

Date: 12<sup>th</sup> May, 2025

To,  
The Manager- Listing Department,  
BSE Limited P J Tower, Dalal  
Street Mumbai – 400001

Reference: Manoj Ceramic Ltd  
BSE Code: MCPL  
ISIN: INE0A6N01026  
Scrip Code: 544073

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release**

Dear Sir/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release of the Company.

This is for your information and record.

Thanking You,

**For and on Behalf of  
Manoj Ceramic Limited**

**Dhruv Rakhasiya  
Managing Director  
DIN: 03256246**

**MANOJ CERAMIC LTD.**

**CIN: L51909MH2006PLC166147**

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## Manoj Ceramics Expands Export Footprint with Key International Alliances

**Mumbai, 12<sup>th</sup> May, 2025** – Manoj Ceramics Limited, (INE0A6N01026), a leading name in the ceramic and tiles industry, has further cemented its international presence through strategic **global partnerships** and a focused export-led growth strategy.

Manoj Ceramic's export strategy has accelerated with the appointment of regional business ambassadors across high potential African markets including Burundi, Sudan, Senegal and Angola. These moves are expected to create **new Revenue streams** and **Improve Margins** by securing high volume project orders and exclusive supply arrangements.

### **Key Highlights :**

**Burundi Partnership:** In December 2024, MCPL entered into a significant collaboration with the **Government of Burundi** for exclusive tile supply contracts. The Home Décor market in Burundi is projected to generate US\$30.86k in revenue in 2025, with an expected **CAGR of 14.68%** from 2025 to 2029, reaching a market volume of US\$53.39k by 2029. Endorsed by **Burundi's Minister and Ambassador**, this partnership marks MCPL's foray into sovereign-level alliances, unlocking long-term, recurring supply opportunities in East Africa. <https://www.statista.com/outlook/emo/furniture/home-decor/burundi>



**Sudan Collaboration:** MCPL's engagement in **Sudan** with **Mr. Awad** during February 2025, led by appointed regional leadership, has focused on establishing deep-rooted ties with contractors and institutional buyers. Company's swift alignment with local project needs has positioned it as a key contributor to Sudan's infrastructure growth, especially in urban housing and construction. The Home Decor market in Sudan is set to reach \$2.32M in 2025, growing at a **10.47% CAGR** to hit \$3.45M by 2029.

<https://www.statista.com/outlook/emo/furniture/home-decor/sudan?currency=USD>



**Senegal Presence:** In February 2025, MCPL has entered Senegal through localized channel partnerships, tapping into the **growing demand** for modern interior solutions in residential and commercial developments. The Home Decor market is projected to hit \$967.96K in 2025, growing at an **8.82% CAGR** to reach \$1.36M by 2029. The groundwork laid here is helping MCPL position itself as a premium yet accessible tile brand in the West African market. <https://www.statista.com/outlook/emo/furniture/home-decor/senegal>



**Expanding Local Presence Across Africa:** MCPL has strengthened its presence in East Africa, with **Mr. Joel**- associated with the company for several years, leading operations in Uganda. Africa's home décor market is expected to reach \$9.92B by 2030, growing at a **9.1% CAGR** from 2025. This will support market development across key institutional and residential segments, enabling **MCPL to build localized networks**, respond swiftly to regional demand and deepen its reach in emerging infrastructure-driven economies. <https://www.grandviewresearch.com/horizon/outlook/home-decor-market/south-africa>



**Angola Project Acquisition:** As part of its expansion, MCPL **secured a major schooling infrastructure project in Angola**, supplying innovative tile formats tailored for institutional use. The Floor Covering market in Angola is projected to reach \$1.31M in 2025, growing at a **12.63% CAGR** to \$2.10M by 2029. <https://www.statista.com/outlook/emo/diy-hardware-store/floor-covering/angola?currency=USD>

## Management Perspective

**Mr. Dhruv Rakhasiya, Managing Director of Manoj Ceramics Limited** stated, “Our International expansion is rooted in building real, strategic value, not just in terms of volume, but through structured partnerships and long-term relevance. With dignitaries like the **Minister and Ambassador of Burundi** engaging with MCPL, we are not only growing our exports but also entering into sovereign-level relationships that lay the groundwork for stable, recurring supply contracts.

By establishing a presence in markets like **Sudan, Senegal** and **Angola** through dedicated regional teams and institutional collaborations, we’re able to streamline supply chains, reduce go-to-market cycles and engage in project-driven demand with stronger pricing power.

The launch of our **upcoming display centre in Dubai** is another step in showcasing our design-first innovations directly to developers and architects in the **Middle East**. It also reinforces our commitment to operational excellence and regional accessibility.

These efforts don’t just diversify Revenue, they create structural levers for **Improving operating efficiency** and **margins**. As we align with regional infrastructure agendas, especially in high-growth geographies, our strategy remains focused on depth over breadth, relevance over reach and partnership over transactions.”.

## About Manoj Ceramics Limited

Established in 1991 as 'Manoj and Company,' the business initially focused on trading building and construction materials such as marbles, granites and tiles.


Manoj Ceramic Limited (MCPL) has since evolved into an internationally standardized ceramic contract-manufacturing public limited company, specializing in ceramic tiles and tile adhesives under its brand "MCPL," distributed through dealers, retail showrooms, B2B wholesale, and exports.

Through continuous adoption of new technology and innovation, MCPL has established itself as a trendsetter in the ceramic industry, shaping modern design standards worldwide. After 3 decades of excellence, MCPL continues its strategic expansion, reaching every wall and floor with innovative solutions.

## Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

## For Further Information Please Contact

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