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SOMANY CERAMICS LIMITED
INVESTORS' UPDATE
FOR Q4 / FY13

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Message

The last year FY13 has been a year of mixed emotions for us. The Indian economy has seen a sluggish growth impacting the construction and real estate industry, hence putting demand pressure on the ceramic tile industry. Coupled with this the industry was faced with spiraling fuel cost pressures.

Despite this, in FY13 your company achieved a top line of Rs. 1108.51 crores and a bottom line (PAT) of Rs. 31.59 crores demonstrating an impressive growth of 20.3% and 27.6% respectively over previous year. The growth drivers continued to be enhanced brand equity, a diverse product basket moving towards further value addition, better quality and a deeper distribution network.

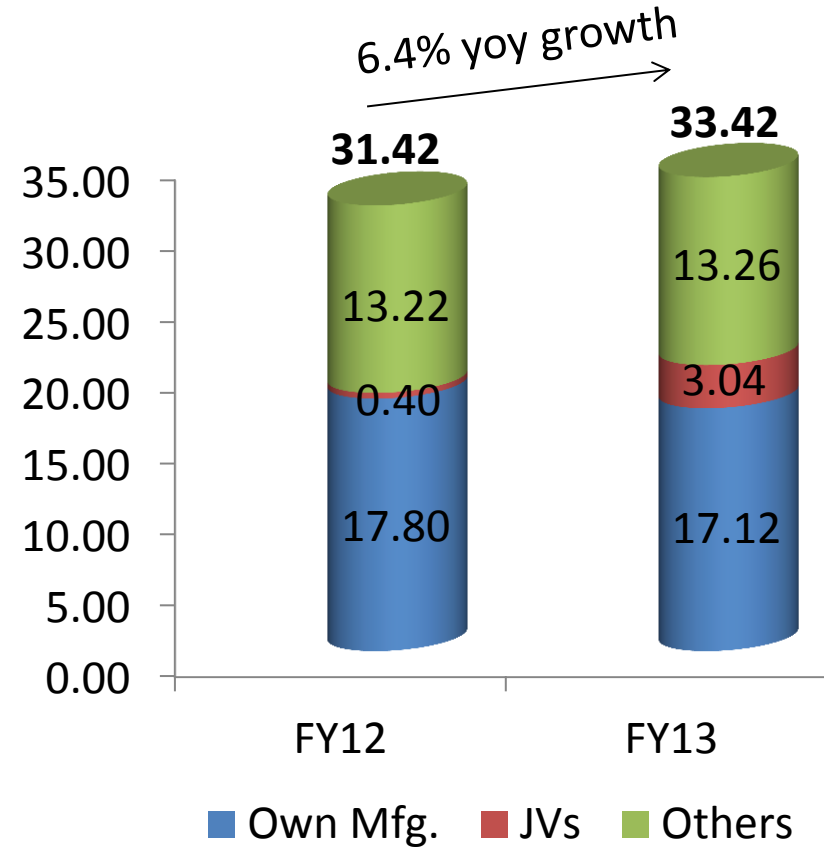
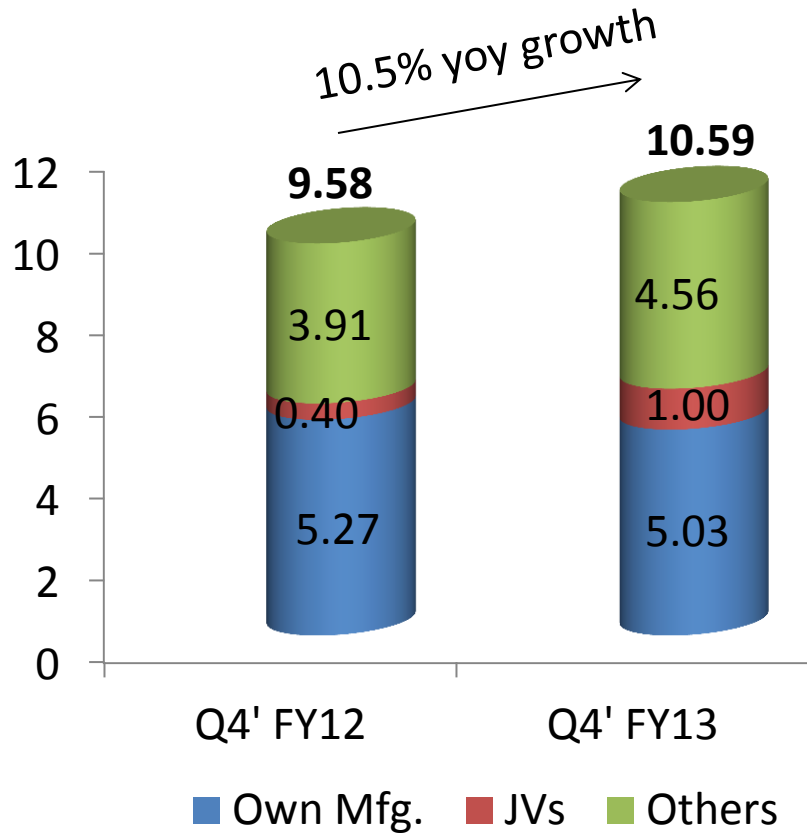
The strategies of de-bottlenecking and up-gradation of our own plants and expanding through an asset light model are undoubtedly resulting into better financial numbers and ratios of FY13.

