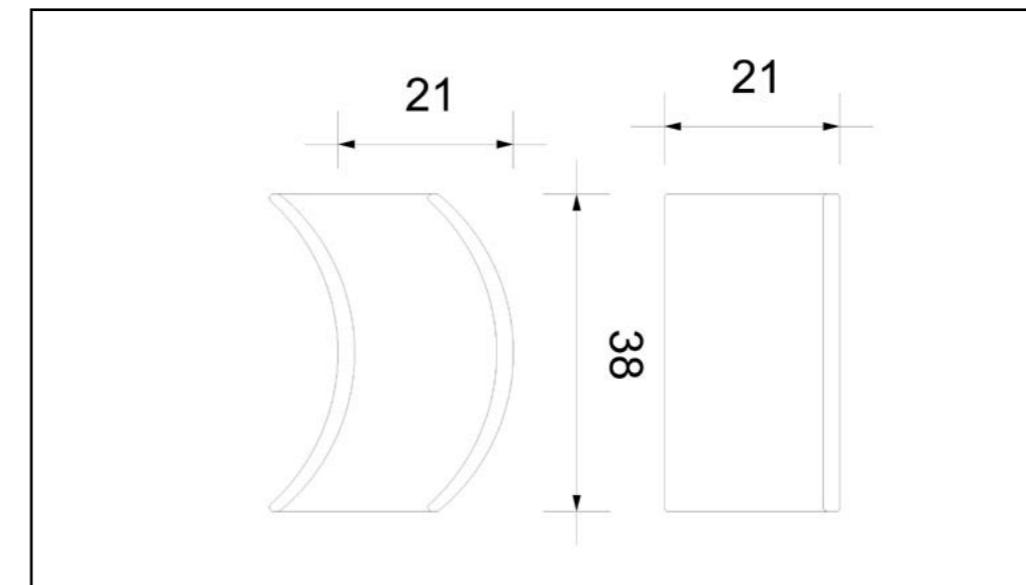
All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.

C-U is for Communal sitting area
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.



