

NEAPS/BSE ONLINE

11<sup>th</sup> February, 2021

The Corporate Relationship Dept.,  
BSE Ltd.,  
Phiroze Jeejeebhoy Towers,  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda, Dalal Street,  
Mumbai - 400 001.

Listing Department  
National Stock Exchange of India Ltd.,  
Exchange Plaza,  
Plot No. C/1, Block-G,  
Bandra-Kurla Complex,  
Bandra (E) Mumbai - 400 051

Dear Sir/Madam,

**Sub: Investors' Release - Un-Audited Financial Results – 31<sup>st</sup> December, 2020**

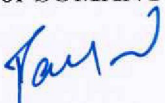
Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Investors' Release on the Standalone and Consolidated Un-Audited Financial Results of the Company for the quarter and period ended 31<sup>st</sup> December, 2020.

Investors' Release will also be available on the website of the Company, [www.shilgroup.com](http://www.shilgroup.com).

You are requested to take the enclosed document on your record.

Thanking you,

**For SOMANY HOME INNOVATION LIMITED**



(Payal M. Puri)

**Company Secretary & V.P. Group General Counsel**

**Name:** Payal M. Puri  
**Address:** 301-302, 3rd Floor, Park Centra, Sector-30, Gurugram-122001  
**Membership No.:** 16068

**Somany Home Innovation Limited**

Corporate Office: 68, Echelon Inst. Area, Sector-32, Gurugram, Haryana 122 001, India. T. +91 124 2889300

Registered Office: 2, Red Cross Place, Kolkata-700001, West Bengal, India. T. +91 33-22487407/5668

wecare@hindware.co.in. | www.shilgroup.com | CIN: L74999WB2017PLC222970



## Designed for Growth

Extending brand horizons | Trusted for excellence

## Q3 and 9M FY21 Financial Result presentation

11 February 2021



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# Business Overview

Premium Consumer  
Appliances and  
Building Products  
Company

**hindware**

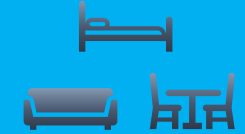
Owner of Brand  
Hindware™



Consumer Appliances  
Business (CAB)



Building Product  
Segment



Retail Segment  
(Focus on Franchise &  
E-commerce business)

