

**CARYSIL®**

Kitchen Sinks &  
Built-in Kitchen Appliances

**STERNHAGEN**  
GERMANY



## Brand Building through **Innovation & Technology**

- ▶ BRAND DEVELOPMENT
- ▶ TALENT ACQUISITION
- ▶ GLOBALISATION
- ▶ EXPANSION
- ▶ INNOVATION
- ▶ DIVERSIFICATION

**35<sup>th</sup>**  
ANNUAL  
REPORT  
2021-22

# What's inside

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## INVESTOR INFORMATION

### CIN

L26914MH1987PLC042283

### ISIN

INE482D01024

### BSE Code

524091

### NSE Symbol

ACRYSIL

### Dividend Declared

Total ₹ 2.40/- per Equity Share  
(Interim: ₹ 1.20/- per Equity Share &  
Final: ₹ 1.20/- per Equity Share)

### AGM Date

September 29, 2022

### AGM Venue/Mode

Video Conferencing (VC)/ Other Audio -  
Visual Means (OAVM)

Please find our online version of  
Annual Report at:

[http://www.acrysilcorporateinfo.com/  
investor-relations/annual-reports](http://www.acrysilcorporateinfo.com/investor-relations/annual-reports)  
or Simply scan the QR code below to  
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## Tribute to Late **Shri Ashwin M. Parekh**



Late Shri Ashwin M. Parekh was the founder and the Chairman Emeritus of Acrysil. He was the one who established the groundwork for the organisation's illustrious legacy. The Company not only progressed but made a mark globally under his able supervision and guidance. Shri Ashwin M. Parekh was a man with fortitude and foresightedness. He was instrumental in the Company's transformation from a regional player to a globally recognised brand.

The core of his belief revolved around the fact that innovation and customer satisfaction are the heart of the Company's success. He had also initiated Acrysil's dedication to 'Serve and Grow'. Over the course of three decades, Shri Ashwin M. Parekh led the Company to the next level and established the business as a bankable name. Today, we have grown to become a brand with strong association with leading global companies for distribution and marketing of its products.

Born in July 1939, Shri Ashwin M. Parekh hailed from the city of Bhavnagar. He was an entrepreneur with undaunted spirit, wisdom and expertise across various industries.

Shri Ashwin M. Parekh was a visionary and believed in setting benchmarks. His morals indeed motivated the entire team. We pay respect and salute him for his guidance and encouragement that kept intact to our purpose throughout the journey. We strive to stay determined in following his footsteps and traverse the organisation toward its end-goal as foreseen by him.

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**Chirag A. Parekh**

Chairman and Managing Director

## Brand Building through **Innovation & Technology**

At Acrysil, innovation is the legacy underpinned by technology and customer-centricity. With each passing day, we are exploring newer ways to create value in a digitally transformed world and stepping-up with shifting customer needs.

Our consistent focus on building brand awareness keeps us aligned to meet the changing lifestyle needs, aspirations and daily kitchen & bath rituals of customers globally. We are consistently nurturing our products with modern technology and nourishing with innovation.

The unwavering efforts and relentless pursuit towards calibrating new products have fostered synergies for a better future.

For us innovation, empowerment and agility are the key enablers to enrich customer experience and enhance brand visibility each day.

We are taking the next leap of launching the brand globally and gearing for the future.





22%

5-year Revenue CAGR

32%

5-year EBITDA CAGR\*  
(including gain on foreign  
exchange)

24%

Return on Capital  
Employed in FY2022

52%

5-year PAT CAGR

29%

Return on Equity in  
FY2022

23.5%

EBITDA Margin in  
FY2022

## Acrysil at a **Quick Glance**

*@Acrysil is all about #innovation, #lifestyleproducts #comfortconveniencecare #technology #customersatisfaction#Carysil#Sternhagen*

At Acrysil, we are driven by our passion to offer ease and elegance through our well-curated Kitchen & Bath lifestyle products, enhancing luxurious living.

