SOMANY CERAMICS LIMITED
INVESTOR UPDATE FOR Q4'FY14/ FY14

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Message

While India's gripping urbanization growth story has been very fascinating to investors; weakening rupee, alarmingly high inflation, rising oil and fuel costs and plummeting growth numbers continued to haunt the Indian Industry.

However with a strongly mandated Government now in office, the course of markets and the Indian economy is likely to change for better and would create favorable investor sentiments in almost all sectors including real estate .

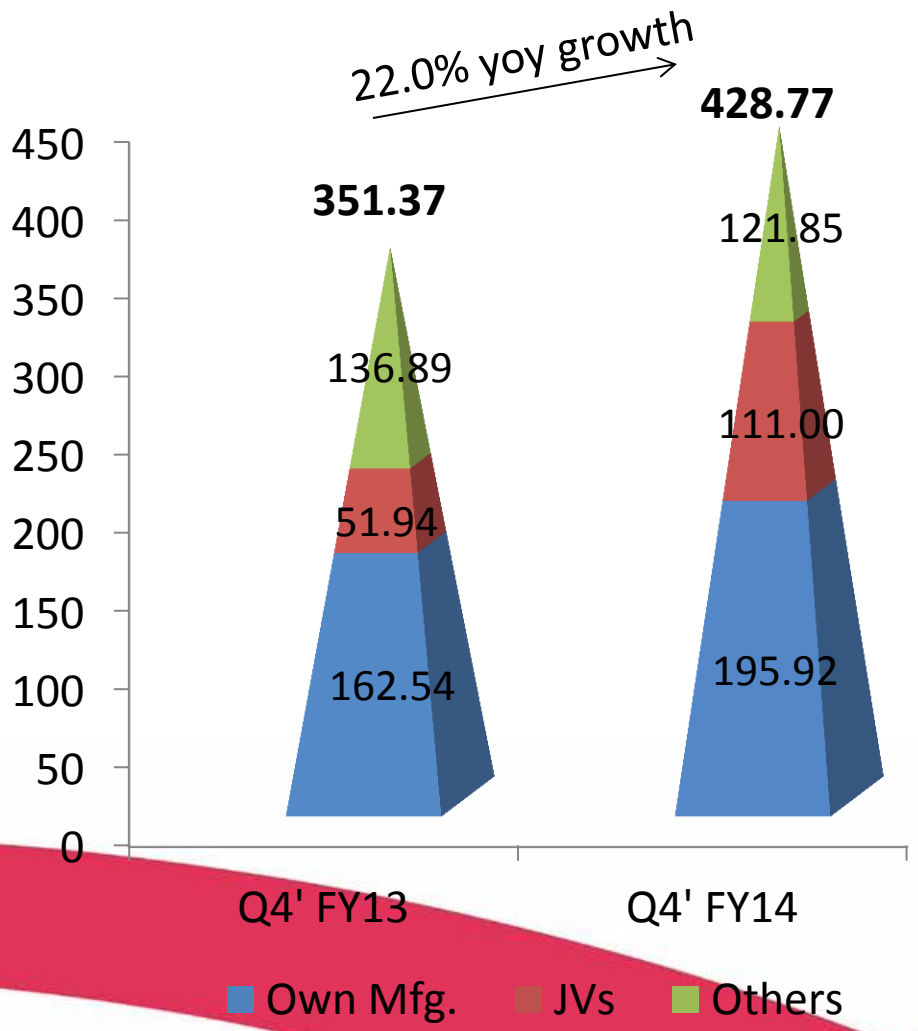
Defying all odds your company in keeping with its tradition of growth above industry average (5 years CAGR of 23.4%), yet again achieved topline of Rs. 428.77 crores and Rs. 1322.75 crores in Q4 and FY14, a growth of 22.0% and 19.3% when compared with corresponding periods of last year. The bottom line (PAT) at Rs 11.18 Crores in Q4 increased by 10.3% yoy but remained marginally lower at Rs 28.03 crores in FY14 mainly due to substantial increase in fuel costs.

