

August 27, 2019

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.: Schedule of Investor Meet – Investor Presentation.

Dear Sir / Madam,

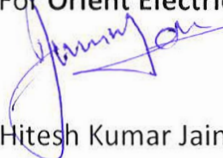
Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), and in continuation to our earlier letter dated August 26, 2019, please find enclosed herewith Investor Presentation referred at the Investor Meet held today, organized by Ambit Capital Private Limited.

You are requested take the above document on your record.

Thanking you,

Yours Sincerely,

For **Orient Electric Limited**


Hitesh Kumar Jain
Company Secretary
Encl: a/a





SCALING NEW HEIGHTS

AUGUST 2019

A Strong Heritage



BM Birla
Founder & Chairman
1905 - 1982

- A man of vision who turned his dreams into reality
- One of India's outstanding business leaders



GP Birla
Chairman
1922 - 2010

- A man who considered material worth secondary to his philanthropic values
- Ace industrialist; headed a diversified group of reputed and leading companies in India



CK Birla
Current Chairman

- Member of the National Council of the Confederation of Indian Industry (CII)
- Chairman of the Board of Governors of the Indian Institute of Management, Udaipur

A diversified business conglomerate

The CK Birla Group is a growing US \$2 billion conglomerate that has a history of enduring relationships with renowned global companies. With over 25,000 employees, 41 manufacturing facilities, 21 service delivery locations and numerous patents and awards, the Group's businesses are present across five continents. We operate in three industry clusters: technology and automotive, home and building, and healthcare and education.



Technology and Automotive



Home and Building



Healthcare and Education



Rukmani Birla Hospital (RBH)
Birla Institute of Technology, Mesra, Ranchi
BM Birla Heart Research Centre (BMHRC)
The Calcutta Medical Research Institute
Modern High School for Girls, Kolkata
Rukmani Birla Modern High School, Jaipur

Board of Directors



Left to right: Rakesh Khanna, K Pradeep Chandra, Alka Marezban Bharucha, Chandra Kant Birla, Desh Deepak Khetrapal, and TCA Ranganathan

Chairman's Message



“The way to our future will not just be about the incremental but increasingly about the radical. We believe that the best way to protect our prospects would be through introduction of disruptive products. These products will not be as much about capturing market share as they would be about creating new markets.”

