



TILES MARBLE MOSAICO

December 13, 2021

To,

Corporate Service Dept. Bombay Stock Exchange Limited Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 Script code: 532722	The Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400051 Script code: NITCO
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Dear Sir/Madam,

Sub: Nitco Limited - Update on launch of new tile collection

Please find enclosed herewith the update on launch of a new tile collection "GIBRALTOR" of Nitco Limited.

We request you to take note of the same.

Yours faithfully,
For **NITCO Limited**

Puneet Motwani
Company Secretary & Compliance Officer



NITCO Limited announces its launch of new collections

Mumbai, December 13, 2021: NITCO Limited (NITCO), India's most venerable tiles brand, has announced the launch of its new tile collection "GIBRALTOR".

Launch of a new collection

In line with global fashion trends, NITCO e-launched an industry-first premium collection "GIBRALTOR" comprising 11 pastel shades of "Pop Up" colours (600 cm X1200 cm) across its dealerships on December 9, 2021. The full body matte porcelain Technical Tiles are suitable for floor as well as wall applications, and have been highly appreciated in the architect community.

NITCO has also launched 5 new designs (600mm X 600mm) under its Full Body Vitrified portfolio for the retail segment. These comprise 4 "Salt and Pepper" designs and 1 Solid Kota Stone type colour. These products are popular in the commercial segment, including offices, shops, malls, airports, hospitals, hotels, educational institutes etc.

The new launches will be available at over 100 dealerships and retail outlets across the country, and are expected to drive volumes of NITCO products.

About NITCO Limited:

NITCO Limited (NSE: NITCO, BSE: 532722), established in 1953 by Late Mr. Pran Nath Talwar, is India's prominent floor and wall solutions company. NITCO, one of the most widely recognised brands, is the only company in the world with presence in all three surfaces: namely, tiles, marble, and mosaic, with a comprehensive product range in each category. The prime mission of the Company is to always offer cutting-edge designs and products that are the choice of discerning architects and consumers. The Company differentiates itself by being a creative surface partner to its clients, by suggesting the most appropriate functional designs and product solutions that match specific applications. The Company also prides itself as the producer of the best natural marble slabs in the industry, with unique capabilities for processing natural marble to optimise form factor and costs. Headquartered in Mumbai, NITCO's pan-India presence is facilitated through display centres, franchisees, retail network spread across the country. NITCO enjoys a sizeable client base overseas and exports to over 40 countries. For more information, please visit www.nitco.in.

DISCLAIMER:

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India, tax laws, litigation and labour relations.



For further information, please contact:

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