Enthused by this, Somany will continue its relentless focus on these strategies without losing sight of the ever changing business environment, emerging opportunities and product trends.

Notwithstanding short term aberrations, the long term outlook for the construction and real estate sectors and in turn the tile industry remains very positive due to huge requirement of residential and commercial real estate, hospitality, healthcare and infrastructure backed by massive urbanization and higher per capital income.

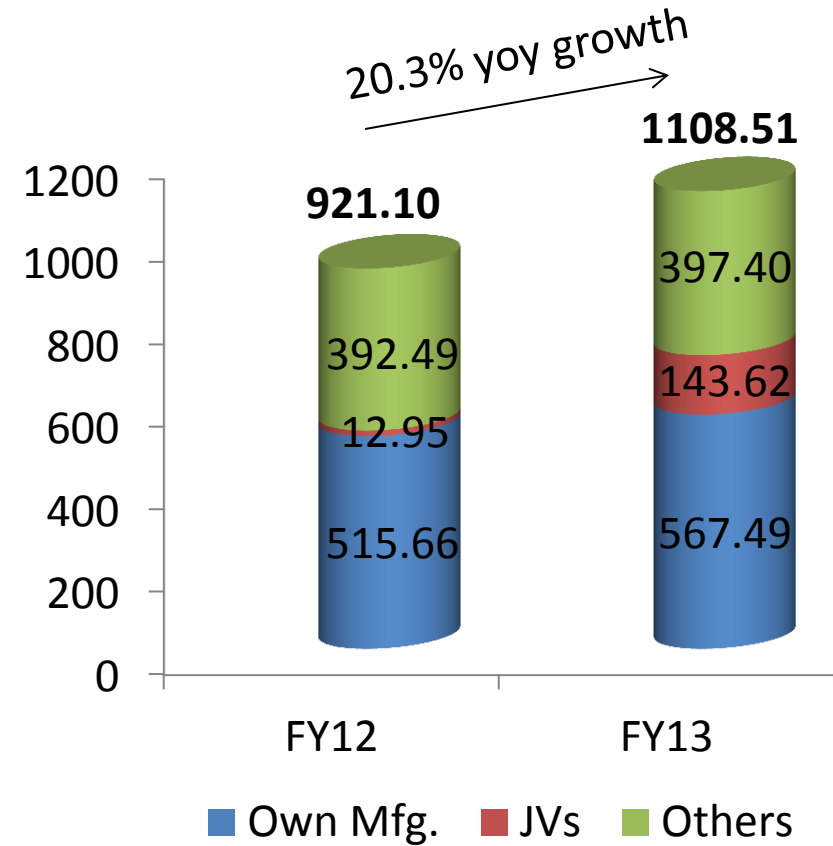
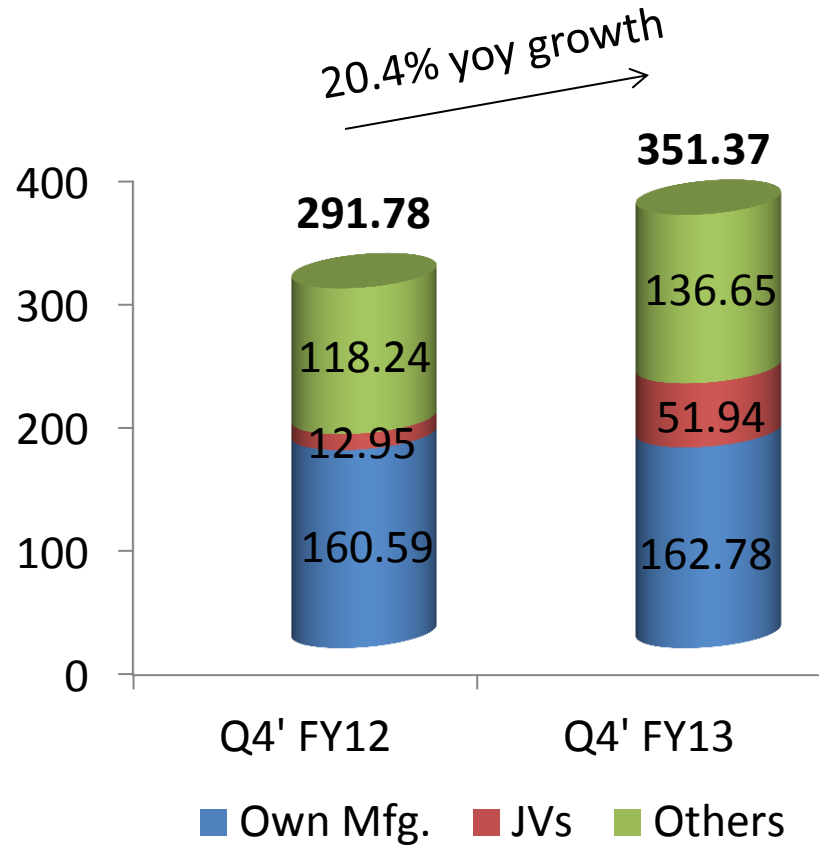
We, at Somany are quite gung ho about the future prospects of the industry and the company and look forward to another rewarding FY14.

