

THE
SOMANY  **PARIVAR**



INDIA'S
LARGEST
TILE
COLLECTION



APRIL, 2019

SOMANY

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FROM THE MD'S DESK

As we march ahead towards newer milestones; and with a responsibility that comes along with being India's leading tiles brand, your continual hard work enables us to move with fortitude, amidst many new happenings and challenges.

Once you set your mind to achieve a common goal, success becomes enjoyable. Advancing together with a unified vision and dynamism is a sure shot success mantra, and so is to look back on the gaps to be improvised upon; so let's briefly look at our achievements and few vital areas to consider, with the aspiration to achieve our goals.

Firstly, it is essential for us to increase the focus on value added products and drive the perfect product mix to make "SOMANY", a more profitable brand. We are continually innovating and upgrading our product mix in terms of sizes, designs & finishes. Our trade partners swear by our designs and vouch for them being the best in the industry.

Further to building brand equity, we are committed to drive brand excellence and salience across the markets with a robust marketing strategy. This year too, we followed an extensive campaign to magnify our visibility using multiple media such as TV, Print, Digital, Outdoor, Airports, Exhibitions, Retail Showrooms complimented with an enhanced Website and digital marketing activities to cater to the millennial of today.

Sanitaryware market has increased exponentially, which inspired us to treble our plant capacity to 1.15 million pcs. This led us to secure a place in the top five Sanitaryware manufacturing companies of India. We also procured a faucet plant and are trebling its capacity. Our range of Patented VC Shield Tiles, strengthened the GVT portfolio with the launch of Duragres Max, the large format tiles and Precious Series, the Limited-Edition Decorative Tiles, launch of French Collection faucets and showers to complement our Bathware product portfolio.

Lastly, all efforts on product development, innovation and marketing activities can be translated to success only if we practice discipline in all forms of working; be it in controlling the trade collections, credit control and servicing. The macro environment is going to be favourable, government policies are in line, the housing sector is likely to grow at an average of 10% CAGR over next 5 years, and the company is geared up to provide a competitive edge by all means, so when we have all the right ingredients, let us hit the SUCCESS Button and pave our roads ahead with a unified vision of ONETEAM ONE SOMANY.

Best Regards,
Abhishek Somany

Dear Colleagues & Friends,

I wish all of you a very happy and rewarding New Year and that we continue to augment upon the success of last quarter.

At the outset, I specially congratulate the marketing team for their dedicated efforts to nurture this invaluable tool of communication – Somany Parivar, a newsletter that turned an indispensable part of our lives. Their boundless energy and diligence has helped the newsletter to attain an enviable position, and it does inform all you ardent readers about the latest developments within the organisation.

For this issue, I would take this opportunity to talk about few key points that will play a stellar role in the company's growth story...

First & foremost the vision of "One Team One Somany" has to be sworn by entire Somany Parivar members very sincerely for strengthening and nurturing our relationship.

Secondly, we should always be focused on market hygiene, as an increased credit period certainly hampers the financial health at both ends - between dealer & customers and the company & dealer. So let's aim at managing this chain better and streamlining payments.

Thirdly, our passionate sales team should help the channel partners to generate secondary sales for eventually boosting our sales turnover.

I would like to conclude by saying, we can surely accelerate our growth momentum by focussing on our core strengths, given the fact strong winds of change are blowing over our nation and I am sure we are on the threshold of a brilliant future.

Here we believe in creating the environment of togetherness and sharing, and hope that you all will continue to share your suggestions and feedback, enabling us to create new success stories.

