

A photograph of a grassy field with several concrete products in the foreground. The products include a blue textured rectangular block, a grey rectangular block with a central rectangular cutout, and several red and grey blocks with a corrugated top surface. The background shows a line of trees and a building under a clear sky.

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 Duality of singularity in nature, as our name 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.







AMITANSH  
THINKING STUDIO

ATS x 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 ?

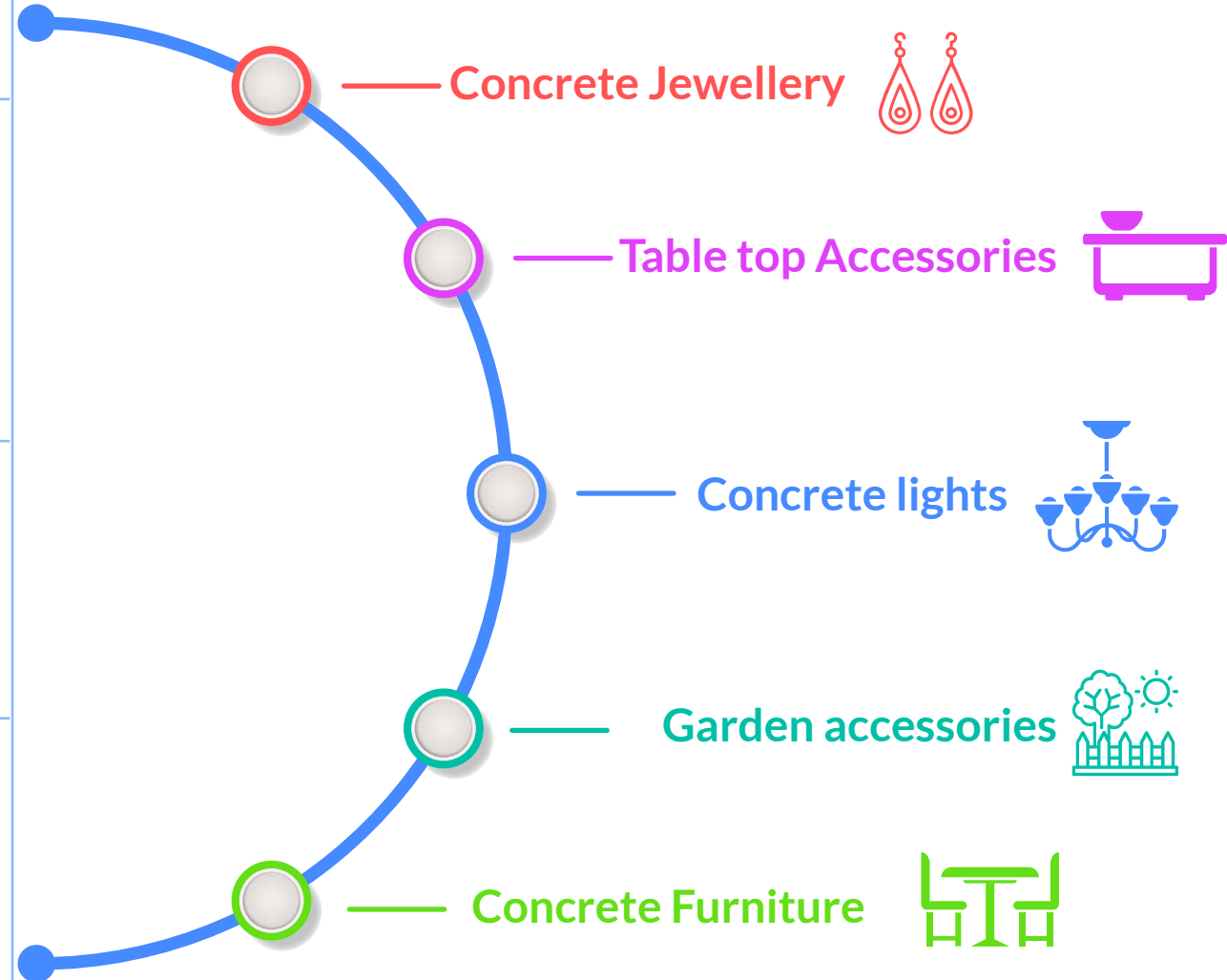
ATS has been loved and admired by many for 2 years now. As a brand it continues to grow and make products which are unique and great, every product has its own texture and beauty.

