IS:15622:2006

CM/L 9829610

SOMANY

24th January, 2017

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' 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 31st December, 2016.

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.: FCS 4484

Encl: as above

SOMANY CERAMICS LIMITED
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Registered Office : 82/19, Bhakerwara Road, Mundka, New Delhi-110 041, India. Tel : +91-11-28341085.
Corporate Identity Number (CIN) : L40200DL1968PLC005169

SOMANY CERAMICS LTD.

Investor Update - Q3/9M'FY17

24th January, 2017

Safe Harbor

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Key Message

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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

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

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Sales Volume 01

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

Sales Mix 02

- ✓ 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

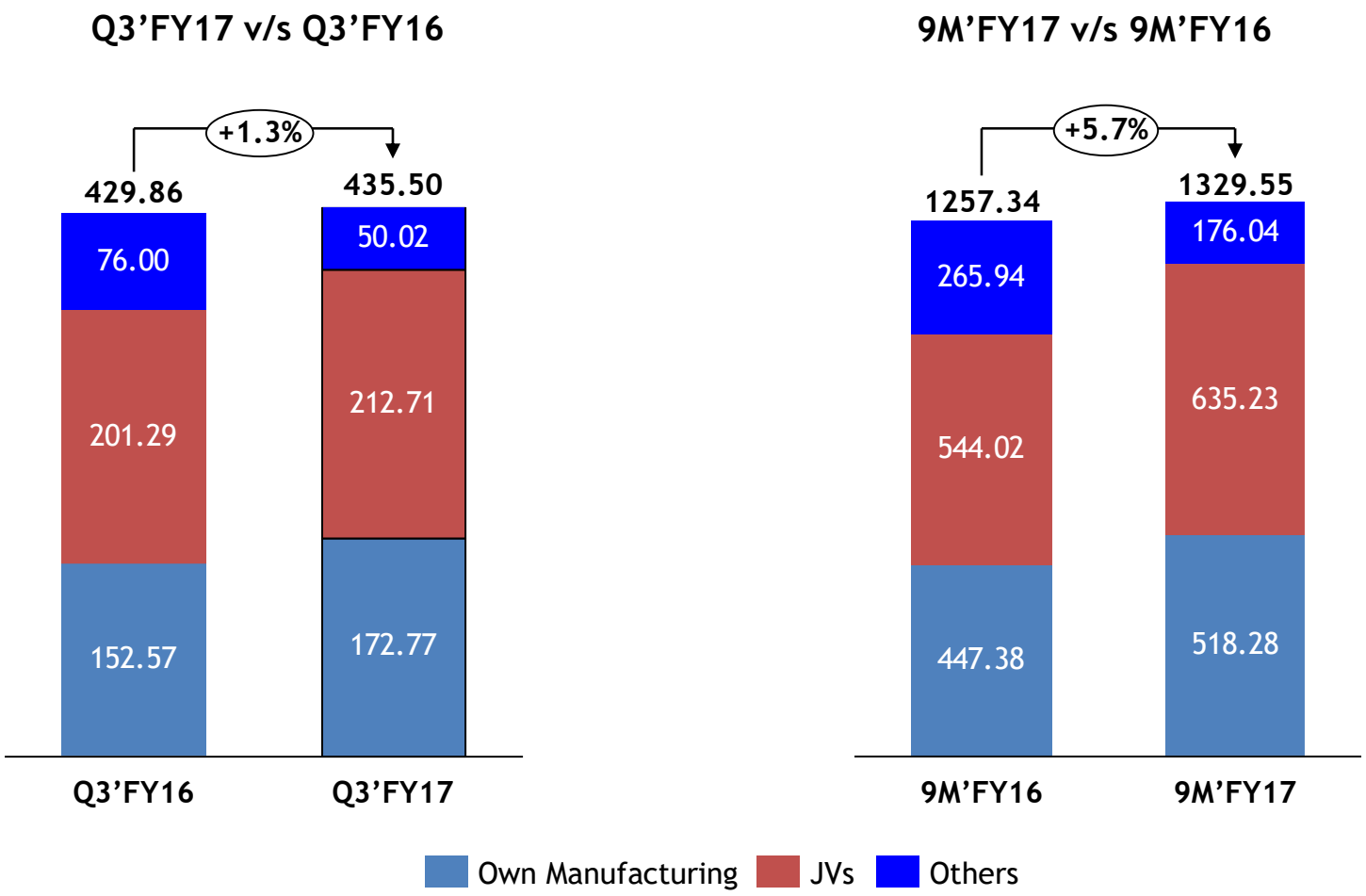
Financial Snapshot 03

- ✓ 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

Capacity 04

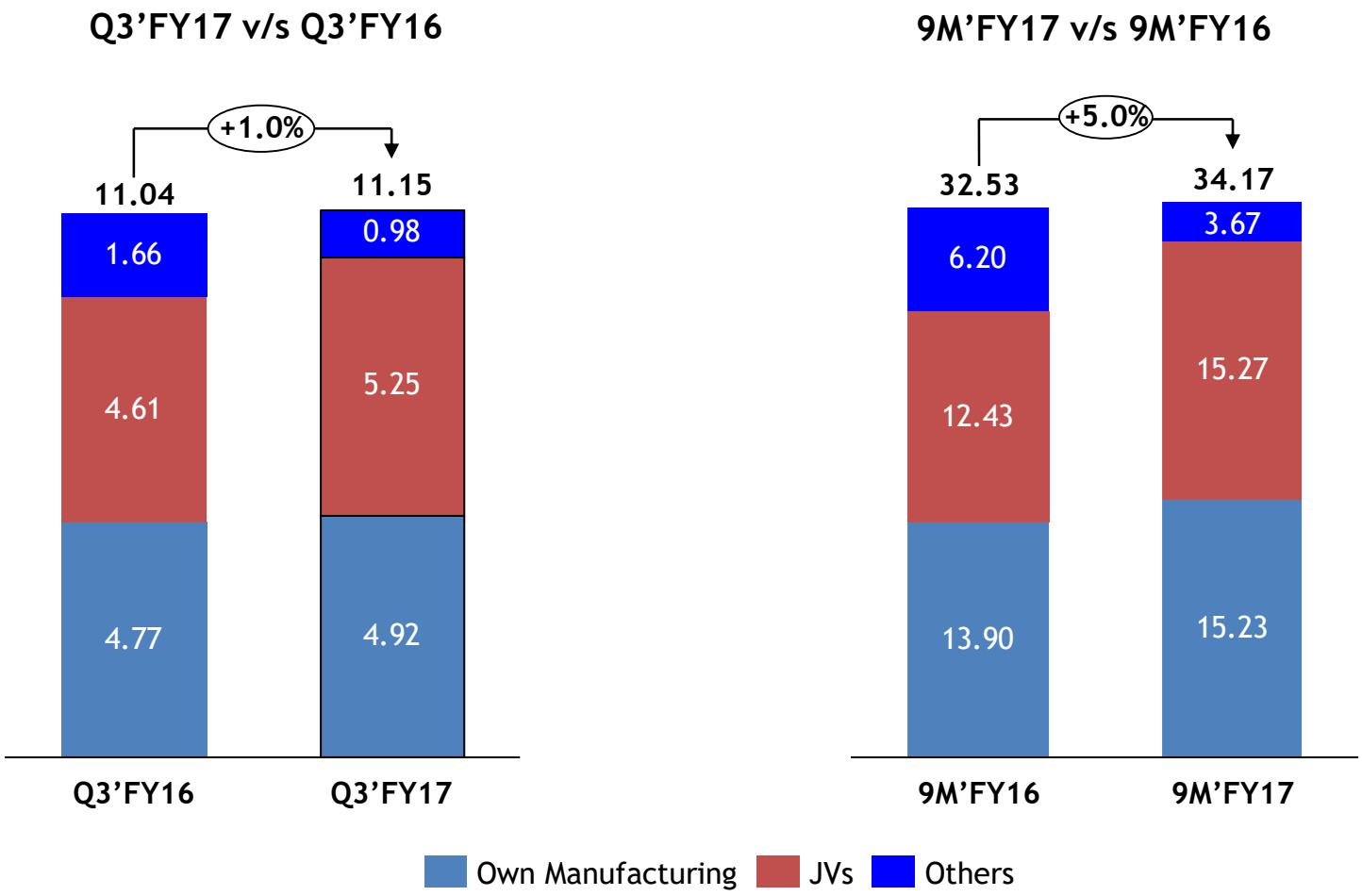
- ✓ Current Access to capacity at ~60 msm p.a.
- ✓ Trebling Capacity in Somany Sanitary Ware to 9 lakhs pcs p.a.
- ✓ Expanding capacity in Vintage Tiles to 4.8 msm p.a.

