



Asian Granito India Ltd.

— Beautiful Life —

Asian Granito India Ltd

Investor Presentation – May 2016



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Pioneer in the Industry



To introduce
LARGE FORMAT
Wall & Vitrified Tiles

To introduce
GRESTEK XXL
Large Format Tiles

Introduced **16mm** Thick
Heavy Duty Vitrified
tiles **GRESTEK**
HARDSTONE



To introduce
WORLD'S WHITEST
(CARARRA WHITE) Double
Charge Vitrified Tiles

To introduce
FULL BODY
Tiles in India

To introduce
SLIMGRES TILES
Jumbo 1000x1000mm & Imperio 800x800mm Double Charge Technology
World Pioneer Technology first in India





Overview

Ranked amongst
Top **4**
Ceramic Companies of
the Nation

8 State of Art
Manufacturing
Facilities
spread across Gujarat

Exporting Products
across
50 Countries



Over **90** Showrooms
with over **80**
Exclusive Showrooms
across India

Over **4000**
Dealers
&
Sub-Dealers

Over **40X**
growth in Growth in
just 16 years



History

2002-2003

- ✓ Commenced Production of Ceramic Floor with 2,500 Sq. mtr per day capacity and expanded to 6,000 sq. mtr per day

2007-2008

- ✓ Floated IPO & Established AGL Tiles World in 14 cities
- ✓ Introduced India's largest wall tile with 10,000 sq. mtr per day capacity

2011

- ✓ Commenced Quartz slab production
- ✓ Launched digital glazed vitrified tiles
- ✓ Introduced four-colour digital printing technology

2014

- ✓ Launched double-charged polished vitrified tiles
- ✓ Introduced 8-colour digital printing
- ✓ Increased manufacturing units to 8 and capacity to 1,00,000 sq. mtrs per day including outsource

2004-2006

- ✓ Established vitrified tiles facility at Himmatnagar with 4,000 sq. mtr per day capacity and expanded to 18,000 sq. mtr per day

2009-2010

- ✓ Expanded capacity of Wall tiles to 20,000 sq. mtr per day
- ✓ Commenced production of marble slabs
- ✓ Established new digital printing technology for Ceramic Wall Tiles

2012-2013

- ✓ Introduced 6-colour digital tile printing
- ✓ Expanded range in the value-added category
- ✓ Increased number of AGL tiles World outlets to 50

2015

- ✓ Amalgamation of Artisque Ceramic Pvt Ltd with Asian Granito Ltd (AGL)

Management

- Professionals with over 22 years of experience in Ceramic Industry
- Uncompromising attitude towards Quality

Capacity

Products

Clientele /
Promotion

Innovation

Distribution
Network

Manufacturing
Effeciencies



Key Management Team



Mr. Kamlesh Patel – Chairman & Managing Director

- With 22 years of experience in the Tile industry - he is a visionary who has created global benchmarks
- Holds BBA Degree from Sardar Patel University & Member of ICCTAS
- A decisive decision maker who believes in taking right decision at the right time and an astute marketing mind, passionate about expansion & brand building



Mr. Mukesh Patel – Managing Director

- Having more than 22 years of experience in the Tile industry , he is responsible for giving company the “Innovative Technology “ edge
- Constantly seeking to create new product development with an uncompromising attitude towards Quality
- He is a Director of ICCTAS





Professional Team



Chief Financial
Officer

Kalidas Patel

Sr. V. P - Marble &
Quartz

B. M. Singhal

G. M – Finance &
Commercial

CA Himanshu Shah

Associate V. P – GVT

Rahul Sharma

DGM (Legal) &
Company Secretary

CS Renuka Upadhyav

Sr. G. M – International
Marketing

Rajesh Iyer

V. P – Operation (Tiles
Division)

B. G. Pattanshetty



Management

Capacity

- Production Capacity of more than 1,00,000 sq. mtrs. per day (including outsource)

Products

Clientele /
Promotion

Innovation

Distribution
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Manufacturing
Effeciencies



8 Ultra Modern Manufacturing Units



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Manufacturing Facilities



IDAR – Porcelain Ceramic



Dalpur – Glazed Vitrified



Dalpur – Wall Ceramic



Dholka – Wall Ceramic



Dalpur - Amazon Porcelain Ceramic



Morbi – Double Charge Vitrified



Mehsana – Vitrified Plant



Dalpur – Marble & Quartz





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Ultra Modern & Latest Technology

First to establish Online Vitrified Technology

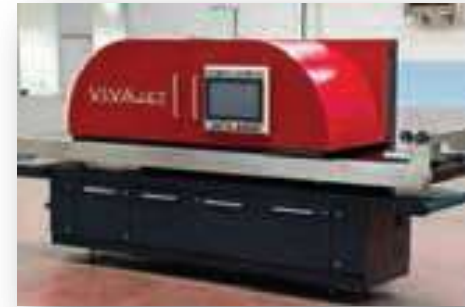
First in India to have Digital 8 Colour Printing Technology

A Pioneer with Best Water Jet Technology

Highest number of Digital Machines in India

Only Ceramic Company to have in-house 3rd Fire Technology

India's BIGGEST KILN with 5 Line Tiles in Single Process world first in India by SACMI



