



CLAY CRAFT
FINE TABLEWARE
INDIA

INVESTOR PRESENTATION

FY26



Clay Craft India Ltd. (Formerly Known as Clay Craft (India) Private Limited)

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COMPANY OVERVIEW



Clay Craft at a Glance



THE BUSINESS TODAY



1988
Company Establishment



3
VKI Area & Manda, Jaipur, Rajasthan
2 Operational Facilities + 1 Upcoming Facility at Manda



6,000 MT | ~82%
Installed Capacity | FY26 Capacity Utilisation



5,770+
Product SKUs across Tableware & Drinkware Categories



132
Distributors across major states & Union Territories



Clay Craft | JCPL
Brand Portfolio
Ceramic tableware & stainless-steel drinkware



Multiple Customer & Channel Touchpoints
Retail | Corporate | HoReCa* | Institutional | E-commerce | OEM



FY26 FINANCIAL SNAPSHOT



Revenue from Operations
Rs 179.9 Cr



EBITDA
Rs 41.9 Cr



EBITDA Margin
23.3%



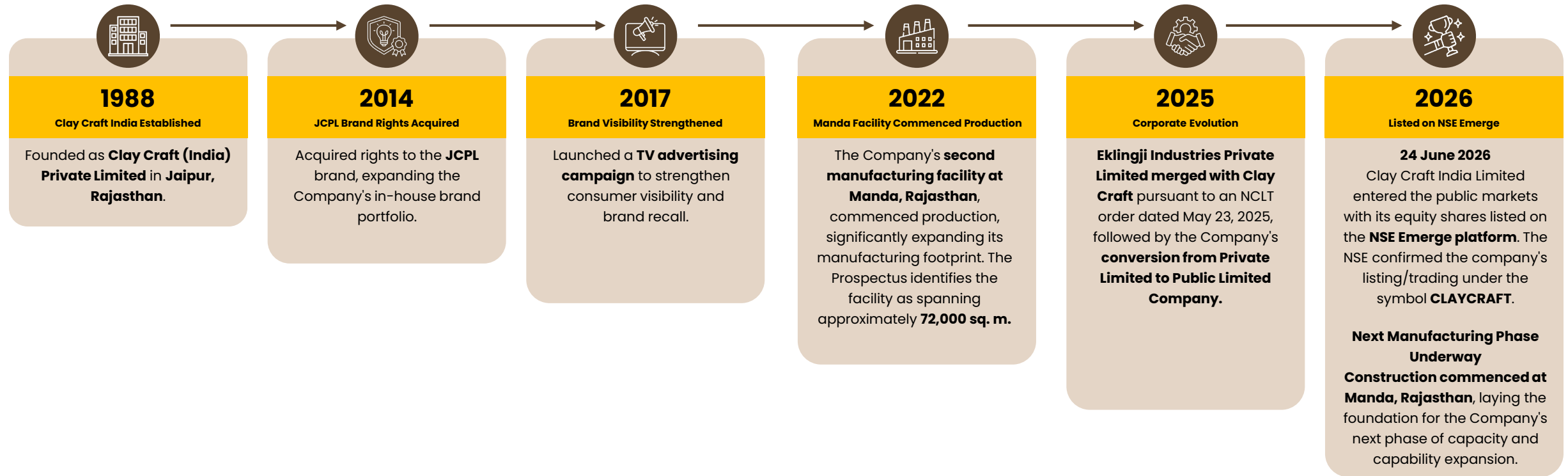
PAT
Rs 27.0 Cr



PAT Margin
15.0%

*Hotel, Restaurant & Catering

Built Over 35+ Years into a Scaled Manufacturing Platform



SELECTED RECOGNITIONS



2005
FESPA Bronze Medal



2012
Sardar Pratap Singh Memorial Award



2021
Responsible Recycler Award



2007
FESPA Gold & Silver Medals



2016
Star Retailer Award



2022
Times Power Icons Award



2008
Madan Gopal Bhagat Award



2020
AAHAR Silver Medal | Superbrand Award



2024
HP GAS Certificate of Appreciation
These recognitions are disclosed in the Prospectus.



Deep Industry Experience Underpins the Next Phase of Growth



Rajesh Narain Agarwal

Whole Time Director

36 years of experience in the ceramic tableware industry, bringing extensive domain knowledge and long-standing understanding of the Company's operating environment.

