

January 29, 2025

**Listing Department  
National Stock Exchange of India Limited**

Exchange Plaza, Plot no. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051

**Department of Corporate Services -Listing  
BSE Limited**

Phiroze JeeJeebhoy Towers,  
Dalal Street,  
Fort, Mumbai – 400 001

Trading Symbol: ORIENTELEC

Scrip Code: 541301

**Sub.: Investors' Release – Un-Audited Financial Results – December 31, 2024**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), please find enclosed herewith the copy of Investors' Release on the Un-Audited Financial Results of the Company for the quarter ended December 31, 2024.

Investors' Release will also be available on the website of the Company, [www.orientelectric.com](http://www.orientelectric.com).

You are requested to take the above enclosed document on your record.

Thanking you,

Yours Sincerely,

For **Orient Electric Limited**

Ravindra Singh Negi

**Managing Director & CEO**

Encl.: as above

 **CK BIRLA** GROUP



Orient Electric Limited

# Earnings Presentation

Q3 & 9M FY25

January 29, 2025





# Strategy in Action | Key Updates

## Premiumization and Technology Focus

*Pivot to Lifestyle needs*

**Thrust on Premium Lifestyle: Accelerating premiumization across categories to cater to evolving customer needs**

- **Technology-driven Offerings:** BLDC & IoT-enabled fans, connected and decorative lighting innovations
- **Touch and Feel Emphasis:** Enhancing visibility through experiential retail with Project Orange
- **Growth Ambition:** NPD in Fans contributed 19% of the revenue in Q3. Overall, ambition to expand premium mix significantly from present ~30% levels

## Portfolio Expansion

*Pillar to Long term Sustained Growth*

**Focus on Lighting Portfolio: Prioritizing growth in decorative lighting and tender businesses**

### **B2C**

- a) New Launches strengthened consumer lighting portfolio
- b) Distribution expansion & focus on premium NPDs, delivering high double-digit volume growth

### **B2B**

- a) Successful execution of street lighting & façade projects
- b) Healthy pipeline, with new projects onboarded

## Customer Centric Initiatives

*Redefining GTM through DTM & Direct Services*

**DTM for Fans: Redefining the GTM in fans business**

- Successful implementation in 11 states, including Rest of West Bengal in Q3
- Revenue from DTM markets grew high double digit
- 7,000+ retailers added to the network

### **Direct Service**

- Expanded service network to 21 markets with 16.5K+ pin codes via service centres, ensuring faster redressal and enhanced customer experience

## Channel Strengthening and Market Expansion

- **Digital and E-commerce:** Focusing on building blocks for growth in e-commerce and quick commerce channels with a sell-out focus to drive market share gains
- **Project Spotlight** – enabling live fan and lighting demos at retail outlets to boost premium product adoption

## Cost Optimization and Operational Efficiency

- **'Spark Sanchay' programme:** Delivered cost savings of ₹52 Cr in YTD FY25
- **Manufacturing at Hyderabad facility scaled up:** Season ready
- **Thrust towards Profitability:** Gross and EBITDA margins improves significantly in Q3 - to further improve with efficiency and operating leverage in coming quarters



# Financial Results | Snapshot

Step-up improvement in profitability with better mix and premiumization thrust

## Q3FY25



Sales

₹ 817Cr

+8.6% YoY  
+23.7% QoQ



Gross Profit Margin

₹ 259Cr 31.7%

YoY +15.3% +184bps  
QoQ +21.2% -66bps



EBITDA Margin

₹ 61Cr 7.5%

YoY +25.0% +98bps  
QoQ +71.6% +209bps



PAT Margin

₹ 27Cr 3.3%

YoY +11.9% +10bps  
QoQ +159.0% +174bps

## 9MFY25



Sales

₹ 2,232 Cr

+10.2% YoY



Gross Profit Margin

₹ 723Cr 32.4%

YoY +18.0% +213bps



EBITDA Margin

₹ 137Cr 6.1%

YoY +20.5% +52bps



PAT Margin

₹ 52Cr 2.3%

YoY -16.5%\* -75bps

\*9M FY25 normalised PAT grew by 10.2% YoY (adjusted for one-time gain on sale of land in 9M FY24)



# Financial Results | Highlights

Encouraging growth from newer categories in premium fans and lighting



**Lighting & SWG performed well with double digit growth, Fans grew at a high single digit;** despite a lean quarter for summer product categories; thrust towards new product launches resulted in encouraging performance in premium fans and lighting



