

A decorative graphic on the left side of the slide, featuring overlapping, curved, and semi-circular shapes in various colors including green, pink, brown, blue, yellow, and purple.

SOMANY CERAMICS LIMITED INVESTOR UPDATE FOR Q2/HY1' FY14

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The growth indicators of Indian economy remained subdued in the quarter under review leading to soft demand environment in construction and real estate sector. Despite this Somany still reported an impressive top line growth of 17.8% for the second quarter of FY14. The gross sales touched a figure of Rs. 320.61 crores as compared to Rs. 272.05 crores in the corresponding quarter last year.

The period under review witnessed a disproportionate increase of 42% in fuel costs (natural gas) apart from the adverse impact in forex liabilities. Various mitigation measures restricted the impact on PBT and PAT which were marginally lower at Rs. 9.46 crores and Rs. 6.25 crores compared to Rs. 11.63 crores and Rs. 8.02 crores respectively for the corresponding period last year.

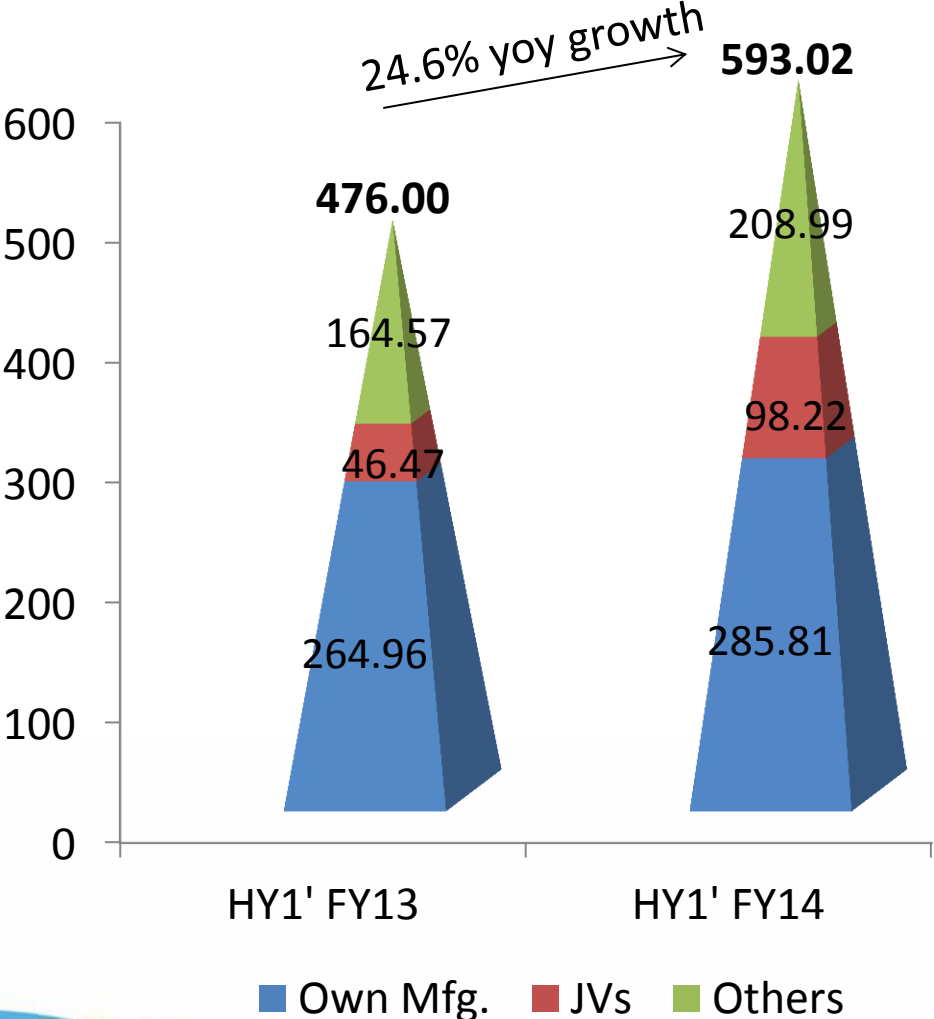
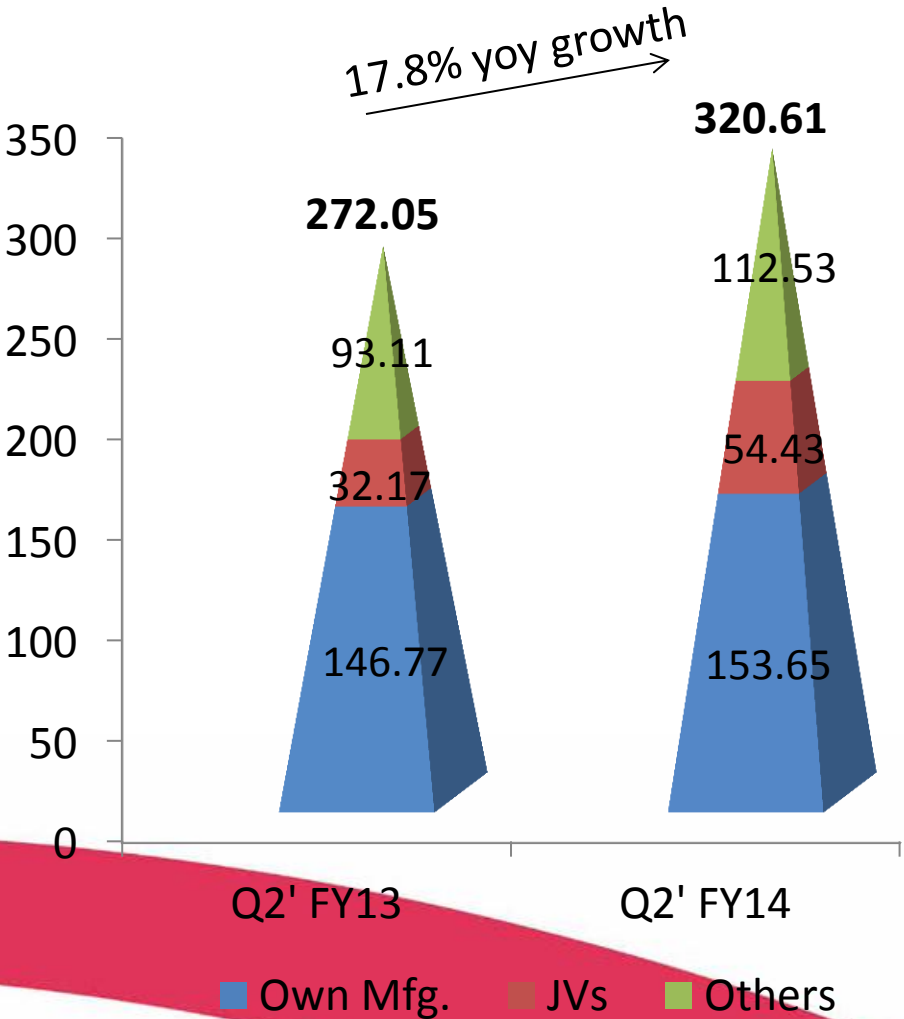
Looking at the larger picture and the sound economic fundamentals of Indian economy, we at Somany see this as a short lived aberration and continue to be very bullish on the current and long term growth prospects of the company in line with its past performance.

