



OBL:HO:SEC:00:

New Delhi : 06.08.2024

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 ended on 30th June, 2024

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 results/performance of the Company during the quarter ended on 30th June, 2024.

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 Q1FY25

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



47

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*)



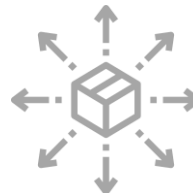
Strong Balance sheet



4,000+

SKUs

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



364

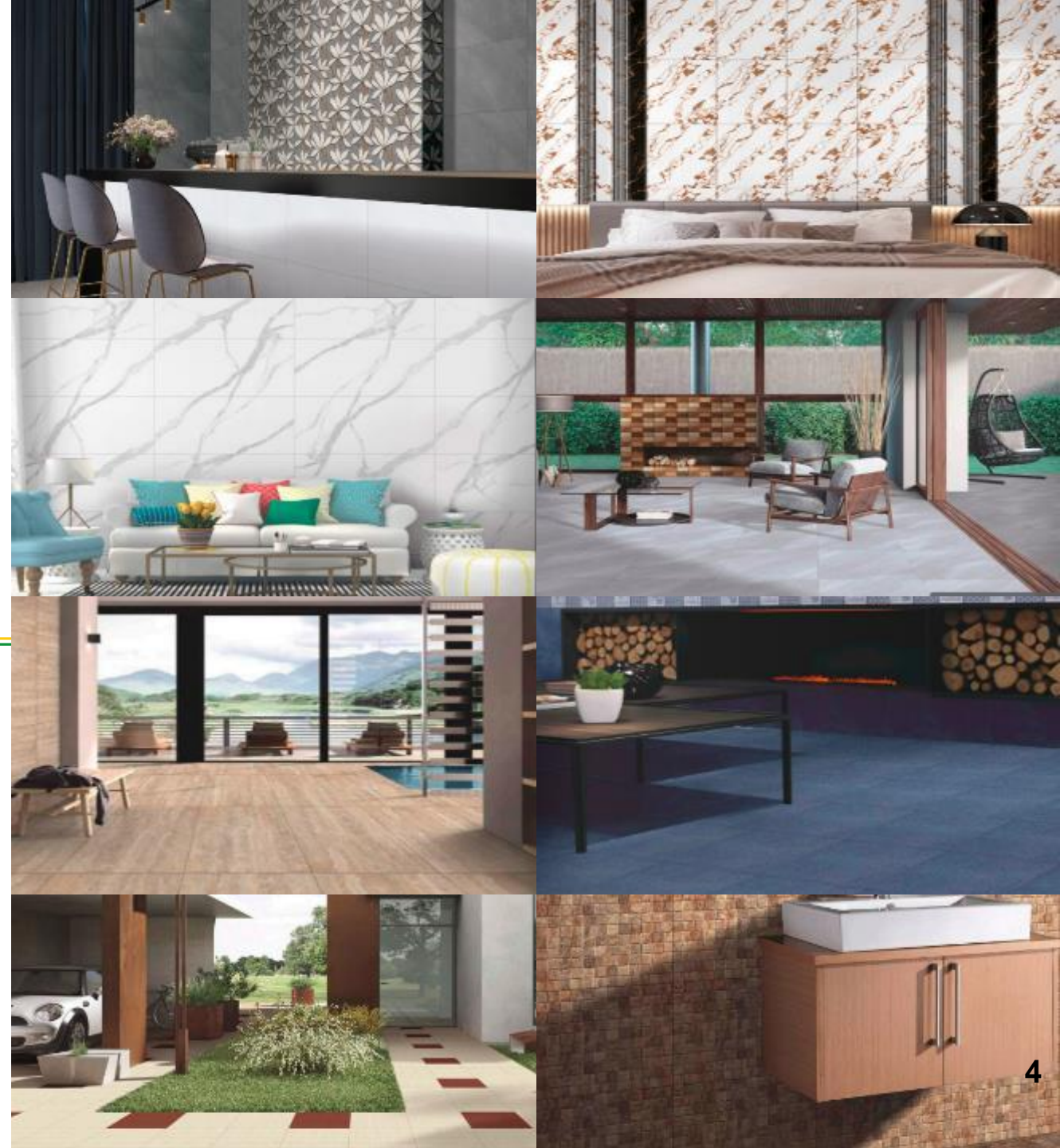
Tile Boutiques
(Experience Centre)



2000+

Business Partners

Financial & Operational Highlights



OBL - Operational Highlights of Q1FY25

People

T3R* – 2.35:1
L&D >2000 Hrs

Safety

Top Priority
NIL accidents

OBTX

Active Count 364
- 45% of total sales

Vitrified Mix

56% of total sales
(+9.7% y-o-y)

GVT Salience

38% of total sales
(+11.3% y-o-y)