ATS x Concrete



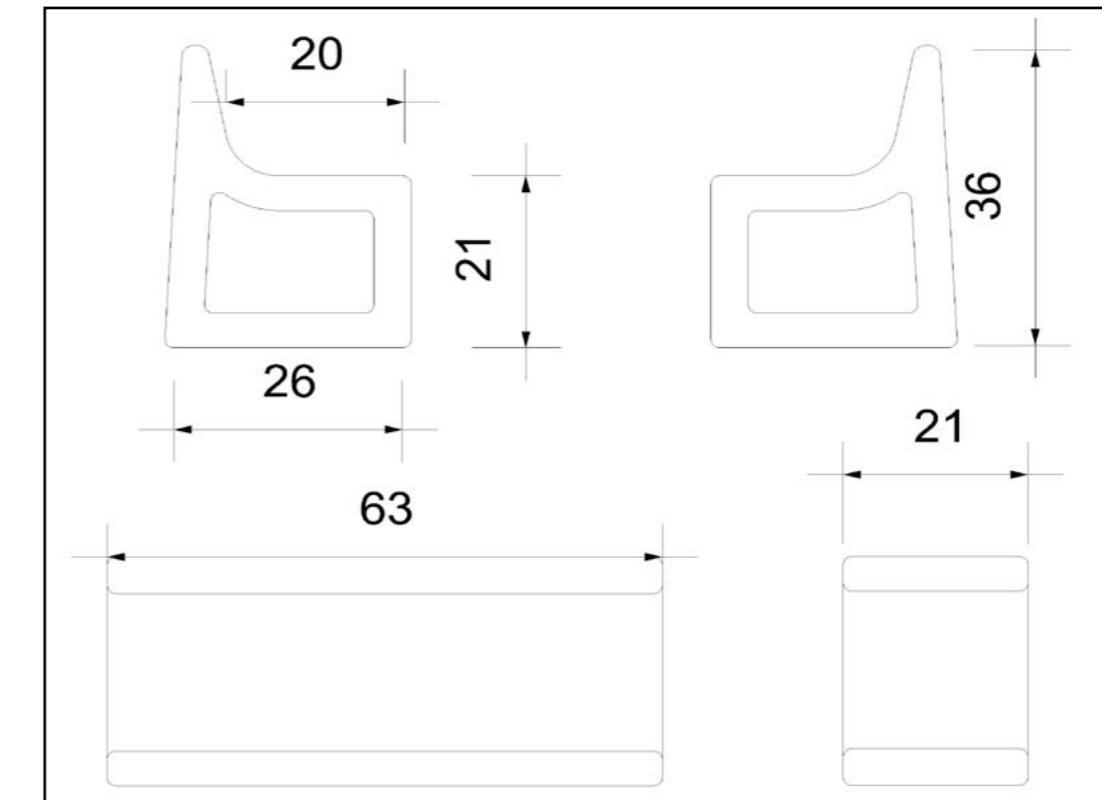
Mucha



Set of 3
benches
(2 single seater
and 1 Three
Seater)



Mucha is for Communal sitting area
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.



All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

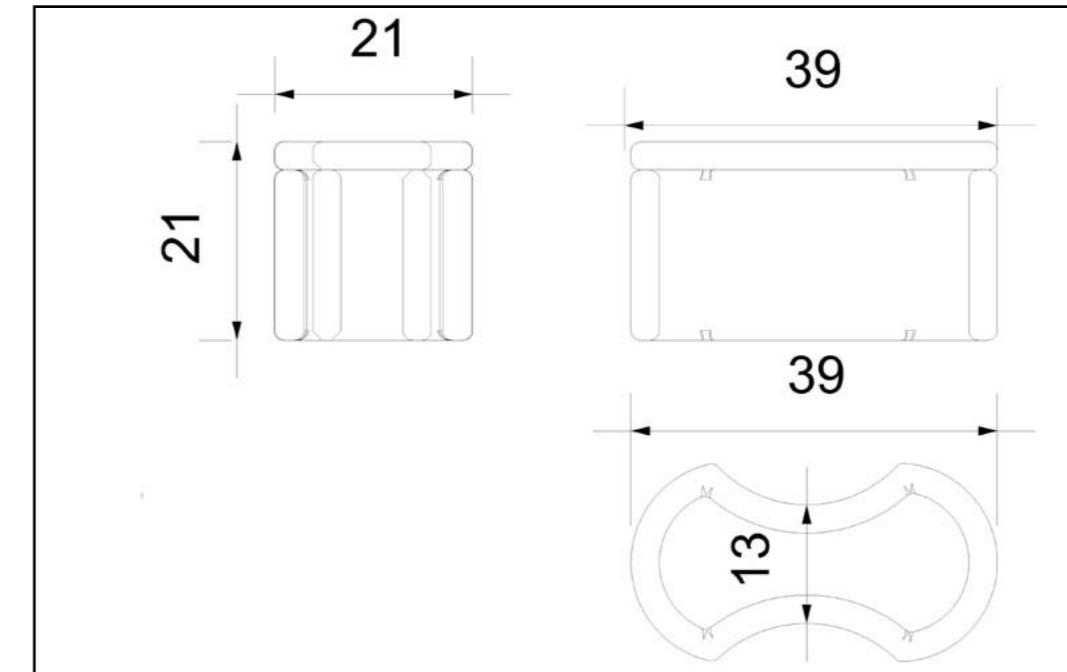
Production
time 40
working
days.

Tile-seat

Set of 3
benches
(2 single seater
and 1 Three
Seater)



Tile-seat is for Communal sitting area. Is a playful design with colourful top best for children's play areas because of colorful and soft designs. It is a very clever design for exterior usage it is very strong and durable. It has soft edges so it is safe for kids play around. We have carefully design the product for vandalism in public area.



