



Date: 01.09.2021

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/ Madam,

Sub: Investor Presentation.

Please find attached Investor Presentation for Rights issue. It is also uploaded on the website of the Company www.aglasiangranito.com.

This information is submitted to you pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015.

You are kindly requested to take the same on record.

Thanking you,

Yours faithfully,

For, Asian Granito India Limited

Director
DIN: 00233565

Encl.: As above



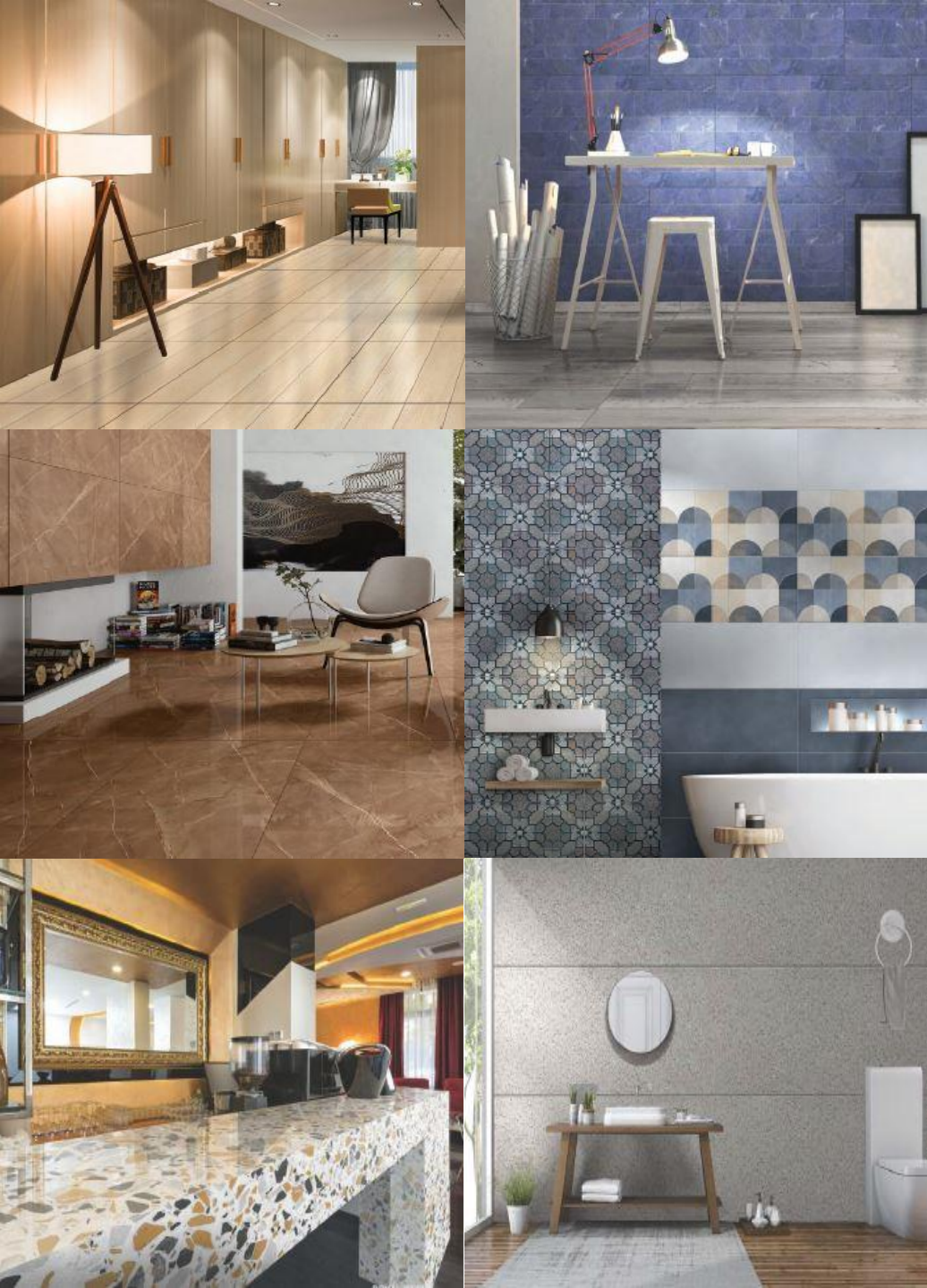
Regd. & Corp. Office:
202, Dev Arc, Opp. Iskcon Temple,
S. G. Highway, Ahmedabad - 380 015
Gujarat (INDIA)

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

TILES | MARBLE | QUARTZ | BATHWARE



Asian Granito India Ltd.



— Beautiful Life —

ASIAN GRANITO INDIA LIMITED

INDIA'S LEADING TILE BRAND

Investor Presentation For Rights Issue

For Eligible Shareholders only

LEAD MANAGERS :-



HOLANI CONSULTANTS PRIVATE LIMITED

"Creating possibilities, creating value"






DISCLAIMER

This investor presentation does not constitute a prospectus or an offer to acquire securities. This document is for information purposes only and not intended to be taken alone for the basis for an investment decision. The information contained in this presentation is only current as of its date. Our presentation/proposal may include predictions, estimates, management opinions or other information that might be considered forward-looking. These forward-looking statements represent our current judgment on the future; they are subject to risks and uncertainties that could cause actual results to differ materially. Such forward-looking statements are subject to risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company can change any of the information provided in this presentation without obligation to notify any person. No person is authorized to give any information or to make any representation not contained in this presentation and, if given, such information or representation must not be relied upon. This presentation is strictly confidential. Every person who desires to apply for or otherwise acquire any securities of this Company may do so pursuant to independent inquiry, investigation and analysis and shall not have any claim against the Lead Manager whatsoever by reason of any loss which may be suffered by such person consequent to or in connection with such subscription/ acquisition whether by reason of anything stated or omitted to be stated herein or any other reason whatsoever.

The Company or its Lead Manager will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



COMPANY HIGHLIGHTS



WHO WE ARE

❖ Headquartered in Ahmedabad, Gujarat, **Asian Granito India Limited** incorporated in year 1995 as Karnavati Fincap Private Limited, the company is engaged in manufacturing of tiles – ceramic & vitrified and engineered marble & quartz. In 2019, Company has also stepped in the trading business of bath-ware range.



WHERE WE STAND

❖ Our global reach:

- ✓ Ranked amongst the top ceramic tiles company in India.
- ✓ **5** State-of-the-art manufacturing facilities (including subsidiaries)
- ✓ **13** Company owned company operated display centers
- ✓ **297+** Franchise owned franchise operated exclusive showrooms
- ✓ **6500+** touch points (dealers, sub-dealers, showrooms, display centres, etc in India and abroad)
- ✓ **1400+** designs
- ✓ **79,000+** sq. mtrs per day combined installed production capacity of all facilities (including subsidiaries)
- ✓ **6000+** Employees (includes contract labour)
- ✓ **100+** Countries worldwide presence



MARKET SNAPSHOT

Stock Data (As on 31st August, 2021 at 4 pm IST)

Particulars	NSE	BSE
Market Capitalization (Rs. in Crores)	554.08	553.57
52 Week High/Low	₹314.90/₹138.15	₹318/₹137.25
All time high share price (15-Jan-2018)	₹618.15	₹617.00
Total Equity outstanding (in Crores)	3.42	3.42
Symbol	ASIAN TILES	532888
Current Market Price	₹162.15	₹161.45

FINANCIAL SNAPSHOT

PARTICULARS	FY 2021	FY 2020	FY 2019
EBITDA Margin	10.52%	9.61%	7.29%
PAT Margin	4.41%	3.43%	1.76%
ROCE	10.86%	9.79%	6.19%
RONW	9.48%	8.12%	4.38%
Debt-Equity Ratio	0.44	0.59	0.74
EPS	₹ 16.35	₹ 14.46	₹ 6.23

Using data as per Audited Consolidated financial statements

We are in the business of manufacturing / sub-contract manufacturing and marketing of ceramic and vitrified tiles, engineered marble and quartz stone and bath-ware, a brief description of the same is given below:



TILES

Our **Tiles** vertical is mainly subdivided into 2 parts:

A. CERAMIC TILES: Our Company offers ceramic, digital wall and floor tiles in various sizes, colors, designs, thickness & patterns.