As a Whole Time Director and senior member of the promoter team, he contributes to the overall leadership and development of the Company, supported by his extensive industry experience.



Vikas Agarwal

Managing Director

Bachelor of Engineering in **Cement & Ceramics Technology**, complemented by 27 years of experience in the ceramic tableware industry, providing a strong combination of technical and sector expertise.

As Managing Director, he is part of the Company's core leadership and contributes to its strategic direction, business development and continued expansion.



Bharat Agarwal

Whole Time Director

Holds a **Master of Business Administration (MBA)** and has 25 years of experience in the ceramic tableware industry, combining management education with extensive sector knowledge.

As a Whole Time Director, he forms part of the promoter-led management team and contributes to the Company's overall management and strategic development.



Deepak Agarwal

Whole Time Director & CFO

Holds a **Master of Business Administration (MBA)** and has 16 years of professional experience, bringing management and financial expertise to the Company's senior leadership.

As Whole Time Director & CFO, he is responsible for the Company's finance function and contributes to its broader management and financial decision-making.

Independent Directors



Ashok Kumar Bhargava

*Non-Executive
Independent Director /
M. A. (Economics), LLB*



Kanan Shah

*Non-Executive
Independent Director / MBA*



Nirmal Badri Prasad Joshi

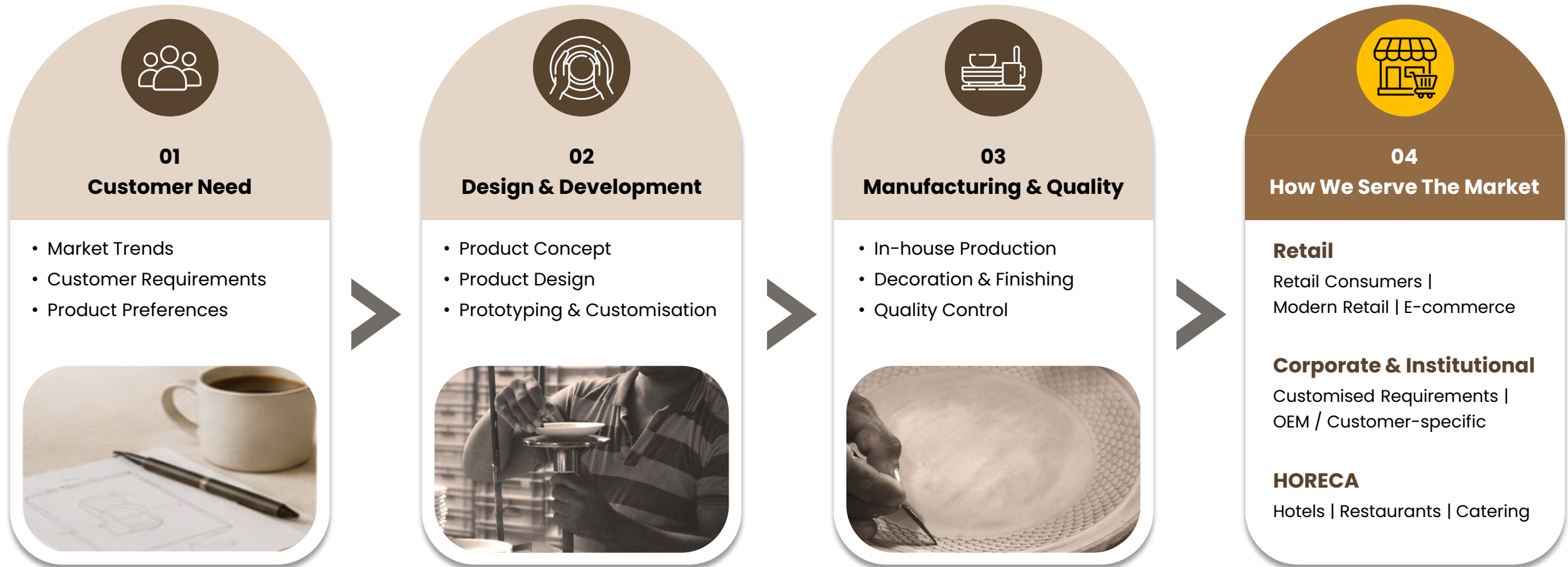
*Non-Executive
Independent Director / MBA,
B Tech. (Agriculture)*



Prakash Dangayach

*Non-Executive
Independent Director /
Chartered Accountant*

Integrated Model Connecting Design, Manufacturing & Distribution



From customer insight to product creation and multiple routes to market, delivering quality tableware for every occasion.



