

**Asian Granito India Ltd.**

**Regd. & Corp. Office:**

202, Dev Arc, Opp. Iskcon Temple, S. G. Highway,

Ahmedabad-380015. Gujarat, India.

Tel.: +91 79 66125500/698,

Fax: +91 79 66125600/66058672

info@aglasiangranito.com • www.aglasiangranito.com

CIN : L17110GJ1995PLC027025



— Beautiful Life —

Date: 14.11.2018

To,  
Corporate Relations Department,  
Bombay Stock Exchange Limited,  
2nd Floor, P.J Towers,  
Dalal Street,  
Mumbai-400 001

Scrip Code: 532888

Dear Sir/ Madam,

**Sub: Investor Presentation.**

This is to inform you that the Company has organized a conference call for analysts and investors, Friday, 16<sup>th</sup> November, 2018 at 04.00 p.m., to discuss the financial performance for Q2FY2019 and 6MFY2019. The investor presentation is enclosed herewith for your reference.

This is to further inform that the copy of the latest Investor Presentation as has been uploaded on the website of the Company [www.aglasiangranito.com](http://www.aglasiangranito.com) and is enclosed herewith for your information as also for the information of your members and the public at large.

This information is submitted to you pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015.

Kindly note that changes may happen due to exigencies on the part of Host / Company.

You are kindly requested to take the same on record.

Thanking you,

Yours faithfully,

For Asian Granito India Limited

Kamleshbhai B. Patel  
Chairman and Managing Director  
DIN: 00229700

Encl.: As above





— Beautiful Life —

# Investor Presentation

Making **Life**  
**More** Beautiful  
**Worldwide**



# Safe Harbor



This presentation has been prepared by and is the sole responsibility of Asian Granito India Limited (the “Company”). By accessing this presentation, you are agreeing to be bound by the trailing restrictions.

This presentation does not constitute or form part of any offer or invitation or inducement to sell or issue, or any solicitation of any offer or recommendation to purchase or subscribe for, any securities of the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment thereof. In particular, this presentation is not intended to be a prospectus or offer document under the applicable laws of any jurisdiction, including India. No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. There is no obligation to update, modify or amend this communication or to otherwise notify the recipient if information, opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.

Certain statements contained in this presentation that are not statements of historical fact constitute “forward-looking statements.” You can generally identify forward-looking statements by terminology such as “aim”, “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “objective”, “goal”, “plan”, “potential”, “project”, “pursue”, “shall”, “should”, “will”, “would”, or other words or phrases of similar import. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements or other projections. Important factors that could cause actual results, performance or achievements to differ materially include, among others: (a) our ability to successfully implement our strategy, (b) our growth and expansion plans, (c) changes in regulatory norms applicable to the Company, (d) technological changes, (e) investment income, (f) cash flow projections, and (g) other risks.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. The Company may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such change or changes

# Company Snapshot



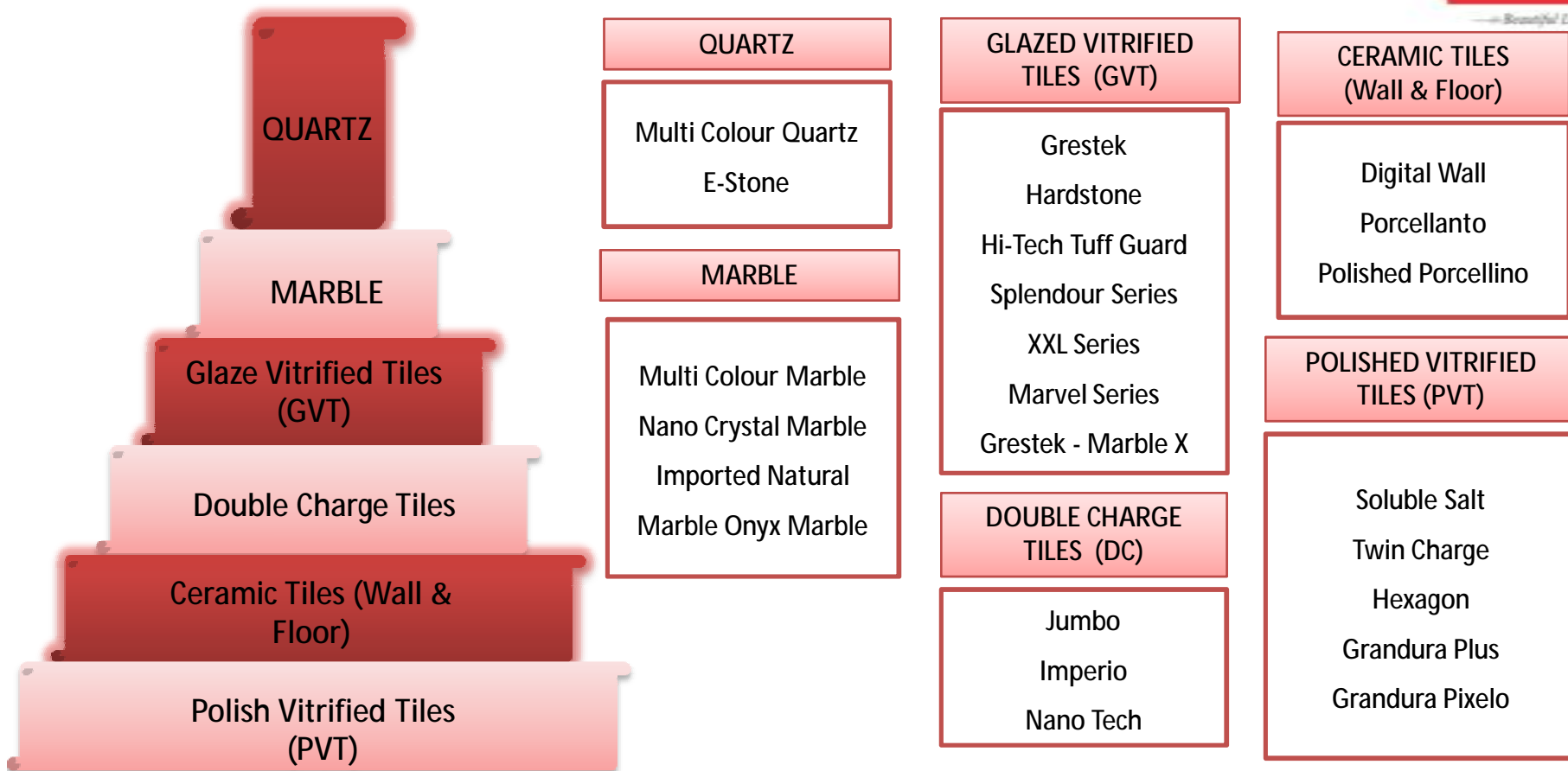
<b>Ranked amongst Top 3</b>	<b>AGL Exclusive 245+ showroom and 16 display centres</b>	<b>10 State of art plants</b>	<b>6000+ Touch points</b>	<b>58+ Countries</b>	<b>Over 40X Capacity Growth</b>
Ranked amongst Top 3 Listed Ceramic Companies in India	245+ exclusive & 16 Display Centres PAN India, Totalling to 261+ showrooms	10 State of the Art Facilities across Gujarat including "Camrolla" Quartz and "Ivanta" (Wall)	Over 6000+ Touch Points	Exporting Products across 58+ Countries	Over 40X growth in just 18 years from 2,500 SQMTS/day in FY 2000 to more than 1 lac SQMT/day

