

OBL:HO:SEC:00:

New Delhi : 27.10.2020

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga Building Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 051

Stock Code - 530365

Stock Code: ORIENTBELL

SUB: INVESTOR PRESENTATION FOR THE QUARTER AND HALF YEAR ENDED
30.09.2020.

Dear Sir/ Madam,

Please find enclosed herewith Investor Presentation of Orient Bell Ltd. highlighting the performance of the Company during the quarter and half year ended on 30th September, 2020.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head - Legal



Encl: as above

Orient Bell Limited

Investor Presentation

Q2/6M – FY21



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1 Business Environment – Q2FY21

- Phased improvement in demand post lifting of the lockdown – smaller towns picked up faster than the metros
- Project activities regained traction as well
- Exports continue to do well – impact of Anti Dumping Duties imposed by Gulf Co-operation Council (GCC) so far not visible due to opening of new markets and general preference for Indian goods over those from other competing Asian countries
- Supplies improved too – a few plants at Morbi yet to restore operations fully though
- Logistic Costs on the rise impacting landed costs for raw material and finished goods
- Fuel Costs increased sequentially in Q2FY21 as well but still lower on a y-o-y basis supporting margins
- New tax regulations introduced w.e.f. 1-Oct-20 – E-invoicing and TCS

2A OBL's Key Financial Highlights – Q2FY21

Volumes
+6% y-o-y

ASP
+2% over
Q1FY21

Revenue
+6% y-o-y

EBITDA
+39 %
y-o-y

PAT
+322 %
y-o-y

Net Debt* reduced substantially – almost close to Zero as at 30-Sept-20

Note : *Net Debt = Debt – Cash & Cash Equivalents

2B OBL's Other Key Highlights – Q2FY21

- Sale from HVP products ~41%
- No. of OBTB's added – 25 (*total no. of active OBTB's as on 30-Sep-20 = 188*)

- Marketing investments restored during Q2FY21 – 1.3% of topline (*~2.6X of Q1FY21 spend*)

First ever Digital launch of New Products :
+ 300 SKU's added

- 400X400 Pavers – Rhino
- Germ Free Tiles – Wall & Floor
- 300X450 High Gloss Germ Free – Sparkle Series
- 300X600 Elevation Tiles
- New designs introduced in GVT

- Strong focus on Working Capital management continued – *DIO and DSO* improved significantly*
- Credit Rating reaffirmed in Sept-20 by CRISIL as A-/Negative.

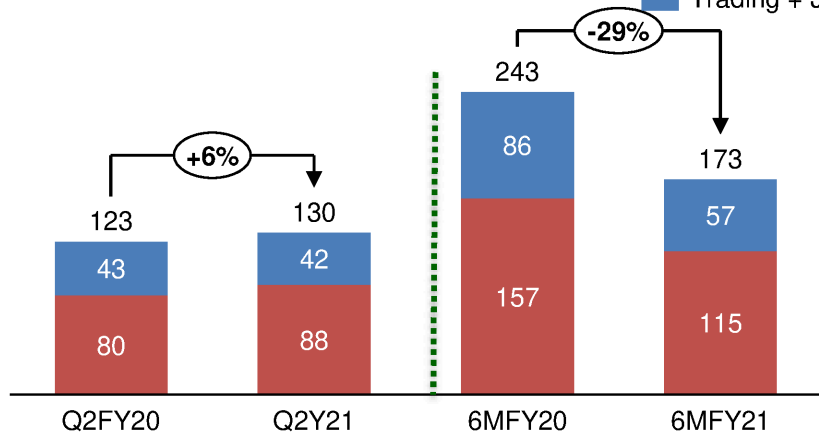
Future ready – New regulations on E-invoicing and TCS already automated from Day 1 at OBL

