

**NEAPS/BSE ONLINE**

27<sup>th</sup> May, 2021

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

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

Dear Sir/Madam,

**Sub: Investors' Presentation – Audited Financial Results - 31<sup>st</sup> March, 2021**

This is in continuation to our letter dated 26.05.2021 and pursuant to Regulation 30 of the SEBI ( Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Investors' Presentation on the Audited Standalone & Consolidated Financial Results of the Company for the fourth quarter and year ended 31<sup>st</sup> March, 2021.

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

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

Somany Home Innovation Limited

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

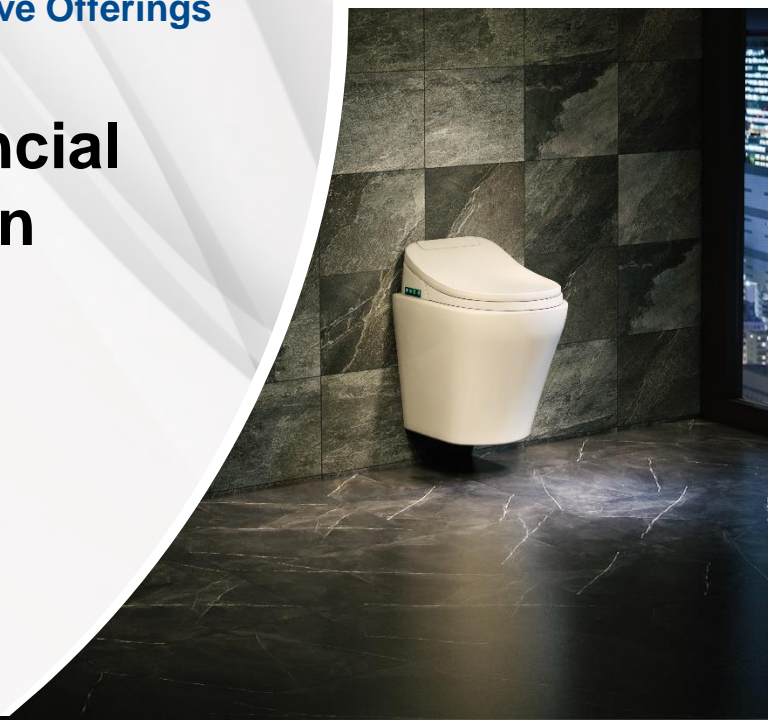
wecare@hindware.co.in. | www.shilgroup.com | CIN: L74999WB2017PLC222970



