



**Investor Presentation
Q1 & FY 2017-18**



STERNHAGEN
GERMANY



German Engineered

August 12, 2017

Disclaimer

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward looking statements. The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product & pricing pressures and regulatory developments. Responses can only be given to questions which are not price sensitive.

Content



Economic Environment

Economic Environment

- ❑ Q1-FY17-18 started with revived business momentum; however, the domestic businesses were started getting affected from the mid of May in the run-up to the GST implementation from July 1, 2017.
- ❑ Manufacturing indicator plummeting to an eight-year low in July 17 due to GST, rolled out on July 1. However, trade seems to be convinced that prospects will brighten as the new tax regime becomes clearer.
- ❑ GST expected to bring radical change in tax collection and tax administration. It will also leads to business reforms.
- ❑ Rupee continue to strengthen, hurting export realizations.
- ❑ Indian economy expected gain by strong capital inflows, driven by global liquidity and partly by the expected improvement in the Indian economy

Company Overview

Introduction



Incorporated in 1987



Markets its products under the brand name “**CARYSIL**”.



IMS (Integrated Management System) Certification for ISO 9001:2008, ISO 14001:2004 OHSAS 18001:2007 management systems and other international product certifications.



Exports to more than 43 countries worldwide and enjoys No. 1 position in India in Granite Sink Manufacturing & Sales



“Carysil” products are distributed across PAN India through more than ~ 1000 dealers, ~ 65 Galleries, 100 new Galleries planned to open in next 3 years.



Exclusive “Carysil” product galleries in major cities of India.

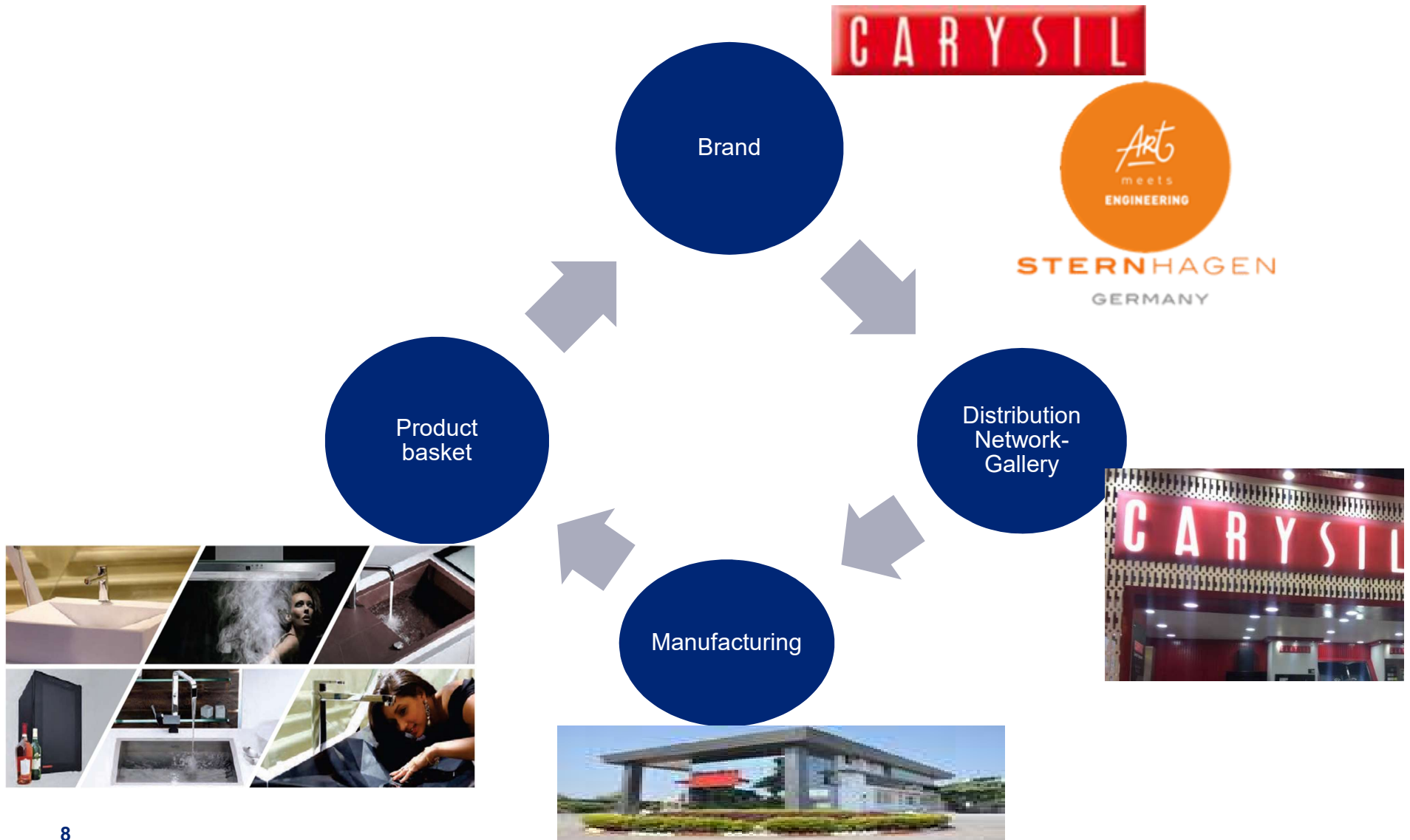


India’s first state of art Show Room cum Experience Center opened in Ahmedabad and Mumbai for display of Sternhagen products

