



Asian Granito India Ltd.



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Industry Overview

Global Tiles Market

World tile production reached 12.41 billion sq.m in CY2014, up by 3.6% from 11.97 billion sq.m in CY2013

World tile consumption reached 12.10 billion sq.m in CY2014, up by 4.2% from 11.60 billion sq.m in CY2013

Asia's share of total global demand reached 67.5%, rising to 8.2 billion sq.m (**up by 6.1%**) with China, India, Indonesia and Vietnam responsible for most of this increase

India remained the **world's third largest tile producer and consumer country** in 2014

India's production increased from 750 to 825 million sq.m (+10%) and domestic consumption increased from 718 to 756 million sq.m (+5.3%)

On back of sharp increase in exports from 51 to 92 million sq.m (+80%); **India climbed from 11th to 5th place** in the rankings of **top world exporters'** of 2014

Global Tiles Market

➤ Top-5 tile producing, consuming & exporting countries in CY14

Country	Production (Sq.m Mill.)	% on 2014 world production	% var. 14/13
China	6,000	48.4%	5.3%
Brazil	903	7.3%	3.7%
India	825	6.6%	10.0%
Spain	425	3.4%	1.2%
Indonesia	420	3.4%	7.7%

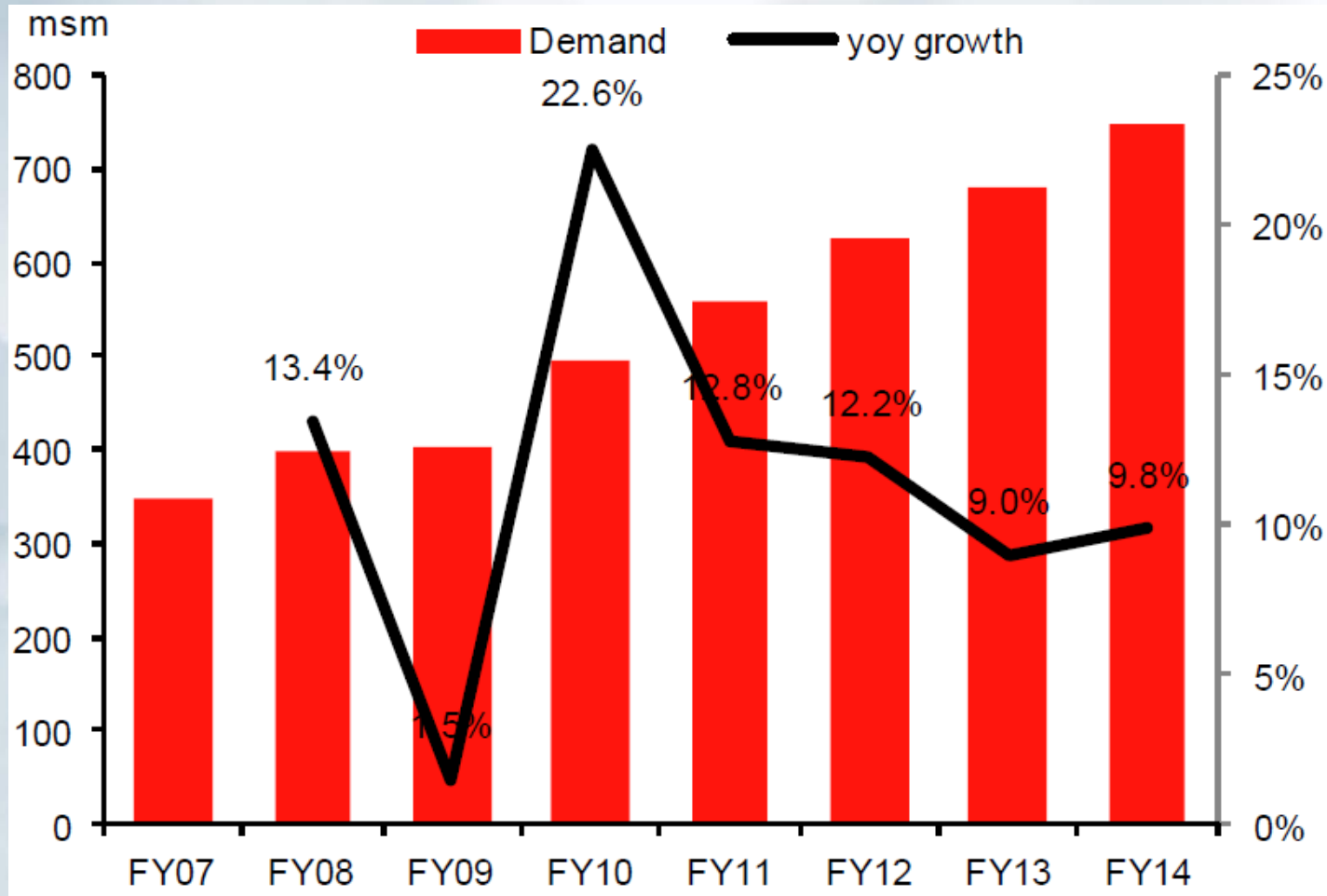
Country	Consumption (Sq.m Mill.)	% on 2014 world consumption	% var. 14/13
China	4,894	40.5%	7.4%
Brazil	853	7.1%	1.9%
India	756	6.3%	5.3%
Indonesia	407	3.4%	13.1%
Vietnam	310	2.6%	23.5%

Country	Exports (Sq.m Mill.)	% on 2014 world exports	% var. 14/13	% on 2014 national production	average export price (€/sq.m)
China	1,110	41.4%	(3.3%)	18.5%	5.0
Spain	339	12.6%	6.6%	82.7%	6.9
Italy	314	11.7%	3.6%	82.2%	13.1
Iran	109	4.1%	(4.4)%	26.6%	3.3
India	92	3.4%	80.4%	11.1%	3.5

Source: World Ceramic Review

Indian Tiles Market

And demand too grew by 12% CAGR over FY07-14

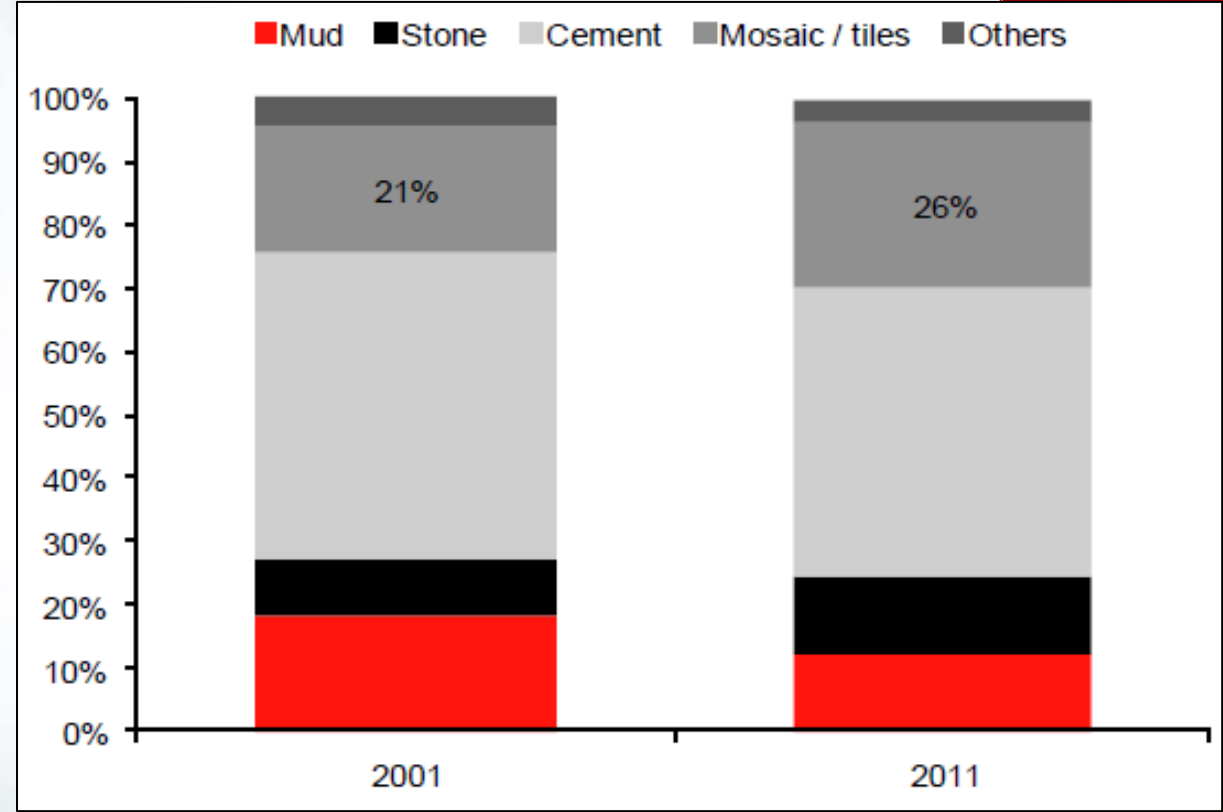
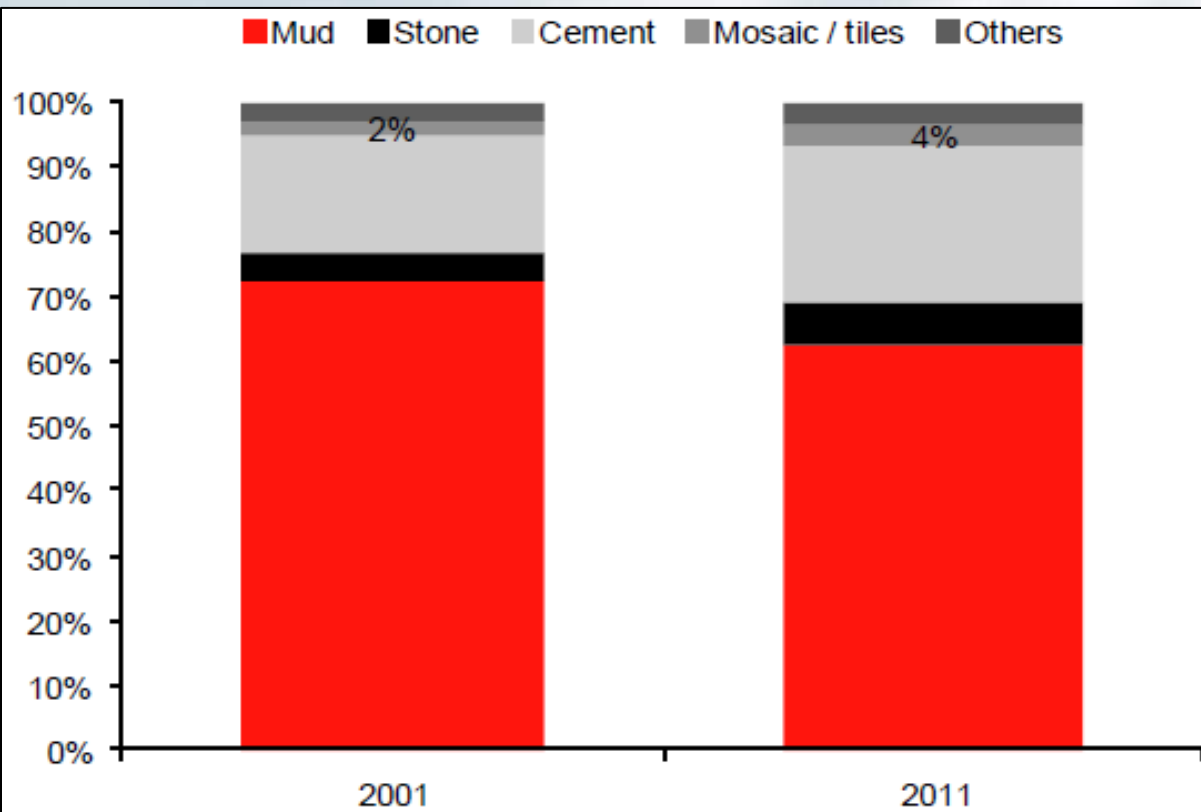


