



OBL:HO:SEC:00:

New Delhi : 23.01.2024

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 and nine months ended on 31st December, 2023

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 performance of the Company during the quarter and nine months ended 31st December, 2023.

Kindly take the same on record.

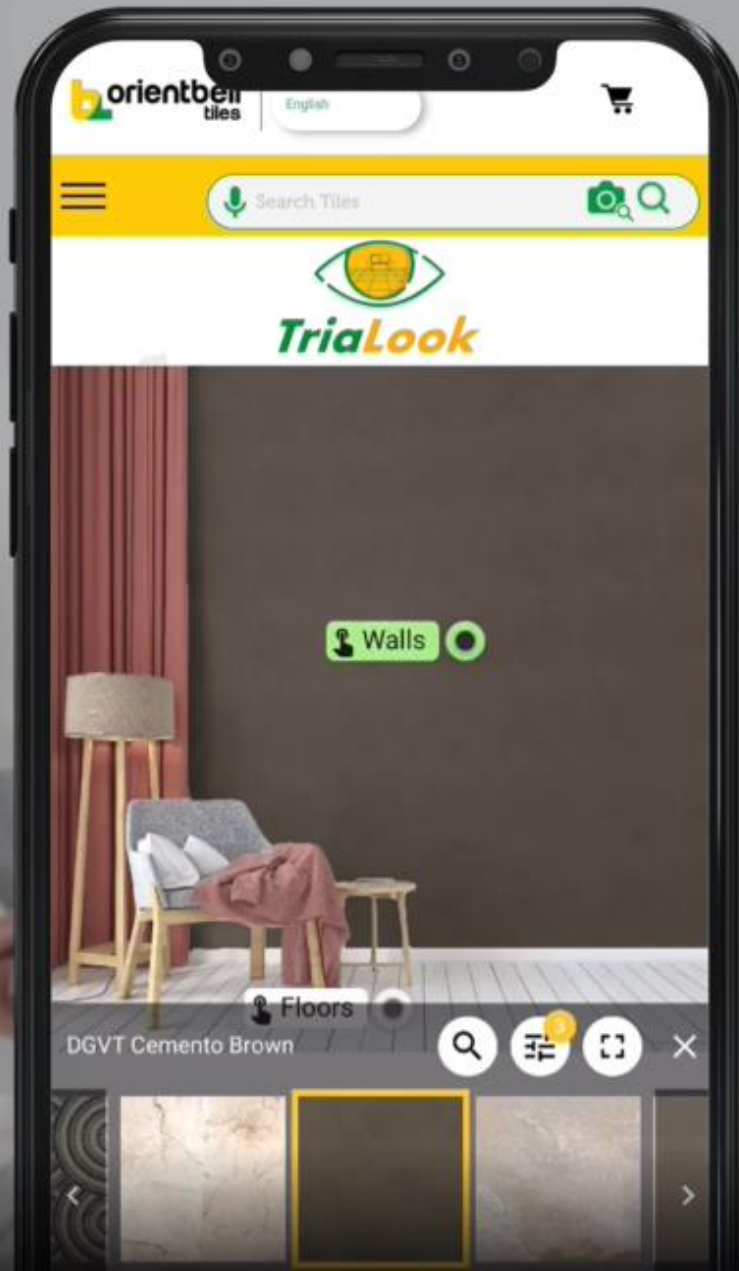
Yours faithfully,

for Orient Bell Limited

Yogesh Mendiratta
Company Secretary & Head - Legal

Encl: as above

Orient Bell Limited



Orient Bell Ltd.

Investor Presentation Q3FY24

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



46

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*)



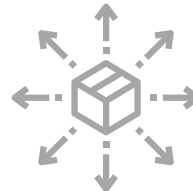
Strong Balance sheet



3,000+

SKUs

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



361

Tile Boutiques
(Experience Centre)



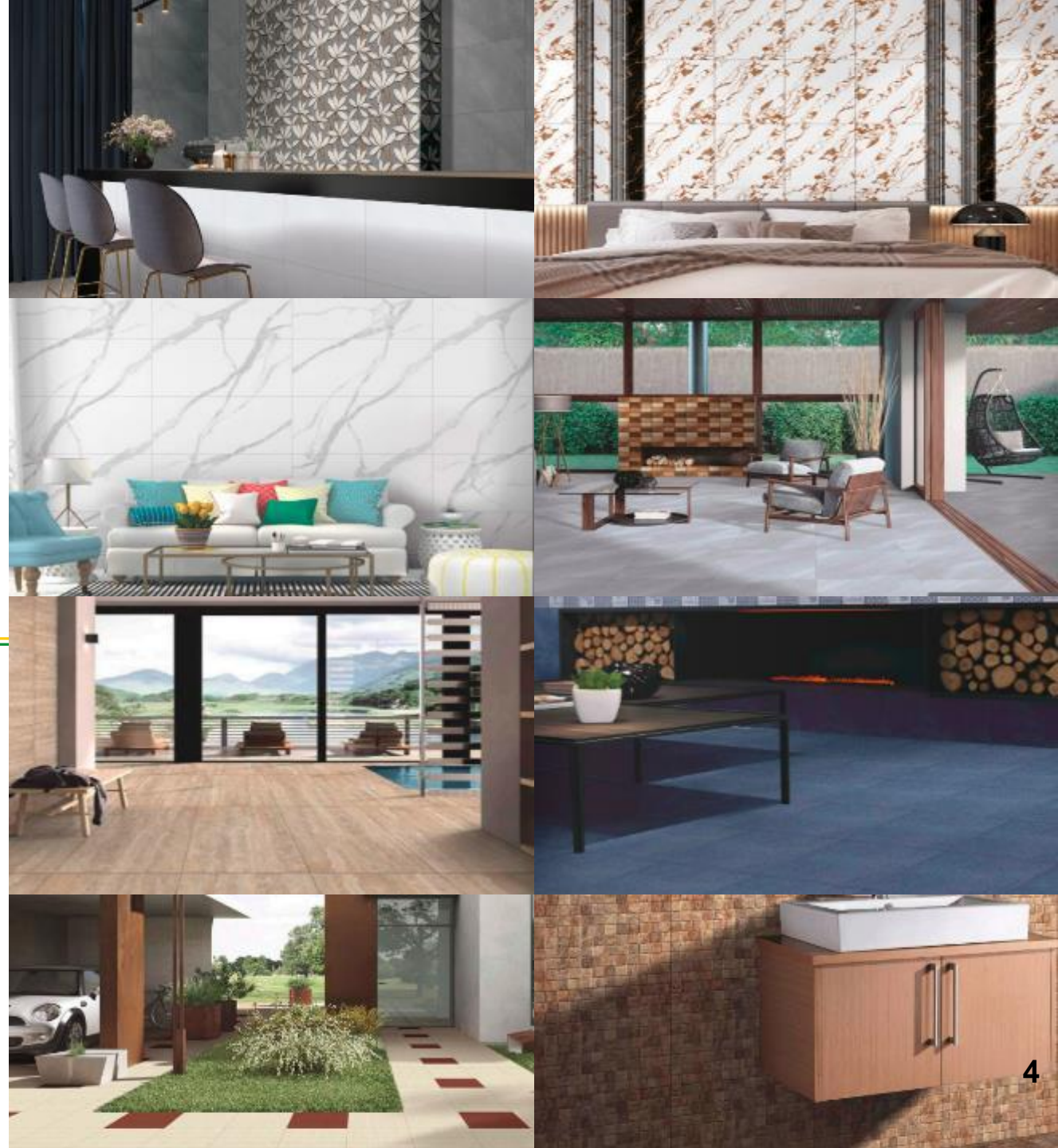
2000+

Business Partners

*AE = Associate entities

#Dora – Commercial production from New Line-2 GVT 3.3 MSM p.a. commenced end Sept-23

Financial & Operational Highlights



Operational Highlights of Q3FY24

Brand

Investments

7.1% vs 3.3% of sales
+ **2x** of LY.

