

Kajaria

Corporate Presentation

March 2022

Agenda

Global Tile Industry

Indian Tile Industry











Kajaria Ceramics – overview

Financials

Shareholding Pattern











Production Trend for Top Ten Countries

(Million Sq.m)

		CY16	CY17	CY18	CY19	CY20	
	CHINA	10,265	10,146	9,011	8,225	8,474	→ 53%
	INDIA	955	1,080	1,145	1,266	1,320	→ 8%
	BRAZIL	871	867	872	909	840	
	VIETNAM	485	560	602	560	534	
	SPAIN	492	530	530	510	488	
	IRAN	340	373	383	398	449	
	TURKEY	330	355	335	296	370	
	ITALY	416	422	416	401	344	
	INDONESIA	360	307	383	347	304	
	EGYPT	250	300	300	300	285	
	OTHERS	2,079	2,474	2,580	2,615	2,685	
TOTAL WORLD PRODUCTION		17,110	17,414	16,557	15,827	16,093	

Consumption Trend for Top Ten Countries

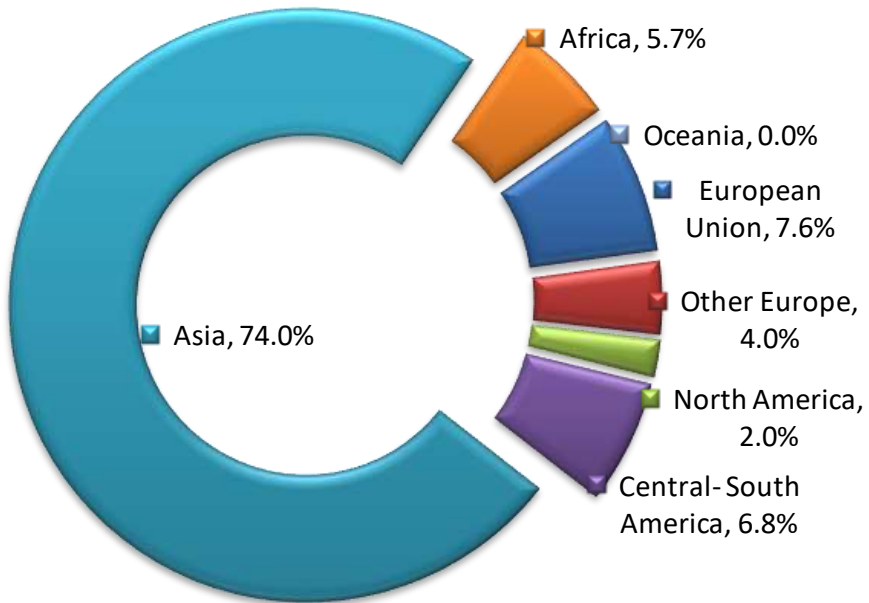
(Million Sq.m)

		CY16	CY17	CY18	CY19	CY20	
	CHINA	9,245	9,244	8,163	7,453	7,859	→ 48%
	INDIA	785	861	876	910	885	→ 6%
	BRAZIL	789	765	775	802	829	
	VIETNAM	412	580	542	467	400	
	INDONESIA	369	336	450	413	357	
	USA	274	284	289	273	264	
	MEXICO	235	242	236	238	242	
	TURKEY	239	251	236	185	241	
	SAUDI ARABIA	248	203	176	190	238	
	EGYPT	215	252	236	239	237	
	OTHERS	3,516	3,658	3,819	4,080	4,483	
TOTAL WORLD CONSUMPTION		16,859	17,229	16,426	15,650	16,035	

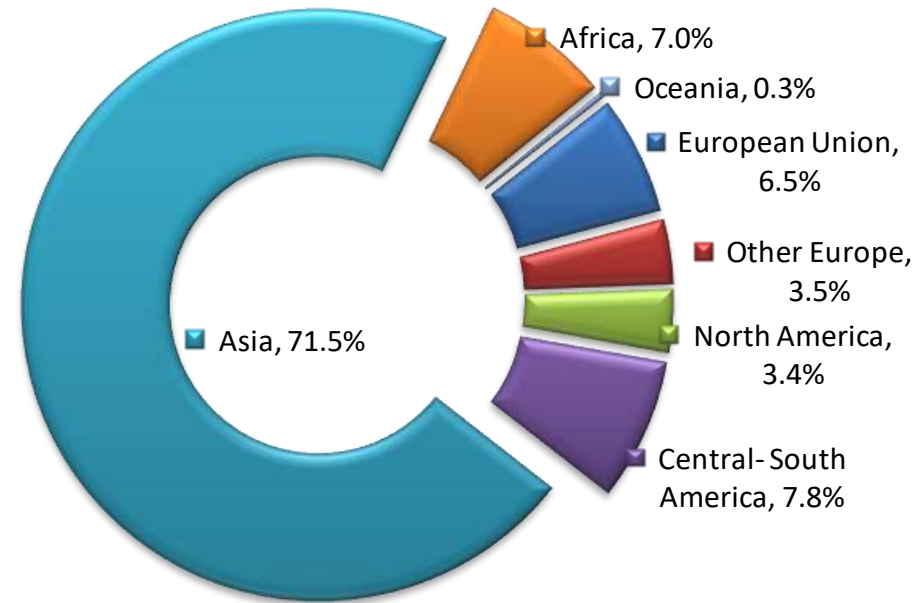
India's consumption declined by 3% as compared to the previous year.

World Production & Consumption (CY20)

Production



Consumption



Indian Tile Industry

- Indian tile production is 1,320 million sq. mtr. as of CY20 – increased by 4.3% over previous year.
- Indian tile consumption is 885 million sq. mtr. as of CY20 –declined by 2.7% over previous year.
- Export grown from 360 MSM in CY 2019 to 437 MSM in CY 2020.
- Industry size is estimated to be Rs. 30,000 crore as of FY21. Out of this, domestic consumption is ~Rs 18,000 crore and exports constitutes ~ Rs 12,000 crore.
- National brands contribute 45% of industry.

Kajaria Ceramics - Overview

'Kajaria' is the largest manufacturer of ceramic/vitrified tiles in India and the 8th largest in the world. It has an annual manufacturing capacity of 70.40 million sq. meters presently, distributed across eight tile plants - one at Sikandrabad (UP), one at Gailpur (Rajasthan), one at Malootana (Rajasthan), three at Morbi (Gujarat) and one in Vijaywada and one at Srikalahasti (Andhra Pradesh).

Our Journey – No 1 Ceramic Tile Company in India and 8th Largest in world

- Started production in Aug 1988 at Sikandrabad (UP) with 1 MSM p.a.
- Current Capacity 8.40 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 Capacity is 34.30 MSM p.a. of ceramic wall and floor tiles and glazed vitrified tiles.

