CARYSIL
STERNHAG
Leader in Lifestyle Kitchen Products


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## Q1 FY21 Performance

## "Efficiency drive EBITDA Improvement by 320 bps on y-o-y basis to 21\%"

## Comments from Chairman \& MD

"The first Quarter of FY21 has been impacted due to Covid led lockdown which impacted Revenue and Profitability of the Company. Due to complete lockdown, demand in the Domestic market was subdued. Whereas; export market was better despite Covid concern rising.
Despite this difficult operational environment, our EBITDA margins improved by 320 bps $y-o-y$ to $21.2 \%$. This was largely on account of favourable raw material prices and our cost efficiency measures.

At Acrysil, we have witnessed the impact of this situation, but have chosen to focus on the opportunities within these problems. We worked actively to build strong position in the industry by focusing more on technology and effectively managing those costs that can be controlled \& deliver to consistent profit margins.
I would like to thank all my employees, who has been working with relentless determination and ensured that we not only face these uncertainties with confidence but also emerge stronger.

We have built our businesses on solid fundamentals. We believe with strategic product ranges and strong balance sheet \& cash position we are confident of emerging stronger from this crisis."

Mr. Chirag Parekh

## Key Highlights

- Company reported profit of Rs. 4.6 crores for Q1 FY21
- Quartz sinks continue to be significant contributor to the revenues with a share of 79\% as on Q1 FY21
- Acrysil Products Limited (erstwhile Homestyle UK Limited) has reported revenue of GBP 898k for Q1 FY21
- Domestic business for Q1 FY21 stood at Rs. 7.6 crores, contributing $17 \%$ of the total revenue
- Exports business for Q1 FY21 stood at Rs. 38.4 contributing 83\% of the total Revenue


## Q1 FY21 Standalone Performance



Revenue (Rs. Crs)



## Efficiency led to Margin Improvement



Gross Margin (\%)


EBITDA Margin (\%)


EBITDA Margin (\%)


## Quarterly Performance - Standalone Performance



## Domestic Revenue*



Exports Revenue*


## Q1 FY21 Consolidated Result Highlights

Revenue (Rs. Crs)


Gross Margin (\%)


EBITDA (Rs. Crs)


EBITDA Margin (\%)


Rs. Crores


PAT Margin (\%)


## Quarterly Performance - Consolidated Performance



## Domestic Revenue*



Exports Revenue*


## Consistent Growth



PAT After MI


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Cash PAT After MI


## Revenue Mix



## Standalone Profit \& Loss

| Particulars (Rs. Crs.) | Q1FY21 | Q1FY20 | Y-o-Y | Q4FY20 | Q-o-Q | FY20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 36.2 | 54.2 | -33.3\% | 49.9 | -27.6\% | 214.4 |
| Raw Material | 15.2 | 27.1 |  | 23.7 |  | 103.7 |
| Employee Expenses | 3.3 | 3.7 |  | 4.5 |  | 16.7 |
| Other Expenses | 9.1 | 14.7 |  | 15.5 |  | 62.0 |
| EBITDA | 8.5 | 8.7 | -2.3\% | 6.2 | 37.2\% | 31.9 |
| EBITDA Margin (\%) | 23.6\% | 16.1\% |  | 12.4\% |  | 14.9\% |
| Other Income | 1.1 | 0.4 |  | 1.7 |  | 5.0 |
| Foreign Exchange Gains/ Losses | 0.0 | 0.0 |  | 0.0 |  | 0.0 |
| Depreciation | 2.5 | 2.2 |  | 3.3 |  | 10.9 |
| EBIT | 7.1 | 6.9 | 1.6\% | 4.7 | 50.9\% | 26.0 |
| EBIT Margin (\%) | 19.5\% | 12.8\% |  | 9.4\% |  | 12.1\% |
| Finance Cost | 1.7 | 1.9 |  | 2.0 |  | 7.8 |
| Profit Before Tax | 5.4 | 5.1 | 5.8\% | 2.7 | 99.5\% | 18.2 |
| Tax | 1.3 | 1.5 |  | 1.0 |  | 5.4 |
| Profit After Tax | 4.0 | 3.6 | 13.0\% | 1.7 | 136.3\% | 12.8 |
| PAT After Tax Margin(\%) | 11.1\% | 6.6\% |  | 3.4\% |  | 6.0\% |

