

30th January, 2018

The General Manager,
Corporate Relationship Dept.,
BSE limited,
1st 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, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai-400 051

Sub: Investor update for the Q3/9M' FY18.

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 31st December, 2017.

You are requested to take this information on your record.

Thanking you,

Yours faithfully,
For Somany Ceramics Limited


Ambrish Julka
DGM (Legal) and Company Secretary
M. No.: F4484

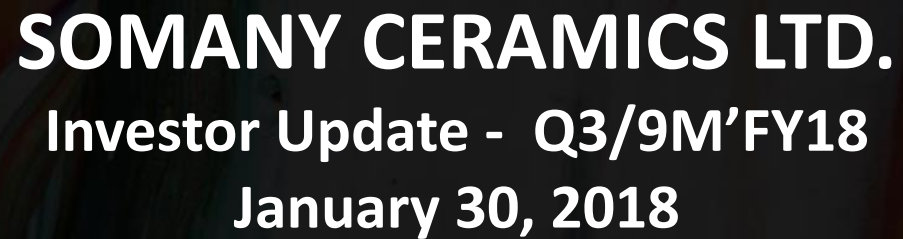
Encl: as above

The SOMANY logo is located in the top right corner. It consists of the word "SOMANY" in a white, bold, sans-serif font, followed by a small square icon containing a stylized '7' shape. The logo is set against a red rectangular background.

SOMANY

The SOMANY version 2.0 logo is centered on the page. It features the word "SOMANY" in a white, bold, sans-serif font with a small square icon containing a stylized '7' shape. Below it, the words "version 2.0" are written in a smaller, lowercase, sans-serif font, with "version" in white and "2.0" in a light blue color.

SOMANY
version 2.0

The main title and subtitle are centered on the page. The title "SOMANY CERAMICS LTD." is in a large, bold, white, sans-serif font. Below it, the subtitle "Investor Update - Q3/9M'FY18" is in a slightly smaller, bold, white, sans-serif font. At the bottom of the subtitle block, the date "January 30, 2018" is written in a bold, white, sans-serif font.

SOMANY CERAMICS LTD.
Investor Update - Q3/9M'FY18
January 30, 2018

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This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.

We have reported volume growth of 6% during the quarter. Topline grew marginally to INR 381.94 crores. Profit after tax (PAT) stood at INR 14.33 crores as compared to INR 20.20 crores in the corresponding quarter last year.

We launched *Glosstra Plus* - India's glossiest wall tiles, created by using 'Ultra Gloss Technology' with fabric texture, undulated surfaces and stone finishes which is an amalgamation of technological expertise and luxury.

