



IS:15622:2006



CM/L 9829610



**SOMANY**

28.07.2016

The General Manager,  
Corporate Relationship Dept.,  
BSE limited,  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building,  
P.J. Towers, Dalal Street, Fort,  
Mumbai-400 001

The Secretary,  
National Stock Exchange of India Ltd.,  
Exchange plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai-400 051

Sub: Investor update for the Q1'FY17.

Dear Sir,

Please find enclosed herewith Investor update of Somany Ceramics Ltd. highlighting the performance of the Company during the quarter ended on 30<sup>th</sup> June, 2016.

You are requested to take this information on your record.

Thanking you,

Yours faithfully,  
For Somany Ceramics Limited

Amrish Julka  
DGM (Legal) and Company Secretary  
FCS No.: 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

A large, stylized geometric graphic on the left side of the slide. It is composed of numerous triangles in various shades of red and pink, arranged in a pattern that resembles a diamond or a large arrow pointing to the right. The colors transition from bright pink at the top to dark red at the bottom.

# SOMANY CERAMICS LIMITED

Investor Update - Q1'FY17

28<sup>th</sup> July, 2016

Reported Revenue growth of 5.1% in Q1'FY17 on YoY basis. PBT margins at 6.6% for Q1'FY17

Expansion of Kassar plant (Bahadurgarh) for 4 MSM of Glazed Vitriified Tiles (GVT) operated at 74% capacity utilisation in the very first quarter after its commencement and has enhanced Company's value added product mix further

Stronger Brands continue to focus on Design & Supply Chain Management resulting in higher customer traction and thus increased market share

Anti-Dumping duty has benefitted industry as the imports from China have reduced though Imports have not been completely eliminated

Implementation of GST and Better Monsoons in India are likely to boost Demand prospects for the Industry

Witnessing better growth in Tier 2 & 3 towns in the Non-Institutional segment leading us to invest in Somany Brand for a stronger customer connect



# Investing in Strengthening Brand

SOMANY

Increased Branding activities to create a powerful connect with Consumers



[Click here to view AD](#)

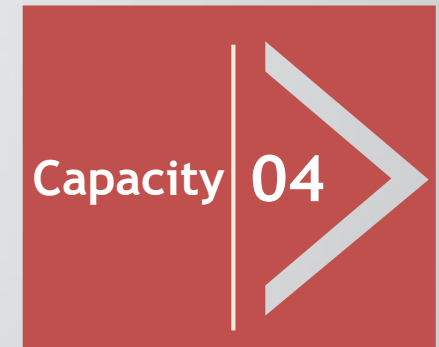
# Financial overview

- ✓ Q1'FY17 - 11.08 MSM
- ✓ Growth of 3.5% YoY



- ✓ Q1'FY17 - Own manufacturing (38%), JV (46%) and Others (16%)

- ✓ Net Sales growth - 5.1% YoY to Rs. 411 cr in Q1'FY17
- ✓ Q1'FY17 PBT growth at 68.8% to Rs. 27 cr
- ✓ Q1'FY17 PAT growth at 80.0% to Rs. 18 cr