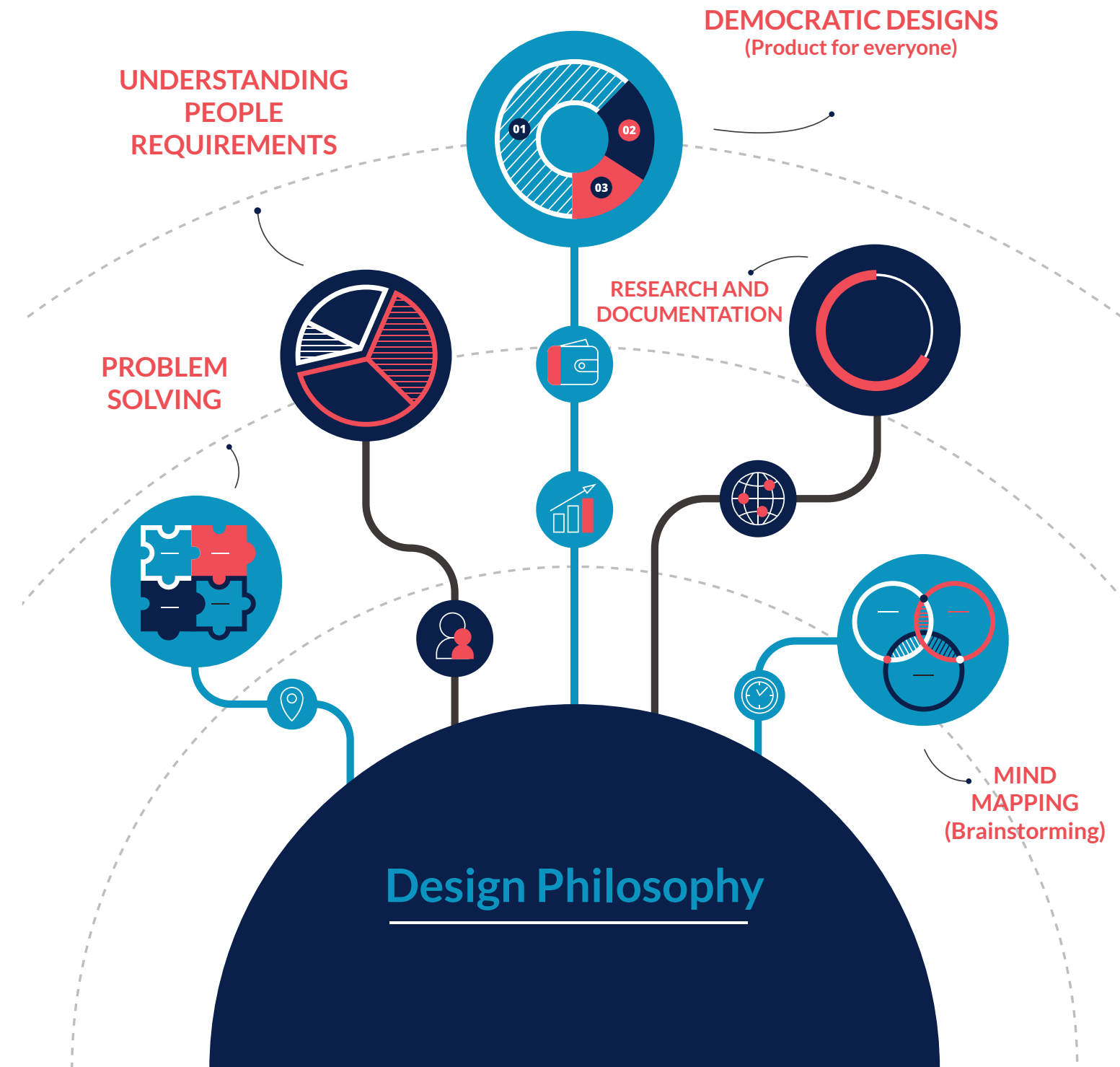
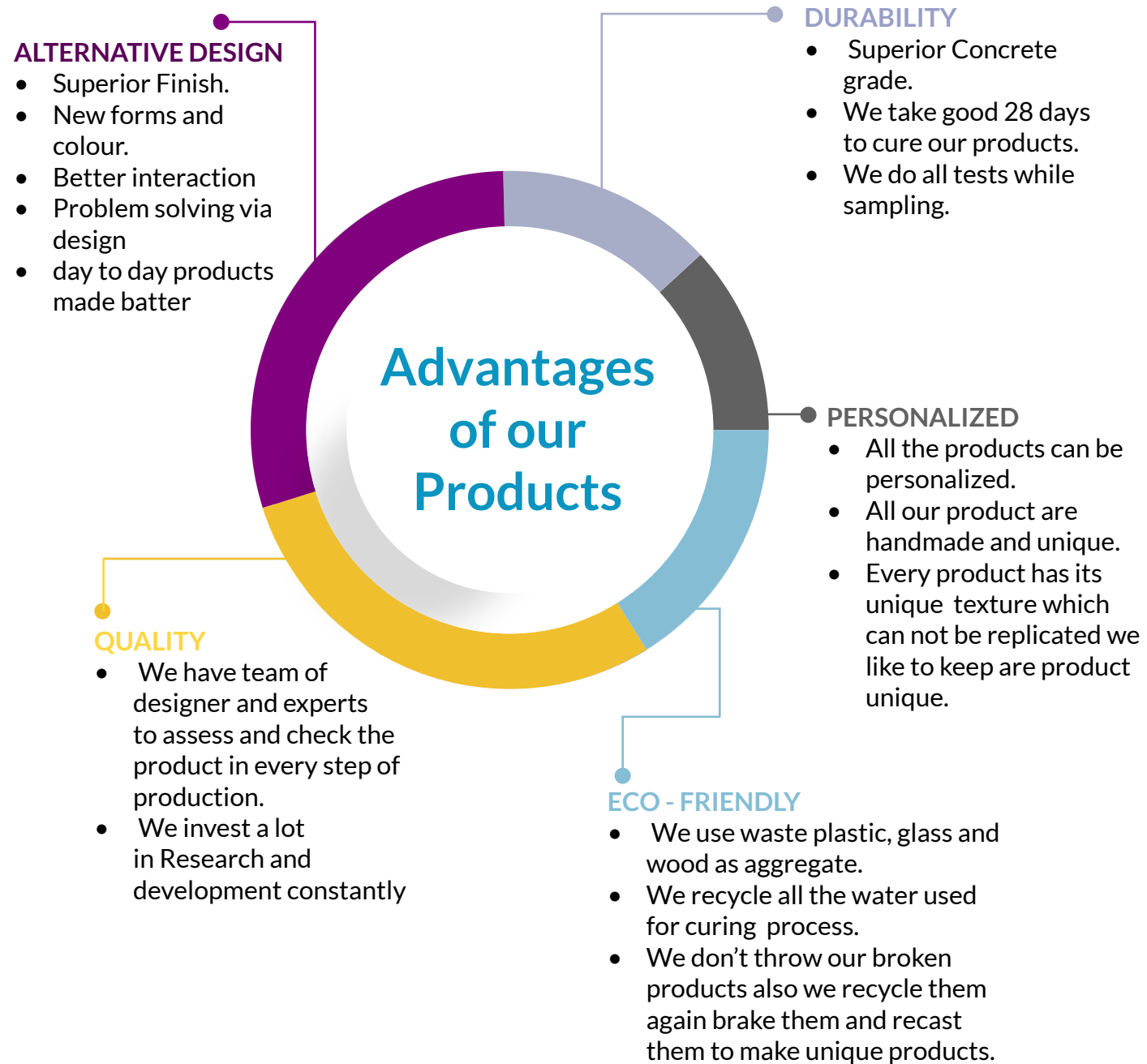
We work at a micro-level with the materials to develop bespoke range of concrete products. We started with concrete home accessories and furniture. We have been recognized by vogue India, better homes and Gardens, Times of India, DNA, India today homes and Rajasthan patrika and many more.



# Grades of Concrete

Concrete Grade	Mix Ratio (Cement:sand:aggregates)	Compressive Strength MPa (N/mm <sup>2</sup> )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
<b>High Strength Concrete Grades</b>		
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







