



Date: 13th December, 2023

To,
Corporate Relations Department
BSE Limited
2nd floor, P.J. Tower,
Dalal Street,
Mumbai – 400 001
Company Code: 532888

To
Corporate Relations Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G-Block
Bandra Kurla Complex, Bandra (E),
Mumbai- 400 051
Company Code: ASIANTILES

Dear Sir/ Madam,

Subject: Media Release

With reference to the captioned subject, please find enclosed herewith Media Release regarding ***Asian Granito India Ltd inaugurates 3,000 sq ft company showroom at Hyderabad showcasing Premium GVT Tiles & Grand Slabs Collection.***

You are requested to kindly take on your record.

Thanking You.

Yours faithfully,

For Asian Granito India Limited

Dhruti Trivedi
Company Secretary and Compliance Officer

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TILES | MARBLE | QUARTZ | BATHWARE



Asian Granito India Ltd.

Media Release

Asian Granito India Ltd inaugurates 3,000 sq ft company showroom at Hyderabad showcasing Premium GVT Tiles & Grand Slabs Collection

Highlights:-

- Showroom to offer 700+ GVT products in all sizes, designs, and finishes in sync with evolving customer preferences
- Company has grown to over 14,000 touchpoints including dealer & sub-dealer network; 235+ exclusive franchisee showrooms
- Company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets.
- Company has embarked on a journey of enhanced strategic integration programme (ESIP) to achieve a long-term vision of achieving a total revenue of Rs. 6,000 Crores.

Hyderabad, December 13, 2023, Showcasing the company's production, technological and innovation excellence at one place, [Asian Granito India Limited](#) (AGL), a leading brand in luxury surface products such as Tiles, Marbles, Quartz, and Bathware solutions has inaugurated 3,000 sq ft company display showroom in the vibrant market of Hyderabad. The showroom to display the entire range of premium tiles and surfaces collection including 700 plus Glazed Vitrified tiles and Grand Slabs in all sizes, designs and finishes under one roof.

This will be company's second display showroom in India's IT and Pharma hub – Hyderabad spread across 3,000 sq ft at **2nd Floor, 202, Kurve Elite, Phase-I, Kamala Puri Colony Main Road, Opp. Krishe Meadows Hyderabad- 500073**. The showroom is equipped with rich surfaces where one can experience all the latest trend in tiles and slabs at one place. Hyderabad showroom is expected to meet all the needs of every class Home Builder, Architect and is aimed at adding style statement & enriching the indoor-outdoor space esthetics and ambience that delivers niche class of luxury and style.

The showroom was inaugurated by **Mr. Kamlesh Patel, Chairman and Managing Director, Mr. Shaunak Patel, Associate** in the presence of senior leadership team of the Asian Granito India Ltd on 11th December 2023.

Speaking on this occasion, **Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd** said, "This display showroom is set to revolutionize the tile shopping experience, offering a new standard of design richness and visual immersion. It will have on offer the premium range of tiles, GVT collection and grand slabs in all sizes, designs, and finishes in sync with evolving customer preferences. The newly introduced GVT collection by Asian Granito boasts a cutting-edge and stylish design, presenting a futuristic collection that caters to the preferences of architects and interior designers. Trusted for reliability, adaptability, innovation, and commitment to quality, company has established a formidable global brand identity."

Asian Granito has 2,942 plus SKUs on offer in Tiles segment, 1,100 plus SKUs in Bathware and faucets and 126 plus SKUs in Engineered Marble and Quartz Stone. Over the years, the company has invested prudently in expanding production capabilities, product portfolio, distribution network and global reach. This dedication has propelled it on a path of continuous growth, positioning the company among the leading ceramic tiles companies in India and an emerging brand in the global markets.

Mr. Shaunak Patel, Associate, Asian Granito India Ltd said, "Renowned for its refined taste and aesthetic discernment, Hyderabad market inspires us to meet the discerning needs of its residents, architects and home builders. Through our showroom, we aspire to cater to their demands with a distinctive array of products who consistently seek the finest in home décor. Emerged as country's hub

for IT and Pharma business, Hyderabad is one of the key market for the company. The showroom is poised to enhance the company's presence in the local Hyderabad market, consolidating its market share with the goal of becoming the ultimate destination for premium tile collections in the city. In the coming time, the company will be opening more showrooms and strengthening its dealer-distributor network in the state with an aim to become top player in the Hyderabad market.”

In a short span of two decades, Asian Granito India Ltd has emerged as India's leading Luxury Surfaces and Bathware Solutions brand. The Company manufacture and markets a range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets. The Company has 235 plus exclusive franchisee showrooms, 11 company owned display centers and an extensive marketing and distribution network pan India with 14,000 plus touchpoints including distributors, dealers and sub-dealers in India. The Company also exports to more than 100 countries.

About Asian Granito India Limited

Established in the year 2000, Asian Granito India Ltd. (AGL) has emerged as India's leading Luxury Surfaces and Bathware Solutions brand in a short span of two decades. The Company manufactures and markets a wide range of Tiles, Engineered Marble and Quartz, Sanitaryware and Faucets. AGL 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. Today it is 4th largest listed ceramic tile company in India with employee strength of 6,000 plus.

Ranked amongst the top ceramic tiles companies in India, AGL has achieved over 65 times growth in its production capacity, from 0.83 Million Sq. Mtrs. Per Annum in FY 2000 to 54.5 Million Sq. Mtrs. Per Annum in FY2023. AGL is also the only tiles company to be acknowledged in the Vibrant Gujarat Summit 2015 for achieving phenomenal growth.

The Company has 14 state-of-the-art manufacturing units spread across Gujarat and 235 plus exclusive franchisee showrooms, 11 company owned display centers across India. Further, the Company has an extensive marketing and distribution network pan India with 14,000 plus touchpoints including distributors, dealers and sub-dealers in India.

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, AGL is listed on NSE & BSE and reported net consolidated turnover of INR 1562.7 crore in FY 2023. The Company exports to more than 100 countries. (For more information, please visit: www.aglasiangranito.com)

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