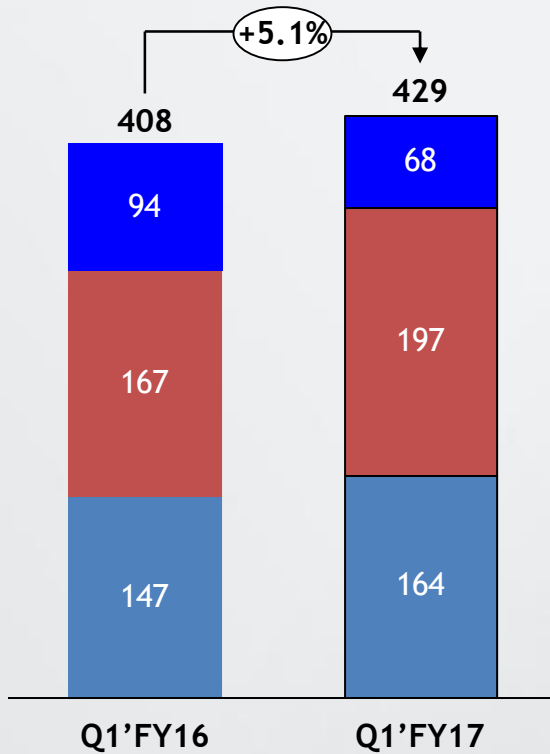


- ✓ Current Access to capacity at ~60 msm p.a.
- ✓ Expanding Capacity in Sanitaryware to 9 lac pcs p.a.

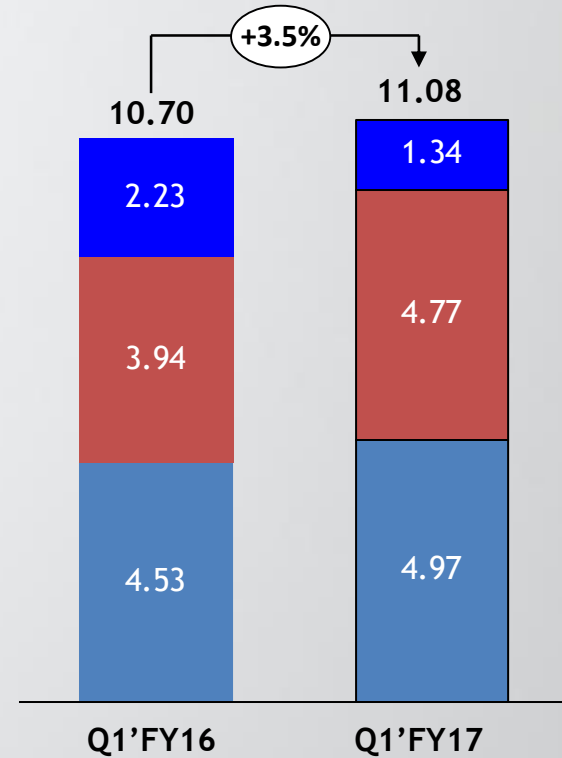


# Sales Value & Volume

### Sales Value (Gross)



### Sales Volume (Tiles)



Own Manufacturing JV Others



Figures in Rs.cr

# Access to Capacities

| Own Plants (Tiles)  | Location     | Capacity (MSM p.a.) | Capacity Utilization in Q1'FY17 | Owned capacity of 25.55 MSM p.a.                                     |
|---|--------------|---------------------|---------------------------------|--|
| Kassar  | Haryana      | 17.13               | 86%                             |  |
| Kadi  | Gujarat      | 8.42                | 74%                             |  |
| Associates/ Subsidiary Plants (Tiles)                     | Equity Stake | Capacity (MSM p.a.) | Capacity Utilization in Q1'FY17 | Associates' / Subsidiary's plants current capacity at 25.70 MSM p.a. |
| Amora Tiles Pvt. Ltd.                                     | 51%          | 4.58                | 65%                             |  |
| Somany Fine Vitrified Pvt. Ltd.                           | 51%          | 4.29                | 104%                            |  |
| Acer Granito Pvt. Ltd.                                    | 26%          | 5.10                | 84%                             |  |
| Commander Vitrified Pvt. Ltd.                             | 26%          | 4.76                | 97%                             |  |
| Vicon Ceramic Pvt. Ltd.                                   | 26%          | 3.98                | 87%                             |  |
| Vintage Tiles Pvt. Ltd.                                   | 26%          | 2.99                | 84%                             |  |
| <b>Outsourced capacity with no equity stake ~9.00 MSM</b> |              |                     |                                 | Outsourced capacity of ~9.00 MSM p.a.                                |
| Subsidiary Plant (Sanitary ware)                          | Equity Stake | Capacity (pcs p.a.) | Capacity Utilization in Q1'FY17 | Current capacity of 303000 pcs p.a.                                  |
| Somany Sanitary Ware Pvt. Ltd.                            | 51%          | 303000              | 92%                             |  |