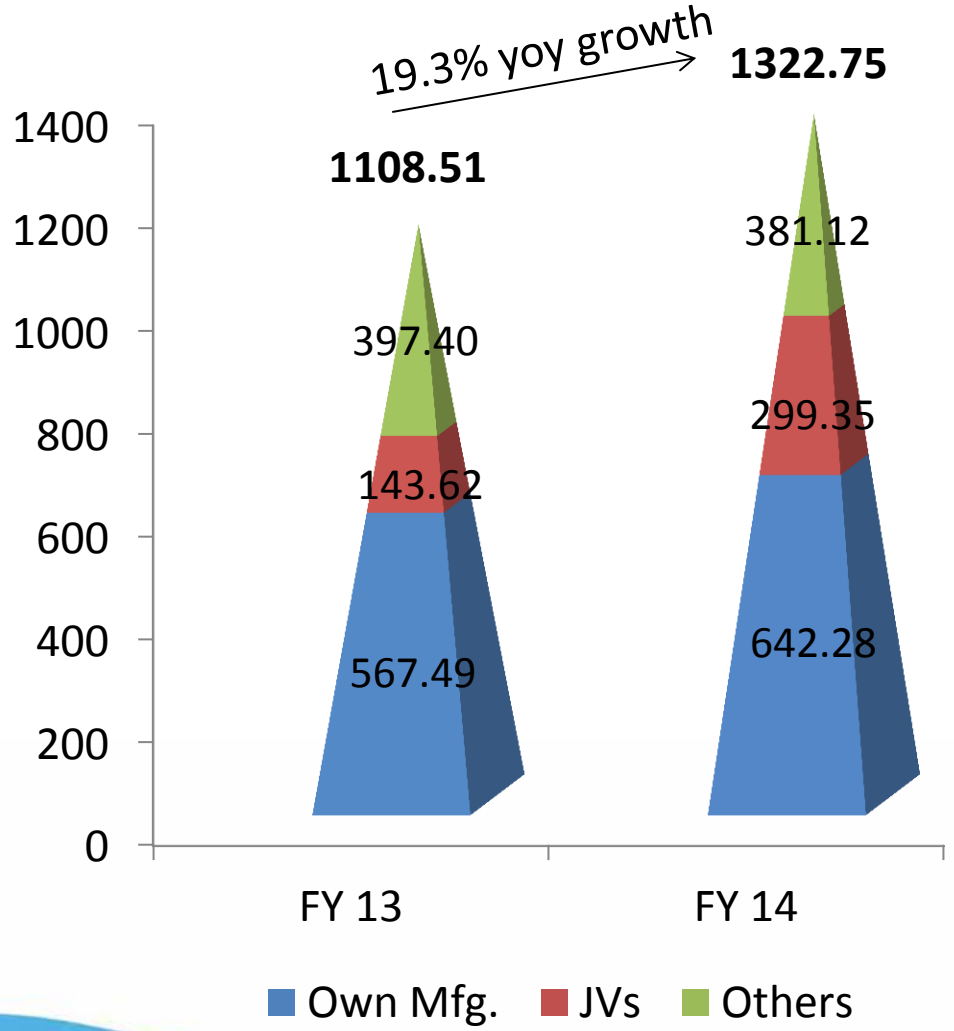
During this quarter Company raised Rs. ~50 crores by allotting 43.48 lacs equity shares of Rs. 2/- each at Rs. 115/- per share on preferential basis to Latinia Limited, Mauritius.

Somany's dedication and insistence on innovation has been the secret of its monumental success, in lieu of this your company launched the new corporate campaign showcasing Somany as "The Better Tile" company which caters to the continuous and ever changing consumer preferences with its high quality products. As being veterans in the industry the progression is towards establishing leadership in Design & Innovation in the Indian Ceramic Industry.

We look forward to more exciting times ahead and thank you for your continued support.