# History till date...



FY03	1) Commenced Production of Ceramic Floor with 2,500 Sq. mtr per day capacity and expanded to 6,000 sq. mtr per day.
FY06	1) Established vitrified tiles facility at Himmatnagar with 4,000 sq. mtr per day capacity and expanded to 18,000 sq. mtr per day.
FY08	1) Floated IPO & Established AGL Tiles World in 14 cities. 2) Introduced India's largest wall tile capacity with 10,000 SQMTS per day
FY10	1) Expanded capacity of Wall tiles to 20,000 sq. mtr. per day. 2) Commenced production of marble slabs. 3) Established new digital printing technology for Ceramic Wall Tiles
FY12	1) Commenced Quartz slab production. 2) Launched digital glazed vitrified tiles. 3) Introduced four- colour digital printing technology
FY13	1) Introduced 6-colour digital tile printing. 2) Expanded range in the value-added category. 3) Increased number of AGL tiles World outlets to 50
FY15	1) Launched double-charged polished vitrified tiles Introduced 8-colour digital printing. 2) Increased manufacturing units to 8 and capacity to 1,00,00 0 sq. mtrs per day including outsource
FY16	1) Amalgamation of Artisque Ceramic Pvt Ltd with Asian Granito Ltd (AGL).
FY17	1) Expanded the product portfolio in Marble. 2) Introduce new Muti-Colour Quartz range to diversified from single colour
FY18	1) Launched new state of the art Product Range 'RAINBOW GLITZ'. 2) Launched New Large Format Tiles in GVT. 3) New Company owned showroom opened in Ahmedabad
FY19	1) Company introduce new size in Vitrified along with new range of products at Mumbai and Hyderabad.

# Wall & Floor Solution - Product Category & Range





## Plant wise Capacity with Utilization level

Type of plant	Location	Capacity Per day (SQMTS)	Capacity P.A (MSQMTS)
<b>Own Plants</b>			
Ceramic Wall	Dalpur	14000	4.62
Glaze Vitrified Tiles	Dalpur	13000	4.29
Ceramic Wall	Dholka	6000	1.98
Ceramic Floor	Idar	7500	2.48
Composite Marble	Dalpur	2200	0.73
Quartz	Dalpur	1600	0.53
<b>Total</b>		<b>44,300</b>	<b>14.62</b>
<b>Subsidiary Plants</b>			
Polish Vitrified Tiles	Crystal	9000	2.97
Glaze Vitrified Tiles	Crystal	6000	1.98
Double Charge	Crystal	12000	3.96
Ceramic Floor	Amazoon	6000	1.98
Parking	Amazoon	6000	1.98
Quartz	Camrolla	1600	0.53
<b>Total</b>		<b>40,600</b>	<b>13.40</b>
<b>100% Outsource Arrangement (Morbi)</b>			
All type of Tiles	AFFIL, Ivanta & Others	18000	5.94
<b>Grand Total</b>		<b>102,900</b>	<b>34.0</b>

TOTAL CAPACITY : + 1,01,300 Sq. Metres per day. Utilization @ 75% for H1FY19

SQMTS – Square Metres

MSM – Million Square Metres

## Key Professional Personals



**Ashish Mehta**  
Senior President – Sales & Marketing



**B. M. SINGHAL**  
Director - Camrolla



**CA HIMANSHU SHAH**  
General Manager - Finance



**RAHUL SHARMA**  
Vice President - GVT



**Mr. PATTANSHETTY**  
VP – Tile Operations



**SANJAY KAUL**  
Associate VP – Business Development



**CHIRAG DAVE**  
Associate VP – BONZER 7



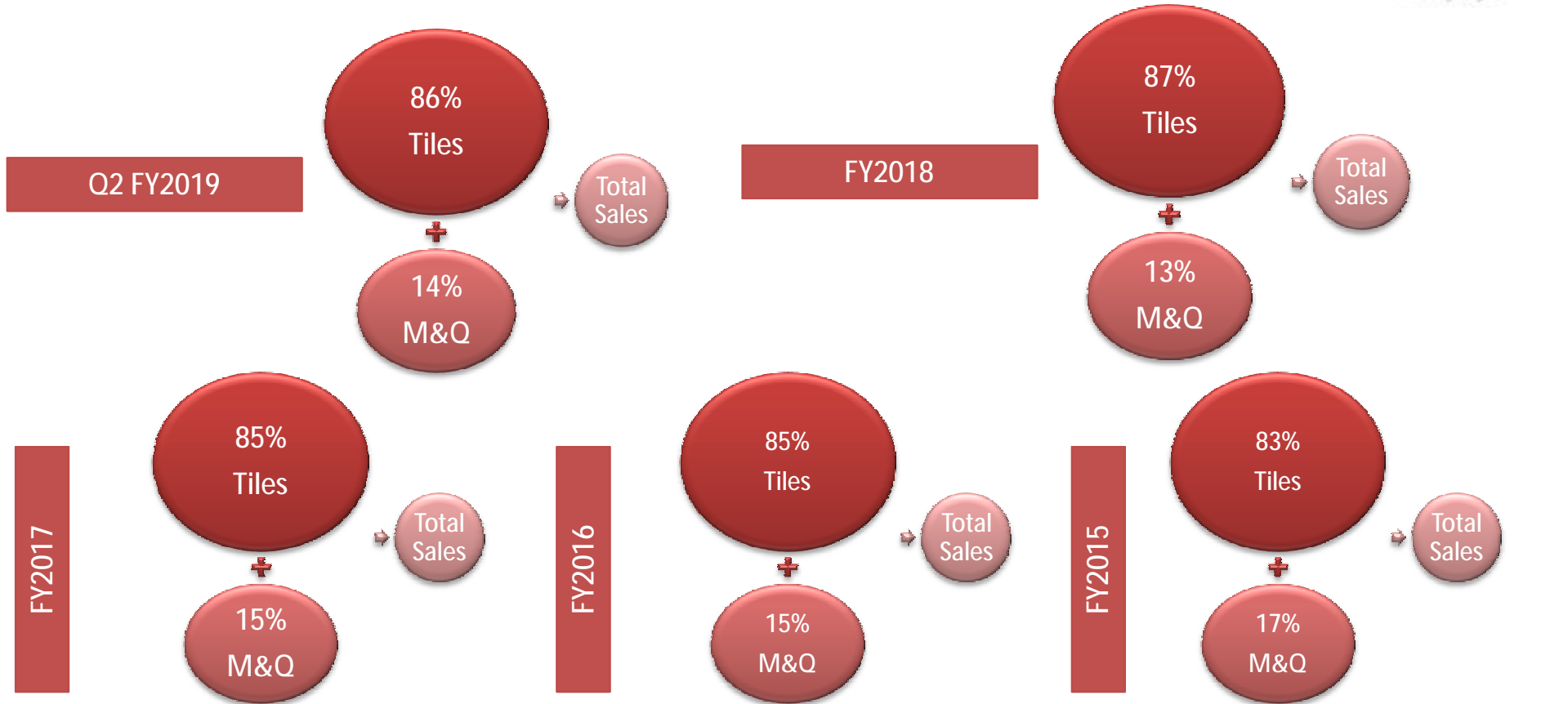
**Pankaj Mediratta**  
Associate VP – Key Accounts