Subsidiaries - Tiles:

- 2012: JAXX (87.37% stake), Morbi, Gujarat : 7.60 MSM p.a. polished vitrified tiles.
- 2012: Vennar (51% stake), Vijayawada, Andhra Pradesh : 2.90 MSM p.a. ceramic wall & floor tiles.
- 2012: Cosa (51% stake), Morbi, Gujarat: 5.70 MSM p.a. of polished vitrified tiles.

- 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 a capacity of 5 MSM p.a. of glazed vitrified tiles.

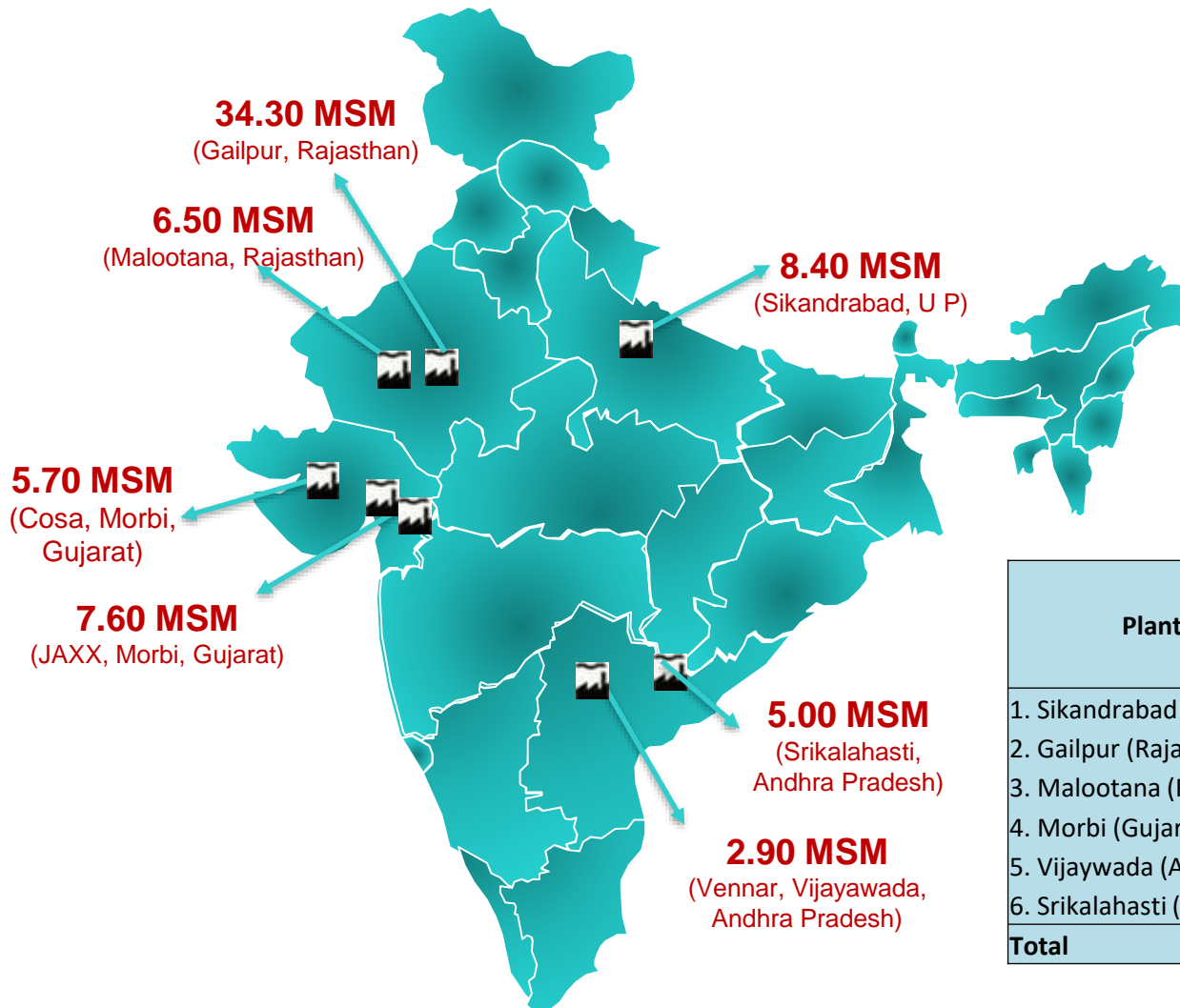
Geographical Spread of the Production Capacity

ASSET OVERVIEW

Total Capacity 70.40 MSM

8

MANUFACTURING FACILITIES



Plant	Production Capacity (MSM)			
	Ceramic Wall & Floor Tiles	Polished Vitrified Tiles	Glazed Vitrified Tiles	Total
1. Sikandrabad (UP)	-	-	8.40	8.40
2. Gailpur (Rajasthan)	25.20	-	9.10	34.30
3. Malootana (Rajasthan)	-	6.50	-	6.50
4. Morbi (Gujarat)	-	13.30	-	13.30
5. Vijaywada (AP)	2.90	-	-	2.90
6. Srikalahasti (AP)	-	-	5.00	5.00
Total	28.10	19.80	22.50	70.40