**Driving Customer Aspirations**  
Enriching Experiences | Innovative Offerings

**Q4 and FY21 Financial  
Result presentation**

May 26<sup>th</sup>, 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**

**8**

IoT enabled  
products in the  
portfolio



28 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+**

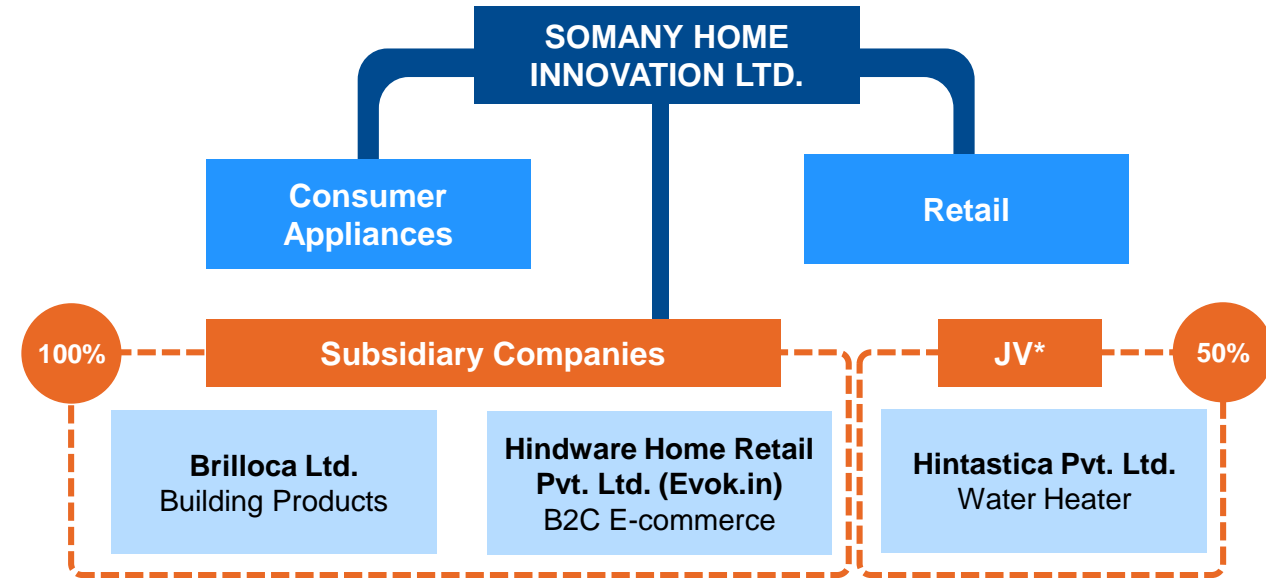


Omni-channel  
presence

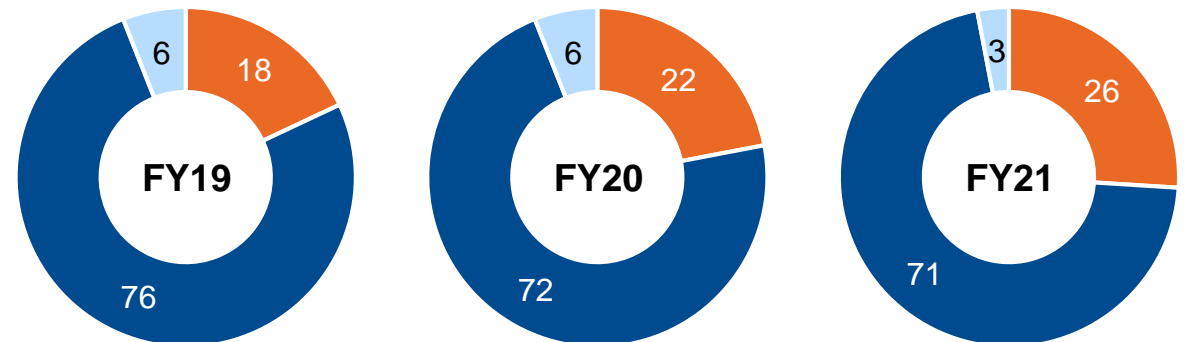
**3 Distinct Channels**  
Sanitaryware & Faucets  
Consumer Appliances  
Hardware (Pipes)

# About Us

- ⊗ Part of Somany Impresa Group, the fastest growing player in the Consumer Appliances and the leader in Building Products segment
- ⊗ *Hindware*™, a reliable and trusted brand across India
- ⊗ Leveraging innovation and expansive distribution infrastructure across businesses
  - **Consumer Appliances Business** – Innovative product offerings across 8 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'
- ⊗ Strategic tie-ups with marquee global companies to accelerate growth in select categories, i.e., Groupe Atlantic (Brand: Hindware Atlantic - water heaters) and Italian company, Formenti & Giovenzana (Brand: FGV Powered by Hindware - kitchen and furniture fittings)



## Revenue Mix (%)



\*Note: Wholly-owned subsidiary of SHIL as on 31<sup>st</sup> 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 has started delivering results
- ⌚ Capital allocation towards fast growing profitable segments
- ⌚ Closure of 8 retail furniture, to keep 2 operating flagship stores, attuned to the strategy of investing in profit making business



## 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, water heaters and water purifiers, air purifiers, air coolers, ceiling & pedestal fans and furniture & kitchen fittings
- ④ Widened the product portfolio by entering a niche segment of kitchen & furniture fittings under brand **FGV Powered by Hindware™**, comprising of MS Slide-on, Integrated soft close, Corner pie and wide angle hinges, comfy ball bearing and excel bottom mounted drawer channels and Ten, Uniplus and Unilux drawer system and Aerolift Liftups.
- ④ Joint Venture with French heating solutions giant, [Groupe Atlantic](#) to tap the opportunities in fast growing water heater segment and electrical heating segment
- ④ Strong Distribution reach
  - **10,000+** Retail outlets
  - **1,000+** Distributor partners
  - **700+** Modern & large retail outlets
  - Added **25+** exclusive kitchen galleries across India

