

**Asian Granito India Ltd.**

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CIN : L17110GJ1995PLC027025



**Asian Granito India Ltd.**

— Beautiful Life —

Date: 21.05.2016

To,  
Corporate Relations Department,  
Bombay Stock Exchange Limited,  
2<sup>nd</sup> 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,

Subject: Intimation of Schedule of Analyst / Institutional Investor meetings under the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015.

This is to inform you that the Company will be attending the following conferences of institutional investors.

| Date         | Organised by     | Place  |
|--------------|------------------|--------|
| May 23, 2016 | ICICI Securities | Mumbai |

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.

Thanking you,  
Yours faithfully,

For Asian Granito India Limited

A handwritten signature in blue ink, appearing to read 'Renuka', is written over a horizontal line.

Renuka A. Upadhyay  
DGM & Company Secretary  
Secretarial and Legal





Asian Granito India Ltd.

— Beautiful Life —

# Asian Granito India Ltd

Investor Presentation – May 2016



# Safe Harbor



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These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.





Pioneer in the Industry



To introduce  
**LARGE FORMAT**  
Wall & Vitrified Tiles

To introduce  
**GRESTEK XXL**  
Large Format Tiles

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

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

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

Rank amongst  
Top **4**

**90 +**  
Showrooms

**8** Plants

**4000+**  
Dealers / Sub-  
Dealers

**50** Countries

Over **40X**  
Capacity  
Growth

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 Artisique 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  
Network

Manufacturing  
Effeciencies



# 8 Ultra Modern Manufacturing Units





# 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







# 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 3<sup>rd</sup> 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





Asian Granito India Ltd.

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Management

Capacity

**Products**

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

Clientele /  
Promotion

Innovation

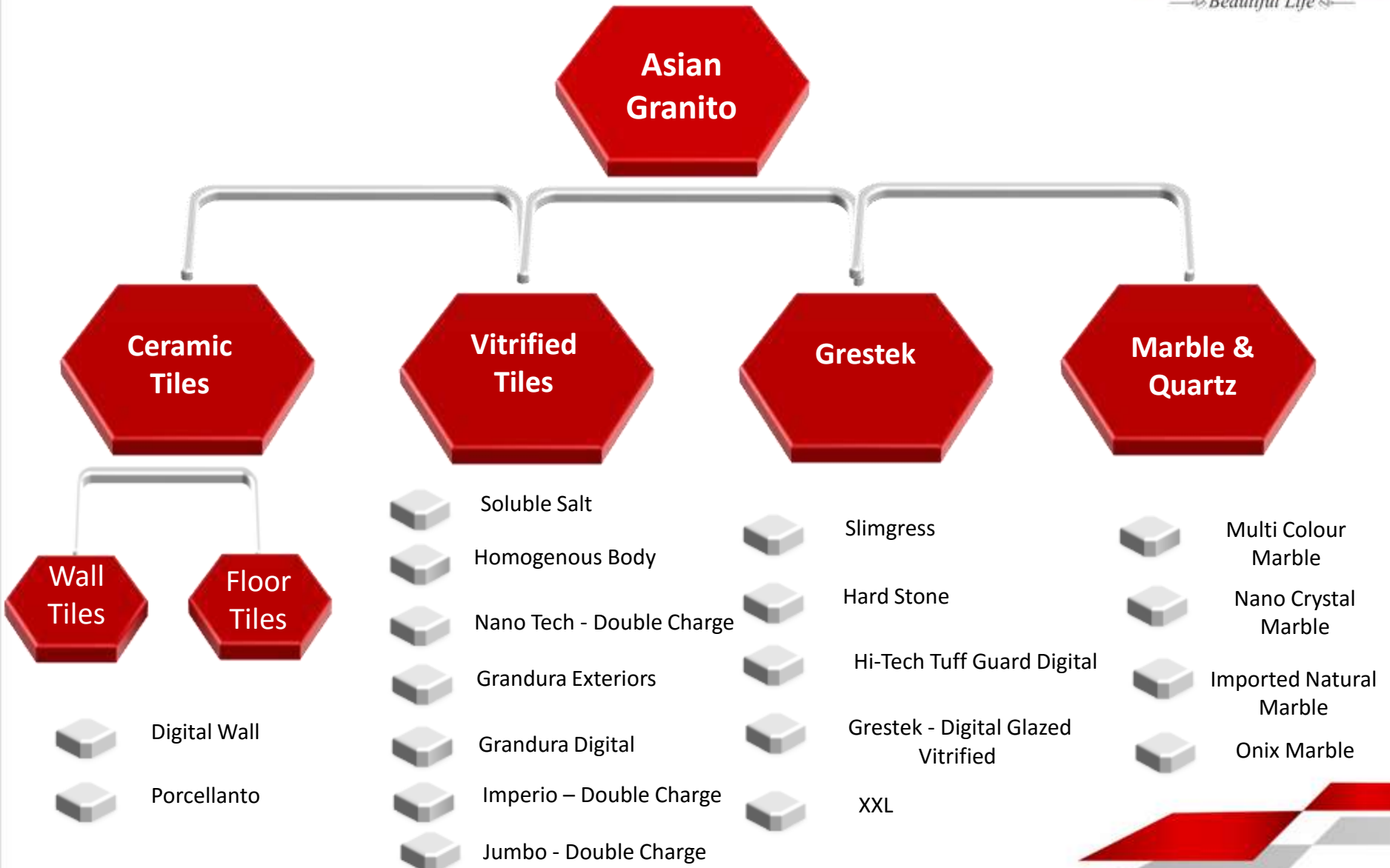
Distribution  
Network

Manufacturing  
Effeciencies





# 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



GRESTEK  
**SLIMGRES**  
ULTRA THIN GLAZED VITRIFIED TILES



16mm  
**THICKNESS**  
600x600mm



PEI-5  
COMPLIANT



**GRESTEK**  
Digital Glazed Vitrified Tiles







# 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



# Advertising in FIFA WORLD CUP

The graphic features a stylized soccer ball with intricate patterns, set against a background of a stadium at night. The AGL Tiles World logo and company name are prominently displayed in the upper right corner of the graphic. The Sony Six logo is visible in the lower left corner of the graphic.