New TVC

launch Dec-23

People

T3R – 2.28:1
L&D >2500 Hrs

Safety

Top Priority
NIL accidents

OBTX

Active Count 361
- 43% of total sales

Vitrified Mix

50.6% of total sales
(+5.0% y-o-y)

GVT Salience

30.0% of total sales
(+7.1% y-o-y)

Cost of Production

Lower by + 6% y-o-y
(*L-f-L basis at constant
product mix and energy costs)

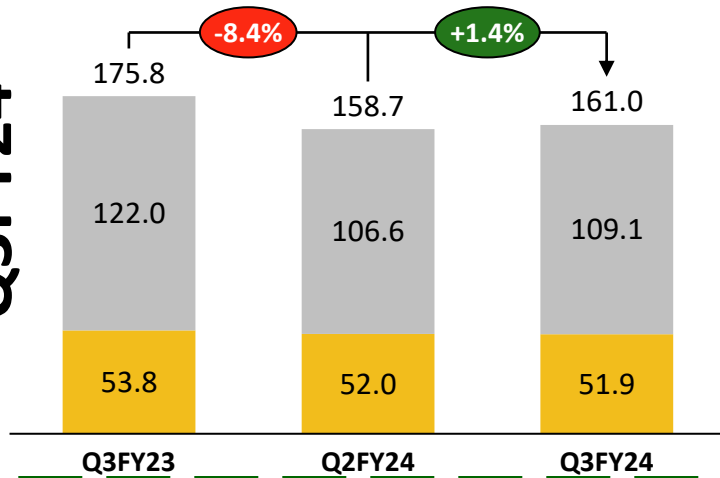
Gross margin @ 35.6%

Higher by 2.0% vs LY &
2.6% sequentially.

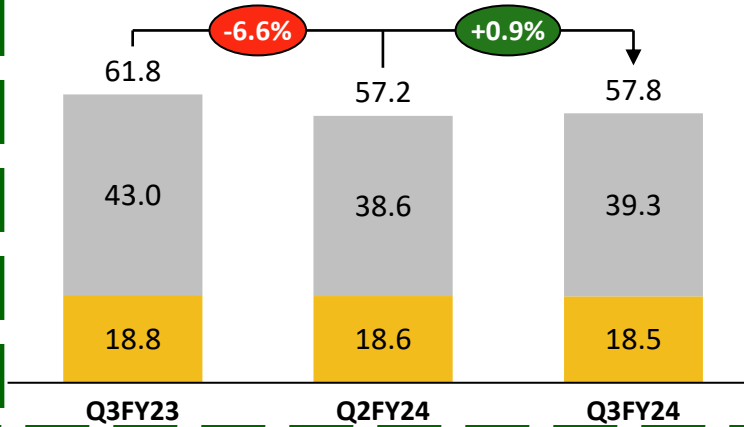
Highlights – Revenues

Revenue (in crores)

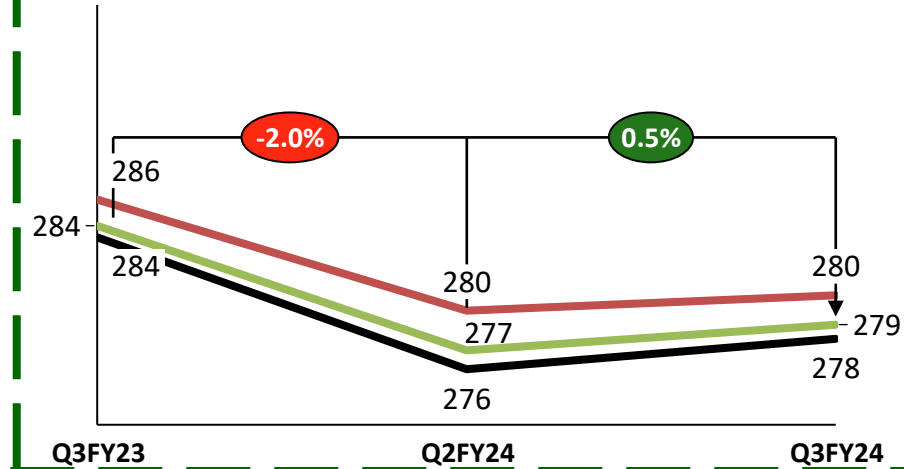
Q3FY24



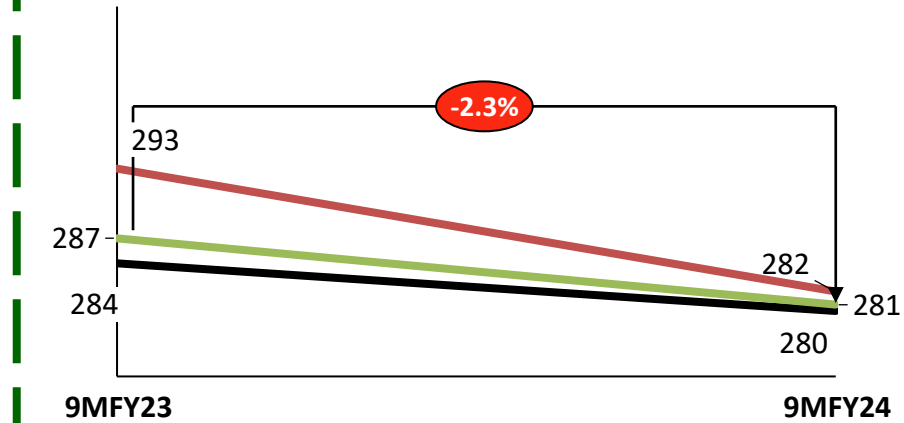
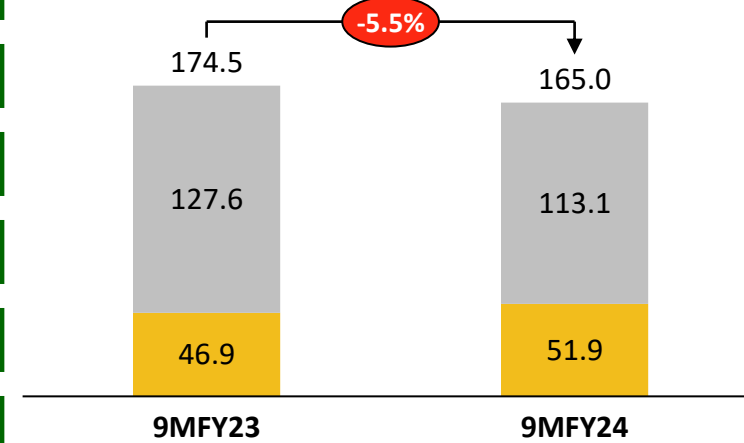
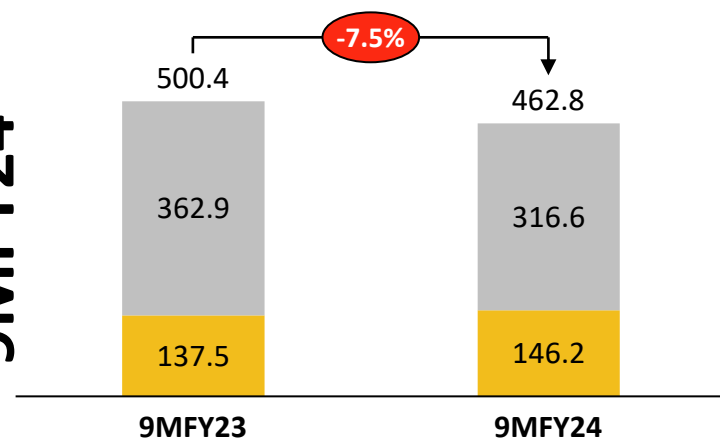
Volume (Lac m²)