Thanks,
Amit Sahai

PRESIDENT'S ADDRESS



IN THE SPOTLIGHT

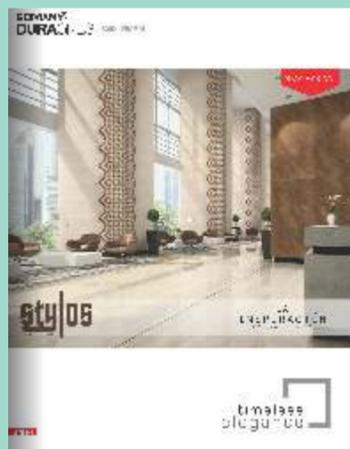
NEW PRODUCT SHOWCASE



800X2400 | 1200X1200 | 1200X2400
DURAGRES MAX the new King of the slabs, graced with finishes and textures contemporary to new age that competes with exotic marbles and stones.



Embedded with state-of-the-art glue & reactive technology, these tiles are here to mesmerize you with their sheer brilliance & design.
 Available Size: 300X600mm



Presenting Stylos a pioneer collection in large format concept series with some exclusive and exquisite designs to vouch for, ideal for big spaces like Malls, Hotels, Lobby. Applicable at both Wall & Floors. Available Size: 600X1200mm



The precious collection under Duragres portfolio, exclusive for wall, each tile is marveled with jewels of modern state-of-the-art technology, be it the undulations, the textures, the shades or finishes.
 Available Size: 600X600mm



Presenting Somany Temp Shield tiles in Durastone portfolio, the smarter way to keep your home cooler, protected and energy efficient. Ideal for roof and outer facade. Available Size: 300X300mm



Nothing can beat solids, Solid colors have their own grace which is incomparable. Somany introduced for the first time Duragres Solido for those who see perspective in black and white.



The Durastone Steps and Riser Tiles, which is ideal for Steps be it hotel or your household. Never before there was a choice which is durable and easy to maintain at the same time.



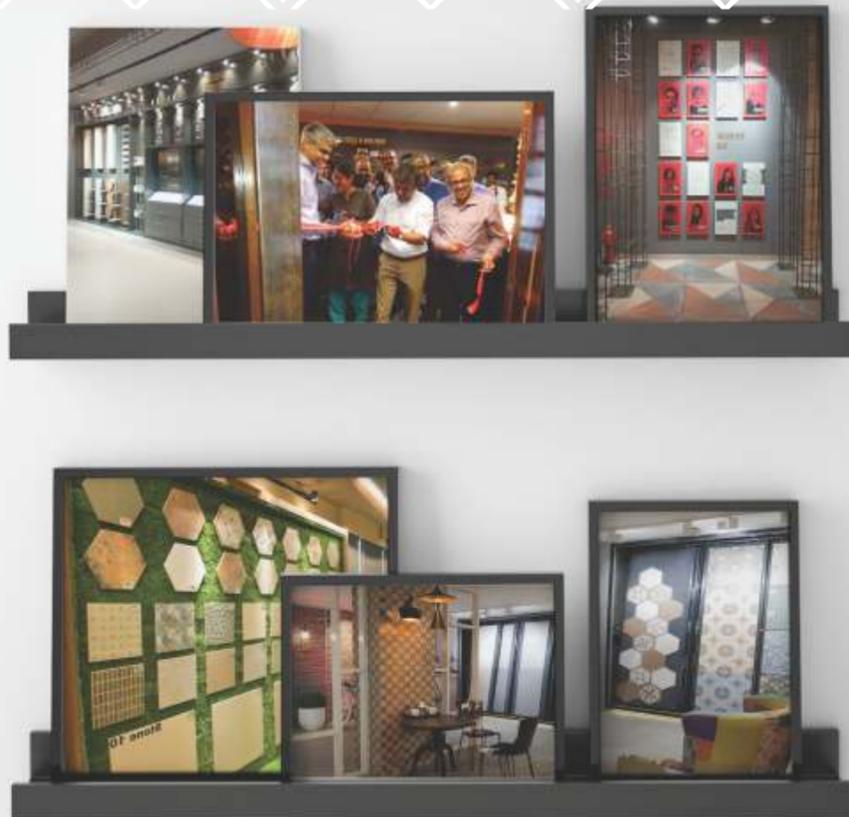
Durastone XL with wider range of applications like Gardens, Lawns, Parking Areas, Corridors, Verandas, Lobby area etc. the strongest outdoor tile.



