



*Har Hindustani  
ki pasand*



*Delivering Excellence* **Globally**

**ANNUAL REPORT 2020-21**

**Asian Granito India Ltd.**

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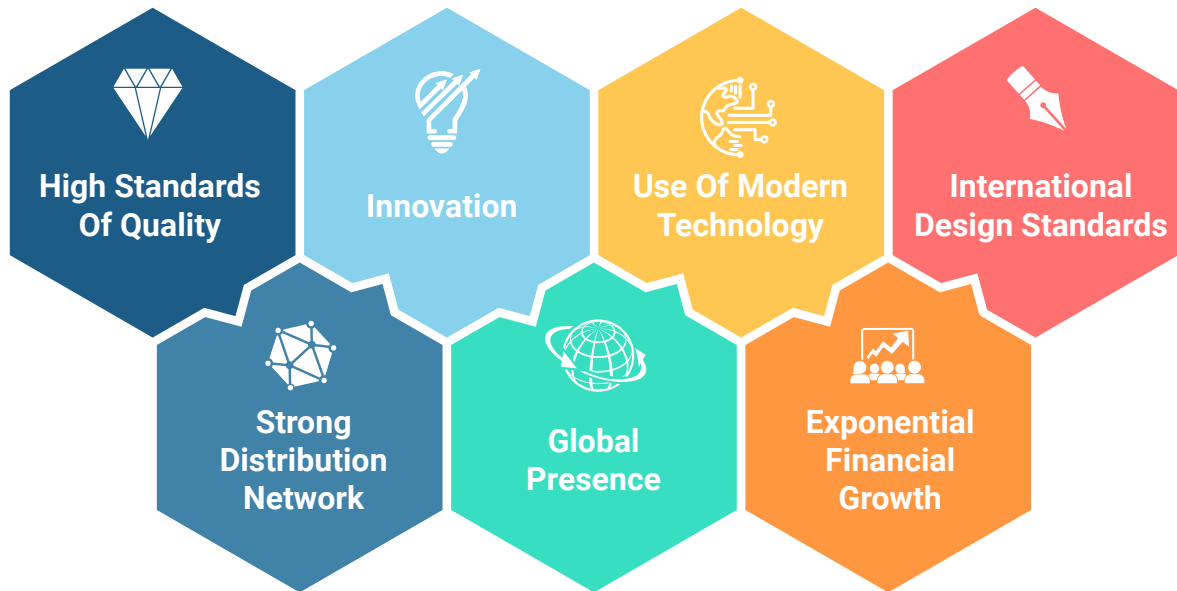
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# Delivering Excellence Globally

Every business has certain qualities that define it.

Our business, too, is defined by certain characteristics that form its heart and soul:



Our range of tiles, marble and quartz, and bathware add to the aesthetic beauty of the spaces they are installed in, personifying elegance and luxury. Behind every product we make, lies our passion and determination to deliver only the best. Each product we develop is different from the other in terms of design, beauty and functionality.

- Innovation and R&D are our growth drivers and our committed workforce is our backbone.
- All these put together, we are well-positioned to enhance the beauty of spaces all over the world.
- We are driven to achieve more in less time.
- We are committed to meet our customers' needs.
- We are innovating every day to distinguish ourselves.

**WE ARE ASIAN GRANITO INDIA LIMITED (AGL).  
AND OUR ONLY PRIORITY IS TO DELIVER EXCELLENCE  
GLOBALLY.**

# Global Presence



GLOBAL FOOTPRINTS ACROSS **~100** COUNTRIES



Asian Granito India Limited exports spread across an ever growing network of more than 100 countries. Treading along the pathway, AGL has spread its wings ahead to deliver its best product globally. Asian Granito India Limited is looking forward to expand its global footprints to more than 120 countries in the near future.



# Exponential growth from the Export business despite COVID ●●●

To enhance international operations, **15,000**-square-foot 'AGL Export House' was inaugurated in Morbi.

Company set to increase its retail touch points to over **10,000**, Exclusive showrooms to 500 plus

Anti-China sentiments were on the rise. Gas price reductions and **strong export** orders drove the export business.

As the world was grasping from the effects of COVID, the demand from overseas markets has infused new life into the Indian ceramic sector. The ongoing trade war disputes between United States and China have been on the rise. This resulted in exports from India rising significantly in the H2FY21. With easing of restrictions in the export countries orders flowed in USA, Europe, UK and Middle East markets. To enhance our international business and boost exports, AGL had launched 15,000 sq ft 'AGL Export House' at Morbi - India's hub for ceramic tiles & sanitaryware.