## #2

Player in the Kitchen  
Chimney Segment

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## #5

Player in the Air  
Cooler Segment

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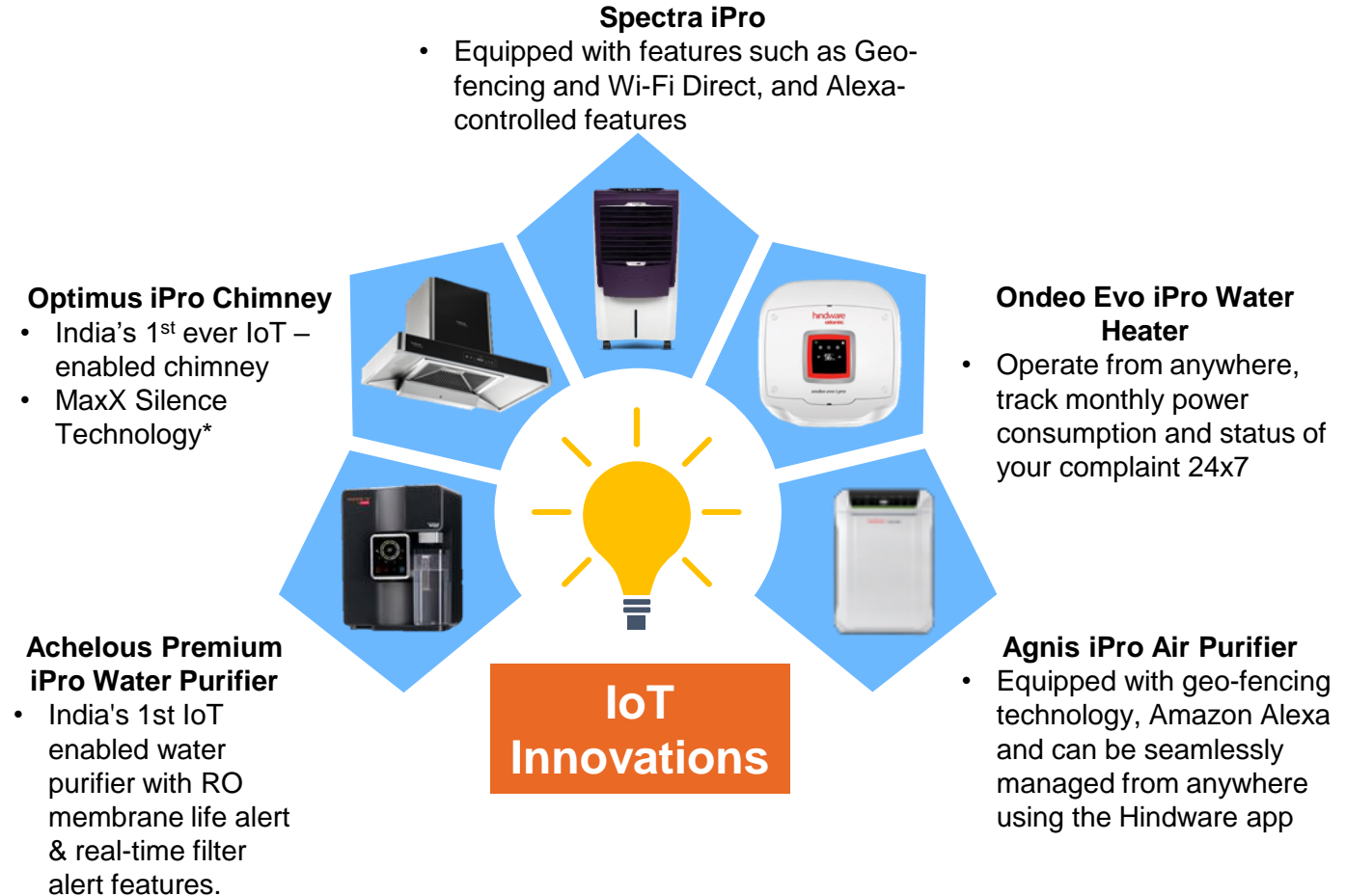
## #6

Player in the Water  
Heater Segment



# Emphasis on R&D and Innovation

- ⊙ SHIL's in-house R&D is recognized and registered with the Department of Scientific & Industrial Research (DSIR)
- ⊙ SHIL has a highly qualified team comprising of designers, micro-biologists, chemists, electronics specialists, etc. working in state-of-the-art labs
- ⊙ Registered 7 new patents in FY21, taking the total to 28 patents since inception
- ⊙ Introduced Patent applied innovative design "i-Fold Air Cooler" (Foldable Cooler) in desert category
- ⊙ Some key innovations :
  - Water Purifiers
    - Flosense technology (patent applied for) in water purifiers that tells consumers the exact time to replace the RO membrane and other filters separately
    - "Auto Jug Fill Technology" smartly fills the jug without any manual intervention
  - Kitchen Chimney: "MaxX Autoclean" and "MaxX Silence Technology"



Hindware Konnect, Hindware's IoT platform, brings connected and intelligent products to SHIL's customers with a slew of features such as connected with Hindware appliances mobile app for remote operation, works with Alexa and Ok Google.

