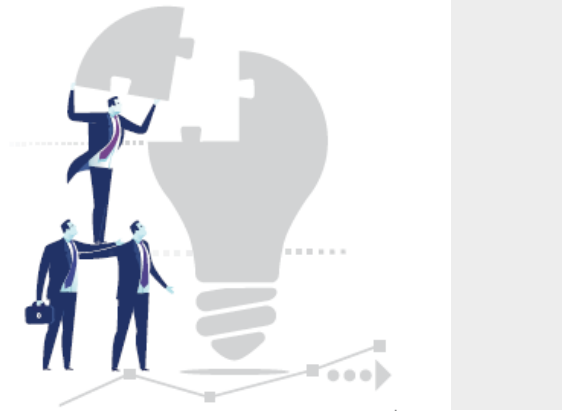


Leader in Lifestyle Kitchen Products



January 2020

Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Acrysil Limited.** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.

Q3 & 9M
FY20
Highlights



FY19 Profitability Surpassed in first 9-months of FY20



**Highest Ever
9-months Revenue**



**Highest Ever
9-months EBITDA**



**Highest Ever
9-months PAT**

Comments from Chairman & MD

“We are pleased with our performance during the first 9 months of FY20. We have been continuously working to deliver superior results and beating our own performance on quarter-on-quarter basis.

We upgrade our technology and product offering at regular interval to enrich customers lifestyle. Our products are of global standards and well known for quality, durability and aesthetics. Our strong brands like Carysil, TekCarysil and Sternhagen have been able to garner mind space of the influencers as well as consumers.

Based on the customer response for our existing and new range of products, we are confident of maintaining the growth momentum in future and are on the right track to achieve our short-term and medium-term target”

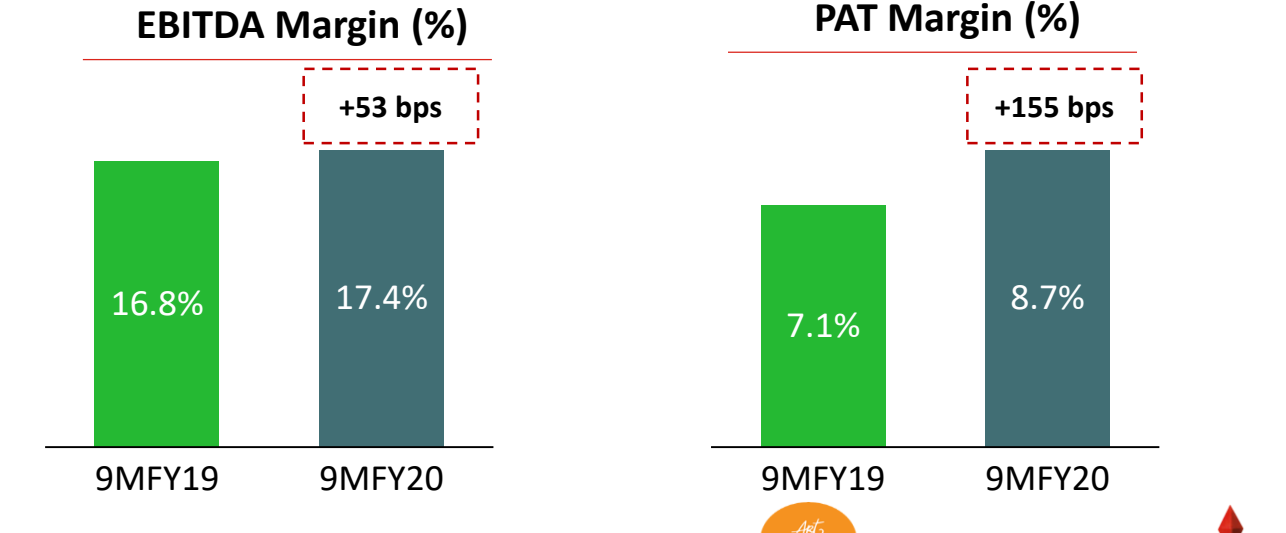
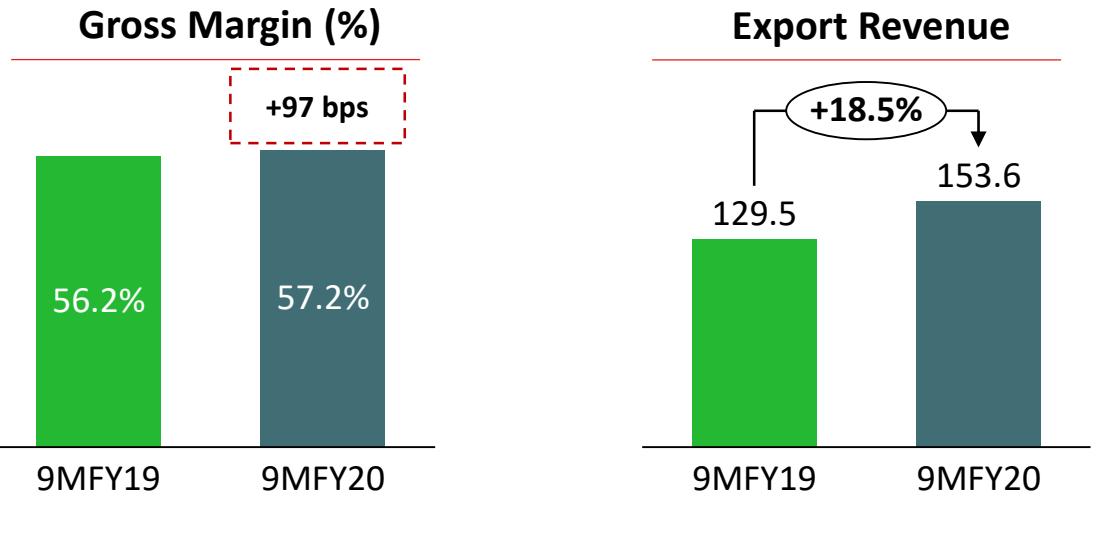
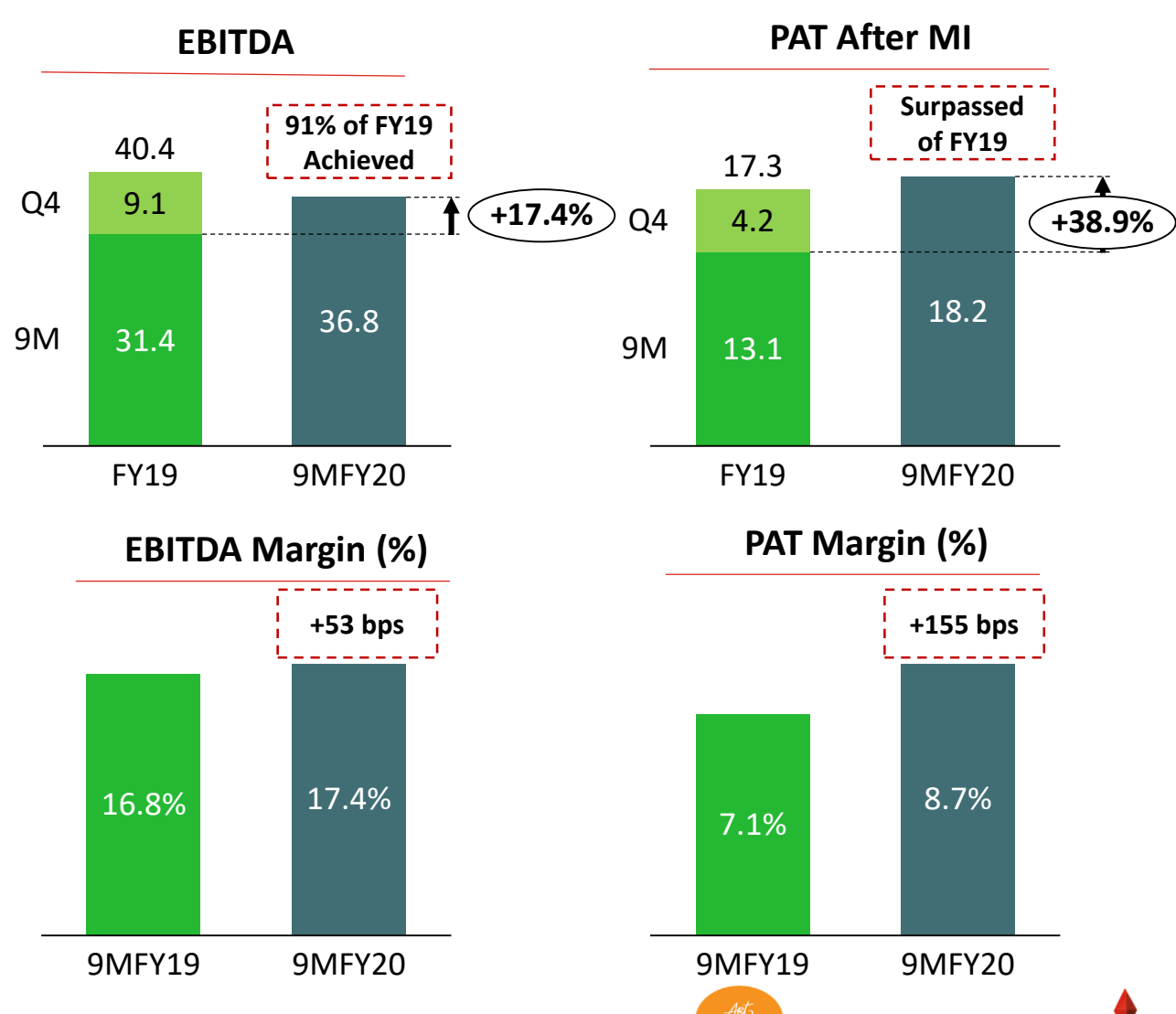
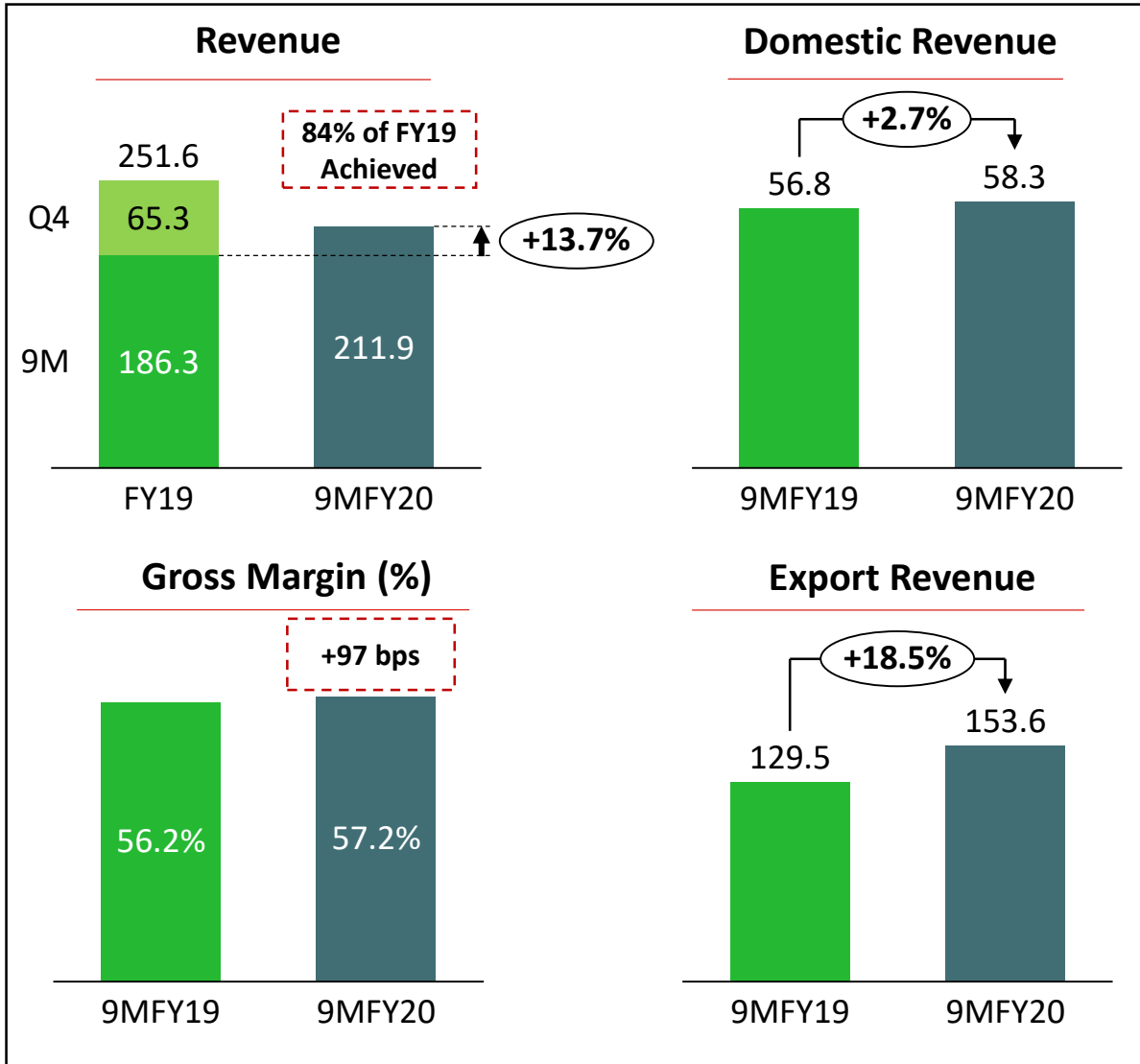
...Mr. Chirag Parekh