Marketing Investments

4.2% of sales vs 3.3% LY

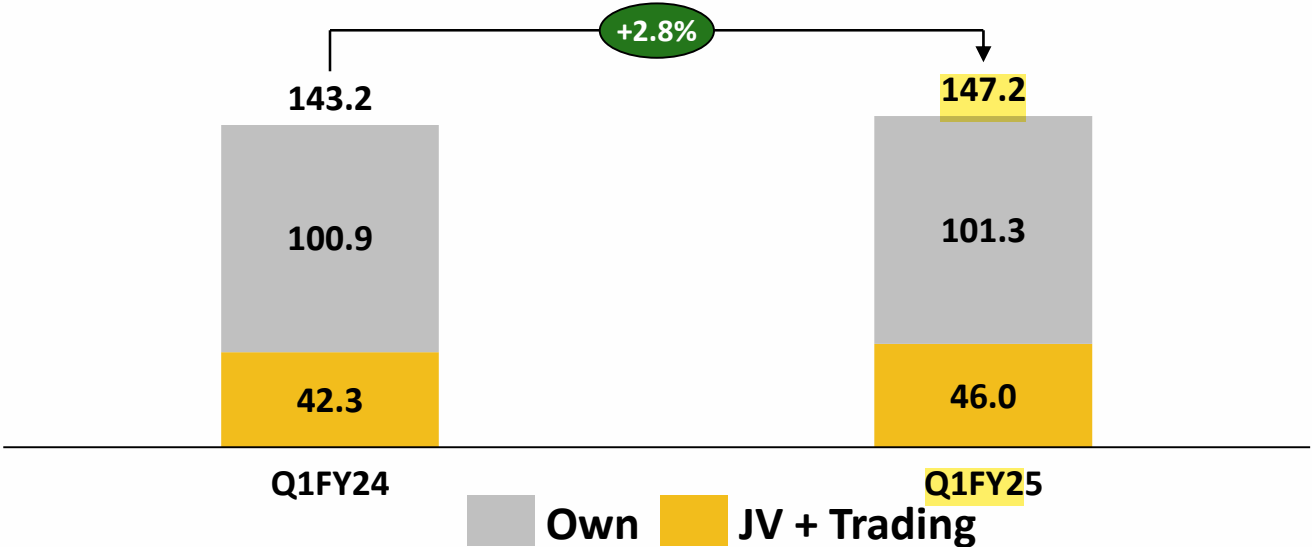
Cost of Production

Lower by 6.9% y-o-y
(#L-f-L basis at constant
Product Mix and Energy costs)

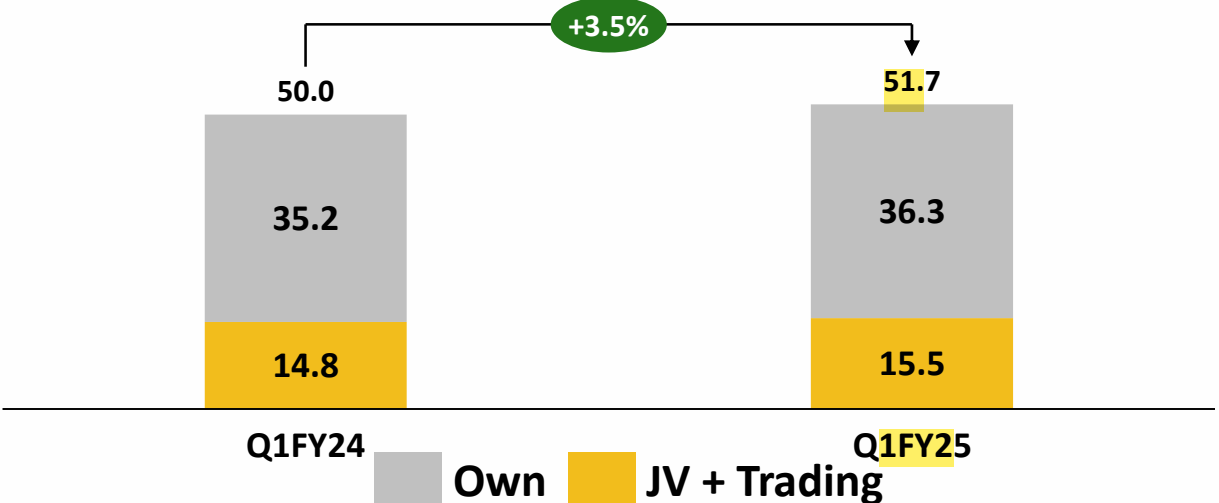
* T3R - Tooth to Tail Ratio ; L&D – Learning & Development ; OBTX – Orient Bell Tile Showrooms ; GVT – Glazed Vitrified Tiles ; # L-f-L : Like for Like

Highlights – Revenues

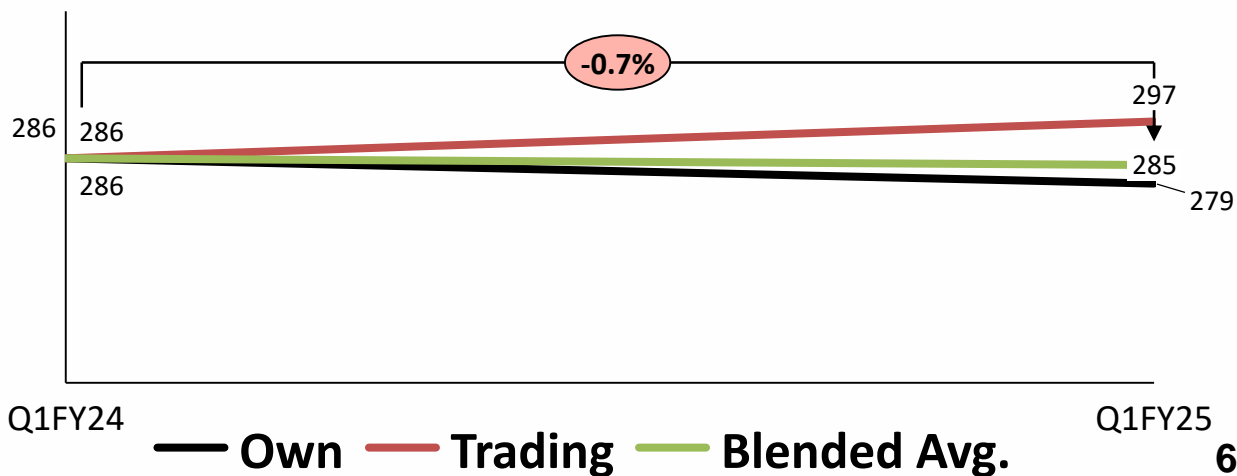
Revenues (Rs. Crores)



