

Asian Granito India Ltd.

— Beautiful Life —

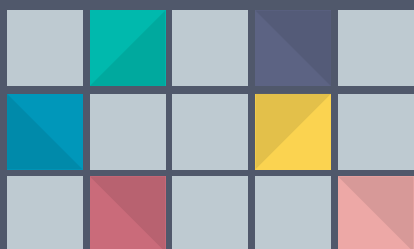


# Widening Our Horizon

*More Beautiful Life*



Annual Report  
2017 - 18



## What's Inside

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Visit  
<https://www.aglasiangranito.com/>  
 to view our report online

### Forward-looking statements/Cautionary statement

In this annual report, we have disclosed forward-looking information to enable investors comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically produce/publish, may contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements would be fully realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. If known or unknown risks or uncertainties materialise, or if underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

# At Asian Granito

...rather than being satisfied with what we achieved in the previous year

We are more enthused about **what we have set out to achieve**  
₹ 2,000 Crores revenue by 2021.

...rather than detailing the initiatives already implemented

We will **focus on our future**  
with a clear vision and expand to 500 exclusive stores by 2021.

...rather than providing reasons for our previous year's growth

We prefer showcasing **our plan to sustain the momentum in the years to come**  
product presence in more than 100 countries by 2021.

...rather than analysing yesterday's numbers

We chose to emphasise on **our growth drivers for tomorrow**  
create an omnipresent product range.

...rather than blaming external factors

We intend to make our way **into more fascinating spaces and more rewarding lives**  
lead the industry with best-in-class products and services.

...rather than look back

We are motivated to **widen our horizons**  
making more beautiful habitats and more satisfying lives.



# Asian Granito at a Glance

*Trusted for our reliability, adaptability, innovation, quality consciousness and leadership, we are engaged in the business of manufacturing and trading of ceramic and vitrified tiles, marbles and quartz.*

*Established in 2000 and headquartered in Gujarat, we are one of the largest manufacturers of composite [marble and quartz stone] in India.*

*Our vision is what motivates us to look ahead with foresight always and to do more. Belief is what sustains our leadership.*



## Our Vision

- Aspire to beautify the world by attaining global leadership through innovative ceramic products, customer delight and satisfying all stakeholders
- Remain an undisputed leader in marble and quartz in India



## Our Mission

- Grow profitably across the AGL Group
- To be a pioneer in terms of ushering in the latest technologies and providing highest quality products
- Create competitive advantage in the market and lead the industry by innovations
- Create a healthy and productive work environment for all employees and associates
- Empower communities for working towards a safe, clean and green environment



## Our Belief

- A touch of quality in relations



## Our Values

- Treat all stakeholders with respect and dignity
- Ethics with Integrity, Honesty and Mutual Trust
- Customer satisfaction
- Teamwork







# What sets us apart?

*We Dream. Aspire. Achieve.*

*Indepth insight into the multifarious requirements of our customers is what made us expand our offerings and build our capacities and capabilities. By challenging the conventional and undertaking many pioneering initiatives.*

*Our strengths are the foundation of our success. Enabling us to capitalise on the opportunities that are ready for the present and compatible for the future.*