## Consolidated Profit \& Loss

| Particulars (Rs. Crs.) | Q1FY21 | Q1FY20 | Y-o-Y | Q4FY20 | Q-o-Q | FY20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 46.0 | 68.0 | -32.4\% | 64.4 | -28.6\% | 276.2 |
| Raw Material | 21.5 | 34.1 |  | 30.9 |  | 137.4 |
| Employee Expenses | 4.2 | 5.2 |  | 5.9 |  | 22.2 |
| Other Expenses | 10.5 | 16.6 |  | 18.0 |  | 70.3 |
| EBITDA | 9.7 | 12.2 | -20.5\% | 9.6 | 1.1\% | 46.4 |
| EBITDA Margin (\%) | 21.2\% | 18.0\% |  | 15.0\% |  | 16.8\% |
| Other Income | 1.0 | 0.4 |  | 1.7 |  | 4.7 |
| Foreign Exchange Gains/ Losses | 0.1 | 0.0 |  | -0.2 |  | -0.1 |
| Depreciation | 2.8 | 2.4 |  | 3.5 |  | 11.9 |
| EBIT | 7.9 | 10.2 | -22.9\% | 8.0 | -1.5\% | 39.3 |
| EBIT Margin (\%) | 17.2\% | 15.1\% |  | 12.5\% |  | 14.2\% |
| Finance Cost | 1.9 | 2.2 |  | 2.2 |  | 8.8 |
| Profit Before Tax | 6.0 | 8.1 | -25.6\% | 5.9 | 2.7\% | 30.5 |
| Tax | 1.5 | 2.2 |  | 1.4 |  | 7.6 |
| Profit After Tax | 4.6 | 5.9 | -22.1\% | 4.5 | 1.3\% | 22.9 |
| PAT After Tax Margin(\%) | 9.9\% | 8.6\% |  | 7.0\% |  | 8.3\% |
| MI | 0.0 | 0.1 |  | 0.6 |  | 0.8 |
| PAT After MI | 4.6 | 5.8 | -20.5\% | 3.9 | 17.8\% | 22.1 |
| PAT After MI Margin(\%) | 10.0\% | 8.5\% |  | 6.1\% |  | 8.0\% |

## Consolidated Balance Sheet

| Assets (Rs. Crs.) | Mar-20 | Mar-19 |
| :--- | :---: | :---: |
| Non-current assets | 138.8 | $\mathbf{1 2 6 . 7}$ |
| Property Plant \& Equipment | 97.8 | 94.2 |
| Right to use of assets | 1.4 | 0.0 |
| Goodwill | 23.9 | 23.5 |
| Intangible Assets | 1.7 | 1.8 |
| Capital Work in Progress | 9.1 | 3.5 |
| Financial Assets |  |  |
| $\quad$ (i) Others Non-Current Financial Asset | 1.5 | 1.7 |
| Other Non-Current Assets | 3.4 | 2.0 |
|  |  |  |
| Current Assets | 186.0 | 163.9 |
| Inventories | 59.7 | 53.7 |
| Financial Assets |  |  |
| (i) Trade receivables | 62.3 | 54.3 |
| (ii) Cash and Cash Equivalents | 5.9 | 5.1 |
| (iii) Bank Balances other than above | 13.6 | 8.8 |
| (iv) Loans | 0.1 | 0.1 |
| (v) Other Current Financial Assets | 10.8 | 9.4 |
| Other Current Assets | 12.8 | 17.2 |
| Current Tax Assets (Net) | 20.7 | 15.2 |
| Total Assets | 324.8 | $\mathbf{2 9 0 . 6}$ |


