IS:15622:2006
CM/L 9829610

SOMANY

21st June, 2016

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 (East), Mumbai 400 051

Subject: Corporate Presentation June, 2016

Dear Sir,

Please find enclosed herewith Corporate Presentation of Somany Ceramics Limited. Kindly treat this as a disclosure under Regulation 30(6) of the Listing Regulations.

You are requested to take this information on your record.

Thanking you,

For Somany Ceramics Limited

Ambirsh Julka
DGM (Legal) and Company Secretary
FCS No.: 4484

Encl. As above.

SOMANY

45 YEARS
LEADERSHIP IN
DESIGN AND INNOVATION

SOMANY CERAMICS LIMITED

Corporate Presentation

JUNE 2016

www.somanyceramics.com

Industry Overview

Global Tile Market



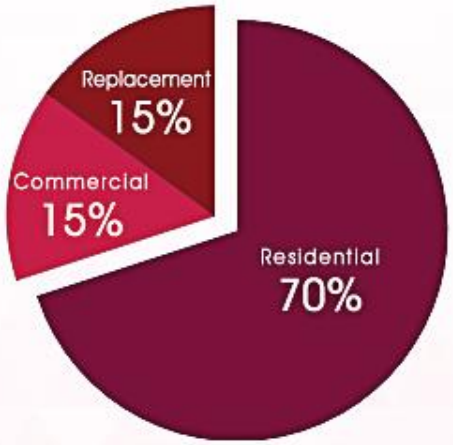
MSM – million square metres
Sqm - square metres
Source: Ceramic World Review CY2014