The export house unveils the entire range of tiles, sanitaryware and bathware, which includes over 1,400 products in various sizes, styles, and finishes, to trade partners all over the world, with the goal of strengthening our position in international markets. Morbi cluster the biggest hub for ceramic tiles contributes more than 90% of total tiles output. Becoming an international brand brings completely new levels of challenges and growth opportunities. Many trade partners and business communities often visit to Morbi for carrying out their business. Even they are cognizant to the fact that if a product does not win their heart and mind, it will not be popular.

AGL is also looking to collaborate with global players in order to turn India into a global manufacturing hub for Tiles and Sanitaryware, with the goal of providing end-to-end solutions that include quality assurance, packaging, efficient supply chain management, and adherence to strict compliance and ethical standards.

# The Asian Granito story ● ● ●

Asian Granito India Limited is a brand which leads change and brings a revolution which transform the lives of its customers. Over two decades, AGL has grown into one of the largest ceramic companies of India, with multiple overseas outlets. AGL has always defied predictions and challenged the norms to create a world of infinite possibilities powered by hard work, dedication and belief.

In 21 years, Asian Granito has built a momentum of success which will help the company realise its vision. Having overcome numerous challenges, we are now a dominant force in the ceramics industry with footprint across multiple geographies and a brand resonating excellence and commitment.

An important part of our success has been the highly professional and qualified personnel in our family. The leadership team is geared towards taking AGL to the next level after passing all objectives and the talented employees are achieving perfection at every stride. By combining technology with daily operations, AGL is an organisation which believes in staying ahead of the curve and defining new standards. We are a Tiles, Marbles, Quartz, Bathware and Sanitaryware organisation with technology integrated at multiple levels.

With humble beginnings, Asian Granito India Limited grew into an industry leader and now we have a vast distribution and marketing network with more than 1,300 direct dealers and 313+ exclusive showrooms across India. Our core values remain the same, which is the secret behind our never-ending zeal to manufacture breakthrough products every year.





## Our Vision

- Aspire to beautify world by attaining global leadership through innovative ceramic products, customer delight and satisfying all stakeholders.
- Remain undisputed leader in Marble & Quartz in India.



## Our Mission

- Growing profitably across the AGL Group.
- To be pioneer in bringing latest technology and provide best quality products.
- Create competitive advantage in market and lead the industry by innovations.
- To create healthy & productive work environment for all employees and associates.
- To empower communities for working towards safe, clean and green environment.

## 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 are open to feedback



### Innovation

Being innovative is the belief and priority of AGL. It defines us and contributes greatly to our purpose of making lives more beautiful.



### Teamwork

We are committed to creating an environment of teamwork. Every member of AGL team is valued and respected for their contribution.



