

**CARYSIL**

Kitchen Sinks &  
Built-in Kitchen Appliances

**STERNHAGEN**  
LUXURY BATH SUITES

 **ACRYSIL LIMITED**

**33<sup>rd</sup>** Annual Report 2019-20

# Driving Growth Developing Value

Brand Development

Talent Acquisition

Globalisation

Expansion

Innovation

Diversification



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#### Caution regarding forward-looking statements:

This document contains statements about expected future events and financial & operating results of Acrysil Limited ("the Company") which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is a significant risk that the assumptions, predictions and other forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management's Discussion and Analysis of the Acrysil Limited Annual Report 2019-20.

# *Late Chairman Emeritus*



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. His far-sightedness has been crucial for Acrysil, as we progressed over the years and transformed from a domestic player to a global brand.

Starting as a manufacturer of 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.

Shri Ashwin Parekh was a visionary entrepreneur, establishing his expertise by guiding several companies across various industries towards excellence and numerous achievements. 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.



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





# Driving Growth Developing Value

The success story of every organisation is factored by the value they create and the growth they achieve. Every product curated and manufactured is a stepping stone towards a better lifestyle and consumer experience, thereby elevating the standards of the industry. Over the years, this is how a legacy is created, which defines excellence and dedication.

Acrysil, with the objective of driving growth and developing value, has been opening new avenues by market expansion and product innovation. We have been paying special focus on asserting brand dominance, which is highlighted by our global partnerships with reputed retailers for home improvement products. The testing times of the pandemic were transformed into opportunities, as your Company is experiencing record online sales of its products. This proves that Acrysil has been manufacturing products which retain the trust of the customers and are the obvious choice for

an elevated lifestyle. In line with our vision of a technologically-powered product range, we have introduced numerous products which execute tasks with much ease.

The growth of any organisation is complemented by its prudent marketing initiatives. Acrysil has been organising exhibitions and opening showrooms across the globe. In our showrooms, customers can observe the products first-hand and perceive the experience we offer. This strategy will continue in the coming years, as we grow in market presence and popularity.

As a renowned player for three decades now, Acrysil prides itself for constantly identifying trends and capitalising on the opportunities. We grew from a domestic player to an international name by redefining the bathroom experience and adding a dash of luxury to it. Our portfolio consists of products which combine modern technology to add a

new dimension to bathing. The harnessing of technology to create a myriad of such products has singled out Acrysil as a standard-setting innovator. Our motivation, since inception has been the value added to the customers. Acrysil's range of products has been a constant for many people around the globe, owing to their cutting-edge design and dependability for a long duration.

Having established ourselves as a long-term player in the industry, we are headed towards a future of consistent success and increased value addition. Acrysil has always embraced challenges and came out on top on the back of its grit and determination. This will forever be a part of our culture as we adapt to the incoming trends and analyse the direction of the market. As one of the most recognised companies, Acrysil is motivated by the trust and satisfaction of its customers. This has always been the norm and will continue to be the driving factor.

## Driving Growth



### **Vision, energy and determination:**

Acrysil is driven by its vision of an elegant, efficient and elevated lifestyle for the future. Our grit over three decades has been untethered and we continue to move ahead with motivation, zeal and courage.



### **Sustainable business growth model:**

Our acumen in ensuring sustenance and value addition for our shareholders is second to none. All our efforts towards making breakthrough products have multiple benefits, as we earn customer satisfaction and trust of our business benefactors. An important pillar of our sustainable growth is our business expansion initiative, due to which we strengthen our domestic foothold while growing internationally.



### **Cash-in of profits:**

Acrysil caters to markets both domestically and globally which has helped us in enhancing stakeholder's value and ensuring diversified growth. Our initiatives have resulted in maintaining the financial stability of the organisation, which proves that we are on the right path towards achieving our goals.