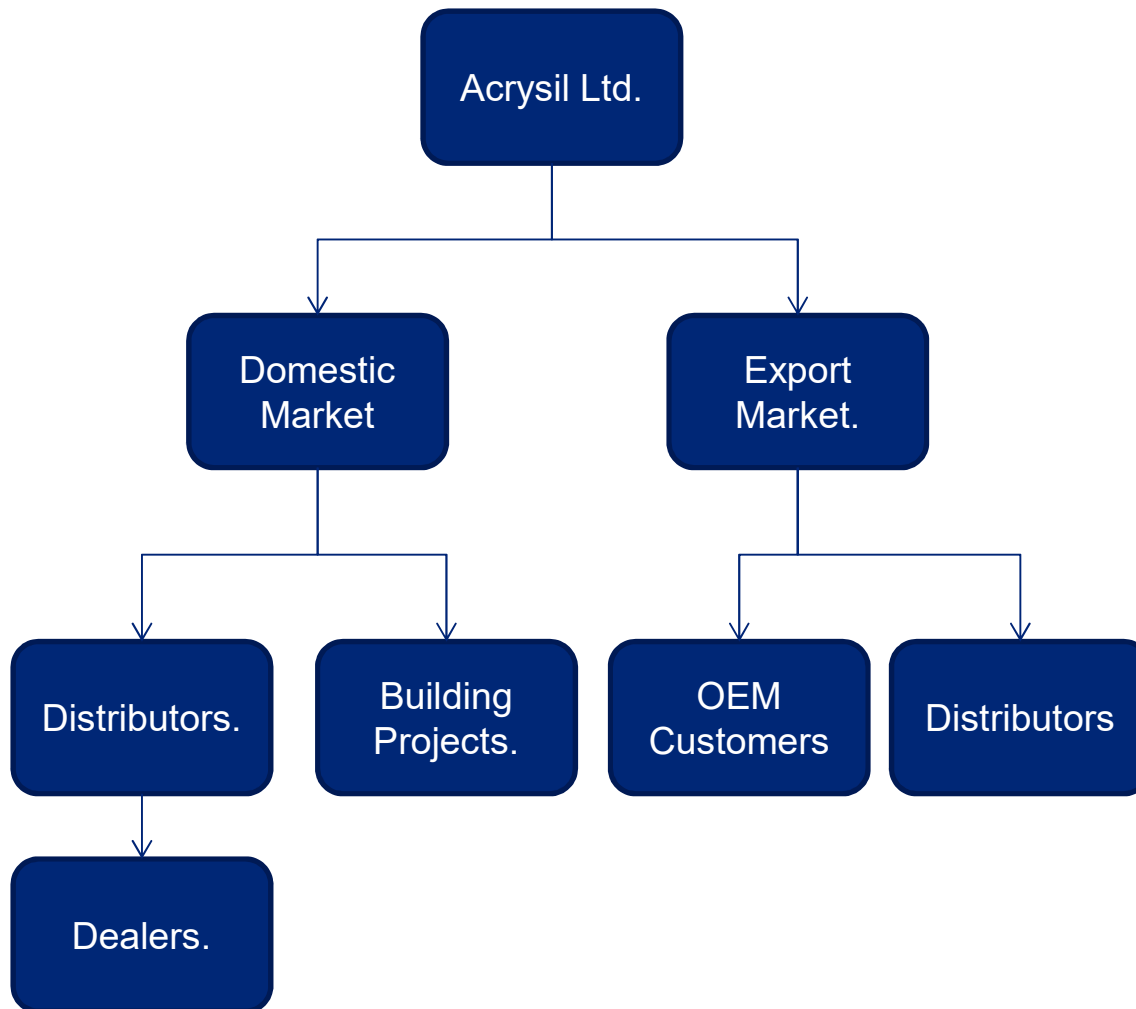


Spreading its wings across the globe , planning to open global offices in US,Europe, UAE.