Source: World Ceramic Review, Macquarie Research

Indian Tiles Market

In rural India, tiles still forms a small component of flooring material

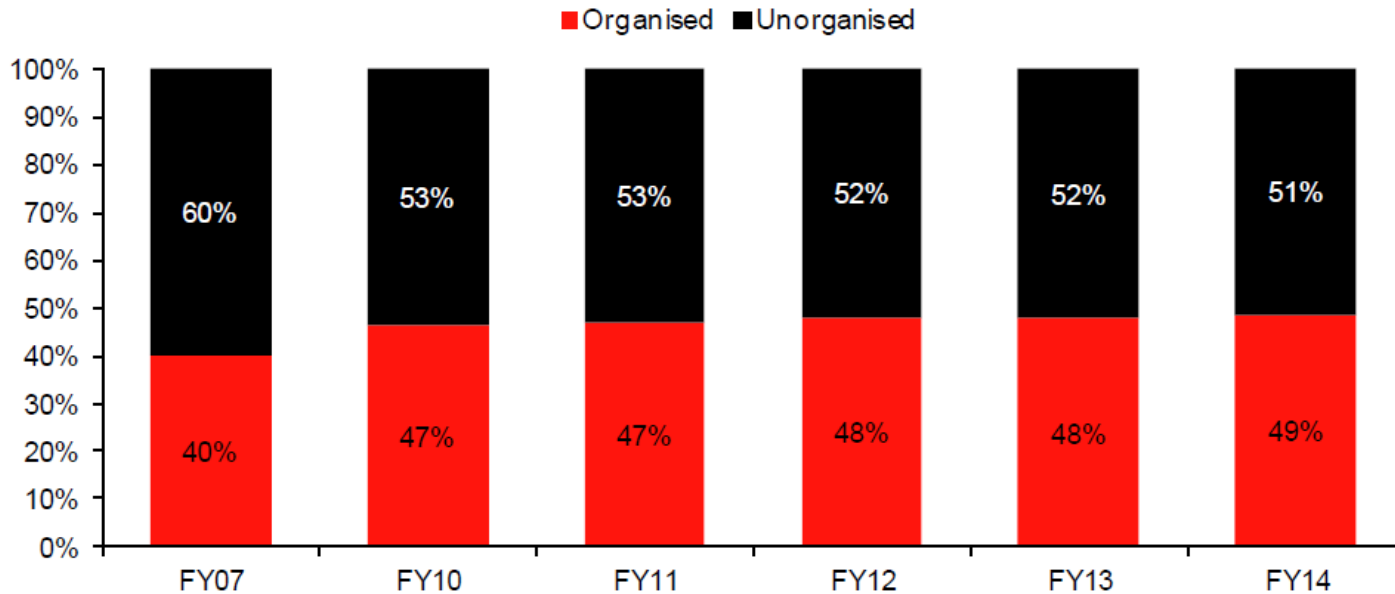
...while in urban India, the pie share of tiles is becoming bigger



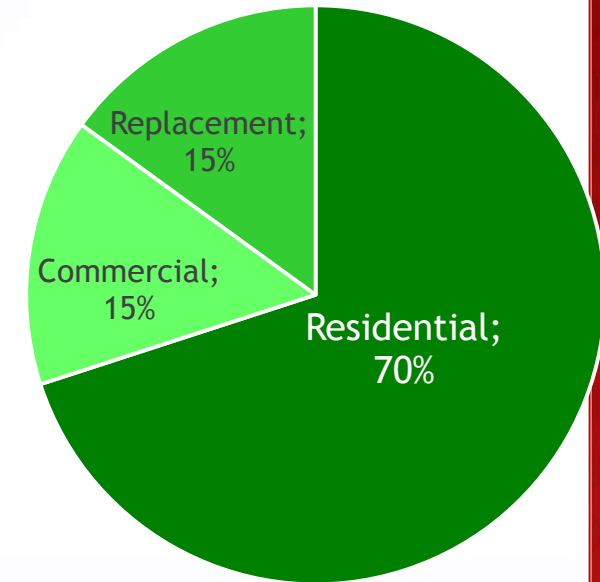
Source: World Ceramic Review, Macquarie Research

Indian Tiles Market

Share of organised industry has increased by ~900bps over FY07-14



Break up of Tiles Demand



Demand Drivers...1

Lowest per capita consumption of tiles

- India's per capita consumption of tiles is at 0.5 sqm viz-a-viz China's 3.1 sqm & Brazil's 4.0 sqm
- Large & growing domestic market driven by a population with a higher percentage of younger people

Increasing Urbanization

- UN expects urbanisation in India to rise to 50% by 2050 from ~32% in 2012
- Greater number of nuclear families to higher demand for housing
- Commercial real estate construction
- India to remain world's fastest growing economy

Rising income & aspirations

- As income levels rise consumers tend to upgrade from mud/cement based flooring to tiles
- Aspirations are growing as better products which are now available at affordable prices
- Easy availability of housing finance

Demand Drivers...2

Growing replacement market

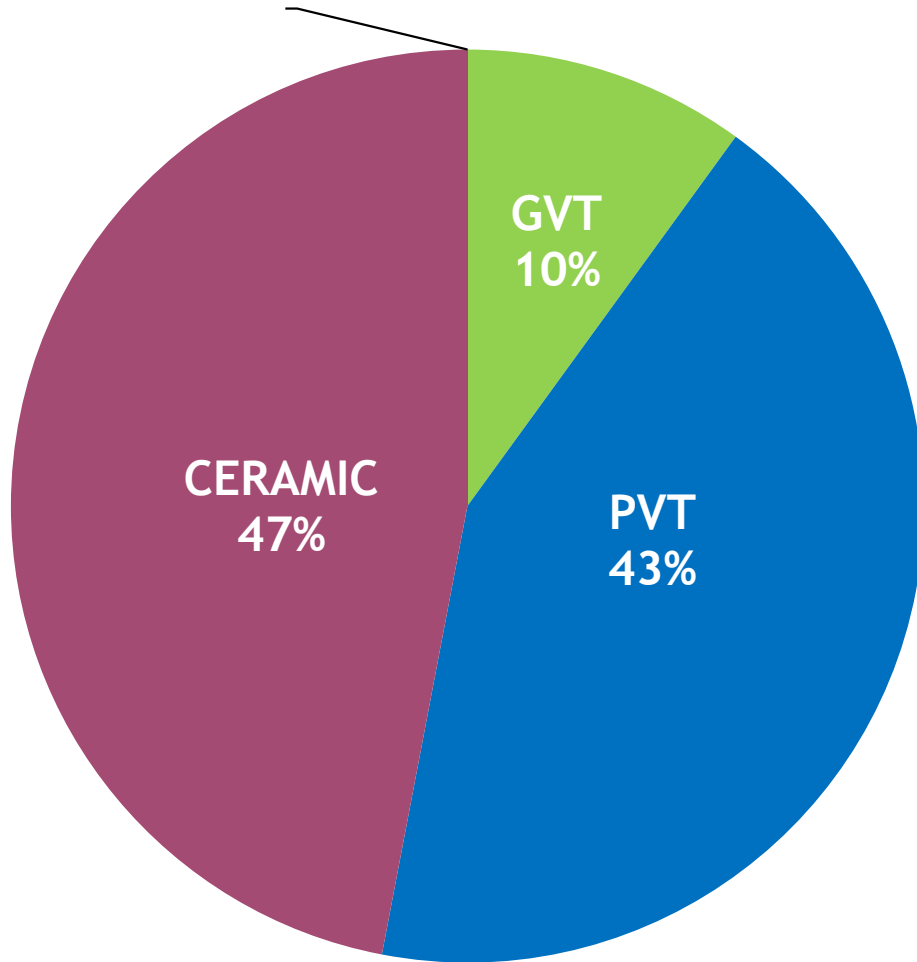
- Technological advancements have strengthened the aesthetic appeal of tiles, making them an integral home improvement component
- Replacement of natural stone as well as a lot of low/high end marble

