



OBL:HO:SEC:00:

New Delhi : 06.08.2024

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 under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Para A of Part A Of Schedule III of the said Regulations for the quarter ended on 30<sup>th</sup> June, 2024**

Dear Sir/ Madam,

This is with reference to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Para A of Part A of Schedule III of the said Regulations.

Please find enclosed herewith Investor Presentation of Orient Bell Ltd. highlighting the results/performance of the Company during the quarter ended on 30<sup>th</sup> June, 2024.

Kindly take the same on record.

Yours faithfully  
for Orient Bell Limited

Yogesh Mendiratta  
Company Secretary & Head - Legal

Encl: as above

Orient Bell Limited



**Orient Bell Ltd.**

**Investor Presentation Q1FY25**

# Disclaimer

*This presentation may contain certain forward-looking statements relating to Orient Bell Ltd. and its future business, development and economic performance. These statements include descriptions regarding the intent, belief or current expectations of the Company, its subsidiaries and associates and their respective directors and officers with respect to the results of operations and financial condition of the Company, subsidiary or associate, as the case may be.*

*Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to (1) competitive pressures; (2) legislative and regulatory developments; (3) global, macroeconomic and political trends; (4) fluctuations in currency exchange rates and general financial market conditions; (5) delay or inability in obtaining approvals from authorities; (6) technical developments; (7) litigation; (8) adverse publicity and news coverage, which could cause actual development and results to differ materially from the statements made in this presentation.*

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# OrientBell Limited- a leading manufacturer of tiles



47

Years in  
Ceramics Industry



5

3 State-of-the-art own Facilities  
2 AE\* Facilities

- Sikandrabad, UP - 14.8 MSM
- Hoskote, KAR - 6.6 MSM
- Dora, GUJ - 5.5 MSM
- Morbi, GUJ - 10.0 MSM



+36.9

Million sqmt Annual  
Capacity (including AE\*)



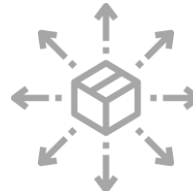
Strong Balance sheet



4,000+

SKUs

- Ceramic
- Vitrified
- Double Charge
- Cool Tile
- Pavers
- Germ Free Tile
- Anti Static
- Big Slabs
- Scratch Free



364

Tile Boutiques  
(Experience Centre)

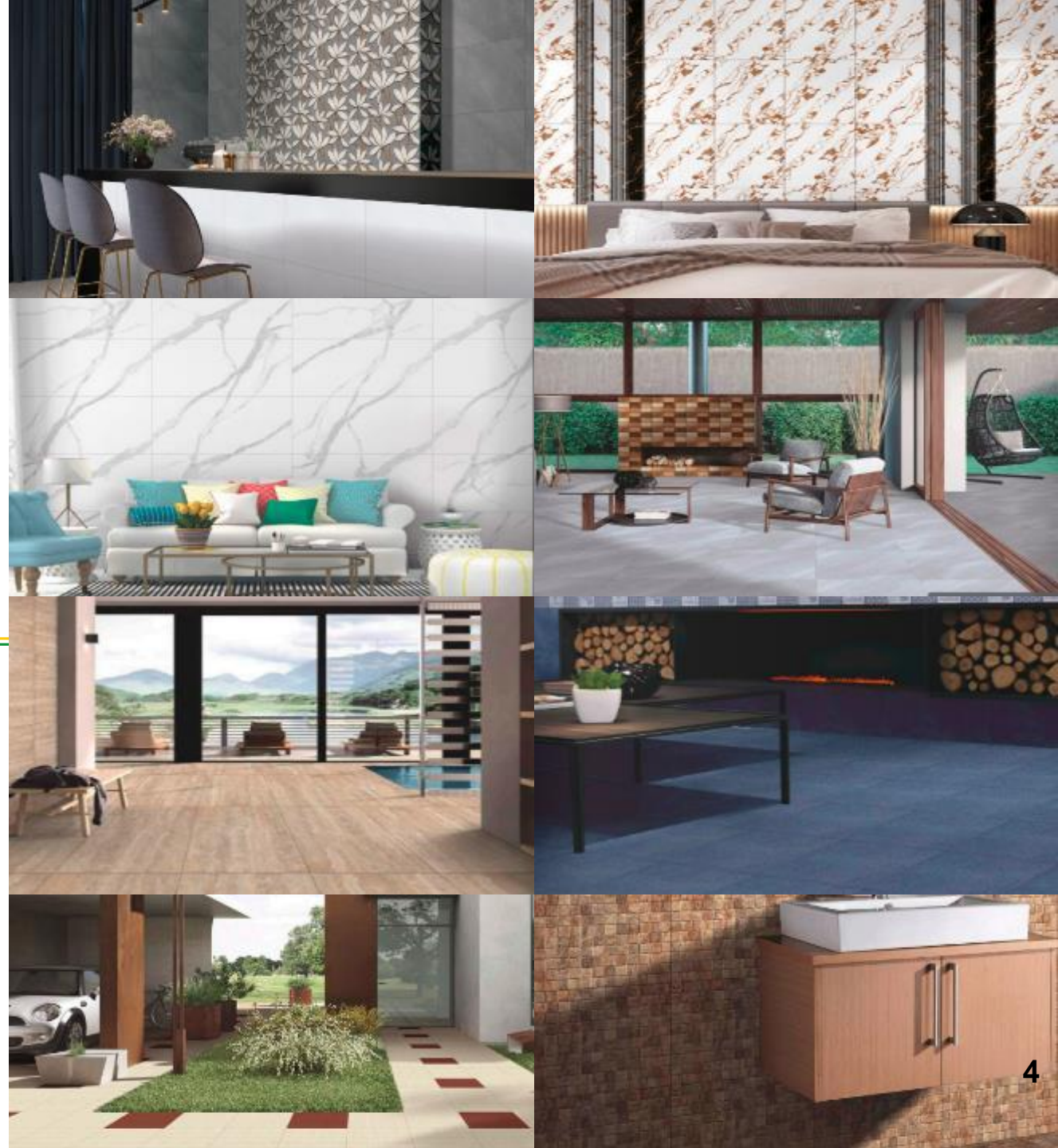


2000+

Business Partners

\*AE = Associate entities

# Financial & Operational Highlights



# OBL - Operational Highlights of Q1FY25

## People

T3R\* – 2.35:1  
L&D >2000 Hrs

## Safety

Top Priority  
NIL accidents

## OBTX

Active Count 364  
- 45% of total sales

## Vitrified Mix

56% of total sales  
(+9.7% y-o-y)