Building on the faith reposed by our stakeholders in the brand and distribution prowess of Somany, we shall relentlessly continue our journey of business expansion through asset light inorganic route.

Wish you all a very happy Deepawali and a brilliant new year ahead !!!

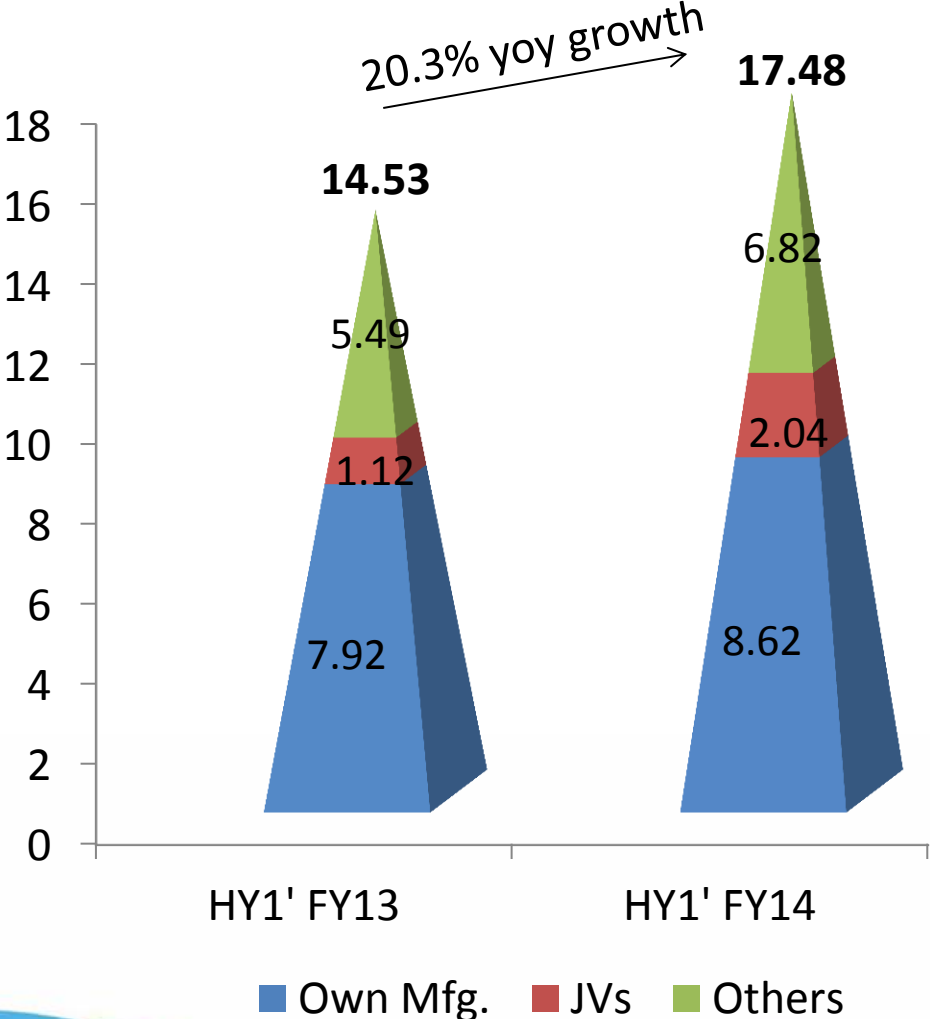
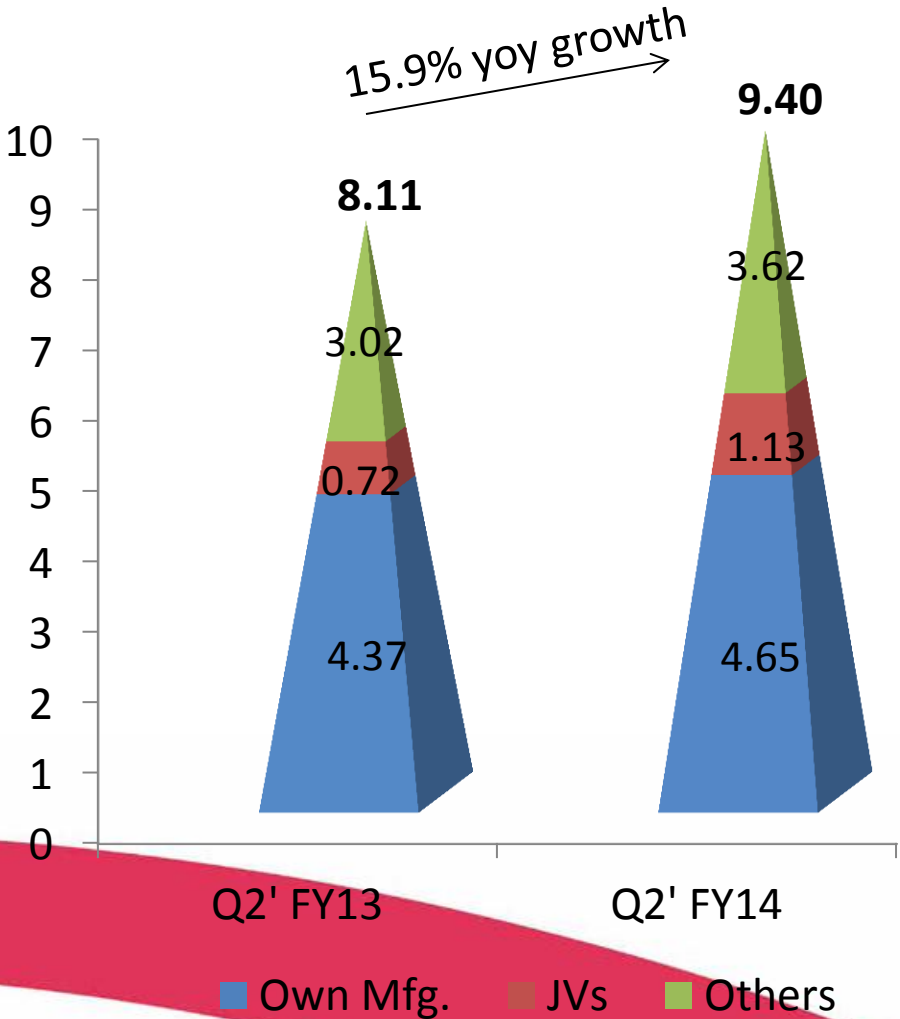


