

HSIL



new

**Passion.**



new

**Potential.**



new

**Possibilities.**

Annual  
Report  
2015-16

## HSIL IN A NUTSHELL

HSIL Limited is a diversified, consumer-focused organisation, with leadership position in sanitaryware and glass containers industries. While in the bathroom fittings business, the Company has already reached #3 position in the faucet category, it is concurrently gaining considerable market traction in the newly launched Consumer Products Business. As a consumer-centric entity, HSIL is driven by the strong support of its customers to deliver better quality products and solutions designed as per their evolving aspirations. The Company is persistently and dedicatedly striving to deliver higher value to all its stakeholders. Steered by a growing pan-India presence, it is moving towards an exciting future, packed with new possibilities of growth backed by a multi-focused strategy.



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[hindwarehomes.com](http://hindwarehomes.com)  
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**ANNUAL REPORT 2015-16**

Visit our online annual report site. Each section of the annual report can be downloaded in pdf form



# HSIL

Passion is the force that helps in leveraging the potential of today.

And the potential of today defines the possibilities of tomorrow.

Back in the 1960s, when we embarked on our journey into the future, we saw ahead of us a plethora of opportunities waiting to be unleashed. And we surged forward with passion to create the infrastructure, and to build the systems needed to make the most of those opportunities.

We have spent more than five decades strengthening this potential as we strive to address the needs of today. We have focused our energies on anticipating the aspirations of tomorrow as we work towards delivering greater value to all our stakeholders.

*Read on, for our story of new passions, new potential and new possibilities.*



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Delivering with

# Passion



Passion that motivates  
excellence. And nurtures  
growth.





## Can a business as prosaic as ours inspire zeal?

At HSIL, we consider passion or zeal to be integral to a company's business philosophy, and central to the inspirational mandate that steers its growth.

We deem it to be the motivational force that empowers an organisation to deliver on the opportunities of today and tomorrow.



## New Passion

# Our actions are powered by our zeal

**And led by the desires of our consumers, we surged zealously towards higher excellence and growth during FY15-16...**

**We scripted our story of growth and expansion with a visionary approach and stringent adherence to our core values.**

**We leveraged our intrinsic strengths to challenge the existing, and create ground-breaking innovations with new and synergistic offerings aimed at enhancing consumer lifestyles.**

### A passion driven by values

Our intrinsic values are the key drivers of our journey from leveraging today's potential to unveiling tomorrow's possibilities. Standing unwaveringly firm amid a transforming industry landscape, our values have equipped us with the strength to chart new frontiers of expansion and progress. They have helped us create the platform on which is built the edifice of our success, transforming us from what began in 1960 as Hindustan Twyford's Ltd, a technical collaboration with UK's Twyford's Ltd, into India's leading sanitaryware, packaging and consumer products brand entity – the HSIL Limited.

### Augmenting the product portfolio

With the consumer at the forefront of our strategic business plans, we continued to launch new product lines to strengthen our portfolio through the year. Our strategic foray into the consumer business space was further underlined by the introduction of a new brand – moonbow - under which we introduced air purifiers. We also entered a co-branded marketing arrangement with Group Atlantic, France - a leading USD 1.5 Billion player in heating, ventilation and air conditioning market in France & Europe, and experts in water heating systems - to introduce technologically superior and aesthetically appealing range of water heaters - hindware-atlantic.

Further, to scale up our Building Products Division (BPD) in the coming years, we decided to enter into the plastic pipes business during FY15-16. We plan to utilise our existing sales and distribution networks to create a stronghold in both, the OEM and the replacement markets, in this business. We have also aggressively expanded into the luxury segment across our sanitaryware and bathroom product streams, in line with the desires and needs of the discerning consumers.

Our passion and dedication was evident in our Packaging Products Division (PPD) too, as we decided to enter the security caps and closures market to address the demands of our expanding institutional customer base.



hindware-atlantic water heater and moonbow air purifier were presented with "Product of the year award" (POY), world largest consumer voted award survey conducted by AC Neilson. It is an internationally recognised certification that celebrates and rewards the best innovations in consumer products and services.







### The rewards of passion

The Company's committed approach translated into award-winning milestones in the year. The various awards and recognitions we won endorse our visionary, future-focused growth strategy.





For us, passion is not just a desire to deliver, but a strong thrust to deliver more and better. It's the zeal with which we create the framework for the nurturance and expansion of our business as we strive for excellence and growth.

# 126

New products launched

# 10

Faucet ranges introduced

# 33

Sanitaryware ranges introduced

Leveraging our inherent

# Potential



To create  
differentiators.  
And build  
distinctiveness.