# Product Wise Analysis

# Consolidated Revenue Break Up – Tile and Marble & Quartz





## Shift towards high value added products

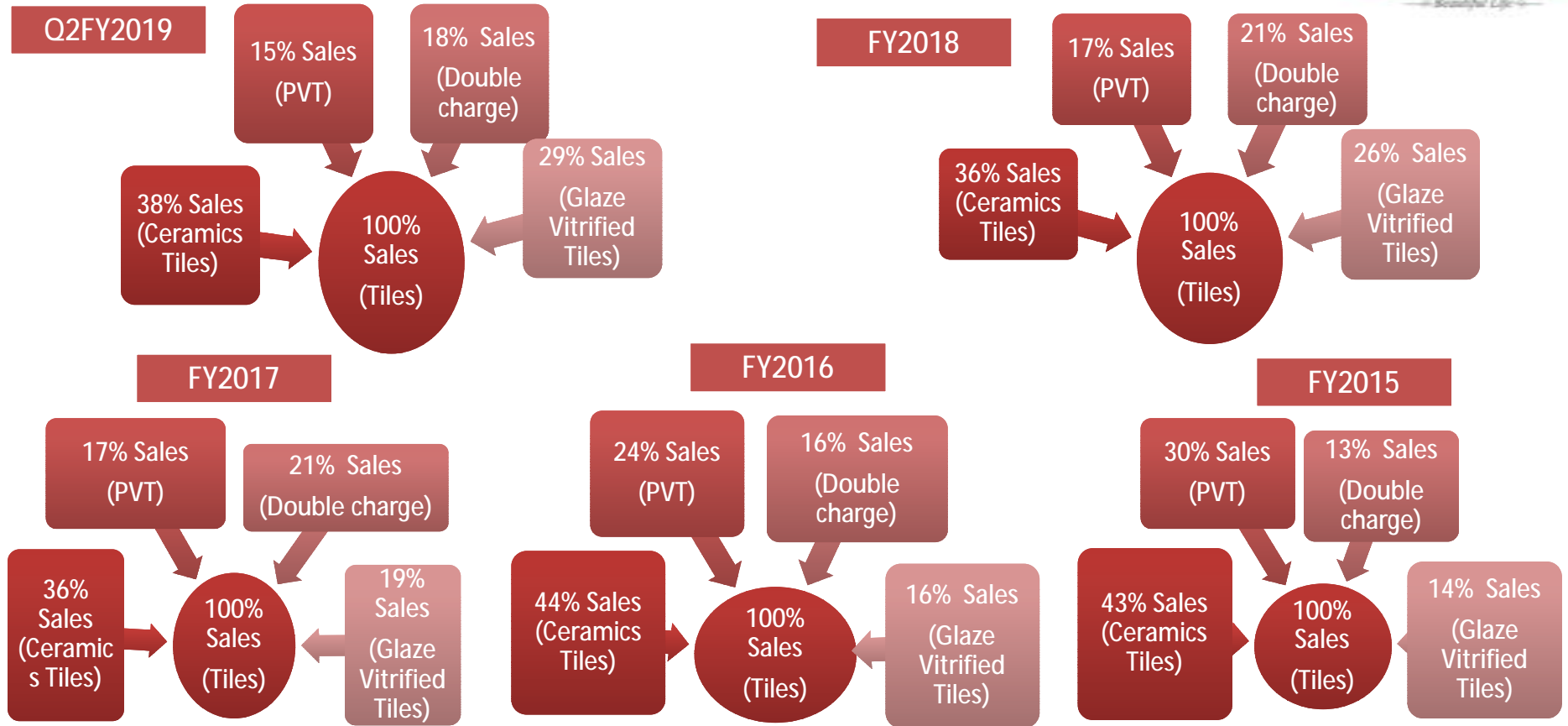


On Product Strategy part company is focusing on high margin value added products

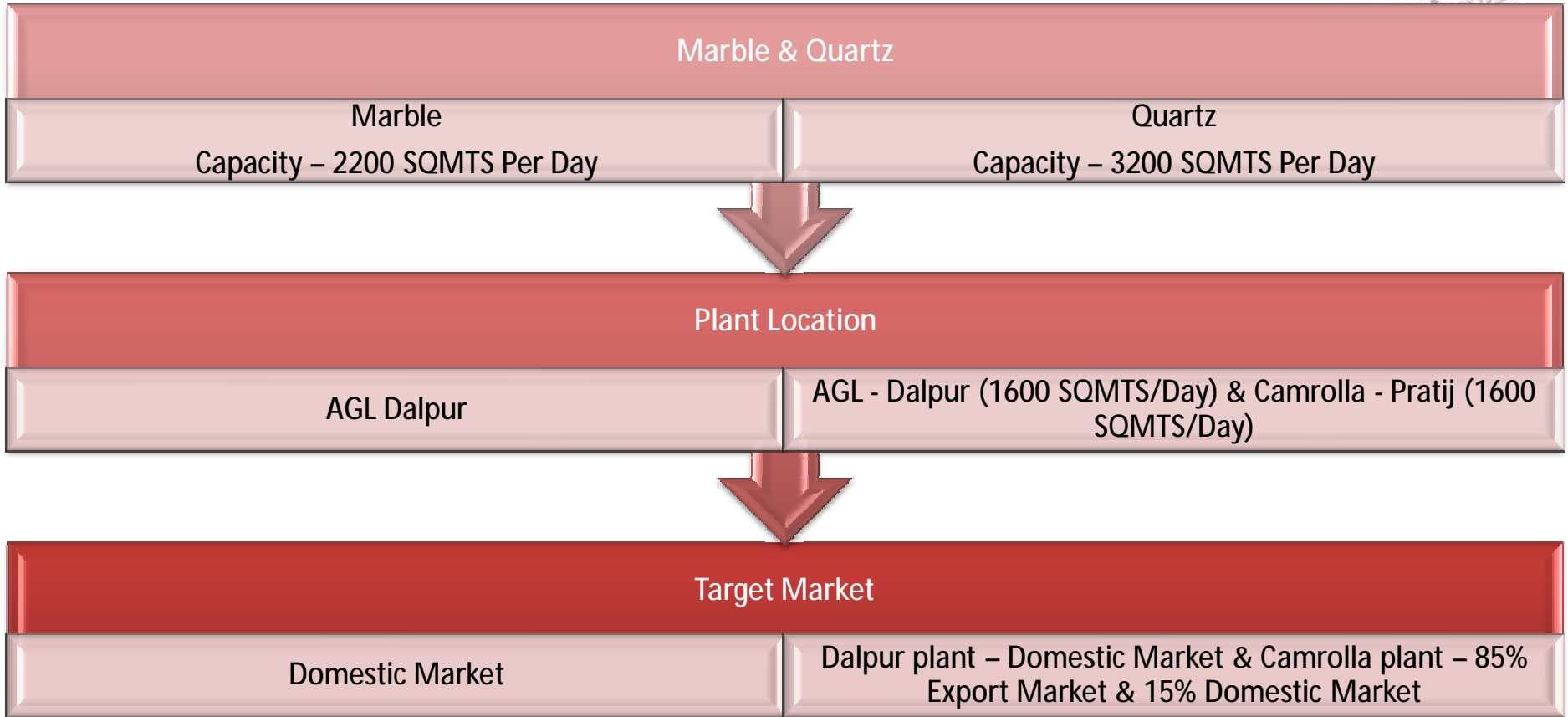
Hence company has started to outsource low end commodity products and focusing on manufacturing of high end products.

Company is manufacturing products i.e. GVT, Double Charged and Marble & Quartz

# Revenue Break Up of Tiles Division– Ceramic, PVT, DC & GVT



# Marble & Quartz



## List of Innovative Products with Size

Product Name	Size in mm
ØSpecial Effect Wall tile	300X600
ØDouble charged Tiles (DC)	600 X 1200, 800 X 1600
ØHardstone Full Colour Body	600 X 600, 600 X 1200
ØGRESTEK – Marble X Series	900 X 1800, 1200 X 1200 1200 X 2400, 800 X 1600
ØGRESTEK – Platina Series	300 X 1200
ØRainbow Glitz - 9 COLOR DIGITAL TILES WITH SPECIAL EFFECTS	300 X 900 300 X 600
ØGLISTER – POLISHED PORCELAIN TILES	600 X 600
ØSTEP & RISER	300 X 1200
ØECO BLANCO	300 X 300