Note : *DIO - Days Inventory Outstanding; DSO - Day Sales Outstanding

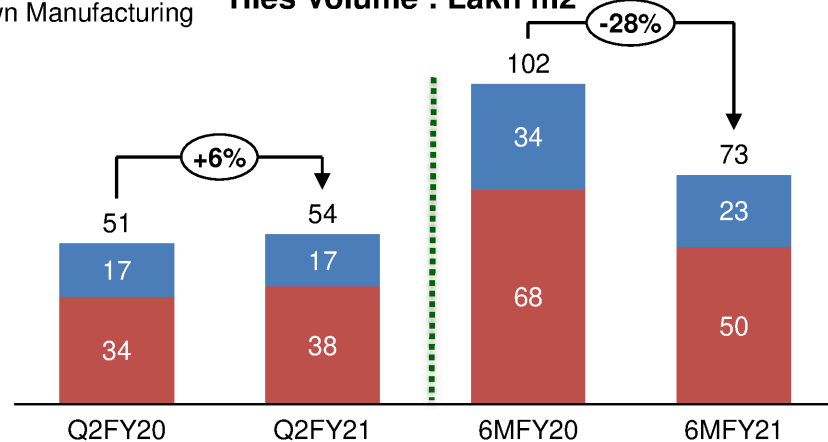
3 Tiles Revenue – Volumes, Prices & Mix of Products

Tiles Revenue : Rs. Crs.