**Strong  
growth  
outlook**

**38**

New launches in  
past nine months



26 patents filed  
since inception

**Leader**  
in

Sanitaryware and  
Faucets segment

**Industry leading  
growth**

in Plastic Pipes &  
Fittings Business



Retail Touch Points  
**35,000+**



Distribution Partners  
**3,100+**



Modern & Retail Outlets  
**700+**

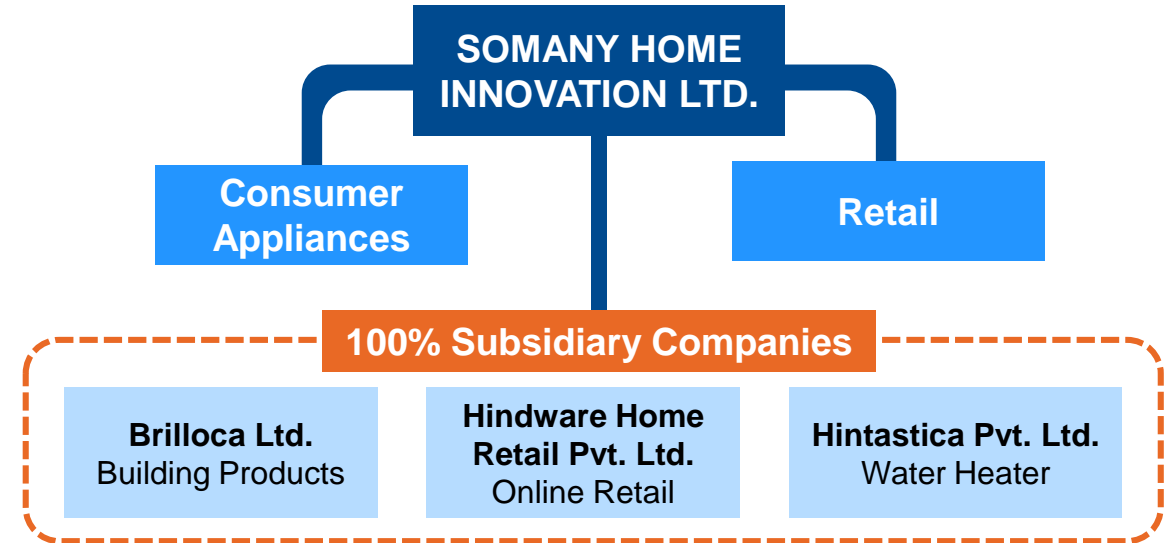


Omni-channel  
presence

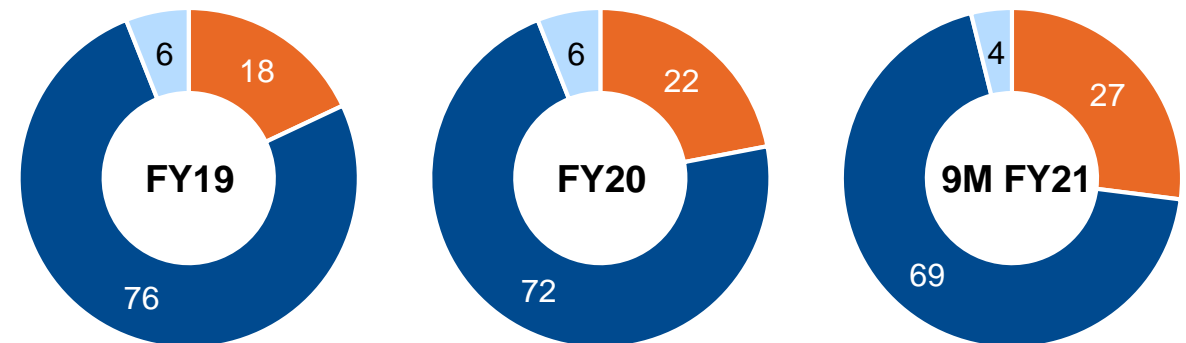
**3 Distinct Channels**  
Sanitaryware & Faucets  
Consumer Appliances  
Hardware (Pipes)

# About Us

- ⊗ Part of Somany Impresa Group, fastest growing player in the Consumer Appliances and a leader in Building Products Business
- ⊗ *Hindware*™, a reliable and trusted brand across India
- ⊗ Leveraging innovation and expansive distribution infrastructure across businesses
  - **Consumer Appliances Business** – Innovative product offerings across 7 categories
  - **Building Products Business** –
    - Leading player in sanitaryware & faucets space
    - Growing presence in plastic pipes and fittings solutions with a recent foray in overhead water storage tanks & column pipes segment
  - **Retail Business** - Specialty home interior products under the brand 'EVOK'
- ⊗ Strategic tie-ups with marquee global companies to accelerate growth in select categories, i.e., Groupe Atlantic (Hindware Atlantic- water heaters) and Italian company, Formenti & Giovenzana (Brand: FGV Powered by Hindware- furniture and kitchen fittings)



## Revenue Mix (%)



# Our Approach



## Introduce innovative products across categories

- ⌚ Several successful launches over the past few years
- ⌚ Strong R&D capabilities help improve market share by offering an innovative range of products



## Leverage distribution channels

- ⌚ Harnessing distinct distribution networks to market newer products and cross-selling
- ⌚ Expansive distribution reach across all segments, enabling us to service existing & reach out to newer markets
- ⌚ Strong connect with trade partners



## Prudent capital allocation

- ⌚ Investments undertaken in recent past towards new product segments and distinct distribution networks have started delivering results
- ⌚ Capital allocation towards fast growing profitable segments
- ⌚ Closure of 8 retail furniture stores, attuned to the strategy of investing in profit making businesses



## Multiple revenue streams

- ⌚ Scaling up presence in Consumer appliances and plastic pipes and fittings categories
- ⌚ Differentiated product mix is supported by intelligent marketing and branding campaigns



## Capital efficient model

- ⌚ Emphasis on further improving capital return ratios
- ⌚ Robust supply chain and strategic outsourced manufacturing enables us to offer a wider product basket with minimal capital expenditure

# Consumer Appliances Business

- ④ Emphasis on innovation
  - Widest range of connected and smart appliances in the industry
- ④ Forward looking portfolio spanning categories - Kitchen appliances, air coolers, water heaters and water purifiers, air purifiers, ceiling & pedestal fans and furniture & kitchen fittings
- ④ Widened the product portfolio by entering a niche segment of furniture & kitchen fittings under brand **FGV Powered by Hindware™**, comprising of normal and soft close hinges, side and bottom mounted drawer channels and drawer system
- ④ Strong Distribution reach
  - **10,000+** Retail outlets
  - **1,000+** Distributor partners
  - **700+** Modern & large retail outlets

## #2

Player in the Kitchen  
Chimney Segment

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## #5

Player in the Air  
Cooler Segment

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## #6

Player in the Water  
Heater Segment



# Fast Growing Products & Brands

hindware  
KITCHEN ENSEMBLE



Hindware Kitchen Ensemble

hindware  
atlantic



Hindware Atlantic Water Heaters

hindware  
SNOWCREST



Hindware Snowcrest Air Coolers

hindware  
SNOWCREST



Hindware Snowcrest Fans

hindware  
KITCHEN ENSEMBLE

moonbow  
by hindware



Hindware Purification

FGV  
FORNETTI &  
SONZOLARI  
Powered by hindware  
Italian Design - Great Value



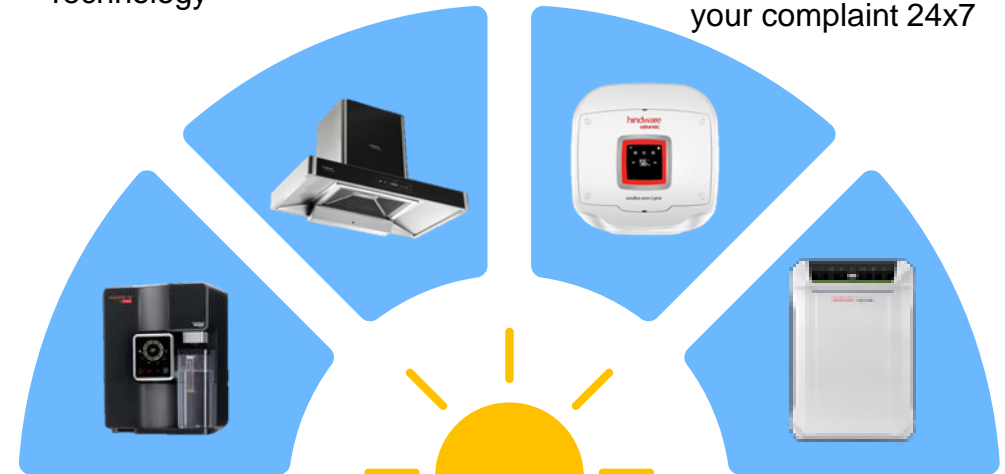
FGV Powered by Hindware™

## Optimus iPRO Chimney

- India's 1<sup>st</sup> ever IoT – enabled chimney
- Maxx Silence Technology\*

## Ondeo Evo iPRO Water Heater

- Operate from anywhere, track monthly power consumption and status of your complaint 24x7