13 Digital
8 Colour Printing
Machines



Management

Capacity

Products

Clientele /
Promotion

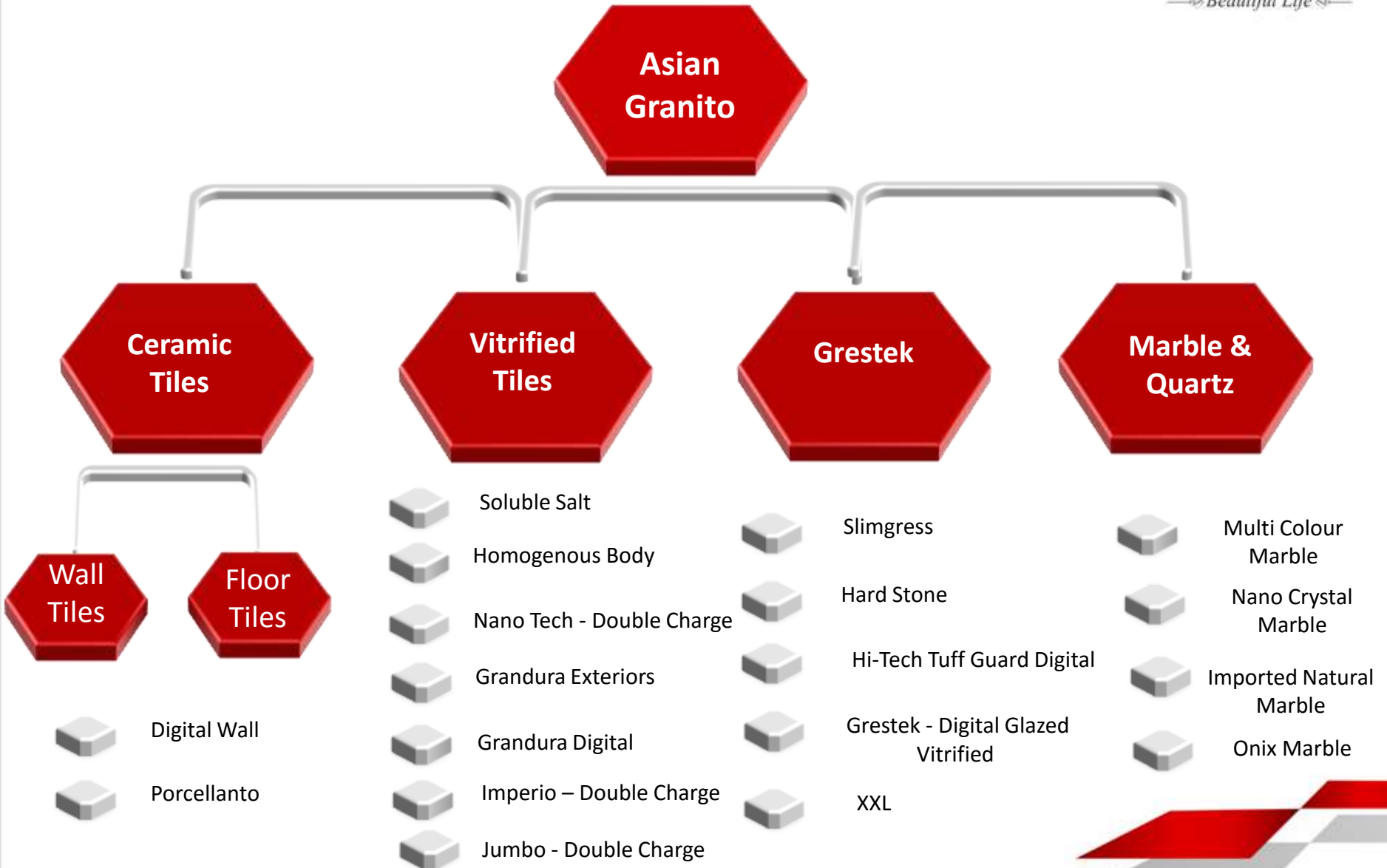
Innovation

Distribution
Network

Manufacturing
Effeciencies

- Wide Product Range - Ceramic Floor, Digital Wall, Vitrified, Parking, Porcelain, Glazed Vitrified, Outdoor, Composite Marble & Quartz

Product Portfolio





Ceramic Tiles – Wall & Floor Tiles



Digital
Wall

PORCELLANTO
Digital





Vitrified Tiles



Soluble Salt



Homogenous Body



Nano Tech - Double Charge



Grandura Exteriors



Grandura Digital





GRESTEK – Premium Glazed Vitrified Tiles



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GRESTEK
SLIMGRES
ULTRA THIN GLAZED VITRIFIED TILES



16mm
THICKNESS
600x600mm



PEI-5
COMPLIANT



GRESTEK
Digital Glazed Vitrified Tiles





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Marble & Quartz



Marble



Quartz

Premium Segment - Higher Realisation
Company enjoys 43% market share in this segment



Management

Capacity

Products

**Clientele /
Promotion**

Innovation

Distribution
Network

Manufacturing
Effeciencies

- **Diversified Clientele Profile – Real Estate; Govt.; Hotels; Malls; Banks; Hospitals; Corporates; Airports; Showrooms etc.**

Marquee Institutional Clientele





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Advertising in FIFA WORLD CUP

Asian Granito India Ltd.

www.aglasiangranito.com

FIFA WORLD CUP
BRASIL

AGL KICKS OFF 200 spots in FIFA
Watch AGL AD in **FIFA WORLD CUP** on
Sony Six Channel per day **18 ads** will be telecast

Enjoy the final matches...

Asian Granito India Ltd.
lead the *change*

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Major Marketing Activities



■ Mega Brand Recognition 2016

- Showcase Ad Commercials in **606 Screens** across India in Major Cinemas during **8 Mega Blockbusters** in **5 Languages**



■ ACE TECH

- Active online presence in Social Media : **Facebook, Tweeter, Pinterest**
 - Regional Radio Activation in **Navratri**
- Extensive Regional Road shows in Gujarat, Maharashtra, Punjab, HP, Delhi, Haryana, UP, Kerala
 - Product Registered under GRIHA and ADARSH society



■ BIG5 Exhibition DUBAI

- Advertisement in Top In flight Magazines
 - Powered By Sponsor in Realty Plus Conclave 5 Major Cities
- Back To Back Product Launch of Hi-Tech Tuffguard



Management

Capacity

Products

Clientele /
Promotion

Innovation

Distribution
Network

Manufacturing
Effeciencies

- 1st to introduce 5 tiles manufacturing kiln from SACMI-Italy
- 1st to launch large format digital charge vitrified tiles in 1000x1000mm Jumbo & 800x800mm Imperio

Recent New Innovative Products launched

Product Name	Size in mm
Imperio – Double Charge	800 x 800
Jumbo - Double charge	1000 x 1000
CARARRA White (World's Whitest Tile – in unglazed large format Double Charge)	800 x 800
XXL – Polished Glazed Vitrified Tile	800 x 1200
Polished Vitrified Tile (Double Charge) & Big Crack Stone (new design introduced first time in India)	800 X 1200 & 1000 X 1000
Hardstone (Outdoor Tiles in 16 mm & 10 mm thickness)	600 x 600
Grandura (Parking Tiles)	300 x 300 & 400 x 400
Hexabon Tiles (first to introduce)	304 x 350
Gresek SLIMGRES	600 x 1200