### Quality and customer focus

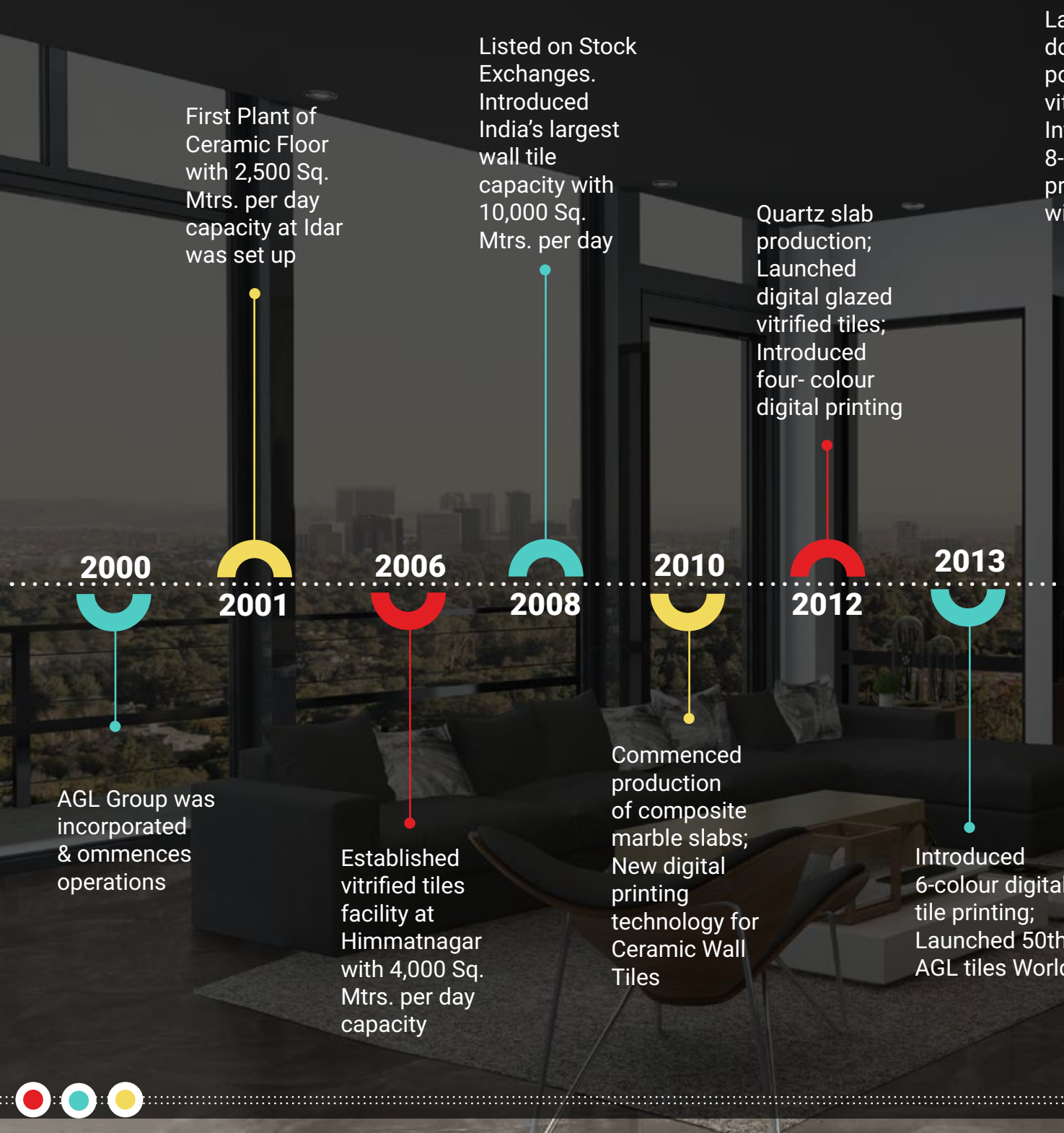
AGL strives to provide highest quality products with an objective to add value to the success of our customers.

