

**Leader in Lifestyle Kitchen Products**

**Advancing through Innovation.  
Progressing through Expansion.**



# Safe Harbor

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# Vision & Mission



## Vision

To be the leading global player in Kitchen and Bath segment



## Mission

- To go beyond customer satisfaction by manufacturing high-quality products and providing excellent service
- To keep up with the latest trends in technology
- To enhance brand awareness by increasing market influence



## Core Values

- Creativity
- Passion
- Precision
- Diversity

# Company Overview



# Numero Uno Position

**Only  
Manufacturer with Schock  
Technology (Germany)**  
In Asia in Quartz Sink

Introduced  
**PVD Technology for  
Steel Sinks**

Certification for  
**ISO 9001:2015, ISO 14001:2015  
ISO 45001:2018**

Quartz Sink Capacity  
**700,000** sinks per annum

Exports  
**55+ countries** worldwide

PAN India presence  
**~ 1,500+ dealers,  
80+ Galleries,  
82+ Distributors**

Brands  
**'CARYSIL' & 'STERNHAGEN'**

**State of art Showroom cum  
Experience center in Ahmedabad  
& Mumbai**

**Exclusive product galleries  
for 'Carysil'**

# Promoters of the Company



## Late Shri. Ashwin Parekh, Founder

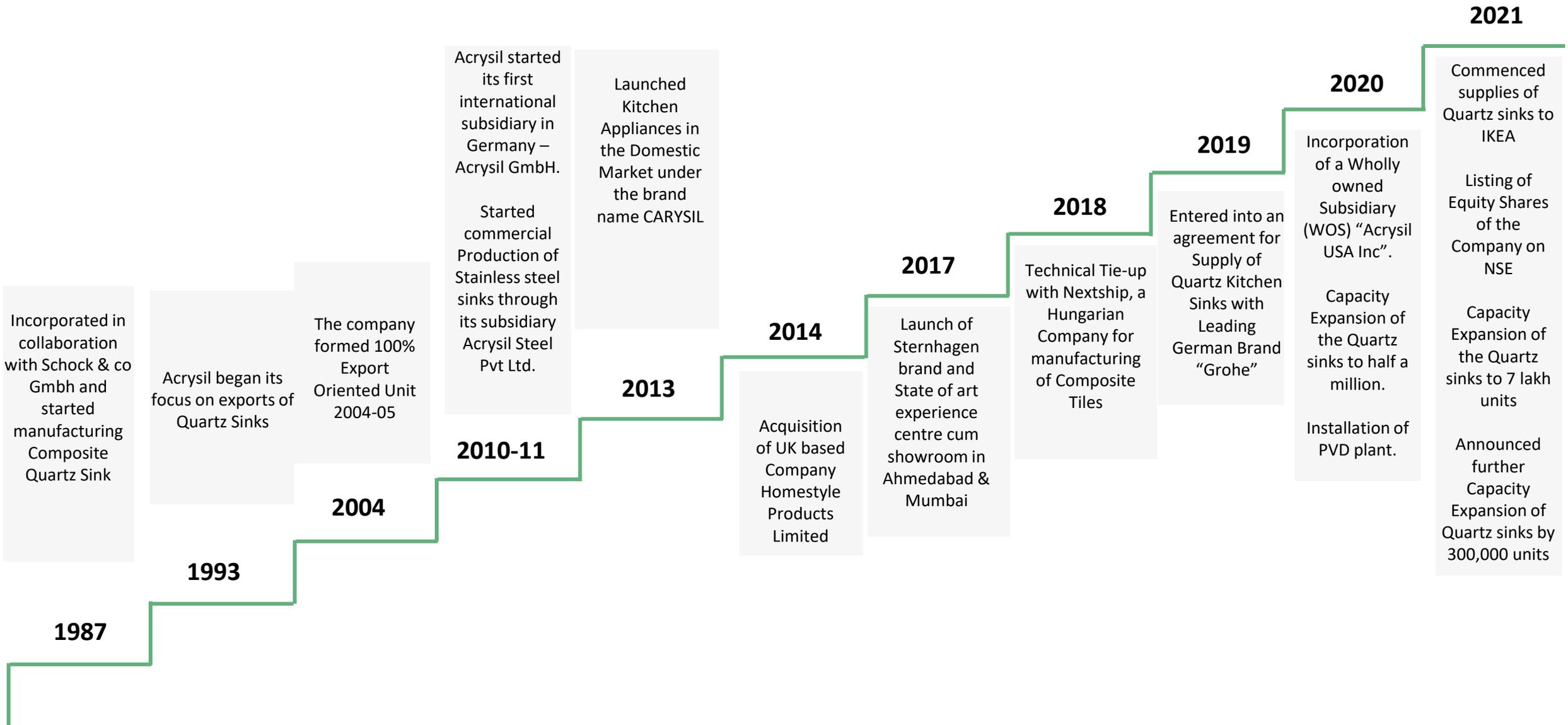
- Late Shri Ashwin M. Parekh, the Chairman Emeritus, was the Founder of Acrysil and laid the groundwork for the organization's rich legacy of success, trust and consistency
- Started as a manufacturer of quartz kitchen sinks, Acrysil grew under his leadership and forayed into the bathroom segment
- Over the years, the Company developed strong partnerships with popular companies for distribution and marketing purposes. In a span of three decades, Shri Ashwin Parekh increased the domain of the organization and made Acrysil a bankable name
- Acrysil's dedication to 'Serve and Grow' was initiated by Shri Ashwin Parekh, as he believed customer satisfaction and innovation to be crucial for concrete success. He led by example and his ethics became motivation for the workforce
- At Acrysil, we follow the footsteps of our visionary founder and work hard to traverse towards his vision of the organization



## Mr. Chirag A Parekh, Chairman & Managing Director

- Mr. Chirag A. Parekh, Chairman & Managing Director of the Company graduated from European University. He joined the Company in 1993
- He became Director of the Company in 2002
- He is leading the Company for more than two decades now and has experience in manufacturing Quartz Kitchen Sinks, including stainless steel Kitchen sinks as an entrepreneur. He has strong business acumen, vast technical and commercial knowledge. Additionally, he has an experience in export marketing and other administrative work
- Under his able leadership, the Company was recognized as "Forbes Asia Best under a Billion Company" in the year 2020. Mr. Chirag A. Parekh has received recognition for his contribution to manufacturing innovation and design at the Industry 2.0 Manufacturing Innovation Conclave '12
- His mission is to make Acrysil an undisputed leader and the topmost one stop brand for every requirement in kitchen products. After joining the Company, he has successfully steered it to become one of the Leading Brands

# Acrysil – Over the Years



# Board of Directors



**Mr. Chirag A. Parekh**  
Chairman and Managing Director

He graduated from premier 'European University'  
After joining the company in 1993, he successfully steered it to become one of the leading brands increasing the turnover from Rs. 3.5 Crores in 1993 to Rs. 310 crores in 2021. He heads the company as the managing director since 2008



**Mr. Jagdish R. Naik**  
Independent Director

A Chartered Accountant, was a partner of a reputed Accounting firm - M/s S.V. Ghatalia & Associates for more than 9 years . Presently, he advises many companies on corporate matters. He is a Corporate Advisor to Excel Industries Limited, Transpek Silox Industry Limited and Shah Granites Group of Companies



**Dr. Sonal Ambani**  
Independent Director

A Ph.D in business management and an MBA in marketing and finance  
She also holds two patents granted in the US, namely, 'Systems and Method for providing Financial Services to children and teenagers' and ' Purchase management system and electronic receipts'



**Mr. Pradeep Gohil**  
Independent Director

A highly qualified professional, has been associated with various organisations. He is also associated with the Rotary Club, Bhavnagar. He has experience in the field of chemical engineering for more than 35 years



**Mr. Ajit Sanghvi**  
Independent Director

A Chartered Accountant, has extensive experience in financial service industry and stock broking. He serves as a director of Sterling Consultancy Services Pvt. Ltd., Hrisal Investment Advisors Pvt. Ltd., MSS Securities Pvt. Ltd. And Harileela Investrade Pvt. Ltd.



**Mr. Rustam Mulla**  
Independent Director

LLB, Advocate and he has been involved in a wide spectrum of legal practice over the last 20 years. He is a Founding Partner at M/s Desai Desai Carrimjee & Mulla (DDCM)-Advocates & Solicitors, Mumbai. His core areas of practice: Corporate Law, Property & Realty Laws, Dispute Resolution, arbitration and commercial Litigation .