CK Birla

Leadership Team



Rakesh Khanna
MD & CEO



Saibal Sengupta
Chief Financial Officer



Atul Jain
Business Head, Fans
& International Business



Puneet Dhawan
Business Head
Lighting, Switchgear &
Wiring Accessories



Saurabh Baishakhia
Business Head
Home Appliances



Avani Birla
Sr. Vice President



Ashok K. Singh
Business Head
Switchgear &
Wiring Accessories



Srihari M. Rao
Chief Innovation Officer



Ravi Chopra
Head Human Resources

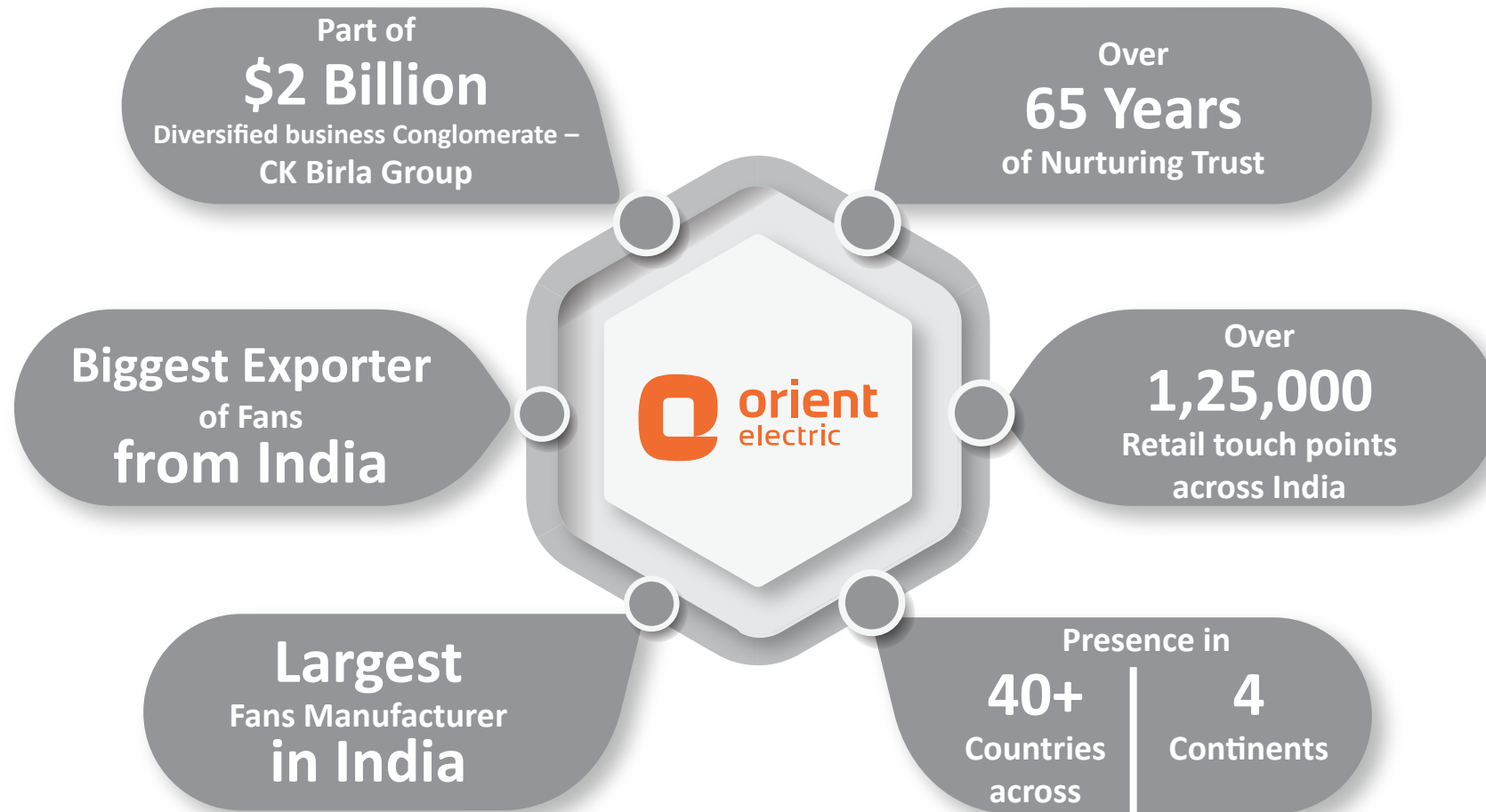


Anshuman Chakravarty
Head Brand & Corporate
Communication

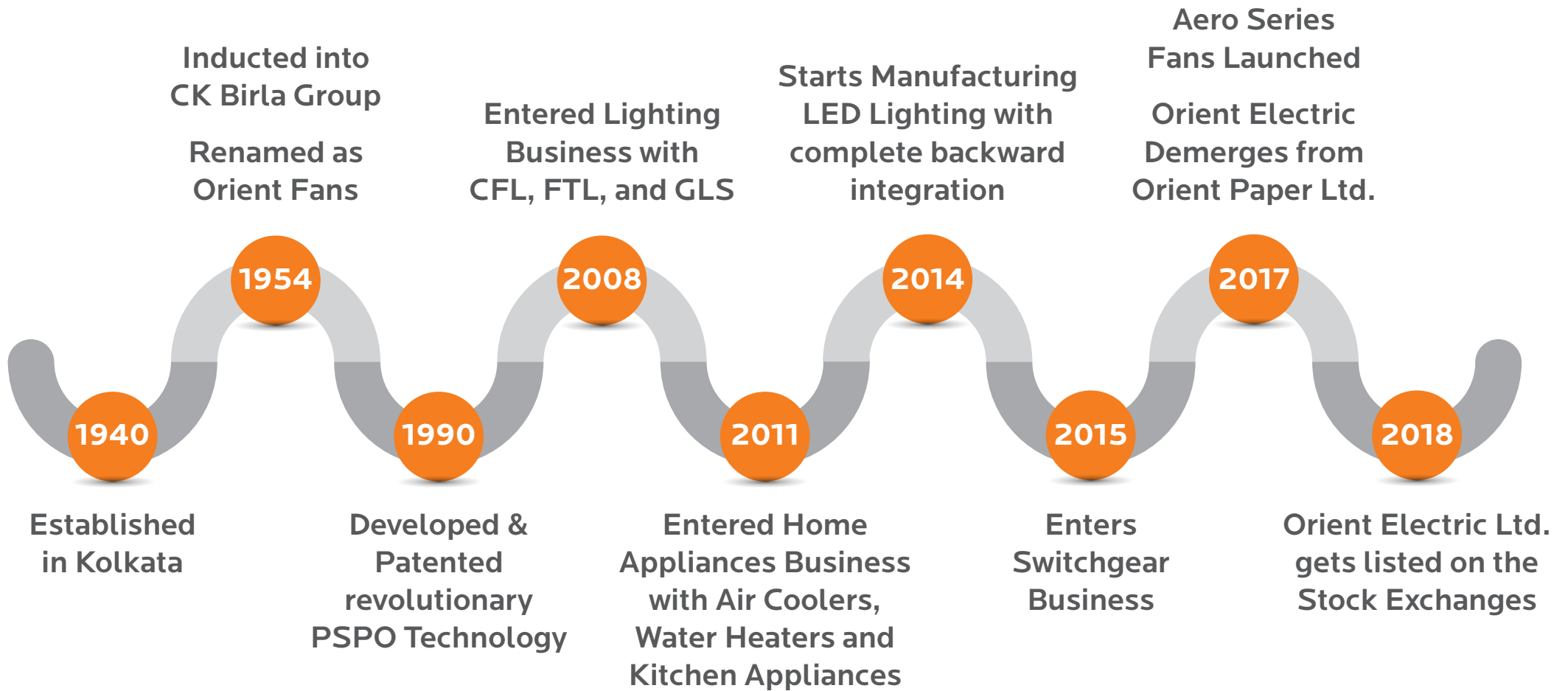


Benzon John
Head Supply Chain
Management

Overview



Journey so far



Vision, Mission & Our Values

vision

"Spreading **Happiness** by **Smart** Application of **Technology**"