## Achelous Premium iPRO Water Purifier

- India's 1<sup>st</sup> \*RO membrane life alert & \*real time filter alert features

## Agnis iPRO Air Purifier

- Equipped with geo-fencing technology, Amazon Alexa, can be managed anywhere using the Hindware app



IoT  
Innovations

\* Patent applied



# Innovation Driven New Launches



## iFold Cooler

- ⌚ India's first foldable air cooler
- ⌚ Can be folded and stored within 5 minutes

## Activio Food Sterilizer

- ⌚ Utilizes all-natural Ozone Purification Technology
- ⌚ Equipped with 3 preset functions, providing users with dedicated modes for cleaning fresh produce, meat and cutlery

## Convenio Cooktop

- ⌚ Comes with a patented design
- ⌚ Equipped with a removable spill tray design and weld-less pan support design

## Launches

2

Desert Cooler

4

Ceiling fans

8

Fans including pedestal fans

4

2 Storage & 2 instant water heaters

8

Kitchen chimneys

4

2 Free-standing & 2 built-in dishwashers

4

2 Built-in oven & 2 built-in microwave oven

3

Sleek-top hobs

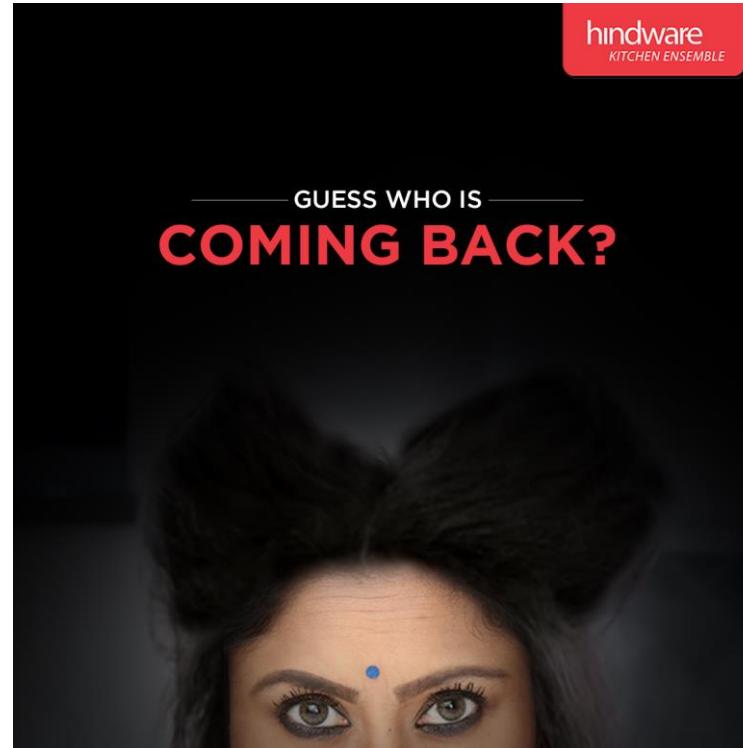
3

Water purifiers

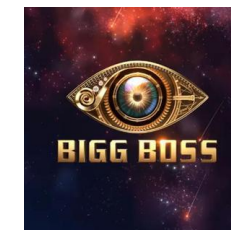
# Brand Campaigns

- ③ Hindware Kitchen Ensemble launched a new TVC on Hob highlighting the MaxX Safe Technology, which was extremely well received in the market
  - The campaign highlighted the MaxX Safe technology which prevents gas leakage in case the flame gets off while the knob is in the ON position
  - 360° marketing campaign, across print, digital and electronic mediums and the TVC was aired on key regional channels to maximize the reach
- ③ Created and ran a digital campaign during Flipkart's Big Billion Days and Amazon's Great Indian Sale from mid-October to mid-November 2020

To watch the advertisement, please [click here](#)



## PRIME TIME SHOWS PRESENCE



- ⌚ Leading player in sanitary ware & faucets segments
- ⌚ Wide array of products available across the price spectrum
  - 5 Brands available across price points – Luxury, Super – Premium, Premium and Mass segment
- ⌚ Extending product portfolio
  - Emerging player in plastic pipes & fittings segment, and its products are well accepted by consumers
  - Recently forayed into overhead water storage tanks
- ⌚ Strong Distribution Network
  - 25,000+ retailers supported by 2,100+ distributors for sanitaryware, faucets and plastic pipes & fitting business
- ⌚ Building eco-system to drive growth
  - Constant engagement with intermediaries & end-users
  - Participating in exhibitions and undertaking outdoor campaigns to amplify brand visibility



## Market Size

~ ₹4,800cr

Sanitaryware

~ ₹9,000cr

Faucets



**TANKLESS**  
FUTURE OF BATHROOM

**1st**  
TIME IN INDIA

- Unique Space Saving Design
- Water Saving Efficient 4L Flushing
- Hassle-Free Installation

**GRABS ATTENTION. WITHOUT MAKING NOISE.**

WATER CLOSETS WITH **AQUASHEET** TECHNOLOGY FOR QUIETER FLUSHING.\*

\*QUIETER THAN A REGULAR FLUSH

WATER CLOSETS WITH TOUCH-FREE FLUSHING FOR GREATER SAFETY & HYGIENE.