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



# Diverse and Exciting Products & Brands

hindware



Kitchen Appliances

hindware  
atlantic



Water Heaters

hindware  
SNOWCREST



Air Coolers

hindware  
SNOWCREST



Fans

hindware  
moonbow  
by hindware



Water and Air Purifiers

FEV  
FORNENTI & GIOVENZANA  
Powered by hindware  
Italian Design - Great Value



Kitchen & Furniture Fittings

# Innovation Driven New Launches



## i-Fold 90L Desert Cooler

- ⊙ India's first foldable air cooler
- ⊙ Can be folded easily and stored
- ⊙ Offers efficient cooling with a powerful air throw of 3400 m<sup>3</sup>/hr
- ⊙ Offers convenient features like 'completely shut louvers' and 'insect & dust filters' to stop mosquitoes and insects from entering the cooler and breeding inside



## Spectra iPro & Acura iPro

- ⊙ IoT enabled smart desert and personal air coolers, respectively
- ⊙ Both products are designed with smart automation offering features such as Geo-fencing and Wi-Fi Direct, and Alexa-controlled features
- ⊙ Can be easily managed from anywhere at any time through the Hindware Appliances app



## Activio Food Sanitizer

- ⊙ Utilizes all-natural Ozone Purification Technology
- ⊙ Generates potent micro-bubbles to wash all foreign residues on the surface
- ⊙ Comes with 3 preset functions, providing users with dedicated modes for cleaning fresh produce, meat and cutlery



## Hindware Purge

- ⊙ Surface disinfectant generator for furniture, household appliances, bathtubs electronics, fruits and vegetables, etc.
- ⊙ Disinfectant created using pure water within three minutes
- ⊙ Tested and certified by TUV-SUD South Asia Pvt. Ltd. to effectively remove 99% of the viruses



## Elara iPro

- ⊙ Second IoT enabled RO + UF + Minerals + UV LED water purifier from the company
- ⊙ Equipped with Advanced Copper+ Technology and UV LED inside the tank for ultimate purity in water
- ⊙ Easy mobile app access from anywhere at any time
- ⊙ Wi-Fi direct technology, which enables communication even without an active internet connection at home

# Brand Campaigns

- ⦿ To support the launch of Hindware Snowcrest i-Fold, India's first foldable Air Cooler, Hindware Appliances released a new TVC campaign "Summers mein kare cold, winters mein ho jaaye fold"
- ⦿ To watch the advertisement, [click here](#)

**COLD YA FOLD, WHAT NEXT ??**  
Tune in to below channels to find out

**Starting From**  
27<sup>th</sup> March, Saturday Onwards South & West | 3<sup>rd</sup> April, Saturday Onwards North & East

26 Channels | 9.5K+ Spots

PRESENTING hindware **i-Fold**  
INDIA'S 1<sup>st</sup> FOLDABLE AIR COOLER

Catch TVC live on these media

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For more details: Follow us on /hindwareappliances

- ⦿ Hindware Kitchen Ensemble launched a new TVC on Hob highlighting the MaxX Safe Technology, which was extremely well received in the market
- ⦿ To watch the advertisement, [click here](#)

**hindware KITCHEN ENSEMBLE**

**GUESS WHO IS COMING BACK?**

Is Evilika going to **WIN THIS TIME?**  
Tune in to below channels to find out

26 Sept, Saturday Onwards  
29 Channels | 13.4K+ Spots

Catch TVC live on these media

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**PRIME TIME SHOWS PRESENCE**

# Hintastica Pvt. Ltd. – JV with Groupe Atlantic

- ③ The Board of Directors approved a 50-50 JV with Groupe Atlantic, France to target higher market share of the water heater segment
  - Water heater market in India is estimated to be close to 36 lakh units annually, having grown at a CAGR of 10% over the past four years
- ③ Group Atlantic, France, a 2.2 billion Euro company with a dominant presence in manufacturing, developing, and distributing eco-friendly heating products and hot water solutions has invested ₹68.3 crore for a 50% stake in Hintastica Pvt. Ltd (HPL)
- ③ HPL state-of-the-art manufacturing plant will be built on a 5.7 acres plot in Telangana and is expected to get completed by Q1 2022-23. The trial runs are expected to start from Q2 2022-23.
- ③ All products will be marketed under the brand name “Hindware Atlantic”



## Benefits of the JV

HPL will leverage Groupe Atlantic’s proven prowess in manufacturing and R&D with SHIL’s vast marketing and distribution capabilities

Setting up a manufacturing unit will lead to increased volumes, scale and efficiency

Expansion of product basket as HPL will also sell Groupe Atlantic’s related products

Foray into SAARC countries will widen our target market significantly

**This win win collaboration is a reflection of SHIL’s established strengths and competitive position in the Indian market**

- ⌚ Leading player in sanitaryware & faucets segments
- ⌚ Wide array of products available across the price spectrum
  - 5 Brands available across price points – Luxury, Super – Premium, premium and mass categories
- ⌚ Extending product portfolio
  - Emerging player in plastic pipes & fittings segment, 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 and 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

