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

AGL TILES
Beautiful Life

Date: 19.09.2016

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

Scrip Code: 532888

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: ASIANTILES

Dear Sir,

Subject: Launch of New Showroom in North India.

The Company is pleased to announce that the Company is strengthening its presence in North India with the opening of a New Showroom in Raja Garden, New Delhi on 17th September, 2016. The deep understanding of innovative products and recognizing the demand gap in the northern territory will help the Company in strengthening its presence in the region.

This is in compliance with the relevant clauses of the Listing agreement. Please also attached herewith Press release issued in this respect for your kind reference.

Please take note of the same.

Thanking you,
Yours faithfully,

For Asian Granito India Limited

Renuka

Renuka A. Upadhyay
DGM (Legal) & Company Secretary

Asian Granito India Limited • Ahmedabad •

Media Release

Asian Granito India Ltd inaugurates its state-of-the-art display centre in New Delhi

New Delhi, September 19, 2016: Asian Granito India Limited (AGIL), one of India's largest tiles companies inaugurated its state-of-the-art display centre near Rajouri Garden Metro Station on Ring Road, New Delhi. The display centre will innovatively showcase AGIL's entire range of ceramic wall & floor tiles, glazed vitrified tiles, polished vitrified tiles, composite marble and quartz.

Spread over an area of about 5,000 sq ft, the display centre showcases products set up in an attractive exhibition of design and colours helping the customer visualize the same experience in their home and/or other space. Apart from display, the customers can also avail the service of experts at the display centre guiding them in selecting the right design and colour as per their requirement.

Speaking on the occasion of opening of display centre, Mr. Kamlesh Patel, CMD, AGIL said, "We intent to strengthen our retail presence by ensuring that each and every customer has an option to go through entire range of products that we offer. Since we are dealing in decorative segment, we believe that aesthetic product arrangement would ensure visitors experience the product as they would look in their homes. "

Mr. Mukesh Patel, MD, AGIL said, "Display centres are part of Company's strategy to increase direct interaction with customers. The Company aims at increasing the share of retail sales to 50% in next three years from 35% currently. We believe experience of touch & feel and visual appreciation is best way to make your customer feel effectively served. Display centres would also help customer in

Asian Granito India Limited • Ahmedabad •

getting additional information about the product they require for decorating their home and/or other spaces."

The Company hopes to increase retail footfalls and facilitate local dealers to showcase entire product range under one roof for their valued customers. Presently the Company has three display centres, 23 exclusive dealer showrooms and about 500 dealers & sub dealers in northern region.

About Asian Granito India Limited:

Established in the year 2000, the Asian Granito India Ltd. (AGIL) has emerged as one of the largest ceramic companies of India in a short span of 16 years from 2500 square metres per day in the year 2000 to over 1 lakh square metres currently (including outsourcing). It is among the top ceramic tile manufacturers in India and among the world's 50 most profitable Ceramic tile Companies. AGIL manufactures and markets interior & infrastructure products like vitrified wall & floor tiles, porcelain, marbles and quartz.

The Company has 8 state-of the-art manufacturing units spread across Gujarat and more than 80 exclusive showrooms across India. It has an extensive marketing and distribution network which comprises of over **5000 dealers** and sub-dealers covering each and every state of the country. It exports to **50 countries worldwide**. Headquartered in Ahmedabad, AGIL is listed on NSE & BSE and reported consolidated gross revenues of **Rs. 1086 crore in 2015-16.**

For further information please contact:

Darshan Mankad / Rupesh Panchal
Adfactors PR Pvt. Ltd.
9099947434 / 9925023103
darshan.mankad@adfactorspr.com /
rupesh.panchal@adfactorspr.com

Vinod Chandnani
Asian Granito India Ltd.
9825801422
vinodchandnani@aglasiangranito.com

Asian Granito India Limited • Ahmedabad •