A Premier Kitchen Sink and Appliances Company

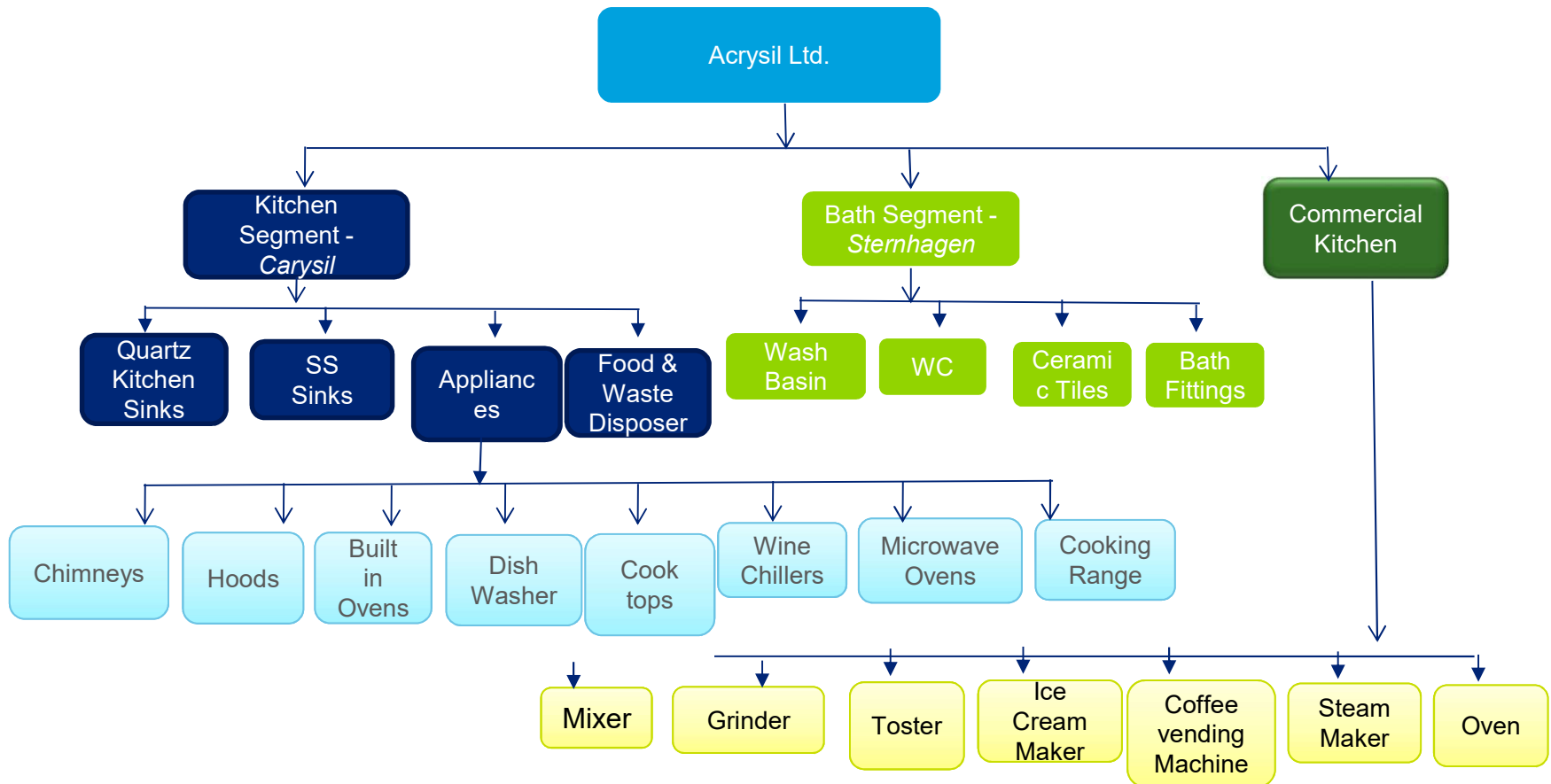


Product Sales & Marketing

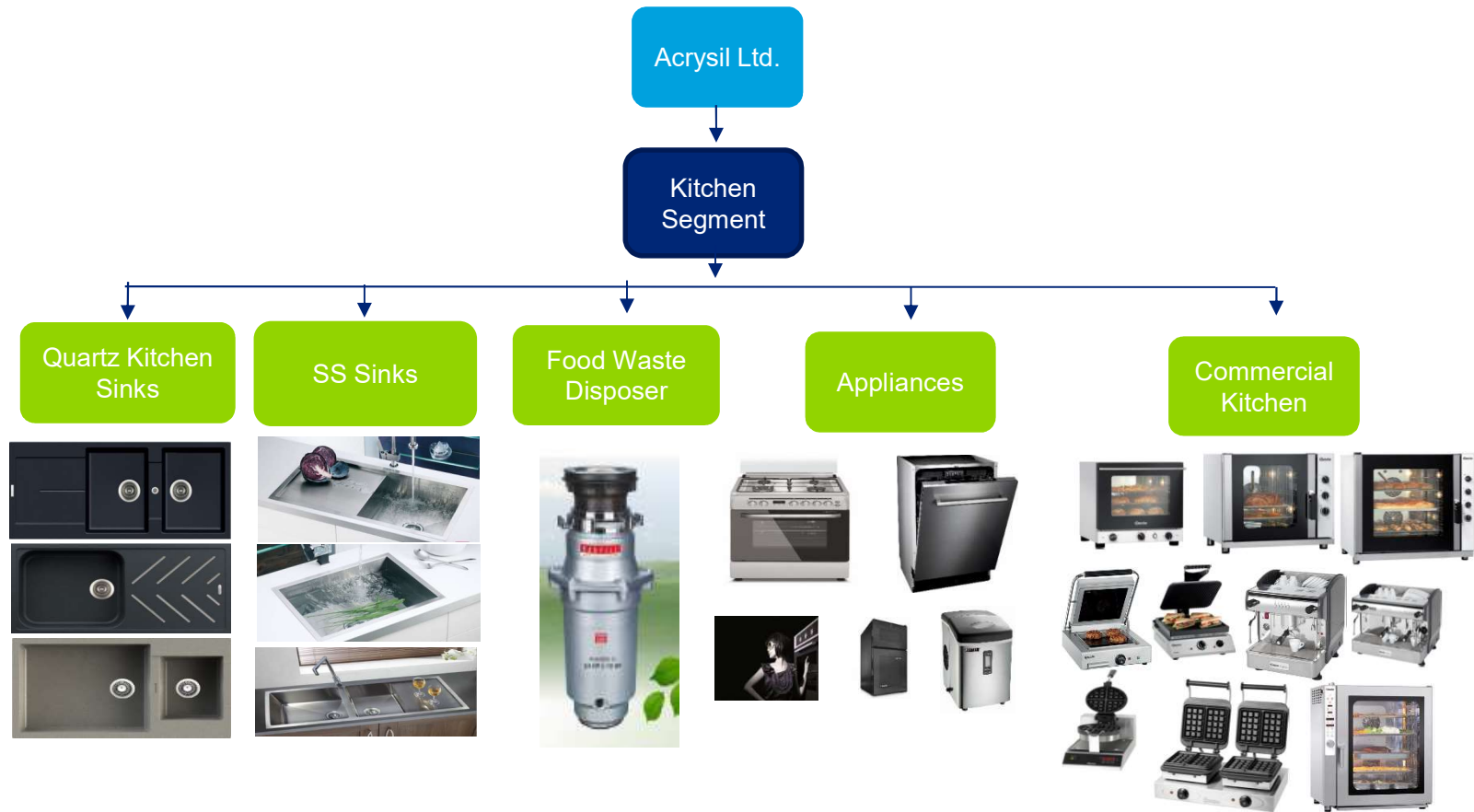


- Domestic Market
 - ~1000+ dealers
 - Galleries ~ 65
 - ~100 new galleries planned to be opened in next 3 years
- For Export market
 - Acrysil is having OEM customers and Brand distributors.
 - Major markets are USA, France, Germany, Canada, China etc

Product Portfolio



Products in Kitchen Segment



Products in Bath Segments



- **Sternhagen** products ranges comprises of sanitary ware, bathroom fittings from Germany.
- **Sternhagen** washbasins are made from Sani-Q. All washbasins are designed by EMAMIDESIGN.

Since its establishment, EMAMIDESIGN won 52 international awards, among them the Red Dot Award (Best of the Best), iF Design Germany (Gold) and the German Design Award.



Düne



Seerose



Golden Cut



Kristall

- **Sternhagen** faucets incorporate unique design and innovative technologies for water. The efficiency of mixers allows natural resources to be managed responsibly, with technologies aimed at saving water and energy, the use of food compatible materials and low lead content brass.



Fluss



Kubus



Jugend



Bogen



Premium Products which will strive growth for the Company in coming years – Bathroom Sanitary ware

