

November 03, 2023

**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 – September 30, 2023**

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 September 30, 2023.

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**

Hitesh Kumar Jain  
**Company Secretary**  
Encl.: as above

 **CK BIRLA GROUP**



Orient Electric Limited

# Earnings Presentation

**Q2FY24**

November 03, 2023





# Quarterly Highlights



## Performance Highlights

Consumer demand remained weak coupled with mild summer and delayed festive season. However, focused business performance resulted in the following..

- ✓ Healthy growth in Fans and Switchgears
- ✓ Gross margin improvement continued
- ✓ Margin improvement in Lighting and Switchgear
- ✓ Key thrust areas continue to deliver results

**Sharper focus on Quality, Service, Distribution, Delivery, Cost optimization and Brand building**





# Progress on Strategic Growth Drivers

...thrust areas driving the performance in the quarter

## Go-To-Market

- Expansion of distribution footprint, DTM and electrician engagements across the segments

## Digital & Large Format Retail

- Significantly scaling up E-Commerce and large format retail business across categories

## Lighting

- Continued traction in B2B
- Healthy build-up of enquiry and Order Book in Professional Luminaries

## Cost Savings

- Institutionalizing cost initiatives through Centers of Excellence

### DTM in Fans

- DTM grew by 2x YoY in Q2FY24
- Addition of Gujarat to DTM states. New distribution billing initiated and being expanded

### Digital business

- **+48% YoY** in Q2FY24
- Sharp increase in fill rate
- Launched D2C website '[shop.orientelectric.com](http://shop.orientelectric.com)'

### New key projects

- **Ganga Setu** at Patna
- **NHAI Agra**
- **Ambhora**
- **Surat Ahmedabad Metro**

### Project 'Spark Sanchay'

- Cost savings of Rs 14cr in Q2FY24 despite lower volumes



# Q2FY24 Snapshot



## Sales

**Rs 567cr**

+11.0% YoY  
-19.7% QoQ



## ECD

**Rs 363cr**

+17.2% YoY  
-29.4% QoQ



## Lighting & Switchgear

**Rs 203cr**

+1.4% YoY  
+6.7% QoQ



## Gross Profit Margin

**Rs 172cr**      **30.3%**

YoY    +27.9%    +400bps  
QoQ    -20.6%    -37bps



## EBITDA Margin

**Rs 21cr**      **3.6%**

YoY    +78.0%    +137bps  
QoQ    -53.0%    -259bps



## PAT\* Margin

**Rs 18cr**      **3.3%**

YoY    nm      +333bps  
QoQ    -6.3%    +46bps



## Net Cash Position

**Rs 29cr**

YoY    -74.6%  
QoQ    -81.5%

\*Includes Rs. 15cr net-of-tax profit on sale of land



# Financial Highlights

Fans and Switchgears driving portfolio sales.. Continued gross margin expansion



Revenue growth of **11% YoY** driven by fans and switchgears  
Revenue from the **International business doubled** during the quarter



Gross Margin increased by **+400 bps YoY** led by better price realisation, cost reduction and mix improvement  
Continued investments in capability and brand for long-term sustainable growth despite lower volumes partly impacted **EBITDA**



PAT was **₹18Cr** including ₹15Cr from the profit on sale of land partly offset by higher finance costs due to new leases



Stocking-up of inventory (increased by ₹56Cr YoY ahead of **festival sales** resulted in higher Working Capital Cycle at 41 days during the quarter