**Gross Margin expansion by 184bps YoY;** expected to sustain at ~31-33% range, with improvement in product mix, channel optimization with DTM, and premiumization thrust



**EBITDA Margin improved to 7.5% (+98bps YoY, +209 bps QoQ),** with Spark Sanchay and other cost optimization initiatives; operating leverage to improve further



**EBITDA at ₹61 Cr has grown by 25% on YoY and 72% on QoQ basis**



**Working Capital Cycle improved to 16 days in Q3 FY25 (vs 24 days in Q3 FY24); Net Cash at Rs. 93 Crore (Q3 FY24 at Rs 44Cr)**



# Lighting & Switchgear

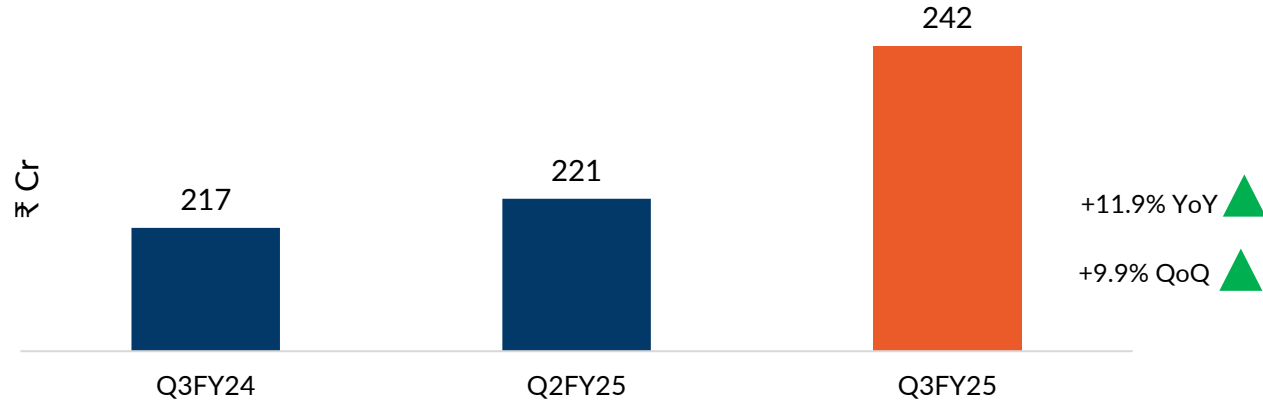




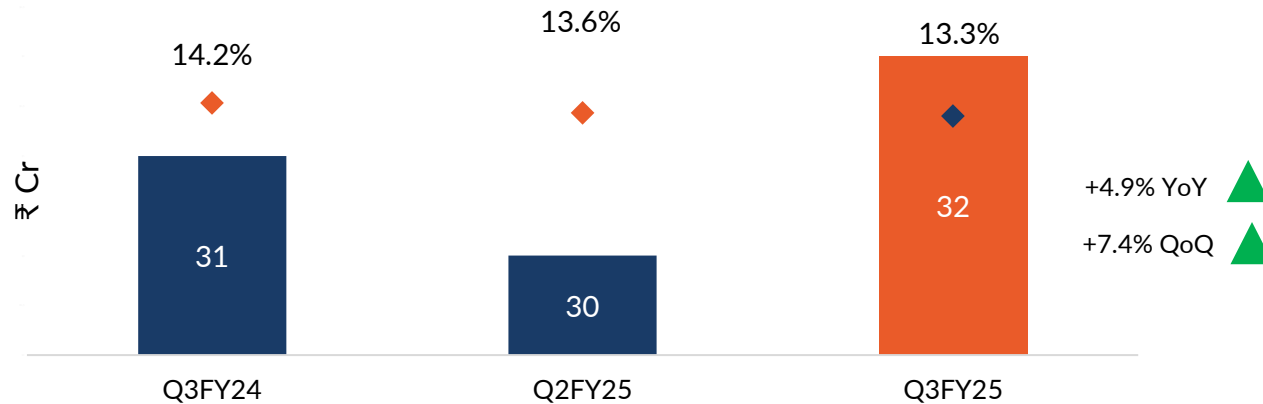
# Q3FY25 Segment Highlights | Lighting & Switchgear

Accelerated growth, driven by premiumization, distribution expansion and B2B focus