Volume (Lakh m²)



ASP (Per m²)



Consolidated Abridged Income Statement

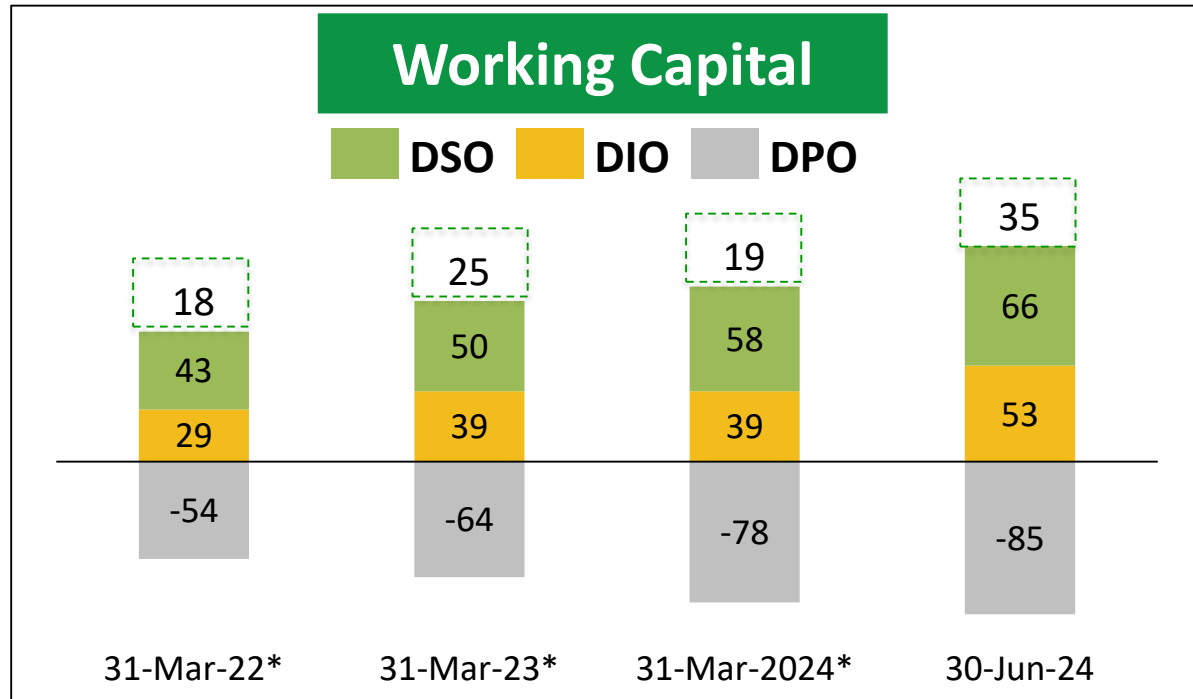
(Rs. Crores)	Quarter Ended		
	Q1 FY24	Q1 FY25	Y-o-Y
Income from Operation	143.2	147.2	2.8%
Other Operating Income	0.9	0.9	-1.2%
Revenue from Operation	144.1	148.1	2.8%
Other Income	1.1	0.5	-51.8%
Cost of Goods sold*	94.2	95.4	1.2%
Gross Margin	49.0	51.9	5.9%
Gross Margin %	34.2%	35.2%	1.0%
Operating Expenses	44.9	44.9	0.0%
EBITDA L-f-L[#]	4.1	6.9	70.4%
EBITDA Margin% L-f-L[#]	2.8%	4.7%	1.9%
Additional brand investment	0.0	2.0	NA
Reported EBITDA	4.1	4.9	21.2%
Reported EBITDA %	2.8%	3.3%	0.5%
Depreciation and Amortisation	5.4	5.7	5.7%
EBIT	-1.3	-0.8	42.2%
Interest and Financial Charges	0.5	1.3	165.3%
Share of profit/(loss) of Associates	0.1	0.1	-6.1%
Profit Before Tax(PBT)	-1.7	-2.0	-14.2%
PBT Margin %	-1.2%	-1.3%	-0.1%
Tax Expenses	-0.4	-0.1	-75.5%
Profit After Tax(PAT)	-1.3	-1.9	-43.0%
PAT Margin %	-0.9%	-1.3%	-0.4%

- Volume gain +3.5% y-o-y
- Improved Product Mix post Dora expansion (GVT +11% y-o-y) supporting margin improvement – Gross Margin +1.0 % y-o-y
- EBITDA Margin on L-f-L basis +1.9% vs. LY
- Investments on Branding continue after the TVC launch in Dec-23 - Q1FY25 spends @4.2% of revenues vs. ~3.3% LY.
- PBT Loss due to :
 - Higher spends on TVC
 - Higher Depreciation & Finance Cost post capitalization of Dora Line-2 GVT