ØEngineered Quartz (Different Sizes to cater to different markets)	1400 X 3100 1600 X 3200
ØCARARRA White (World's Whitest Tile – in unglazed large format Double Charge)	800 X 800
ØPolished Vitrified Tile (Double Charge) & Big Crack Stone (new design introduced first time in India)	800 X 1200 & 1000 X 1000
ØGrandura (Parking Tiles)	300 X 300 & 400 X 400
ØHexacon Tiles (first to introduce)	305 X 350



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



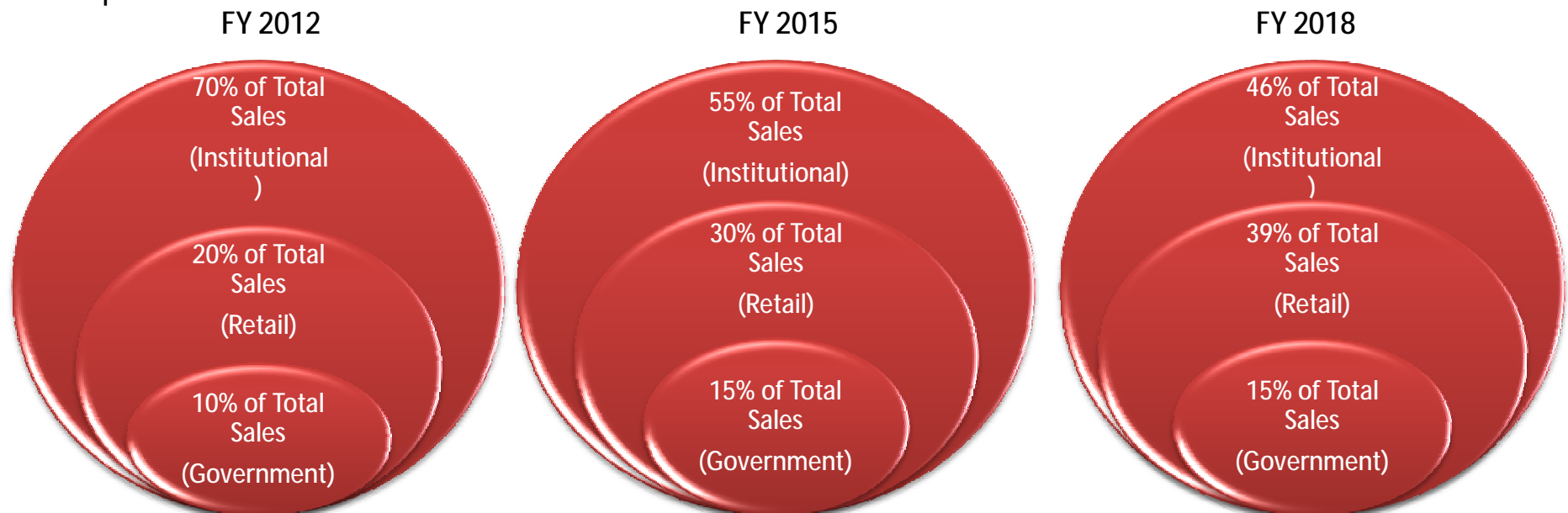


# Sales & Distribution Network

# Change in business strategy from B2B to B2C



1. Mapping market town with population more than 1 lac .
2. Initiative to increase Direct Interaction with Customers.
3. On time delivery to customers across the markets.
4. Focusing on Franchise Owned Franchise Operated exclusive showrooms.
5. Opened one of the biggest Company Owned Company Operated display center in Ahmedabad.
6. As part of strategy company have started to focused on government projects and key accounts which will further boots companies volume.