All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

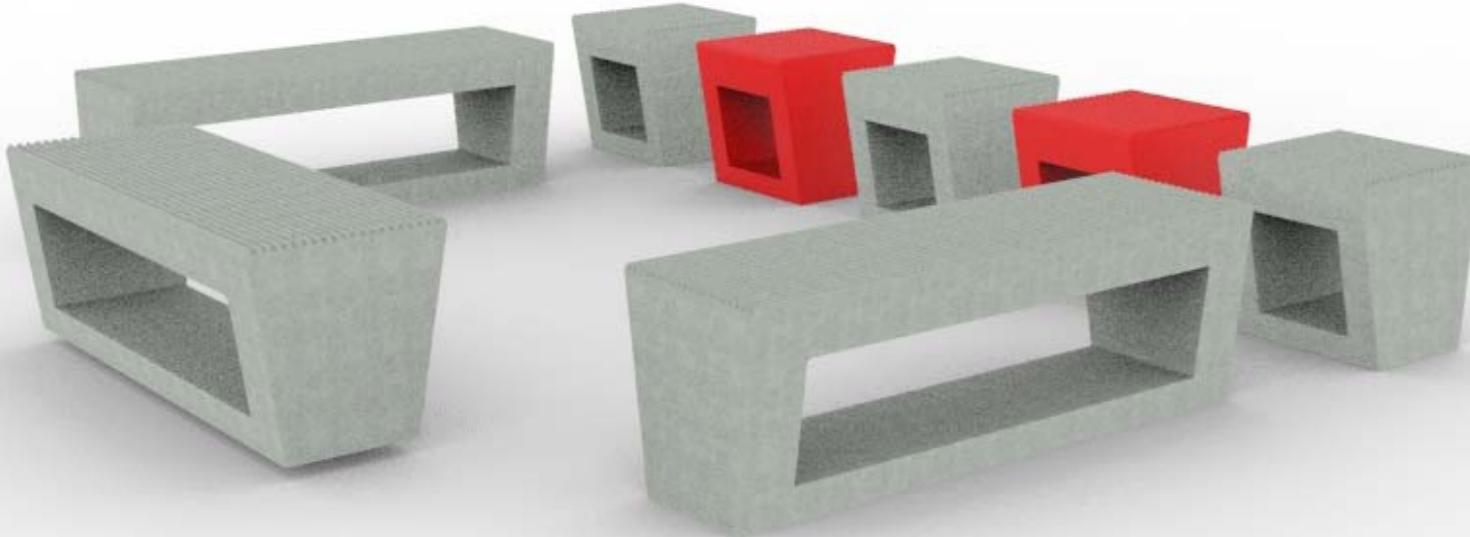
Production
time 40
working
days.

Zeze-Seat

Set of 3
benches
(2 single seater
and 1 Three
Seater)



