



OBL:HO:SEC:00:

New Delhi : 17.06.2020

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

Stock Code - 530365

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

Stock Code: **ORIENTBELL**

SUB: INVESTOR PRESENTATION FOR THE QUARTER AND FINANCIAL YEAR ENDED 31.03.2020.

Dear Sir/ Madam,

Please find enclosed herewith Investor Presentation of Orient Bell Ltd. highlighting the performance of the Company during the quarter and financial year ended on 31st March, 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

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CIN: L14101UP1977PLC021546

Investor Presentation

Q4/12M – FY20



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1 Business Environment – 12M FY20

- Muted real estate and construction activities for most part of the year due to –
 - Tight liquidity conditions
 - Prolonged ban on construction activities in certain parts of the country during Q3FY20
 - The outbreak of Covid-19 pandemic followed by the lockdown also impacted Q4FY20 revenues
- No significant capacity addition in the sector after Q2FY20
- Temporary shutdowns also rampant at Morbi post NGT ban on coal gasifiers
- Channel Partners destocking continued amidst low demand and pricing drops.
- Anti Dumping Duty (ADD) by GCC not enforced during FY20 – imposed however from 1-June-2020
- Exports fared better though driven by opening of more markets and general acceptability of Indian origin goods
- Fuel Costs spiked in between due to global factors but was relatively stable during 2HFY20

2 OBL's Key Highlights – 12M FY20

Focus investments on marketing continued –
~2.5% of revenues in FY20 vs. 1.8% last year

Vitrified Ratio improved further to 38% vs.
37% last year

Sale from HVP products ~40%

- Core Working Capital cycle gains intact – improved by +19 days vs. March 2019
- Net Debt reduced by ~50% vs. Mar. 2019
- Credit Rating reaffirmed by CRISIL as A-/Negative.

New Products Launched –

- Valencica & Multiplica – Q1FY20
- Duazzle – Q2FY20
- Full Body & 40X40 Pavers at SKD – Q3FY20
- Inspire and Step Tiles – Q4FY20

Concerted efforts on costs continued –
variable cost base improved further by tight
monitoring of KPI's while fixed costs reduced
by ~9%* despite increased marketing
investments

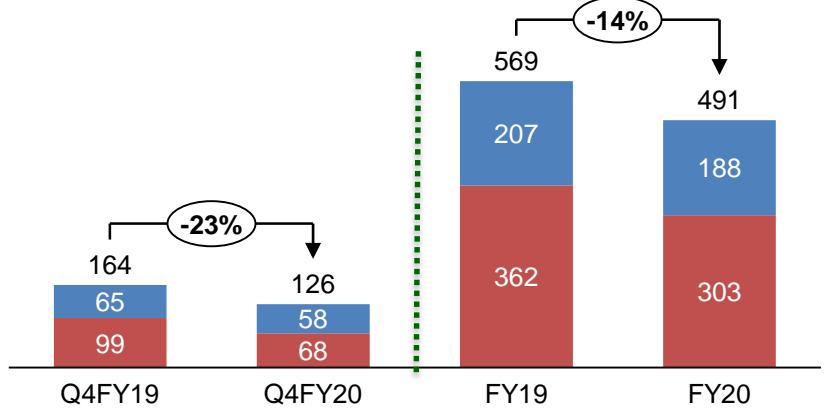
- Approval received from The Pradeshiya Industrial & Investment Corporation of UP Ltd.” (PICUP) for availing tax benefits against the investments made by OBL for MF-4 at SKD