Tile Manufacturing Facilities – Own Plants



Gailpur, Rajasthan



Malootana, Rajasthan



Sikandrabad, UP



Srikalahasti, AP

Tile Manufacturing Facilities – Subsidiaries Plants



Jaxx I, Gujarat



Jaxx II, Gujarat

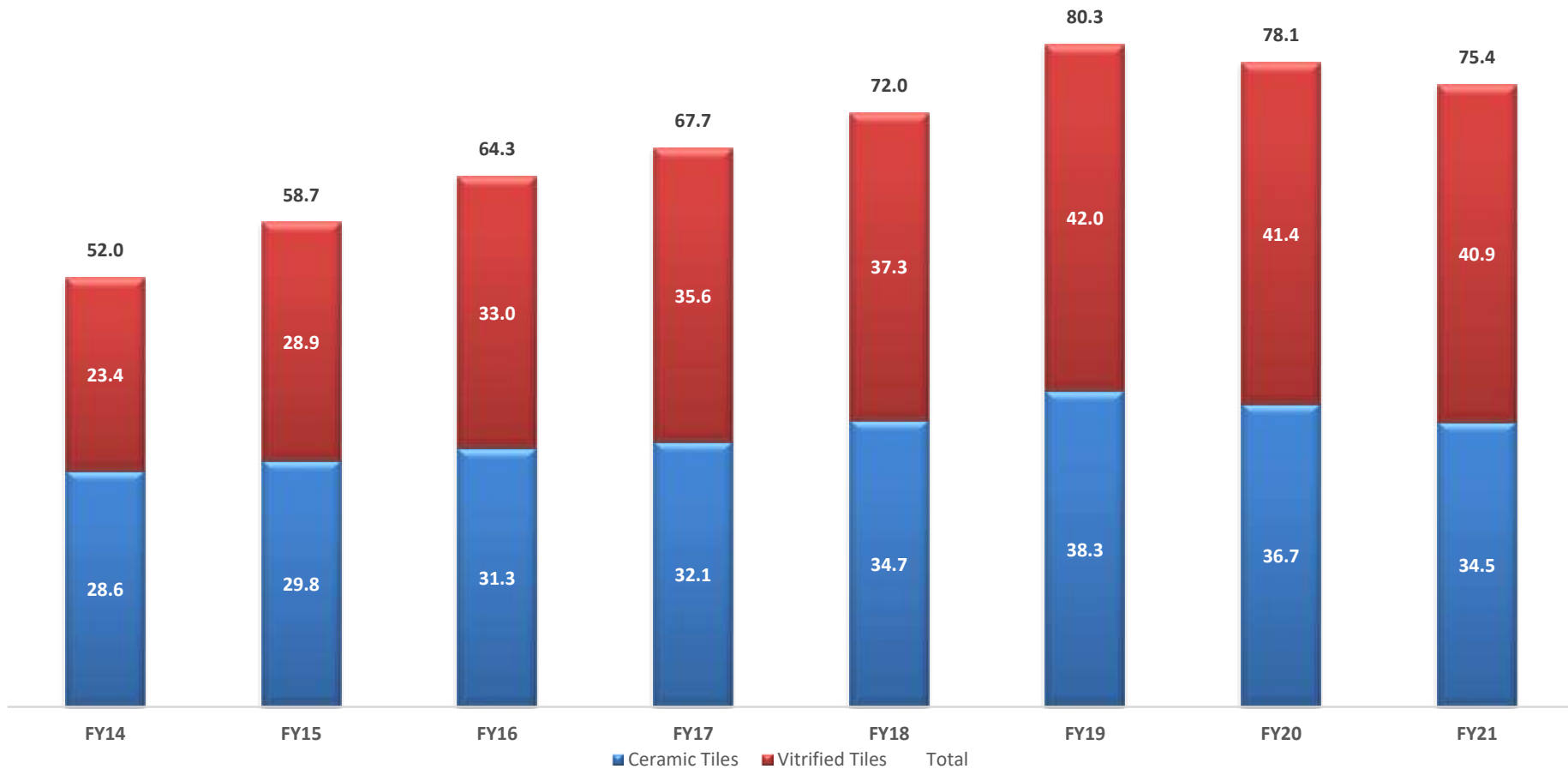


Cosa, Gujarat



Vennar, Andhra Pradesh

Tile sales growth (msm per annum)



Expansions on card....

A. Gailpur Plant (Rajasthan)

The company is adding 4.20 msm of floor tiles capacity at its Gailpur location. The same is expected to be completed by April 2022. Estimated cost for this expansion is Rs. 60 crore approx.

B. Srikalahasti Plant (Andhra Pradesh)

The company is adding a capacity of 3.80 msm of value added tiles at Srikalahasti Plant. The same is expected to be completed by April 2022. Estimated cost for this expansion is Rs. 110 crore approx.

C. Jaxx Plant, Morbi (Gujarat)

Adding 4.40 new capacity at the same site for an approximate cost of Rs 80 crore. This expansion is expected to be completed by March 2022.

Expansions on card....

D. Kajaria Bathware (Rajasthan)

Adding new capacity of 6 lakh pieces per annum at existing location in Gailpur, which will increase the capacity to 16 lakh pieces per annum. Estimated cost for this expansion is Rs. 5 crore approx. This expansion is expected to be completed by April 2022.

E. Kajaria Ultima Pvt. Ltd. (Gujarat)

The Board has approved Investments by the Company up to Rs 210 crores in Kajaria Ultima Pvt Ltd (KUPL), so as to make KUPL as a wholly owned subsidiary (WoS) and to setup a slab manufacturing facility having production capacity of 5 MSM p.a. in the state of Gujarat.

F. Kerovit Global Pvt. Ltd. (Gujarat)

The Board has considered that Kajaria Bathware Pvt Ltd (KBPL), wholly owned subsidiary (WoS) to invest upto to Rs 80 crores in Kerovit Global Pvt Ltd (KGPL) to make KGPL as a WoS of KBPL and to set up a sanitaryware manufacturing facility having production capacity of 7 lacs pcs p.a. in the state of Gujarat.

Our Brand Ambassador Akshay Kumar



Kajaria

Advertisement - Focused and Strategic

OTT

Kajaria

CATCH OUR TVC ON INDIA'S FAVOURITE OTT CHANNELS

SONY LIVING 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 DINDA DANCE FINALE 29th September

SUPERSTAR SINGER FINALE 1st October

THE KAPIL SHARMA SHOW Sat-Sun @ 8:30pm

ZEE TV HD, Sony LIVING, ZEE5, DISNEY HOTSTAR, PVR CINEMAS, BUSINESS

Print Media

Kajaria

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

HAPPY INDEPENDENCE DAY

Cinema commercial

Kajaria

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

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Kajaria

Airport Branding

More than 30 Airports Pan INDIA

Delhi Airport



Mumbai Airport



Trays at airport checkpoints



Transit area



Branding In Cricket Stadium

India Vs Bangladesh



India Vs South Africa



India Vs Westindies



Distribution Network : Strong and loyal dealers all over the country



**1700 +
Operative
Dealers**

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.



Sanitaryware : The plant is situated in Morbi (Gujarat) with production capacity of 7.50 lac pcs p.a.



Faucet: This facility is situated at Gailpur (Rajasthan) with production capacity of 1.00 million pcs p.a.

**'Kerovit' Brand Ambassador
Anushka Sharma**



Manufacturing Facilities – Bathware Plants



Sanitaryware, Gujarat



Faucet Plant, Rajasthan

Diversification – Plywood & Laminates

Kajaria Plywood Pvt. Ltd - a subsidiary company offering wood panel products under the brand of Kajaria PLY



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.