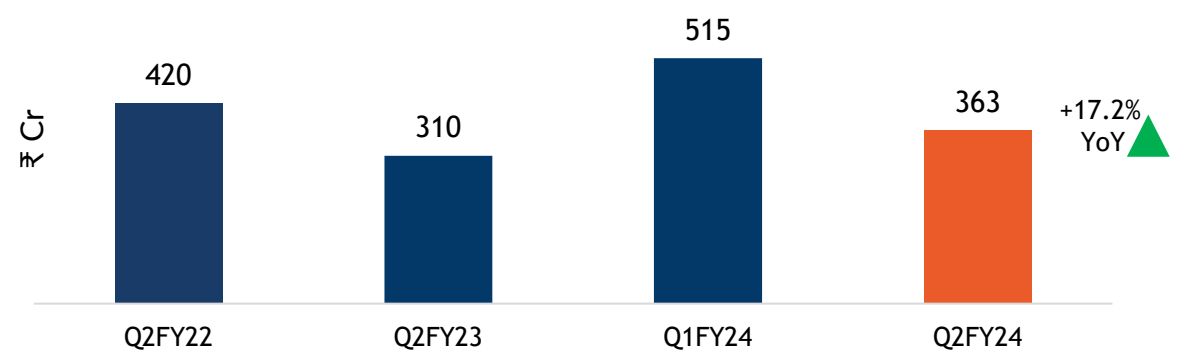
Capex stood at **₹78Cr** of which **₹63Cr** incurred for **Hyderabad** in H1FY24



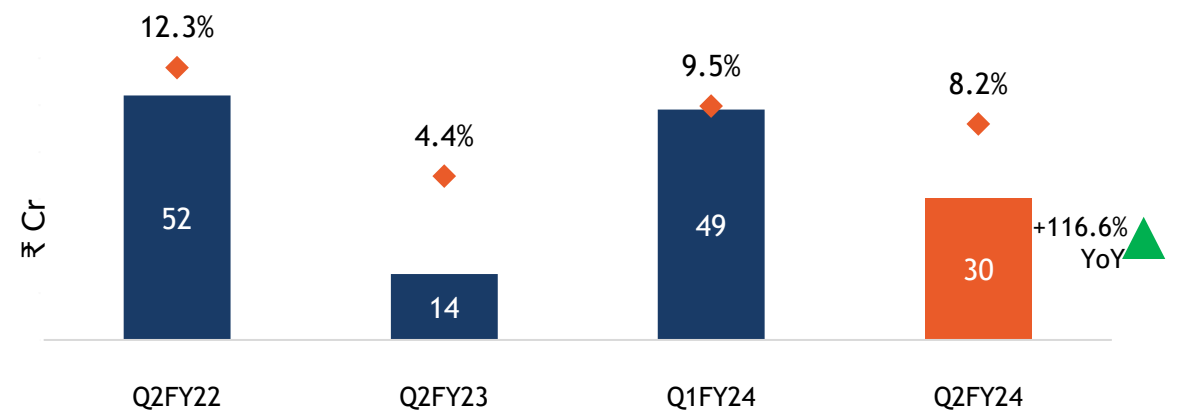
# Q2FY24 Segment Highlights- ECD

..healthy growth despite soft demand environment

## Revenue



## EBIT and EBIT Margin



- ECD revenue grew by +17% YoY to ₹363Cr spearheaded led by fans despite non-peak season and transition of Gujarat to direct-to-market (DTM).
- EBIT grew by 116.6% to ₹30Cr with Margin at 8.2%, +375bps YoY.
- BLDC and TPW are fast growing products demonstrating traction.
- DTM saw 2x growth YoY in the quarter.
- Digital revenue grew by high double digit.
- Coolers, water heaters and appliances impacted by mild summers and heavy rains.

