



— Beautiful Life —

Date: 20.07.2022

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: ASIANTILES

Scrip Code: 532888

Dear Sir,

Subject: Media Release: Asian Granito India Ltd launched exquisite range of Tiles, Large Slabs, Sanitaryware & Faucets collection at 'AGL Master Stroke 2022'.

With reference to the captioned subject, please find enclosed herewith Media Release regarding Asian Granito India Ltd launched exquisite range of Tiles, Large Slabs, Sanitaryware & Faucets collection at 'AGL Master Stroke 2022'.

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

Please take note of the same.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

Dhruti

Dhruti Trivedi
Company Secretary and Compliance Officer



Encl.: Media Release

Regd. & Corp. Office:
202, Dev Arc, Opp. Iskcon Temple,
S. G. Highway, Ahmedabad - 380 015
Gujarat (INDIA)

Tel : +91 79 66125500/698
E : info@aglasiangranito.com
W : www.aglasiangranito.com
CIN : L17110GJ1995PLC027025

TILES | MARBLE | QUARTZ | BATHWARE



Asian Granito India Ltd.

Media Release

Asian Granito India Ltd launched exquisite range of Tiles, Large Slabs, Sanitaryware & Faucets collection at 'AGL Master Stroke 2022'

Company launched comprehensive range of 250 plus Large Slabs, 200 plus Mosaic & Subway Tiles, 120 plus Sanitaryware and Faucets collection at the mega launch

Launch Highlights:-

- Launched 'Artware' Brand – designer faucets & sanitaryware range & 'Fresco' brand – Mosaic & Subway Tiles
- Company displayed 1800 plus designs, 900 panels, 30 live mock ups at the mega launch showcased in 75,000 sq feet
- Over 900 dealers and distributors across the country participated for the launch organised at Jio World Centre
- **Mobile Application 'AGL Tiles'** was launched during the event to provide one-stop solution

July 20, 2022: [Asian Granito India Limited](#) (AGL), one of the largest Luxury Surfaces and Bathware Solutions brands in the country organised '**AGL Master Stroke 2022**' to launch its latest collection of exquisite and elegant range of premium tiles, large slabs, sanitaryware, faucets and bathware products. Company also organised a dealer-distributor meet for the mega launch at the Jio World Centre in Mumbai on July 15-16. Over 900 dealers and distributors across the country participated in the product launch, dealer meet and witnessed company's world-class collection.

Company also launched '**AGL Artware**' - designer faucets and sanitaryware collection brand, '**Fresco**' – an elegant range of mosaic & subway tiles and '**Menteca**' series – premium Italian marble range during the two day grand launch. Mr. Kamlesh Patel, Mr. Mukesh Patel, Mr. Bhavesh Patel along with senior officials from Asian Granito India Ltd inaugurated 'AGL Master Stroke 2022'.

Company displayed a comprehensive range of 1800 plus designs, 900 panels and 30 live mock ups at the mega launch showcased in 75,000 sq feet. Company launched 250 plus Large Slabs, 200 plus Mosaic & Subway Tiles, 120 plus Sanitaryware and Faucets collection at '**AGL Master Stroke 2022**'. Mobile Application '**AGL Tiles**' was also launched during the event with an aim to provide one-stop solution including product catalogue, latest & new launches, order and support services.

Commenting on the launch, **Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd** said, "AGL Master Stroke 2022 – is the biggest ever product launch event by the company till date. Thanks to the hard work and commitment of 'Team AGL' we were able to execute it in a short period. We have received an overwhelming response and interest from our trade partners, stakeholders and dealer-distributors for the new collection, features, designs launched during the event. Company is consistently working on incorporating innovative and value-added products in its product portfolio to provide complete solutions under 'Brand AGL.'"

Large slabs and mosaic tiles collection witnessed the highest eyeballs during the event and was the main attraction of the launch. Entertainment and cultural activities were also organised post the launch event. Renowned bollywood singers and foreign artists also performed during the event. Top achievers from '**AGL Family**' - including employees and dealer-distributors were also felicitated during the event.

About Asian Granito India Limited

Established in the year 2000, Asian Granito India Ltd. (AGL) has emerged as India's leading Luxury Surfaces and Bathware Solutions brand in a short span of two decades. The Company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets. AGL products are synonymous with reliability, adaptability, innovation, quality consciousness and the company has created a strong brand identity, well recognized globally and loyal customer following across segments.

Ranked amongst the top ceramic tiles companies in India, AGL has achieved nearly 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to 98,000 + square meters per day, as on date. AGL is also the only tiles company to be acknowledged in the Vibrant Gujarat Summit 2015 for achieving phenomenal growth.

The Company has 9 state-of-the-art manufacturing units spread across Gujarat and 311 exclusive showrooms, 12 display centers across India. Further, the Company has an extensive marketing and distribution network pan India as well as in export markets.

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, AGL is listed on NSE & BSE and reported net consolidated turnover of INR 1563.8 crore in 2021-22. The Company exports to more than 100 countries. (For more information, please visit: www.aglasiangranito.com)

For further details, contact:

Gopal Modi / Rupesh Panchal
ColdCoco Consultancy
9099030184 / 9925023103
gopal@coldcococonsultancy.com
rupesh@coldcococonsultancy.com

Kalpesh Thanki / Vinod Chandnani
Asian Granito India Ltd.
ir@aglasiangranito.com
vinod.chandnani@aglasiangranito.com