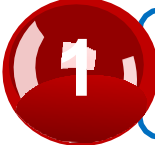






# ***Kajaria***

*Corporate Presentation*

*October 2023*

# Contents

-  **1 Global Tile Industry**
-  **2 Indian Tile Industry**
-  **3 Kajaria Ceramics – overview**
-  **4 Financials**
-  **5 Shareholding Pattern**

# *Global Tile Industry in CY22: Energy crisis impacts global trade*

- CY22 saw a steep increase in global energy prices following Russia's invasion of Ukraine which impacted the global tile trade.
- Global tile production fell by 9.7% to 16,762 MSM with China's production falling by 17.5% (accounting for majority of the global production fall).
- Global tile consumption dropped by 10.9% to 16,377 MSM with China and Brazil witnessing an 18%+ decline.
- Global tile exports declined by 8.1% to 2,770 MSM with Turkey and Poland witnessing higher fall in exports.

**India however maintained its position as the world's second largest tile producer and consumer, and third largest exporter in CY22.**

# *India becoming an inevitable production hub for global exports*

- India has already become the lowest cost producer in the world.
- India's export pricing is the cheapest among the top exporting countries in the world.
- India exports grew 25% to approx. Rs 16,000 crore in FY23 as compared to Rs 12,750 crore in FY22.
- India exports accounted for 15%+ of the world's total tile exports.

**If the current trend of India's tile exports continues, India may inch towards becoming the world's largest tile exporter in volume terms by FY25.**

# *Indian Domestic Tile Industry – Branded players taking market share*

- Size of Indian Tile Industry (including exports) stood at Rs 58,500 crore in FY23.
- Domestic tile industry grew by 5-6% in FY23, reaching a size of Rs 42,500 crore.
- The single mid-digit industry growth was largely driven by higher prices emanating from sharp increase in gas prices and high inflationary environment.
- While domestic tile volume remained flat in FY23, branded players continued to gain market share from unbranded players.

**The increasing outperformance by branded players is largely driven by GST resulting in trade increasingly moving towards the formalcy route.**

## ***Kajaria Ceramics - Overview***

'Kajaria' is the largest manufacturer of ceramic/vitrified tiles in India and the 8<sup>th</sup> largest in the world. It has an annual manufacturing capacity of 86.47 MSM presently, distributed across seven tile plants - one at Sikandrabad (UP), one at Gailpur (Rajasthan), one at Malootana (Rajasthan), two at Morbi (Gujarat), one at Srikalahasti (Andhra Pradesh) and one at Balanagar (Telangana).

# ***Our Journey – No 1 Tile Company in India and 8th Largest in World***

- Started production in Aug 1988 at **Sikandrabad (UP)** with 1 MSM p.a of ceramic floor tiles.
  - Current Capacity: 11.40 MSM p.a. of glazed vitrified tiles.
- Commissioned 2nd plant in March 1998 at Gailpur (Rajasthan) with a capacity of 6 MSM p.a.
  - Current total capacity is 40.42 MSM p.a. out of which ceramic wall and floor tiles is 31.32 MSM and glazed vitrified tiles is 9.10 MSM.
- Commissioned 3rd plant in Jan 2016 at Malootana (Rajasthan) with a capacity of 6.50 MSM p.a. of polished vitrified tiles.
- Commissioned 4th Plant in Sep 2019 at Srikalahasti (Andhra Pradesh) with capacity of 5 MSM p.a. of glazed vitrified tiles.
  - Commissioned another unit at Srikalahasti with a capacity of 3.80 MSM p.a. of value added glazed vitrified tiles in May 2022.
  - Current total capacity: 8.80 MSM p.a. of glazed vitrified tiles

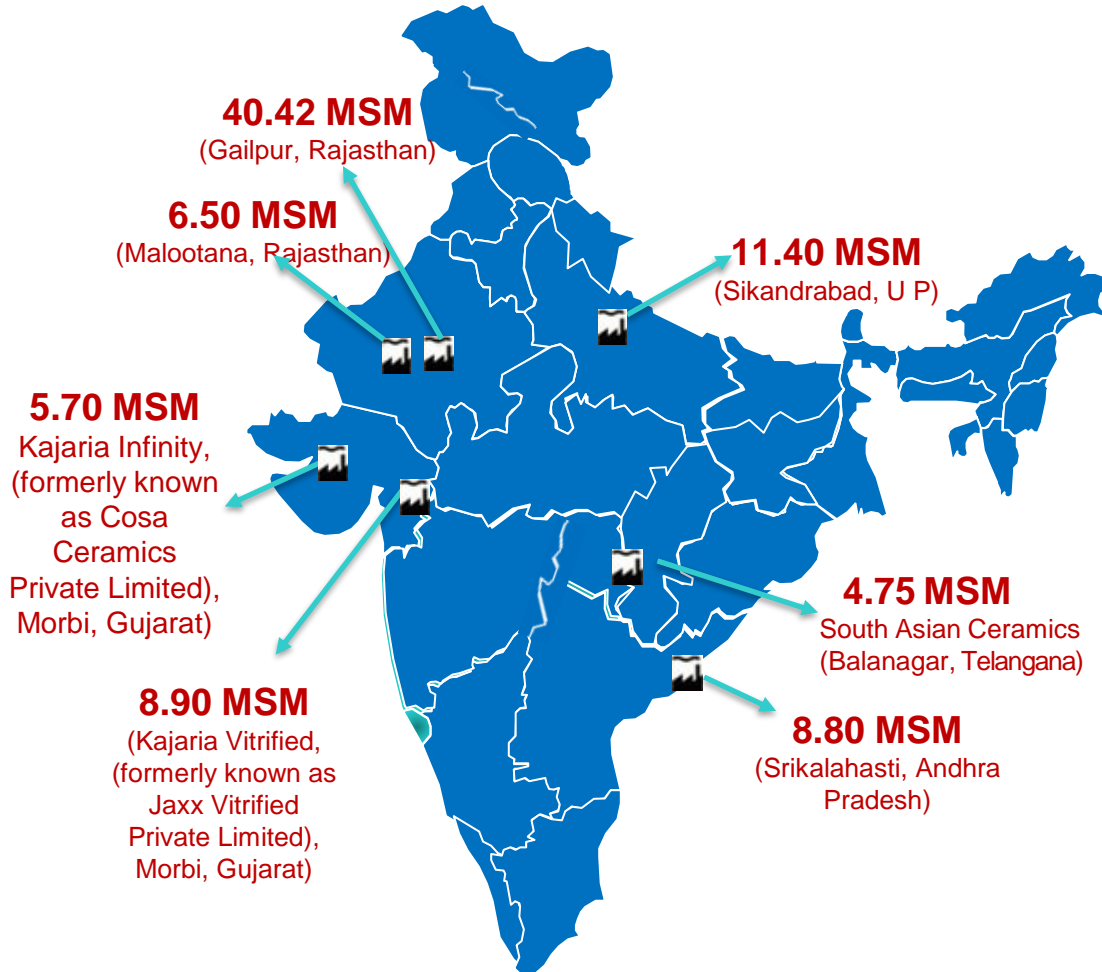
## **Subsidiaries - Tiles:**

- 2012: Kajaria Vitrified (formerly known as Jaxx Vatisfied Pvt Ltd) (95% stake), Morbi (Gujarat) :  
Current Capacity : 8.90 MSM p.a. polished vitrified tiles.
- 2012: Kajaria Infinity (formerly known as Cosa Ceramics Pvt Ltd) (77% stake), Morbi (Gujarat):  
Current Capacity : 5.70 MSM p.a. of glazed vitrified tiles.
- 2022: South Asian Ceramics (51% stake), Balanagar, (Telangana).  
Current Capacity : 4.75 MSM p.a. ceramic wall & floor tiles.