Sales (Volume) Growth



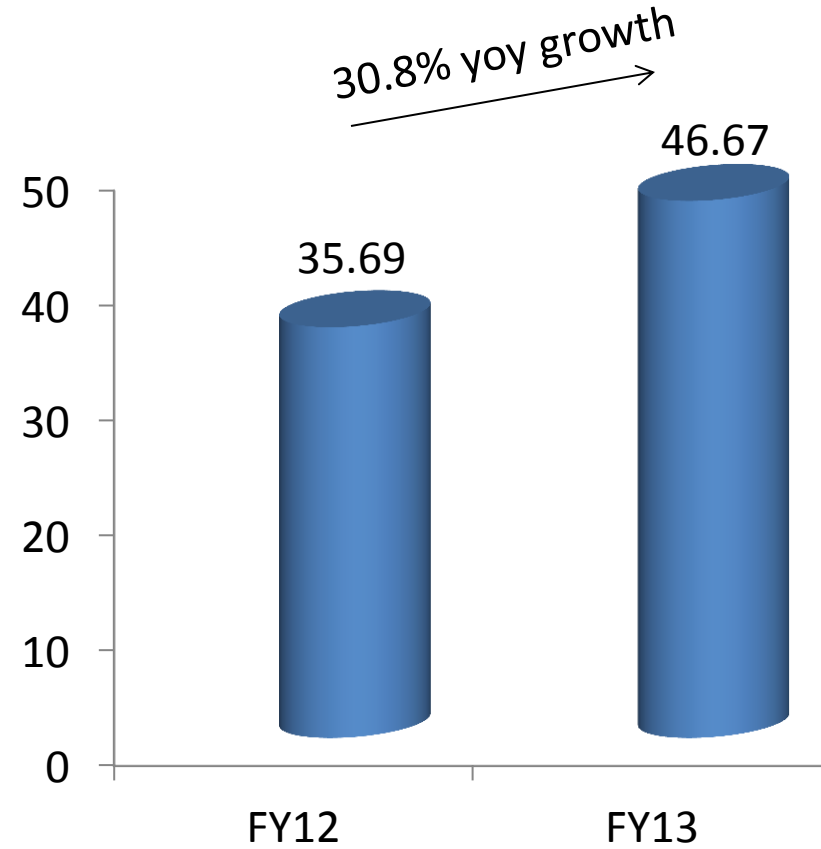
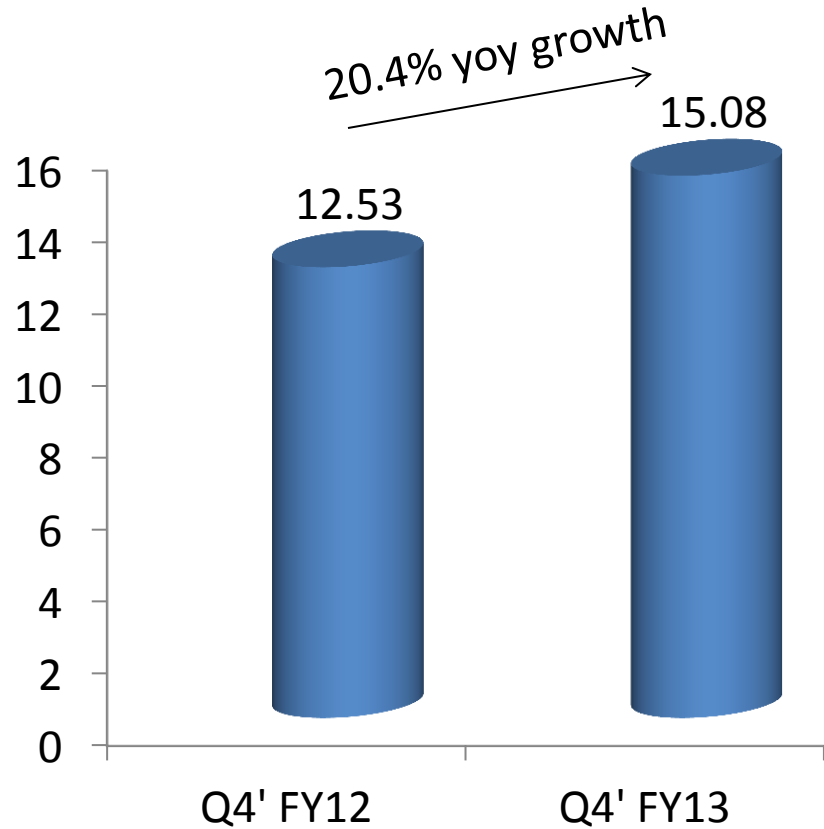
Standalone figures in million square meters

