

SOMANY CERAMICS

RESULT UPDATE

KEY DATA

Rating	BUY
Sector relative	Outperformer
Price (INR)	514
12 month price target (INR)	591
52 Week High/Low	754/395
Market cap (INR bn/USD bn)	21/0.2
Free float (%)	45.0
Avg. daily value traded (INR mn)	42.8

SHAREHOLDING PATTERN

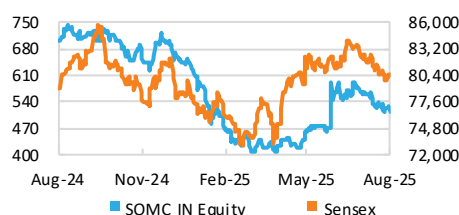
	Jun-25	Mar-25	Dec-24
Promoter	55.01%	55.01%	55.02%
FII	1.39%	1.49%	1.56%
DII	23.01%	23.63%	23.61%
Pledge	0%	0%	0%

FINANCIALS

(INR mn)

Year to March	FY25A	FY26E	FY27E	FY28E
Revenue	26,588	28,495	30,633	32,983
EBITDA	2,209	2,661	3,003	3,325
Adjusted profit	601	1,008	1,279	1,536
Diluted EPS (INR)	14.6	24.6	31.2	37.4
EPS growth (%)	(38.0)	67.9	26.8	20.1
RoAE (%)	8.1	12.4	14.0	14.8
P/E (x)	34.9	20.8	16.4	13.7
EV/EBITDA (x)	14.3	11.1	9.4	7.9
Dividend yield (%)	0	0.6	0.6	0.6

PRICE PERFORMANCE



Volumes weak; lower utilisation drags

Somany Ceramics (SOMC) posted weak Q1FY26 results. While volumes rose ~3% YoY, margins came in at 8%. Realisations were flat during the quarter due to demand pressure and lower utilisation. Given higher depreciation, PAT fell 16% YoY. SOMC maintains volume growth guidance of high single-digits in FY26 with a 100–150bp improvement in EBITDA margin as utilisation level for the Max plant picks up. The company remains focused on maintaining a strong balance sheet.

Given strict discipline on cash flows and balance sheet, we reckon Somany shall be the beneficiary when sectoral headwinds reverse. Retain 'BUY' with a revised TP of INR591 (earlier INR561) based on 18x Q1FY28E EPS.

Volumes below estimate; targets high single-digit growth in FY26

SOMC reported volume growth of 3% YoY, below our estimate (7%) while realisations were flat YoY. Demand remains weak across the country. An export slowdown from Morbi continues to hurt with surplus capacity redirected to domestic markets. The share of the B2B segment was 25%, which SOMC aims to ramp up by 2%. During Q1, sanitaryware contributed INR630mn to the top line (INR610mn in Q1FY25) and the company expects low double-digit growth. While Q1FY26 has been sluggish with demand pressure and muted exports, SOMC expects tile volumes to grow in high single-digit in FY26, aided by a better performance in July.

Margin dips led by weak demand and lower utilisation

In Q1FY26, margins fell to 8% (-50bp YoY) despite stable gas prices driven by lower utilisation levels and JV performance. Furthermore, the Max plant's ramp-up has been slow with utilisation levels reaching 51% for Q1FY26. The company is investing INR500mn on two additional press lines at Max, to manufacture non-value added, aimed at increasing utilisation levels to 75% in H2FY26. SOMC has also undertaken cost rationalisation measures such as maintaining ad costs and curtailing travel expenses. Management maintains their guidance of 100–150bp improvement in EBITDA margins.

Strong focus on balance sheet; high hopes on Durabuild

While its working capital days increased by four days to 17 in Q1FY26, the receivables days have gone down by 62 days. Through the Durabuild acquisition, SOMC aims to tap into the construction chemical business (a completely new segment for SOMC). The company wants to focus on the waterproofing IPs of Durabuild (concrete, bathrooms, terraces and walls). SOMC pegs the market size at INR60bn for adhesives and ad mixture each.