GRESTEK

SLIMGRES

ULTRA THIN GLAZED VITRIFIED TILES



**THIN
S
IN**



Management

Capacity

Products

Clientele /
Promotion

Innovation

**Distribution
Network**

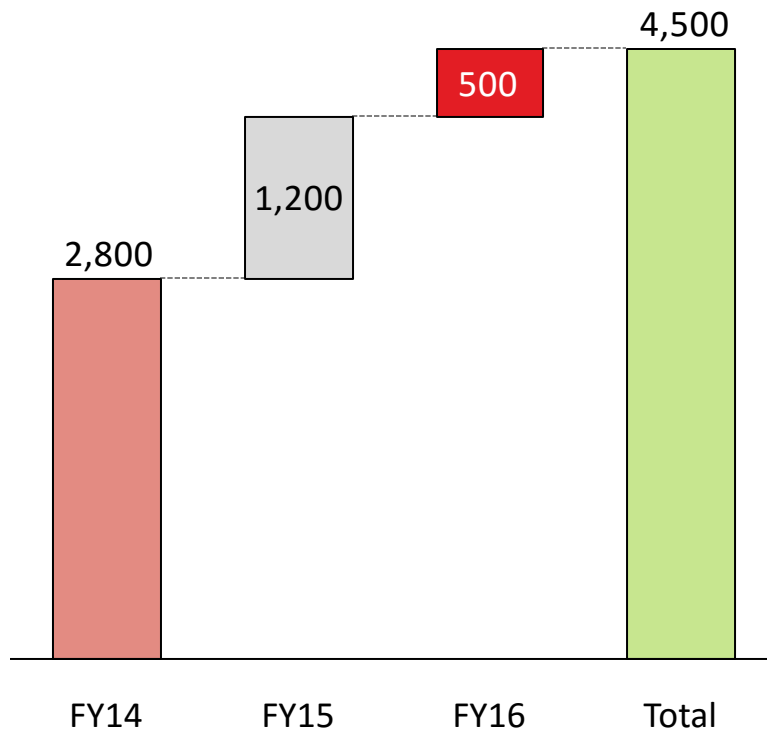
Manufacturing
Effeciencies

- All India Market Reach; Distribution Reach Direct Dealers / Sub-dealers: +4000
- Unique – 80+ AGL Tile World “Exclusive across India”

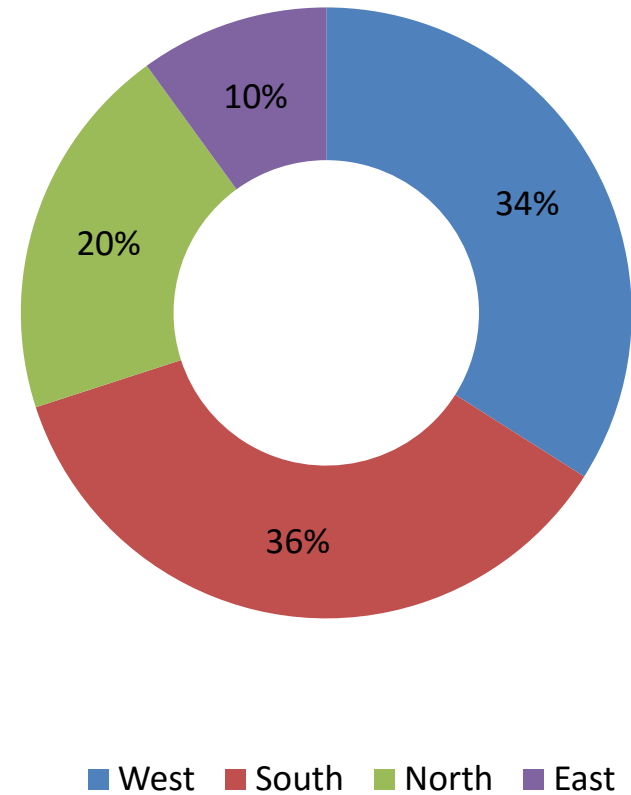


Strengthening Distribution Network

Addition in Dealers & Sub-Dealers



Geographical Revenue Breakup

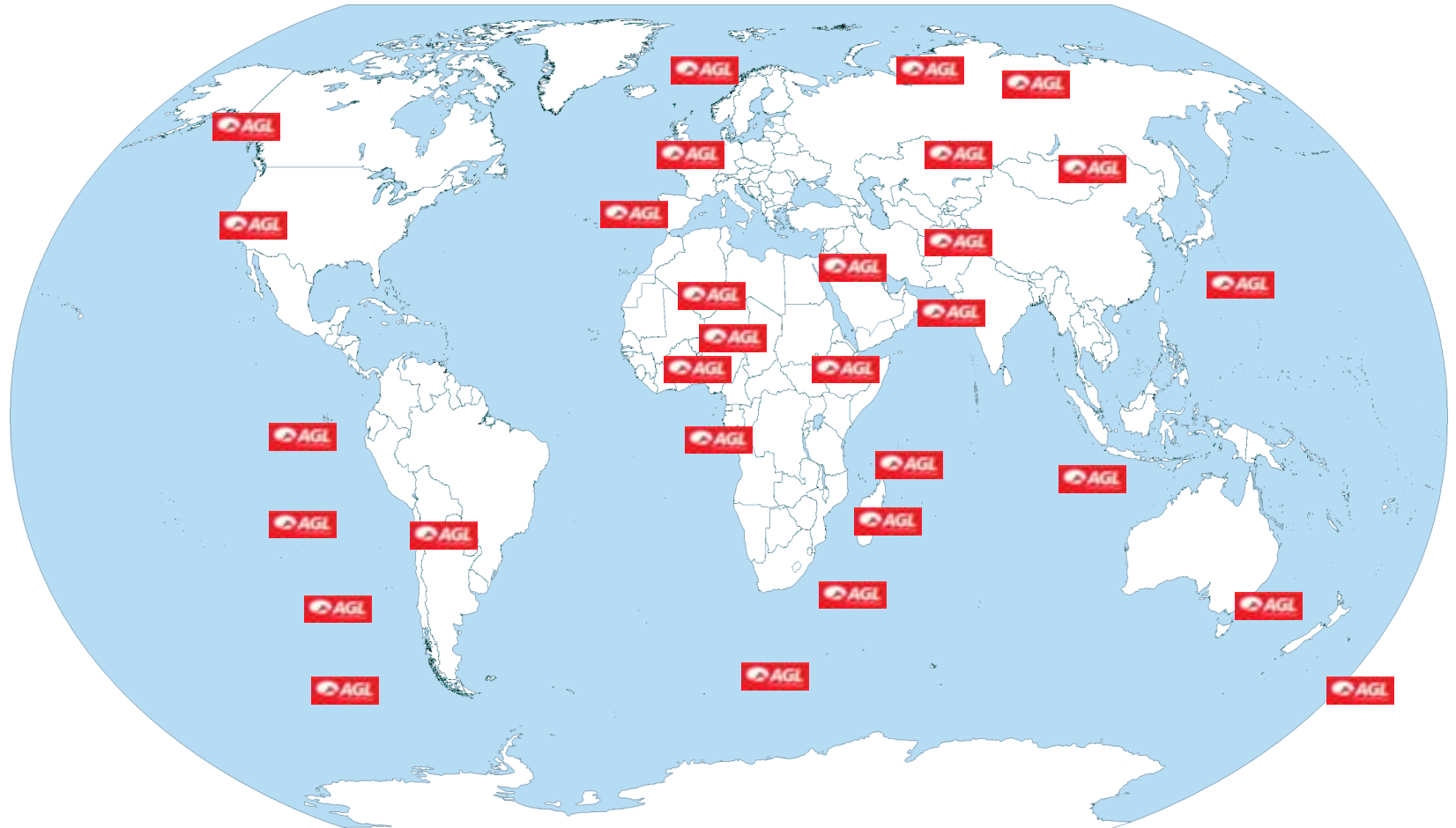




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Global Footprint



Presence in 50+ countries

NORTH AMERICA | EUROPE | AFRICA | UAE | AUSTRALIA | EAST ASIA | MIDDLE EAST ASIA



Management

Capacity

Products

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Innovation

Distribution
Network

Manufacturing Efficiencies

- 13 digital colour machines to ensure innovation and efficient manufacturing
- Cost Savings - Easy gas availability for nearby plant including natural gas