Indian Tile Market



TILES DEMAND DIVERSIFICATION

RESIDENTIAL CONSUMES 70% OF DEMAND



UNORGANISED PLAYERS, 51%

ORGANISED PLAYERS, 49%

Growth Drivers

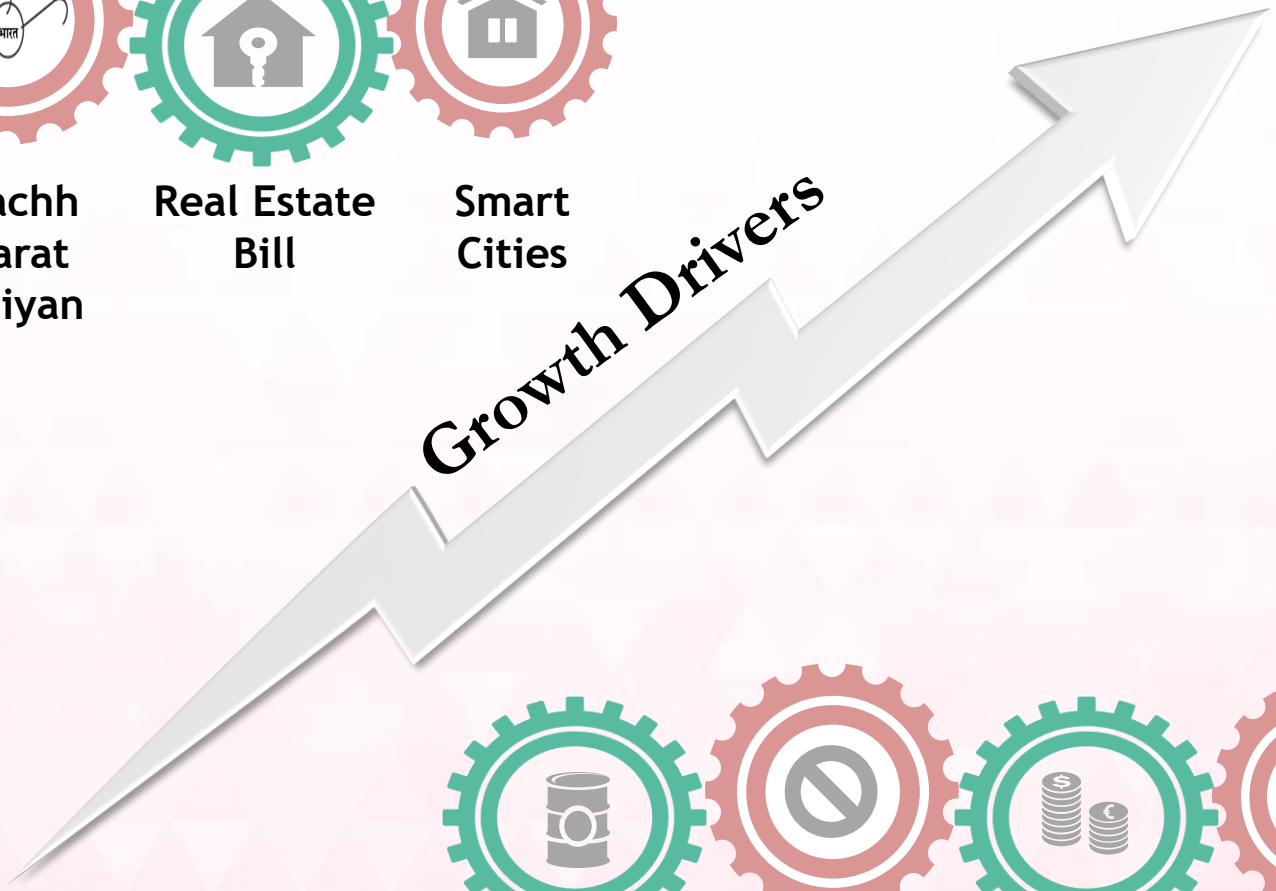


Housing For All

Swachh Bharat Abhiyan

Real Estate Bill

Smart Cities



Gas Prices

ADD on China

7th CPC, Monsoons & Macro Factors

About Somany Ceramics

Strong Promoter Pedigree



Mr. Hira Lall Somany - Chairman Emeritus

- Patriarch of Somany Family which promoted leading companies in Ceramics space in India such as HSIL Limited (Sanitaryware), Hindusthan National Glass & Industries Limited (Container Glass) and Somany Ceramics Limited (Tiles)
- Held key positions in reputed industry associations such as ASSOCHAM, PHDCC, FICCI, Capexil etc.



Mr. Shreekant Somany - Chairman and Managing Director

- Science Graduate from Kolkata University
- Over 40 years of hand on experience in Ceramics and Glass industry
- Currently Chairman of CII MSME Council
- Held key positions in CII, ASSOCHAM, PHDCC and ICCTAS



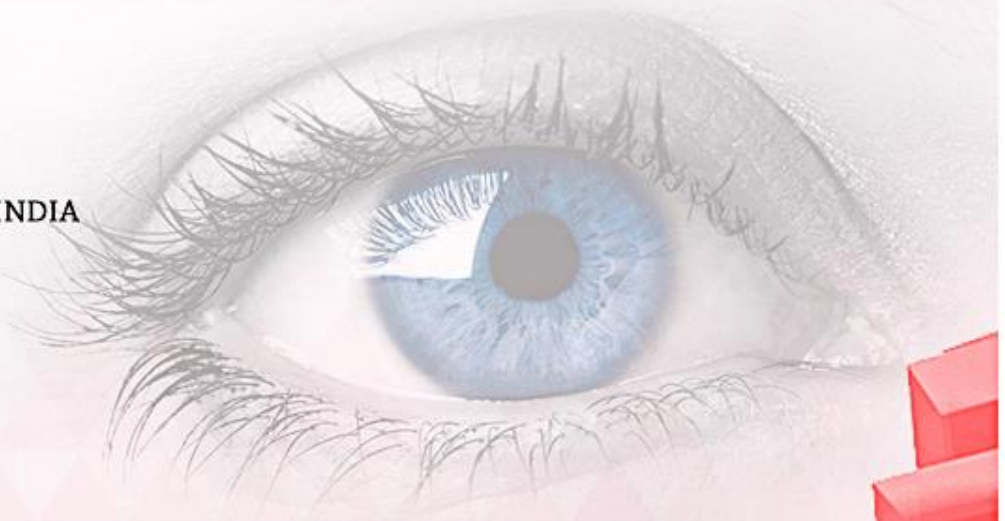
Mr. Abhishek Somany - Managing Director

- Graduate in Business Administration from Richmond University, UK
- Received specialized intensive training at Pilkington Tiles, UK
- 20 years of experience in the Ceramic Industry
- Member of Executive Committee of FICCI

SOMANY

VISION

"MOST SOUGHT AFTER TILE AND ALLIED PRODUCT IN INDIA AND BE THE BEST EMPLOYER IN THE TILE INDUSTRY."



MISSION

"ACHIEVING CUSTOMER DELIGHT THROUGH BUSINESS INNOVATION AND COST EFFECTIVENESS WHILE PURSUING LATEST FASHION TRENDS IN CERAMICS & ALLIED PRODUCTS FOR CREATING STAKE-HOLDERS VALUES."