*excludes impact of IND AS 116 “Lease accounting” implemented during FY20

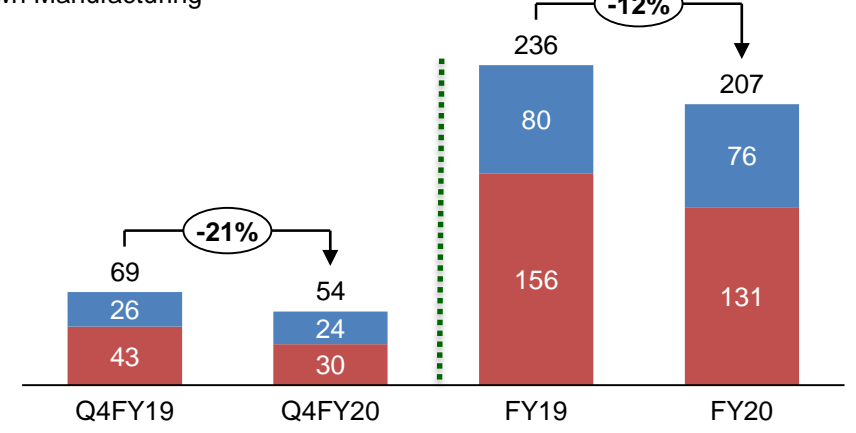
3 Tiles Revenue – Volumes, Prices & Mix of Products

Tiles Revenue : Rs. Crs.