Somany introduced Vitro into its largest tile portfolio, magnificent in designs with contemporary touches, complemented with ultra-charge technology. The tiles highlight the eminence of marble that truly revamps a space into an eternal piece of art.

NEW GENESIS

OUR PRESENCE IS ESTABLISHED AND CONTINUES TO EXPAND WITH THE OPENING OF SOMANY EXPERIENCE CENTRES AND SOMANY SHOWROOMS



Somany believes "True victory is progressive expansion" and so always works for the advancement in tiling and bathware industry. The new experience centers and showrooms truly reflect our brand values, quality, technology, design and sustainability.

The 3 centers in major cities of Bangalore, Noida and Pune are fully-functional displays of Somany's product line which allow trade professionals and customers to test and source our products like never before. With more than 14,000 square-foot space, the experience centres are designed to comprehend the true differences in performance and design.

Somany Showrooms are the ideal place to browse our exceptional range of products. With the launch of 7 Somany Exclusive showrooms, we offer our most exquisite high-end product portfolio to our customers. Adding to the same, 7 Somany Studios including 6 Bath Studios were set up keeping in mind the rising demand for our products with contemporary, classic and aesthetic designs.

Also, 8 Somany Grande outlets were opened to offer a line-up of elegant and stylish products that can add a touch of grace to any space. All the showrooms, with approx. 25000 square-foot space offers a luxurious and sophisticated experience, which is matched well with the products that promise both style and durability.

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DEALER SCOPE

PLATINUM & GOLD CLUB – ELITE MEMBERS OF TEAM SOMANY

This year, the Platinum & Gold Club Dealers Meet was held at Dubai from 11th - 14th May 2018 and witnessed a participation of 200 plus dealers. The itinerary was a perfect mix of business and pleasure, giving ample time to the members for sightseeing and relaxation. This platform is our way to extend gratitude to them, as our dealers are the superstars of our nation-wide success story and these meets form an important effort towards strengthening friendship and business. Everyone thoroughly enjoyed the 3 days event, which was full of exuberant spirit.



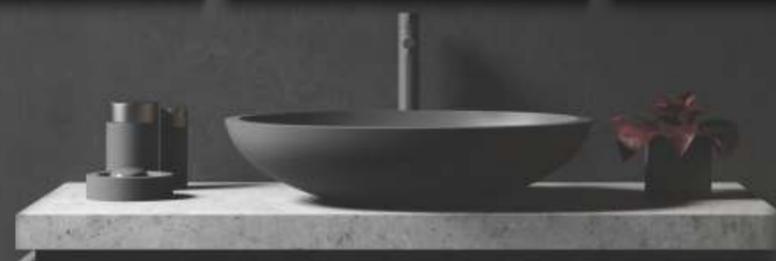
IN THE LIMELIGHT

ACETECH MUMBAI

Like every year, we participated in ACETECH this year too and our designs and presentation were most appreciated. We not only generated highest no. of footfalls but were also appreciated from the elite architects to the end users.



INDEX EXPO MUMBAI, MAY 2018



GREAT MASTERS DESERVE GREAT CELEBRATIONS!!

