

**Regd. & Corp. Office:**

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

Ahmedabad-380015. Gujarat, India.

Tel.: +91 79 66125500/698,

Fax.: +91 79 66125600/66058672

info@aglasiangranito.com · www.aglasiangranito.com

CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 10.08.2017

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/ Madam,

**Sub: Revised Investor Presentation.**

This is to inform you that the Company has organized a conference call for analysts and investors, Friday, 11<sup>th</sup> August, 2017 at 12:00 noon, to discuss the financial performance for Q1 FY 2018. The investor presentation is enclosed herewith for your reference.

This is to further inform that the copy of the latest Investor Presentation as has been uploaded on the website of the Company [www.aglasiangranito.com](http://www.aglasiangranito.com) and is enclosed herewith for your information as also for the information of your members and the public at large.

This information is submitted to you pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015.

Kindly note that changes may happen due to exigencies on the part of Host / Company.

You are kindly requested to take the same on record.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

*Sdt*

Director

Encl.: As above





Asian Granito India Ltd.

— Beautiful Life —

# Asian Granito India Ltd

Investor Presentation – August 2017

# Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Asian Granito India Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict.

These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Sr. No.	Particulars	Page no.
1	Company Overview	4
2	Management Details	6
3	Capacity	9
4	Products	15
5	Innovation	22
6	Distribution Network	25
7	Clientele / Promotion	28
8	Growth Drivers	32
9	Financials	40
10	Awards, Accolades & CSR Activities	46

# History



Commenced Production of Ceramic Floor with 2,500 Sq. mtr per day capacity and expanded to 6,000 sq. mtr per day

**2002-2003**

Floated IPO & Established AGL Tiles World in 14 cities  
Introduced India's largest wall tile with 10,000 sq. mtr per day capacity

**2007-2008**

Commenced Quartz slab production  
Launched digital glazed vitrified tiles  
Introduced four- colour digital printing technology

**2011-2012**

Launched double-charged polished vitrified tiles  
Introduced 8-colour digital printing  
Increased manufacturing units to 8 and capacity to 1,00,000 sq. mtrs per day including outsource

**2014-2015**

Expanded the product portfolio by introducing new Engineered Marble and Quartz

**2016-2017**

**2004-2006**

Established vitrified tiles facility at Himmatnagar with 4,000 sq. mtr per day capacity and expanded to 18,000 sq. mtr per day

**2009-2010**

Expanded capacity of Wall tiles to 20,000 sq. mtr. per day  
Commenced production of marble slabs  
Established new digital printing technology for Ceramic Wall Tiles

**2012-2013**

Introduced 6-colour digital tile printing  
Expanded range in the value-added category  
Increased number of AGL tiles World outlets to 50

**2015-2016**

Amalgamation of Artisque Ceramic Pvt Ltd with Asian Granito Ltd (AGL)

**2017-18**

Launched new state of the art Product Range 'RAINBOW GLITZ'

# Overview

Ranked amongst  
Top **3**  
Listed Ceramic  
Companies in India

**8** State of the Art  
Manufacturing  
Facilities  
spread across Gujarat

Exporting Products  
across  
**53** +Countries



**166+** Exclusive Showrooms  
& **16** Display Centres across  
India, totaling to **182+**  
showrooms

Over **5500**  
Touch Points

Over **40X**  
growth in just 17 years

## Management

- Professionals with over 23 years of experience in Ceramic Industry
- Uncompromising attitude towards Quality

Capacity

Products

Innovation

Distribution  
Network

Clientele /  
Promotion

Growth Drivers

# Key Management Team



## Mr. Kamlesh Patel – Chairman & Managing Director

- Having more than 23 years of experience in the Tile industry - he is a visionary who has created global benchmarks
- Holds BBA Degree from Sardar Patel University & Member of ICCTAS
- A decisive decision maker who believes in taking right decision at the right time and an astute marketing mind, passionate about expansion & brand building



## Mr. Mukesh Patel – Managing Director

- Having more than 23 years of experience in the Tile industry , he is responsible for giving company the “Innovative Technology “ edge
- Constantly seeking to create new product development with an uncompromising attitude towards Quality
- He is a Director of ICCTAS





Asian Granito India Ltd.

— Beautiful Life —

# Professional Team

**Mr. B. M. Singhal**  
Senior Vice President  
(MARBLE)



**Mr. Pattanshetty**  
Vice President  
(PRODUCTION)



**Mr. Rahul Sharma**  
Associate Vice President  
(GVT)



**Mr. Sanjay Kaul**  
Associate Vice President  
(BUSINESS DEVELOPMENT)



**Mr. Chirag Dave**  
Associate Vice President  
(BONZER 7)



**CA Himanshu Shah**  
General Manager  
(FINANCE & ACCOUNT)



Management

Capacity

- Production Capacity of 1,00,000 sq. mtrs. per day (including outsource)

Products

Innovation

Distribution  
Network

Clientele /  
Promotion

Growth Drivers



# 8 Ultra Modern Manufacturing Units





# Manufacturing Facilities



1<sup>st</sup> in the World to introduce 5 layer tiles kiln from SACMI-ITALY



# Ultra Modern & Latest Technology

First to establish Online Vitrified Technology

First in India to have Digital 9 Colour Printing Technology

A Pioneer with Best Water Jet Technology

Highest number of Digital Machines in India

Only Ceramic Company to have in-house 3<sup>rd</sup> Fire Technology

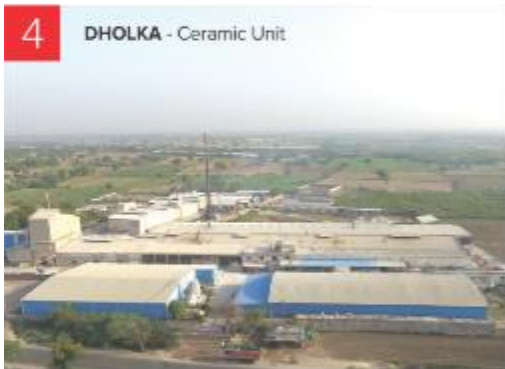
India's BIGGEST KILN with 5 Line Tiles in Single Process world first in India by SACMI



