

Asian Granito India Ltd.

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CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 02.03.2021

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: 532888

Scrip Code: ASIANTILES

Dear Sir,

Subject: Media Release - Asian Granito India Ltd launches 'AGL Tuffguard Anti-Bacterial Tile' for better hygiene.

With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd launches 'AGL Tuffguard Anti-Bacterial Tile' for better hygiene.

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
DIN: 00233565



Encl.: As above



Asian Granito India Ltd.

Media Release

Asian Granito India Ltd launches 'AGL Tuffguard Anti-Bacterial Tile' for better hygiene

These tiles are 99% effective against the growth of bacterial and germs due to its tuff guard plus anti-bacterial glazing made of Silver Ions

March 2 2021: In a move to create living and business spaces safer, beautiful and hygienic than ever Asian Granito India Limited (AGIL), one of India's leading tiles brand has launched 'AGL Tuffguard Anti-Bacterial Tile (TAB).' AGL T.A.B tile is made with tuff guard plus anti-bacterial glazing made of Silver Ions homogenously distributed throughout the matrix that hinders the growth of bacteria and germs which comes in contact. AGL T.A.B tile has successfully tested under protocol of JIS Z 2801:2010 Anti-Bacterial testing and is found more than 99% effective. Company has launched this unique tile in format of 600 mm X 600 mm in the Indian market and expects good response from the export market.

In addition to be 99% free from bacteria and germs, AGL T.A.B tile are full of features like *anti skid surfaces, stain and high abrasion resistant, scratch resistance, durable body, chemical & alkaline resistant* which makes it ideal for high traffic areas of hospitals, schools, restaurant, hotels, gym, clubs, clinics, labs. In addition, AGL TAB tiles are eco friendly, keep fighting against bacteria free 24X7 to keep surface safe, and harmless to human bodies which makes it perfect solution for wall & floor. AGL TAB range is available in 25 plus design and matt finish.

Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd said, "Science and aesthetics come together in our unique products. AGL has created a distinct competitive edge in the market by consistently launching innovation-led and differentiated products and our R&D team is working relentlessly to improve living space. With this new introduction of AGL Tuffguard Anti-Bacterial Tile, AGL provides solutions to create living spaces more hygienic and safer than ever. Technological capabilities to deliver high-quality products coupled with an unwavering focus on improving cost-efficiencies enable the company to maintain its competitive position in the market."

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. Taking the science up a notch, company has set up a centralised, ultramodern laboratory compliant with IS 15622, ISO 13006, and EN standards.

Asian Granito India Ltd offers widest range of products including, Ceramic Floor, Digital Wall, Vitrified, Parking, Porcelain, Glazed Vitrified, Outdoor, Engineered Marble & Quartz, etc. Further to leverage the synergies, the company has entered in bathware products that includes Faucets and Sanitaryware 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 1,00,000 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, 11 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 crores in 2019-20. Company exports to more than 100 countries. (For more information, please visit: www.aglasiangranito.com)

For further details, contact:

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