

Asian Granito India Ltd.

Regd. & Corp. Office:

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

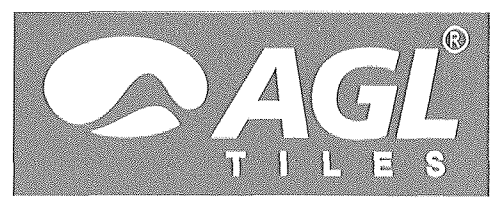
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CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 25.12.2020

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 is eying exponential growth from export business in FY21 despite COVID.

With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd is eying exponential growth from export business in FY21 despite COVID.

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

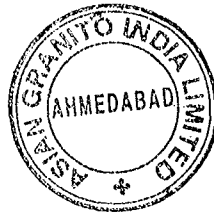
Please take note of the same.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

Kamleshbhai B. Patel
Chairman and Managing Director
DIN: 00229700



Encl.: As above



Media Release

Asian Granito India Ltd is eyeing exponential growth from export business in FY21 despite COVID

Company is expanding export network to over 120 countries from 100 countries

Highlights:-

- Inaugurated 15,000 Sq feet 'AGL Export House' at Morbi to strengthen international operations
- Anti-China sentiments, Reduction in gas price, strong export orders to drive the export business
- Export business stands at around 17.6% of total revenues in H1FY21 vis-a-vis 13.8% in the H1FY20
- Company set to increase its retail touch points to over 10,000, Exclusive showrooms to 500 plus

December 25, 2020: Asian Granito India Limited (AGIL), manufacturer of one of India's leading tiles brand is eyeing exponential growth from exports business in the current fiscal. Anti-China sentiments, reduction in gas prices and robust export orders from USA, Europe, UK and Middle East are driving the export business in the current fiscal and it is expected to get further momentum in coming months. Company is also expanding its business network in over 120 countries from 100 currently.

Asian Granito is largest exporter among organised players from India. Consolidated export of the company grew to around 17.6% of total revenues in H1FY21 vs. 13.8% in the H1FY20. For the six months ended September 2020, company reported exports of Rs. 83.2 crore.

India ranks 2nd and produces 12.90% of the global ceramic tiles output. Recent reduction of gas prices in domestic markets has made Indian tile products more competitive in the World markets and together with recent developments globally, share of India in the global trade is likely to improve considerably.

Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd said, "Despite challenges of COVID, demand from international markets have emerged as a silver lining and injected fresh blood in the Indian ceramic industry. Exports during the past three months have seen considerable jump and are constantly increasing due to the ongoing spat between the USA and China. All larger players in the industry are currently working at a capacity of 80-85% due to robust export orders from USA, Europe, UK and Middle East markets."

Further to strengthen international business and boost exports, company has launched 15,000 sq ft '**AGL Export House**' at Morbi - India's hub for ceramic tiles & sanitaryware. The export house unveils the entire range of tiles, Sanitaryware and bathware range including 3000 plus products in all sizes, designs and finishes at one place for the trade partners across the globe and aims to strengthen its presence in international markets. Morbi accounts for more than 70% of country's tiles production with over 1000 manufacturing units in the zone. Trade partners and business community across the globe regularly visit Morbi for business and trade.

USA has imposed anti-dumping duty of upto 356% and anti-subsidy duties of upto 358.8% on Chinese ceramic tiles products. Duties on Indian tiles are only 8.5% which expect to increase tiles exports to USA from India.



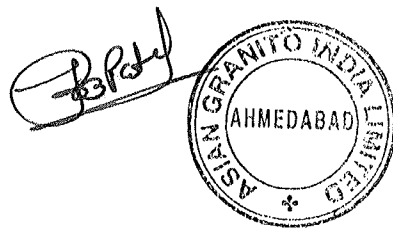
ASIAN GRANITO INDIA LTD.

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"Currently many countries including US, Europe, Middle East have reduced imports from China post Covid and they are looking at India for their requirements. With anti-china sentiments across the World and USA imposing heavy duties on tiles from China we anticipate huge export potential for Indian companies. The recent reduction in the gas price is also making Indian tiles more competitive in the World market and will be a major catalyst in export business. The move will reduce the total costs by 3-5% and help improve the margins and profitability of the overall sector in a challenging environment," said **Mr. Mukesh Patel, Managing Director, Asian Granito India Ltd.**

Company is also looking to engage with global players with an objective to make India a global manufacturing hub for tiles and sanitary ware and aims to provide end-to-end solutions including quality assurance, packaging, efficient supply chain management, and adherence to stringent compliance and ethical norms. In-line with this strategy, AGL has recently started catering to demand from Siam Cement Group (SCG), one of the largest cement and building material companies in Thailand and Southeast Asia. SCG has presence in 21 countries including Indonesia, Malaysia, Vietnam, Philippines, Sri Lanka and others.

Asian Granito India Ltd offers widest range of products including, ceramic floor, digital wall, vitrified, parking, porcelain, glazed vitrified, outdoor, natural marble, composite marble & Quartz, etc. Further to leverage the synergies, the company has entered in sanitary ware and recently, the company had launched the CP Fittings and Faucets division to provide 'Complete Bathroom Solutions' under brand AGL. Company has set a target to increase its touch points and expand the network of exclusive showrooms to 500. The company expects higher sales in coming quarters due to its dominance in B&C class cities and focused penetration in the market.



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, well recognized globally and 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, 14 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. 1,224.5 crore in 2019-20. Company exports to more than 100 countries. For more information, please visit; www.aglasiangranito.com.)

For further information please contact:

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