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CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 01.11.2017

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,

With reference to our letter dated 18<sup>th</sup> October, 2017 intimating about investor/ analyst meet on Wednesday, 1<sup>st</sup> November, 2017 at Pallazio, St. Regis Mumbai, 462, Senapati Bapat Marg, Lower Parel, Mumbai 400013, we hereby submit presentation of analysts meet for public dissemination.

The presentation will be uploaded on the website of the Company i.e. [www.aglasiangranito.com](http://www.aglasiangranito.com). You are kindly requested to take the same on record.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

A handwritten signature in black ink, appearing to read 'KBP', with a horizontal line underneath.

Kamleshbhai B. Patel  
Chairman and Managing Director  
DIN: 00229700



# Investor Presentation

November 2017



DESIGN THE

BEAUTIFUL

LIFE.



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# Company Overview



Ranked amongst Top **3**

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

**196 +** Showrooms

**180+** Exclusive Showrooms & **16** Display Centres across India, totalling to **196+** showrooms

**8** Plants

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

**5,500 +** Dealers / Sub-Dealers

Over **5,500** Touch Points

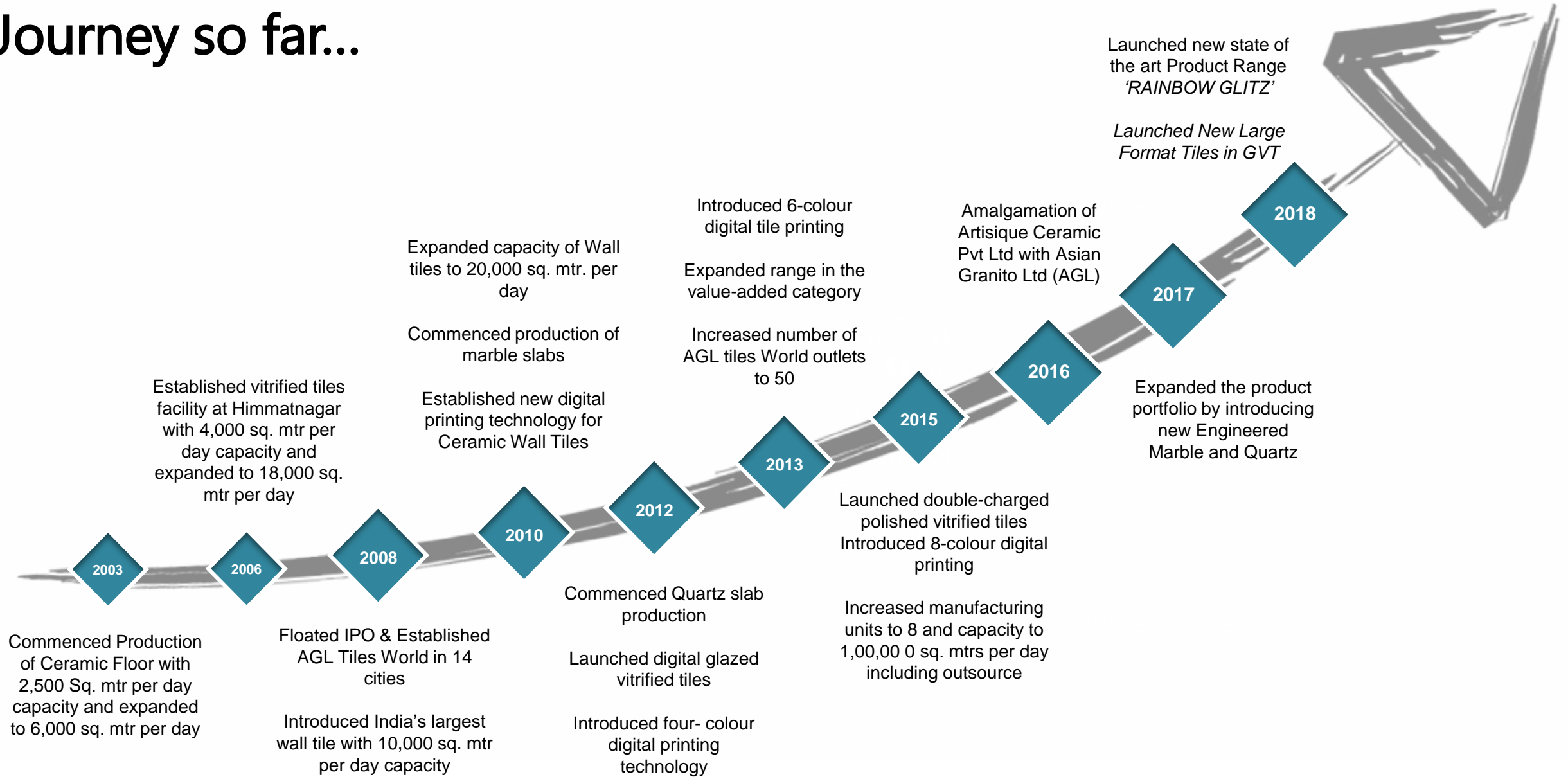
**53+** Countries

Exporting Products across **53 +** Countries

Over **40X** Capacity Growth

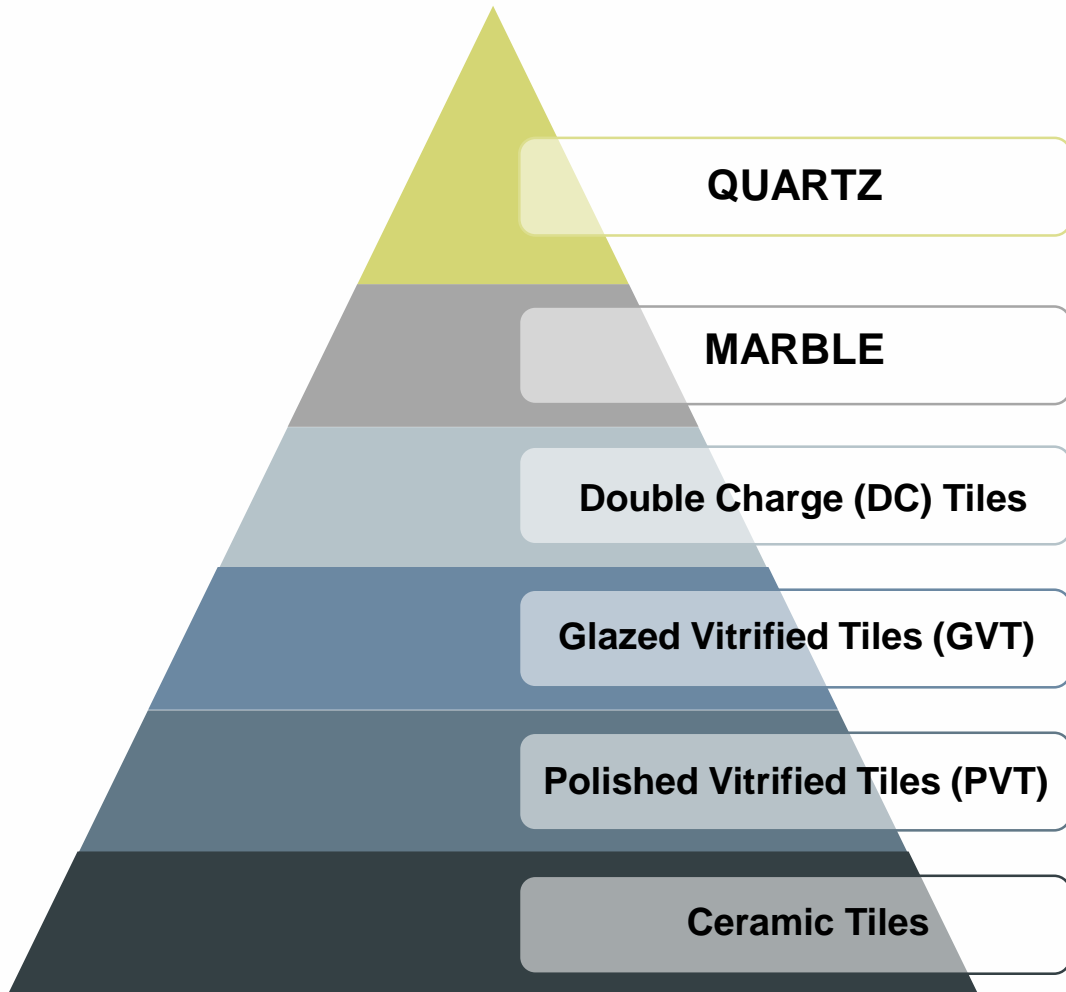
Over **40X** growth in just 17 years from 2,500 MSM in FY 2000 to 1,00,000 MSM in 2017

# Journey so far...



The year indicates Financial Year

# Largest Product Range



CERAMIC TILES	POLISHED VITRIFIED TILES (PVT)	GLAZED VITRIFIED TILES (GVT)
Digital Wall	Soluble Salt	Grestek
Porcellanto	Twin Charge	Hardstone
Polished Porcellino	Hexagon	Hi-Tech Tuff Guard Digital
	Grandura Plus	Splendour Series
	Grandura Pixelo	XXL Series
	Grandura Exterior	Marvel Series
DOUBLE CHARGE (DC) TILES	MARBLE	QUARTZ
Jumbo	Multi Colour Marble	Multi Colour Quartz
Imperio	Nano Crystal Marble	E-Stone
Nano Tech	Imported Natural Marble	
	Onyx Marble	