## Revenue



## EBIT and EBIT Margin



- L&S grew at an accelerated pace ~12% YoY
- Consumer Lighting continues to register high double-digit volume growth, though price erosion continued in Q3; product mix improvement and premiumization thrust led to an increase in share of Luminaries
- Expansion of distributor partnerships and new product launches aided the growth in Consumer Lighting
- B2B momentum continues, with execution of key projects in Street Lighting & Façade, & growing project enquiries
- Switchgears registered a double-digit growth, with a focus on electrician & retailer meets; presence expanded to over 11,000 retailers across the country
- Wires registered a muted growth, due to price fluctuations
- EBIT margins maintained at 13.3%, despite the impact of continuous price erosion in B2C lighting





# Focus on Façade and Street Lighting in B2B & B2G

Key Projects executed in Street Lighting and Façade

## FY24

- Rail Bhawan
- Srinagar smart city
- Surat Ahmedabad Metro
- Mumbai Metro Rail Corp
- Ayodhya
- Surdarshan Setu
- Puri Parikrama Marg



## 9M FY25

- Ghosukupur Salsabari (GSRP) Project, Siliguri
- Meerut Najibabad Highway
- Gurugram Sohna Higway
- Wadi Flyover
- Pune Metro
- Patna Airport







# Electrical Consumer Durables

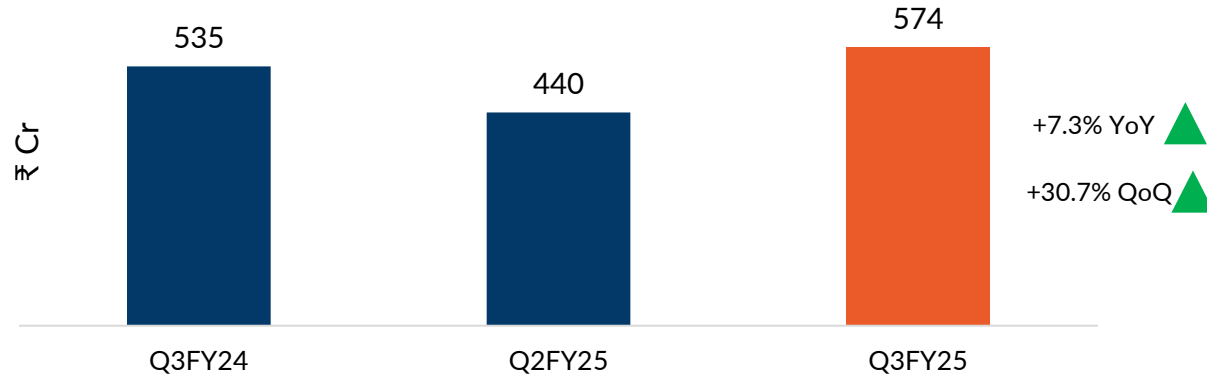




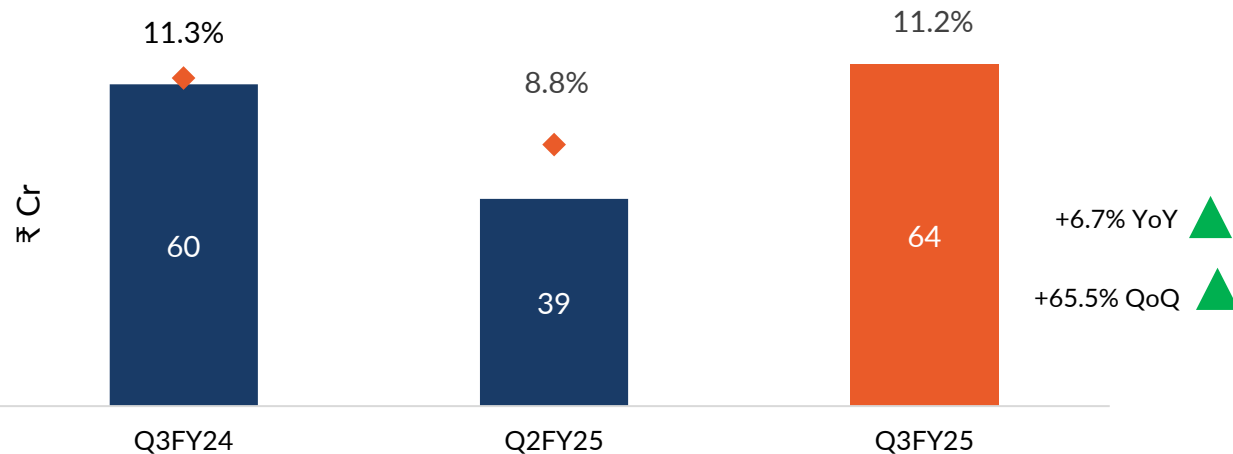
# Q3FY25 Segment Highlights | ECD

Innovation and consumer centricity driving Fans growth

## Revenue



## EBIT and EBIT Margin



- ECD revenue growth at 7.3% YoY
- Fans witnessed high single-digit growth, with increased share of premium & decorative fans leading to market share gains
- BLDC showed 60% value growth vs last year
- New Product development continue to be focus area, driving innovation and premiumization. New product launches during the quarter have shown positive market traction
- Revenue from DTM markets experienced a robust 30%+ growth; DTM roll-out expanded to Rest of Bengal in Q3
- Hyderabad plant operations stabilised; ready for season's scale up
- EBIT margins stood at 11.2%, with improved contribution from DTM markets and improved product mix