mission

"We are a leading **Indian electrical brand** with significant global presence. We are focused on making **customers happy** by consistently providing **smart electrical solutions** through **innovation**, **world-class manufacturing** practices, knowledgeable and customer-oriented **distribution network**, highly responsive **after sales service** and **engaged employees**."

our values

Excellence

- We consistently aim to achieve and exceed **global benchmarks** in **quality** and **best practices**
- We always strive for **fresher ideas** and **newer ways** of doing things
- We are most responsive to changing **modern lifestyles** and **consumer needs**
- We **demonstrate drive** and **commitment for performance**

Integrity

- We are committed to the highest standards of **professional ethics** and **honesty**
- We are credible, **we do what we say**
- We act in accordance to **our roles** and **responsibilities**
- We are **accountable** for both our **successes** and **failures** and do not allocate blame
- **We speak up openly** without fear

Collaboration

- We collaborate across functions and businesses to drive **organization goals**
- We build mutually rewarding **long term relationship** based on **trust** and **credibility**
- We respect **diversity** and believe in consulting, engaging and **empowering people**
- We celebrate collaboration and take **pride in our own work** and that of others

Trust

- We foster a **culture of belief** and **trust**
- We are open and **transparent in sharing** relevant information to all stakeholders
- We are an **open organization** which values **everyone's point of view** regardless of one's position in the hierarchy
- We provide **enough freedom** and **space** for people to deliver on their commitments

Care

- We encourage **practicing empathy** in all our acts
- We **respect** each individual and **value everyone's contribution** in the value chain
- We care for the need of **individual** and **professional development**
- We partner in creating a **caring environment**

Key Thrust Areas

Innovation
and product
Design

Widening
Business
Channels

Quality
Enhancement

Enhancing
Brand Equity

Smart
Savings



Manufacturing
Excellence

Digitization

Building
Efficiencies in
Supply Chain

People Power

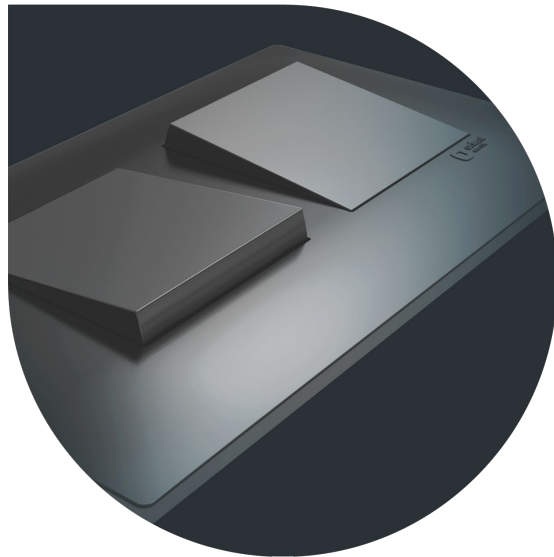
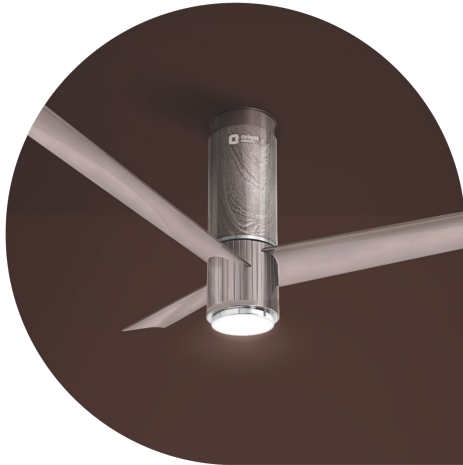
Corporate
Governance

Innovation in Product Design



First in Many

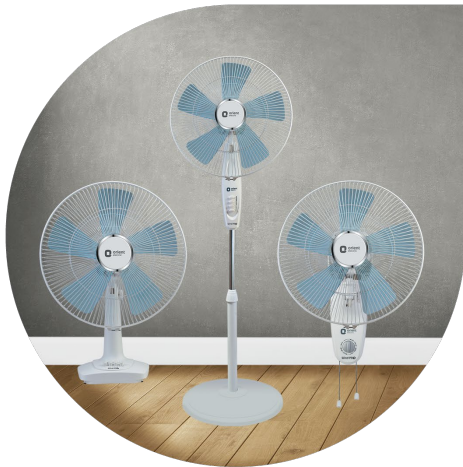
Innovation at the Core



- ➔ India's First Smart Fan with Inverter Technology, IoT and Voice Enabled control
- ➔ India's First IoT and Voice Enabled Air Cooler
- ➔ EyeLuv, India's First LED lights with Flicker Control Technology
- ➔ India's First Triple Layer Safety in Switches