### **People and operations:**

A major factor behind our success is our efficient workforce and the way we operate. The foundations of growth in an organisation are laid by ensuring operational excellence. Their expertise gives rise to products which help us progress as a brand.



### **Being self-reliant:**

Acrysil is recognised for its technology indigenisation. This self-reliance has been accentuated by the Hon'ble Prime Minister Narendra Modi's initiative of 'Atmanirbhar Bharat'. The willingness to be dependent on ourselves will be a crucial factor for growth in the coming years.

## Developing value



### **Expanding the customer base**

Acrysil has forever valued its customers, as our vision is framed around improving their life. This has been our motivation to keep exploring new markets, introducing new products and touching more lives. We are enhancing our distribution networks and striking partnerships to propel ourselves as industry leaders.



### **Innovation**

Redevelopment is the key to consistent success in a world where it is important to stay ahead of the curve. Our range of products are powered by cutting-edge technology and we invest in R & D for creating even better products.



### **Branding**

We emphasise the efficient marketing of our products, as it makes them more visible for the customers. Over the years, we have developed numerous showrooms and offered the first-hand experience of Acrysil products. The warm reception of people has motivated us to continue this move as we grow in number both domestically and internationally.



### **Product/service offering**

Acrysil products cater to the demands of various consumers and their lifestyles. From home improvement products to one-stop bathroom solutions, we pay attention to every minute detail so as to ensure a wide range of offerings which appeals to the audience.



### **Human Capital**

The talent and cohesiveness of the workforce are crucial factors for any organisation's success. At Acrysil, we hire an enthusiastic, confident and skilled pool of professionals to ensure a smoothly functioning working environment.



# Corporate Information

## BOARD OF DIRECTORS

### CHAIRMAN & MANAGING DIRECTOR

Mr. Chirag A. Parekh

### INDEPENDENT DIRECTORS

Dr. Sonal V. Ambani

Mr. Jagdish R. Naik

Mr. Ajit R. Sanghvi

Mr. Rustam N. Mulla (w.e.f. 17.03.2020)

Mr. Pradeep H. Gohil

### COMPANY SECRETARY

Mrs. Neha A. Poddar (w.e.f. 01.02.2020)

Mr. Damodar H. Sejpal (till 31.01.2020)

### CHIEF FINANCIAL OFFICER

Mr. Anand H. Sharma

### AUDITORS

P A R K & Company  
Chartered Accountants,  
Bhavnagar

### AUDIT COMMITTEE

Mr. Jagdish R. Naik, Chairman

Mr. Chirag A. Parekh, Member

Dr. Sonal V. Ambani, Member

Mr. Ajit R. Sanghvi, Member

Mr. Pradeep H. Gohil, Member

Mr. Rustam N. Mulla (w.e.f. 12.06.2020)

### NOMINATION AND REMUNERATION COMMITTEE

Mr. Pradeep H. Gohil, Chairman

Dr. Sonal V. Ambani, Member

Mr. Jagdish R. Naik, Member

Mr. Ajit R. Sanghvi, Member

Mr. Rustam N. Mulla (w.e.f. 12.06.2020)

## STAKEHOLDERS' RELATIONSHIP COMMITTEE

Mr. Ajit R. Sanghvi, Chairman

Mr. Chirag A. Parekh, Member

Dr. Sonal V. Ambani, Member

Mr. Jagdish R. Naik, Member

## CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Mr. Chirag A. Parekh, Chairman

Dr. Sonal V. Ambani, Member

Mr. Pradeep H. Gohil, Member

## REGISTERED OFFICE

B-307, Citi Point, J.B. Nagar,  
Andheri-Kurla Road, Andheri (East)

Mumbai-400 059 (India)

Phone: +91-22-4015 7817/18/19

Fax: +91-22-2825 8052

CIN: L26914MH1987PLC042283

Website:

[www.acrysilcorporateinfo.com](http://www.acrysilcorporateinfo.com),

[www.acrysil.com](http://www.acrysil.com)

## REGISTRAR & TRANSFER AGENT

M/s Bigshare Services Pvt. Ltd.