Government's policies for housing, sanitation and building smart cities

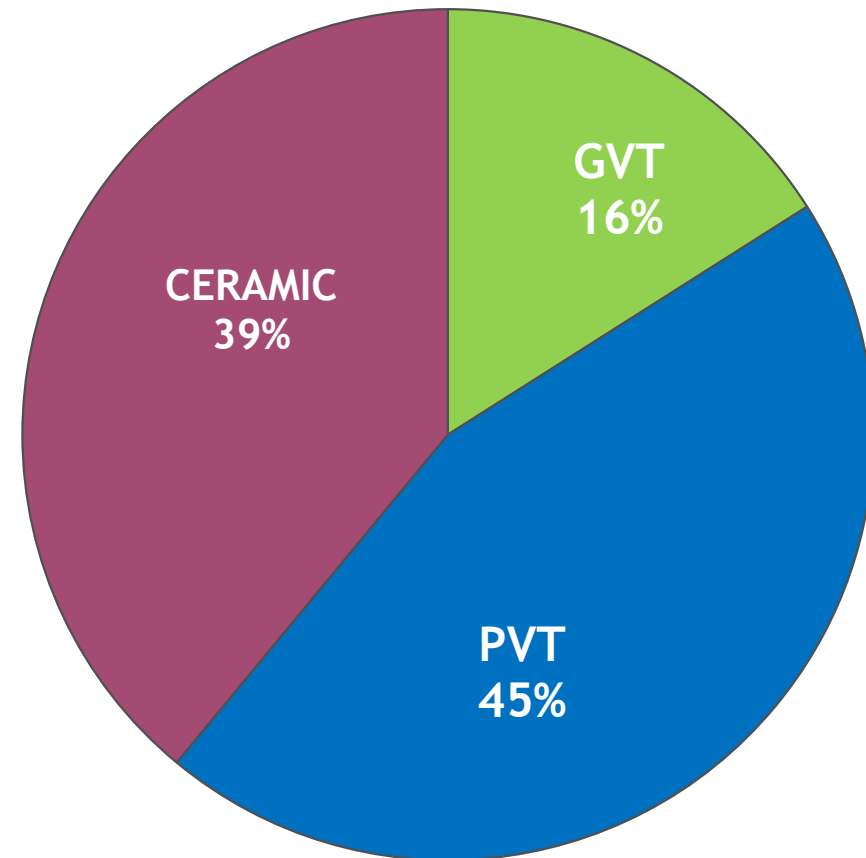
- Smart Cities - New city creation could create office and housing demand
- “Housing for all by 2022” - an estimated 60 million houses will need to be built
- “Swachh Bharat Abhiyan” - aims to build 60 million toilets by 2019
- Push for providing sanitation could create new demand avenues entry level or lower priced tiles (ceramic tiles)

Indian Tiles Market vs AGL

Industry Status



AGL Status





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Company Overview

Company Overview

Established in 2000 by Mr Kamlesh Patel and Mr. Mukesh Patel, Asian Granito India Limited (AGL) is one of the top four Indian ceramic companies

Engaged in the business of manufacturing, and trading of ceramic wall, floor & Vitrified tiles AND Marble & Quartz.

Headquartered in Gujarat, AGL has 8 manufacturing facilities in Gujarat with a production of more than 90,000 square meters per day (including contract manufacturing)

The company's products include Products include ceramic wall, ceramic floor and porcelain floor tiles, polished vitrified tiles, polished glazed vitrified tiles, marble & quartz

Pan India Marketing & distribution network of more than 4000 dealers and sub-dealers and 75 showrooms. Exports to 50 countries

Management Profile

Mr. Kamlesh Patel - Chairman



- Has more than 20 years of experience in the Tile industry
- In 1994, promoted Kediya Cera Tiles Pvt. Ltd.
- In 2000, promoted Asian Tiles Ltd
- Director of ICCTAS [Tiles Association]
- Holds BBA Degree from Sardar Patel University
- An astute marketing mind, passionate about organizational expansion & brand building

Mr. Mukesh Patel - Managing Director



- Has more than 20 years of experience in the Tile industry
- In 1994, promoted Kediya Cera Tiles Pvt. Ltd.
- In 2000, promoted Asian Tiles Ltd
- Expertise in enabling 'Innovative Technology Edge'
- Has uncompromising attitude towards quality
- Constantly seeking to create new products & innovative designs

AGL's Focus Areas

Key Focus Areas

Product innovation

Technological advancement

Premiumization

Contract manufacturing / Outsourcing

Strengthening brand efficiency

Extend marketing presence
In all population clusters in excess of 20,000 people

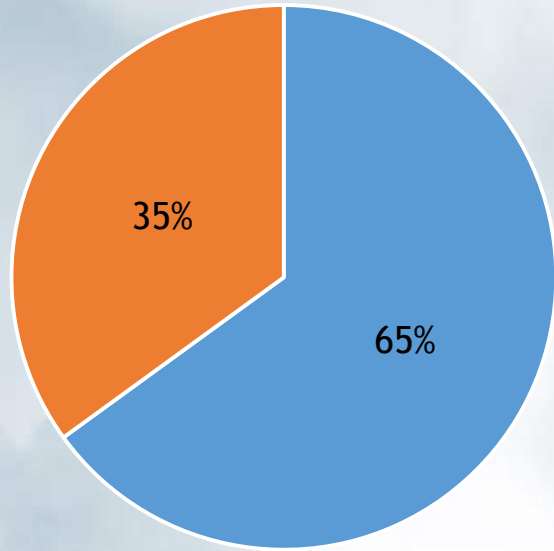
Increase distribution network of dealers & sub-dealers
From 2,800 to 4,000

Increase in nos. of exclusive AGL Tiles World showrooms
From 75 to 150 by FY19

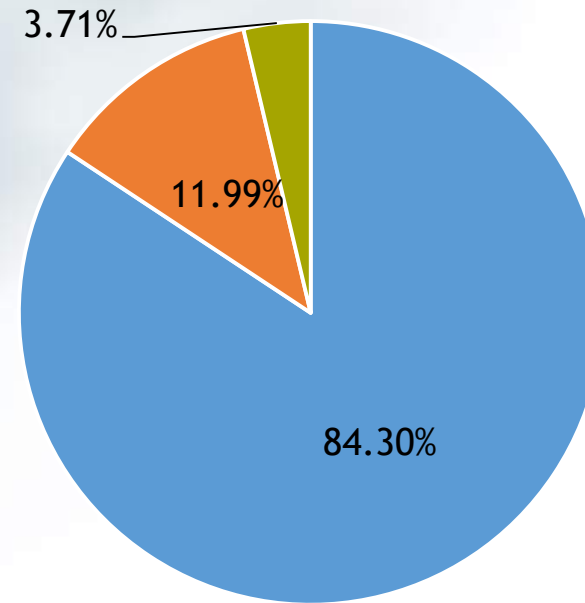
Widening global footprint across more than 50 countries
From 50 to 65 Countries in next 1 year

To Increase Retail base to reduce dependency in Project

Sales Mix - FY15



■ Institutional ■ Retail



■ Tiles ■ Marble & Quartz ■ Exports

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8 Ultra Modern Manufacturing Units



PORCELAIN (CERAMIC) PLANT, IDAR

Production Capacity

Daily Production - 8,000 sq. mtrs.

Annual Production - 26,40,000 sq. mtrs.



GRESTEK
PREMIUM GLAZED VITRIFIED TILES

GLAZED VITRIFIED PLANT, DALPUR

Production Capacity

Daily Production - 14,000 sq. mtrs.

Annual Production - 46,20,000 sq. mtrs.



CERAMIC PLANT, DALPUR - WALL

Production Capacity

Daily Production - 10,000 sq. mtrs.

Annual Production - 33,00,000 sq. Mtrs

Production Capacity- GRANDURA

Daily Production - 9,000 sq. mtrs.

Annual Production - 29,70,000 sq. mtrs.



Digital
Wall

CERAMIC WALL PLANT, DHOLKA

Production Capacity

Daily Production - 10,000 sq. mtrs.

Annual Production - 33,30,000 sq. mtrs.



PORCELAIN (CERAMIC) PLANT - AMAZOON, DALPUR

Production Capacity

Daily Production - 6,000 sq. mtrs.

Annual Production - 19,80,000 sq. mtrs.



NANO TECH
DOUBLE CHARGE
Vitrified tiles

DOUBLE CHARGE VITRIFIED PLANT, MORBI (100% CONTRACT MANUFACTURING)

Production Capacity

Daily Production - 8,000 sq. mtrs.

Annual Production - 26,40,000 sq. mtrs.



Vitrified

Polished Vitrified Tiles

VITRIFIED PLANT, MEHSANA

Production Capacity - Vitrified

Daily Production - 10,000 sq. mtrs.

Annual Production - 33,30,000 sq. mtrs.

Production Capacity - Double Charge

Daily Production - 11,000 sq. mtrs.

Annual Production - 36,30,000 sq. mtrs.

Production Capacity - Glazed Vitrified Tiles

Daily Production - 5,000 sq. mtrs.

Annual Production - 16,50,000 sq. mtrs.



**COMPOSITE
MARBLE**

**QUARTZ
STONE**

MARBLE & QUARTZ PLANT, DALPUR

Production Capacity

Daily Marble Stone Production - 3,000 sq. mtrs.

Annual Marble Stone Production - 9,90,000 sq.
mtrs.

Daily Quartz Stone Production - 1,000 sq. mtrs.

Annual Quartz Stone Production - 3,30,000 sq.
mtrs.

Manufacturing Capacity

PRODUCTION CAPACITY (PER SQ.MTR.)

	PER ANNUM*	PER DAY
VITRIFIED (DALPUR)	46,20,000	14,000
WALL (DALPUR)	33,00,000	10,000
GRANDURA (DALPUR)	29,70,000	9000
MARBLE (DALPUR)	13,20,000	4,000
CERAMIC (IDAR)	26,40,000	8,000
Total Production Capacity	1,48,50,000	45,000

PRODUCTION CAPACITY (PER SQ.M.) POST MERGER (incl. 100% Contract Manf.)

PARTICULARS	PER ANNUM*	PER DAY
ASIAN GRANITO INDIA LIMITED	1,48,50,000	45,000
CERAMIC WALL - ARTISTIQUE (DHOLKA)	33,00,000	10,000
PORCELAIN - AMAZON (DALPUR)	19,80,000	6,000
VITRIFIED - CRYSTAL (MEHSANA)	49,50,000	15,000
DOUBLE CHARGE VITRIFIED - AFFIL (MORBI)	26,40,000	8,000
Total Production Capacity	2,77,20,000	84,000

* - per annum capacity calculated by taking 330 working days in a year



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Asian Granito India Ltd.

