

Asian Granito India Ltd.

Regd. & Corp. Office:

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

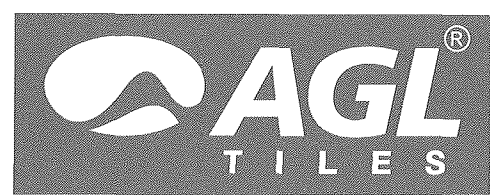
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— Beautiful Life —

Date: 19.04.2018

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 forays into Sanitaryware; Launch nationally with 160 SKUs.

With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd forays into Sanitaryware; Launch nationally with 160 SKU.

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





Media Release

Asian Granito India Ltd forays into Sanitaryware; Launch nationally with 160 SKUs

Highlights:-

- Enters Sanitaryware segment with 'Outsourcing Model'; To set up own manufacturing facilities in the second phase
- Investing around Rs. 8 crores in the Sanitary expansion; To launch around 160 SKUs which will be expanded gradually
- Targeting turnover of Rs. 80-100 crore business from the sanitaryware segment over next 4-5 years
- Sanitaryware industry in India is estimated at around Rs. 4,500 crore

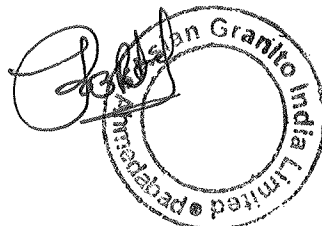
April 19, 2019: With an aim to provide 'Complete Bathroom Solutions' under one roof, Asian Granito India Limited (AGIL), one of India's leading tiles companies has ventured into Sanitaryware. Company is entering the Sanitaryware segment with 160 SKUs in products including Wash Basins, Water Closets (WC), Urinals, etc. Commercial Launch of 'AGL Sanitaryware' is expected by June 2019 across India.

Company is launching Sanitaryware in the mid and mid premium segment under the brand name of AGL. Company is investing around Rs. 8 crores for the expansion in the Sanitaryware business and expect the segment to contribute around Rs. 80-100 crore in the next 4-5 years.

Mr. Kamlesh Patel, CMD, Asian Granito India Ltd said, "Expansion in the Sanitaryware is in line with company's growth strategy to focus on Asset light and Capital light business model, becoming a strong retail brand in the domestic as well as exports market and achieve a leadership position in key business segments. In line with our strategy, we are venturing in the Sanitaryware with 'Outsourcing Model' - Sourcing from domestic markets as well as import from Europe and China in the first phase. Company will be setting up its own manufacturing facilities in the coming time. Asian Granito is committed to become a leading 'Complete Bathroom Solutions' brand and is also planning to enter in the faucets in near future."

Asian Granito India Ltd will look to leverage its existing tiles marketing and distribution network for the Sanitaryware. Company has over 6,000 touch points with dealer & sub-dealer network; 291 exclusive AGL Tiles showrooms and 13 Company-owned Display Centres across India. Solely for the Sanitaryware vertical, company is in the process of appointing 30 exclusive distributors, 100 dealers and around 200-250 sub-dealers.

Mr. Mukesh Patel, Managing Director, Asian Granito India Ltd said, "Asian Granito India Ltd today is ranked amongst top 3 listed ceramic tiles companies in India and we would aim for a similar scale in the sanitaryware business in coming years. We are entering sanitaryware with 160 SKUs in Wash Basins, Water Closets (WC), Urinals, etc and expand the product range gradually. AGL Sanitaryware will launch commercial operations in June 2019 Pan India. We estimate the sanitaryware segment to contribute around Rs. 80-100 crore revenue over next 4-5 years."



Sanitaryware industry in India is estimated at around Rs. 4,500 crores and growing at around 10-12% annually. Morbi cluster in Gujarat accounts for about 65-70% of India's tiles and sanitary ware products in volume terms, with more than 800 factories in the region. 60% of the industry is organised while 40% with unorganised players.

Asian Granito India Ltd. (AGIL) has emerged as one of the largest ceramic companies of India having around 1400 design across segments. The company offers wide range of products including, ceramic floor, digital wall, vitrified, parking, porcelain, glazed vitrified, outdoor, natural marble, composite marble & Quartz, etc.

About Asian Granito India Limited: www.aglasiangranito.com

Established in the year 2000, the Asian Granito India Ltd. (AGIL) has emerged as India's leading home decor brand. The company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz. Trusted for reliability, adaptability, innovation, quality consciousness, the company has created a strong brand identity for itself which is well recognised globally.

Ranked amongst top 3 listed ceramic tiles companies in India, Asian Granito India Ltd has achieved 40 times growth in its production capacity, from 2,500 square meters per day in the year 2000 to currently more than 1 lakh square meter per day. 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 291 exclusive showrooms, 13 display centers across India. Company has an extensive marketing and distribution network which comprises of over **6,000 dealers** and sub-dealers.

The company looks to cement 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. 1155.6 crore in 2017-18**. Company exports to more than **58 countries**.

For further information please contact:

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