Garden Furniture

## Jombo



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



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



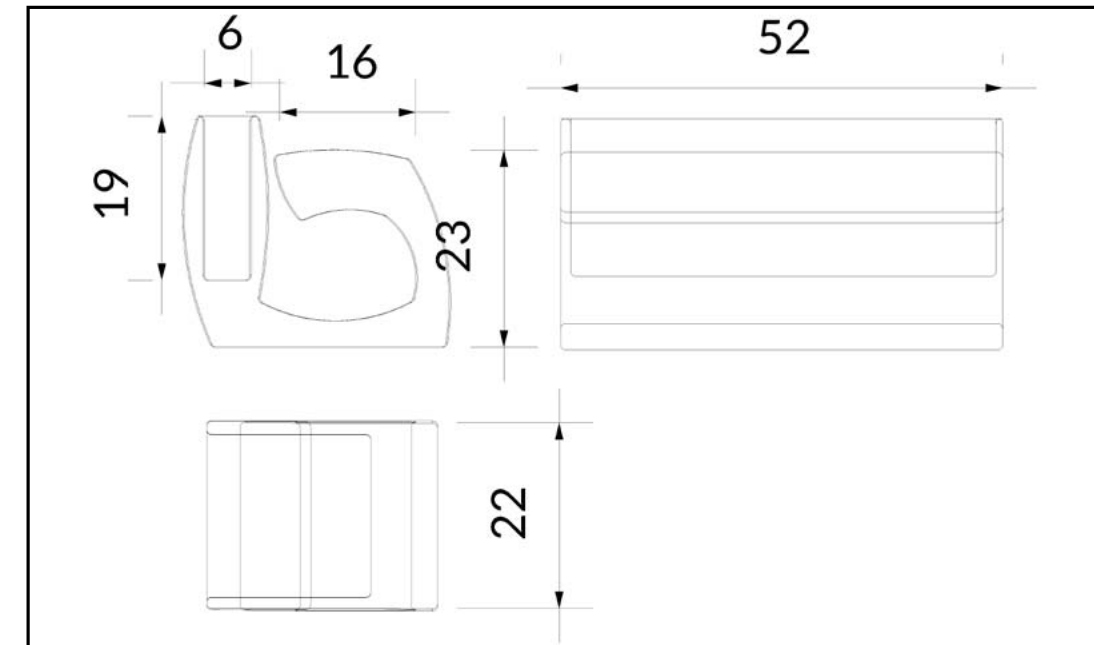
Resort & Hotels

AMITANSH  
THINKING STUDIO

ATS x Concrete

Jombo is one of our first deigned 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

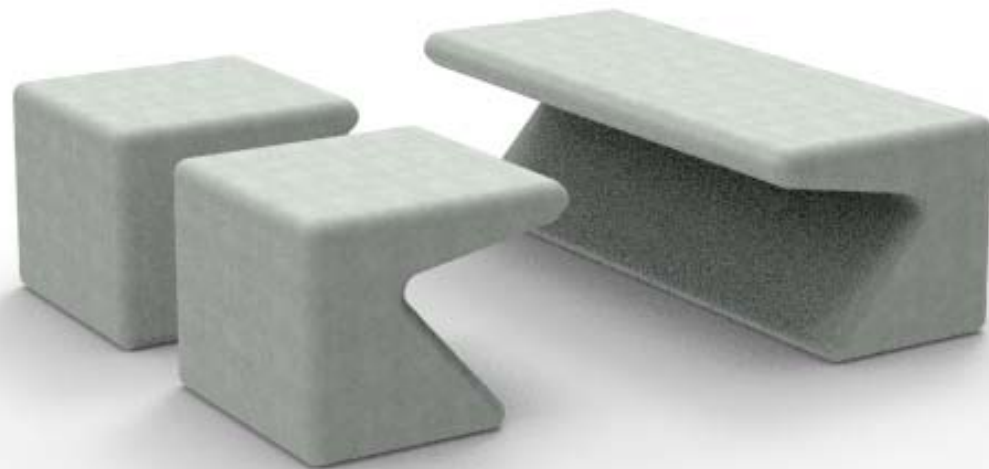
Minimum  
order of 5  
batches.

Concrete  
(RCC) M50

Production  
time 40  
working  
days.



## Pack- man



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



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

AMITANSH  
THINKING STUDIO

ATS x Concrete

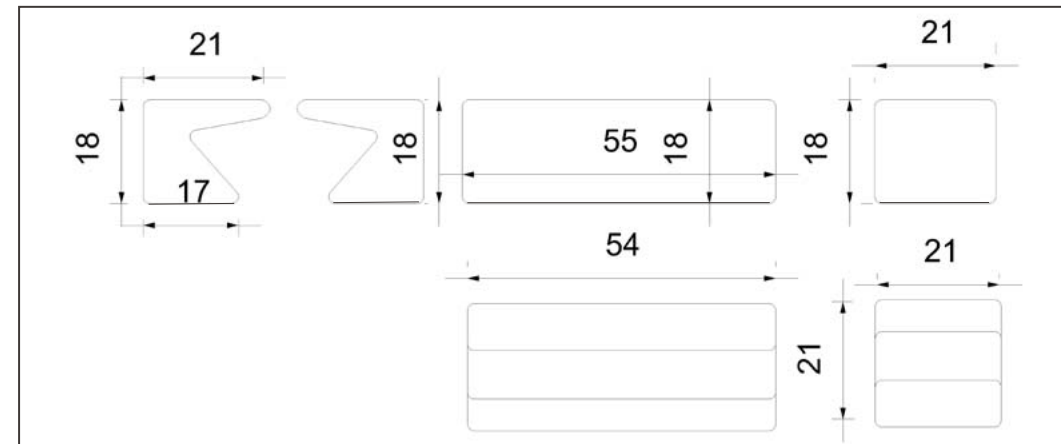
Pack man this is a one of modern design that we have it a cantilever from top with reinforced concrete bench. It goes well the minimal type of garden around subtle hint of Zen lifestyle. It is a very clever design for exterior usage it is very strong and durable. it has soft edges so it is safe for kids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



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels



ATS x Concrete

H- Planter is one of our first deigned 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.

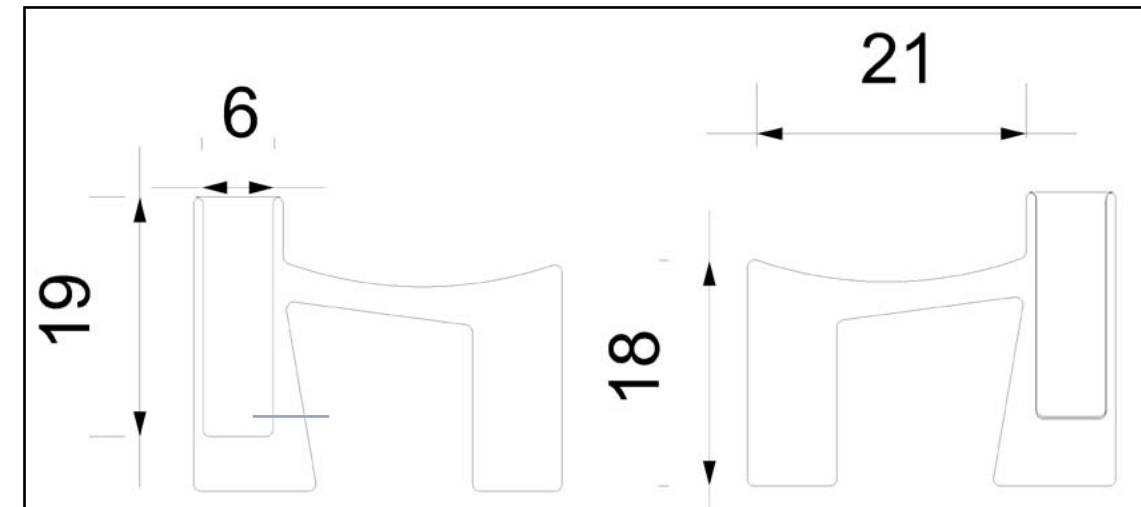
We wanted the benches to be a part of nature and so we combined the two different products to become the part of garden.

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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

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THINKING STUDIO

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.