B. VITRIFIED TILES: Vitrified tiles are further divided into two categories, namely double charge vitrified tiles and glazed vitrified tiles. Company also manufactures certain heavy duty vitrified tiles which include Hi-Tech Tuff Guard Digital Tiles, Tuff Guard Anti-Bacterial Tile (“T.A.B.”), Solar Reflective Roof Tiles (“Eco Blanco”), Parking Plus Heavy Area Tiling Solution (“GRANDURA plus”)



ENGINEERED MARBLE & QUARTZ

Our **Marble and Quartz** business is a fast-evolving one, increasing its share in our overall revenue. Marble is a very popular natural stone that is quarried and cut into slabs and tiles and used for a variety of applications. Engineered Marble produces the same aesthetic look with better technical specifications.

Quartz made of 93% natural quartz, aggregates are mixed with the remaining 7% of color pigments and polymer resins which transforms it into a product of exceptional strength and beauty. Quartz is much harder material than many stones. The product stands out for its aesthetical versatility and luxurious finishing.



BATHWARE

Our **Bathware** division includes:

Faucets: We import as well as manufacture on contractual basis, wide collections of faucets and are one stop bathroom and allied product solution provider. Our products are imbued with latest features and technologies to save water and other resources e.g. Twin flushing technology, Rimless Design, Scratch resistance, Smooth flush, etc.

Sanitary Ware includes wide range of one-piece water closets, wall hung, urinals, basins and allied accessories for sanitary requirements.

PRODUCT PORTFOLIO - TILES



PRODUCT PORTFOLIO – TILES & BATHWARE



**GRESTEK
MARVEL**



**GRESTEK
MARBLEX**



**GRESTEK
DIGIAL GLAZED VITRIFIED TILES**



**GRESTEK
HARD STONE**



**B
A
T
H
W
A
R
E**

PRODUCT PORTFOLIO - MARBLE & QUARTZ

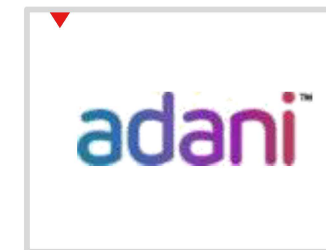


MARQUEE CLIENTELE

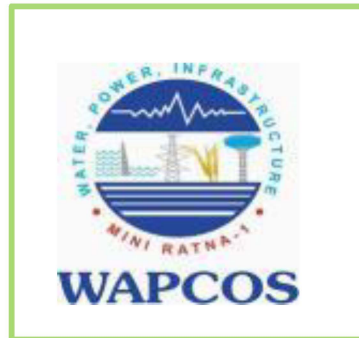
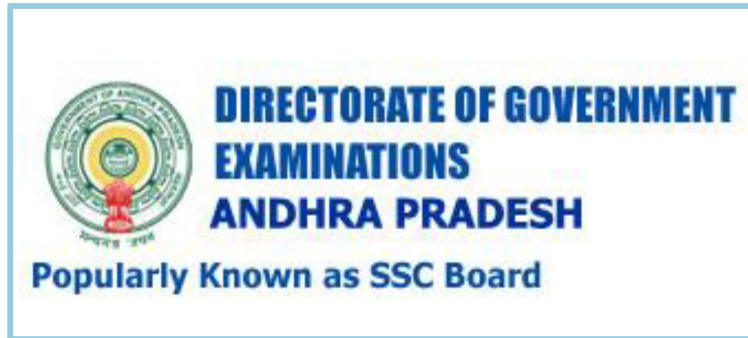
Architect
Hafeez
Contractor



NEXA



GOVERNMENT PROJECTS





AGL UNIVERSE & AGL TILES WORLD - OUTLETS AND SHOWROOMS

The Company currently has its network penetration of 6,500 touch points including network of exclusive showrooms, dealers, distributors, sub-dealers, etc. across the country and outside India. We also participate in various domestic and international industry specific exhibitions to market our products in various parts of the world.

Total 310+ exclusive showrooms across the country:

- » 297 franchise-owned and franchise operated (FOFO) exclusive showrooms
- » 13 company-owned and company-operated (COCO) display centres

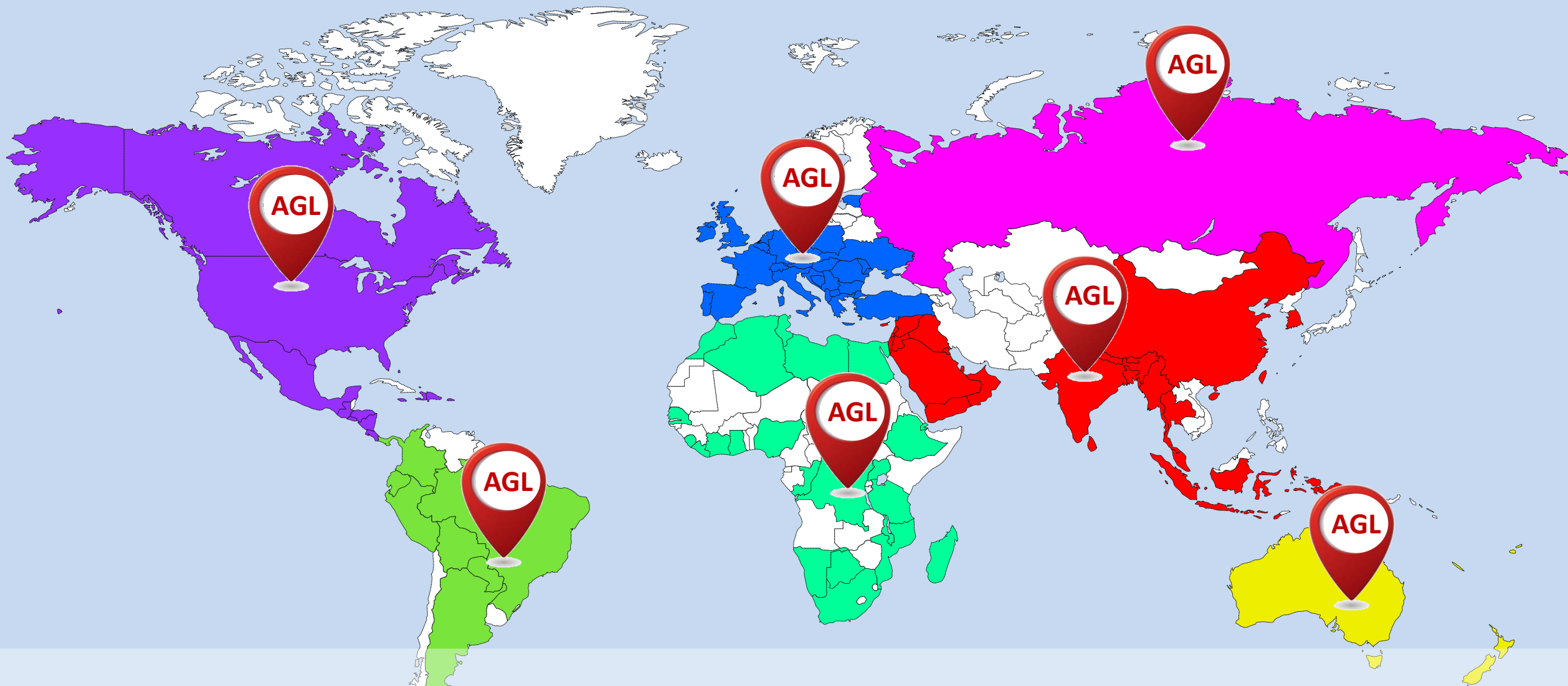
We have more than 1,300 distributors / dealers covering domestic as well as international market who help us in promoting and selling our range of products to the consumers.

AGL has opened 400-500 sq. ft. Tile Express outlets in metro cities, 800-1000 sq. ft. AGL exclusive outlets in B and C class cities, 1,600-2,000 sq. ft. AGL world outlets in peripheral of metro locations to cater to growing demand.