Sales Growth



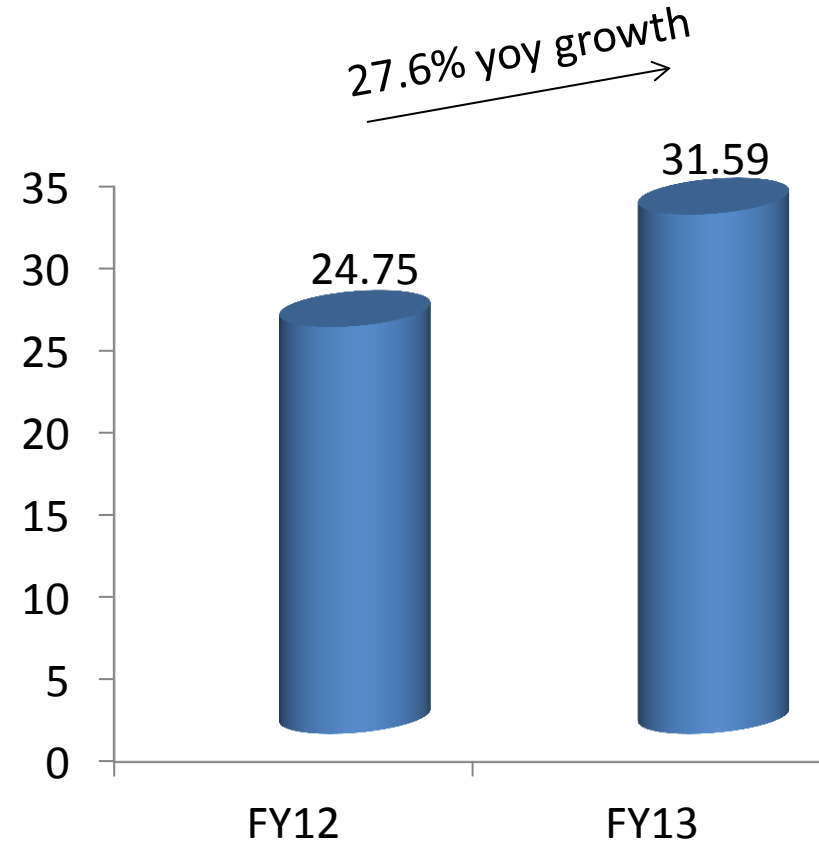
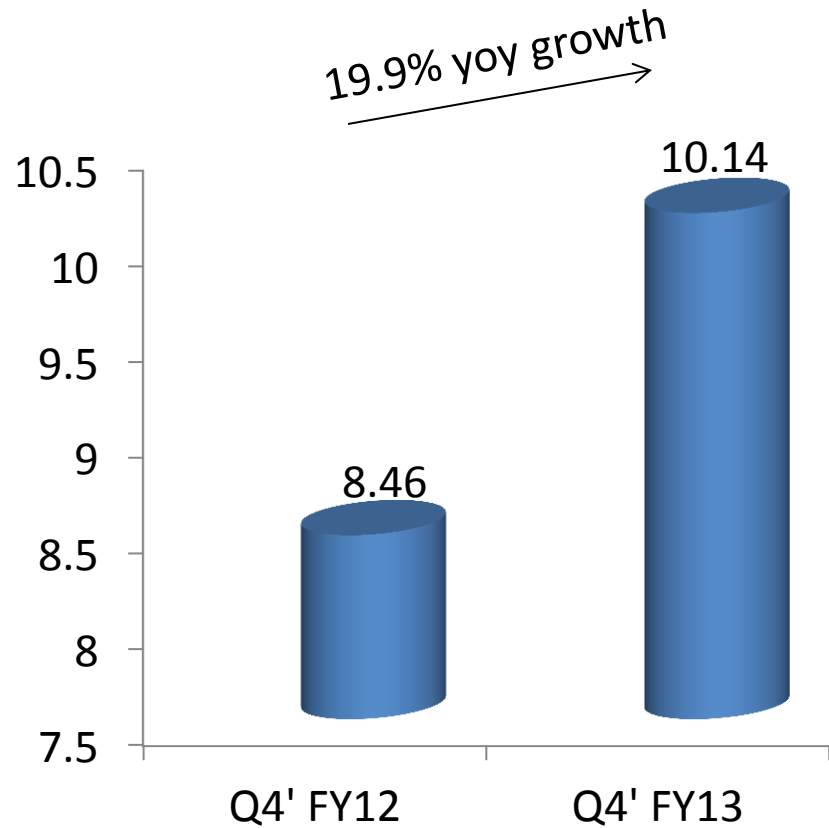
Standalone figures in Rs./ Crores