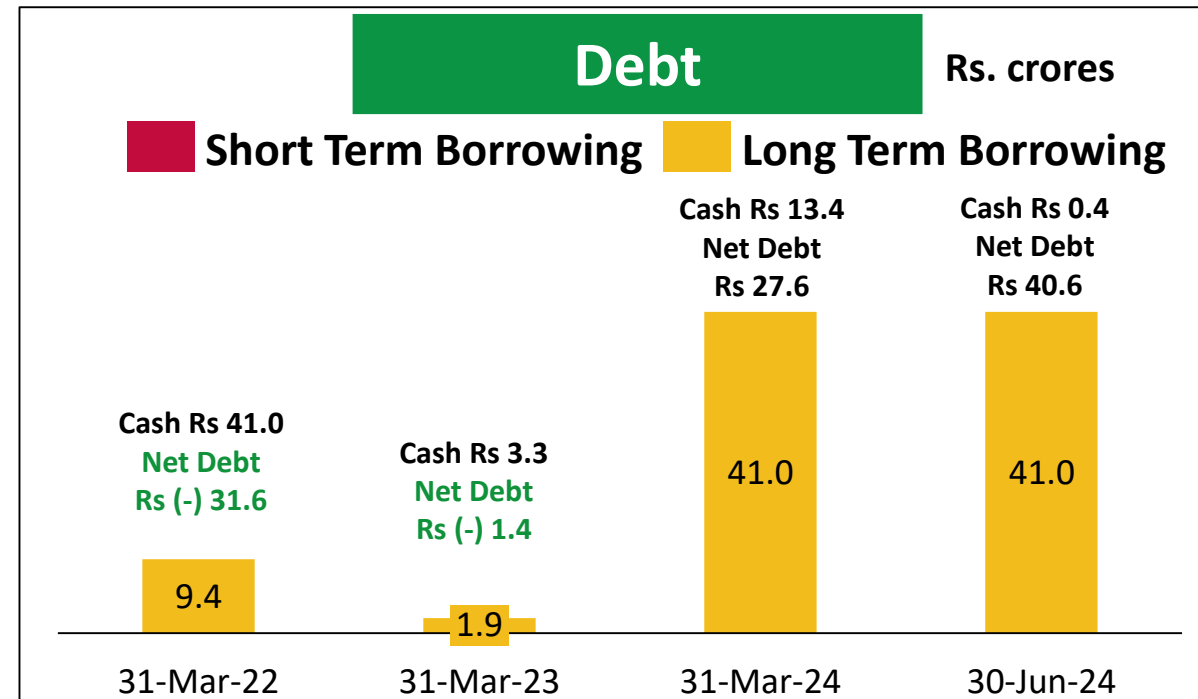
*Material Consumed, Trading purchase, change in inventories and power and fuel