13 Exclusive Display center – “AGL Tiles World’ are in the following cities:-

- | | |
|--------------------------------|---------------------------------------|
| • Ahmedabad (Sola & Ghatlodia) | • Kochi |
| • Bengaluru | • Delhi |
| • Jaipur | • Kerala |
| • Mumbai | • Morbi |
| • Pune | • Hyderabad (Jubilee Hills & Phase 3) |
| • Kolkata | |





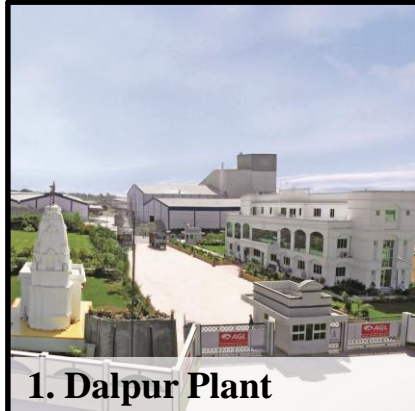
GLOBAL FOOTPRINT ACROSS ~ 100 COUNTRIES

MANUFACTURING FACILITIES

The Company along with its subsidiaries currently have 5 State-of-the-art manufacturing facilities equipped with the latest technology to manufacture various range of tiles and products.

OWNED BY THE COMPANY

OWNED BY SUBSIDIARY



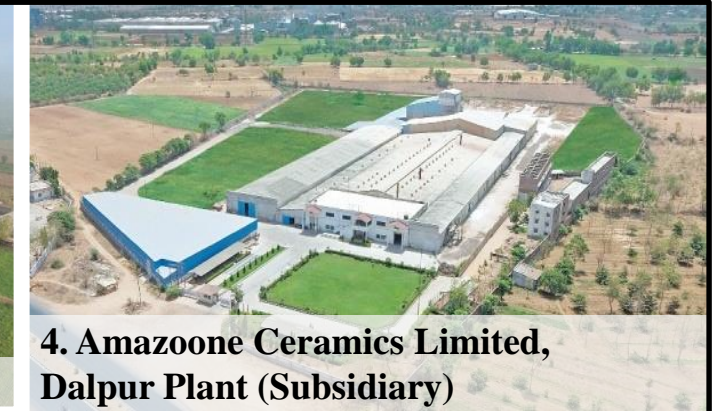
1. Dalpur Plant



2. Idar Plant



3. Dholka Plant



**4. Amazoone Ceramics Limited,
Dalpur Plant (Subsidiary)**



5. Crystal Ceramics Plant (Subsidiary)



MANUFACTURING FACILITIES

S. No.	Address		Facility	Area (Sq. Mt.)	Installed Capacity (FY 2020-21)
A	OWNED BY THE COMPANY				
1.	Dalpur, Gujarat	Survey No 454	Manufacturing Vitrified Tiles	66,210	29,70,000 sq. mtr.
		Survey No 455		28,276	
		Survey No 456	Manufacturing Marble & Quartz and Ceramic Glaze Tiles	1,39,002	Marble & Quartz - 13,53,000 sq. mtr. Ceramic Glaze Tiles- 29,70,000 sq. mtr.
2.	Idar, Gujarat		Manufacturing	35,613	26,40,000 sq. mtr
3.	Dholka, Gujarat		Manufacturing	39,438	23,10,000 sq. mtr.
4.	Survey No. 204/1, Paiky 1, Arey Vill. Vanku, Ta. Abadasa – Kutch (1 unit)		Windmill	12,000	1.25 MW
B	OWNED BY THE SUBSIDIARY COMPANIES				
1.	Amazoone Ceramics Limited, Dalpur, Gujarat		Manufacturing	27,974	21,45,000 sq. mtr.
2.	Crystal Ceramic Industries Private Limited, Mehsana, Gujarat		Manufacturing	1,31,225	89,10,000 sq. mtr.

MACHINERY IN OUR UNITS

Idar Unit – Ceramic Glaze Tiles	
✓ Press	✓ Glaze Ball Mill
✓ Vibrator	✓ Weighing Hopper
✓ Silo	✓ Glaze Line
✓ Other machines & Installations	✓ Printing Machine
✓ Water Storage Tanks	✓ Spray Dryer Machine
	✓ Kiln
Dholka Unit – Ceramic Glaze Tiles	
✓ Kiln	✓ Glaze Ball Mill
✓ Water Storage Tanks	✓ Weighing Hopper
✓ Press	✓ Glaze Line
✓ Other machines & Installations	✓ Printing Machine
	✓ Spray Dryer Machine

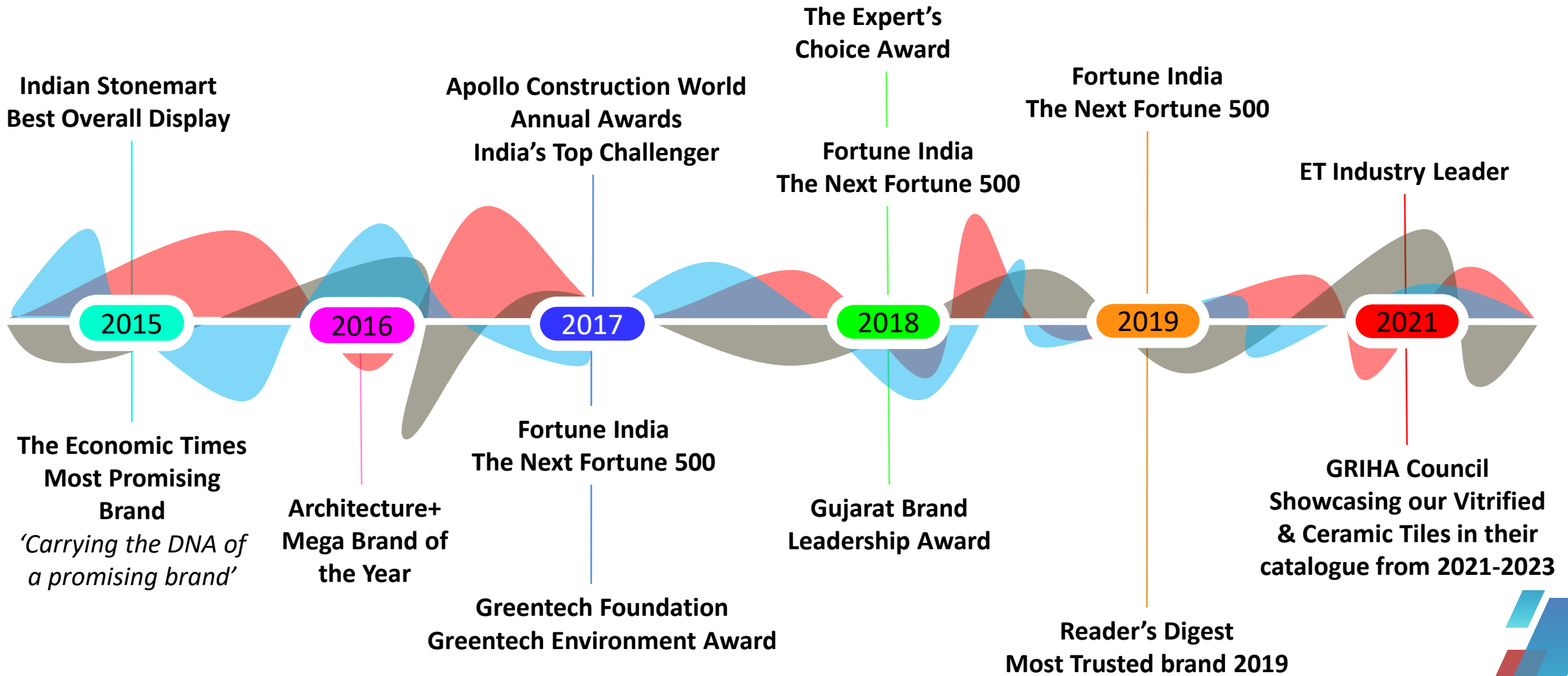
❑ **WORLD'S WIDEST KILN**

From **SACMI**, a well renowned Italian company

❑ **1st in India to have Digital 8-colour printing technology**

Dalpur Unit – Ceramic Glaze Tiles	
✓ Water Storage Tanks	✓ Ball Mill
✓ Press	✓ Weighing Hopper
✓ Vibrator	✓ Glaze Polishing Line
✓ Silo	✓ Printing Machine
✓ Other machines & Installations	✓ Spray Dryer Machine
	✓ Kiln
Dalpur Unit – Vitrified Tiles	
✓ Water Storage Tanks	✓ Glaze Ball Mill
✓ Press	✓ Weighing Hopper
✓ Vibrator	✓ Glaze Line
✓ Silo	✓ Printing Machine
✓ Other machines & Installations	✓ Spray Dryer Machine
	✓ Kiln
Dalpur Unit – Marble & Quartz	
✓ Resin Mixing Tank	✓ Gangshaw Machine
✓ Crushing & Grinding Machine	✓ Block Pressing Machine
✓ Other machines & Installations	✓ Polishing Machine
	✓ Digital Printer