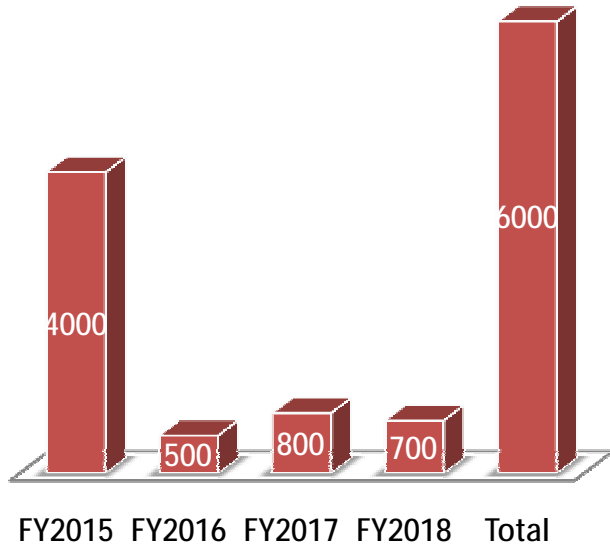




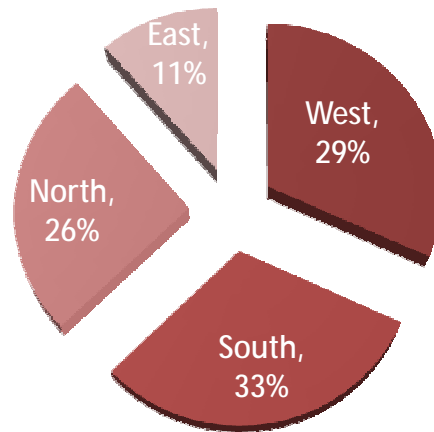
Beautiful Life

# Distribution Network

Addition in Dealers & Sub-Dealers (Fig in No.)



Geographical Revenue Breakup Q2FY2019



Dealers, FOFO and COCO details

Company have 1260+ dealers

Company have 245+ Franchise Owned Franchise Operated (FOFO) AGL Tile Exclusive Stores spread across India.

Company also owns 16 display centres. Operated under Company Owned Company Operated (COCO) model. Recently company has opened one of the biggest display in Ahmedabad spread over 18000+ SqFt.

# STRONG GLOBAL FOOTPRINT

Presence in countries across the Globe



## Marquee Clientele



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड  
Delhi Metro Rail Corporation Limited



A Navratna CPSE



Architect  
Hafeez  
Contractor

N E X A

SHOPPERS STOP

Raymond



NCC

LODHA



adani™



# Key Government Departments, Public and Private Projects



Government Departments	Public & Private Projects
Military Engineer Services (MES)	Shapoorji palanji engineering construction
Central Public Works Department	Reliance Industries Ltd
Telangana State Road Transport Corporation	Shapoorji Palanji
Central Leather Research Institute	Reliance JIO
Consultancy Wing - Guru Nanak Dev University Arch Dept	S D corp
Transmission Corporation of Andhra Pradesh	Verka
HP Public Works Department	Godrej
Public Works Department	State Bank of India
APSMIDC	Life Insurance Corporation of India

# Certifications & Awards



**ISO 9001 2015 & 14001 2015**



**GRIHA CERTIFIED**



**CERTIFIED ONE STAR EXPORT HOUSE**



**CORPORATE MEMBER OF IID**



**MEMBER OF IGBC**



**CE CERTIFICATION**



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



**RISING ENTREPRENEUR of the Year Award**



**Energy Conservation Award received from the President of India**



**Asia's Most Promising Brand 2017**



**NEXT FORTUNE 500 COMPANY 2018**

# CSR Activities



Contribution to the AKSHAY PATRA Foundation



Regular Blood Donation Camps



World Environment Awareness Program



Educational Development in Backward Region – Asian Institute of Technology



# AGL – Promising Brand

## Marketing Activities – AGL Arcade at Ahmedabad



- Ahmedabad's Biggest Luxury Tile Arcade with Display of sheer range of Tiles, Marble & Quartz spread across 18000+ SqFt.





## Marketing Activities – Campaign on Electronic media and Exhibition



- From 1<sup>st</sup> November, 2017 we have begun our New Brand Campaign (*Chala De Jaadoo*) 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
- Active online presence in Social Media : Facebook, Twitter, Pinterest
- Extensive Regional Road Shows in Gujarat, Maharashtra and Kerala

Cersaie Exhibition - Italy



Asia's Most Promising Brand 2017



Asia's Most Promising Brand 2017



## Mumbai Launching – One of the Largest Product Launch by Company



- AGL Tiles Products launch at Mumbai – Receive orders worth around Rs.30 crore
- The Company has successfully launched AGL Tiles products for all Verticals on 1<sup>st</sup> August,2018 at Sahara Star, Mumbai and more than 250 Dealers participated.
- The Company has introduced more than 350+ exclusive designs across all verticals giving more choice and design visibility to dealers.
- The Company has received positive response from the Dealers which has resulted in order booking of around 8.50 lakh SQMTS i.e value around Rs.30 crore.





