

NEAPS/BSE ONLINE

13th August, 2021

The Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers
1st Floor, New Trading Ring
Rotunda Dalal Street,
Mumbai - 400 001

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block
Bandra - Kurla Complex,
Bandra(E), Mumbai – 400 051

Dear Sir/Madam,

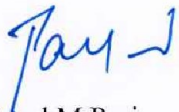
Sub: Financial Result Presentation – Unaudited Standalone and Consolidated Financial Results – 30th June, 2021

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Financial Result Presentation on the Unaudited Standalone & Consolidated Financial Results of the Company for the first quarter ended 30th June, 2021, with respect to the webinar for investors and analysts scheduled to be held on 13th August, 2021.

The aforesaid presentation will also be available on the website of the Company, www.shilgroup.com.

You are requested to take the enclosed information on records.

For Somany Home Innovation Limited



Payal M Puri
(Company Secretary & V. P. Group General Counsel)

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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



Driving Customer Aspirations
Enriching Experiences | Innovative Offerings

**Q1 FY22 Financial Result
presentation**

August 12th, 2021



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Business Overview



Consumer Appliances
Business (CAB)



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

**Premium Consumer Appliances and
Building Products Company**

hindware

Owner of Brand
Hindware™



Building Product
Segment

**Strong
Growth
Outlook**

15

New launches in
past three months



31 patents filed
since inception

Leader in

Sanitaryware and
second largest in
the faucets
segment

**Industry
leading growth
in Plastic
Pipes &
Fittings
Business**



Retail Touch Points
35,000+



Distribution Partners
3,100+



Modern & Retail Outlets
700+

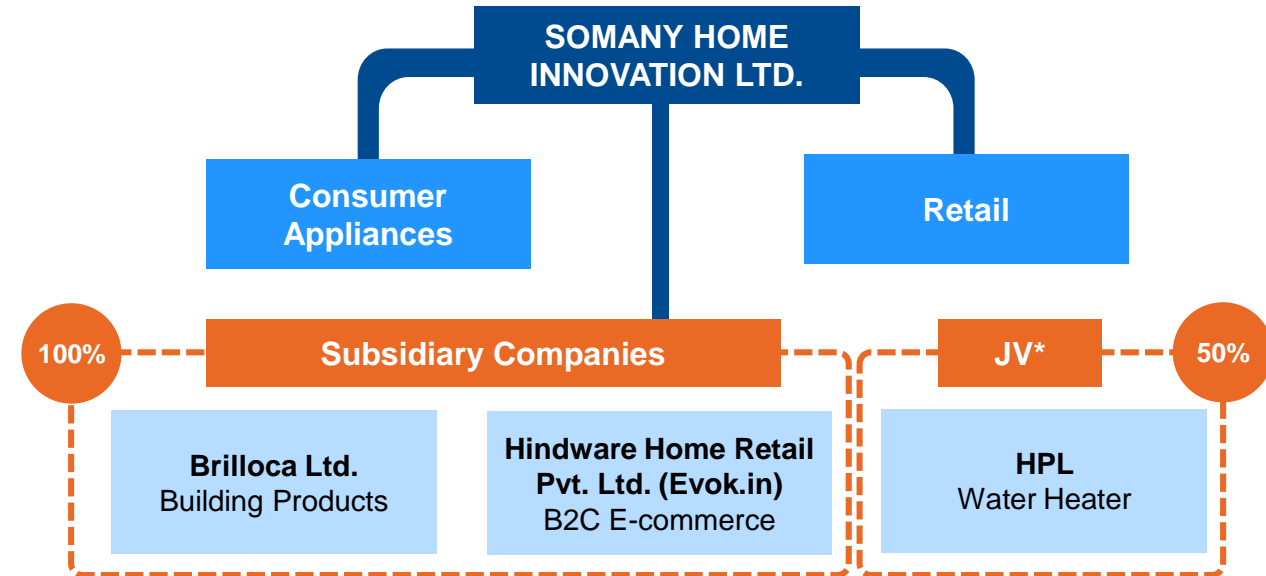


Omni-channel
presence

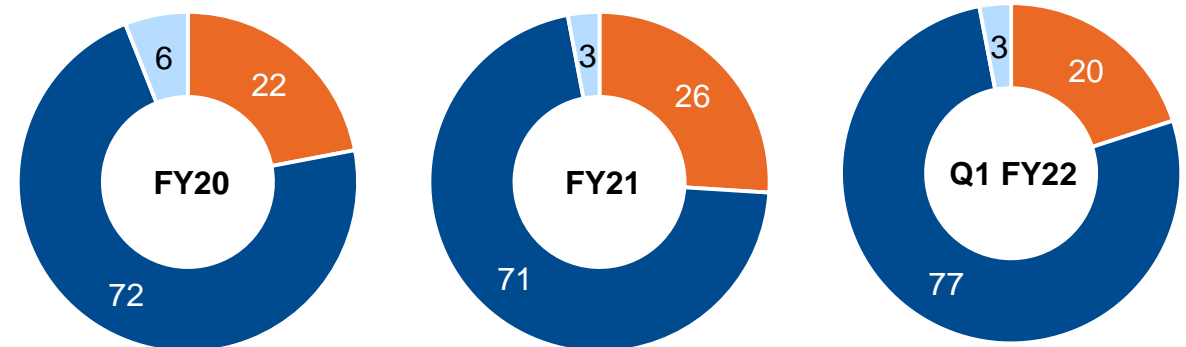
3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