## GVT Salience

38% of total sales  
(+11.3% y-o-y)

## Marketing Investments

4.2% of sales vs 3.3% LY

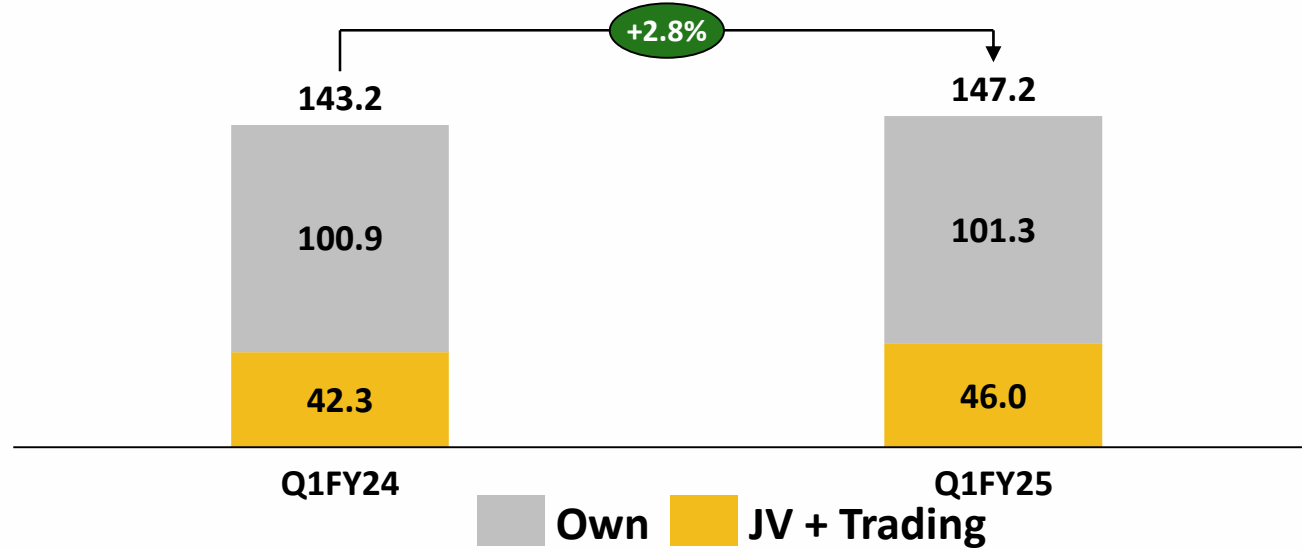
## Cost of Production

Lower by 6.9% y-o-y  
(#L-f-L basis at constant  
Product Mix and Energy costs)

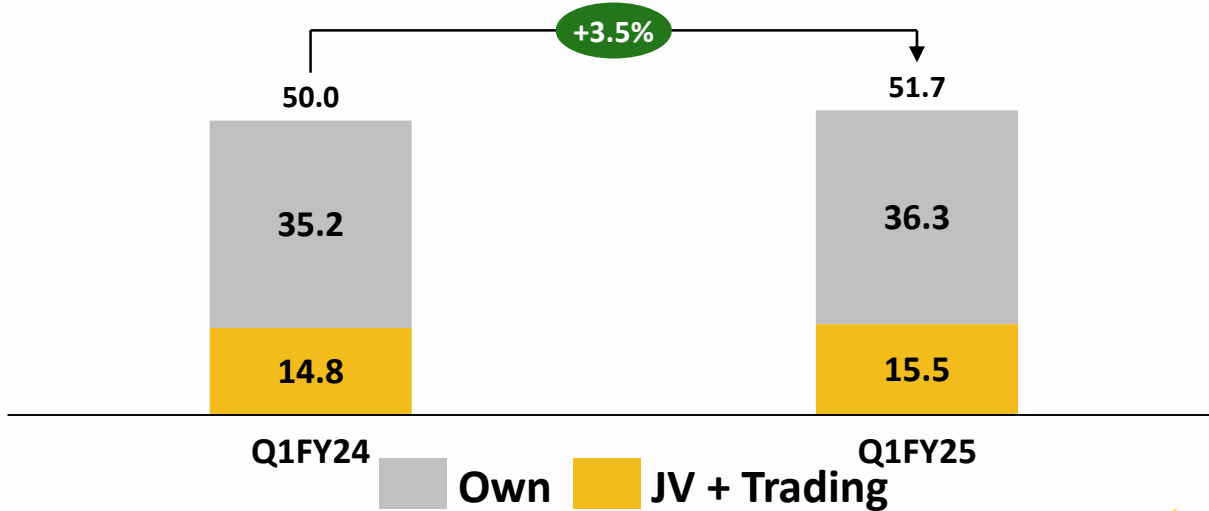
\* T3R - Tooth to Tail Ratio ; L&D – Learning & Development ; OBTX – Orient Bell Tile Showrooms ; GVT – Glazed Vitrified Tiles ; # L-f-L : Like for Like

# Highlights – Revenues

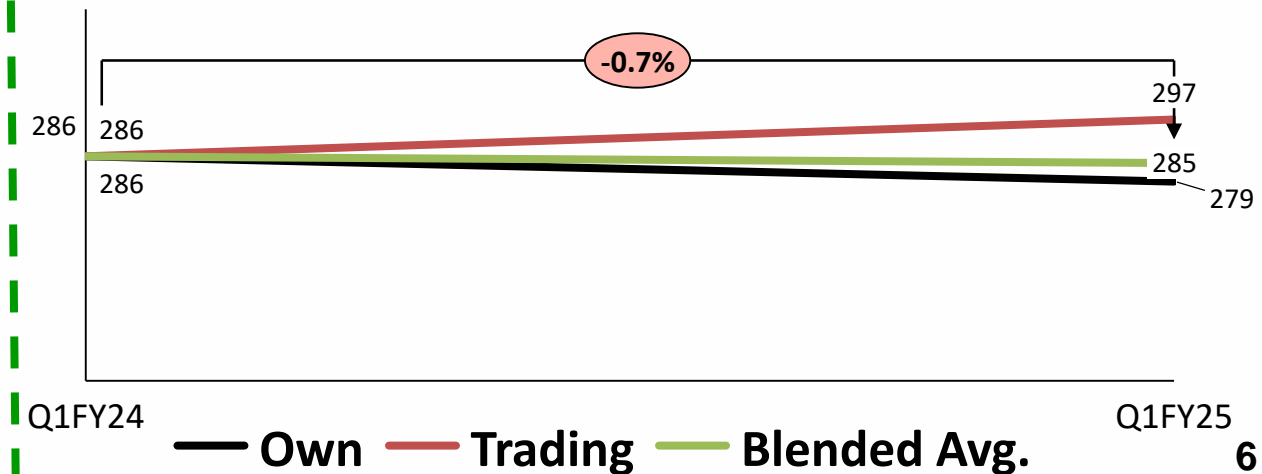
Revenues (Rs. Crores)



