



**POKARNA LIMITED**

**11.11.2014**

Department of Corporate Services,  
Bombay Stock Exchange Limited,  
Phiroze Jeebhoy Towers,  
Dalal Street,  
Mumbai.

Dear Sir,

**Sub:** Press release

**Ref:** Scrip code: 532486 / Pokarna Limited

Please find the enclosed press release, which is proposed to be issued by the Company today.

Please find the same in order for your record and dissemination.

**Thanking You,**

**Your's faithfully,  
For Pokarna Limited**

**Vinay Paruchuru  
Company Secretary**

# POKARNA LIMITED

India's No. 1 granite company

HI FY15  
Press Release

## Pokarna reports strong operational performance in HI FY15

**Secunderabad, November 11, 2014:** Pokarna Limited (Pokarna), one of the largest exporters of finished granite in India with exports to 69 countries (incl. Granite & Quartz) globally, announced its standalone financial results for the quarter and half year ended September 30, 2014.

### Financial Highlights for HI FY15

Q2 FY15	Q2 FY14	Shift %	Particulars (Rs. Million)	HI FY15	HI FY14	Shift %
503.4	416	+21.07	Revenues	932	819.2	+13.81
110.5	64	+73.74	EBITDA	202	100.6	+100.40
22	15.3	+43.79	EBITDA Margin %	21.6	12.3	+75.61
83.6	39	+113.81	EBIT	140.5	52	+170.19
46.7	13	+248.51	PBT	80.5	4.8	+1577.08
29.5	9	+217.20	PAT	51.6	3.1	+1564.52
4.8	1.50	+220	EPS (Diluted & non-annualized) (Rs.)	8.3	0.51	+1560

**Commenting on the performance, Mr. Gautam Chand Jain, Chairman at Pokarna Limited said:**

*"We maintained positive momentum in our granite business during the quarter. Our diversified product portfolio coupled with strong connect with our customers resulted in delivering improved performance during the first half.*

*Aside from a continuing thrust on introducing new colours and offerings to delight our customers, we are also placing considerable emphasis on strengthening our distribution network and further establish our presence in key markets.*

*Performance of our subsidiary also continues to remain strong. The addition of our new Ganges collection recently unveiled at globally renowned Marmomacc will result in firming up an already impressive portfolio.*

Address: 105, 1st Floor, Surya Towers, S.P. Road Secunderabad, India - 500 003  
CIN: L14102TG1991PLC013299, Tel: (+91 - 40) 2789 7722, 27896361, 2784 4101  
Fax: (+91 - 40) 2784 2121 | Website: [www.pokarna.com](http://www.pokarna.com) | Email: [contact@pokarna.com](mailto:contact@pokarna.com)

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*We believe there is tremendous opportunity both in India and internationally. Going forward, our impressive offerings, strong product pipeline and growing marketing reach together with improving business sentiments across geographies should enable us in delivering sustainable performance”.*

## **Highlights for the half year ended September 30, 2014 (Standalone)**

- Granite division revenues were higher by **22.93%** at **Rs. 890 million** compared to Rs. 724.3 million in the corresponding half year; PBIT stood at **Rs. 195 million** compared to **Rs. 104.1 million** in HI FY14, up **87.50%**.
- The revenues of Apparel division stood at **Rs. 42 million** compared to Rs. 94.8 million in HI FY14; PBIT was negative at **Rs. (54) million** vis-à-vis negative Rs. (52.0) million HI FY14.

## **Highlights for the half year ended September 30, 2014 (Consolidated)**

- HI FY15 Consolidated revenues improve 31.43% over HI FY14 to stand at Rs. 1444 million.
- Revenues from Engineered Stone business (Pokarna Engineered Stone Limited hereinafter referred to as “PESL”, wholly owned subsidiary of the company) up by 82.47%.
- HI FY15 EBITDA up by 71.65%.
- EBITDA margins for Engineered stone business (PESL) at 29%.
- Engineered stone business enjoying strong demand from developed markets; increasing India footprint.

## **Business Outlook -**

As per the latest study by the Freedonia Group, the overall demand in US countertop market is expected to increase 5.1% per year to attain a level of 750 million ft<sup>2</sup> in 2017. The annual installation for natural stone tops is projected to reach 130 million ft<sup>2</sup> by 2017, led by a robust demand expected to grow at CAGR of 7.6% until 2017 – the highest rate among standard materials. Engineered stone, or quartz surfaces, are expected to account for 77 million ft<sup>2</sup> in countertops 2017; with an annual estimated growth rate of 7.4%.

Further, the demand from non-residential users for countertops is anticipated to reach 131 million ft<sup>2</sup> in 2017, of which major proportion is likely to emanate from institutional, office and commercial segments. The annual growth rate in non-residential at 5.8% will actually tick higher than the overall market average.

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## **About Pokarna Limited**

Pokarna Limited, headquartered in Secunderabad, is the largest exporter of finished granite in India with exports to over 69 (incl. Granite & Quartz) countries globally across Europe, Middle East and predominantly North America. The Company processes its granite at two state-of-the-art manufacturing facilities with raw material from own quarries as well as carefully identified independent ones ensuring the production is only the best.

The Company, through its wholly owned subsidiary, M/s. Pokarna Engineered Stone Limited (PESL), manufactures "Natural Quartz Surfaces" also known as "Engineered Stone" or "Compound Stone", created entirely by Breton technology and brilliantly engineered using the finest raw materials known to man. The Company sells this stone under the brand 'Quantra'.

Pokarna also manufactures and sells apparels under the brand 'Stanza' through its 10 retail shops pan India.

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**For more information about us, please visit [www.pokarna.com](http://www.pokarna.com) OR contact:**

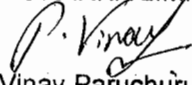
**Vinay Paruchuru**  
**Pokarna Limited**  
Tel: +91 40 2784 4101 / 2784 2182  
Fax: +91 40 2784 2121  
Email: [companysecretary@pokarna.com](mailto:companysecretary@pokarna.com)

**Gavin Desa / Suraj Digawalekar / Ishan Selarka**  
**CDR India**  
Tel: +91 22 6645 1237 / 1235 / 1232  
Fax: +91 22 6645 1213  
Email: [gavin@cdr-india.com](mailto:gavin@cdr-india.com)  
[suraj@cdr-india.com](mailto:suraj@cdr-india.com)  
[ishan@cdr-india.com](mailto:ishan@cdr-india.com)

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For POKARNA LIMITED

  
Vinay Paruchuru  
Company Secretary

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