#TouchFreeIsCarefree

**AUTOMATE**

**INTELLIGENT CLOSETS**

A range of Hi-tech Toilets that come with a remote control to cater to all your needs at just the press of a button.

- Easy Computerized Control Panel
- Foot Press Flush
- Minimalist Touch Remote

**E Clenz**

Intelligent wall mounted water closet at a smart price

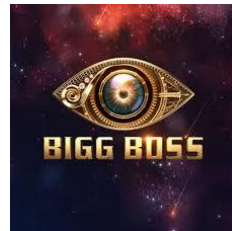
**SENSOR FAUCETS**

- INFRA RED SENSOR
- LOW CONTACT
- WORLD CLASS TECH
- LONGER LIFE CYCLE
- SAVE WATER

CAN A STUNNING BATHROOM ALSO  
BE SURPRISINGLY THOUGHTFUL?

**hindware**  
**ITALIAN COLLECTION**  
Thoughtful is *beautiful*

## PRIME TIME SHOWS PRESENCE



## BUDGET DAY MEDIA PRESENCE



**hindware**  
ITALIAN COLLECTION  
Thoughtful is *beautiful*

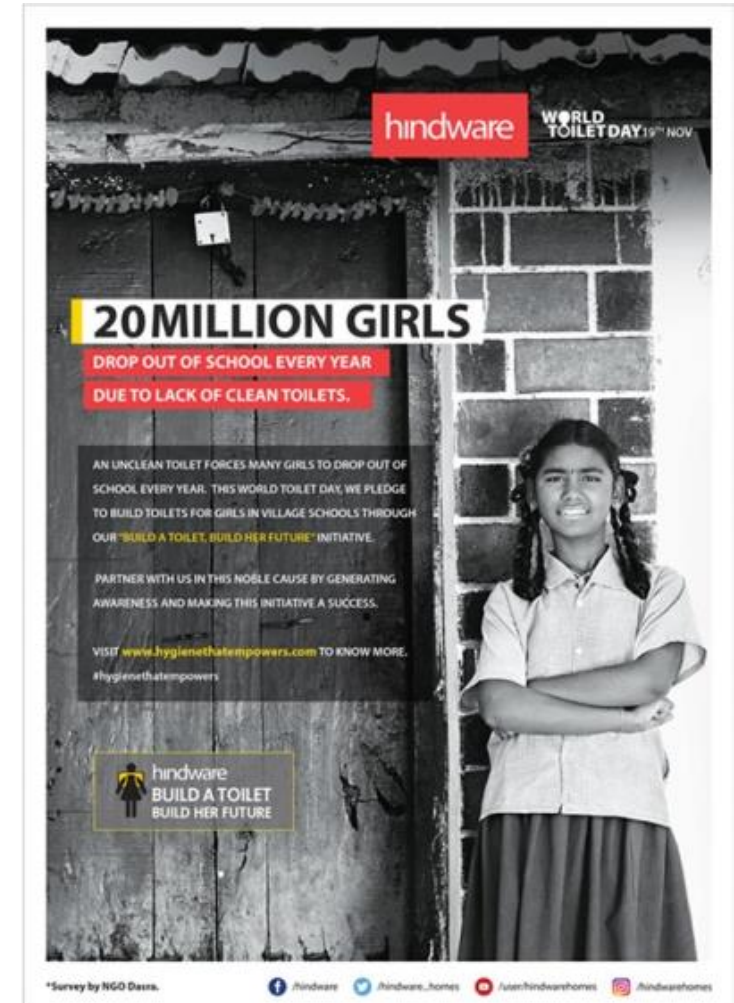
**WE ARE ON TV!**  
WATCH OUT FOR HINDWARE TV AD AND FIND OUT WHY  
Thoughtful is *beautiful*

Tune in to these Channels from 23<sup>rd</sup> Jan'21 onwards:

SONY	colors	INDIAV	आज तक	NDTV इंडिया	CNBC आवाज़	ET NOW
NEWS 18	NDTV 24x7	NDTV PROFIT	R.भारत	TV 5	Polimer NEWS	
24	Asianet	V6 NEWS	THANTHI TV	SUN NEWS	tv9	manorama NEWS

To watch the advertisement, please [click here](#)

- ⌚ On the occasion of World Toilet Day, SHIL launched the “BUILD A TOILET, BUILD HER FUTURE” initiative, conceptualised under the aegis of “Hygiene that Empowers” by Hindware
- ⌚ Hindware adopted schools across eight villages located around the company’s sanitaryware manufacturing plant in Bahadurgarh, Haryana, where toilets will be constructed, renovated, and maintained for the girl students
- ⌚ All-round campaign, creating awareness, through digital film, radio, print media, and a dedicated website, to encourage people to spread the message and take part in this cause
- ⌚ A virtual contest, “Design Her Future”, was held, inviting entries for sustainable toilet models and designs from young architects across India
  - The winning toilet model is to be used across all the adopted schools under the initiative
- ⌚ To watch the advertisement, please [click here](#)