Volume (Lakh m<sup>2</sup>)



ASP (Per m<sup>2</sup>)



# Consolidated Abridged Income Statement

(Rs. Crores)	Quarter Ended		
	Q1 FY24	Q1 FY25	Y-o-Y
Income from Operation	143.2	147.2	2.8%
Other Operating Income	0.9	0.9	-1.2%
<b>Revenue from Operation</b>	<b>144.1</b>	<b>148.1</b>	<b>2.8%</b>
Other Income	1.1	0.5	-51.8%
Cost of Goods sold*	94.2	95.4	1.2%
Gross Margin	49.0	51.9	5.9%
<b>Gross Margin %</b>	<b>34.2%</b>	<b>35.2%</b>	<b>1.0%</b>
<b>Operating Expenses</b>	<b>44.9</b>	<b>44.9</b>	<b>0.0%</b>
<b>EBITDA L-f-L<sup>#</sup></b>	<b>4.1</b>	<b>6.9</b>	<b>70.4%</b>
<b>EBITDA Margin% L-f-L<sup>#</sup></b>	<b>2.8%</b>	<b>4.7%</b>	<b>1.9%</b>
Additional brand investment	0.0	2.0	NA
<b>Reported EBITDA</b>	<b>4.1</b>	<b>4.9</b>	<b>21.2%</b>
<b>Reported EBITDA %</b>	<b>2.8%</b>	<b>3.3%</b>	<b>0.5%</b>
Depreciation and Amortisation	5.4	5.7	5.7%
EBIT	-1.3	-0.8	42.2%
Interest and Financial Charges	0.5	1.3	165.3%
Share of profit/(loss) of Associates	0.1	0.1	-6.1%
<b>Profit Before Tax(PBT)</b>	<b>-1.7</b>	<b>-2.0</b>	<b>-14.2%</b>
<b>PBT Margin %</b>	<b>-1.2%</b>	<b>-1.3%</b>	<b>-0.1%</b>
Tax Expenses	-0.4	-0.1	-75.5%
<b>Profit After Tax(PAT)</b>	<b>-1.3</b>	<b>-1.9</b>	<b>-43.0%</b>
<b>PAT Margin %</b>	<b>-0.9%</b>	<b>-1.3%</b>	<b>-0.4%</b>

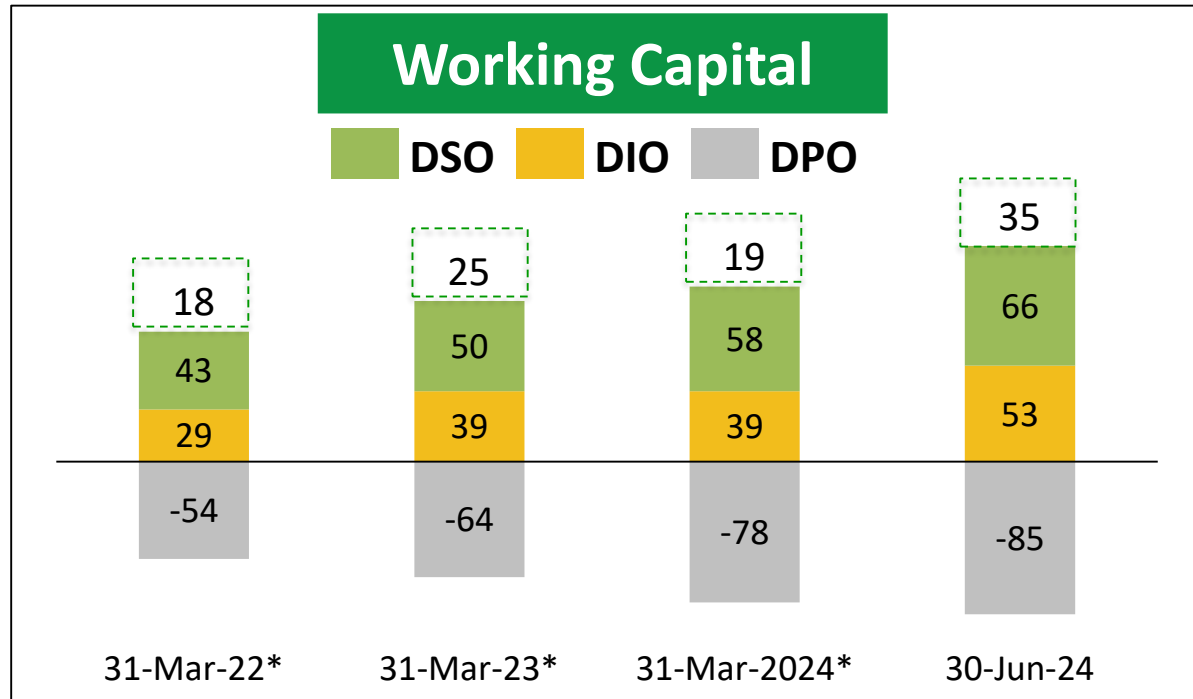
- Volume gain +3.5% y-o-y
- Improved Product Mix post Dora expansion (GVT +11% y-o-y) supporting margin improvement – Gross Margin +1.0 % y-o-y
- EBITDA Margin on L-f-L basis +1.9% vs. LY
- Investments on Branding continue after the TVC launch in Dec-23 - Q1FY25 spends @4.2% of revenues vs. ~3.3% LY.
- PBT Loss due to :
  - Higher spends on TVC
  - Higher Depreciation & Finance Cost post capitalization of Dora Line-2 GVT