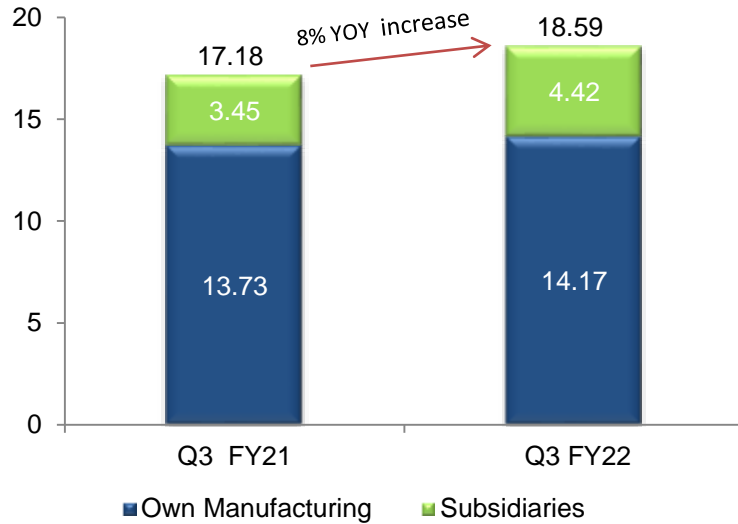
FLUSH DOOR: This product is available in both Pinewood & Hardwood construction and comes with unmatched industry-first warranty coverage.