~₹4,800 crore

Sanitaryware

~ ₹9,000 crore

Faucets



hindware



Sanitaryware & Faucets

hindware  
ITALIAN COLLECTION  
*Thoughtful is beautiful*



Sanitaryware & Faucets

TRUFLO<sup>®</sup>  
by hindware



Plastic pipes and fittings



Overhead water storage tanks

QUEO  
NOTHING LESS WILL DO



Sanitaryware & Faucets

ALCHYMI



Sanitaryware & Faucets

NEOM



Tiles

BENELAVE™  
*The smart choice*



Sanitaryware & 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**

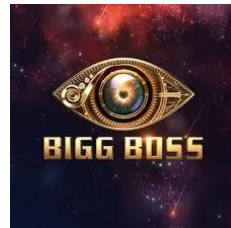
- INFRA RED SENSOR
- LOW CONTACT
- WORLD CLASS TECH
- LONGER LIFE CYCLE
- SAVE WATER

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:

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



- ⊙ The company launched a large-scale social campaign in Delhi-NCR region followed by Bengaluru, Kozhikode, Kochi, and Trivandrum wherein contactless public handwashing booths were installed in various high density and high footfall locations to ensure no-contact hygiene
- ⊙ Water and soap were dispensed through these booths with the message – “SAAF RAHO, SAFE RAHO”

- ⊙ On the occasion of World Toilet Day, the company launched the “BUILD A TOILET, BUILD HER FUTURE” initiative, conceptualized 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. The company will continue tying up with schools across India to spread awareness on hygiene empowerment in partnership with MA My Anchor, a non-profit organization.
- ⊙ To know more about the campaign, [click here](#)



An initiative to keep India healthy

A Contactless Public Handwashing Booth to give everyone a hygienic way to stay safe.





- ⊙ 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.
- ⊙ 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 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
- ⊙ 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
- ⊙ Started exporting to ASEAN and Middle Eastern countries

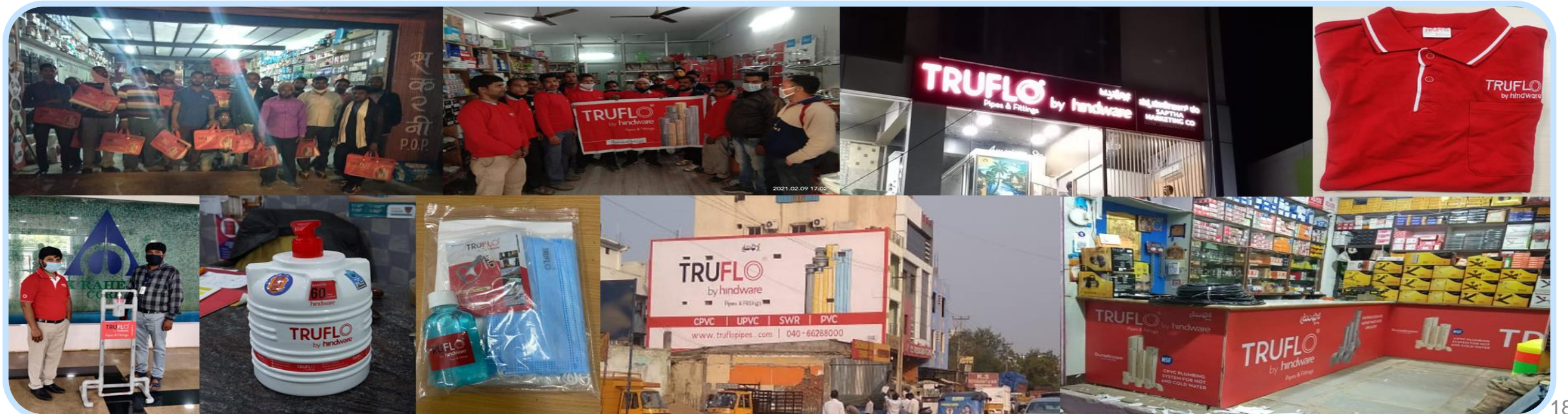
## Market Size

**~₹10,000 crore**

TRUFLO by Hindware™, addressable market size



- ⊙ Connected with 70,000+ Plumbers via formal & informal exchange that included PMKVY - RPL (skill development) certification program
- ⊙ Conducted virtual distributors' meet during the year and launched products virtually across locations
- ⊙ TRUFLO by Hindware™, organised meets and engagements with plumbers across cities and branded shops of channel partners
- ⊙ Sanitizer kits were distributed among plumbers and foot pedal operated sanitizer stands installed in major markets and key client locations
- ⊙ Wall painting advertisements at strategic spots in key cities was done for better visibility and awareness