**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*

Regd. & Corp. Office: 202, Dev Arc, Opp. Iskon Temple, S.G. Highway, Ahmedabad -380 015  
Tel: +91 79 66125500 / 698, Fax: +91 79 66125600 / 66058672, E-mail: info@aglasiangranito.com

# 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



Management

Capacity

Products

Clientele /  
Promotion

Innovation

**Distribution  
Network**

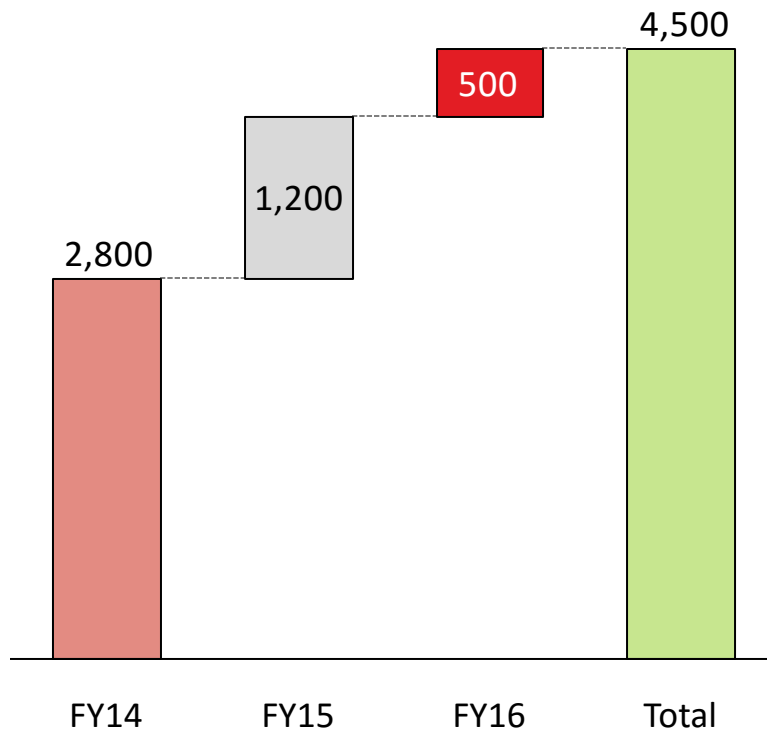