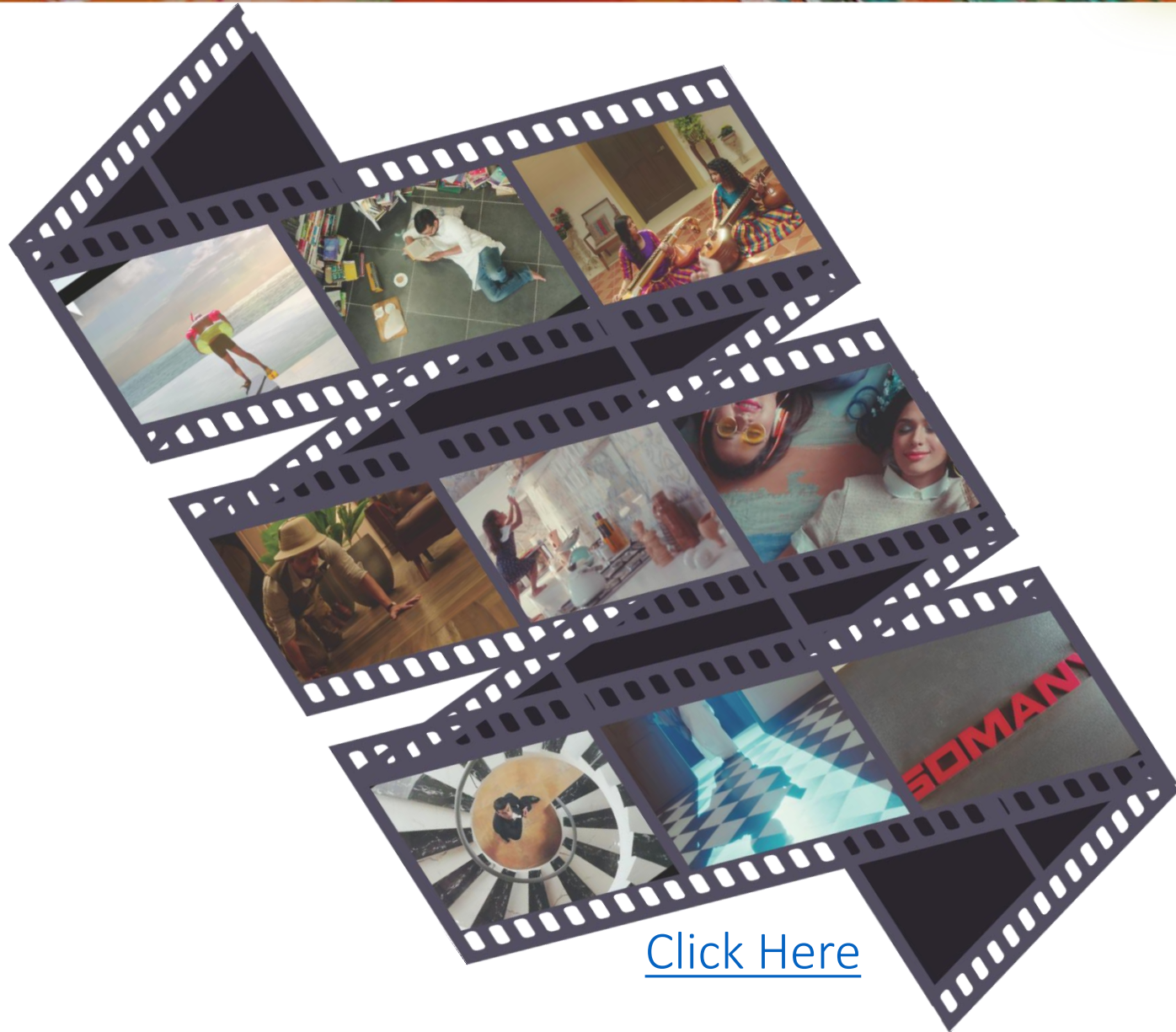
We also launched our latest TV commercial *Apka style, Somany style* - the fresh and peppy 360° brand campaign reinforcing our commitment to meet the diverse consumer personalities and requirements through our vast product portfolio.

To make the new indirect tax regime (GST) more effective Government notified the E-Way Bill from February 1, 2018. This was desired move towards the enforcement to get intended outcome of GST implementation. It should benefit the industry by narrowing price delta between organised and unorganised players.

As always, we maintain our optimism and look forward exciting time ahead !!!

New TVC – *Apka Style, Somany Style*

SOMANY



[Click Here](#)

Sales Volume

- ✓ Q3'FY18 tiles volume stood at 11.82 MSM against 11.15 MSM in Q3'FY17

Sales Mix

- ✓ Q3'FY18 - Own manufacturing (38%), JVs (41%) & Others (21%)

Financial Snapshot

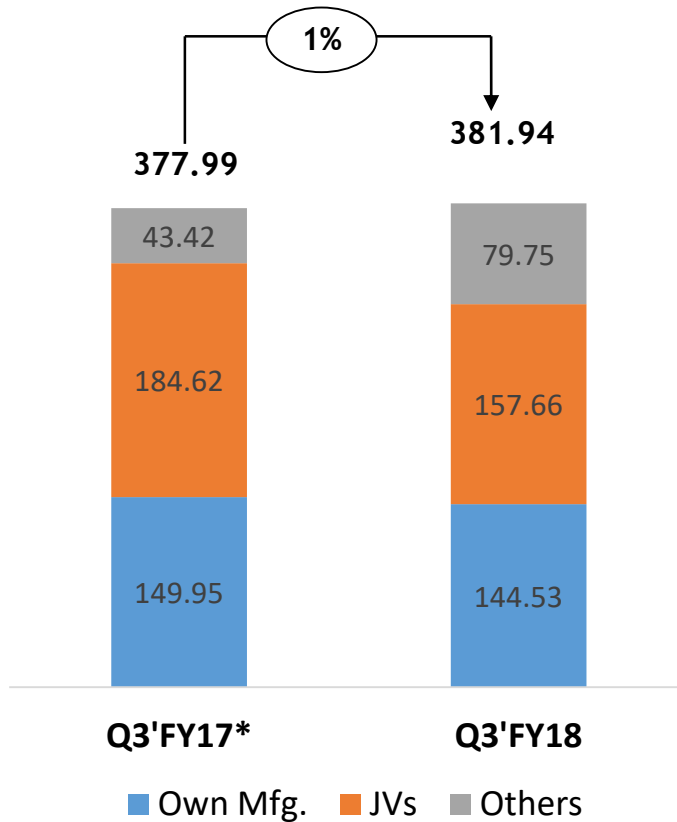
- ✓ Sales of INR 381.94 cr in Q3'FY18
- ✓ PBT and PAT stood at INR 22.17 cr and 14.33 cr respectively for Q3'FY18