Trading + JV Own Manufacturing

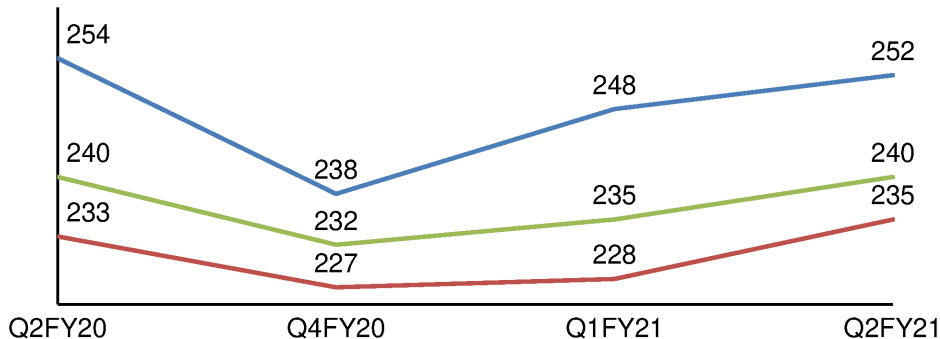


Tiles Volume : Lakh m2



ASP – Rs. per m2

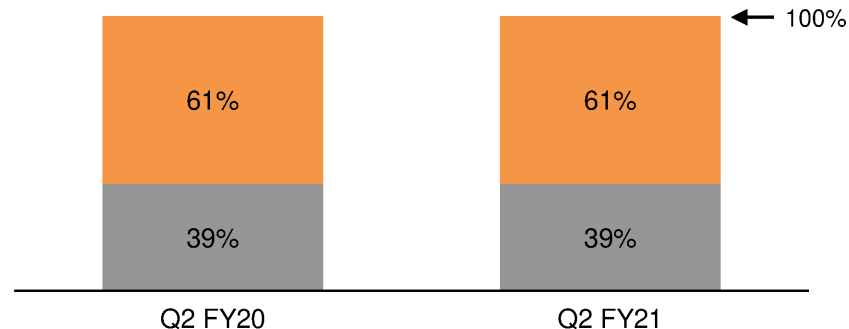
Trading + JV Own Manufacturing Blended



Note : Q4FY20 & Q1FY 21 impacted on account of lockdown post Covid-19

Vitrified Mix*

Ceramic Vitrified

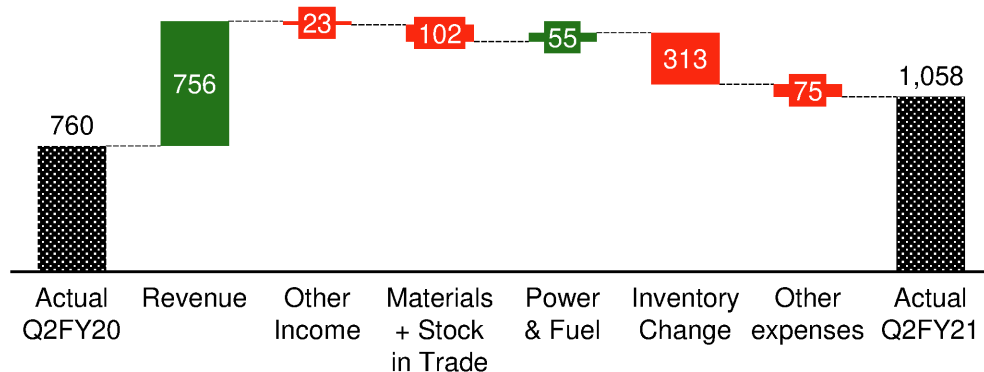


* Vitrified include GVT, FBT, PVT/NANO, DC, PC

4 Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

Particulars	Quarter Ended			Six Month Ended		
	Q2 FY20	Q2 FY21	% Change	FY20	FY21	% Change
	Unaudited			Unaudited		
Revenue from Operations	12,281	13,037	6.2%	24,349	17,310	-28.9%
Other Income	74	51	-31.0%	184	80	-56.6%
Operating Expenses	11,595	12,031	3.8%	23,069	17,212	-25.4%
EBITDA	760	1,058	39.1%	1,464	178	-87.9%
EBITDA Margin%	6.2%	8.1%	1.9%	6.0%	1.0%	-5.0%
Depreciation and Amortisation	460	512	11.2%	910	1,014	11.5%
EBIT	300	546	81.9%	555	(836)	-250.7%
Interest and Financial Charges	194	153	-21.3%	400	327	-18.2%
Profit Before Tax(PBT)	106	393	270.6%	155	(1,163)	-851.1%
PBT Margin %	0.9%	3.0%	2.2%	0.6%	-6.7%	-7.4%
Tax Expenses	36	97	169.4%	54	(355)	-756.7%
Profit After Tax(PAT)	70	295	321.1%	101	(809)	-901.6%
PAT Marginn %	0.6%	2.3%	1.7%	0.4%	-4.7%	-5.1%

