



15<sup>th</sup> December, 2016

The General Manager  
Corporate Relationship Dept.,  
**BSE Limited,**  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building,  
Sir Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort, Mumbai-400 001

The Secretary,  
**National Stock Exchange of India Limited,**  
Exchange Plaza, 5<sup>th</sup> Floor  
Bandra Kurla Complex, Bandra (East)  
Mumbai - 400 051

**Subject: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, regarding New Product Launch.**

Dear Sir/ Madam,

This is to inform you that the Company has launched a new Sanitaryware Product Series i.e. "French Collection by Somany" on 14<sup>th</sup> December, 2016.

The details of the Product are as follows:

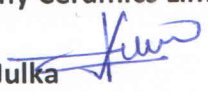
- |   |  |
|---|--|
| a. Name of the Product                                    | - French Collection by Somany (WC/ Basins/Urinals) (Details as Annexure – 1) |
| b. Date of Launch   | - 14 <sup>th</sup> December, 2016  |
| c. Category of the Product                                | - Sanitaryware   |
| d. Whether caters to domestic/international market.       | - Domestic   |
| e. Name of the countries in which the product is launched | - India  |

We request you to take the above on your record.

Thanking you,

Yours Faithfully,

**For Somany Ceramics Limited**

**Ambrish Julka**   
**DGM (Legal) and Company Secretary**  
**M. No.: FCS 4484**

Encl: as above

**SOMANY CERAMICS LIMITED**

**Works :** Kassar-124 507, Distt. Jhajjar, Bahadurgarh, Haryana, India. Tel : +91-1276-223300, 241001 to 05, Fax : +91-1276-241006 / 241011.

**Corporate Office :** F-36, Sector-6, Noida - 201 301, Telefax. : +91-120-4627900 to 4627999, 4628000 to 4628099.

**Registered Office :** 82/19, Bhakerwara Road, Mundka, New Delhi-110 041, India. Tel : +91-11-28341085.

**Corporate Identity Number (CIN) :** L40200DL1968PLC005169

**Annexure-1****Somany Ceramics Redefines the Smart Toilet Category, Launches Exquisite French Collection Range**

**Somany Ceramics Limited**, one of the leaders in the Indian ceramic industry introduced their intuitive, design-forward French Collection range, their most premium offering till date. With this innovative collection, Somany Ceramics entered the smart and intelligent toilet market offering contemporary trendy designs, superior technology and flawless performance.

As the effects of global warming and climate change continue to take an ever-increasing toll on the planet, sustainable living is becoming a priority. Therefore, construction companies, globally and in India, are centered on the development of smart buildings with features like smart bathrooms to promote sustainable development and efficient energy management. Smart bathrooms offer optimally integrated solutions such as smart toilets, automatic flush systems, and automatic faucets. The demand for smart bathrooms, especially in urban areas and among rising affluent Indians, is increasing significantly as consumers move towards the trend of energy conservation adoption and maintain high standards of hygiene.

The French Collection is luxurious and its smart product line is inspired by the unique elements of French heritage while taking design aesthetics into cognizance making it a truly world class product line. The collection has over 28 products, ranging from water closets, urinals to wash basins, which fall under 11 different series, namely Jazz, Dior and Ace amongst others. Each series follows a particular theme with different patterns of technology integration as follows:

|                               |   |                          |
|-------------------------------|---|--------------------------|
| Stronger dual flush mechanism | 5 meter long fully customized remote control                | Warm wind drying         |
| Wash-down system              | Soft close mechanism for automatic opening & closing of lid | Night light              |
| User defined energy save      | Smart seat rim with temperature control                     | Warm rear & bidet wash   |
| Seated sensors                | Larger washing area   | Sanitizer and deodorizer |
| Minimal touch points          | Minimum pressure points                                     | Automatic flushing       |

The star of the Somany French Collection is the “Ace” series having the first high IQ toilet by Somany Ceramics, which is designed to ensure there are minimum pressure points so as to enhance overall comfort.

Speaking at the launch, **Mr. Abhishek Somany, MD, Somany Ceramics Limited**, said, *“The launch of this collection reiterates our promise of bringing the most fascinating and technologically advanced products for our valued customers in India. The addition of the new collection will strengthen our product portfolio and will continue to help us expand our consumer base.”*

He further added, *“The smart bathroom and toilet trend is here to stay as consumers get more environment and health conscious, and this collection caters to this growing segment. We are confident*

*that the French collection will be a resounding success as it has been created keeping in mind the modern contemporary housing needs of consumers. With this launch, we hope to lead the smart toilet industry in India and aim to be among the Top 3 players over the next two years.”*

The price range for the French collection varies according to the series and the products, starting from INR 7,990 for the Quest Art Basin to INR 1,65,000 for the Ace Automatic Toilet. The new collection is available across India at Somany Exclusive Stores and Experience Centres.

**About Somany Ceramics Limited:**

Somany Ceramics Limited (SCL) is one of the leading players in the ceramic industry in India. The brand SOMANY has adorned homes with delight, exuberance and vivaciousness resounding with the quality, strength and life of its products for over four decades. The company is a complete solution provider in terms of décor solutions with widest product selection categories – Ceramic Wall and Floor, Polished Vitrified Tiles, Glazed Vitrified Tiles, Sanitaryware and Bath Fittings. It is India’s third largest manufacturer and marketer of tiles through its pan India presence and also exports its products to more than 55 countries across 6 continents. It has access to tiles manufacturing capacity of ~60 million square meters through two owned units (Kadi, Gujarat and Kassar, Haryana), seven associates/subsidiary companies and also other outsource vendors. Its innovative VC Shield (a patented “Veil Craft” technology which renders a specially treated coating that protects tiles against abrasion, scratches and stains) and Slip Shield (a unique coating technology which gives anti-skid property to ceramic tiles) ranges stand testimony to technological prowess. Somany is listed on the NSE and BSE, and has over 7,000 shareholders.

**Safe harbor statement:**

*Statements in this document relating to future status, events, or circumstances etc. are forward-looking statements based on estimates and the anticipated effects of future events. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual result, changed assumptions or other factors.*