ASP (Rs. per m²)



9MFY24



Own AE + Trading

Own AE + Trading

Own Trading Blended Avg.

Consolidated Abridged Income Statement

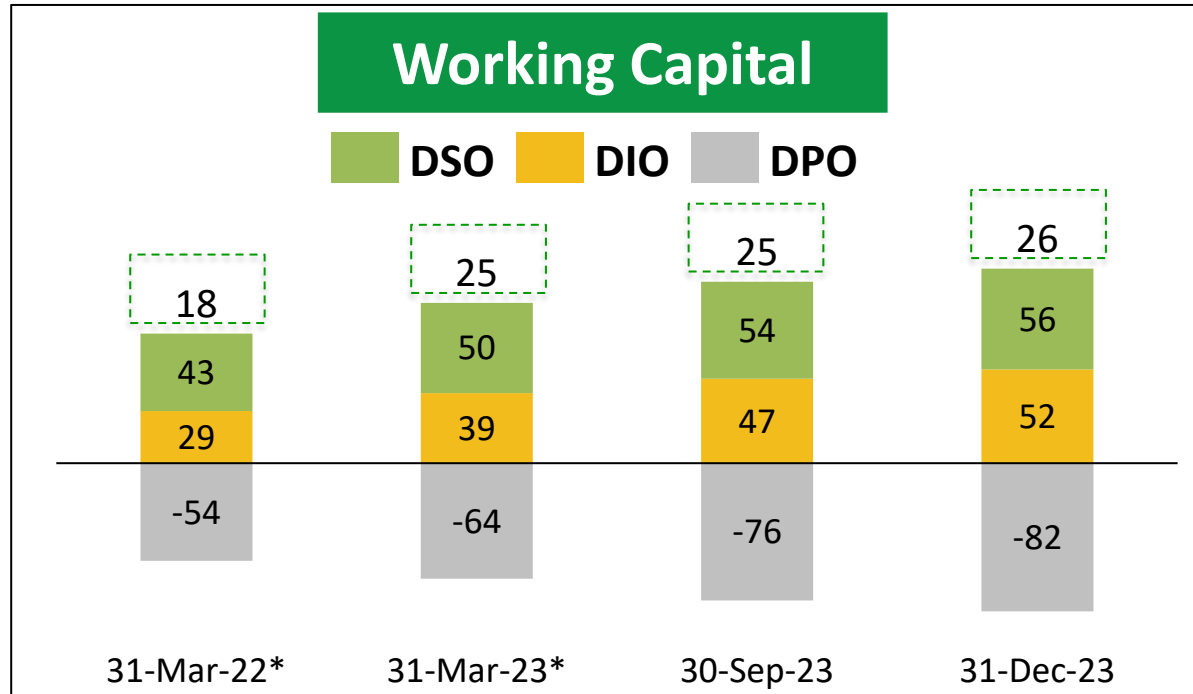
(Rs. Crores)	Quarter Ended					Nine Months Ended		
	Q3 FY23	Q2 FY24	Q3 FY24	Y-o-Y	Q-o-Q	PY FY23	CY FY24	Y-o-Y
Income from Operation	175.8	158.7	161.0	-8.4%	1.4%	500.4	462.8	-7.5%
Other Operating Income	1.4	1.1	1.3	-8.4%	24.8%	4.3	3.3	-23.5%
Revenue from Operation	177.3	159.7	162.3	-8.4%	1.6%	504.7	466.1	-7.7%
Other Income	0.6	0.7	0.3	-50.4%	-58.1%	4.4	2.2	-50.3%
Cost of Goods sold*	116.7	106.3	103.7	-11.1%	-2.4%	317.2	304.1	-4.1%
Gross Margin	59.1	52.4	57.3	-3.1%	9.3%	183.2	158.7	-13.4%
Gross Margin %	33.6%	33.0%	35.6%	2.0%	2.6%	36.6%	34.3%	-2.3%
Operating Expenses	50.8	48.2	51.2	0.7%	6.2%	153.5	146.3	-4.7%
EBITDA L-f-L*	10.4	6.0	7.8	-25.3%	28.4%	38.5	17.8	-53.6%
EBITDA Margin% L-f-L#	5.9%	3.8%	4.8%	-1.1%	1.0%	7.7%	3.9%	-3.8%
Additional brand investment	0	0	6.5	NA	NA	0	6.5	NA
Reported EBITDA	10.4	6.0	1.3	-87.9%	-79.3%	38.5	11.3	-70.5%
Reported EBITDA %	5.9%	3.8%	0.8%	-5.1%	-3.0%	7.7%	2.5%	-5.2%
Depreciation and Amortisation	5.7	5.0	5.5	-3.5%	9.0%	15.8	15.9	0.7%
EBIT	4.7	1.0	-4.2	-190.7%	-527.4%	22.7	-4.6	-120.2%
Interest and Financial Charges	0.6	0.4	0.4	-24.0%	-0.2%	1.8	1.4	-22.5%
Share of profit/(loss) of Associates	0.1	0.4	0.1	30.5%	-66.1%	0.5	0.6	9.2%
Profit Before Tax(PBT)	4.2	0.9	-4.6	-208.9%	-602.4%	21.4	-5.4	-125.2%
PBT Margin %	2.4%	0.6%	-2.8%	-5.2%	-3.4%	4.3%	-1.2%	-5.4%
Tax Expenses	1.1	0.2	-1.2	-214.0%	-625.3%	5.3	-1.4	-126.3%
Profit After Tax(PAT)	3.1	0.7	-3.4	-207.2%	-594.8%	16.1	-4.0	-124.8%
PAT Margin %	1.8%	0.4%	-2.1%	-3.9%	-2.5%	3.2%	-0.9%	-4.1%

- Contribution margin improved though in Q3FY24 despite hardening of gas cost – due to improved consumption KPI's and better product mix.
- Q3 Cash flow from operations **“REINVESTED”** to fund the increase in marketing investments.