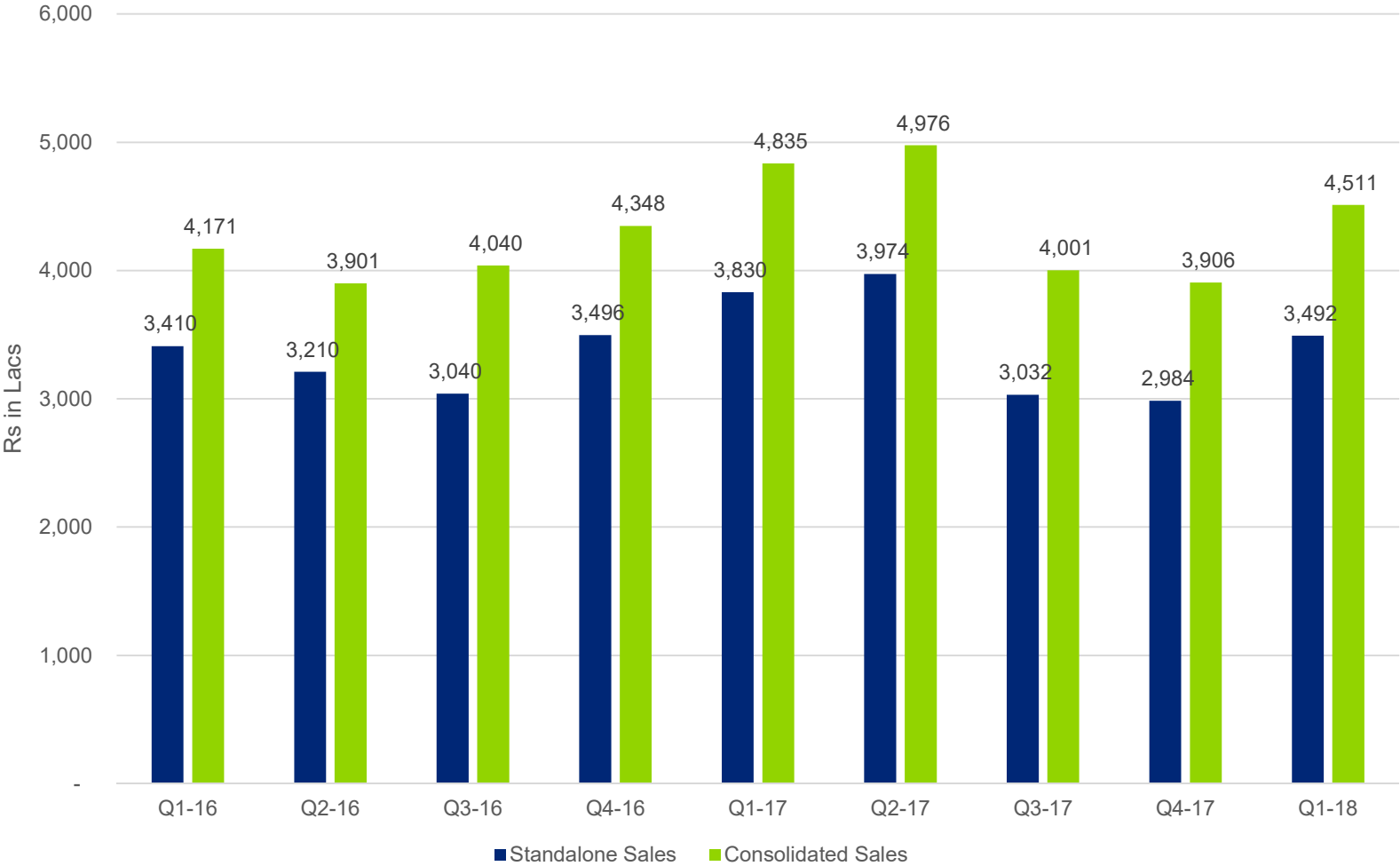


Financial Highlights

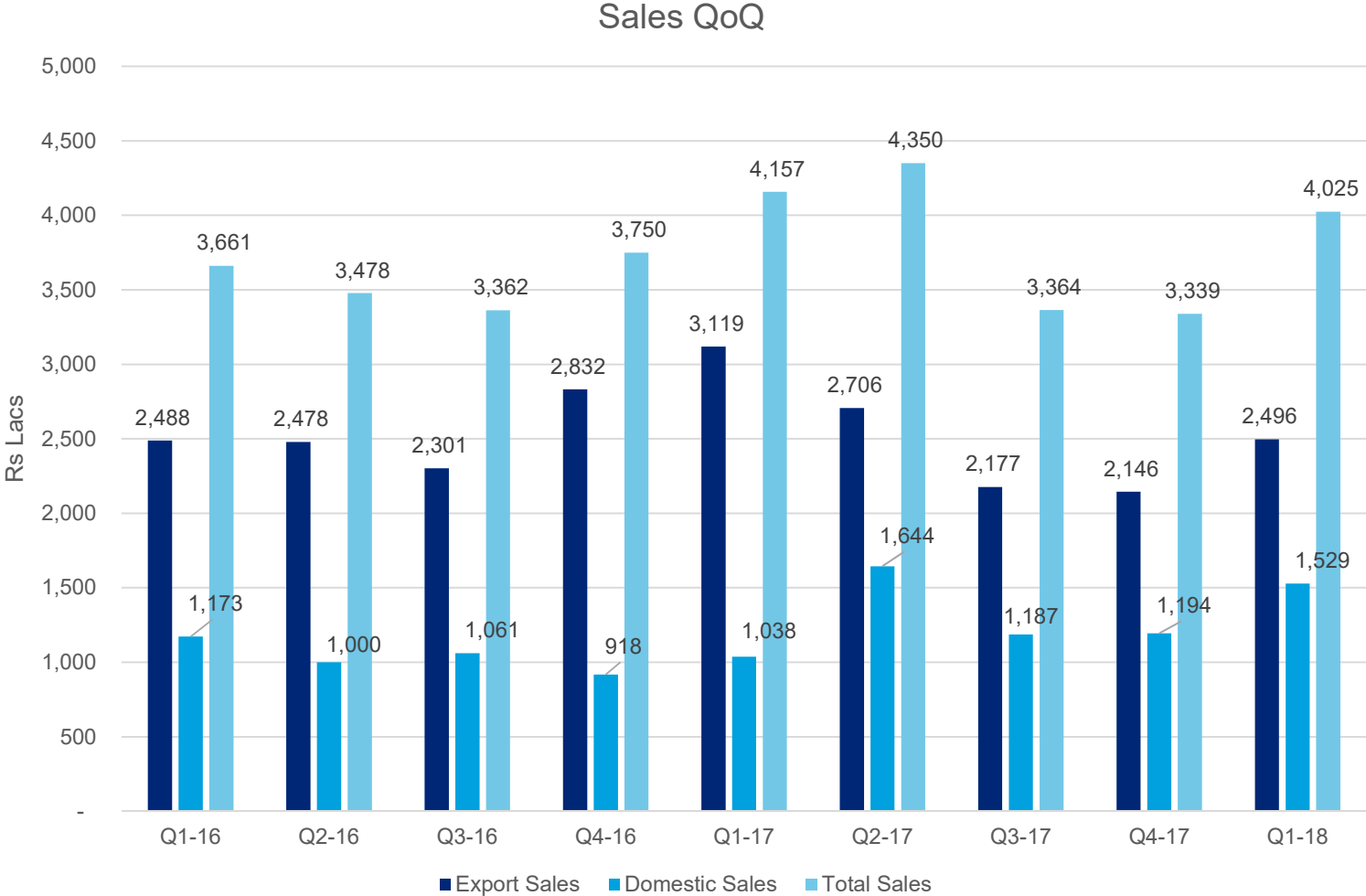
Financials : Q1-FY 2017-18

PARTICULARS	Standalone (Rs in Lacs)				Consolidated (Rs in Lacs)			
	Q1-17-18	Q4-16-17	QoQ- Growth %	Q1-16-17	Q1-17-18	Q4-16-17	QoQ- Growth %	Q1-16-17
Income From Operations	3,752.66	3,201.24	17%	4,025.44	4,875.02	4,210.73	16%	5,087.29
EBITDA	560.11	422.31	33%	717.95	756.67	587.12	29%	1,001.04
EBITDA-%	14.9%	13.2%	XXXX	17.8%	15.5%	13.9%	XXXX	19.7%
PBT	301.79	146.87	105%	481.85	510.95	223.34	129%	566.86
PBT-%	8.0%	4.6%	XXXX	12.0%	10.5%	5.3%	XXXX	11.1%
PAT	195.60	78.72	148%	308.96	375.66	212.74	77%	334.31
PAT-%	5.2%	2.5%	XXXX	7.7%	7.7%	5.1%	XXXX	6.6%