1st Floor, Bharat Tin Works Building,

Opp. Vasant Oasis Apartments,

Marol Maroshi Road,

Andheri East, Mumbai - 400 059  
(India)

Phone: +91-22-6263 8200/6263

8222/6263 8223

Fax: +91-22-2847 5207

E-mail:

[investor@bigshareonline.com](mailto:investor@bigshareonline.com)

Website: [www.bigshareonline.com](http://www.bigshareonline.com)

## INVESTOR CONTACT

Mrs. Neha A. Poddar  
Company Secretary and  
Compliance Officer  
C/o. Acrysil Limited,  
B-307, Citi Point, J.B. Nagar,  
Andheri-Kurla Road, Andheri (East)  
Mumbai-400 059 (India)  
Phone: +91-22-4015 7817/18/19  
E-mail: [cs.al@acrysil.com](mailto:cs.al@acrysil.com)

## BANKERS

HDFC Bank Limited  
Kotak Mahindra Bank Limited  
Citibank N.A.

## WORKS

Survey No.312, Bhavnagar-Rajkot  
Highway (13th Km.)

Navagam, Post: Vartej,  
Bhavnagar - 364 060, Gujarat  
(India)

Phone: +91-278-2540 218/893/392

Fax: +91-278-2540 558

# Our Identity

Acrysil incorporated in 1987 is promoted by the Parekh Family. Acrysil Limited, part of Acrysil Group, is one of the world leaders in manufacturing and marketing of Composite Quartz Kitchen Sinks engineered with German technology. Creating a benchmark with Quartz kitchen sinks, Acrysil has diversified into stainless steel

kitchen sinks, faucets, food waste disposers and built-in kitchen appliances such as chimneys, cook-tops, wine chillers etc. With the help of our strong network of distributors, we are presently able to cater over 55 countries.

Acrysil is rapidly moving ahead towards becoming a complete

solutions provider for luxury bathrooms and kitchens catering to the most discerning and style conscious consumers, while establishing the brand 'Carysil' & 'Sternhagen' as the world's most sought after designer brand in the 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

## Vision



To be the leading player in Kitchen and Bath segment.

## Core Values

**Creativity**

**Passion**

**Precision**

**Diversity**



# Chairman & Managing Director's Message

## “Driving Growth Developing Value

Dear shareholders,

“When the going gets tough, the tough get going.” These are the times which illuminate the difference between the complacent and the credible. The implications of the coronavirus pandemic have been incredible on various fronts. Around the world healthcare professionals and civil servants are toiling day and night to ensure a safe society for us. We, at Acrysil, applaud their efforts and thank them for such selflessness. As we look forward to the new fiscal year, I am optimistic about better living conditions, economic stability and a brighter future. In our commitment to being a socially responsible business, the Company donated ₹ 20 lakhs to the PM CARES fund and ₹ 5 lakhs to CM Fund as a small gesture in the fight against COVID-19.

### Our Strong Foundation:

Acrysil has worked hard over the years to earn the dominant stride in the industry. With emphasis on innovation and desire to make better products, the Company has only increased in terms of stature and impact. Our business is supported by strong fundamentals, values and ethics. We believe, with strategic product ranges and strong balance sheet & cash position, we are confident to emerge stronger from this crisis. We continue to stay positive and are confident that our actions taken during the year will help Acrysil to position on a solid strategic and financial footing for the long term. Continuing on a positive note from FY20, we are confident that our steps taken over the years will bear fruits towards the long-term interests

of the Company. With that note, I am pleased to present the annual report of Acrysil for FY 2019-20.