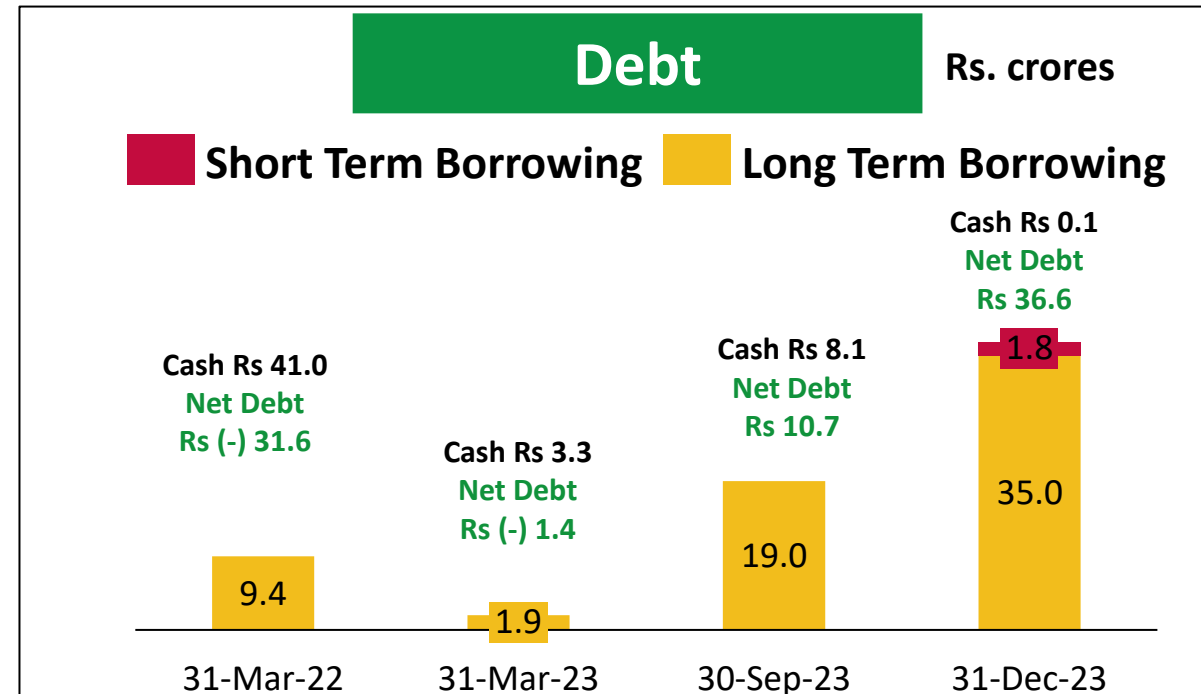
*Material Consumed, Trading purchase, change in inventories and power and fuel