**13** Digital  
9 Colour Printing  
Machines

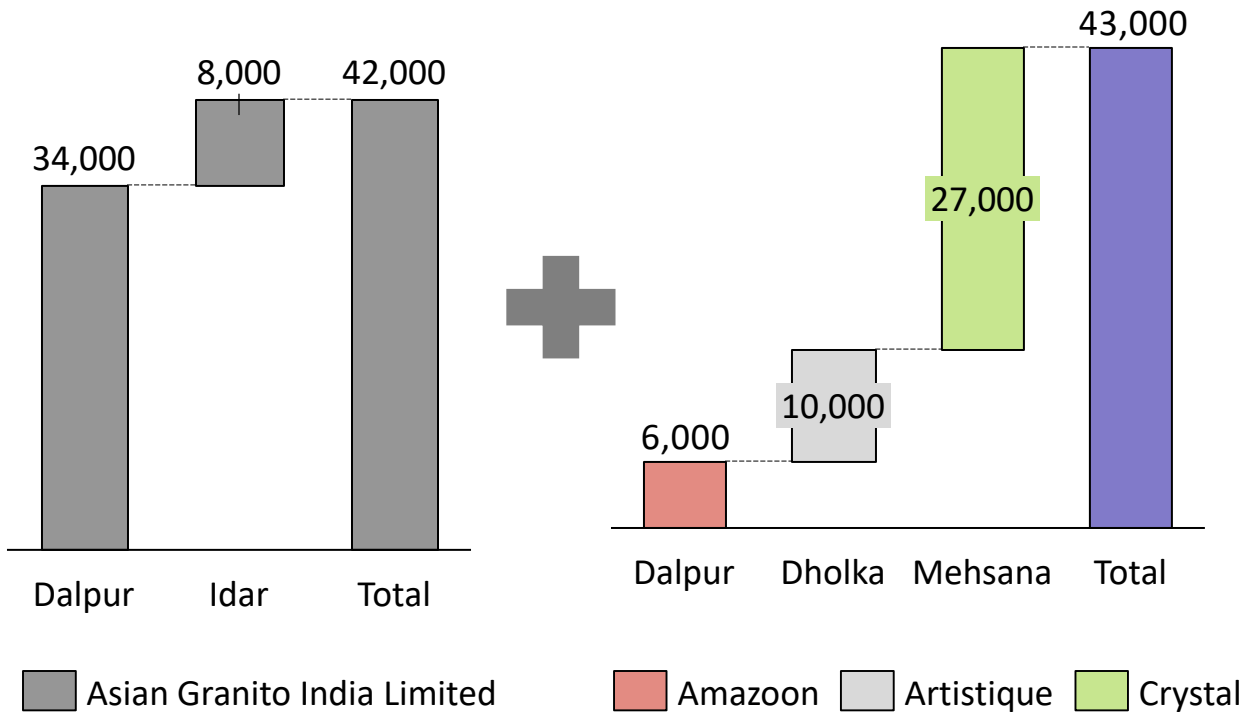


# Manufacturing Facilities



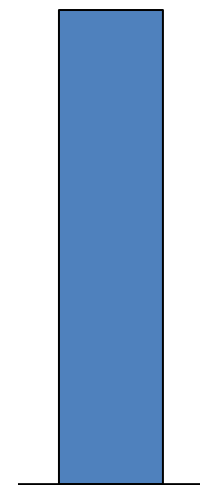
# Capacity Built up

Post Amalgamation : Owned Capacity of 85,000 Sq. mts per day



Outsourcing through Morbi

15,000



Morbi Total

AFFIL – 8,000  
Others – 7,000

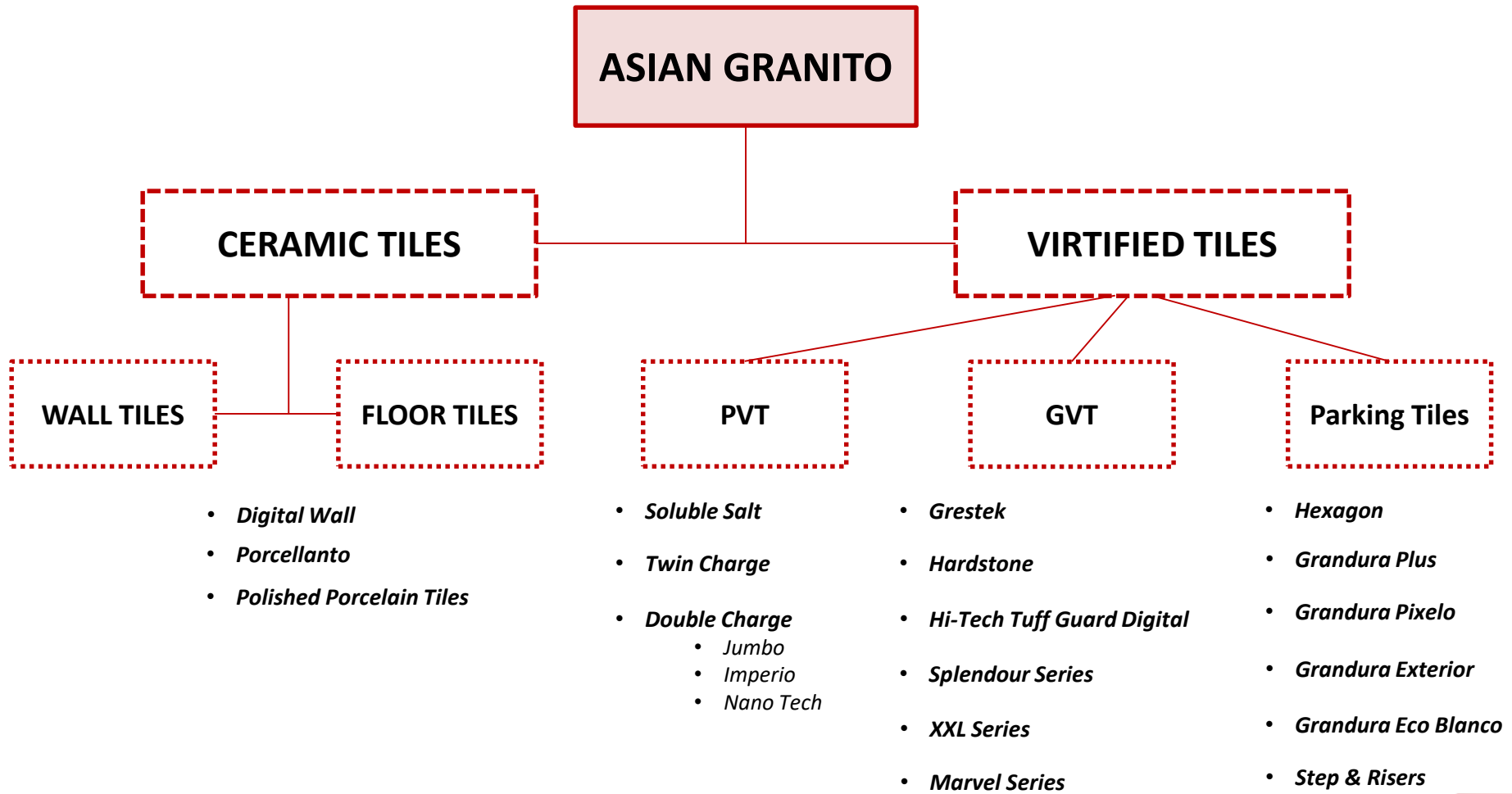
Combined Capacity of 100,000 Sq. Mtrs per day ( Incl. Outsource )



- **Wide Product Range - Ceramic Floor, Digital Wall, Vitrified, Parking, Porcelain, Glazed Vitrified, Outdoor, Composite Marble & Quartz**



# Product Portfolio – Tile Segment



# Product Portfolio – Marble & Quartz



- *Multi Colour Marble*
- *Nano Crystal Marble*
- *Imported Natural Marble*
- *Onyx Marble*