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

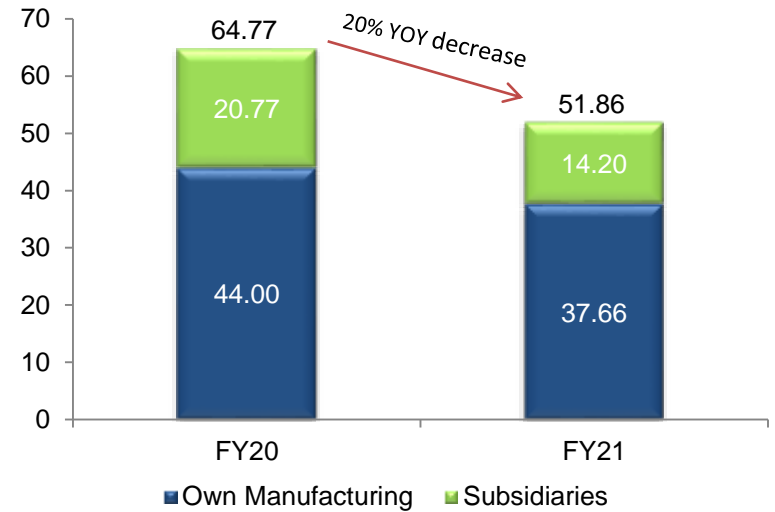


Volume Data (tiles) – Quarterly and Yearly

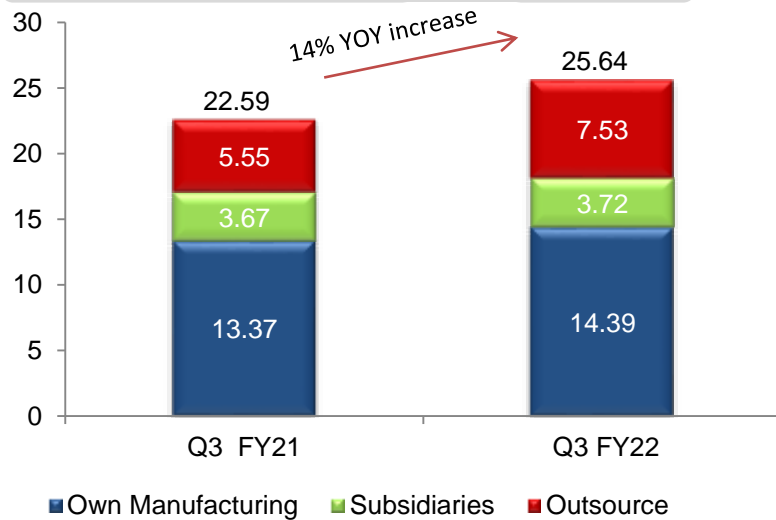
Production Growth (MSM) - Q3FY22



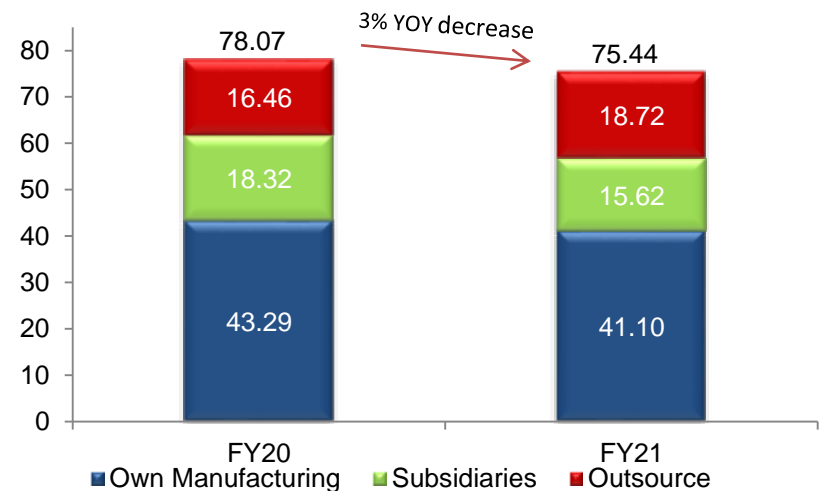
Production Growth (MSM) - FY21



Sales Growth (MSM) - Q3FY22

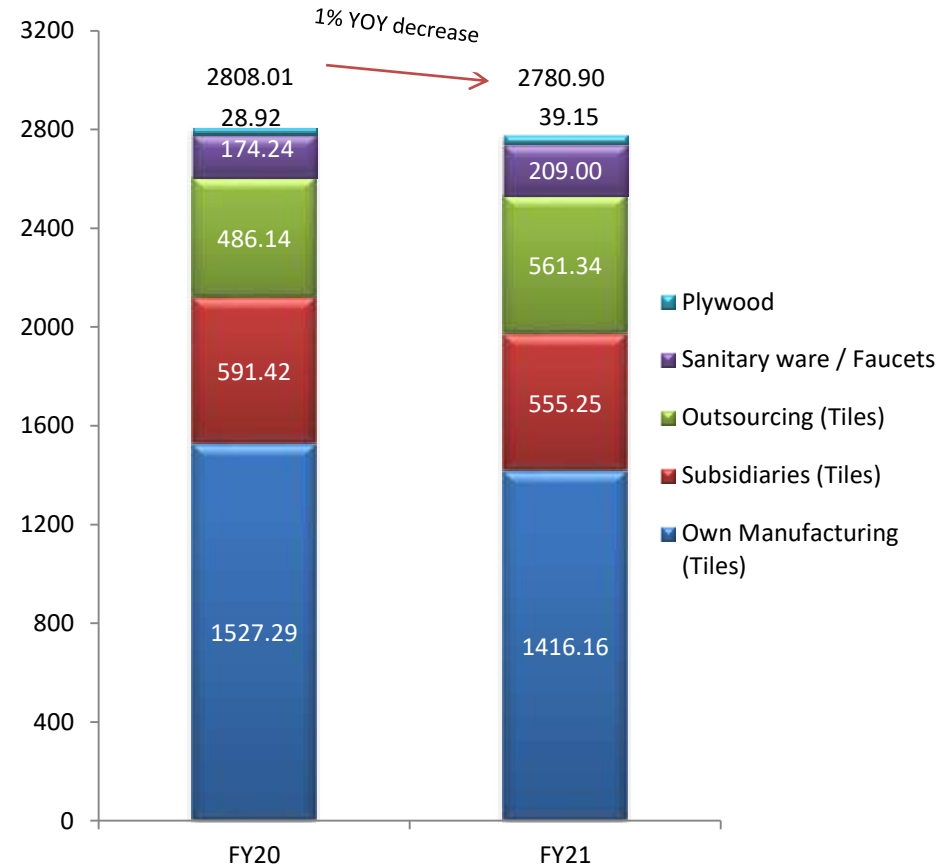
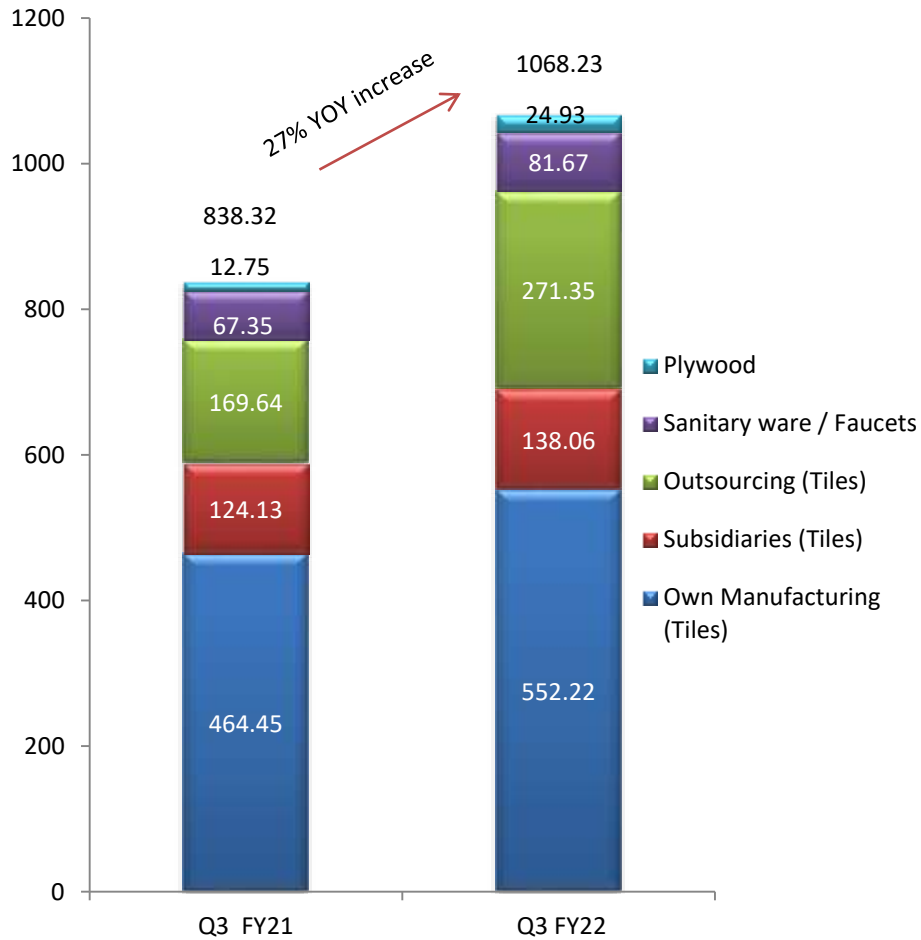