Sales Performance (Gross)



Figures in Rs.cr

Volume Performance - Tiles



Figures in million square metres

Access to Capacity

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Own Plants (Tiles)	Location	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY17
Kassar	Haryana	17.13	89%
Kadi	Gujarat	8.42	77%

Owned capacity of 25.55 MSM p.a.

Subsidiary / Associates Plants (Tiles)	Equity Stake	Capacity (MSM p.a.)	Capacity Utilization in 9M'FY17
Amora Tiles Pvt. Ltd.	51%	4.58	72%
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%

Associates'/ Subsidiary's plants current capacity at 25.70 MSM p.a.

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

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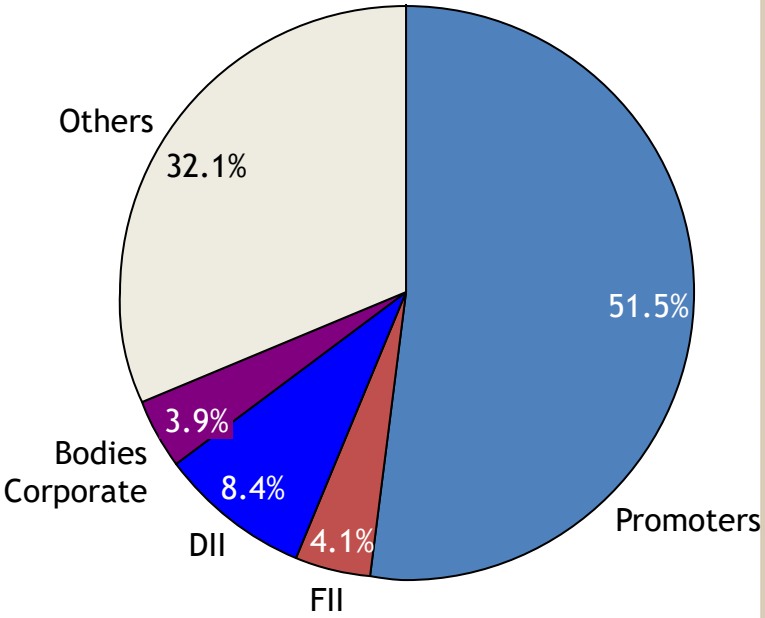
Particulars	Q3'FY17	Q3'FY16	*Growth*	9M'FY17	9M'FY16	*Growth*
Gross Sales	**435.50**	**429.86**	***1.3%***	**1329.55**	**1257.34**	***5.7%***
Net Sales	**416.53**	**413.08**	***0.8%***	**1272.25**	**1207.87**	***5.3%***
EBIDTA	**42.53**	**31.10**	***36.8%***	**124.74**	**85.98**	***45.1%***
Depreciation	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 31st December 2016

Particulars	31st Dec'2016	30th 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

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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

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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

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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:

Company :	Investor Relations Advisors :
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