

## EXXARO TILES LIMITED

CIN:L26914GJ2008PLC052518

### Regd. Office & Unit-2:

Survey No. 169 & 170, Vavdi Harsol Road,  
At & Po.: Mahelav, Taluka: Talod,  
Sabar Kantha - 383 305, Gujarat, India.

### Unit:1

Block No. 204/205, Opp. Hanuman Temple,  
Nr. Mahuvad Turning, At & Po. Dabhasa,  
Tal. Padara, Dist. Vadodara - 391440, Gujarat, India.



**Dated:- 09<sup>th</sup> May 2022**

To,  
The Listing Department,  
BSE Ltd,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400 001  
**Security Code: 543327**

To,  
The Listing Department,  
National Stock Exchange of India Limited,  
Exchange Plaza,  
Plot No. C/1, G-block,  
Bandra-Kurla Complex  
Bandra (E), Mumbai 400 051  
**Symbol: EXXARO**

Dear Sir/Madam,

**Sub.: In respect of signing of Bollywood Actor Mr. Ajay Devgan as Company's Brand ambassador**

**Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Enclosed herewith is a press release dated 09<sup>th</sup> May 2022 on the above mention subject, which is self-explanatory.

This is for your information and in compliance with applicable Regulation of SEBI (LODR) Regulation, 2015.

Thanking You

Yours Faithfully

For Exxaro Tiles Limited

**Exxaro Tiles Limited**

**Company Secretary**

**Mr. Paras Shah**  
**Company Secretary & Compliance Officer**  
**Mem No: ACS50733**

**Encl: As Above**



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## **EXXARO TILES SIGNS INDIA BOLLYWOOD ACTOR MR. AJAY DEVGN AS BRAND AMBASSADOR**

**Sabarkantha, Gujarat, 09<sup>th</sup> May 2022:** Exxaro Tiles, India's one of the growing ceramic Company has signed India Bollywood actor Mr. Ajay Devgan as its brand Ambassador to endorse its tiles products for a period of 02 years on terms and conditions mentioned in the endorsement agreement executed between Exxaro Tiles, and Mr. Ajay Devgan.

The Idea of roping in Mr. Ajay Devgan to promote the Tiles products is a part of Company four-fold expansion plan in GVT Slabs in Ceramic Industry.

**According to Managing Director Mr. Mukeshkuamr B. Patel,** "We have built a strong business and are further enhancing it to capitalize the opportunities that the industry has to offer. Our focus is on diversifying our product portfolio by introducing ceramic wall tiles and tiles for outdoor and parking areas as well as big slab in GVT. We are also aiming to increase our exiting market share in those untapped area in domestic as well as international market. We are also investing more in advertising our products and creating a brand recall in customers' minds and attributes are synonymous with Mr. Ajay Devgan and make him a perfect fit for the brand. This association will strengthen our brand recall and position our unique offering, both to our valued customer and end-users.

We are thrilled to have Mr. Ajay Devgan as our Brand Ambassador and have no doubt that this collaboration will be beneficial and increase the recall for the Exxaro's brand.

**Commenting on this association with Exxaro Tiles, Mr. Ajay Devgan said,** "It's my pleasure to be a part with Exxaro Tiles.

**Mr. Kirankumar B. Patel, Director (Sales & Marketing) of Exxaro Tiles adds** " We welcome Mr. Ajay Devgan to Exxaro Tiles as our Brand Ambassador. We believe that our association with Mr. Ajay Devgan will help to create greater awareness for our products as well as differentiate the high quality products portfolio of Exxaro Tiles. Our new marketing campaign with Mr. Ajay Devgan intends to further strengthen the recall of our branded tiles product among our business customers as well as end use consumers.

### **About Exxaro Tiles Limited:**

We are engaged in manufacturing and marketing of Vitrified tiles used majorly for flooring solutions for almost more than 10 years' experience in manufacturing of tiles products having strong management team. Our business operations are broadly divided into two product categories, Double Charge Vitrified Tiles and Glaze Vitrified Tiles. As on date, we supply products mainly in 6 sizes. We have 1000+ designs in our product basket, which are marketed under our brand "Exxaro". We have two state-of-the-art manufacturing facilities which are located at Padra and Talod respectively in Gujarat. We have a combined installed production capacity of 1,32,00,000 sq. mt. p.a. Our Unit II at Talod, Gujarat is one of the single largest plants for manufacturing Glazed Vitrified Tiles under one

**Exxaro Tiles Limited**  
  
**Company Secretary**





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roof in India. We have total integrated business model. We also have 6 display centers in 6 cities and 2 marketing offices at Delhi and Morbi to complement our growth strategies. Domestically, we have PAN India presence (27 states based on sales made during Fiscal 2020) and internationally we supply products in over 13 countries including Poland, UAE, Bosnia etc. We have also started outsourcing of the products and selling in Exxaro Brand to increase our existing market share.

Recently, the Company had a successful IPO in August 2021 with over subscription of almost 40 times in retail category.

**Safe Harbor Statement**

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof. Mr. Ajay Devgan shall in no manner be responsible or associates with the performance or non-performance of any of the statements made by Exxaro Tiles.

**For Further Information Please Contact:**

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Chief Financial Officer  
[cfo@exxarotiles.com](mailto:cfo@exxarotiles.com)  
[www.exxrotils.com](http://www.exxrotils.com)

Exxaro Tiles Limited

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Company Secretary