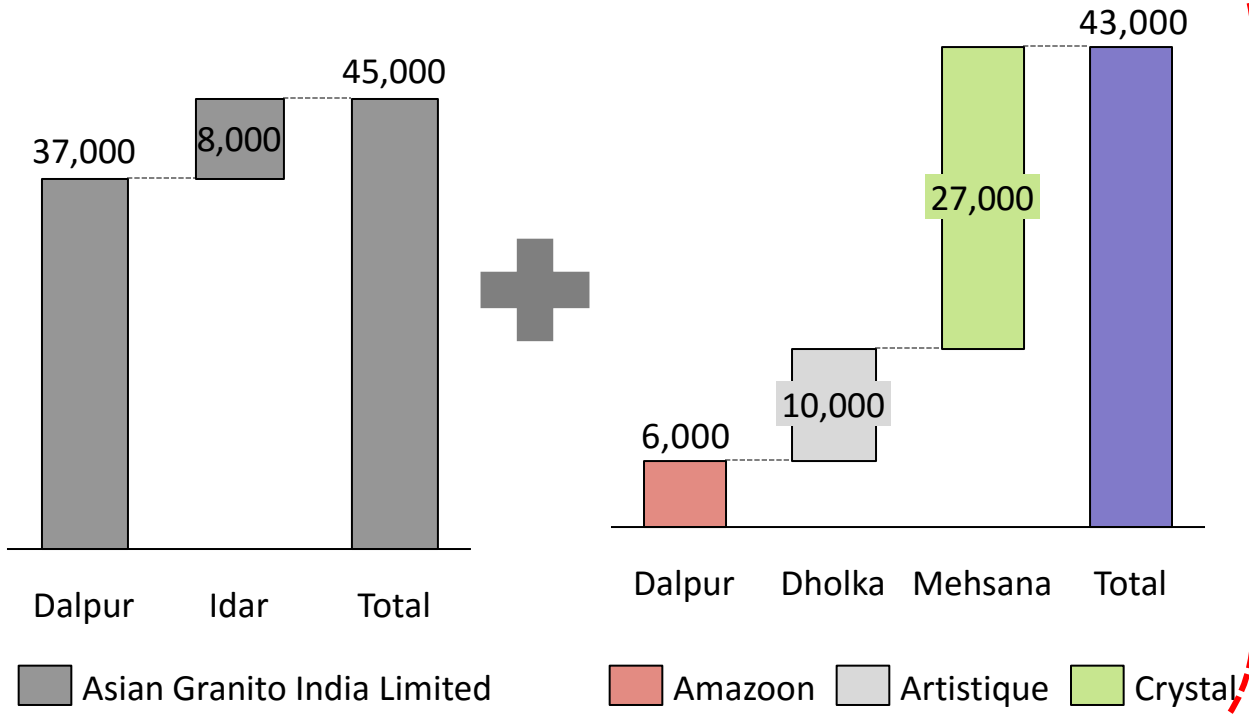


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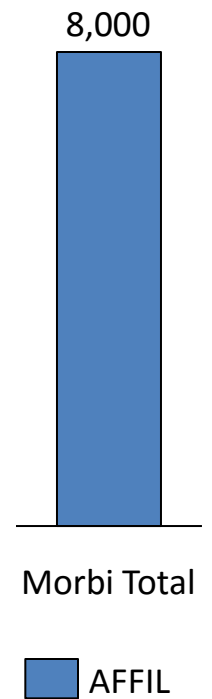
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Capacity Built up