AWARDS & RECOGNITION THROUGH THE YEARS



OUR DIRECTORS

**Mr. Kamleshkumar
Bhagubhai Patel**
*Chairman, Managing
Director & Promoter*



- Business Administration graduate and appointed as Chairman & MD of AGL in 2004.
- Mr. Patel aged 51 years, holds 28+ years of experience in the tiles industry & was one of the founders of Asian Institute of Technology in association with Government at Vadali.

**Mr. Bhogilal
Bhikhabhai Patel**
Executive Director



- With a Science background, Mr. Patel aged 52 years, was appointed as Executive Director of AGL in 2011. He holds 21 years of experience in the industry.

**Mr. Mukeshbhai
Jivabhai Patel**
*Managing Director &
Promoter*



- Initiated as a Director with Kedia Ceramics in 1993, Mr. Patel, aged 53 years, joined AGL as an Executive Director in 2002 and thereby promoted to MD in 2011. Mr. Patel is passionate towards design and technology & holds 28 years of experience in the industry.

**Mr. Bhaveshkumar
Vinodbhai Patel**
Executive Director



- Initiated in 2001 in marketing, Mr. Patel, aged 41 years is currently the Executive Director & holds 10 years of experience. He heads Marketing, Sales & Distribution, Brand building and Business Development departments of the Company.

**Mr. Sureshbhai
Jivabhai Patel**
Executive Director



- Appointed as the Executive Director of AGL in 2011, Mr. Patel, aged 55 years, hold 28 years of experience in the industry. He is also associated with AGL Infrabuild Pvt Ltd and 2 LLPs.

**Mr. Kanubhai
Bhikhabhai Patel**
Executive Director



- B.Com graduate and appointed as Executive Director of AGL in 2011, Mr. Patel aged 43 years, holds 21 years of experience in the industry.
- He also holds directorship in Balaram Papers Pvt Ltd and Aaryan Buildspace LLP.

OUR INDEPENDENT DIRECTORS

Ms. Dipti Atul Mehta
Independent Director



- Ms. Mehta aged 55 years, is B. Com, LLB, FCS and started as CFO of Thane Electric Supply Company Ltd. (listed entity). She holds 21 years of experience. She is a Member of Law Committee & Arbitration Committee of IMC and Maharashtra State Council of CII and also a Member of National SME Council of CII.

Mr. Maganlal Joitabhai Prajapati
Independent Director



- B.Com., M.Com. & M. Phil. in statistics, Mr. Prajapati is a retired Associate Professor.
- Mr. Prajapati aged 75 years holds 21 years of experience and has also published textbooks and articles in his domain.

Mr. Mukeshbhai Mahendrabhai Shah
Independent Director



- Mr. Mukeshbhai Shah is a member of ICAI with experience in both the public and private sector.
- Appointed as the Independent Director of AGL in 2018, Mr. Shah, aged 68 years holds 40 years of experience in the industry.

Mrs. Indira Nityanandam
Independent Director



- At the age of 70, with 28 years of teaching experience, Mrs. Nityanandam has written and presented papers at National and International Conferences. She has published 6 books and edited 4 and is Associate Editor of a literary journal, Gnosis.

Mr. Hemendrakumar Chamanlal Shah
Independent Director



- Mr. Shah aged 69 years, is B.Com, LLB, M.Com, CS ICWA & CAIIB and holds 42 years of experience in companies like Calico Mills, ONGC, Adani Enterprise Elecon Engineering, Vallabh Vidyanagar. He is currently working as President (Finance) in Sadbhav Engineering.

Mr. Kandarp Trivedi
Independent Director



- FCA, DISA & CISA, Mr. Trivedi is a faculty member with ICAI for post qualification course in information systems audit.
- Mr. Trivedi aged 44 years, holds 17 years of rich experience in finance, audit & taxation.

BALANCE SHEET

Rs. in crores

PARTICULARS	FY 2020-21	FY 2019-20	FY 2018-19
Property, Plant and Equipment	445.52	448.30	467.69
Capital Work-in-Progress	24.43	9.37	0.13
Right of Use Assets	7.95	10.65	0
Investment Property	0.51	0.51	0.51
Goodwill	3.32	3.32	3.32
Long Term Investments	26.77	28.79	26.67
Long term loans and advances	1.67	2.07	7.16
Long Term Other Financial Assets	1.77	1.13	1.26
Other Non-Current Assets	12.55	14.63	8.91
Inventories	319.31	291.76	305.22
Short Term Investments	19.50	1.01	0.96
Trade receivables	420.28	374.25	400.20
Cash and bank balances	18.51	13.17	33.18
Short term loans and advances	13.61	7.18	1.94
Short Term Other Financial Asset	11.71	23.76	8.32
Other Current Assets	39.65	29.20	14.34
Total Assets	1367.06	1259.10	1281.08

Based on Audited Consolidated Financial Statements



BALANCE SHEET

Rs. in crores

PARTICULARS	FY 2020-21	FY 2019-20	FY 2018-19
Share Capital	34.05	30.09	30.09
Reserves & Surplus	591.92	487.27	421.02
Long Term Borrowings	110.51	80.87	98.78
Long Term Lease Liabilities	6.91	8.14	-
Long Term Trade Payable	28.18	-	-
Long Term Other Financial Liabilities	0.37	0.36	0.22
Long term Provisions	2.80	3.49	2.54
Deferred Tax Liabilities (Net)	28.62	24.64	28.16
Short term Borrowings	144.52	228.04	234.98
Short Term Lease Liabilities	2.01	3.12	-
Short Term Trade payables	301.95	310.22	336.33
Short Term Other Finance Liabilities	52.92	32.72	55.77
Other Current Liabilities	25.08	15.94	31.09
Short Term Provision	4.13	3.84	3.27
Current Tax Liabilities (Net)	3.26	1.16	2.70
Total Equity & Liabilities	1,367.06	1,259.10	1,281.08

Based on Audited Consolidated Financial Statements

PROFIT & LOSS

Rs. in crores

PARTICULARS	FY 2020-21	FY 2019-20	FY 2018-19
Revenue from operations	1292.30	1224.53	1186.66
Other Income	3.52	7.74	6.24
Total Revenue	1295.82	1232.27	1192.90
Cost of Material Consumed	214.55	306.51	326.82
Purchase of Stock in trade	644.33	430.59	362.74
Change in WIP	-16.84	-2.18	-25.31
Employee benefit expense	91.28	108.49	109.88
Power & Fuel	106.36	130.08	166.68
Other expenses	116.67	133.34	159.32
Expenses	1156.35	1106.84	1100.13
Share in profit of Associate & Joint Venture	1.94	2.53	4.32
EBITDA	141.41	127.97	97.09
Finance cost	34.94	40.01	36.88
Depreciation and Amortization	29.35	30.78	27.32
PBT	77.13	57.18	32.90
Tax expense	19.52	11.14	9.84
PAT	57.61	46.05	23.06