# Financial Performance

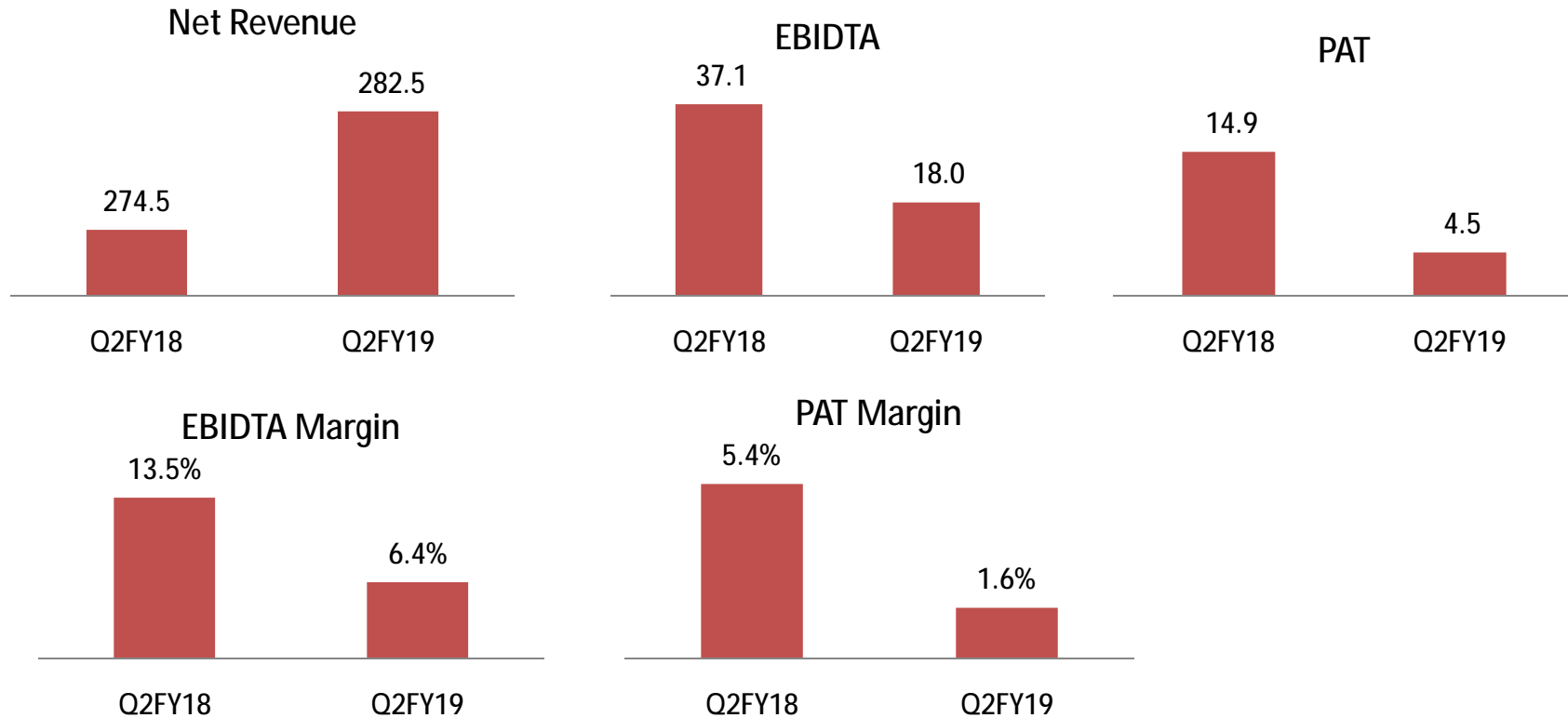


## Key Developments

- Q2 for the ceramic industry was very tough on account of transportation strike in second half of July 2018 and Kerala floods . Truck strike have effected Western part of the country more compared to other part of the countries.
- Acceptance of price increase will be key point to watch. However excess capacity in unorganized market remains key challenge for the Industry. Further to add strict implementation of e-way bill remains key concern for the organized players.
- Second consecutive increase in gas price from Oct 2018. APM (ONGC) & Sabarmati Gas have take price increase of around 11% which has resulted total increase of around 23% in gas price from April 2018 till date.
- Higher gas price resulted moderate increase in price of selected products, Morbi cluster too where forced to increased prices (effective date from Oct/Nov.)
- Demand from export markets ( Latin America, Europe, South East Asia and other parts of the world) remains strong. However pricing remains under pressure in-order to gain market share (benefit of rupee deprecation is passed on to export customers).
- Working capital cycle remain under stressed due to liquidity crunch in market.
- At Camrolla Quartz production have stabilize and company is in process on installing 3<sup>rd</sup> line which will be completed by December. Further, demand for the quartz remains strong across the world which has resulted in strong demand and stable realization.
- Outlook – Demand outlook may improve in second half of the year, however impact of price rise and political uncertainty remains key focus area for sustainable demand in coming months. Profitability will depend on acceptability of the recent price increase by majority players, however long term margin outlook remain positive considering passing of the higher input cost, increase in utilization of plants and raise in sale of high value products (big format tile and Quartz). Acceptance of the increase in price of products will remain key game changer for the Industry



