



IS:15622:2006  
CM/L 9829610



**SOMANY**

24<sup>th</sup> January, 2017

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 Q3/9M' FY17.

Dear Sir,

Please find enclosed herewith Investor update of Somany Ceramics Ltd. highlighting the performance of the Company during the quarter and nine months ended on 31<sup>st</sup> December, 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  
M. No.: FCS 4484

Encl: as above

**SOMANY CERAMICS LIMITED**

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



**SOMANY CERAMICS LTD.**

**Investor Update - Q3/9M'FY17**

**24<sup>th</sup> January, 2017**



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The bold step of demonetisation by the Government impacted markets adversely during the quarter; the pain likely to subside in medium to long term and should benefit the branded players going forward

Despite the adverse market conditions, reported sales growth of 1.3% in Q3'FY17 and 5.7% 9M'FY17 on YoY; PBT grew by 47.8% in Q3'FY17 and 74.6% in 9M'FY17 on YoY

PBT margins improved to 7.6% and 7.4% for Q3'FY17 and 9M'FY17 respectively; PAT margins improved to 4.8% each for Q3'FY17 and 9M'FY17

Continued to invest in Branding & Marketing activities to further enhance Brand equity and recall; launched new range of products in sanitaryware and glazed vitrified tiles

Macro economic factors such as proposed implementation of GST, tax reliefs and sops for real estate & infra projects expected in Budget 2017 are likely to benefit the industry in general and branded players in particular.

# Sanitaryware - French Collection launch

**SOMANY**



*Introduced our most premium, luxurious and design-forward offering of French Collection range with it's trendy designs, superior technology and flawless performance*

# Tiles - Duragres Tiles Launch



*Launched Duragres Planks, the premium range of Faux-Wood Tiles, a decorative range of faux-wood tiles that are remarkably durable, environment friendly and designed to cater to a wide range of tastes and styles*

# Performance Snapshot

- ✓ Q3'FY17 - 11.15 MSM with a growth of 1.0% YoY
- ✓ 9M'FY17 - 34.17 MSM with a growth of 5.0% YoY



- ✓ Q3'FY17 - Gross Sales growth of 1.3% YoY to Rs. 436 cr with PBT margin of 7.6%
- ✓ 9M'FY17 - Gross Sales growth of 5.7% YoY to Rs. 1330 cr with PBT margin of 7.4%
- ✓ PAT - Q3'FY17 at Rs. 20 cr with a growth of 45.6% YoY and 9M'FY17 at Rs. 61 cr with a growth of 74.5% YoY

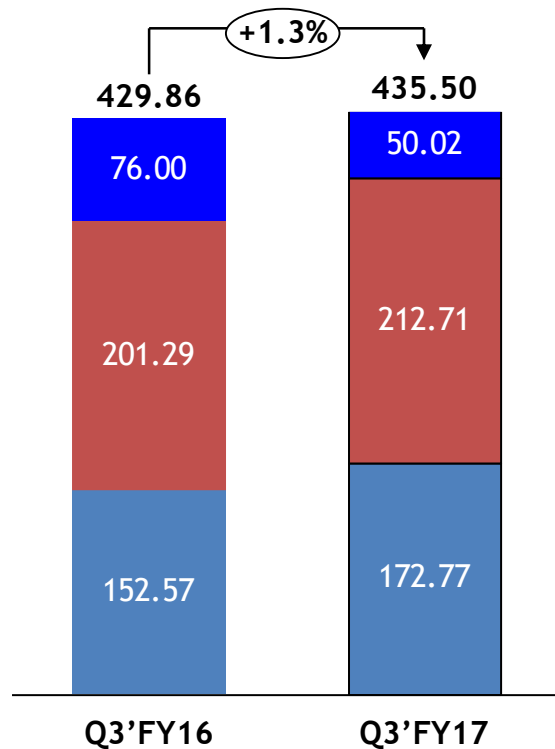


- ✓ Q3'FY17 - Own manufacturing (40%), JV (49%) and Others (11%)
- ✓ 9M'FY17 - Own manufacturing (39%), JV (48%) and Others (13%)
- ✓ Tiles Sales in 9M'FY17 at Rs. 1229 cr while Sanitaryware & Bath fittings sales were Rs. 91 cr