Performance Highlights - Sales Growth



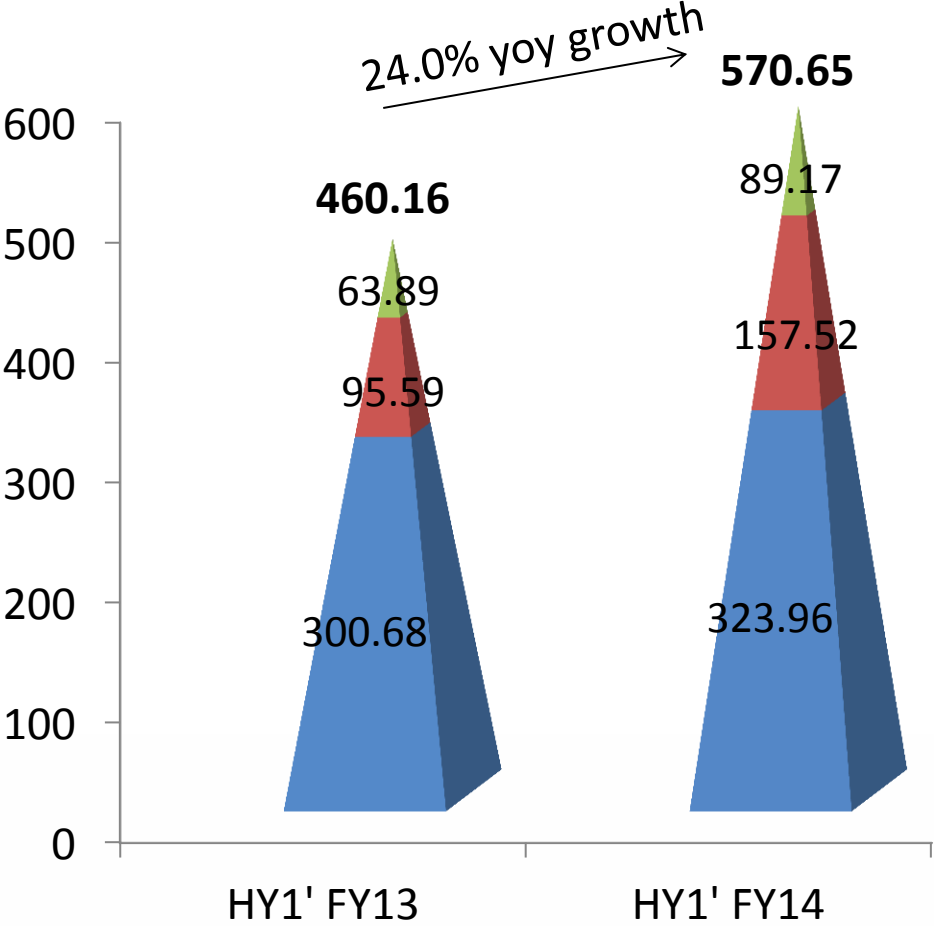
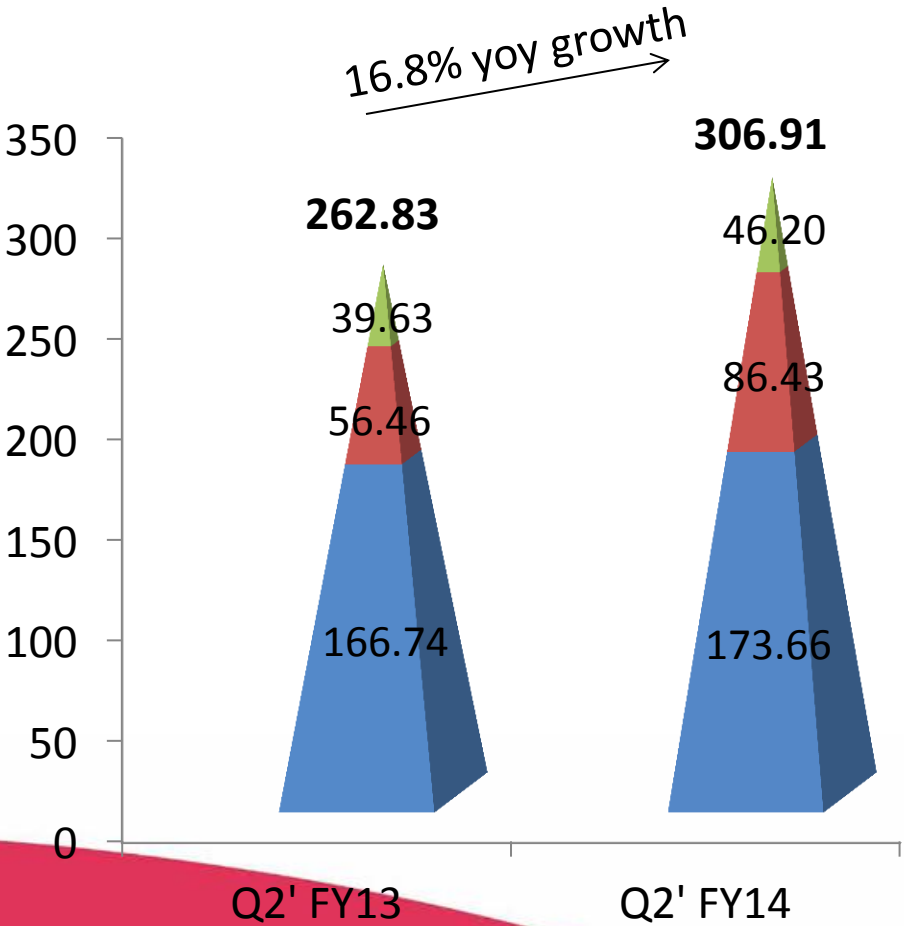
Standalone figures in Rs./ Crores