# Capacities Build Up

OWN PLANTS (Tiles)	Product Range	Capacity (SQ. M per day)	Capacity Utilization (FY17)
AGL – Dalpur Plant	Ceramic Tiles	15,000	63%
	GVT	16,000	75%
AGL – Idar Plant	Ceramic Tiles	8,000	60%
AGL – Artistique Plant - Dholka	Ceramic Tiles	7,000	50%

Owned Capacity of 15.2 MSM p.a.

Subsidiary Plants (Tiles)	Product Range	Capacity (SQ. M per day)	Capacity Utilization (FY17)
Crystal Plant - (Mehsana) AGL has a 70% stake	Double Charge (DC)	12,000	50%
	PVT	9,000	50%
	GVT	6,000	80%
Amazoon (Dalpur) AGL has a 94% stake	Ceramic Tiles	6,000	61%

Subsidiary Plants - Current Capacity at 10.8 MSM p.a.

**Outsourced Capacity with no Equity Stake ~ 18,000 Sq. Metres per day (5.9 MSM p.a.)**

OWN PLANTS (Marble & Quartz)	Location	Capacity (SQ. M per day)	Capacity Utilization (FY17)
Marble	Dalpur	2,200	62%
Quartz	Dalpur	1,600	98%

Marble & Quartz - Current Capacity at 1.2 MSM p.a.

**TOTAL CAPACITY : + 1,00,000 Sq. Metres per day**

SQ. M – Square Metres  
MSM – Million Square Metres

# Professional Team



**B. M. SINGHAL**  
Senior Vice President - Marble



**CA HIMANSHU SHAH**  
General Manager - Finance



**RAHUL SINGHAL**  
Associate VP - GVT



**Mr. PATTANSHETTY**  
VP – Tile Operations



**SANJAY KAUL**  
Associate VP – Business  
Development



**CHIRAG SHAH**  
Associate VP – BONZER 7



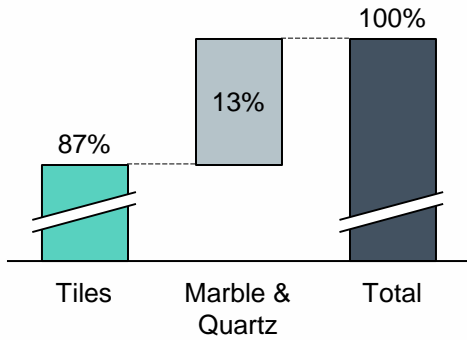
# Growth Drivers

Product Name	Size in mm
<b>GRESTEK – Marble X Series</b>	1200 X 1200 1200 X 2400
<b>GRESTEK – Platina Series</b>	300 X 1200
<b>Rainbow Glitz - 9 COLOR DIGITAL TILES WITH SPECIAL EFFECTS</b>	300 x 900 300 x 600
<b>GLISTER – POLISHED PORCELAIN TILES</b>	600 X 600
<b>STEP &amp; RISER</b>	300 X 1000 300 X 800
<b>ECO BLANCO</b>	300 X 300
<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>Polished Vitrified Tile</b> (Double Charge) & <b>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

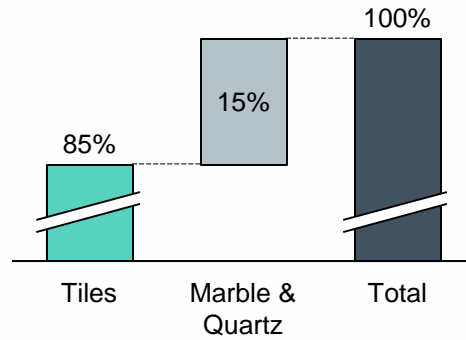
**INNOVATION** is the key to Future Growth as new products will lead to Higher Realizations and Better Margins