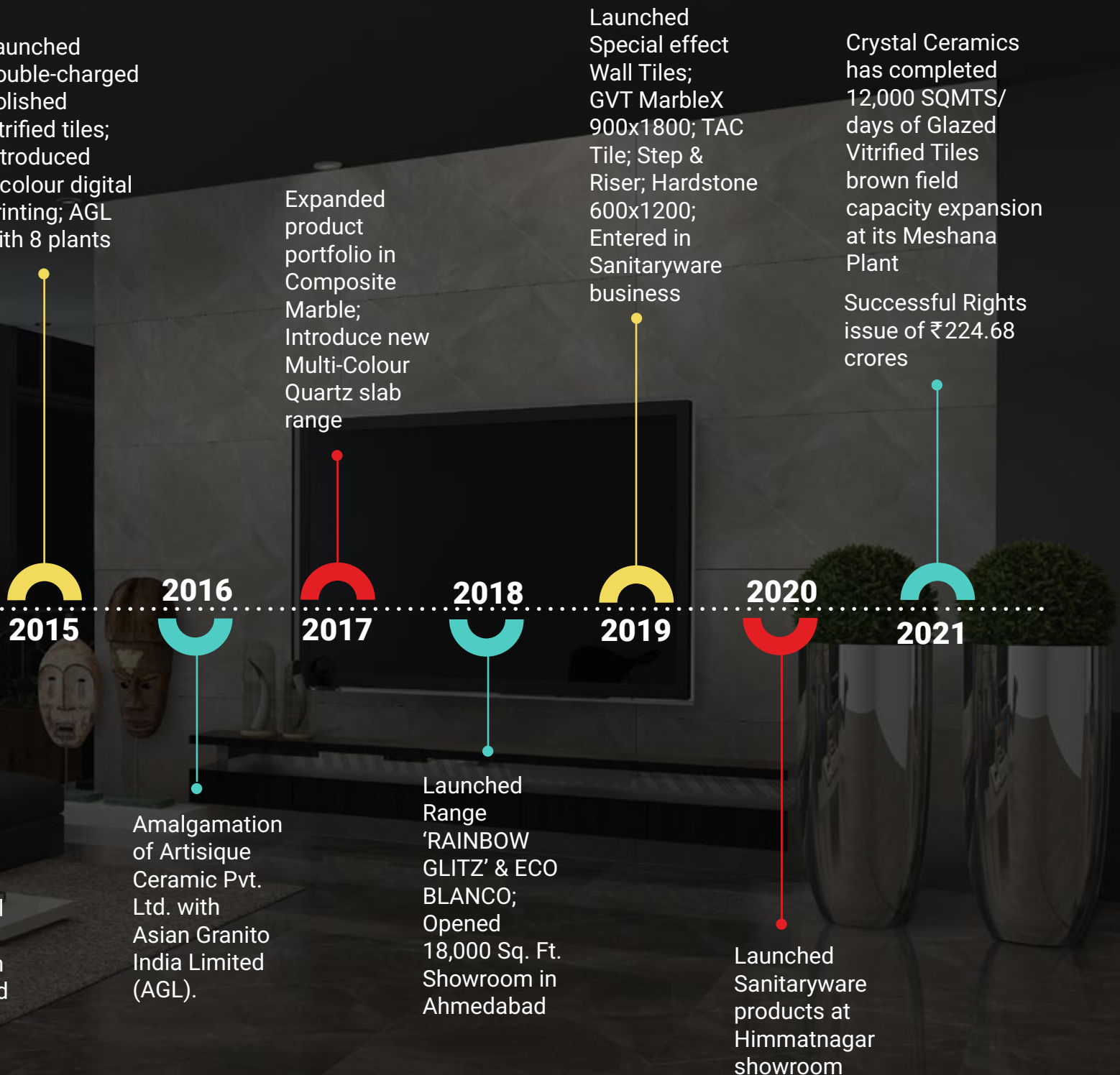


### Continuous improvement

We consistently strive to improve our products, services, internal practices, skills and overall culture of the organisation through incremental and breakthrough progress.

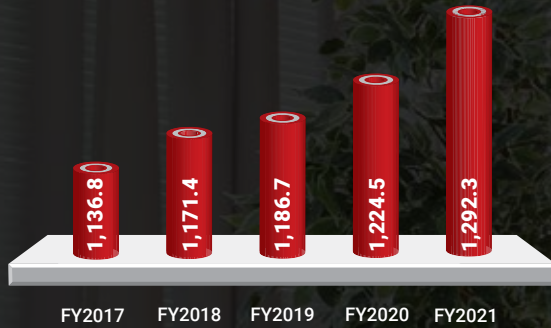
# Journey over the Years



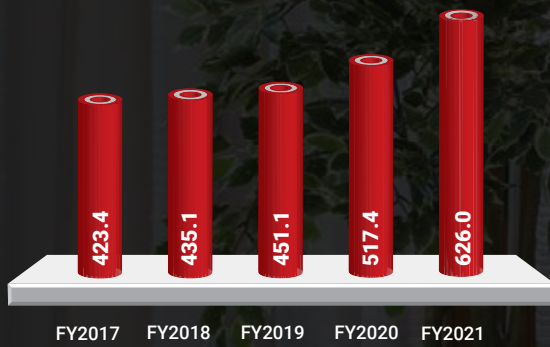


# Performance Highlights

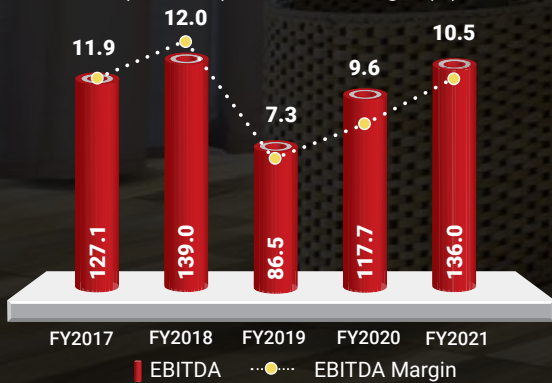
Net Revenue (₹ in Crores)



Net Worth (₹ in Crores)



EBITDA (₹ Crores) & EBITDA Margin (%)



PAT (₹ Crores) & PAT Margin (%)