# Q1'FY17 Profit & Loss

| Particulars                                     | Q1'FY17 | Q1'FY16 | Growth | FY16  | FY15  | Growth |
|---|---------|---------|--------|-------|-------|--------|
| Net Sales                                       | 411     | 391     | 5.1%   | 1721  | 1531  | 12.4%  |
| EBIDTA  | 37      | 25      | 48.0%  | 132   | 104   | 27.0%  |
| Depreciation                                    | 6       | 5       | 20.0%  | 21    | 22    | -7.6%  |
| Finance cost                                    | 4       | 4       | -      | 16    | 16    | 0.1%   |
| PBT before<br>Exceptional Item                  | 27      | 16      | 68.8%  | 95    | 66    | 45.5%  |
| <i>PBT Margin (before<br/>Exceptional Item)</i> | 6.6%    | 4.1%    | -      | 5.5%  | 4.3%  | -      |
| Exceptional Item                                | 0       | 0       | -      | 4     | 0     | -      |
| PBT   | 27      | 16      | 68.8%  | 91    | 66    | 38.7%  |
| <i>PBT Margin</i>                               | 6.6%    | 4.1%    | -      | 5.3%  | 4.3%  | -      |
| Tax expenses                                    | 9       | 6       | 50.0%  | 30    | 21    | 41.1%  |
| Profit after tax                                | 18      | 10      | 80.0%  | 61    | 44    | 37.6%  |
| <i>PAT Margin</i>                               | 4.4%    | 2.7%    | -      | 3.5%  | 2.9%  | -      |
| EPS (Rs.)                                       | 4.22    | 2.70    | 56.3%  | 15.33 | 11.43 | 34.1%  |

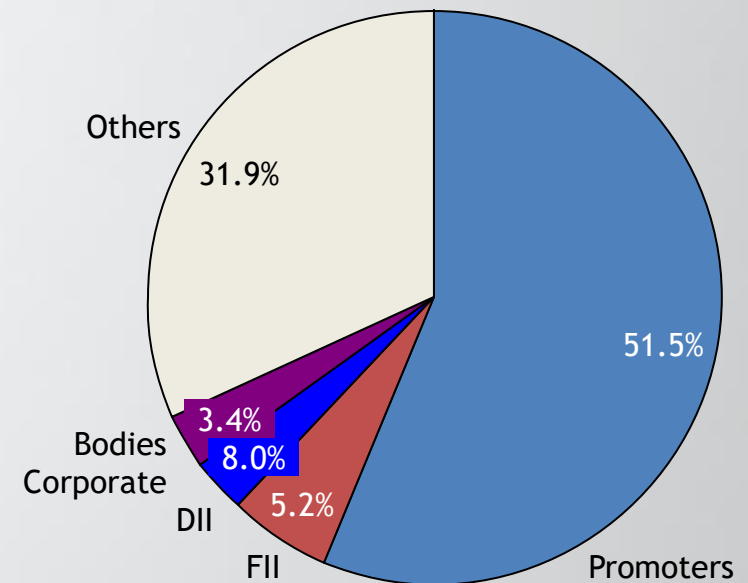


Standalone figures in Rs.cr



# Shareholding as on 30<sup>th</sup> June 2016

| Particulars         | 30 <sup>th</sup><br>Jun'2016 | 31 <sup>st</sup><br>Mar'2016 |
|---------------------|------------------------------|------------------------------|
| Promoters           | 51.5%                        | 51.5%                        |
| FII                 | 5.2%                         | 5.4%                         |
| DII                 | 8.0%                         | 8.1%                         |
| Bodies<br>Corporate | 3.4%                         | 3.1%                         |
| Others              | 31.9%                        | 31.9%                        |
| Equity Shares       | 42,379,426                   | 42,379,426                   |