Fueling the Premium Segment

Clear leader in the Premium Segment



- ➔ Aeroquiet sets the cat amongst the pigeons, carving a new premium category
- ➔ Lifestyle range of fans meeting the emerging consumer needs
- ➔ 5 Blade TPW fans creating a stir in the premium segment
- ➔ With AeroSlim Orient captures more than 40% market share in the premium segment in less than 3 years

Continuous breakthroughs in Appliances

Fast paced growth



- ➔ Metal body modular cooler aiming to dent the unorganized segment
- ➔ India's First IoT and Voice Enabled Air Cooler
- ➔ IoT enabled Water Heaters range for 2019
- ➔ Expansion of the product basket

Partnering with the World's Best



Illuminating lives & spreading good health

Fastest growing lighting company



- ➔ First to launch 3 star & 5 star LED Lamp
- ➔ EyeLuv, India's First LED lights with Flicker Control Technology
- ➔ Strong in-roads in Street Lighting
- ➔ Robust growth in Tender Business

Safety at every click

Fastest Expanding business at Orient

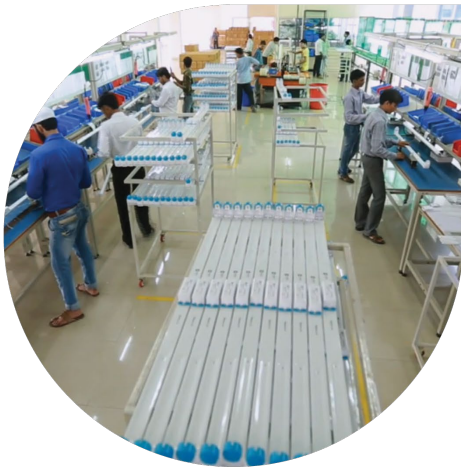


- ➔ Vast range of MCB & RCCB with the safest SDB technology
- ➔ Premium range of Switches with 3AB tech launched
- ➔ Introduced wide range of Distribution boards
- ➔ Wide range of electrical accessories to support the product basket