ATS x Concrete



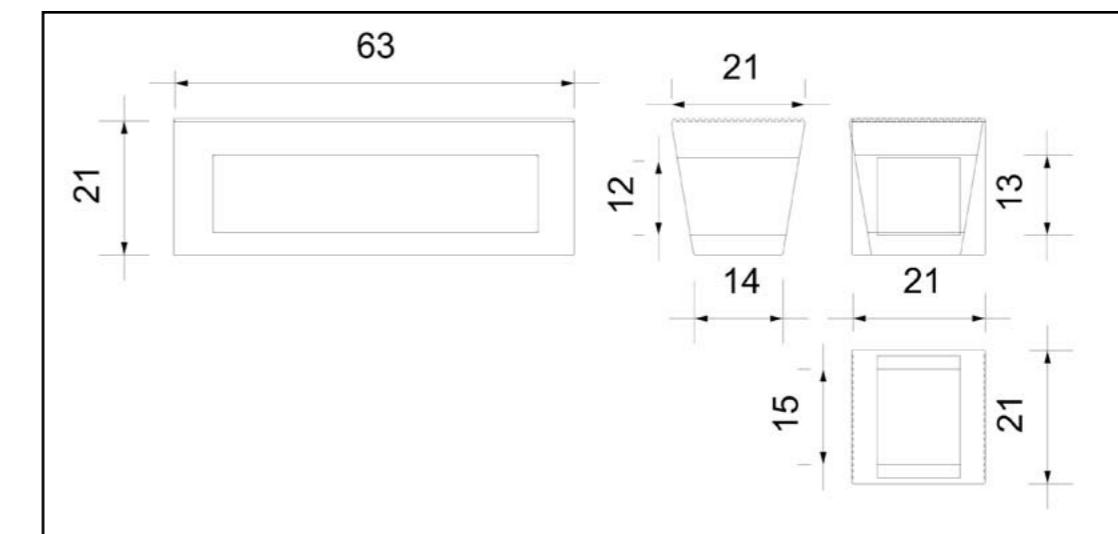
Zeze- seat is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.

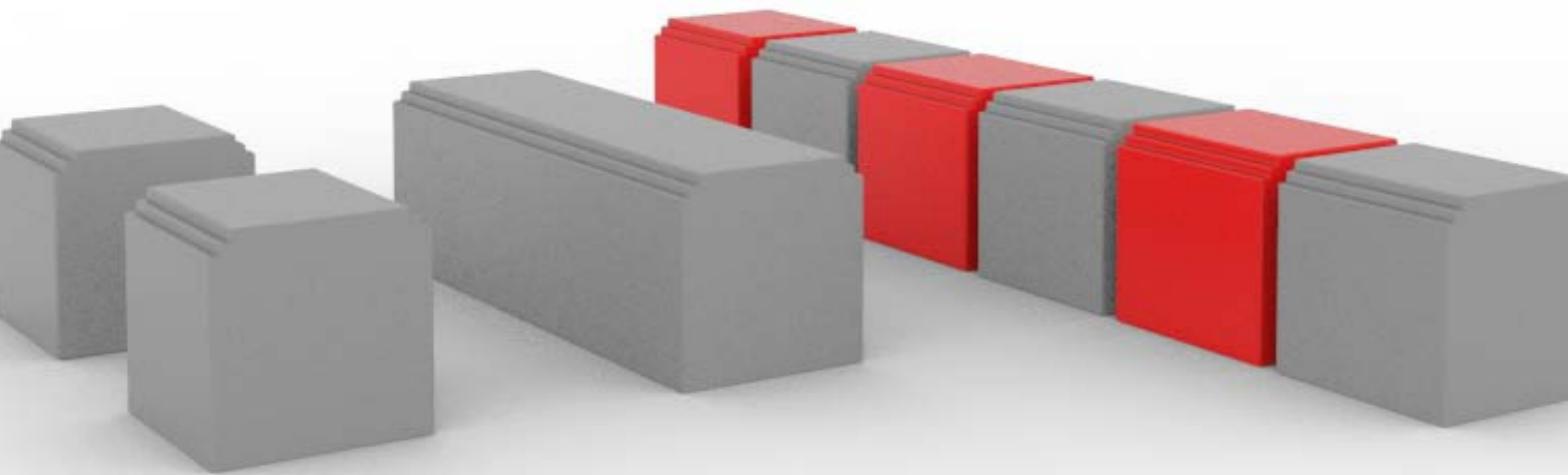
All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.