Manufacturing  
Effeciencies

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

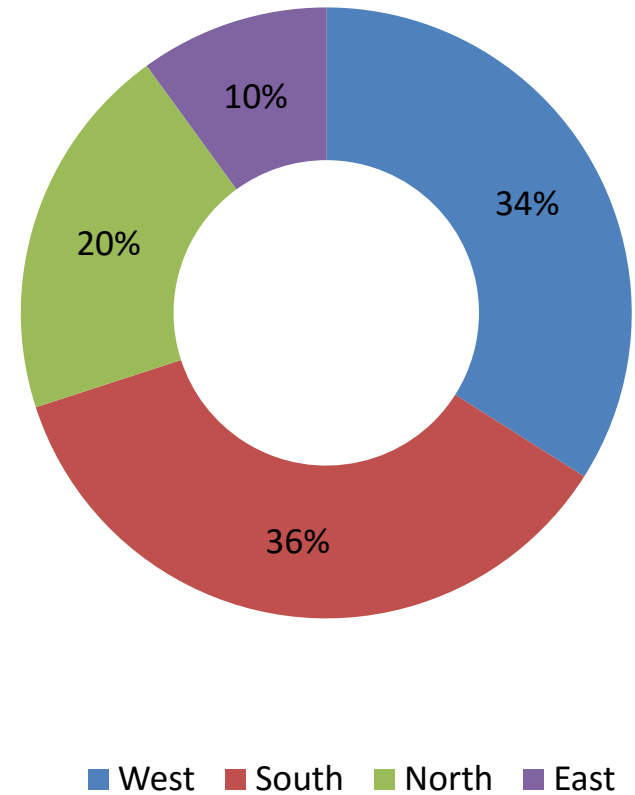


# Strengthening Distribution Network

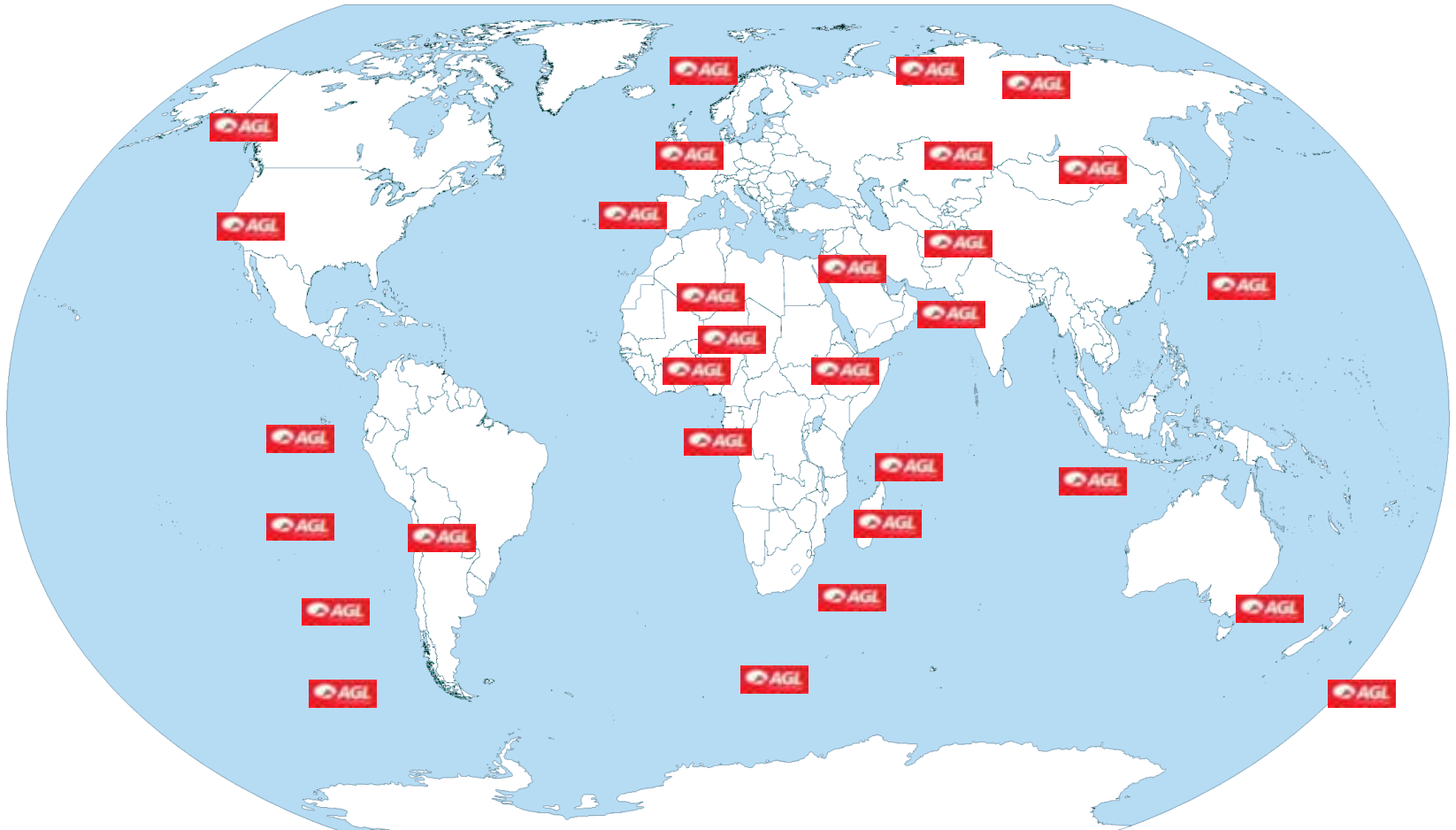
Addition in Dealers & Sub-Dealers



Geographical Revenue Breakup



# Global Footprint



Presence in 50+ countries

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

Management

Capacity