New Product

Launches



# New Product launches strengthening the L&S portfolio

Expanding range of value-added products, new range of MCB's in Mass Premium segment to drive scale

## Lighting



Blaze Spot Light



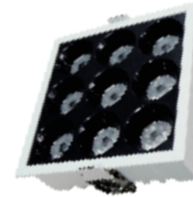
Prism Neo



Prism Fold



Vivid Step



Laser Linear



Razor Plus FL



Grace Delite Plus



Eternal Shine 70W

## Switchgear



Stella Neo MCB

- ✓ Focus on decorative lighting products, with improving share of luminaries to lamps within the lighting portfolio
- ✓ Technology focus with connected lighting products & IOT





# New Product Launches strengthening the ECD portfolio

Focus on lifestyle & technology needs of the customers

## Fans



Aeroslim - Dune Gold



Aerosense IOT BLDC Pro

- ✓ NPD in Fans contributed 19% to revenue in Q3
- ✓ Focus on technology with IOT and BLDC products
- ✓ Building up premium BLDC portfolio with fresh colors

## Appliances



Optimo 50/90L Air Cooler



Crysta 25L Water Heater

- ✓ Introduced new tall air cooler in multiple capacities - Optimo emerged as hero model for the season
- ✓ Launched Crysta in Glassline range of Water Heaters



FANS • HOME APPLIANCES • LIGHTING • SWITCHGEAR

FANS • HOME APPLIANCES • LIGHTING • SWITCHGEAR



orient  
electric

Smart Shop

CK BIRLA GROUP

MHHHLAXMI SALES CORPORATION  
GST NO 27BULPR9455G1ZW

Digital

Initiatives



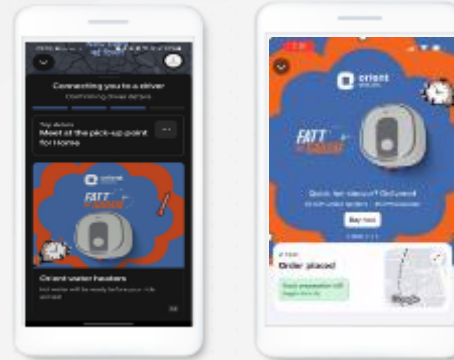
# Water Heaters Season Build up - Fatt Se Garam

Young tonality and high impact media usage

- Fatt se Garam- Young tonality and platform choices to build a digital first campaign
- Support with high impact offline properties in print and outdoor in key markets
- High engagement with influencers and contextual and engaging communication

