

OBL:HO:SEC:00:

New Delhi : 26.05.2016

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**

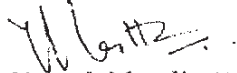
SUB: INVESTOR UPDATE FOR THE QUARTER AND FINANCIAL YEAR ENDED 31.03.2016.

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter and financial year ended on 31st March, 2016.

Kindly take the same on record.

Yours faithfully,
for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head - Legal

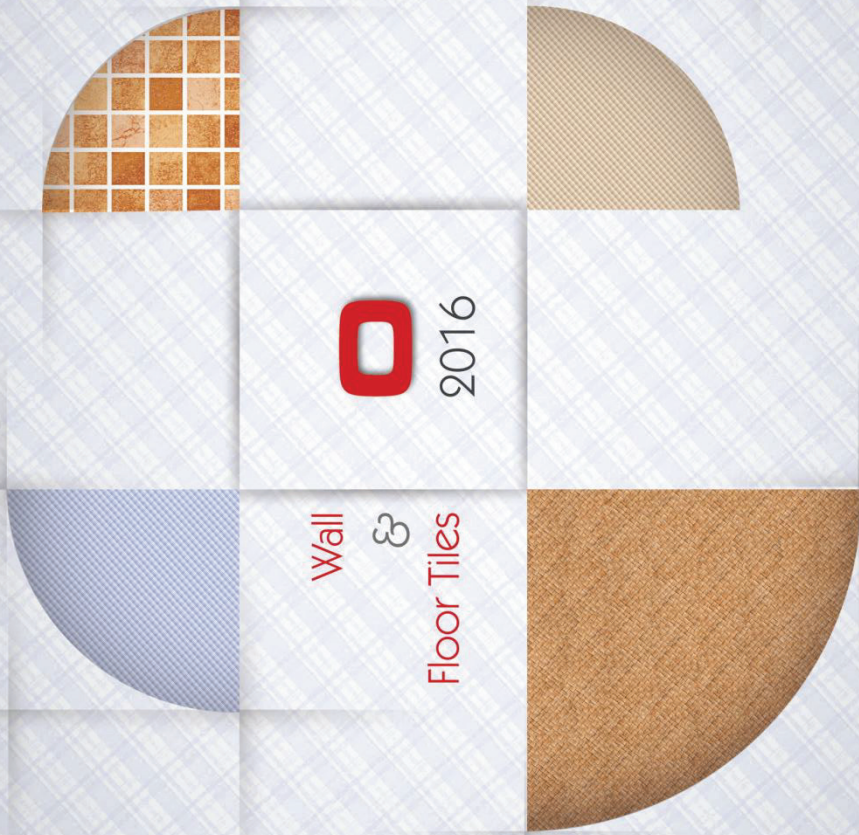


Encl: as above

ORIENT BELL LIMITED

CORPORATE OFFICE: Iris House, 16 Business Centre
Nangal Raya, New Delhi - 110 046, India.
Tel.: +91 11 4711 9100, Fax: +91 11 2852 1273

REGD. OFFICE : 6 Industrial Area, Sikandrabad - 203 205 (U.P.) India.
Tel.: +91 5735 222 203 / 222 / 424, +91 81910 04575 / 76, Fax: + 91 5735 222 642
E-mail: customercare@orientbell.com, Website: www.orientbell.com
CIN: L14101UP1977PLC021546



Wall & Floor Tiles
O 2016

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Key Industry Highlights

Revision in Gas Prices under Long Term Contract

Renegotiation of Ras gas contract by Petronet is a welcome step and would result in operational efficiencies for players with long term Gas contracts.

Enhanced focus on Infrastructure and Favorable Regulatory Framework

Clearances of large infrastructure projects, execution of **Swachh Bharat Abhiyan**, and implementation of Real Estate (Regulation and Development) Act, 2016 would provide significant impetus to the industry, especially to organized tile players.

