

March 18, 2021

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Corporate Service Dept. BSE Limited Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 Script code: 532722	The Listing Department, National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400051 Script code: NITCO
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Dear Sir/Madam,

Sub: Nitco Limited – Update on Dealer Portal and New Franchise Showrooms opened in last 3 months

Kindly find enclosed an information that is self-explanatory.

We hereby request you to take note of the above given information.

Yours faithfully,
For **NITCO Limited**

Puneet Motwani
Company Secretary & Compliance Officer

Nitco Limited – Update on Dealer Portal and New Franchise Showrooms opened in last 3 months

Mumbai, March 16, 2021: Nitco Limited (Nitco), India's most venerable tiles brand, today issued an update on creation of Dealer Portal and New Franchise Showrooms opened in last 3 months.

Dealer Portal:

As part of our effort to incorporate the latest Information Technology in the company, we have introduced the all-new NITCO dealer connect - a portal for our dealer community. This one-stop portal gives a seamless experience to the dealer to get all information on inventories, SKU's, product catalogues, industry updates, trends etc. With more dealers joining the dealer connect, the tech-enabled portal will enable us to drive analytics in an improved manner.

Newly opened Franchise Showrooms:

Headquartered in Mumbai, NITCO's pan-India presence is facilitated through display centres, franchisees and a retail network spread across the country. In the last three months alone, NITCO launched 11 franchise showrooms viz., 5 in December, 1 in January and 5 more in February. These new showrooms were opened pan India in regions like Manipur, Madhya Pradesh, Kerala, Jharkhand, Bihar, West Bengal, Punjab and more. With these additions, the total count of NITCO's Company owned and active franchise showrooms stand at 10 and 120 respectively.

Due to the ongoing support extended by NITCO towards its growing dealer family, many dealers have been able to multiply their business. NITCO also provides support by conducting mason & architect meets regularly, thereby enabling the communities with big and small projects.

About Nitco Limited:

Nitco Limited (NSE: NITCO, BSE: 532722), established in 1953 by Late Mr. Prannath Talwar, is India's prominent floor and wall solutions company. NITCO, one of the most widely recognised brands, is the only company in the world with presence in all three surfaces: namely, tiles, marble, and mosaic, with a comprehensive product range in each category. The prime mission of the Company is to always offer cutting-edge designs and products that are the choice of discerning architects and consumers. The Company

differentiates itself by being a creative surface partner to its clients, by suggesting the most appropriate functional designs and product solutions that match specific applications. The Company also prides itself as the provider of the best natural marble slabs in the industry, with unique capabilities for processing natural marble to optimise form factor and costs. Headquartered in Mumbai, NITCO's pan-India presence is facilitated through display centres, franchisees, retail network spread across the country. NITCO enjoys a sizeable client base overseas and exports to over 40 countries. For more information, please visit www.nitco.in.

Disclaimer:

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India, tax laws, litigation and labour relations.

For further information, please contact:

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