Trading + JV Own Manufacturing

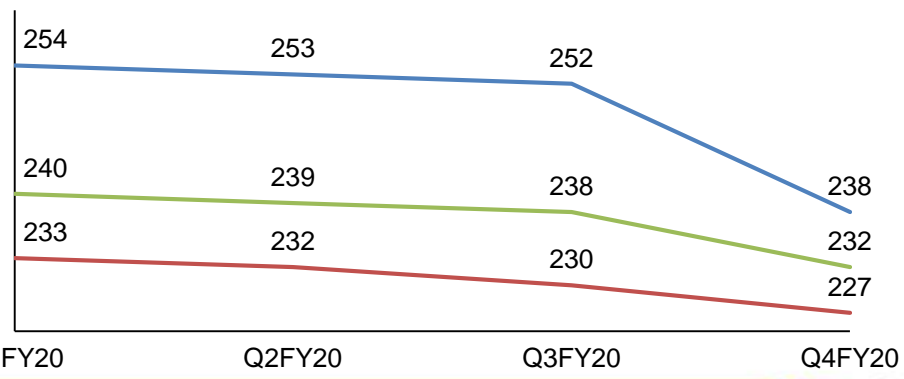


Tiles Volume : Lakh m2



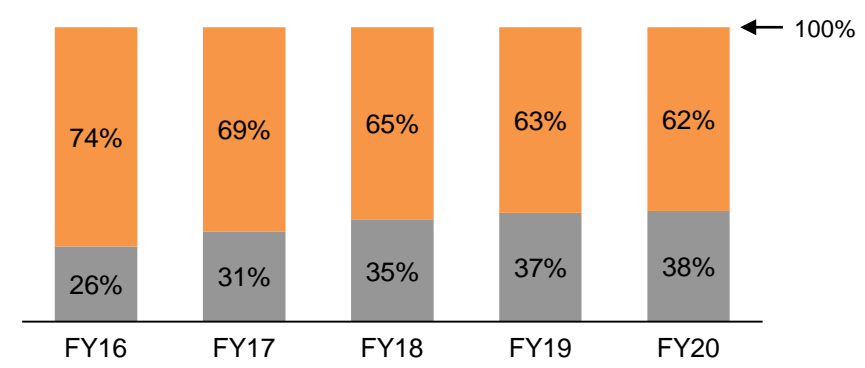
ASP – Rs. per m2

Trading + JV Own Manufacturing Blended



Vitrified Mix

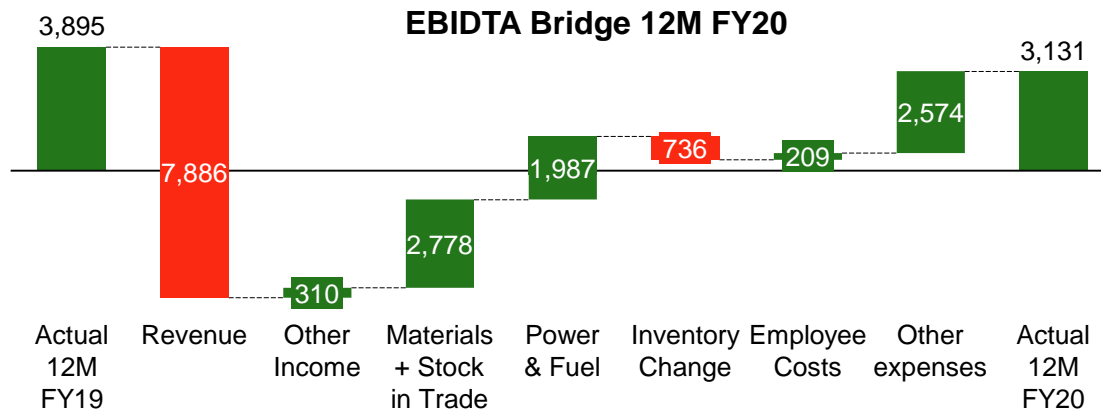
Ceramic Vitrified



4 Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

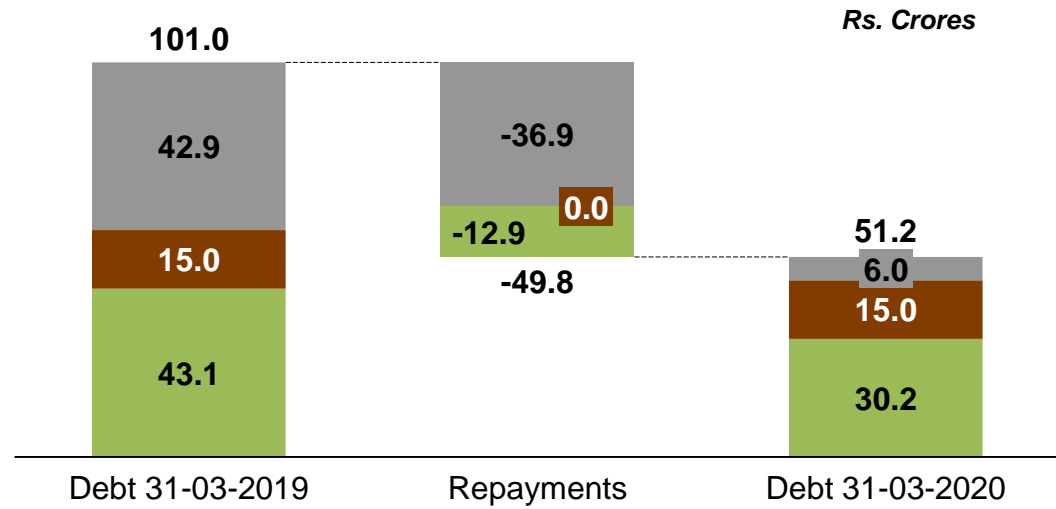
Particulars	Quarter Ended		% Change	Twelve Month Ended		% Change
	Q4 FY19	Q4 FY20		FY19	FY20	
	Unaudited			Unaudited		
Revenue from Operations	16,517	12,675	-23.3%	57,114	49,228	-13.8%
Other Income	61	207	239.8%	194	503	160.2%
Operating Expenses	15,575	12,181	-21.8%	53,413	46,600	-12.8%
EBITDA	1,003	701	-30.1%	3,895	3,131	-19.6%
EBITDA Margin%	6%	6%	-0.5%	7%	6%	-0.5%
Depreciation and Amortisation	431	524	21.5%	1,652	2,059	24.6%
EBIT	572	177	-69.0%	2,242	1,073	-52.2%
Interest and Financial Charges	216	152	-29.6%	871	809	-7.1%
Profit Before Tax(PBT)	356	25	-92.9%	1,372	263	-80.8%
PBT Margin %	2%	0%	-2.0%	2%	1%	-1.9%
Tax Expenses	124	(514)	-514.5%	482	(419)	-186.9%
Profit After Tax(PAT)	232	539	132.4%	890	682	-23.3%
PAT Marginn %	1.4%	4.3%	2.8%	1.6%	1.4%	-0.2%