- ⊙ TRUFLO by Hindware™, is one of the fastest growing plastic pipes and fittings brand in India
  - With 1,100+ SKUs, TRUFLO aims to be amongst the top 5 players in 5 years
- ⊙ It offers best-in-class, NSF-certified, CPVC pipes for hot and cold water plumbing applications, along with lead-free UPVC pipes, SWR pipes and PVC pipes for potable water
- ⊙ TRUFLO uses NSF-certified CPVC compound, Durastream, supplied by ~US\$10 billion Japanese conglomerate Sekisui Chemical Co. Ltd., to help us provide quality CPVC piping solutions for varied market requirements
- ⊙ Recently forayed into overhead water storage tank and column pipes segment with a robust range of products
- ⊙ Strong engagement levels with plumbing consultants and plumbers to create a strong distribution eco-system

## Market Size

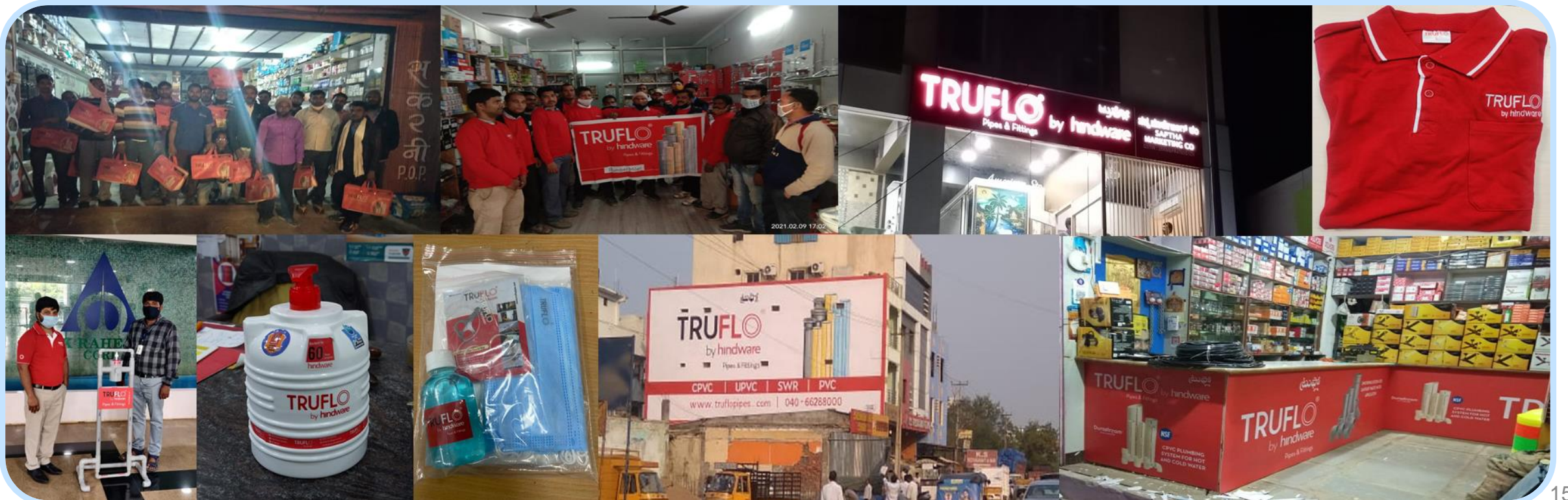
**~ ₹9,500cr**

**Domestic Plastic Pipes & Fittings  
catering to the building and  
construction industry**



# TRUFLO<sup>®</sup> by hindware Brand Campaign

- ① TRUFLO by Hindware™ organised meets and engagements with plumbers across cities and branded shops of channel partners
- ① Sanitizer kits were distributed among plumbers and foot pedal operated sanitizer stands installed in major markets and key client locations
- ① Participating plumbers were also given branded merchandise such as caps, t-shirts, pens and note pads
- ① A city beautification drive was carried out via wall paintings