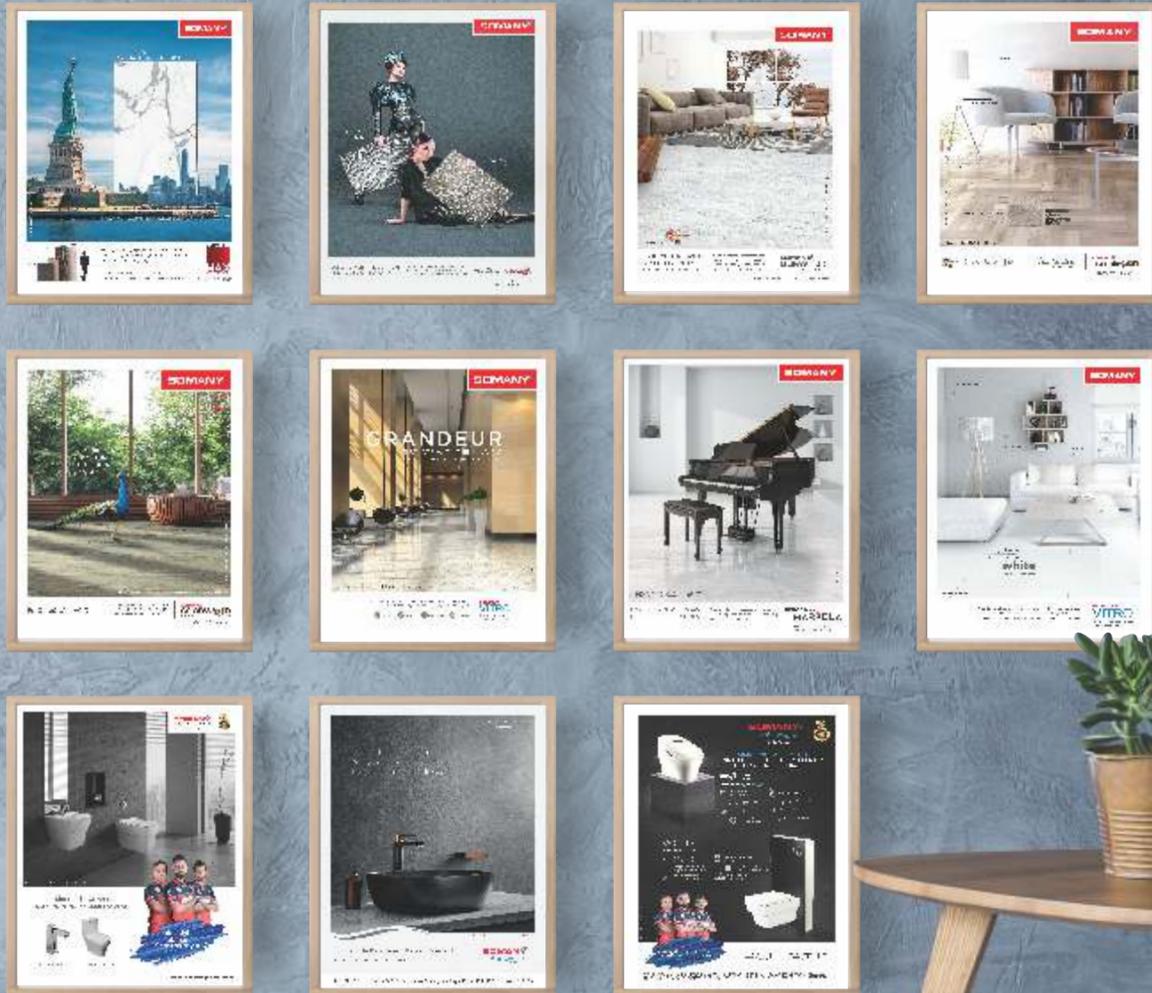
Maestro of Design by Duragres, the industry's most definitive design meet and the largest congregation of creative minds and design luminaries for discussing the emerging trends and sharing insights in glazed vitrified category. From new launches and exclusive showcases, to signature collections and beautiful artworks from Somany Duragres, we hosted the second edition at Taj Vivanta, Bengaluru on 23rd June 2018. The magical synergy of business and pleasure made this platform work wonders for us as one large family.



COMMUNICATING WITH THE MASSES

NEW PRINT ADS

We were delighted to come up with our new print ad campaign developed to promote our vast range of tiles. The ads covered a selection of home interior and lifestyle magazines like Architectural Digest, GoodHomes India, Elle Décor, India Today Homes, Society Interiors, Better Interiors etc.