- Concerted efforts continue on the costs front – Manufacturing KPI's improved and G&A costs optimized further during 12MFY20.
- Deferred Tax Liability reversed by net ~ Rs. 6.3 Crores during Q4FY20
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for 12M FY20 was Rs. 7.1 Crores against Rs. 9.3 Crores in 12M FY19.

The Reported Results for FY20 includes the first time adoption impact of IND AS 116 "Lease Accounting" – net impact on PBT is (-) Rs. 28 lakhs

5 Debt - Development



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

- **Core Working Capital cycle reduced by ~19 days during FY20 vs. FY19 – multiple initiatives undertaken on all fronts during last year.**
 - *Inventory – Production Planning improved further*
 - *Debtors – Focused monitoring of Collection Efficiency (Collections/Billing) initiated*
 - *Creditors – Renegotiations undertaken to align with the evolving market conditions*
- **Working capital released used to repay short term bank loans thus resulting in lower interest expense during FY20.**
- **Debt reduced by 50% over 31-March-2019**

6 Abridged Balance Sheet - Standalone

Rs. Crores

Liabilities	Mar-19	Mar-20
Equity Share Capital	14.2	14.3
Other Equity	217.4	224.1
Net Worth	231.6	238.4
Borrowings	101.0	51.2
Trade Payables	70.9	77.3
Other Liabilities	54.3	42.1
Liability for Lease Assets	-	10.0
Total Liabilities	457.7	418.9
Assets	Mar-19	Mar-20
Property Plant and Equipment	239.8	225.5
Lease Assets	-	7.9
Investments	5.7	5.7
Inventories	85.5	80.6
Trade Receivables	116.2	86.9
Cash & Cash Equivalents	3.5	3.0
Others Assets	7.0	9.3
Total Assets	457.7	418.9

Leverage reduced further during FY20 –

Net Debt/EBITDA ~1.6

Note :

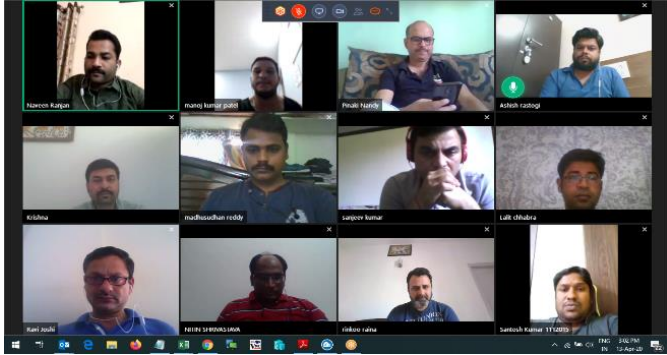
1. Other Liabilities : Deferred Tax Liabilities, Employee Cost Provisions, Unpaid Dividends, Statutory dues & provisions
2. Other Assets : Deposits with Government and others, Advance Tax (Net of Provisions), GST Receivable (Net of Payables) and advances.

7A Back to Business – Q1FY21

- Key Areas acted upon –
 - ✓ *Ensuring Safe Working Conditions – Work from Home Policy, Safety Guidelines & Sanitization*
 - ✓ *Continuous Engagement – Customers, vendors and employees*
 - ✓ *Cash Flow Management*
 - ✓ *Further Cost Reduction possibilities*
 - ✓ *Revival of dispatch and revenues post re-opening of markets*
- Sufficient liquidity and available bank credit lines. Facility of moratorium on loan repayments and interest payments not availed.
- Head office, Sales offices, Depots, Trading operations and OBTB's (display centers) – almost all locations operational now with strict enforcement of safety norms and work rosters.
- Dispatch resumed already while Production facilities are being resumed too in a phased manner.

