



*joy per square feet*

**SOMANY CERAMICS LIMITED**  
**INVESTORS' UPDATE**  
*FOR & UPTO Q3 FY13*

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# Message

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In the ceramic tile industry, branded players continued to grow at a much higher pace than the whole industry *per se*, due to the shift in the preferences of customers for branded products. Hence, Somany continued to invest extensively in brand building and expanding its distribution network.

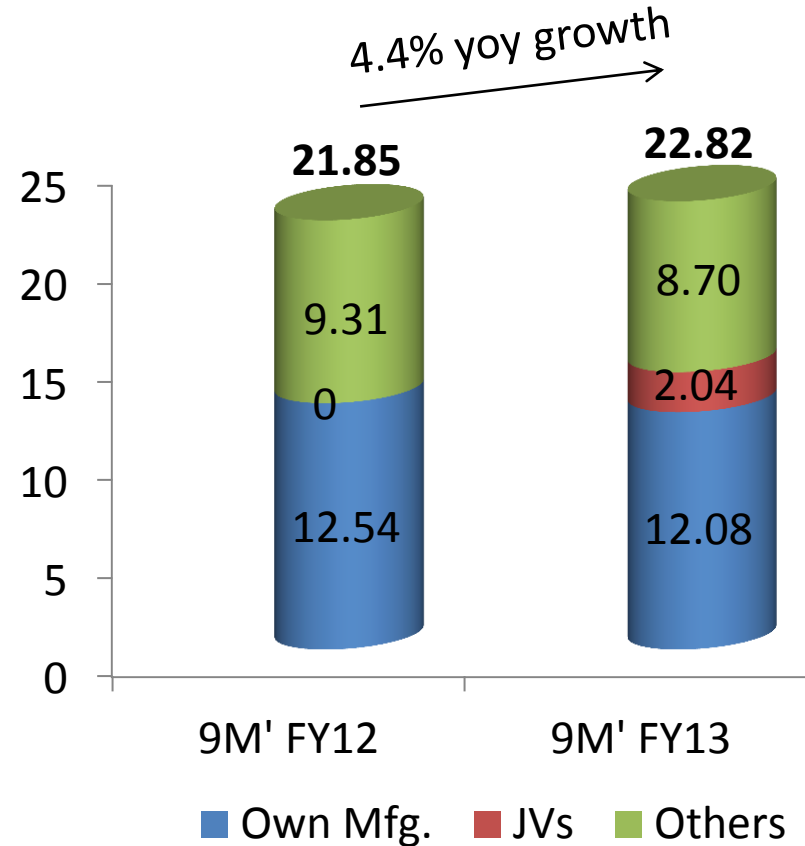
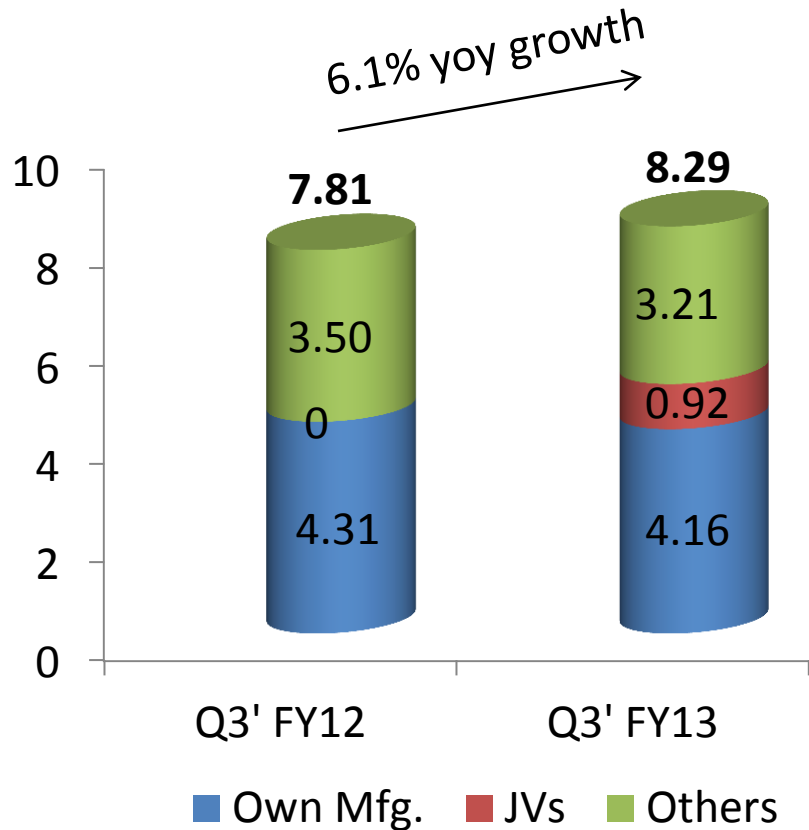
We have a continuous focus on Value Added products as the demand is steadily picking up for high-end digital tiles which look similar to Italian marble and wooden floorings. Somany is firmly transitioning its manufacturing capabilities to support this larger trend.