Financials

Year to March	Q1FY26	Q1FY25	% Change	Q4FY25	% Change
Net Revenue	6,044	5,786	4.5	7,690	(21.4)
EBITDA	482	490	(1.6)	625	(22.9)
Adjusted Profit	104	123	(15.6)	213	(51.4)
Diluted EPS (INR)	2.4	2.9	(15.6)	5.0	(51.4)

Financial Statements

Income Statement (INR mn)

Year to March	FY25A	FY26E	FY27E	FY28E
Total operating income	26,588	28,495	30,633	32,983
Gross profit	13,784	15,102	16,389	17,745
Employee costs	3,547	3,796	4,061	4,346
Other expenses	8,028	8,646	9,324	10,074
EBITDA	2,209	2,661	3,003	3,325
Depreciation	903	911	941	972
Less: Interest expense	524	423	363	303
Add: Other income	90	99	109	120
Profit before tax	852	1,427	1,808	2,170
Prov for tax	272	414	524	629
Less: Other adj	0	0	0	0
Reported profit	601	1,008	1,279	1,536
Less: Excp.item (net)	0	0	0	0
Adjusted profit	601	1,008	1,279	1,536
Diluted shares o/s	41	41	41	41
Adjusted diluted EPS	14.6	24.6	31.2	37.4
DPS (INR)	0	3.0	3.0	3.0
Tax rate (%)	32.0	29.0	29.0	29.0

Important Ratios (%)

Year to March	FY25A	FY26E	FY27E	FY28E
Volume Growth (%)	2.2	7.0	7.0	7.0
Realisation Growth	(1.6)	(1.0)	(1.0)	(1.0)
Capex (INR mn)	718.3	60.3	402.0	402.0
EBITDA margin (%)	8.3	9.3	9.8	10.1
Net profit margin (%)	2.3	3.5	4.2	4.7
Revenue growth (% YoY)	2.6	7.2	7.5	7.7
EBITDA growth (% YoY)	(12.8)	20.5	12.9	10.7
Adj. profit growth (%)	(38.0)	67.9	26.8	20.1

Assumptions (%)

Year to March	FY25A	FY26E	FY27E	FY28E
GDP (YoY %)	6.5	6.5	6.5	6.5
Repo rate (%)	5.3	5.3	5.3	5.3
USD/INR (average)	75.0	75.0	75.0	75.0
Packing % of Sales	3.9	4.0	4.0	4.0
Fuel cots % of Sales	18.9	19.3	19.4	19.5
Manf exp % of Sales	5.4	5.0	5.0	5.0
Employee % of Sales	13.3	13.3	13.3	13.2
Promotion % of Sales	2.0	2.0	2.0	2.0
Dep % of Gross Block	6.1	6.1	6.1	6.1

Valuation Metrics

Year to March	FY25A	FY26E	FY27E	FY28E
Diluted P/E (x)	34.9	20.8	16.4	13.7
Price/BV (x)	2.7	2.4	2.2	1.9
EV/EBITDA (x)	14.3	11.1	9.4	7.9
Dividend yield (%)	0	0.6	0.6	0.6

Source: Company and Nuvama estimates

Balance Sheet (INR mn)

Year to March	FY25A	FY26E	FY27E	FY28E
Share capital	82	82	82	82
Reserves	7,635	8,494	9,623	11,008
Shareholders funds	7,717	8,576	9,705	11,090
Minority interest	726	730	735	740
Borrowings	3,019	2,619	2,219	1,819
Trade payables	3,343	4,403	4,683	5,010
Other liabs & prov	3,821	2,935	3,167	3,380
Total liabilities	19,669	20,307	21,553	23,083
Net block	10,122	9,713	9,273	8,803
Intangible assets	171	171	171	171
Capital WIP	163	163	163	163
Total fixed assets	10,456	10,047	9,608	9,138
Non current inv	38	38	38	38
Cash/cash equivalent	1,073	2,632	3,787	5,251
Sundry debtors	3,688	3,123	3,441	3,705
Loans & advances	57	63	69	76
Other assets	4,356	4,405	4,612	4,877
Total assets	19,669	20,307	21,553	23,083