— Beautiful Life —

Product Innovation

Product Range



Ceramic
Vitrified



Ceramic Wall



Ceramic
Floor



Parking Tiles



Porcellanto
Digital



Composite
Marble



Quartz Stone

lead the
change by Product innovation



1st to Introduce **FULL BODY** tiles in India



1st to Introduce **WORLD'S WHITEST - CARARRA WHITE** Double Charge Vitrified tiles



1st to Introduce **LARGE FORMAT** Wall & Vitrified tiles



1st to Introduce **GRESTEK XXL** Large format tiles



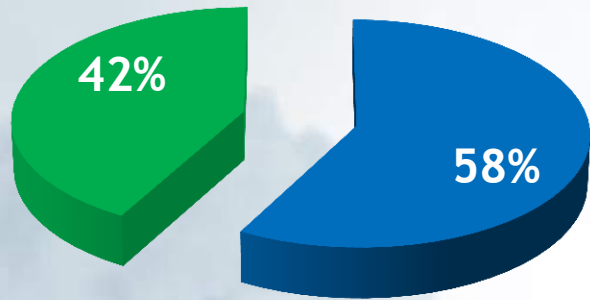
Introduced **16mm** Thick Heavy Duty Vitrified tiles **GRESTEK HARDSTONE**

Launch of New Products in FY15 & FY16

Product Name	Size in mm
CARARRA White (World's Whitest Tile - in unglazed large format Double Charge)	800x800
XXL - Polished Glazed Vitrified Tile	800x1200
Polished Vitrified Tile (Double Charge) & Big Crack Stone (new design introduced first time in India)	800X1200 & 1000X1000
Hardstone (Outdoor Tiles in 16 mm & 10 mm thickness)	600x600
Grandura (Parking Tiles)	300x300 & 400x400
Hexabon Tiles (first to introduce)	304x350

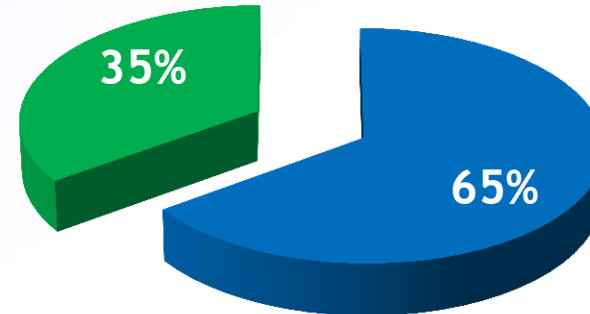
Change in product mix - Tile Segment

FY15



■ Vitrified ■ Ceramics

FY16-17 onwards



■ Vitrified ■ Ceramics

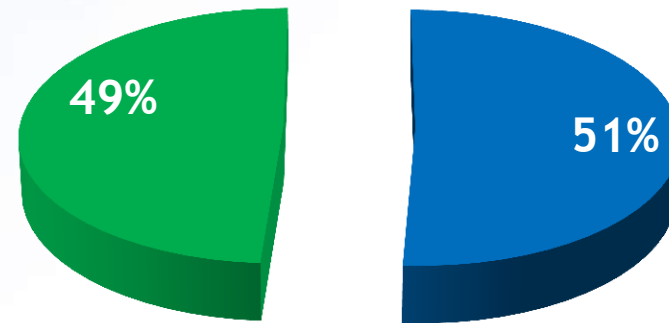
Move towards value addition

FY15



■ High End ■ Low end

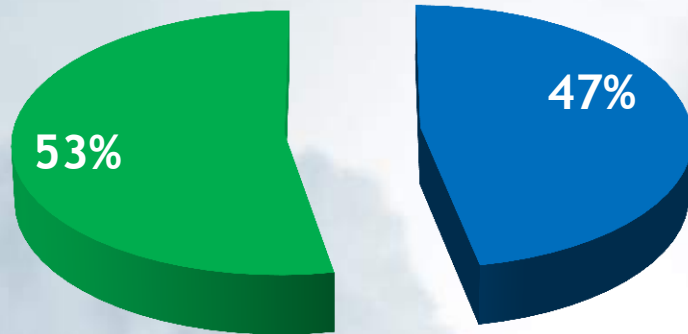
FY16-17 onwards



■ High End ■ Low End

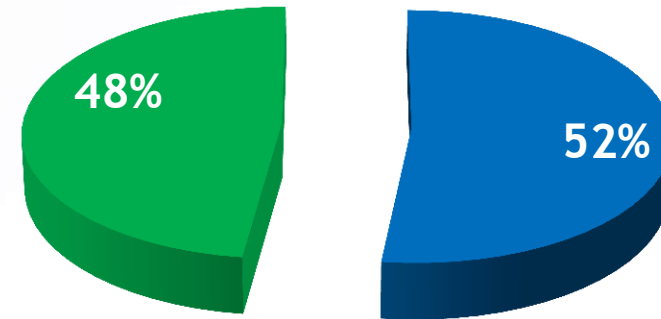
Sources Mix

FY15



■ Own ■ Outsourcing

FY16



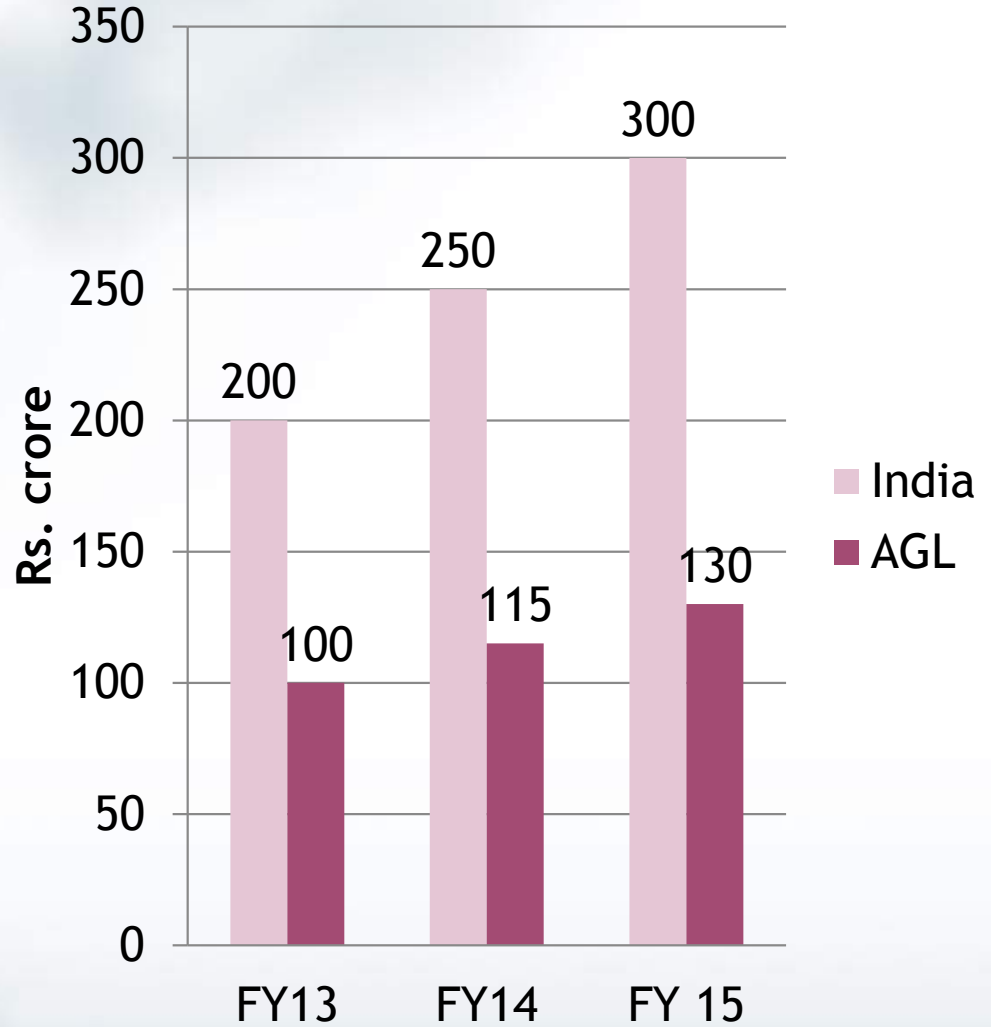
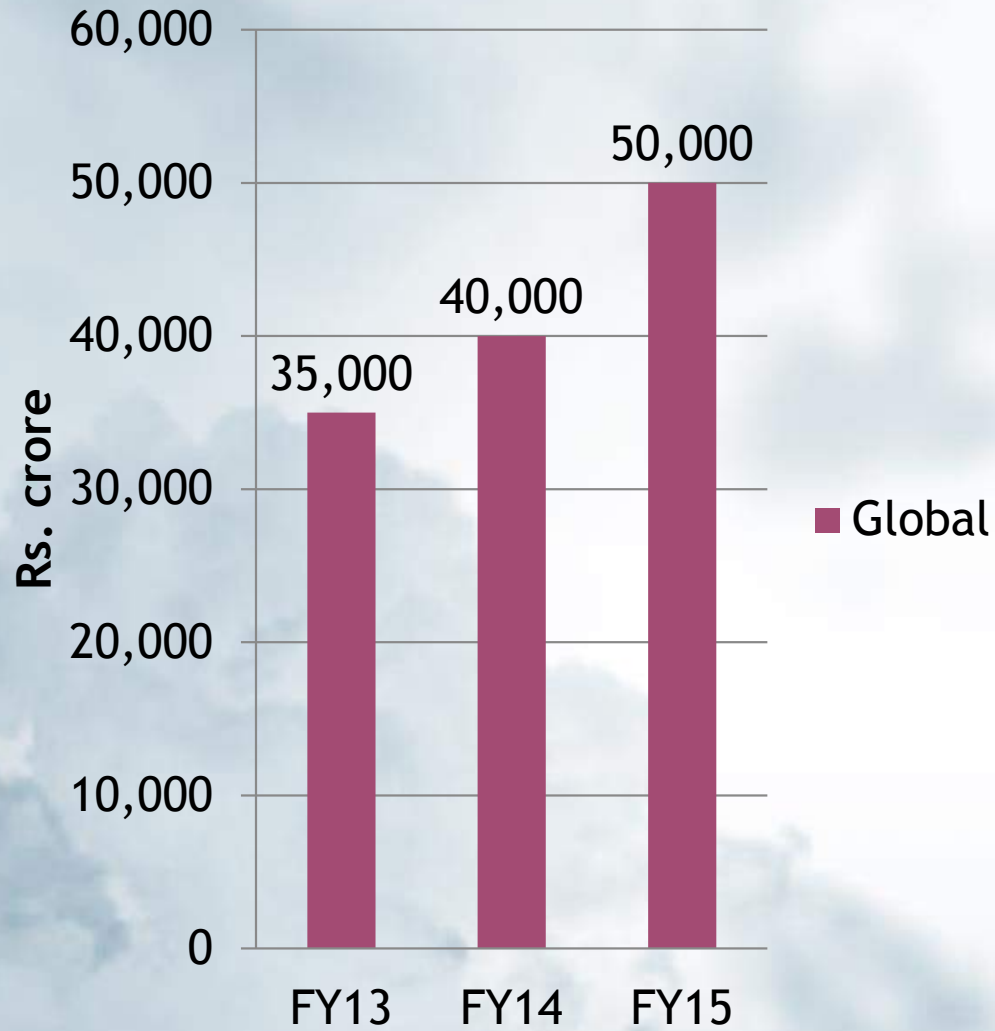
■ Own ■ Outsourcing

