



Date: 20th March, 2024

To,
Corporate Relations Department
BSE Limited
2nd floor, P.J. Tower,
Dalal Street,
Mumbai – 400 001
Company Code: 532888

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

Dear Sir/ Madam,

Subject: Media Release

With reference to the captioned subject, please find enclosed herewith Media Release regarding ***Asian Granito India Ltd Welcomes Bollywood Star Ranbir Kapoor as Brand Ambassador.***

You are requested to kindly take on your record.

Thanking You.

Yours faithfully,

For Asian Granito India Limited

Dhruti Trivedi
Company Secretary and Compliance Officer

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TILES | MARBLE | QUARTZ | BATHWARE



Asian Granito India Ltd.

Media Release

Asian Granito India Ltd Welcomes Bollywood Star Ranbir Kapoor as Brand Ambassador

Company will launch a captivating brand campaign and TV commercial featuring Ranbir Kapoor in a near future

Ahmedabad, March 20, 2024: [Asian Granito India Limited](#) (AGL), one of India's leading Tiles, Engineered Marble, Quartz, and Bathware brand, proudly announces the signing of Bollywood heartthrob Ranbir Kapoor as its brand ambassador. Recognized for his charm, versatility, and youthfulness, Ranbir Kapoor perfectly embodies the spirit of Asian Granito - innovative, dynamic, and constantly evolving. With a strong and sturdy reputation built on years of excellence, Asian Granito India Ltd continues to push boundaries and set new benchmarks in the industry. The partnership with Ranbir Kapoor reaffirms the brand's commitment to excellence and innovation, promising an exciting future ahead.

As a young and fastest-growing brand, Asian Granito India Ltd continues to push boundaries with its innovative and rich collection of products and is committed to staying ahead of the curve. With Ranbir Kapoor on board, the brand aims to further elevate its presence in the market and connect with a wider audience, especially the youth segment.

Commenting on the collaboration, Mr. Kamlesh Patel, Chairman and Managing Director of Asian Granito India Ltd, said, "We are delighted to welcome Ranbir Kapoor to the Asian Granito family. His charisma and appeal resonate deeply with our brand values, and we are excited to embark on this journey together. With Ranbir as our brand ambassador, we are confident of reaching new heights and creating memorable experiences for our customers."

In the coming months, Asian Granito India Ltd will launch a captivating brand campaign and TV commercial featuring Ranbir Kapoor. The campaign will not only highlight the brand's exceptional products but also showcase its dedication to creating living spaces that reflect individuality and modern sensibilities.

Expressing his excitement, Ranbir Kapoor said, "I am honored to associate with a young and dynamic brand like AGL, which brings together elegance, innovation, and luxury in the surfaces and bathware category. I see AGL as force to reckon in coming years."

Known for its innovative and rich set of most versatile collections under one roof, Asian Granito India Ltd offers a diverse array of tiles and bathware solutions to suit every taste and style preference. From contemporary designs to timeless classics, the brand's commitment to excellence ensures that customers have access to the best-in-class products for their living spaces.

Asian Granito India Ltd has recently engaged Ogilvy also to amplify its dedication to crafting narratives that resonate with consumer preferences and aspirations. The forthcoming brand campaign transcends mere product promotion, striving instead to foster profound emotional connections with customers. It presents a vision of living spaces that not only showcase AGL's exceptional products but also mirror individuality and contemporary sensibilities, thereby enriching the lives of consumers on a deeper level.

In just two decades, Asian Granito India Ltd has become India's leading Luxury Surfaces and Bathware Solutions brand. The company manufactures and markets a range of Tiles, Engineered Marble and Quartz, Sanitaryware, and Faucets. With over 235 franchisee showrooms, 11 company-owned display centers, and a vast distribution network across India, including 14,000+ touchpoints, AGL has also expanded its reach to over 100 countries through exports.



Photo Caption (L to R): Mr. Bhavesh Patel, Mr. Mukesh Patel, Mr. Kamlesh Patel, Ranbir Kapoor, Mr. Shaunak Patel, Mr. Hiren Patel

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. Today it is 4th largest listed ceramic tile company in India with employee strength of 6,000 plus.

Ranked amongst the top ceramic tiles companies in India, AGL has achieved over 65 times growth in its production capacity, from 0.83 Million Sq. Mtrs. Per Annum in FY 2000 to 54.5 Million Sq. Mtrs. Per Annum in FY2023. AGL is also the only tiles company to be acknowledged in the Vibrant Gujarat Summit 2015 for achieving phenomenal growth.

The Company has 14 state-of-the-art manufacturing units spread across Gujarat and 235 plus exclusive franchisee showrooms, 11 company owned display centers across India. Further, the Company has an extensive marketing and distribution network pan India with 14,000 plus touchpoints including distributors, dealers and sub-dealers in India.

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 1562.7 crore in FY 2023. The Company exports to more than 100 countries. (For more information, please visit: www.aglasiangranito.com)

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