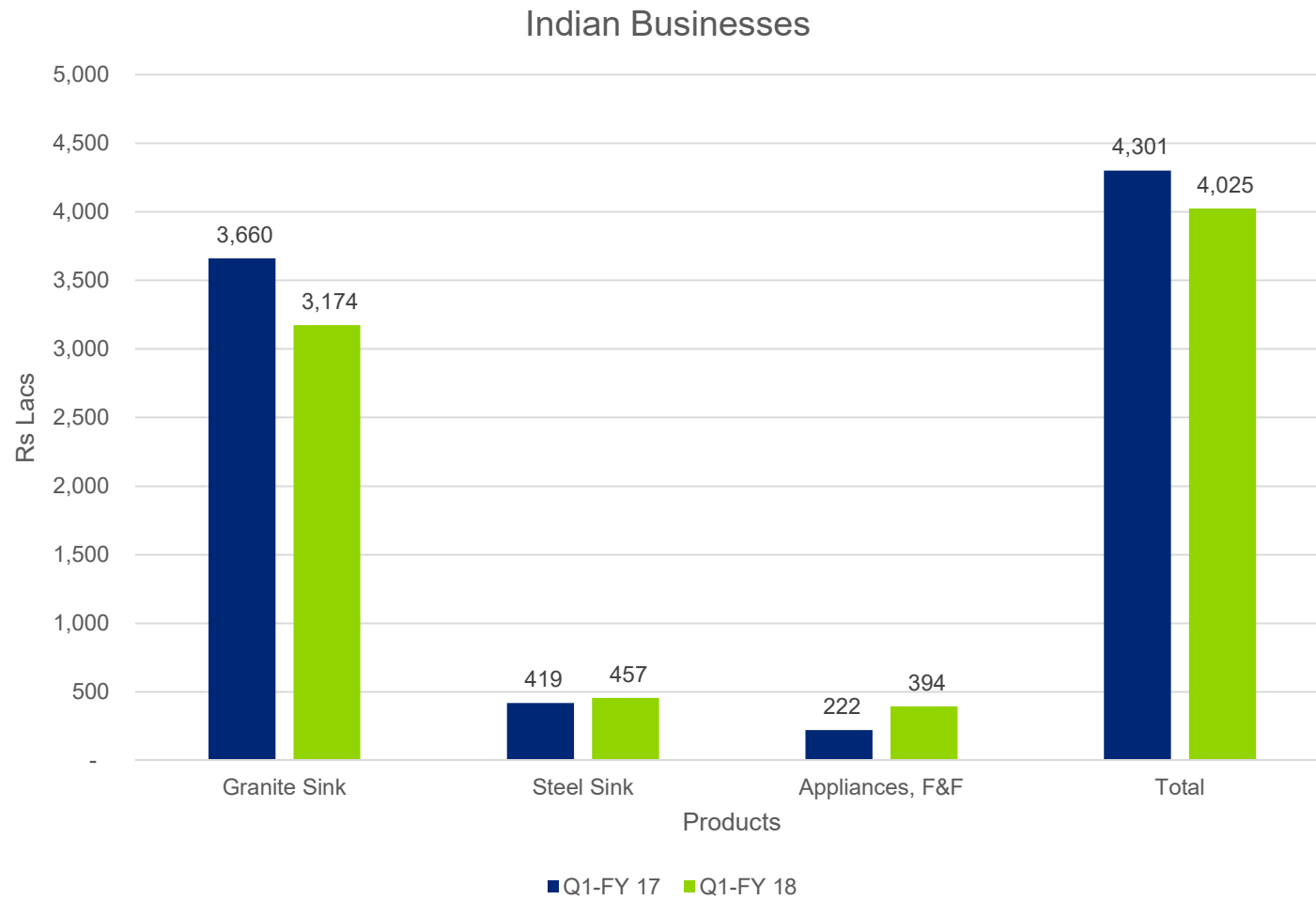
Net Revenue QoQ



Geography wise Sales -Indian Business

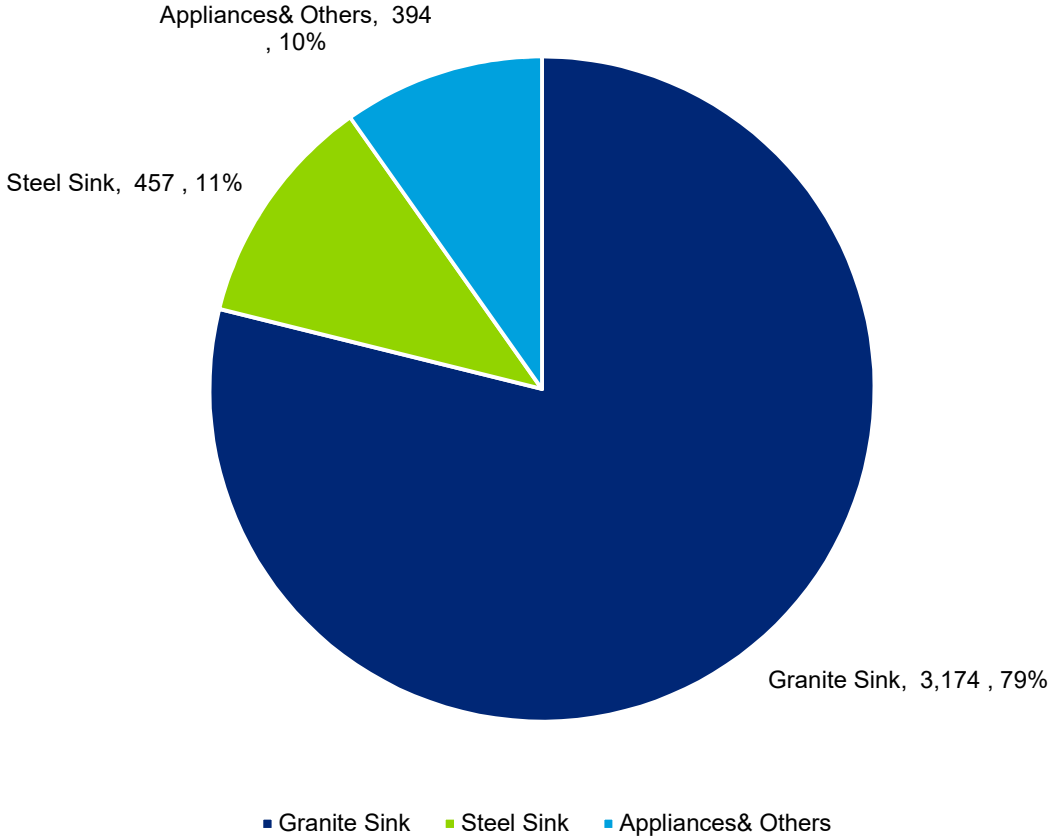


Segment wise Revenue-(Indian Business)