Somany displayed its latest range of products at the prestigious exhibition - 'ET Acetech' which was recently held at Mumbai, Delhi & Bangalore, receiving high appreciation from customers, architects and the designer fraternity.

These efforts translated into sales and profit after tax growth of 22.9% and 72.5% respectively in Q3 of current year over corresponding Q3 last year.

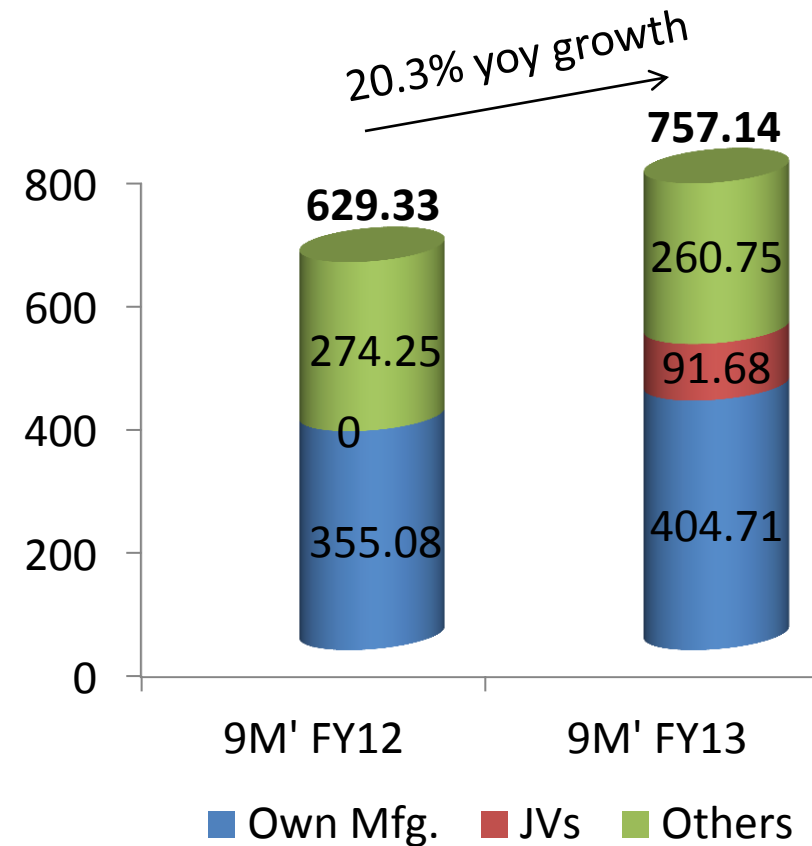
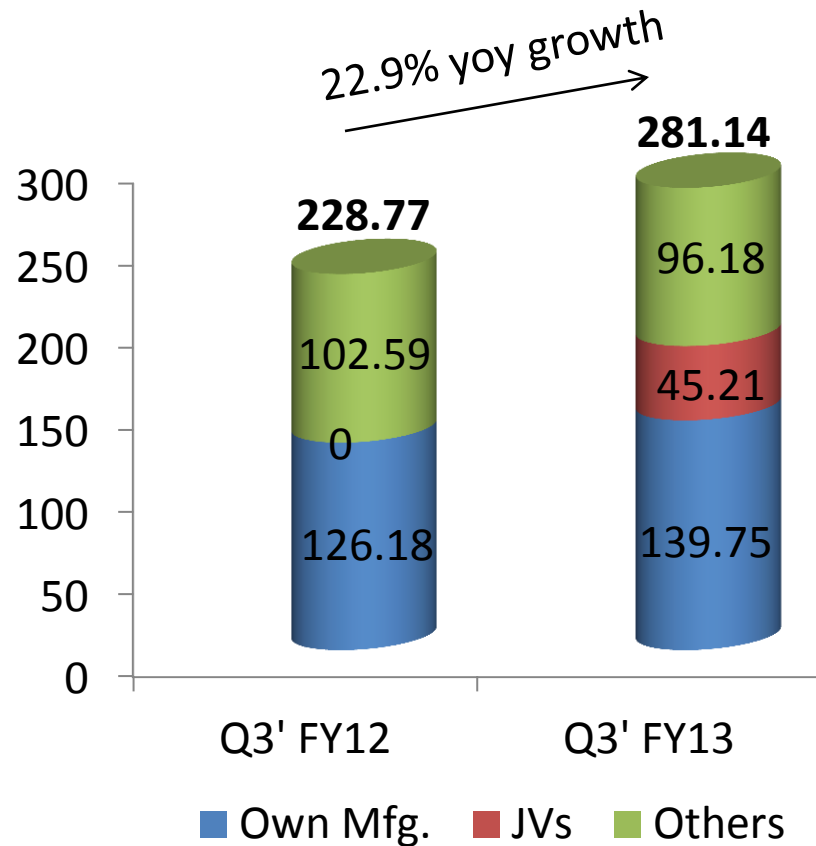
The outlook for the tile industry remains promising. Somany continues its relentless focus on improving operating and financial parameters through brand, value addition and strategic approach towards manufacturing through a combination of up-gradation/ debottlenecking of existing plants and asset light joint venture route.