## Digital Platforms and Social

Contextual communication



**A+**  
**Influencer**

Stand Up  
Comedian  
Rahul Dua

## Offline Integrations

**Print**

Full Page TOI



**BTL**

**Outdoor**

Selected high impact sites







# Driving Digital Success

## Engaging Younger Audiences and Community Outreach

### Top Influencer choices

### Young and fresh tonality

**Meta Influencer collaborations**  
Youth/category-centric influencers, resulting in reach in 25-35 age group

**Human centric & relatable content**  
Focus on shareable video content

**Younger Channel selection**  
Uber, Zomato, Spotify

**100K Fans**  
on Instagram

**Age 25-35**  
Highest Engaged Cohort







e



Financial

Summary





# Profit & Loss Statement

Particular (in Rs Crore )	Q3 FY25	Q3 FY24	YoY%	Q2 FY25	QoQ%	9M FY25	9M FY24	YoY%
Revenue from Operations	816.8	751.9	8.6%	660.2	23.7%	2231.8	2024.5	10.2%
COGS	557.7	527.2	5.8%	446.4	24.9%	1508.8	1411.7	6.9%
Gross Profit	259.1	224.7	15.3%	213.8	21.2%	723.1	612.7	18.0%
Gross Margin %	31.7%	29.9%	184 bps	32.4%	-66 bps	32.4%	30.3%	213 bps
Employee Expenses	75.3	63.6	18.3%	77.9	-3.4%	230.1	189.0	21.8%
Other Expenses	122.7	112.2	9.4%	100.2	22.4%	356.1	310.1	14.8%
EBITDA	61.2	48.9	25.0%	35.7	71.6%	136.9	113.6	20.5%
EBITDA Margin %	7.5%	6.5%	98 bps	5.4%	209 bps	6.1%	5.6%	52 bps
Depreciation	20.2	15.0	34.0%	19.6	2.8%	57.3	43.5	31.6%
Financial Cost	6.1	5.4	13.4%	6.0	1.3%	17.8	16.5	8.3%
Other Income	1.7	4.3	-60.5%	4.2	-59.7%	8.4	10.5	-20.5%
Exceptional Income	0.0	0.0	-	0.0	-	0.0	18.7	-
Profit Before Tax (PBT)	36.6	32.8	11.6%	14.2	157.3%	70.1	82.8	-15.3%
Other Comprehensive Income	0.1	0.0	233.3%	0.1	-9.1%	0.3	0.1	255.6%
Tax	9.5	8.5	11.7%	3.8	147.9%	18.2	20.3	-10.3%
Profit After Tax (PAT)*	27.2	24.4	11.9%	10.5	159.0%	52.2	62.5	-16.5%
PAT Margin %	3.3%	3.2%	10 bps	1.6%	174 bps	2.3%	3.1%	-75 bps
Earning Per Share in Rs.	1.27	1.14	11.7%	0.49	160.2%	2.43	2.93	-16.9%

\*9M FY25 normalised PAT grew by 10.2% YoY (adjusted for one-time gain on sale of land in 9M FY24)

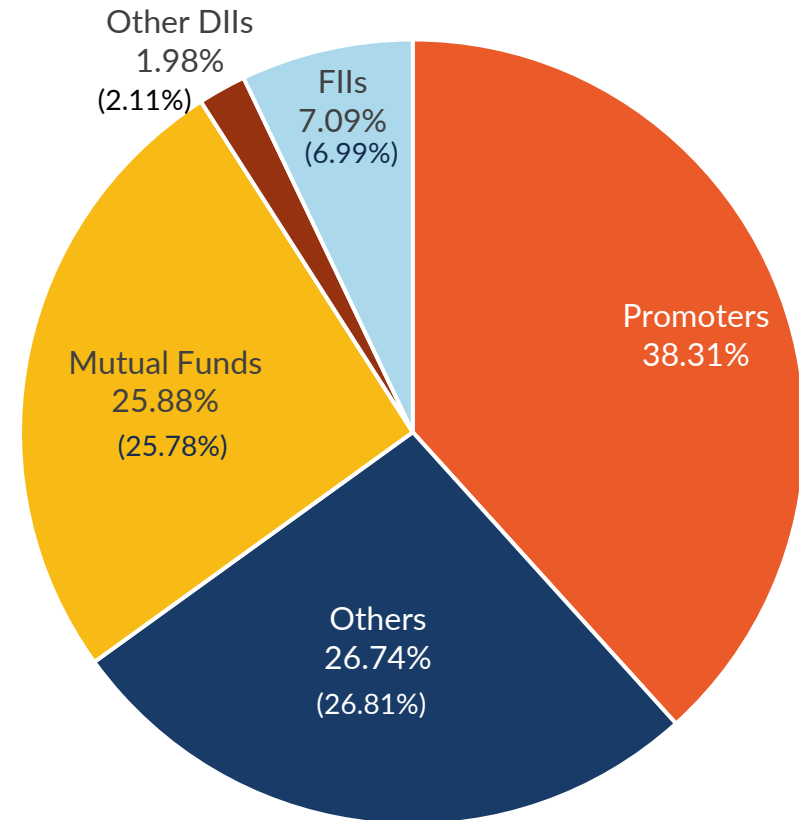


# Shareholder Information

## Stock Data

Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (₹ Cr.) - Dec 31, 2024	4,966
<b>No. of Shares Outstanding (Cr.)</b>	<b>21.34</b>

## Shareholding Pattern - Dec 31, 2024



Figures in bracket represent corresponding details as on Sep 30, 2024

# THANK YOU

 CK BIRLA GROUP



Orient Electric Limited

CIN : L31100OR2016PLC025892



Regd. Office: Unit VIII, Plot No.7,  
Bhoinagar, Bhubaneswar, Odisha 751012



[investor@orientelectric.com](mailto:investor@orientelectric.com)



[www.orientelectric.com](http://www.orientelectric.com)

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