\*Material Consumed, Trading purchase, change in inventories and power and fuel

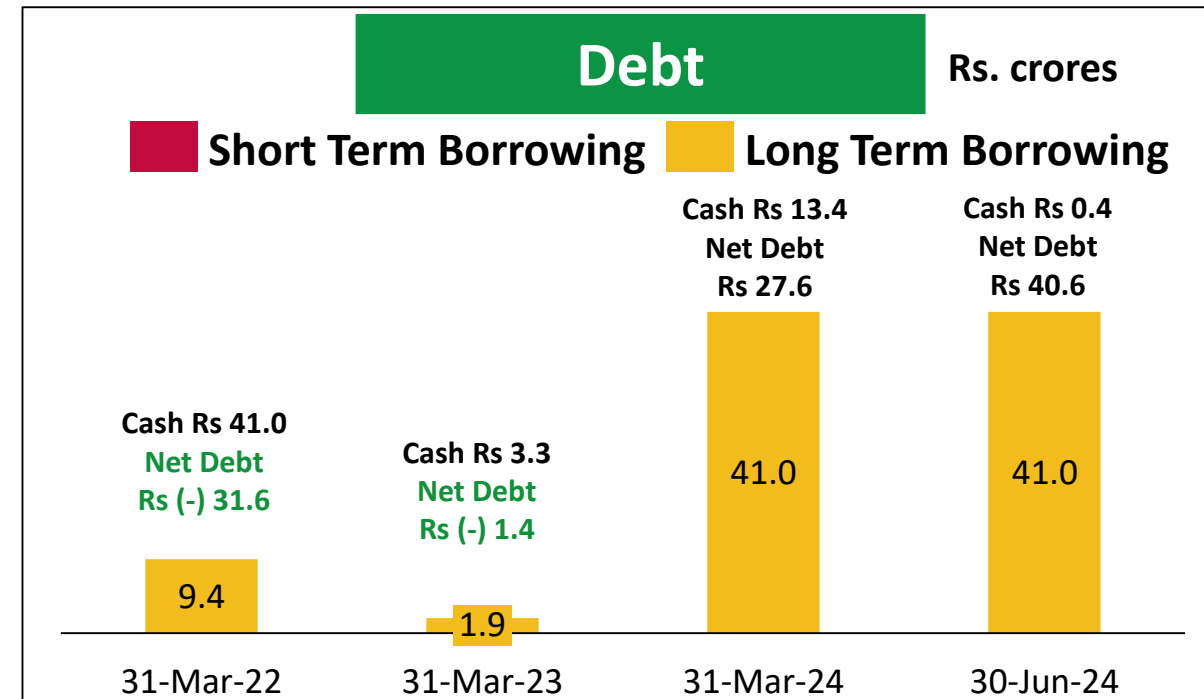
# L-f-L : Like for like



# Strong Debt Profile & Working Capital Cycle



\*Calculated on the basis of Q4

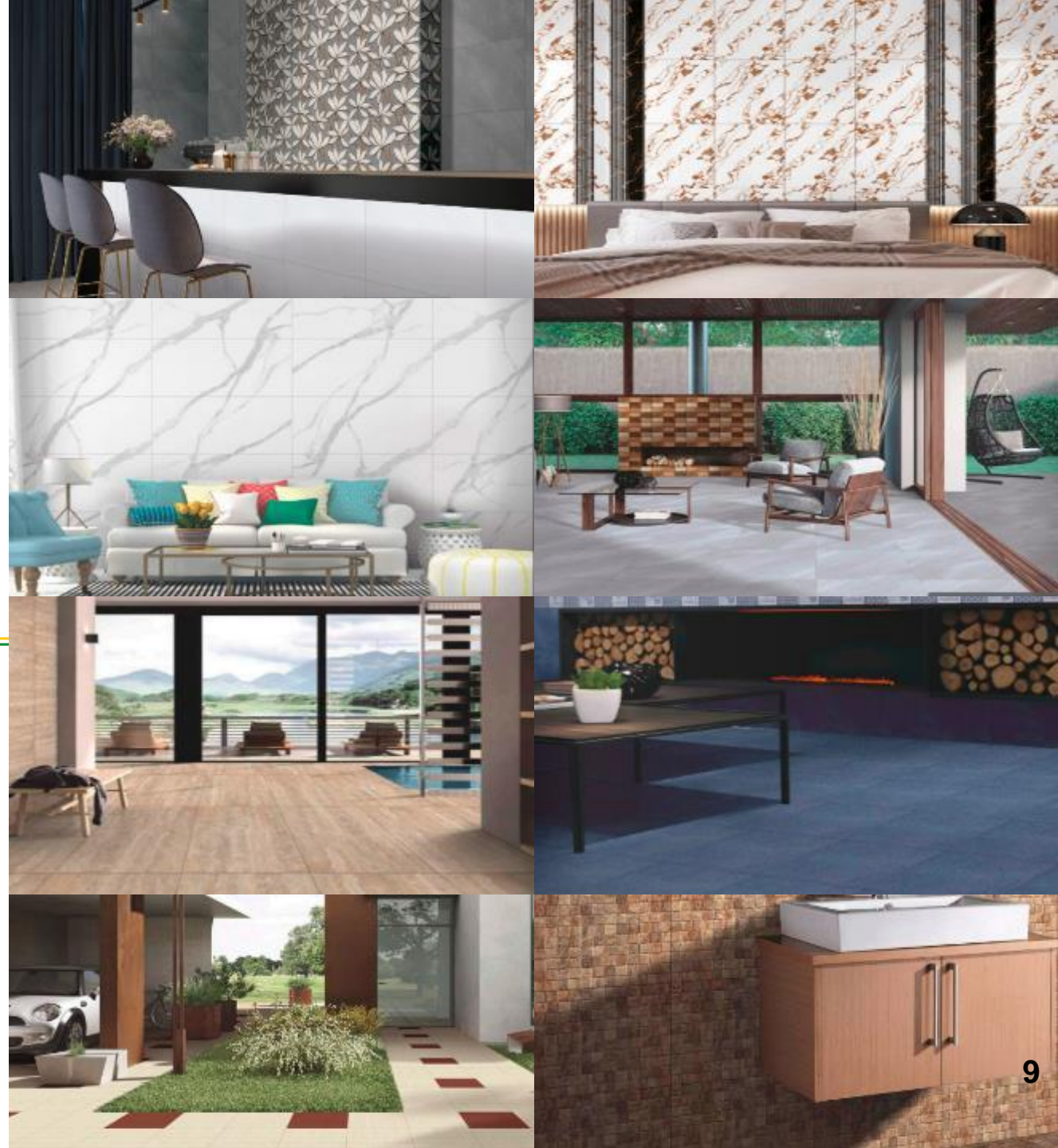


- Mild increase in working capital requirements to support ongoing sales initiatives.
- **Net debt @ Rs 41 crores against the term loan for Dora GVT Line-2.**
- **Comfortable Loan Maturity Profile** : Repayments to commence next year from June-2025 – Rs. 11.5 Crs in FY26; Rs. 13.7 Crs each in FY27 and FY28, followed by the balance in FY29.