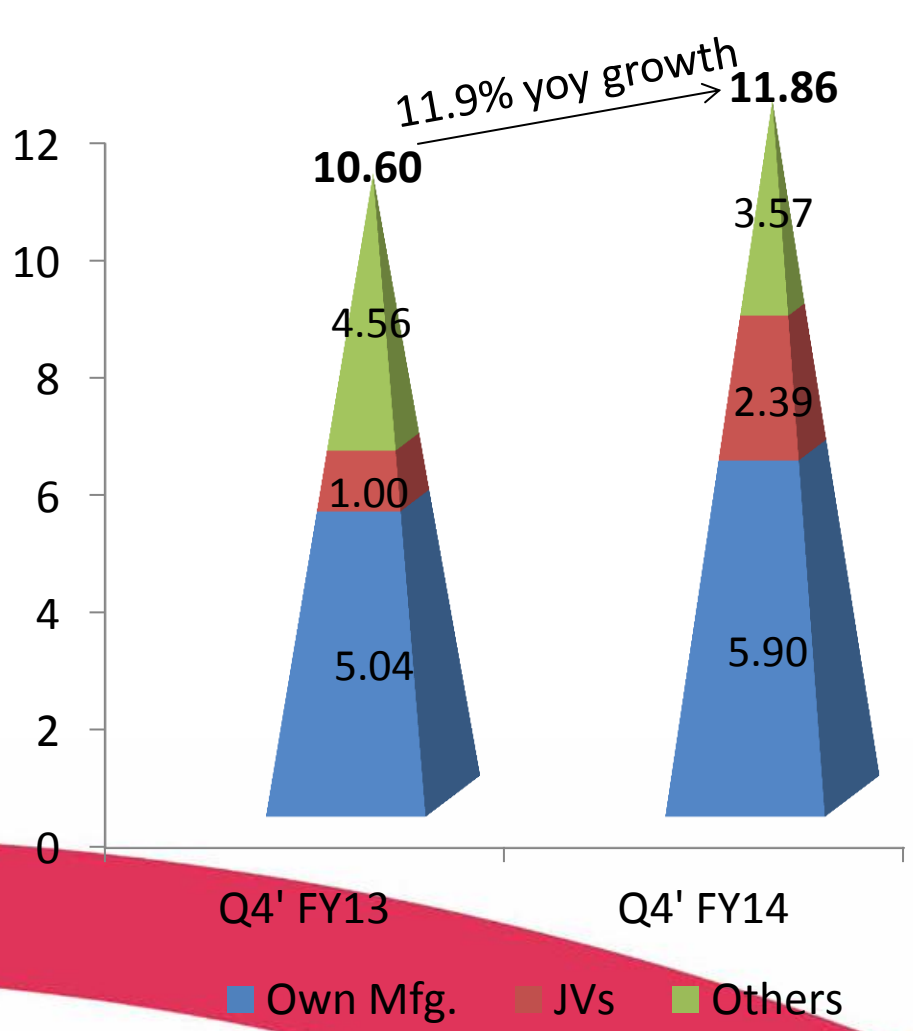
Performance Highlights - Sales Growth

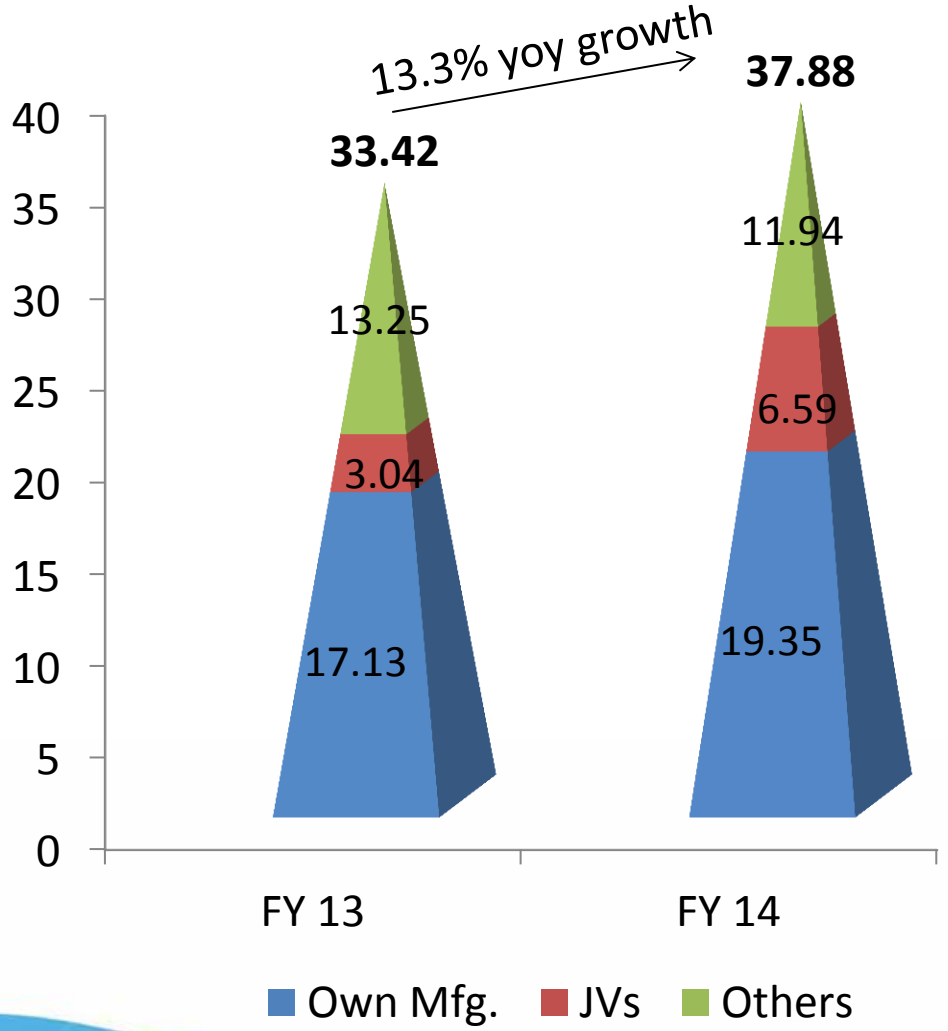