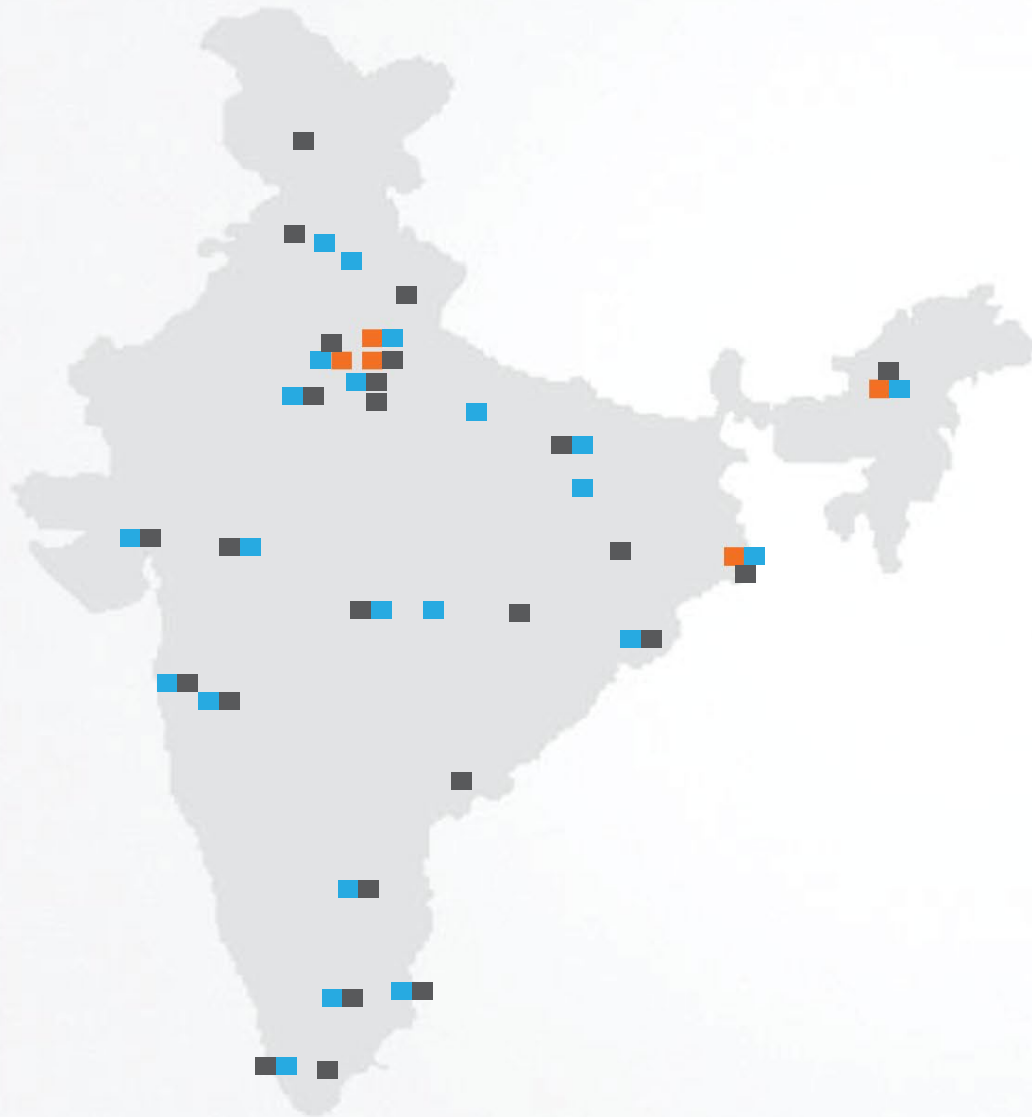
Manufacturing Excellence

55% of Manufacturing is in-house



- ➔ Largest manufacturer of Fans in India with installed capacity of 1.25 Cr. fans
- ➔ DSRI approved R&D lab
- ➔ Second largest manufacturer of LED Lamps in India with installed capacity of 4 Cr. Lamps
- ➔ Manufacturing capacity of 65 lac Switchgear poles

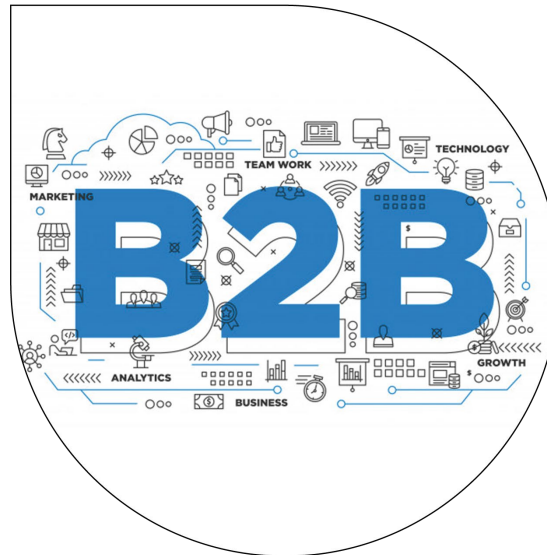
Manufacturing & Warehouse locations



- ➔ 5 Factories
- ➔ 26 Warehouses
- ➔ 22 Branches
- ➔ Over 450 Service Centres

- Factories
- Warehouses
- Branches

Widening Business Channels



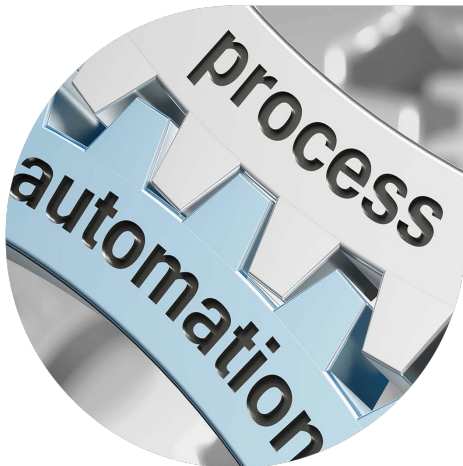
- ➔ Over 1,25,000 Retail touch points across India
- ➔ Over 30,000 retailers enrolled in last 2 years
- ➔ Leading brand in E-Commerce
- ➔ Strengthening of B2B teams in Lighting & Switchgears

Digitization



- ➔ Rollout of Sales Force Automation
- ➔ Product Traceability & Demand Forecasting
- ➔ Business Intelligence & DMS
- ➔ Embarking on an end-to-end digital journey by FY22

Quality Enhancement



- ➔ Plan for setting up New Manufacturing Plant in South India by FY21
- ➔ Major focus on cost leadership with process Automation
- ➔ Expertise in LED Driver Design and development of LED Driver, PCB Designing

Certificate of reliability:

- ISO 9001:2008, for quality Management system
- ISO 14001:2004, for Environmental Management System
- IS 374: Compliance standards matched as per Indian regulations
- IEC 63550: Internationally approved product compliance standards
- Product specifications are validated by external agencies such as MSME, and tested by ERTL.