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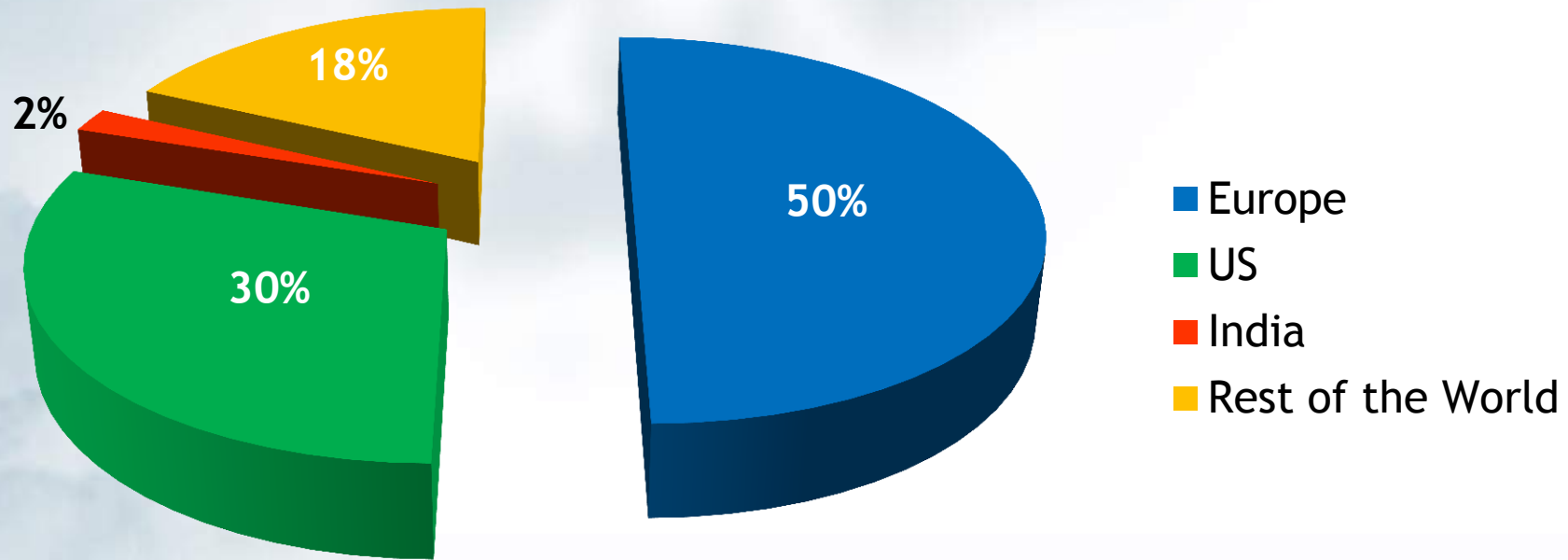
Marble and Quartz

Marble and Quartz - Industry Overview



Marble and Quartz - Industry Market Share

Market Share



Marble and Quartz - Contribution and Realization

The marble and quartz division constituted 12% of total revenue in FY15

It is expected to constitute approximately 14%-15% of total revenue in FY16

The company enjoys a 43% market share in Composite Marble & Quartz Stone market

Realisations in Composite Marble are in the range of Rs. 100-150 per sq. ft. and for the Quartz are in the range of Rs. 152-270 per sq. ft. The premium products are priced in the range of Rs. 200-400 per sq. ft.

The premium sub-segment is contributing 15% of the marble division's sales. The company's strategy is to increase the share of its premium segment/imported marble to 40%

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Asian Granito India Ltd.

— Beautiful Life —

Key Strengths

Focus on Retail Strategy

Increased Dealer Network from 420 to 975 (2014-15)

Increased Touch points including sub-dealers from 2,800 to 4,000 (2014-15)

Initiated market mapping for towns having population more than 20,000

Increased AGL exclusive showrooms from 50 to 75

Introduced concept of AGL Digital Express

Increased more A+/A/B+ counters

Introduced various trade schemes on high value products

Changed the market segmentation of Project v/s Retail from 70:30 to 60:40 & intend to have 50:50 by FY17

Participated in key trade exhibitions for direct interaction with customers

Key Strengths

1

Located in ceramic hub
- Morbi

2

Production Capacity of
more than 90,000 m²
per day (inclgd.
outsourcing)

3

All India Market Reach;
Distribution Reach:
Direct Dealers / Sub-
dealers: 4000

4

Wide Product Range
- Ceramic Floor, Digital
Wall, Vitrified, Parking,
Porcelain, Glazed
Vitrified, Outdoor tiles

5

1st to have 8
digital colour machines
& launch largest format
digital vitrified tiles.
Currently have 13
Digital Machines

6

Management Profile -
Blend of professional &
owners

7

Cost Savings - Easy gas
availability for nearby
plant including natural
gas

8

1st to introduce 5 tiles
manufacturing kiln
from SACMI-Italy in
Crystal Ceramics

9

Clientele Profile - Real
Estate; Govt.; Hotels;
Malls; Banks; Hospitals;
Corporates; Airports;
Showrooms etc.

GLOBAL FOOTPRINT



Presence in

NORTH AMERICA | EUROPE | AFRICA | UAE | AUSTRALIA | EAST ASIA | MIDDLE EAST ASIA

lead the
change by Global presence

- A global network across **50 countries**.
- Participation in top International exhibitions as **BIG-5 Dubai**, **DECOREX South Africa**, **Coverings USA**.
- Opening a showroom in South Africa.

Big 5 Dubai



Decorex SA



Coverings USA



1st to have Showroom in South Africa



lead the
change by **Strong National Presence**

- **4000 Dealer and Sub Dealer Network**
- **18 Offices & 16 Display centers across India**
- **75+ AGL TILE WORLD EXCLUSIVE showroom across India**



Excellent & Distinctive Marketing Initiatives

- Print & Radio Ads.
- Association with IIRD
- Sponsors in Realty Plus Builders Conclave Event
- Aggressive BTL & Outdoor Activities
- Social Media & Digital Marketing
- Unique Product Launches & Meets
- National & International Exhibitions



Promotions in Electronic Media: Cinema and Television



AWARD WINNING PRESENCE ACETECH, STONE MART & CREDAI



WE ARE CONNECTED TO ALL THE CORNER OF THE INDIA AND METRO CITIES IN INDIA.



-  **FACTORIES**
-  **CORPORATE HOUSE**
-  **BUSINESS HOUSES**
-  **BUSINESS CENTRES**
-  **DEPOTS**
-  **BUSINESS ASSOCIATES**

Map not to scale

8 Factories

1 Corporate Office

18 Regional office

75+ Tile World Exclusive Showrooms

8 Depots

lead the change by Many National & International Projects

- The Leela Palace, Hotels and Resorts
- ITC Hotels
- Bharati Hotels
- Adani Group
- Lodha Group
- Godrej Group
- Tata Group
- Ansal API
- DLF Masters
- Unitech
- Sobha Developers
- Brigade Group
- SLS Developers
- Rohan Housing
- KLE Society
- Prestige Group
- Siram Properties
- Keerthi Estates
- Skyline Builders
- Muthoot Developers
- Kent Construction
- Rajasthan Agricultural Research Institute (Jaipur)
- Manipal University (Jaipur)
- Central University of Rajasthan (Jaipur)
- SDM Institute of Technology (Ujire)
- Raja Rajeshwari Medical College (Bengaluru)