- *Multi Colour Quartz*
- *E - Stone*

*Different Sizes to cater to different markets :  
12mm, 15mm, 18mm, 20mm, 30mm*

# Ceramic Tiles – Wall & Floor Tiles



**DIGITAL WALL**



**POLISHED PORCELAIN TILES**



**PORCELLANTO**



# Vitrified Tiles



Soluble Salt



Homogenous Body



Nano Tech - Double Charge



Grandura Exteriors



Grandura Digital





# GRESTEK – Premium Glazed Vitrified Tiles



GRESTEK  
**SLIMGRES**  
ULTRA THIN GLAZED VITRIFIED TILES



GRESTEK  
**HARD STONE**  
BEST QUALITY GRANITE TILES

16mm THICKNESS  
600x600mm



Powered By  
**HI-TECH TUFF GUARD**  
DIGITAL

PEI-5 COMPLIANT



GRESTEK  
**SPLENDOUR** Series  
800x1600mm GVT / PGVT





# Marble & Quartz



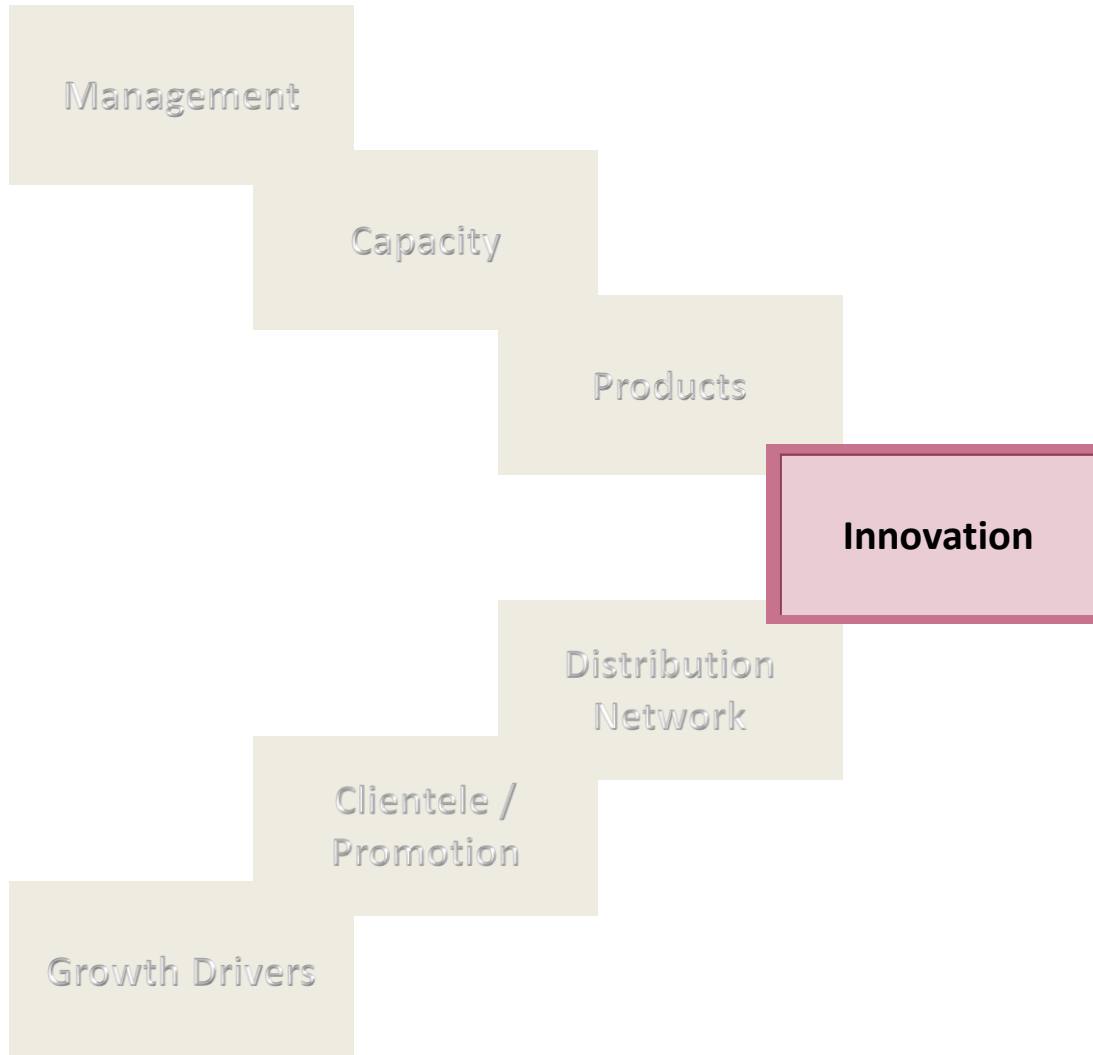
Marble



Quartz

Premium Segment - Higher Realisation  
Company enjoys 43% market share in this segment

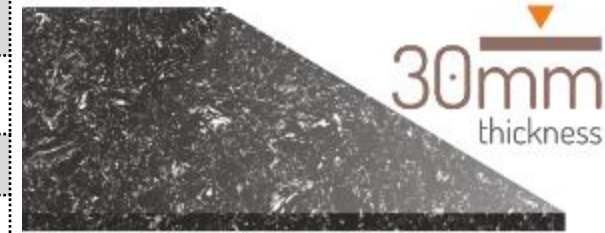




- 1st to introduce 5 tiles manufacturing kiln from SACMI-Italy
- 1st to launch large format digital double charged vitrified tiles in 1000x1000mm Jumbo & 800x800mm Imperio
- Largest Manufacturer of Quartz in India post expansion
- 1<sup>st</sup> to introduce 450 X 450 Parking Tiles in India

# Recent New Innovative Products launched

Product Name	Size in mm
<b>Rainbow Glitz</b> - 9 COLOR DIGITAL TILES WITH SPECIAL EFFECTS	300x900mm 300x600mm
<b>GLISTER – POLISHED PORCELAIN TILES</b>	600X600MM
<b>STEP &amp; RISER</b>	300X1000MM 300X800MM
<b>ECO BLANCO</b>	300X300MM
<b>Engineered Quartz</b> (Different Sizes to cater to different markets)	1400 x 3100 1600 x 3200
<b>Grestek – Splendour Series – Introduced 13 SKU's</b>	800 x 1600
<b>Grestek – Marvel Colour Body Tiles</b>	300 x 600, 600 x 1200, 600 x 600, 196 x 1200
<b>Imperio – Double Charge – Introduced 17 SKU's</b>	800 x 800
<b>Jumbo - Double charge – Introduced 16 SKU's</b>	1000 x 1000
<b>CARARRA White</b> (World's Whitest Tile – in unglazed large format Double Charge)	800 x 800
<b>XXL – Polished Glazed Vitrified Tile</b>	800 x 1200
<b>Polished Vitrified Tile (Double Charge) &amp; Big Crack Stone</b> (new design introduced first time in India)	800 X 1200 & 1000 X 1000
<b>Hardstone</b> (Outdoor Tiles in 16 mm & 10 mm thickness)	600 x 600
<b>Grandura</b> (Parking Tiles)	300 x 300 & 400 x 400
<b>Hexacon Tiles</b> (first to introduce)	304 x 350
<b>Grestek SLIMGRES</b>	600 x 1200