Free Cash Flow (INR mn)

Year to March	FY25A	FY26E	FY27E	FY28E
Reported profit	601	1,008	1,279	1,536
Add: Depreciation	903	911	941	972
Interest (net of tax)	351	283	243	203
Others	(1,105)	406	(281)	(196)
Less: Changes in WC	(662)	345	(19)	3
Operating cash flow	1,412	2,264	2,201	2,511
Less: Capex	(834)	(160)	(502)	(502)
Free cash flow	578	2,104	1,699	2,009

Key Ratios

Year to March	FY25A	FY26E	FY27E	FY28E
RoE (%)	8.1	12.4	14.0	14.8
RoCE (%)	12.1	15.8	17.7	18.8
Inventory days	98	97	99	98
Receivable days	48	44	39	40
Payable days	127	106	116	116
Working cap (% sales)	4.9	2.1	2.0	1.9
Gross debt/equity (x)	0.4	0.3	0.2	0.2
Net debt/equity (x)	0.2	0	(0.2)	(0.3)
Interest coverage (x)	2.5	4.1	5.7	7.8

Valuation Drivers

Year to March	FY25A	FY26E	FY27E	FY28E
EPS growth (%)	(38.0)	67.9	26.8	20.1
RoE (%)	8.1	12.4	14.0	14.8
EBITDA growth (%)	(12.8)	20.5	12.9	10.7
Payout ratio (%)	0	12.2	9.6	8.0

Q1FY26 conference call: Key highlights

Opening remarks

- Muted demand
 - Low sales in India
 - Lower exports from Morbi in Q1
- Exports: INR180bn (further decline of another INR20bn in FY26).
- Operating margins: Low capacity utilisation.
- JV faced maximum pressure.
- Max plant: High-end tiles: Corrective actions taken to improve utilisation. Expect better in H2.
- Sanitaryware: Kiln shutdown- but now back to 100% - better quality and yield.
- Extra depreciation: INR 50mn due to the reduction of life of some assets
- Capacity 71% utilisation
- Sales split: Ceramics:34%; PVT: 26% and GVT: 40%
- Brand spends: In line with last year
- Working capital has increased by four days
- Increase of 65 dealers.
- Guidance maintained: high single digit growth; EBITDA expansion of 1–1.5%
- Concluded the JV with Durabuild: -Water proofing products
- July was good. August should be better.

Guidance

- Margins would improve with higher utilisation. Utilisation levels shall be better than last year. 1–1.5% margin expansion

Industry

- Realisation is not going down
- Export: current trends: It should be in the same region.
- Morbi: Only surviving because of extremely high scale of GST evasion.
- Leader will want to gain volumes: But it shall be temporary and knee jerk reaction.
- Market share: domestic players flat
- Gas prices: gone down slightly- across India, largely flat

Durabuild acquisition

- 150 different IPs
- Three years: option to buy
- 75% and then the rest
- Construction chemicals.
- Concentrating on the waterproofing IPs.
- INR60bn market on which the company is focusing

- Water-proofing : Starting from concrete to bathrooms, terrace and walls.
- Kasika, croche and Asian Paints other players.
- Ad mixtures: in concrete, INR60bn market- additive in RMC plant.
- Top line of the company:- Adhesives: INR20mn and INR60/70mn of ad mixture
- Ad mixture is B2B/Adhesives is B2C or B2B
- Entering into hardware shops

Current demand scenario

- Further gone down with pressure.
- Value-added segment: Under pressure post quarter.

