

CARYSIL

Kitchen Sinks &
Built-in Kitchen Appliances

STERNHAGEN
GERMANY



Acrysil Limited



**IDEAS
TO
OUTCOME**

**BRAND DEVELOPMENT
TALENT ACQUISITION
GLOBALISATION
EXPANSION
INNOVATION
DIVERSIFICATION**

**32ND
ANNUAL
REPORT
2018-19**

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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 2018-19.

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A TRIBUTE TO CHAIRMAN EMERITUS



Late Shri Ashwin M. Parekh, Founder and Chairman Emeritus of Acrysil, was born in July, 1939 and passed away in July, 2019. Under his guidance, the company progressed by leaps and bounds, and achieved its status of a dominant player in the market. Thanks to his continuous hard work and zeal, Acrysil is a global phenomenon for Composite Quartz Kitchen Sinks.

Mr. Parekh was one of the greatest industrialists in Bhavnagar. Apart from Acrysil, he had established Industrial Jewels Pvt.Ltd., Meccanica Plast Pvt. Ltd, and other organizations. His leadership and guidance motivate Acrysil to keep traversing on the path laid by him and realise the future he envisioned for the company.

We salute the man who built our past, strengthened our present, and blessed our future. May his soul rest his peace.

❧ "ACRYSIL FAMILY" ❧

OUR IDENTITY



VISION

To be the leading player in
Kitchen and Bath sinks.



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 VAUES

Creativity

Passion

Precision

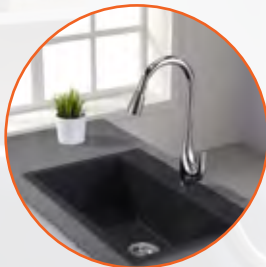
Diversity

IDEAS TO OUTCOME

Breakthrough ideas and their effective outcomes have been the foundation of evolution. An idea which brings positivity and a significant change in the lives of people, thereby empowering them to accomplish tasks in a better way, is what defines success. Curating world-class ideas and achieving the best designs which is backed by superior technology and deliver aesthetically appealing products is what drives our business. At Acrysil, we stay committed to constantly innovate that has laid the ground work for growth since the firms founding. We dream big as a team and ours are collective dreams as we want to deliver the best-in-class products that represent lavishness with unprecedented creativity to the global market. Never compromising with quality has been the motto over the years, and the variety of kitchen and bathroom products are evidence of our hard work. The models of our products and their variation over the years signify our willingness to innovate and provide customers multiple options. For three decades, Acrysil

has been able to transform ideas of stylish and efficient sinks and faucets. The outcome has been a never-ending trust of the customers on the products and a constant upsurge in sales.

With the aim of becoming one of the most popular and trusted brands globally, Acrysil looks to sustain its progress and amplify it for the future. We strive to challenge ourselves and reinvent our products so as to ensure market presence and enhance the customer experience. Today Acrysil is one of the most sought-after brands in India as well across 50 countries around the world, with the ever-growing list of clientele. Our firm was able to achieve this by embracing the entrepreneurial spirit that is required to nurture growth and prosperity for the organization we lead and serve. Success is the only constant when the heart and mind are concentrated on the singular aim of providing nothing but the best to the people. This is what drives Acrysil, and will motivate us to continue our winning stride.



CORPORATE INFORMATION

Chairman and Managing Director

Mr. Chirag A. Parekh

BOARD OF DIRECTORS

Dr. Sonal V. Ambani, Independent Director
Mr. Jagdish R. Naik, Independent Director
Mr. Ajit R. Sanghvi, Independent Director
Mr. Pradeep H. Gohil, Independent Director

COMPANY SECRETARY

Mr. Damodar H. Sejpal

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

NOMINATION AND REMUNERATION COMMITTEE

Mr. Pradeep H. Gohil, Chairman
Dr. Sonal V. Ambani, Member
Mr. Jagdish R. Naik, Member
Mr. Ajit R. Sanghvi, Member

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

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BANKERS

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

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CHAIRMAN AND MANAGING DIRECTORS MESSAGE

“We have a strong sustainable business growth model”

Chirag Parekh

Chairman & Managing Director

Dear shareholders,

It is with deep sorrow that I write to inform you regarding the passing away of our beloved Founder & Chairman Emeritus Shri Ashwin Parekh. On behalf of the Board Members and the shareholders, I salute the man who has built our past, strengthened our present and blessed our future. His blessings will forever guide us to the success and growth he had envisioned for Acrysil.

In the financial year 2018-19, Acrysil Ltd. achieved even more success as we increased our line of products and gained a stronghold in different markets. By introducing new trends and keeping up with the expectations of our customers, Acrysil has taken another step in becoming

one of the most dominant companies in the industry. By focussing on innovation and striving to make superior products, Acrysil has become even bigger in terms of stature and influence.