- ⌚ 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.
- ⌚ 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; improving profitability – move from Cash burn to Cash earn
- ⌚ Q4FY21 Highlights:
  - Witnessed 168% increase in website visitors
  - PBT positive for two consecutive quarters for the first time
  - Initiated projects like Hyper local integration, Mobile App (Launched in May 2021)

2

Company owned stores

20

Franchise Stores

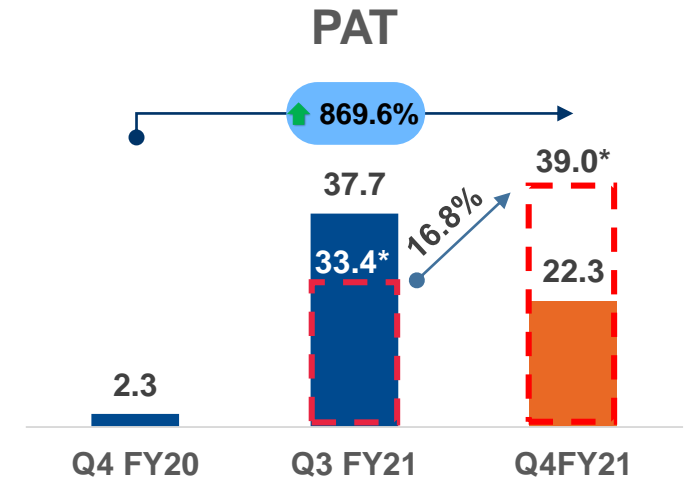
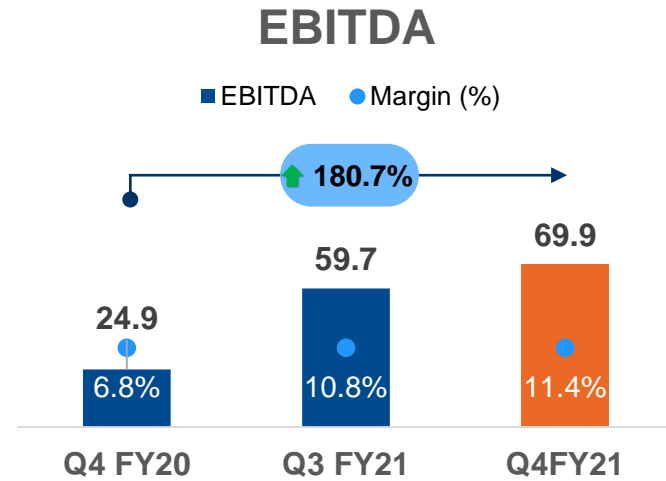
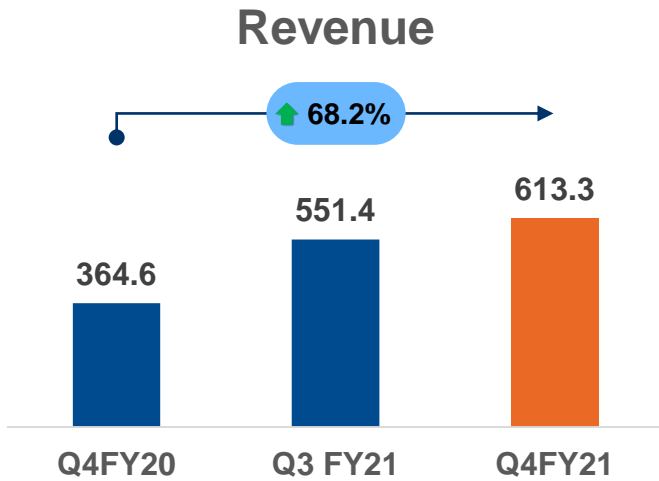




