

Asian Granito India Ltd.

(TILES DIVISION)

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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 : 532888

Scrip Code : ASIANTILES

Dear Sir,

We wish to inform you that Asian Granito India Ltd. unveils new brand identity and new range of 'TUFFLONG' tiles with 'scratch-shield' technology.

Press Release to be issued in this connection is enclosed.

You are kindly requested to take note of the above.

Thanking you,

Yours faithfully,

For, Asian Granito India Ltd.

A handwritten signature in black ink, appearing to read 'Renuka'.

Renuka A. Upadhyay
Company Secretary



EN 14411





Media Release

Asian Granito to double sales to Rs 1500 crore

Company unveils new brand identity and new range of 'TUFFLONG' tiles with 'scratch-shield' technology

Highlights:

- Asian Granito plans to grow exports five-fold to Rs 100 crore in next 3-4 years
- Asian Granito's products are available across all major cities in India as well as in 37 countries. It addresses consumer needs across a wide income range - from Rs 250 to more than Rs 1,900 per square metre
- It is among the most profitable ceramic tile manufacturing companies in India and has one of the largest installed capacities for making tiles in India

February 4, 2013: One of India's top five tiles company, Asian Granito India Limited (AGIL) has embarked on an aggressive growth journey whereby it plans to double its turnover to Rs 1500 crore and increase exports five-fold plus to Rs 100 crore in the next three to four years.

Explaining the strategic plans of the company, **Mr. Kamlesh Patel, Chairman of Asian Granito India Ltd** said, "An important step in our endeavour for fast paced growth in India and globally has been the creation of a new brand identity for the company under the brand '**AGL – Tiles World**'. This new brand identity gives the company a modern and smarter look and focuses on our corporate positioning, 'Lead the Change'. The red colour signifies boldness and the letters AGL reflect company's main traits: acclaimed by consumers, growth focused and leadership target'. This new brand identity supports our corporate vision which is to enhance customer satisfaction and achieve exponential growth globally in décor solutions."



“In another one of its innovative initiative, Asian Granito has introduced for the first time in India an advanced range of tiles powered with ‘scratch-shield’ technology under the brand name of ‘Tufflong’. This series of tiles are incredibly strong and robust with an extremely hard surface and are processed for an attractive appearance with low porosity. This high-end technology gives Tufflong tiles an astonishing endurance, and makes them highly resistant to abrasion, stain, tarnish, scratches and rough handling. Tufflong tiles let the floor retain its natural and elegant look that last for a long time,” added **Mr. Mukesh Patel, Managing Director of Asian Granito India Ltd.**

Asian Granito is among the most profitable ceramic tile manufacturing companies in India. Nearly 60% of Asian Granito’s revenues are derived from retail sales; while around 40% of its institutional clients have been associated with the company for a decade. It recently launched unique digital vitrified tiles of 600x1200 mm size and largest floor size of 800x800 mm.

Asian Granito’s products are available close to consumption points and its products are available across all major cities in India as well as in 37 countries. Company addresses consumer needs across a wide income range - starting from Rs 250 to more than Rs 1,900 per square metre.

About Asian Granito India Limited:

Asian Granito India Limited (AGIL) is today among the top 5 ceramic tile manufacturers in India and one of the most profitable company in its segment. Company manufactures and markets interior products like tiles, marble and quartz stone. Asian Granito has grown its capacity 32-fold in from 2500 square metres per day in 2000 to 81,000 square metres currently. Company is exporting tiles to 37 countries.

The company is listed on the NSE and BSE and reported net sales of Rs 620 crore in 2011-12. In spite of strong competition in the tiles industry, Asian Granito’s revenues grew by 30% in 2011-12 while the industry growth rate was 14%. The company’s vision is to enhance customer satisfaction and its image worldwide so as to achieve exponential growth globally in ceramic and decor solutions. Asian Granito has 4000 dealers and sub-dealers spread across India and 40 exclusive showrooms currently and it is in the process of aggressively expanding them further.

The company adds around 250 designs concepts annually and these designs are showcased across more than 300,000 square feet of retail space across major cities in India and 37 countries as well.

The company was promoted by Mr. Kamlesh Patel and Mr. Mukesh Patel, with it’s headquarters at Ahmedabad. AGIL has ISO 9001:2008 and ISO 14001:2004 certified state-of-the-art manufacturing facilities spread across 350,000 square metres in Gujarat.