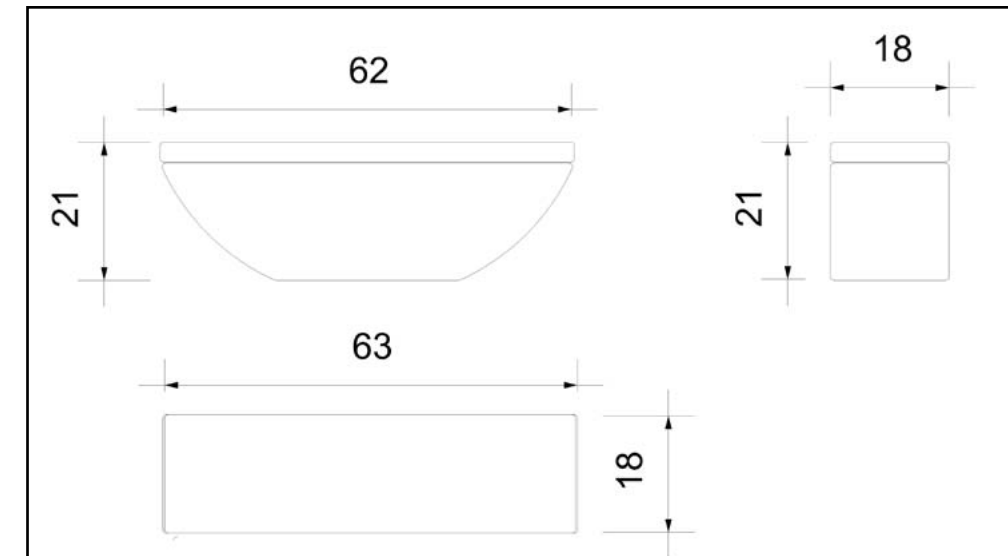
We have carefully design the product for vandalism in public area.

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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



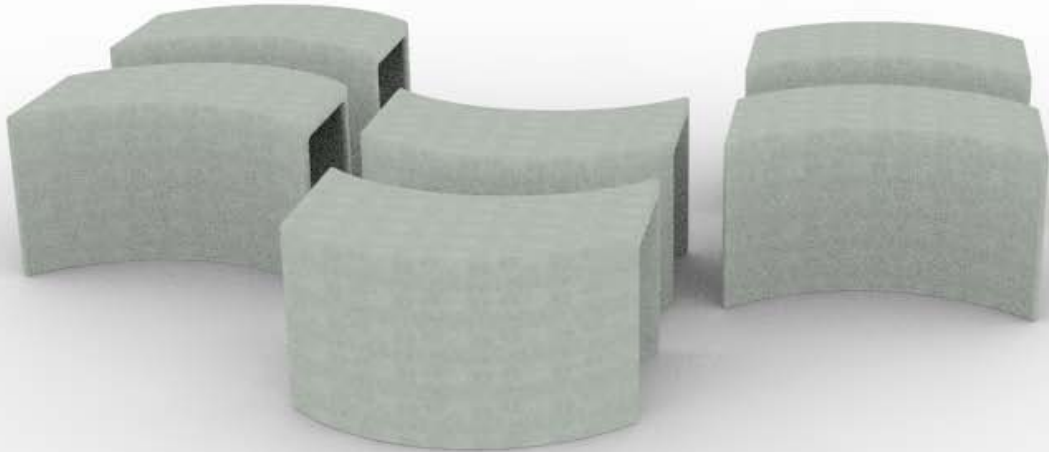
Yards



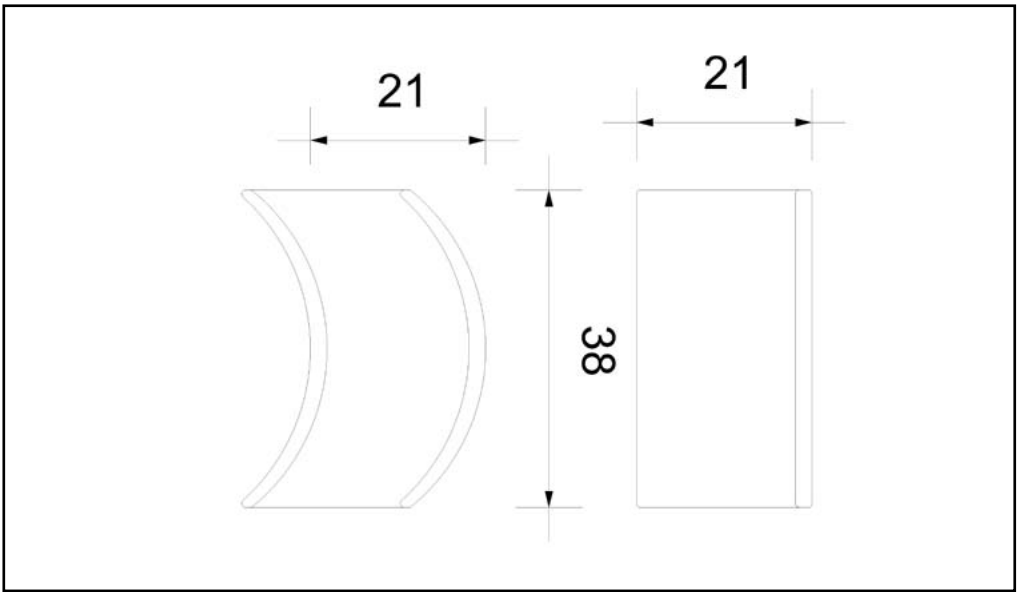
Resort & Hotels



ATS x Concrete



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.



All  
dimensions  
are in Inches

Minimum  
order of 5  
batches.

Concrete  
(RCC) M50

Production  
time 40  
working  
days.