Key Highlights

- FY19 Profitability of Rs. 17.5 crores has surpassed in the first 9 months of FY20 to Rs. 18.4 crores
- Quartz sinks continue to be significant contributor to the revenues with a share of 76% as on 9MFY20
- Homestyle Product Limited has registered YoY growth of 40% of revenue at GBP 5.38 mn for 9MFY20
- Domestic business for 9MFY20 grew by ~3% on YoY basis, contributing 28% of the total revenue
- Exports business for 9MFY20 grew at ~19% on YoY basis, contributing 72% of the total Revenue as on 9MFY20
- Contributions from all products under the basket, has led to a better product mix

Highest Ever Nine Months Performance

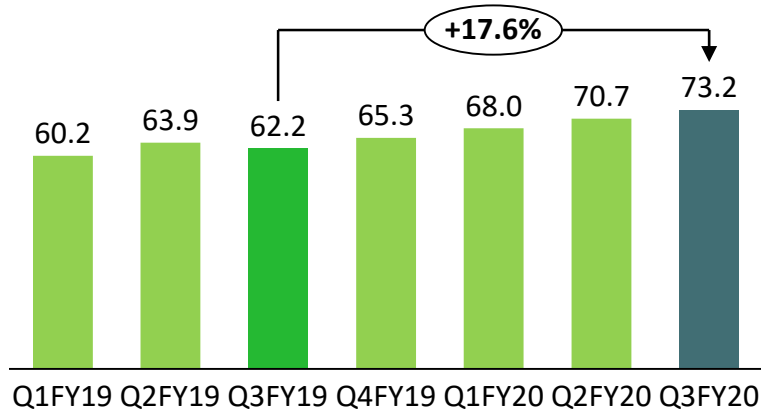
Rs. Crores



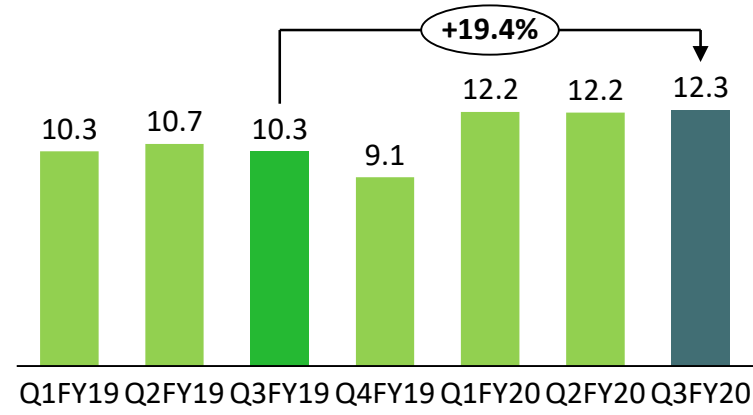
Consistent Growth

Rs. Crores

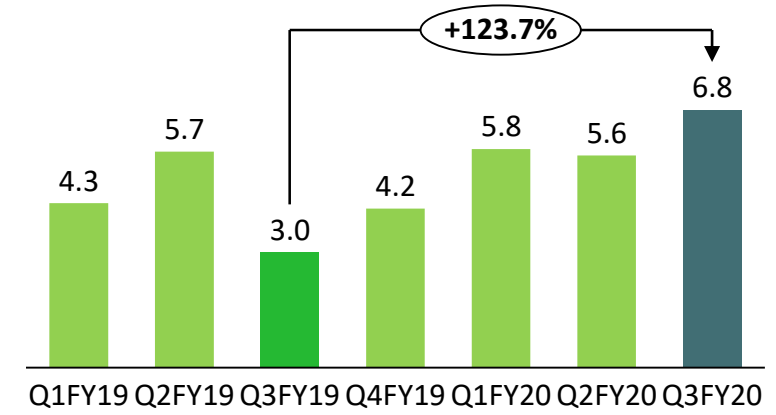
Revenue



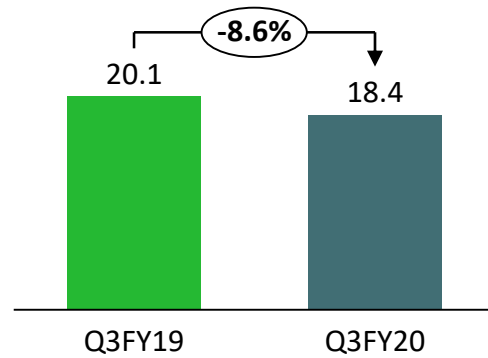
EBITDA



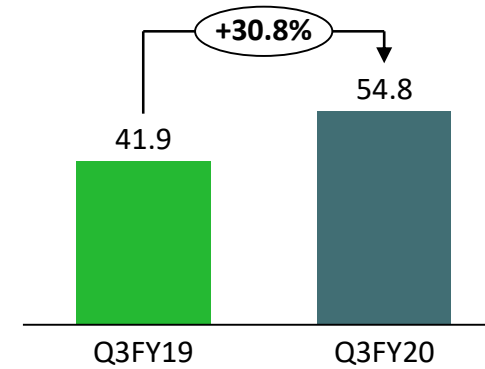
PAT After MI



Domestic Revenue



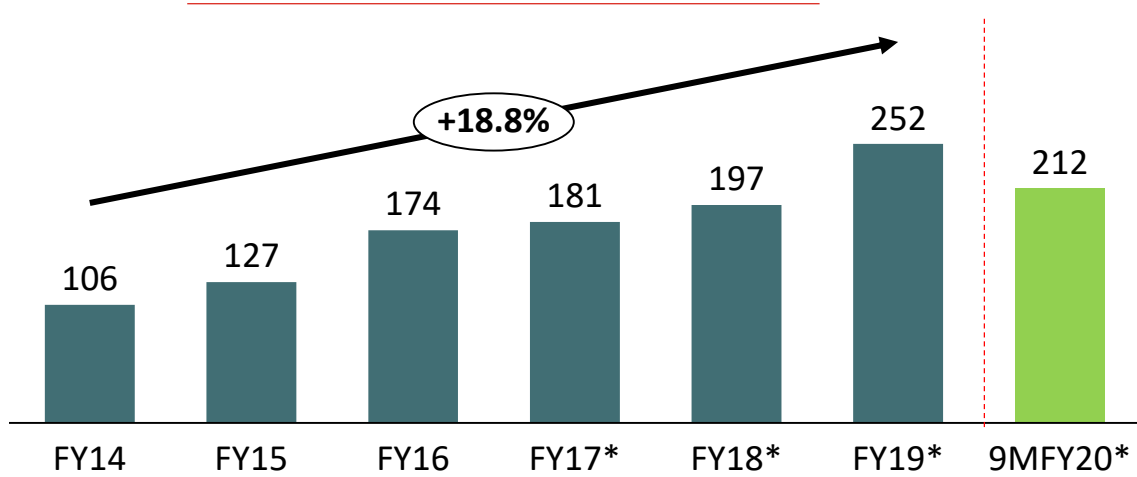
Exports Revenue



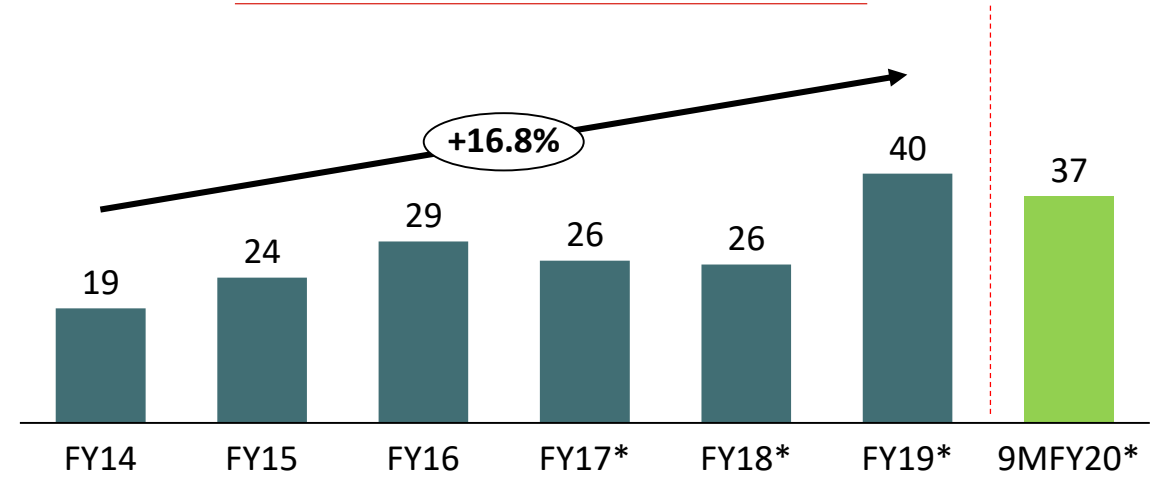
Performance Highlights

Rs. Crores

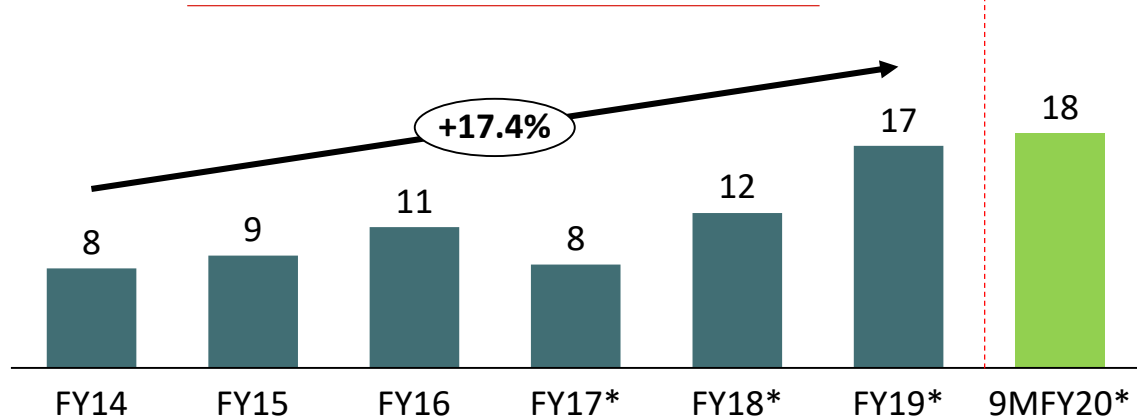
Revenue



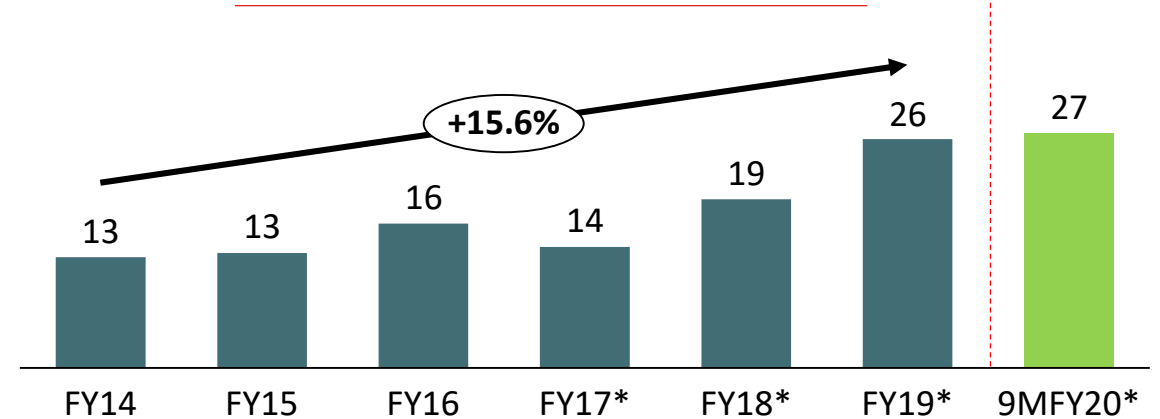
EBITDA



PAT After MI



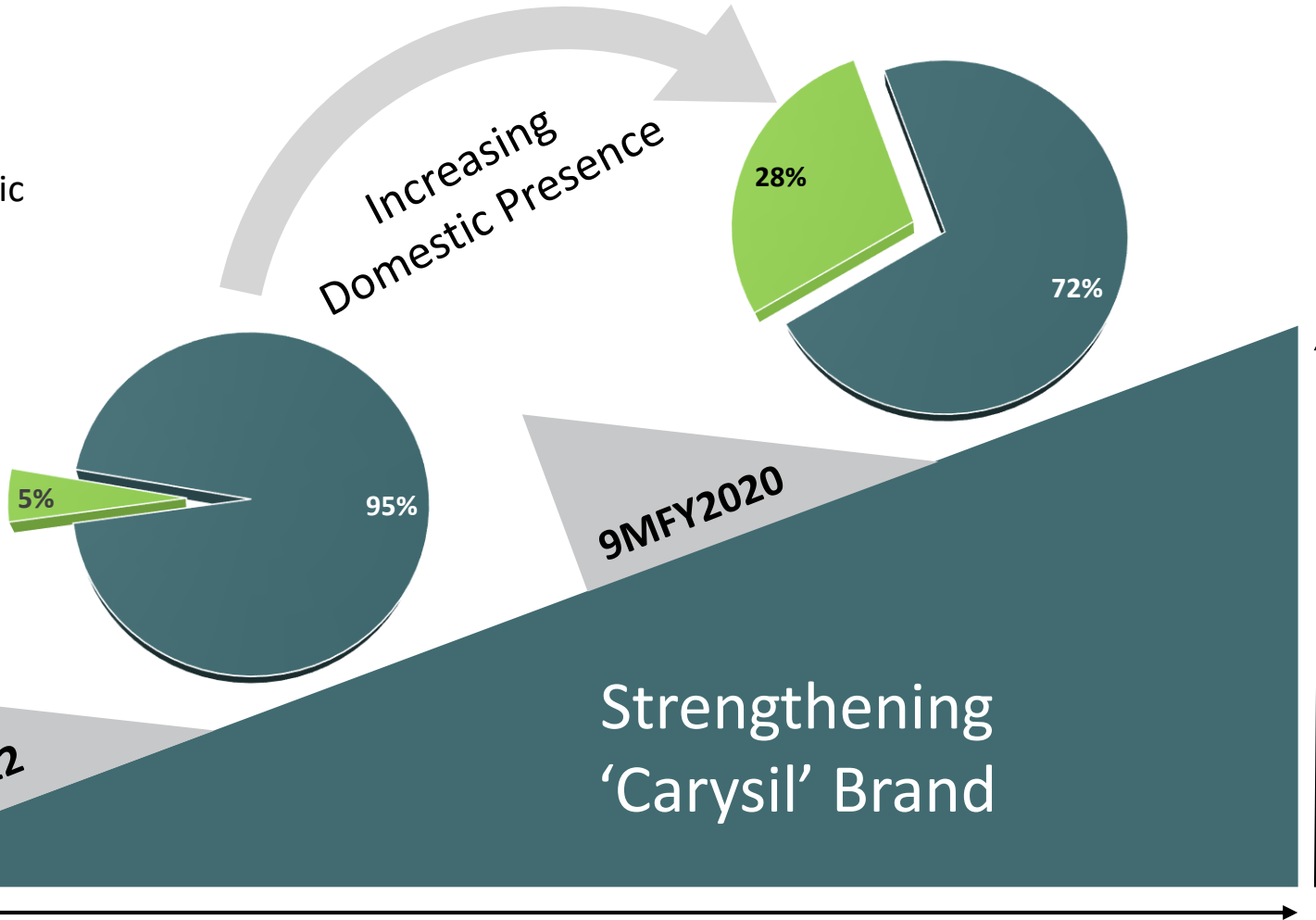
Cash PAT After MI



Revenue Mix

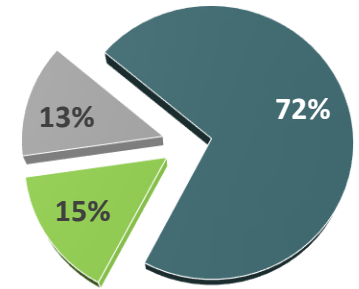
Geography-wise Revenue

- Export
- Domestic



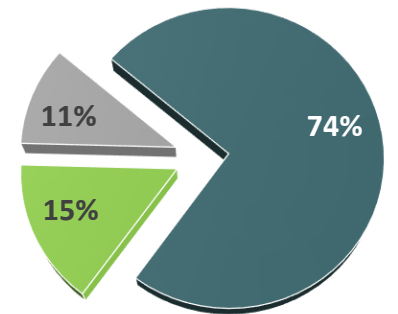
Product-wise Revenue

FY19



- Quartz Sink
- Steel Sink
- Appliances & Others

9M FY20



- Quartz Sink
- Steel Sink
- Appliances & Others

Consolidated Profit & Loss

Particulars (Rs. Crs.)	Q3FY20	Q3FY19	Y-o-Y	Q2FY20	Q-o-Q	9MFY20	9MFY19	Y-o-Y
Revenue	73.2	62.2	17.6%	70.7	3.5%	211.9	186.3	13.7%
Raw Material	31.8	27.4		29.5		90.7	81.5	