Performance Highlights - Sales Volume Growth (Tiles)



Standalone figures in mn sqm

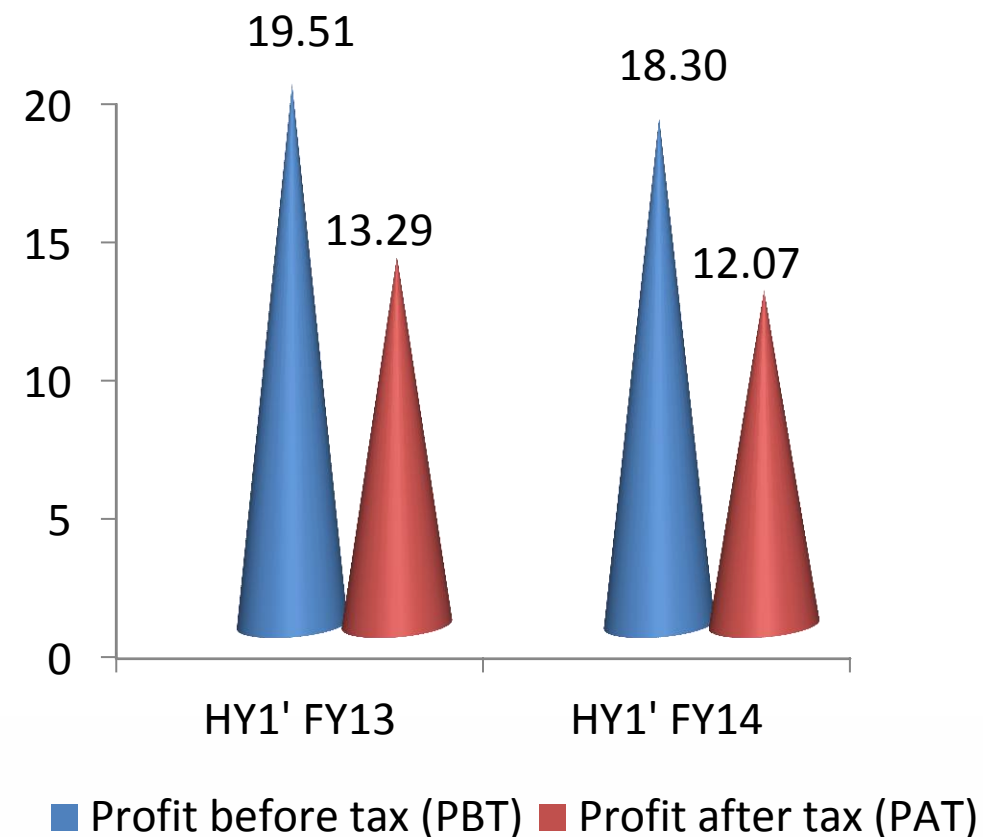
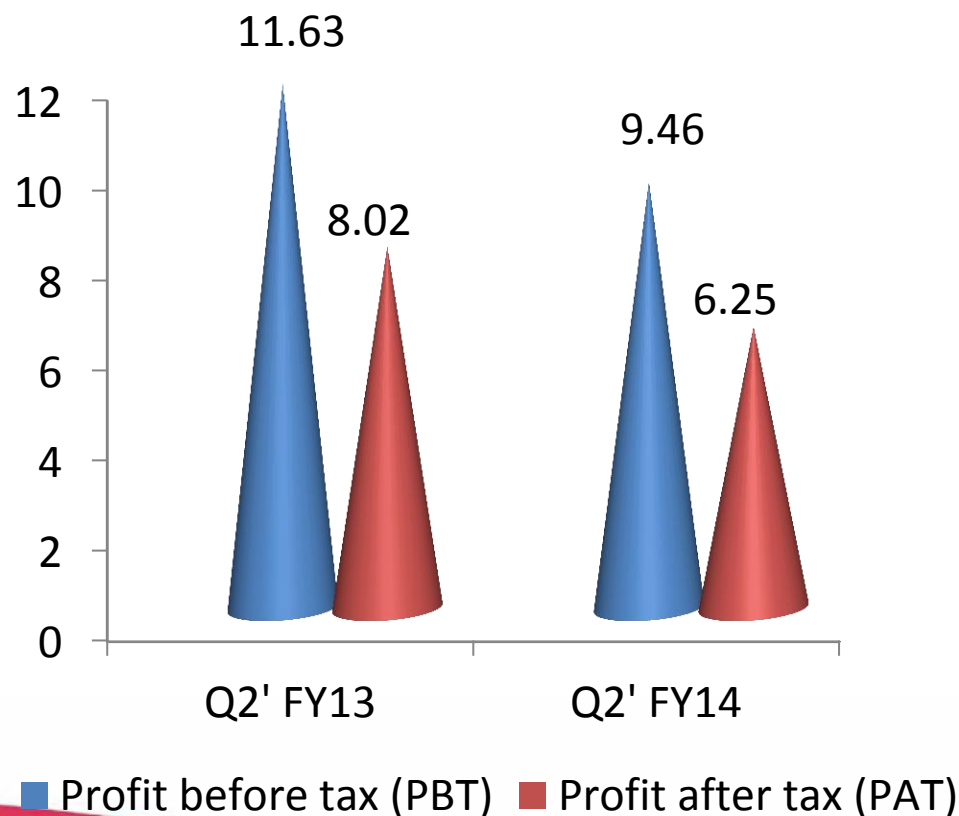
Performance Highlights - Product Mix Growth (Tiles)