We remain aligned to our commitment 'to go beyond customer satisfaction' by bringing enriching lifestyle product choices on the table that are a blend of aesthetics, innovation and technology. This remains constant and integral to our purposeful endeavours, thereby, leading our path towards setting industry benchmarks of innovation and quality.

Our diversified and robust product portfolio comprises Quartz kitchen sinks, Stainless Steel kitchen sinks, faucets, food waste disposers to built-in kitchen appliances such as chimneys, cook-tops, wine chillers, dish washer, built in ovens, micro wave ovens, ice and coffee makers and many more along with bathroom products like WCs, fittings and highlighter tiles among others.

The unparalleled trust gained for the brands 'Carysil' and 'Sternhagen' is a testimony of the uniqueness of our products and our expertise in the domain.

## Must know about us

### 35+

Years of experience and expertise

Global manufacturer of "Composite Quartz Kitchen Sinks" in India with German Technology

### 10,00,000

Installed Quartz sinks capacity per annum

as on June, 2022

Introduced  
**PVD technology**  
in Stainless Steel Sinks

**55+ countries**  
Creating a mark across

### 1,880+

dealers

as on July, 2022

### 98+

Galleries

### 82+

Distributors

### 539

Employees

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

Certifications

## What we believe in

### 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



## What drives us



### Core Values

- Creativity
- Passion
- Precision
- Diversity



### Corporate Values

- Passion for growth
- Speedy execution
- Teamwork
- Customer focus
- Boundaryless organisation
- Creation of shareholders value
- Continuous improvement-innovation, creativity and cost reduction



### Behaviour and Principles

- Transparency
- Trust and respect
- Sustainability
- Social responsibility
- Environment friendly
- Empowerment and accountability
- Welfare and safety of employees

## Chairman's **Communique**

Dear Shareholders,

It gives me immense pleasure to reconnect with you this year. The year has been quite eventful. Mass vaccinations, ease of restrictions and the re-opening post pandemic saw the light of the day. However, the world has continued to remain in uncharted waters witnessing recurrent pandemic waves, geopolitical turmoil, inflationary pressures, climate change issues and their impact across the economies. Despite the tough waters, I'm proud to say that India's inherent strength, vigour and resilience has helped our country, remain one of the fastest growing economies globally. Notwithstanding the external environment, we at Acrysil, continued to make headways towards achieving our goals and ensuring long-term sustainable growth.

Our agile business model, pragmatic approach and empowered team gives us the ability to take cautious risks and has enabled us to create long-term value for all our stakeholders despite all odds. We strive for excellence across our financial as well as non-financial performance. This is showcased through our impressive financial performance for yet another year. Our topline, EBITDA and PAT stood at ₹ 483.90 Crore, ₹ 113.39 Crore and ₹ 65.26 Crore respectively, thereby depicting growth by a commendable rate of 56%, 54% and 66% respectively. Even in the phase of supply chain disruptions, inflationary pressures and uncertainties we have delivered margins in the 20%+ range. Demand for our products has remained strong and our team's undaunted spirit helped in delivering even amidst external headwinds. We are now approaching our medium-term target of ₹ 500 Crore.

### **BUILDING SYNERGIES**

I would like to take this opportunity to inform you that on April 1, 2022, our Company's WOS Acrysil UK Limited has acquired Tickford Orange Limited, holding company of its operating subsidiary Sylmar

Our agile business model, pragmatic approach and empowered team gives us the ability to take cautious risks and has enabled us to create long-term value for all our stakeholders despite all odds. We strive for excellence across our financial as well as non-financial performance.



Technology Limited. We acquired the Company for an aggregate consideration worth £ 11 Million, which is funded by a mix of both debt and internal accruals. This acquisition will help us build on the combined strengths of both the organisations in unlocking synergies through scale, cross-selling, brand building, entering into complementary product segment and accessing loyal customer base. Most importantly, it will open-up potential export markets thereby creating a distinctive value proposition for all customers, employees, investors and stakeholders.