Anti-Dumping Initiative

The revenue department has imposed provisional anti dumping duty of \$ 1.37 per square metre on "glazed/unglazed porcelain/vitrified tiles in polished or unpolished finish with less than 3 percent water absorption" on tiles originating in or exported from China PR, this was a much awaited step by the Indian tile industry and is expected to improve the competitiveness of domestic players

Dedicated Freight Corridor

Will lead to creation of Smart cities and lower the input cost and Working Capital requirements.

Quarter 4/Financial Year Overviews

Own Manufacturing

*In FY16 - Produced
21.85 msm from its own
manufacturing plants.*

Capacity utilised 91%.

Operational Performance

*In Q4FY16 – Net Sales
increased by 4.5% over
Q4 FY15.*

*Net sales has increased
by 1.5% in FY16 vs FY15.*

Financial Performance

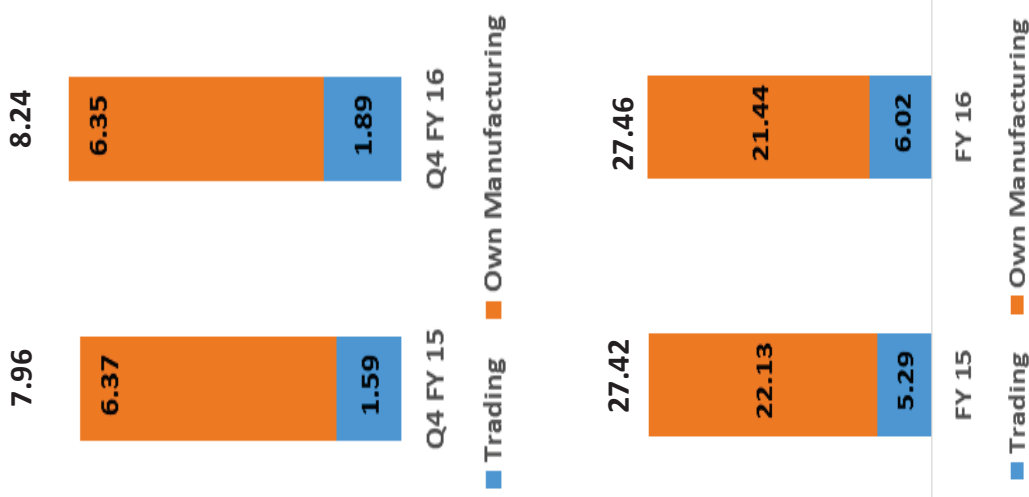
*In FY16 – PBT increased
by 26.5% compared to
FY 15*