■ Ceramic ■ Polished Vitrified ■ Glazed Vitrified ■ Ceramic ■ Polished Vitrified ■ Glazed Vitrified

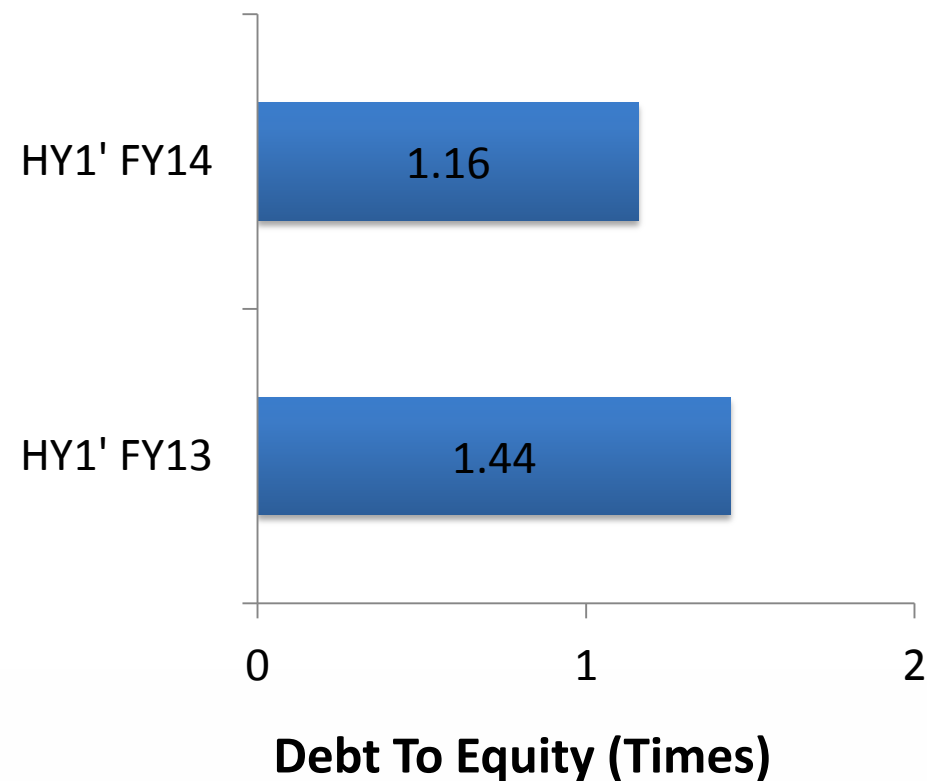
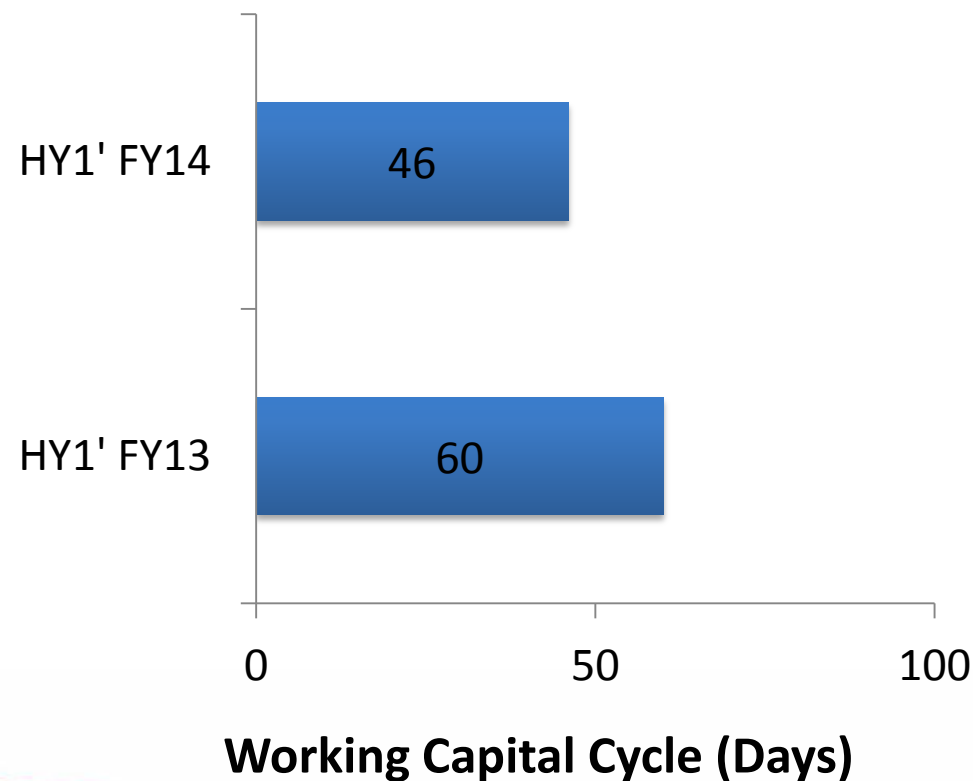
Standalone figures in Rs./ Crores