# Geographical Spread of the Production Capacity

## ASSET OVERVIEW

**Total Tile Capacity 86.47 MSM at present**



Plant	Production Capacity (MSM)			
	Ceramic Wall & Floor Tiles	Polished Vitrified Tiles	Glazed Vitrified Tiles	Total
1. Sikandrabad (UP)	-	-	11.40	11.40
2. Gailpur (Rajasthan)	31.32	-	9.10	40.42
3. Malootana (Rajasthan)	-	6.50	-	6.50
4. Morbi (Gujarat)	-	8.90	5.70	14.60
5. Srikalahasti (AP)	-	-	8.80	8.80
6. Balanagr (Telangana)	4.75	-	-	4.75
<b>Total</b>	<b>36.07</b>	<b>15.40</b>	<b>35.00</b>	<b>86.47</b>



# Tile Manufacturing Facilities – Own Plants



Gailpur, Rajasthan



Malootana, Rajasthan



Sikandrabad, UP



Srikalahasti, AP

# Tile Manufacturing Facilities – Subsidiaries Plants



**Kajaria Vitrified, Gujarat**  
(formerly known as Jaxx Vitrified Pvt Ltd)

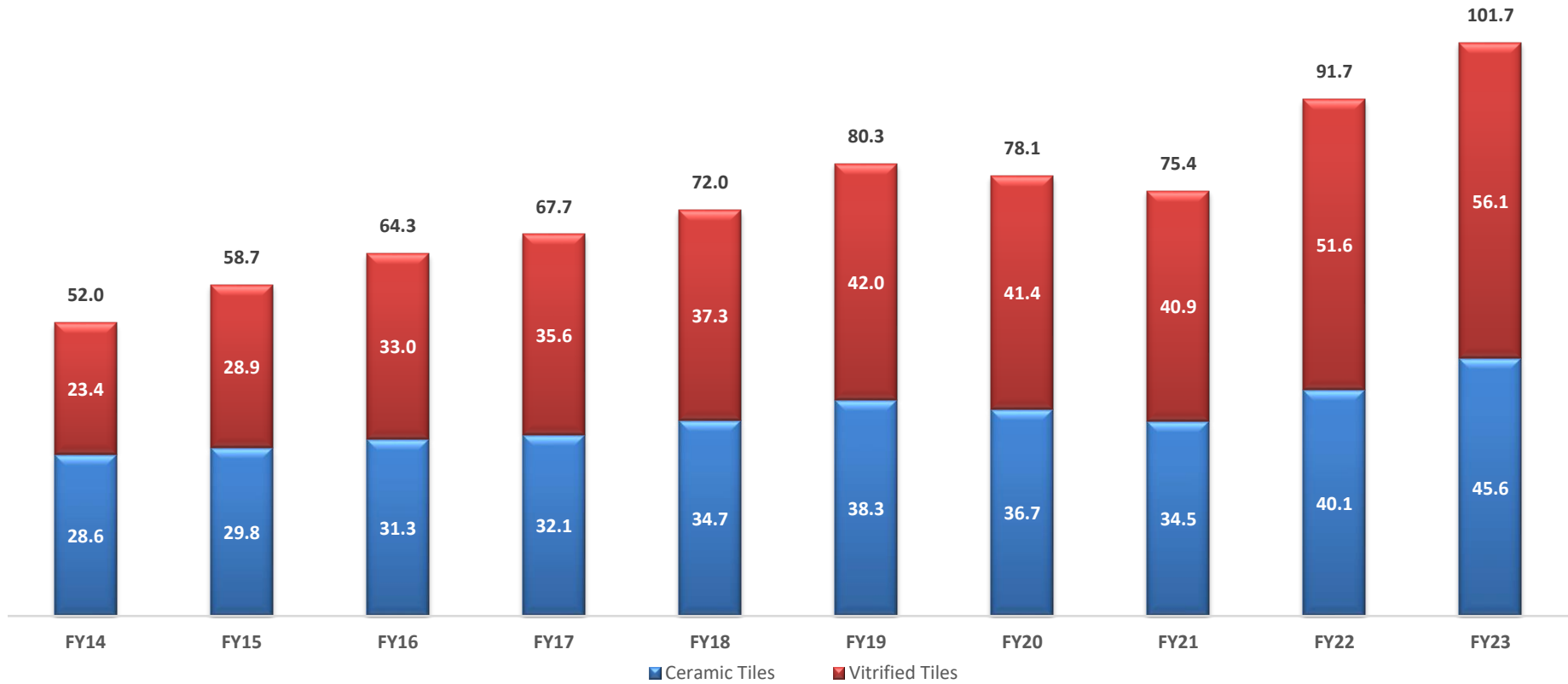


**South Asian Ceramics, Telangana**



**Kajaria Infinity, Gujarat**  
(formerly known as Cosa Ceramics Pvt Ltd)

# *Tile sales growth (msm per annum)*



# *Expansions on card*

## A. Kerrovit Global Pvt. Ltd. (Gujarat)

The Board in its meeting held on 21st January 2022, had considered that Kajaria Bathware Pvt Ltd (KBPL) to invest upto ₹80 crores in Kerovit Global Pvt Ltd (KGPL) to make it a WoS and to set up a sanitaryware manufacturing facility having production capacity of 6 lacs pcs p.a. in the state of Gujarat. This expansion is expected to be completed by March 2024.

## B. Investment in Nepal.

The Board in its meeting held on 25th March, 2023, had approved putting up a 5.1 MSM capacity plant at a project cost of ₹ 181.49 crore in Nepal, on joint venture basis between the Company and various individuals affiliated with Ramesh Corp, Nepal.