The Journey

2000s



- Expanded own ceramic tiles capacities further by 5.64 msm per annum between 2001 and 2007
- Received Export House Award in 2000
- Received in 2009 a patent for its product-VC Shield, India's highest abrasion resistant tiles- a first in the Indian Tile Industry

1990s



- Expanded own ceramic tiles capacities further by 7.93 msm per annum between 1992 and 1998
- Indian Promoters bought over stake of Pilkington's Tiles Holdings Ltd, UK
- Became first company in the Indian Tile Industry to have Government. recognised R&D Facility
- Accredited with ISO 14001 and ISO 9001 certifications for environment friendly facility and quality respectively
- Right cum Public Issue in the year 1994 of 500000 shares of Rs. 10/- at a premium of Rs. 90/- per share
- Bonus Issue in 1996 in the ratio of 2:1

1980s



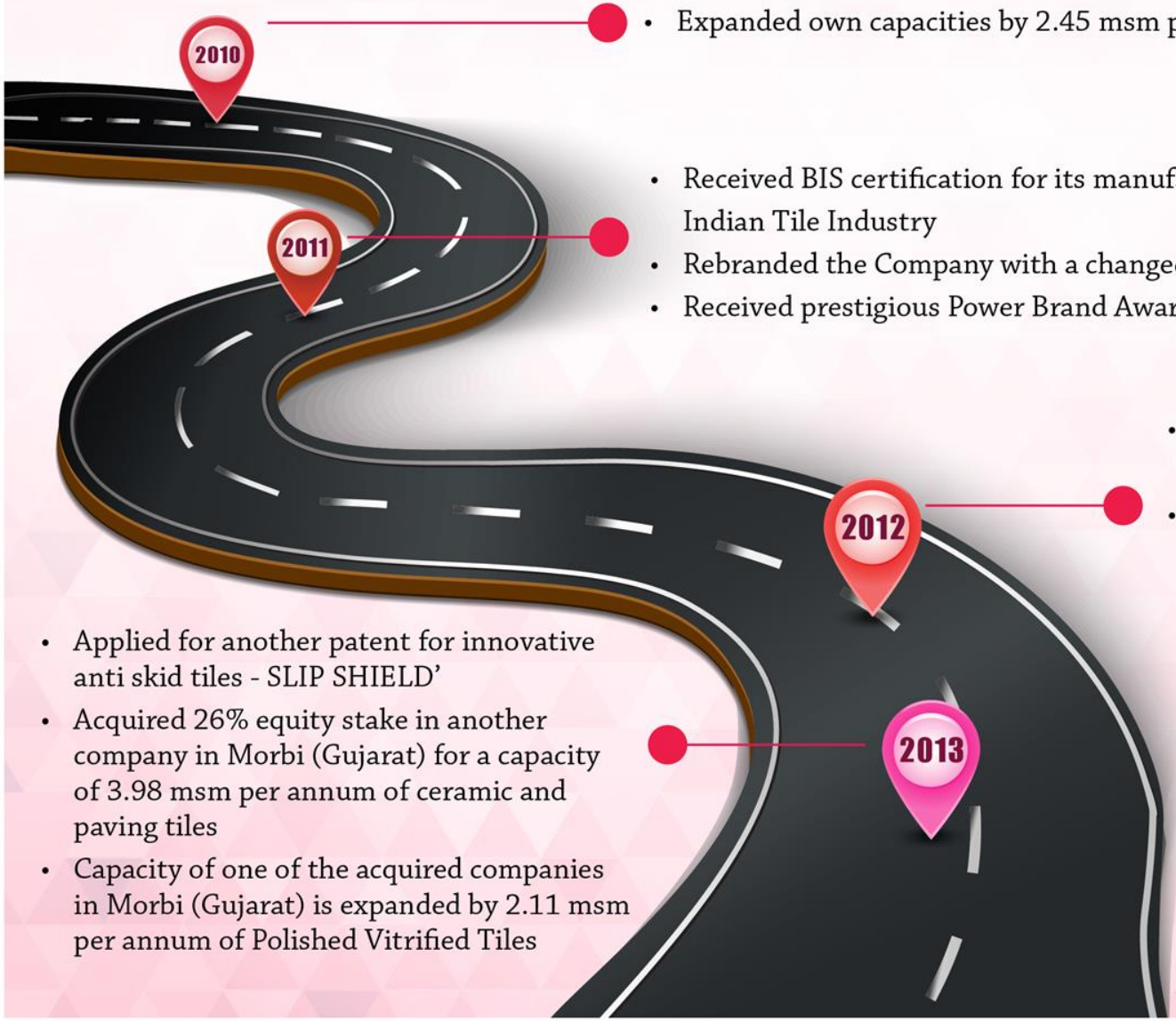
- Set up second unit in Kadi (Gujarat) with ceramic tiles capacity of 0.58 msm per annum in 1983
- The ceramic tiles capacity further increased by 0.48 msm per annum in 1986
- Bonus Issue in 1984 and 1989 in the ratio of 1:2 and 1:1 respectively
- MRTP Act stunted growth during the decade

