

The background of the entire page is a dynamic, high-speed photograph of water splashing, creating numerous droplets and ripples in shades of blue and white.

# REFRESHED REALIGNED

**ANNUAL  
REPORT  
2013-14**

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A high-speed photograph of a water droplet falling into a pool of water, creating a series of concentric ripples. The background is a solid blue color.

# HOW DO WE INTERPRET THIS MOMENT?

**We are optimistic as we see opportunities all around. However, in a progressively competitive market, there are no low-hanging fruits to be plucked, but with our refreshed thinking and realigning strategy, we are confident of sustainable growth, despite a changing business landscape.**

It means we have to keep transforming in order to create a customer experience that is unique and a value proposition that is unmatched.

We are executing a bold agenda for change - from consolidating existing capabilities to enhancing capacities, stepping up investments to propelling innovation and

widening presence nationally and internationally.

We are making the most of the opportunities by consistently infusing new ideas, countering challenges and modifying the way we operate. To significantly create value for customers and other stakeholders – for the near term, for this decade and beyond.



## A REFRESHING PROSPECT FOR CHANGE IS HERE...

**... and it will come through relentless focus on customer aspirations and ways in which we can help them realise their desires.**

We have taken strategic decisions in key areas to drive growth in the Company and create better products for our discerning customers in India and the world. Our legacy of value creation stretches back to more than five decades. The industry reality has considerably changed since we started, but our commitment to remain industry stalwarts for all our products remain unwavering.

We have sustained significant market share for both our divisions (Building Products and Packaging Products), despite challenges. Apart from being a frontrunner in the sanitaryware segment, the AGI brand, from our Packaging Products Division too is the second largest industry player. We have also ventured into the specialty home interior space in the year 2007 through our retail venture; EVOK. Today it has 19 outlets: 16 big formats and 3 specialty stores, across India.



## 2013-14 in perspective

**18%**

REVENUE GROWTH IN  
BUILDING PRODUCTS  
DIVISION

**2.65%**

INCREASE IN EBITDA OVER  
LAST YEAR

**2.31%**

INCREASE IN EBITDA  
MARGIN IN BPD

**2.5**mn  
pieces

THE CAPACITY OF THE  
NEW FAUCET PLANT  
AT KAHARANI,  
RAJASTHAN

**89%**

AVERAGE CAPACITY  
UTILISATION OF  
SANITARYWARE PLANTS

**100+**

NEW PRODUCTS &  
DESIGNS LAUNCHED  
DURING THE YEAR



# EXCITING PRODUCT LAUNCHES

## Queo



### Features

Luxury range which introduced 7 new series of bathroom products designed by internationally renowned design professionals.

### Range

- **Nautilus** – washbasins & water closet
- **Fedra** – washbasin & water closet
- **Enzo** – Washbasin & water closet
- **F-Clair** – Bath/shower and basin mixers with colour therapy
- **F-Elegant** – Faucets, bath & shower mixer
- **F-Mosaico & Mosaico Oro** – Series of faucets with handcrafted stones
- **F-Asteria** – Wall hung basin with built-in closet

## Amore



### Features

New brand launch. A range of wellness products that are in tune with today's time, 'bathroom as a spa'.

### Range

- Massage tubs
- Multifunctions
- Shower enclosures
- Shower panels

## hindware Italian Collection/hindware Art/hindware



### Features

Assortment of designs characterised by clean lines, smooth surface with intricate details. A beautiful integration of functional benefits packaged in eye catching designs.

### Range

Nearly 25+ new designs in all product verticals. Launched different products under series named: Atlanta, Twilight, Modena, Enigma and Armada.

## hindware Tiles



### Features

Technologically smart, trend setting modern age tiles.

### Range

HD Digital, concept series.

## hindware Kitchen Appliances



### Features

Product bouquet was enlarged across all product verticals.

### Range

Eight new models of hoods; Island, Designer and Auto clean; over 10+ new models of Built-in Ovens, Microwaves, Cooktops and Cooking range and new models of Built-in Hob, Induction cooktop.

## Benelave



### Features

Complete range of world-class bath fittings, accessories and sanitaryware

### Range

Introduced sanitaryware which offer elegance, durability and ease of use.

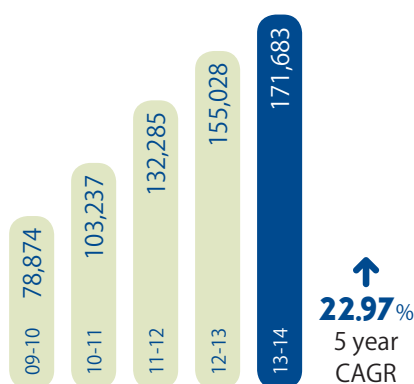


# FINANCIAL PERFORMANCE

The macro-economic conditions were difficult, but at HSIL, we focused on our business fundamentals, which helped us deliver sustainable numbers.