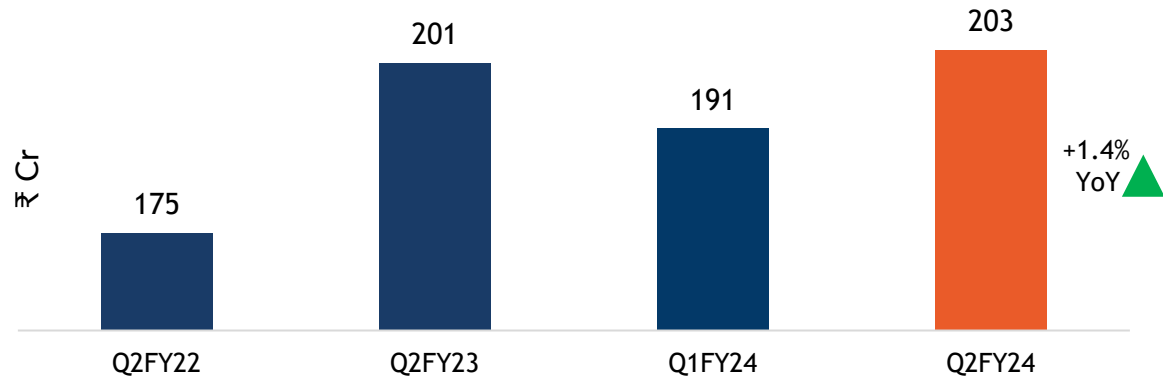




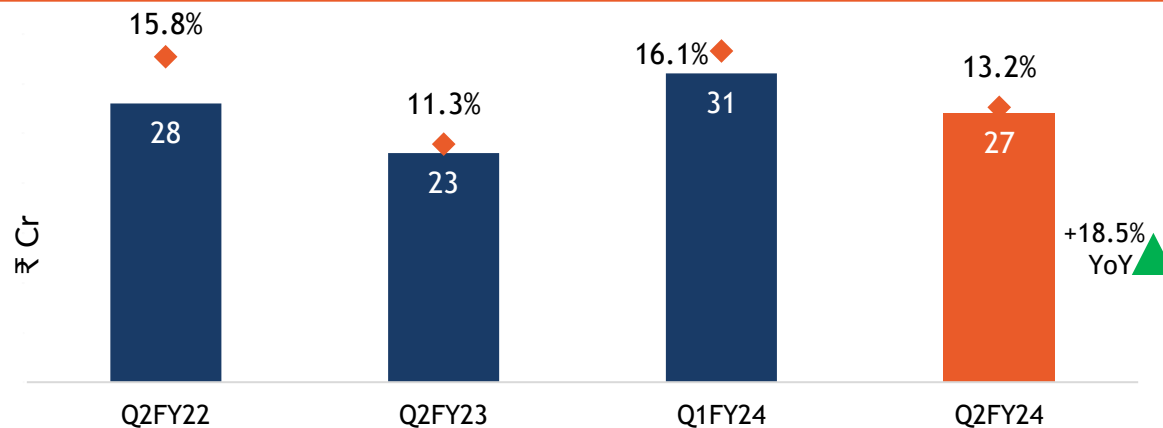
# Q2FY24 Segment Highlights- Lighting & Switchgear

..better product mix driving margin expansion

## Revenue



## EBIT and EBIT Margin



- **Lighting and Switchgear** reported growth of **1.4% YoY**, led by Switchgear.
- **EBIT** grew by **18.5%** to ₹27Cr with **Margin** at **13.2% +190bps YoY**.
- **Favourable product mix** and raw material cost reduction supported margin expansion.
- **Healthy traction** and enquiry base in **B2B**.
- **PLum** and **CLum** segment ex lamps and battens saw good momentum and volume growth.
- **Switchgear delivered high double-digit growth** with increase in distribution expansion and electrician touchpoints.
- **House Wires** reported **higher MoM revenue run-rate** on the back of better distribution network.