1970s



- Started first plant in Kassar (Haryana) with annual capacity of 0.52 msm of ceramic tiles in collaboration with Pilkington's Tiles Holdings Ltd, UK
- Ceramic tiles capacity further expanded by 1.55 msm per annum in 1974
- IPO in the year 1970 by offering 1,08,800 equity shares of Rs. 10 each.
- Shares first listed on bourses in the year 1972
- Bonus Issue in the year 1977 in the ratio of 1:1

The Journey... *contd.*



2010

- Expanded own capacities by 2.45 msm per annum for Glazed Vitrified Tiles

2011

- Received BIS certification for its manufactured products- again a first in Indian Tile Industry
- Rebranded the Company with a changed logo
- Received prestigious Power Brand Award

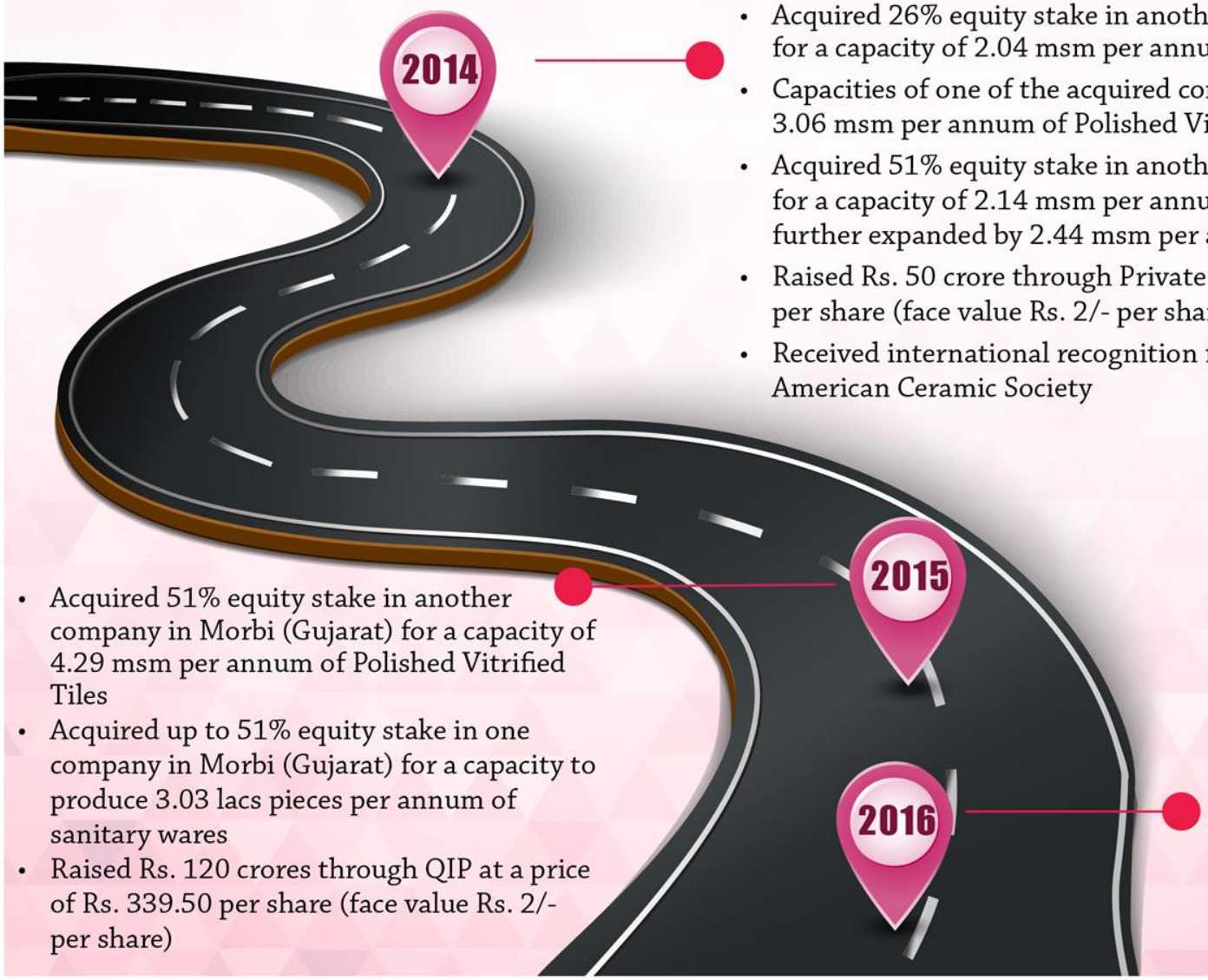
2012

- Received prestigious Power Brand Award second year in a row
- Acquired 26% equity stake in two companies in Morbi (Gujraat) for a capacity of 2.65 msm per annum each of Polished & Glazed Vitrified Tiles respectively.