L-f-L : Like for like

Strong Debt Profile & Working Capital Cycle



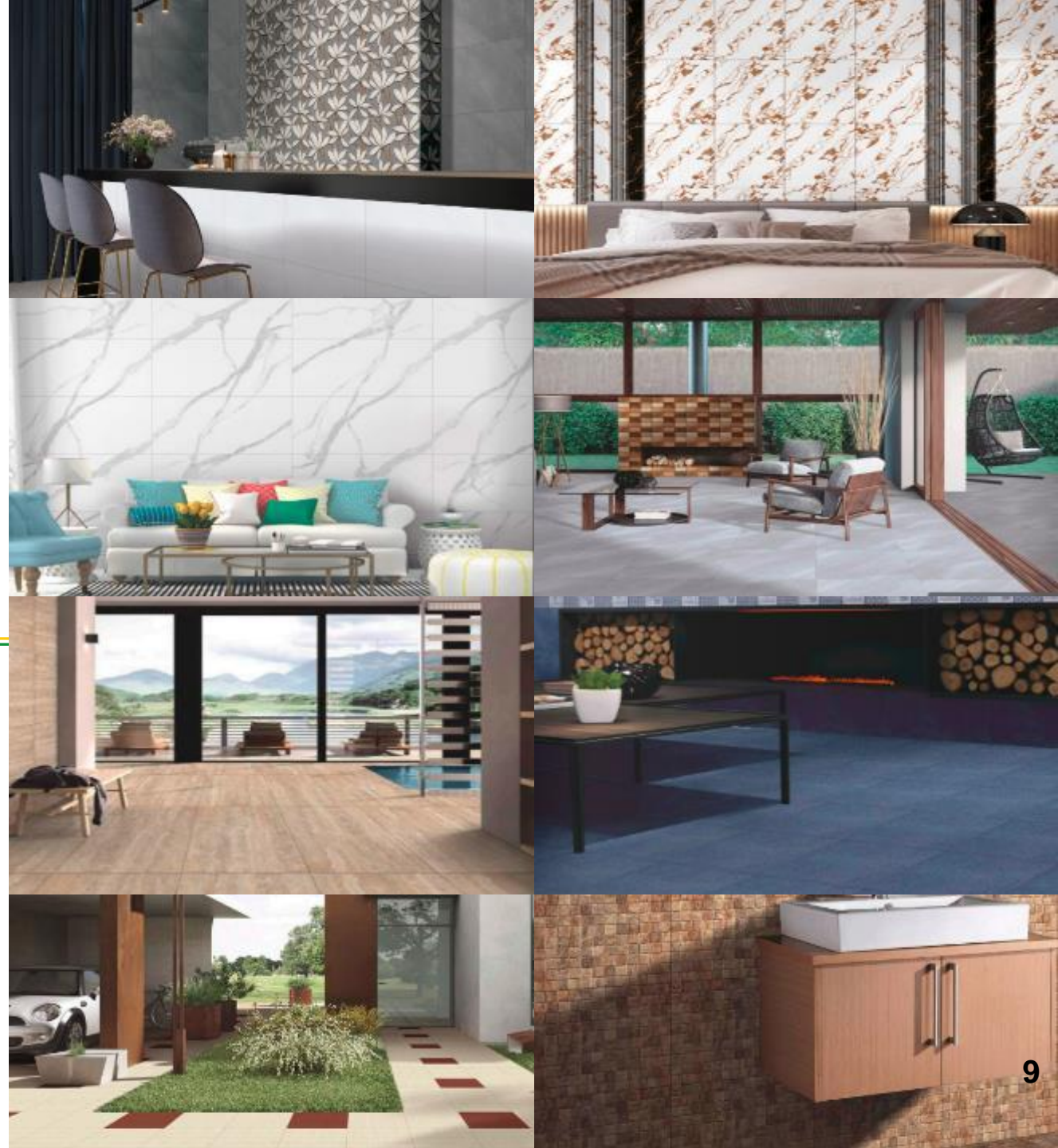
*Calculated on the basis of Q4



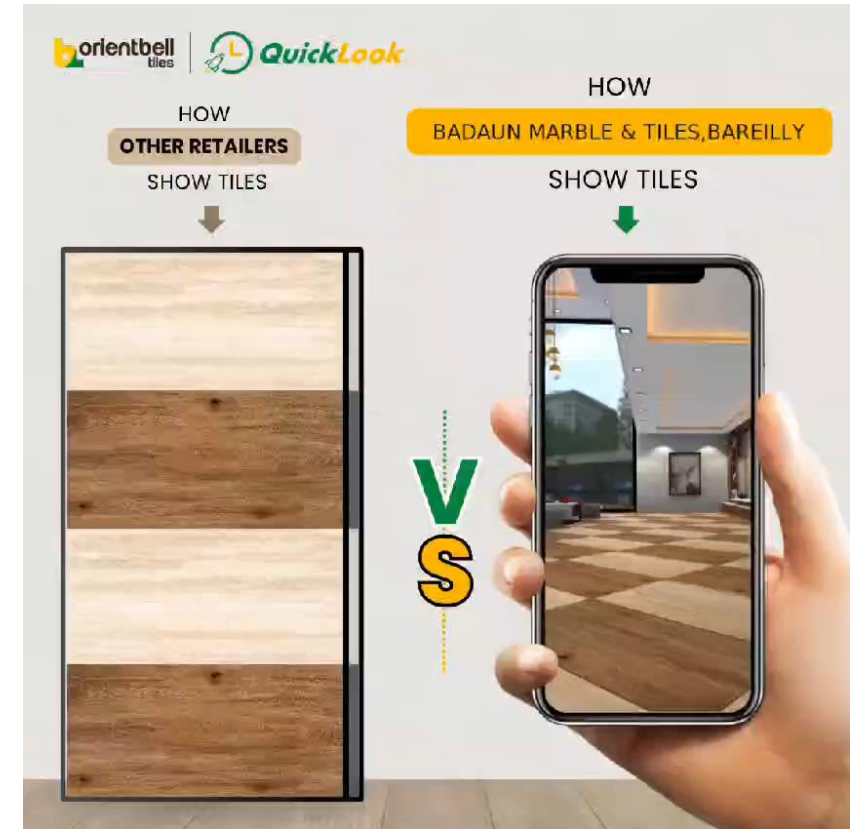
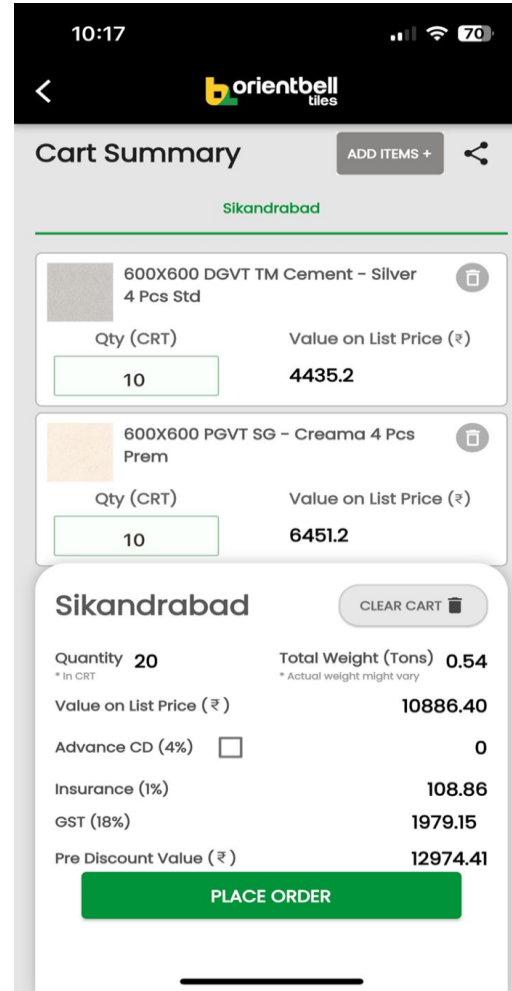
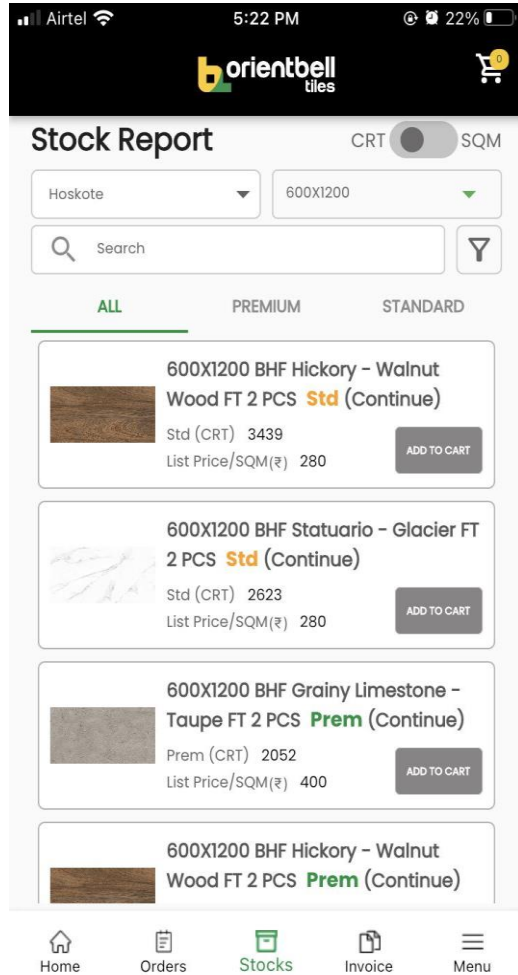
- **Cash Conversion Cycle remains comfortable @26 days**
- **Overall Liquidity comfortable as well – fresh term borrowings drawn to fund Dora GVT Line-2 Capex.**
- **In addition to reaffirmation by CRISIL on our credit rating @ “A/Stable” during Q2, India Ratings (FITCH) too has reaffirmed OBL credit ratings @ “IND A1” during Q3FY24.**

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 Cycle or Cash Conversion Cycle (CCC) Days = DSO + DIO-DPO.