Post Amalgamation : Owned Capacity of 88,000 Sq. mts per day



Joint Venture

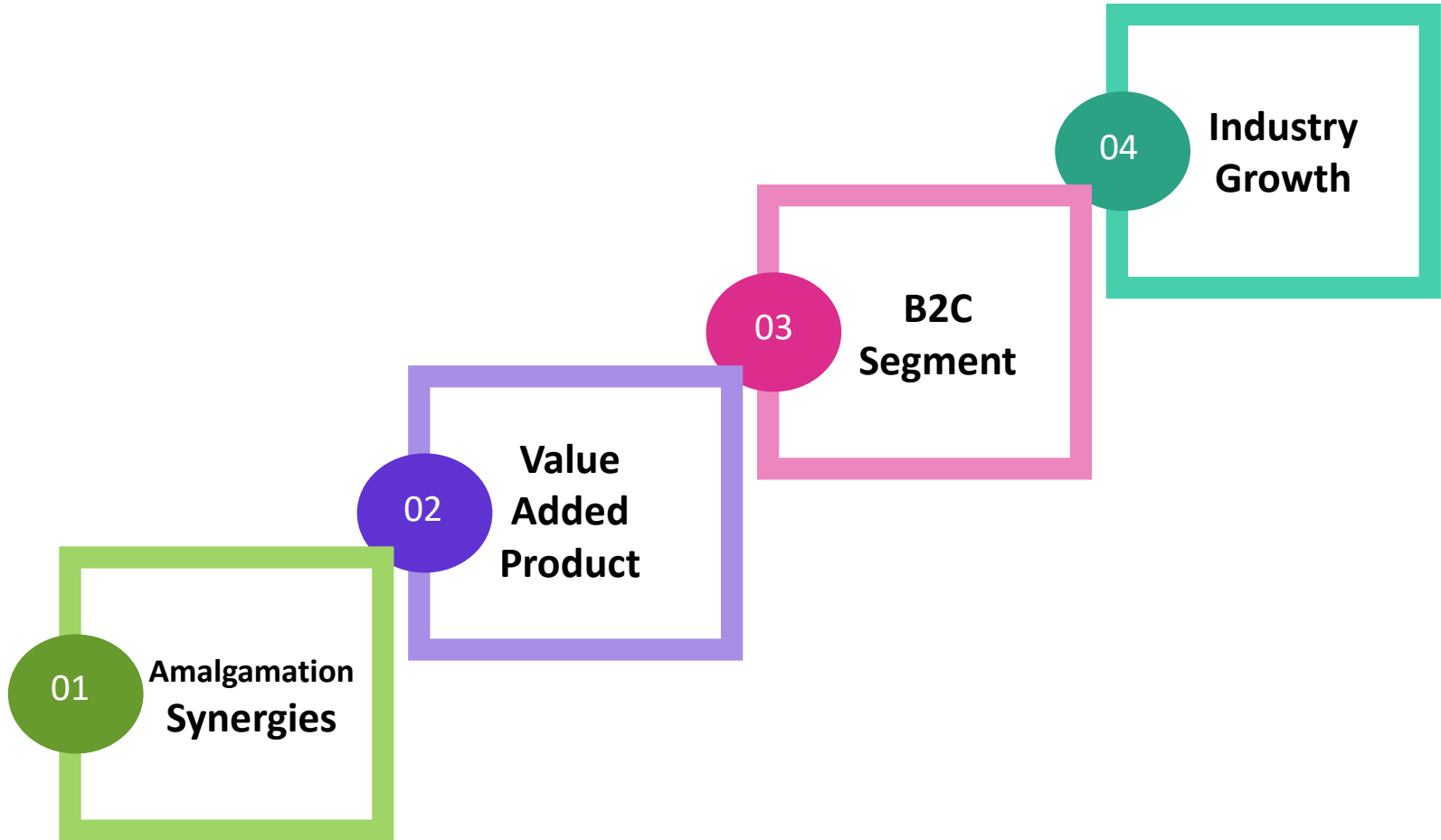


Combined Capacity of 100,000 Sq. Mtrs per day (Incl. Outsource)





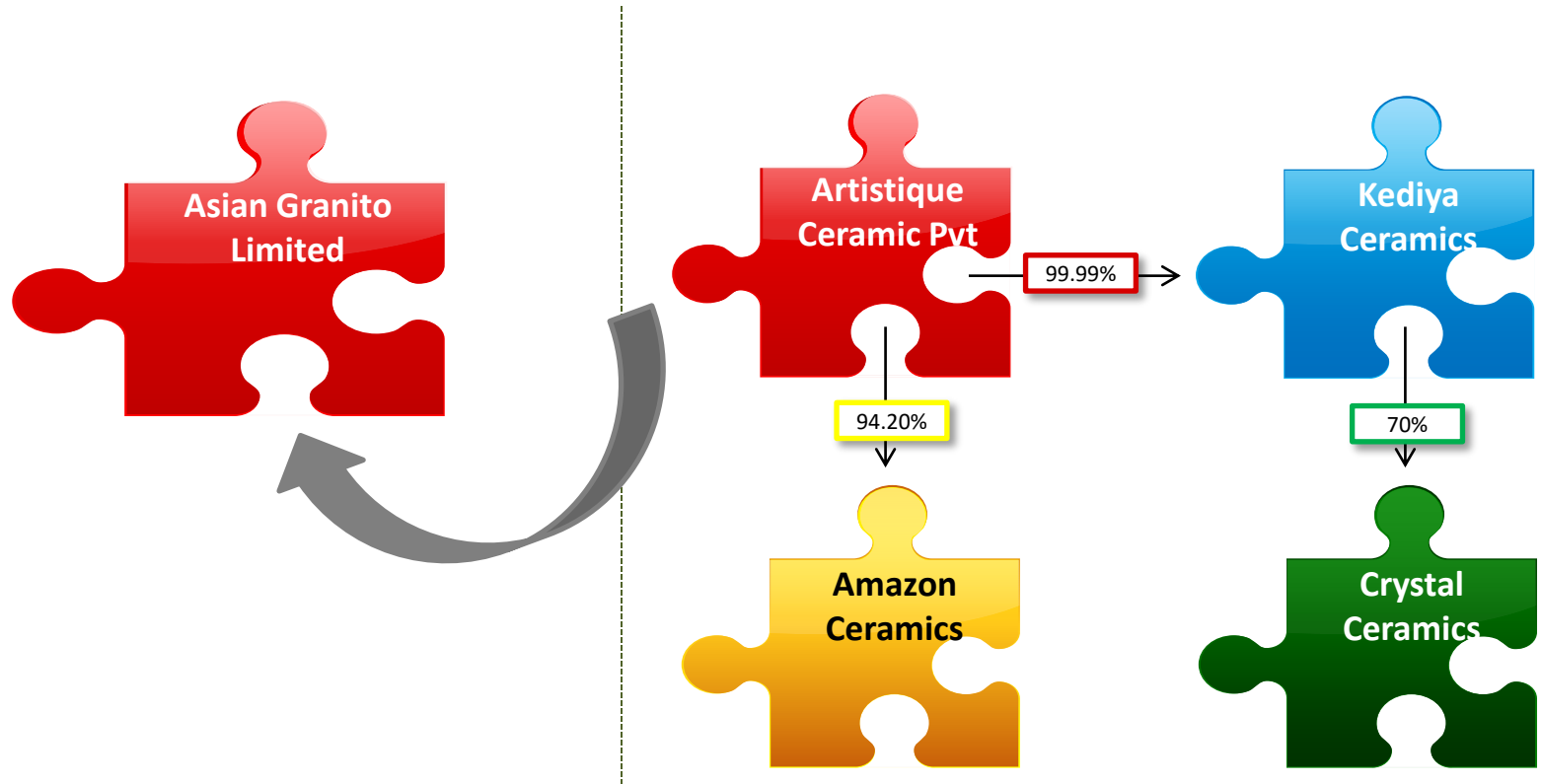
Growth Drivers





Scheme of Amalgamation

Scheme of Amalgamation of Artistique Ceramics Private Limited into Asian Granito India Ltd



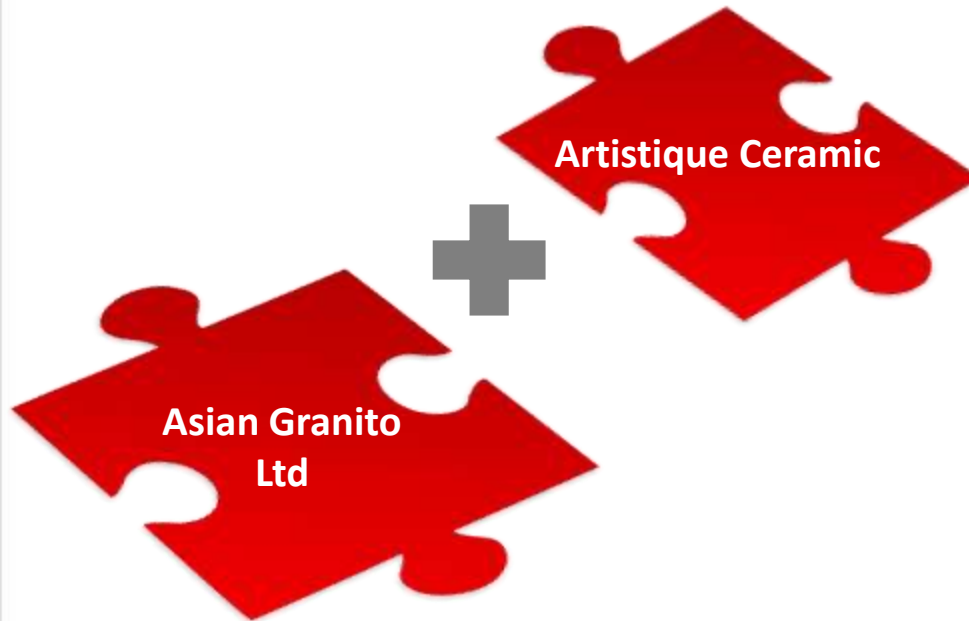
Consideration : 157 equity shares of face value of Rs.10/- at par each fully paid-up of Asian Granito Ltd for every 100 equity shares of face value of Rs.10/- each fully paid-up held in Artistique Ceramics