Employee Expenses	5.7	4.8		5.4		16.3	13.8	
Other Expenses	23.3	19.7		23.6		68.1	59.6	
EBITDA	12.3	10.3	19.4%	12.2	1.1%	36.8	31.4	17.3%
EBITDA Margin (%)	16.9%	16.6%	26	17.3%	-0.4%	17.4%	16.8%	53
Other Income	1.8	-1.9		0.9		3.1	1.4	
Foreign Exchange Gains/ Losses	0.0	0.6		-0.2		-0.2	-1.9	
Depreciation	2.9	2.2		3.1		8.4	6.3	
EBIT	11.1	6.8	63.3%	9.9	12.7%	31.3	24.5	27.8%
EBIT Margin (%)	15.2%	11.0%		14.0%		14.8%	13.1%	
Finance Cost	2.0	2.0		2.5		6.6	5.9	
Profit Before Tax	9.1	4.9	88.0%	7.4	22.8%	24.6	18.6	32.7%
Tax	2.3	1.8		1.8		6.3	5.3	
Profit After Tax	6.8	3.1	123.1%	5.7	20.8%	18.4	13.3	38.4%
PAT After Tax Margin(%)	9.4%	4.9%		8.0%		8.7%	7.1%	
MI	0.03	0.03		0.08		0.18	0.18	
PAT After MI	6.8	3.0		5.6		18.2	13.1	
PAT After MI Margin(%)	9.3%	4.9%		7.9%		8.6%	7.0%	

Strengthening “STERNHAGEN” Brand



“Unveiling the new Rose Gold collection of Premium Sanitary ware and Bath fittings”



Strengthening “STERNHAGEN” Brand

- Acrysil has signed an agreement with Farah Ali Khan a well-known Jewellery Designer and Indian Gemologist for their brand Sternhagen
- Farah Ali Khan has been designing the jewellery for India’s top business families and famous Bollywood stars.
- The Company will promote and market the collections designed under the brand “**Farah Khan for Sternhagen**”
- Sternhagen is a well-known top-of-the-line brand from Germany. Sternhagen is attributed with creating the concept of the first full bathroom suite
- The range of Sternhagen Bathroom Suites was launched way back in FY17. The aim was to produce luxury bathroom interiors, sanitaryware, highlighter tiles, and fittings, which would cater to both domestic and international markets.