The year has been promising as your company had an impressive performance with good top-line growth in the midst of a challenging economic scenario. Your Company had its highest consolidated turnover of **₹ 276.23 crores** in FY20, which was **₹ 251.60 crores** in FY19 registering a growth of **9.79%**. EBITDA increased to **₹ 51.13 crores** in FY20 from **₹ 42.57 crores** in FY19, an increase of **20.11%**. The performances in the recently concluded year have set us on the path to realise our short-term goal of **₹ 300 crores** and has motivated us to continue towards achieving our medium-term goal and long-term goals, **₹ 500 crores** and **₹ 1000 crores** respectively. We are confident that our human capital,



market dominance, distribution network and product development will drive us towards our set goals.

#### **Building on Strengths:**

The COVID-19 outbreak has severely impacted nearly every economy and industries across the globe, leading to disruptions like labour issues, health concerns, safety management and supply chain troubles. These times lead to innovative ways of conducting operations, gaining new perspectives and developing new areas of growth. The times now call for to circumspect and analyse the adaptability of the business to bring renewed optimism and confidence.

We have sufficient production capacity to meet the existing demands and any additional demands in near future. With hopes of situations normalizing as the days go by, we expect to revert back to growth and promise. The population is now increasingly concerned about their health and safety, due to which they are not purchasing any discretionary items. However, our presence in the home improvement sector ensures that we will not be much impacted by this transition in consumer behaviour. As people continue to stay at home, they will be looking for home improvement products, leading to growth opportunities for us.

#### **Modernization:**

We believe that visualizing the future helps in making the right products for tomorrow. Innovation leads to improvement in the values of the product and helps in adding new dimensions. Our Quartz Apron Front sinks have marked a huge success in the North American market. Acrysil's constant rethinking

and development of its products have led to increased market presence and capturing the needs of the end-users. During the year, we introduced Quartz Anti-bacterial Sinks and Stainless Steel integrated worktops. We have also set up Special Purpose Machines (SPM) to ensure seamless installation of countertops which will boost the market overseas. Our newly commissioned Physical Vapour Deposition (PVD) plant provides a metallic finish for our Stainless Steel Kitchen Sinks.

#### **Entering New Categories:**

During FY20, we added new products to our portfolio and took initiatives to assert our dominance as Carysil & Sternhagen. Our products have a global appeal and have impressed both influencers and consumers all over the world. The brand Sternhagen offers the most premium experience our consumers deserve, and the new SH series have been launched to be more economical and futuristic. Furthermore, showers with new ceramics were introduced, which will improve our product range. The launch of our new Rose Gold collection of premium sanitaryware and bathroom fittings at Mumbai and Bengaluru showrooms, in the presence of celebrity interior designer Sussanne Khan, was a huge success. Under Carysil, we introduced a new chimney model named Miracle, which is equipped with a motion sensor, oil collector and auto-cleaning attributes. These products underline our dedication to keeping adding value to the products by harnessing technology.

#### **Expanding Presence:**

To increase our penetration, develop a strong network and capitalize on opportunities in North

America, we have incorporated a wholly-owned subsidiary "Acrysil USA INC" to deal in kitchen, bathroom and tile products. In the UK market, we enhanced our equity stake to 100% stake in Acrysil Products Limited, formerly known as Homestyle Products Limited. These steps underline our willingness to expand in the American and European markets and grow across the globe as a valuable and trustworthy brand.

#### **Looking ahead:**

As we enter FY21, we stay focused on creating growth opportunities while the world is emerging from the pandemic. It is our belief that there is enough space for the Company to grow and develop as an even stronger player. All our efforts are centered around the consumers we serve and we will continue to add value to their lives through our products and services. We are determined to improvise in technology and designs to continue dominating the market and appealing to mass consumers through both premium and economical products. We thank and applaud our employees for their continued dedication towards the goals of the Company and trusting its vision. Furthermore, we look forward to a long-lasting relationship with our business partners and shareholders as we embark on a journey of consistent growth and value addition.

Yours Truly,

**Chirag A. Parekh**  
Chairman & Managing Director

# History Timeline