L-f-L : Like for like

Strong Debt Profile & Working Capital Cycle



*Calculated on the basis of Q4

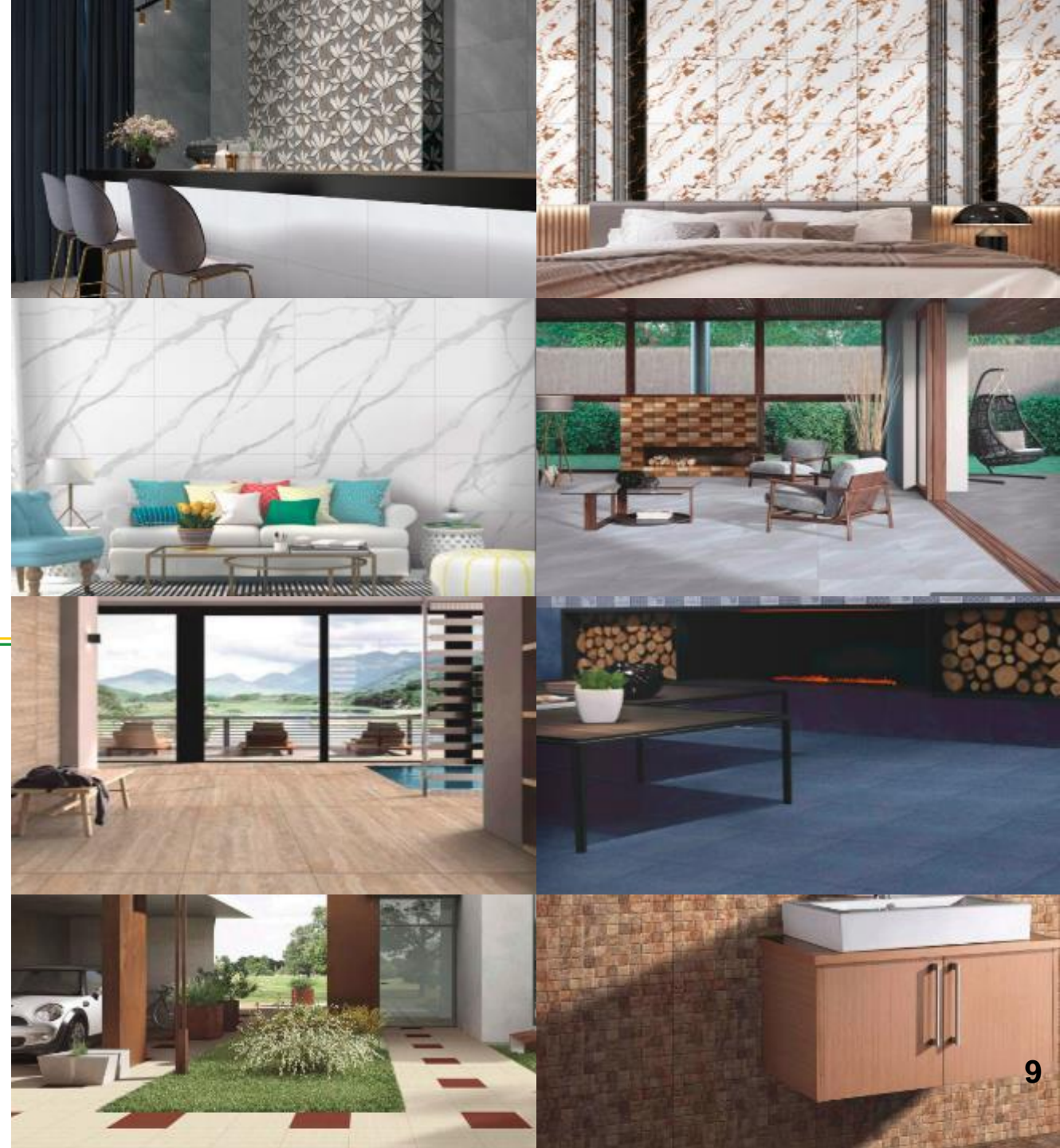


- Mild increase in working capital requirements to support ongoing sales initiatives.
- **Net debt @ Rs 41 crores against the term loan for Dora GVT Line-2.**
- **Comfortable Loan Maturity Profile** : Repayments to commence next year from June-2025 – Rs. 11.5 Crs in FY26; Rs. 13.7 Crs each in FY27 and FY28, followed by the balance in FY29.

Notes :

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 (WC) Cycle or Cash Conversion Cycle (CCC) Days = DSO + DIO - DPO
3. *Calculated on the basis of Q4

Company Initiatives



We continued to invest in building awareness in FY24-25



Just as each tile adds character to your home, each vote shapes the direction of our society.

Let your voice be heard. Go out & cast your vote.

#OrientbellTiles #LokSabhaElection2024



ORIENT BELL TILES
Home Improvement

Learn more



What makes our tile shopping experience better for every mom?

With #TriaLook they get to choose the tile that best fits their house while sitting in the comfort of their home.

No wonder, we are every Maa ki pasand.

#MothersDay #OrientbellTiles #MaaKiPasand



Looking for the perfect tile that matches your style? Don't worry!

From premium-looking wall tiles to beautiful floor tiles, choose what suits your style from over 3000 design options.

Explore tiles with us at: www.orientbell.com

#OrientbellTiles #Tiles #NoAddedCelebrities #ShopTilesOnline



KISKO MILEGI KURSI?

Watch exit polls and vote counting live with us
Over 100+ spots daily

Hindi

Maharashtra

West Bengal

Karnataka

Tamilnadu

Telangana & Andhra Pradesh

Kerala



...and celebrating for our unique products



Orient Bell Tiles

7 Jun · 🌐

Your furry friend might hold a grudge against us because no matter how hard she tries our tiles stay scratch-free.

Know more: www.orientbell.com

#OrientbellTiles #ForeverTiles #AntiScratchTiles
#NoAddedCelebrities #Tiles



18

3 shares



Orient Bell Tiles

26 Jun · 🌐

Assumptions hai kai saare but reality hai only one! With Cool tiles, ye unbearable summer bhi banega chilly and fun!

Designed with innovative technology, they are the perfect solution for those who want to bring down the temperature of their homes during hot summer months.

Visit: <https://www.orientbell.com/tiles/cool-tiles>

#OrientbellTiles #CoolTiles
#NoAddedCelebrities



Orient Bell Tiles

12 Jun · 🌐

Wooosh and dhadham!
But with Smooth Anti-skid tiles aisa nahi hoga!

Choosing the right flooring for wet areas, like bathrooms, swimming pool decks, balconies, etc. is crucial to prevent slips and falls.

#OrientbellTiles offers a range of smooth anti-skid tiles with enhanced grip, effectively addressing this concern.

Know more: www.orientbell.com

#Tiles #ShopTilesOnline #NoAddedCelebrities
#AntiSkidTiles



Expanding distribution, focussing on larger sizes



Orient Bell Tiles ✓

27 May · 🌐

Transform any room into a luxurious retreat with Inspire XL 1200x1800mm tiles. With elegant designs, our tiles need **#NoAddedCelebrities**