“We feel extremely confident that the distribution and resource strength of Acrysil coupled with Farah Ali Khan’s distinctive sense of aesthetics and style will make Sternhagen the most preferred brand in the premium category of Bathroom Suites”

Business Overview



Numero Uno Position

Only manufacturer in India &
Asia in Quartz Sink

India's **1st** state of art Show Room
cum Experience Center in
Ahmedabad & Mumbai

Exclusive product galleries for
'Carysil'

Brands - **"CARYSIL" &
"STERNHAGEN"**

Certification for
**ISO 9001:2008, ISO
14001:2004 OHSAS
18001:2007**

Quartz Sink Capacity : **500,000** sinks
per annum in FY20

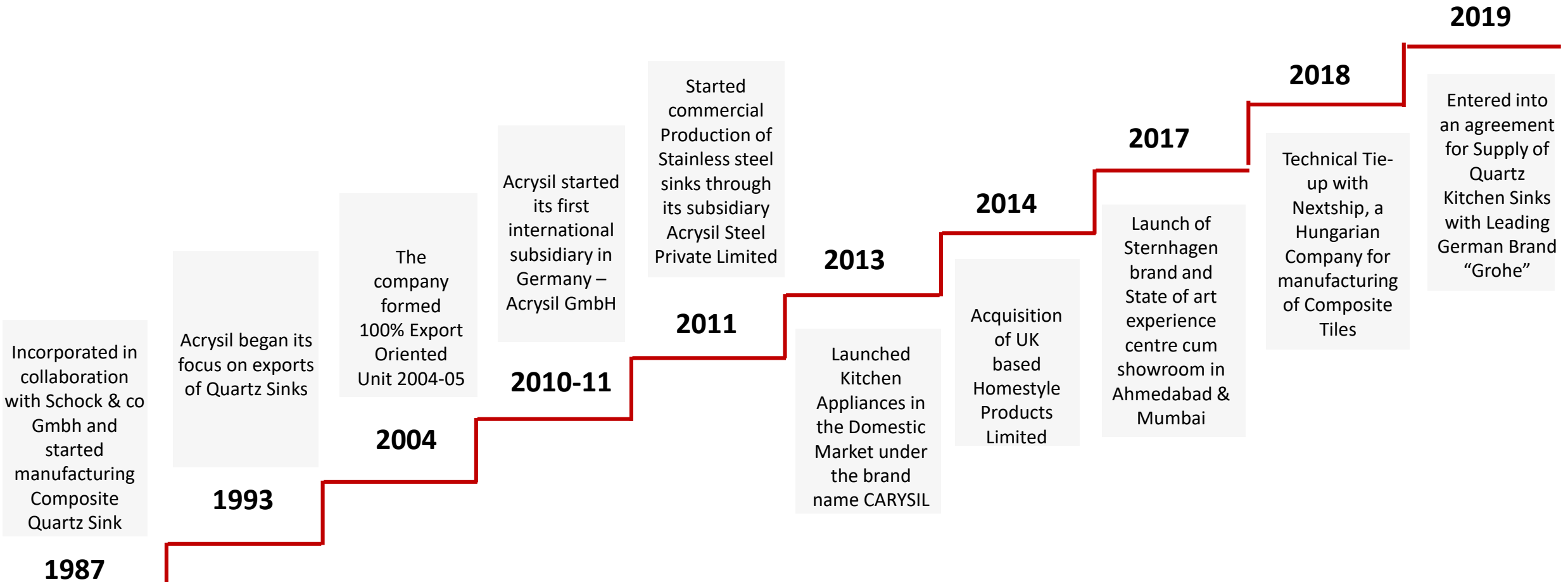
Exports to **+50 countries**
worldwide

PAN India presence ~ **+1,500
dealers, 80 Galleries,
82 Distributors**

Introducing **Composite Tiles, 2nd
Manufacturer in world**

Acrysil – Over the Years

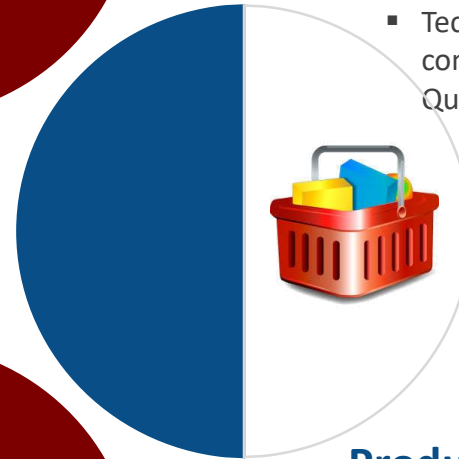
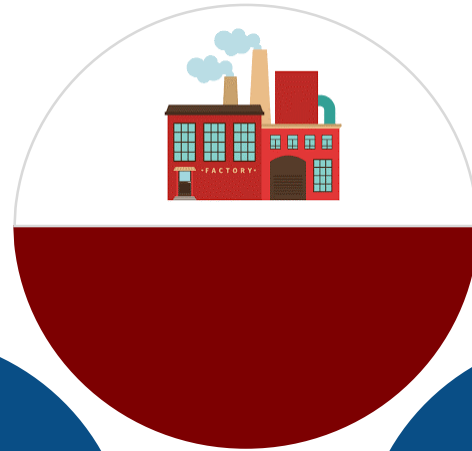
Today, Acrysil is India's only indigenous brand of kitchen sinks made of Quartz



Pillars of Integrated Business

Brand

- Brand promotion on TV and in print, along with exposure through sponsorship of events like Times Food and MasterChef Australia
- Introduced a new top-of-the-line brand titled 'Tek Carysil', featuring kitchen sinks, faucets and appliance that represent a revolution in design, style and quality
- Vision is to build global brands

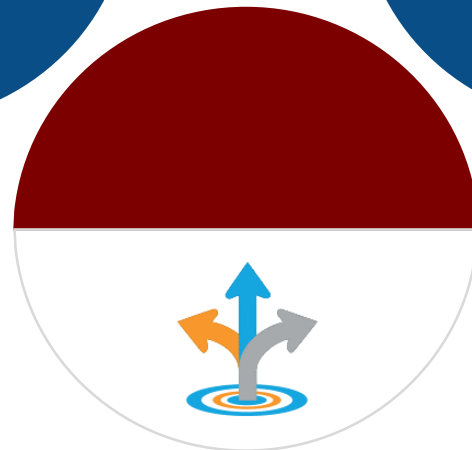


Manufacturing Facilities & Technology

- Quartz Sinks: 500,000 pa , Stainless Steel : 75,000 pa and Appliances : 7,000 pa
- Enjoy in-house capability extends to manufacturing and assembling chimneys, hobs, hob-tops and food waste disposers
- Technology: Only company in India and Asia and among 4 companies globally to have the technology to manufacture Quartz Sinks