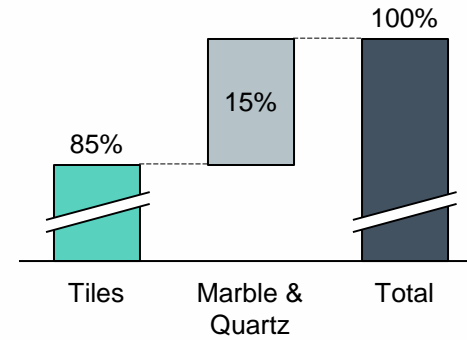
**FY 2015**



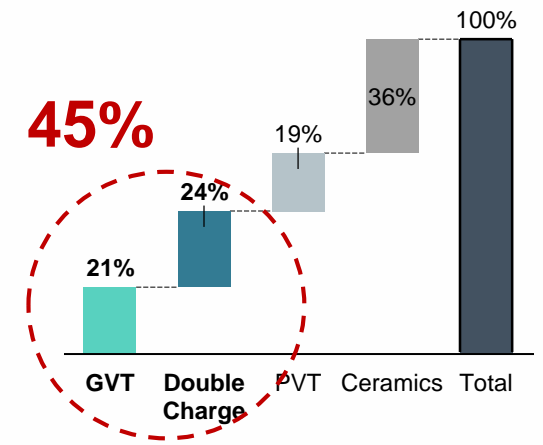
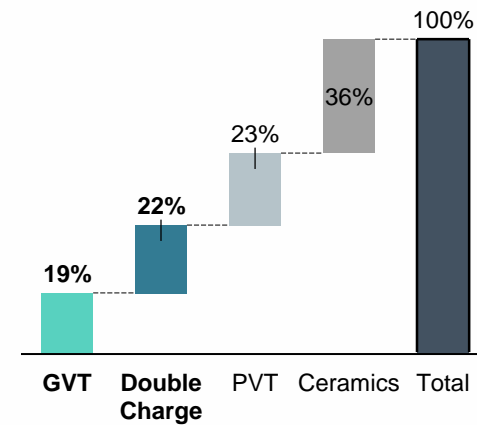
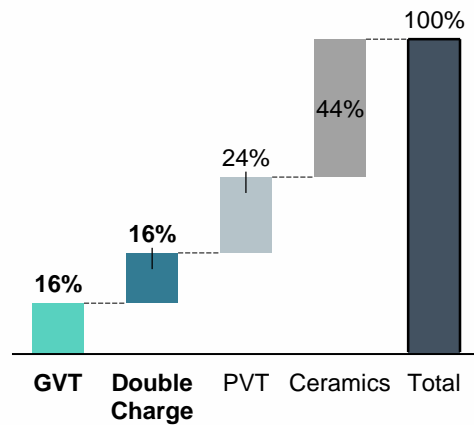
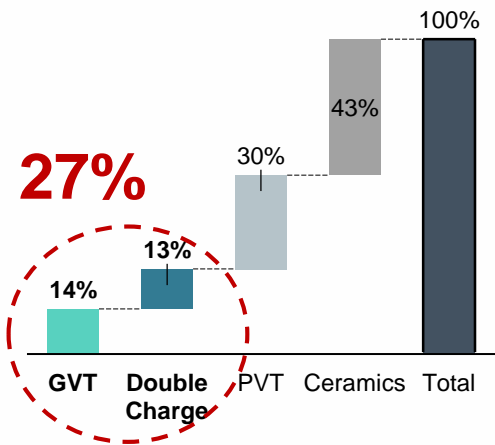
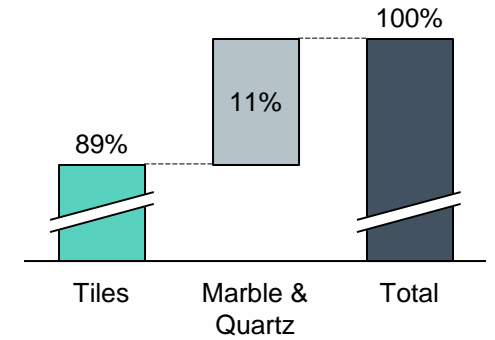
**FY 2016**



**FY 2017**



**Q1 FY18**



**AGL aims to increase its Premium & Value Added Products > 50% by FY 2021**

## CRYSTAL PLANT - MEHSANA

### Access to Low Cost Gas

- Long Term Contract with ONGC
- To be renewed every year at APM Pricing
- Gas Priced at ~ 1/3 Cost of RLNG

### Value Added Products

Expanded Capacities by 12,000 SQM per day to manufacture Double Charge (DC) Tiles which have High Margins

### Brownfield Expansion by FY 2020

- Plan to expand capacities of Value Added Products by another 12,000 SQM per day
  - Capex would be ~Rs. 35 – 40 crore
  - Will help increase Topline by ~ Rs. 150 crore with High Margins of + 18%