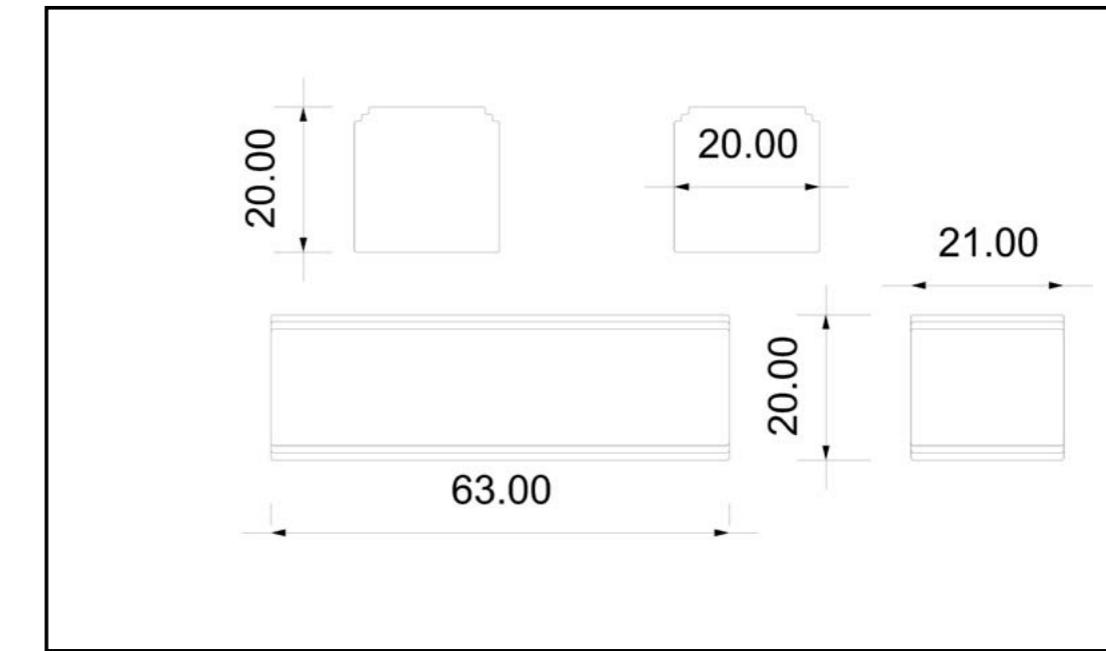
ZeZe

Set of 3
benches
(2 single seater
and 1 Three
Seater)



ATS x Concrete

Zeze is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.



All
dimensions
are in Inches

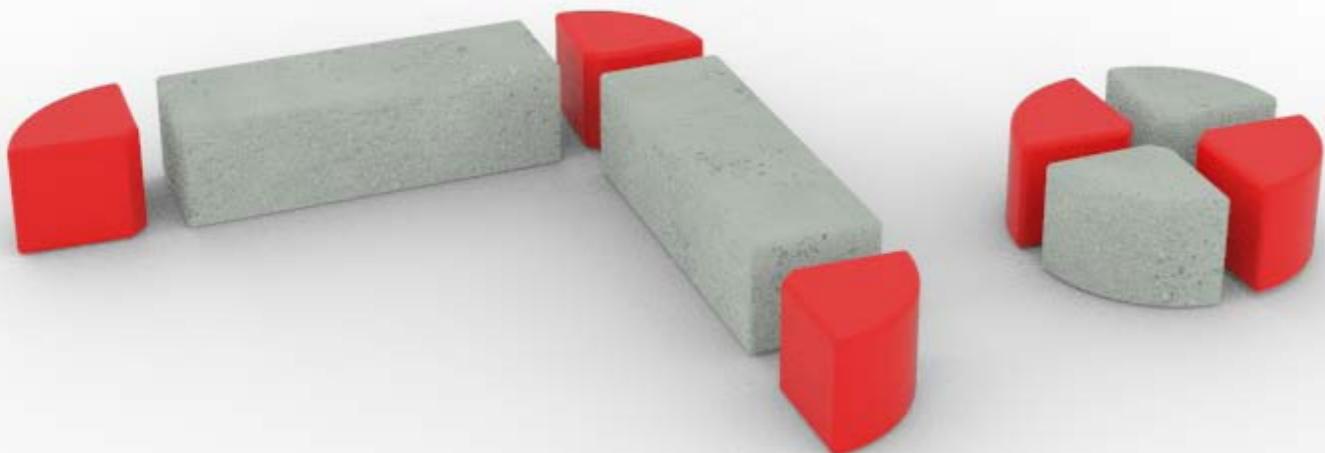
Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.