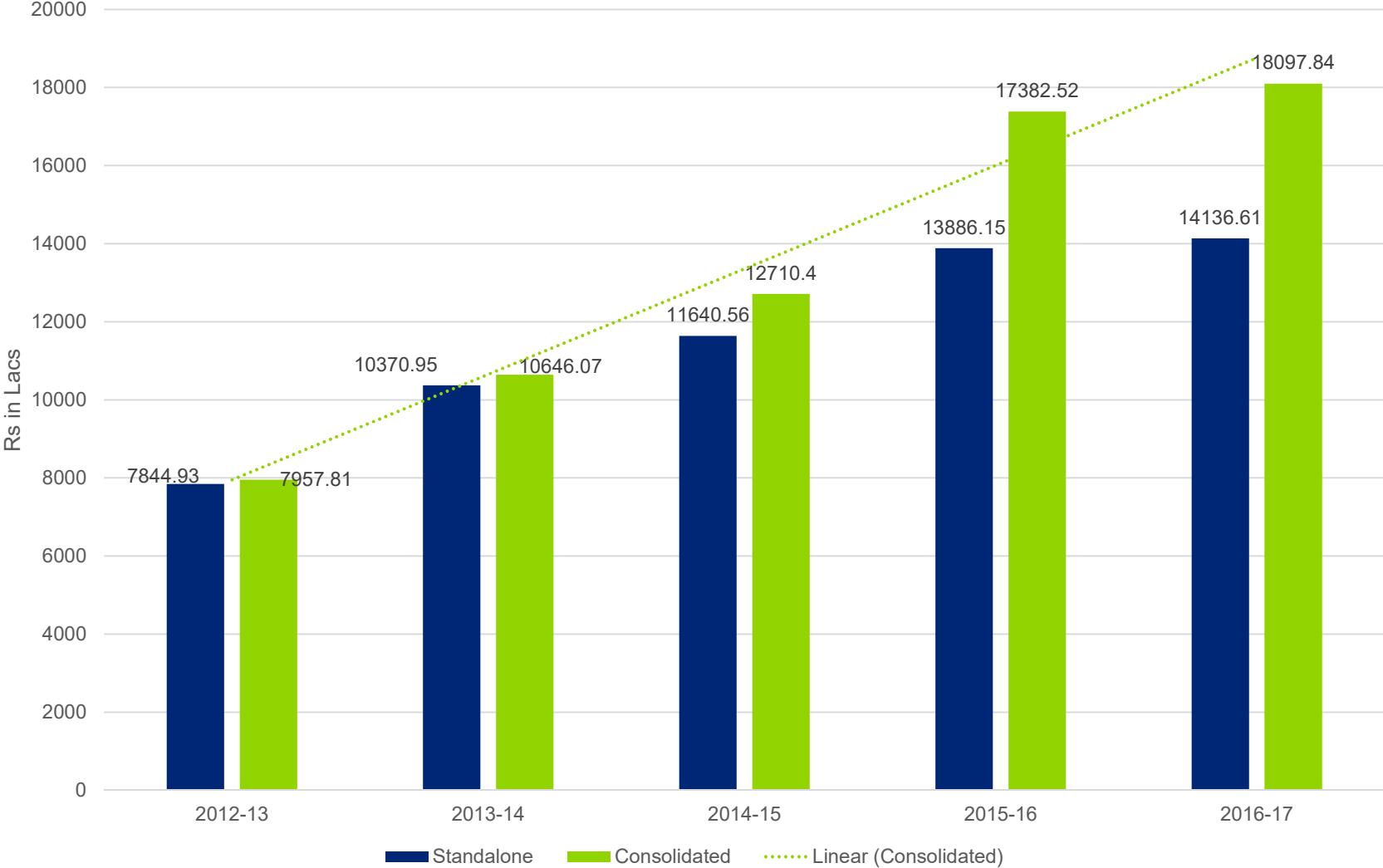


Sales Mix Q1-17-18-Indian Business

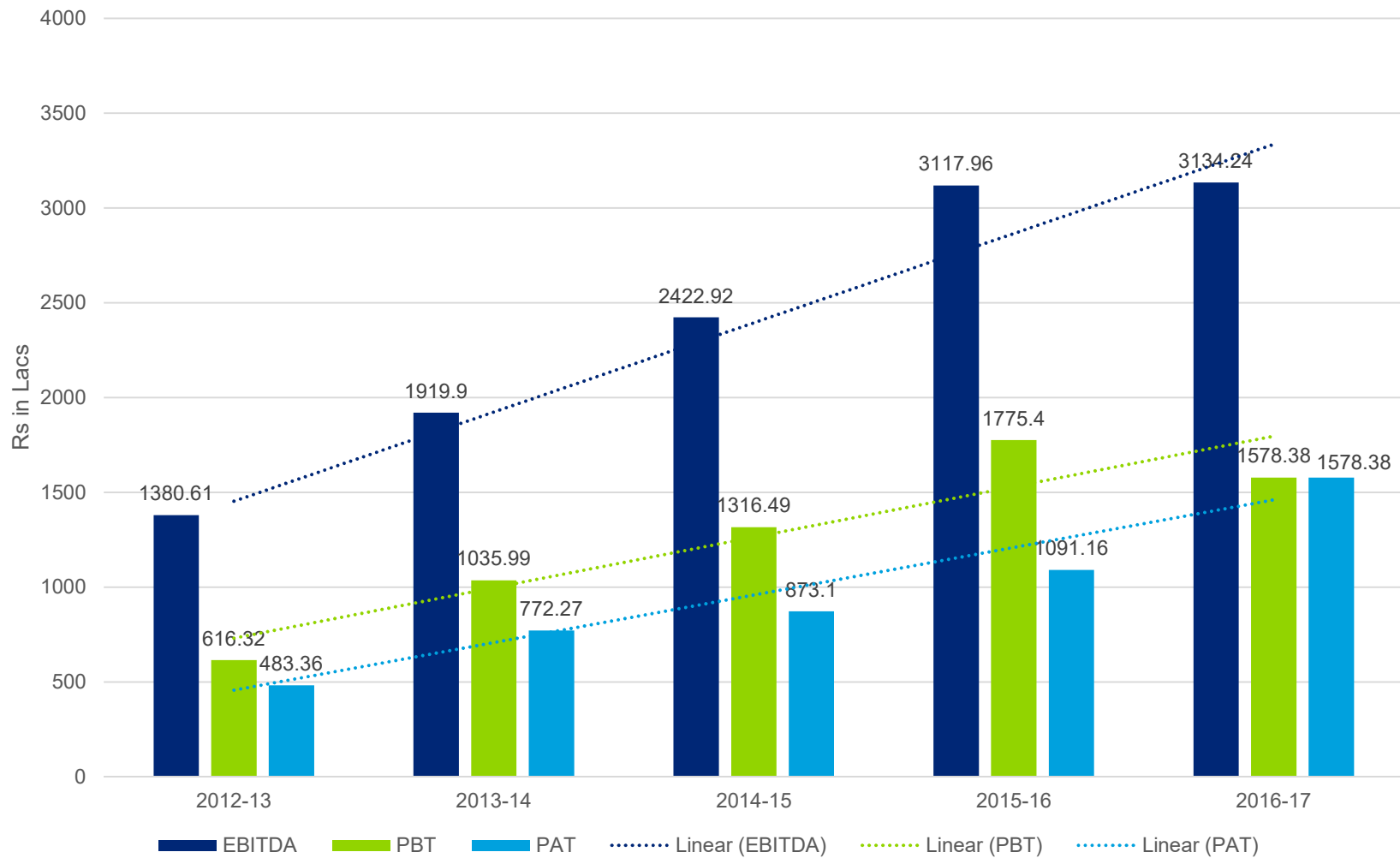
Q1-FY 18



Revenue Growth-YoY



Profitability (Consolidated)-YoY



Business Outlook

Business Outlook

- ❑ Increased demand in domestic markets, Sale of Appliances grew by 77% in Q1-17-18.
- ❑ Growth in export market expected from new market and new customers
- ❑ Expanding production capacity of Quartz Sink manufacturing to meet additional demands.
- ❑ Working on improvement of Quartz Sink manufacturing technology to improve productivity and bring cost efficiency.
- ❑ Bath segment will be driver to growth in next 3 years.
- ❑ Increasing Capacity for production of Steel Sink (Quadro) by 20000 units
- ❑ Thrust on Domestic sales, new recruitment done in marketing team at top and middle level.
- ❑ Company has signed a binding term sheet with leading European designing Company for technology / know how transfer for manufacturing of 3D concrete wall tiles.

THANK YOU



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