# Brands & Products

## Product Categories

Sanitary ware

Faucets

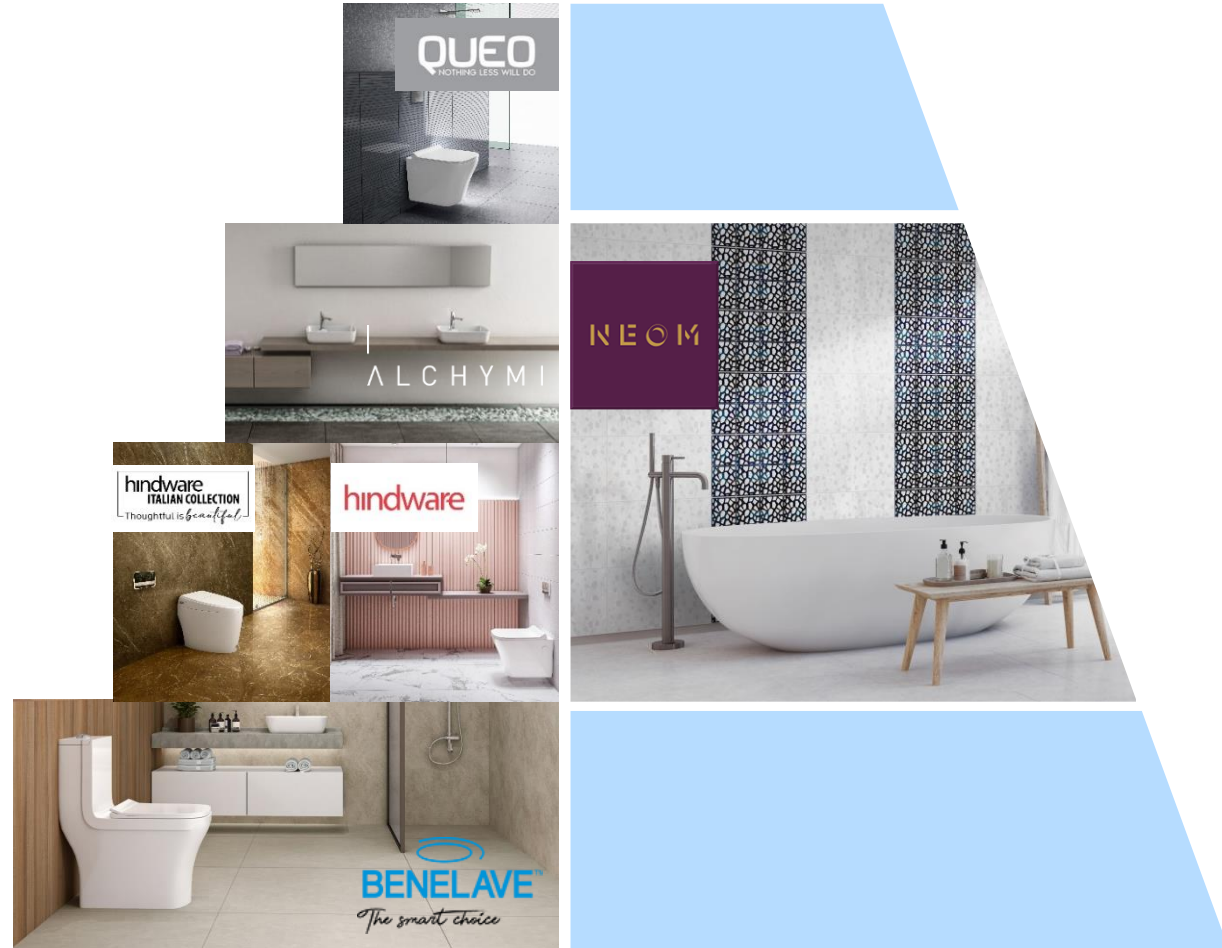
Tiles

Wellness

Allied Products

Plastic pipes and fittings

Overhead water storage



TRUFLO<sup>®</sup>  
by hindware



# Marquee Clients


- ③ Specialty home interior products through modern format stores and digital platforms under the brand 'EVOK'
- ③ 2 Display and Sales centres in Delhi and Faridabad and a chain of franchise stores
- ③ Strong e-commerce presence through online portal [EVOK.in](http://EVOK.in) and other sites like Amazon, Flipkart, Tata CliQ, etc.
- ③ Priorities of go-to-market approach
  - Maintain franchise – based large format store
  - Focus on on-line retail channels
  - Reach new geographies
- ③ Emphasis on minimising overheads; improving profitability – move from Cash burn to Cash earn

**2**

Company owned stores

**20**

Franchise Stores



# Q3 & 9M FY21 Financial Performance

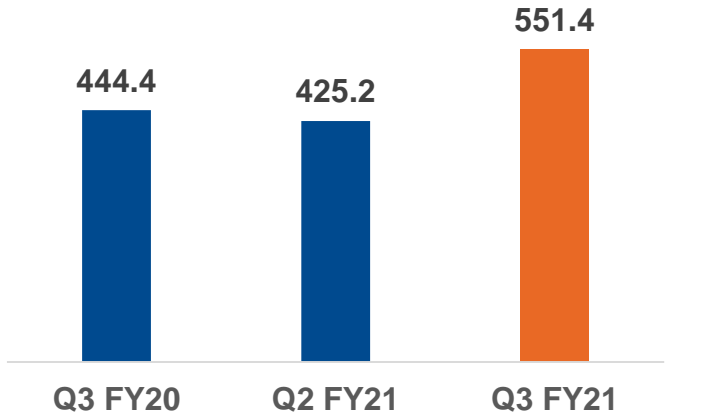


# Q3 & 9M FY21 Performance (Consolidated)

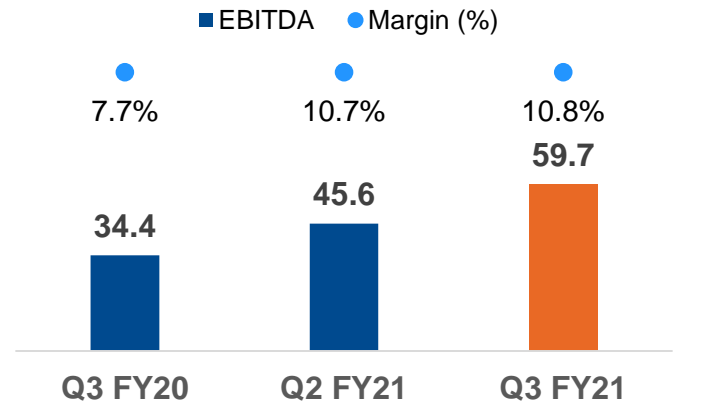
(₹ in crore)