| Liabilities (Rs. Crs.) | Mar-20 | Mar-19 |
| :--- | :---: | :---: |
| Total Equity | $\mathbf{1 6 0 . 2}$ | $\mathbf{1 3 6 . 5}$ |
| Share capital | 5.3 | 5.2 |
| Other Equity | 152.5 | 127.7 |
| Minority Interest | 0.0 | 2.1 |
| Money received against Share Warrants | 2.4 | 1.6 |
|  |  |  |
| Non-Current liabilities | $\mathbf{1 6 . 7}$ | $\mathbf{1 9 . 5}$ |
| Financial Liabilities |  |  |
| $\quad$ (i) Borrowings | 13.7 | 16.6 |
| Deferred Tax liabilities (Net) | 2.0 | 2.5 |
| Provisions | 0.6 | 0.4 |
| Other financial Liabilites | 0.5 | 0.0 |
| Current liabilities | $\mathbf{1 4 7 . 9}$ | $\mathbf{1 3 4 . 7}$ |
| Financial Liabilities |  |  |
| (i) Borrowings | 68.4 | 68.2 |
| (ii) Trade payables | 29.0 | 31.2 |
| (iii) Other Financial Liabilities | 21.9 | 13.9 |
| Other current liabilities | 4.5 | 4.1 |
| Provisions | 0.8 | 0.3 |
| Current Tax Liabilities | 23.4 | 16.9 |
| Total Liabilities | $\mathbf{3 2 4 . 8}$ | $\mathbf{2 9 0 . 6}$ |

## Consolidated Cash Flow Statement

| Particulars (Rs. Crs.) | Mar-20 | Mar-19 |
| :--- | :---: | :---: |
| Net Profit For The Year | 22.9 | 17.5 |
| Adjustments for: Non-Cash Items / Other Investment or Financial Items | 29.1 | 23.0 |
| Operating profit before working capital changes | 51.9 | 40.5 |
| Changes in working capital | -14.4 | -22.7 |
| Cash generated from Operations | $\mathbf{3 7 . 5}$ | $\mathbf{1 7 . 8}$ |
| Direct taxes paid (net of refund) | -7.4 | -8.2 |
| Net Cash from Operating Activities | $\mathbf{3 0 . 1}$ | $\mathbf{9 . 6}$ |
| Net Cash from Investing Activities | -19.5 | $-\mathbf{- 1 7 . 2}$ |
| Net Cash from Financing Activities | -9.9 | -4.3 |
| Net Decrease in Cash and Cash equivalents | $\mathbf{0 . 8}$ | $-\mathbf{- 1 1 . 9}$ |
| Add: Cash \& Cash equivalents at the beginning of the period | 5.1 | 17.0 |
| Cash \& Cash equivalents at the end of the period | 5.9 | 5.1 |

## COVID-19 Business Update

## Business Operations:

- From April 14, 2020 partially started manufacturing operations to meet export orders backlog
- Currently operating in 3 shifts with capacity utilization at 85\% (till date)
- We are taking necessary preventive measures like social distancing, temperature testing, providing masks and sanitization facility to all workers etc. to avoid any infection due to COVID-19;
- Most of our labourers are from local villages, so we are not facing any issue of migrant labour
- We have sufficient export order book to scale up production capacity.
- We have sufficient stock of Raw Materials to meet production requirements


## Demand for its products/ services:

- Demand in export market is adequate however domestic demand is expected to improve once the situation normalizes


## Profitability:

- We expect to improve our performance from Quarter 2 (July-Sep-20) onwards

The Company had contributed Rs. 20 lakhs towards PM CARE Fund for fight against COVID-19

## Safety measure implemented to fight against Covid-19


Employee Screening \& adhering to safety protocols
on daily basis to ensure safety of employees


## Mask \& Sanitization distribution \& compulsion

- Compulsion for the use of mask and hand sanitization every 2 hours and following all the protocols and guidelines


## Extending support to workforce

- Distributing Food kit to Acrysil employees, needy and poor people in nearby villages