Company Initiatives



With digital tools for Channel Partners, Employees



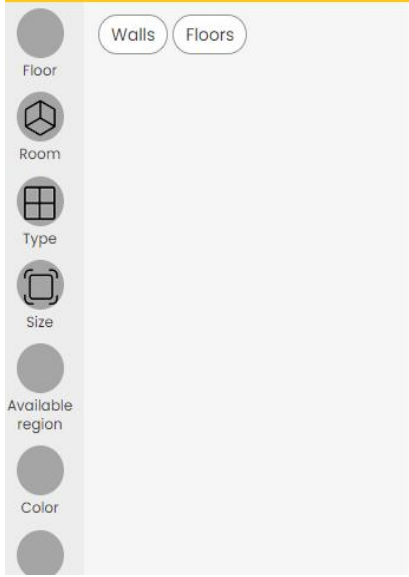
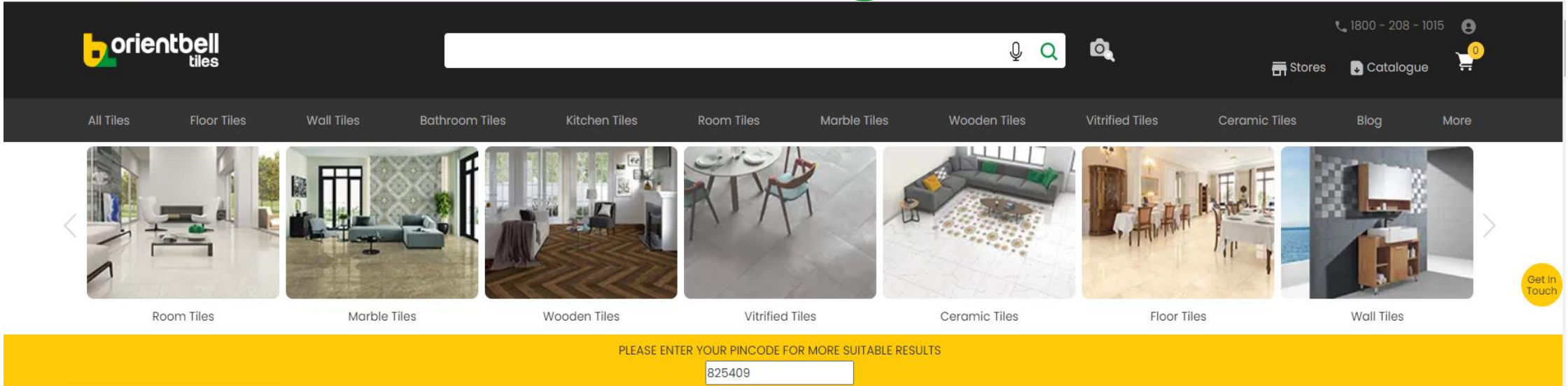


And Tools For Consumers too

Trialook : To change tiles in a photo !



A Website that's recognized as Best-In-Class



Home > Tiles > Living Room Tiles

Livina Room Tiles

T
I
e
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T
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B
I
V
a
L



2020: Best Website



2020: Best Retail Journey



2022: Best Website

That gives selling price by city !

- All Tiles
- Floor Tiles
- Wall Tiles
- Bathroom Tiles
- Kitchen Tiles
- Room Tiles
- Marble Tiles
- Wooden Tiles
- Vitrified Tiles
- Ceramic Tiles
- Blog
- More



Room Tiles



Marble Tiles



Wooden Tiles



Vitrified Tiles



Ceramic Tiles



Floor Tiles



Wall Tiles

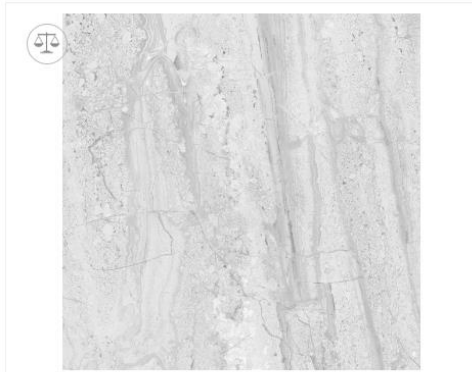
Get In Touch

PLEASE ENTER YOUR PINCODE FOR MORE SUITABLE RESULTS

825409

Walls Floors

Home > Tiles > Living Room Tiles



Find Similar

Try in my room

GFT BDF Royal Dyna Grey FT

Offer price ₹. 74/- Sq.ft

Size 600x600 mm ft

Buy Now

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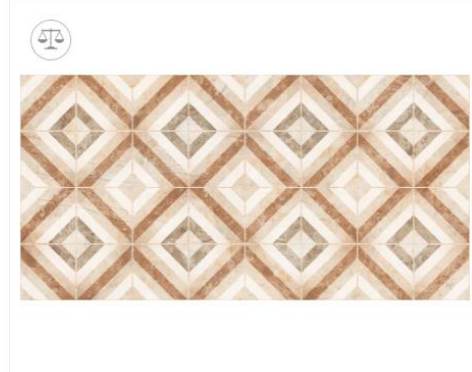
Decor Moroccan Spanish Art Multi

Offer price ₹. 115/- Sq.ft

Size 600x1200 mm ft

Buy Now

Add to cart



Find Similar

Try in my room

Decor Diamond Encuastic Multi

Offer price ₹. 115/- Sq.ft

Size 600x1200 mm ft

Buy Now

Add to cart

**So, having built differentiation we started
advertising it...**

..on Television

100%
TILES
0% CELEBS



Orient Bell

24,350 followers

1w • 🌐



Lights, camera, TILES!

Excited to share the unveiling of our latest television campaign logo - 100% Tiles, 0% celebs. ✨ Our team concluded this remarkable journey, putting our incredible crew in the limelight. No fancy celebs, just the real stars behind it all! 🌈

From Orientbell Tiles' heart to your screens. Tag us when you see us on TV.

[#Celebfree](#) [#OrientbellTiles](#) [#NoAddedCelebrities](#)



Monika Nahal and 214 others

3 comments • 3 reposts

Positioning ourselves as a brand with substance



**b orientbell
tiles**

**100%
TILES
0% CELEBS**



Which makes an impact on Tile Shoppers



Standee

...giving a new approach to buying tiles



We invested significantly in advertising in Q3 !



While we continued to celebrate our uniqueness

Orient Bell Tiles 5 Oct 2023

Got a scratch-happy furball? No sweat!
With Forever Tiles' scratch-free technology, let your pets go wild, worry-free!
[#OrientbellTiles](#) [#Tiles](#) [#ShopTilesOnline](#)
[#AntiScratchTiles](#) [#FloorTiles](#)



10k 16 comments • 14 shares

Orient Bell Tiles 9 Oct 2023

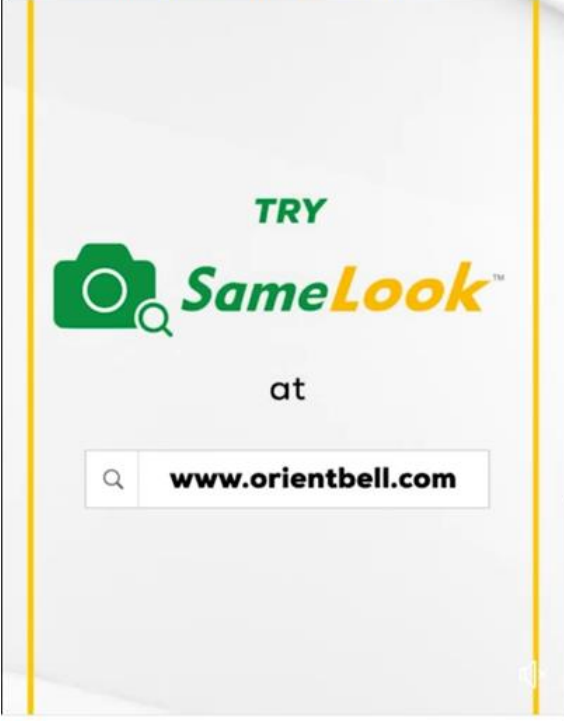
Elevate your home with Orientbell Tiles Boutique now in Bhatinda, Punjab. Discover classic, modern and timeless options for every corner of your home.
Find the most elegant and extravagant designs with assured quality and style. Visit now!
[#OrientbellTiles](#) [#Tiles](#) [#TileTrends](#)