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orient  
electric

Smart Shop

Business

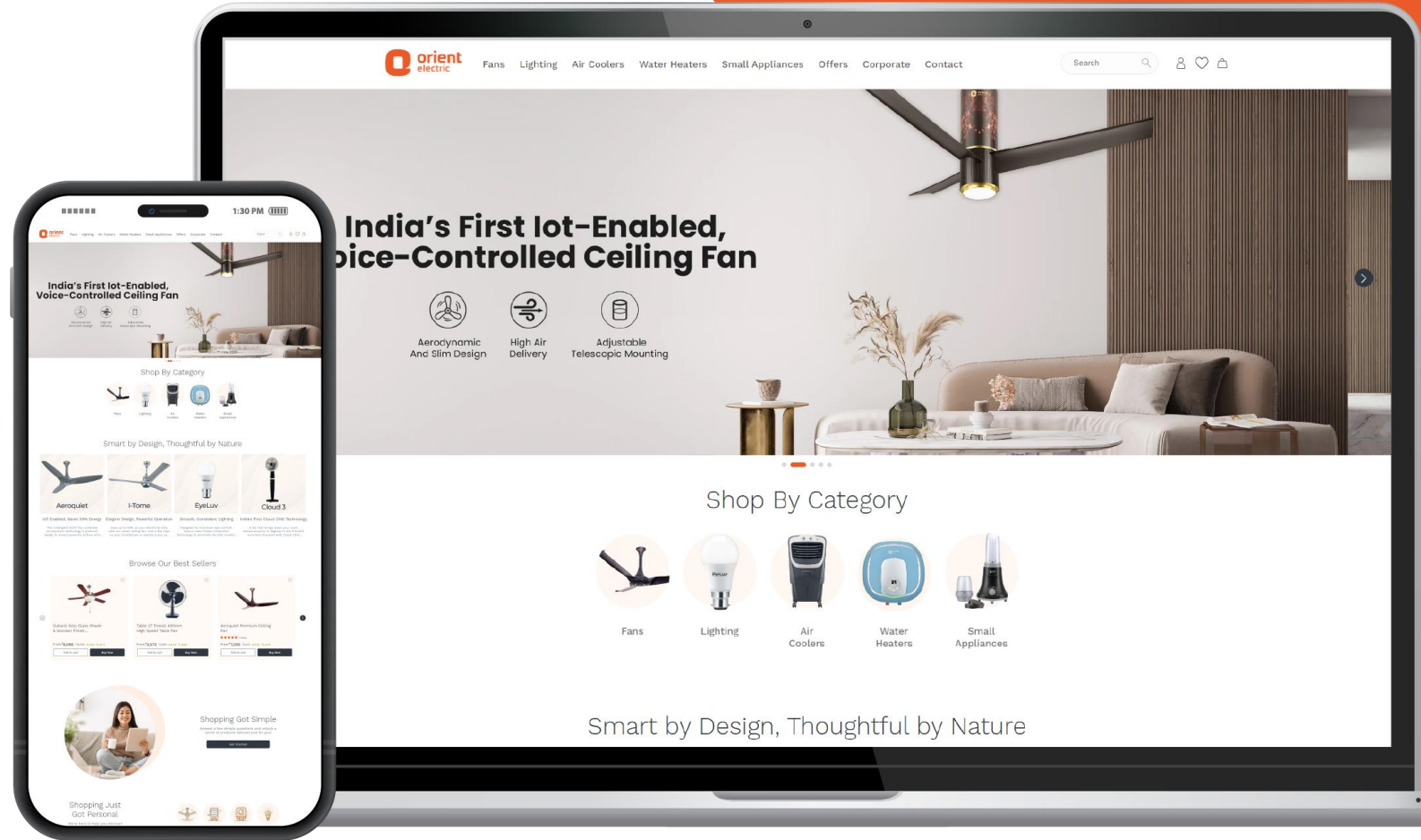
Initiatives



# Say Hello to shop.orientelectric.com..

## New D2C website launched with a focus on...

- Getting closer to our customers
- Gathering valuable feedback and insights from our customers
- Features: Easy Navigation, Product recommendation Engine, Special Offers, Various payment methods available, Tracking Page for delivery
- Continued build-up of new features and product offerings to improve customer experience





# New Product Launches

..strengthening appliances portfolio for festive season

- 17 new products launched
- 4 launches in Kitchen Appliances
- 3 key launches in Water Heater, including Cronos Smart - Extension of Cronos Pro range with IoT Enabled (powered by Smart Plug)
- 3 launches in Lighting including lamps, batten and panels in wide colour range
- 4 launches in Fans- Ceiling, Pedestal and Exhaust

## Air Cooler

Smartchill



## Water Heaters

Cronos Pro Ecoswift Pro



## Induction Cooktop

Cooksmart



## Mixer Grinders

Power Blend



Smart Blend



Gennie







# Lightstallations and Festival Packs

#OrientLightsUpIndia

Illuminated landmark buildings and sites across India in Tricolour in celebration of India's 77th Independence Day as part of #OrientLightsUpIndia initiative