## Mucha

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



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

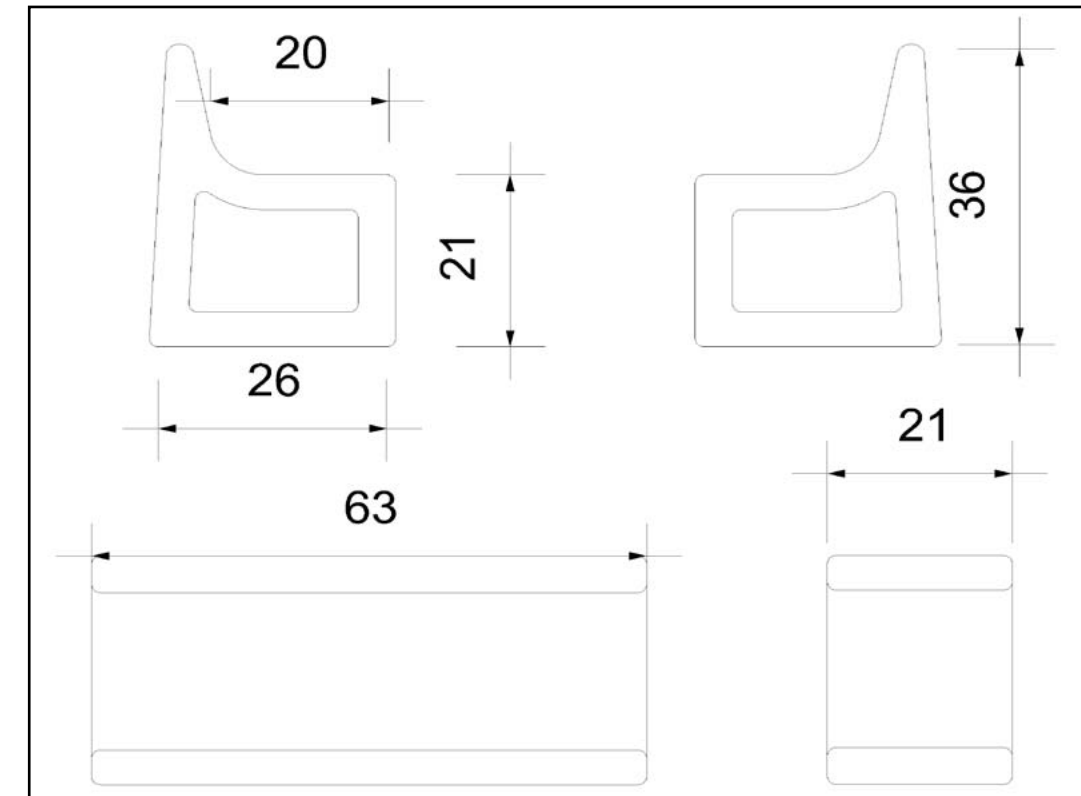
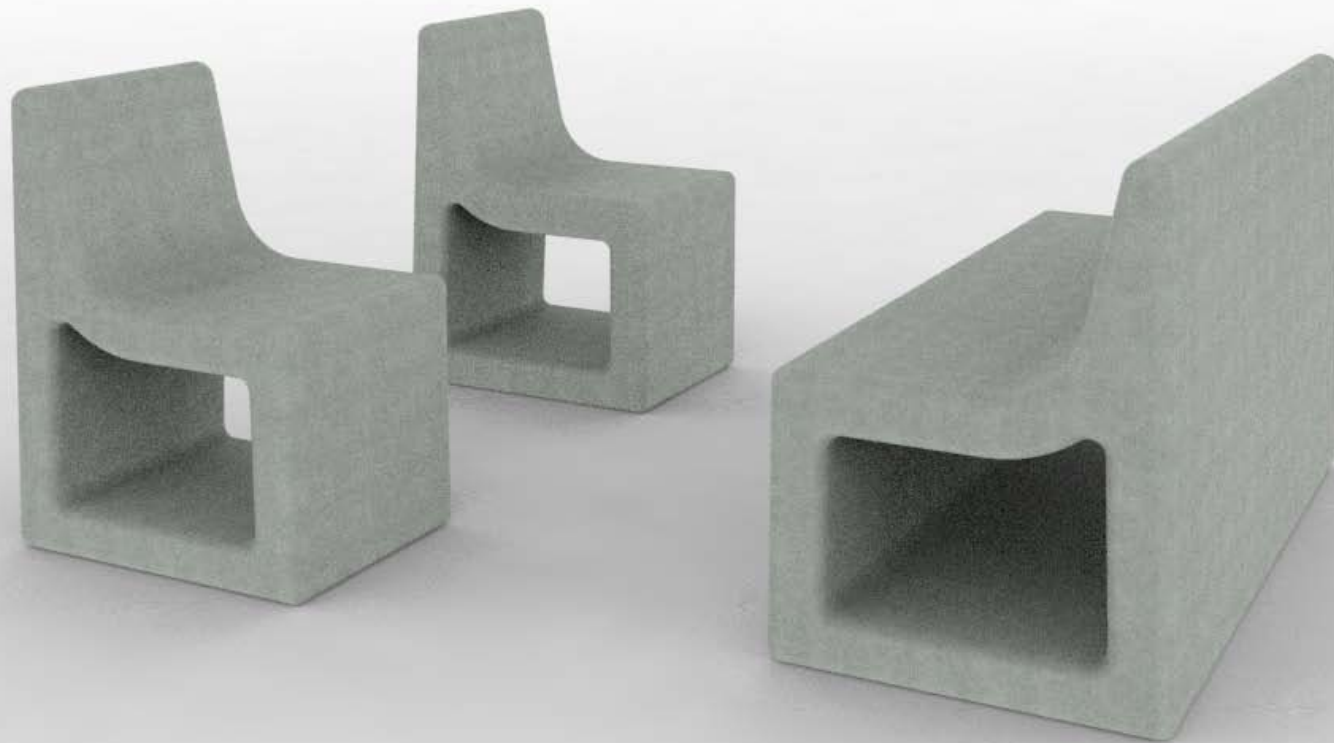
AMITANSH  
THINKING STUDIO

ATS x Concrete

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All  
dimensions  
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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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

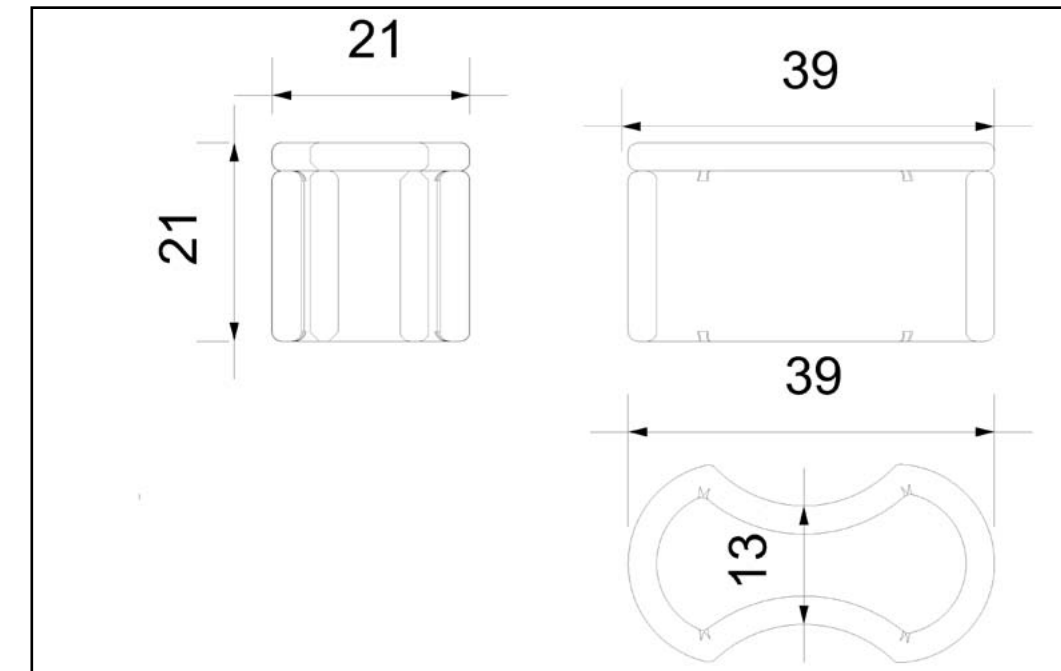


ATS x Concrete

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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