Know more: www.orientbell.com

#OrientbellTiles #ShopTilesOnline #Tiles



👍 29

4 comments 11 shares



Orient Bell Tiles ✓

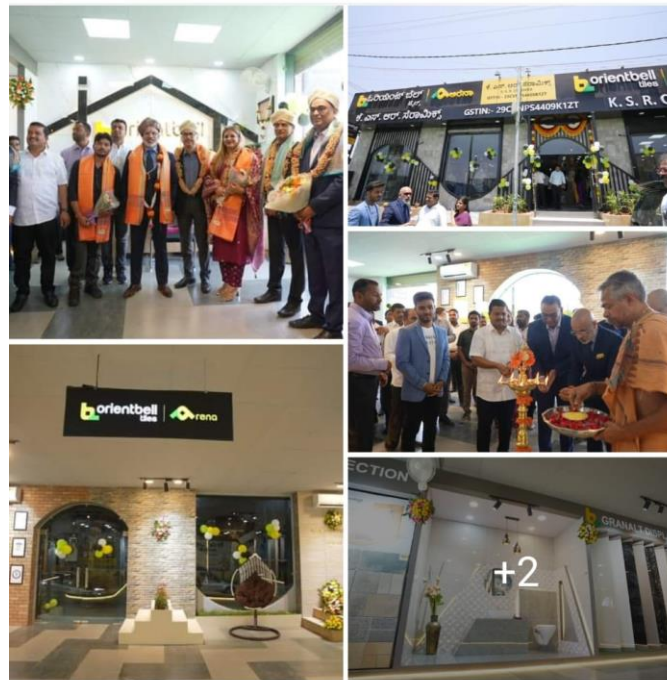
6 May · 🌐

We proudly inaugurated our largest Orientbell Tiles Arena, spanning an impressive 4000 sqft at KSR Ceramics in Bangalore!

Dive into a world of luxury and elegance like never before.

Swipe for a glimpse of our new centre.

#OrientbellTiles #Tiles #NoAddedCelebrities



Orient Bell Tiles ✓

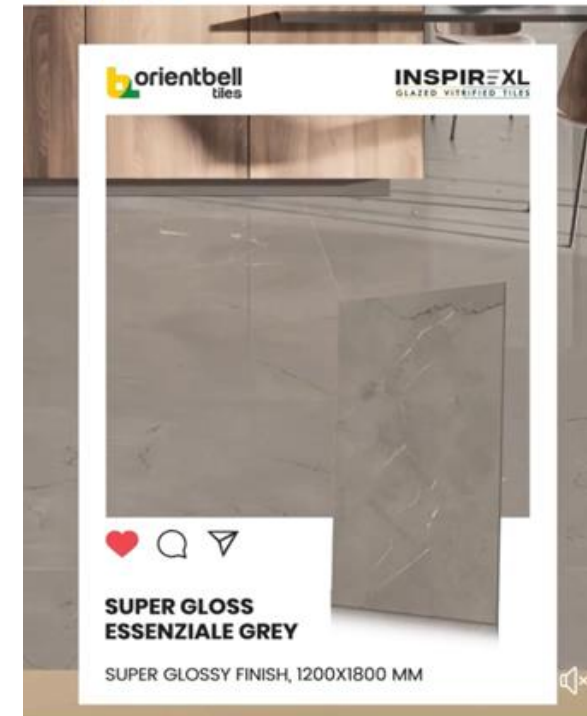
22 Jun · 🌐

Larger than life, meet Inspire XL 1200X1800 mm – our extra-large vitrified tiles.

These large sized tiles give a seamless & spacious look and are the perfect fit for large bungalows or hotels and fine dining restaurants due to fewer visible grout lines, thereby cutting clutter.

Head over to www.orientbell.com and experience grandeur with **#NoAddedCelebrities**

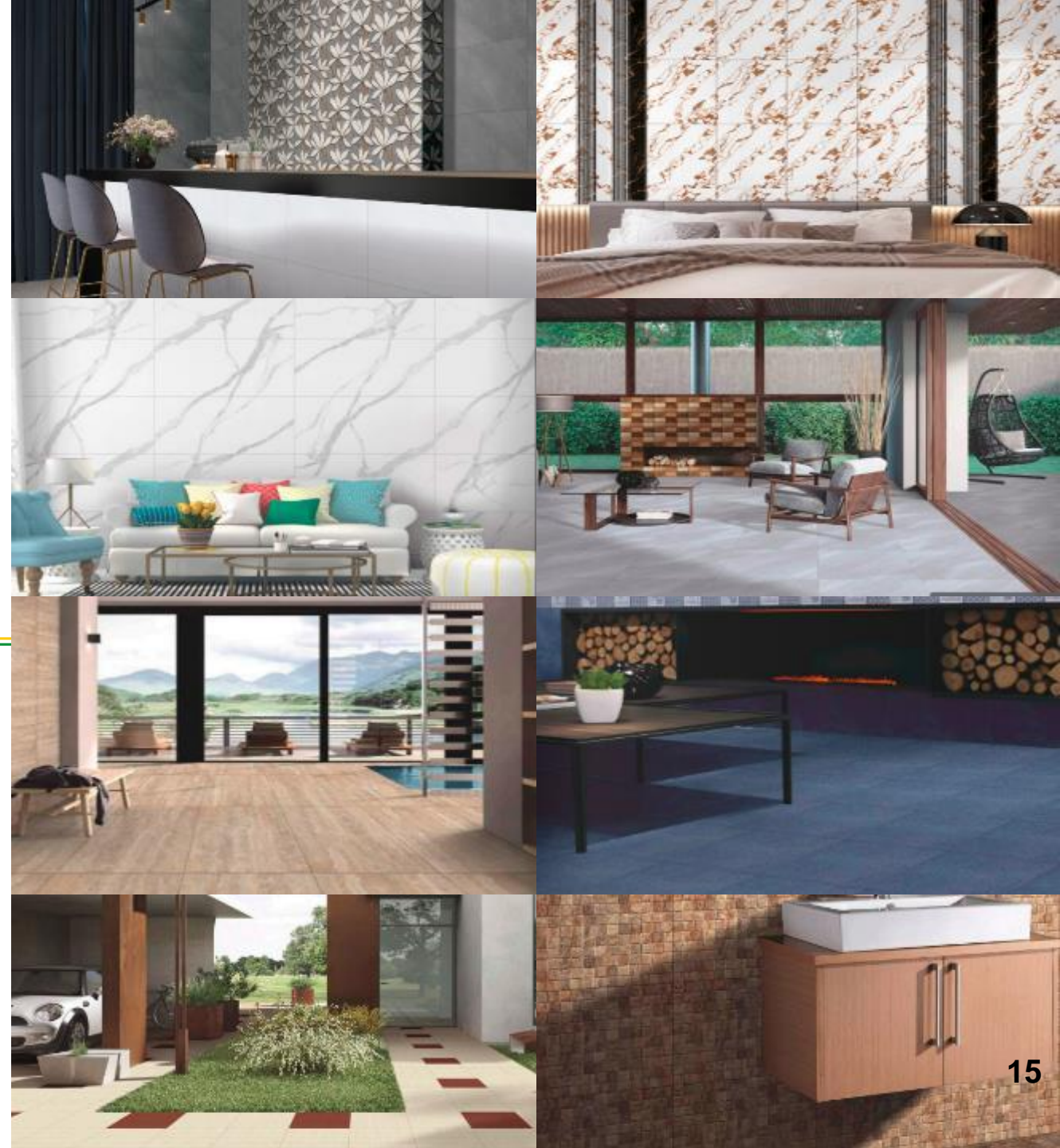
#OrientbellTiles #VitrifiedTiles #ShopTilesOnline #LargeTiles