# Pioneer in the Industry

**1<sup>st</sup>**

To have **DITIGAL 9**  
Colour Printing  
Technology

Highest Number of  
**DIGITAL MACHINES** in  
India totalling to 13

To introduce 450 X 450  
**PARKING TILES** in India

To have India's **BIGGEST**  
**KILN** with 5 line tiles in  
single process

**1000 X 1000** Double Charge  
with new Technology

To set up **MULTI-COLOUR**  
**Quartz** line in India



Management

Capacity

Products

Innovation

**Distribution  
Network**

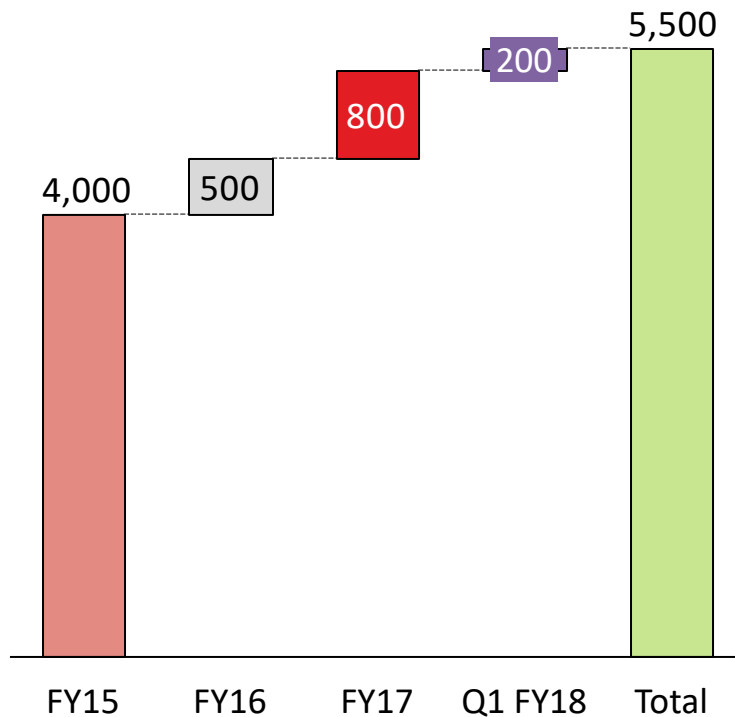
Clientele /  
Promotion

Growth Drivers

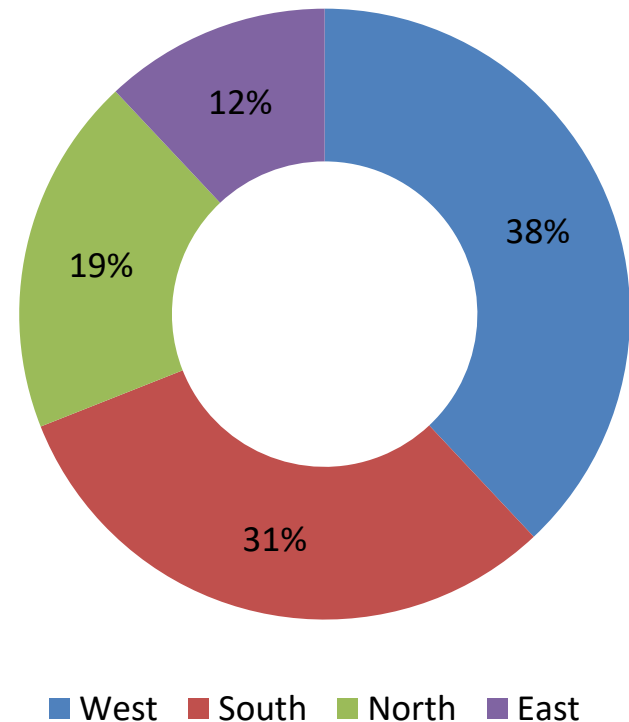
- All India Market Reach; Distribution Reach Direct Dealers / Sub-dealers: +5,500
- Unique – 166+ AGL Tile “Exclusives across India”

# Strengthening Distribution Network – Tile Segment

Addition in Dealers & Sub-Dealers



Geographical Revenue Breakup



In FY17, there were 970 direct dealers, and 25 were added in Q1 FY18

**Currently we have 995 direct dealers**

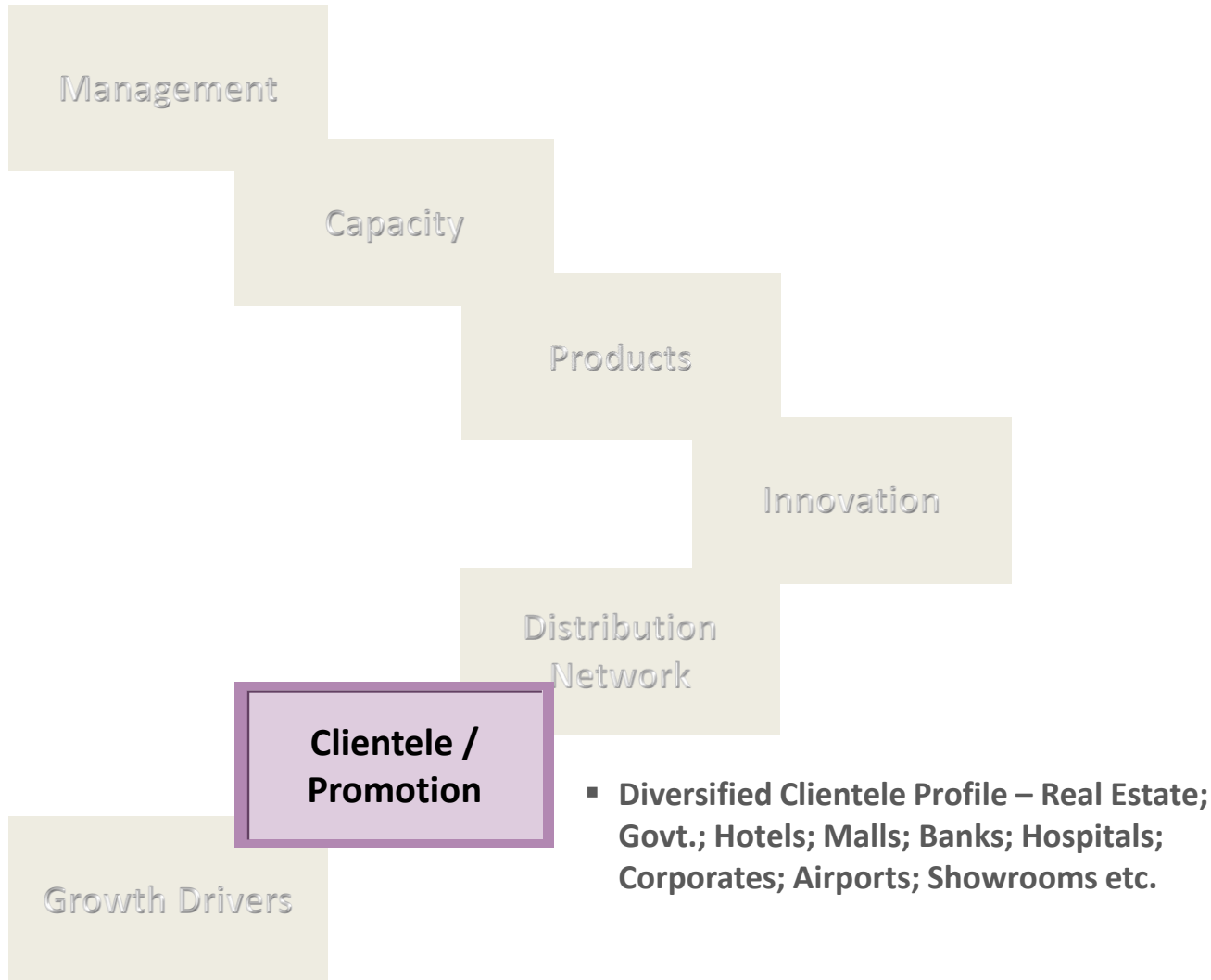


# Global Footprint

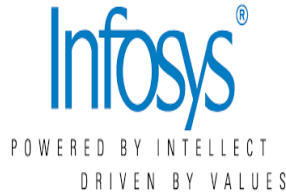


**Presence in 53+ countries across the globe**





# Marquee Institutional Clientele



## Major Marketing Activities



### Asia's Most Promising Brand 2017

- *Showcase Ad Commercials in **1,400 Screens** across India in Major Cinemas during **3 Mega Blockbusters***
- *Advertisement in **Top In flight & Architect Magazines***
- *Participation in International Exhibitions : **CERSAIE – Italy, Big-5 Dubai, Expo Nacional Ferretera – Mexico***