7B A few glimpses of the action during Q1FY21

Work From Home - Virtual Office



& also "Work For Home"



Our Warriors – In action



Leading by example - Namaste



OBTB's – Ready to host again



orientbell tiles
Let's Connect
VIRTUAL TOWNHALL
BY MANAGING DIRECTOR

MAY 07 . 11 AM
Via Video Conference
Link available on email

Virtual Townhall
Leadership Team at Orient Bell Ltd.

I am so proud of the incredible professionals who surround me. Immense gratitude.

Resumption of production - HSK



Connect with AID

Architects Of Change

DINESH VERMA
Founding Partner & Principal Architect,
AIA, Global Architecture

ALOK ABARWAL
CEO, Orient Bell Tiles

Topic: Designing Educational Spaces
On 30th May, Saturday at 4pm

8A Q4FY20 : Brand Building Momentum

Orient Bell Tiles January 21 · 🌐

Over 5 crore Indians work in the construction industry. Often living in makeshift huts next to the construction sites, they constitute the most vulnerable segment of our labour force. We salute the #HandsThatBuildIndia and our homes.

#OrientbellTiles #RepublicDay2020 #Tribute #HandForAHand #RealHeroes #OrientbellSupportsMasonsOfIndia



👍❤️👤 14K 122 Comments 995 Shares

👍 Like Comment Share

Most Relevant

Write a comment...

View comments

Orient Bell Tiles February 15 · 🌐

The #ValenTileContest ends soon, so participate quickly by clicking a picture with your loved ones. 5 people will stand a chance to win Amazon vouchers worth Rs. 2000! Send in your entries now!

#ContestAlert #ValenTileWeek #Love #Timeless #Contest



👍❤️👤 228 189 Comments 95 Shares

👍 Like Comment Share

Orient Bell Tiles March 5 · 🌐

Aisi tiles dekhiye jo aapki bhi Facebook feed k sath bleeennndd hojael Watch RJ Sukriti playing 5 types of women buying tiles.

#OrientbellTiles #InternationalWomensDay #QueenOfChoices

See Translation



👍❤️👤 11.9K 140 Comments 306 Shares

👍 Like Comment Share

8B Amplified many times over

ET **BRANDEQUITY.com**

From The Economic Times
 NEWS ▾ LONG COPY ▾ INDUSTRY SPEAK ▾ PORTFOLIO ▾ BE TV ▾ BE CLASSIC ▾ BF

MARKETING ▾ ADVERTISING ▾ DIGITAL ▾ MEDIA ▾ SPOTT AWARDS 2020 ▾ BE CELEBRATING 50 YEARS ▾

Brands celebrate Republic Day with social campaigns

From releasing thought-provoking campaigns to unveil contests, con- engaging with the consumers with the motive of cherishing the signifi- day along with presenting the brand itself as a part of moment marl

Namit Singh Sangar • FTBrandEquity • Updated: January 26, 2020, 17:51:157



हरियाणा मेल

राजमिस्त्री की बैठक : 50 राजमिस्त्री को उनके काम के लिए किया गया पुरस्कृत



ओरिएंट बेल टाइल्स ने एक महानगीत वीडियो में 'भारत का निर्माण करने वाले खरों' को स्तब्ध किया

हरियाणा मेल राष्ट्रीय स्तर पर एक महानगीत वीडियो में 'भारत का निर्माण करने वाले खरों' को स्तब्ध किया। ओरिएंट बेल टाइल्स ने एक महानगीत वीडियो में 'भारत का निर्माण करने वाले खरों' को स्तब्ध किया।

