

OBL:HO:SEC:00:

New Delhi : 22.05.2019

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 AND FINANCIAL YEAR ENDED 31.03.2019.

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, 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

CORPORATE OFFICE: Iris House, 16 Business Centre, Nangal Raya, New Delhi - 110 046, India. Tel.: +91 11 4711 9100, Fax: +91 11 28521273
REGD. OFFICE : 8 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

FY19 Q4/12M

INVESTORS PRESENTATION



Key Messages

Demand for Tiles

- Demand for tiles continued to remain subdued during FY19, Real Estate Sector is yet to recover.
- Medium to long term drivers for demand for tiles still remain intact – sound demographics, growth in GDP, increasing urbanization, Government's focus on affordable housing and lower per capita consumption to aid demand growth.

Evolving Industry Dynamics & OBL's Financial Performance during FY2018-19

- Increasing competition from fragmented and the unorganized players in the industry apart from severe liquidity crunch has resulted in downward pressure on prices.
- On the input costs front, there was no respite during the year as the gas prices continued to trend upwards impacting margins.
- Concerted efforts on cost optimization and reduction of General and Administrative expenses helped improve cost base. Improvement of product mix resulted in improved blended sales realization - EBITDA margin for FY19 maintained at 6.8%

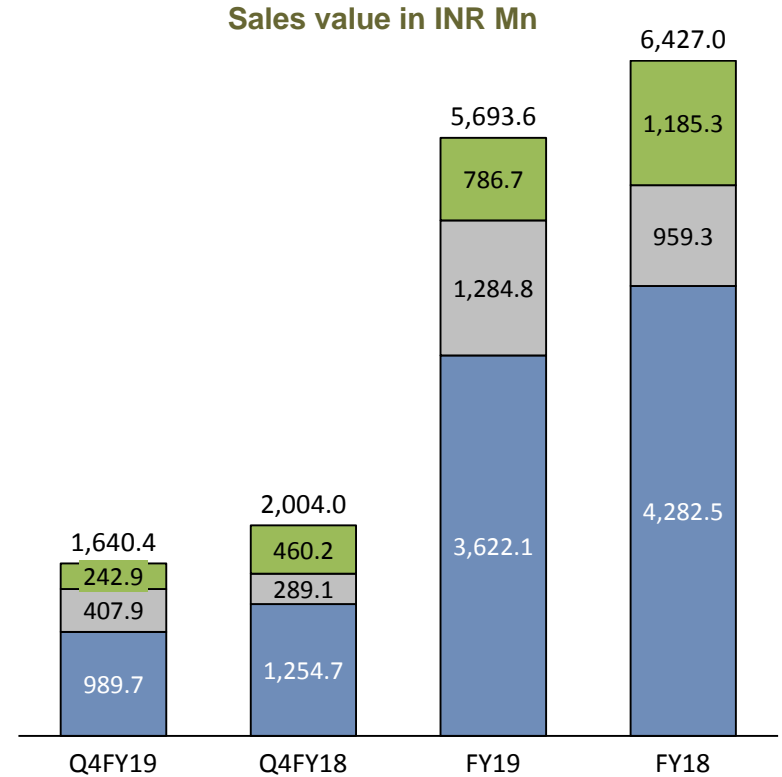
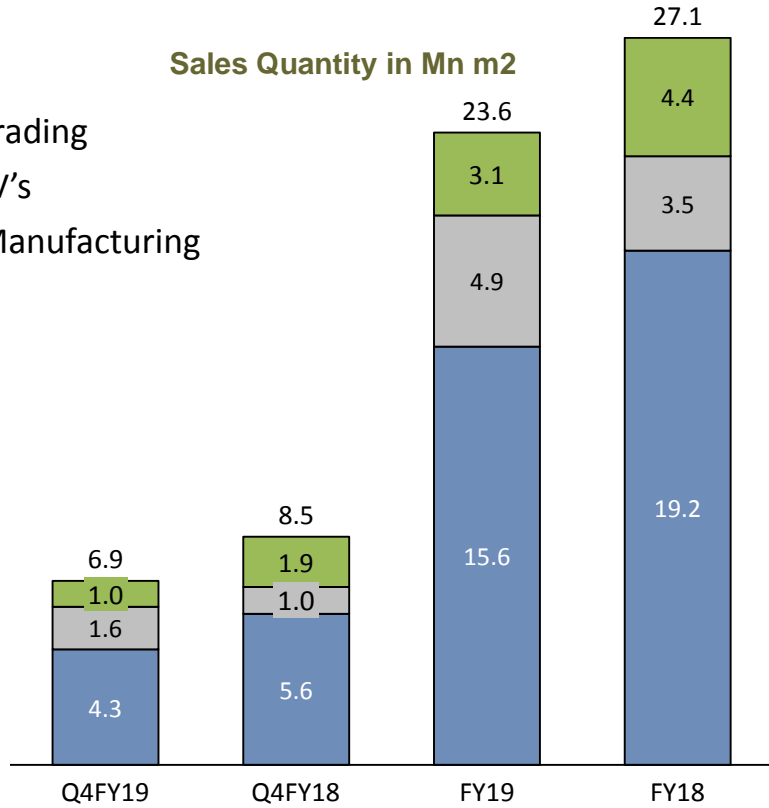
Other Highlights OBL - FY 2018-19

