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CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 30.09.2019

To,
Corporate Relations Department,
Bombay Stock Exchange Limited,
2nd Floor, P.J Towers,
Dalal Street,
Mumbai-400 001

To,
Corporate Relations Department
National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No., C/1, G-Block,
Bandra Kurla Complex,
Bandra (E),
Mumbai - 400 051

Scrip Code: 532888

Scrip Code: ASIANTILES

Dear Sir,

Subject: Media Release - Asian Granito India Ltd expands Bathware range; to launch a range of faucets, showers and bath accessories

With reference to the captioned subject, please find enclosed herewith Media Release of Asian Granito India Limited regarding expansion of Bathware range; to launch a range of faucets, showers and bath accessories.

This is in compliance with Regulation 30 of SEBI (LODR) Regulations, 2015.

Please take a note of the same.

Thanking you,
Yours faithfully,

For Asian Granito India Limited

Kamleshbhai B. Patel
Chairman and Managing Director
DIN: 00229700





Media Release

Asian Granito India Ltd expands Bathware range; To Launch a range of faucets, showers and bath accessories

Highlights:-

- The company expects AGL Bathware to become Rs. 150-200 crore brand in the next 4-5 years.
- Investing Rs. 6-8 crores in the faucets expansion; To launch with 12-15 series and expanded gradually
- Faucets industry in India is estimated at around Rs. 9,000 crore

September 30, 2019: Strengthening presence in bathware segment, India's leading tiles and home decor brand - Asian Granito India Ltd is entering faucets, showers, and bath accessories to provide 'Complete Bathroom Solutions' to leverage its vast distribution reach and brand equity. Company to commence commercial operations by December 2019 with around 12-15 series and expand gradually including launching premium range in the coming time.

Company has invested around Rs. 8-10 crores for the expansion in the Sanitaryware recently and investing another Rs. 6-8 crore in expansion for faucets and showers. The company aims AGL Bathware to become Rs. 150-200 crore brand in the next 4-5 years.

Speaking on this occasion, **Mr. Shaunak Patel and Mr. Pankaj Patel**, Profit Centre Heads - AGL Bathware, said "Expansion of faucets, showers and bath accessories will complement our recently launched sanitaryware range to provide complete bathroom solutions under '**Brand AGL**' along with our wide range of tiles, engineered marble and Quartz. Company is launching faucets range in the mid and mid-premium segment and will look to launch an ultra-premium range in the coming time. To begin with, company to source high-quality products domestically & internationally and commence manufacturing once the desired volume is achieved. We are confident that our strong tiles distribution network will be a key to gaining market traction in the faucets and sanitaryware."

The concept of a bathroom has evolved from its primitive utility to becoming a lifestyle solution in recent years. Today, bathrooms are increasingly being equipped with a range of solutions, including bathware range and high-tech shower systems to enhance its appearance and comfort level of people.

Asian Granito India Ltd has over 6,500 touch points with dealer & sub-dealer network; 300+ exclusive AGL Tiles showrooms and 13 Company-owned Display Centres across India. Bathware division will build a network of 500 plus dealer touch points with over 50 distributors for the faucets and sanitaryware over the next 12-18 months.

Mr. Kamlesh Patel, Chairman and Managing Director and Mr. Mukesh Patel, Managing Director, Asian Granito India Ltd said, "This diversification is in line with our vision to create beautiful surroundings for people around the World. Company is committed on its growth strategy to focus on Asset light and Capital light business model, becoming a strong retail brand in the domestic as well as exports market and achieve a leadership position in key business segments. In line with our strategy, we are investing Rs. 6-8 crore in faucets expansion; Along with sanitaryware we expect the AGL Bathware to become Rs. 150-200 crore brand in the next 4-5 years"



Faucets, showers, and bath accessories market is estimated at around Rs. 9,000 crores and growing at around 13-15% annually.

Established in the year 2000, AGL is ranked among top 3 listed ceramic tiles companies in India. Having around 1400 design across segments, company manufactures and markets a wide range of products including, ceramic floor, digital wall, vitrified, parking, porcelain, glazed vitrified, outdoor, natural marble, composite marble & Quartz, etc. The Company has achieved 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to currently more than 1 lakh square meter per day. Recognizing the remarkable growth. The company exports its products to 60 countries and aiming to expand its network to 100 countries in coming time.

About Asian Granito India Limited: www.aglasiangranito.com

Established in the year 2000, the Asian Granito India Ltd. (AGIL) has emerged as India's leading home decor brand. The company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz. Trusted for reliability, adaptability, innovation, quality consciousness, the company has created a strong brand identity for itself which is well recognised globally.

Ranked among top 3 listed ceramic tiles in India, Asian Granito India Ltd has achieved nearly 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to more than 1 lakh square meter per day. AGIL was also the only tiles company to be acknowledged in the Vibrant Gujarat Summit 2015 for phenomenal growth.

The Company has 10 state-of-the-art manufacturing units spread across Gujarat and 300+ exclusive showrooms, 13 display centers across India. Company has an extensive marketing and distribution network which comprises of over 6,500 touch points.

The company looks to strengthen its identity as the leader in the Indian ceramic industry by consistently introducing innovative and value-added products in the market to keep pace with its valued customers. Headquartered in Ahmedabad, AGIL is listed on NSE & BSE and reported net consolidated turnover of **Rs. 1186.7 crore in 2018-19**. Company exports to more than **60 countries**.

For further information please contact:

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