**1<sup>st</sup> in the World to introduce 5 Layer Tiles Kiln from SACMI-ITALY**

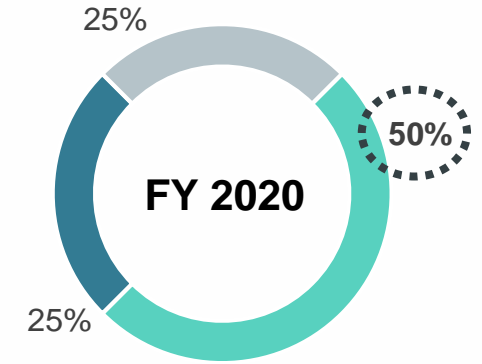
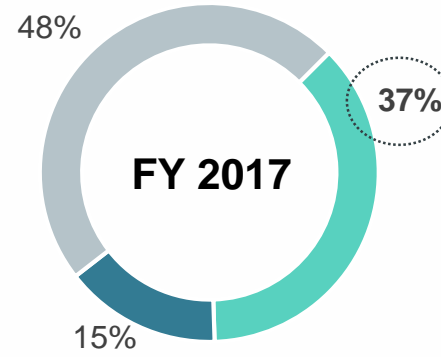
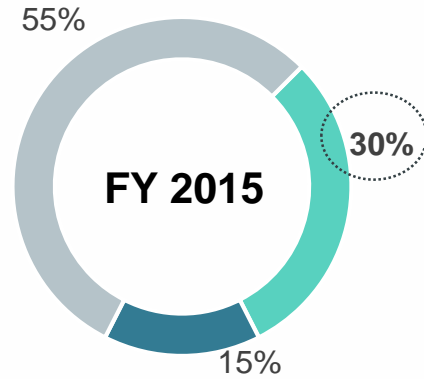
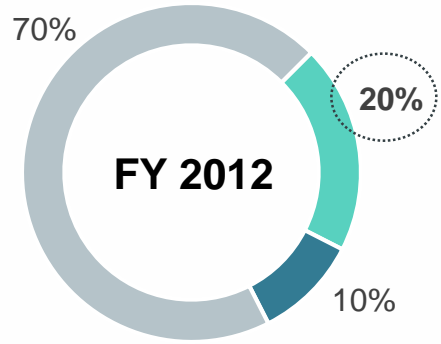
Product Innovations

Value Added Products

Focus on B2C Segment

Marble & Quartz

Distribution Network



■ Institutional Sales

■ Government Sales

■ Retail Sales

- ✓ Mapping market for towns with population > 20,000
- ✓ Initiatives to increase Direct Interaction with Customers
- ✓ Dealer Network
- ✓ AGL exclusive showrooms

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

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

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

Post Expansion we have DOUBLED our Capacity

**LARGEST Manufacturer of Quartz in India post expansion**

Premium Segment - Higher Realisation

**Company enjoys 43% domestic market share in this segment**

The products have a thickness of 20mm & 30mm

Catering to the domestic as well as export markets

**Expansion of Marble & Quartz Facility by another 5,600 sq. metres per day** to take place of which 4,800 Sq. metres would be through JV's in the next 3 years