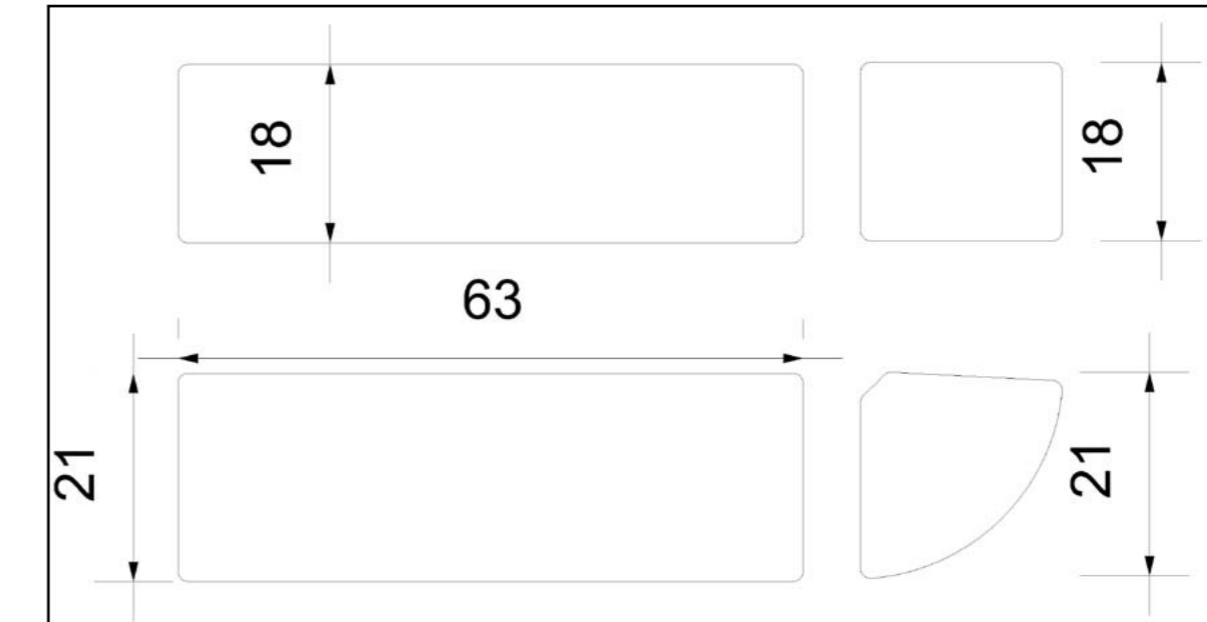
Round-GIF

Set of 3
benches
(2 single seater
and 1 Three
Seater)



Round -GIF is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs
It is a very clever design for exterior usage it is very strong and durable.
it has soft edges so it is safe for kids play around.
We have carefully design the product for vandalism in public area.

All
dimensions
are in Inches



Minimum
order of 5
batches.