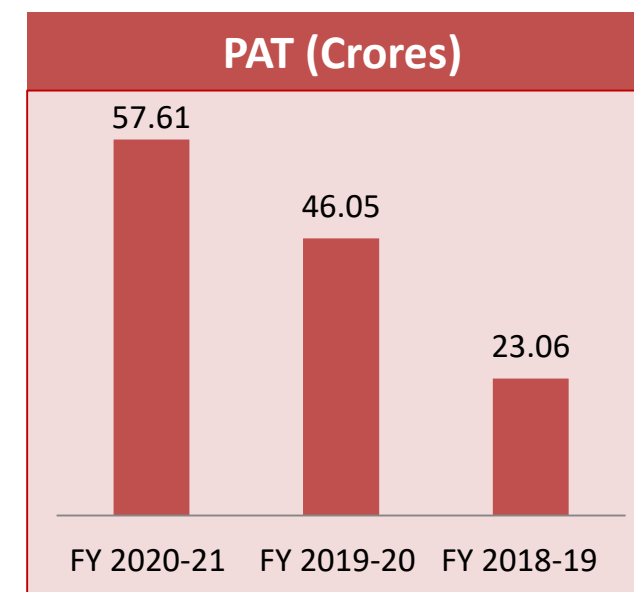
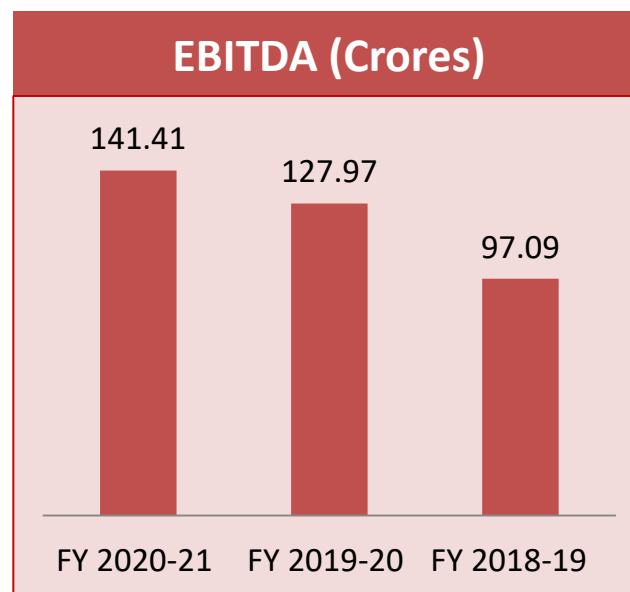
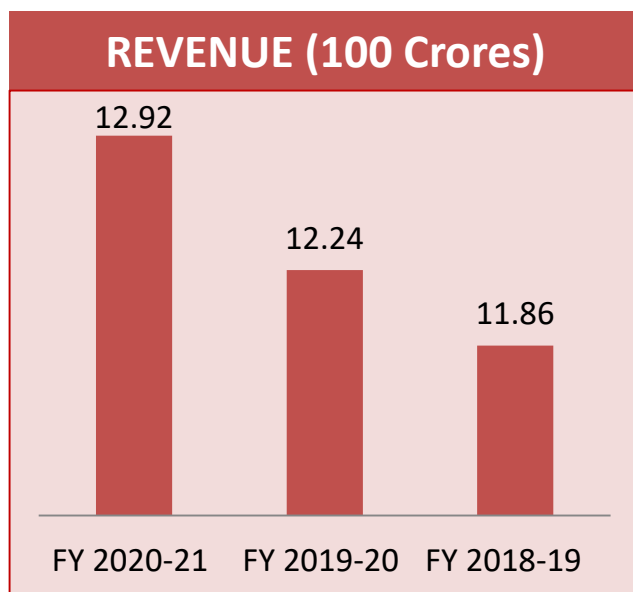
Based on Audited Consolidated Financial Statements



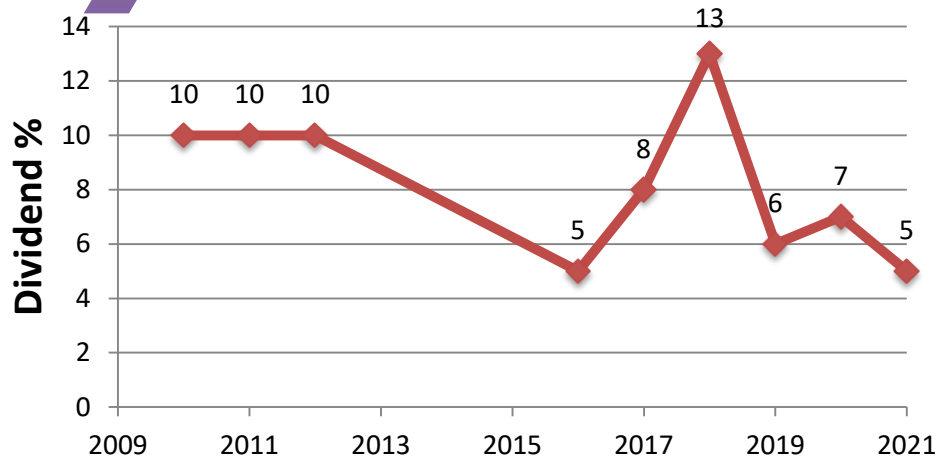
KEY RATIOS AND PERFORMANCE METRICS

PARTICULARS	FY 2020-21	FY 2019-20	FY 2018-19
EBITDA MARGIN	10.52%	9.61%	7.29%
PAT MARGIN	4.41%	3.43%	1.76%
RoCE	10.86%	9.79%	6.19%
RoNW	9.48%	8.12%	4.38%
Debt-Equity Ratio	0.44	0.59	0.74
EPS	₹ 16.35	₹ 14.46	₹ 6.23
Dividend Per Share	₹ 0.5	₹ 0.7	₹ 0.6

Based on Audited Consolidated Financial Statements



SHARE STATISTICS



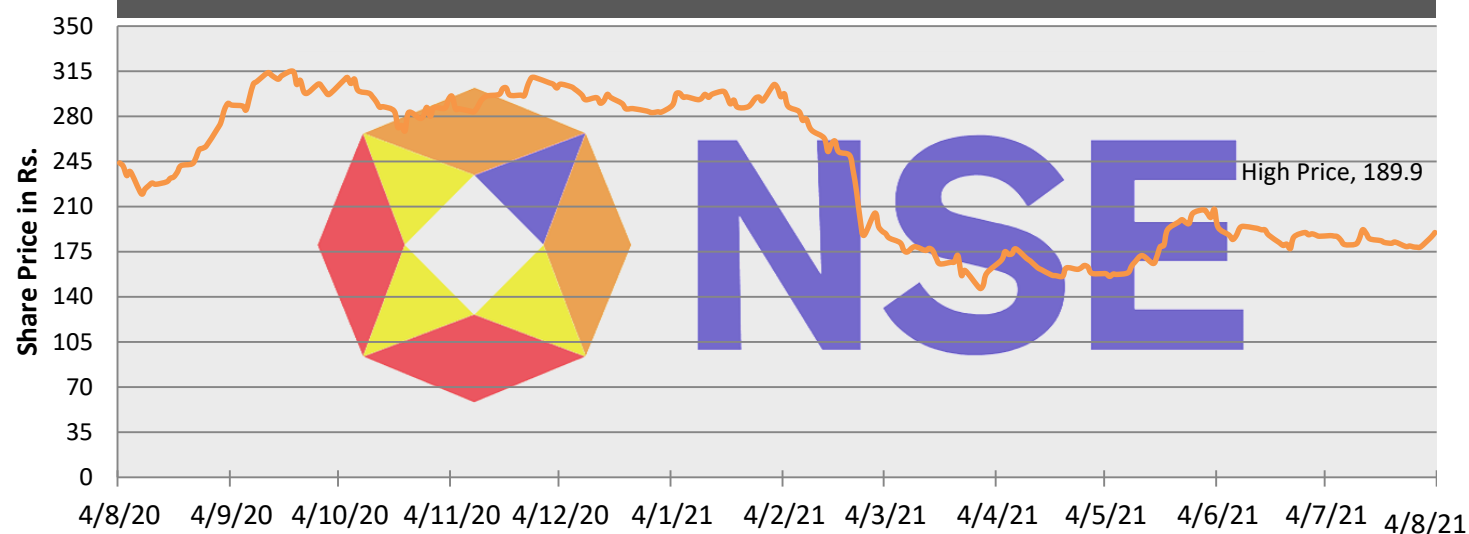
Continuous dividend payout since last 6 years.