Capacity

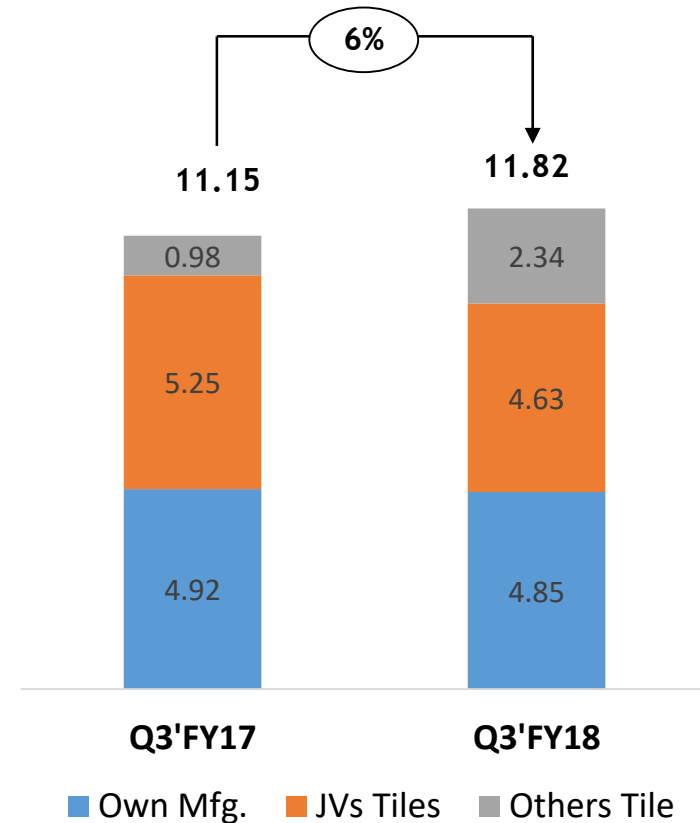
- ✓ Current Access to capacity at ~61 msm p.a.
- ✓ Overall capacity utilisation (own and JV plants) is 80% in Q3'FY18

Sales Mix – Q3'FY18

Sales Value (INR in crores)



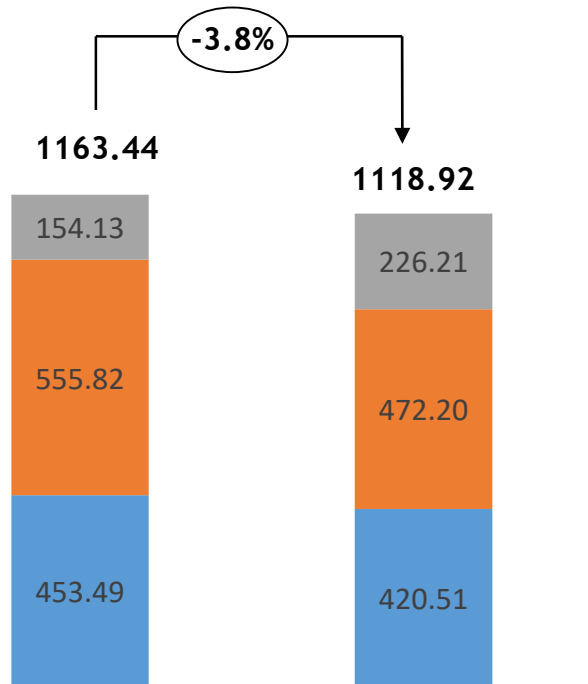
Tiles Volume (in msm)



** Recomputed for like to like comparison*

Sales Mix – 9M'FY18

Sales Value (INR in crores)