Distribution Network Gallery

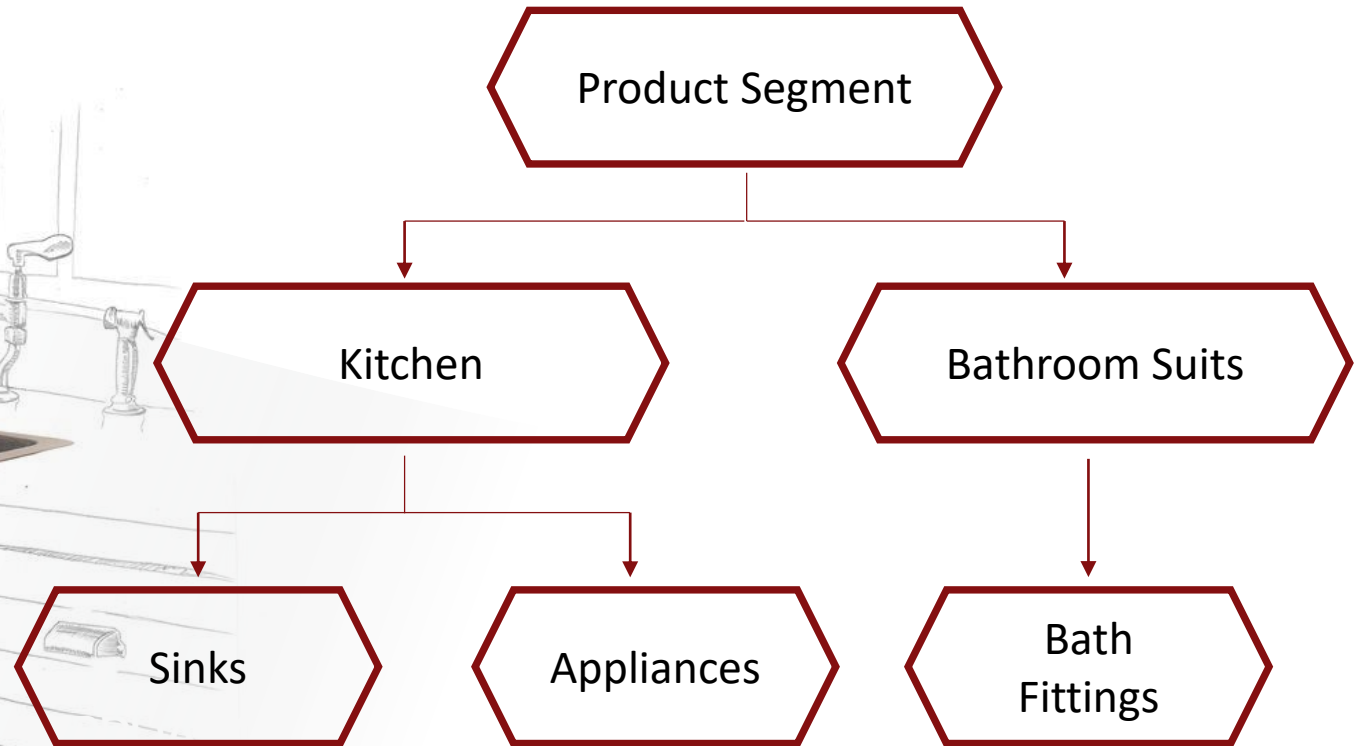
- The acquisition of 100% stake in a distribution company : Homestyle Product Limited, in UK which outsources sinks and sells to the top customers
- Vital access to key customers based in markets in Europe and UK
- Current Domestic Market : ~+1,500 Dealers, ~80 Galleries & 82 distributors



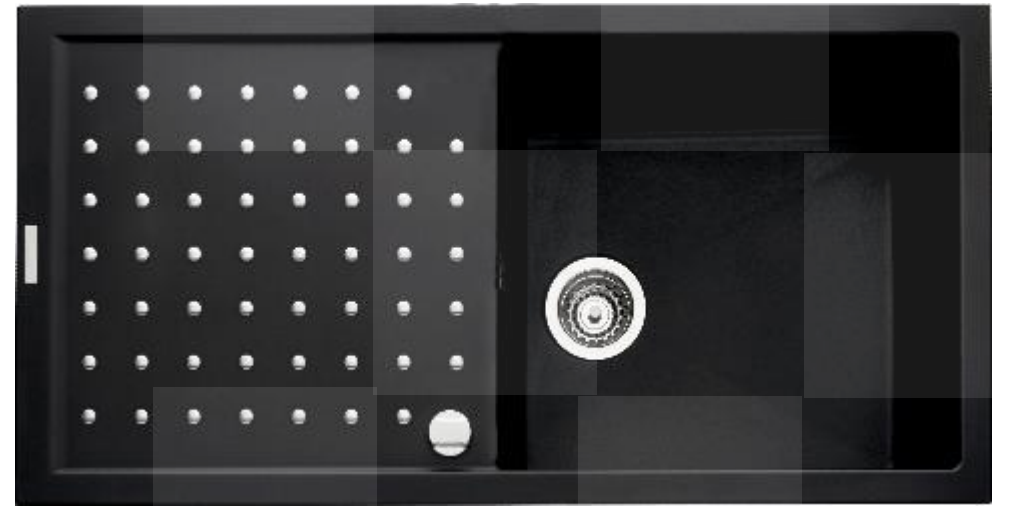
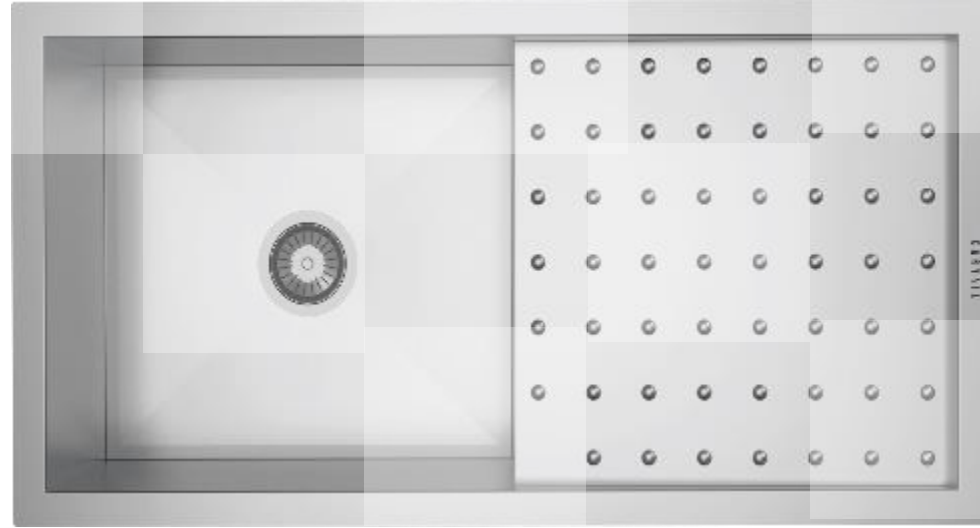
Product Basket

- Offers a wide range of cutting edge technology products to customers based on their needs
- Continue to hold the market's attention with new product categories, new launch events, new technologies, and new models

Increasing Product Portfolio



Sinks



Only Company to make Quartz Sinks in Asia

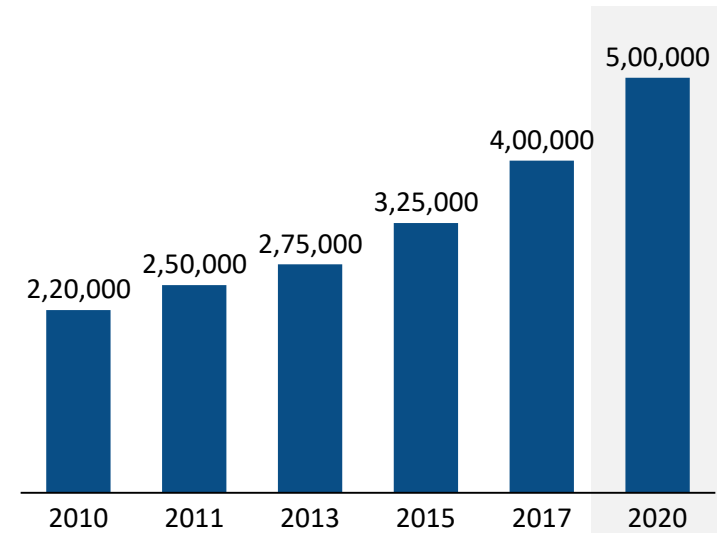
The **only company** in all of Asia and among a few companies worldwide: manufacturing quartz kitchen sinks to **global standards of quality, durability and visual appeal**

2 plants having a combined capacity of **5,00,000 Quartz kitchen** sinks annually

Developed more than **120+ models** to cater to various segments and markets

The brand is available in **more than 1,500 outlets**, and is a preferred choice of builders and Modular Kitchen Studios in the premium segment

Capacity of Quartz Sinks (per annum)



High Margin Product



Asset Turnover
~3 times

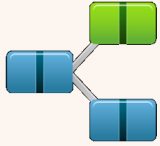


Longevity of Assets Moulds
~15 years

Huge Market Potential for Quartz Sinks

“ Globally there are only 4 players producing Quartz Sinks. 90-95% of the industry makes use of Stainless Steel and only 5-10% makes use of Quartz Sinks ”

Stainless Steel Sinks – Quadro Sinks the Focus Area



Stainless-Steel Sinks
Contribution: 15% to Consolidated revenue



Production Capacity : 75,000 sinks per annum
Quadro (Designer) Sinks: 100% Utilization
Press Steel Sinks: 65% utilization