About Us

- ⌚ The Consumer Appliances and Building Products Company
- ⌚ **Hindware™**, a reliable and trusted brand across India
- ⌚ Leveraging innovation and expansive distribution infrastructure across businesses
 - **Consumer Appliances Business** – fastest growing player with innovative product offerings across varied 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 & column pipes segment
 - **Retail Business** - Specialty home interior products under the brand 'Evok by hindware'
- ⌚ **Hintastica Private Limited (HPL)** is a JV with Groupe Atlantic, leaders in heating solutions globally



Revenue Mix (%)



*Note: Wholly-owned subsidiary of SHIL as on 31st March 2021

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 fast growing 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 in long term
- ⊙ 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 & food sanitizer
- Air coolers
- Water heaters
- Water purifiers
- Ceiling & pedestal fans
- Kitchen & Furniture fittings (*brand FGV Powered by Hindware™, a strategic tie-up with Italian company Formenti & Giovenzana*)

④ Strong Distribution reach

- 10,000+ Retail outlets
- 1,000+ Distributor partners
- 700+ Modern & large retail outlets
- 121+ Exclusive Kitchen galleries

#2

Player in the Kitchen
Chimney Segment

#5

Player in the Air
Cooler Segment

#6

Player in the Water
Heater Segment



Emphasis on R&D and Innovation

⊙ Recognized in-house R&D, registered with DSIR

- *Applied for 3 new patents in FY22, taking the total to 31 patents since inception*

⊙ Hindware Konnect, an IoT platform, connects intelligent products to customers through Hindware appliances mobile app for remote operation

- *Works with Alexa and Ok Google*

⊙ Hindware, mentioned among the top companies in the Smart Homes domain at Google's IO, a global event

Achelous Premium iPro Water Purifier

- *India's 1st IoT enabled water purifier*
- *Makes life easy for consumers as it tells them the exact time to replace the RO membrane and filters*