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## Incorporation of a Wholly Owned Subsidiary

- Acrysil has incorporated a Wholly Owned Subsidiary (WOS) namely "ACRYSIL USA Inc" under Business Corporation Law of the State of New York
- It was incorporated on April 30, 2020
- Major purpose is for expansion of our presence in USA. The Subsidiary will help us penetrate deeper in the markets by building a network across America and increase our market share. The Company will be dealing in Kitchen, Bath Products and Tiles

CARYSIL

Strengthening "STERNHAGEN" Brand

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


CARYSIL

## 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"



## Numero Uno Position

Only manufacturer in India \&
Asia in Quartz Sink
$\qquad$

Brands - "CARYSIL" \& "STERNHAGEN"


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

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

Exclusive product galleries for 'Carysil'

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


Introducing Composite Tiles, $2^{\text {nd }}$ 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


## 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


## 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


## 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




## 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


## 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




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 - Multifold Growth Opportunity




## Bath Segment - Synergetic Move to Leverage Quartz Technology

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STERNHAGEN
GERMANY
GERMANY
```


## Achievements

Won 52 international awards, among them the Red Dot Award (Best of the Best)
$\checkmark$ Brand owned by Acrysil's Wholly owned Subsidiary in Germany, 'Acrysil $\mathrm{GmbH}^{\prime}$

## Synergy

Synergy in Quartz Sink Technology helped
$\checkmark 60+$ Showrooms \& SIS for displaying the products


## Product Details

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



Range of Products
Premium Sanitary Ware, Fittings, Highlighter Tiles

## Products with Global Standards sold in 55 Countries

Company presently exports to over 55 countries. Plan to expand further by acquiring new customers and penetrating in new geographies


## Domestic Presence - Strengthening of our Brands



## Moulds an Integral Part of Manufacturing Process

Input
$\qquad$
Variety of Moulds


- Has more than 130 moulds
- 350+ SKU's


A Mould can be utilized for $15+$ years

Life of Moulds

Processing
Output

Place: Bhavnagar, Gujarat


## Production Capacity



500,000 units per annum


Made as per the customer needs

Made to Order

Acrysil holds $100 \%$ in Homestyle Products through Acrysil UK Limited
The name of Homestyle Products Limited has been changed to Acrysil Products Limited



## Products sold under Acrysil Products Ltd.

(formerly known as HomeStyle UK)
Others(incl. Taps \&
Accessories), 13.4\%

1. Quartz Sinks
2. Steel Sinks
3. Others (Incl. Taps \& Accessories)


## Our Distribution Model

## International

## STRATERGIC

Acquisition of Homestyle UK Limited
(now known as Acrysil Products Limited - A kitchen products distribution company)
with 100\% Stake


## Outsources

and sells it
to the Top
Customers


## Domestic

Strong Foothold in India


High Demand of Modular Kitchen \&

Consumer Preference
towards adding Aesthetic Value to the Kitchen


## Multiple Growth Drivers



## 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. 276 crores in 2020
- He heads the company as the managing director since 2008



## 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


## Dr. Sonal Ambani

- A Ph.D in business management and an MBA in marketing and finance



## Mr. Pradeep Gohil

Aghly qualified professional, has been associated with various organisations.

- 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'
- He is also associated with the Rotary Club, Bhavnagar
- He has experience in the field of chemical engineering for more than 35 years



## Mr. Ajit Sanghvi

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



## Mr. Rustam Mulla

- LLB, Advocate and he has been involved in a wide spectrum of legal practice over the last 20 years
- He is a Founding Partner at $\mathrm{M} / \mathrm{s}$ Desai Desai Carrimjee \& Mulla (DDCM)-Advocates \& Solicitors, Mumbai
- His core areas of practice: Corporate Law, Property \& Realty Laws, Dispute Resolution, arbitration and commercial Litigation


## 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



## ACRYSIL LIMITED

## For further information, please contact

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| :--- | :--- |
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