# ***Kajaria***

**AMPLIFY YOUR MOVIE EXPERIENCE  
WITH OUR NEW BLOCKBUSTER AD**



STARRING

★★★★★  
**AKSHAY  
KUMAR**

**UNITED BY DESH KI MITTI**

STARRING

★★★★★  
**RANVEER  
SINGH**



AT YOUR NEAREST:

**PVR**  
CINEMAS

&

**INOX**  
LIVE the MOVIE



*Our Brand Ambassadors*

*Akshay Kumar*  
*and*  
*Ranveer Singh*

# Advertisement - Focused and Strategic

## OTT

Kajaria

CATCH OUR TVC ON INDIA'S FAVOURITE OTT CHANNELS



SONY  
liv INDIAN IDOL  
Special Partner



ZEE5 INDIAN PRO MUSIC LEAGUE  
Associate Sponsor



Disney+ hotstar INDIA VS ENGLAND

## TV commercial

Kajaria

Get ready for a power packed weekend with Kajaria



Presenting Sponsor  
DANCE INDIA DANCE  
FINALE  
29th September



SUPERSTAR SINGER  
FINALE  
6th October



THE KAPIL SHARMA SHOW  
Sat-Sun @ 9:30pm

ZEE TV HD

SONY  
S  
LIVE

ZEE CINEMA HD

& pictures HD

SONY  
MAX

इंटरव्यू

ZEE BUSINESS

## Print Media

Kajaria

CATCH THE STORY  
OF A BRAND THAT HAS EMERGED FROM  
DESH KI MITTI. IS INDIA JAISA STRONG  
AND DEFINES FREEDOM IN  
BUSINESS STANDARD - 15th August.



HAPPY  
INDEPENDENCE  
DAY

## Cinema commercial



Kuch baat hai iss desh ki mitti mein,  
jisse desh ka har kona juda hai. Aur hum bhi.

Watch the latest TV Commercial at your nearest

PVR  
CINEMAS

# Airport Branding

## More than 30 Airports Pan India

### Delhi Airport



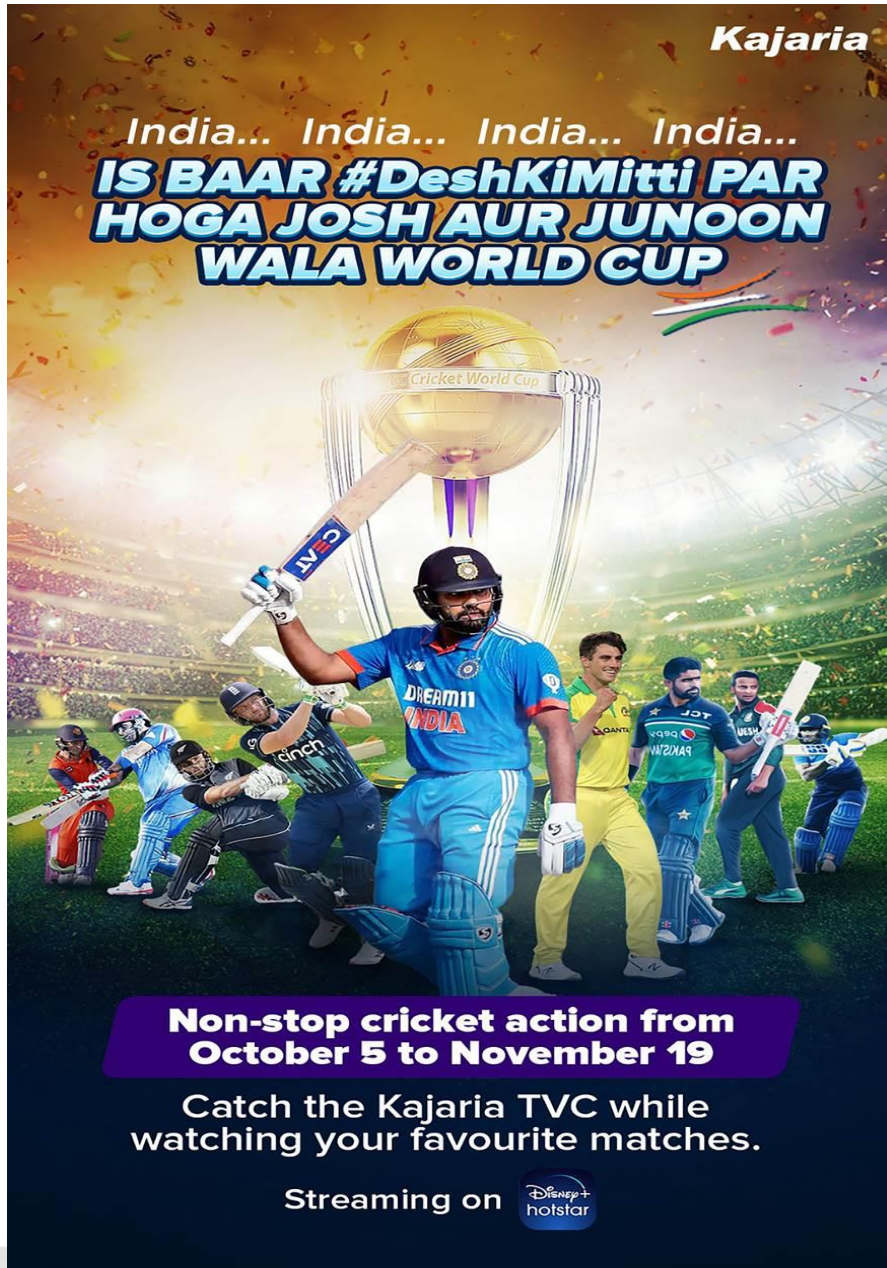
### Trays at airport checkpoints



### Airport Bus



# Branding In Cricket Tournaments




**Kajaria**

India... India... India... India...  
**IS BAAR #DeshKiMitti PAR  
HOGA JOSH AUR JUNOON  
WALA WORLD CUP**

Cricket World Cup

Non-stop cricket action from  
**October 5 to November 19**

Catch the Kajaria TVC while  
watching your favourite matches.

Streaming on 

The poster features a central image of a cricketer in a blue Indian jersey celebrating with the Cricket World Cup trophy. Other players from various teams are shown in action around him. The background is a vibrant stadium scene with confetti falling.



**Kajaria**  
INDIA'S NO. 1 TILE COMPANY

Scan Any QR using  Scan Any QR using  Scan Any QR using  Scan Any QR using  **ONDTITE**

India Vs Bangladesh

A photograph of a cricket match in progress. A large blue advertisement for Kajaria is visible in the background, featuring the brand name and a QR code. The stadium is filled with spectators.



**Kajaria**  
INDIA'S NO. 1 TILE COMPANY

Scan Any QR using  Scan Any QR using  Scan Any QR using  Scan Any QR using 

India Vs South Africa

A photograph of a cricket match. A large blue advertisement for Kajaria is visible in the background, featuring the brand name and a QR code. The stadium is filled with spectators.