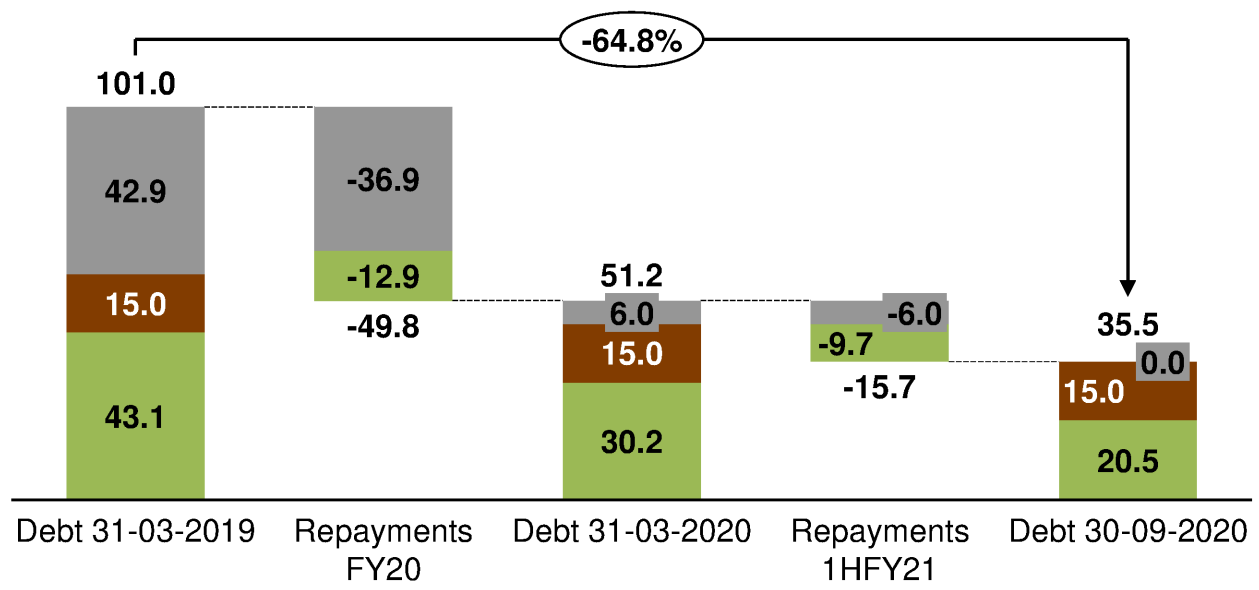


- Topline Growth +6% y-o-y led by renewed focus on NPD, Displays and Channel Engagements.
- EBITDA margin +8% - concerted efforts on cash fixed costs and KPI's continue
- Own Manufacturing sales ~68%
- EBITDA loss of Q1FY21 fully recouped in Q2FY21
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for Q2FY21 was Rs. 3.3 Crs. against Rs.1.0 Cr. in Q2FY20.

- The Reported Results for Q2FY21 includes the first time adoption impact of IND AS 116 "Lease Accounting" – net impact on PBT is negligible
- Q4FY20 & Q1FY 21 impacted on account of lockdown post Covid-19

5 Debt - Development

■ Short Term Debt
 ■ Long Term Related Party Debt
 ■ Long Term External Debt



Rs. Crores

Net Debt (net off cash and cash equivalents) as at 30-Sept-20 ~ Rs. 3 Crores

- Significant improvement in Debt position led by concerted efforts on cash costs and working capital management
- Moratorium on principal and interest – not availed.
- Credit Rating re-affirmed as A-/Negative by CRISIL in Sept-20

6 Abridged Balance Sheet - Standalone

Rs. Crores

Liabilities	Sep-19	Mar-20	Sep-20
Equity Share Capital	14.3	14.3	14.3
Other Equity	218.9	224.1	216.9
Net Worth	233.1	238.4	231.3
Borrowings	60.6	51.2	35.5
Trade Payables	81.5	77.3	82.7
Other Liabilities	46.8	42.1	40.0
Liability for Lease Assets	-	10.0	9.0
Total Liabilities	422.0	418.9	398.5
Assets	Sep-19	Mar-20	Sep-20
Property Plant and Equipment	232.8	225.5	218.1
Lease Assets	-	7.9	7.0
Investments	5.7	5.7	5.7
Inventories	77.9	80.6	59.4
Trade Receivables	95.8	86.9	67.8
Cash & Cash Equivalents	2.2	3.0	32.5
Others Assets	7.6	9.3	8.0
Total Assets	422.0	418.9	398.5

Leverage reduced further during 6MFY21 –

Net Debt ~ Rs. 3 crores

Note :

1. Other Liabilities : Deferred Tax Liabilities, Employee Cost Provisions, Unpaid Dividends, Statutory dues & provisions
2. Other Assets : Deposits with Government and others, Advance Tax (Net of Provisions), GST Receivable (Net of Payables) and advances.

