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New Delhi : 24.07.2019

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 ENDED 30.06.2019.**

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter ended on 30th June, 2019.

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

FY20 Q1

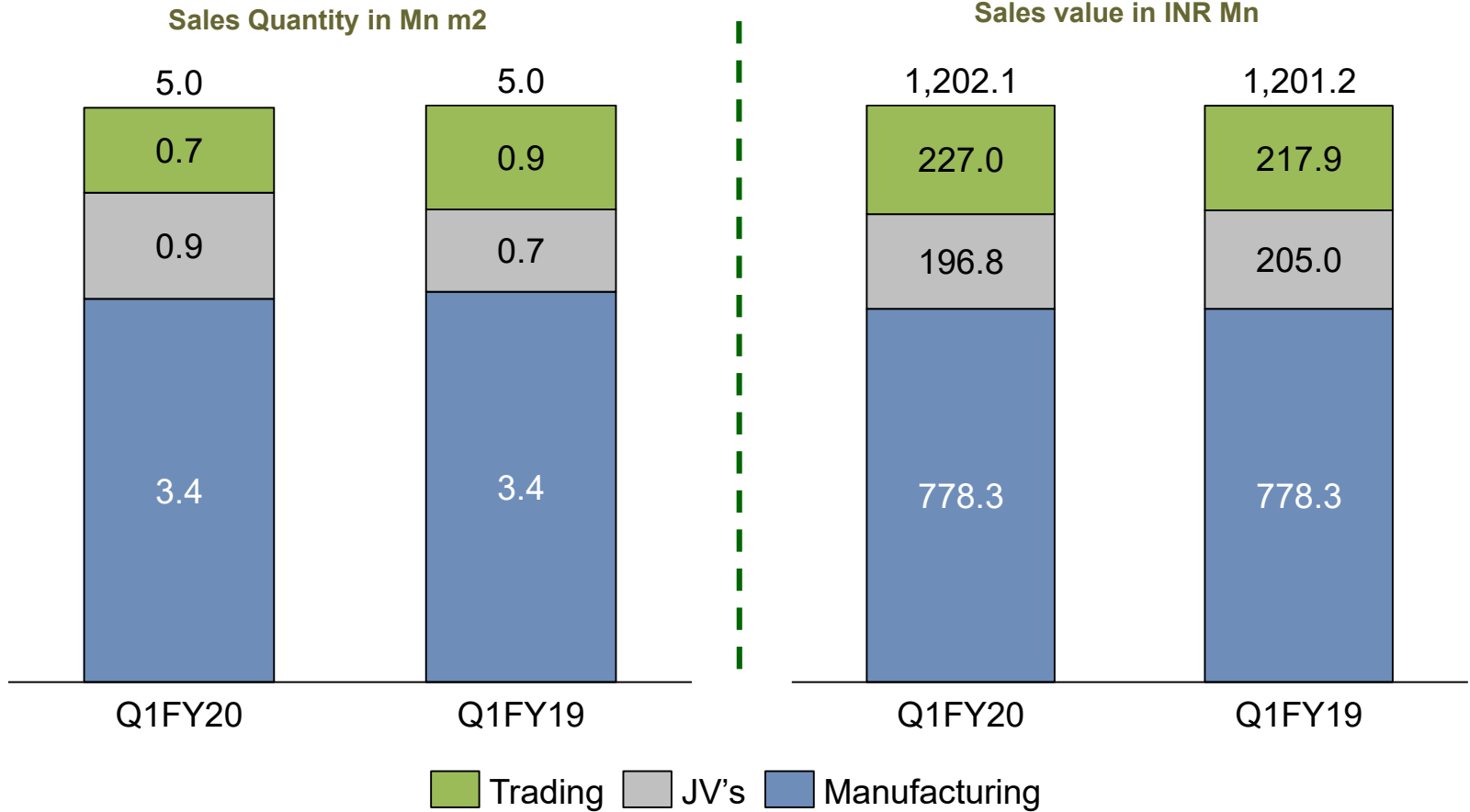
INVESTORS PRESENTATION



Key Messages

- Prices continued to remain under pressure during Q1FY20.
- Construction activities yet to pick up – liquidity crunch continued to impact projects.
- Topline and EBITDA at par with last year despite challenging conditions and increased marketing investments - led by concerted efforts on administrative costs.
- Marketing Investments Quadrupled vs. Q1FY19 – Digital and hoardings campaign supplemented with Print, TV and Radio during Q1FY20.
- Product development and Manufacturing Cost initiatives on track.
- CHRO on board to lead people agenda for OBL, with special focus on Sales .

Sales in Quantity and Value –FY20 Q1 vs FY19 Q1



Financial Performance – FY20 Q1 vs FY19 Q1

Rs. Million

Particulars	FY20 Q1	FY19 Q1	FY 20 Q1 vs FY19 Q1
Sales	1,202.1	1,201.1	0.1%
EBITDA	70.5	68.3	3.3%
EBITDA Margin on Net Sales	5.9%	5.7%	0.2%
Profit Before Tax (PBT)	5.0	11.0	-54.5%
PBT Margin on Sales	0.4%	0.9%	-0.5%
Profit after Tax (PAT)	3.4	7.3	-53.4%
PAT Margin on Sales	0.3%	0.6%	-0.3%

Notes :

1. Financial Performance is on standalone basis.
2. Branding investments scaled up significantly during Q1FY20
3. Despite higher EBITDA during Q1FY20, lower PBT and PAT due to higher depreciation and finance costs on account of capitalization of MF-4 plant
4. On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for Q1FY20 was MINR 5 vs. MINR 8.2 during Q1FY19.

Focus on High Value Products (HVP), New Product Designs (NPD) and Displays

- HVP contribution to total sales improved to 39% during Q1FY20 vs. 37% in Q1FY19.
- NPD launches to continue upgrading the range for our channel partners. During Q1FY20 the Company has launched ~100 new SKUs across
 - Multiplica – a range of highlighters that enhance most existing base tiles dramatically increasing the designs/looks that can be created
 - Valencica – a range of tiles with superior strength than ceramic tiles and great designs for the value-conscious consumer who aspires to buy GVT
 - River series – a range of designs that complement the existing DC tiles.
- 7 new Orient Bell Tiles Boutiques (OBTBs) were added during Q1FY20 in focus towns.

Digital : We continued leveraging existing assets

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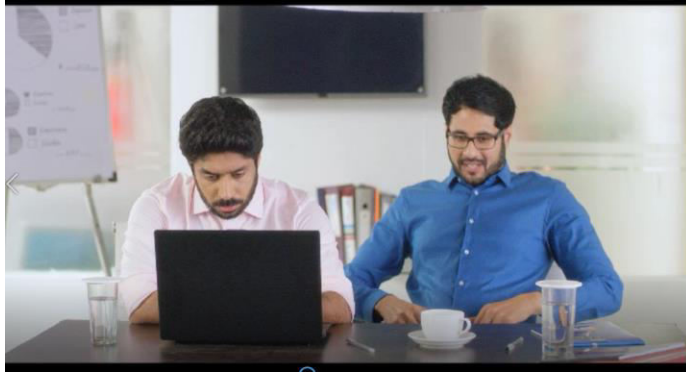
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3



And created sequels for Popular Advertisements



Extended Creatives to TV/Cable/Print/Radio in select markets



Print



TV



FM radio



Hoardings



Cinemas

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

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Thank you