Performance Highlights - PBT / PAT



Standalone figures in Rs./ Crores

Performance Highlights - Debt Management



Based on Standalone figures

Performance Highlights - Financials

Particulars	Q2' FY13	Q2'FY14	HY1' FY13	HY1' FY14
Gross Sales	272.05	320.61	476.00	593.02
Net Sales	256.62	303.82	446.30	561.79
EBIDTA	21.53	19.69	39.42	38.27
Depreciation	5.00	5.46	9.88	10.72
Finance cost	4.90	4.77	10.03	9.25
Profit before tax	11.63	9.46	19.51	18.30
Tax expenses	3.61	3.21	6.22	6.23
Profit after tax	8.02	6.25	13.29	12.07
Cash Profit	12.93	11.86	22.83	22.74
EPS (Rs.) (3/6 monthly)	2.32	1.81	3.85	3.50

Standalone figures in Rs./ Crores

Other Highlights (Q2/ HY1' FY14)

- Sponsored architecture and design conference in association with Economic Times at Ahmedabad, Pune, Indore, Nasik followed by Grand event at Mumbai on 29th August, 2013. In these conferences Mr. Abhishek Somany shared the dais with eminent stakeholders of Indian and global construction and real estate industry.
 - Taking the brand to an international platform consecutively for second year, the company showcased its products at CERSAIE, the prestigious international exhibition of ceramic tile and bathroom furnishings in Italy from 23rd-27th September, 2013
 - Export grew by 74% and 52% to Rs. 9.30 crores and Rs. 15.74 crores in Q2' FY14 and HY1' FY14 respectively
 - 390 masons trained under Tile Master initiative during the quarter
 - Strengthened distribution network further by adding 14 showrooms during the quarter, taking the total to 205
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❖ **Vintage Tiles Private Ltd. (Existing)**

- Acquired 26% equity stake adding capacity of ~2.65 mn sqm per annum of polished vitrified tiles
- Commenced production in January, 2012

❖ **Commander Vitrified Private Ltd. (Existing)**

- Acquired 26% equity stake adding capacity of ~2.65 mn sqm per annum of polished/glazed vitrified tiles
- Commenced production in June, 2012
- Capacity expansion to produce additional ~2.62 millions of polished vitrified tiles likely to be completed by November, 2013 end



Status of Joint Ventures... contd.

❖ **Amora Tiles Private Ltd. (New)**

- Acquired 51% stake in equity stake adding capacity of ~2.45 mn sqm per annum of ceramic wall tiles
- Expected commissioning by middle of January, 2014
- Propose doubling of capacity by July, 2014