Sales Growth (MSM) - FY21



Revenue Growth – Quarterly and Yearly

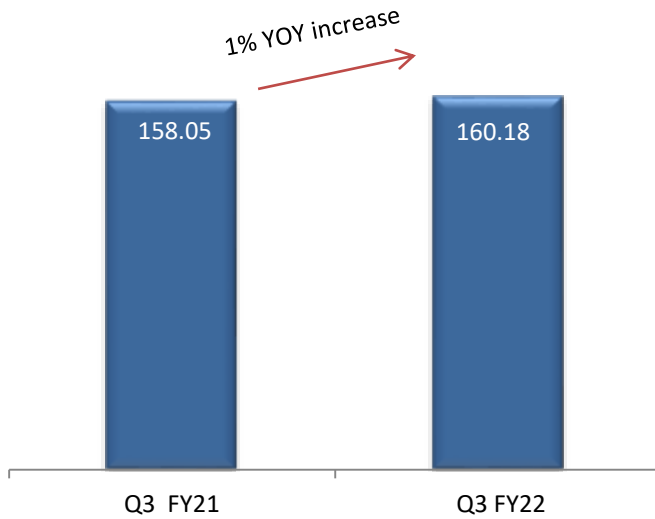
Rs./ Crores



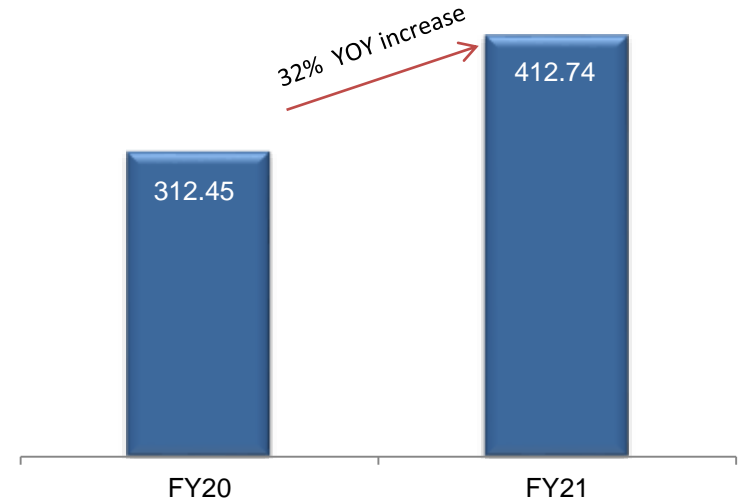
Quarterly and Yearly

PBT

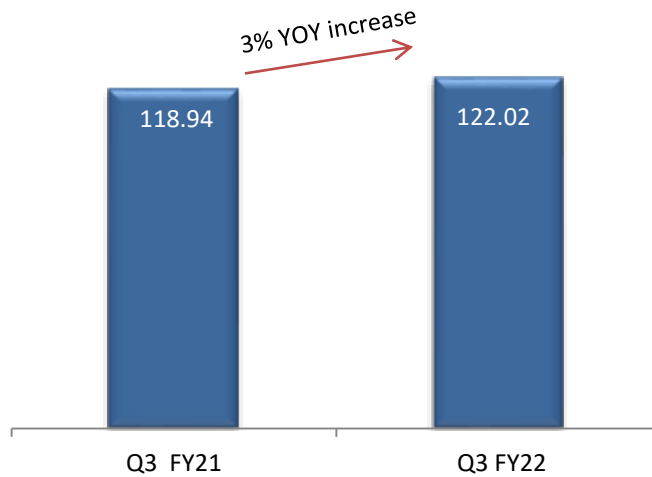
Rs./ Crores



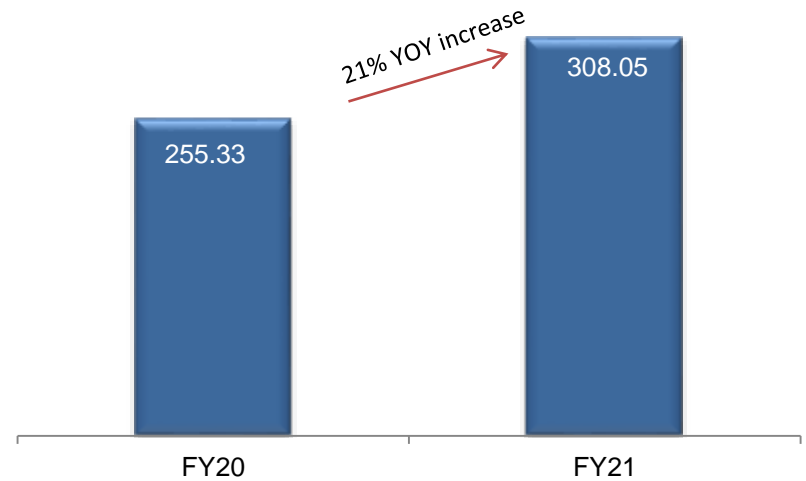
PBT



PAT

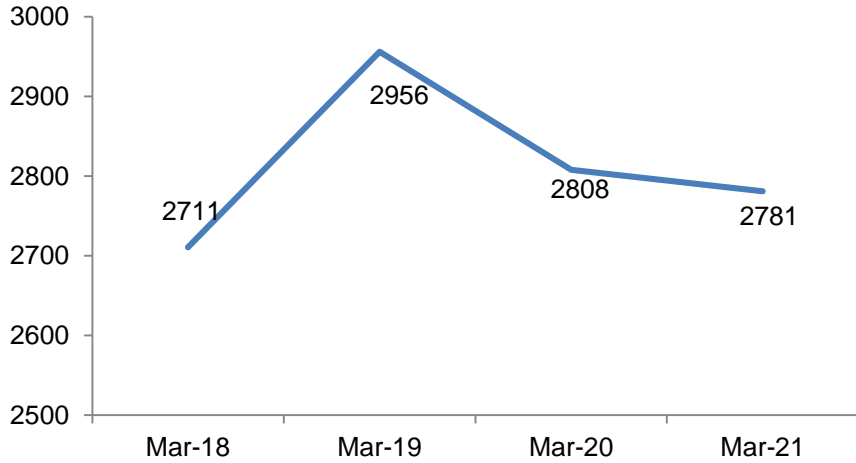


PAT

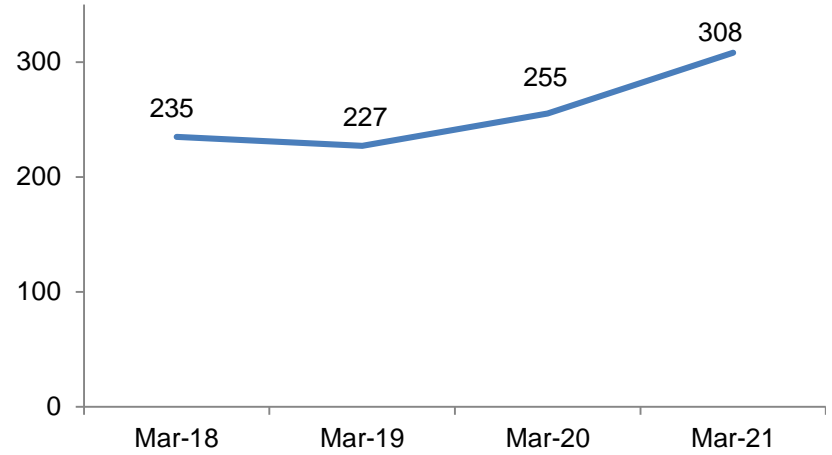


Historical Data

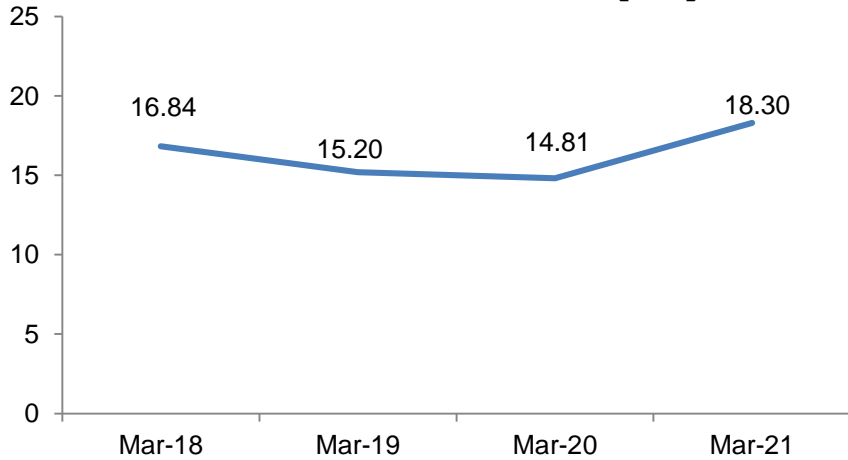
Net Sales (Rs. Crore)