2013

- Applied for another patent for innovative anti skid tiles - SLIP SHIELD'
- Acquired 26% equity stake in another company in Morbi (Gujarat) for a capacity of 3.98 msm per annum of ceramic and paving tiles
- Capacity of one of the acquired companies in Morbi (Gujarat) is expanded by 2.11 msm per annum of Polished Vitrified Tiles

The Journey... *contd.*



- Expanded own ceramic tiles capacities further by 2.40 msm
- Acquired 26% equity stake in another company in Morbi (Gujarat) for a capacity of 2.04 msm per annum of Polished Vitrified Tiles
- Capacities of one of the acquired companies further expanded by 3.06 msm per annum of Polished Vitrified Tiles
- Acquired 51% equity stake in another company in Morbi (Gujarat) for a capacity of 2.14 msm per annum of Ceramic Wall Tiles which further expanded by 2.44 msm per annum
- Raised Rs. 50 crore through Private Equity at a price of Rs. 115/- per share (face value Rs. 2/- per share)
- Received international recognition for VC Shield Tiles from The American Ceramic Society

- Acquired 51% equity stake in another company in Morbi (Gujarat) for a capacity of 4.29 msm per annum of Polished Vitrified Tiles
- Acquired up to 51% equity stake in one company in Morbi (Gujarat) for a capacity to produce 3.03 lacs pieces per annum of sanitary wares
- Raised Rs. 120 crores through QIP at a price of Rs. 339.50 per share (face value Rs. 2/- per share)

- Expanded own capacities further by 4.00 msm per annum of Glazed Vitrified Tiles
- Sanitary ware and Bath Fittings became a more than Rs. 100 crore vertical

Accreditations & Recognitions



IGBC Memeber



Power Brand Award



Asia's Most Promising Brand



ASTM Certificate from USA



CE Certificate from Europe



Certificate from TUV Nord Germany



Certificate from TUV Nord Germany



ISI Council Accreditation



Certificate from TUV Nord Germany



Accreditation From Thailand

Brand SOMANY



VC Shield Tiles

VC Shield, The Result of Veil Craft Technology, is the patented Property of Somany ceramics, one of the foremost names in names in ceramic tiles in India and the first to get ISO- 9002 ISO- 9002 and ISO-14001 recognitions.



- Translated Technology in to everyday benefits by launching VC Tiles (Veil Craft) in 2009
- India's first Process & Product patent in the Ceramic tiles industry
- Patent authorizes exclusive rights for production & commercialization of VC tiles in India for 20 years
- VC Shield technology which solves the key issue of tiled surfaces which is abrasion resistance. It shields the tile against weathering - wear and tear, stains and scratches, keeping it fresh and new as ever



Slip Shield Tiles

SOMANY SLIP SHIELD

REVOLUTION FROM THE HOUSE OF SOMANY







• Another Innovation – slip shield tile – a unique coating technology which gives anti-skid property to ceramic tiles.

• Patent application filed with the Controller of patents and Designs (Indian Patent Office)

Characteristics of slip shield tiles:

• No dirt accumulation on the surface; easy to clean and maintain

• Feel of original surface, design does not get altered by this coating

• Coefficient of friction is high enough even in wet or soapy condition thus making it highly slip resistant

Institutional Customers

Developers

- Parsvnath
- Vatika
- Omaxe — Turning dreams into reality
- Lodha — Building a better life
- Eldeco
- Gaurs — Commitment Absolute Since 1995
- IVRCL
- DLF
- Shapoorji Pallonji & Co Ltd
- Unitech
- Hiranandani — creating better communities

Corporates/Banks

- UltraTech Cement — The Engineers Choice
- Infosys
- Jindal Steel & Power
- Tata Motors
- HSBC — The world's local bank
- Larsen & Toubro — It's all about Imagineering
- Tata Consultancy Services
- IBM
- HDFC Bank
- Yes Bank — Experience our expertise
- IDBI Bank

Institutional Customers

PSU

GAIL

NTPC

Delhi Metro Rail Corporation Ltd.