It is my belief that our strong foundation primes us to accomplish our short-term (INR 300 cr.), medium-term (INR 500 cr.), and long-term goals (INR 1000 cr.). It is our endeavour to achieve them by fostering human capital, marketing the brand, expanding our influence, increasing capacities, reinventing ourselves and growing our product line. Hence, we look to redefine the industry by continuing our successful stride and prove our dedication towards our investors, customers, employees, and the society. The year was marked by achievements and product innovation. Having existed for more than four decades, our products have become reflective of our hard work, dedication, and attention to detail. From sinks to bathroom appliances, Acrysil is well on its way of redefining kitchen and bathroom appliances.

Enhanced Outlook

Acrysil has performed consistently well over the years, and in FY 2018-19 the company continued its run on the back of its superior products and consumer trust. Numerous sinks have been given new looks and colours to make them trendy. Acrysil has been in the kitchen appliance market for more than three decades, and has steadily achieved an enviable stature. From quartz sinks to bathroom appliances, our progress in the industry has been an example of increasing value and perceiving the mind of the consumers regarding

all categories of products in our portfolio. Our financial performance is evidence to our improvement over the last financial year, as we recorded an increase in consolidated Earnings per share of 6.64 (F.V. ₹ 2/- per share) and increase in consolidated Profit After Tax by 42.81%.

Modernisation

It is evident from our performance over the years that we bank upon new products developed by our research and development team. The thought behind innovation is to increase the value of a certain product in a way never considered before. Acrysil's modern products, provided impetus via its market presence, make way for a home run as they capture every requirement of the user. An important part of modernisation is visualising the future, and all our products are loaded with features which pave the path for our upcoming endeavours.

The concept of 3D tiles is entirely new to the Asian market, while it has been very popular in the US. 3D tiles are built to offer the most premium bathroom experience to the consumers. It is a matter of pride for Acrysil as we are the only company in the world to offer such a product. With technology like Sani-Q being central to 3D tiles, it is our dedication to take the industry a level up.

New Developments

Sternhagen, one of the brands under Acrysil, is synonymous with the most exquisite and premium bath experience one can have. The cutting-edge technology and designs are meant to impress, while being durable due to being built out of high strength composite quartz. A brand-new SH series has been launched, which is economical and is aimed at getting more project orders. Additionally, we presented Relax 06, a new shower range, Polo and Opale, a range of new ceramics, Platz sinks, a new ceramic vanity basin, urinals in black colour, and Golden and Seerose faucets.

For Carysil, an affordable brand of Acrysil which is popular on a global scale, we launched numerous new projects. Miracle, a palm motion sensor and oil collector, Sand 90, a filter less and oil collector, Sam and Van, oil collectors with auto clean capabilities, are few of the new products we now offer in the market. The ovens in our product portfolio have been upgraded to new features to keep up with the trends, and we launched new BIO-01 and BIO-02 ovens.

Market Expansion

The vision behind Acrysil has been to change the bathroom and kitchen lifestyle of consumers. All our products, from the latest wine chillers to quartz sinks, are well received and the company has left a mark in the industry pertaining to creativity and excellence. According to the latest trends, the

kitchen and bathroom industry is set to multiply manifold. Keeping this in mind, we have decided to explore markets where we are yet to gain a foothold.

Having tasted success in the US, European and Asian markets, Acrysil is making efforts to foray into new markets, like Latin America. A sign of positivity is that the customers are increasing, which also affirms our stature as a popular brand which pays attention to innovation. The plans of expansion will be taking shape from the year 2020, as we look to capitalise on the presence of our representatives on all major countries of the world.

It is our goal to increase our manufacturing capabilities so as to achieve higher growth. With new products on the line, Acrysil is primed to become the brand associated with all segments of the market. This progress will be backed by reinventing and adding new features to our line of products to make them even more valuable.

Our consistent performance is evidence of the fact that Acrysil has a strong sustainable business growth model. By developing three different products under its umbrella, ensuring their market penetration, and keeping the customers satisfied with constant innovation is the signature of an organisation on the right track. Your company looks to continue traversing on this path and capitalising on its strengths, so as to enhance our market outlook and become synonymous with excellence, sustenance, and dependability.

At Acrysil, we continue to believe that our market opportunities are broader. We are taking up initiatives to increase sales for all the products. The bottom-line is we are seizing the day, to emerge better tomorrow while also working hard to strengthen our core to make the business operations more flexible.

I would like to thank the employees, the shareholders, and the government for their never-ending support. Our stature and respect in the industry would not have been possible without their continuous motivation and support. We look forward to the same support in the future.

Regards,
Chirag Parekh
 Chairman & Managing Director

MILESTONES

