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CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 21.12.2019

To,  
Corporate Relations Department,  
Bombay Stock Exchange Limited,  
2<sup>nd</sup> 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 launches exclusive 'AGL Bathware' Range nationally at a Dealer meet in New Delhi.


With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd.

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

  
Director / Company Secretary

Encl.: As above





Media Release

## Asian Granito launches exclusive 'AGL Bathware' Range nationally at a Dealer meet in New Delhi

Company launches exquisite range of faucets, showers and bathware accessories with 300 plus SKUs

### **Launch Highlights:-**

- Over 100 dealers and distributors across the country participated at meet organised for national launch
- The company expects AGL Bathware to become Rs. 150-200 crore brand in the next 4-5 years.
- In the next 2-3 years, Company has set a revenue target of Rs. 2,000 crore; Increase its retail touch points to over 10,000; Expand the network of exclusive showrooms to 500 plus
- Faucets industry in India is estimated at around Rs. 9,000 crore and growing at 13-15% annually

**December 21, 2019:** With an aim to become a prominent bathware brand nationally, India's leading tiles and home decor company – Asian Granito India Ltd launches exclusive range of 300 plus SKUs of faucets, showers and bathware accessories range. Company organised a dealer meet for the national launch at Hotel Leela, New Delhi on Dec 21. Over 100 dealers and distributors across the country participated in the meet and witnessed elegant range of AGL Bathware.

Company aims to provide '**Complete Bathroom Solutions**' to leverage its vast distribution reach and brand equity. Company has launched more than 20 series and is planning to expand gradually including launching premium range in the coming time. The company aims AGL Bathware to become Rs. 150-200 crore brand in the next 4-5 years.

**Commenting on the launch of Bathware range, Mr. Kamlesh Patel, Chairman and Managing Director and Mr. Mukesh Patel, Managing Director, Asian Granito India Ltd** said, "We are very excited with this launch and over a period of time expect to earn the same respect and brand loyalty in the Bathware segment also. Company is consistently working on incorporating innovative and value-added products in its product portfolio. Expansion of faucets, showers and bath accessories will complement our recently launched sanitaryware range to provide complete bathroom solutions under '**Brand AGL.**' "

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. With an objective to become a leading retail brand in tiles industry, Company has set a target to increase its touch points to over 10,000, expand the network of exclusive showrooms to over 500 and achieve revenue target of Rs. 2,000 crore in the next 2-3 years.

Bathware division of the company 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. Company is confident to achieve synergies from a strong distribution network nationally. 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, composite Marble & Quartz etc.



## **About Asian Granito India Limited: [www.aglasiangranito.com](http://www.aglasiangranito.com)**

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, well recognized globally and loyal customer following across segments.

Ranked amongst the top 4 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 10 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 63 countries.

### **For further information please contact:**

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