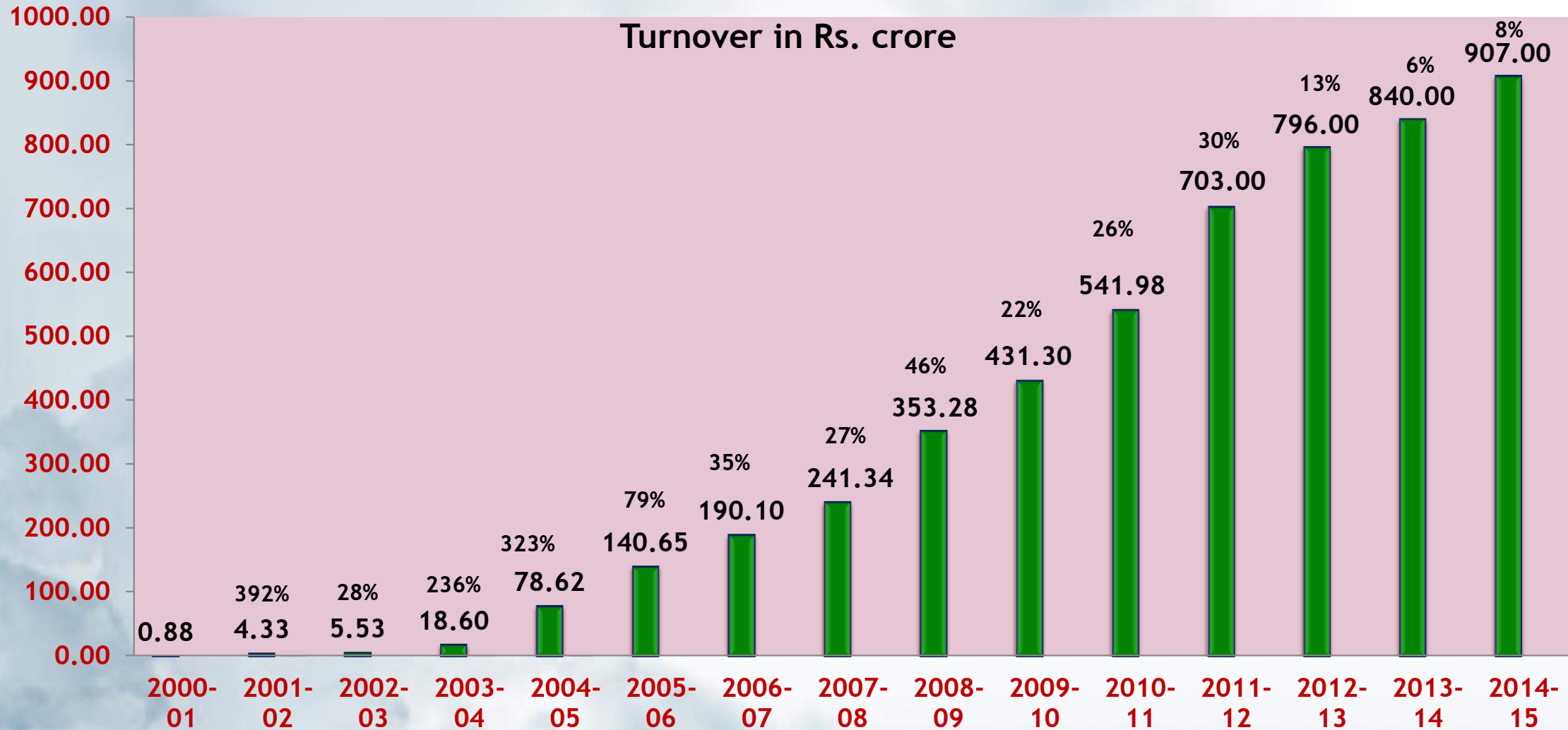


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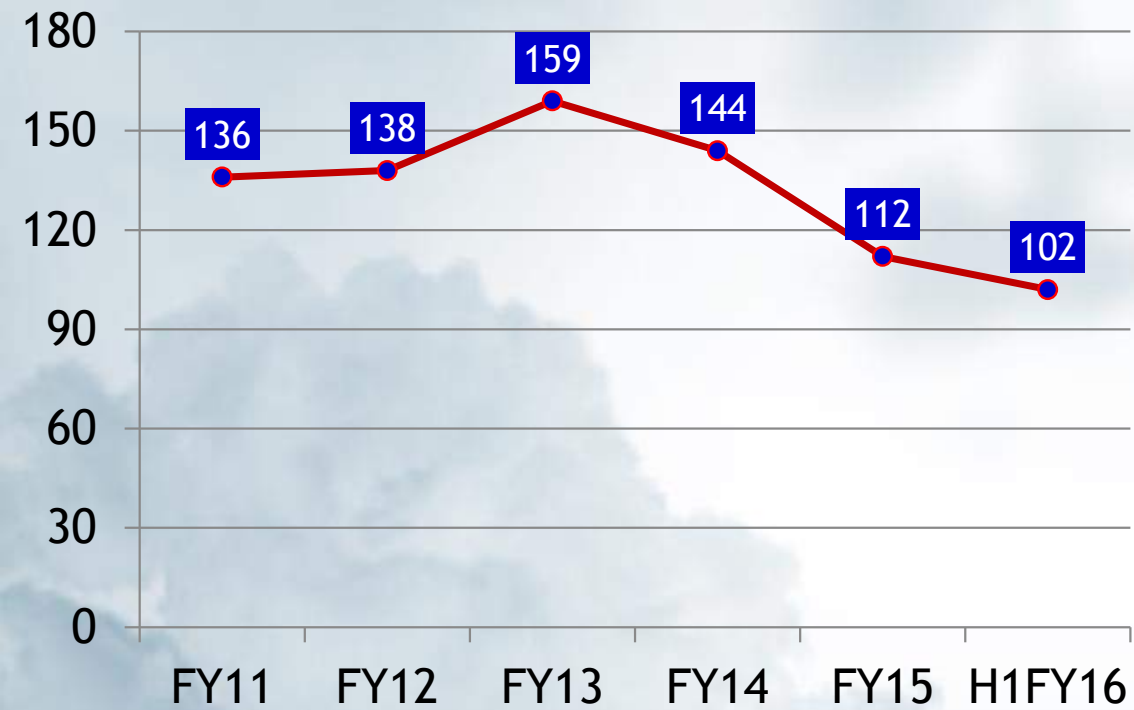
Financial Overview