#### Notes :

1. Day Sales Outstanding (DSO) and Days Inventory Outstanding (DIO) computed on the basis of sales while Days Payable Outstanding (DPO) derived using Cost of Goods Sold.
2. Working Capital (WC) Cycle or Cash Conversion Cycle (CCC) Days = DSO + DIO - DPO
3. \*Calculated on the basis of Q4

# Company Initiatives



# We continued to invest in building awareness in FY24-25



Just as each tile adds character to your home, each vote shapes the direction of our society.

Let your voice be heard. Go out & cast your vote.

#OrientbellTiles #LokSabhaElection2024



ORIENT BELL TILES  
Home Improvement

Learn more

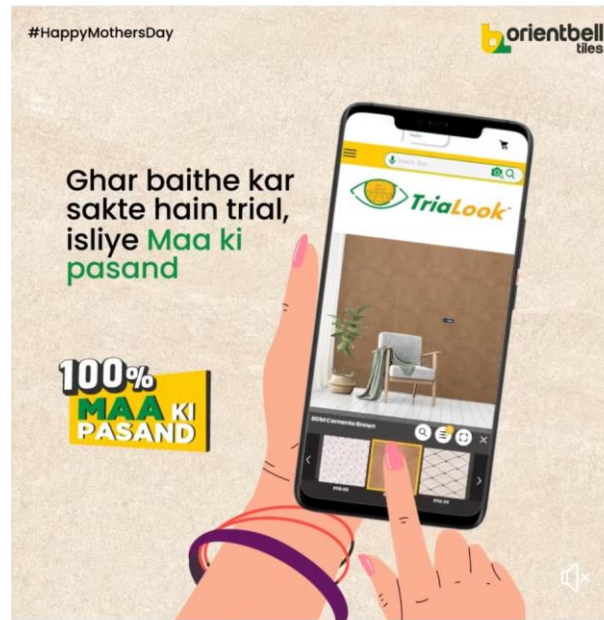


What makes our tile shopping experience better for every mom?

With #TriALook they get to choose the tile that best fits their house while sitting in the comfort of their home.

No wonder, we are every Maa ki pasand.

#MothersDay #OrientbellTiles #MaaKiPasand

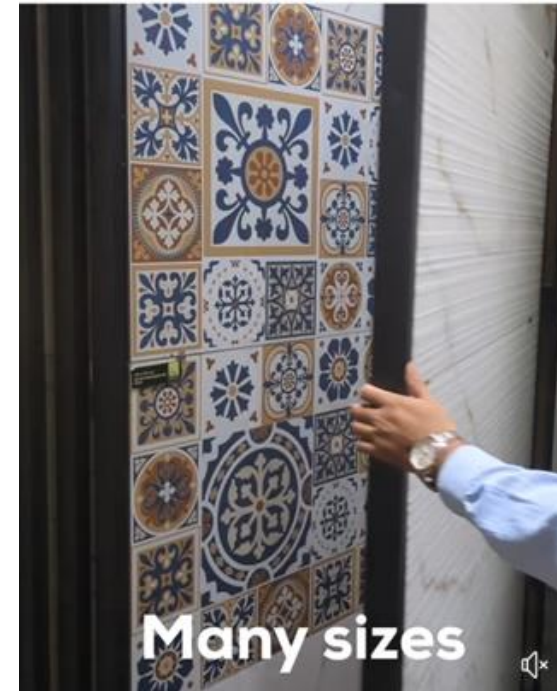


Looking for the perfect tile that matches your style? Don't worry!

From premium-looking wall tiles to beautiful floor tiles, choose what suits your style from over 3000 design options.

Explore tiles with us at: [www.orientbell.com](http://www.orientbell.com)

#OrientbellTiles #Tiles #NoAddedCelebrities #ShopTilesOnline



# Integrating deeply with elections to make impact

**orientbell tiles**

## KISKO MILEGI KURSI?

Watch exit polls and vote counting live with us  
Over 100+ spots daily

Hindi  
 Maharashtra  
 West Bengal  
 Karnataka  
 Tamilnadu  
 Telangana & Andhra Pradesh  
 Kerala

	<b>001</b>	<b>1</b>	543		<b>000</b>
मध्य प्रदेश 29	गुजरात 26	राजस्थान 25	OTH 000	INDIA	000
BJP 00	BJP 01	BJP 00	INDIA 00	INDIA 00	INDIA 00
INDIA 00	INDIA 00	INDIA 00	OTH 00	OTH 00	OTH 00
केरल 20	NDA 00	UDF 00	LDF 00	OTH 00	OTH 00
04 Jun	जम्मू कश्मीर 5	BJP 00	CONG+ PDP 00	OTH 00	OTH 00

#ResultsOnABP



ecoplanet PRESENTS

## न्यूसर अचर

MORNING EDITION

POWERED BY orientbell tiles, SaShra, INDIA SWEET HOUSE, TION ACADEMY

DOWNLOAD

TGMP 0/17	CONG 0	BJP 0	BRS 0	MIM 0
88	TDP+JSP+BJP 0	YCP 00		

BRKING NEWS

# ...and celebrating for our unique products

**Orient Bell Tiles** 7 Jun · 🌐

Your furry friend might hold a grudge against us because no matter how hard she tries our tiles stay scratch-free.

Know more: [www.orientbell.com](http://www.orientbell.com)

#OrientbellTiles #ForeverTiles #AntiScratchTiles #NoAddedCelebrities #Tiles



18

3 shares

**Orient Bell Tiles** 26 Jun · 🌐

Assumptions hai kai saare but reality hai only one! With Cool tiles, ye unbearable summer bhi banega chilly and fun!