# Financial Highlights – Q2FY2019

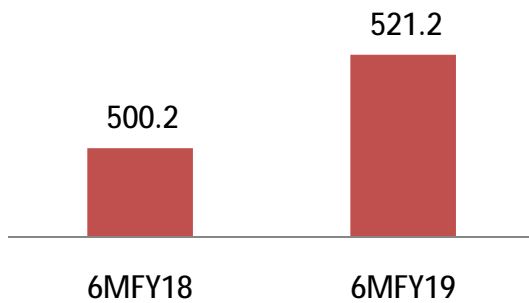


\* PAT includes Share of Profits of Associate/JV & Minority Interest

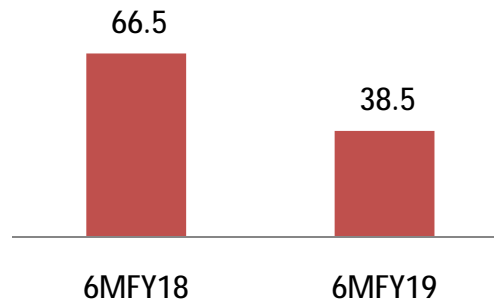
# Financial Highlights – 6MFY2019



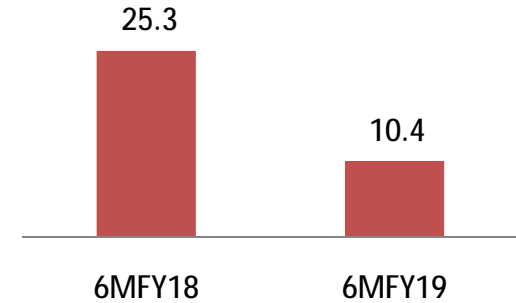
Net Revenue



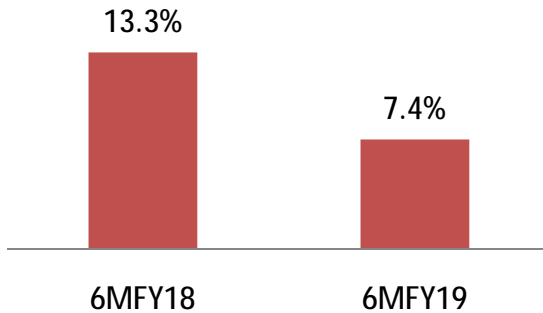
EBIDTA



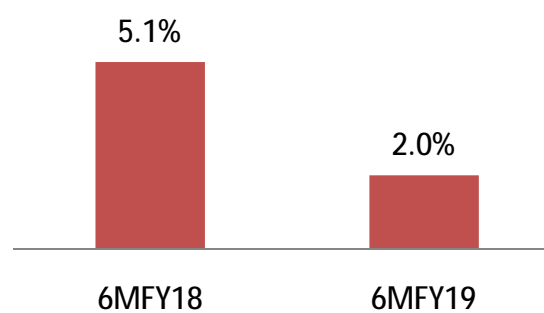
PAT



EBIDTA Margin



PAT Margin

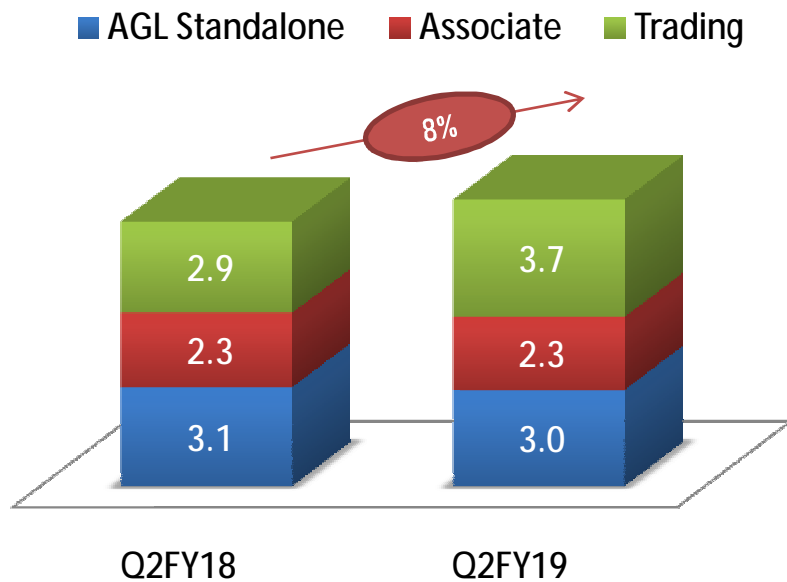


\* PAT includes Share of Profits of Associate/JV & Minority Interest

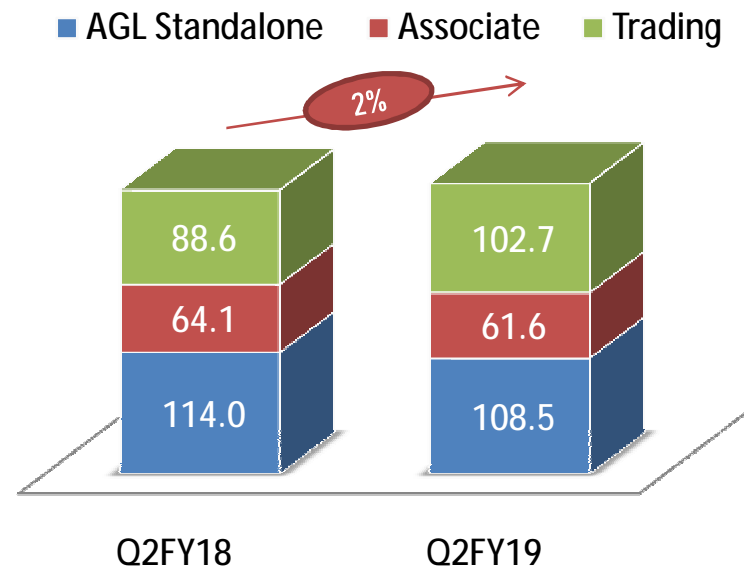
# Consolidated Performance – Q2FY2019



Volume (MSM)

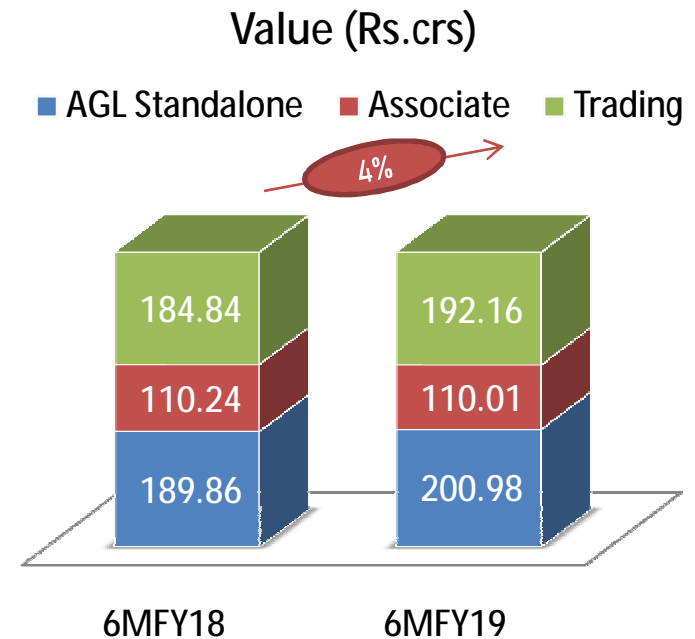
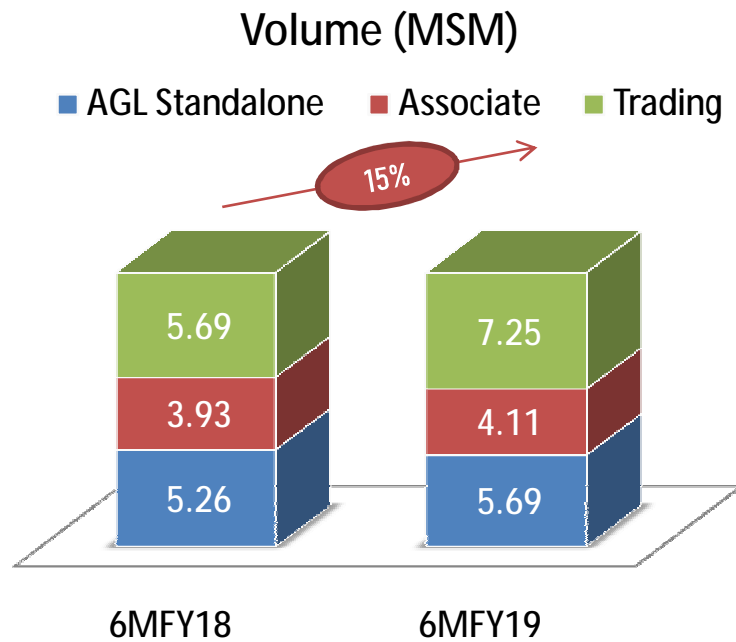


Value (Rs.Crs)