700 1 Comment • 37 shares • 163k views

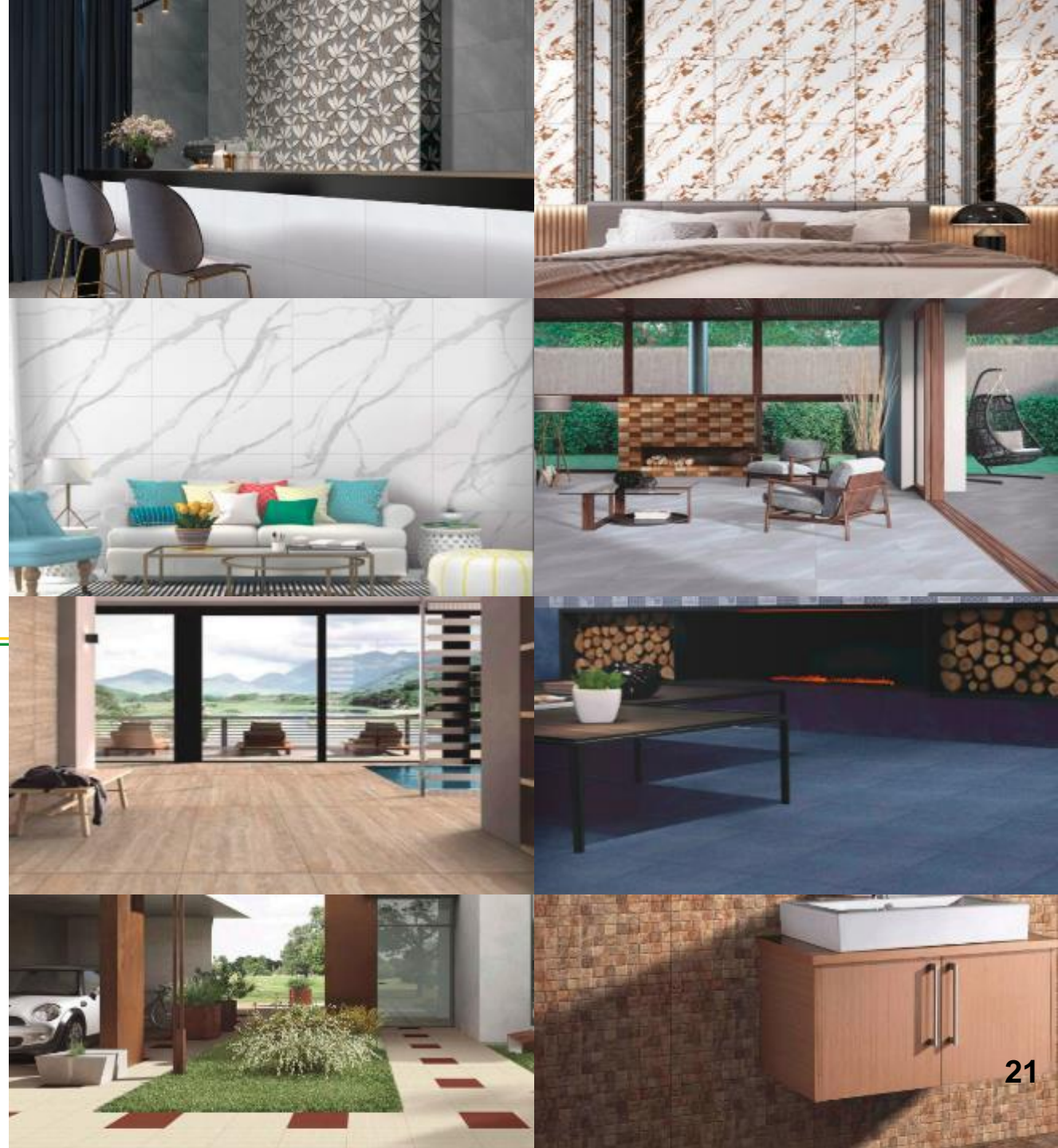
Orient Bell Tiles 6 Oct 2023

Saw a design that you really like?
Just click and upload it on SameLook and find similar designs of your choice.
Find your perfect tile at Orientbell tiles.
The Tool is exclusively available on www.orientbell.com
[#SameLook](#) [#OrientbellTiles](#) [#DigitalTool](#)
[#Visualisation](#) [#Discover](#) [#TileDesigns](#)