**Ultramodern  
manufacturing  
facilities**

**World-class  
technology**

**Designs -  
1,400+**

**Extensive  
product-  
portfolio**

**Strong footing  
in the value  
chain - Marbles  
& Quartz**

**Proven  
credentials  
in B2B.  
Strengthening  
B2C presence**

**Excellent  
Sales &  
Marketing  
Strategies**

**Strong  
dealers &  
sub-dealers  
network  
pan India**

**Export to 55+  
countries**

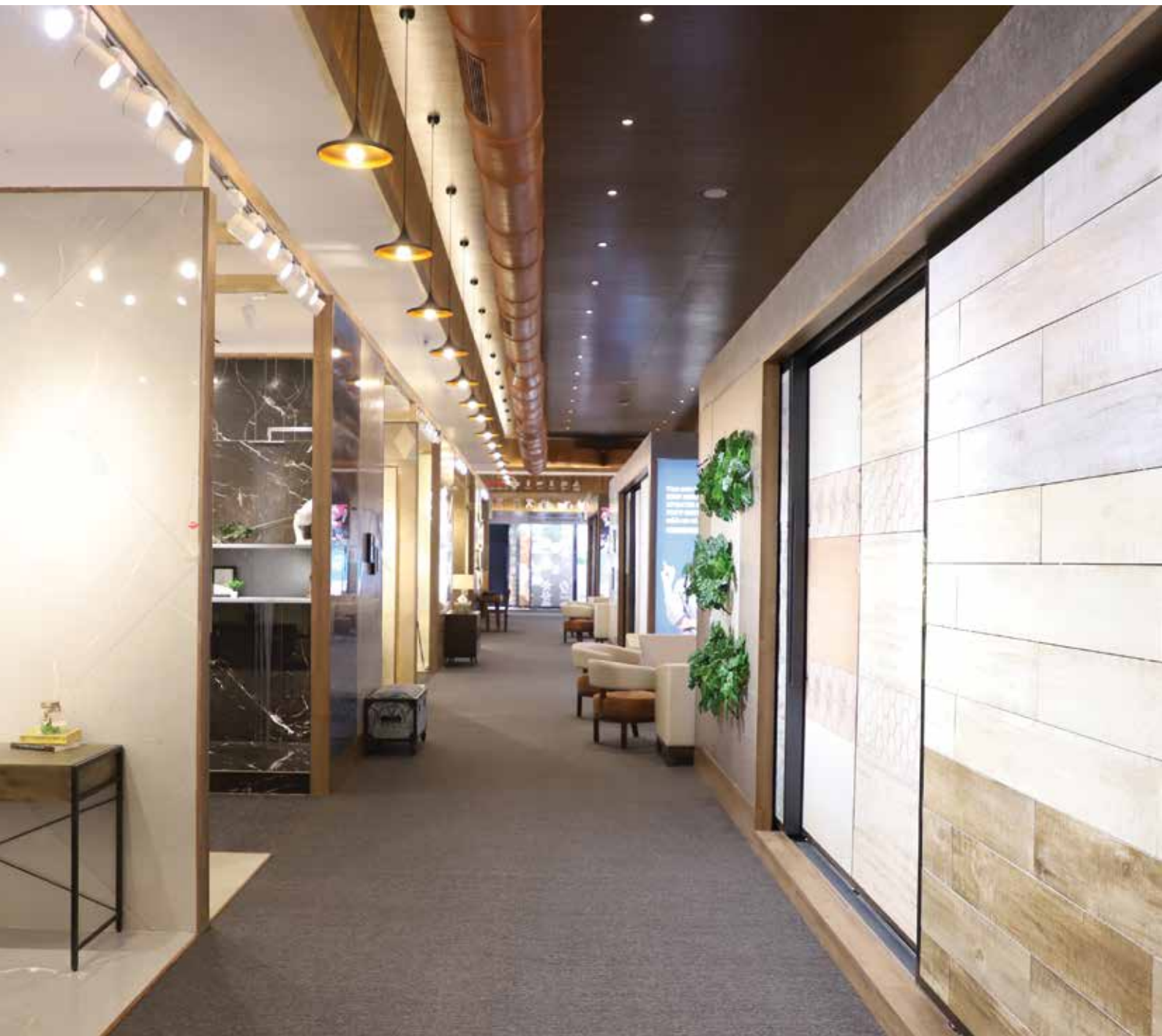
What sets us apart?

## Our manufacturing facilities

AGL ranks among the top three listed ceramic companies in India with installed capacity of **33.3 MSM per annum**. We manufacture contemporary ceramic wall & floor tiles and digital/double charged/polished/glazed vitrified tiles. We also produce marble and quartz with an annual installed capacity of **1.25 MSM per annum**.