#HimmatWaliSeeti - SBI Life Insurance



#DoTheDifficult - ICICI Lombard



Queen of Choices - Orientbell Tiles



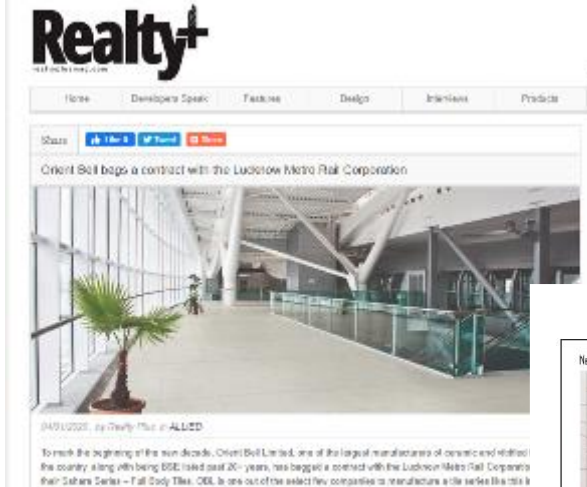
दैनिक भास्कर

ओरिएंट बेल टाइल्स ने किया महिलाओं को सम्मानित

लखनऊ। ओरिएंट बेल टाइल्स अपने अभियान के साथ महिलाओं को सम्मानित कर रहा है, जो न केवल अपनी पसंद के बारे में दृढ़ निश्चित होती हैं, बल्कि शिष्टाचार के साथ परिवर्तन लाने में भी अग्रणी भूमिका निभाती हैं। परिवर्तन लाने के लिए मौजूदा यथास्थिति से आगे बढ़ना आवश्यक है। ओबीएल टाइल्स ने हाल ही में 25 से 45 वर्ष के लोगों के बीच एक सर्वे किया। इस सर्वे में विभिन्न लिंग और पीढ़ियों के लोगों ने बताया कि घर के मामलों तथा कार, कॉन्डोम और टाइल्स जैसे मामलों में घर में निर्णायक की भूमिका महिला या पुरुष में से कौन निभाता है। यह ब्रांड ब्रांड इस बारे में वार्ताओं को बढ़ा रहा है कि परिवर्तन का परिदृश्य, किस प्रकार न केवल कॉस्मोपोलिटन शहरों में, बल्कि छोटे और विकासशील शहरों में भी देखने को मिल रहा है।



8C Favourable PR (Online & Print) coverage gives tailwind



The Ideal Home and Garden

News Watch

Freshly Grouted
Mentioned by the best that nature has to offer and is ideal for protection, Orient Bell Limited introduces its latest GVT series natural degree. Its offer are the best in line from across the globe. Orient's top, resistance, resistance, special tiles and more. Carefully chosen, the series range of glazed vitrified tiles have 17 designs, with a wide spectrum of finishes, including natural, metallic, and more. The range is an excellent choice for use of application and minimum grout. Just like the natural stone, the natural shade and tone of the tiles have been carefully selected to appeal to the taste of customers. (orientbell.com)

24 | FEBRUARY 2020 | The Ideal Home and Garden



How Orient Bell CMO Alok Agarwal is Digitalising the Tiles Titan

04/11/2020

SEO POSTS

TWEEET **SHARE** **41** **LINKEDIN**

Generic and verified tiles titan Orient Bell Ltd is positioning itself as a 'future-perfect' company. CMO Alok Agarwal explains how Orient Bell is digitalising retail, branding, channel management and services to woo today's digital customer.

How are you steering the company for the future?

We are very keen to differentiate ourselves and build a professional, world-class company that is the preferred choice of discerning customers. And this reach is continuously growing in width and depth, width in terms of cities we are represented in, and depth in terms of the number of categories and products they carry.

So, this calls for strengthening of your bench strength. How are your human resources shaping up?