Building Efficiencies in Supply Chain



- ➔ Centralization of fans warehousing to mother depot in North and ramping down warehousing locations pan India
- ➔ Space optimization in Warehouses across businesses with enhanced SNOP
- ➔ Strengthening controls and improving efficiencies of deliveries
- ➔ Stepping up Inventory hygiene

Enhancing Brand Equity



- ➔ Mega Campaign for AeroSlim making Orient the highest recalled brand
- ➔ Superbrand for Fans & Air Cooler
- ➔ EyeLuv LED campaign is making Orient Lighting a recognized brand in the segment
- ➔ First campaign for Air Cooler helps to double up sales
- ➔ Amongst the top 15 most trusted consumer durable brand (ET Brand Equity-Neilson)

People Power



- ➔ Average age of employees is at 37 years
- ➔ Institutionalization of Learning & Development
- ➔ Diversity ratio improvement by 200%
- ➔ Employee engagement rate shows significant improvement

Smart Savings



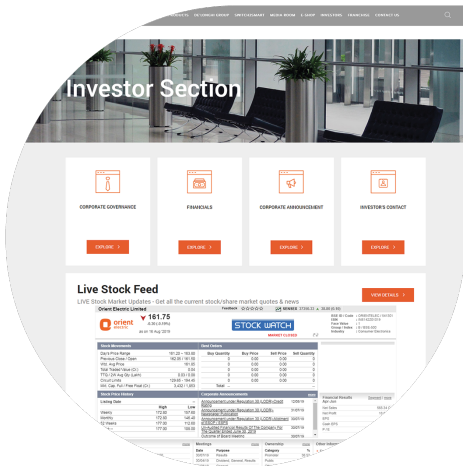
“Penny saved is a penny earned”, Sanchay program over the years has institutionalized the process of continuous thinking and ideation on how we can save more. In 2019 Sanchay 2.0 has been re-launched to focus on new & more areas from where efficiencies can be built and saving can be achieved.

- ➔ Sanchay is a structured cost reduction programme inspiring boundaryless thinking and without targets
- ➔ The programme identifies costs to be addressed across the Company's businesses and locations
- ➔ The programme has been positioned as the employees' direct contribution to the Company's profits
- ➔ Sanchay has helped transform the operating culture: from silo to collaborative, from legacy to futuristic, helping improve margins and generate sustainable competitiveness

Corporate Governance



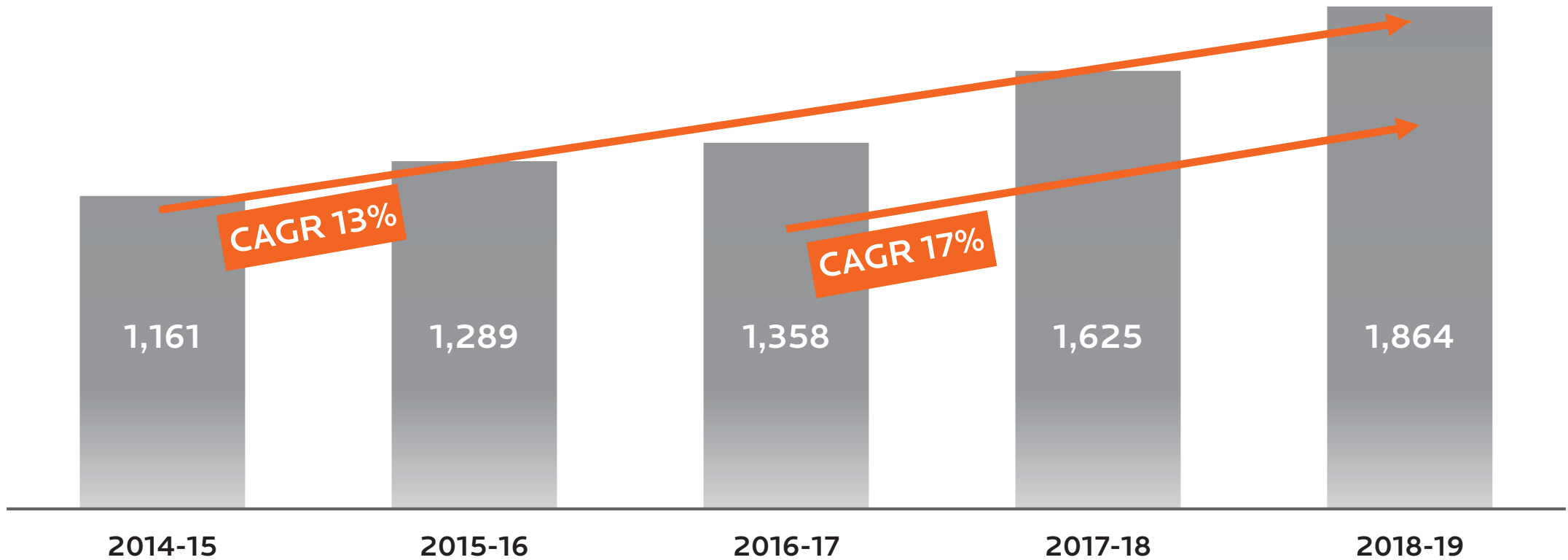
Enhancing Transparency & Controls



- ➔ Diversity in the Board with independence of management and sufficient expertise
- ➔ Independent audit function with quarterly audits and streamlined processes for internal financial controls
- ➔ Prompt reporting to shareholders on financial and non-financial information
- ➔ Qualified and experienced professional entrusted with whetting critical decisions and sufficient monitoring safeguards

Our Journey in the last 5 years

Sales Realisation (Rs. Cr.)