Concrete
(RCC) M50

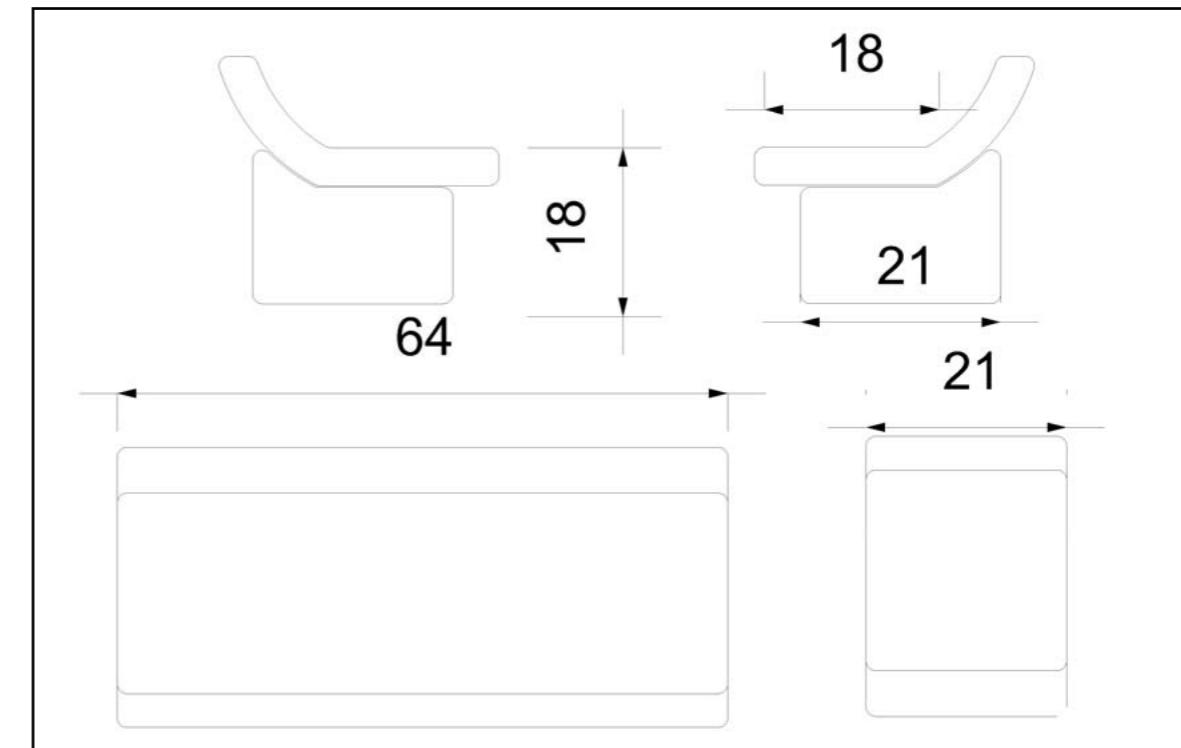
Production
time 40
working
days.

Red-COU

Set of 3
benches
(2 single seater
and 1 Three
Seater)



Red-COU is for Communal sitting area. Is a playful design with colourful top best for children's play areas because of colorful and soft designs. It is a very clever design for exterior usage it is very strong and durable. It has soft edges so it is safe for kids play around. We have carefully design the product for vandalism in public area.



All
dimensions
are in Inches

Minimum
order of 5
batches.

Concrete
(RCC) M50

Production
time 40
working
days.



HERE'S a sea of e-commerce stores out there, so to stand out is a Herculean task, to say the least. In order to catch the attention of young customers, new Internet marketplace, Natty.in has focussed on curating handcrafted brands that create unique products.

Speaking with LIFESTYLE, its founder and CEO, Saraogi shares, "I want to provide enough variety for the customer who has their own personality and quirks. Natty.in is a marketplace for small creative businesses, emerging Indie brands and a few international ones. The idea is to find things that even I would like to use myself, in terms of their beauty and quality."

The website has a user-friendly interface, with over 160 brands categorised under products for women, men, kids, home, apparel, food and gifts. The brands are "thoughtfully sourced", as she explains. "We are looking for products that have a story, that are eco-conscious,

Octahedron brass planters by Deniable Studio

environment friendly and hand-made, among other criteria."

For instance, there is a baby brand called Masilo from Bombay, with cute sleep/play canopies, play mats, storage bins and more. Sophie la Girafe is also a hit with new-moms as it uses non-toxic plastic and paint to make teething toys.