ISRO

SAIL

ONGC

BHEL

IndianOil

Airports Authority of India

Retailers/Hospitals/Hospitality

Big Bazaar

The Lalit

Pantaloon Retail (India) Limited

Ginger

Lifestyle

Lemon Tree Hotels

HomeTown

Cooper University Hospital

Shoppers Stop

Global Footprints



Year	FY 14	FY 15	FY 16
Exports (in Rs. crores)	32	64	80

Key Strengths



Focused Management

- Committed to value enhancement by adopting asset light model and increasing share of value add products
- 1st in the Indian Tile industry to have Government recognized R&D facilities, thereby giving credibility to 'Brand SOMANY'
- High credibility & reputation for 'Brand Somany' and its Promoters amongst dealers, suppliers, shareholders and financial institutions
- Strong Management team comprising of qualified and experienced professionals fully committed to excellence in manufacturing, product innovation and brand building

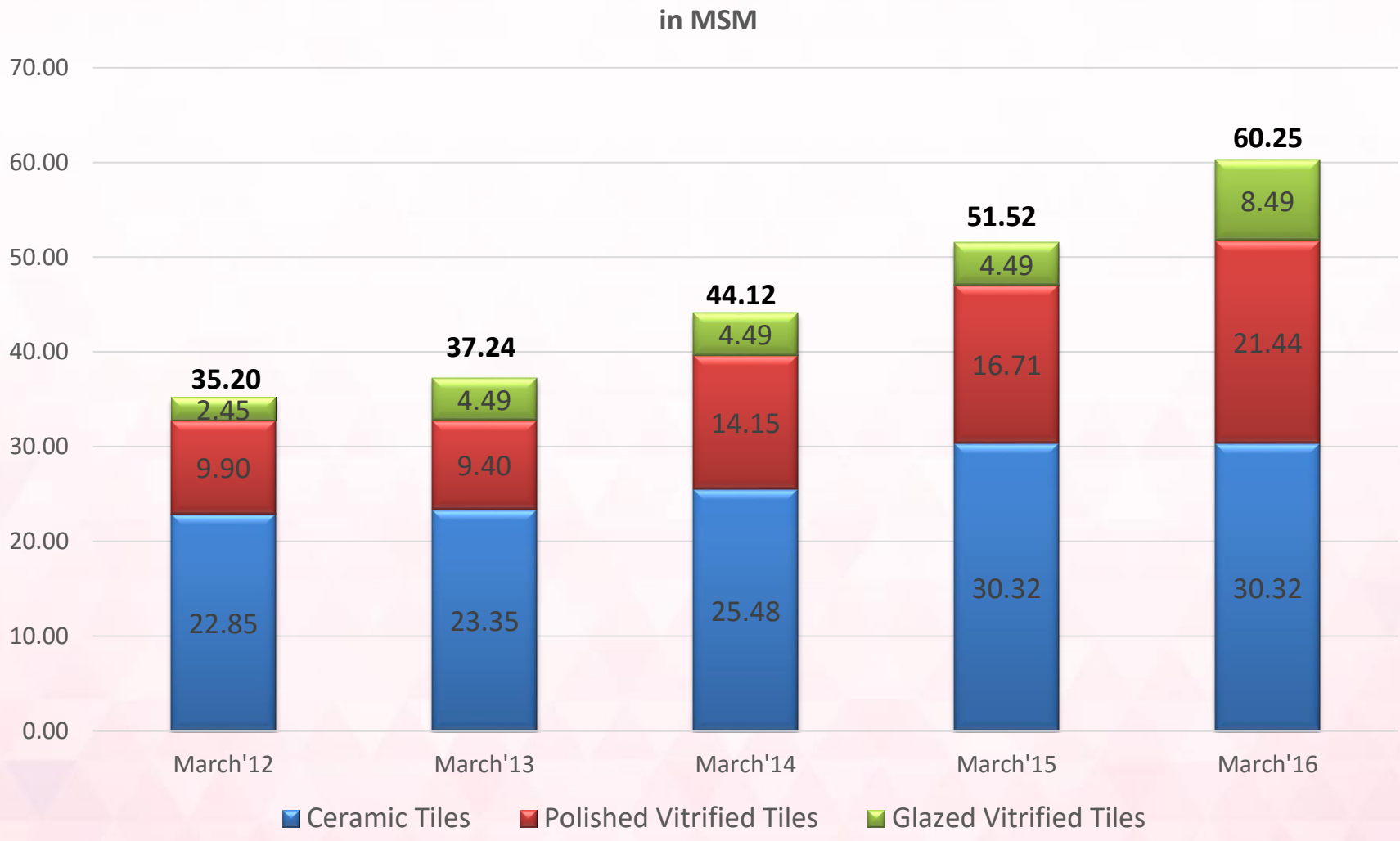
Strong Distribution Network

- Pan India distribution and marketing network creating stronger Brand SOMANY
- ~1500 active dealers, 8500 retailers and 181 showrooms / display centers
- Strong brand recall in retail segment which contributes ~65% of overall sales
- Formidable association with large institutional clients comprising of Governments, Corporates and Private Builders

Wide Variety

- Wide product range covering Ceramic, Vitrified Tiles, Sanitaryware & Bath fittings
- India's largest in-house designing team dedicated to developing designs, products and concepts in collaboration with Spanish and Italian design houses
- Asset light model allows company to respond faster to changing trends and market dynamics

Access to Capacities (Tiles)



Capacities across Plants

Own Plants (Tiles)	Location	Capacity (MSM p.a.)	Capacity Utilization in FY16
Kassar	Haryana	17.13	97%
Kadi	Gujarat	8.42	85%

Owned capacity of 25.55 MSM p.a.