SOMANY CERAMICS CAMPAIGN WAS BACK ON THE TV SCREEN

Reinforces Brand's Philosophy of Catering to Diverse Consumer Personalities

It was time to see our campaign - 'Aapka style, Somany style' go back on air with a bang from 24th Nov:18 onwards. The campaign was aired across leading GEC, News and Movie channels resulting in a power packed outreach and strengthened our position as the first choice for consumers.



BUILDING AND CREATING BRAND BUZZ IN KERALA

VC Shield Shines on air

We are delighted to present our Somany Ceramics VC Sheild TV commercial on 28th Sept 2018, which was aired across leading news channels in Kerala.



SOMANY STYLE GETS IN RACE WITH RACE 3

Style gets an adrenaline rush with Somany. Get on with the race.

Somany Commercial "Aapka Style Somany" Style was played during the movie "Race 3" from 15th June 2018 onwards. We found a new way to reach out to the whole nation through PVR and INOX theaters which helped in brand building



PUBLIC RELATIONS

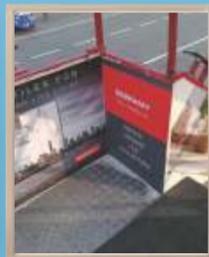


BRANDING DRIVE

Somany Taking
Mindspace
@36000 Sq.ft.



We are proud to announce the onset of the new in-flight campaign, carried out across India's best airline brands like Jet Airways, Spice Jet and Indigo. We kept your favorite brand close to your heart even on cloud nine.



SPINNING THE WEB

SPINNING THE WEB – EXPANDING OUR DIGITAL FOOTPRINT

Keeping pace with the tech savvy customers of today, we introduced to the world a brand new look of our website. The website includes extensive product information to help customers understand Somany Ceramics' complete range of products. Based on a contemporary responsive design, the website boasts of a completely new and modern look. Created with the user experience firmly in mind, the website has been designed using the the latest technology, thus the site is compatible with today's browsers and mobile devices without the need of any specific application.



Take a look what's

NEW



BUZZ FOR BATHWARE

SOMANY BATHWARE TIED-UP WITH ROYAL CHALLENGERS BANGALORE AS THE OFFICIAL PARTNER FOR IPL SEASON XI

For providing thrust to Somany Bathware marketing drive we associated with Royal Challengers Bangalore as their "Official Partner" for the eleventh season of the Indian Premier League (IPL 2018) with category exclusivity. With marquee RCB players – Virat Kohli, AB De Villiers and Chahal as celebrity ambassadors the brand imagery of this vertical got a tremendous boost.

As a part of the association, a series of marketing activations and advertising campaigns across all touch points like outdoor, digital, social, radio and print were activated.



SOMANY CERAMICS REDEFINES THE BATH FITTINGS CATEGORY, LAUNCHES EXQUISITE FRENCH COLLECTION RANGE

New Delhi, 21st December 2018: Somany Ceramics Limited, one of the leaders in the Indian ceramic industry introduced their intuitive, superior bath fittings range - French Collection, one of their most premium offering till date. With this innovative collection, Somany Ceramics further cements its position as a formidable player in the Bathware industry amidst the established players, offering contemporary trendy designs, superior technology and flawless performance.

The French Collection is luxurious and its smart product line is inspired by the unique elements

of French heritage while taking design aesthetics into cognizance making it a truly world class product line. The faucet collection has over 8 series ranging from basin faucets, wall mixers, diverters and showers, along with LED Showers, mirrors & accessories. The series like Prada in Black & Rose Gold hues, and Chanel in sheer golden finish would transform your bathroom space into a flamboyant haven. The Jazz and Odette series, the global design award winners (Reddot & IF Design award) are an epitome of design and magnificence.



SOMANY BATHWARE DRIVES BRAND SALIENCE THROUGH NATIONAL PRINT CAMPAIGN

We launched an extensive print campaign across some of the leading national and regional magazines – Elle Décor, GoodHomes India, Better Interiors, India Today Home, Living ETC, Society Interiors, Femina, Kumudam & Veedu. This step was just another push to create more awareness about the brand and get more footfalls to our showrooms thus effectively increasing sales.