CARYSIL®



*Target Market for Quadro (Designer) Sinks: Caters to **high end segment** who are willing to pay a premium for superior quality, design and finish*

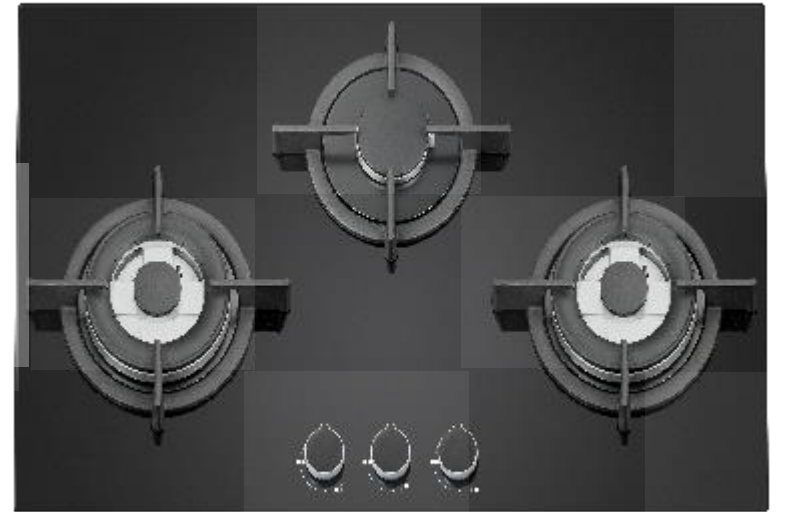


Innovation: New innovative products like Micro Radius and Square Sinks



Acquisition of a distribution company in the UK will help selling in the top customers in that country ; boosting exports

Kitchen Appliances



Kitchen Appliances – Multifold Growth Opportunity



Chimneys



Dish Washer



Cook Tops

CARYSIL®

Currently contributing ~8% to the Revenue



Built in Ovens



Wine Chillers



Hoods



Cooking Range



Micro Wave Ovens



Poised to become a significant player in the overall Kitchen Segment:

Manufacturing and Trading of Appliances



Expansion of Appliances Range



Constant Innovation, Research, Development & Design



Edge over Price, Quality and Delivery Fronts

“People are looking to give personality to their kitchens and bathrooms through use of OUR Appliances and Products”



Bath
Segment



Bath Segment – Synergetic Move to Leverage Quartz Technology

STERNHAGEN
GERMANY

- ✓ Brand owned by Acrysil's Wholly owned Subsidiary in Germany, 'Acrysil GmbH'
- ✓ 60+ Showrooms & SIS for displaying the products

FUNDAMENTALS OF THE BUSINESS

Branding

Launched its luxury brand Sternhagen via its wholly owned German Subsidiary 'Acrysil GmbH'

Product Details

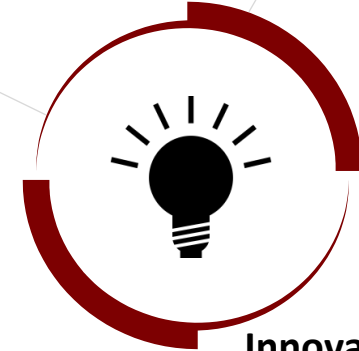
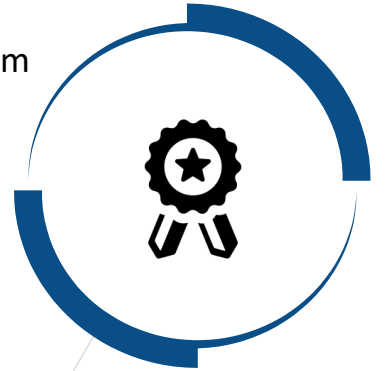
Sternhagen washbasins are made from Sani-Q, designed by EMAMIDESIGN

Synergy

Synergy in Quartz Sink Technology helped in developing patented high quartz material to take bathroom design to new level

Achievements

Won 52 international awards, among them the Red Dot Award (Best of the Best)

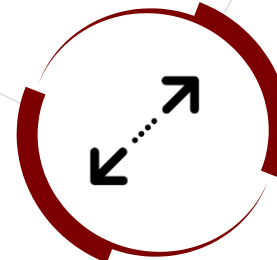


Innovation

Developed full bathroom concepts and will shortly launch the whole range of bathroom products, including Fittings, WCs, etc.