Standalone figures in Rs./ Crores

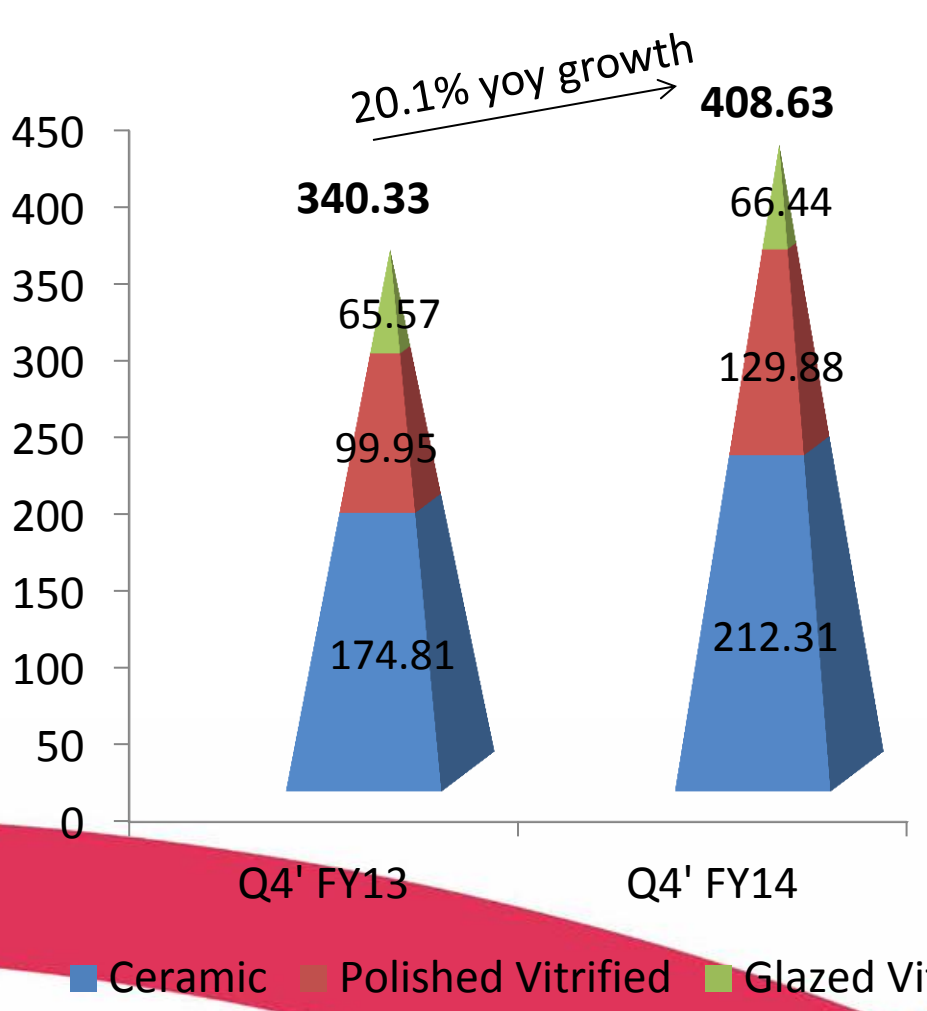
Performance Highlights - Sales Volume Growth (Tiles)