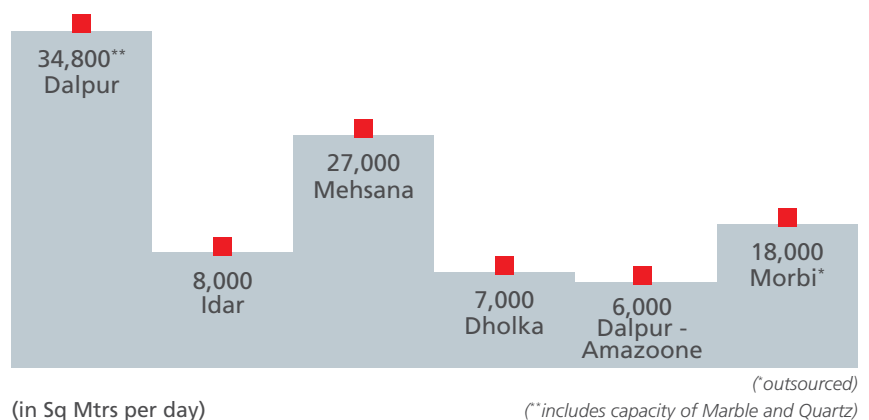




## State-of-the-art manufacturing facilities

Being one of the leaders in the industry, we have invested in world-class technology. We are privileged to have India's largest kiln with 5 Line tiles in a Single Process (from SACMI-Italy). We are the first not only in India but in the world to have such a 5 line tiles kiln facility.

We are proud to have set up the first multi-colour Quartz line in India.





## Our technology edge

We have pioneered the use of digital printing and the latest nine-colour printing technology to build an expansive portfolio of digital tiles in sync with the evolving customer preferences. We have invested in modern technology, thus our Company has one of the highest number of Digital Machines in the industry in India.

## Several pioneering innovations to our credit

**First to establish Online Vitrified Technology**

**First in India to have Digital 9 Colour Printing Technology**

**Pioneer in Best Water Jet Technology**

## Our product offerings

Our floor and wall solutions encompass an extensive variety of products across four categories namely:



**Ceramic Wall & Floor Tiles**



**Polished & Double Charge Vitrified Tiles**



**Glazed Vitrified Tiles**



**Outdoor Vitrified Tiles**



**Engineered Marble**



**Quartz**

The tiles are available in a variety of sizes, polishes and finishes along with a range of innovative and value-added products that reflect the changing trends transpiring across the marketplace.

## Ground-breaking “Firsts” launched by us in industry

**1st**

- to introduce large format wall and vitrified tiles (1,000x1,000mm Jumbo and 800x800mm Imperio)
- to introduce Grestek XXL large format tiles
- to introduce 16mm thick heavy duty vitrified tiles - Grestek Hardstone
- to introduce Slimgres tiles
- to introduce world's whitest double charge vitrified tiles - Carrara White

## Our distribution network

We have a well spread out all-India market reach with a strong distribution of dealer and sub-dealer network. Our extensive selling system spans over **6,000** touch points which includes **231+** exclusive AGL Tiles showrooms and **16 Company-owned** Display Centres across India.

## Multi-country presence

Banking on a distinctive product range coupled with the assurance of immaculate quality, AGL has made its presence felt not only in domestic markets but also beyond borders. Today, the Company enjoys a presence in **55+** countries across the world.



(Map not to scale, for illustrative Purpose only)

## Our marquee clientele in the B2B space

### EDUCATION SECTOR

Govt. School KL  
IIT, Kerala  
IIM, Udaipur  
Janki Devi Sarvodaya Kanya  
Vidyalaya  
Marine College, Kolkata  
Poddar School  
Pune University

### GOVERNMENT SECTOR

Airports Authority of India  
CIDCO  
CPWD - Central Public  
Works Department  
ISRO  
LIC - Life Insurance Corporation  
MES - Military Engineering  
Services  
MHADA  
NBCC  
PWD - Public Works Department  
SHB - State Housing Board  
SPH - State Police Housing

### HOSPITALITY SECTOR

Café Coffee Day  
Lemon Tree Hotel  
Pizza Hut

### REAL ESTATE SECTOR

Adani Realty  
Godrej - Prakriti, Kolkata  
Project  
Joyville - Virar - SP Realty  
Kelkar Developers  
L&T - APTIDCO Phase II  
Peninsula Land Ltd  
Shapoorji Realty  
Shapoorji & Pallonji  
Vicinia - Chandivali - SP Realty