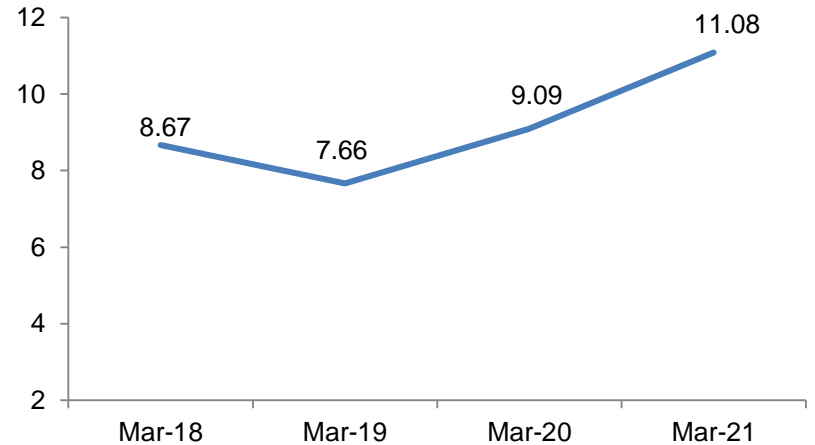
PAT (Rs. Crore)



EBDITA MARGIN (%)

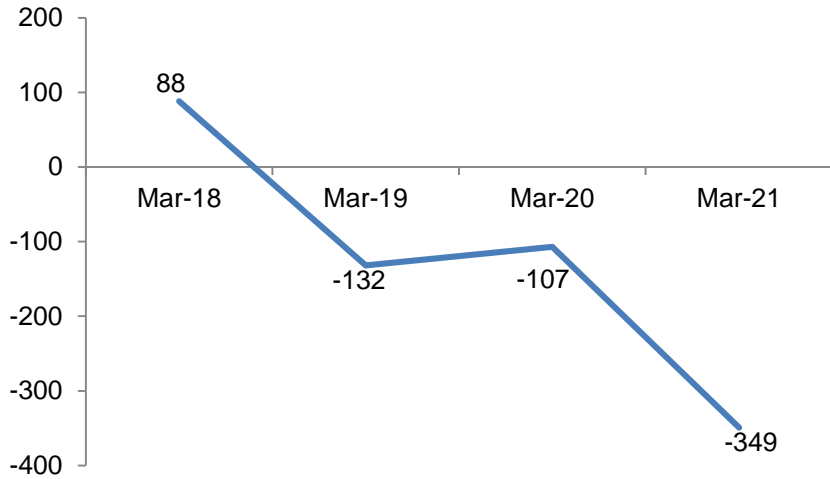


PAT MARGIN (%)

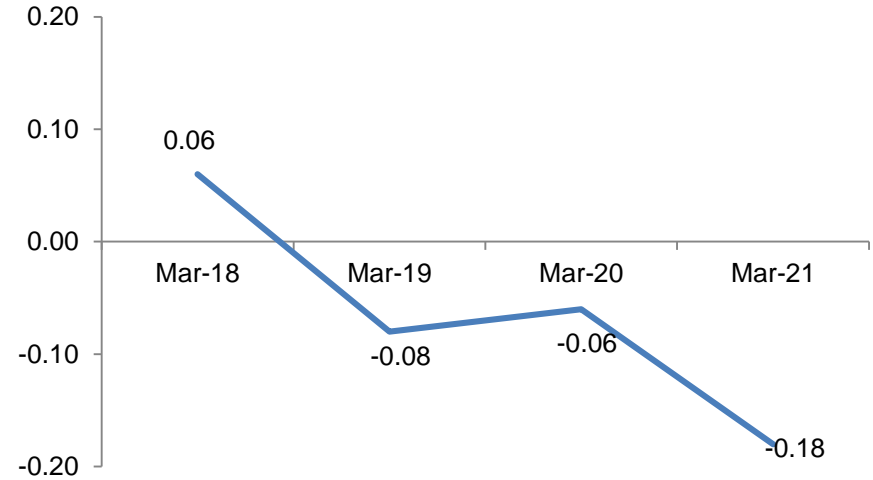


Historical Data

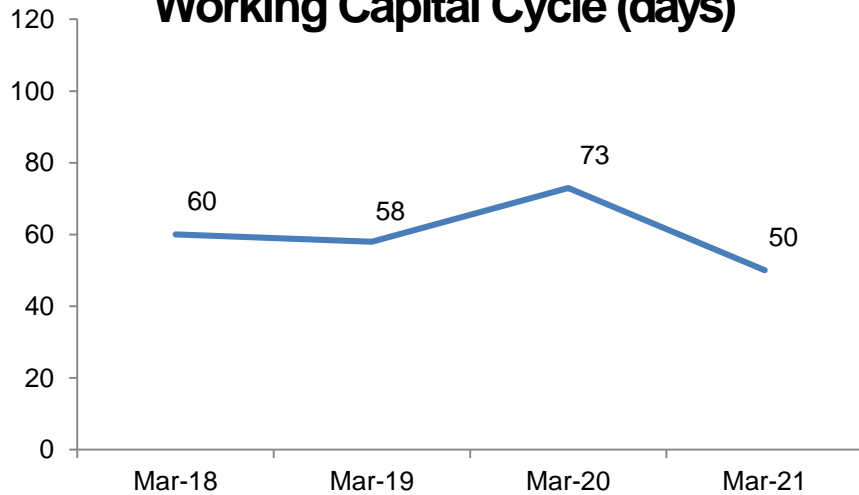
Net Debt (Rs. Crore)*



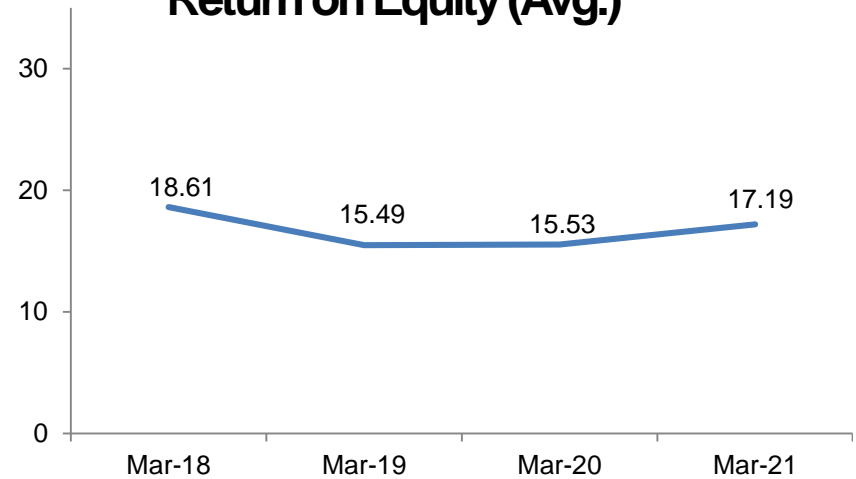
Net Debt Equity (X)



Working Capital Cycle (days)



Return on Equity (Avg.)