7A NPD Update : 300+ SKUs launched online

YouTube + Zoom sessions



NPD Launch – Unlock Growth
8320 views



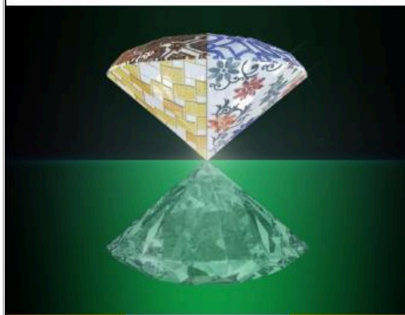
Germ-free Tiles Launch
26300 views



7B NPD Update : Multiple Channels to engage CPs

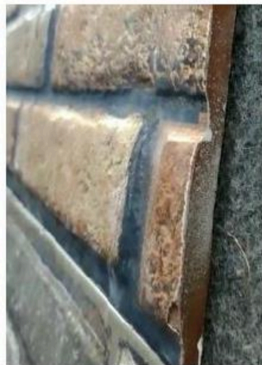
Sparkle

1. Highest Gloss Ever
2. New Colors
 - Aqua
 - Yellow
3. Germ Free
 - Wall & Matching floor



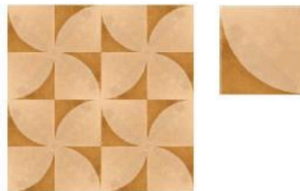
HD-P Elevation

1. High Depth Punch ~ 4mm
 - Real Stone / Wood Look
2. Wide Grooves
 - Easy Cleaning
3. Floor Body
 - Strong / No Breakage



Autumn'20 FT

1. New Designs & Colors
 - Slate / Wood / Stylised
2. Geometric Design
 - Endless Laying Options
3. Offered as GFT
 - At Same Rate



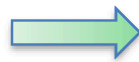
Download Catalogues

- **HD-P Elevation**
<https://www.orientbell.com/media/pdf/HD-P-Elevation-Catalog.pdf>
- **Sparkle High Gloss GFT**
https://www.orientbell.com/media/wysiwyg/Sparkle_300x450_mm_Wall_Tiles_Catalogue.pdf
- **Estilo 12x18 and 12x24**
<https://www.orientbell.com/media/pdf/Estilo-Catalogue.pdf>
- **Autumn'20 FT-GFT**
<https://www.orientbell.com/media/pdf/DORA%20NPD-600-600%20mm-compressed.pdf>

7C Specifiers : Building Engagement at multiple touch points



www.orientbell.com



Q1

1.5 lakh views

Q2

1 Million+ views

1000+ architect registrations

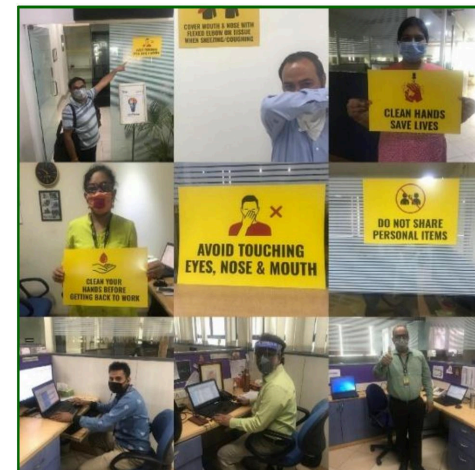
8A People & Social Connect at OBL during H1FY21 (1)