Amalgamation - Synergies

Artistique Ceramic

- ✓ Manufacturing Plant at Dalpur, Dholka & Mehsana with a Annual Capacity of ~10mn sq. mtrs
- ✓ Additional Land & Common Infrastructure to expand further
- ✓ Artisique Ceramics has Contract with RAS GAS for a supply of Natural Gas Quality at a rate 30% below current market rate

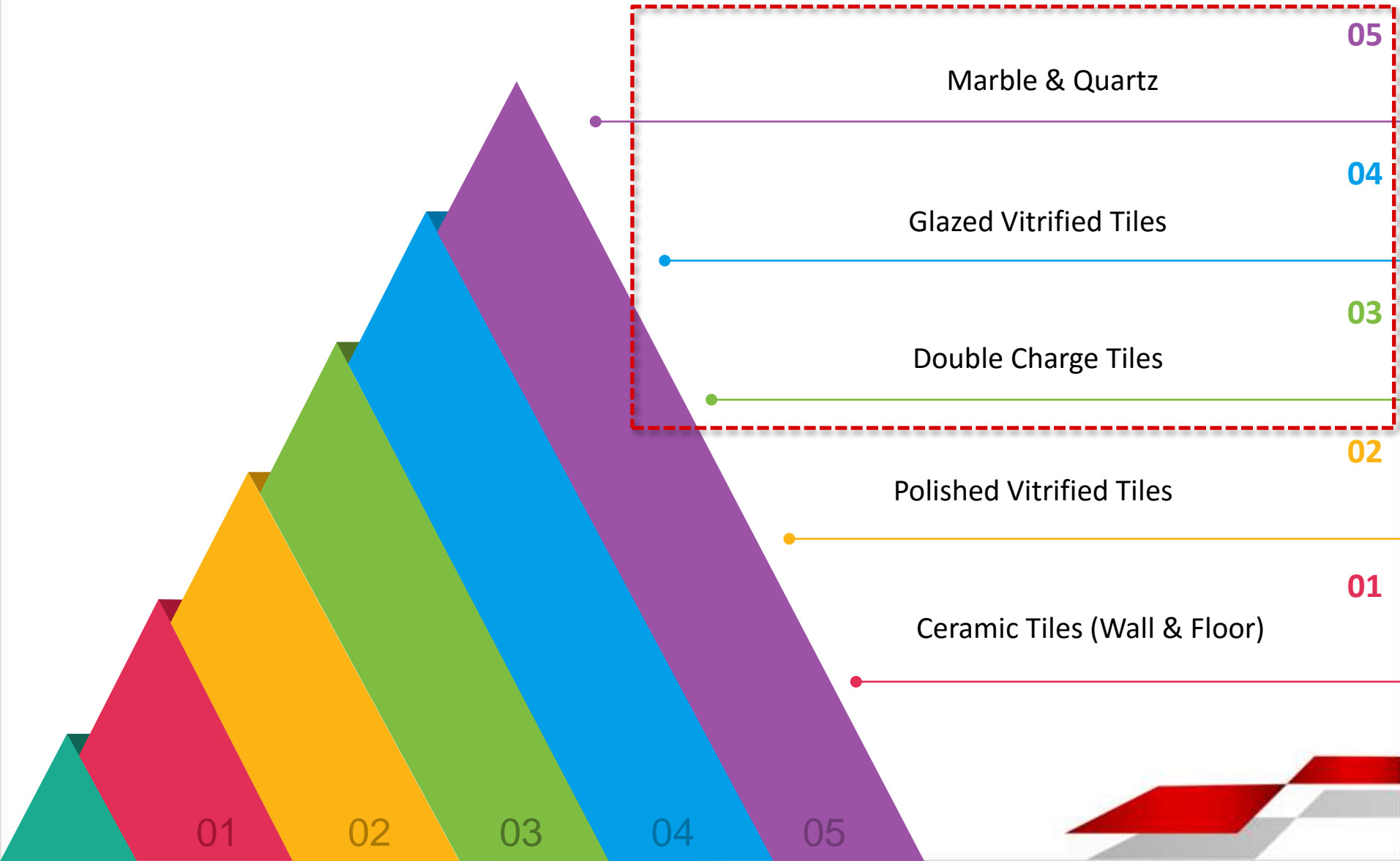




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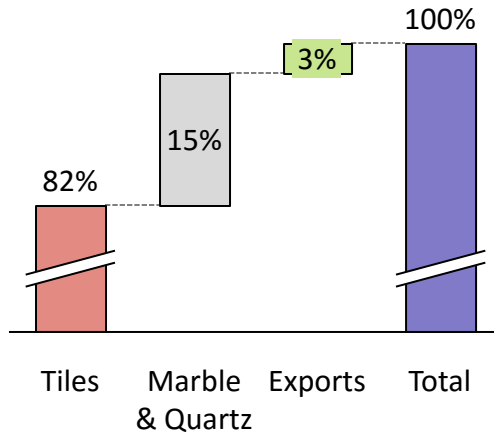
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Focus on High Value Product Mix