Optimus iPro Chimney

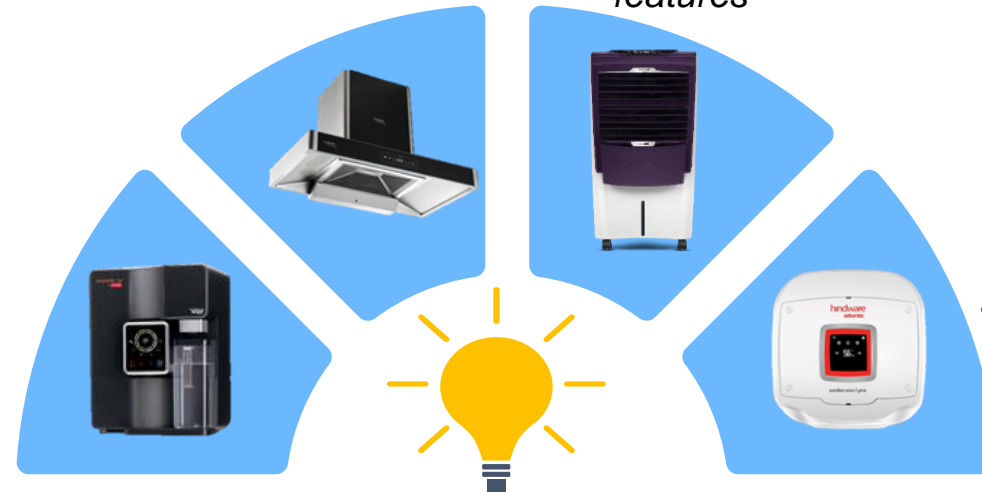
- *India's 1st ever IoT – enabled chimney*
- *MaxX Silence Technology**

Spectra iPro

- *Equipped with features such as Geo-fencing and Wi-Fi Direct, and Alexa-controlled features*

Ondeo Evo iPro Water Heater

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



Innovations-
Internet of Things

* Patent applied

Diverse and Exciting Products & Brands

hindware



Kitchen Appliances

hindware
SNOWCREST



Air Coolers

hindware

moonbow
by hindware



Water Purifiers

hindware
SNOWCREST



Fans

FORNENTI & GIOVENZANA
Powered by hindware
Italian Designs - Great Value



Kitchen & Furniture Fittings

hindware
atlantic



Water Heaters

Innovation Driven New Launches



Island Chimney Onyx 90

- ⌚ Equipped with smart thermal auto clean that automatically runs auto clean function after 30 hours of operation
- ⌚ Remote control option to operate the chimney



Island Chimney Cravia Neo

- ⌚ Comes with remote control and dual side touch panels
- ⌚ Includes energy efficient lamps that illuminate a wider surface and consume less power



BLDC Chimney Serena Plus

- ⌚ Equipped with a high energy-efficient BLDC motor that delivers powerful max. suction
- ⌚ 11-speed options, turbo mode, 3D filter-less technology, and motion sensor technology



Livio Food Sanitizer

- ⌚ Provides natural cleansing without any additives and oxygen is returned naturally without toxic residue
- ⌚ Ozone purification technology eliminates pesticides, disinfect & sterilize

Brand Campaigns



COLD YA FOLD, WHAT NEXT ??

Tune in to below channels to find out

26 Channels | 9.5K+ Spots



New TVC campaign 'Summers mein kare cold, winters mein ho jaaye fold' for Hindware Snowcrest i-Fold, a foldable air cooler

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

Catch TVC live on these media

					For more details : Follow us on : /hindwareappliances		

④ **Leading player in sanitaryware & faucets segments**

- Brands available across price points – luxury, premium and mass categories

④ **Strong Network of distribution and service**

- 228 Brand Stores for an immersive customer experience
- 137 Distributors for wide network
- 5400+ direct retail touchpoints: Indirect reach covering around 20,000 touchpoint
- Catering to 1100+ institutional clients
- A service network of 400+ technicians pan India covering more than 640 districts, with a TAT of 24 hours in metro markets and 48 hours in upcountry markets

④ **Building eco-system for accelerated growth**

- Constant engagement with intermediaries & end-users
- Providing platform to all the channel partners to help them keep track of their operations
- Establish Hindware as a modern, innovative, design-led brand to connect with millennials
- Increased product consideration and awareness using beautiful design & thoughtful features (technology and innovation) as a bedrock for all new product launches
- Increased brand salience at retail (product displays and refreshed in-shop imagery)

④ **Q1 FY22 Highlights**

- After being impacted by the second wave in the first half of the quarter, the business recovered well in the latter half
- Launched 9 SKUs in Sanitaryware and 4 SKUs in Faucets
- Various initiatives have been taken to expand the distribution network and increase customer satisfaction

Market Size

~₹4,800 crore

Sanitaryware

~ ₹9,000 crore

Faucets



hindware



Sanitaryware & Faucets

hindware
ITALIAN COLLECTION
Thoughtful is beautiful.