Stock Data (As on 31st August, 2021 at 4 pm IST)

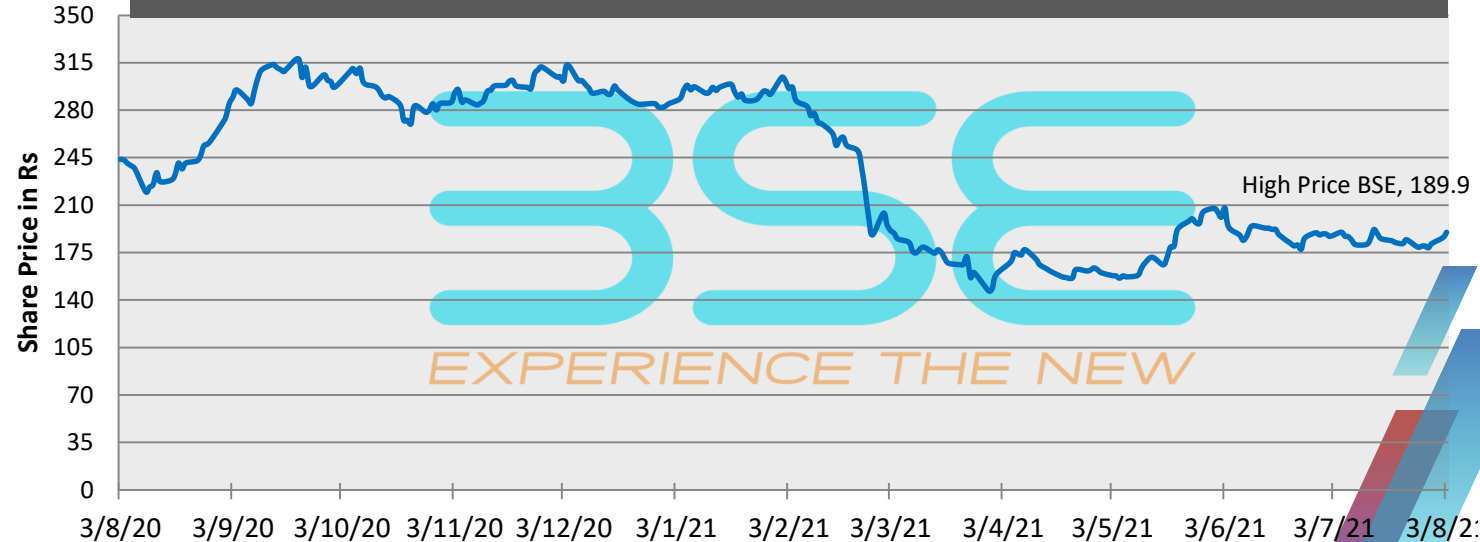
Particulars	NSE	BSE
Market Capitalization (Rs. in Crores)	554.08	553.57
52 Week High/Low	₹314.90/₹138.15	₹318/₹137.25
All time high share price (15-Jan-2018)	₹618.15	₹617.00
Total Equity (Crores)	3.42	3.42
Promoter & Promoter Group Equity (Crores)	0.89	0.89
Public Equity (Crores)	2.53	2.53
Symbol	ASIANILES	532888
Current Market Price	₹162.15	₹161.45

Source: [NSE](#), [BSE](#), [Dividend Payout](#)