# Our Core Team



**Anand Sharma**  
Chief Financial Officer



**Neha Poddar**  
Company Secretary



**Manish Thakkar**  
Sr. GM Operations



**Mitesh Chauhan**  
GM Exports



**Amitaabh Upadhyay**  
VP (Sales & Marketing) North  
Central & East Market India



**Jairaj Nair**  
VP (Sales & Marketing)  
South & West Market India



**Pradeep Trivedi**  
HR Head



**Sayali Raorane**  
Corporate HR Manager



**Sanjay Biswas**  
Manager – Product  
Development



**Ankita Sharma**  
Head R&D



**Marcus Smyth**  
MD – UK Operations



**Louise Carpenter**  
National Account  
Manager - UK

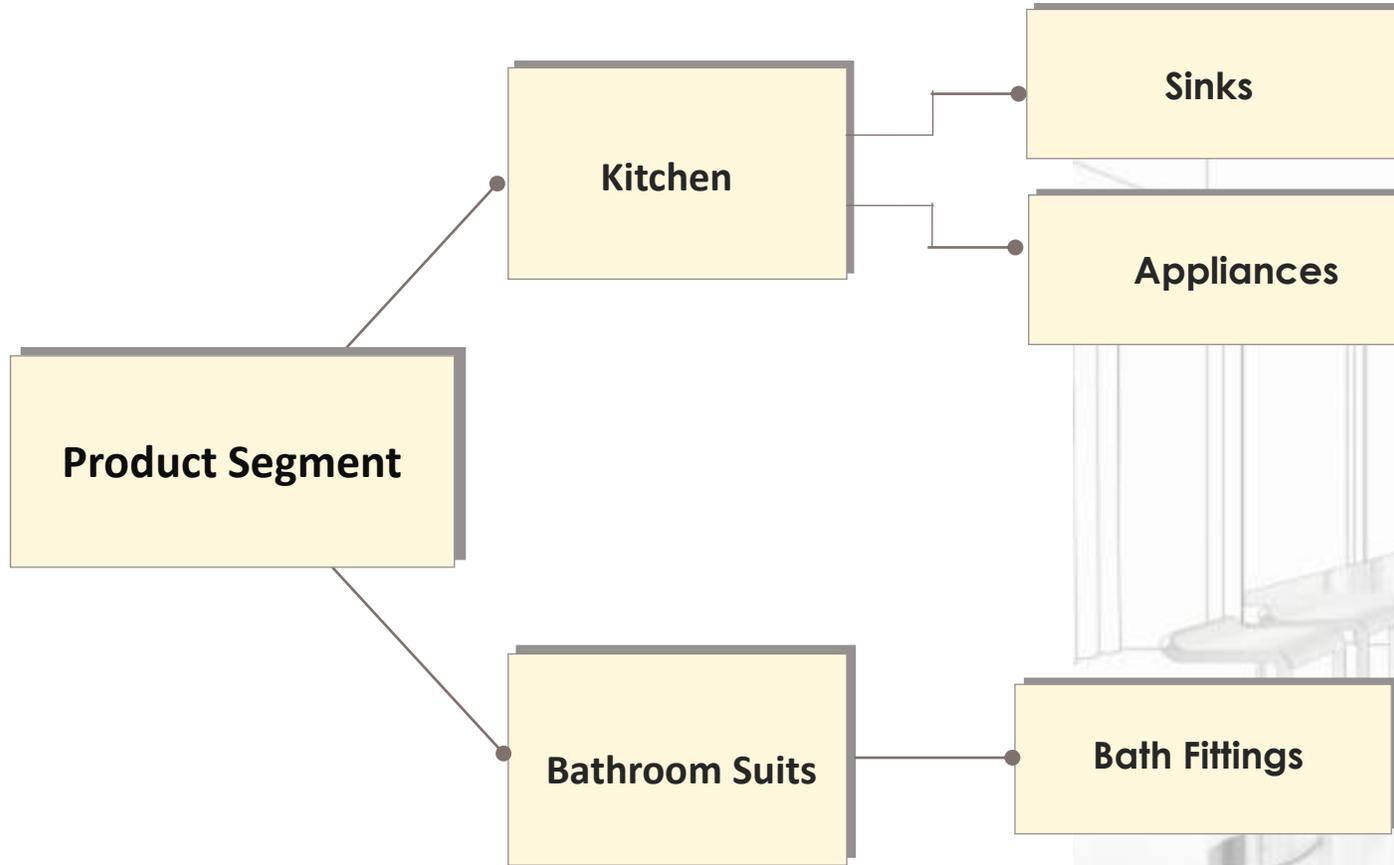


**Merle Wigger**  
Business Development Sales  
Head - Germany



**Charlie Chu**  
Sales Operations China

# Product Portfolio



# Sinks



# Only Company to make Quartz Sinks in Asia

**Only Company in Asia**

The **only company** in Asia and among a few companies worldwide: manufacturing quartz kitchen sinks to **global standards of quality, durability and visual appeal**

**Plant Capacity**

**2 plants** having a combined capacity of **7,00,000\*** Quartz kitchen sinks annually. Further increase of 300,000 units in progress.

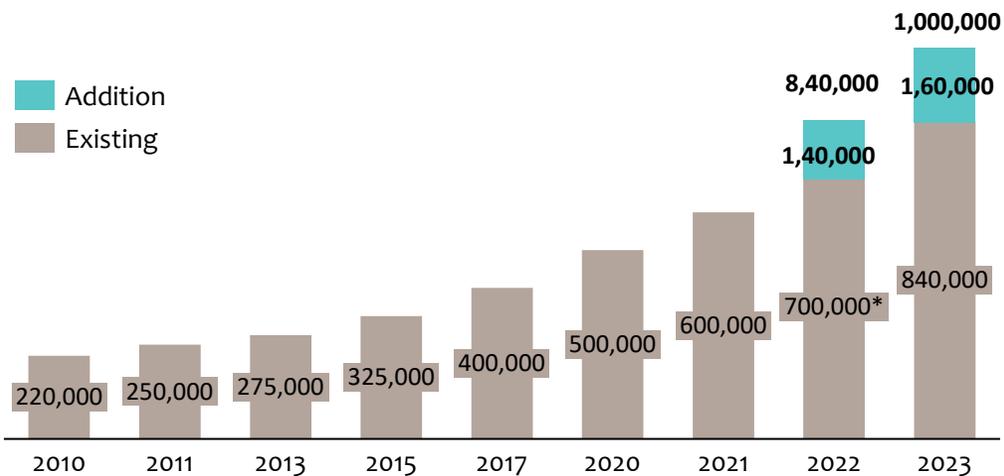
**Different Models**

Developed more than **120+ models** to cater to various segments and markets

**Many Outlets**

The brand is available in **more than 1,500 outlets**, and is a preferred choice of builders and Modular Kitchen Studios in the premium segment

Capacity of Quartz Sinks (per annum)



\* 1,00,000 units of capacity expansion completed in June 2021

High Margin Product + Asset Turnover ~3 times + Longevity of Assets Moulds ~15 years

## Huge Market Potential for Quartz Sinks

*"Globally there are only 4 players producing Quartz Sinks. 90-95% of the industry makes use of Stainless Steel and only 5-10% makes use of Quartz Sinks"*

# Stainless Steel Sinks – Quadro Sinks the Focus Area



## **Stainless-Steel Sinks**

*Contribution: 14% to Consolidated revenue \**



## **Production Capacity**

*90,000 sinks per annum*



## **Target Market for Quadro (Designer) Sinks**

*Caters to high end segment who are willing to pay a premium for superior quality, design and finish*



## **Innovation**

New innovative products like Micro Radius and Square Sinks



## **Acquisition of a distribution company**

UK acquisition will help in selling stainless steel sinks to the top customers in that country



\* FY21 Consolidated Revenue

# Kitchen Appliances



# Kitchen Appliances – Multifold Growth Opportunity

Product Portfolio

Chimneys



Dish Washer



Cook Tops



Built in Ovens



Wine Chillers



Hoods



Cooking Range



Micro Wave Ovens



**CARYSIL**®

Currently contributing ~5% to the Revenue\*

Manufacturing and Trading of Appliances

Expansion of Appliances Range

Constant Innovation, Research, Development & Design

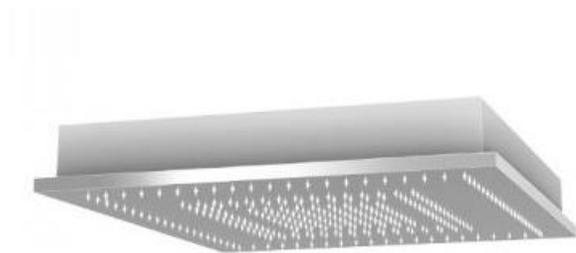


Poised to become a significant player in the overall Kitchen Segment:

“People are looking to give personality to their kitchens and bathrooms through use of OUR Appliances and Products”