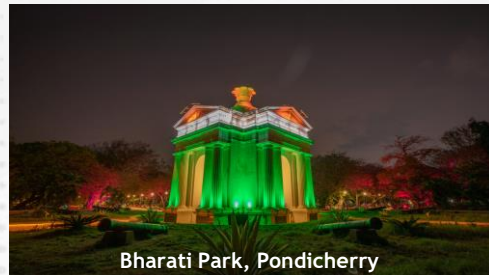
Rail Bhawan, New Delhi



Baroda House, Delhi



Leh Main Gate



Bharati Park, Pondicherry



Varanasi Cantt Railway Station

## Diwali Special Lighting Gift Packs



Joylite  
Curtain Diya  
₹550 ₹600



Joylite  
Kuber Yantra Ganesh Ji  
₹365 ₹600



Joylite  
Curtain Star  
₹550 ₹600







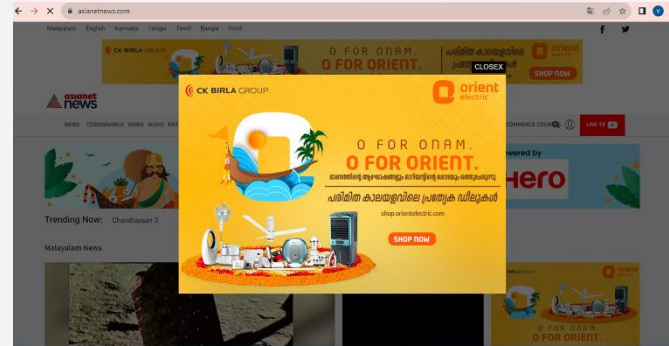
# Advertisement and promotional initiatives

## Presence across online and offline channels

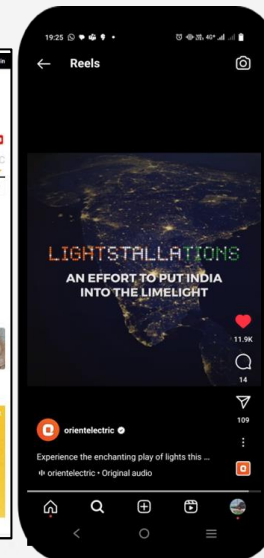
### TV



### Digital



### Offline







# Projects

## Execution of projects

### Q2 FY23

- Kanpur Ganga Barrage Project

### Q3 FY23

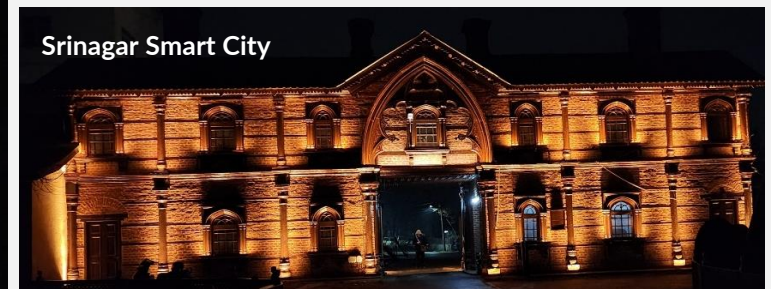
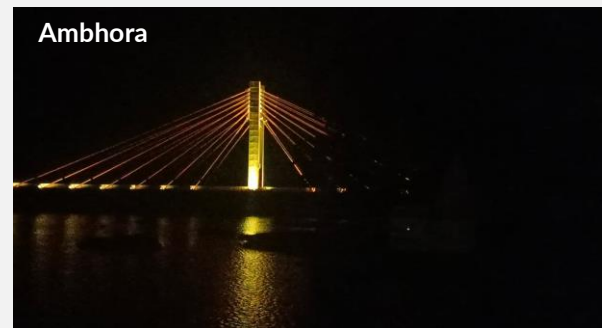
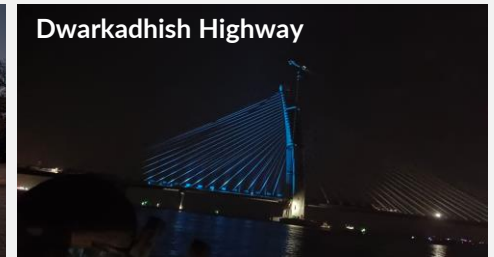
- Puducherry Smart city
- Varanasi Cantt. Railway Station

### Q4 FY23

- Rail Bhawan
- Baroda House
- Dwarkadhish Highway Bridge Project

### Q2 FY24

- HG Infra Gurgaon Sohna
- Srinagar smart city
- Ganga Patna Setu Bridge
- NHA I Agra
- Ambhora
- Surat Ahmedabad Metro



Previous quarters represent projects executed  
Current quarter represents execution in-progress

The logo consists of a white lowercase letter 'e' followed by a blue diagonal slash, set against an orange background.