Share Prices from NSE



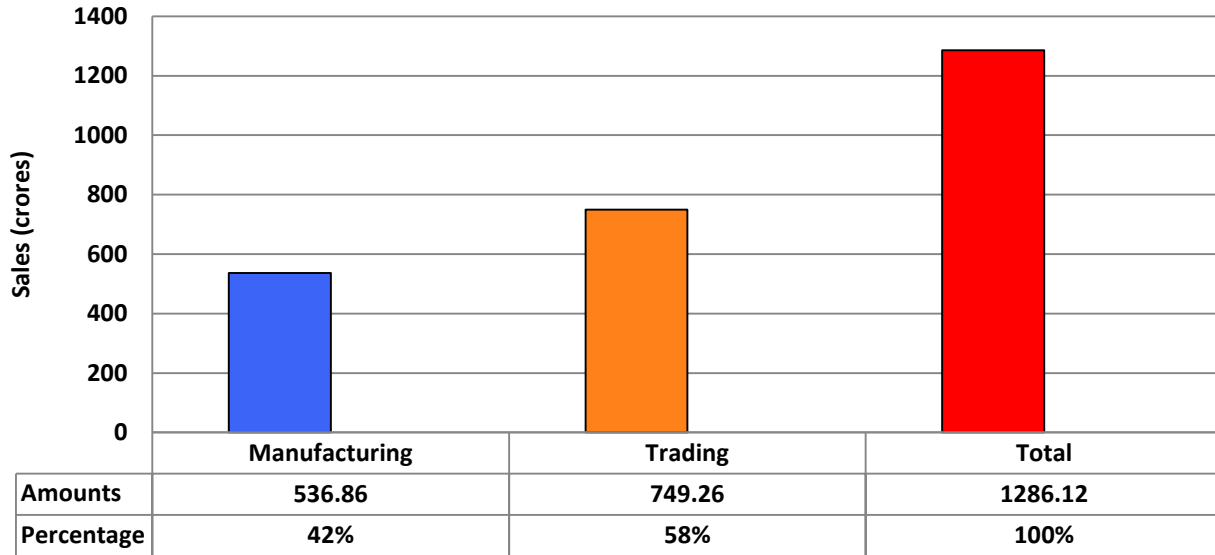
Share Prices from BSE



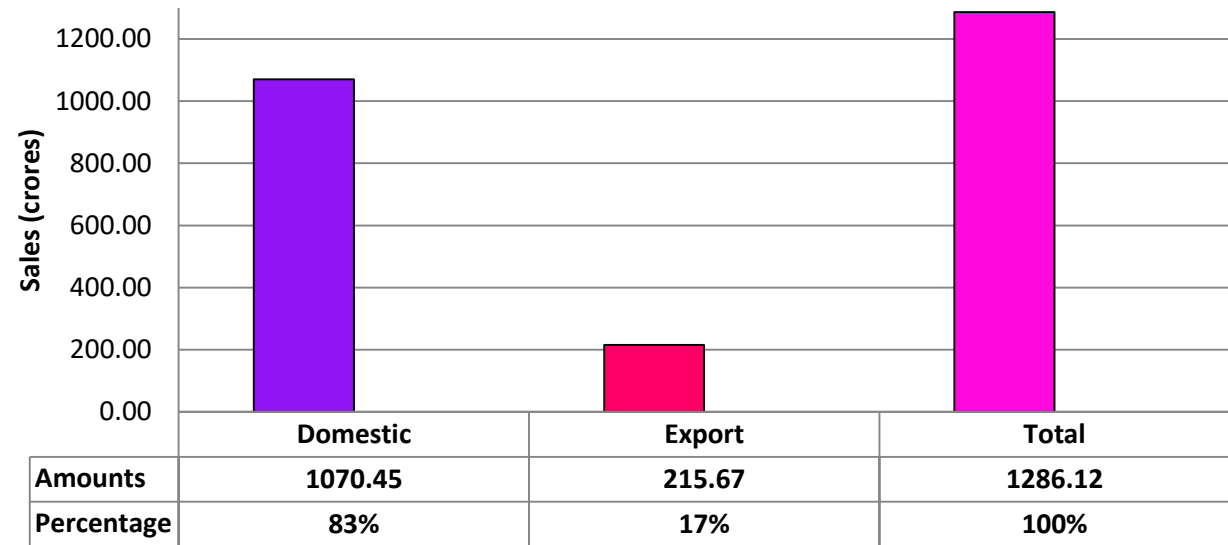


REVENUE BREAKUP

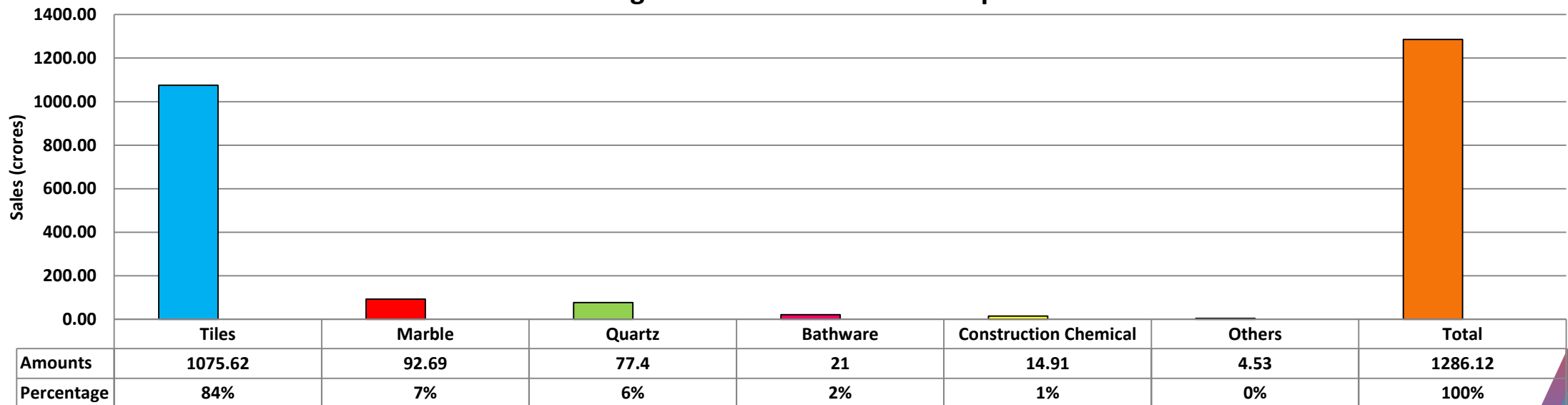
Business activity revenue breakup*



Domestic & Export revenue breakup*



Segment wise revenue breakup*



*Based on Audited Consolidated Financial Statements FY 20-21, Revenue from Operations excluding Export Incentives & Wind Mill Power Generation, Amount in crores



PEER COMPARISON



Company Name	Asian Granito	Kajaria Ceramics	Somany Ceramics	Cera Sanitaryware	Orientbell Tiles
Incorporation Date	08 th August 1995	20 th December 1985	20 th January 1968	17 th July 1998	18 th May 1977
Type	Listed	Listed	Listed	Listed	Listed
Consolidated Sales (in Crores)*	₹1,292.30	₹2,780.90	₹1,650.46	₹1,224.32	₹502.48
Distribution Network	6500 touch points***	1500 Operative dealers	10,000 touchpoints including 3000 dealers & 383 showrooms	4000+ dealers & 11000+ retailers	3000+ outlets & 238 tile boutiques
Facilities/Plants	5	8	12	3	5
Market Cap (in Crores) **	₹553.57	₹18,655.21	₹2,967.41	₹5,795.74	₹480.69
P/E Multiple**	9.01	53.59	37.65	52.07	36.82
Consolidated PAT (in Crores)*	₹57.61	₹308.90	₹61.27	₹99.90	₹7.03
Consolidated EBITDA (in Crores)*	₹141.41	₹530.12	₹185.10	₹183.22	₹37.00
Face value	₹10	₹1	₹2	₹5	₹10
Current Market Price CMP (BSE)**	₹161.45	₹1172.05	₹700.20	₹4,456.25	₹334.25
Products	Tiles, Marble & Quartz and Sanitaryware	Tiles, Sanitaryware, Plywood	Tiles, Sanitaryware	Tiles, Sanitaryware, Faucets & Allied Products	Tiles
Source	BSE	BSE	BSE	BSE	BSE

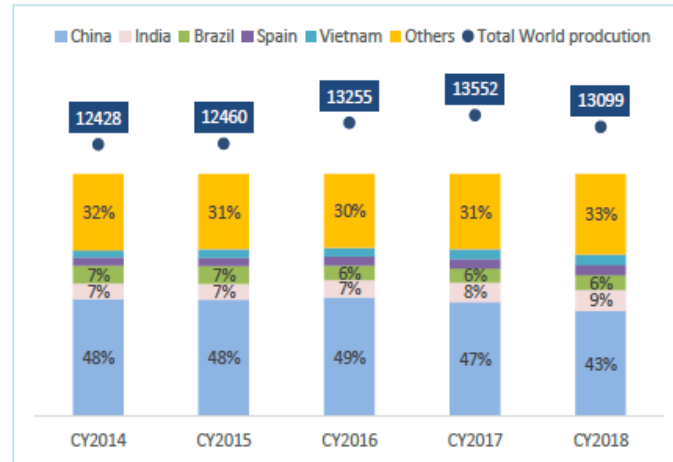
*extracted from audited consolidated financial statements FY 2020-21, **as on 31st August, 2021 at 4:00 p.m., ***touch points including network of exclusive showrooms, dealers, distributors, sub-dealers, etc.

INDUSTRY DYNAMICS

- World production and consumption grew at a CAGR of ~3% over CY2012-CY2018;
- Global consumption of tiles stood at 12818 million square metre (msm) in CY2018

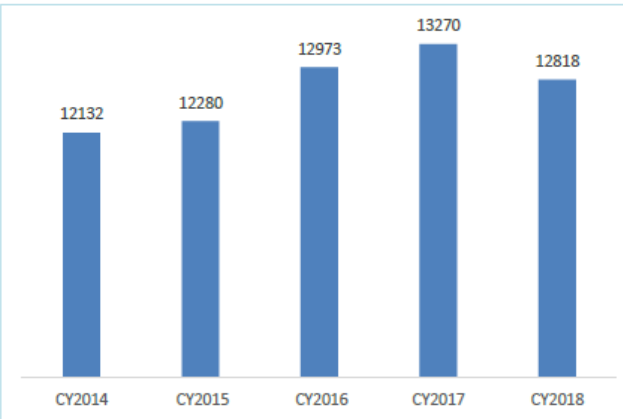
- India second largest producer and consumer of tiles in the world after China. India's production volumes grew at a CAGR of ~9% over 2012 – 2018, from 691 msm in CY2012 to 1145 msm in CY2018.
- India's tiles exports (in value terms) grew at a CAGR of ~42% from Rs. 374 crore in FY2011 to Rs. 10030 crore in FY2020.
- Export growth increased to ~33% each in FY2019 and FY2020 against ~21% in FY2018.
- India exports to more than 150 countries, with the Middle East currently being the key export market for Indian tile manufacturers. The top five export markets for India are Saudi Arabia, the UAE, Mexico, Iraq and Oman with the Gulf Cooperation Council (GCC) countries forming ~35-40% of India's total exports.
- India's production grew at a higher rate than consumption; excess production targeted towards rising exports.