Company-specific performance

- Small price hike has been taken in July
- Export will be higher for the company with a low base
- Max plant: 51–52% utilisation (target: 75% utilisation by H2FY26).
- Higher trading volumes: due to two JVs, which were exited.
- Wall tiles under pressure- Balancing equipment added.
- Max plant: 65mn during Q1. Confident of next year reducing it to zero.
- Sanitaryware and faucet: top line INR630mn (610mn)- early double digit expected
- Faucets: From INR 280mn increased to INR 310mn

Cost

- No major employee related expenses have been cut
- No following the peers
- Ad costs: maintaining- as a percentage of revenue- it will be slightly higher
- Travel more effective: cautious; using more teleconferencing facilities

Miscellaneous

- Receivables have gone down by one day
- No further movement expected there
- Investment of INR500mn in SMPL:
 - Some press to be added at Max: two additional- to produce slightly non-value added products- also adding balancing equipment
 - To cover certain losses.
- B2B: 25%- efforts to improve by 2–3%.
- 4–5% in margins between retail and projects; delayed
- 41% North 27% is south; Rest between East and west
- Q4 generally is better: higher sales push+ government spending is heightened
- Annual depreciation: INR1.10bn

Exhibit 1: Financial snapshot (INR mn)

Year to March	Q1FY26	Q1FY25	% change	Q4FY25	% change	FY26E
Revenues	6,044	5,786	4.5	7,690	(21.4)	28,495
Raw material	2,890	2,485	16.3	4,171	(30.7)	13,393
Staff costs	872	868	0.5	894	(2.5)	3,796
Others	1,800	1,944	(7.4)	2,000	(10.0)	8,646
Total expenditure	5,563	5,296	5.0	7,065	(21.3)	25,834
EBITDA	482	490	(1.6)	625	(22.9)	2,661
Depreciation	260	192	35.5	291	(10.8)	911
EBIT	222	298	(25.5)	334	(33.4)	1,750
Less: Interest Expense	127	135	(5.9)	122	4.4	423
Add: Other income	19	21	(9.1)	38	(49.9)	99
Add: Prior period items						0
Add: Exceptional items	0	0		0		0
Profit Before Tax	114	184	(38.0)	250	(54.4)	1,427
Less: Provision for Tax	40	61	(34.0)	63	(35.4)	414
Less: Minority Interest	-30	-0		-26		5
Add: Share of profit from associates						0
Exceptional Items(Net of tax)	0					
Reported Profit	104	123	(15.6)	213	(51.4)	1,008
Adjusted Profit	104	123	(15.6)	213	(51.4)	1,008
No. of Diluted shares outstanding (mn)	42	42		42		41
Adjusted Diluted EPS	2.4	2.9	(15.6)	5.0	(51.4)	24.6
P/E (x)						12.2
EV/EBITDA (x)						8.2
ROE (%)						11.4
As % of net revenues						
Raw material	47.8	42.9		54.2		47.0
Staff expenses	14.4	15.0		11.6		13.3
Other expenses	29.8	33.6		26.0		30.3
EBITDA	8.0	8.5		8.1		9.3
Net profit	1.7	2.1		2.8		3.5

Source: Company, Nuvama Research

Company Description

SOMC is the third largest player in the Indian tile industry with market share pegged at 6% in FY19. It is the second largest company in India in terms of profitability after Kajaria Ceramics. Currently, the company has access to capacity of 62msm distributed across 9 plants. SOMC has also ventured into in-house manufacturing of sanitary ware products and has total capacity of 1.3mn pieces p.a. From being a ceramic wall and floor tiles manufacturer, it has diversified its product portfolio to polished vitrified tiles, glazed vitrified tiles and sanitary ware and bath fitting. Retail and institutional businesses contribute 70% and 30% to the company's revenue, respectively. It also caters to brand-enhancing names under institutional and retail sales.

Investment Theme

SOMC has captured 6% market share of the domestic tiles industry anchored by a comprehensive product range, innovative products, aggressive brand spending, extensive distribution network and outsourced manufacturing. We anticipate the company's current endeavour to build manufacturing capacities primarily in value-added products to yield superior profitability and boost market share. Further, the company is on track to reduce debt and discontinue its treasury operations, which should help improve cash flow.

Key Risks

Slowdown in the real estate sector: The tile industry's growth is highly dependent on overall economic development and the real estate sector. Any slowdown in the real estate sector will dampen KJC's growth prospects.

Intensifying competition: The tile industry is highly fragmented with the unorganised sector accounting for more than 50% value share and ~60% volume share. While Morbi players are currently focussing on exports, any slowdown in exports or over capacity addition could intensify competition in domestic market and may have detrimental effects on KJC's revenue.