Designed with innovative technology, they are the perfect solution for those who want to bring down the temperature of their homes during hot summer months.

Visit: <https://www.orientbell.com/tiles/cool-tiles>

#OrientbellTiles #CoolTiles #NoAddedCelebrities



**Orient Bell Tiles** 12 Jun · 🌐

Wooosh and dhadham! But with Smooth Anti-skid tiles aisa nahi hoga!

Choosing the right flooring for wet areas, like bathrooms, swimming pool decks, balconies, etc. is crucial to prevent slips and falls.

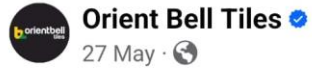
#OrientbellTiles offers a range of smooth anti-skid tiles with enhanced grip, effectively addressing this concern.

Know more: [www.orientbell.com](http://www.orientbell.com)

#Tiles #ShopTilesOnline #NoAddedCelebrities #AntiSkidTiles



# Expanding distribution, focussing on larger sizes



**Orient Bell Tiles** ✓

27 May · 🌐

Transform any room into a luxurious retreat with Inspire XL 1200x1800mm tiles. With elegant designs, our tiles need **#NoAddedCelebrities**

Know more: [www.orientbell.com](http://www.orientbell.com)

**#OrientbellTiles #ShopTilesOnline #Tiles**



👍 29

4 comments 11 shares



**Orient Bell Tiles** ✓

6 May · 🌐

We proudly inaugurated our largest Orientbell Tiles Arena, spanning an impressive 4000 sqft at KSR Ceramics in Bangalore!

Dive into a world of luxury and elegance like never before.

Swipe for a glimpse of our new centre.

**#OrientbellTiles #Tiles #NoAddedCelebrities**



**Orient Bell Tiles** ✓

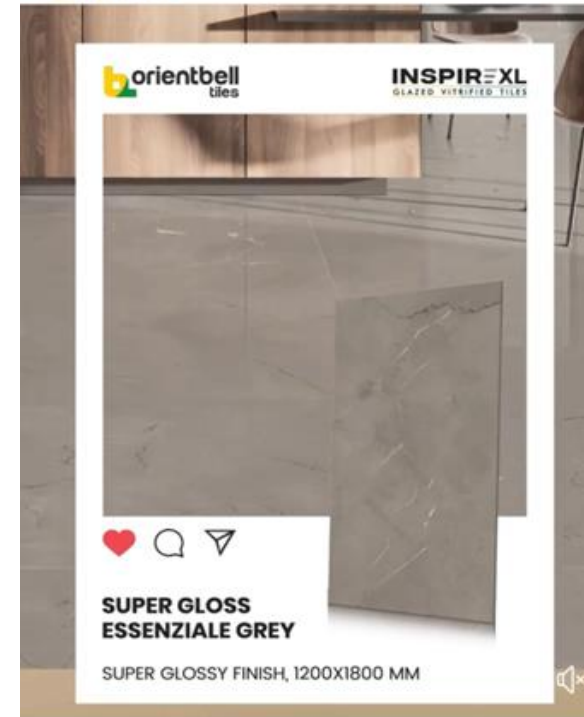
22 Jun · 🌐

Larger than life, meet Inspire XL 1200X1800 mm – our extra-large vitrified tiles.

These large sized tiles give a seamless & spacious look and are the perfect fit for large bungalows or hotels and fine dining restaurants due to fewer visible grout lines, thereby cutting clutter.

Head over to [www.orientbell.com](http://www.orientbell.com) and experience grandeur with **#NoAddedCelebrities**

**#OrientbellTiles #VitrifiedTiles #ShopTilesOnline #LargeTiles**



# While building a sustainable future for the next 47 years !

**Orient Bell Tiles** 18 May

We've completed 47 years, and YOU played a big part in making this possible. ✨

Thank you for all your support. 🙌

Together, we're 100%! ❤️

[#OrientbellTiles](#) [#Tiles](#) [#NoAddedCelebrities](#)