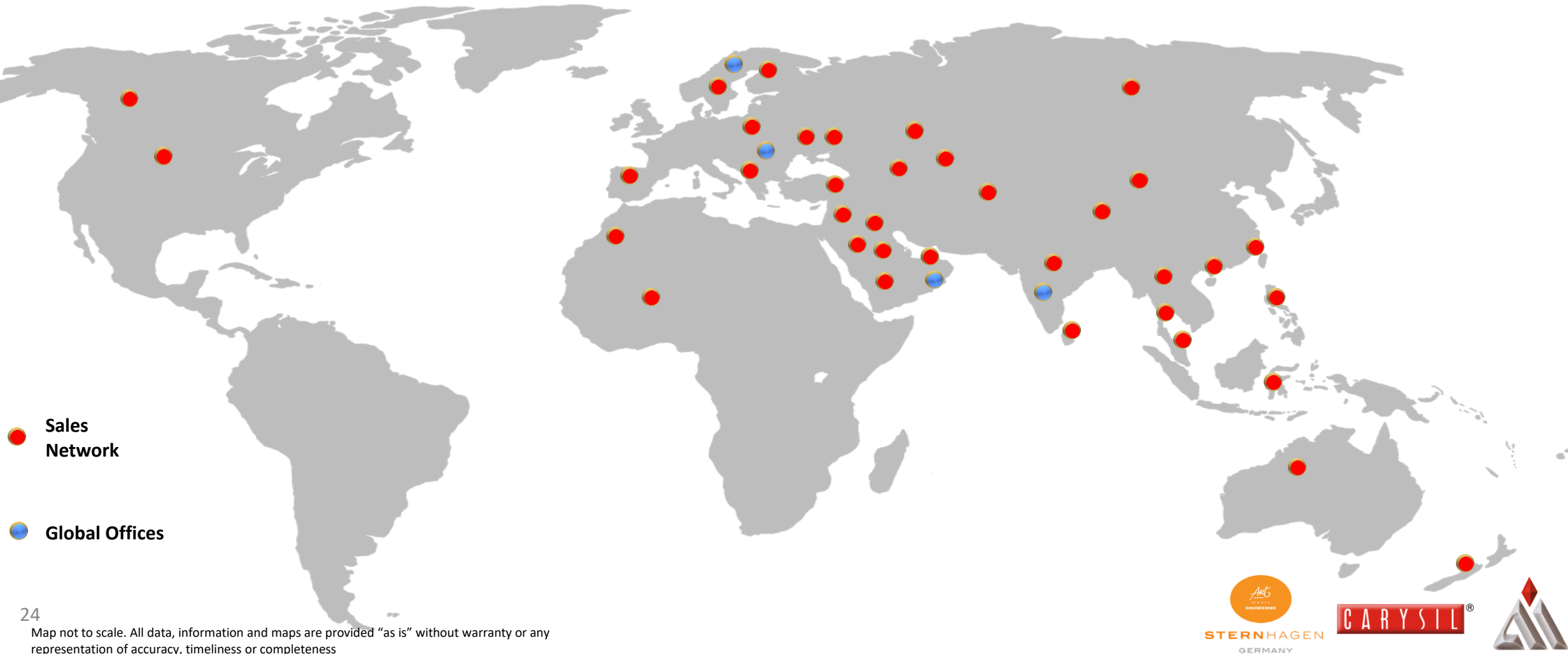
Range of Products

Premium Sanitary Ware, Fittings, Highlighter Tiles

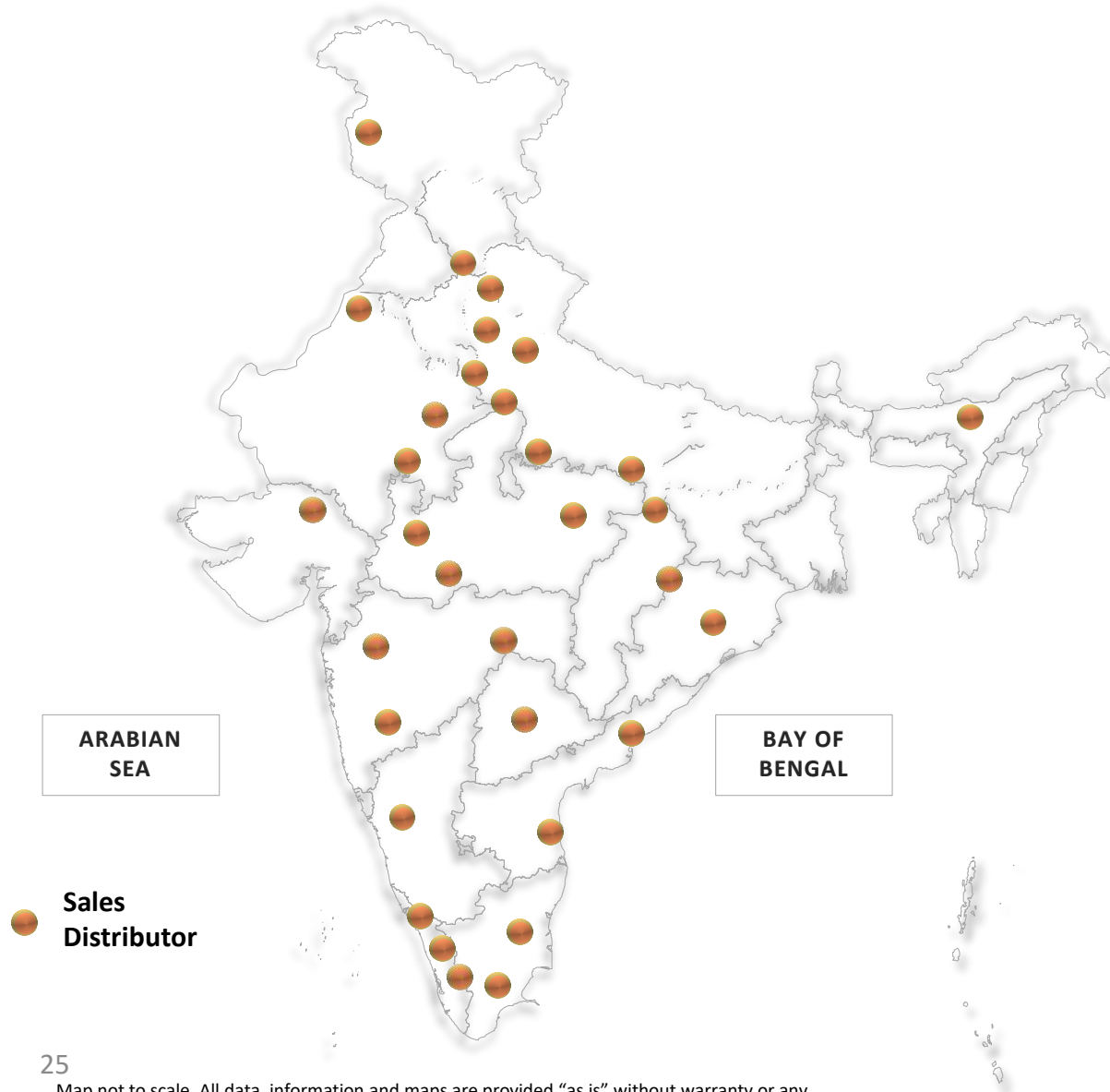


Products with Global Standards sold in 50+ Countries

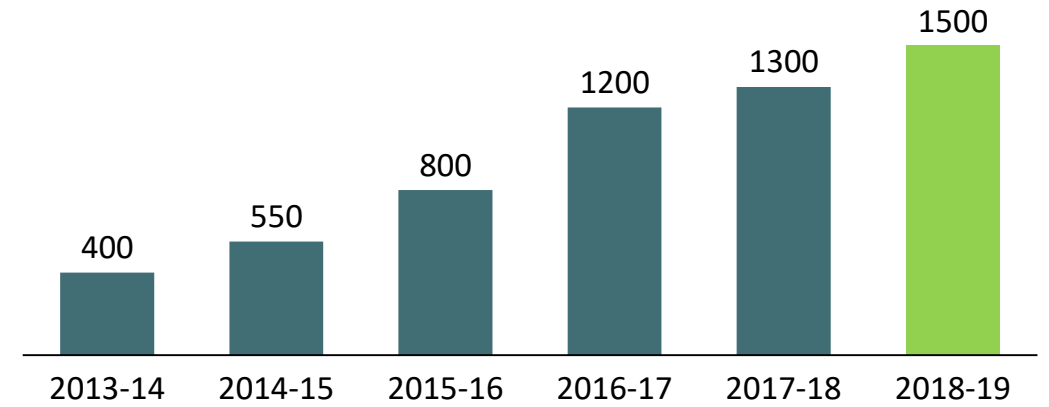
Company presently exports to over 50 countries. Plan to expand further by acquiring new customers and penetrating in new geographies



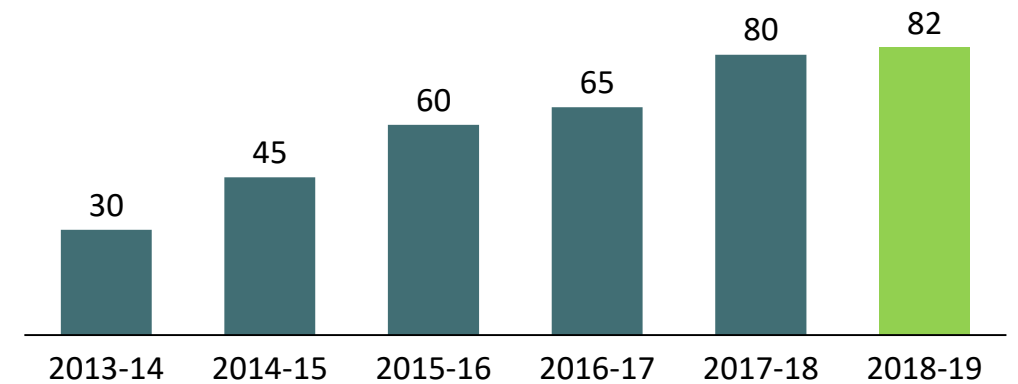
Domestic Presence - Strengthening of our Brands



Dealer Network



Distributor Network



Moulds an Integral Part of Manufacturing Process

Input

Variety of Moulds



- Has more than 120 moulds
- 350+ SKU's



All the Moulds are imported

Purchase of Moulds



A Mould can be utilized for 15+ years

Life of Moulds

Processing



Place: Bhavnagar, Gujarat



Output

Production Capacity



500,000 units per annum

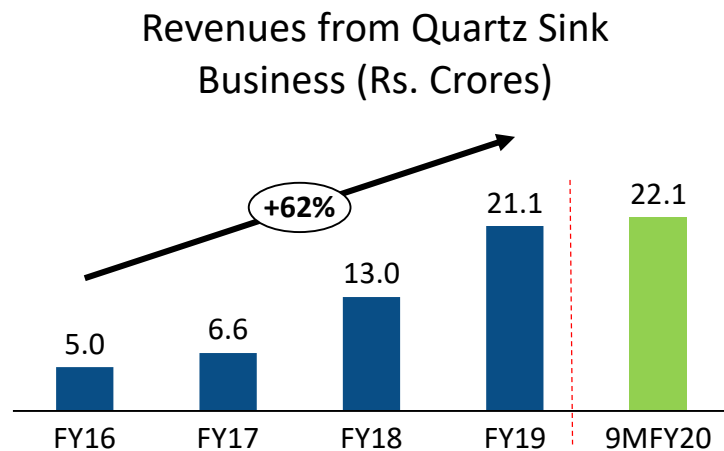
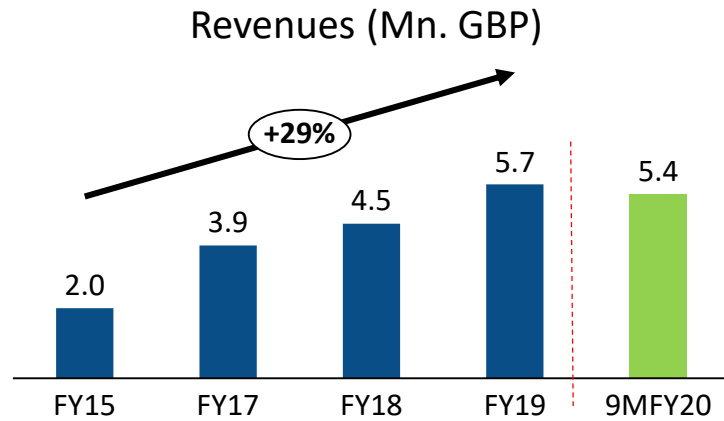


Made as per the customer needs

Made to Order

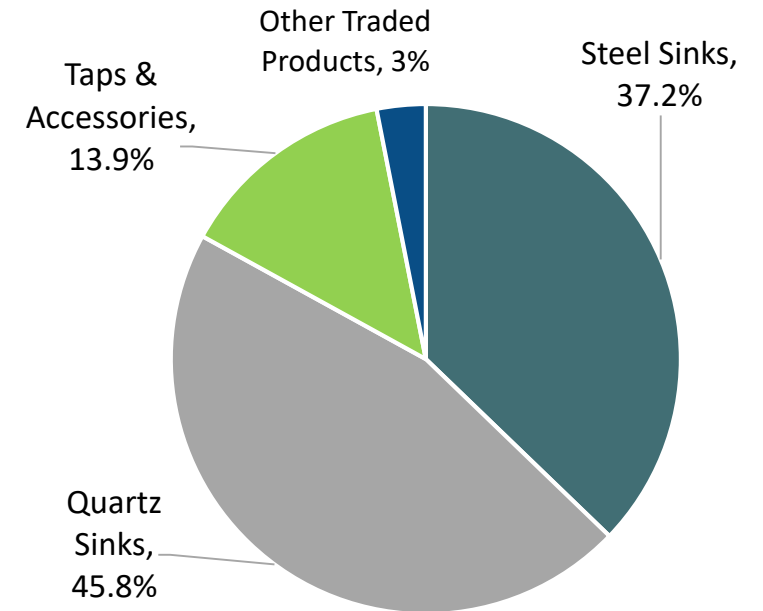
Presence in UK through “Homestyle”

Acrysil holds 100% in Homestyle Products through Acrysil UK Limited



Products sold under HomeStyle UK

1. Quartz Sinks
2. Steel Sinks
3. Taps & Accessories
4. Other Traded Products



9MFY20

Our Distribution Model

International

STRATEGIC Acquisition of Homestyle UK Limited
(A kitchen products distribution company)
with 100% Stake

Significant Presence in UK Market

01

Outsources and sells it to the Top Customers

02

Key Alliances with partners in USA, Israel, Denmark & Germany

03

Increase in Market Presence and Visibility

Domestic

Strong Foothold in India

1,500 Dealers



65 Franchise Shop



80 Gallery



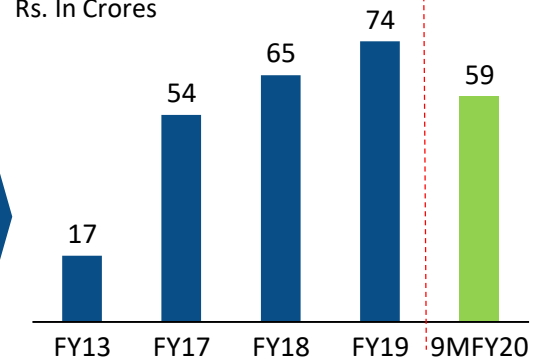
82 Distributors



5 Offices

Domestic Revenue

Rs. In Crores



High Demand of **Modular Kitchen** & Consumer Preference towards adding **Aesthetic Value to the Kitchen**