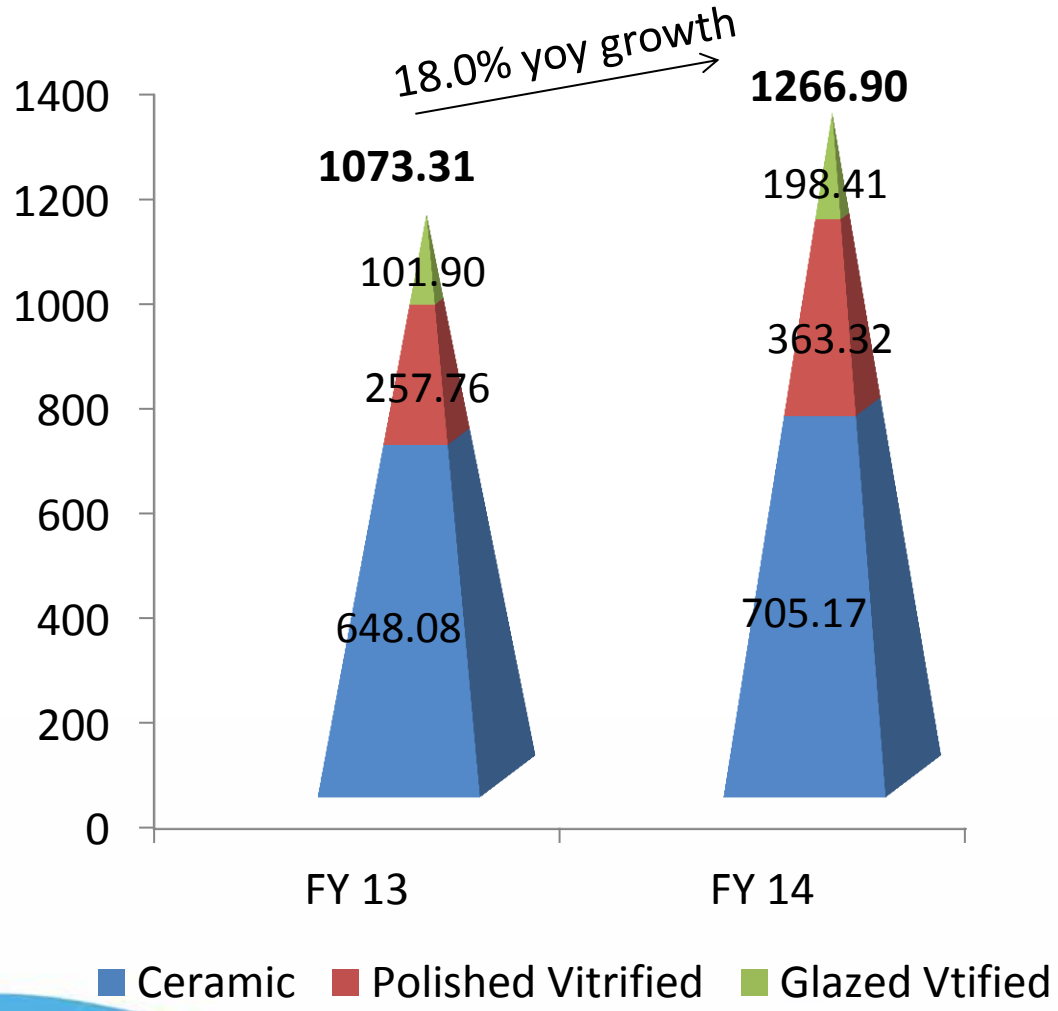




Standalone figures in mn sqm

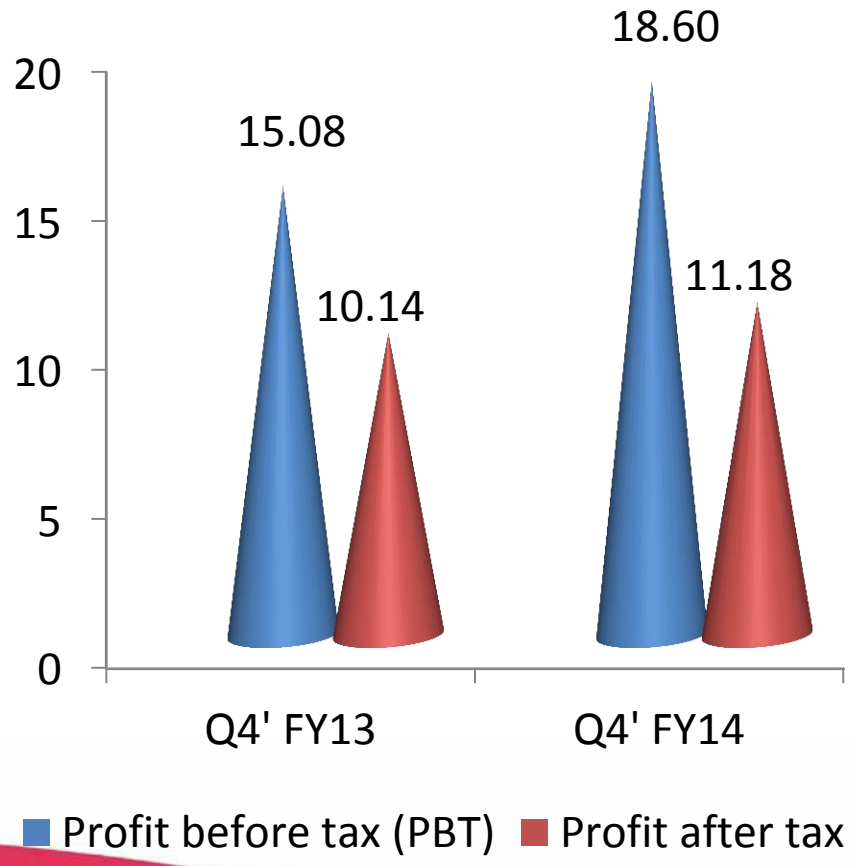
Performance Highlights - Product Mix Growth (Tiles)