AMITANSH  
THINKING STUDIO

ATS x Concrete

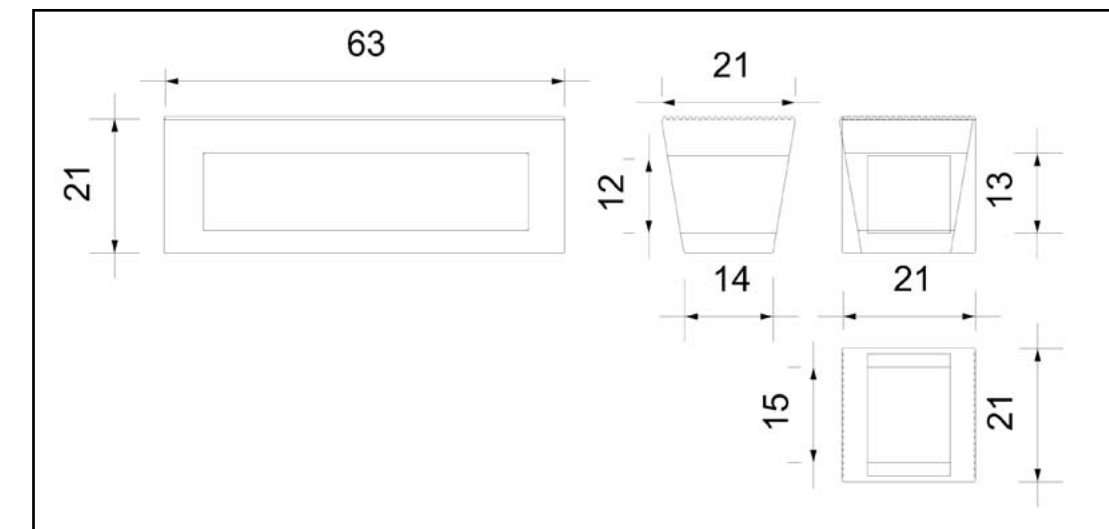
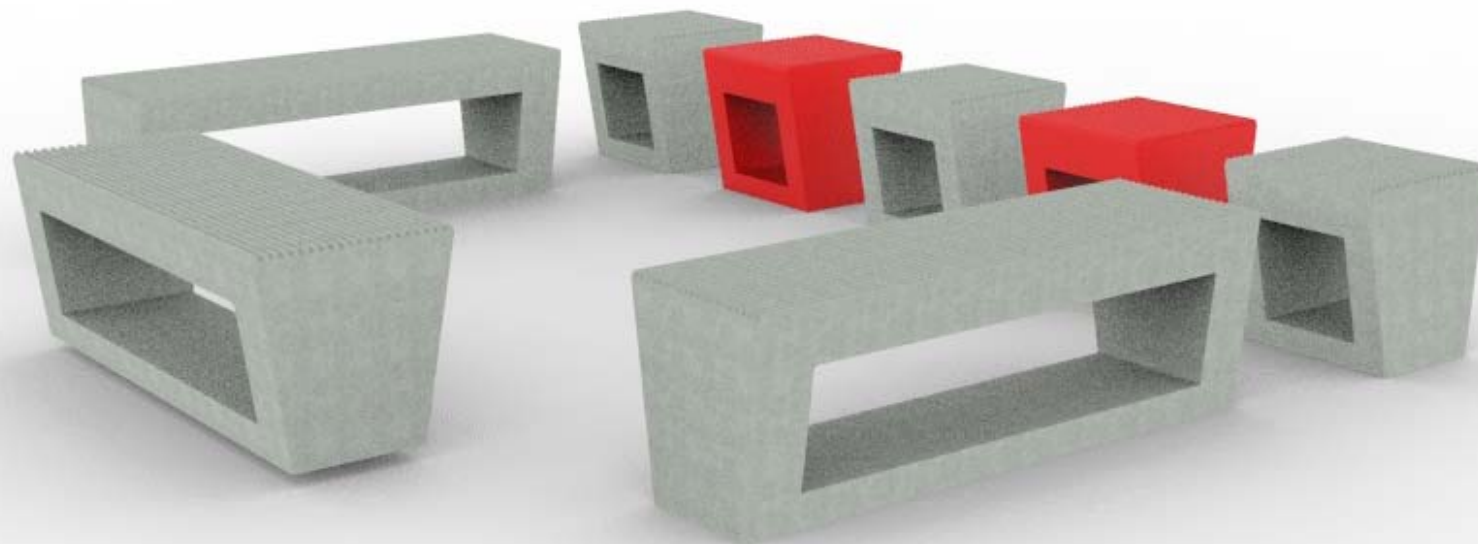
Zeze- seat is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs  
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All  
dimensions  
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Minimum  
order of 5  
batches.

Concrete  
(RCC) M50

Production  
time 40  
working  
days.



