



**Graduate School of Management
Studies**

Gujarat Technological University



— *Beautiful Life* —

Asian Granito India Ltd.

Visit Report

25th January 2023

About Asian Granito India Ltd.

Asian Granito India Ltd. (AGL) is one of the top tile manufacturing companies in India located in the Sahakari Jin, Industrial Area, Himatnagar, Gujarat. AGL was established in the year 2000, the AGL has emerged as one of the largest ceramic companies in India in a short span of 22 years. Today it has emerged as one of India's largest groups, with a global footprint across more than 100 countries.

Its capacity has grown 40-fold in a span of just 22 years, it is India's fastest-growing Ceramic Wall & Floor Tile, Glazed Vitrified Tiles, Polished Vitrified Tiles, Engineered Marble, Quartz and Bathware Company.

About Visit

The visit to Asian Granito was organized on 25th January 2023. A total of 61 students of first semester **MBA (International Business)** along with 4 faculty members visited the company. On reaching there, all were warmly welcomed by an AGL representative and tea was also served to all the students. The human resources managers of the company also interacted with the students.



The visit started after meeting the Production Manager of the company who explained the process of making “composite marbles”. The students were divided into 4 groups for the smooth conduction of the plant visit. The AGL representative accompanied each group who took students for a visit to different departments of the plant and explained the process in a good manner. The students visited the crushing unit where they received information about raw materials and the crushing plant. Next, they visited Sailo Machine Plant (Batching Unit) called the mixing unit, where students observed the process of mixing raw material with a liquid form of chemicals and its conversion into big solid blocks. After that, the process of cutting and polishing was explained to the students. The whole production process from raw material to finished product was nicely explained and it was a great learning experience for all the students.



The students also visited the second production plant of the company for manufacturing “quartz marble”, which is another type of marble produced by the company. That marble production process uses a special #325 powder mixing formula to produce three colors of marble. These marbles are majorly exported to the US. And they are acid-proof marbles. Here, students were shown the production of the final product with the help of different types of machinery. More than 500 workers were working in the plant. In the plant students also observed the process of designing the tiles through Photoshop and printing different designs on the tiles with the help of a tile printer. It was a very unique experience for the students.

After that, students also visited the company’s mechanical and electronic departments where repairing of faulty parts of the machinery is done. The students had seen the tiles printing system machine and compacter which was 275 meters = 12,500 sq. meter long machine imported from China. The machine is used to make printed tiles shinier. In the end, students visited the warehouse where the different types of marbles & tiles were stored in different segments with the label of their names. About 3 lakh tiles were safely placed in the warehouse.





After the visit to both plants, all took lunch at the company canteen specially prepared for the visitors. After lunch, all departed to return to the Graduate School of Management Studies, Ahmedabad. The visit was truly professional and well-managed from start to end. The faculty members and students were thankful to Asian Granito India Ltd. and also to the GSMS for organizing the visit.