Profit before tax (PBT) Growth



Standalone figures in Rs./ Crores

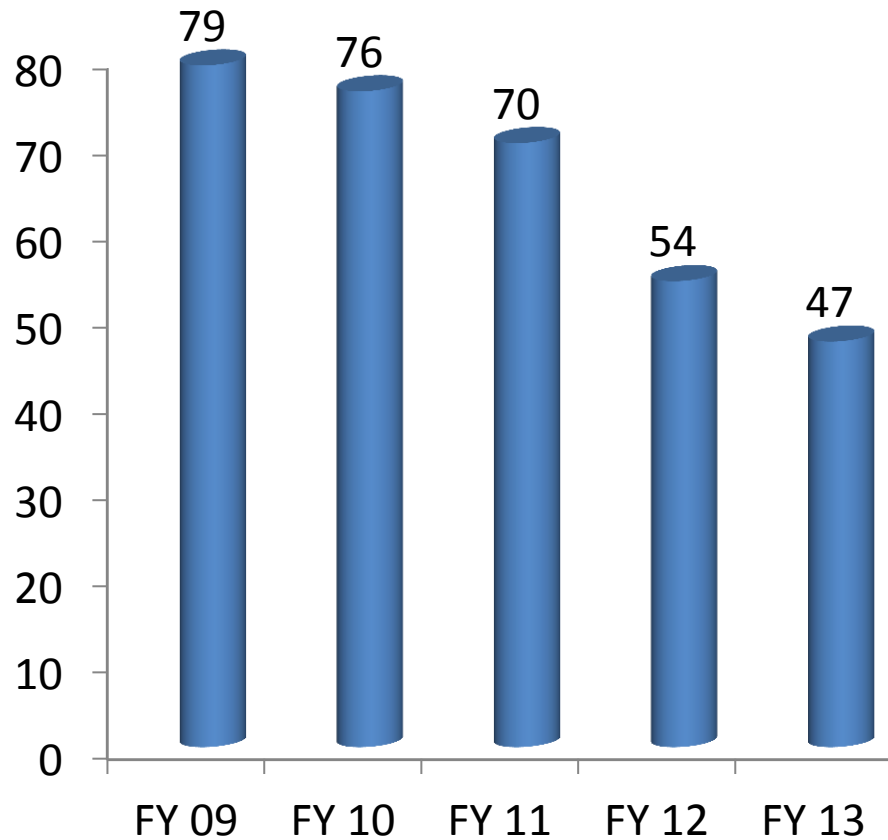
Profit after tax (PAT) Growth



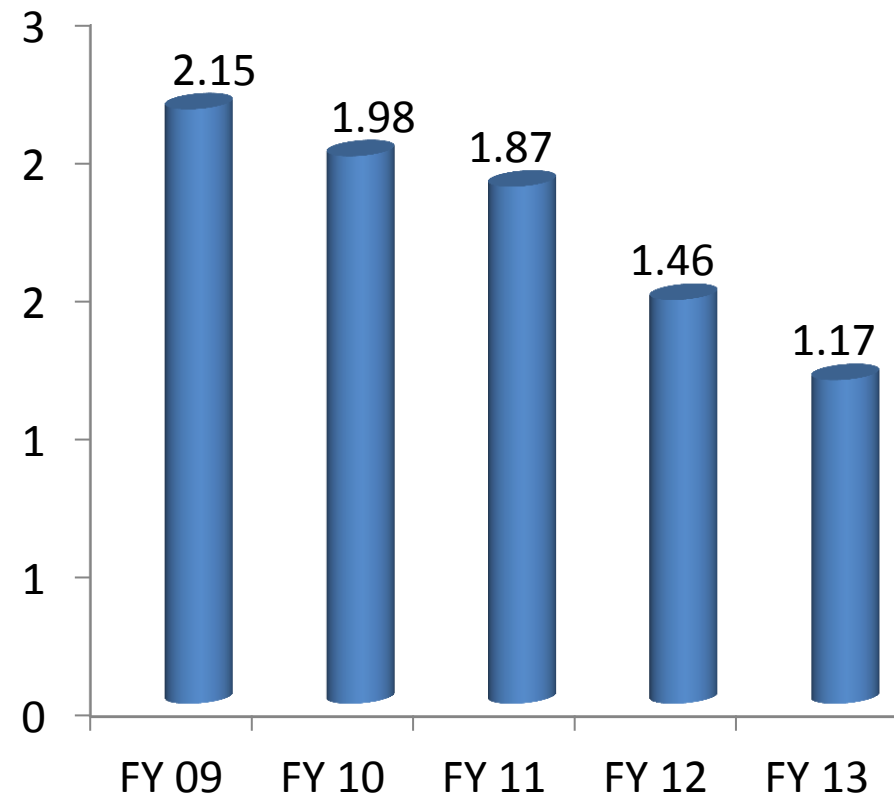