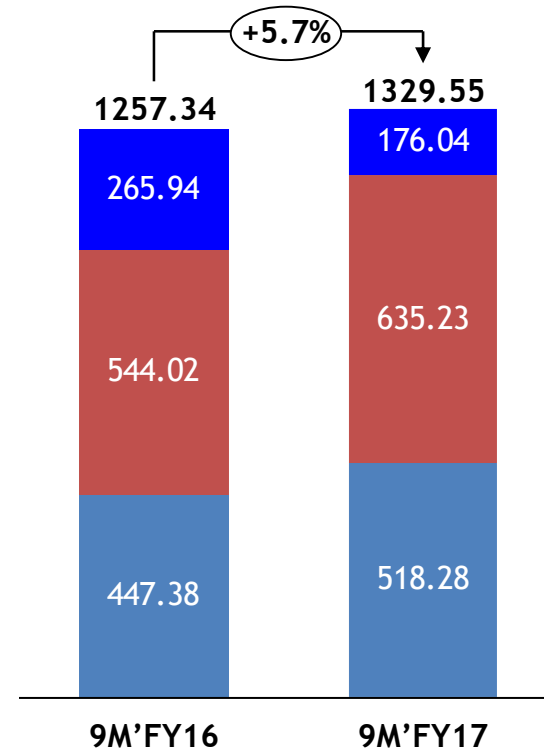
- ✓ Current Access to capacity at ~60 msm p.a.
- ✓ Trebling Capacity in Somany Sanitary Ware to 9 lakhs pcs p.a.
- ✓ Expanding capacity in Vintage Tiles to 4.8 msm p.a.