*Raised Rs. 120 crores in December, 2015 through QIP  
Marquee Shareholders subscribed to issue*



# 5 Year Profit & Loss - Standalone

| Particulars       | FY'12 | FY'13 | FY'14 | FY'15 | FY'16 |
|-------------------|-------|-------|-------|-------|-------|
| Net Sales         | 870   | 1,046 | 1,256 | 1,531 | 1,721 |
| EBIDTA            | 75    | 87    | 84    | 104   | 132   |
| Depreciation      | 18    | 20    | 22    | 22    | 21    |
| Finance cost      | 21    | 20    | 18    | 16    | 16    |
| Profit before tax | 36    | 47    | 44    | 66    | 91*   |
| Tax expenses      | 11    | 15    | 16    | 22    | 30    |
| Profit after tax  | 25    | 32    | 28    | 44    | 61    |
| Cash profits      | 43    | 53    | 51    | 67    | 86    |
| EPS (Rs.)         | 7.187 | 9.16  | 8.01  | 11.43 | 15.33 |



*Figures in Rs. crores  
\*after exceptional item*

# 5 Year Balance Sheet - Standalone

| Particulars          | Mar'12 | Mar'13 | Mar'14 | Mar'15 | Mar'16 |
|----------------------|--------|--------|--------|--------|--------|
| Equity Share Capital | 7      | 7      | 8      | 8      | 8      |
| Reserves & Surplus   | 117    | 144    | 213    | 246    | 412    |
| Net Worth            | 124    | 151    | 221    | 254    | 420    |
| Total Debt           | 181    | 176    | 170    | 188    | 209    |
| Net Block            | 194    | 209    | 219    | 237    | 312    |
| Investments          | 6      | 9      | 22     | 24     | 36     |
| Net Current Assets   | 128    | 133    | 165    | 188    | 292    |



*Figures in Rs. crores*

# 5 Year Profit & Loss - Consolidated

| Particulars       | FY'12 | FY'13 | FY'14 | FY'15 | FY'16 |
|-------------------|-------|-------|-------|-------|-------|
| Net Sales         | 876   | 1,050 | 1,261 | 1,535 | 1,710 |
| EBIDTA            | 75    | 88    | 84    | 115   | 152   |
| Depreciation      | 18    | 20    | 21    | 26    | 28    |
| Finance cost      | 21    | 20    | 19    | 21    | 22    |
| Profit before tax | 36    | 48    | 44    | 68    | 97*   |
| Tax expenses      | 11    | 16    | 15    | 22    | 31    |
| Profit after tax  | 25    | 32    | 29    | 46    | 66    |
| Cash Profit       | 43    | 53    | 53    | 74    | 97    |
| EPS (Rs.)         | 7.28  | 9.28  | 8.25  | 11.94 | 16.25 |



*Figures in Rs. crores  
\*after exceptional item*

# 5 Year Balance Sheet - Consolidated

| Particulars          | Mar'12 | Mar'13 | Mar'14 | Mar'15 | Mar'16 |
|----------------------|--------|--------|--------|--------|--------|
| Equity Share Capital | 7      | 7      | 8      | 8      | 8      |
| Reserves & Surplus   | 121    | 146    | 215    | 250    | 420    |
| Net Worth            | 126    | 153    | 223    | 258    | 428    |
| Minority Interest    | -      | -      | 4      | 5      | 20     |
| Total Debt           | 181    | 177    | 189    | 210    | 264    |
| Net Block            | 194    | 209    | 243    | 265    | 387    |
| Investments          | 5      | 9      | 18     | 20     | 20     |
| Net Current Assets   | 130    | 136    | 171    | 201    | 321    |



*Figures in Rs. crores*

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 may include 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.



**For further information, please contact:**

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