
robust
&
resilient
strong
stability
strategy
mental
motivate
flexibility
optimism
steadiness
action
protection
optimistic
response
growth
personality
growing
adjustability
process
financial
achievement
improvement
industry
equipment
determination
information
reaction
positive
leadership
immunity
marketing
inspirational
endurance
travel
idea
success
elasticity
compliance
conceptual
natural
direction
stamina
impact

Kajaria

forward looking statements

In this Annual Report, we have disclosed forward-looking information to enable investors to fully appreciate our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make, contain forward-looking statements that set our anticipated results based on management plans and assumptions. We have tried, where possible, to identify such statements by using words such as 'anticipate', 'expect', 'project', 'intend', 'plan', 'believe', and words of similar substance in connection with any discussion of future performance.

We cannot, of course, guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. Achievement of results is subject to risks, uncertainties, and potentially inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should bear this in mind.

We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events, or otherwise.

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Being a forerunner is never a one-time effort.

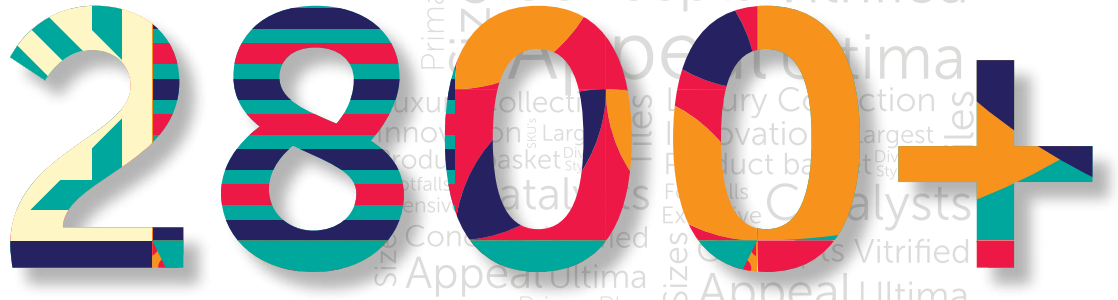
One cannot just keep implementing, without pioneering.
One cannot simply choose to exist, without growing.
One cannot just go after success, without sustaining it.
One cannot simply focus on being strong, without being flexible.

In other words, one cannot afford to be unidirectional, complacent, or shortsighted if one is to hold on to one's ground. Because there'd always be newer, bigger grounds to cover, and more contenders vying for the top spot.

What is needed is a core philosophy that is as idealistic as it is realistic.
As powerful as it is sustainable.

At Kajaria, the operative words are

Robust & Resilient



SKU's

THE LARGEST PRODUCT BASKET
OF TILES IN INDIA

In this aesthetics-led business space, appeal and diversity are the essential growth catalysts.

And for Kajaria, its product diversity - that caters to the multi-regional, multi-cultural 1.3 bn aspiring Indians – is its key strength.

- For its extensive range attracts eyeballs and draws extra footfalls.
- For its sizes make the large seem even more spacious and the small appear increasingly stylish.
- For its innovation delivers products yet not conceived in the consumer's mind.
- For its value-quotient services the aspiring and those who have arrived.

And with each passing day, Kajaria works on rejuvenating its product basket to increase its appeal-quotient to the upwardly mobile customers.



In 2017-18, Kajaria...
... launched the Designer Series and Impression Series (70 concepts) and the New Luxury Collection (98 concepts) in ceramic wall and floor tiles.
...launched the Ultima Luxury collection comprising 181 designs in glazed vitrified tiles.