98 7 comments 33 shares 9K plays

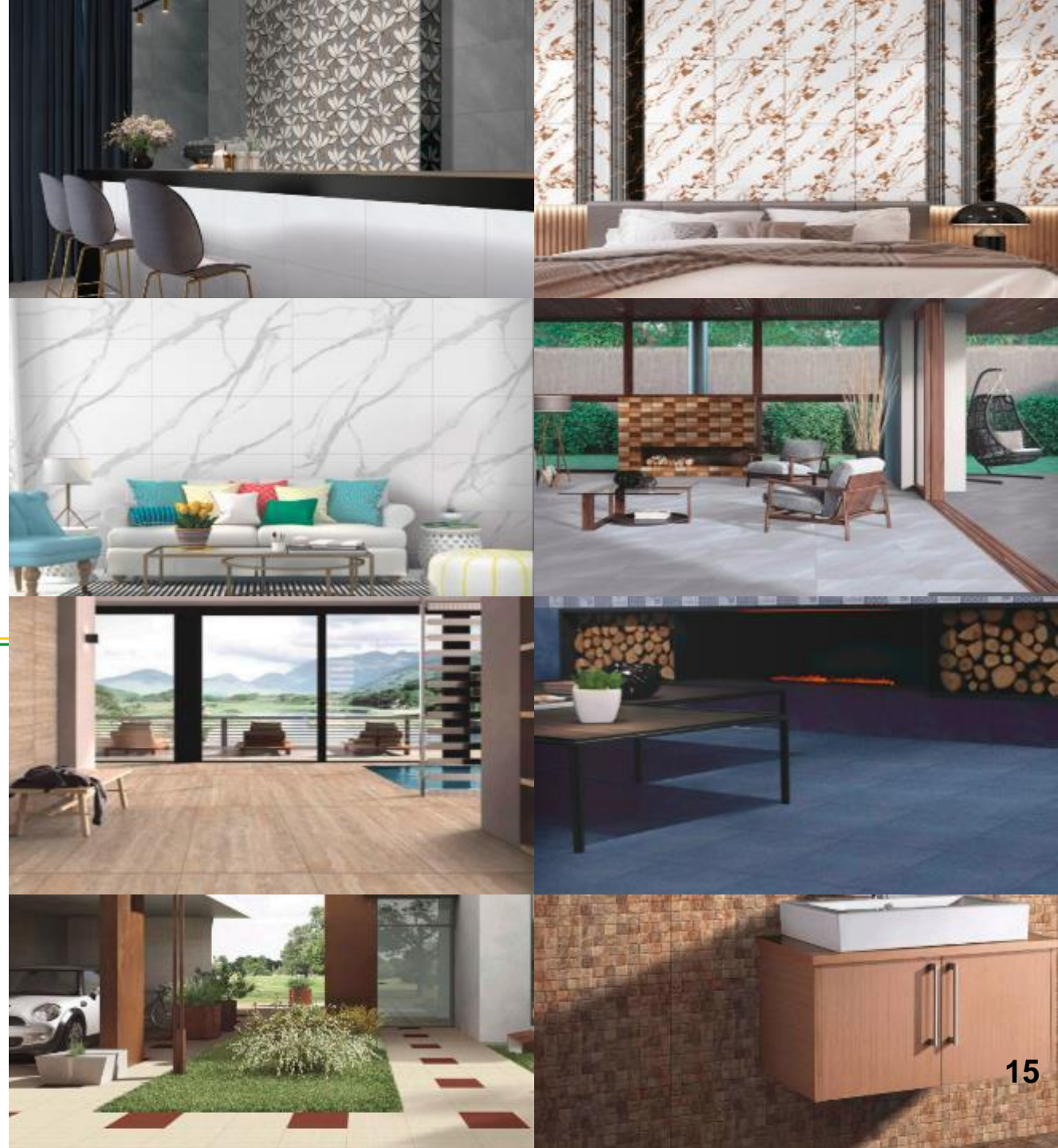
**Orient Bell Tiles** 5 Jun

Sustainability isn't just a buzzword for us – it's our way of life. From reusing 100% waste & water 💧 to planting over 50,000 trees 🌱 across India, and investing in cutting-edge solar energy ☀️, we're committed to building a greener future. 🌍

100% Green, 0% Waste!  
[#OrientbellTiles](#) [#Tiles](#) [#EnvironmentDay](#) [#Sustainability](#)



# Historical Financials

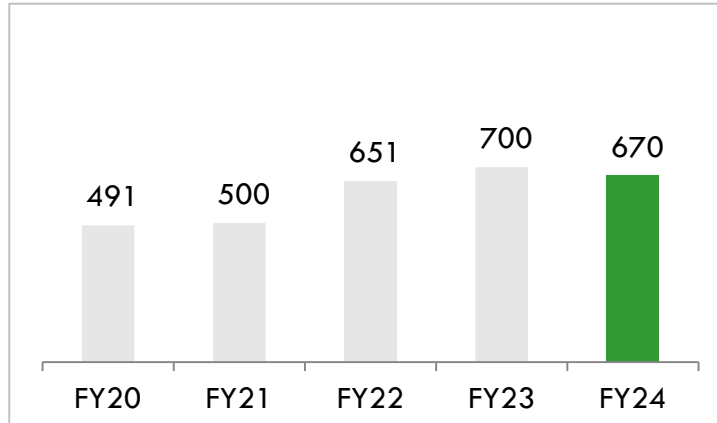




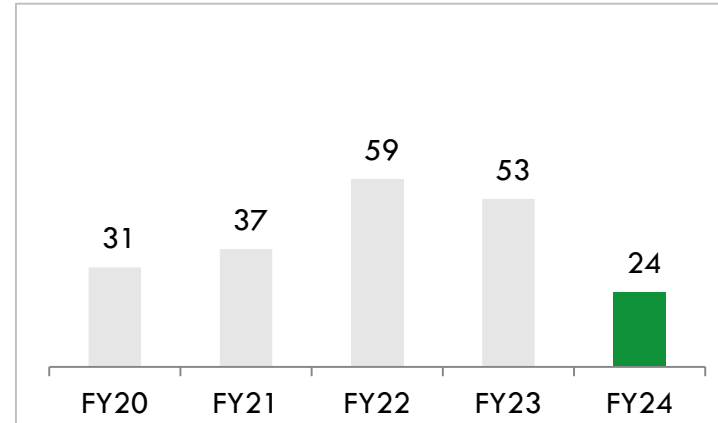
# Historical Annual Performance Trends

Consolidated Figures

## Revenue (Rs Cr)



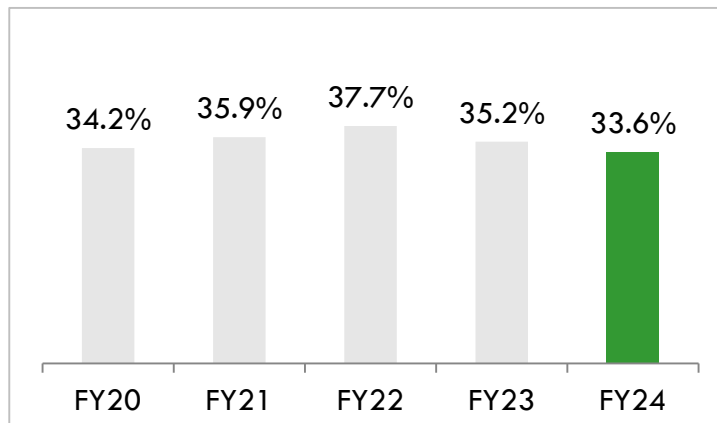
## EBITDA (Rs Cr)



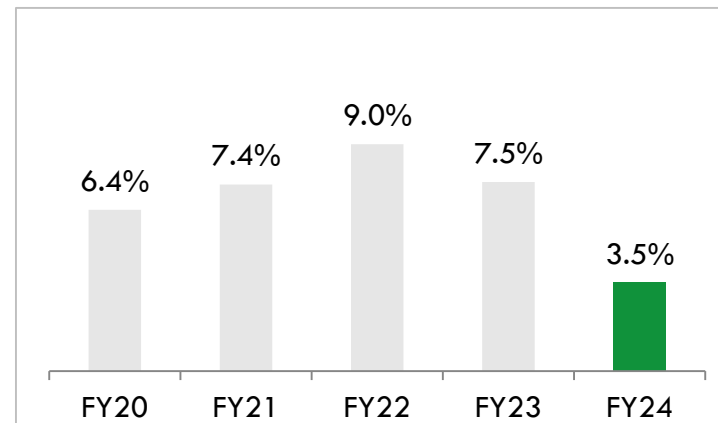
## PAT (Rs Cr)



