

1<sup>st</sup> August, 2022.

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001.  
Scrip Code: 532830

**National Stock Exchange of India Limited**

Exchange Plaza, C-1, Block G  
Bandra Kurla Complex, Bandra (East)  
Mumbai – 400 051.  
Trading Symbol: ASTRAL

Dear Sir/Madam,

**Sub : Product Launch**

With reference to above and in continuation of our earlier announcement dated 19<sup>th</sup> October, 2021 with regard to our decision to enter into business of sanitaryware/faucets, we are pleased to inform that the Company has launched its products of sanitaryware and faucets into the market today.

The details pursuant to Regulation 30 of SEBI (LODR) Regulations 2015 is as under:

Name of Product	Sanitaryware and Faucets
Date of Launch	1 <sup>st</sup> August, 2022
Category of Product	Sanitaryware and Faucets
Whether caters domestic/international market	Domestic (Indian market)
name of the countries in which the product is launched (in case of international).	N.A.

A press release with respect to opening of first “display centre of bathware range” in Ahmedabad is enclosed.

Kindly take the same on records.

Thanking you,

Yours faithfully,

**For Astral Limited**



**Krunal Bhatt**  
Company Secretary





## Astral Limited launches its first display center for their bathware range

*Company acquired an existing ready-to-use bathware manufacturing unit to facilitate timely production and availability of products across India*

**Ahmedabad, 30<sup>th</sup> July 2022:** Astral Limited, one of India's leading building materials manufacturing company, today announced the launch of its first display center for their bathware range. The massive 2400 sq. feet state-of-the-art showroom will display Astral's faucets and sanitaryware exclusive product collection with an aim to enhance the customer experience at the most premium location of Ahmedabad. The company also acquired an existing ready-to-use bathware manufacturing unit to felicitate timely production to ease product availability across the country.

This display center is Astral's flagship showroom that will mark brand's first of many such exclusive showrooms in India. Additionally, Astral Ltd. plans to set up multiple channel-partnership based showrooms in major cities across the country in the coming year. The Faucet & Sanitaryware division has a market potential of Appx. Rs.15000 Crores in India.

Speaking on this milestone, **Mr. Kairav Engineer**, said, *"We are quite thrilled to unveil our first display center for our bathware product-line in Ahmedabad. We as a brand always strive to provide best and bharsemand products to our customers. With the launch of this state-of-art display centre we aim to showcase our exclusive bathware offerings and give users an enriched experience."*

*"From a larger perspective, this coincides with our overall strategy for the bathware vertical launch we announced few months back and it resonates with our sentiment to explore top-tier cities for this exclusive product-line. Our plan is to launch these new product- portfolios in a phased manner in most tier one cities by end of the year."* he added

Astral announced its foray into the faucet and sanitaryware vertical in October 2021. Astral has a robust dealers network in the piping segment and in the Adhesives and Sealent vertical. Astral plans to leverage this solid partner-chain to create value for its new product-line, faucets and sanitaryware.