# Sales (Volume) Growth



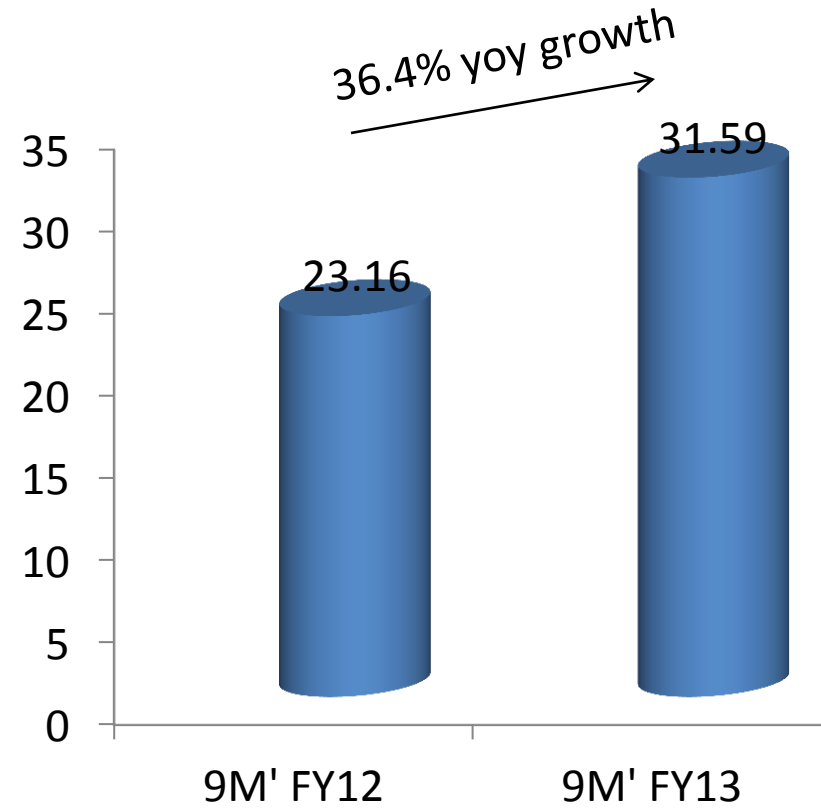
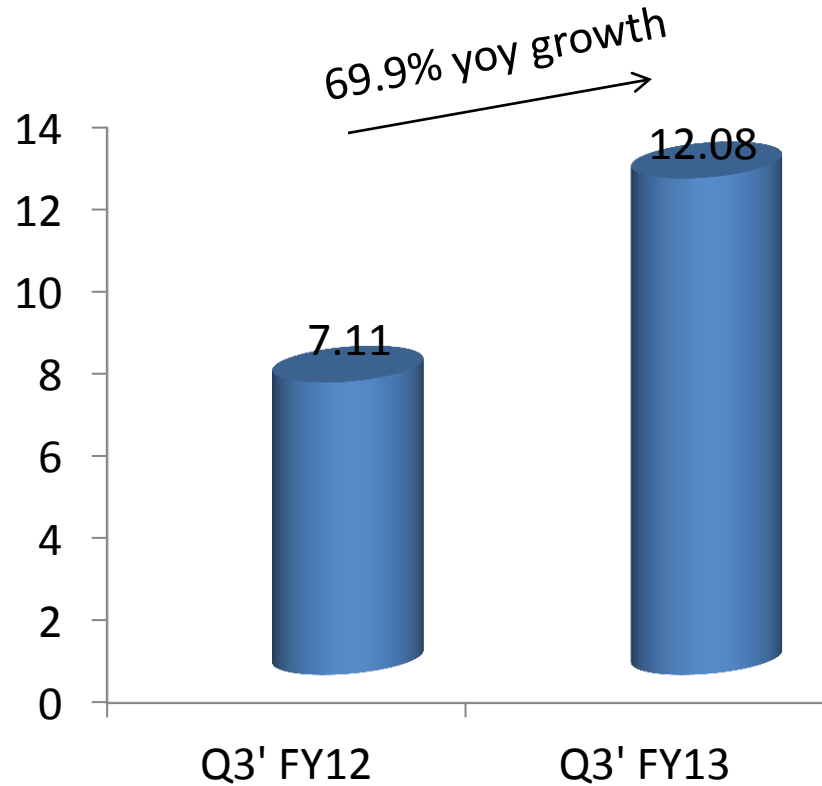
figures in million square meters