\* FY21 Consolidated Revenue

# Bath Segment

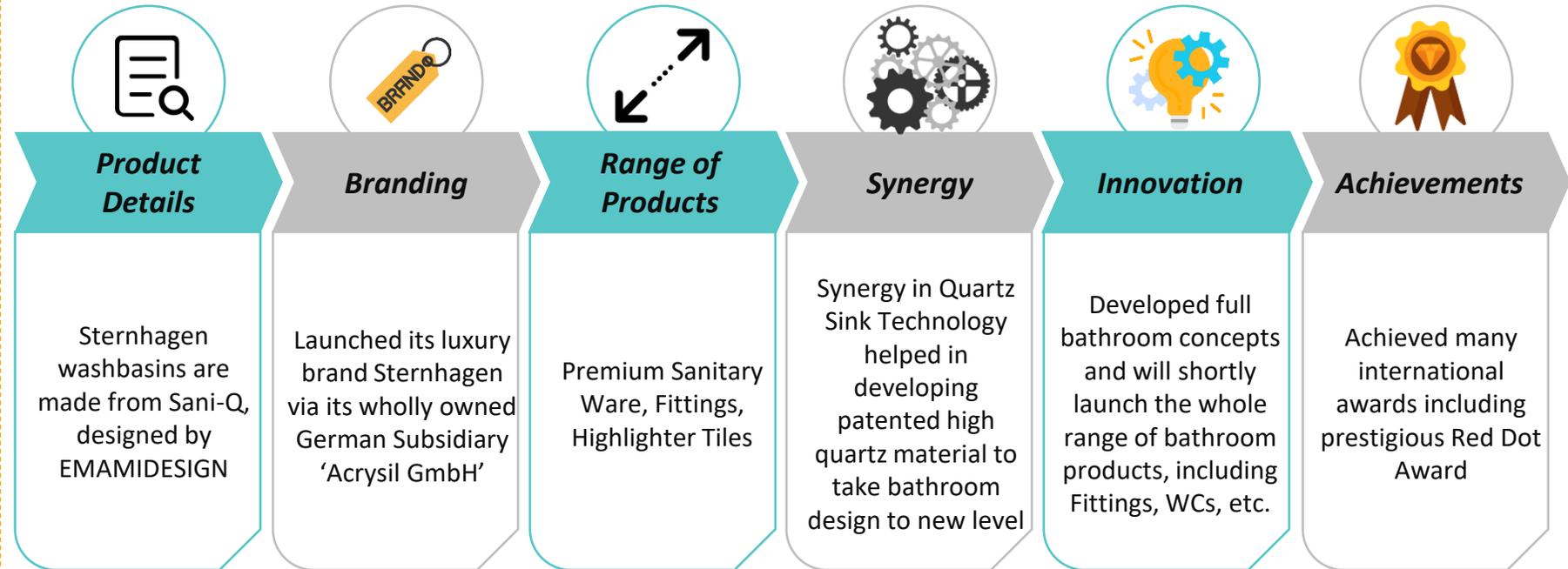


# Bath Segment – Synergetic Move to Leverage Quartz Technology

**STERNHAGEN**  
GERMANY

- Brand owned by Acrysil's Wholly owned Subsidiary in Germany, 'Acrysil GmbH'
- 60+ Showrooms & SIS for displaying the products