Q3 FY21

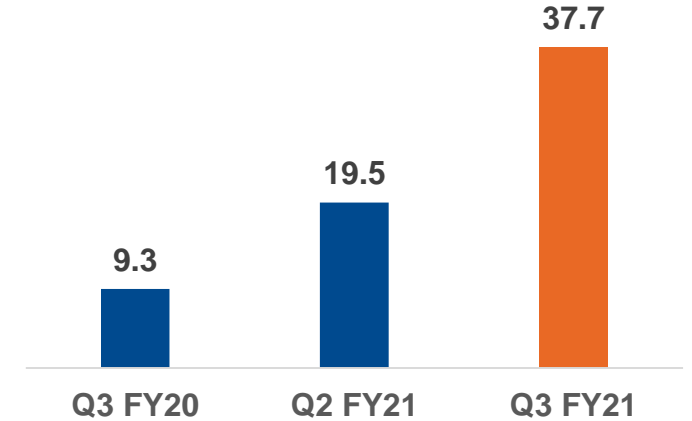
### Revenue



### EBITDA

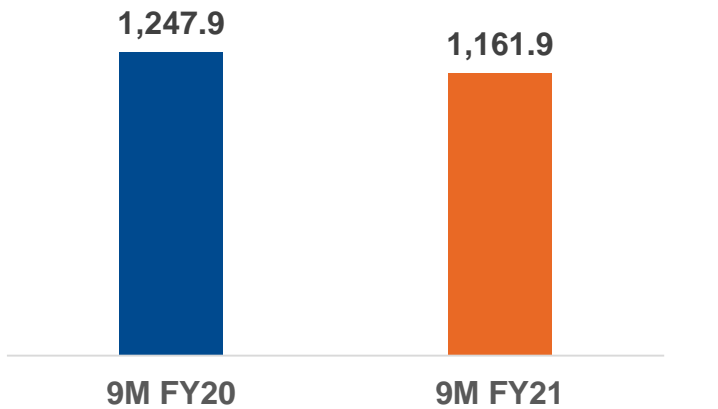


### PAT

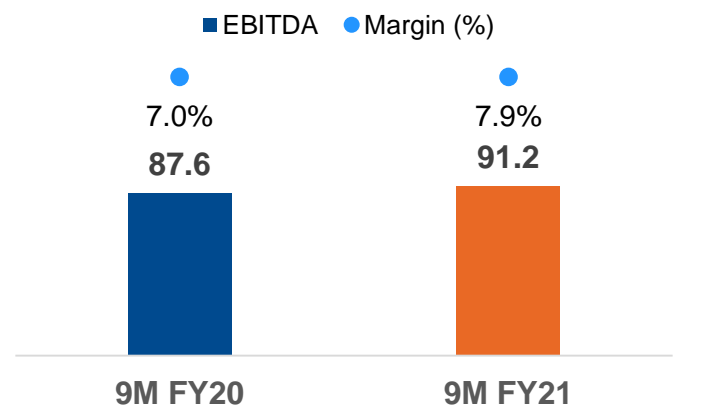


9M FY21

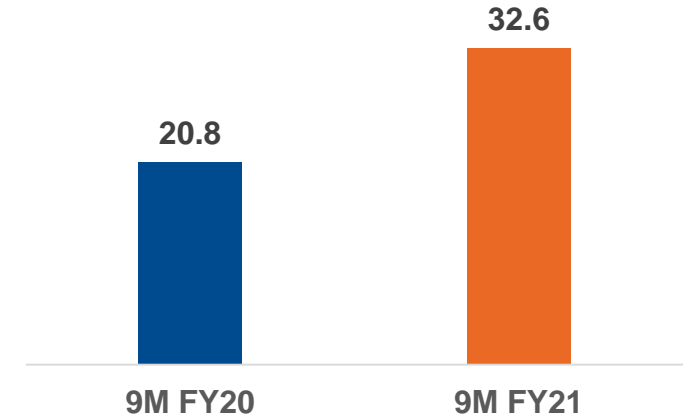
### Revenue



### EBITDA



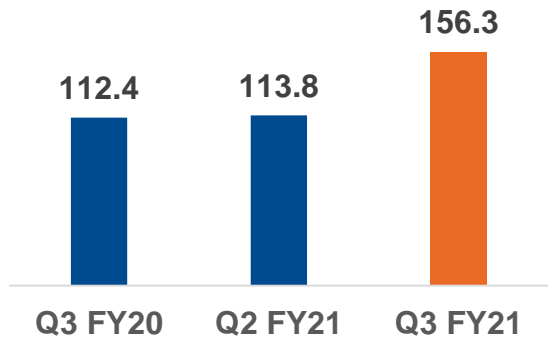
### PAT



# Segment wise Performance (Consolidated)

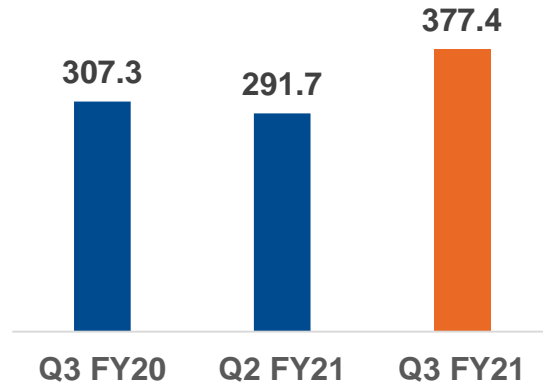
(₹ in crore)