DEALERS & 5000 TOUCH POINTS

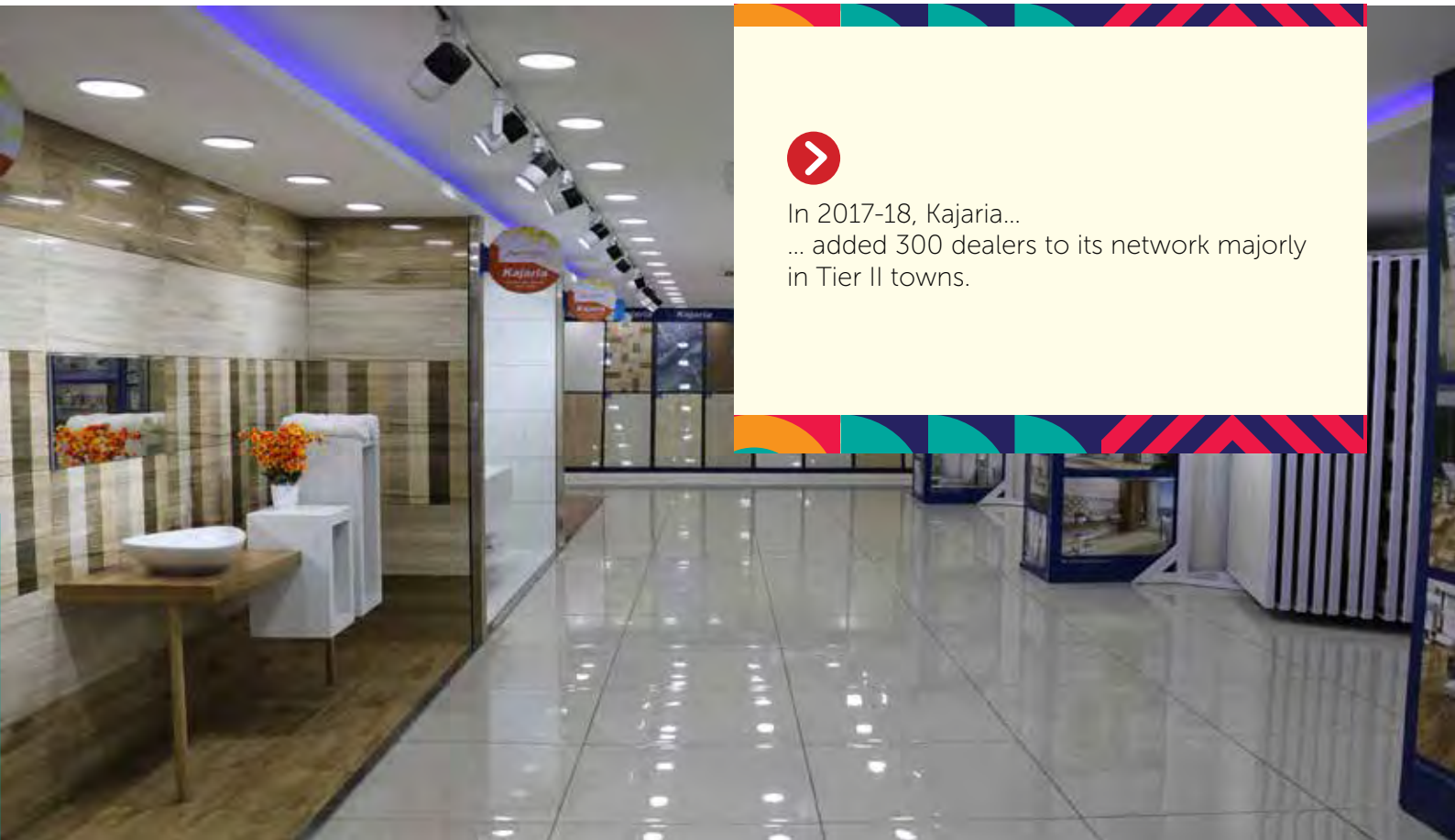
THE LARGEST DISTRIBUTION NETWORK
IN INDIA'S TILES SECTOR

In this shelf space dominated business, reach results in higher returns.

Kajaria's well-entrenched distribution network, which addresses almost the entire 3.3 mn sq. km Indian landmass, is its critical differentiator.

- For its extensive presence across destination layers (metros, urban cities, tier I and II towns) enables it to capitalise on growing demand pan India.
- For its presence in unheard of towns (considered new-age growth drivers) provides it the critical first-mover advantage.
- For its focus on upgrading its display with aspirational products and new-age solutions makes it a must visit destination for every home maker.
- For its ability to provide every customer across the societal spectrum an unforgettable experience, imprints a lasting recall.

And Kajaria continues to explore pin codes in every Indian state for extending its presence into every emerging opportunity pocket.



In 2017-18, Kajaria...
... added 300 dealers to its network majorly in Tier II towns.



BRAND

THE MOST RESPECTED TILE
BRAND IN INDIA

In today's increasingly brand-conscious age, being at the top arouses aspiration and generates pride. In doing so, it emerges as the silent yet critical value driver.

And for Kajaria, its ability to imprint lasting recall in diverse stakeholders across ages, societal status and occupations, is its differentiator.

- For its dealers, Kajaria has emerged as a knowledge institute that mentors them to showcase as opposed to sell.
- For the affluent, the Kajaria brand is like their shadow – in their homes and work places, from airports and malls.
- For the masses, the Kajaria brand flashes prominently in most stadiums that host crowd-pulling national events.
- For the homemakers, Kajaria intermittently flashes on the small screen (which over time has become quite large) endorsed by celebrities they can relate to.
- For the trend-setting millennials (Generation Y and Z), Kajaria always seems to pop-up in every go-to website and on the silver screens of prominent malls in leading urban cities.
- For the young enthusiast, Kajaria engages them with contests such as IPL #playwithKajaria campaign.
- For business houses, Kajaria participates in various trade exhibitions across the country.

And Kajaria is only increasing its efforts to build upon this invisible yet rock solid pillar (its brand) that continues to reinforce confidence – that if it's Kajaria, you can be sure!



In 2017-18, Kajaria...
...invested ₹105 crore in branding and awareness campaigns across the nation.
...Apart from Akshay Kumar, the tile brand ambassador, it has now tied up with the youth icon Anushka Sharma to make her the brand ambassador for its Kerovit brand (faucets and sanitaryware).
... extended its prestige presence to 30 airports (Tier I, II and III) as on March 31, 2018.
...aggressively built on its social media presence having about 1 million followers as on March 31, 2018.

A name that transforms
a product into a
style statement.

A tag that arouses
aspiration and
generates pride.

A brand that stands
for TRUST.

KAJARIA