**ZeZe**

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



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

AMITANSH  
THINKING STUDIO

ATS x Concrete

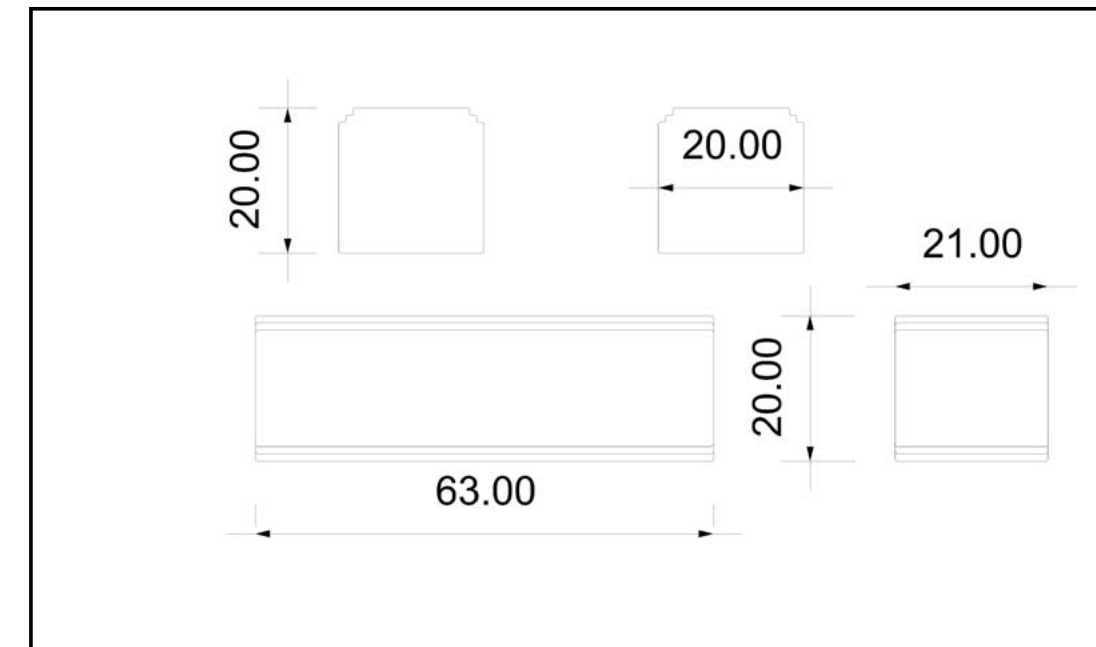
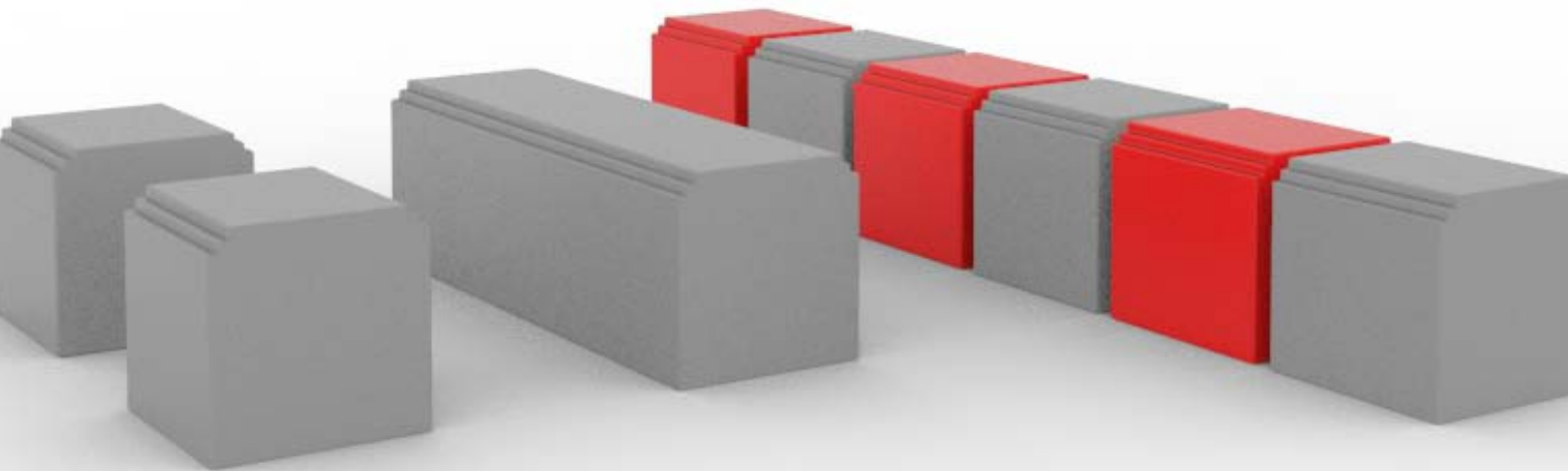
ZeZe is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs  
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All  
dimensions  
are in Inches

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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

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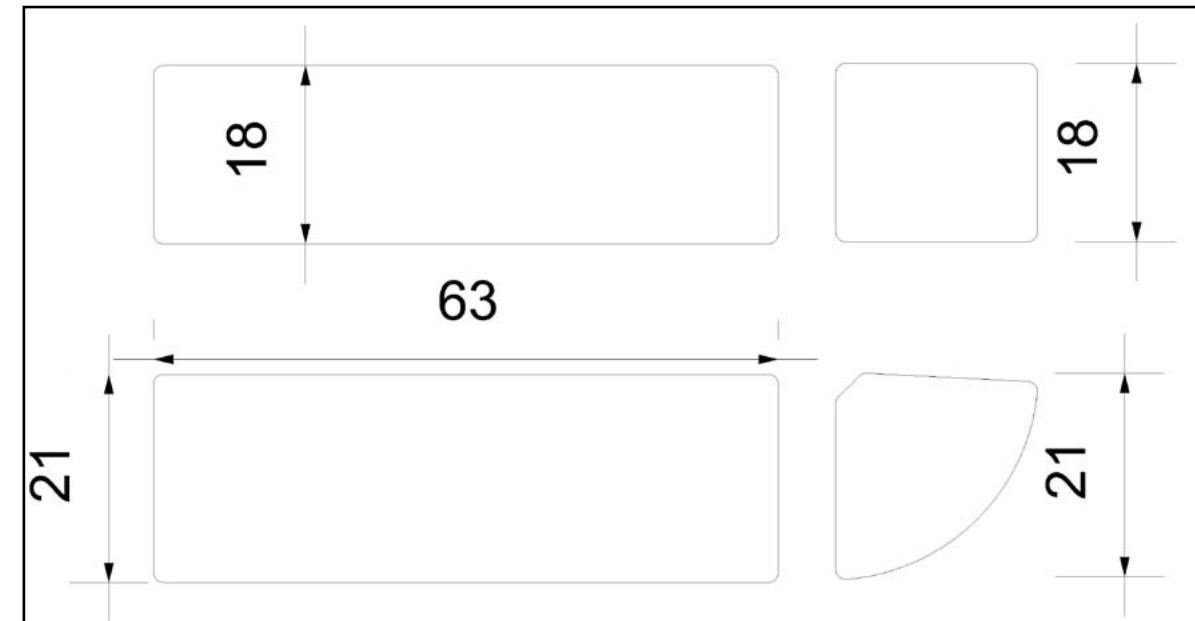
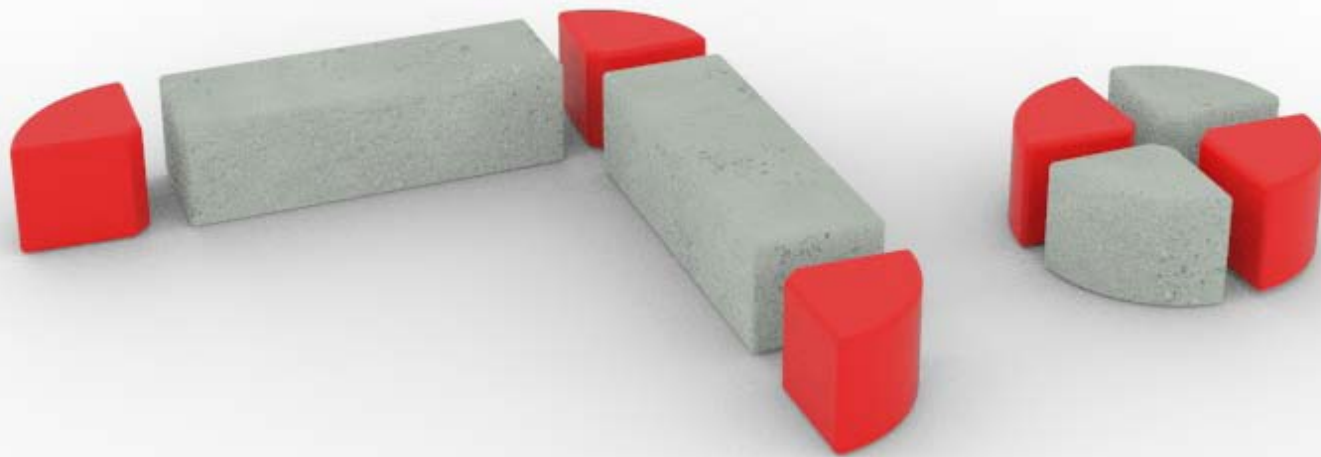
Round -GIF is for Communal sitting area Is a playful design with colourful top best for children's play areas because of colorful and soft designs  
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All  
dimensions  
are in Inches