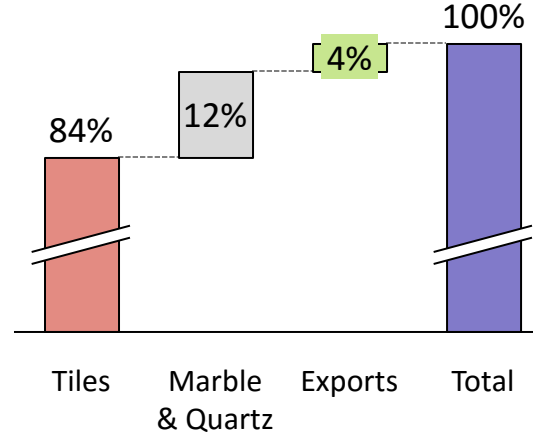


Focus on High Value Product Mix

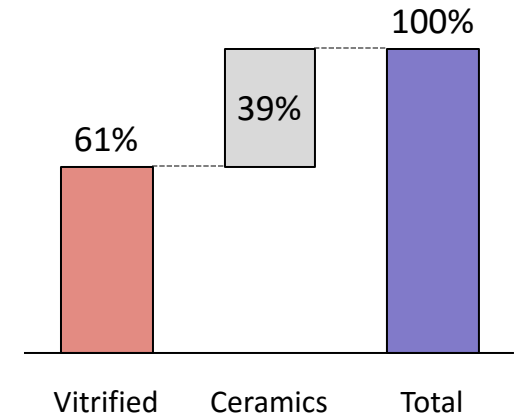
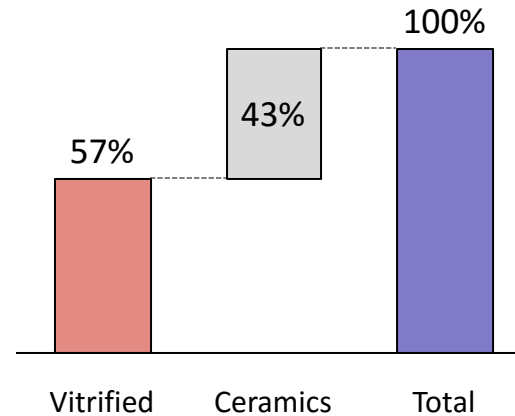
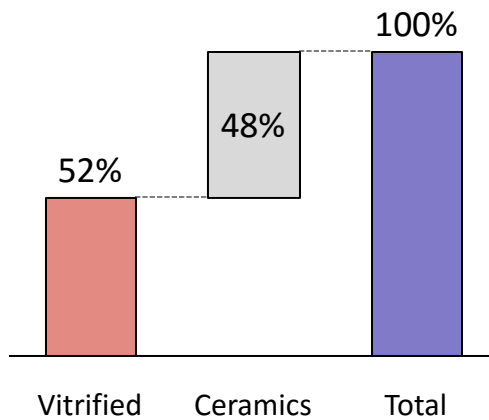
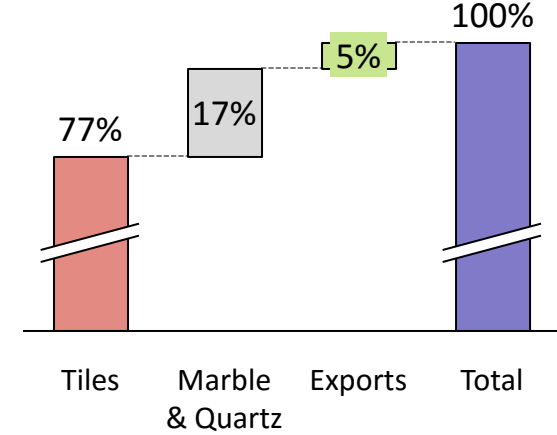
FY2014



FY2015



FY2016



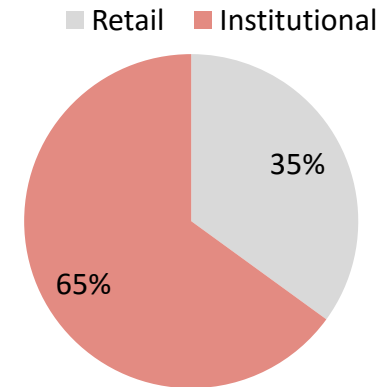
Future Strategies- Focus on B2C Segment

Mapping market for towns with population > 20,000

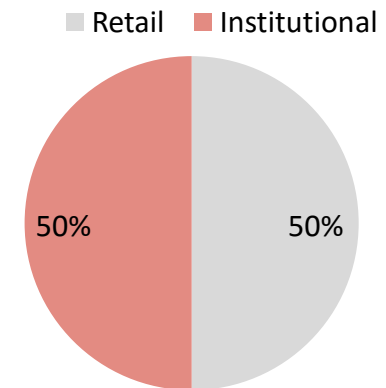
Initiatives to increase Direct Interaction with Customers

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

Current



Future



Change in Market Segmentation of Project v/s Retail from 70:30 to 50:50



Industry Growth



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Smart Cities - New city creation could create office and housing demand

“Housing for all by 2022” – an estimated 60 million houses will need to be built

Push for providing sanitation could create new demand avenues entry level or lower priced tiles (ceramic tiles)

“Swachh Bharat Abhiyan” - aims to build 60million toilets by 2019



Standalone Profit & Loss

Particulars (Rs. Crs)	Q4FY16	Q4FY15	Y-o-Y	FY16	FY15	Y-o-Y
Revenue	225.75	236.64		869.35	821.75	
Other Operating Income	0.95	0.26		2.18	1.49	
Revenue from Operations	226.71	236.90	-4.30%	871.53	823.23	5.87%
Cost of Material Consumed	42.35	39.70		202.37	173.79	
Purchase of Stock-in-Trade	103.72	95.33		375.52	329.63	
Change in Inventories	10.25	21.69		1.42	12.87	
Employee Expenses	13.00	11.07		49.40	42.17	
Power & Fuel	21.62	35.62		95.94	131.22	
Other Expenses	18.31	21.69		81.15	73.15	
EBITDA	17.46	11.80	47.95%	65.72	60.42	8.79%
EBITDA Margin (%)	7.70%	4.98%		7.54%	7.34%	
Other Income	-0.14	0.06		0.64	0.95	
Depreciation	4.70	0.07		20.28	19.02	
EBIT	12.62	11.79	7.01%	46.08	42.35	8.79%
EBIT Margin (%)	5.57%	4.98%		5.29%	5.14%	
Finance Cost	4.60	6.23		21.35	22.33	
Exceptional Items	0.00	0.00		0	0	
Profit before Tax	8.02	5.56	44.30%	24.72	20.02	23.46%
Tax	2.36	1.21		7.15	5.56	
Profit After Tax	5.67	4.35	30.19%	17.57	14.47	21.43%
PAT Margin (%)	2.50%	1.84%		2.02%	1.76%	
EPS	2.51	1.93	30.05%	7.78	6.41	21.37%

Consolidated Profit & Loss

Particulars (Rs. Crs)	FY16	FY15	Y-o-Y
Revenue	876.18	840.01	
Other Operating Income	2.18	1.49	
Revenue from Operations	878.36	841.49	4.38%
Cost of Material Consumed	202.37	173.79	
Purchase of Stock-in-Trade	381.72	346.94	
Change in Inventories	1.42	12.87	
Employee Expenses	49.41	42.19	
Power & Fuel	95.94	131.22	
Other Expenses	81.59	73.64	
EBITDA	65.91	60.85	8.30%
EBITDA Margin (%)	7.50%	7.23%	
Other Income	0.64	0.95	
Depreciation	20.31	19.04	
EBIT	46.24	42.77	8.11%
EBIT Margin (%)	5.26%	5.08%	
Finance Cost	21.48	22.67	
Exceptional Items	0.00	0.00	
Profit before Tax	24.75	20.10	23.17%
Tax	7.16	5.60	
Profit After Tax	17.59	14.50	21.30%
PAT Margin (%)	2.00%	1.72%	
EPS	7.79	6.42	