- *Active online presence in Social Media : **Facebook, Twitter, Pinterest***
- *Extensive Regional Road shows in Gujarat, Maharashtra, Punjab, HP, Delhi, Haryana, UP, Kerala*



### Awarded The Next Fortune 500 India Company



# Major Marketing Activities

## RAINBOW GLITZ & GLISTER LAUNCH





Management

Capacity

Products

Clientele /  
Promotion

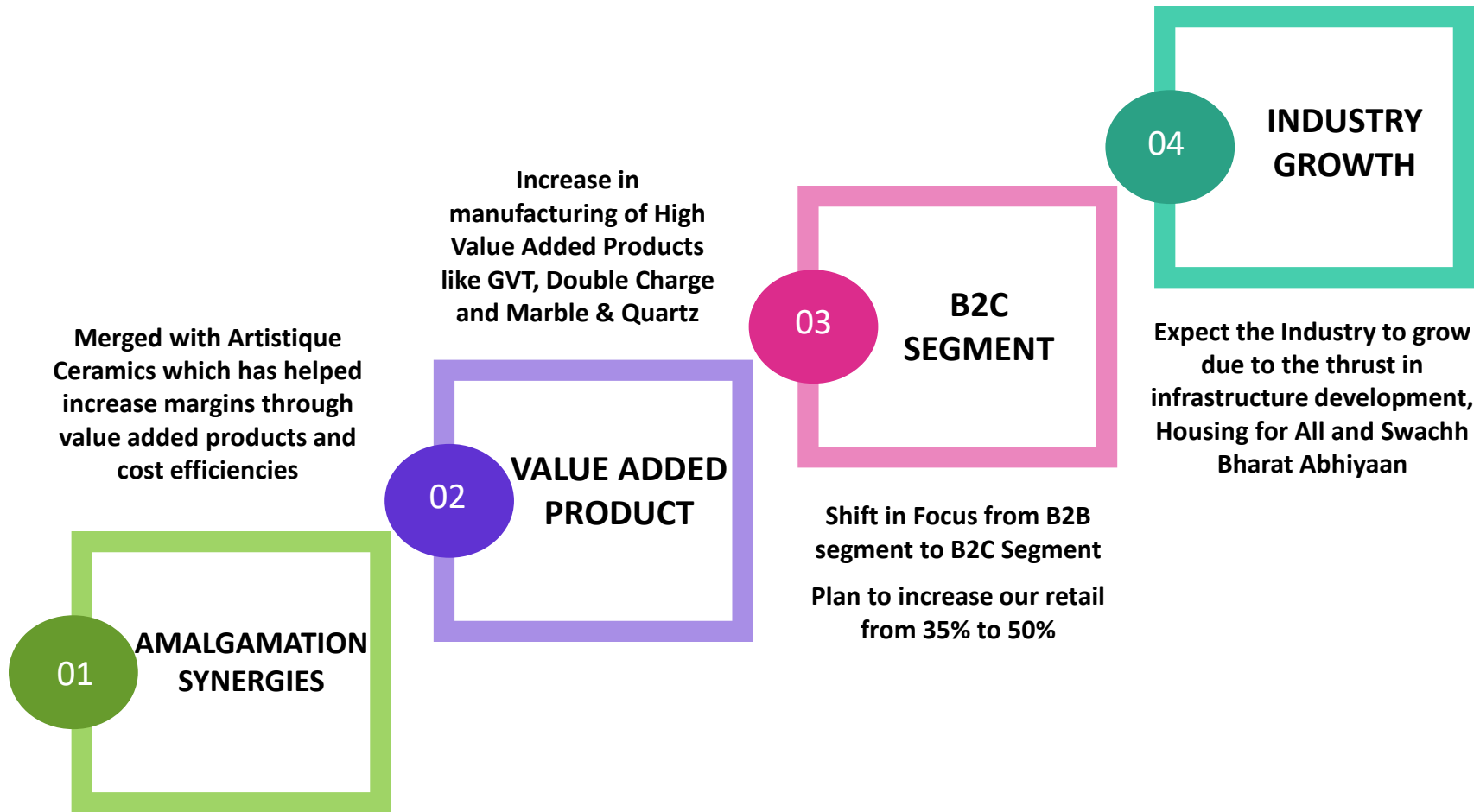
Innovation

Distribution  
Network

### Growth Drivers

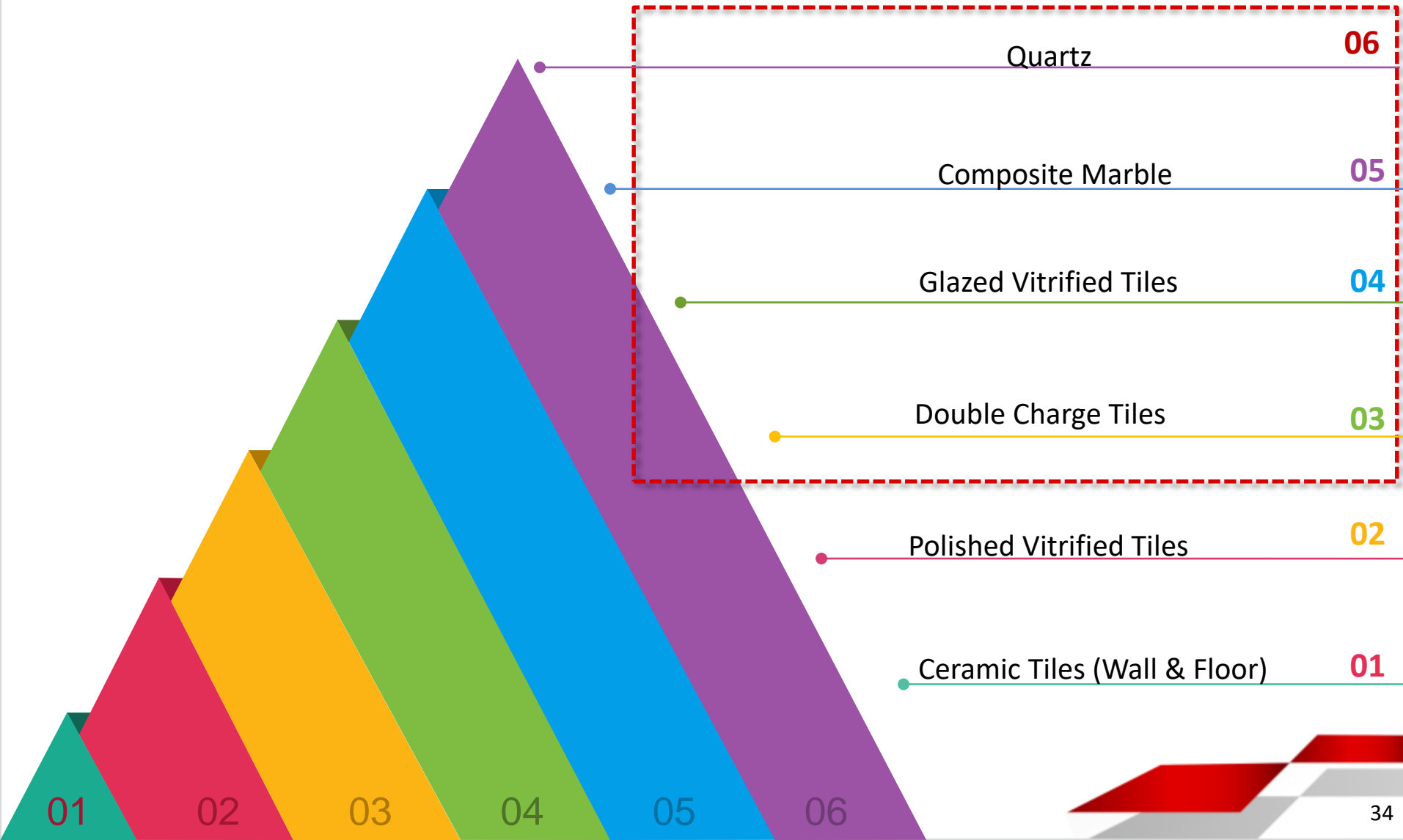
- 13 digital colour machines to ensure innovation and efficient manufacturing
- Cost Savings - Easy gas availability for nearby plant including natural gas

