

Date: 07th April, 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 Elevates Product Line & Partners with Jaquar Scaling Customer Base

Mumbai, 7th April, 2025 – Manoj Ceramics Limited, (INE0A6N01026), a leading name in the ceramic and tiles industry, has enhanced its retail customer experience through a strategic partnership with **Jaquar**, while also expanding its product portfolio with the launch of premium range to enhance its market presence.

➤ Key Highlights :

Strategic Partnerships & Distribution Expansion

Jaquar Partnership: Manoj Ceramics Limited has collaborated with Jaquar to launch an exclusive display centre in Ghatkopar, a prime locality in the Mumbai suburbs known for its high-end residential developments and rapidly growing interior design market. Spread across **500 sq. ft.**, this collaboration enables Manoj Ceramics to showcase premium sanitaryware and bathroom solutions alongside its ceramic offerings under one roof, creating a holistic design destination for discerning customers.



The strategic location in Ghatkopar enhances accessibility for architects, interior designers, and homeowners across Mumbai's suburban belt, aiming to elevate the overall customer experience while strengthening Manoj Ceramic's presence in the premium interiors space. Being the **first to launch** a Jaquar-exclusive store in the area, Manoj Ceramics sets a new benchmark in premium displays, meeting the rising demand for integrated, high-end design solutions.

Launches Innovative Products:

Presents a new range of high-quality tiles and stones tailored to evolving market trends:



- **Glue Finish Tiles:** Introduced 2400x1200 mm tiles with cutting-edge glue finish technology for superior aesthetics and durability.
- **Expanded Tile Portfolio:** New sizes 1800x1200 mm, 1200x600 mm, and 1600x800 mm with Double Digital, GHR finish, and Color Body options for West and South Indian Markets.
- **Wooden Planks:** 900x150 mm and 1000x200 mm non-rectified wooden planks, exclusively for West & South zones.
- **Exotic Stones:** Addition of Premium Exotic Stones added to MCPL Retail Chain showrooms, expanding luxury offerings.
- **Next-Gen Quartz Stones:** Launched Extra whiteness Quartz stones, using Crysto Pellite for enhanced strength and finish.

Management Perspective

Mr. Dhruv Rakhasiya, Managing Director of Manoj Ceramics Limited stated, “As part of our growth strategy, we have **partnered with Jaquar** to strengthen our portfolio and market reach by establishing an exclusive display experience in a high-potential Mumbai suburb, aimed at enhancing customer engagement and delivering superior solutions.

We are excited to introduce our latest range of high-quality ceramic solutions, designed to set new benchmarks in the industry. These **newly launched products**, already among the leading choices in the market, reflect our commitment to innovation, durability, and aesthetic excellence.

This partnership will enable Manoj Ceramics to expand its distribution network, access superior product displays, and strengthen its competitive edge in the industry. The company is also strongly focused on further boosting its distribution channel in the coming years to reach a wider customer base and drive sustained growth.

Looking ahead, Manoj Ceramics is committed to delivering high-quality, innovative ceramic solutions by investing in advanced manufacturing, automation, and strategic collaborations. Company believes that continuous product innovation and strategic partnerships will contribute to **improved margins** and is expected to achieve a **25–30% CAGR** over the next three years. With a strong focus on sustainable growth, ongoing product innovation, and market expansion, we aim to create long-term stakeholder value while reinforcing our position in an increasingly competitive market.”

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, cement, 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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