**Kajaria**  
INDIA'S NO. 1 TILE COMPANY

Scan Any QR using  Scan Any QR using  Scan Any QR using  Scan Any QR using 

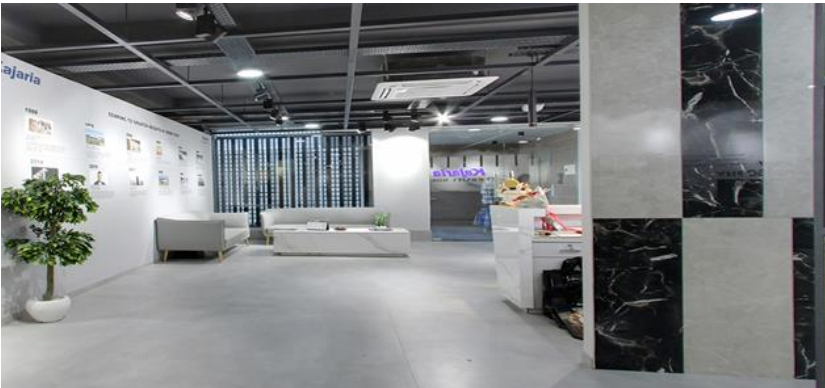
India Vs West Indies

A photograph of a cricket match. A large blue advertisement for Kajaria is visible in the background, featuring the brand name and a QR code. The stadium is filled with spectators.



# *Distribution Network*

*Strong and loyal dealers all over the country*



**1,840  
Operative Dealers  
as of March 2023**

# *Tiles display at dealers' showrooms*



## *Diversification – Bathware*

Kajaria Bathware is a subsidiary of Kajaria Ceramics Ltd with 85% stake, and remaining 15% stake owned by Aravali Investment Holdings, Mauritius, a wholly-owned subsidiary of WestBridge Crossover Fund, LLC.



**'Kerovit' Brand Ambassador  
Ranveer Singh**

**Sanitaryware :** The plant is situated at Morbi (Gujarat) with production capacity of 7.50 lakh pieces p.a.



**Faucet:** This plant is situated at Gailpur (Rajasthan) with production capacity of 1.00 million pieces p.a. Capacity has been Increased to 1.60 million pieces w.e.f. March 23.

# *Manufacturing Facilities – Bathware Plants*




**Sanitaryware, Gujarat**




**Faucet Plant, Rajasthan**

# Diversification – Plywood & Laminates


Kajaria Plywood Pvt. Ltd. - a wholly owned subsidiary of Kajaria Ceramics Limited offering wood panel products under the brand of KajariaPLY.



**PLYWOOD:** This product is manufactured using selective hardwood species (incl. Gurjan) along with Glued Core Protection technology in both BWP & MR grades.

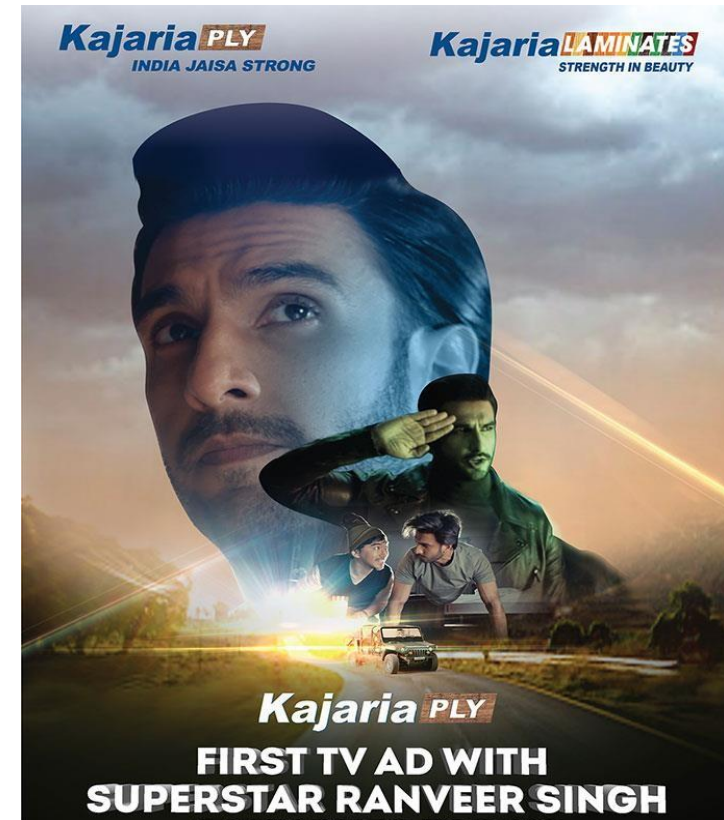


**BLOCKBOARD:** This product comes with pinewood construction and hardwood veneers along with Glued Core Protection technology in both BWP & MR grades.



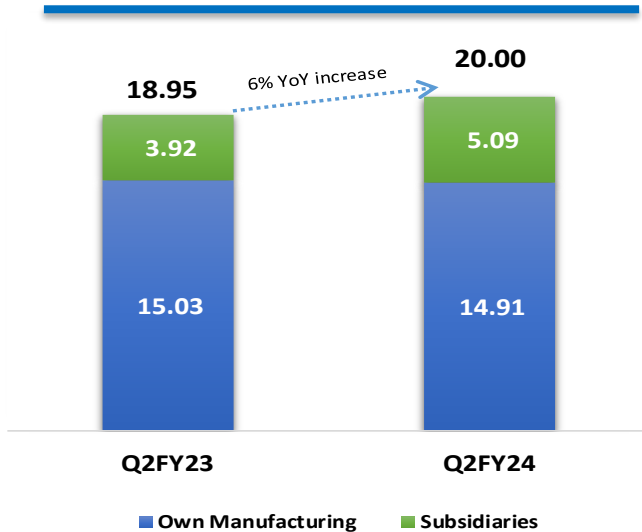
**FLUSH DOOR:** This product is available in both Pinewood & Hardwood construction and comes with unmatched industry-first warranty coverage.