# Growth Drivers

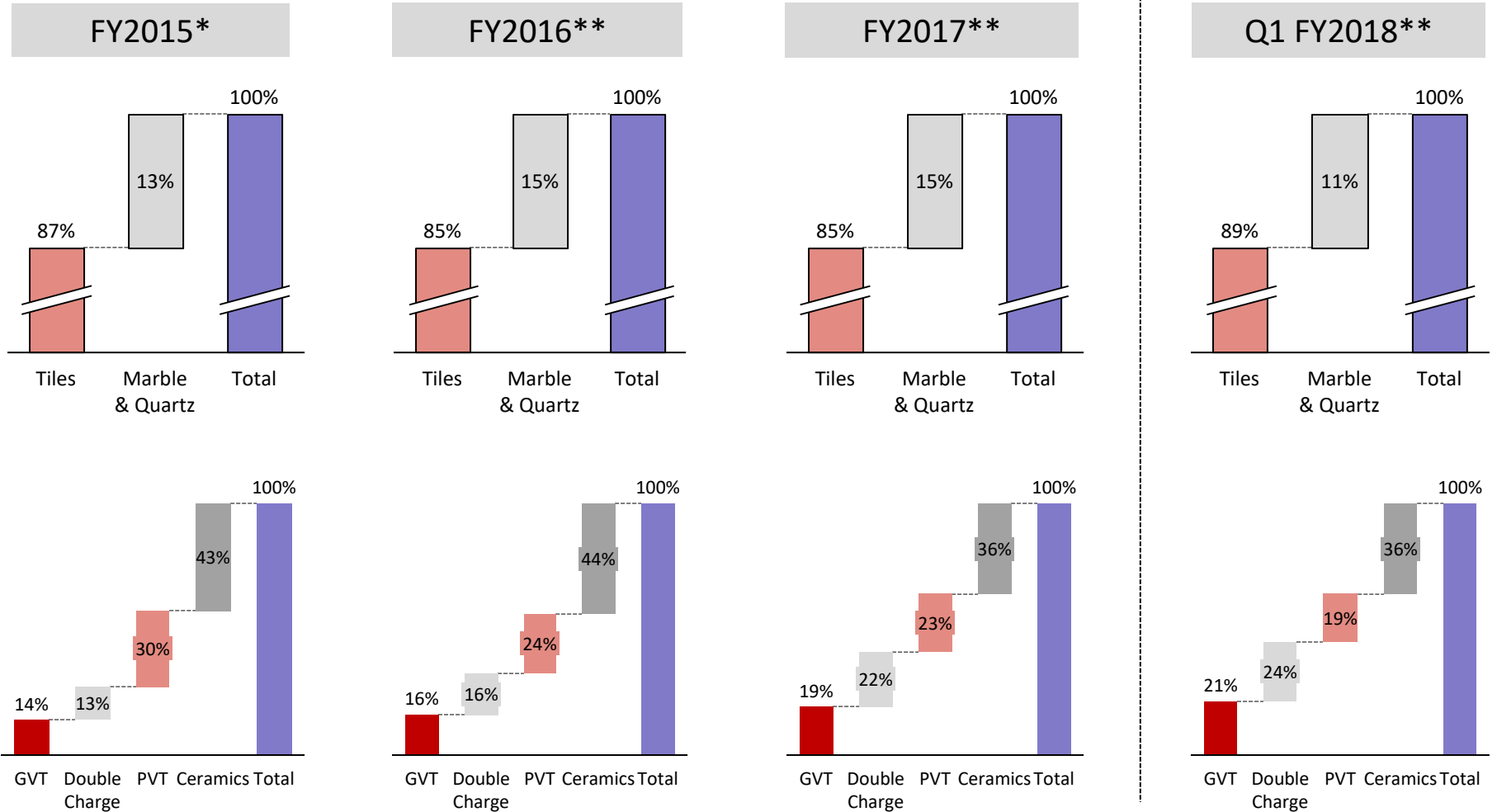




# Focus on High Value Product Mix



# Focus on High Value Product Mix



\* On Standalone Basis as the company merged with Artistique Ceramic in July, 2015

\*\* On Consolidated basis



# Quartz



01

**Expansion of Product Portfolio by introducing new range of Engineered Marble & Quartz segment**



02

**3<sup>rd</sup> Line of Quartz commissioned from 1<sup>st</sup> April, 2017 at Dalpur**

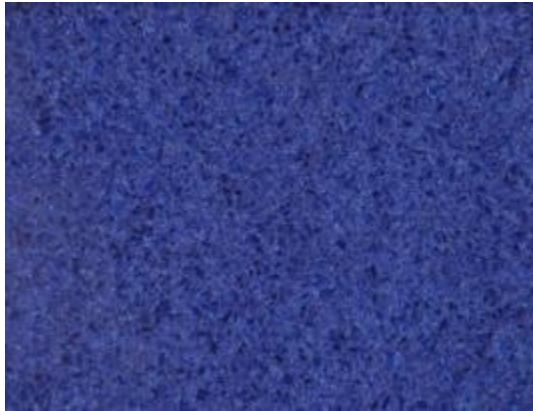


03

**The products have a thickness of 20mm & 30mm, catering to the domestic as well as export markets**



# Quartz



*Blue Glitter*



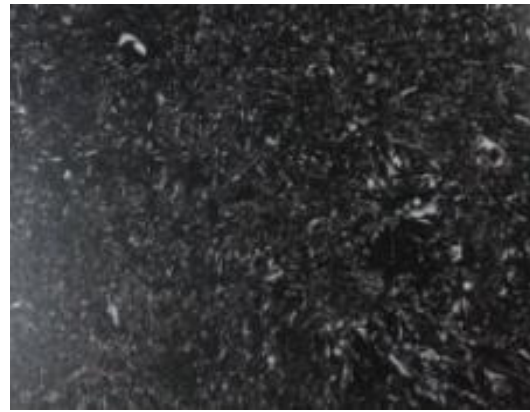
*Iceland*



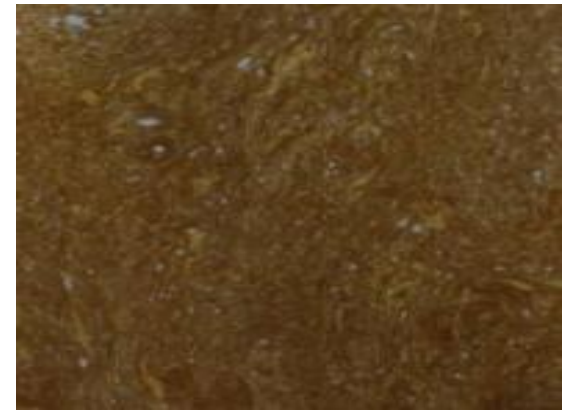
*Copper Mountain*



*Lake Stone*



*Panama Black*



*Mountain Brown*



# Future Strategies- Focus on B2C Segment

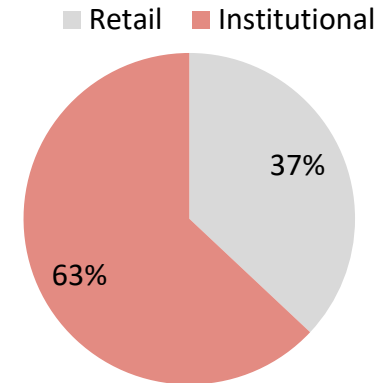
Mapping market for towns with population > 20,000