# Sales (Value) Growth



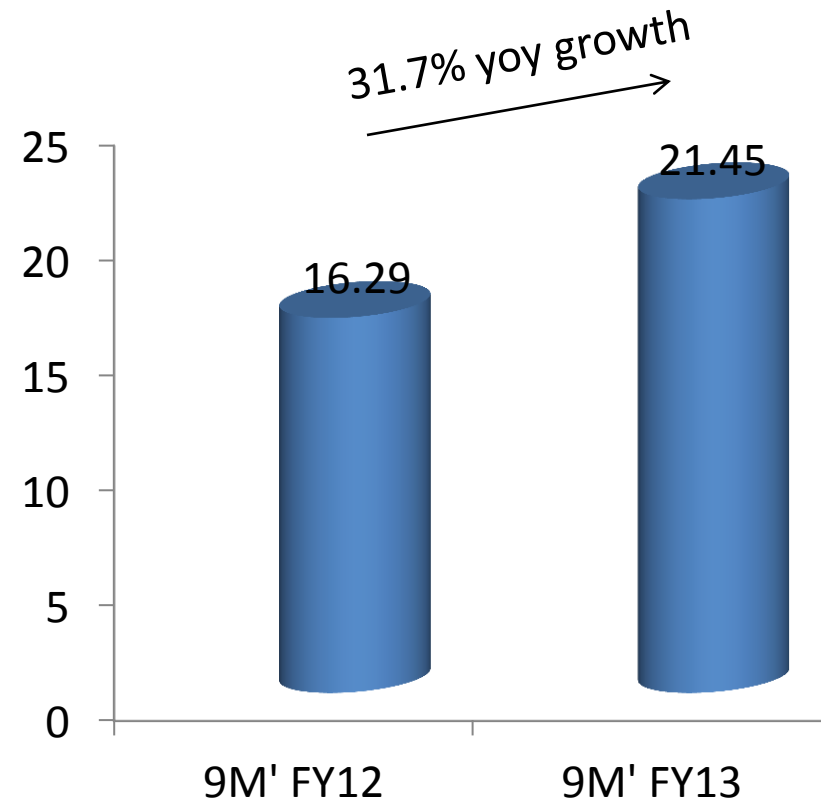
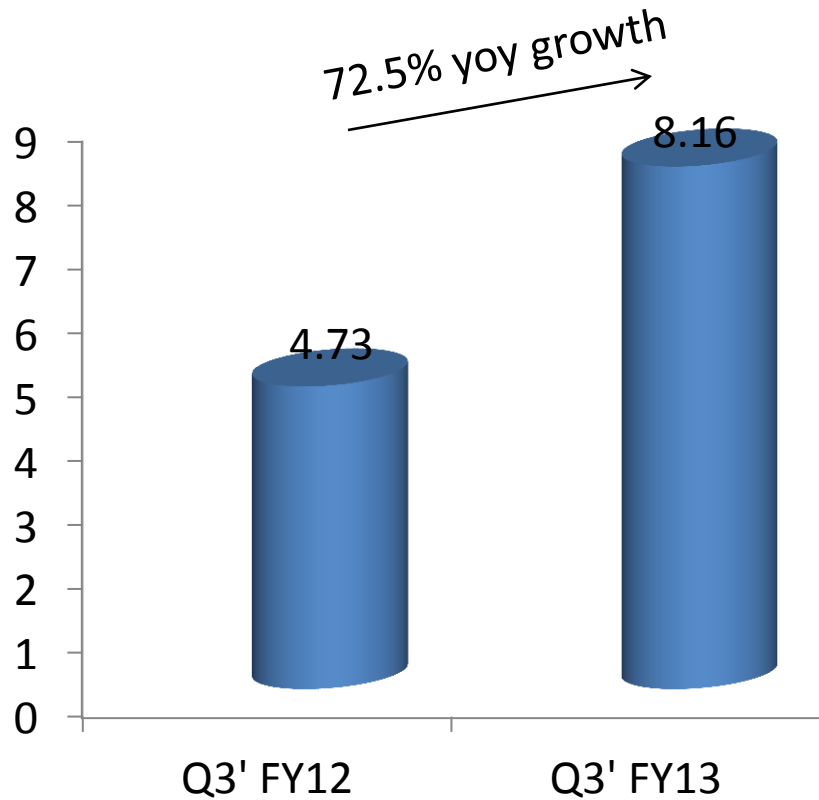
figures in Rs./ Crores