*Rs. 703 Cr added in the last 4 years

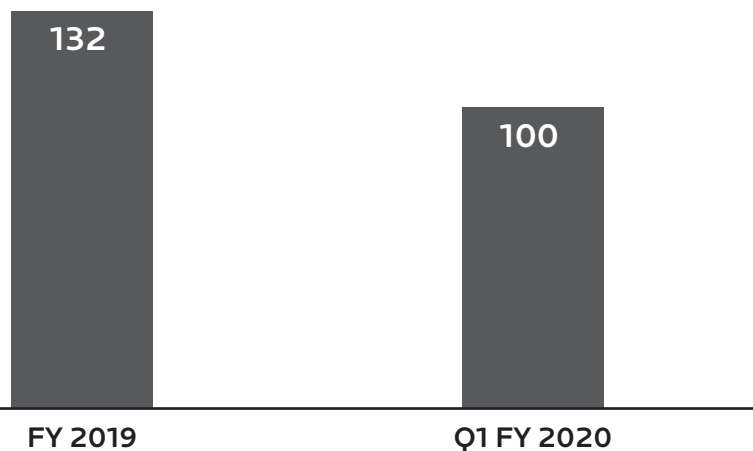
Financial Highlights: Statement of Profit & Loss

(In Rs. Cr.)

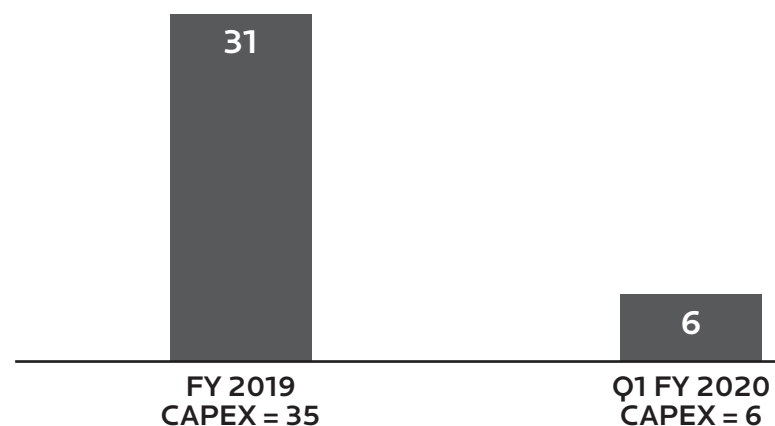
PARTICULARS	QTD- Q1 2019	QTD- Q1 2018	Growth
INCOME			
Revenue from operations	568	433	31%
Other income	1	2	-73%
Total Income	569	435	31%
EXPENSES			
Cost of Goods Sold	382	286	33%
Employee benefits expense	49	42	17%
Finance costs	7	5	29%
Depreciation and amortisation expense	9	5	82%
Other expenses	94	79	19%
Total Expenses	540	417	30%
EBITDA	45	28	57%
EBITDA % to Revenue	8%	7%	1%
Profit before tax	29	18	59%
Tax Expense	10	6	67%
Profit after Tax	19	12	58%
PAT % to Revenue	3%	3%	0%
Other Comprehensive Income, net of tax	-	-	0%
Total Comprehensive Income for the year	19	12	58%

Financial Highlights: Cash Flows

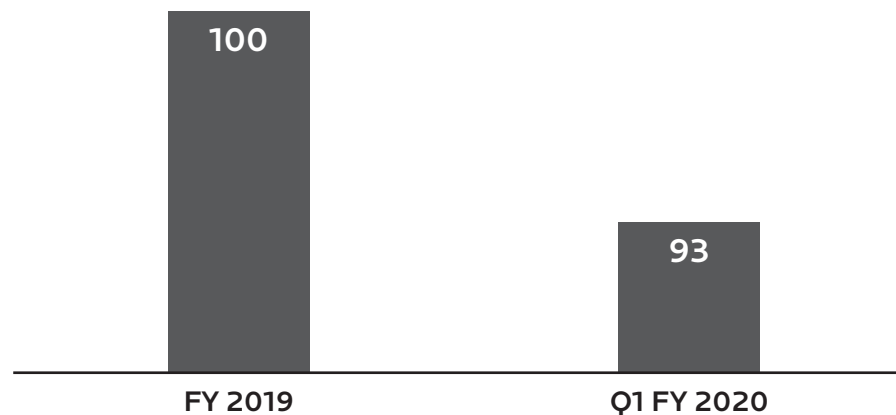
Net cash flow from Operating Activities (Rs. Cr.)