### NURTURING LOCAL, LAUNCHING GLOBAL

Aspirations are inseparable from human emotions. Over the last three decades, we have built a solid foundation, driven by innovation and have created several technology differentiators to offer unique products to our customers. Every action of ours is directed to enrich customer's quality of life and enhance shareholder value. In doing so, we have taken several strategic initiatives during the year to keep the Company positioned for future growth. We have continued to build on our capabilities, drive innovation, invest in branding, expand capacities and pursue exciting growth opportunities throughout the organisation.

Our emphasis on increasing penetration in domestic markets and nurturing localisation has been fruitful by collaborating with a renowned Bollywood celebrity, Ms. Vaani Kapoor, and successfully conducting the campaign **#TheHeartofMyHome** for our brand 'Carysil'. The branding and promotion activities have enhanced the visibility and resulted into tremendous response for our products.

During the year, we also launched our website '**carysilshop.com**', to increase our focus on offering more products through omni-channels. We have also partnered with Amazon and Pepperfry. The response has been phenomenal with sales ticking at double digit growth through online channel and organic route. This has not only improved our brand recall but has

also helped us to reach out to the masses across the country.

We further plan to expand our retail presence significantly. During the current financial year 2022-23 we have added 300+ dealers to our network. Additionally, we are working towards creating a world-class exclusive one-of-its kind experience centre in Gurgaon. The intent is to better interact with customers directly and gauge their aspirations so as to offer them first-hand rejuvenating experience through the live kitchens and demonstration rooms built in our stores.

Acrysil continues to strive to innovate and introduce latest products in the market and establish standards never achieved before. Our endeavour is to make Acrysil an undisputed leader by being a one-stop-brand for kitchen products and reach out to an even wider geography. On the global front we are penetrating deeper into existing markets and spreading wings in new markets with a strong focus on the **GCC countries, UK, France and the US**.

As we leverage on our expertise, our partners leverage on us on our strengths. Our partnership with IKEA has taken another stride. They have doubled their requirement of Composite Quartz Kitchen Sinks for their global supply by adding new moulds following the success of existing ongoing business. Our successful association with Grohe since 2019 for Composite Quartz Sinks and extension of our association with regards to supply of Stainless Steel Sinks is a testament of our commitment towards quality and unique offerings. We have also recently inaugurated a lifestyle experience exclusive store at Dubai which is witnessing strong customer inclination.

### STEP TOWARDS ATMANIRBHAR BHARAT

With an aim to make India the manufacturing hub and a preferred alternative destination, we have aligned our strategies on the same lines. The shift in consumer behaviour, rapid urbanisation and changing lifestyles has contributed to the growth of lifestyle aspirational products. To cater to the rising global home improvement market demand, which

is expected to be worth USD 500 Billion by 2028 from USD 334 Billion in 2021 (Source: BlueWeave Consulting), we have not only been adding capacities for the sink segment but also adding new lines for manufacturing new product range in the future.

We have increased our Quartz sink capacity from 5,00,000 units p.a. in 2019 to 10,00,000 units p.a. as on June, 2022 through brownfield route (we closed the financial year 2021-22 with a capacity of 8,40,000 units).

### PEOPLE POWER

Human resource is the cornerstone of our organisation. Our team's fortitude has led us to defy all the odds. Values are the guiding force behind our culture, people and actions. They keep everyone aligned to work towards our common goal of ensuring growth and success of the organisation. Our Company's heritage of innovation, growth and value creation over the last 35 years has only been owing to the tireless efforts of our people. During the year, we announced several key leadership appointments. We are creating a proper hierarchy across our domestic and international market to fuel our growth.

### CLOSING NOTE

As I conclude, the important takeaway of this financial year is that we are now ready for the next leap. We are aggressively going global, serving our brands to the customers and capitalising on the Indian market. We are confident to deliver on our commitments. Being a responsible corporate citizen, our focus on triple bottomline of ensuring environment stewardship, uplifting communities and progressive growth continues to be the heart of all our values. We would like to thank all our stakeholders, partners, employees, investors, customers for your continued support and faith in us.

Look forward to reconnect next year. Until then, stay safe!

Best Regards

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

## Establishing A **Global Brand Presence**



We are building further inroads to penetrate deeper in the existing markets while expanding our geographical presence to newer markets.

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