Sanitaryware & Faucets

QUEO
NOTHING LESS WILL DO



Sanitaryware & Faucets

BENELAVE™
The smart choice



Sanitaryware & Faucets

NEOM



Tiles

TANKLESS
FUTURE OF BATHROOM

151
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

TOUCH-FREE TECHNOLOGY

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



- ⊙ TRUFLO by Hindware™, is the fastest growing plastic pipes and fittings brand in India
 - With 1,100+ SKUs already being offered and many more being added, TRUFLO aims to be amongst the top 5 players in 5 years
- ⊙ Offers best-in-class, NSF-certified, CPVC pipes for hot and cold water plumbing applications, along with lead-free UPVC pipes, SWR pipes, PVC pipes for potable water, column pipes and overhead water storage tanks
- ⊙ TRUFLO by Hindware™ 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
- ⊙ Strong engagement levels with plumbing consultants and plumbers via digital avenues to create a strong distribution eco-system
- ⊙ Export to ASEAN and Middle Eastern countries
- ⊙ Despite the second wave, TRUFLO grew at a faster rate than the industry, billed and serviced 93% of the customers
 - Sales value doubled over that in Q1FY21

Market Size

~₹10,000 crore

TRUFLO by Hindware™, addressable market size



- ⊙ Specialty home interior products through modern format stores and digital platforms under the brand 'EVOK'
- ⊙ Offering a range of 2,500+ products across 14,000+ pin codes
- ⊙ 2 Display and Sales centres in Delhi and Faridabad and a chain of franchise stores
- ⊙ Strong e-commerce presence through online portal [EVOK.in](https://www.evok.in) and other sites like Amazon, Flipkart, Pepperfry, etc.
- ⊙ Delivering and installing furniture in 14000 pin codes across India
- ⊙ Priorities of go-to-market approach
 - Maintain franchise – based large format store
 - Focus on on-line retail channels
 - Reach new geographies
- ⊙ Emphasis on minimising overheads; higher profitability – move from Cash burn to Cash earn
- ⊙ Q1FY22 Highlights
 - Launched Work from Home furniture category