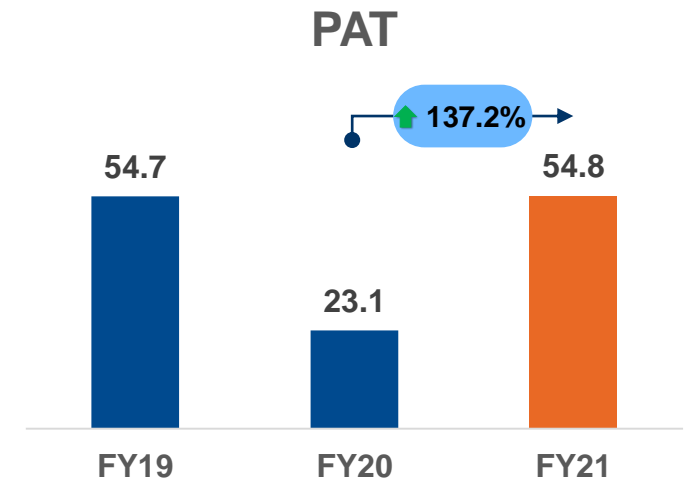
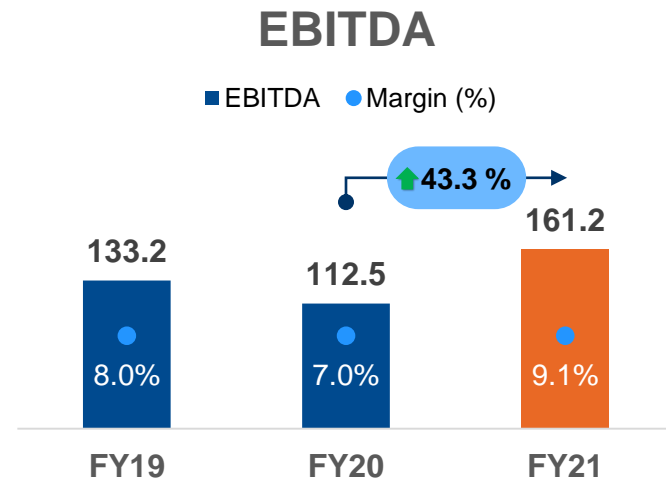
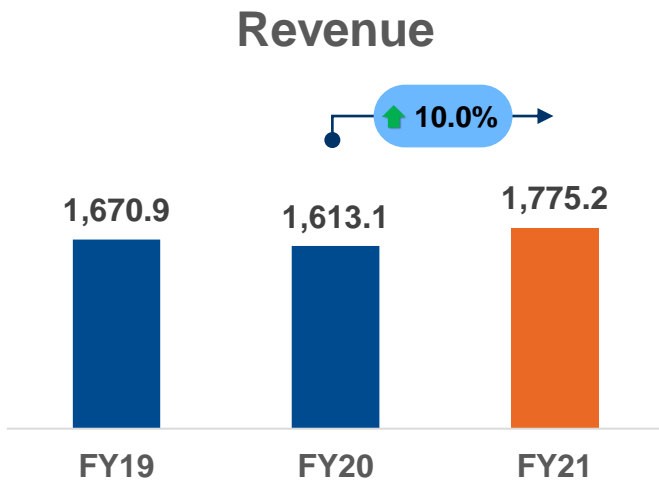
# Q4 & FY21 Financial Performance

# Q4 & FY21 Performance (Consolidated)

Q4 FY21



FY21



Note: EBITDA is post full write-off of costs associated with brand awareness and publicity campaigns

\*Note: PAT for Q4FY21 includes adjustment towards de-recognized deferred tax benefits of ₹8.66 crore due to disallowing the amortization of goodwill, and income tax outgo of ₹8.06 crore on sale of water heater undertaking. PAT for Q3FY21 is adjusted for write-back of earlier year tax of ₹4.27 crore. On a like-to-like basis, sequential growth in PAT is 16.8%

# Segment Wise Performance (Consolidated)

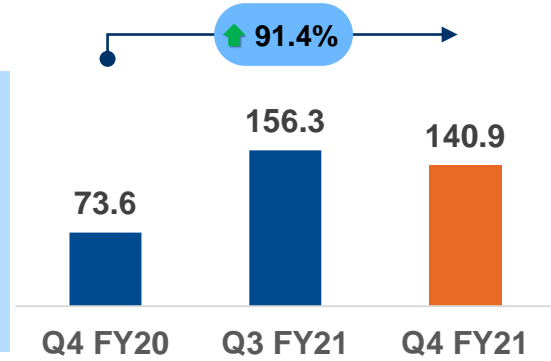
(₹ in crore)

## Consumer

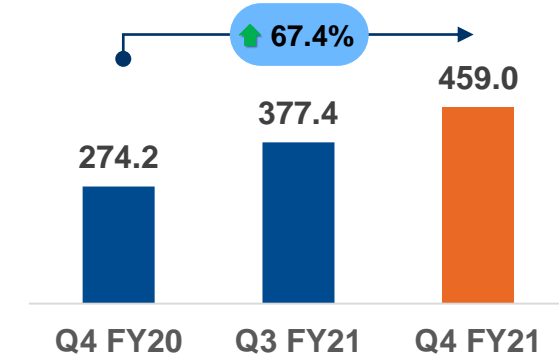
## Building

## Retail

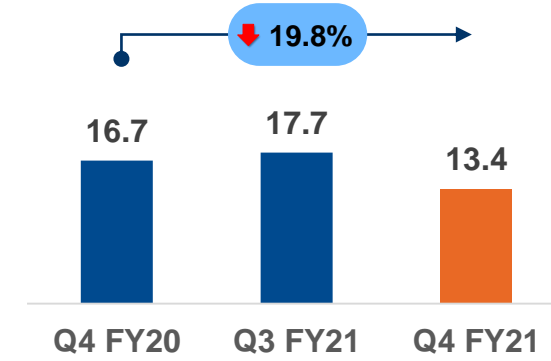
Revenue



Q3 is seasonally the best quarter for consumer appliances business on the back of the festive season

