



Touching lives. *from tiles to smiles*

ANNUAL REPORT **2018-19**



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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.

The Power of Asian Granito

10

Manufacturing facilities
across Gujarat

58+

Countries where products
are exported

40x

Growth in production
capacity since inception

6,500+

Number of touch points
(dealers and sub-dealers)

289+

Exclusive showrooms
across India

13

Company-owned display
centres across India

18,000+ sq. ft.

The biggest display centre
in Ahmedabad

At Asian Granito, we believe that outstanding lifestyle experiences should be enjoyed by everyone.

Guided by this vision, we have been on an endless quest to enhance the lives of people and the world around us. By creating delightful wall and floor solutions that meet the evolving needs and aspirations of our customers, partners and communities. By investing in scaling and expanding our presence to reach more customers and meet the growing demand. By undertaking initiatives to enrich their experience.

Today, we are proud that our products and solutions touch the lives and bring smiles to millions of people each day.

Powered by our vigour and competencies, we are now moving forward to scale new echelons of success by diversifying and reinvigorating our business as we aim to create beautiful habitats with sustainable and pleasant living.

We are making strong inroads into the B2C segment by leveraging our strong brand connect and enormous network to reach out to more customers, maintain a direct touch with them and delight them.

We are foraying into sanitaryware business by offering 'Complete Bathrooms Solutions' to enter deeper into the lives of customers.

All this towards one goal -

Touching Lives *from tiles to smiles*





About Us

Asian Granito is one of the largest manufacturers of Ceramic tiles, Vitrified tiles, Outdoor tiles, Engineered Marble and Quartz stone in India. Headquartered in Ahmedabad, Gujarat, India, we have emerged as one of the most trusted, reliable and innovative ceramic companies in India in a short span of nearly two decades.

Established in 2000, we have since then grown stronger, supported by professional and highly qualified team having technical expertise, quality consciousness, manufacturing excellence and unparalleled strong distribution network.

Our expertise in technology, research, design and quality has been our differentiating factor among the competitors. It is this expertise that underpins our operations and consistent growth.



OUR VISION

Core Purpose

To become a Global leader in providing innovative lifestyle solutions to make lives more beautiful and to create stakeholder success.



OUR MISSION

To become a leading tile manufacturing conglomerate aspiring to rapidly grow our turnover and profitability.



OUR BELIEF

A touch of quality in relations.



OUR CORE VALUES

- Integrity**
 We are fair and ethical while taking every decision.
- Discipline**
 We create and adhere to a strict code of conduct.
- Transparency**
 We share every learning and failure with the world and be open for feedback.
- Innovation**
 Being innovative is the belief and priority of AGL. It defines us and contributes greatly in our purpose of making lives more beautiful.

- Teamwork**
 We are committed to create an environment of teamwork. Every member of AGL team is valued and respected for their contribution.
- Quality and Customer focus**
 AGL strives to provide highest quality of products with an objective to add value to the success of our customers.
- Continuous improvement**
 We consistently strive to improve our products, services, internal practices, skills and overall culture of the organisation through incremental and breakthrough progress.



KEY CERTIFICATIONS



Bringing Smiles Through Strength and Scale

Bringing smiles is all about putting the consumers first to meet their aspirations for stylish and aesthetic products. At Asian Granito, this is the inspiration behind every design of ours as we strive to make peoples' lives more beautiful with innovative lifestyle solutions.

We stand apart in the marketplace with our experience, deep consumer insights, brand reach, supreme quality and world-class technology. These levers of business excellence position AGL attractively to cater to the preferences of the discerning customers.

EXPERIENCED MANAGEMENT

Our Company is led by eminent and dynamic management team and promoters having deep knowledge of tiles industry. Their vast knowledge and expertise enable us to stay ahead by proactively responding to customer needs.

EXTENSIVE PORTFOLIO

Our product portfolio encompasses an exclusive range of wall and floor solutions across different categories.



300x600mm



300x600 | 300x450 | 248x375 | 300x300mm



600x1200mm



800x800mm



800x1600 | 1200x1200 | 800x800
600x600mm



600x1200 | 600x600mm



2400x1200 | 1800x900 | 1200x1800
1200x1200 | 800x1600mm



600x1200 | 196x1200 | 600x600 | 800x800mm



600x1200mm



1200x600 | 800x800 | 600x600mm



Floor - 800x800 | 600x1200 | 600x600
196x1200 | 200x1200 | 300x600mm



450x450mm | 300x300mm



300x1200mm | 200x1200mm



300x300mm



300x300mm



300x300mm



600x600mm



600x600mm



200x1000mm



600x600mm | 397x397mm | 300x300mm
146x600mm



OUR OFFERINGS



Ceramic Wall & Floor Tiles



Polished & Double Charge Vitrified Tiles



Glazed Vitrified Tiles



Engineered Marble



Outdoor Vitrified Tiles



Quartz



Sanitary ware

We offer a wide variety of designs, colours, sizes, polishes and finishes born out of our team's ingenuity and design ability through a perfect mix of creativity and technology.

NEW LAUNCHES:

- Special Effect Tiles Range
- Outdoor Tiles Grandura +
- Marblex Tiles Range

Special
EFFECTS
WALL TILES

GRANDURA
DIGITAL VITRIFIED TILES
450x450mm Mould

GRESTEK
MARBLEX
1200x1800mm | 900x1800mm | 1200x2400mm

TAC TILE

Our design team continuously works towards rejuvenating the portfolio with unique and appealing products to address the evolving aspirations of our customers.



TECHNOLOGY COMPETENCE

We have strategically invested in an integrated cutting-edge technology into design making to create our differentiation. Pioneering the use of digital printing and nine-colour printing technology in partnership with SACMI, Italy, we have built an exciting and enriching portfolio of digital tiles. Today, we vaunt of having one of the highest numbers of digital machines in the industry.



ASIAN GRANITO TRENDSETTER WITH MANY INDUSTRY 'FIRSTS'

- **First to introduce** 450x450 Outdoor Tile with 12 mm thickness
- **First to introduce** 30 mm thickness Multi Colour Quartz
- **First to establish** Online Vitrified Technology
- **First in India** to have Digital Nine-colour Printing Technology
- **First to pioneer** Best Water Jet Technology
- **First to introduce** large format Wall and Vitrified Tiles
- **First to introduce** Grestek XXL large format tiles
- **First to introduce** 16 mm thick heavy-duty vitrified tiles – Grestek Hardstone
- **First to introduce** Slimgres tiles
- **First to introduce** world's whitest double charge vitrified tiles - Carrara White