**'Kajaria Ply' Brand Ambassador  
Ranveer Singh**

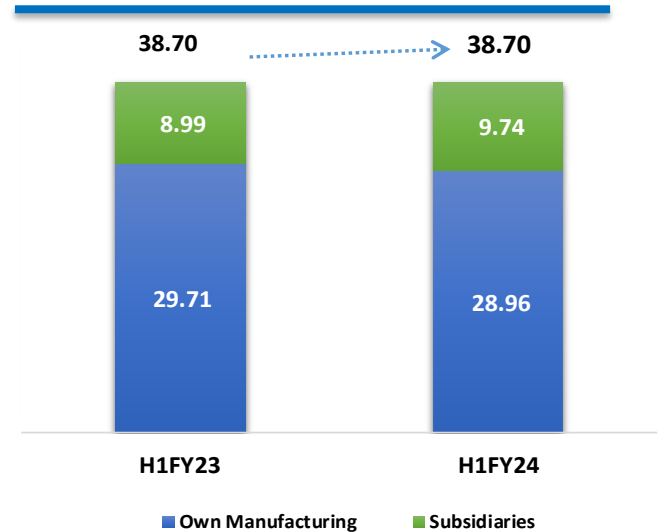


# Volume Data (tiles) – Quarterly and Yearly

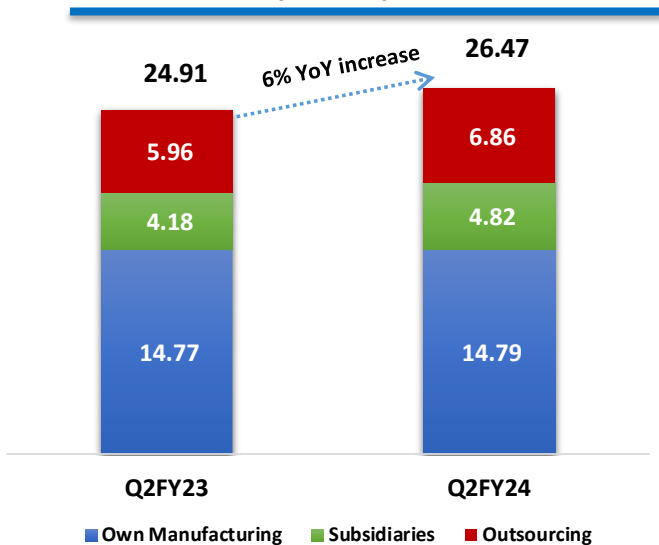
## Production (MSM) – Q2FY24



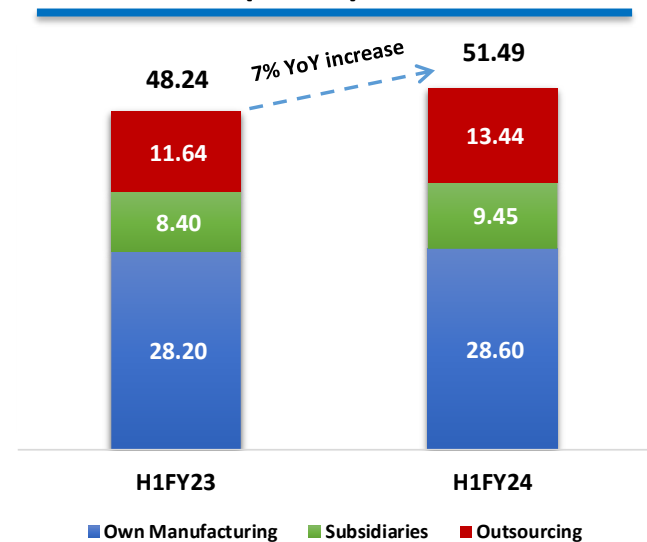
## Production (MSM) – H1FY23



## Sales (MSM) – Q2FY24

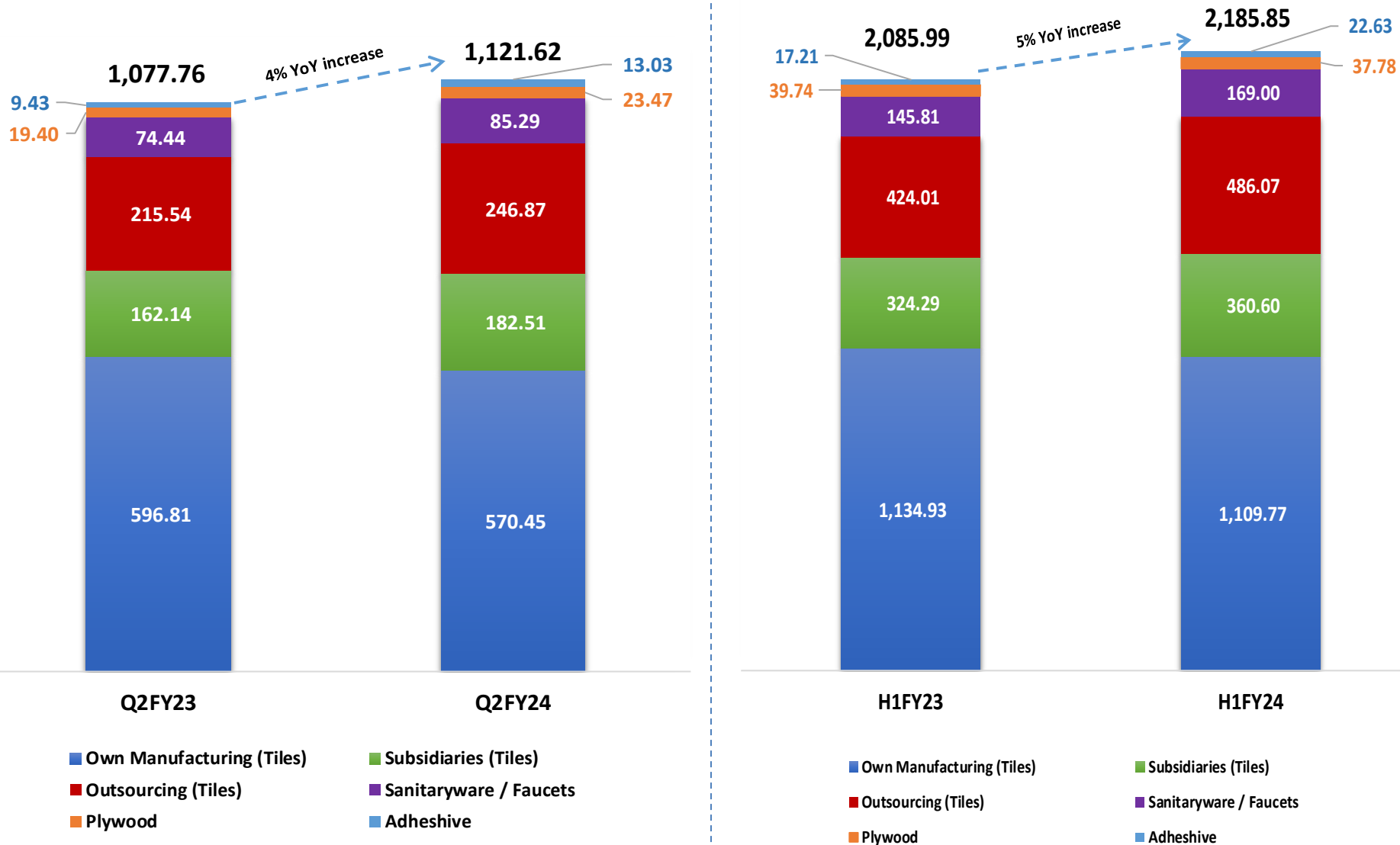


## Sales (MSM) – H1FY24



# Revenue – Quarterly and Half-yearly (Consolidated)

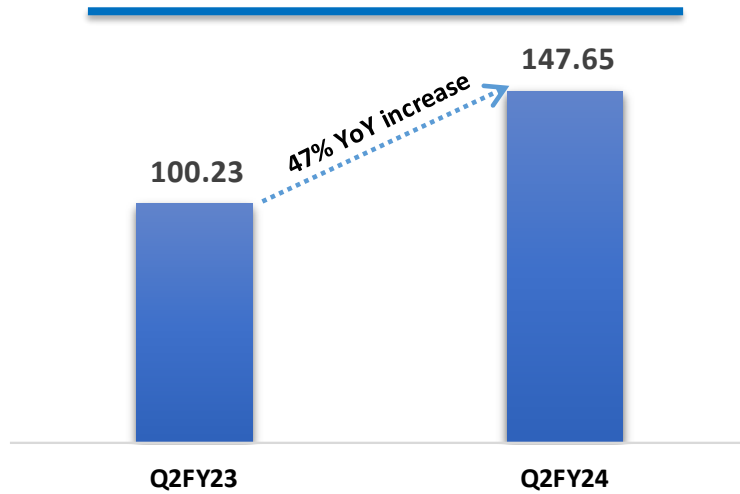
₹ in crores



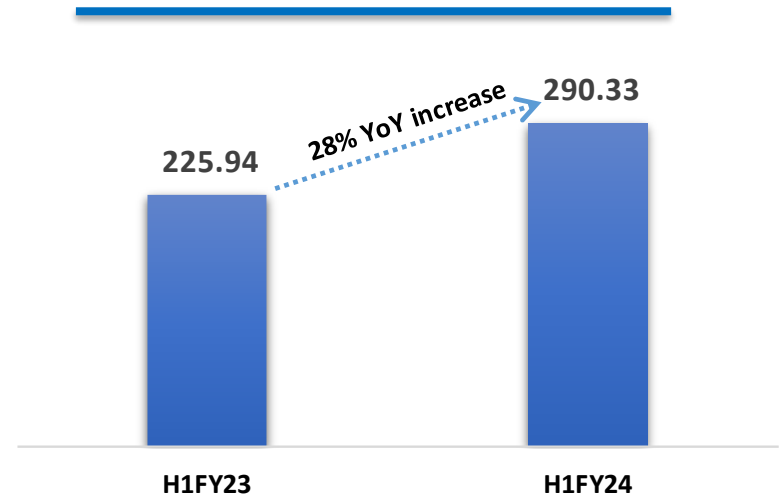
# Profitability - Quarterly and Half-yearly (Consolidated)