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)



Parking



Pool side



Sidewalk



Patio



Garden area



Petrol pump



Park



Outside



Drive way



Inside home



Yards



Resort & Hotels

AMITANSH  
THINKING STUDIO

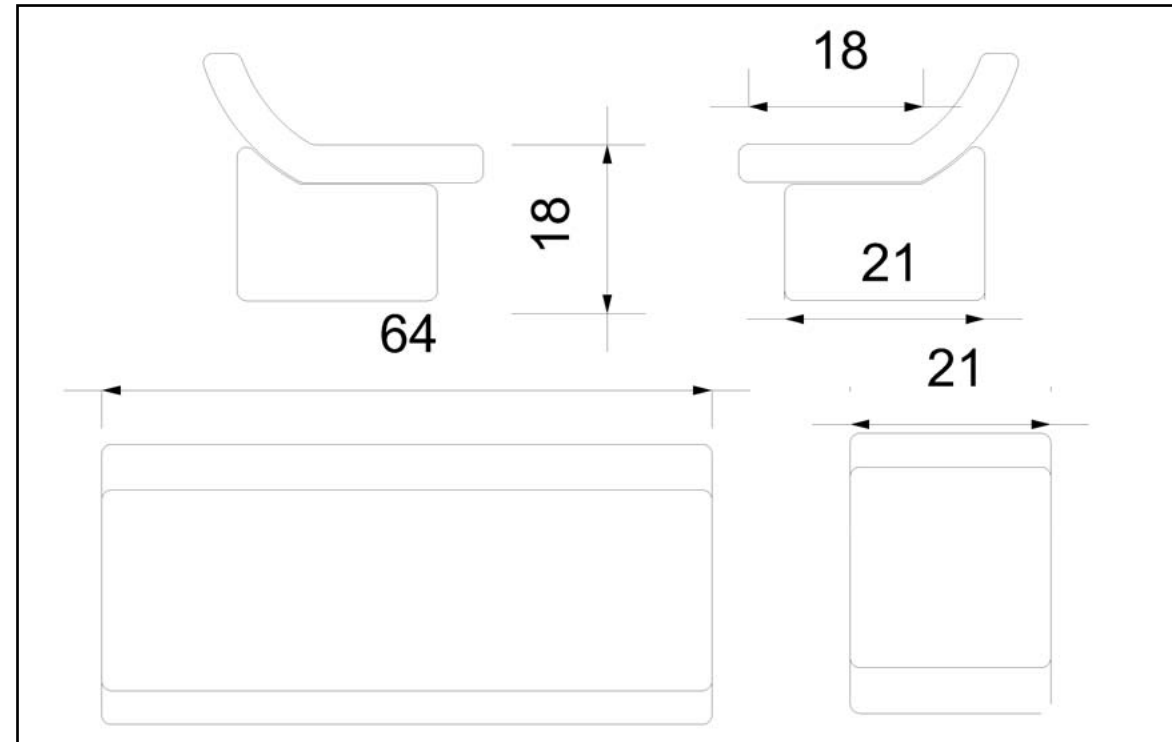
ATS x Concrete

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All  
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batches.

Concrete  
(RCC) M50

Production  
time 40  
working  
days.



# Thoughtfully crafted

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, Nattyin has focussed on curating handcrafted brands that create unique products.

Speaking with LIFESTYLE, its founder Natisha Saraf Sarangi shares, "I want to provide enough variety for the customer who has their own personality and quirks. Nattyin is a marketplace for small creative businesses, emerging indie brands and a few international labels that I carefully curate. 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, lifestyle, food and drink, 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 handmade, among other criteria." For instance, there is a baby brand called Masilo from Bombay, with cute sleep/play canopies, play mats, storage bins and cushions. French brand Sophie la Giraffe 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 envelopes are a big draw with labels like Sparrow Design Firm, Paperfields and The Ink Bucket. Fashion lovers can turn to statement finds like concrete cufflinks from Material Immaterial Studio, pajama sets from Dandelion, and bejewelled wooden clutches by Duet Luxury, among

others. "It's been a conscious effort on our part to choose brands that are either vegan, animal friendly or chemical free, with organic cotton, or biodegradable material like the yoga mats," she adds.

While the cheapest product is an edible energy ball at ₹70, the bulk of the range goes up to ₹10,000. Customisations are available, sometimes at extra cost for something like gold gliding on a stationary set.

Sarangi shares, "We are not offering high fashion culture. Things are meant to be affordable without being mass-produced. E-commerce 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, the processing time is 2-3 days while delivery is in another 2 days. Customers 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 that mainly comprises men, the 30-year-old entrepreneur confesses 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, so they respond well. 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

plan to, I don't know how we will juggle the two." Also, traveling to smaller towns for sourcing and researching has sometimes been a handful.

But Natty — as Natisha is now commonly called — is focussed on the positive. The response has been good, and next month they're launching curated gift boxes for coffee addicts, tea lovers, spa enthusiasts, and Monday morning pick-me ups for work and desk décor.

Regarding the name of the website, she reveals, "I found the name 'Natty' to be cool, fun and all-encompassing for the various categories we have." The word by itself means smart, chic and stylish, and the art-driven utilitarian, design-oriented products on the website live up to the word.



Natisha Saraf Sarangi

## CONCRETE THINKING

**AMITANSHU 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

floors) as the foundation to create fun home accessories. USP "We provide our clients with thinking solutions, which can help them solve or make their life better," says Shrivastava. TIME FRAME He uses a casting process and can make as many as 50 pieces a day for the casted products. When it comes to terrazzo though, Shrivastava can make only seven products a day. PRODUCT RANGE Jars, bowls, plates, platters, planters and pen holders among other things. PRICE ₹200 to ₹5,000; AT [amitanshthinkingstudio@gmail.com](mailto:amitanshthinkingstudio@gmail.com)

## Press releases

## DNA

## India Today Homes

## Vogue India

## Better homes and gardens

AMITANSH  
THINKING STUDIO

ATS x Concrete



## 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 MENON

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 (not to mention a limiting colour palette), the material had never been considered a right home décor 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, concrete 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 Gomaads. Desk accessories by Amitansh Thinking Studio, right, include a pin stand-cum-paperweight, and pen holders, created with marble as the aggregate.



Our Clints

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Sonant Technologies



frozen music  
Since 1987