



Date: 26th 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 takes strong stride into Sanitaryware manufacturing with AGL Sanitaryware Pvt. Ltd.***

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 takes strong stride into Sanitaryware manufacturing with AGL Sanitaryware Pvt Ltd

Company expects turnover of around Rs. 400 crore from Sanitaryware & Bathware division in five years

Highlights:-

- *Company has a vision to be among top player in the sanitaryware space with the launch of its first plant*
- *Company has invested in the cutting-edge production facility for sanitaryware products with an installed capacity of 0.66 million pieces per annum*
- *The strategic move of transitions from third-party sourcing to internal manufacturing of sanitaryware & bathware will significantly bolster margins*
- *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.*

Ahmedabad, December 26, 2023, [Asian Granito India Limited](#) (AGL), a leading brand in luxury surface products such as Tiles, Marbles, Quartz, and Bathware solutions has taken a strategic leap into sanitaryware production. The Company has commenced commercial operations at its wholly-owned subsidiary, AGL Sanitaryware Pvt. Ltd at Morbi. With a strategic shift from third-party sourcing to internal manufacturing and a comprehensive product portfolio, company aims to position itself as a top player in the sanitaryware space, paralleling the success it has achieved in the tiles sector.

AGL Sanitaryware Pvt. Ltd has successfully completed the construction of the cutting-edge plant, marking a significant shift from third-party sourcing to internal manufacturing. Installed capacity of the sanitaryware plant is 0.66 million pieces per annum and the company commence commercial operation on 1st October 2023.

The Company offers an extensive range of over 300 SKUs in Sanitaryware & Bathware, covering everything from urinals and faucets to water closets, basins, Table Top Basins, Indian Sanitary Pans, Wall Hung Toilets, Wash Basins Pedestals, and a comprehensive choice of other high-quality sanitaryware products and accessories. The company's commitment to excellence is reflected in the use of top-tier raw materials and advanced technologies, ensuring compliance with the highest industry standards.

Mr. Kamlesh Patel, Chairman and Managing Director, Asian Granito India Ltd said, "Previously relying on third-party manufacturers and imports, the company aims to leverage its extensive marketing and distribution network for tiles to establish a formidable presence in the sanitaryware sector. And to fortify its presence and enhance brand experience, AGL has strategically appointed a Chief Operating Officer with over 25 years of expertise in the Bathware industry, encompassing Sanitaryware and Faucetware. This move aligns with the company's commitment to strengthening its footprint and navigating new avenues for growth."

Morbi, known as India's hub for Ceramic Tiles & Sanitaryware, plays a pivotal role in AGIL's expansion strategy. The region accounts for more than 80% of the country's total production in this sector. The 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.

Sanitaryware venture follows the company's successful rights issue in May 2022, where the company raised Rs. 441 crores. The proceeds were judiciously utilized to set up two new state-of-the-art manufacturing facilities in Morbi, dedicated to Value-Added Luxury Surfaces & Bathware Segments, including Glazed Vitrified Tiles (GVT) and Sanitaryware.

Mr. Hiren Patel, Associate, AGL Bathware division said, “The Company envisions rapid growth and an increased market share in the sanitaryware space in the coming time. Company expect turnover of around Rs. 400 crore from Sanitaryware & Bathware division in five years.”

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.

The Company has 4,300 plus SKUs on offer in Tiles segment, 1,100 plus SKUs in Bathware and faucets and 97 plus SKUs in Engineered Marble and Quartz Stone. Over the years, the company has invested heavily 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.

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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