## FUNDAMENTALS OF THE BUSINESS

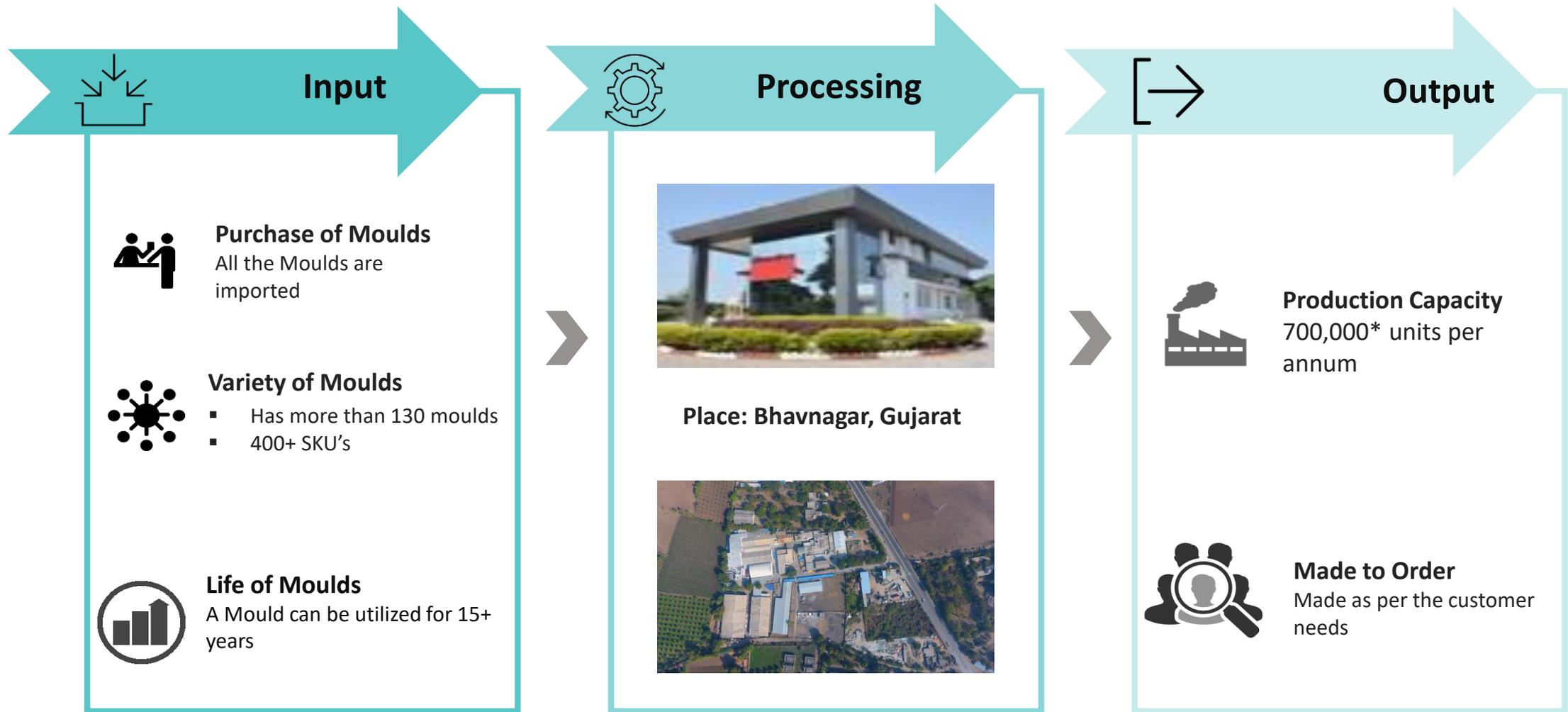


**One Stop Solution for all Bath Products**

# Business Model

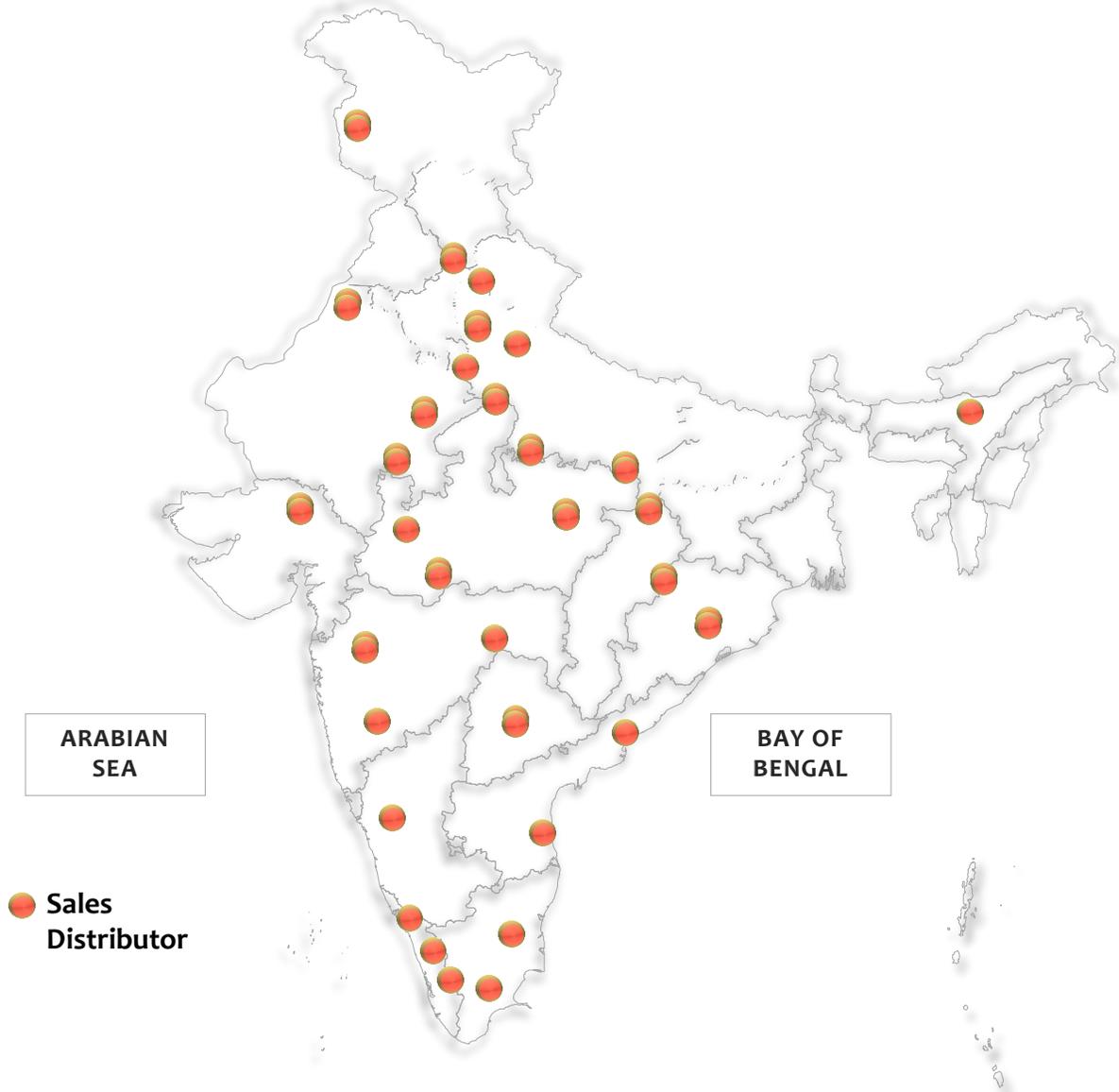


# Moulds an Integral Part of Manufacturing Process

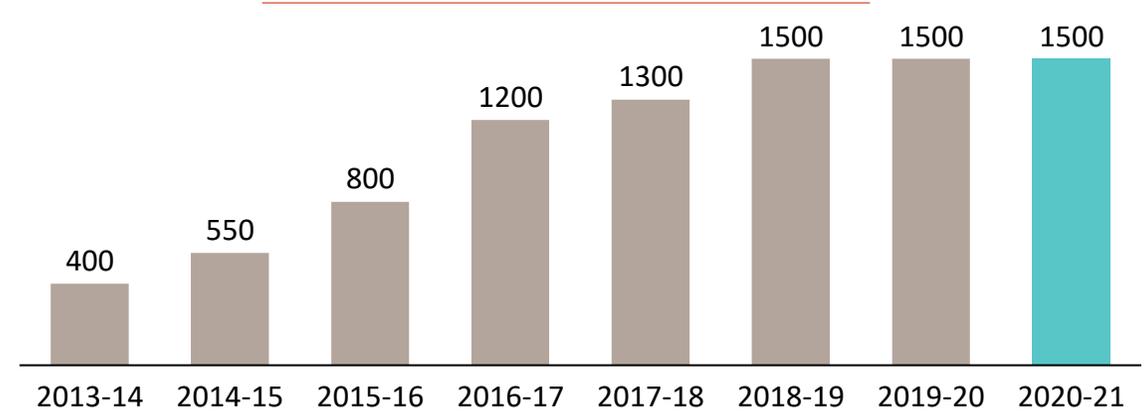


\* 1,00,000 units of capacity expansion completed in June 2021

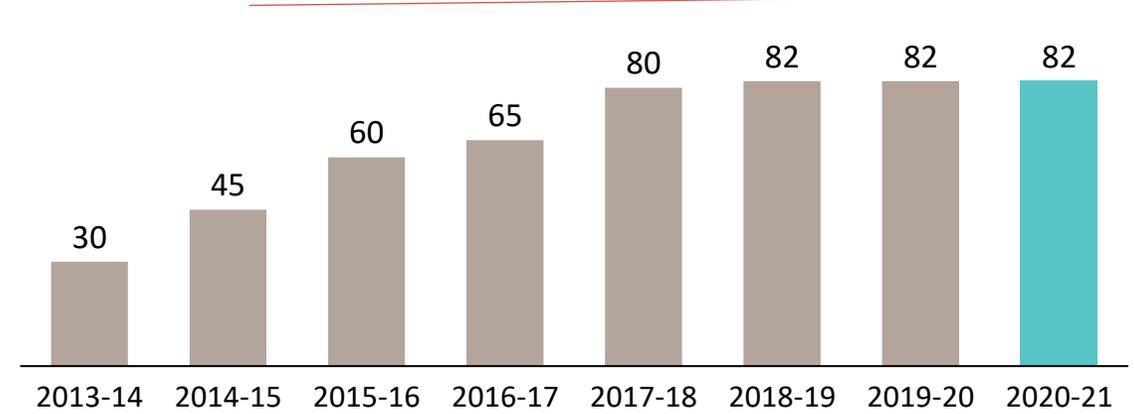
# Domestic Presence - Strengthening of our Brands



### Dealer Network



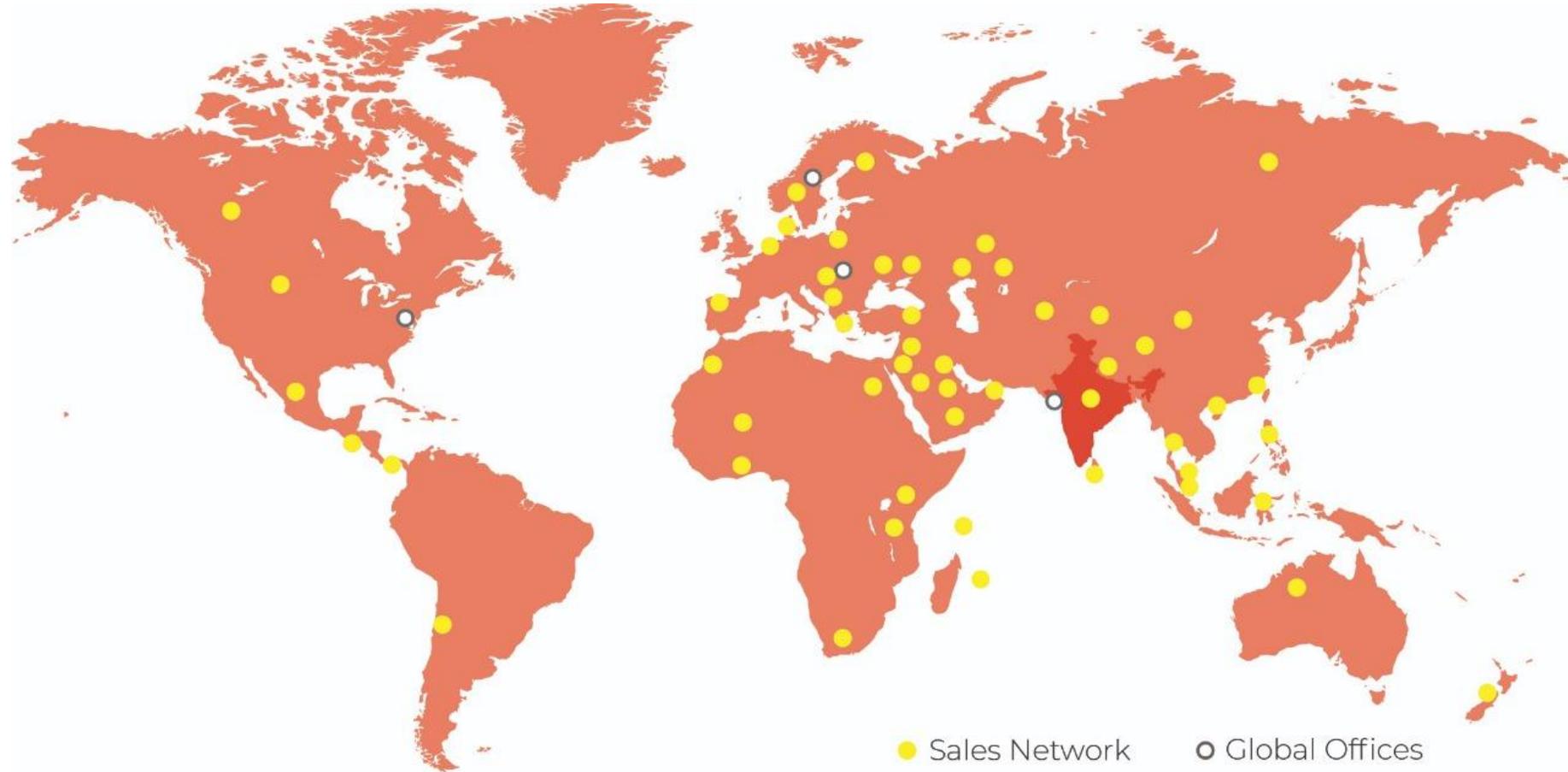
### Distributor Network



Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

# Products with Global Standards sold in 55 Countries

Company presently exports to over 55+ countries. Plan to expand further by acquiring new customers and penetrating in new geographies



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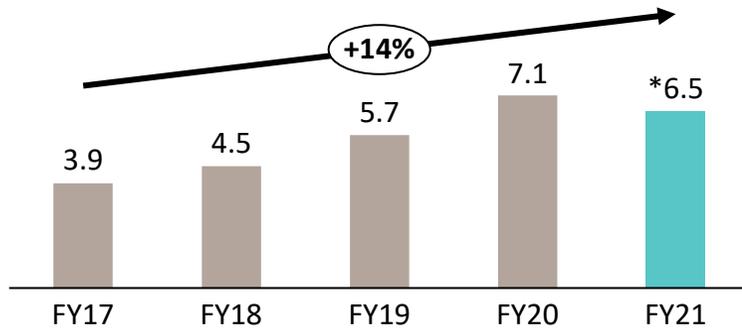
# Presence in UK through Acrysil Products Ltd.