₹ in crores

## PBT – Q2FY24

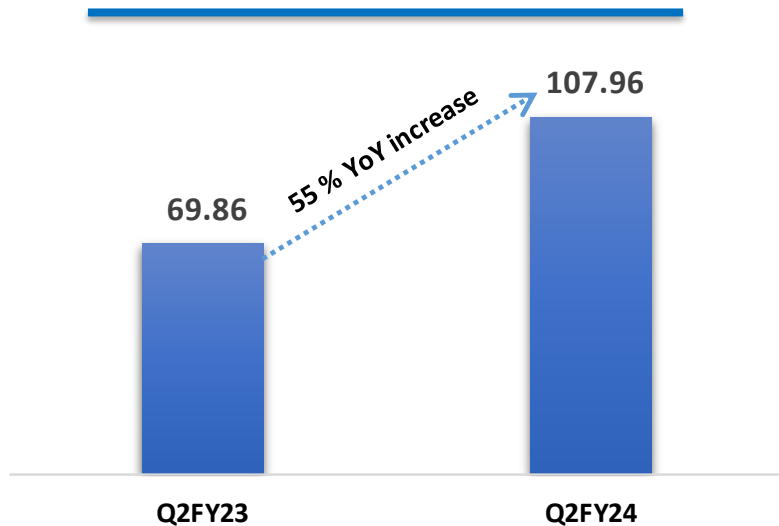


## PBT – H1FY23

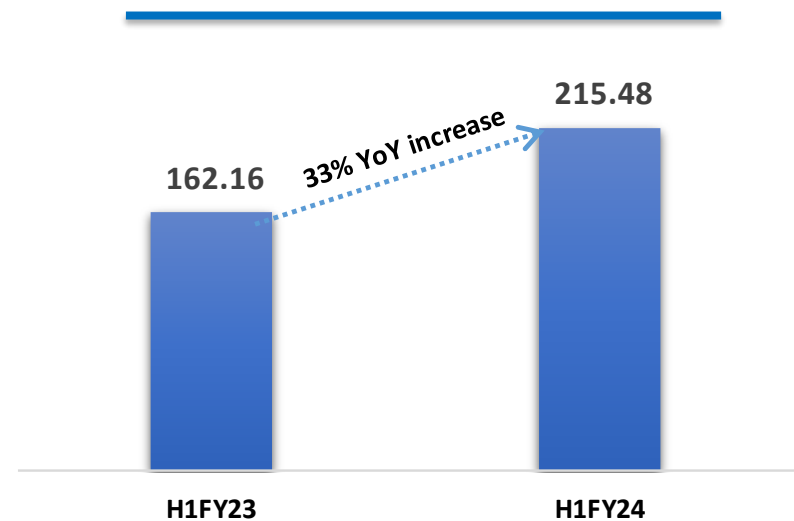


Profit before Share of loss from JV, exceptional items, and Tax

## PAT – Q2FY24



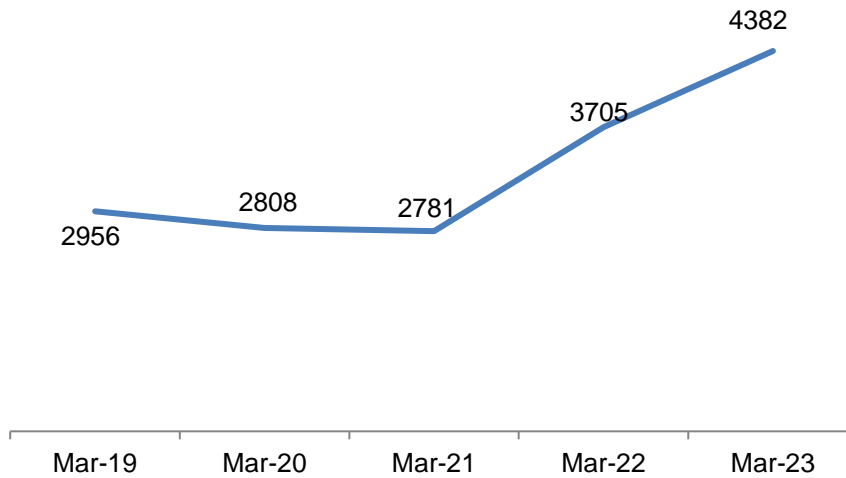
## PAT – H1FY24



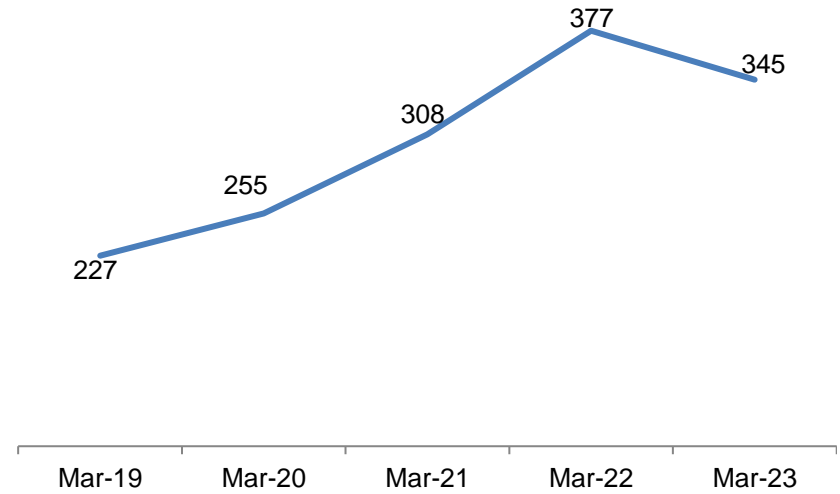