Net Cash flow used in Investing Activities (Rs. Cr.)

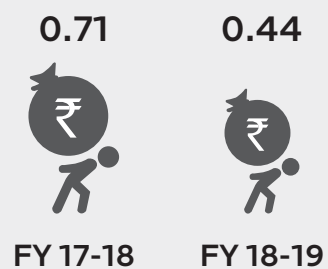


Net Cash flow used in Financing Activities (Rs. Cr.)

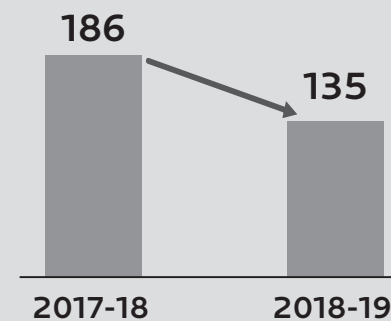


Key Performance Indicators

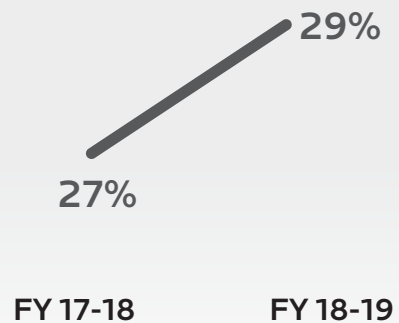
Debt Equity Ratio



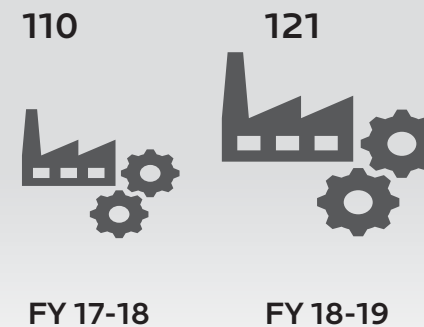
Debt (Rs. Cr.)



ROCE %

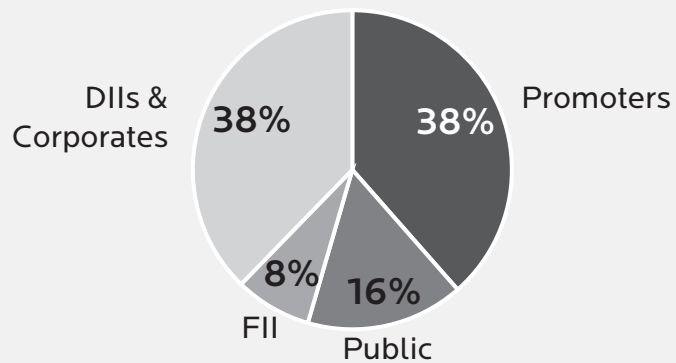


Net Block (Rs. Cr.)

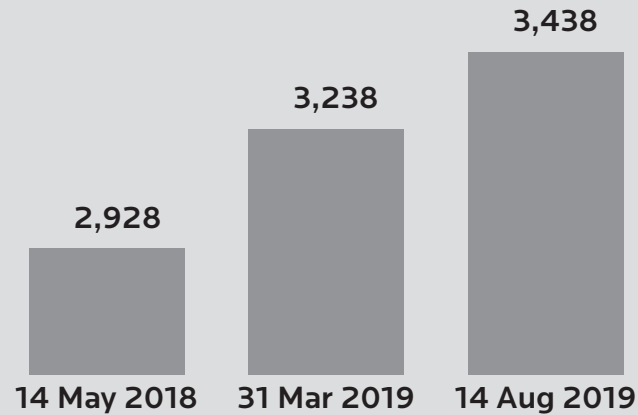


Enhancing Shareholder Value

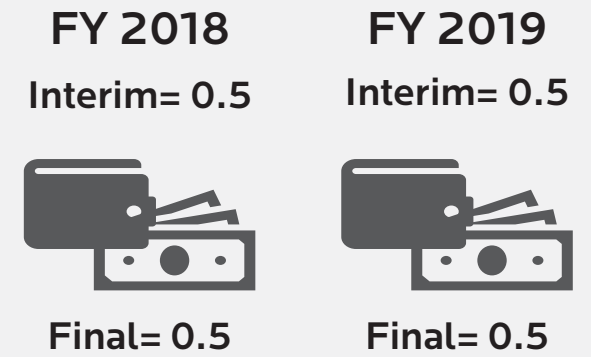
Shareholding Pattern



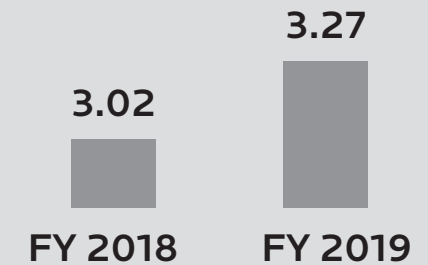
Market Capitalisation (Rs. Cr.)



Dividend (Rs.)



EPS (Rs.)



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Thank you.