\* Tiles, Marble & Quartz Division only

# Consolidated Performance – 6MFY2019

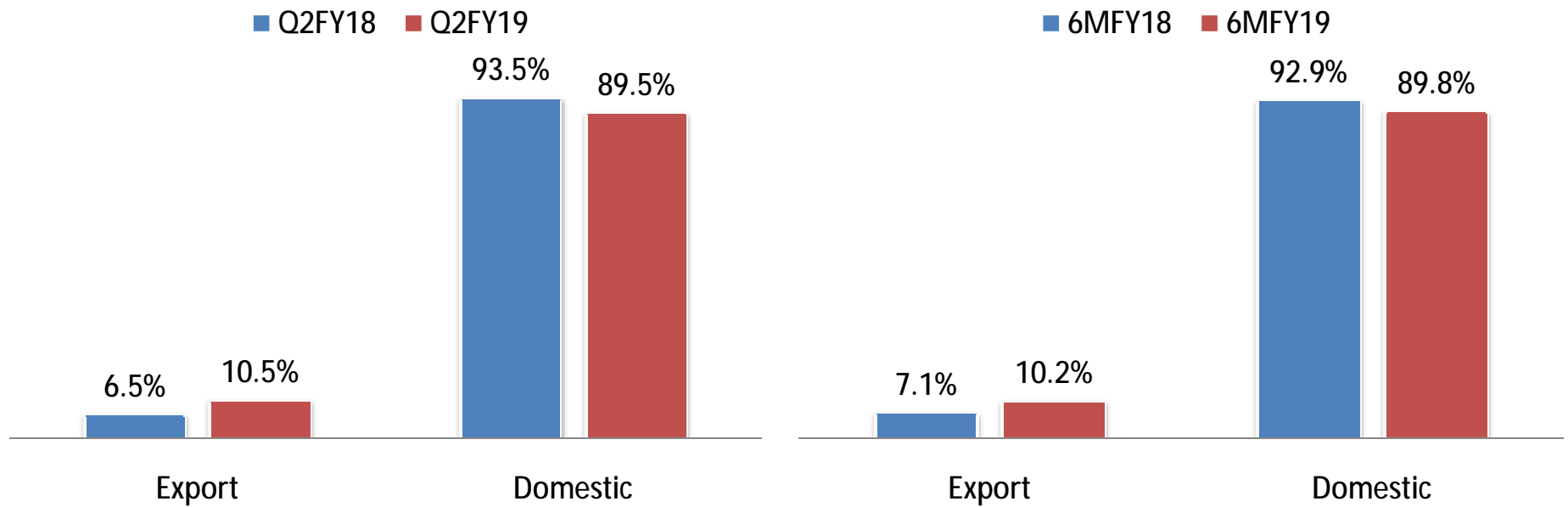


Note: 6MFY2018 includes excise duty component in trading. If we eliminate that from Q1FY18 trading than value growth is 7%.

\* Tiles, Marble & Quartz Division only



# Exports Vs Domestic



## Consolidated Profit & Loss – Q2FY2019



Particulars (Rs. Crs)	Q2 FY19	Q2 FY18	Y-o-Y
Revenue from Operations	282.5	274.5	3%
Raw Material	151.9	143.4	6%
Employee Expenses	29.6	22.4	32%
Power & Fuel	40.2	35.7	13%
Other Expenses	42.8	35.9	19%
EBITDA	18.0	37.1	-51%
EBITDA Margin (%)	6.4%	13.5%	-713 (Bps)
Other Income	0.6	1.5	
Depreciation	6.8	5.0	35%
EBIT	11.9	33.5	-65%
Finance Cost	8.2	8.8	-8%
Profit before Tax	3.7	24.7	-85%
Tax	0.8	10.7	
Profit After Tax	2.9	14.0	-79%
PAT after MI & Share of Ass.	4.5	14.9	-70%
PAT Margin (%)	1.6%	5.4%	-386 (Bps)

## Consolidated Profit & Loss – 6MFY2019



Particulars (Rs. Crs)	6MFY19	6MFY18	Y-o-Y
Revenue from Operations	521.2	500.2	4%
Raw Material	281.9	260.4	8%
Employee Expenses	55.0	41.8	32%
Power & Fuel	74.7	67.7	10%
Other Expenses	71.1	63.9	11%
EBITDA	38.5	66.5	-42%
EBITDA Margin (%)	7.4%	13.3%	-590 (Bps)
Other Income	0.9	1.6	
Depreciation	13.2	12.3	7%
EBIT	26.3	55.9	-53%
Finance Cost	15.4	17.6	-12%
Profit before Tax	10.9	38.3	-72%
Tax	2.7	14.0	
Profit After Tax	8.2	24.3	-66%
PAT after MI & Share of Ass.	10.4	25.3	-59%
PAT Margin (%)	2.0%	5.1%	-307 (Bps)

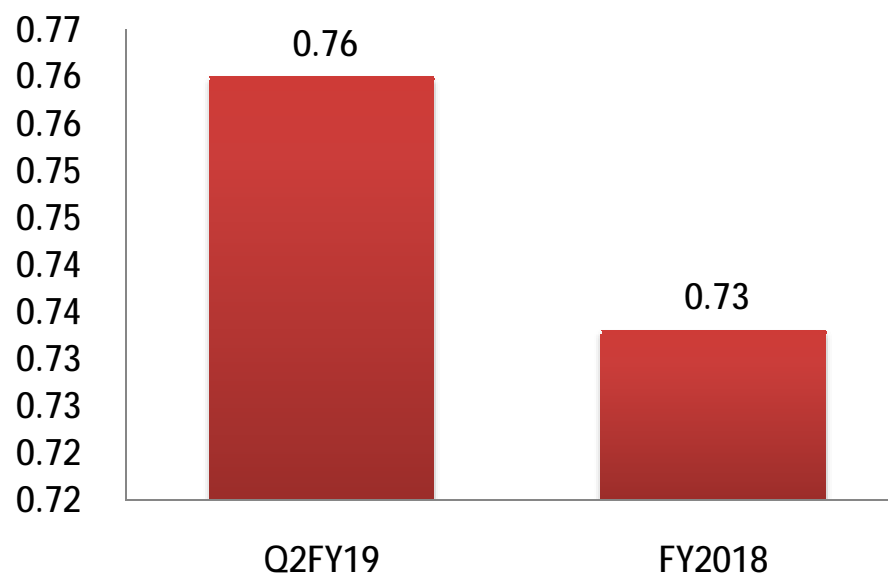
## Debt and Rating

Particulars	Q2FY19	FY2018
Short Term Borrowing	239.1	221.5
Long Term Borrowing	111.3	115.7
Total Debt	350.4	337.2
Less - Cash & Bank Balance	18.1	20.8
Net Debt	332.4	316.5
Net worth	437.3	431.7

Bank Facilities	Credit Rating
Long term bank facilities	ICRA – A
Short term bank facilities	ICRA – A1



Net debt to Equity



# Himmatnagar Plant Arial View





## Asian Grantio India Ltd.

Mr. Himanshu Shah

Office – 079-66125500

[himanshu.shah@aglasiangranito.com](mailto:himanshu.shah@aglasiangranito.com)

Mr. Kalpesh Thanki – IR

Office – 079-66125500  
Ext. - 610

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

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