Standalone Balance Sheet

Particulars (Rs. Crs)	Mar 16	Mar 15
Shareholder's Fund	311.97	294.40
Share capital	22.58	22.58
Reserves & Surplus	289.38	271.81
Non-current liabilities	39.90	41.38
Long term borrowings	9.25	14.58
Deferred Tax liabilities (net)	20.51	18.11
Other Long term liabilities	10.13	8.69
Current liabilities	308.18	313.87
Short term borrowings	146.63	150.55
Trade payables	142.37	131.76
Other current liabilities	13.86	27.01
Short term Provision	5.33	4.55
Total Liabilities	660.05	649.65

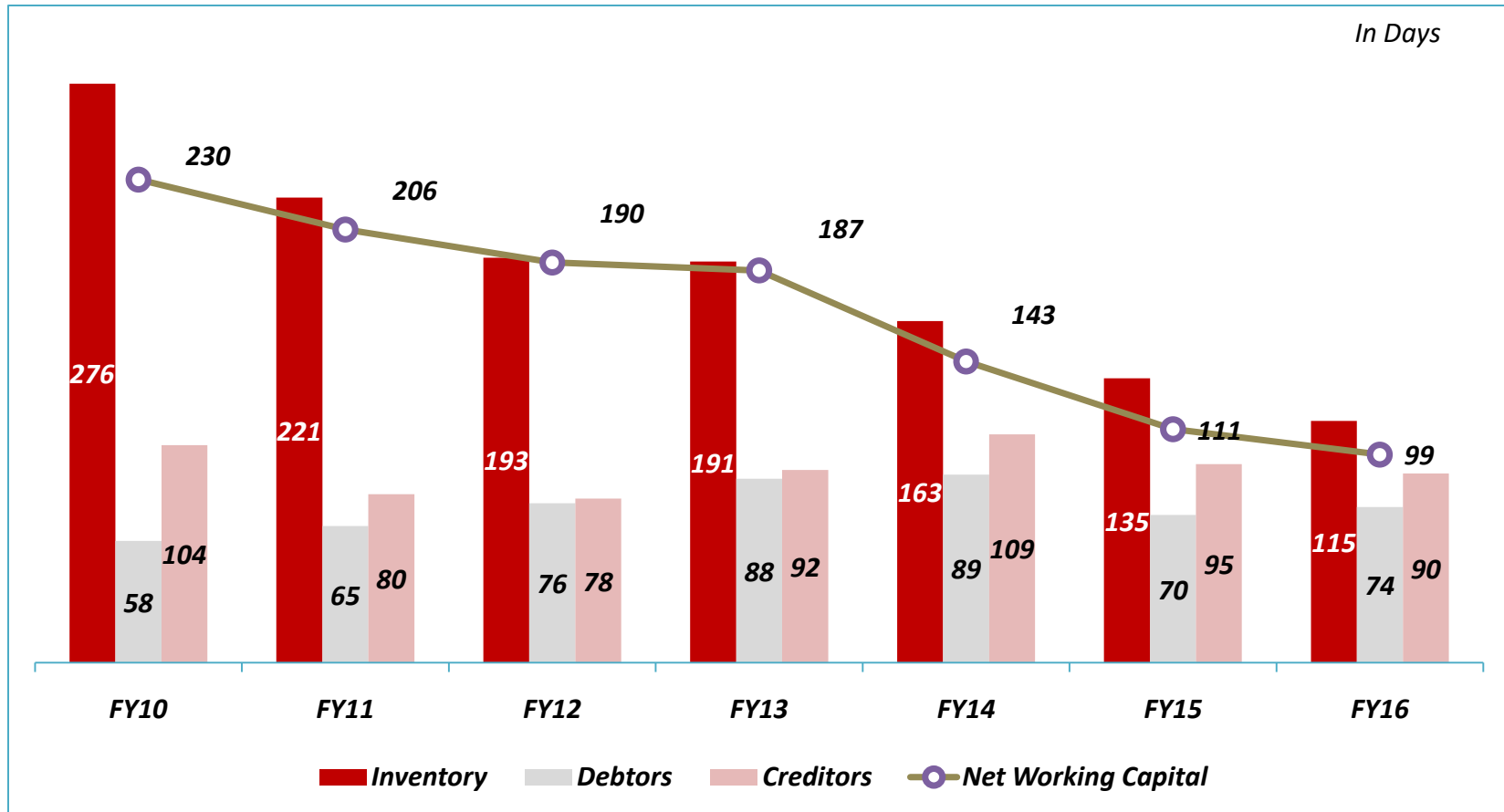
Particulars (Rs. Crs)	Mar 16	Mar 15
Non-current assets	265.00	269.23
Fixed assets (inc. CWIP)	196.83	202.72
Non-current Investments	18.74	17.85
Long Term Loans & Advances	45.44	46.82
Other Non-current assets	4.00	1.83
Current assets	395.04	380.42
Inventories	182.50	188.46
Trade receivables	177.44	158.59
Cash and bank balances	11.89	13.76
Short term loan and advances	21.35	18.69
Other current assets	1.87	0.92
Total Assets	660.05	649.65

Consolidated Balance Sheet

Particulars (Rs. Crs)	Mar 16	Mar 15
Shareholder's Fund	312.13	294.55
Share capital	22.58	22.58
Reserves & Surplus	289.55	271.96
Non-current liabilities	39.90	41.38
Long term borrowings	9.25	14.58
Deferred Tax liabilities (net)	20.51	18.11
Other Long term liabilities	10.13	8.69
Current liabilities	308.31	318.28
Short term borrowings	146.63	150.55
Trade payables	142.46	136.09
Other current liabilities	13.88	27.05
Short term Provision	5.34	4.59
Total Liabilities	660.34	654.21

Particulars (Rs. Crs)	Mar 16	Mar 15
Non-current assets	264.94	265.24
Fixed assets (inc. CWIP)	196.83	202.72
Non-current Investments	16.86	16.86
Long Term Loans & Advances	47.25	43.82
Other Non-current assets	4.00	1.83
Current assets	395.41	388.97
Inventories	182.50	188.46
Trade receivables	177.67	166.01
Cash and bank balances	11.97	14.24
Short term loan and advances	21.35	19.27
Other current assets	1.91	0.99
Total Assets	660.34	654.21

Efficient Working Capital Management



* Standalone Figures



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Asian Granito Limited

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