(formerly known as Homestyle Products Ltd.)

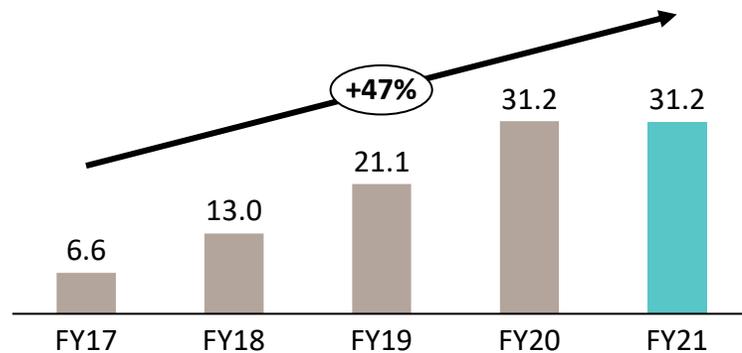
Acrysil holds 100% in **Homestyle Products** through Acrysil UK Limited

The name of **Homestyle Products Limited** has been changed to **Acrysil Products Limited**

### Revenues (Mn. GBP)



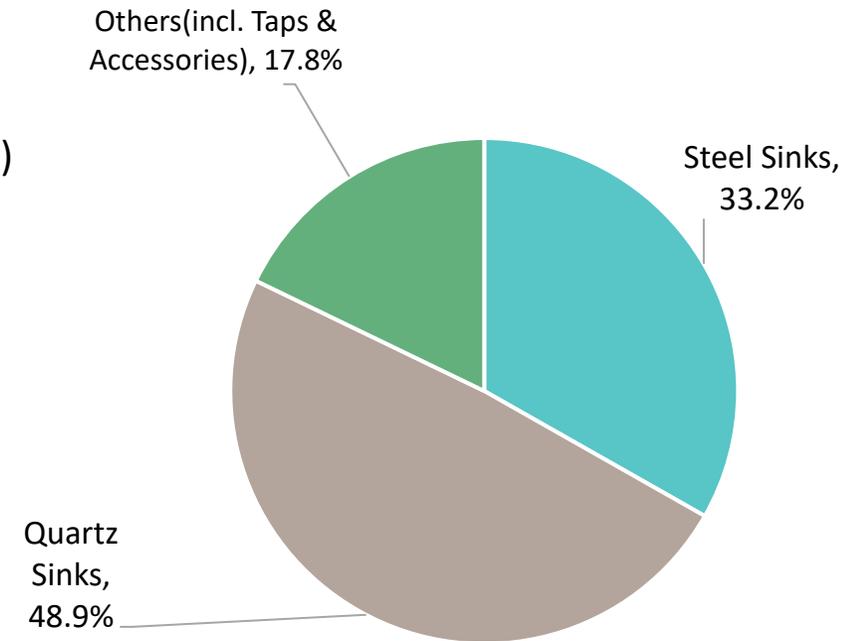
### Revenues from Quartz Sink Business (Rs. Crs.)



### Products sold under Acrysil Products Ltd.

(formerly known as HomeStyle UK)

1. Quartz Sinks
2. Steel Sinks
3. Others (Incl. Taps & Accessories)



FY21

\*Revenues were impacted on account of shutdown of operations due to CoVID-19 in Q1 FY21



# Our Distribution Model

## International

**STRATEGIC Acquisition of Homestyle Products Limited**  
(now known as Acrysil Products Limited - A kitchen products distribution company)  
**with 100% Stake**

**Significant Presence in UK Market**

01

Outsources and sells it to the Top Customers

02

Key Alliances with partners in USA, Israel, Denmark & Germany

03

Increase in Market Presence and Visibility

## Domestic

**Strong Foothold in India**



1,500+ Dealers



75+ Franchise Shop



80+ Galleries



82+ Distributors

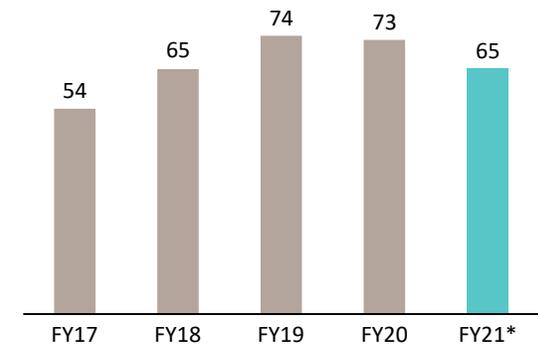


5 Offices

High Demand of **Modular Kitchen** & Consumer Preference towards adding **Aesthetic Value to the Kitchen**

## Domestic Revenue

Rs. In Crores



FY21 performance was impacted by lockdowns induced due to 1<sup>st</sup> wave of Covid-19 in Q1 FY21

# Industry Overview



# Industry Overview

The global market for kitchen sinks was valued at USD 3.1 billion in 2020 and estimated to witness a CAGR of 4% over 2021-2030

**~5 Million Units**

Of Quartz sink are manufactured using Schock Technology

**80-90 million units**

The global market for kitchen sinks

**25% CAGR**

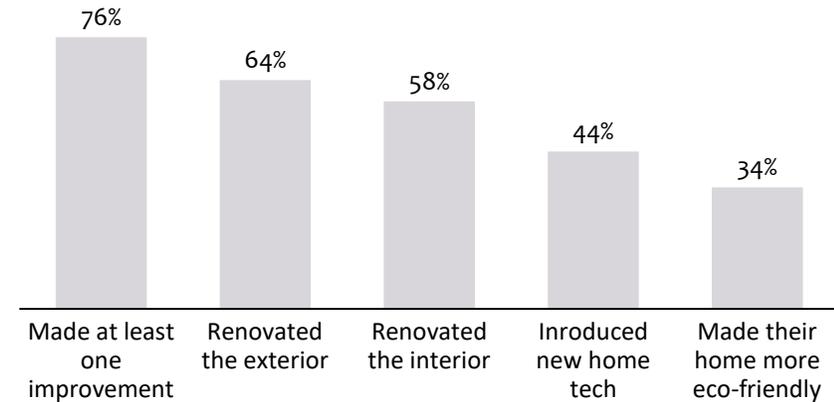
Of Quartz sinks globally

**9 Million Units**

Demand for Non-Stainless Steel

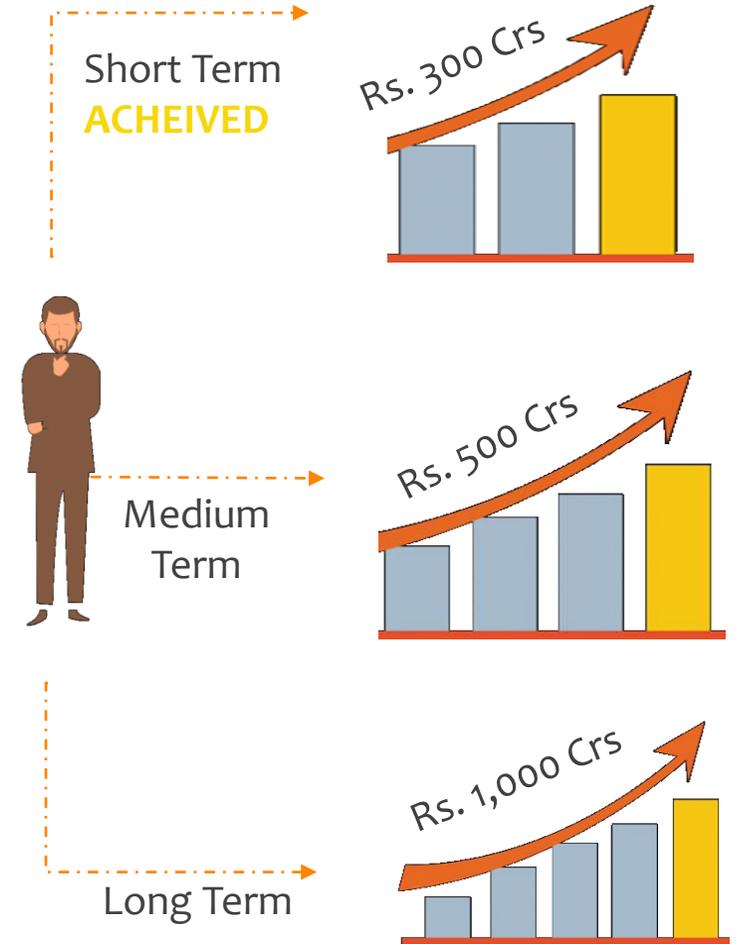
## Factors Paving way for the Industry

- Rising Consumer Aspirations
- Increase in spending on home improvement products
- Home improvement trends during the coronavirus outbreak in the United States in 2020