- Focus on talent acquisition undertaken during the year to strengthen key functions – recruitment and on-boarding of CSO, CMO and CFO completed. Sales & Marketing roles split to enable sharp focus on long term task of brand recall and engagement.
- New GVT line at Sikandrabad made operational during the year – running successfully producing large format tiles to suit changing customer preferences.
- Brand Campaign launched during Q3FY18 gained further traction during Q4FY18. Digital Media campaigns launched pan India apart from installation of hoardings in over 100 major cities. Print and Electronic media campaigns next on the agenda - marketing investments to be doubled in FY20.

National Green Tribunal (NGT) has recently ordered closure of coal gasifier based tile units in Gujarat to combat pollution. This along with stricter implementation of GST and e-way bill regulations augurs well for organized players.

Sales in Quantity and Value –FY19 Q4/FY vs FY18 Q4/FY

■ Trading
■ JV's
■ Manufacturing



Increase in ASP - Prices higher on a y-o-y basis driven by improved product mix

- Q4 vs Q4 : + 1.7%
- FY vs. FY : + 1.9%

Note : Sales is net of excise duty for past periods

Financial Performance - FY19 Q4/12M vs FY18 Q4/12M

Rs. Million

Particulars	FY19 Q4	FY18 Q4	FY19 Q4 vs FY18 Q4		CY FY19	PY FY18	FY19 vs FY18
Sales	1,641	2,004	-18.1%		5,694	6,427	-11.4%
EBITDA	100	157	-36.0%		389	494	-21.1%
EBITDA Margin on Net sales	6.1%	7.8%	-1.7%		6.8%	7.7%	-0.8%
PBT before Exceptional Items	36	99	-64.2%		137	271	-49.4%
Exceptional Item	-	-	NA		-	203	NA
Profit after Tax (without OCI)	23	83	-72.2%		89	401	-77.8%
PAT Margin on Sales	1.4%	4.1%	-2.7%		1.6%	6.2%	-4.7%
Profit after Tax (without OCI) without Exception	23	83	-72.2%		89	198	-55.1%
PAT Margin on Sales	1.4%	4.1%	-2.7%		1.6%	3.1%	-1.5%

Notes :

1. Sales is net of excise duty for past periods.
2. Branding investments scaled up significantly during Q4FY18
3. Financial Performance is on standalone basis.
4. On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for FY19 was Rs. 9.3 Crores vs. Rs. 19.6 Crores during FY18.