2

Company owned stores

23

Franchise Stores



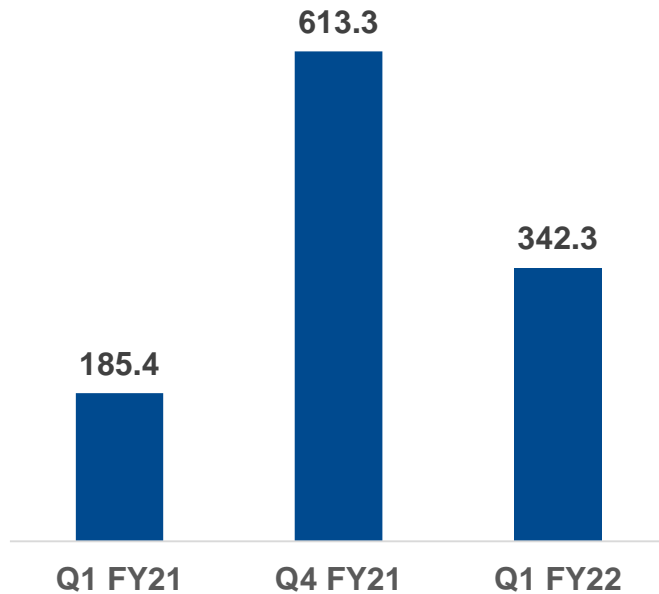
Q1 FY22 Financial Performance



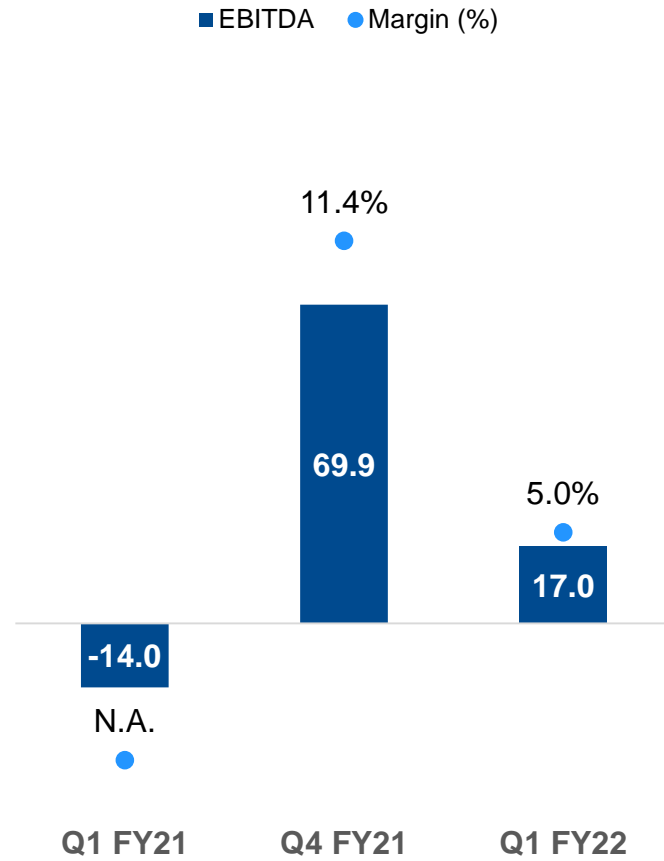
Q1 FY22 Performance (Consolidated)

(₹ in crore)

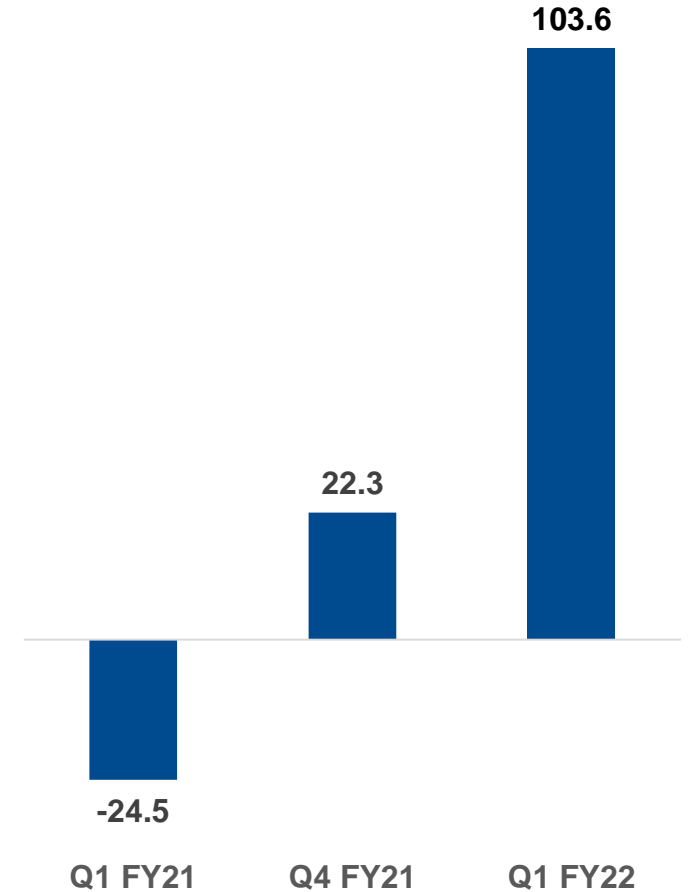
Revenue



EBITDA



PAT



Notes:

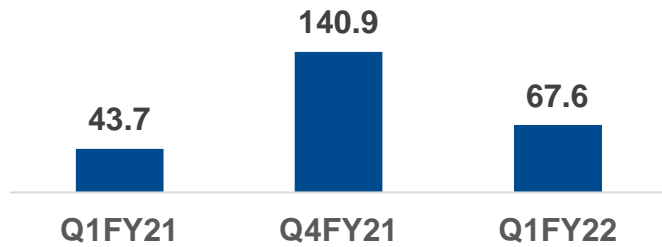
- Fair value gain (net) of ₹66.11 crore of its investment in HPL on account of loss of control of subsidiary (as per Ind AS 110)
- Gain of ₹34.75 crore on account of slump sale of Water Heater business undertaking by the Company to HPL (then a wholly owned subsidiary)