❖ **Vicon Ceramics Private Ltd. (New)**

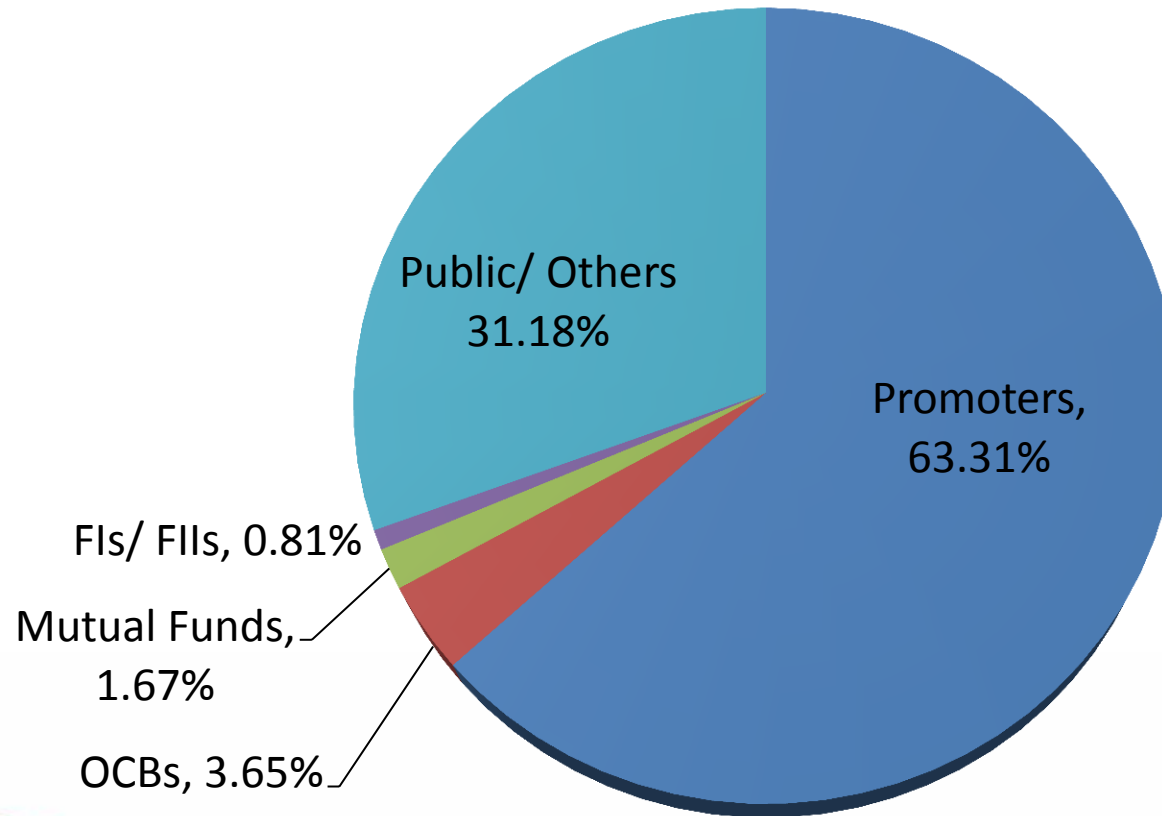
- Acquired 26% stake in equity adding capacity of ~2.10 mn sqm per annum of parking tiles (1st phase)
- Expected commissioning of 1st phase by January, 2014

❖ **Acer Granito Private Ltd. (New)**

- Acquired 26 stake in equity adding capacity of ~2.10 mn sqm per annum of polished vitrified tiles
- Proposed capacity expansion of ~3.00 mn sqm per annum of polished vitrified tiles
- Expected commissioning by June, 2014

Shareholding Pattern

As on 30th Sept. 2013



Equity Shares Outstanding – 34497000 of Rs. 2/- each

Accreditations

SOMANY

- ❖ ISO 9001 certification – for quality of manufacturing facility
- ❖ ISO 14001 certification – for environment friendly manufacturing facility
- ❖ BS OHSAS 18001 certification – for maintaining health and safety standard
- ❖ ISO 22000 certification – for food safety management
- ❖ EN ISO 14411 (CE) certification – for complying quality norms defined by European Standard
- ❖ BIS certification – for its product, first Indian tile company to be so accredited
- ❖ 5's certification – for maintaining organised and efficient workplace
- ❖ Power brand award – for its perception, performance and brand recall
- ❖ Recognised as Asia's Most Promising Brand of the year 2012-13
- ❖ LACP Spotlight 'Gold' award – for its annual report of F.Y. 2011-12



Corporate Brief

Somany is amongst the frontrunners in the ceramic tile industry in India. By the end of current financial year it will have access to manufacturing capacity of ~43.72 mn square meters of tiles per annum spread across two own manufacturing plants in Haryana and Gujarat (19.15 mn sqm), two existing joint venture plants in Gujarat (5.30 mn sqm), three new joint ventures & expansion of existing joint venture (9.27 mn sqm) and outsourcing tie ups for ~10.0 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 1500+ dealers, more than 6000 sub dealers and 205 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.





CERSAIE

CERSAIE 2013
Bologna, Italy

SOMANY



SOMANY ET Architecture & Design Summit, 2013



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.



THANK YOU!