# Profit before tax (PBT) Growth



figures in Rs./ Crores

# Profit after tax (PAT) Growth



figures in Rs./ Crores

# Financial Highlights

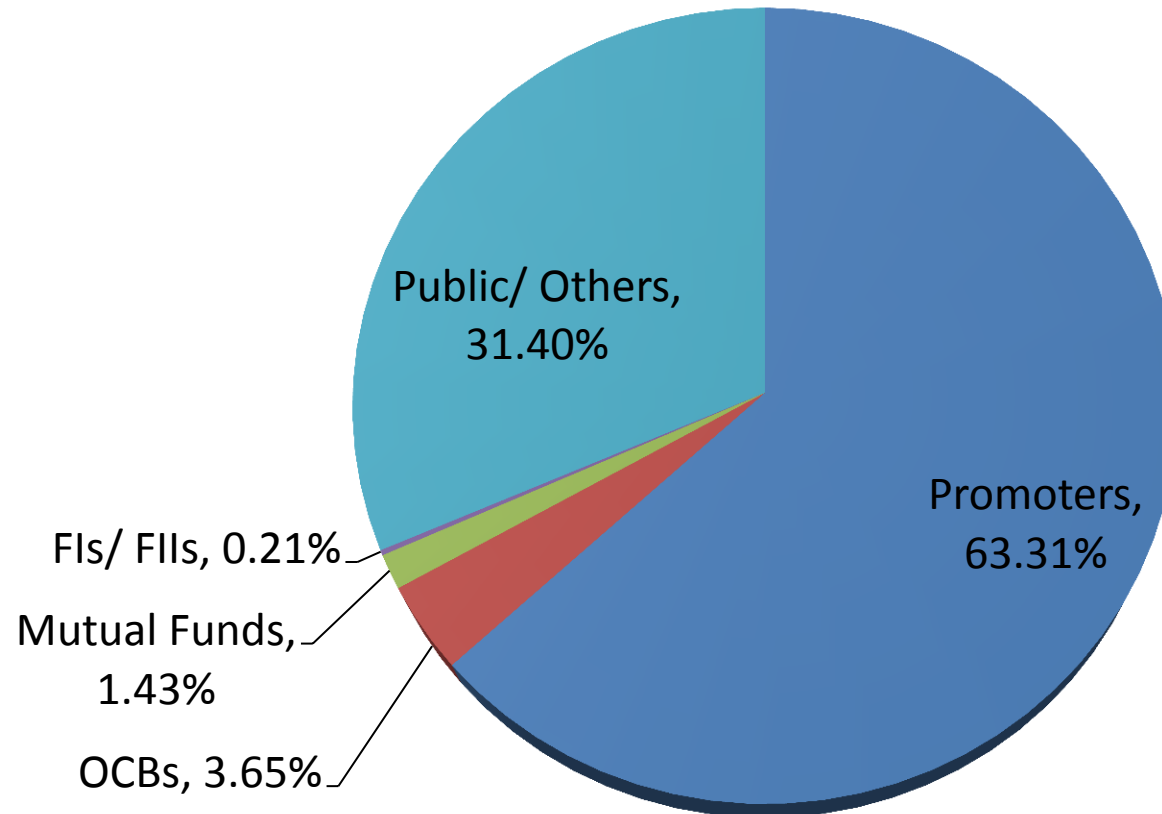
Rs./ Crores

| Particulars                | Q3' FY12 | Q3' FY13 | Growth % | 9M' FY12 | 9M' FY13 | Growth % |
|----------------------------|----------|----------|----------|----------|----------|----------|
| Gross Sales                | 228.77   | 281.14   | 22.90%   | 629.33   | 757.14   | 20.30%   |
| Net Sales                  | 216.46   | 266.23   | 23.00%   | 594.51   | 712.53   | 19.90%   |
| EBIDTA                     | 16.64    | 22.36    | 34.40%   | 51.1     | 61.78    | 20.90%   |
| Depreciation               | 4.68     | 5.25     | 12.20%   | 13.39    | 15.13    | 13.00%   |
| Finance cost               | 4.85     | 5.03     | 3.70%    | 14.55    | 15.06    | 3.50%    |
| Profit before tax          | 7.11     | 12.08    | 69.90%   | 23.16    | 31.59    | 36.40%   |
| Tax expenses               | 2.38     | 3.92     | 64.70%   | 6.87     | 10.14    | 47.60%   |
| Profit after tax           | 4.73     | 8.16     | 72.50%   | 16.29    | 21.45    | 31.70%   |
| Cash Profit                | 9.29     | 13.84    | 48.98%   | 28.55    | 36.67    | 28.44%   |
| EPS (Rs.)<br>(3/9 monthly) | 1.37     | 2.37     | 73.00%   | 4.72     | 6.22     | 31.80%   |



# Shareholding Pattern

As on 31st Dec. 2012



Equity Shares Outstanding – 34497000 of Rs. 2/- each

# Corporate Brief



Somany is amongst the frontrunners in the ceramic tile industry in India. It has access to manufacturing capacity of ~36.45 million square meters of tiles spread across two own manufacturing plants in Haryana and Gujarat (19.15 million sqm), two joint venture plants in Gujarat (5.30 million sqm) and outsourcing tie ups for ~12.0 millions sqm.

Somany is the first and only company in Indian ceramic industry to have a patent for its highly abrasion resistant tiles 'VC Shield', making it India's most durable tile. It has also recently been awarded as 'Asia's Most Promising Brand 2012-13' for its high brand equity and also prestigious 'Gold Award for Excellence' for its Annual Report 2011-12' from League of American Communication Professionals (LACP).

For further information, you may visit us at [www.somanyceramics.com](http://www.somanyceramics.com) or contact Mr. R.K.Lakhotia, Vice President -Finance @ [fin@somanytiles.co.in](mailto:fin@somanytiles.co.in) .

# Disclaimer

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The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire.

This Information includes certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct.

Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company.

This presentation may contain statements that are “forward looking statements.” The company’s actual future results may differ materially from those suggested by such statements, depending on various factors for which the company and its management does not take any responsibility.

**SOMANY**<sup>®</sup>

*joy per square feet*

**THANK YOU**