Summary of Assets & Liabilities - Abridged

Rs. Million

	Standalone		Consolidated	
Liabilities	Mar-18	Mar-19	Mar-18	Mar-19
Equity Share Capital	142	142	142	142
Other Equity	2,076	2,174	2,081	2,183
Net Worth	2,218	2,316	2,224	2,326
Borrowings	769	1,010	769	1,010
Trade Payables	783	709	783	709
Other Liabilities	542	543	542	543
Total Liabilities	4,311	4,577	4,317	4,587
Assets	Mar-18	Mar-19	Mar-18	Mar-19
Property Plant and Equipment	1,975	2,398	1,975	2,398
Investments	57	57	63	67
Inventories	888	855	888	855
Trade Receivables	1,258	1,162	1,258	1,162
Cash & Cash Equivalents	28	35	28	36
Others Assets	105	70	105	70
Total Assets	4,311	4,577	4,317	4,587

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.

OBL – Key Ratios

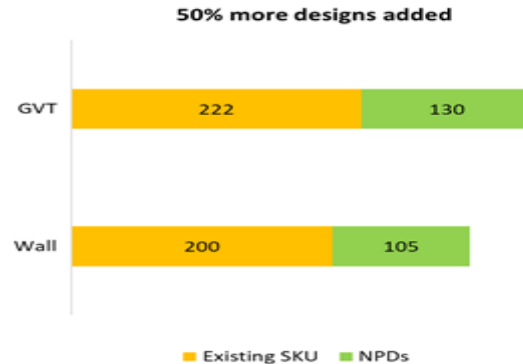
Particulars	UoM	FY 15	FY16	FY17	FY18	FY19
Days Inventory Outstanding (DIO)	Days	56	48	44	50	55
Days Sales Outstanding (DSO)	Days	51	57	60	72	75
Days Payables Outstanding (DPO)	Days	63	62	45	53	57
Cash Conversion Cycle (CCC)	Days	44	44	59	69	72
Working Capital Turnover	Times	8.9	8.3	7.5	5.1	4.6
Current Ratio	Times	1.0	1.0	1.2	1.5	1.5
Borrowings	INR-Cr.	155	123	101	77	101
Net Debt to Equity	Times	0.7	0.7	0.6	0.4	0.5
EPS (Without Exception)	Rs.per share	3.5	4.4	9.6	13.9	6.2

Notes :

1. Borrowing increased on account of MF-4 expansion project at Sikandrabad
2. Net Debt = Long Term Debt + Short Term Debt – Cash & Cash Equivalents
3. All Ratios calculated at period end.

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

- HVP contribution to total sales improved to 40% during FY19 vs. 35% in FY18.
- Successive NPD launches made to rejuvenate the product range :
 - Q2 FY18-19 the Company launched ~400 new SKUs.
 - 60% new designs added in GVT
 - Jumbo Sizes introduced: 1200x2400, 1200x1200, 800x1600
 - Similar rejuvenation of our range has been executed in Wall Tiles as well.
 - Fusion series, New Horizons & 3rd Fire were some of the other launches made during the year.
- 47 new Orient Bell Tiles Boutiques (OBTBs) were also added during FY 2018-19 in high population density towns - increased emphasis on creating displays & ambiances for NPD products to improve product salience.



*Note: A design in wall category is constituted of 3-4 SKUs

400+ Designs launched during the quarter

New Products launched : Fusion series

Woods were fused with marbles, granites were mixed with flakes, rough geometrical patterns were clubbed with soft frosted glass patterns and so on. An architect could play with his/her own ideas as it multiplied the available options by fusing one design with another, mixing colours, to create a Western or Eastern look. So fusion is a contemporary approach to traditional Indian favourites



DGVT Mosaic Art Decor



PGVT Illusion Art
+ PGVT Statuario Ultra



PGVT Geometric Marble

We had started hoardings last quarter:

**Make small spaces
look bigger
with Orientbell tiles**

Big solutions for small bathrooms



**b orientbell
tiles**



87507 33333 | SAI MARBLE | RAJ PRATISTHAN | PREM MARBLE & SANITATION

We continued Hoardings : Added New Creative Executions

**Make small spaces
look bigger
with Orientbell tiles**

Big solutions for small bathrooms



**b orientbell
tiles**

 **87507 33333** | OM SAI TILES AND SANITARY, JAGAT PURI

Hoardings were live across 100+ Cities



Digital Campaign – Topical Videos Kept Going Live

1



2



3



Good PR Coverage : lauding our Customer-centricity

Dainik Jagran

ओरिएंट बेल लिमिटेड ने लॉन्च किया अभियान

जासं, मोहाली : टाइल उद्योग की प्रतिष्ठित कंपनी, ओरिएंट बेल लिमिटेड ने नया व ब्रॉड कैंपेन पेश किया है। इस नये कैंपेन के अंतर्गत कंपनी छोटे बाथरूम के बड़े सॉल्यूशंस दिखाएंगे। ओरिएंट के अभियान के तहत सही रंगों की टाइल चुनकर उन्हें सही तरीके से लगाने से छोटे स्पेस भी बड़े दिखेंगे। ज्यादातर घरों में बाथरूम सबसे छोटा कमरा होता है। तेजी से होते शहरीकरण और न्यूक्लियर परिवारों में छोटे और कॉम्पैक्ट घरों के होने से बाथरूम और ज्यादा छोटे हो गए हैं। रियल ईस्टेट के बढ़ते मूल्यों के कारण नया घर खरीदने वालों को अपनी अपेक्षाओं से समझौता करना पड़ता है। ग्राहक निरंतर अपने घर, अपने कमरों और बाथरूम को दिखने में ज्यादा बड़ा और विशाल बनाने का प्रयास करते हैं।



The Pioneer

Orientbell Ltd launches campaign for bathrooms solutions

PMS IN NEW DELHI

Orient Bell Limited, a respected and trusted player in the tile industry, has launched a bold new marketing campaign, that breaks industry norms by addressing consumer needs. The new campaign, 'Chote Bathrooms ke Bade Solutions', i.e. big solutions for small bathrooms promises Orient Bell's expertise in making even small spaces look bigger by choosing the right colors of tiles & laying them in a recommended way.

The bathroom is typically the smallest room in most homes. This situation becomes even more acute with increasingly compact and convenient homes driven by rapid urbanization and nuclear families. Add to it a real estate environment of housing price rise, new home owners often end up compromising on their aspirations. Consumers are constantly trying to make their home, their rooms and bathrooms look and feel

Indian Express

ORIEBTBELL LTD LAUNCHES 'CHOTE BATHROOMS KE BADE SOLUTIONS' CAMPAIGN

The bold campaign from Orientbell Limited, a radical departure from industry norms, presents a refreshing consumer-centric approach to address needs of new home owners. Orient Bell Limited, a respected and trusted player in the tile industry, has launched a bold new marketing campaign, that breaks industry norms by addressing consumer needs. The new campaign, 'Chote bathrooms ke bade solutions' i.e. big solutions for small bathrooms promises Orient Bell's expertise in making even small spaces look bigger by choosing the right colors of tiles & laying them in a recommended way. The bathroom is typically the smallest room in most homes. This situation becomes even more acute with increasingly compact & convenient homes driven by rapid urbanization & nuclear families.



CSR: Educational Murals to support schools

- Learnings from Govt School, Til Begumpur highlight positive impact on society
 - 36% increase in enrolments in 2 years
 - 31% reduction in absentism
- New Content for Secondary classes
 - Primary schools covered during 2018-19
 - Rajkiya Madhyamik Vidyalaya, Jaipur
 - Girls College, Lucknow
 - Govt School, Panchayawala, Jaipur
 - Govt Lower Primary School, Begur (Karnataka)
 - Govt School, Til Begumpur, UP
- Showcases our design & manufacturing capability



Inauguration by Hon'ble Minister Colonel Rajyavardhan Singh Rathore

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

Himanshu Jindal
Chief Financial Officer
Himanshu.Jindal@orientbell.com
www.orientbell.com

Thank you