While building a sustainable future for the next 47 years !



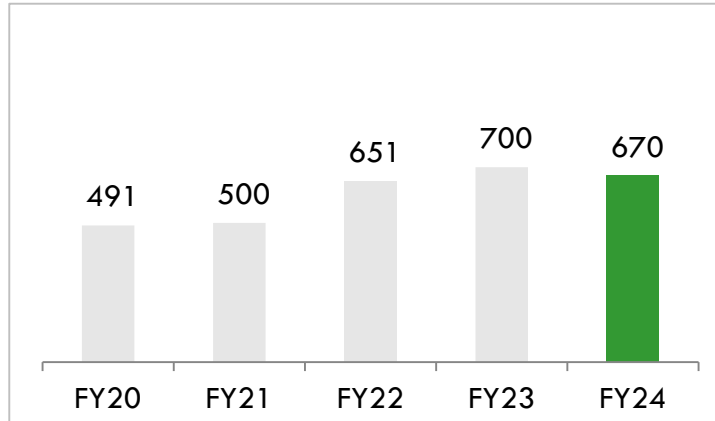
Historical Financials



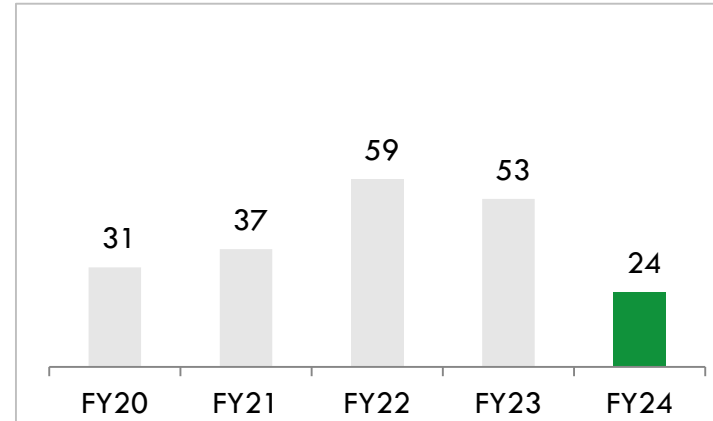
Historical Annual Performance Trends

Consolidated Figures

Revenue (Rs Cr)



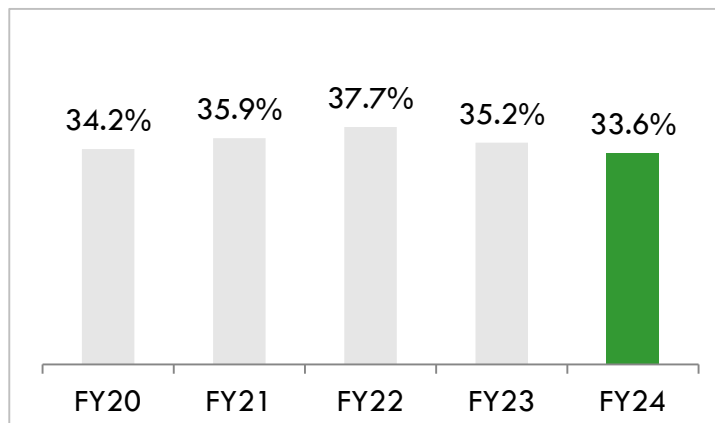
EBITDA (Rs Cr)