Product Innovations

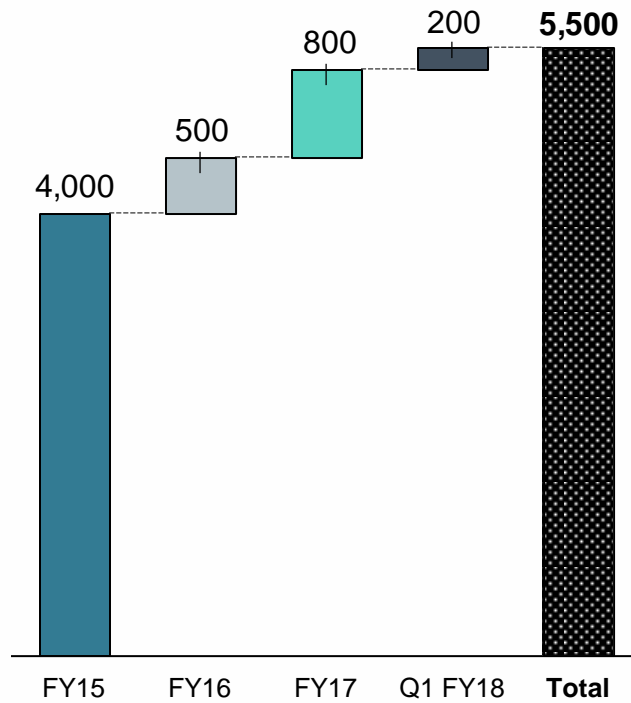
Value Added Products

Focus on B2C Segment

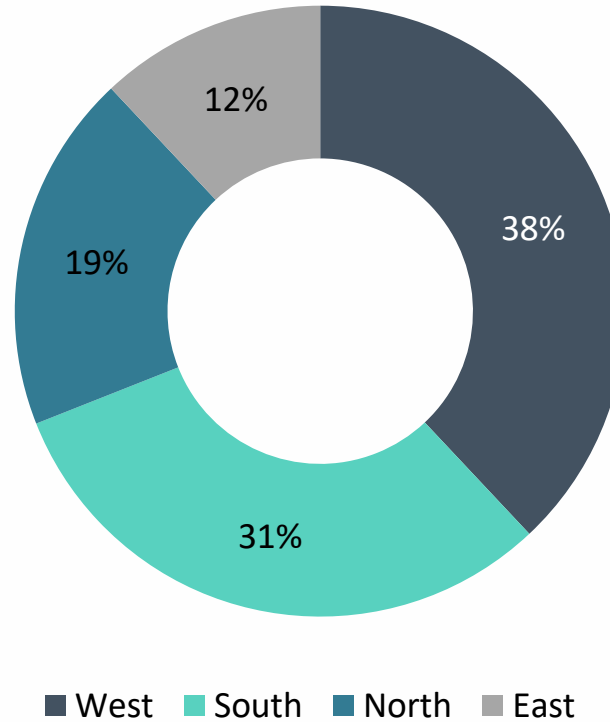
Marble & Quartz

**Distribution Network**

### Addition in Dealers & Sub-Dealers



### Geographical Revenue Breakup



**+ 1,000**  
Direct Dealers

Unique **196+**  
Exclusive AGL Tile Stores  
across India including  
**16** Display Centres

Product Innovations

Value Added Products

Focus on B2C Segment

Marble & Quartz

**Distribution Network**

***Strong Global Footprint .... Presence in 53+ countries across the globe***



***Set up of a 50,000 sq. ft.  
showroom in Morbi  
Dedicated for Export Branding***

***Plan to Double Exports  
from Rs. 60 Crs. in FY 17  
to Rs. 150 Crs. over the  
next 2 years***

*Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness*



# GST – A Game Changer

- 1 Increase in Market Share of the Organised Players especially AGL**
- 2 Cost Competitive**  
Level Playing Field for All Players in the Industry
- 3 Reduction in Logistics Cost**
- 4 High Industry Growth**  
Through consolidation, Industry is expected to grow @ 13% for next 5 years
- 5 Scope for Inorganic Growth**

# Affordable Housing

- 1 Market potential of affordable housing is expected to touch Rs 6.25 trillion by 2022**
- 2 Development of Smart Cities**  
The Smart Cities Mission is expected to catalyze tiles demand from offices and residential spaces
- 3 Construction Market**  
India's construction market is expected to reach USD 1 trillion by 2025, the third largest globally
- 4 Pradhan Mantri Awas Yojana**  
Aims to construct two crore houses in India, in three phases, till 2022
- 5 Swachh Bharat Abhiyan**  
Aims to build 60 million toilets by 2019

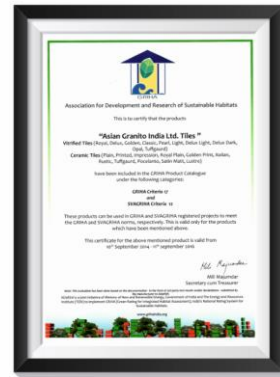
# Awards & Accolades



ISO 9001 : 2008



ISO 14001 : 2004



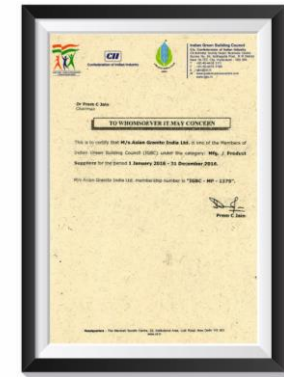
GRIHA CERTIFIED



CERTIFIED ONE STAR EXPORT HOUSE



CORPORATE MEMBER OF IID



MEMBER OG IGBC



AGL is now a MEGA BRAND  
Latest Recognition by Architecture + Design - 2016



Energy Conservation Award  
received from the President of India



RISING ENTREPRENEUR of the  
Year Award

# CSR Activities



Regular Blood Donation Camps



World Environment Awareness Program



Contribution to the AKSHAY PATRA Foundation



Educational Development in Backward Region – Asian Institute of Technology



**AGL**  
**A Brand of the Future....**

# Marketing Activities

- From 1<sup>st</sup> November, 2017 we are beginning our new brand campaign on all platforms i.e. Electronic Media, Digital Media and Outdoor Marketing PAN India
- 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 and Kerala