# Half-Yearly

# Summary





# Q2FY24 & H1FY24- Profit & Loss Statement

Particular (in Rs Crore )	Q2FY24	Q1FY24	Q2FY23	YoY%	QoQ%	H1FY24	H1FY23	YoY	Comments
Revenue from Operations	566.9	705.6	510.6	11.0%	-19.7%	1272.5	1132.2	12.4%	
COGS	395.2	489.3	376.4	5.0%	-19.2%	884.5	825.2	7.2%	
Gross Profit	171.7	216.3	134.2	27.9%	-20.6%	388.0	307.1	26.4%	
Gross Margin %	30.3%	30.7%	26.3%	400 bps	-37 bps	30.5%	27.1%	337 bps	
Employee Expenses	58.3	67.1	43.4	34.3%	-13.2%	125.4	90.2	39.0%	Organizational strengthening with new talent
Other Expenses	92.8	105.2	79.2	17.1%	-11.9%	198.0	167.1	18.5%	Higher marketing, logistics and consultancy costs
EBITDA	20.7	44.0	11.6	78.0%	-53.0%	64.7	49.8	29.9%	
EBITDA Margin %	3.6%	6.2%	2.3%	137 bps	-259 bps	5.1%	4.4%	69 bps	
Depreciation	14.2	14.3	13.1	8.2%	-1.0%	28.5	25.9	10.0%	
Financial Cost	5.2	5.9	4.8	6.6%	-13.0%	11.1	10.0	10.9%	Higher "Right of Use Assets" for new leases
Other Income	3.4	2.9	6.5	240.6%	670.5%	24.9	11.7	113.5%	Includes profit on sale of land Rs 19cr
Exceptional Income	18.7	-	-	NA	NA				Profit on sale of Land
Profit Before Tax (PBT)	23.4	26.6	0.1	n.M	-12.2%	50.0	25.5	95.8%	
Other comprehensive income	0.0	0.0	-0.1	-121.4%	0.0%	0.1	-0.3	-122.2%	
Tax	4.9	6.9	0.4	n.M	-28.8%	11.9	6.8	74.8%	
Profit After Tax (PAT)	18.5	19.7	-0.4	n.m	-6.3%	38.2	18.5	106.7%	
PAT Margin %	3.3%	2.8%	-0.1%	333 bps	46 bps	3.0%	1.6%	137 bps	
Earnings Per Share in Rs.	0.86	0.92	0.00	n.m	-6.0%	1.79	0.88	103.6%	





# H1FY24- Balance Sheet

Rs crs	Sep 30 <sup>th</sup> , 2022	Mar 31 <sup>st</sup> , 2023	Sep 30 <sup>th</sup> , 2023
<b>ASSETS</b>			
Fixed Assets & CWIP	147	210	274
Intangible Asset	21	22	19
Financial Asset	18	31	31
Right of Use Asset	69	80	98
Deferred Tax Asset	28	25	27
Other Assets	48	27	47
<b>Total Non-Current Assets</b>	<b>330</b>	<b>395</b>	<b>496</b>
Inventories	291	285	347
Debtors	293	356	296
Cash and Equivalents	129	164	47
Other Current Assets	31	49	43
<b>Total Current Assets</b>	<b>743</b>	<b>853</b>	<b>732</b>
Asset held for sale		16	0
<b>Total Assets</b>	<b>1,073</b>	<b>1,265</b>	<b>1229</b>
<b>LIABILITIES</b>			
Equity	21	21	21
Other Equity	520	563	594
<b>Total Equity</b>	<b>541</b>	<b>585</b>	<b>615</b>
Borrowings - Bank	15	10	18
Borrowings - Lease	74	87	106
Trade Payables	308	453	348
Other Liabilities & Provisions	135	130	141
<b>Total Equity and Liabilities</b>	<b>1,073</b>	<b>1,265</b>	<b>1229</b>