* Net of cash and cash equivalents

Working capital days' excludes capex creditors and cash & Bank balance and not comparable with previous periods due to GST. For calculation of Mar-21 working capital cycle, sales of only Q2, Q3 and Q4 FY21 has been considered.

Financial Highlights

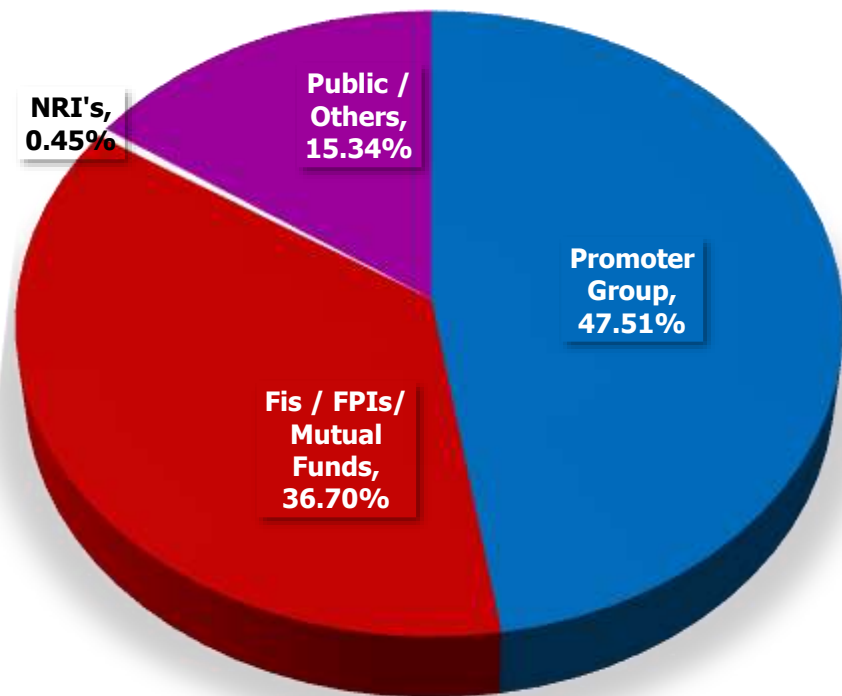
(Rs in Crore)

	Q3 FY22		Q3 FY21		Growth		9M FY22		9M FY21		Growth	
	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated	Standalone	Consolidated
Net Sales	950.49	1068.23	756.27	838.32	26%	27%	2312.38	2603.44	1663.94	1828.39	39%	42%
EBITDA	159.00	183.84	159.40	181.77	0%	1%	386.60	444.75	296.17	317.89	31%	40%
EBITDA MARGIN	16.73%	17.21%	21.08%	21.68%			16.72%	17.08%	17.80%	17.39%		
Depreciation	21.41	28.07	20.88	27.56	3%	2%	63.02	82.74	60.27	80.14	5%	3%
Other Income	11.56	7.42	11.20	6.45	3%	15%	32.40	20.54	26.57	13.86	22%	48%
Interest	1.49	3.01	1.14	2.61	31%	15%	3.95	8.75	3.74	8.07	6%	8%
Exceptional Items - loss (gain)												
Profit Before Tax	147.66	160.18	148.58	158.05	-1%	1%	352.03	373.80	258.73	243.54	36%	53%
Tax Expense	34.91	35.45	36.57	37.02	-5%	-4%	87.36	88.29	65.92	65.81	33%	34%
Minority Interest		2.71		2.09				4.29		-3.23		
Profit After Tax	112.75	122.02	112.01	118.94	1%	3%	264.67	281.22	192.81	180.96	37%	55%
Cash Profit	134.16	150.09	132.89	146.50	1%	2%	327.69	363.96	253.08	261.10	29%	39%
Equity Share Capital	15.92	15.92	15.91	15.91			15.92	15.92	15.91	15.91		
EPS (Basic) (Rs.)	7.09	7.68	7.05	7.48	1%	3%	16.65	17.69	12.13	11.38	37%	55%

Shareholding Pattern

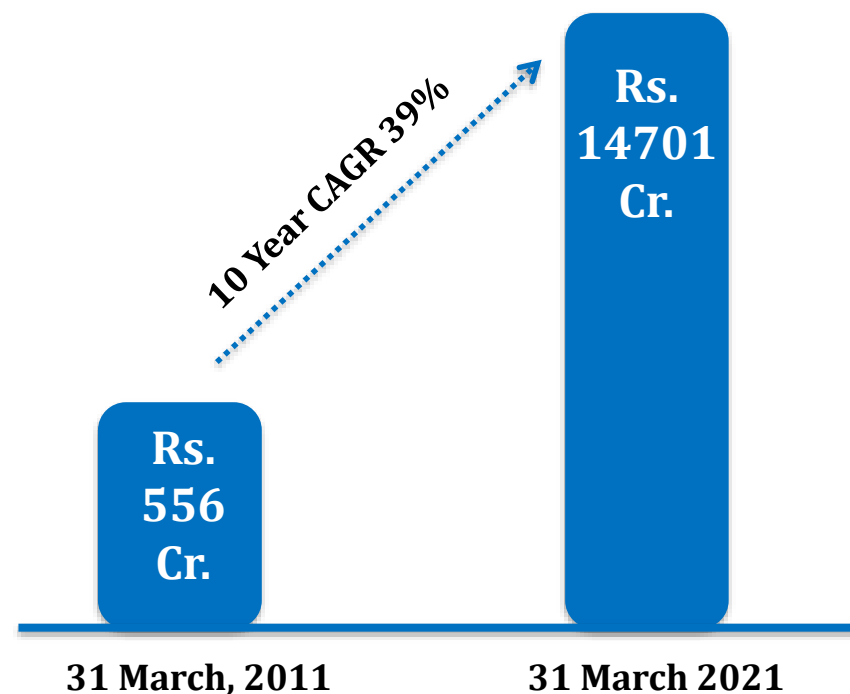
Equity Shares Outstanding – 159.08 millions

As on 31st Dec. 2021



Value Creation

Market capitalization



Kajaria Ceramics is the largest manufacturer of ceramic/vitrified tiles in India and the 8th largest in the world. It has an annual capacity of 70.40 mn. sq. meters presently, distributed across eight plants - one at Sikandrabad in Uttar Pradesh, one at Gailpur and one at Malootana in Rajasthan, three at Morbi in Gujarat and one at Vijaywada and one at Srikalahasti in Andhra Pradesh.

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