

Asian Granito India Ltd.

Regd. & Corp. Office:

202, Dev Arc, Opp. Iskcon Temple, S. G. Highway,

Ahmedabad-380015. Gujarat, India.

Tel.: +91 79 66125500/698,

Fax.: +91 79 66125600/66058672

info@aglasiangranito.com • www.aglasiangranito.com

CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 24.06.2020

To,
Corporate Relations Department,
Bombay Stock Exchange Limited,
2nd Floor, P.J Towers,
Dalal Street,
Mumbai-400001

Scrip Code: 532888

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

Dear Sir,

Subject: Media Release - Asian Granito India Ltd launches "ATMANIRBHAR PROGRAM".

With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd has launched "ATMANIRBHAR PROGRAM" to drive retail and secondary sales aimed at reducing marketing cost and increase profitability while generating employment opportunities in current slowdown period. Pilot project is launched in Gujarat and company aims to launch this pan India in the coming time.

The detailed information to be furnished as per Regulation 30 of SEBI (LODR) Regulations, 2015 is enclosed herewith.

You are requested to take a note of above.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

Mrs. Renuka A. Upadhyay
Dy. GM (Legal and Secretarial)



Media Release

Asian Granito India Ltd launches "ATMANIRBHAR PROGRAM"

Company has launched this program to drive retail and secondary sales aimed at reducing marketing cost and increase profitability while generating employment opportunities across India for **creating vocal for local**.

June 24, 2020: Asian Granito India Limited (AGIL), one of the leading manufacturer and exporter of Tiles, Marble & Quartz of India, has launched "**AGL ATMANIRBHAR PROGRAM**" to drive retail and secondary sales in the semi-urban and rural area. The program is aimed at reducing marketing costs and improves profitability while generating employment opportunities in these regions in current slowdown period. Pilot project is launched in Gujarat and the company aims to launch this Pan India in the coming time.



ASIAN GRANITO INDIA LTD.

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Commenting on the development, Mr. Kamlesh Patel, Chairman and Mr. Mukesh Patel, Managing Director- said, "It is first time in India that such digital marketing campaign is launched by a ceramic company. Taking inspiration from the thoughts of our Hon'ble Prime Minister Shri Narendra Modi of **ATMANIRBHAR BHARAT** and **BE VOCAL for LOCAL**, we have launched this initiative on the auspicious occasion of Rathyatra. AGL has taken this new initiative to let people earn by working from home and become our business partners under **"AGL ATMANIRBHAR PROGRAM"**.



ભારતની અગ્રણી ટાઈલ્સ, માર્બલ તથા ક્વાર્ટઝ ઉત્પાદન કંપની સાથે કમાવવાની ઉત્તમ તક



Beautiful Life

દરેક ગામમાં હવે તમે છો - **AGL**



આત્મનિર્ભર પ્રોગ્રામ

આગળ વધો, પગભર બનો, આપ પોતાને મજબૂત બનાવો, દેશને આત્મનિર્ભર બનાવો.

તમે **AGL**ના **IBP** બનો અને કંપનીની બધી જ પ્રોડક્ટ્સનું (ટાઈલ્સ, માર્બલ તથા ક્વાર્ટઝ, સેન્ટેરી અને સી.પી ફીટીંગ્સ) વેચાણ કરી તમારી બીજી કમાણી કરો.*

આ પ્રોગ્રામમાં જોડાવા માટે **9925806000** પર SMS કરો અને **IBP <પીનકોડ>** લખીને મોકલી આપો.

BE VOCAL FOR LOCAL

1800 123 3455
Toll-free: Mon-Sat 10am-6pm

www.aglasiangranito.com
Asian Granito India Ltd.

Our Best Products: Tiles • Marbles • Quartz • Bathware | follow us: 

These partners will be known as **IBP** (Individual Business Partner) who will promote AGL products in given rural areas by under the flagship of AGL training program. Idea is to create employment as well as increase AGL reach across the nation in rural areas and help AGL trade partners to strengthen their secondary business and create awareness of all AGL product baskets. The program will also help company in reducing sales & marketing cost and increase sales and profitability."

On the business operations, **Mr. Patel said**, "With all Safety measures and guidelines by Ministry of Home Affairs, Company has started to function its operations in most part of the country and started course of operation across all its **9** plants, **13** offices & display centers. Head office with necessary staff has also started to function to provide market support and requirements. Company's 260 exclusive showroom out of **300** plus showrooms across the country have opened up and started its usual functioning with safety and precautions. We aim to achieve optimum production capacity very soon.

Asian Granito has achieved excellent reach in the tiles exports from Gujarat to global market. Company currently exports to 78 countries and plan to expand its international reach and targets export to 120 plus countries for achieving 18-20% exports sales. Company is ranked amongst top 3 listed ceramic tiles companies in India and will focus on high-end products such as premium GVT tiles, Nano Crystal, Quartz and Marble etc. In next 2-3 years, company shall set a target of Rs.2,000 crore revenue. AGL shall expand retail network to 500 exclusive showrooms and strengthen its position in the Bathware. Company has over 6,500 touch points with dealers & sub-dealers network, 300+ exclusive AGL Tiles showrooms and 13 Company-owned Display Centres across India.

About Asian Granito India Limited

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

Ranked amongst the top ceramic tiles companies in India, AGIL has achieved nearly 40 times growth in its production capacity, from **2,500 square meters per day in the year 2000 to nearly 94,000 square meters per day**, as of now. **AGIL was also the only tiles company to be acknowledged in the Vibrant Gujarat Summit 2015 for phenomenal growth.**

The Company has **9** state-of-the-art manufacturing units spread across Gujarat and **300+** exclusive showrooms, **13** display centers across India. Further, the company has an extensive marketing and distribution network.

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. 1,186.7 crore in 2018-19. Company exports to more than 78 countries. (For more information, please visit: www.aglasiangranito.com)

AGL is Saluting and Practicing the idea of implementing “Made in Bharat”