**Awarded The Next Fortune  
500 India Company**



**Asia's Most Promising Brand 2017**



**ACE TECH (Mumbai & Delhi)**

# Marketing Activities

Cab Branding in Chennai



Bonzer 7 New Product Launch @ Taj Bangalore



BIG 5 Dubai Airport Branding

# Marketing Activities



Cersaie Exhibition - Italy



Expo Nacional Ferretera  
Mexico

## Future Marquee Events

Visit us at Worldwide Exhibitions



02 To 05 - NOV 2017  
BEC, GOREGAON (E)  
Stand No.: D-3, C-6 Hall-1



14 To 17 - DEC 2017  
PRAGATI MAIDAN  
Stand No.: A-6-7, Hall-14



16 To 19 - NOV 2017  
Exhibition Centre, Gandhinagar,  
Gujarat, India  
Stand No.: HB-2&3, Hall-6



26 - 29 NOVEMBER 2017  
Dubai World Trade Centre  
Dubai, UAE  
Stand No: D 181

# Marquee Clientele





# Vision 2021

**Revenues**  
Rs. **2,000** Crore

**Retail Sales**  
**> 50%**

**Premium &  
Value Added  
Products**  
**> 50%**

**Reduce  
Working  
Capital Days**  
**< 60 days**

**Branding**  
**~ 3.5% of  
Revenues**

Increase in Capacity  
Utilization of Own Plants

Increase in  
manufacturing of High  
Value Added Products  
like GVT, Double Charge

Increase the dealership  
network to over 8,000

Increase Direct  
Dealers to + 2,000

Increase Retail Stores  
to +500 by FY 21

Expansion of Marble &  
Quartz Facility by another  
5,600 sq. metres per day

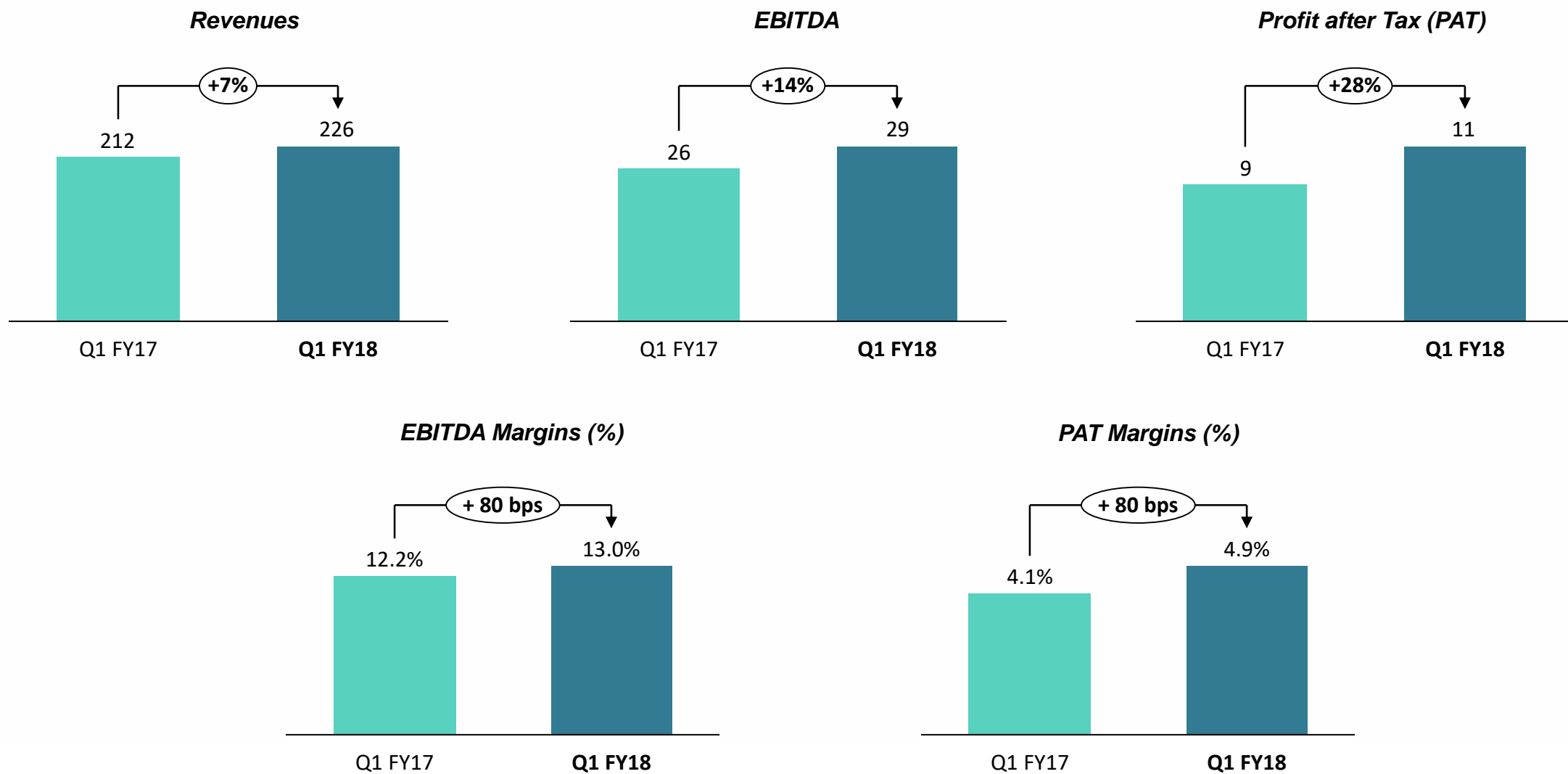
Joint Venture (JV) in  
South India  
(Acquire a 51% stake  
Capex : Rs. 35 – 40 Crs.)