- Surge in e-commerce post pandemic
- Internet of Things (IoT)
- Rise in disposable income
- Continued urbanization
- Growth in Real estate industry

# Multiple Growth Drivers



# Partnership Paving the way forward

## Marquee Clients



**Karran® Kräus®**



- The role of partnerships act as the catalyst in leveraging market presence and delivering unique products
- Acrysil has alliances in the US, UK, France Germany etc that help the Company add meaning and value

- Entered into partnership with IKEA Supply AG, Switzerland, in August 2020 for manufacturing and supplying Quartz Kitchen Sinks
- Partnered IKEA to meet their global requirement of sinks

- All the capacity expansions taken up by the Company will help us cater to the demand in both international and domestic markets

- Association with **GROHE** (leading German sanitary brand) in 2019 further strengthened last year
- Entered a tie-up with them for supplying of stainless-steel kitchen sinks

*“Partnerships are crucial for strengthening capabilities. We believe it takes the best of collaborations to create something bigger and bring in the synergy that drives future progress. We have always believed that fruitful partnerships generate opportunities and expand horizons of growth”*

# Pillars of Integrated Business



## Brand

- Brand promotion on TV and in print, along with exposure through sponsorship of events like Times Food and MasterChef Australia
- Introduced a new top-of-the-line brand titled 'Tek Carysil', featuring kitchen sinks, faucets and appliance that represent a revolution in design, style and quality
- Vision is to build global brands



## Manufacturing Facilities & Technology

- Quartz Sinks: 7,00,000 pa\* ,  
Stainless Steel : 90,000 pa and  
Appliances : 7,000 pa
- Enjoy in-house capability extends to manufacturing and assembling chimneys, hobs, hob-tops and food waste disposers
- Technology: Only company in India and Asia and among 4 companies globally to have the technology to manufacture Quartz Sinks



## Distribution Network Gallery

- The acquisition of 100% stake in a distribution company : Homestyle Product Limited, in UK which outsources sinks and sells to the top customers
- Vital access to key customers based in markets in Europe and UK
- Current Domestic Market : ~1,500+ Dealers, ~80+ Galleries & 85+ distributors



## Product Basket

- Offers a wide range of cutting edge technology products to customers based on their needs
- Continue to hold the market's attention with new product categories, new launch events, new technologies, and new models