A Broad Product Portfolio Serving Multiple Demand Segments

5,770+ SKUs

Across the Company's Tableware & Drinkware Portfolio

DINNERWARE

1,605 SKUs

Contributing
36.3%
of FY26 Revenue



Dinner Sets | Plates | Bowls

MUGS

2,626 SKUs

Contributing
39.6%
of FY26 Revenue



Coffee Mugs | Cups | Tumblers

TEA & COFFEE

872 SKUs

Contributing
17.2%
of FY26 Revenue



Tea Sets | Coffee Sets |
Serving Sets

PLATTERS & ACCESSORIES

458 SKUs

Contributing
3.9%
of FY26 Revenue



Platters | Serving Products |
Tabletop Accessories

OTHERS

209 SKUs

Contributing
3.0%
of FY26 Revenue



Pasta Plates |
Soup Sets | Vacuum Bottles |
Other Tabletop Products



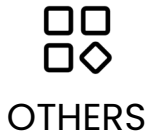
BRAND-WISE BIFURCATION



4,219 SKUs
Contributing **84.4%** of
FY26 Revenue



1,487 SKUs
Contributing **13.1%** of
FY26 Revenue



64 SKUs
Contributing **2.5%** of
FY26 Revenue

Integrated Capabilities Built to Scale



UNIT 1
VKI Area*, Jaipur
17,431 sq. mtr.



UNIT 2
Manda, Jaipur
72,000 sq. mtr.



6,000 MT p.a.
Combined Installed Capacity



4,920 MT p.a.
FY26 Production



82%
FY26 Capacity Utilisation



4,000 MT p.a.
Upcoming Capacity at Manda, Jaipur

INTEGRATED CAPABILITIES



In-house Moulding



Automatic Hollowware & Flatware Machinery



In-house Decal Printing



Energy-efficient Kilns



In-house Laboratory & Testing



ISO 9001:2015 Certified Facilities

INTEGRATED IN-HOUSE OPERATIONS



Raw Material Preparation



Body Preparation



Shaping/
forming



Bisque firing
(Drying)



Glost firing
(Glazing)



Decal Pasting
(Decoration)



Quality inspection and packing



Dispatch

TAKE A VIRTUAL TOUR

Scan to Watch the Video



Jaipur Factory



Manda Factory

Diversified Reach Across Customer Channels

01. Retail

132

Distributors across major states & Union Territories

15,000+

Retail Touchpoints

Modern Retail Partners



E-commerce Partners



02. Corporate & Institutional

Corporate & Institutional Clients



03. HoReCa

Hotels | Restaurants | Catering



Dedicated HoReCa range designed for durability, functionality and large volume requirements.

FY26 REVENUE MIX (By Channel) - Total Revenue Rs 179.9 Cr

Distributor	Modern Retail	Corporate	Direct HoReCa	Online Retail	Government	Others	Export
55.1%	15.7%	11.4%	8.2%	4.5%	2.1%	2.8%	0.2%
Rs 99.1 Cr	Rs 28.3 Cr	Rs 20.5 Cr	Rs 14.8 Cr	Rs 8.1 Cr	Rs 3.7 Cr	Rs 5.1 Cr	Rs 0.3 Cr



A strong multi-channel presence and trusted relationships enable us to deliver quality products to diverse customer segments across India and beyond.





Differentiated Platform Built for Growth

01 DESIGN-LED PRODUCT DEVELOPMENT

In-house design capabilities across the product lifecycle

Product Design | Graphic Design | Surface Pattern | Packaging

Continuous development of new designs, shapes, sizes, colours and combinations aligned with evolving customer preferences.

02 SCALE WITH CUSTOMISATION

Broad portfolio combined with customer-specific solutions

5,770+ SKUs across tableware & drinkware

Customised ceramic solutions for corporate and institutional requirements, along with design, development and manufacturing for selected customers.

03 DIVERSIFIED DEMAND BASE

Serving both broad-based and specialised requirements

Retail Consumers | Corporate & Institutional | HoReCa

The Company's platform addresses diverse customer requirements across these key demand segments.