Expansion of Crystal  
Plant by another 12,000  
sq. metres per day

Set up of a 50,000 sq. ft.  
showroom in Morbi  
- Dedicated for exports

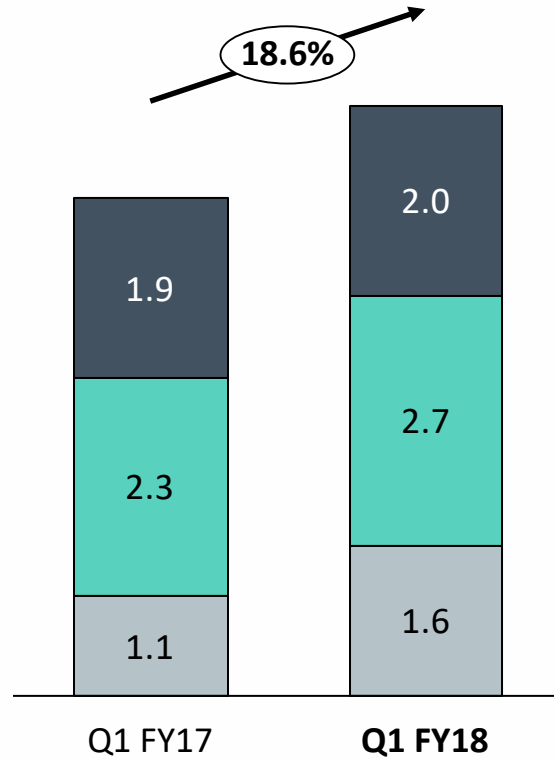
# Financials

# Financial Highlights – Q1 FY18

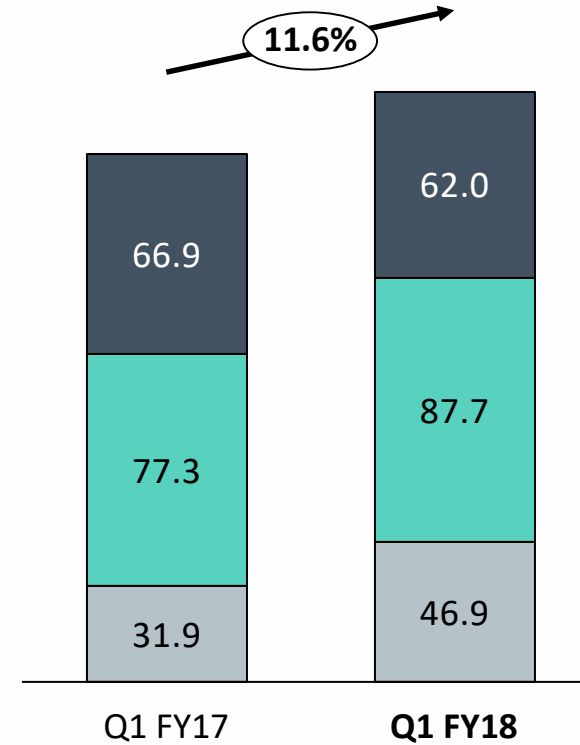


# Tile Division – Business Performance

*Volume Break-up (MSM)*



*Revenue Break-up (Rs. Crs)*



Own Manufacturing   Outsourcing   Associate

# 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>



# ASIAN GRANITO INDIA LIMITED

## COMPANY

**ASIAN GRANITO LIMITED**

CIN : L17110GJ1995PLC027025

**Mr. Himanshu Shah**

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

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

## INVESTOR RELATIONS ADVISORS

**SGA** Strategic Growth Advisors

CIN: U74140MH2010PTC204285

**Mr. Deven Dhruva / Ms. Neha Shroff**

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