# Historical Data

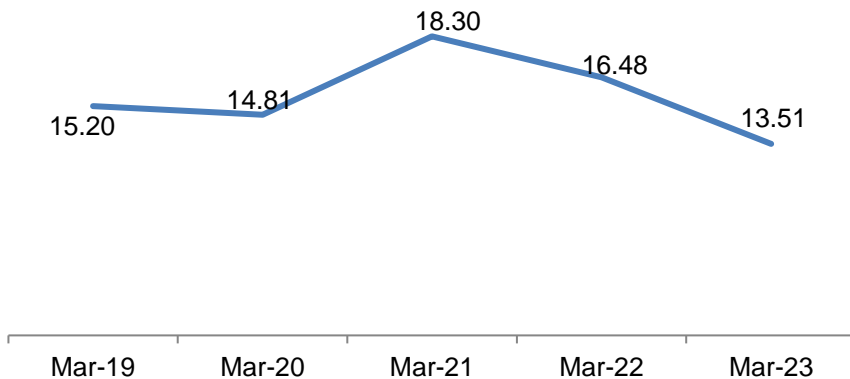
## Net Sales (₹ in crores)



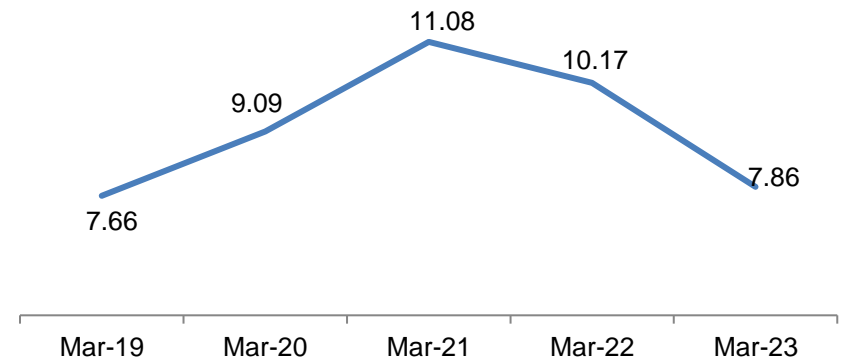
## PAT (₹ in crores)



## EBDITA MARGIN (%)

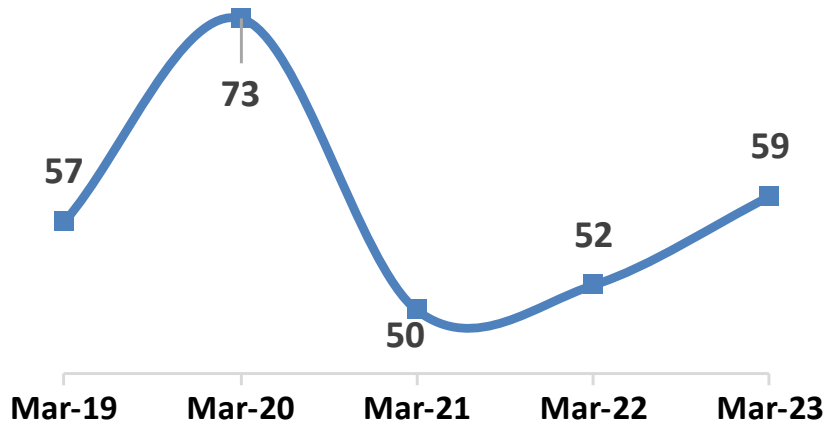


## PAT MARGIN (%)

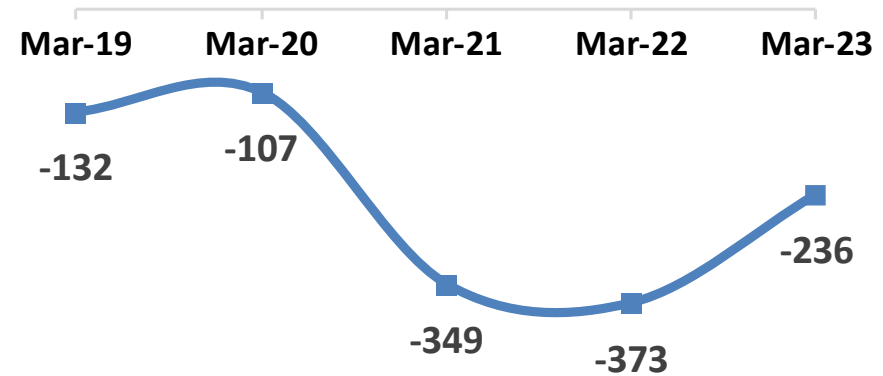


# Historical Data

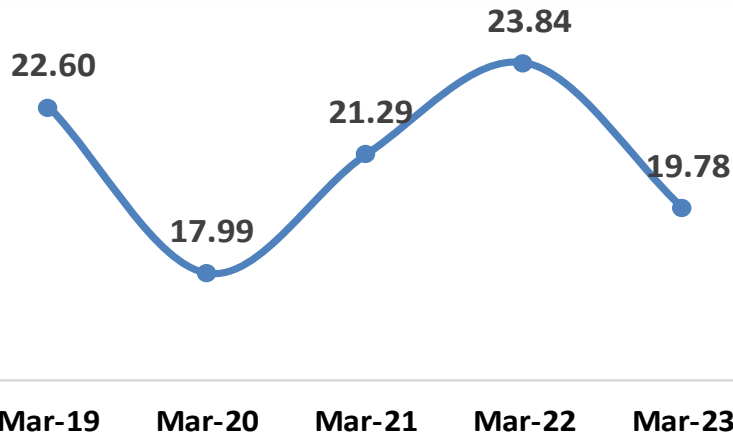
## Working Capital (Days)