04 QUALITY-FOCUSED MANUFACTURING

In-house quality infrastructure supporting consistent product standards

**In-house Laboratory & Testing Team
ISO 9001:2015 Certified Manufacturing Facilities**

Quality checks include testing of raw materials against required quality standards.

05 ESTABLISHED BRANDS & MARKET ACCEPTANCE

Building presence through established in-house brands

Clay Craft | JCPL
Continued focus on brand development, market visibility and customer satisfaction has supported the perception and acceptance of the Company's brands.

06 PROVEN MANUFACTURING EXPERIENCE

35+ years of manufacturing experience

Track record of operating and developing manufacturing capabilities, providing a foundation for future capacity expansion and modernisation.

GROWTH STRATEGY



Four Strategic Priorities for the Next Phase of Growth

01

Scale Manufacturing Capabilities

Building capacity for the next phase of growth



6,000 → 10,000 MTPA

Expansion at Manda with commercial commissioning targeted for February 2027

- **Advanced European Machinery**
 - ✓ Higher Automation
 - ✓ Improved Consistency
 - ✓ Enhanced Manufacturing Capability
- **Strategic Focus**
 - ✓ Increase production capacity
 - ✓ Improve lead times and support future demand.

Detailed expansion plan covered separately.

02

Deepen Domestic Market Reach

Leveraging distribution, channels & brand presence



~132
Distributors



15,000+
15,000+ Retail Touchpoints

- **Strengthen presence across:**
 - ✓ General Trade
 - ✓ Corporate Gifting
 - ✓ Direct HoReCa
 - ✓ Online B2B

Brand Building

Digital & Social Media | Retail Branding | Promotional Activities

03

Largest offering within Ceramic Tableware Portfolio

Aligning future capacity with evolving consumer preferences



The new manufacturing facility is designed entirely for Porcelain production, reflecting the Company's focus on evolving consumer preferences.

Future Focus

Design-led Products | Porcelain | Hospitality Applications

04

Accelerate Export Growth

Building a diversified international business



- **Strengthen existing relationships and pursue new opportunities across:**
 - ✓ Europe
 - ✓ Middle East
 - ✓ North America
 - ✓ South America
- Established an office in the **United Kingdom** to capitalize on emerging market opportunities.

Key Focus Areas

Own Brand Distribution Internationally for HoReCa and Retail | OEM & Private Label Partnerships

Scaling Capacity to Support Future Growth



6,000 MTPA

Current Installed Capacity



4,000 MTPA

Additional Planned Capacity at
Manda, Rajasthan



10,000 MTPA

Total Capacity Post Expansion



Commercial commissioning
targeted by February 2027

Advanced Manufacturing Platform

Advanced European Machinery with Key Technologies

Isostatic Pressing | Automated Glazing |

Advanced Production Systems

Enabling a modern, technology-led production setup

Porcelain-focused Expansion

The new facility is designed
entirely for Porcelain production,
aligning future capacity with
evolving consumer preferences.



Bone China | Porcelain | Stoneware

Revenue Potential

Rs 150 – 160 Cr

Potential Annual Revenue at Optimal Utilisation
(subject to different product mix)

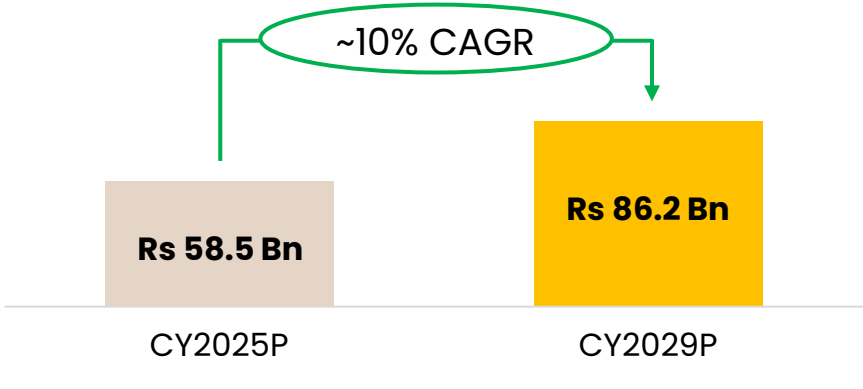
IPO Fund Utilization

- **80%+ of the allocated funds have been utilized**, with the majority of expenditure committed through **Purchase Orders** and payments against invoices related to **plant construction, procurement of plant and machinery, and other project-related activities, as of August 2026**.
- **Project execution remains on track and is progressing as planned**, with key construction and procurement activities underway. The project is expected to be **completed and operational in the early months of CY2027**.