Initiatives to increase Direct Interaction with Customers

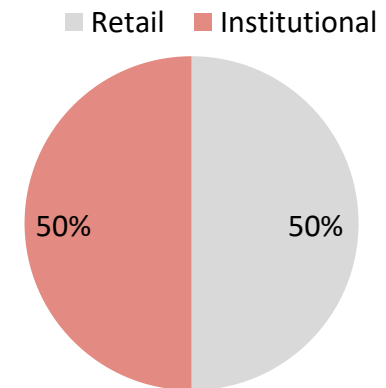
- ✓ Dealer Network
- ✓ AGL exclusive showrooms
- ✓ AGL Digital Express
- ✓ Trade schemes on high value products
- ✓ Participated in key trade exhibition
- ✓ Increased more A+/A/B+ counters

**We plan to Change the Market Segmentation of Project v/s Retail  
from 65:35 to 50:50**

Current



Future



# Industry Growth

Smart Cities - New city creation could create office and housing demand

Housing For All: Plan to complete 1 crore houses by 2019 for the houseless in Rural India.

Push for providing sanitation could create new demand avenues entry level or lower priced tiles (ceramic tiles)

“Swachh Bharat Abhiyaan” - aims to build 60million toilets by 2019

Affordable housing to be given infrastructure status which will enable projects to avail associated benefits

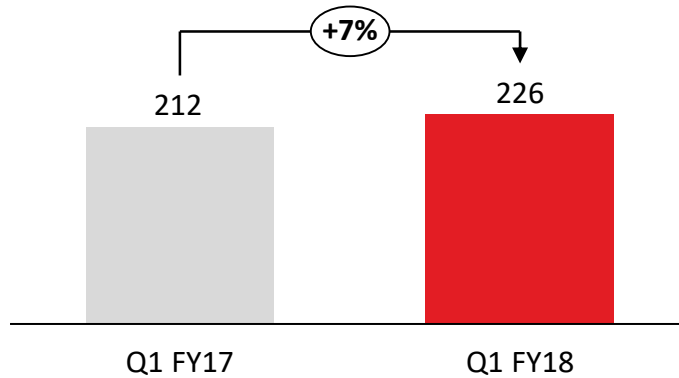
Increased Allocation for Pradhan Mantri Awaas Yojana – Gramin from Rs. 15,000 crore to Rs. 23,000 crore

Under the scheme for promotion of affordable housing, carpet area instead of built up area of 30 and 60 Sq .mtr. to be counted.

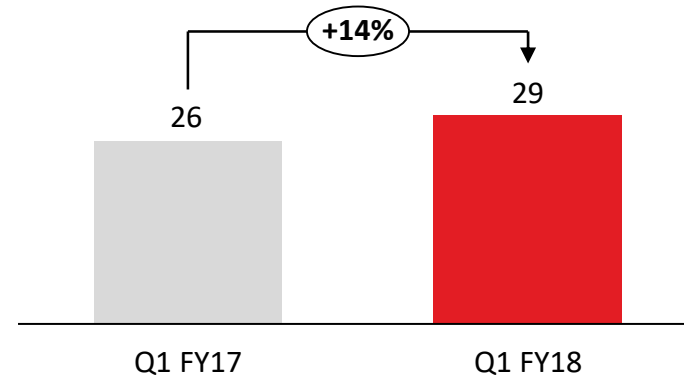


# Financial Highlights – Q1 FY18

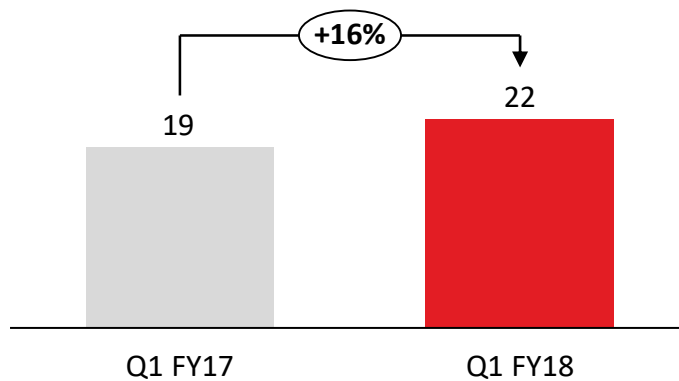
## Revenues



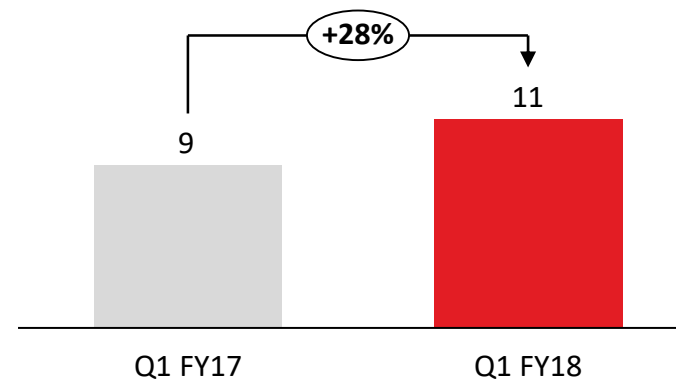
## EBITDA



## EBIT



## Profit After Tax\*

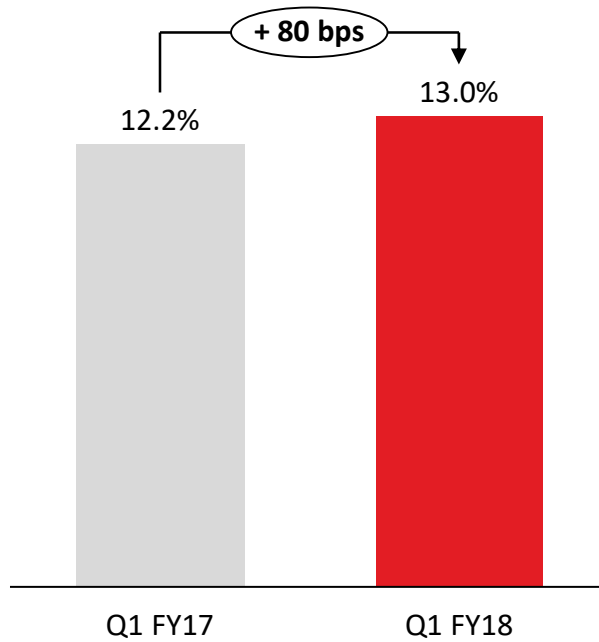


Consolidated figures (Rs. In Crs)