\* 1,00,000 units of capacity expansion completed in June 2021

# Awards & Certifications



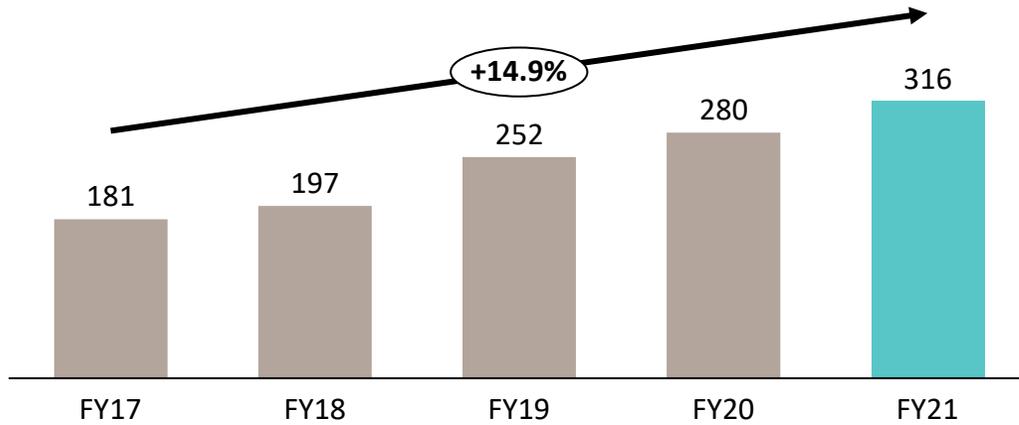
# Financial Highlights



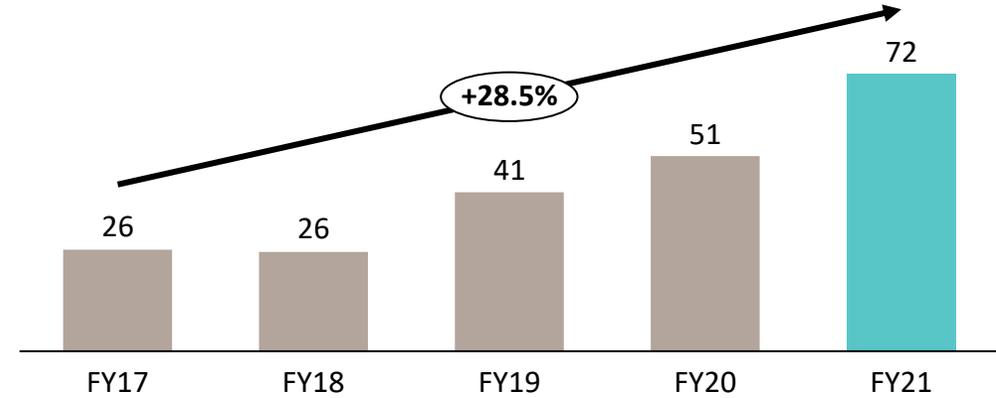
# Consistent Growth

Rs. Crores

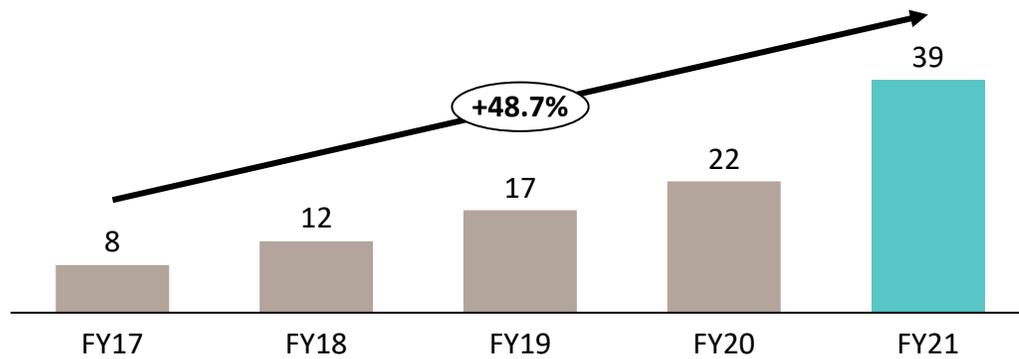
### Total Income\*



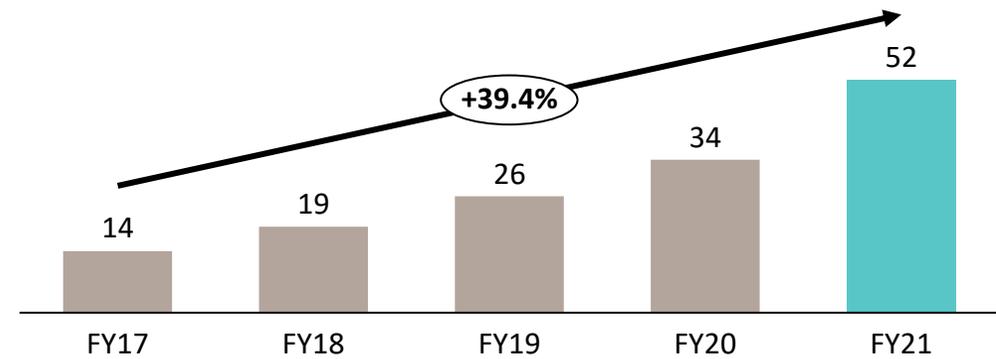
### EBITDA



### PAT After MI

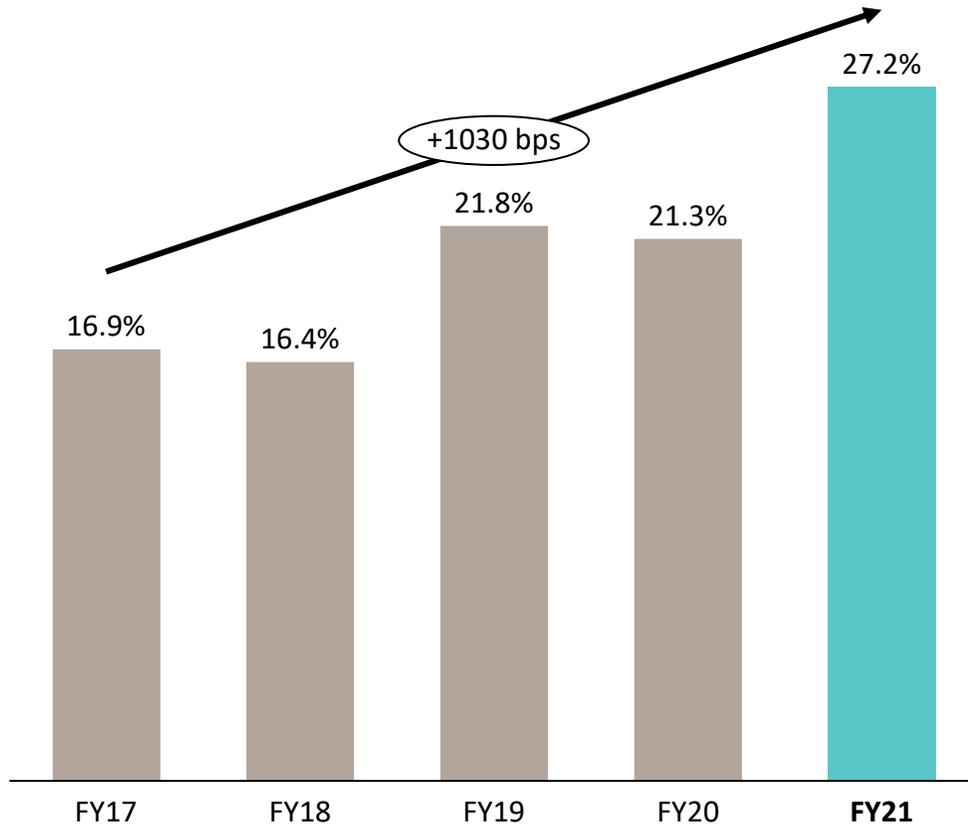


### Cash PAT After MI

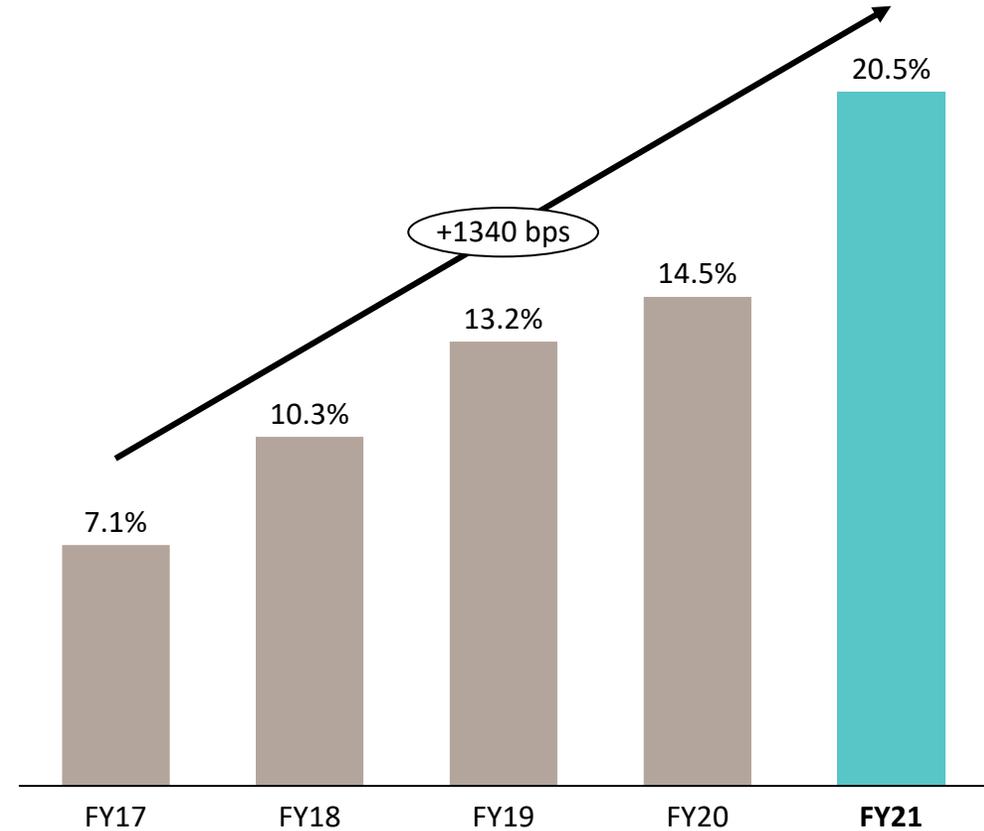


# Improving Return Ratios

## Return on Capital Employed (%)



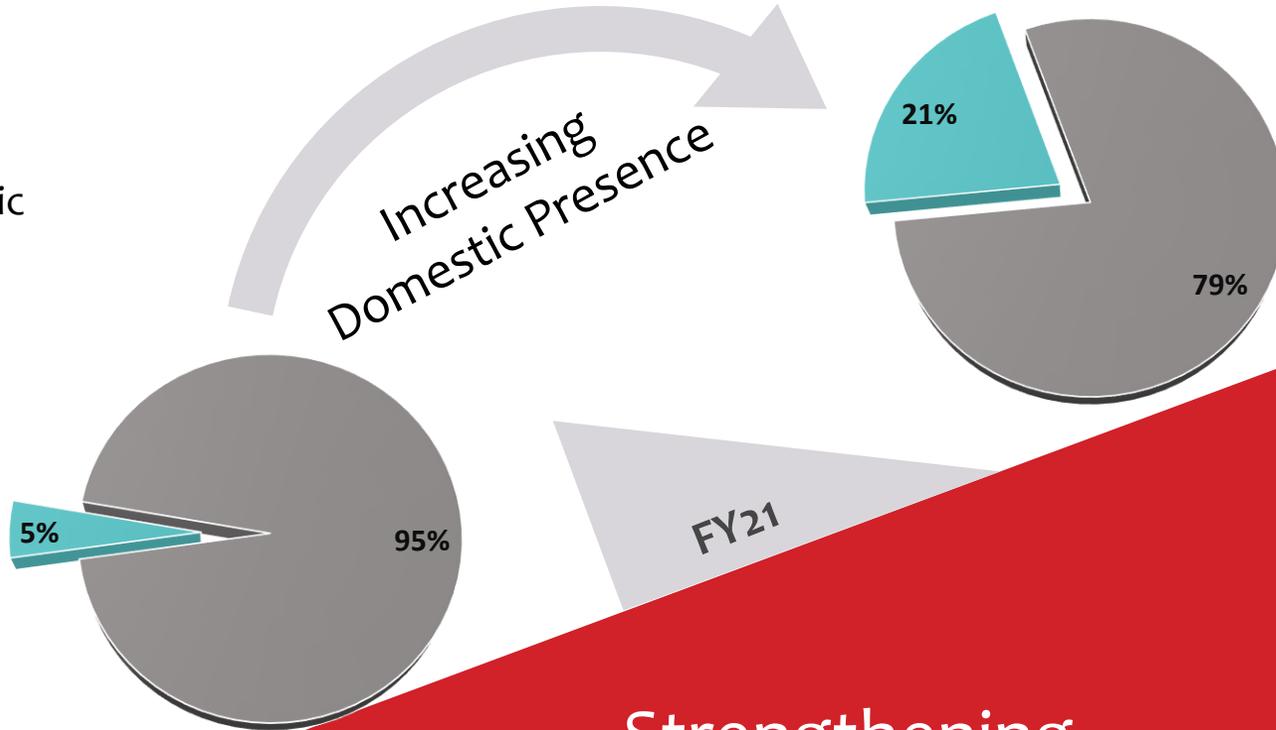
## Return on Equity (%)