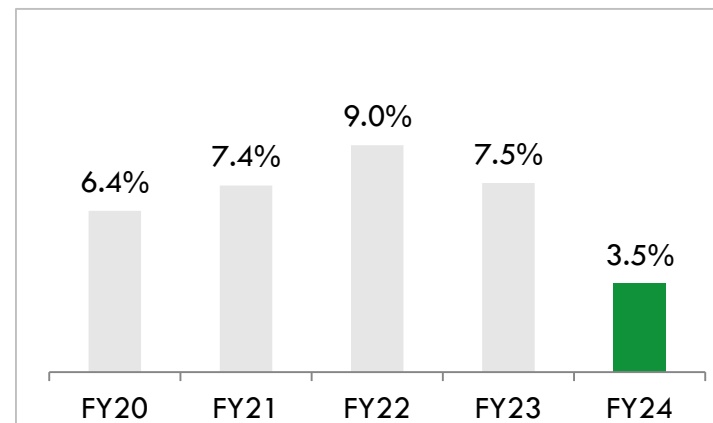
PAT (Rs Cr)



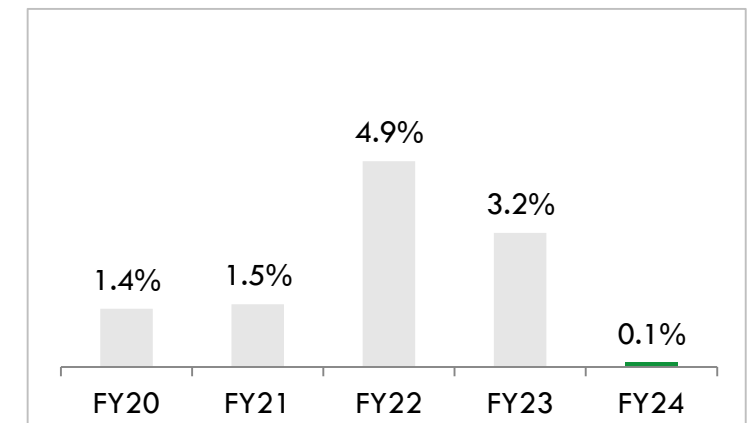
Gross Margin* (%)



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	FY24
Revenue from operation	571.1	492.3	502.5	654.3	705.1	674.4
Other Income	1.9	5.3	1.9	3.0	5.4	2.7
Cost of Goods Sold	256.7	236.3	238.9	270.4	274.9	249.4
Employee Benefit Expense	75.7	73.6	79.2	92.5	100.9	99.2
Other Expenses	201.8	156.4	149.2	235.7	282.1	332.7
Total Operating Expenses	534.1	466.2	467.3	506.1	657.9	653.5
EBITDA	39.0	31.3	37.0	58.7	52.6	23.6
EBITDA margin	6.8%	6.4%	7.4%	9.0%	7.5%	3.5%
Interest	8.7	8.1	5.7	3.6	2.4	1.9
Depreciation	16.5	20.6	20.6	20.6	21.1	21.4
Share of profit/(loss) of Associates	0.4	0.3	0.7	1.2	0.7	0.9
PBT	14.1	2.9	11.4	35.1	29.9	1.1
Tax Expenses (Credits)	4.8	-4.2	3.8	2.9	7.4	0.2
PAT	9.3	7.1	7.7	32.2	22.5	0.9
PAT Margin	1.6%	1.4%	1.5%	5.0%	3.2%	0.1%

Consolidated Historical Balance Sheet

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24
Share Capital	14.3	14.4	14.4	14.5	14.6
Reserves	225.3	234.9	270.3	295.8	298.4
Shareholders' Funds	239.6	249.3	284.8	310.3	313.0
Long Term Borrowings	33.4	24.4	1.9	0.0	41.0
Lease Liabilities	7.9	6.1	4.7	4.4	2.0
Other Long Term Financial liabilities	10.5	11.2	12.6	13.0	13.1
Deferred Tax Liabilities	22.0	21.3	14.1	15.3	15.9
Long Term Provisions	1.5	1.8	1.9	1.9	1.9
Total Non-Current Liabilities	75.2	64.8	35.1	34.6	73.9
Trade Payables	77.3	97.2	99.7	115.2	148.9
Lease Liabilities	2.2	1.9	1.6	2.4	2.4
Other Current Liabilities	19.4	20.2	21.1	15.2	12.6
Short Term Provisions	0.4	1.1	2.5	1.5	3.6
Short Term Borrowings	6.0	-	7.5	1.9	0.0
Total Current Liabilities	105.3	120.3	132.3	136.21	167.4
Total Liabilities	420.2	434.4	452.2	481.1	554.3

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24
Fixed Assets incl. CWIP	225.5	201.1	203.6	247.8	293.4
Right-of-use assets	7.9	6.0	4.3	5.0	3.0
Non-Current Investments	7.0	7.6	8.8	9.5	10.4
Other Non-Current Assets	4.0	6.0	9.6	7.0	4.6
Total Non-Current Assets	244.4	220.7	226.5	269.3	311.4
Inventories	80.6	60.2	68.8	86.1	89.0
Trade Receivables	86.9	92.6	103.3	111.2	131.5
Cash and Bank	3.0	51.0	41.1	3.3	13.4
Other Current Assets	5.3	9.9	12.7	11.1	9.0
Total Current Assets	175.8	213.7	225.6	211.8	242.9
Total Assets	420.2	434.4	452.2	481.1	554.3

Thank You

Orient Bell Limited

Mr. Himanshu Jindal – CFO

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

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