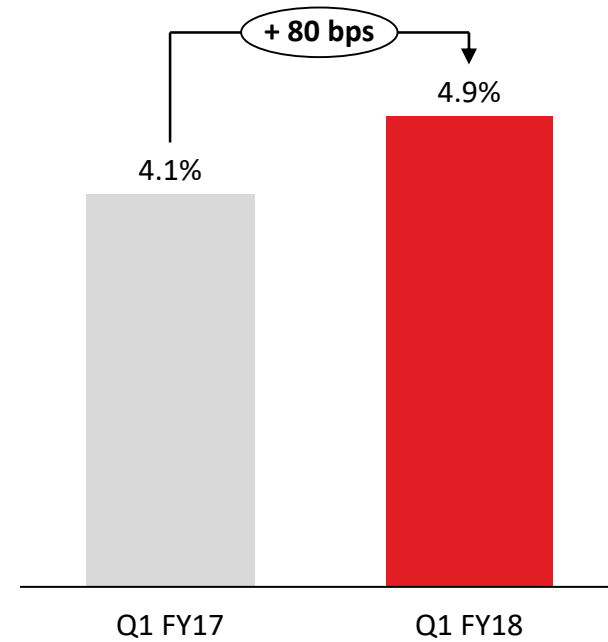
\* Includes Share of Profits of Associates

# Margin Profile

## EBITDA (%)



## PAT (%)\*

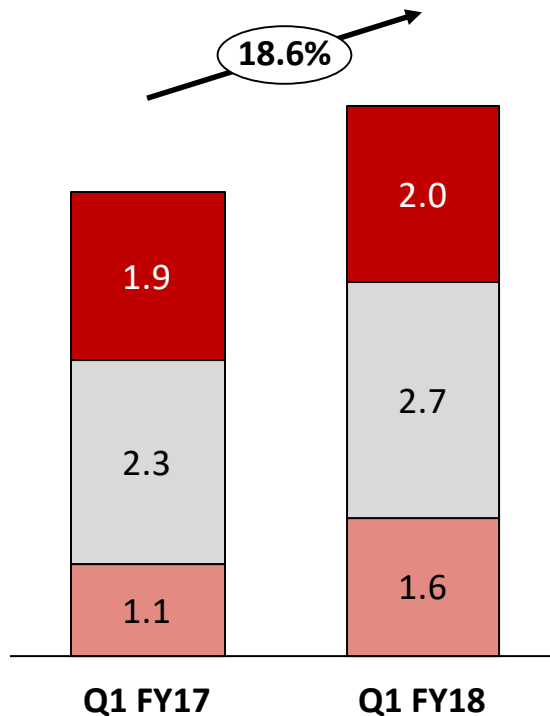


*On Consolidated basis*

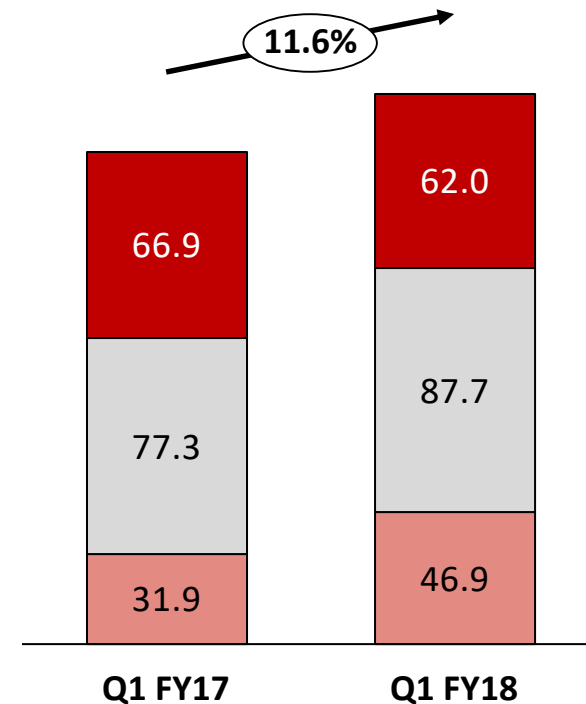
*\* Includes Share of Profits of Associates*

# Tiles Division - Business Performance – Q1 FY18

Volume Break-up (MSM)



Revenue Break-up (Rs. Crs)



■ Own Manufacturing 
 ■ Outsourcing 
 ■ Associate

On Consolidated basis

MSM : Million Square Metres

# Standalone Profit & Loss

Particulars (Rs. Crs)	Q1 FY18	Q1 FY17	Y-o-Y
Net Sales	202.8	191.3	
Other Operating Income	0.5	0.5	
<b>Revenue from Operations</b>	<b>203.3</b>	<b>191.8</b>	<b>6%</b>
Total Raw Material	124.0	116.3	
Employee Expenses	16.2	11.7	
Other Expenses	44.6	46.0	
<b>EBITDA</b>	<b>18.4</b>	<b>17.8</b>	<b>4%</b>
<b>EBITDA Margin (%)</b>	<b>9.1%</b>	<b>9.3%</b>	
Other Income	0.1	0.0	
Depreciation	5.0	4.4	
<b>EBIT</b>	<b>13.5</b>	<b>13.4</b>	<b>1%</b>
<b>EBIT Margin (%)</b>	<b>6.7%</b>	<b>7.0%</b>	
Finance Cost	3.7	5.3	
Profit before Tax	9.8	8.1	
Tax	2.5	2.3	
<b>Profit After Tax</b>	<b>7.3</b>	<b>5.8</b>	<b>26%</b>
<b>PAT Margin (%)</b>	<b>3.6%</b>	<b>3.0%</b>	
Other Comprehensive Income	-0.1	0.0	
<b>Total Comprehensive Income</b>	<b>7.2</b>	<b>5.8</b>	<b>25%</b>

# Consolidated Profit & Loss

Particulars (Rs. Crs)	Q1 FY18	Q1 FY17	Y-o-Y
Net Sales	224.9	210.5	
Other Operating Income	0.8	1.3	
<b>Revenue from Operations</b>	<b>225.7</b>	<b>211.8</b>	<b>7%</b>
Total Raw Material	117.0	111.4	
Employee Expenses	19.4	14.9	
Other Expenses	60.0	59.8	
<b>EBITDA</b>	<b>29.4</b>	<b>25.7</b>	<b>14%</b>
<b>EBITDA Margin (%)</b>	<b>13.0%</b>	<b>12.2%</b>	
Other Income	0.2	0.2	
Depreciation	7.3	6.7	
<b>EBIT</b>	<b>22.3</b>	<b>19.2</b>	<b>16%</b>
<b>EBIT Margin (%)</b>	<b>9.9%</b>	<b>9.1%</b>	
Finance Cost	8.7	7.9	
Profit before Tax	13.6	11.3	
Tax	3.3	3.3	
<b>Profit After Tax</b>	<b>10.3</b>	<b>8.0</b>	
Share of Profit of Associates	0.8	0.7	
<b>Net Profit for the period after Share of Profit of Associates</b>	<b>11.1</b>	<b>8.7</b>	<b>28%</b>
<b>PAT Margin (%)</b>	<b>4.9%</b>	<b>4.1%</b>	
Other Comprehensive Income	-0.1	0.0	
<b>Total Comprehensive Income</b>	<b>11.1</b>	<b>8.7</b>	<b>29%</b>

## Awards & Accolades



**Energy Conservation Award**  
received from the President of India



**'Asian Granito India Limited'** was awarded the winner for  
outstanding achievements in **Environment Management**

# CSR Activities





**Asian Granito India Ltd.**

— *Beautiful Life* —

**Asian Granito Limited**

CIN : L17110GJ1995PLC027025

Mr. Himanshu Shah

[ca@aglasiangranito.com](mailto:ca@aglasiangranito.com)

[www.aglasiangranito.com](http://www.aglasiangranito.com)

**Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

Mr. Deven Dhruva / Ms. Neha Shroff

[deven.dhruva@sgapl.net](mailto:deven.dhruva@sgapl.net) / [neha.shroff@sgapl.net](mailto:neha.shroff@sgapl.net)

+91 9833373300 / +91 7738073466

[www.sgapl.net](http://www.sgapl.net)