# Revenue Mix

## Geography-wise Revenue

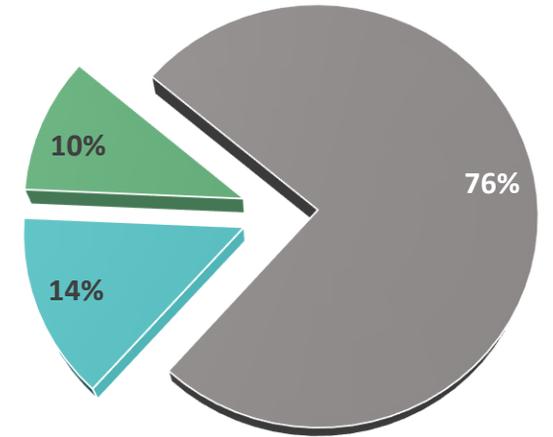
- Export
- Domestic



Strengthening  
'Carysil' Brand

## Product-wise Revenue

FY21



- Quartz Sink
- Steel Sink
- Appliances & Others

# Consolidated Profit & Loss Statement

Particulars (Rs. Crs.)	FY21	FY20	FY19	FY18	FY17
<b>Revenue</b>	<b>309.7</b>	<b>276.2</b>	<b>251.6</b>	<b>196.5</b>	<b>181.0</b>
Raw Material	141.8	137.4	129.3	82.6	69.5
Employee Expenses	22.2	22.2	18.5	17.1	15.1
Other Expenses	79.9	70.3	63.4	71.0	70.4
<b>EBITDA</b>	<b>65.8</b>	<b>46.4</b>	<b>40.4</b>	<b>25.7</b>	<b>26.0</b>
<b>EBITDA Margin (%)</b>	<b>21.2%</b>	<b>16.8%</b>	<b>16.1%</b>	<b>13.1%</b>	<b>14.4%</b>
Other Income	8.0	4.7	2.1	4.6	2.5
Depreciation	12.7	11.9	8.6	7.1	5.7
<b>EBIT</b>	<b>61.1</b>	<b>39.2</b>	<b>33.9</b>	<b>23.2</b>	<b>22.9</b>
<b>EBIT Margin (%)</b>	<b>19.7%</b>	<b>14.2%</b>	<b>13.5%</b>	<b>11.8%</b>	<b>12.6%</b>
Finance Cost	7.3	8.7	9.7	6.3	10.2
<b>Profit Before Tax</b>	<b>53.8</b>	<b>30.5</b>	<b>24.2</b>	<b>16.9</b>	<b>12.7</b>
Tax	14.5	7.6	6.7	4.6	4.7
<b>Profit After Tax</b>	<b>39.3</b>	<b>22.9</b>	<b>17.5</b>	<b>12.2</b>	<b>8.0</b>
<b>PAT After Tax Margin(%)</b>	<b>12.7%</b>	<b>8.3%</b>	<b>6.9%</b>	<b>6.2%</b>	<b>4.4%</b>
MI	0.2	0.8	0.2	0.3	0.7
<b>PAT After MI</b>	<b>39.1</b>	<b>22.1</b>	<b>17.2</b>	<b>12.0</b>	<b>7.3</b>
<b>PAT After MI Margin(%)</b>	<b>12.6%</b>	<b>8.0%</b>	<b>6.9%</b>	<b>6.1%</b>	<b>4.0%</b>

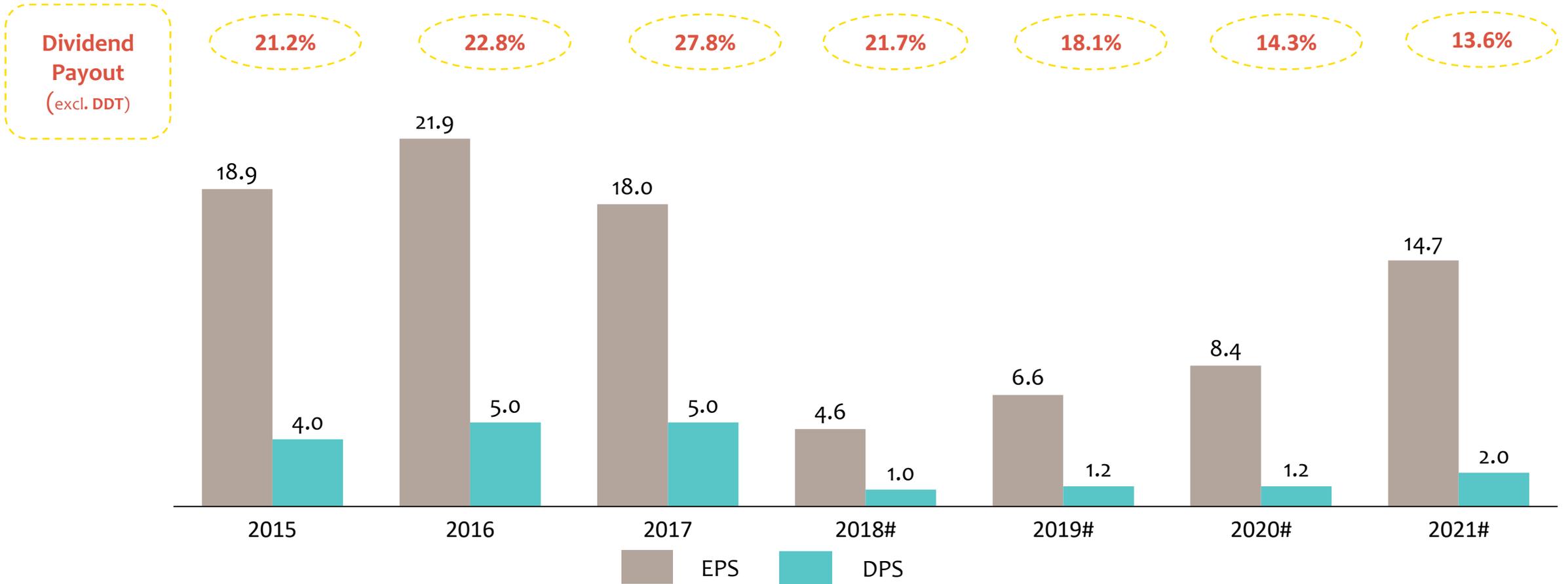
# Consolidated Balance Sheet

Assets (Rs. Crs.)	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18	31-Mar-17
<b>Non-current assets</b>	<b>170.3</b>	<b>138.8</b>	<b>126.7</b>	<b>117.5</b>	<b>104.3</b>
Property Plant & Equipment	121.2	97.8	94.2	87.2	74.7
Right to use of assets	5.0	1.4	-	-	-
Goodwill	23.9	23.9	23.5	23.5	22.9
Intangible Assets	1.9	1.7	1.8	0.5	0.5
Capital Work in Progress	10.0	9.1	3.5	2.1	2.3
<b>Financial Assets</b>					
(i) Others Non-Current Financial Asset	1.2	1.5	1.7	1.5	1.3
Other Non-Current Assets	7.1	3.4	2.0	2.7	2.6
<b>Current Assets</b>	<b>220.9</b>	<b>185.7</b>	<b>163.9</b>	<b>142.3</b>	<b>128.5</b>
Inventories	54.6	59.7	53.7	48.2	41.0
<b>Financial Assets</b>					
(i) Trade receivables	83.0	62.3	54.3	48.1	38.2
(ii) Cash and Cash Equivalents	7.7	5.9	5.1	17.0	21.8
(iii) Bank Balances other than above	12.4	13.6	8.8	0.4	0.4
(iv) Loans	0.1	0.1	0.1	0.1	0.0
(v) Other Current Financial Assets	17.3	10.6	9.4	0.0	0.0
Other Current Assets	16.7	12.8	17.2	28.5	27.0
Current Tax Assets (Net)	29.0	20.7	15.2	-	-
<b>Total Assets</b>	<b>391.2</b>	<b>324.5</b>	<b>290.6</b>	<b>259.8</b>	<b>232.7</b>

# Consolidated Balance Sheet

Liabilities (Rs. Crs.)	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18	31-Mar-17
<b>Total Equity</b>	<b>194.0</b>	<b>160.2</b>	<b>136.5</b>	<b>119.6</b>	<b>113.6</b>
Share capital	5.3	5.3	5.2	5.2	5.2
Other Equity	186.1	152.5	127.7	113.1	106.5
Money received against Share Warrants	0.0	0.0	2.1	0.0	0.0
Non Controlling Interest	2.6	2.4	1.6	1.3	1.9
<b>Non-Current liabilities</b>	<b>31.0</b>	<b>24.3</b>	<b>19.5</b>	<b>21.3</b>	<b>21.7</b>
<b>Financial Liabilities</b>					
(i) Borrowings	21.7	21.2	16.6	18.6	20.0
Deferred Tax liabilities (Net)	4.0	2.0	2.5	2.3	1.2
Provisions	0.7	0.6	0.4	0.4	0.4
Other financial Liabilites	4.6	0.5	-	-	-
<b>Current liabilities</b>	<b>166.2</b>	<b>140.1</b>	<b>134.7</b>	<b>118.8</b>	<b>97.5</b>
<b>Financial Liabilities</b>					
(i) Borrowings	72.8	68.4	68.2	62.4	52.4
(ii) Trade payables	41.8	29.0	31.2	37.9	26.3
(iii) Other Financial Liabilities	11.0	14.1	13.9	11.4	8.4
Other current liabilities	7.9	4.5	4.1	3.9	5.4
Provisions	1.0	0.8	0.3	3.2	5.0
Current Tax Liabilities	31.8	23.4	16.9	-	-
<b>Total Liabilities</b>	<b>391.2</b>	<b>324.5</b>	<b>290.6</b>	<b>259.8</b>	<b>232.7</b>

# Regular Dividend Payout



**The Board of Directors has recommended a final dividend of Rs.1.20 per equity share for Financial Year 2020-2021 in addition to interim dividend of Rs.0.80 per equity share of FV Rs.2 each declared on 5<sup>th</sup> February 2021. The total dividend is Rs. 2 per equity share (100% of FV)**

\*EPS for FY17 is on basis of I-GAAP Financials

#Adjusted for Split from Face value of Rs. 10 to Face value of Rs. 2



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**For further information, please contact**

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