Products

Clientele /  
Promotion

Innovation

Distribution  
Network

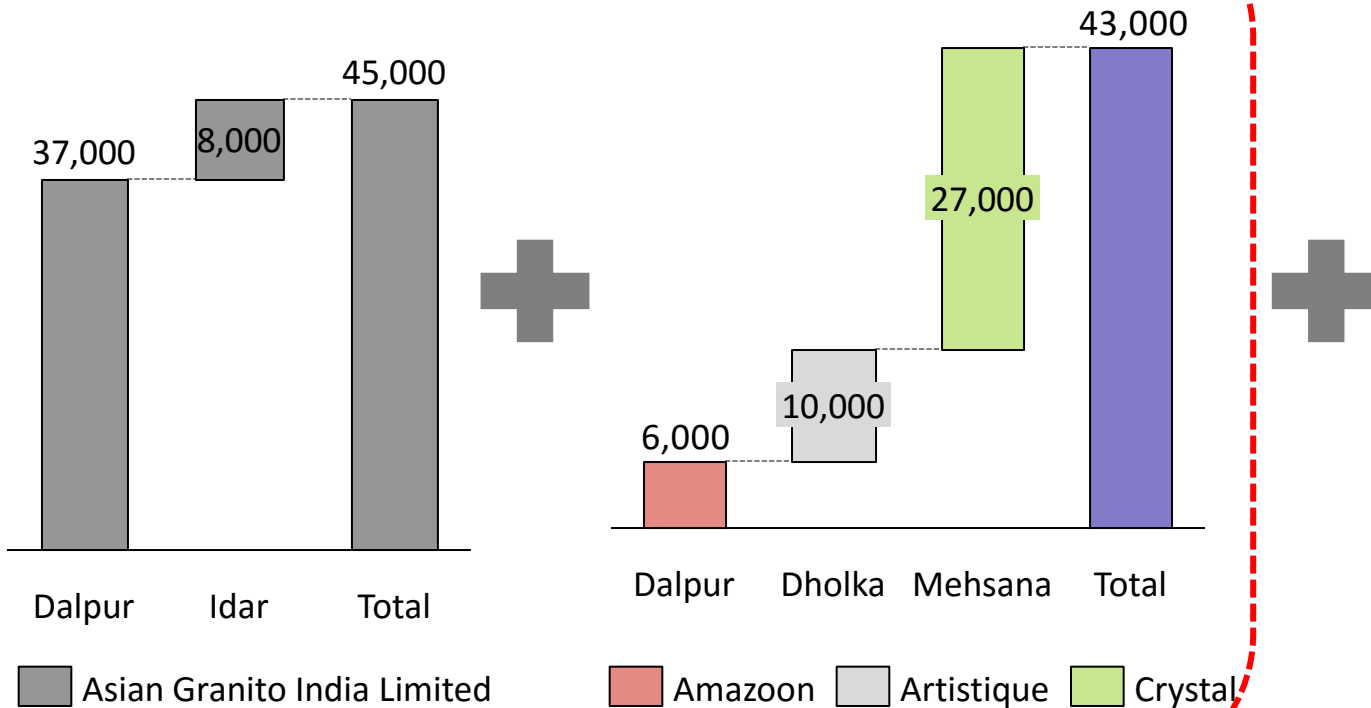
**Manufacturing  
Efficiencies**

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

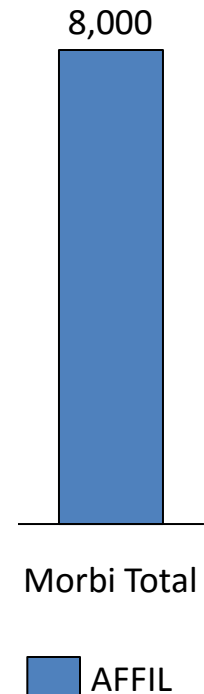


# Capacity Built up

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



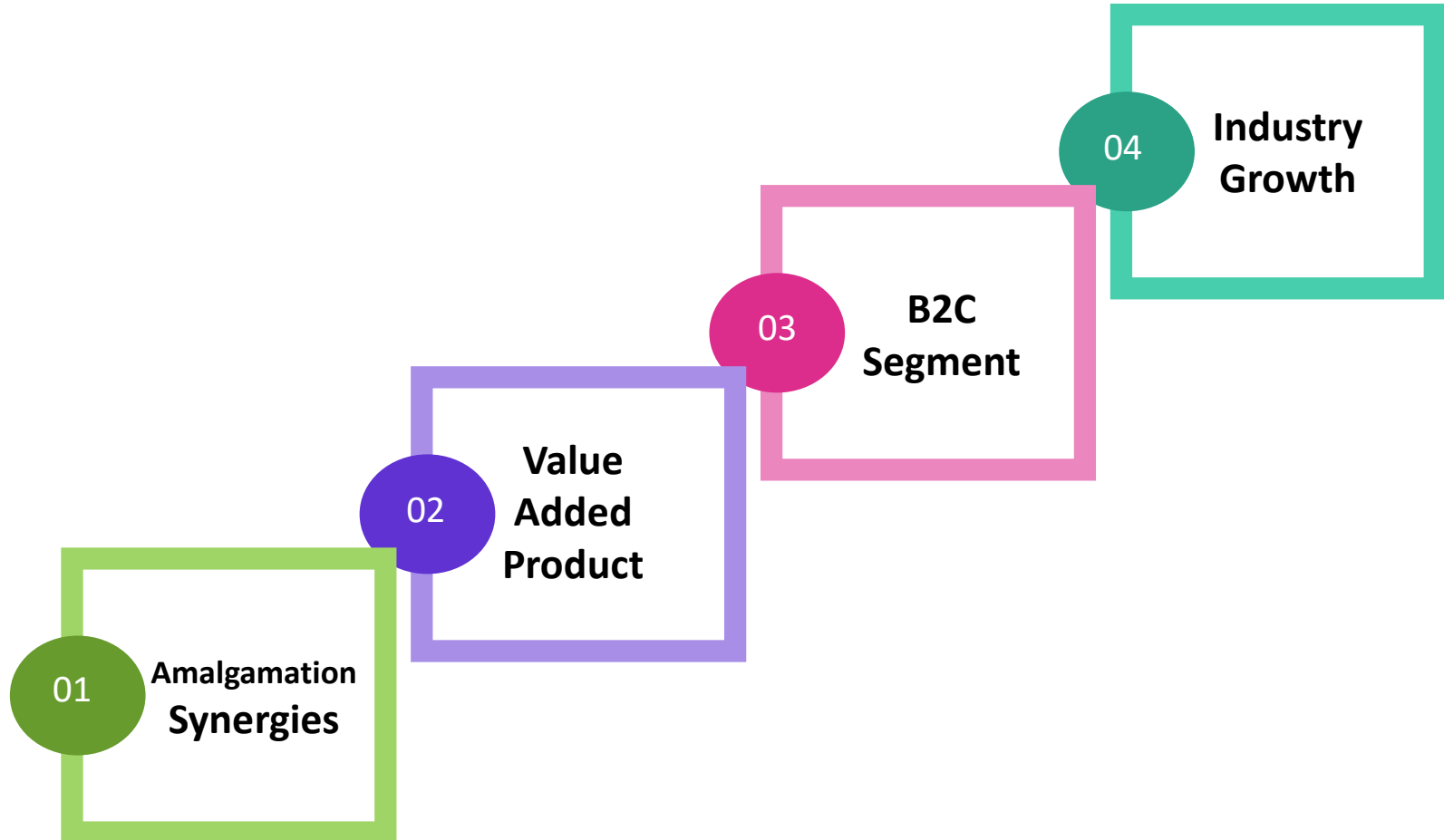
Joint Venture



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