Multiple Growth Drivers

01 Strong Distribution Network

Strengthen the Distribution network by tie up with Homestyle and plan to add new 100 galleries and 34 more distributor

02 Branding & Technology

Focused on capturing the Brand Mindspace of niche Consumers

03 Huge Product Range

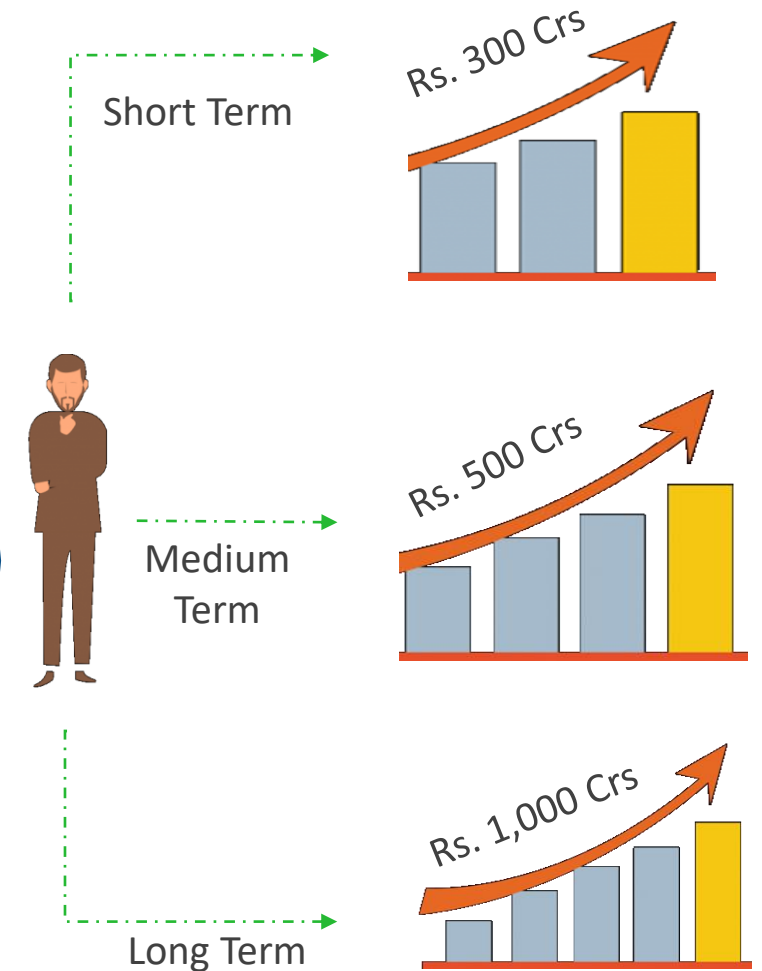
Entry into the kitchen appliances market with innovation, R&D and design capabilities – Aim to become a major player

04 Expansion

Currently catering to 50+ countries strive to spread the wings to 70 countries in next three years by exploring the uncatered geographies

05 Only Quartz Sink Company

Only company in India and amongst the 4 global players manufacturing Quartz Sinks



Board of Directors



Mr. Chirag A. Parekh

- He holds a BBA Degree from premier 'European University'
- After joining the company in 1993, he successfully steered it to become one of the leading brands increasing the turnover from Rs. 3.5 Crores in 1993 to Rs. 181 crores 2017
- He heads the company as the managing director since 2008



Dr. Sonal Ambani

- A Ph.D in business management and an MBA in marketing and finance
- She also holds two patents granted in the US, namely, 'Systems and Method for providing Financial Services to children and teenagers' and 'Purchase management system and electronic receipts'



Mr. Jagdish R. Naik

- A Chartered Accountant, was a partner of a reputed Accounting firm - M/s S.V. Ghatalia & Associates for more than 9 years . Presently, he advises many companies on corporate matters
- He is a Corporate Advisor to Excel Industries Limited, Transpek Silox Industry Limited and Shah Granites Group of Companies



Mr. Ajit Sanghvi

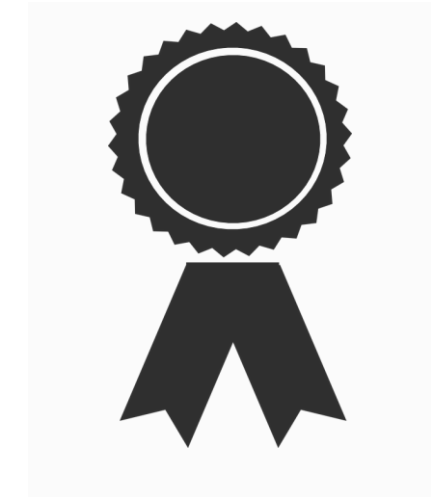
- A Chartered Accountant, has extensive experience in financial service industry and stock broking.
- He serves as a director of Sterling Consultancy Pvt. Ltd., Hrisal Investment Advisors Pvt. Ltd., MSS Securities Pvt. Ltd. And Harileela Investrade Pvt. Ltd.



Mr. Pradeep Gohil

- A highly qualified professional, has been associated with various organisations.
- He is also associated with the Rotary Club, Bhavnagar
- He has experience in the field of chemical engineering for more than 35 years

Awards & Certifications



Award Certificate for Manufacturing Innovation & Design

If Design Award to Sternhagen SaniQ kristall wash basin

FGI's Award for 'Best Exports Performance & Promotion'

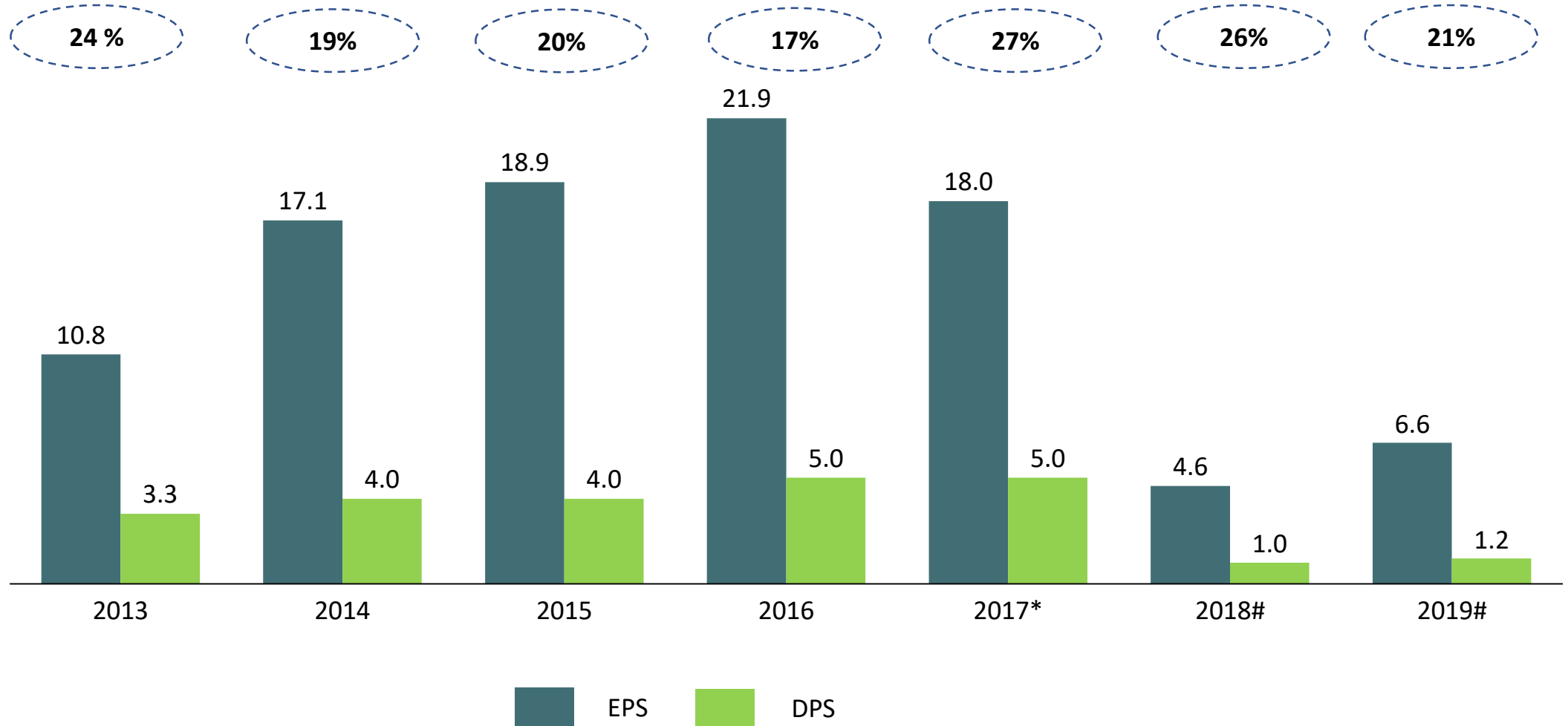
IPF Fastest growing Manufacturing Company Award

Certificate for 'Best CSR practices' by Rotary Club

FGI's Award for 'Good Industrial Relations'

Regular Dividend Payout

Dividend Payout including DDT





C A R Y S I L®



ACRYSIL LIMITED

For further information, please contact

Company :

Investor Relations Advisors :

Acrysil Limited

CIN: L26914MH1987PLC042283

Mr. Anand Sharma - CFO

cfo@acrysil.com

www.acrysilcorporateinfo.com

Strategic Growth Advisors Private Limited

CIN: U74140MH2010PTC204285

Ms. Neha Shroff/ Ms. Khushbu Shah

neha.shroff@sgapl.net / khushbu.shah@sgapl.net

+91 7738073466/ +91 9820601181

www.sgapl.net