INDUSTRY OVERVIEW



A Structurally Growing Ceramic Tableware Market



The Indian ceramic tableware market is projected to grow from **Rs 58.5 Bn in CY2025P to Rs 86.2 Bn by CY2029P**, supported by evolving consumer preferences, rising disposable incomes, urbanisation and increasing adoption of ceramic tableware across household and commercial applications.



KEY STRUCTURAL GROWTH DRIVERS				
01	02	03	04	05
Premiumisation & Design-led Consumption	Hospitality & Foodservice Expansion	Organised & Digital Retail	Shift Towards Branded & Quality Products	Sustainable Consumption
Tableware is increasingly becoming part of the dining experience and home décor, driving preference for branded, differentiated and aesthetically appealing products.	Growth across hotels, restaurants, cafés, catering and events is creating recurring demand for quality, durable and design-led tableware.	Expansion of organised retail, e-commerce and omni-channel platforms is improving product accessibility and widening consumer reach, including across emerging markets.	Increasing preference for branded, quality-certified and design-led products is supporting the formalisation of the category and creating opportunities for organised manufacturers.	Growing preference for durable, reusable and non-plastic alternatives is supporting the adoption of ceramic tableware.



A category evolving from everyday utility towards branded, design-led and experience-driven consumption

India Emerging as a Global Ceramic Tableware Sourcing Hub

01 | GLOBAL SOURCING SHIFT



CHINA + 1

Global buyers are diversifying sourcing beyond China

- Cost Competitive
- Customisable
- Scalable

02 | EXPANDING GLOBAL REACH



100+ Countries

An established export footprint provides a strong base for further international expansion.

- North America
- Europe
- Latin America
- Middle East
- Southeast Asia

03 | SUPPORTIVE TRADE DYNAMICS



79% EU ANTI-DUMPING DUTY

Following the EU's imposition of a 79% anti-dumping duty on China-origin ceramic tableware, the UK has now initiated a review of its existing anti-dumping measures on Chinese ceramic tableware and kitchenware.

- Creates an opportunity for alternative sourcing from India

INDIA'S ADVANTAGE

- Cost Advantage
- Design Flexibility
- Manufacturing Capability
- Supply Chain Flexibility

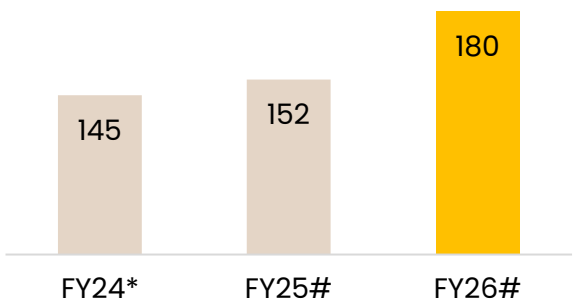


ANNUAL FINANCIALS

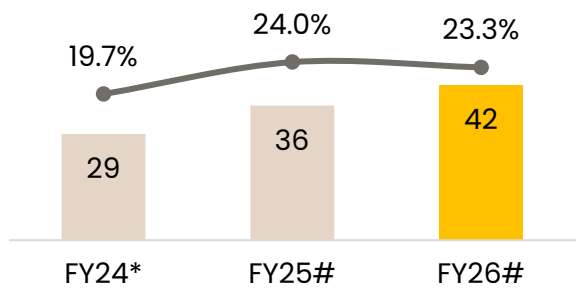


Strong Financial Performance with Sustained Profitability

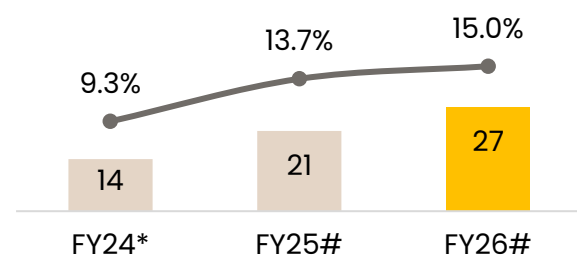
Revenue from Operations (Rs Cr)