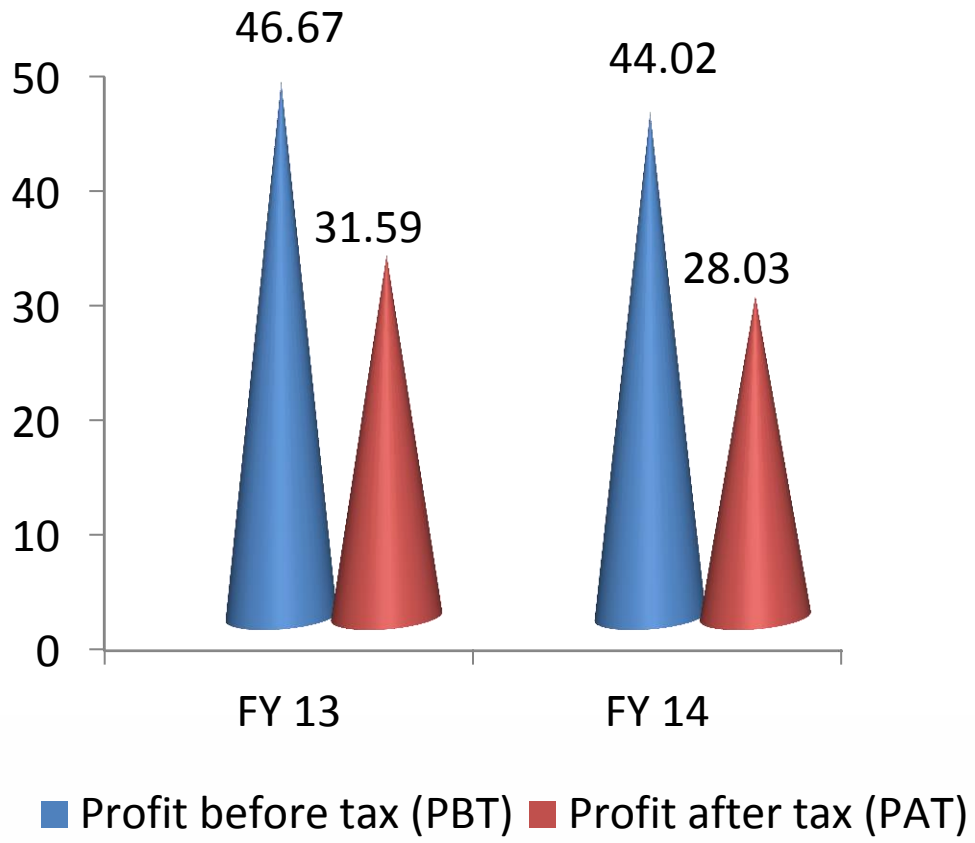




Standalone figures in Rs./ Crores

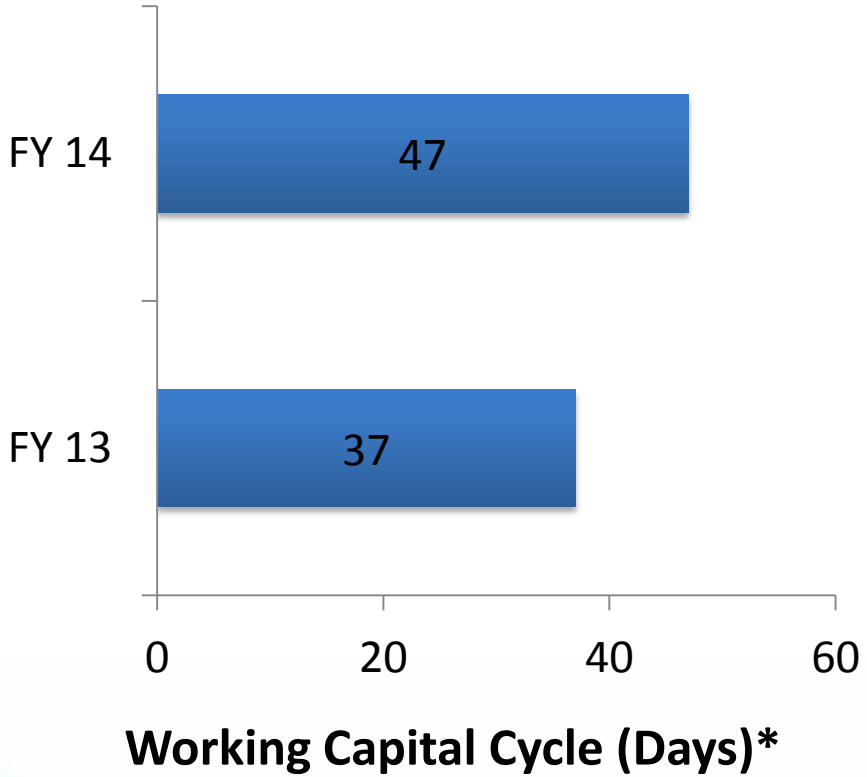
Performance Highlights - PBT / PAT



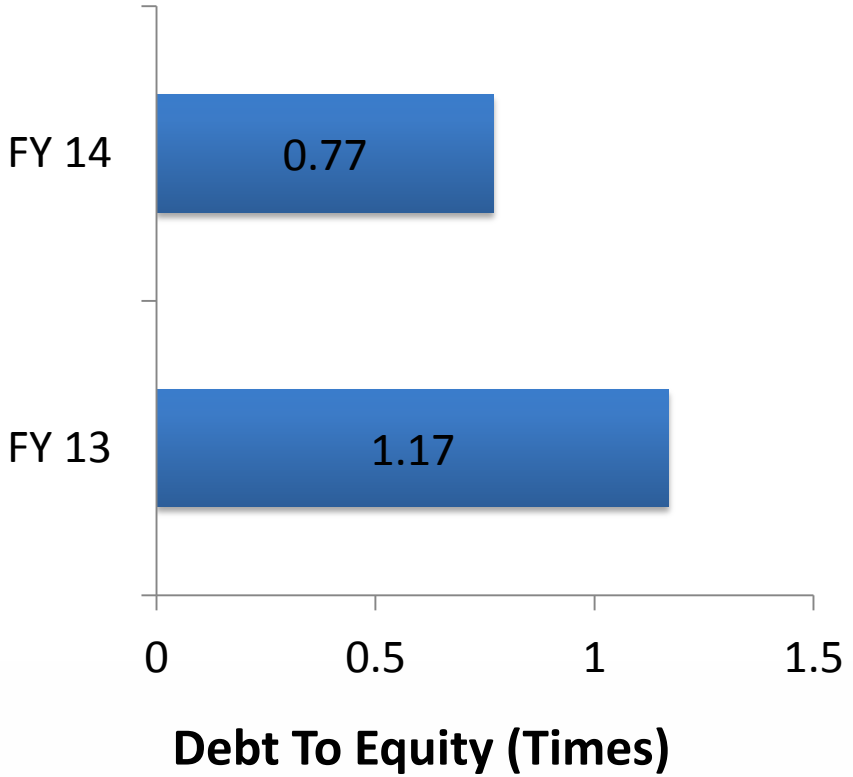


Standalone figures in Rs./ Crores

Performance Highlights - Debt Management



Working Capital Cycle (Days)*



Debt To Equity (Times)

Based on Standalone figures

*Excludes Current Investment of Rs. 37.10 crores

Performance Highlights - Financials

Particulars	Q4' FY13	Q4'FY14	Growth %	FY 13	FY 14	Growth %
Gross Sales	351.37	428.77	22.0%	1108.51	1322.75	19.3%
Net Sales	333.71	407.63	22.2%	1046.24	1252.96	19.8%
EBIDTA	25.27	28.68	13.5%	87.05	84.38	-3.1%
Depreciation	5.27	5.61	6.5%	20.40	22.06	8.1%
Finance cost	4.92	4.47	-9.1%	19.98	18.30	-8.4%
Profit before tax	15.08	18.60	23.3%	46.67	44.02	-5.7%
Tax expenses	4.94	7.42	50.2%	15.08	15.99	6.0%
Profit after tax	10.14	11.18	10.3%	31.59	28.03	-11.3%
Cash Profit	16.15	18.14	12.3%	52.82	51.41	-2.7%
EPS (Rs.) (3/12 monthly)	2.94	3.06	4.1%	9.16	8.01	-12.6%

Standalone figures in Rs./ Crores

Status of Joint Ventures

❖ Vintage Tiles Private Ltd.

- Acquired 26% equity stake adding capacity of ~2.55 mn sqm per annum of polished vitrified tiles
- Commenced production in January, 2012

❖ Commander Vitrified Private Ltd.

- Acquired 26% equity stake adding capacity of ~2.04 mn sqm per annum of glazed vitrified tiles
- Commenced production in June, 2012
- Capacity expansion to produce additional ~2.72 mn sqm of polished vitrified tiles completed and production started in December, 2013

❖ Vicon Ceramic Private Ltd.

- Acquired 26% stake in equity adding capacity of ~1.84 mn sqm per annum of industrial vitrified tiles and ~2.14 mn sqm per annum of ceramic wall tiles
- Commenced production in March, 2014

Status of Joint Ventures… contd.

❖ Amora Tiles Private Ltd.

- Acquired 51% stake in equity stake adding capacity of ~2.14 mn sqm per annum of ceramic wall tiles
- Commenced production in March, 2014
- Proposed capacity expansion of ~2.44 mn sqm per annum of ceramic wall tiles, commissioning expected by October, 2014

❖ Acer Granito Private Ltd.

- Acquired 26% stake in equity adding capacity of ~2.04 mn sqm per annum of polished vitrified tiles
- Proposed capacity expansion of ~3.06 mn sqm per annum of polished vitrified tiles, commissioning expected by September, 2014