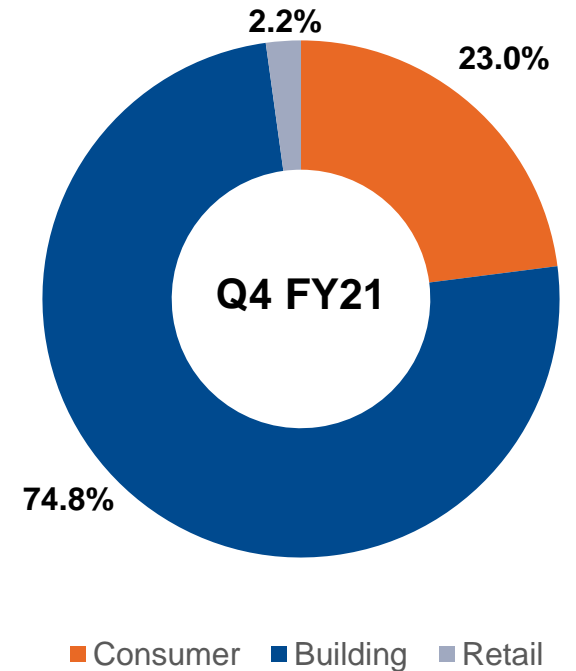


Continuing strong growth across all categories

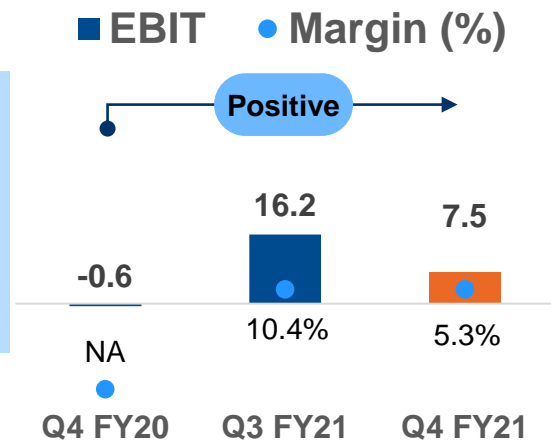


Revenue decline on YoY basis primarily due to closure of unfeasible owned physical stores and sequentially due to higher base for Q3, a seasonally strong quarter

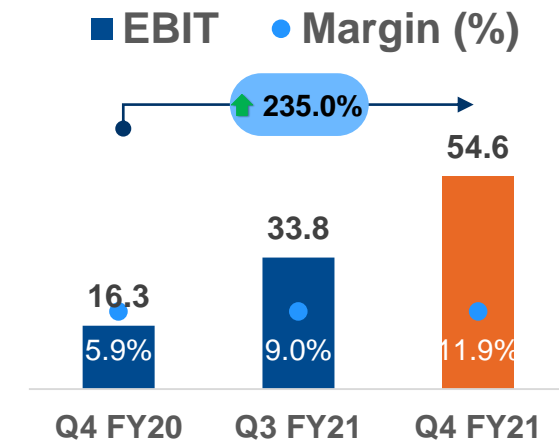
## Revenue Breakup (%)



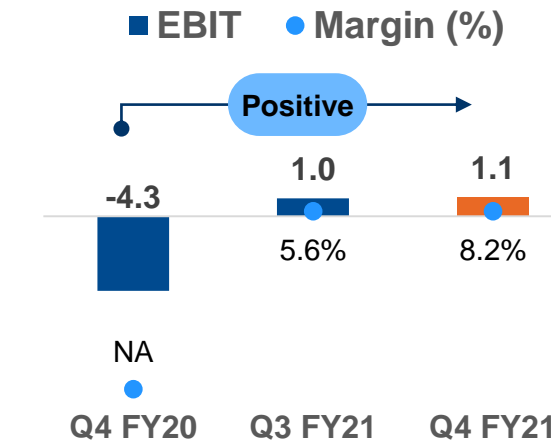
EBIT



EBIT margins stood at 5.3%



EBIT margins improve to 11.9%



Second consecutive quarter with positive EBIT



# Thank You



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