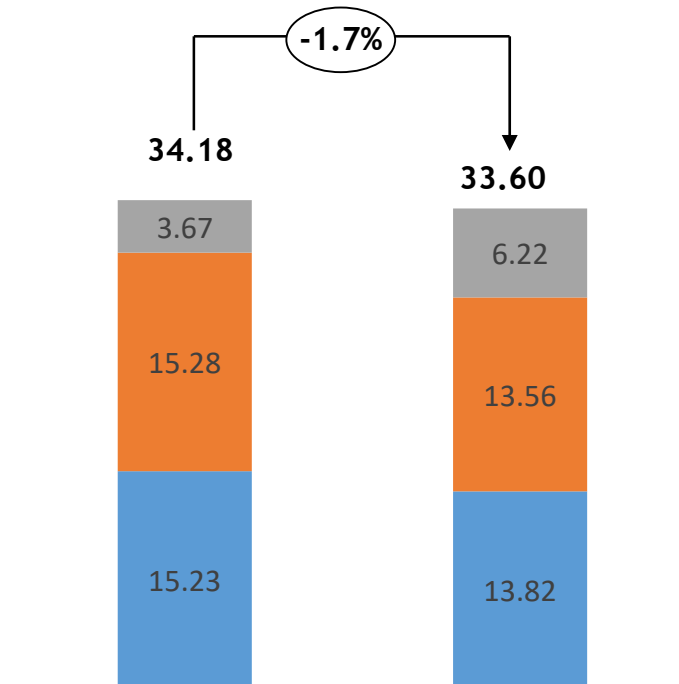


9M'FY17*

9M'FY18*

■ Own Mfg. ■ JVs ■ Others

Tiles Volume (in msm)



9M'FY17

9M'FY18

■ Own Mfg. ■ JVs Tiles ■ Others Tile

** Recomputed for like to like comparison*

Access to Capacity

Own Plants (Tiles)	Location	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY18	
Kassar	Haryana	19.63	76%	Owned capacity of 26.28 MSM p.a.
Kadi	Gujarat	6.65	91%	
Subsidiary / Associates Plants (Tiles)	Equity Stake	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY18	
Amora Tiles Pvt. Ltd.	51%	4.58	88%	Associates' / Subsidiary's plants capacity of 25.71 MSM p.a.
Somany Fine Vitrified Pvt. Ltd.	51%	4.29	107%	
Vintage Tiles Pvt. Ltd.	50%	4.80	78%	
Acer Granito Pvt. Ltd.	26%	3.30	68%	
Commander Vitrified Pvt. Ltd.	26%	4.76	75%	
Vicon Ceramic Pvt. Ltd.	26%	3.98	87%	
Outsourced capacity with no equity stake ~9.00 MSM				Outsourced capacity of ~9.00 MSM p.a.
Subsidiary Plant (Sanitaryware)	Equity Stake	Capacity (mn pcs p.a.)	Capacity Utilization in 9M'FY18	
Somany Sanitary Ware Pvt. Ltd.	51%	1.15	58%	Sanitaryware capacity of 1.15 mn pcs p.a.