8D Focus on High Value Products (HVP), New Product Designs (NPD) & Displays

- HVP contribution to total sales ~ 40%
- NPD launches continue upgrading the range for our channel partners. In Q4FY20 given the focus on sales, the Company consolidated on earlier launches of Inspire/Timeless to launch ~30 new SKUs across:
 - Inspire 2.0: 17 designs of 600X600 GVT tiles that are inspired by the best marbles from across the world
 - Step Tiles: 15 SKUs of size 300x300mm were launched from HSK for use in steps and landings
- Orient Bell Tiles Boutiques (OBTBs) total count as on 31-March-20 = 166



9A People Connect at OBL during Q4 – (1)

Covid awareness program at Dora



Safety Day celebration at Hoskote



Induction Program at HO



Health Talk session at HO



Women's Day Celebration at HO



Birthday Celebrations



MD's message to employees



9B People Connect at OBL during Q4 – (2)

Covid awareness program at Dora



Health Talk session at HO



Birthday Celebrations



Women's Day Celebrations



Offsite employee visit



Covid awareness program at HO

Covid awareness program at Hoskote



Reward Recognition



Lohri celebration & product launch



10 Social Connect at OBL

Mask distribution in villages



Sanitizer distribution to villagers



CSR support to local schools continues as well



11 More Awards & Accolades during Q4FY20– Future of Retail Awards 2020



Best Omni-channel Retail Model

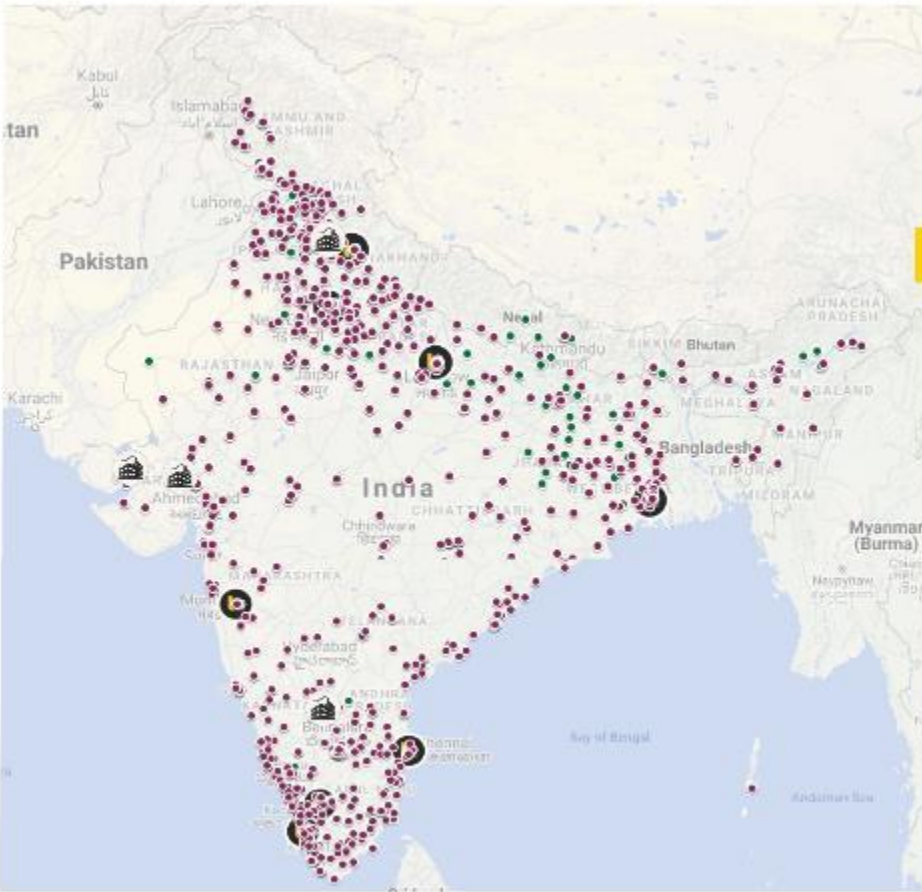
Orientbell TileKart



Customer Retail Journey Innovation

Quicklook

12 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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Chief Financial Officer

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India

Website: www.orientbell.com

Thank you