



— Beautiful Life —

Date: 24.12.2021

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,

Subject: Media Release - Asian Granito India Ltd plans one of World's largest Tiles showroom in Gujarat.

With reference to the captioned subject, please find enclosed herewith Media release regarding Asian Granito India Ltd plans one of World's largest Tiles showroom in Gujarat.



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: 00229700


Encl.: As above

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TILES | MARBLE | QUARTZ | BATHWARE



Asian Granito India Ltd.



Media Release

Asian Granito India Ltd plans one of World's largest Tiles showroom in Gujarat

Company's showroom in 1.5 lakh sq feet is planned in India's Tiles Hub at Morbi; Showroom to display AGL Group's entire product range under one roof

Highlights:-

- The five storey showroom to display AGL Group's entire product range under one roof including Tiles, Sanitaryware, Bathware, Quartz & Engineered Marble
- Showroom to have 150+ Engineered Marble & Quartz, 350+ Sanitaryware, 50+ Series of CP Fittings and 5,000+ Tiles products range in all sizes, designs, and finishes in sync with evolving customer preferences
- Company set to increase its retail touch points to over 10,000, Exclusive showrooms to 500 plus
- Company currently exports to 100 plus countries and aims to expand the export network in 120 plus countries
- Company is also launching FRESCO decorative Mosaic tiles in different sizes

Ahmedabad December 24, 2021: India's leading tiles brand - Asian Granito India Ltd is planning to launch one of the World's largest Tiles showroom in India's Tiles hub – Morbi, Gujarat. The showroom is conceptualised in 1.5 lakh square feet area and aims to showcase AGL Group's production, technological excellence at one place. The showroom will have the entire range of the group's exquisite and innovative range of Sanitaryware, Bathware and Engineered Marble and Quartz range including 5,000 plus Tiles products in all sizes, designs and finishes under one roof. Bhoomi Poojan of the showroom is scheduled on 15 January 2022.

The five storey showroom will be designed as a one-stop-solution to meet the diverse needs of household, architect, builder for building their dream projects as well as keeping in mind the needs of the International markets. The showroom will have 150 plus Quartz, 350plus Sanitaryware, 50 plus series of CP Fittings and 5,000 plus Tiles designs at one place. The showroom will further strengthen the positioning of Asian Granito in the International markets. Company currently exports in over 100 countries and is ranked as one of the top tiles exporters from India.

Speaking about the development, **Mr. Kamlesh Patel, Chairman and Managing Director, and Mr. Mukesh Patel Managing Director, Asian Granito India Ltd** said, "This will be one of the landmark projects for Asian Granito Group as well as the country's ceramic industry and we are very excited to unveil the same in Morbi, Gujarat. Morbi is India's hub for ceramic tiles & sanitaryware and accounts for more than 70% of the country's total production with over 1100 manufacturing units in the zone.

We are also launching FRESCO series of decorative mosaic tiles in different patterns & sizes.



Trusted for reliability, adaptability and innovation Asian Granito has created a strong brand identity for Make in India products and is able to achieve global recognition with exports to 100 plus countries.”

Asian Granito India Ltd is one of the largest groups in India engaged in the manufacturing of tiles, sanitaryware, engineered marble & quartz, bathware with cumulative production capacity of 98,000 sq meter per annum.

India is the second largest market, as well as producer of tiles in the world. Over the last few years, India is fast emerging as the global manufacturing hub of tiles and sanitaryware products and many developed countries including US, Europe, Middle East markets in recent past have shown the confidence in Make In India products for their requirements.

“Indian tiles are nowadays not only superior in quality in comparison with Chinese tiles, but also available at very competitive prices. With anti-China sentiments across the World and USA imposing heavy duties on Chinese tiles, we anticipate huge export potential for Indian companies in the years to come. We at Asian Granito too expect strong growth in the exports business and also aims to expand business network in over 120 countries from 100 currently.” said Mr. Patel.

Gujarat has emerged as a one of the major hubs globally for ceramic products. The state contributes more than 80% of the country's ceramic output with an annual turnover in excess of Rs. 40,000 crore and over Rs. 12,000 crore exports.

Asian Granito India Ltd offers a wide range of products including, ceramic floor, digital wall, vitrified, parking, porcelain, glazed vitrified, outdoor, natural marble, engineered marble & Quartz, etc. Further to leverage the synergies, the company has entered in sanitaryware and recently, the company had launched the CP Fittings and Faucets division to provide 'Complete Bathroom Solutions' under brand AGL. Company has set a target to increase its touch points to over 10,000 from 6,500 currently and expand the network of exclusive showrooms to 500 plus. The company expects higher sales in coming quarters due to its dominance in B&C class cities and focused penetration in the market.