MSM - million square metres

Profit & Loss – Q3/9M'FY17

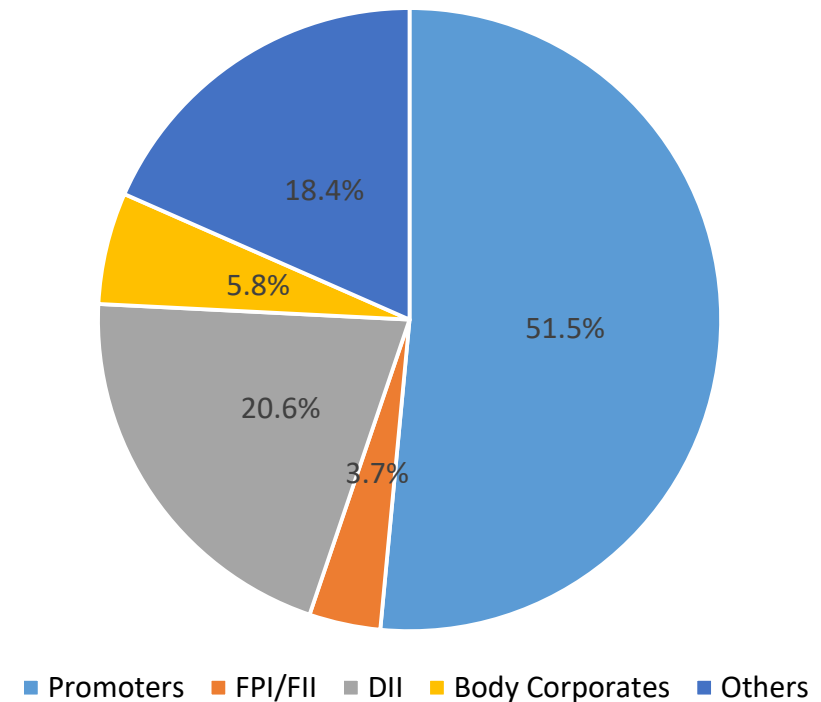
Particulars	Q3'FY18	Q3'FY17	Growth	9M'FY18	9M'FY17	Growth
Net Sales (as published)*	381.94	425.24	-10.2%	1157.47	1308.87	-11.6%
Net Sales (Recomputed)*	381.94	377.99	1.0%	1118.92	1163.44	-3.8%
EBIDTA	33.62	41.63	-19.2%	98.69	123.87	-20.3%
Depreciation	6.76	5.68	19.0%	18.77	15.39	22.0%
Finance cost	4.69	4.40	6.6%	13.22	12.52	5.6%
PBT Before Excep Item	22.17	31.55	-29.7%	66.70	95.96	-30.5%
Exceptional Item	0.00	0.00	-	2.46	0.00	-
Profit Before Tax	22.17	31.55	-29.7%	64.24	95.96	-33.0%
Tax expenses	7.84	11.35	-30.9%	22.65	33.60	-32.6%
Profit after tax	14.33	20.20	-29.1%	41.59	62.36	-33.3%
EPS (INR)	3.38	4.76	-29.0%	9.81	14.71	-33.3%

* On account of GST adjustment for like to like comparison
Standalone figures in INR crores

Shareholding as on 31st Dec. 2017



Particulars	31 st Dec'2017	30 th Sep'2017
Promoters	51.5%	51.5%
FPI/FII	3.7%	6.4%
DII	20.6%	18.4%
Bodies Corporate	5.8%	5.3%
Others	18.4%	18.4%
Equity Shares	42,379,426	42,379,426



5 Year P&L - Standalone

Particulars	FY'13	FY'14	FY'15	FY'16	FY'17
Net Sales	1,046	1,256	1,531	1,721	1,828
EBIDTA	87	84	104	132	179
Depreciation	20	22	22	21	25
Finance cost	20	18	16	16	17
Profit before tax	47	44	66	91*	133*
Tax expenses	15	16	22	30	47
Profit after tax	32	28	44	61	86
Cash profits	53	51	67	86	115
EPS (Rs.)	9.16	8.01	11.43	15.33	20.31

*Figures in INR crores
after exceptional item

5 Year Balance Sheet - Standalone

Particulars	Mar'13	Mar'14	Mar'15	Mar'16	Mar'17
Equity Share Capital	7	8	8	8	8
Reserves & Surplus	144	213	246	412	498
Net Worth	151	221	254	420	506
Total Debt	176	170	188	209	234
Net Block	209	219	237	312	319
Investments	9	22	24	36	51
Net Current Assets	133	165	188	292	386

Figures in INR crores

5 Year P&L - Consolidated

Particulars	FY'13	FY'14	FY'15	FY'16	FY'17
Net Sales	1,050	1,261	1,535	1,704	1,795
EBIDTA	88	84	115	152	207
Depreciation	20	21	26	28	35
Finance cost	20	19	21	22	24
Profit before tax	48	44	68	97*	144*
Tax expenses	16	15	22	31	50
Profit after tax	32	29	46	65	93
Cash Profit	53	53	74	97	132
EPS (Rs.)	9.28	8.25	11.94	16.25	21.96

*Figures in INR crores
after exceptional item

5 Year Balance Sheet - Consolidated

Particulars	Mar'13	Mar'14	Mar'15	Mar'16	Mar'17
Equity Share Capital	7	8	8	8	8
Reserves & Surplus	146	215	250	420	505
Net Worth	153	223	258	428	513
Minority Interest	-	4	5	20	27
Total Debt	177	189	210	264	291
Net Block	209	243	265	387	411
Investments	9	18	20	20	34
Net Current Assets	136	171	201	321	417

Figures in INR crores

For further information, please contact:

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Visit us at: www.somanyceramics.com