Standalone figures in Rs./ Crores

Debt Management

Working Capital Cycle (Days)



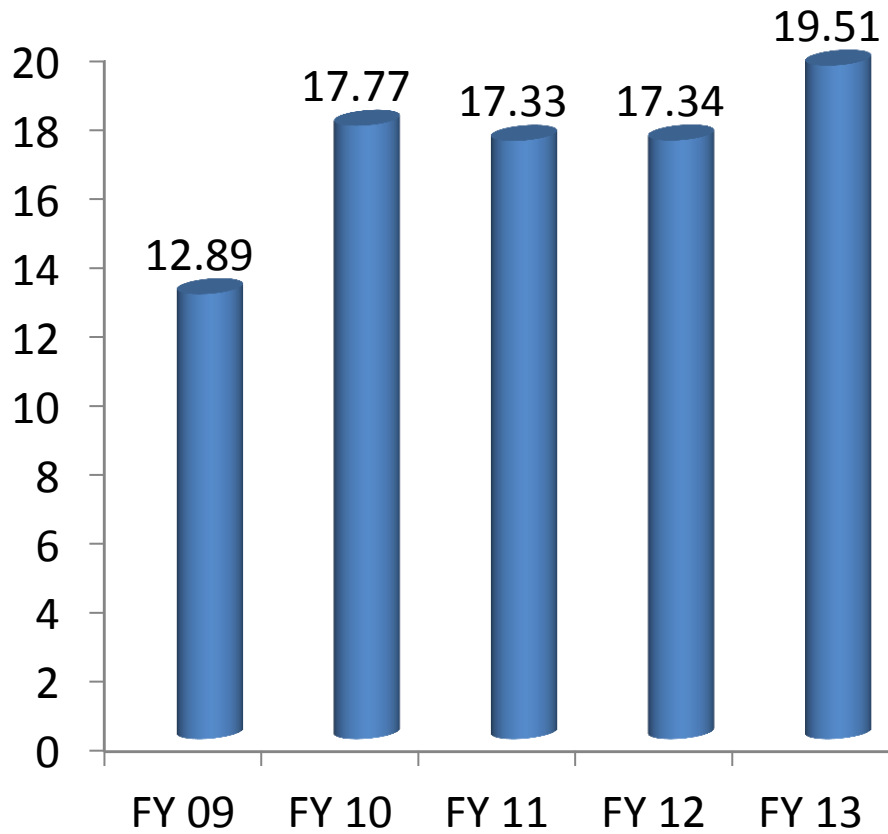
Debt Equity (Times)