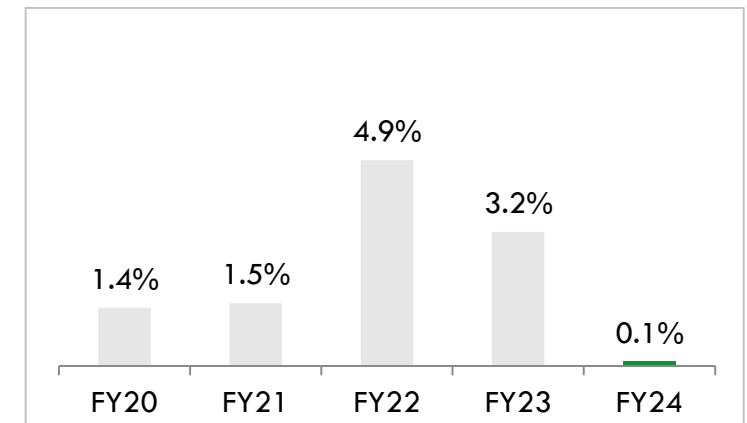
## Gross Margin\* (%)



## EBITDA Margin (%)



## PAT Margin (%)



\*Gross Margins: Sales-COGS(Material consumed+ inventory change+ purchases+ power & Fuel)

# Consolidated Historical Income Statement

(Rs Crore)	FY19	FY20	FY21	FY22	FY23	FY24
<b>Revenue from operation</b>	<b>571.1</b>	<b>492.3</b>	<b>502.5</b>	<b>654.3</b>	<b>705.1</b>	<b>674.4</b>
Other Income	1.9	5.3	1.9	3.0	5.4	2.7
Cost of Goods Sold	256.7	236.3	238.9	270.4	274.9	249.4
Employee Benefit Expense	75.7	73.6	79.2	92.5	100.9	99.2
Other Expenses	201.8	156.4	149.2	235.7	282.1	332.7
<b>Total Operating Expenses</b>	<b>534.1</b>	<b>466.2</b>	<b>467.3</b>	<b>506.1</b>	<b>657.9</b>	<b>653.5</b>
<b>EBITDA</b>	<b>39.0</b>	<b>31.3</b>	<b>37.0</b>	<b>58.7</b>	<b>52.6</b>	<b>23.6</b>
<b>EBITDA margin</b>	<b>6.8%</b>	<b>6.4%</b>	<b>7.4%</b>	<b>9.0%</b>	<b>7.5%</b>	<b>3.5%</b>
Interest	8.7	8.1	5.7	3.6	2.4	1.9
Depreciation	16.5	20.6	20.6	20.6	21.1	21.4
Share of profit/(loss) of Associates	0.4	0.3	0.7	1.2	0.7	0.9
<b>PBT</b>	<b>14.1</b>	<b>2.9</b>	<b>11.4</b>	<b>35.1</b>	<b>29.9</b>	<b>1.1</b>
Tax Expenses (Credits)	4.8	-4.2	3.8	2.9	7.4	0.2
<b>PAT</b>	<b>9.3</b>	<b>7.1</b>	<b>7.7</b>	<b>32.2</b>	<b>22.5</b>	<b>0.9</b>
<b>PAT Margin</b>	<b>1.6%</b>	<b>1.4%</b>	<b>1.5%</b>	<b>5.0%</b>	<b>3.2%</b>	<b>0.1%</b>

# Consolidated Historical Balance Sheet

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24
Share Capital	14.3	14.4	14.4	14.5	14.6
Reserves	225.3	234.9	270.3	295.8	298.4
<b>Shareholders' Funds</b>	<b>239.6</b>	<b>249.3</b>	<b>284.8</b>	<b>310.3</b>	<b>313.0</b>
Long Term Borrowings	33.4	24.4	1.9	0.0	41.0
Lease Liabilities	7.9	6.1	4.7	4.4	2.0
Other Long Term Financial liabilities	10.5	11.2	12.6	13.0	13.1
Deferred Tax Liabilities	22.0	21.3	14.1	15.3	15.9
Long Term Provisions	1.5	1.8	1.9	1.9	1.9
<b>Total Non-Current Liabilities</b>	<b>75.2</b>	<b>64.8</b>	<b>35.1</b>	<b>34.6</b>	<b>73.9</b>
Trade Payables	77.3	97.2	99.7	115.2	148.9
Lease Liabilities	2.2	1.9	1.6	2.4	2.4
Other Current Liabilities	19.4	20.2	21.1	15.2	12.6
Short Term Provisions	0.4	1.1	2.5	1.5	3.6
Short Term Borrowings	6.0	-	7.5	1.9	0.0
<b>Total Current Liabilities</b>	<b>105.3</b>	<b>120.3</b>	<b>132.3</b>	<b>136.21</b>	<b>167.4</b>
<b>Total Liabilities</b>	<b>420.2</b>	<b>434.4</b>	<b>452.2</b>	<b>481.1</b>	<b>554.3</b>

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24
Fixed Assets incl. CWIP	225.5	201.1	203.6	247.8	293.4
Right-of-use assets	7.9	6.0	4.3	5.0	3.0
Non-Current Investments	7.0	7.6	8.8	9.5	10.4
Other Non-Current Assets	4.0	6.0	9.6	7.0	4.6
<b>Total Non-Current Assets</b>	<b>244.4</b>	<b>220.7</b>	<b>226.5</b>	<b>269.3</b>	<b>311.4</b>
Inventories	80.6	60.2	68.8	86.1	89.0
Trade Receivables	86.9	92.6	103.3	111.2	131.5
Cash and Bank	3.0	51.0	41.1	3.3	13.4
Other Current Assets	5.3	9.9	12.7	11.1	9.0
<b>Total Current Assets</b>	<b>175.8</b>	<b>213.7</b>	<b>225.6</b>	<b>211.8</b>	<b>242.9</b>
<b>Total Assets</b>	<b>420.2</b>	<b>434.4</b>	<b>452.2</b>	<b>481.1</b>	<b>554.3</b>

# Thank You

## **Orient Bell Limited**

Mr. Himanshu Jindal – CFO

Mr. Ashish Kapur – AGM Treasury, Investor Relations & Corporate Finance

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