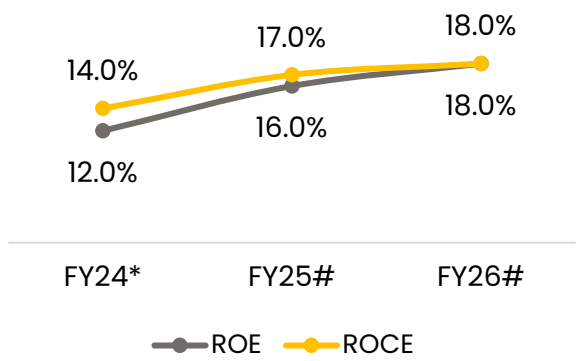
EBITDA (Rs Cr) & Margin (%)



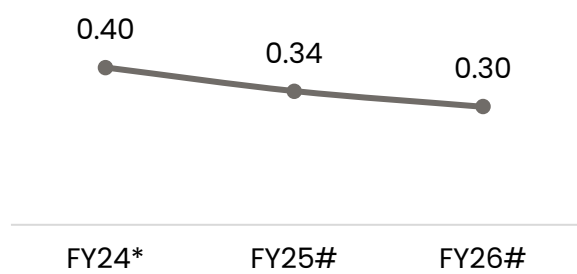
PAT (Rs Cr) & Margin (%)



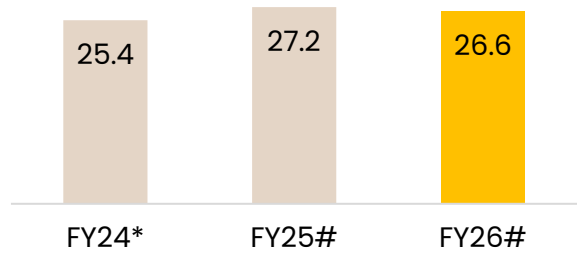
ROE & ROCE (%)



Debt to Equity (x)



Cash Flow from Operations (Rs Cr)



*FY24 - Standalone Figures, FY25# and FY26# Consolidated Figures

Profit and Loss Statement

Particulars (Rs Mn)	FY24*	FY25#	FY26#
Revenue From Operations	1,454.3	1,519.4	1,798.9
Other Income	15.6	24.9	46.8
Total Income	1,469.9	1,544.4	1,845.7
Cost of Goods Sold	364.3	346.8	388.7
Changes in Inventories	-21.4	5.3	-31.8
Gross Profit	1,111.3	1,167.4	1,442.0
<i>Gross Margin (%)</i>	76.4%	76.8%	80.2%
Employee Benefits Expense	342.2	355.2	417.1
Other Expenses	482.6	449.2	606.3
EBITDA	286.5	363.0	418.6
<i>EBITDA Margin (%)</i>	19.7%	23.9%	23.3%
Depreciation and Amortisation Expenses	59.6	60.1	63.6
EBIT	242.5	327.8	401.9
<i>EBIT Margin (%)</i>	16.5%	21.2%	21.8%
Finance Cost	49.7	42.8	41.2
Profit Before Tax	192.8	285.0	360.6
Share of Profit / (Loss) of Associates	0.0	-9.1	1.0
Tax Expense	57.8	68.3	91.5
PAT	135.0	207.6	270.1
<i>PAT Margin (%)</i>	9.3%	13.7%	15.0%
EPS (Rs)	9.2	13.7	17.8

*FY24 Standalone Figures; FY25# and FY26# consolidated Figures , Gross Profit & EBITDA excludes Other Income

Balance Sheet

Equity & Liabilities (Rs Mn)	Mar-24*	Mar-25#	Mar-26#
Share Capital	48.9	50.5	151.5
Reserves & Surplus	1,121.2	1,340.0	1,509.2
Shareholders' Funds	1,170.1	1,390.5	1,660.6
Long Term Borrowings	304.6	258.5	224.5
Long Term Provisions	31.6	38.5	44.7
Other Long Term Liabilities	0.4	0.2	0.2
Deferred Tax Liabilities (Net)	43.8	41.1	45.3
Total Non-Current Liabilities	380.3	338.3	314.7
Short Term Borrowings	163.3	218.9	275.2
Trades Payables	6.3	28.3	39.4
Other Current Liabilities	91.0	93.6	108.1
Short Term Provisions	75.6	104.3	121.4
Total Current Liabilities	336.3	445.1	544.2
Total Liabilities	1,886.7	2,173.9	2,519.5