Exhibit 1: World production (In million square meter)



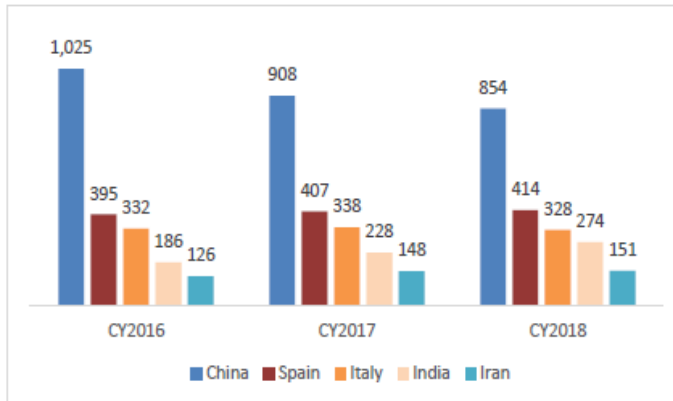
Source: Ceramic world review^

Exhibit 2: World consumption (In million square meter)



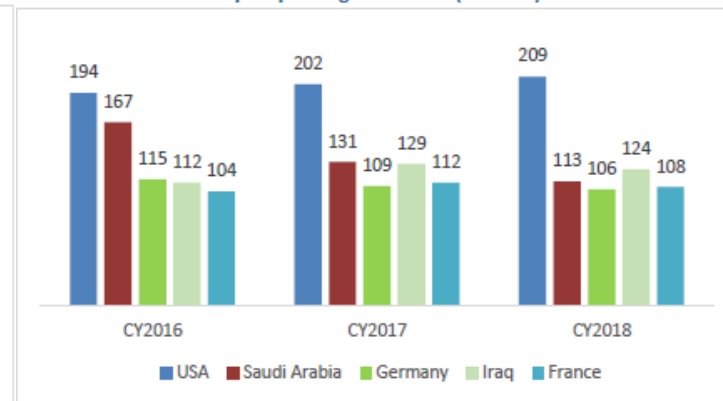
Source: Ceramic world review

Exhibit 4: Top Exporting Countries (In msm)



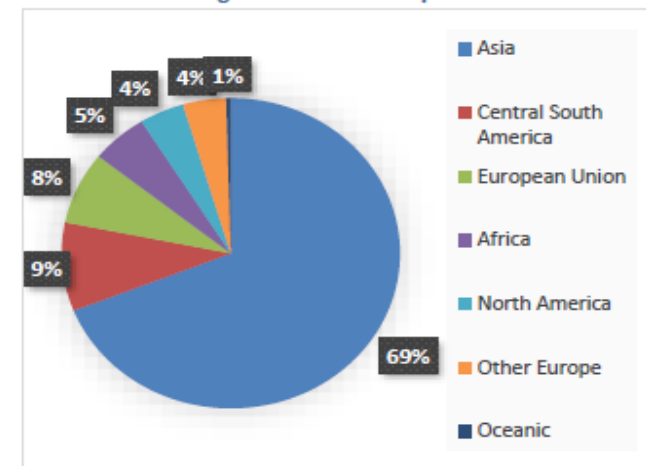
Source: Ceramic World review

Exhibit 5: Top Importing Countries (In msm)



Source: Ceramic World review

Exhibit 3: Region wise consumption in CY2018



Source: Ceramic world review, ICRA research

INDUSTRY DYNAMICS

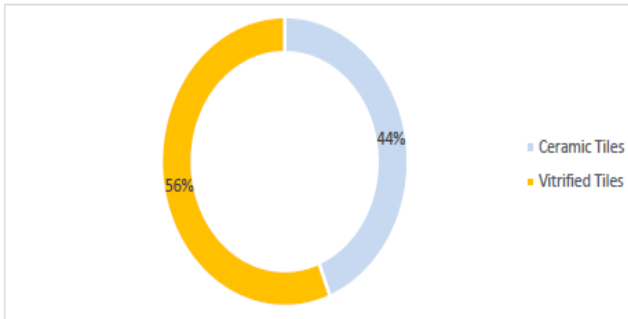
- The industry size is estimated to be around Rs. 30,000 crore, with the share of organised and unorganised players (majority of them based out of Morbi cluster) at 50% each. The industry is further classified into two broad product segments - ceramic tiles and vitrified tiles, the share of which was 44% and 56% respectively.
- The industry grew at a CAGR of 9% over FY2008-FY2019. It grew at a healthy CAGR of 15% over FY2008-FY2012, supported by increased real estate construction activity.
- The growth slowed down to a single digit of 6% over FY2012-FY2019, primarily due to the slowdown in the real estate sector, its key consuming sector.

Exhibit 8: Industry Size (In Rs. Crore)



Source: Industry estimates, ICCTAS and ICRA research

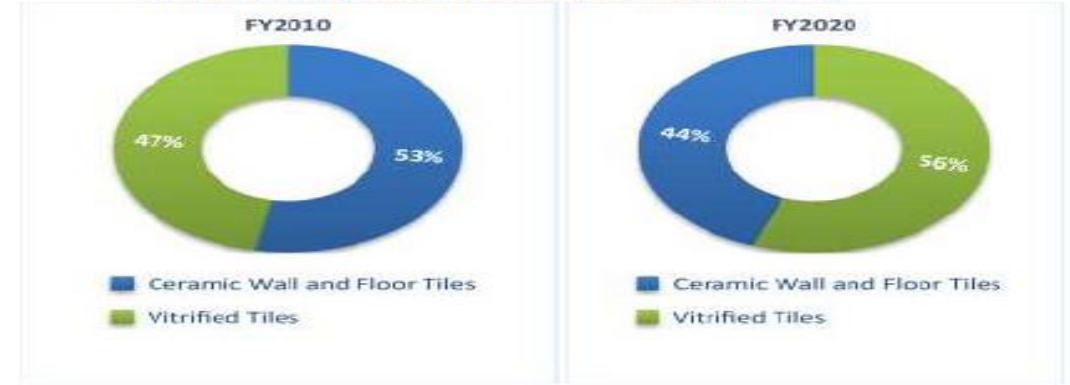
Exhibit 9: Product Segment-wise Industry Break-up



Source: Industry estimates, ICCTAS and ICRA research

- Shift in customer preference towards higher value-added vitrified tiles -:** The Indian tile industry has historically been driven by ceramic wall and floor tiles. However, owing to the increase in purchasing power and changes in lifestyle, customer preferences are gradually shifting towards higher value-added premium vitrified tiles segment as is evident from the dip in value-wise revenue contribution of ceramic tiles from 53% in FY2010 to 44% in FY2020.

Exhibit 13: Segment wise revenue contribution (In %)



Source: ICRA research, ICCTAS

Demand Dynamics

- Movement in real estate sector:** Growth in tile industry is highly dependent on growth in the real estate sector. Any slowdown may dampen growth prospects of the industry.
- Government spending on infrastructure:** Various Government initiatives such as Housing for All, the Pradhan Mantri Awaas Yojana, the Smart Cities Project and the Clean India Project will continue to support the demand in the medium term
- Rising exports:** Healthy growth of 21% and 33% witnessed in FY2018 and FY2019, with spurt in demand from Middle East countries.

INVESTOR RATIONALE

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State of the Art Manufacturing facilities	Our Company manufactures a wide range of products in-house at our manufacturing units in Gujarat which have a combined installed production capacity of 79,600 sq. mt. per day (FY 2021-22).
Wide Product Portfolio	We began by manufacturing vitrified tiles and have diversified the portfolio into manufacturing/sub contact manufacturing ceramic wall & floor tiles, glazed vitrified tiles, polished vitrified tiles, engineered marble & quartz and bath-ware.
Widespread sales and dealer's network	We have 1,300 registered dealers across the globe and have PAN India presence and network penetration of 6,500 touchpoints including network of exclusive showrooms, dealers, distributors, sub-dealers, etc. across the country and outside India.
Proximity of our units to the Mundra Port & main raw material supplies from the Rajasthan enables us to maintain cost efficiency.	Proximity to raw material sources
Experienced management and dedicated employee base	The upper management having experience of more than two decades in the tile industry along with qualified and experienced professionals leads to a higher productivity rate.

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The company has established a highly efficient network through their marketing efforts. This level of networking allows the company to improve the product-mix with the customers' expectations.	Leveraging of our Marketing Skills and Relationships
Through the network of existing customers, distributors, dealers, sub-dealers and suppliers, the company intends to strengthen the brand 'AGL' globally.	Strengthen our brand value
The company currently has a global reach to about 100+ countries and plan to further expand operations globally. The company intends to become a preferred global brand in tiles.	To develop export opportunities for our products
Investing in technological enhancements	The company aims to develop technology systems to increase asset productivity, operating efficiencies and strengthen our competitive position. The in-house R&D will play a significant role in this process.
We intend to revise our strategy to focus more on digital marketing and move towards B2C sales by mapping the target towns, initiating direct interactions with customers and focusing on franchise-owned franchise-operated exclusive showrooms.	Focus on B2C segment

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