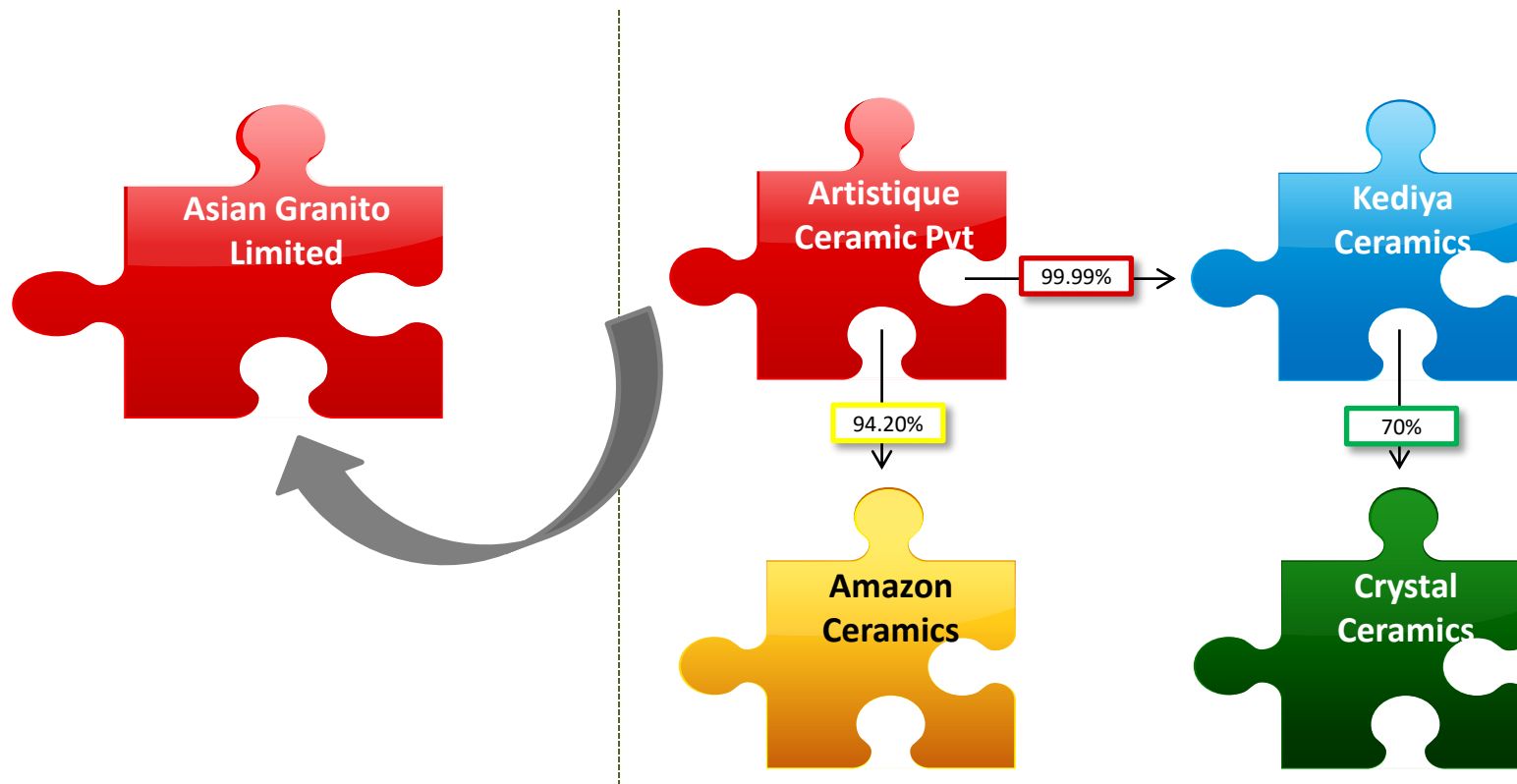
# Growth Drivers





# Scheme of Amalgamation

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



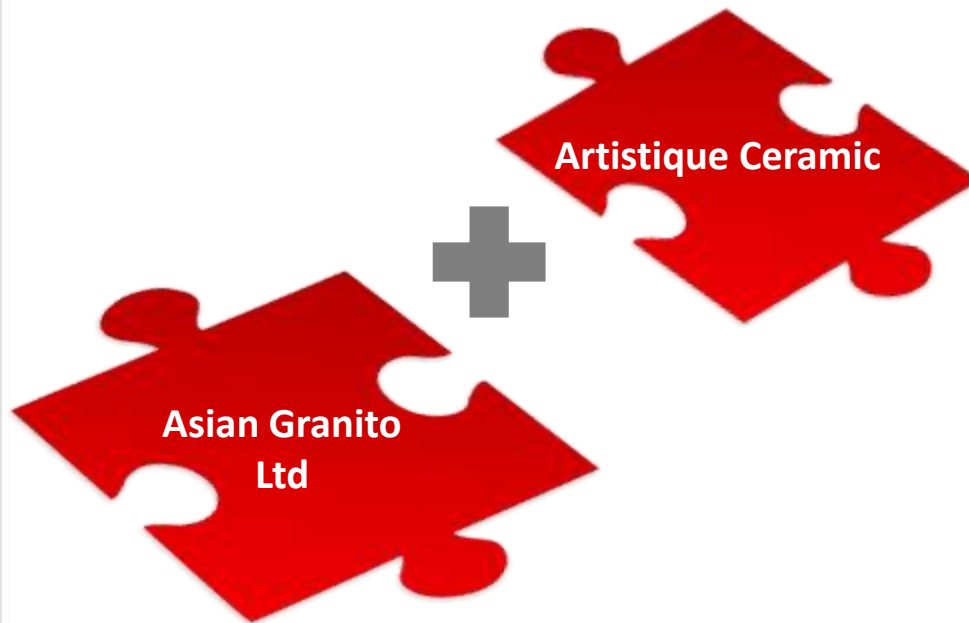
**Consideration : 157 equity shares of face value of Rs.10/- at par each fully paid-up of Asian Granito Ltd for every 100 equity shares of face value of Rs.10/- each fully paid-up held in Artistique Ceramics**