*PAT increased by 34.7%
in FY16 vs FY15,*

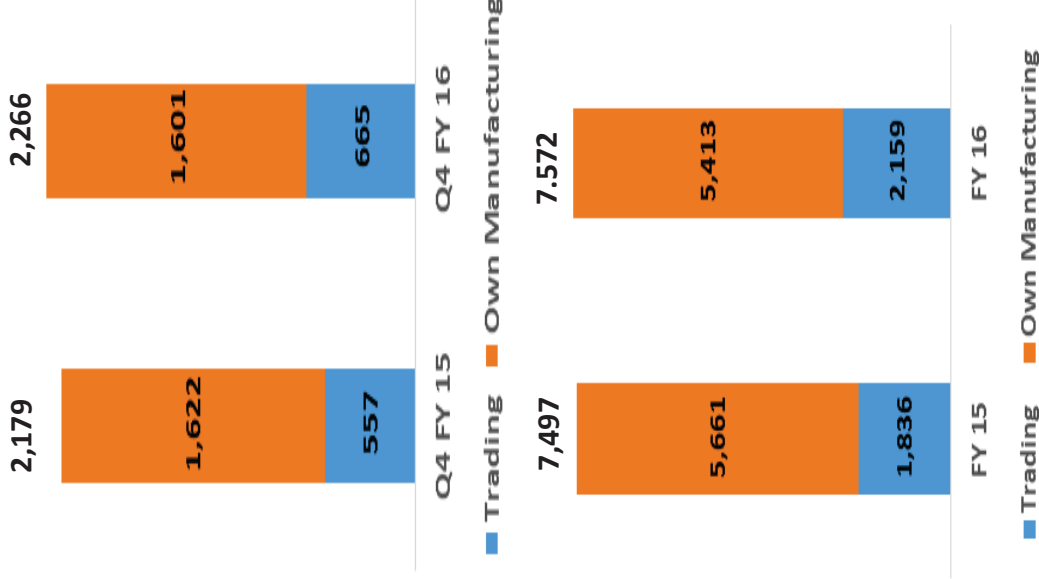
Sales Performance



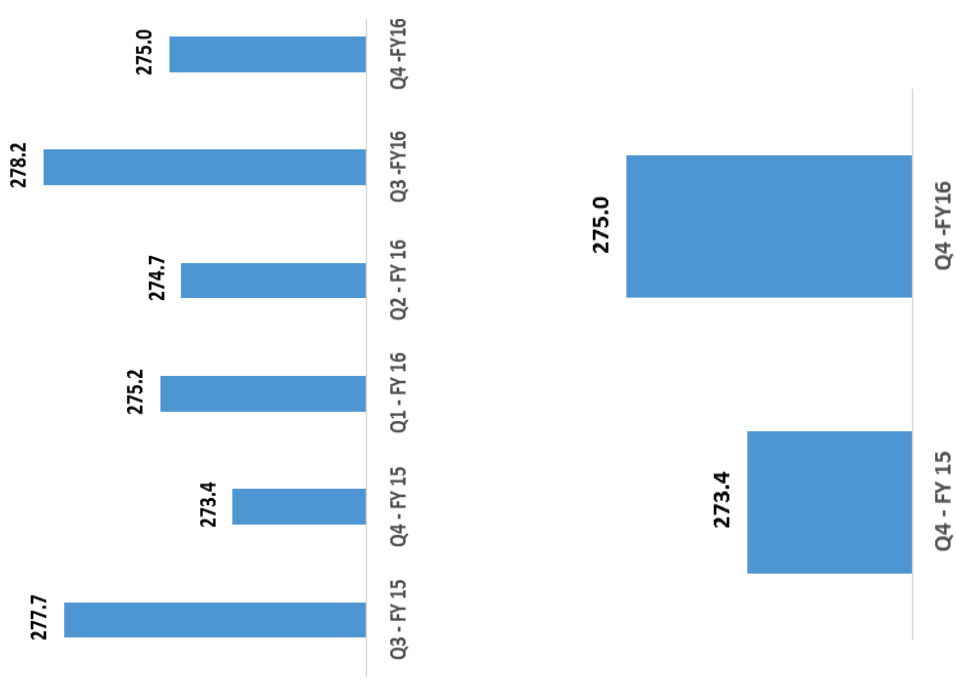
Sales Volume (in Mn Sq Mtrs)



Sales Value (INR Mn)

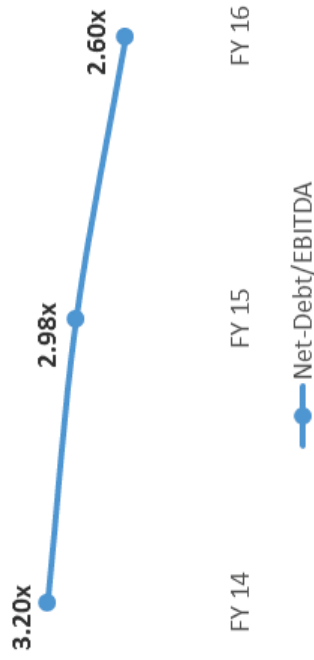


Average Sales Price (INR/m²)