Additional Data

Management

Chairman and MD	Mr. Shreekant Somany
CEO and MD	Mr. Abhishek Somany
CFO	Mr. Sailesh Kedawat
CS	Mr. Ambrish Julka
Auditor	Singhi & Co

Holdings – Top 10*

% Holding		% Holding	
Kotak AMC	6.90	Kirtivardhan Fi	1.03
Franklin Resour	5.23	ICICI AMC	0.66
Nippon India	4.78	Dimensional fun	0.47
L&T MF	4.23	State street co	0.03
New Mark India	1.10	Nomura holdings	0.02

*Latest public data

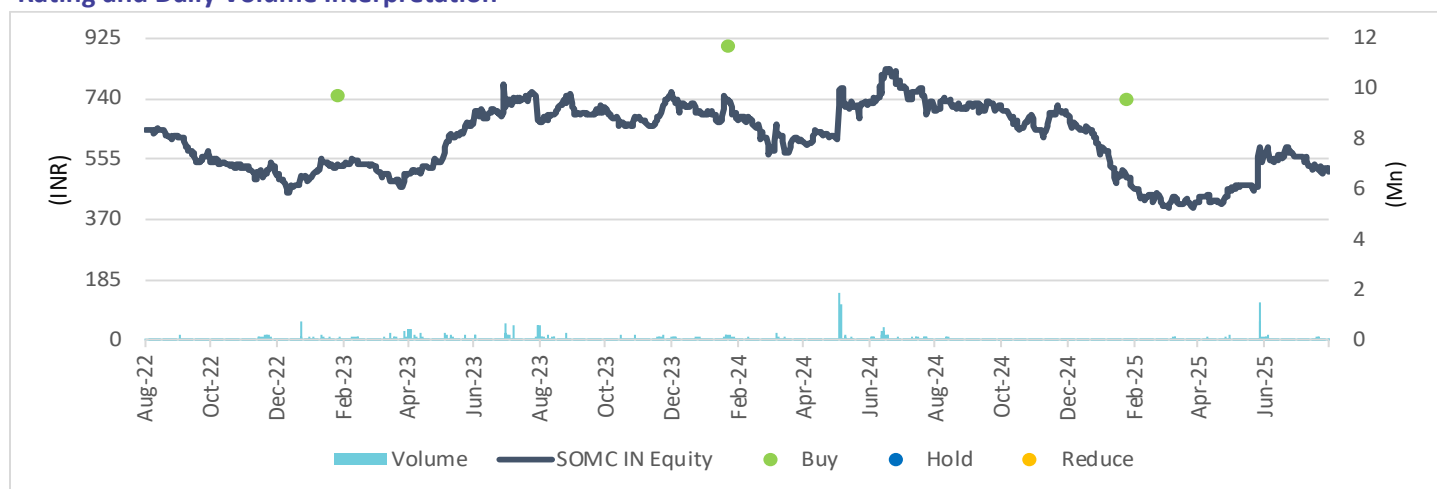
Recent Company Research

Date	Title	Price	Reco
07-May-25	Volumes weak; margins yet to pick up ; <i>Result Update</i>	430	Buy
06-Feb-25	Volumes lagging; margins continue to fal; <i>Result Update</i>	505	Buy
18-Dec-24	Bolstering balance sheet strength; <i>Visit Note</i>	657	Buy

Recent Sector Research

Date	Name of Co./Sector	Title
12-Aug-25	Venus Pipes	Power demand gives boost; domestic reviv; <i>Result Update</i>
12-Aug-25	Astral Ltd	Q1FY26 a miss; CPVC resin capacity key; <i>Result Update</i>
11-Aug-25	Greenlam Industries	Cost surge axes earnings; <i>Result Update</i>

Rating and Daily Volume Interpretation



Source: Bloomberg, Nuvama research

Rating Rationale & Distribution: Nuvama Research

Rating	Expected absolute returns over 12 months	Rating Distribution
Buy	15%	198
Hold	<15% and >-5%	70
Reduce	<-5%	36

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