# Amalgamation - Synergies

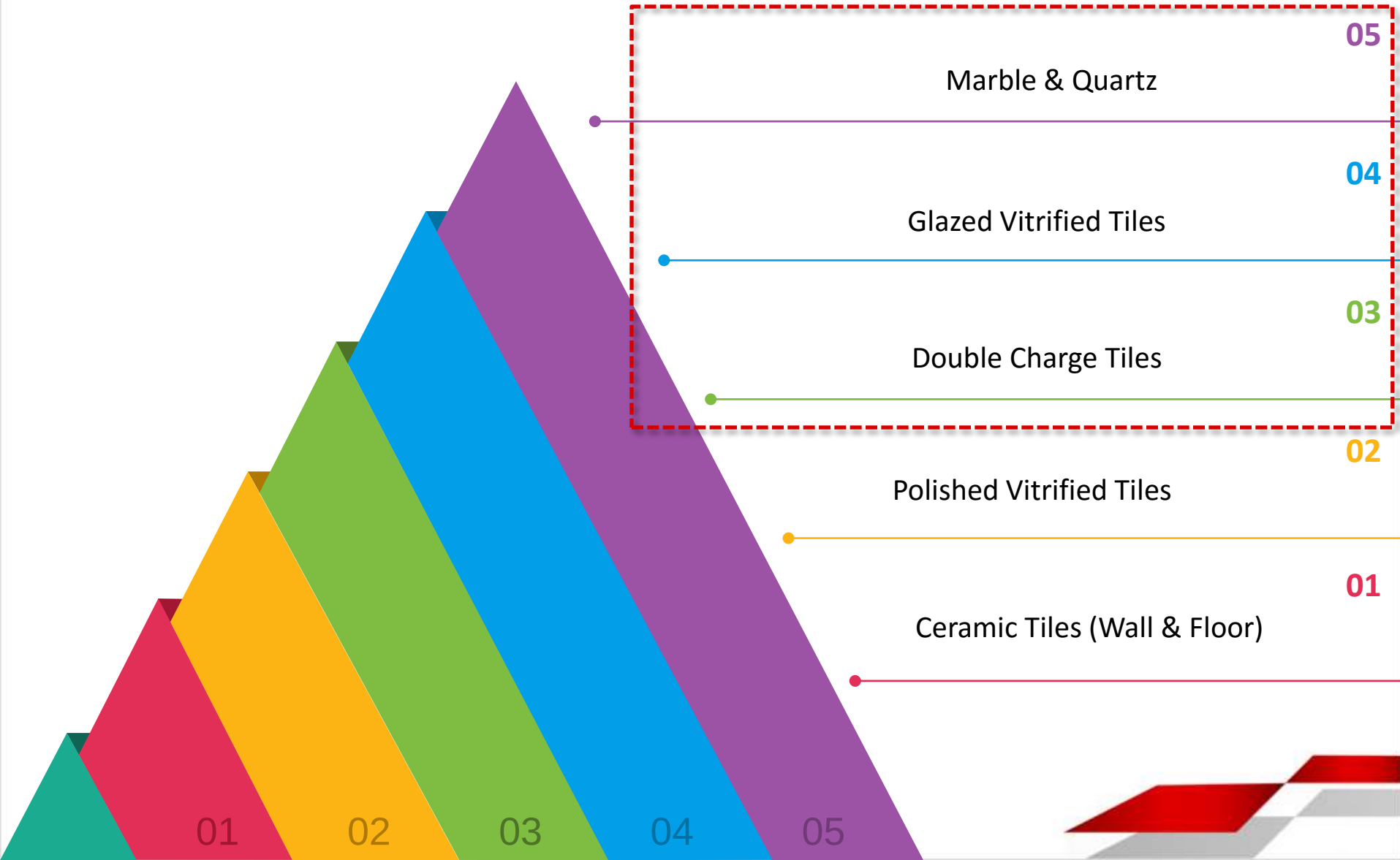
## Artistique Ceramic

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





## Focus on High Value Product Mix

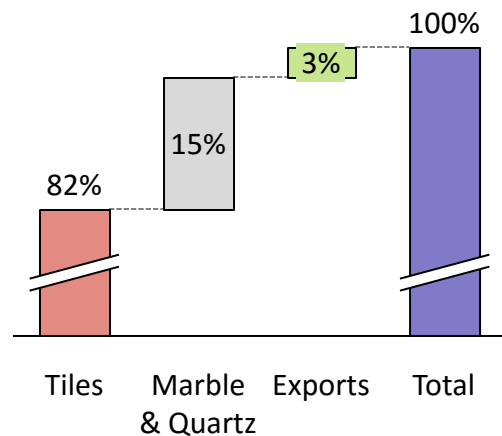




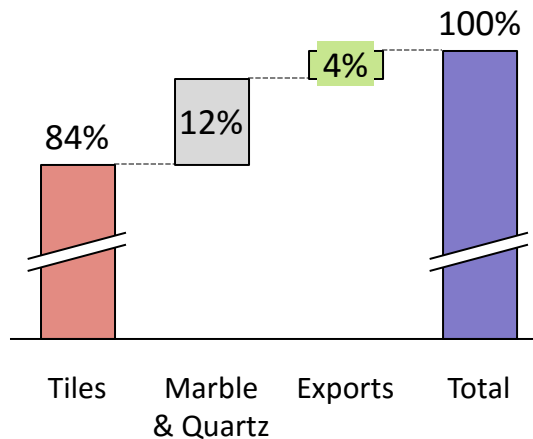


# Focus on High Value Product Mix

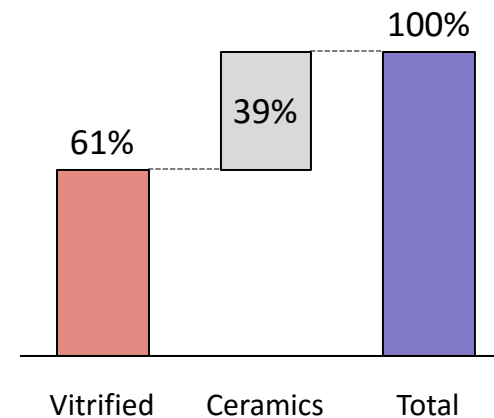
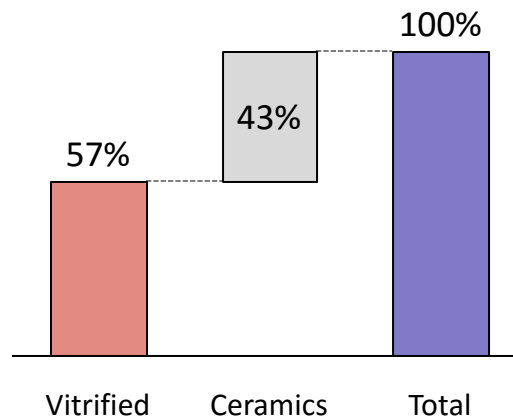
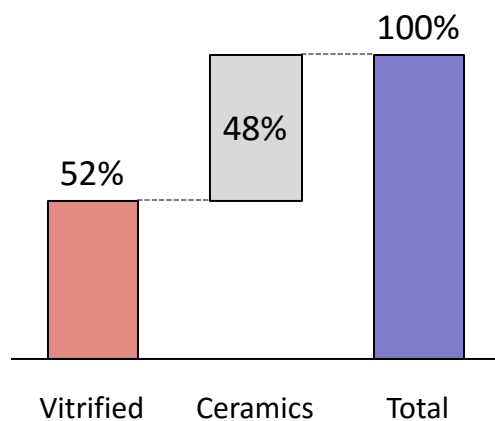
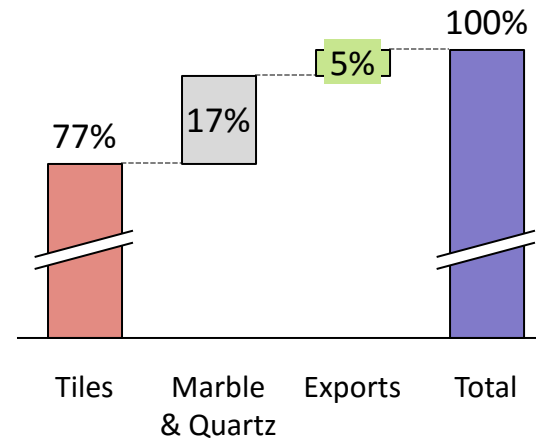
FY2014