# H1FY24 – Key Ratios

Financial ratios	H1FY22	H1FY23	H1FY24	Comments
ROCE (pre-tax)	45.6%	29.2%	20.7%	Higher capital employed on due to higher working capital due to festive season and Hyderabad capex
Current Ratio	1.5	1.6	1.5	
Net Working Capital Days	33	22	26	Inventory increase ahead of festive season
Debt-Equity ratio	0.06	0.03	0.03	

Position as on Sep end (Rs cr)	H1FY22	H1FY23	H1FY24	Comments
Cash and bank balance	34	129	47	Lower cash balance due to higher working capital
Borrowings*	29	15	18	
Net Cash	5	114	29	

\*Borrowings include short-term borrowings



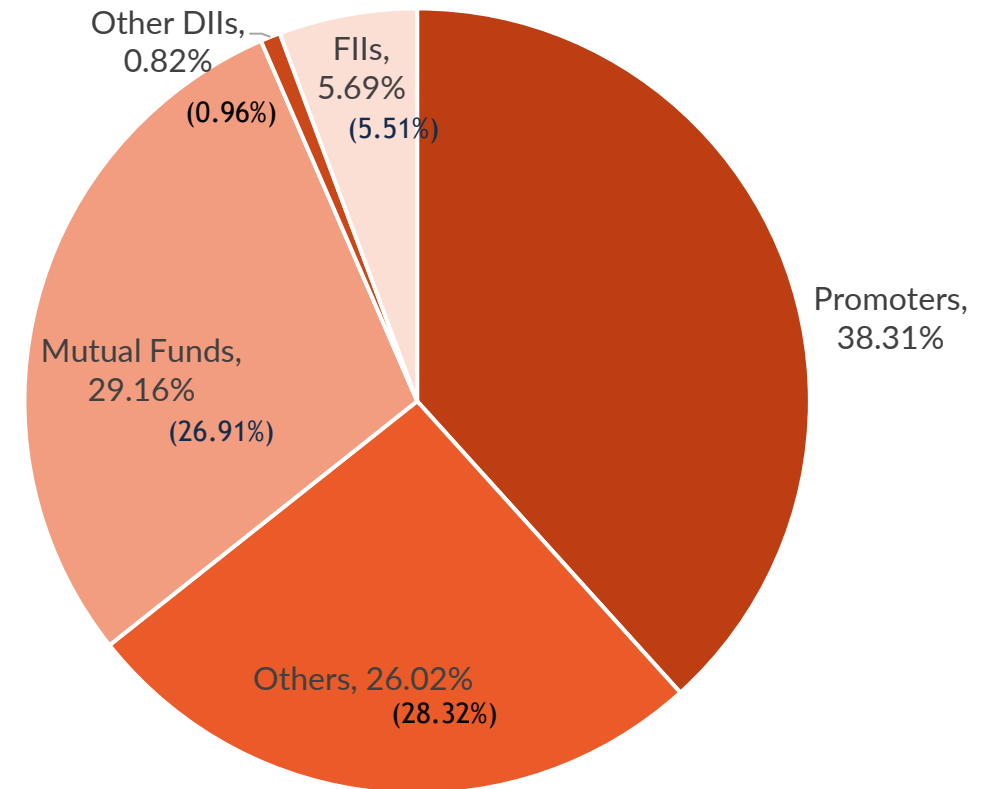
# Stock Information

## Stock Data

Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (INR Cr.)- Sep 30, 2023	4,732
<b>No. of Shares Outstanding (Cr.)</b>	<b>21.34</b>

Source: BSE

## Shareholding Pattern – Sep 30, 2023



Figures in bracket represent corresponding details as on June 30, 2023

# THANK YOU!

 CK BIRLA GROUP



Orient Electric Limited

CIN : L31100OR2016PLC025892



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