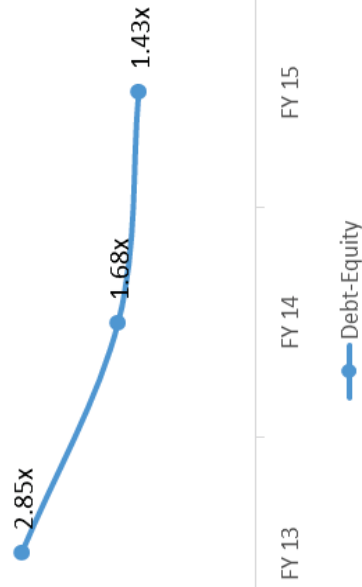


Leverage

Net-Debt/EBITDA



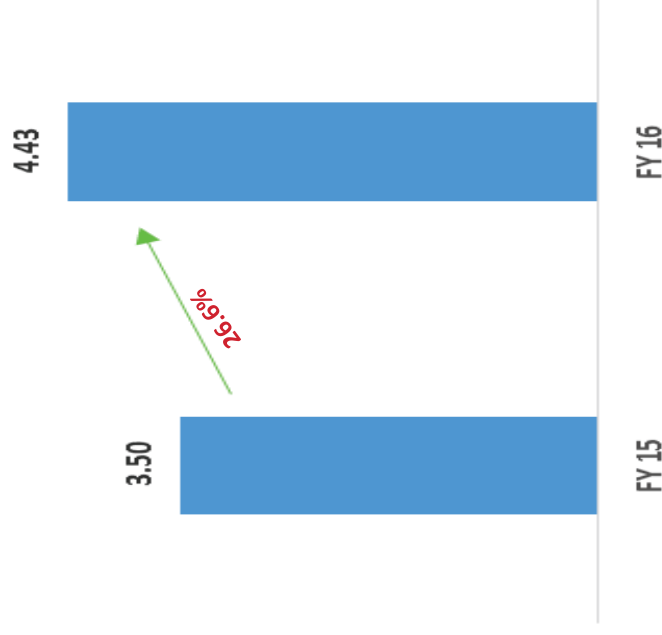
Debt-Equity



Balance Sheet



*EPS (INR/share)



* Fully Diluted EPS

Income Statement



	Q4 FY 16	Q3 FY 16	Q4 FY 15	Q3	Growth FY 16 Q4 vs FY 15	Growth FY 16 Q4 vs FY 15	FY 16	FY 15	Growth FY 16 vs FY 15
Gross Sales	2,266	1,848	2,179	22.7%	4.0%	7,572	7,497	1.0%	
Net Sales	2,099	1,733	2,009	21.1%	4.5%	7,019	6,912	1.5%	
EBITDA	176	109	143	61.6%	23.2%	489	487	0.3%	
Margin on Net Sales	8.4%	6.3%	7.1%	33.4%	17.9%	7.0%	7.0%	-1.2%	
PBT	70	25	45	177.8%	54.2%	130	103	26.5%	
Margin on Net Sales	3.3%	1.4%	2.3%	129.4%	47.6%	1.8%	1.5%	24.6%	
PAT	34	16	25	104.5%	31.8%	64	48	34.7%	
Margin on Net Sales	1.6%	0.9%	1.3%	68.9%	26.2%	0.9%	0.7%	32.7%	

All figures in INR mn except Margin and Growth y-o-y data.

Equity Partnership

ORIENT Bell
WALL & FLOOR TILES



- OBL inked its first Equity Partnership with Proton Granito Pvt Ltd at Morbi (Gujarat) in April 15 a Green Field Project.
- Capacity of **4.6 mn sq mts** for polished and glazed vitrified product categories
- Commercial production started in February 16.

CSR Initiatives

The company is taking initiatives in CSR activities and contributing in the growth of nation and society. In the recent CSR initiatives, the company has contributed in the education sector, undertaken and completed the project of uplift and transformation of a Government Primary School near its plant at Sikandrabad U.P. The School building is 84 years old having a strength of 674 students with very less infrastructure facilities. The work done by the company was appreciated by the school administration and the local residents . By this CSR initiative of the company, a Government Primary School in a remote village is transformed into a school which meets all the standards.

A few photographs showing the said transformation can be seen in forthcoming pages.

Entrance

Before



After



Toilets

Before



After



School Overview

After



Disclaimer



The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire.

This Information may include certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct.

Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company.

This presentation may contain statements that are “forward looking statements.” The company’s actual future results may differ materially from those suggested by such statements, depending on various factors for which the company and its management does not take any responsibility.

For further information, please contact:

Investor Relations:

Orient Bell Limited

CIN Number - L14101UP1977PLC021546

Mr. Jaywant Puri

jaywant.puri@orientbell.com

www.oblcorp.com