Associates/ Subsidiary Plants (Tiles)	Equity Stake	Capacity (MSM p.a.)	Capacity Utilization in FY16
Vintage Tiles Pvt. Ltd.	26%	2.99	94%
Commander Vitrified Pvt. Ltd.	26%	4.76	87%
Vicon Ceramic Pvt. Ltd.	26%	3.98	93%
Amora Tiles Pvt. Ltd.	51%	4.58	69%
Acer Granito Pvt. Ltd.	26%	5.10	82%
Somany Fine Vitrified Pvt. Ltd.	51%	4.29	100%

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

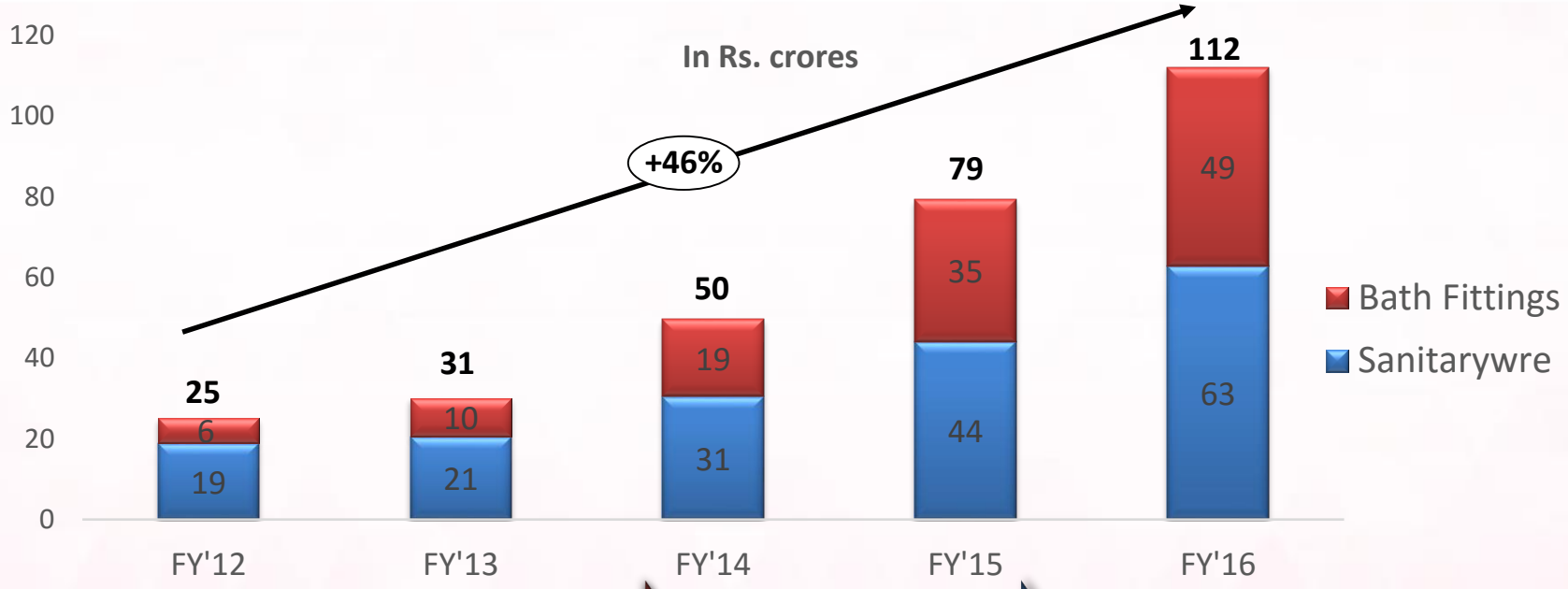
Outsourced capacity with no equity stake ~9.00 MSM

Outsourced capacity of ~9.00 MSM p.a.

Subsidiary Plant (Sanitary ware)	Equity Stake	Capacity (pcs p.a.)	Capacity Utilization in FY16
Somany Sanitaryware Pvt. Ltd.	51%	303000	90%

Current capacity of 303000 pcs p.a.