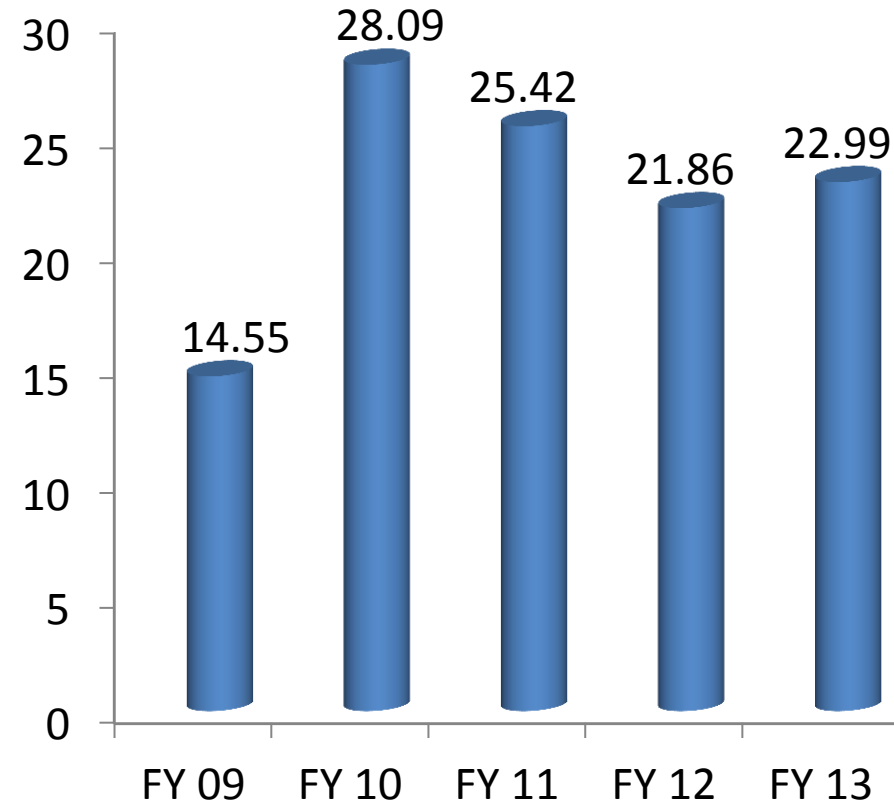
Based on Standalone figures

Wealth Management

ROCE (%)



ROE (%)