458 8 shares • 100k views

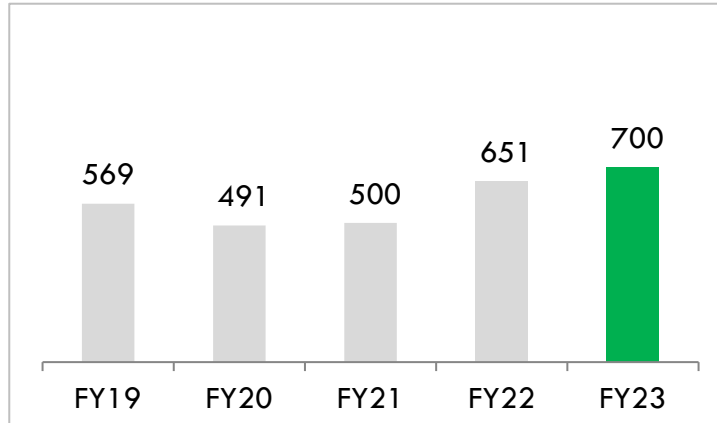
Historical Financials



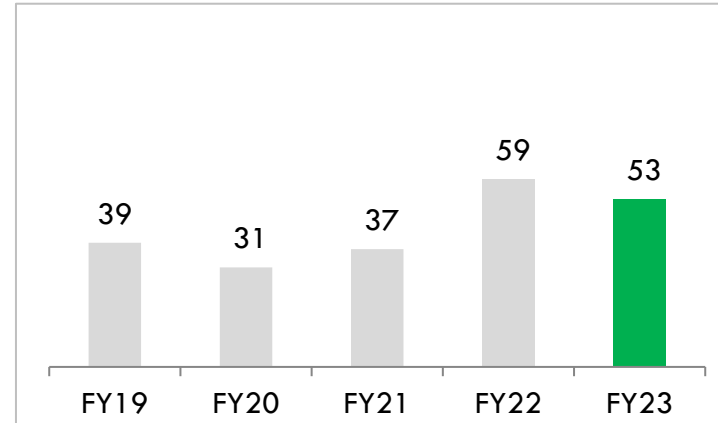
Historical Annual Performance Trends

Consolidated Figures

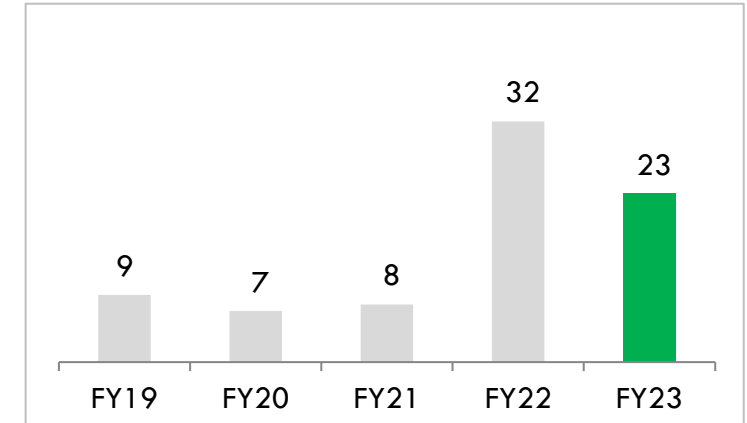
Revenue (Rs Cr)



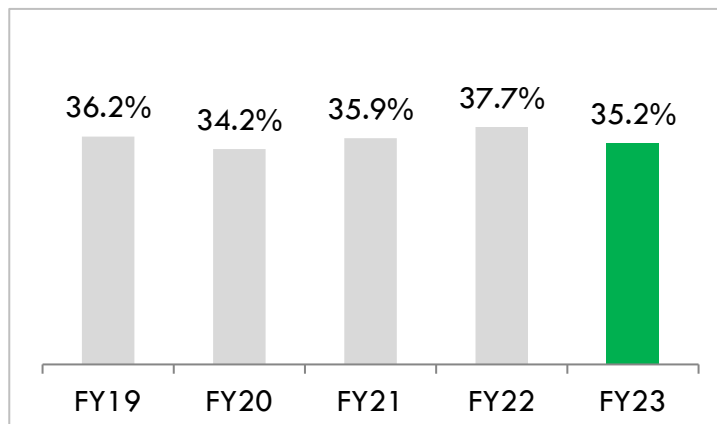
EBITDA (Rs Cr)



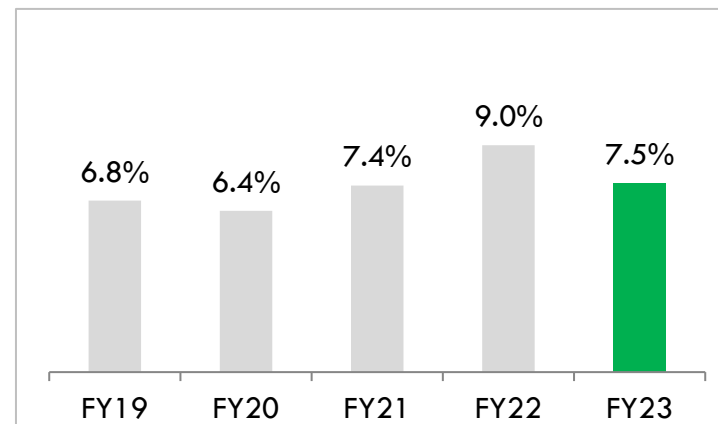
PAT (Rs Cr)



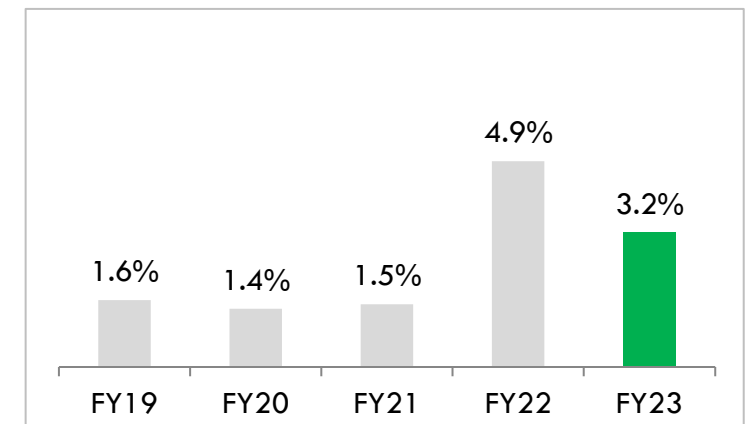
Gross Margin* (%)



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

Consolidated Historical Balance Sheet

(Rs Crore)	Mar'19	Mar'20	Mar'21	Mar'22	Mar'23
Share Capital	14.2	14.3	14.4	14.4	14.5
Reserves	218.3	225.3	234.9	270.3	295.8
Shareholders' Funds	232.6	239.6	249.3	284.8	310.3
Long Term Borrowings	45.1	33.4	24.4	1.9	0.0
Lease Liabilities	-	7.9	6.1	4.7	4.4
Other Long Term Financial liabilities	10.4	10.5	11.2	12.6	13.0
Deferred Tax Liabilities	27.2	22.0	21.3	14.1	15.3
Long Term Provisions	2.4	1.5	1.8	1.9	1.9
Total Non-Current Liabilities	85.1	75.2	64.8	35.1	34.6
Trade Payables	70.9	77.3	97.2	99.7	115.2
Lease Liabilities	-	2.2	1.9	1.6	2.4
Other Current Liabilities	26.6	19.4	20.2	21.1	15.2
Short Term Provisions	0.6	0.4	1.1	2.5	1.5
Short Term Borrowings	43.0	6.0	-	7.5	1.9
Total Current Liabilities	141.0	105.3	120.3	132.3	136.21
Total Liabilities	458.7	420.2	434.4	452.2	481.1

(Rs Crore)	Mar'19	Mar'20	Mar'21	Mar'22	Mar'23
Fixed Assets incl. CWIP	239.8	225.5	201.1	203.6	247.8
Right-of-use assets	-	7.9	6.0	4.3	5.0
Non-Current Investments	6.7	7.0	7.6	8.8	9.5
Other Non-Current Assets	4.1	4.0	6.0	9.6	7.0
Total Non-Current Assets	250.6	244.4	220.7	226.5	269.3
Inventories	85.5	80.6	60.2	68.8	86.1
Trade Receivables	116.2	86.9	92.6	103.3	111.2
Cash and Bank	3.5	3.0	51.0	41.1	3.3
Other Current Assets	2.9	5.3	9.9	12.7	11.1
Total Current Assets	208.1	175.8	213.7	225.6	211.8
Total Assets	458.7	420.2	434.4	452.2	481.1

Thank You

Orient Bell Limited

Mr. Himanshu Jindal – CFO

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

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