Gross Revenue growth over the years

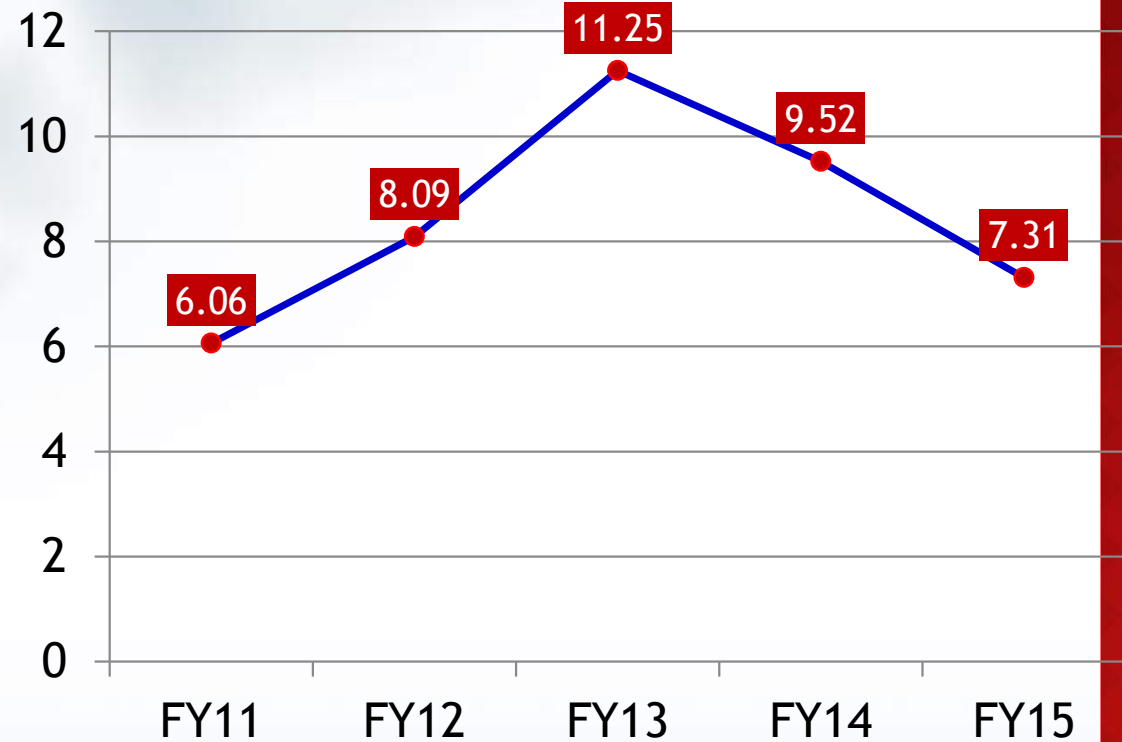


Debt Management

Working Capital Cycle

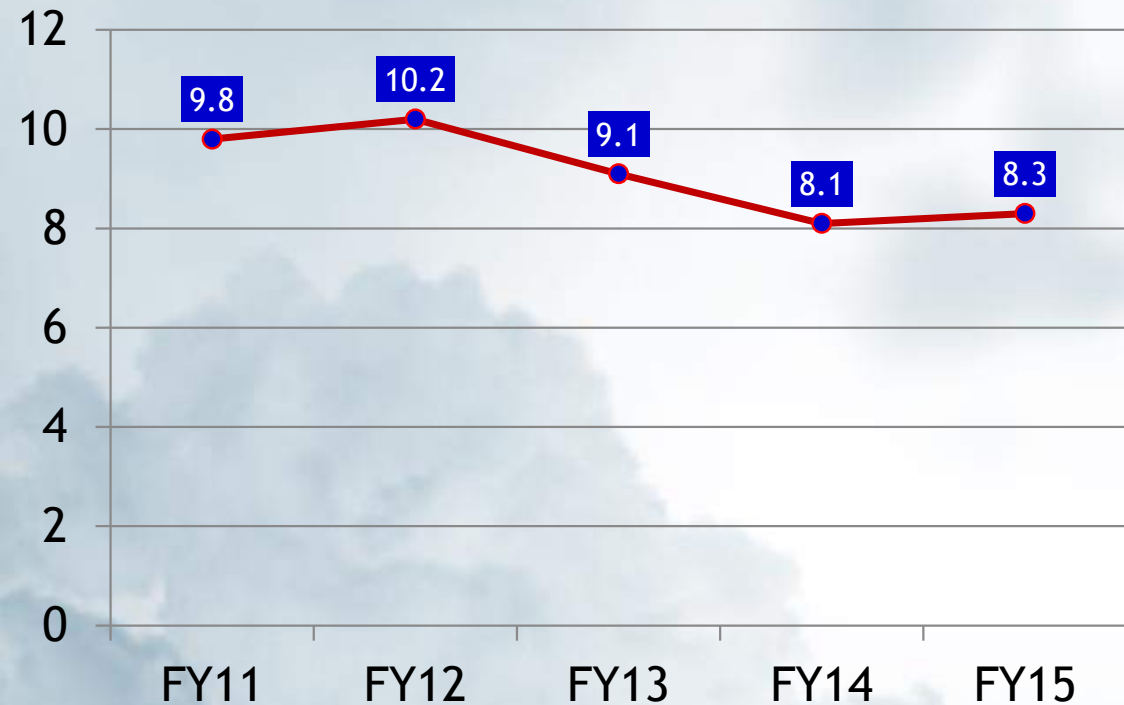


Leverage Ratio

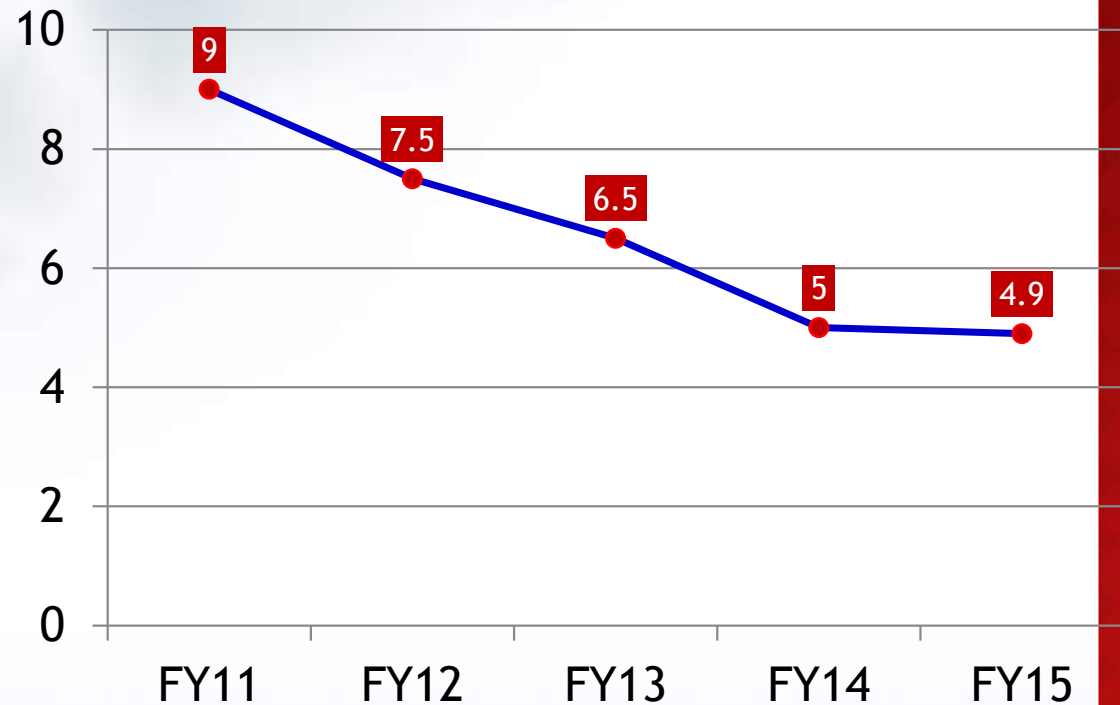


Return Ratios

ROCE



ROE



ROCE will improve substantially from 9% and is almost set to double

Financial of the Company : Quarterly Result

Rs. In Crore

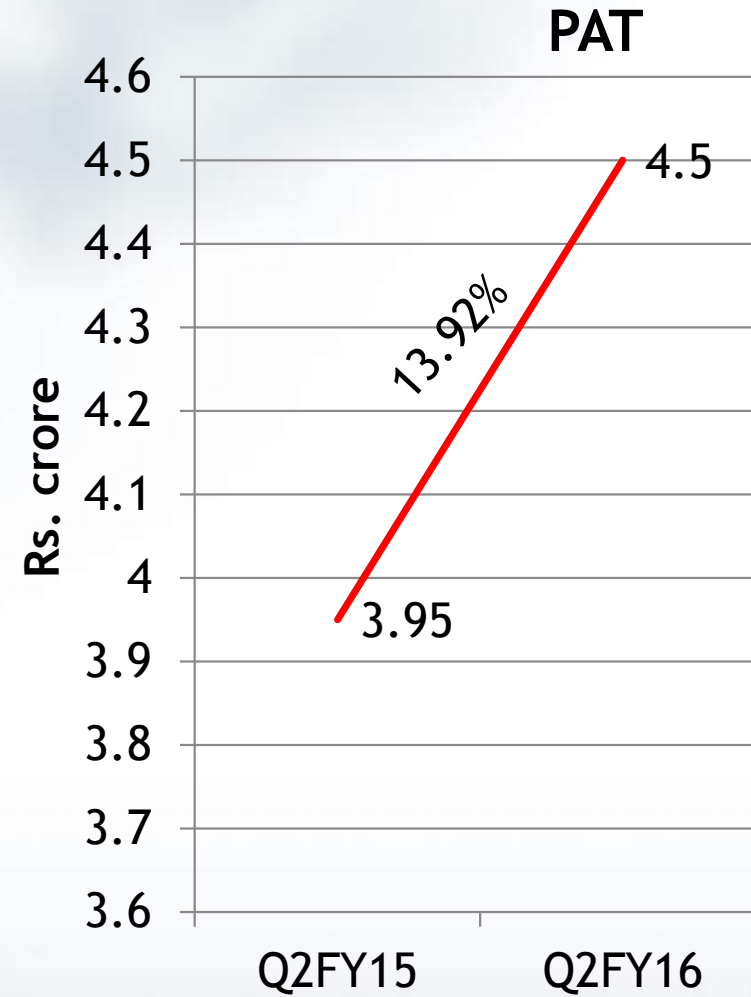
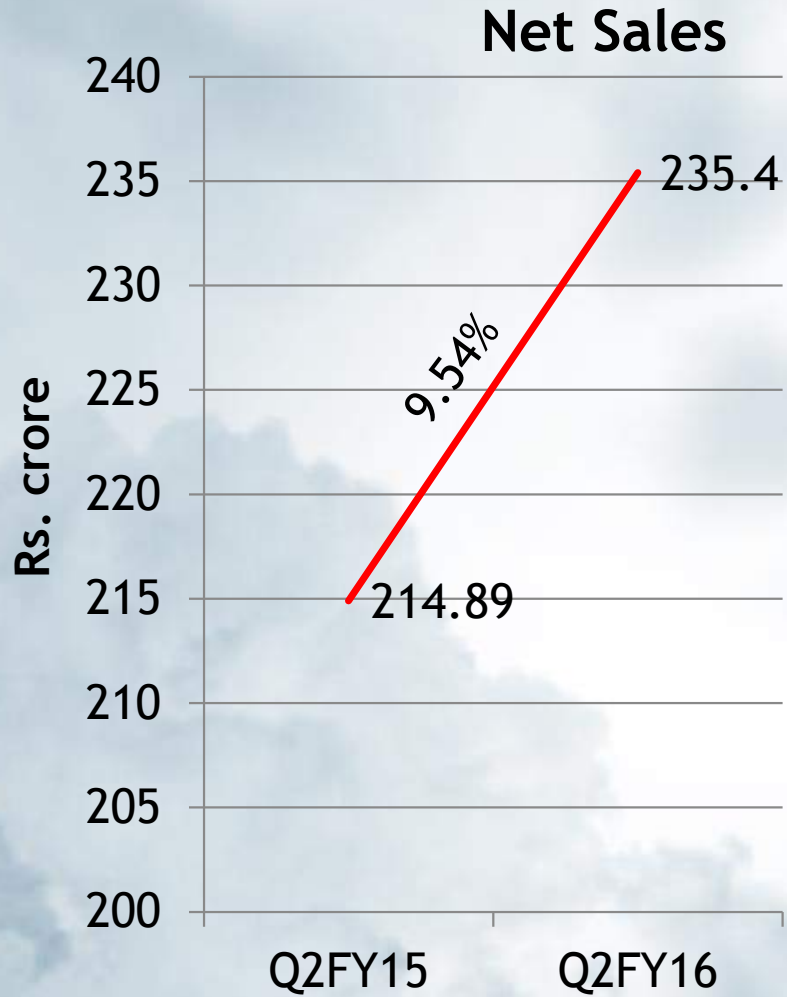
Particulars	2 nd Quarter	2 nd Quarter	1 st Quarter
	July-Sep 15	July-Sep 14	April-June 15
Net Sales	235.40	214.89	192.70
Cash Accruals	9.79	10.44	8.18
PBT	5.89	5.68	4.71
PAT	4.50	3.95	3.32
Share Capital	22.58	22.58	22.58

Financial of the Company : Half Yearly Result

Rs. In Crore

Particulars	Half Yearly	Half Yearly
	April-Sep 15	April-Sep 14
Net Sales	428.10	390.87
Cash Accruals	17.97	20.20
PBT	10.60	10.47
PAT	7.82	7.30
Share Capital	22.58	22.58
Reserve	279.64	265.06
Total Net Worth	302.22	287.65