FY2015



FY2016





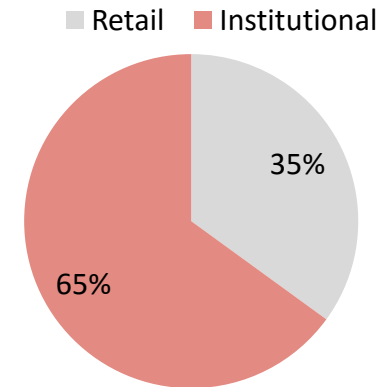
# Future Strategies- Focus on B2C Segment

Mapping market for towns with population > 20,000

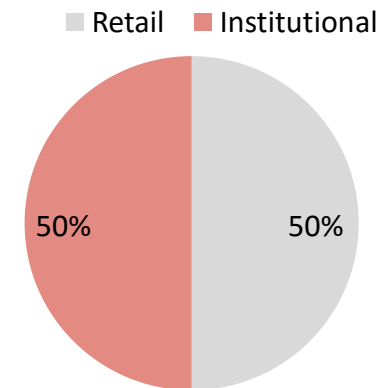
Initiatives to increase Direct Interaction with Customers

- ✓ 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

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          |               |
| <b>Revenue from Operations</b> | <b>226.71</b> | <b>236.90</b> | <b>-4.30%</b> | <b>871.53</b> | <b>823.23</b> | <b>5.87%</b>  |
| 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         |               |
| <b>EBITDA</b>                  | <b>17.46</b>  | <b>11.80</b>  | <b>47.95%</b> | <b>65.72</b>  | <b>60.42</b>  | <b>8.79%</b>  |
| <b>EBITDA Margin (%)</b>       | <b>7.70%</b>  | <b>4.98%</b>  |               | <b>7.54%</b>  | <b>7.34%</b>  |               |
| Other Income                   | -0.14         | 0.06          |               | 0.64          | 0.95          |               |
| Depreciation                   | 4.70          | 0.07          |               | 20.28         | 19.02         |               |
| <b>EBIT</b>                    | <b>12.62</b>  | <b>11.79</b>  | <b>7.01%</b>  | <b>46.08</b>  | <b>42.35</b>  | <b>8.79%</b>  |
| <b>EBIT Margin (%)</b>         | <b>5.57%</b>  | <b>4.98%</b>  |               | <b>5.29%</b>  | <b>5.14%</b>  |               |
| Finance Cost                   | 4.60          | 6.23          |               | 21.35         | 22.33         |               |
| Exceptional Items              | 0.00          | 0.00          |               | 0             | 0             |               |
| <b>Profit before Tax</b>       | <b>8.02</b>   | <b>5.56</b>   | <b>44.30%</b> | <b>24.72</b>  | <b>20.02</b>  | <b>23.46%</b> |
| Tax                            | 2.36          | 1.21          |               | 7.15          | 5.56          |               |
| <b>Profit After Tax</b>        | <b>5.67</b>   | <b>4.35</b>   | <b>30.19%</b> | <b>17.57</b>  | <b>14.47</b>  | <b>21.43%</b> |
| <b>PAT Margin (%)</b>          | <b>2.50%</b>  | <b>1.84%</b>  |               | <b>2.02%</b>  | <b>1.76%</b>  |               |
| <b>EPS</b>                     | <b>2.51</b>   | <b>1.93</b>   | <b>30.05%</b> | <b>7.78</b>   | <b>6.41</b>   | <b>21.37%</b> |

# Consolidated Profit & Loss

| Particulars (Rs. Crs)          | FY16          | FY15          | Y-o-Y         |
|--------------------------------|---------------|---------------|---------------|
| Revenue                        | 876.18        | 840.01        |               |
| Other Operating Income         | 2.18          | 1.49          |               |
| <b>Revenue from Operations</b> | <b>878.36</b> | <b>841.49</b> | <b>4.38%</b>  |
| 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         |               |
| <b>EBITDA</b>                  | <b>65.91</b>  | <b>60.85</b>  | <b>8.30%</b>  |
| <b>EBITDA Margin (%)</b>       | <b>7.50%</b>  | <b>7.23%</b>  |               |
| Other Income                   | 0.64          | 0.95          |               |
| Depreciation                   | 20.31         | 19.04         |               |
| <b>EBIT</b>                    | <b>46.24</b>  | <b>42.77</b>  | <b>8.11%</b>  |
| <b>EBIT Margin (%)</b>         | <b>5.26%</b>  | <b>5.08%</b>  |               |
| Finance Cost                   | 21.48         | 22.67         |               |
| Exceptional Items              | 0.00          | 0.00          |               |
| <b>Profit before Tax</b>       | <b>24.75</b>  | <b>20.10</b>  | <b>23.17%</b> |
| Tax                            | 7.16          | 5.60          |               |
| <b>Profit After Tax</b>        | <b>17.59</b>  | <b>14.50</b>  | <b>21.30%</b> |
| <b>PAT Margin (%)</b>          | <b>2.00%</b>  | <b>1.72%</b>  |               |
| <b>EPS</b>                     | <b>7.79</b>   | <b>6.42</b>   |               |

