

Dated: 07<sup>th</sup> July 2025

<b>To,</b> <b>BSE Limited</b> Corporate Relations Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Security Code: 543327</b>	<b>To,</b> <b>National Stock Exchange of India Ltd.</b> Corporate Relations Department Exchange Plaza, Block G,C/1, Bandra Kurla Complex, Bandra (E), Mumbai –400 051 <b>Symbol: EXXARO</b>
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**Sub.: HIGH PREMIUM PRODUCT LAUNCHING COLOR BODY TILES WITH NEW BRAND “ARESTA”**

Dear Sir/Madam

Find herewith the Press note which is self-explanatory for the launch of our new product under the “ARESTA” name.

We are requested to kindly take the same on record.

Thanking You  
Yours Faithfully

**For Exxaro Tiles Limited**

**Mr. Mukeshkumar B. Patel**  
**Managing Director**  
**DIN: 01944968**

Encl: As Above

**EXXARO TILES LIMITED**

**Corporate Office:** 1201, D-Block, Ganesh Glory11, Near BSNL Office, S.G Highway, Jagatpur, Ahmedabad - 382470 | 079 3500 5555.

**REG. Office & Unit 2:** Survey No. 169 & 170, Vavdi Harsol Road, at & Po.: Mahelav, Taluka: Talod, Sabarkantha - 383305, Gujarat, India.

**Unit 1:** Block No. 204/205, Opp. Hanuman Temple, Near Mahuvad Turning, At & Po. Dabhasa, Tal.Padara, Dist. Vadodara - 391440 Gujarat, India.

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## PRESS RELEASE FOR IMMEDIATE RELEASE

### Introducing ARESTA – A Premium Tile Brand by Exxaro Tiles Limited

The tile industry is evolving rapidly, driven by design innovation and technological advancements. At Exxaro Tiles, we continue to lead this transformation with cutting-edge products and a strong manufacturing base at Talod and Padra, featuring three production lines for PVT, GVT, and Slabs.

To further strengthen our market presence and tap into premium segments, we are proud to introduce our new brand – **ARESTA**. Derived from the word “Edge,” ARESTA represents the sharpness, finesse, and innovation that define our approach to design and quality.

### Why ARESTA?

- **Targeting the Premium Segment:** With ARESTA, we aim to connect closely with architects and interior designers, offering them a superior product portfolio suited for high-end projects.
- **All Color Body Portfolio:** Every tile in the ARESTA collection comes in color body, ensuring durability, consistency, and unmatched aesthetics.
- **Advanced Surfaces & Designs:** The collection features modern designs across various surface finishes to meet contemporary architectural needs.
- **Introducing Multi Digital Technology:** For the first time, we are launching tiles with multi digital printing – delivering enhanced depth, detail, and realism.
- **Large Format Sizes:** Available in 600x1200 mm, 1200x1800 mm, and 1200x2400 mm formats, the ARESTA range is designed to meet global trends in large-format tiling.

### Strategic Advantage

By launching ARESTA, we’re strategically positioning ourselves away from the mass-market Morbi segment, thereby reducing direct competition and elevating our brand perception. This initiative also opens doors to new dealer networks across India, helping us expand our reach and increase premium volumes with better realization.

### Grand Launch Event

The official launch of ARESTA is scheduled from **7<sup>th</sup> to 15<sup>th</sup> July** at our Talod plant. We have invited **150 premium dealers from across the country** to witness this landmark introduction. This event will not only showcase the ARESTA range but also serve as a platform to build deeper partnerships and align our vision for the premium segment.

### A New Direction for Exxaro Tiles

ARESTA marks a bold new chapter for Exxaro. With premium products, advanced technology, and a refined go-to-market strategy, we are setting the stage for sustained growth and value creation in the coming quarters.

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