# Sales Performance (Gross)

### Q3'FY17 v/s Q3'FY16



### 9M'FY17 v/s 9M'FY16



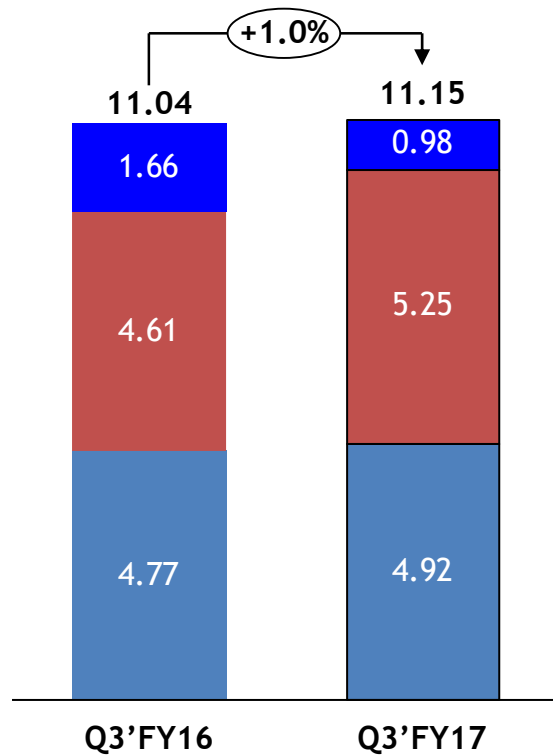
Own Manufacturing JVs Others

Figures in Rs.cr

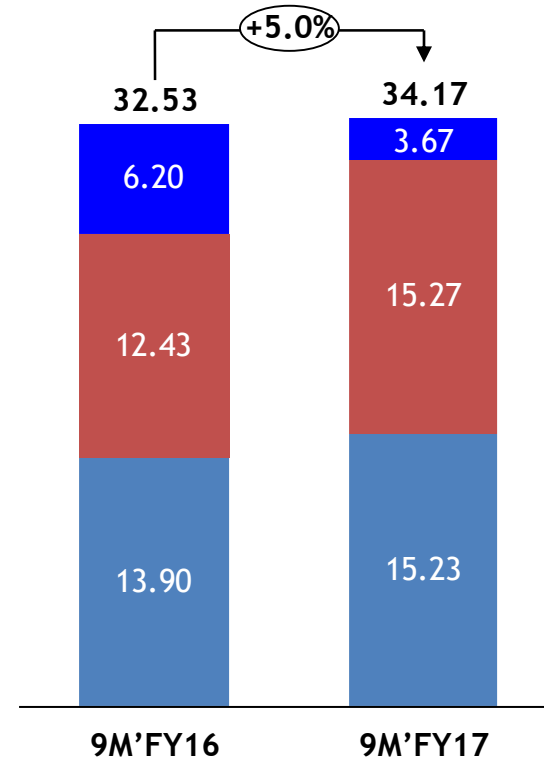


# Volume Performance - Tiles

### Q3'FY17 v/s Q3'FY16



### 9M'FY17 v/s 9M'FY16



Own Manufacturing JVs Others

Figures in million square metres

# Access to Capacity

Own Plants (Tiles)	Location	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY17	
Kassar	Haryana	17.13	89%	Owned capacity of 25.55 MSM p.a.
Kadi	Gujarat	8.42	77%	
Subsidiary / Associates Plants (Tiles)	Equity Stake	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY17	
Amora Tiles Pvt. Ltd.	51%	4.58	72%	Associates' / Subsidiary's plants current capacity at 25.70 MSM p.a.
Somany Fine Vitrified Pvt. Ltd.	51%	4.29	109%	
Vintage Tiles Pvt. Ltd.	50%	2.99	94%	
Acer Granito Pvt. Ltd.	26%	5.10	80%	
Commander Vitrified Pvt. Ltd.	26%	4.76	77%	
Vicon Ceramic Pvt. Ltd.	26%	3.98	73%	
Outsourced capacity with no equity stake ~9.00 MSM				Outsourced capacity of ~9.00 MSM p.a.
Subsidiary Plant (Sanitaryware)	Equity Stake	Capacity (pcs p.a.)	Capacity Utilization in 9M'FY17	
Somany Sanitary Ware Pvt. Ltd.	51%	303000	97%	Current capacity of 303000 pcs p.a.

MSM - million square metres

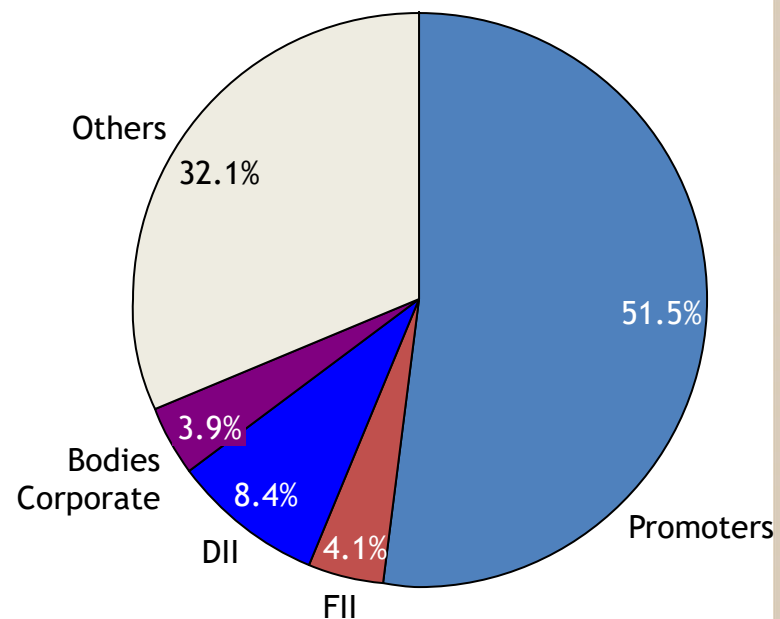
# Profit & Loss – Q3/9M'FY17

Particulars	Q3'FY17	Q3'FY16	Growth	9M'FY17	9M'FY16	Growth
Gross Sales	435.50	429.86	1.3%	1329.55	1257.34	5.7%
Net Sales	416.53	413.08	0.8%	1272.25	1207.87	5.3%
EBIDTA	42.53	31.10	36.8%	124.74	85.98	45.1%
Depreciation	6.61	5.24	26.1%	18.19	14.88	22.2%
Finance cost	4.40	4.54	-3.1%	12.52	13.42	-6.7%
PBT Before Exceptional Item	31.52	21.32	47.8%	94.03	57.68	63.0%
Exceptional Item	0.00	0.00	-	0.00	3.83	-
Profit Before Tax	31.52	21.32	47.8%	94.03	53.85	74.6%
Tax expenses	11.34	7.46	52.0%	32.94	18.85	74.7%
Profit after tax	20.18	13.86	45.6%	61.09	35.00	74.5%
EPS (Rs.)	4.76	3.53	34.8%	14.41	8.98	60.5%

Standalone figures in Rs.cr

# Shareholding as on 31<sup>st</sup> December 2016

Particulars	31 <sup>st</sup> Dec'2016	30 <sup>th</sup> Sep'2016
Promoters	51.5%	51.5%
FII	4.1%	4.0%
DII	8.4%	8.6%
Bodies Corporate	3.9%	3.9%
Others	32.1%	32.0%
Equity Shares	42,379,426	42,379,426



# 5 Year P&L - 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 P&L - 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*



For further information, please contact:

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