# Standalone Balance Sheet

| Particulars (Rs. Crs)          | Mar 16        | Mar 15        |
|--------------------------------|---------------|---------------|
| <b>Shareholder's Fund</b>      | <b>311.97</b> | <b>294.40</b> |
| Share capital                  | 22.58         | 22.58         |
| Reserves & Surplus             | 289.38        | 271.81        |
| <b>Non-current liabilities</b> | <b>39.90</b>  | <b>41.38</b>  |
| Long term borrowings           | 9.25          | 14.58         |
| Deferred Tax liabilities (net) | 20.51         | 18.11         |
| Other Long term liabilities    | 10.13         | 8.69          |
| <b>Current liabilities</b>     | <b>308.18</b> | <b>313.87</b> |
| 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          |
| <b>Total Liabilities</b>       | <b>660.05</b> | <b>649.65</b> |

| Particulars (Rs. Crs)        | Mar 16        | Mar 15        |
|------------------------------|---------------|---------------|
| <b>Non-current assets</b>    | <b>265.00</b> | <b>269.23</b> |
| 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          |
| <b>Current assets</b>        | <b>395.04</b> | <b>380.42</b> |
| 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          |
| <b>Total Assets</b>          | <b>660.05</b> | <b>649.65</b> |

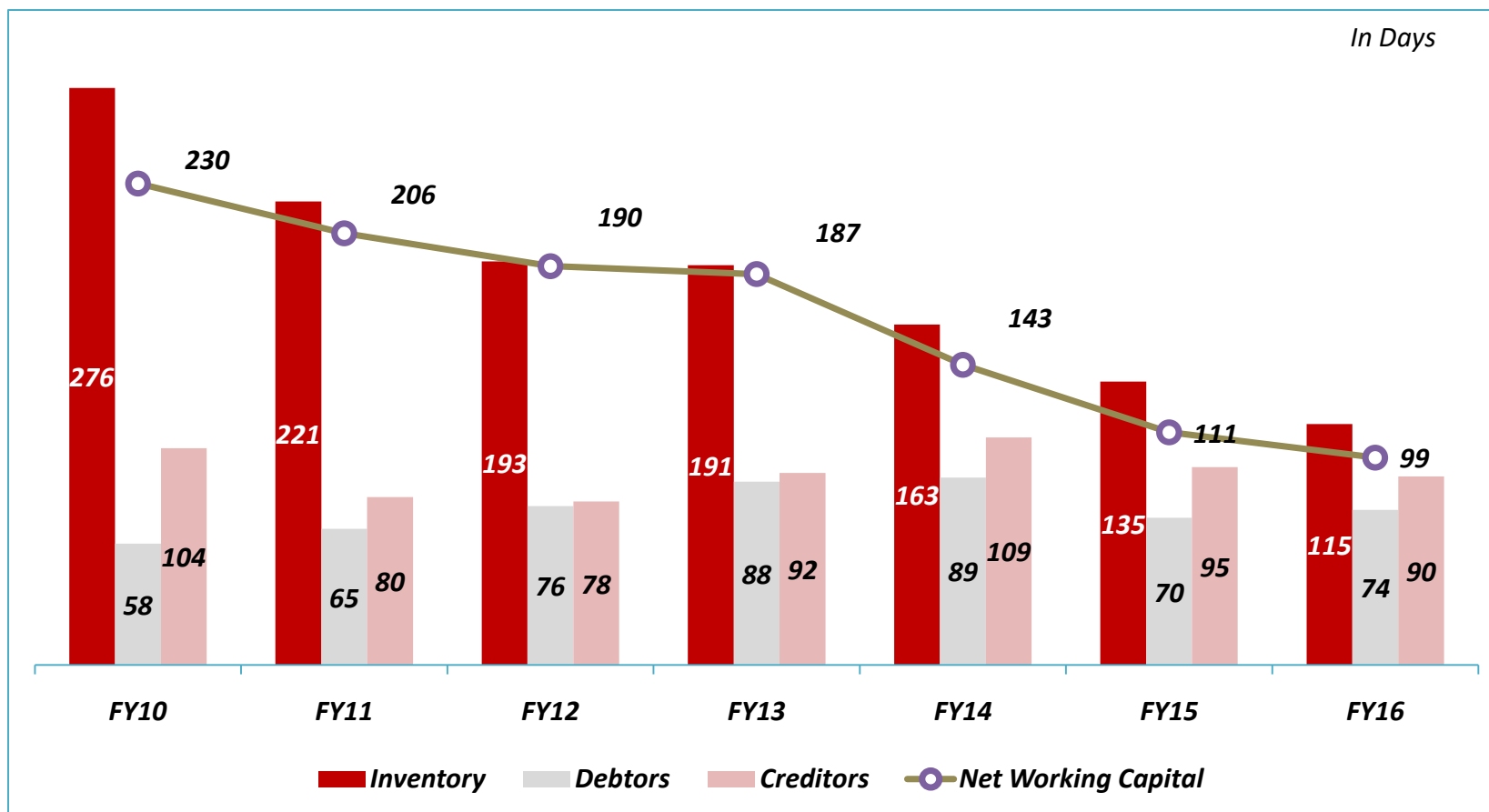


# Consolidated Balance Sheet

| Particulars (Rs. Crs)          | Mar 16        | Mar 15        |
|--------------------------------|---------------|---------------|
| <b>Shareholder's Fund</b>      | <b>312.13</b> | <b>294.55</b> |
| Share capital                  | 22.58         | 22.58         |
| Reserves & Surplus             | 289.55        | 271.96        |
| <b>Non-current liabilities</b> | <b>39.90</b>  | <b>41.38</b>  |
| Long term borrowings           | 9.25          | 14.58         |
| Deferred Tax liabilities (net) | 20.51         | 18.11         |
| Other Long term liabilities    | 10.13         | 8.69          |
| <b>Current liabilities</b>     | <b>308.31</b> | <b>318.28</b> |
| 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          |
| <b>Total Liabilities</b>       | <b>660.34</b> | <b>654.21</b> |

| Particulars (Rs. Crs)        | Mar 16        | Mar 15        |
|------------------------------|---------------|---------------|
| <b>Non-current assets</b>    | <b>264.94</b> | <b>265.24</b> |
| 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          |
| <b>Current assets</b>        | <b>395.41</b> | <b>388.97</b> |
| 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          |
| <b>Total Assets</b>          | <b>660.34</b> | <b>654.21</b> |

# Efficient Working Capital Management



\* Standalone Figures



**Asian Granito India Ltd.**

— *Beautiful Life* —

**Asian Granito Limited**

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