Social Welfare Initiatives by OBL



Plantation Drive at SKD Plant

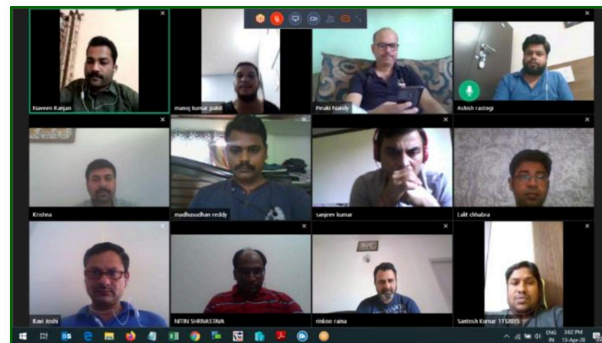


Safety Measures at HO

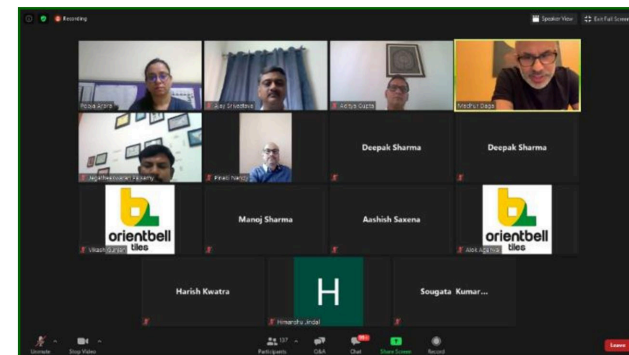
Quarantine Contest



Virtual Induction Program



DigiTile Event



8B People & Social Connect at OBL during H1FY21 (2)

Do's & Don'ts: Covid Safety



Reward Recognition



Joy of giving week

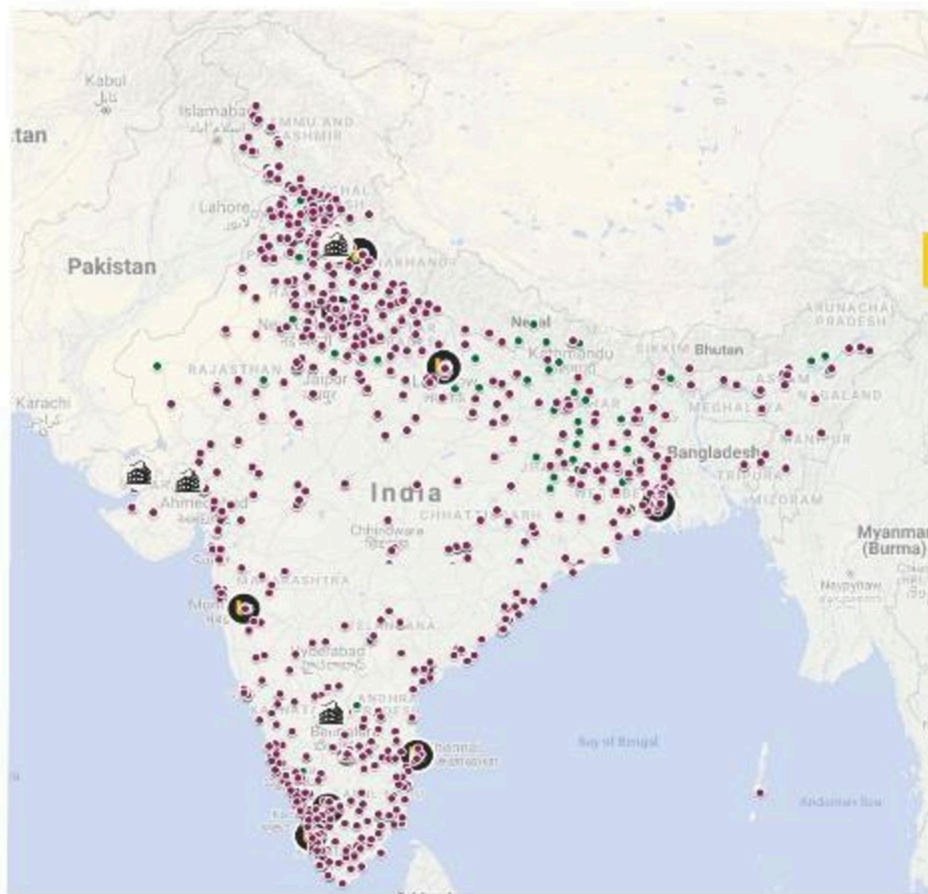


Social Welfare Initiatives by OBL



Virtual Townhall

9 OBL Network and Facilities




A Network of

2500+

Channel Partners

 Franchise Owned Boutiques

 Channel Partners

 Company Owned Boutiques

 Plants

Orient Bell Limited – Investor Relations Contact

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Thank you