## Consumer



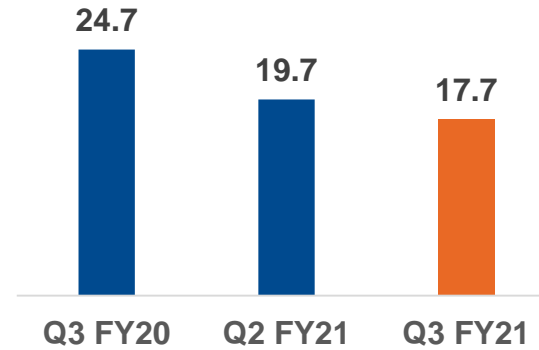
Revenue increased by 39% y-o-y driven by strong demand and consumer appreciation for our forward-looking product line

## Building



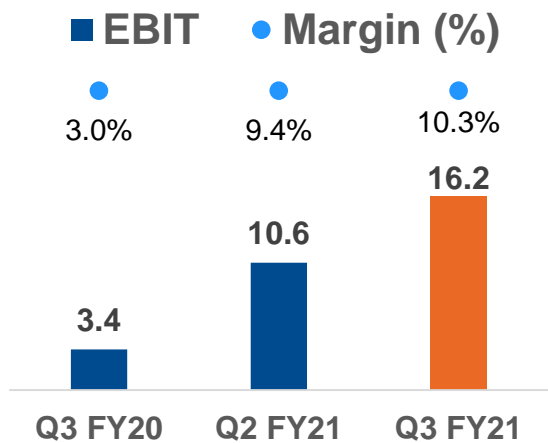
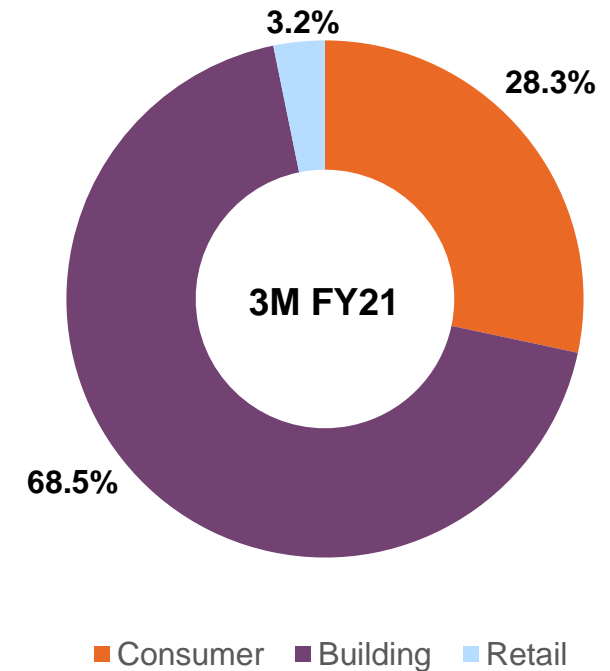
Revenue increased by 23% y-o-y as a result of strong sales by Plastic Pipes business well supported by sanitaryware & faucets

## Retail

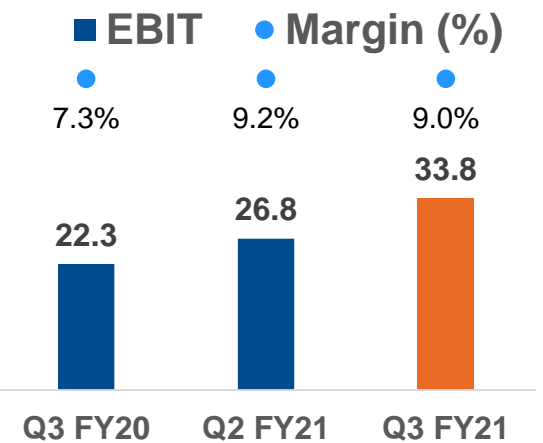


Revenue declined primarily due to closure of physical stores

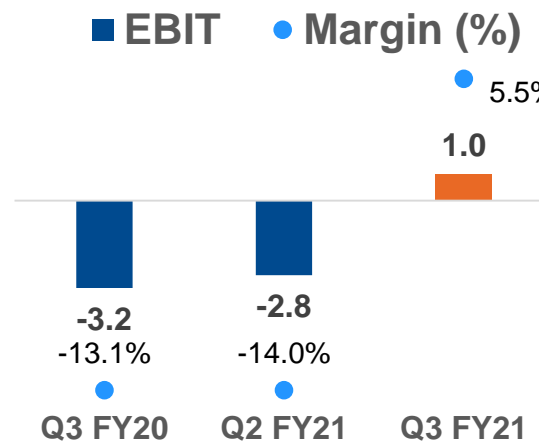
## Revenue Breakup (%)



EBIT margins improved to 10.3%



EBIT Margin improved y-o-y



Business returning to profitability

# Thank You



Naveen Malik



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[kshitij@cdr-india.com](mailto:kshitij@cdr-india.com)