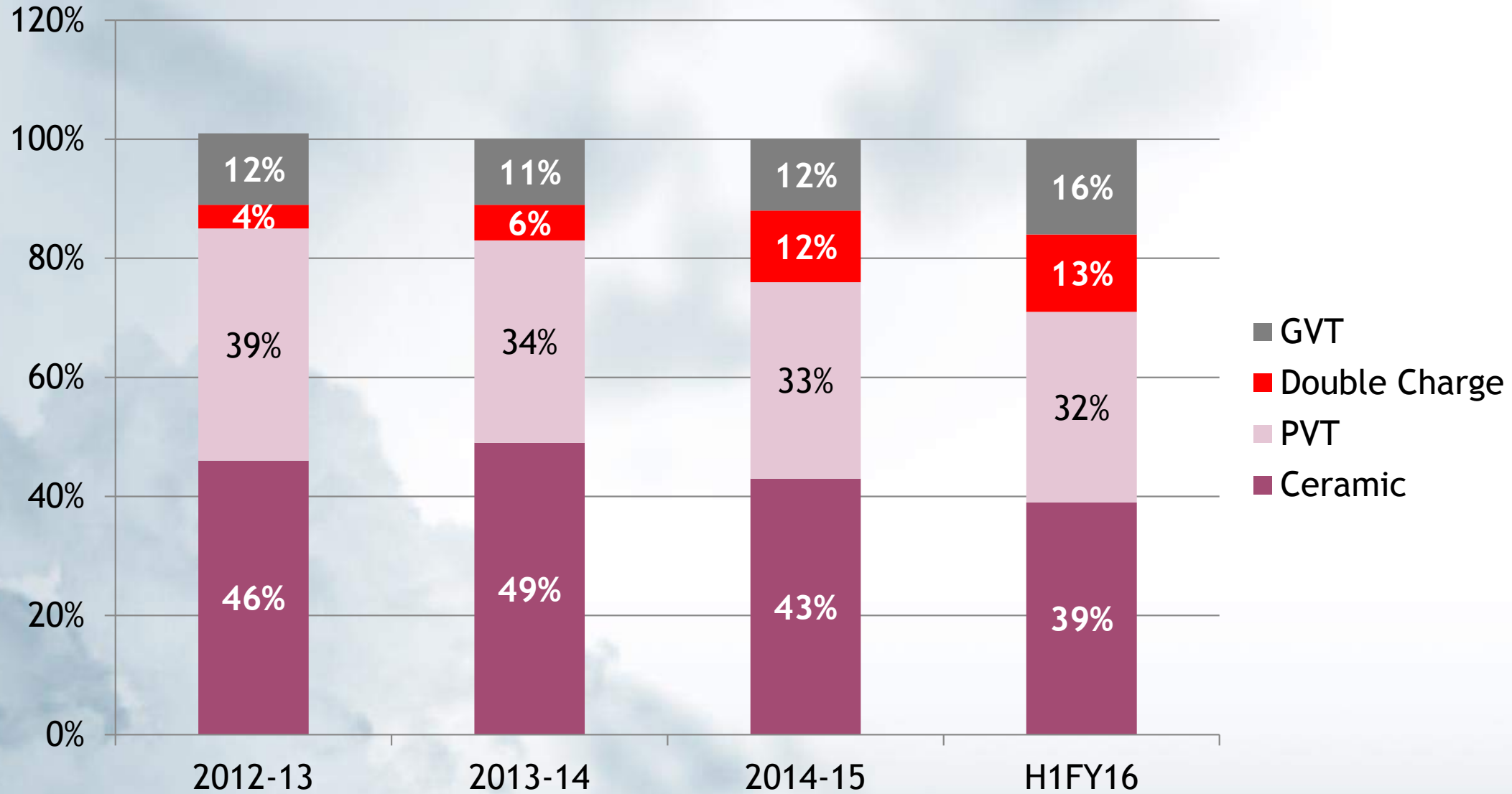
Sales and PAT - Q2FY15 and Q2FY16



Sales and PAT - H1FY15 and H1FY16

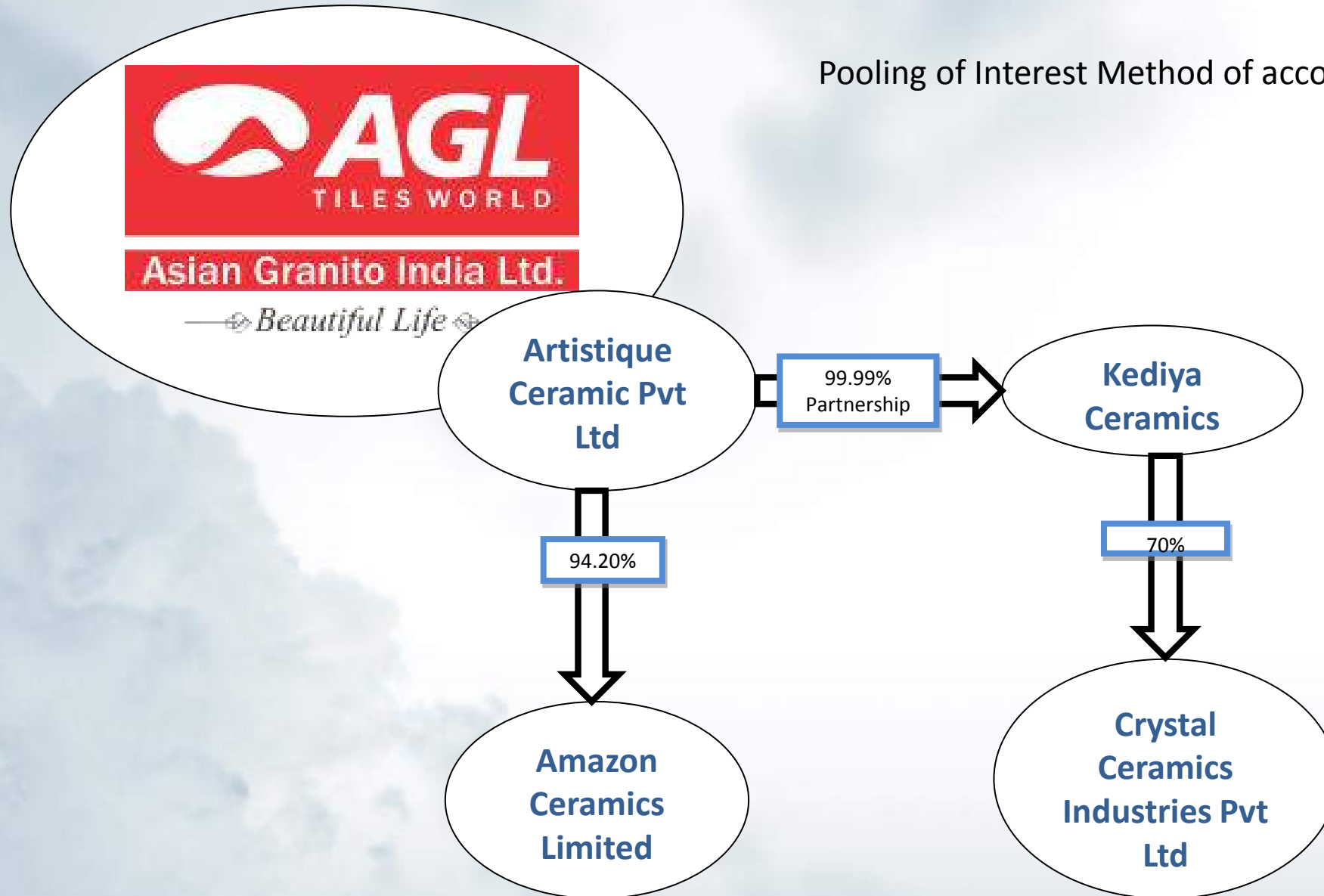


Tile Volume Data



Amalgamation of AGL & ACL

Pooling of Interest Method of accounting



Crystal Ceramics - Natural Gas Strength

Natural Gas	Rate (Rs.)	Rate in \$ (per MMBTU)
At Present	14.97	4.66
After Reduction	12.27	3.82



18% reduction in rate

Production	Price per Sq.Ft. (Rs.)
At Present	4.00
After Reduction	3.28
Price Saving per Sq. Ft.	0.72

LNG rate Per SCM is Rs.30.18 and Natural Gas Rate is Rs.12.27 i.e. 2.46 times less than LNG



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CSR Activities & Recognitions

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Contributing to Society

EDUCATIONAL DEVELOPMENT IN BACKWARD REGION



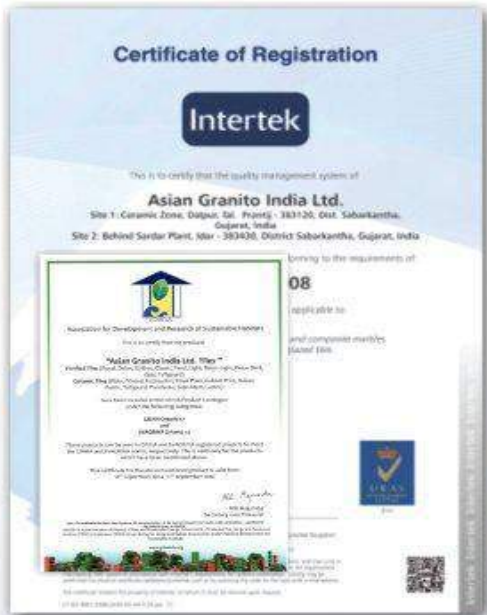
Akshay Patra Foundation



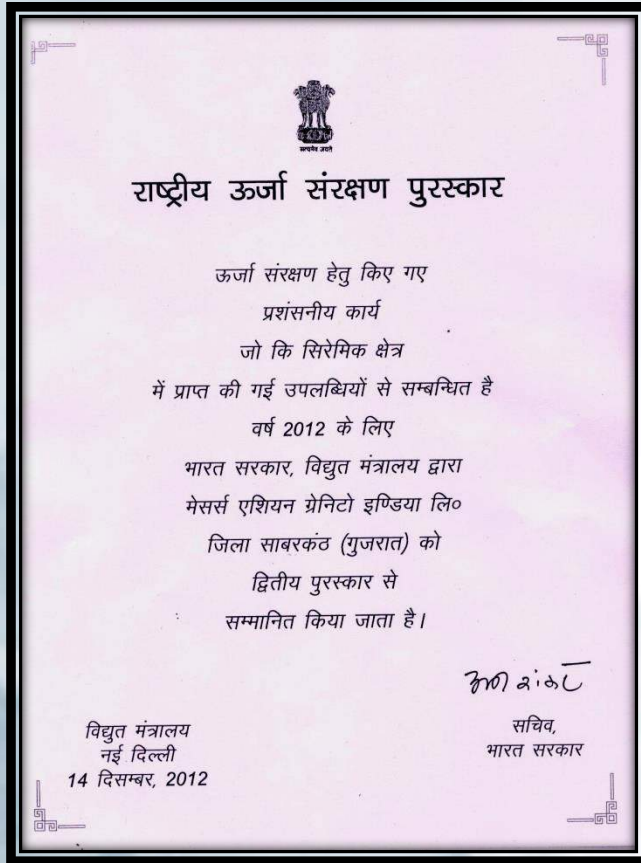
Blood Donate Camp



lead the
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ENERGY CONSERVATION AWARD FROM GOVT. OF INDIA



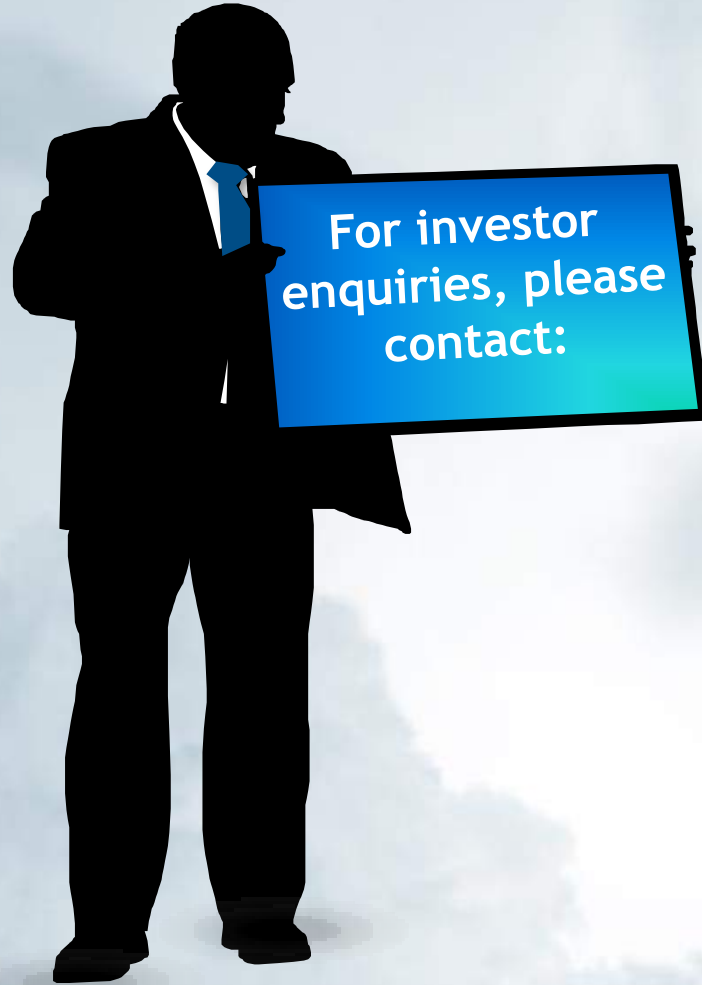
CERTIFICATE OF MERIT FOR EXPORT ACHIEVEMENT FROM CAPEXIL [CHEMICAL & ALLIED PRODUCT EXPORT PROMOTION COUNCIL]



Disclaimer

- The information contained herein has been prepared to assist prospective investors in making their own evaluation of Asian Granito India Limited (hereinafter ‘the Company’) and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire.
- This Information may include certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct.
- Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company.
- This presentation may contain statements that are “forward looking statements.” The company’s actual future results may differ materially from those suggested by such statements, depending on various factors for which the company and its management does not take any responsibility.

Thank You



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