Segment Wise Performance (Consolidated)

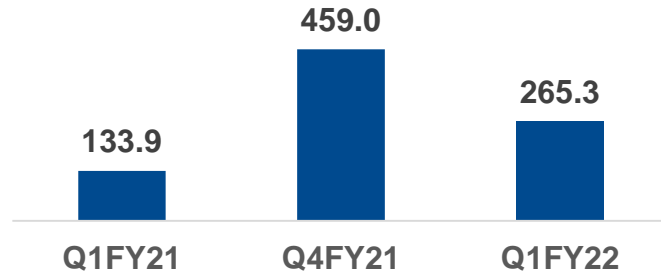
(₹ in crore)

Revenue

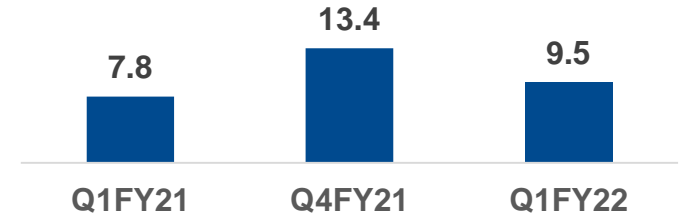
Consumer



Building

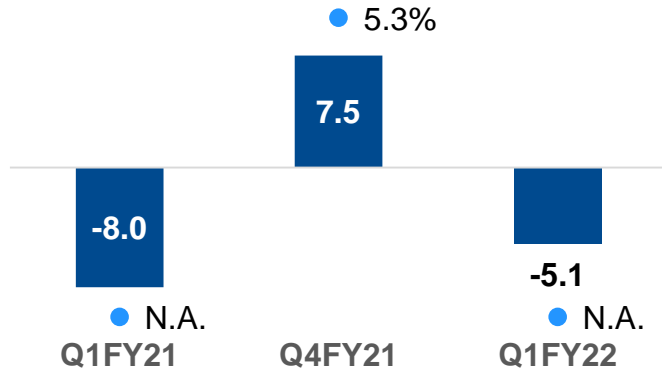


Retail

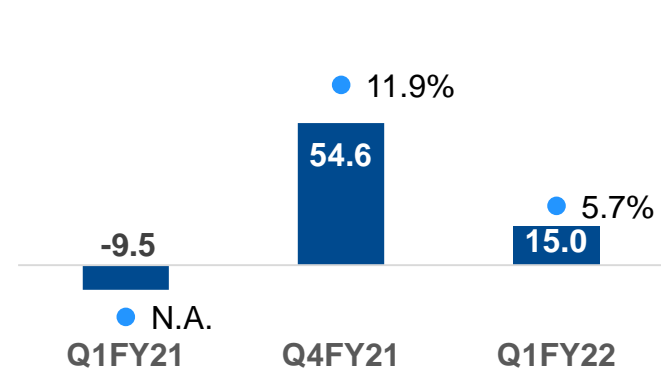


EBIT

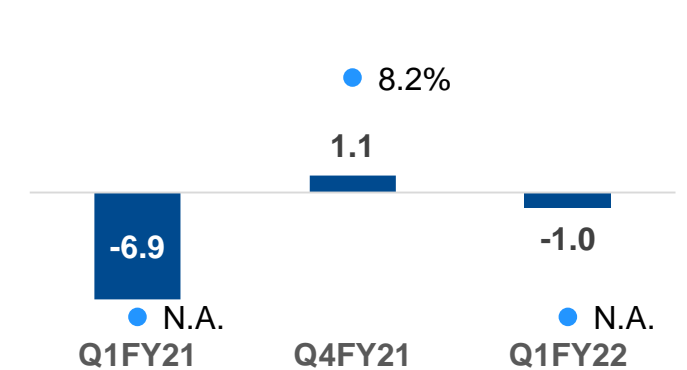
■ EBIT ● Margin (%)



■ EBIT ● Margin (%)



■ EBIT ● Margin (%)



Thank You



Naveen Malik



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