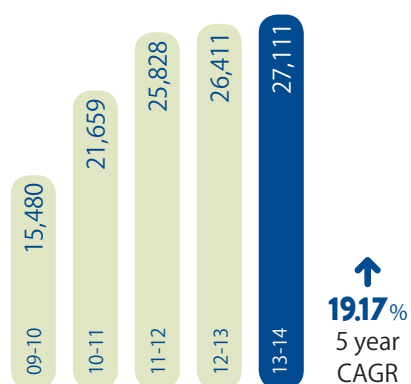
## Net Turnover

(₹ in lacs)



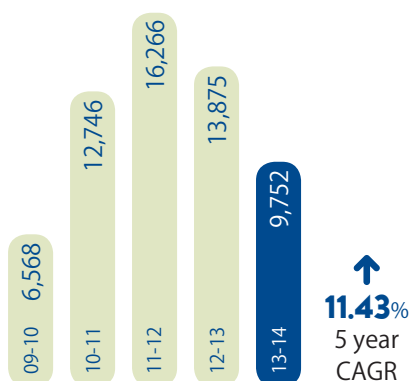
## EBITDA

(₹ in lacs)



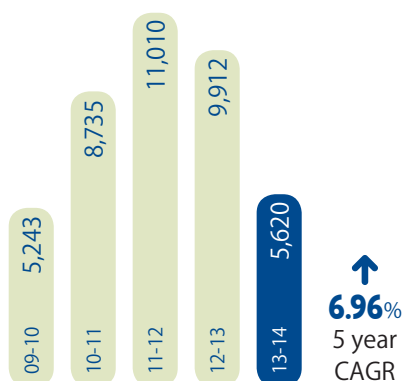
## PBT

(₹ in lacs)



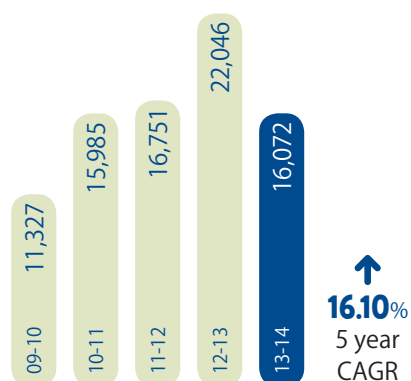
## PAT

(₹ in lacs)



## Cash Profit

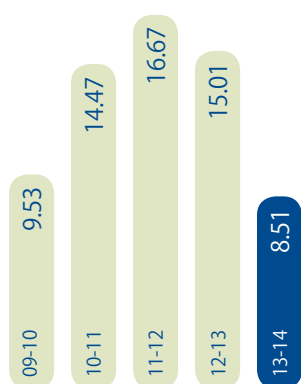
(₹ in lacs)





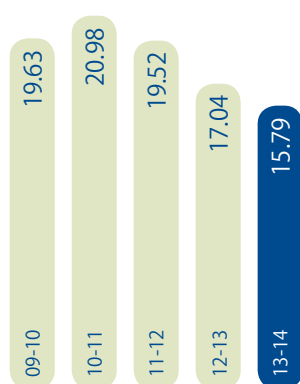
## EPS

(₹)



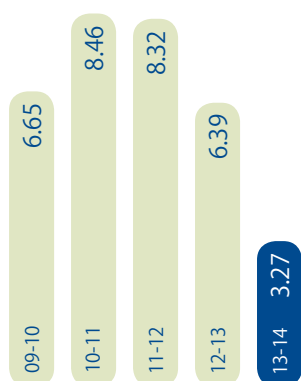
## EBITDA Margin

(%)

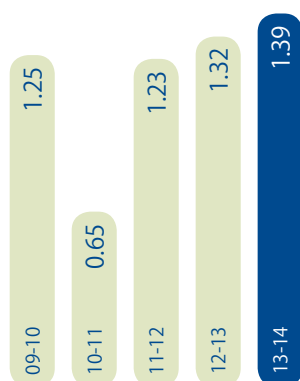


## PAT Margin

(%)



## Debt-Equity Ratio





# WE SHAPE

**At HSIL, we have built an impressive track record of fulfilling customer aspirations, thanks to:**

- Consistent quality focus
- Enhanced convenience combined with aesthetics
- Globally benchmarked standards
- World-class designs
- Robust durability
- Water conserving models