Assets (Rs Mn)	Mar-24*	Mar-25#	Mar-26#
Property, Plant & Equipment	1,051.9	1,058.2	1,034.6
Intangible Assets	1.0	2.2	2.6
Capital work in progress	16.2	0.5	20.6
Non-Current-Assets	34.2	34.9	35.9
Long Term Loans and Advances	7.4	0.3	6.5
Other Non-Current Assets	75.5	43.8	217.6
Total Non-Current Assets	1,186.2	1,139.8	1,317.9
Inventories	434.9	464.8	519.3
Trade Receivables	123.3	134.1	173.1
Cash and Bank Balances	53.6	285.3	322.0
Short-Term Loans and Advances	11.6	25.2	40.3
Other Current Assets	77.1	124.7	146.9
Total Current Assets	700.6	1,034.1	1,201.6
Total Assets	1,886.7	2,173.9	2,519.5

Cash Flow Statement



Particulars (Rs Mn)	Mar-24*	Mar-25#	Mar-26#
(A) Net Cash Flow from Operating Activities	253.6	271.7	266.5
(B) Net Cash Flow from Investing Activities	-144.0	-6.5	-210.8
(C) Net Cash Flow from Financing Activities	-241.1	-33.5	-18.9
Net (Decrease)/ Increase in Cash & Cash Equivalents (A+B+C)	-131.5	231.7	36.8
Opening Cash & Cash Equivalents	185.2	53.6	285.3
Cash and cash equivalents at the end of the period	53.6	285.3	322.0

* Mar-24 Standalone Figures, FY25# and FY26# consolidated Figures

ANNEXURE



Glimpse of Our Manufacturing Facilities



Our Product Portfolio



DINNERWARE



[VIEW PRODUCTS](#)



MUGS



[VIEW PRODUCTS](#)



TEA & COFFEE



[VIEW PRODUCTS](#)



PLATTERS & ACCESSORIES



[VIEW PRODUCTS](#)



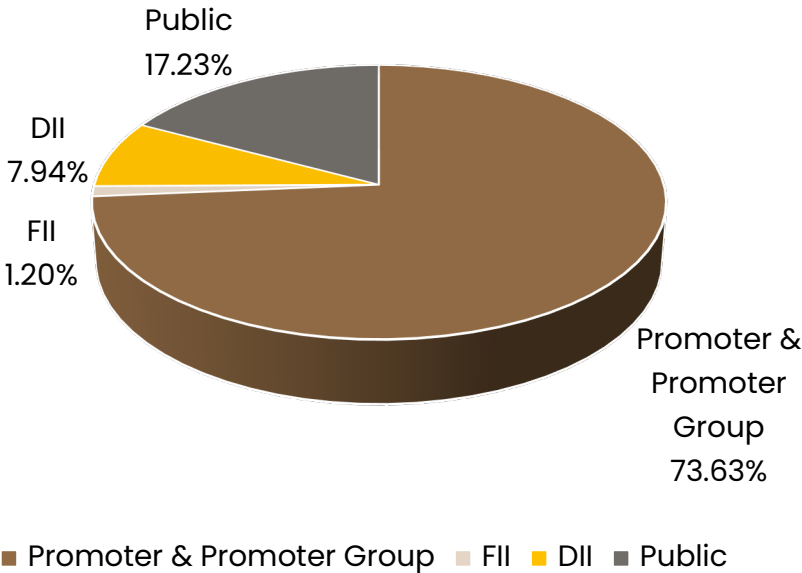
OTHERS



[VIEW PRODUCTS](#)



Shareholding Pattern (as on June - 26)



Script Related Information (as on 01th Sep 2026)

NSE Symbol	CLAYCRAFT
CMP (Rs per share)	157.8
Market Cap (Rs Cr)	328.2
Shares O/s (Cr)	2.06
Face Value (Rs)	10.0
Average Trading Volume ('000)	41.3

Connect with Us



CLAY CRAFT
FINE TABLEWARE
-INDIA-

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Formerly known as Clay Craft (India) Private Limited)

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