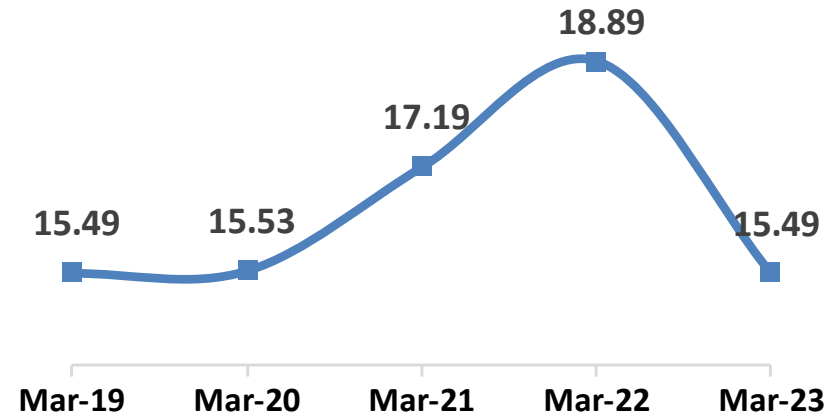
## Net Debt (Rs. in Crores)



## Return on capital employed (avg.)



## Return on Equity (avg.)



- Working capital days excludes capex creditors, capital advances and cash, cash equivalent & bank balance.
- For calculation of Mar-21 working capital days, only Q2, Q3 and Q4 FY21 sale has been considered

# Financial Highlights

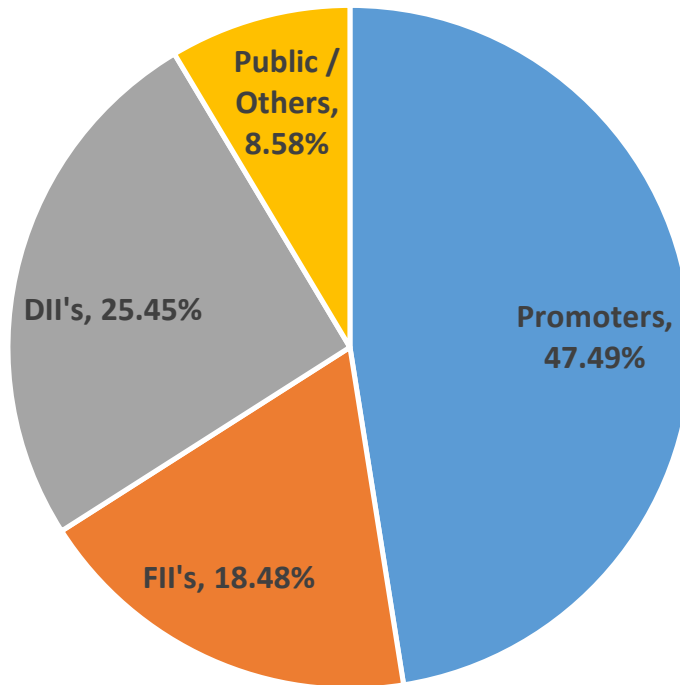
₹ in crores

	Q2 FY24		Q2 FY23		Growth		H1 FY24		H1FY23		Growth	
	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated
Net Sales	1,010.22	1,121.62	979.63	1,077.76	3%	4%	1,974.64	2,185.85	1,893.58	2,085.98	4%	5%
EBITDA	146.07	179.71	118.19	129.41	24%	39%	282.60	348.92	254.98	283.00	11%	23%
EBITDA MARGIN	14.46%	16.02%	12.06%	12.01%			14.31%	15.96%	13.47%	13.57%		
Other Income	13.87	8.27	12.29	7.63	13%	8%	27.79	17.53	24.56	15.72	13%	12%
Depreciation	27.25	36.07	22.99	33.65	19%	7%	49.07	66.59	44.49	66.01	10%	1%
Interest	1.41	4.26	0.86	3.16	64%	35%	3.95	9.53	2.91	6.77	36%	41%
Profit before Share of loss from JV, exceptional items, and Tax	131.28	147.65	106.63	100.23	23%	47%	257.37	290.33	232.14	225.94	11%	28%
Share of loss from Joint Venture	-	(0.22)	-	-			-	(0.20)	-	-		
PBT before Exceptional	131.28	147.43	106.63	100.23	23%	47%	257.37	290.13	232.14	225.94	11%	28%
Exceptional Items - loss (gain)	-	-	-	-			-	-	-	-		
PBT	131.28	147.43	106.63	100.23	23%	47%	257.37	290.13	232.14	225.94	11%	28%
Tax Expense	33.68	36.61	27.47	27.68	23%	32%	66.11	70.20	59.63	60.43	11%	16%
PAT before Minority	97.60	110.82	79.16	72.55	23%	53%	191.26	219.93	172.51	165.51	11%	33%
Minority Interest	-	2.86	-	(0.97)			-	4.45	-	(0.31)		
PAT after Minority	97.60	107.96	79.16	73.52	23%	47%	191.26	215.48	172.51	165.82	11%	30%
Cash Profit	124.85	144.03	102.15	107.17	22%	34%	240.33	282.07	217.00	231.83	11%	22%
Equity Share Capital	15.93	15.93	15.92	15.92			15.93	15.93	15.92	15.92		
EPS (Basic) (Rs.)	6.13	6.78	4.97	4.39	23%	55%	12.01	13.53	10.83	10.18	11%	33%

# Shareholding Pattern

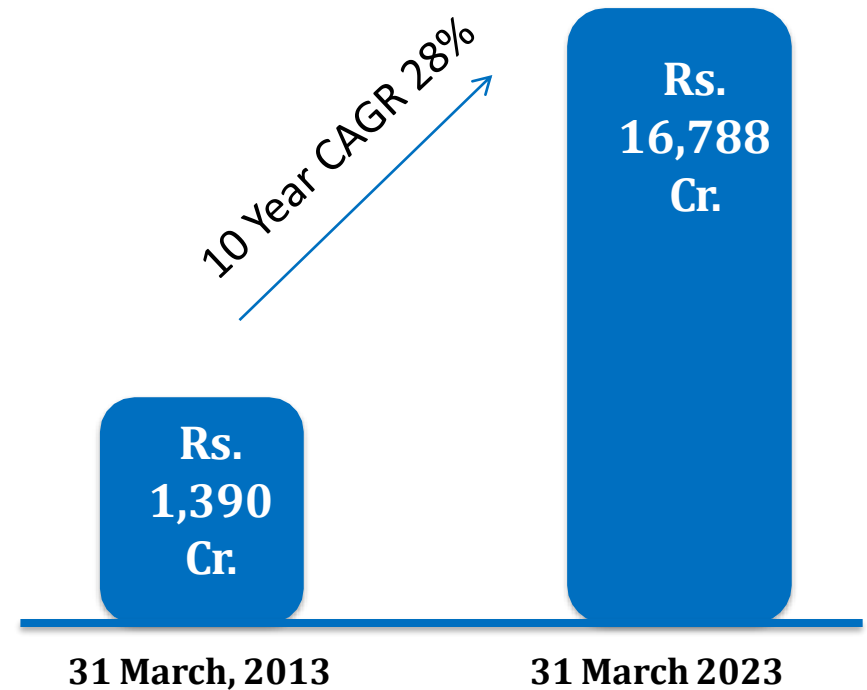
Equity Shares Outstanding – 159.25 millions

As on September 30, 2023



# Value Creation

Market capitalization



# About US

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\* As per Ceramic World Review