Meanwhile, stationary like notebooks, planners, cards and paper are big draw, with labels like Paperrow Design Firm, Paperfields and The Ink Bucket.

Fashion lovers can turn to statement finds like concrete cufflinks from Material Thinking Studio, Dandelion, and bejeweled wooden clutches by Duet Luxury, among

Chocolate jar by Amitansh Thinking Studio

others.

"It's been a conscious effort on our part to chose brands that are either vegan, animal friendly or chemical free, with organic cotton, or biodegradable material like the bamboo," adds

Saraogi. "We are not offering high fashion couture; things are meant to be affordable without losing quality. The brand is associated with mass, fast, cheap, but it doesn't have to be that."

Since these "objets d'art" are often made by small scale niche brands, delivery time is 2-3 days, while delivery is in another 2 days. Cus-

tomers can communicate with sellers through an in-built messenger in case they want a specific addition, to which most willingly oblige.

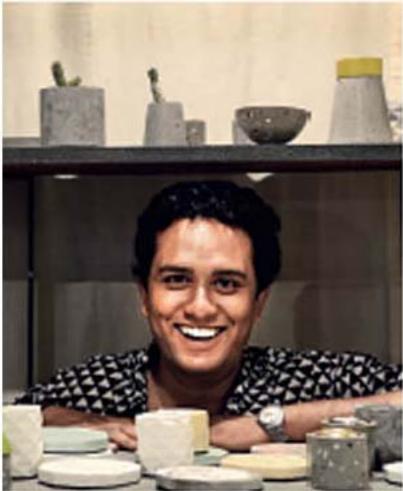
As for the Sarangi's experience leading a team of 10, the entrepreneur confides that commanding authority hasn't been much of a concern. "It's probably because I'm older than everyone in the group. The team is very young. I think that's why the stereotype of men accepting women might have been a challenge had I worked with older men," she states.

However, the challenge has come from other quarters. She reveals, "Every woman needs to be a superwoman because you need to run a house while looking after your business — I don't have kids as yet but when I

do."

Regarding the name

of the website, she reveals, "I found the name 'Natty' to be quite fun and encompassing for the various categories we have." The word by itself means smart, chic and stylish, and the aim is to maintain design-oriented products on the website live up to the word.



CONCRETE THINKING

AMITANSH SHRIVASTAVA, 27
Founder and Head Designer, Amitansh Thinking Studio

Though the company is just six months old, one look at Amitanshu Shrivastava's concrete creations and you might think he has been doing this forever. "We primarily work with concrete as it has a lot of unexplored possibilities," says Shrivastava. That said, what stands out is his use of terrazzo (used previously only for

India Today Homes

Press releases

DNA



Vogue India



cementing a style

With concrete increasingly being used in home décor, this building material is seeing a huge image makeover. BHG explores how it's making a statement in our homes.

TEXT BY MEGHNA KENON

Concrete finally seems to be shrugging off its boring undertones. Always looked upon as a hard, cold material, and its usage restricted to construction of buildings, gardens and outdoor furniture, the material had never been considered a right home decor fit in India. Today, however, thanks to a few visionary designers and creative brands, this raw material is at the forefront of new trends.

THE CHANGE One can trace the development to the exposure to and influence of Scandinavian designs on home accessories in India. The result: An aesthetic that is minimal and textured. Marked by simplicity and functionality, these products are a perfect match. "Concrete as a material, was never challenged this much," says Amitanshu Shrivastava, founder, Amitansh Thinking Studio, a design studio in Jaipur. "But growth of technology, possibilities of fusion with other materials and infusion of colours is leading to people realising

Keep time with minimal table clocks, below, by Gomaaad. Desk accessories by Amitansh Thinking Studio, right, include a pin stand-cum-paperweight, and pen holders, created with marble as the aggregate.



Better homes and gardens



Our Clients