Sanitaryware and Bath Fittings



Business Synergy

- Products are sold mostly through the same dealer as Tiles
- Surrogate advertising due to higher brand visibility
- Lower outward freight leading to higher margins

Business Synergy → Manufacturing Capacity

Manufacturing Capacity

- Acquired 51% equity stake in Somany Sanitary Ware Pvt. Ltd.
- Trebling capacity in Somany Sanitaryware to 900,000 pieces per annum
- Exploring opportunities (Joint Venture/Greenfield) for bath fittings

Financial Performance

5 Years' Profit & Loss

Particulars	FY12	FY13	FY14	FY15	FY16
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	65
Cash Profit	43	53	53	74	97
EPS (Rs.)	7.28	9.28	8.25	11.94	16.25

Consolidated Figures in Rs. crores

5 Years' Balance Sheet

Particulars	FY12	FY13	FY14	FY15	FY16
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	19	20
Net Current Assets	130	136	171	201	321

Consolidated Figures in Rs. crores

Key Financial Ratios

Particulars	FY12	FY13	FY14	FY15	FY16
PBT Margin (%)	4.1	4.6	3.5	4.4	5.7
PAT Margin (%)	2.9	3.1	2.3	3.0	3.8
ROCE (%)	17.3	19.7	15.5	18.7	19.8
Debt Equity (times)	1.4	1.2	0.8	0.8	0.6
Current Ratio (times)	1.2	1.2	1.3	1.3	1.6
Debtors (days)	55	57	59	59	64
Inventory (days)	42	42	26	32	30
Working Capital* (days)	54	47	39	41	47

* Excluding Current Investments

Based on Consolidated Financials

Key Financial Indicators

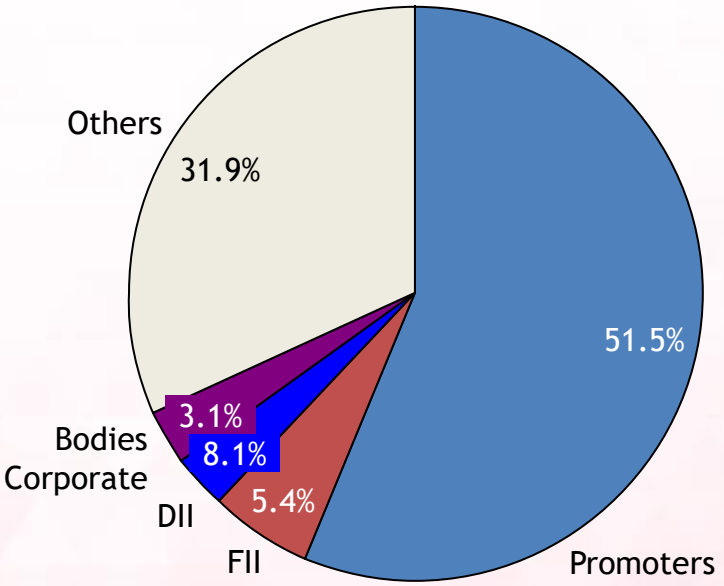
Particulars	FY12	FY13	FY14	FY15	FY16
Face Value (Rs./share)	2	2	2	2	2
Book Value (Rs./share)	36.5	44.4	63.9	67.4	107.5
Market Price (Rs./share)*	37.5	64.6	163.8	398.8	393.1
Market Cap (Rs. Crores)*	129.4	222.7	636.1	1,549.1	1,665.9
EPS (Rs./share)	7.3	9.3	8.3	11.9	16.3
P/E ratio (times)	5.1	6.9	19.7	33.5	24.1
ROE (%)	21.9	23.0	15.3	19.3	18.9
Dividend Payout (%)	12.8	15.1	23.6	20.2	18.2

* As at 31st March

Based on Consolidated Financials

Shareholding as on 31.03.2016

Particulars	31st Mar'2016
Promoters	51.5%
FII	5.4%
DII	8.1%
Bodies Corporate	3.1%
Others	31.9%
Equity Shares (Nos.)	42,379,426



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

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 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.

Company :	Investor Relations Advisors :
Somany Ceramics Ltd. CIN-L40200DL1968PLC005169 Mr. R. K. Lakhotia VP – Finance fin@somanytiles.co.in www.somanyceramics.com	Strategic Growth Advisors Pvt. Ltd. CIN - U74140MH2010PTC204285 Mr. Shogun Jain/Ms. Ekta Bhalja jshogun@sgapl.net/ bekta@sgapl.net +91 7738377756 / +91 738359389 www.sgapl.net