Based on Standalone figures

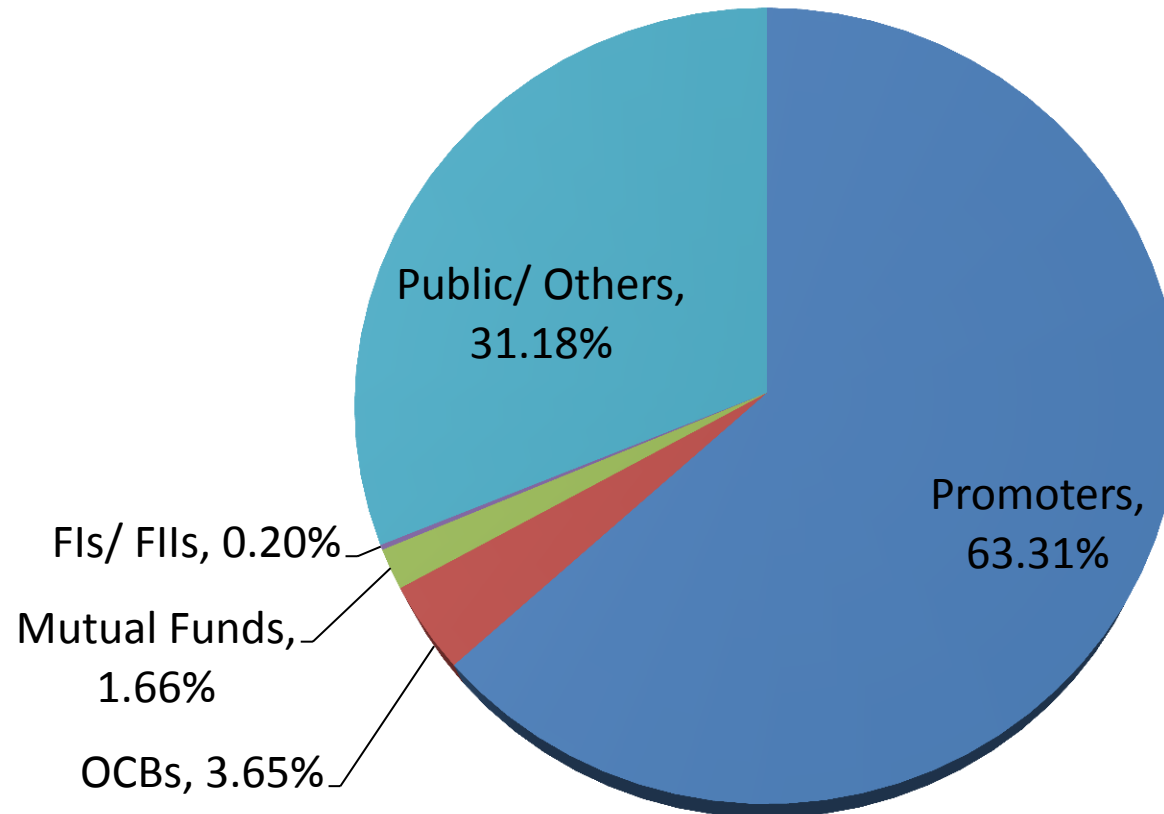
Financial Highlights

Particulars	Q4' FY12	Q4' FY13	Growth %	FY12	FY13	Growth %
Gross Sales	291.78	351.37	20.4%	921.10	1108.51	20.3%
Net Sales	275.86	333.70	21.0%	870.37	1046.24	20.2%
EBIDTA	23.46	25.27	7.7%	74.56	87.05	16.8%
Depreciation	4.83	5.27	9.1%	18.22	20.40	12.0%
Finance cost	6.10	4.92	-19.3%	20.65	19.98	-3.2%
Profit before tax	12.53	15.08	20.4%	35.69	46.67	30.8%
Tax expenses	4.07	4.94	21.4%	10.94	15.08	37.8%
Profit after tax	8.46	10.14	19.9%	24.75	31.59	27.6%
Cash Profit	14.11	16.15	14.5%	42.66	52.82	23.8%
EPS (Rs.) (Qtr./Annual)	2.45	2.94	19.9%	7.17	9.16	27.6%

Standalone figures in Rs./ Crores

Shareholding Pattern

As on 31st March, 2013



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

Accreditations



- ❖ ISO 9001 certification - for quality of manufacturing facility
- ❖ ISO 14001 certification - for environment friendly manufacturing facility
- ❖ BS OHSAS 18001 certification - for maintaining health and safety standard
- ❖ ISO 22000 certification - for food safety management
- ❖ EN ISO 14411 (CE) certification - for complying quality norms defined by European Standard
- ❖ BIS certification - for its product, first Indian tile company to be so accredited
- ❖ 5's certification - for maintaining organised and efficient workplace
- ❖ Power brand award - for its perception, performance and brand recall
- ❖ Recognised as Asia's Most Promising Brand of the year 2012-13
- ❖ LACP Spotlight 'Gold' award - for its annual report of F.Y. 2011-12

Future Plans

- ❖ In line with company's strategy to focus on its asset light model, the two joint ventures in which the company has acquired 26% equity stake are on expansion drive further enhancing their capacities from 5.30 million to 9.10 million square meters of vitrified tiles
- ❖ Adding a few more digital printers to further enhance the product mix towards value addition
- ❖ De-bottlenecking and up-gradation of own manufacturing plants for both volume and energy efficiency

Corporate Brief

Somany is amongst the frontrunners in the ceramic tile industry in India. In FY 13 it had 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 tile industry to have a patent for its highly abrasion resistant tiles 'VC Shield', making it India's most durable tile.

Brand 'SOMANY' has pan India presence with a network of 1500+ dealers, more than 6000 sub dealers and 181 retail showrooms (Somany Exclusives and Studios). Also the Company is continuing to expand its global footprint.

For further information, you may visit us at www.somanyceramics.com or contact Mr. R.K.Lakhotia, Vice President-Finance @ fin@somanytiles.co.in .

Disclaimer

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.

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THANK YOU