Future Plans

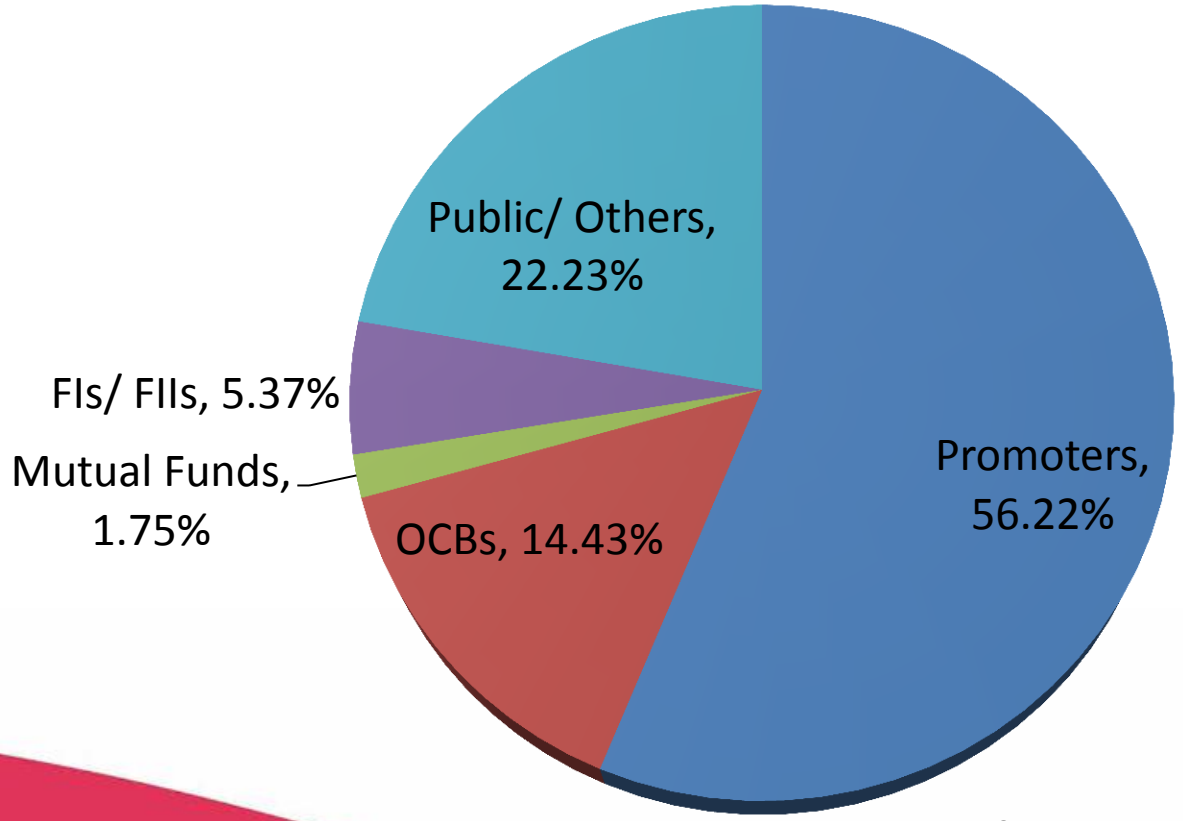
- Expansion of ceramic floor tiles capacity of own plant at Kadi (Gujarat) by 2.40 mn sqm per annum by Decemebr, 2014

- To invest in one more new joint ventures of up to 5 mn sqm per annum capacity each to manufacture polished vitrified tiles

- To acquire up to 26% equity stake in Sonec Sanitary Ware Private Ltd. for Rs. 156 lacs which has capacity of 3.0 lacs pieces of sanitary ware per annum – first joint venture for sanitary ware product

Shareholding Pattern

As on 31st March, 2014



Equity Shares Outstanding – 38844826 of Rs. 2/- each
Market Cap. (as on 23rd May, 2014) – Rs. 872 crores

Accreditations

- ISO 9001 certification – for quality of manufacturing facility
- ISO 14001 certification – for environment-friendly manufacturing facility
- BIS certification – for its product, the first Indian tile company to be so accredited
- 5's certification – for maintaining an organized and efficient workplace.
- EN ISO 14411 (CE) certification – for complying quality norms defined by European Standard
- BS OHSAS 18001 certification – for maintaining health and safety standards
- ISO 22000 certification – for food safety management
- ISO 14051 certification – for Kadi unit being a model organisation for adopting the MFCA (Material Flow Cost Accounting) practices
- Selected for Corporate Technical Achievement Award by American Ceramic Society (AcerS) for development of Somany Veil Craft (VC) Shield floor tiles
- Power brand award – for its perception, performance and brand recall
- Recognized as Asia's Most Promising Brand of the year 2012-13
- LACP Spotlight 'Silver' award – for its annual report of FY12-13

Corporate Brief

Somany is amongst the frontrunners in the ceramic tile industry in India. By the end of FY15 it will have access to manufacturing capacity of ~55 million square meters of tiles per annum spread across two own manufacturing plants in Haryana and Gujarat (19.15 mn sqm), five joint ventures in Gujarat (15.47 mn sqm), expansion of own plant & existing associate plants (7.90 mn sqm) and outsourcing tie ups for ~12 mn sqm.

Somany is the first and only company in Indian tile industry to have a patent for its highly abrasion resistant tiles 'VC Shield', making it India's most durable tile.

Brand 'SOMANY' has pan India presence with a network of 1200+ dealers, more than 10000 sub dealers and 223 retail showrooms (Somany Exclusives and Studios). Also the Company is continuing to expand its global footprint.

For further information, you may visit us at www.somanyceramics.com or contact Mr. R.K. Lakhotia, Vice President–Finance @ fin@somanytiles.co.in.

Disclaimer

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 includes 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.

SOMANY

THANK YOU!

