OBL:HO:SEC:00:

New Delhi : 13.08.2020

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga BuildingPhiroze 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 FOR THE QUARTER ENDED 30.06.2020.

Dear Sir/ Madam,

Please find enclosed herewith Investor Presentation of Orient Bell Ltd. highlighting the performance of the Company during the quarter ended on 30th June, 2020.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited

ORIENT BELL LIMITED

Yogesh Mendiratta
Company Secretary & Head - Legal

Encl: as above

Investor Presentation
Q1– FY21

Cautionary Statement

- 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.
- Company assumes no obligation to update or alter forward-looking statements whether as a result of new information, future events or otherwise. Any forward-looking statements and projections made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.
- This presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this presentation.
- This presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this presentation is expressly excluded. This presentation and its contents are confidential and should not be distributed, published or reproduced, in whole or in part, or disclosed by recipients directly or indirectly to any other person.

Contents

1 Business Environment – Q1FY21

- **Lock down continued to persist for a significant portion of Q1** –
  - Phased lifting of lockdown from May onwards helped in resumption of economic activities.
  - Construction activities still remained muted amidst challenges around liquidity, supply chain constraints and non-availability of labour
  - Dispatches gained momentum from June post Unlock 1.0, production too resumed at a few locations.
- **Economic Measures announced by the Government** to support stressed sectors including Real Estate and Construction – timely and successful execution remains key
- **Favorable fuel costs due to lower crude** – gas prices at significant discount at the moment compared to Mar-20, could help support margins hereon.
- **Anti Dumping Duties imposed by Gulf Co-operation Council (GCC) from June-2020** – impact may however be softened due to the opening of newer markets and general preference for Indian goods over those from other competing Asian countries.

2A Back to Business – Q1FY21

- Head office, Sales offices, Depots, Trading operations, Production facilities and OBTB's (display centers) – all locations made operational in a phased manner with strict enforcement of safety norms and work rosters.
- Key Areas acted upon –
  - ✓ *Ensuring Safe Working Conditions – Non-negotiable Priority #1*
  - ✓ *Continuous Engagements – Customers, vendors and employees*
  - ✓ *Focus on Learning & Development*
  - ✓ *Revival of dispatch and revenues post re-opening of markets*
  - ✓ *Cost Reduction – Saved +30% in Cash Fixed Costs vs. normalized baseline of Q4FY20*
  - ✓ *Cash Flow Management –*
    - ✓ *Sharp focus continued on collections and inventory management*
    - ✓ *Overall debt at June-20 lower than Mar-20*

2B A few glimpses of the action during Q1FY21

Work From Home - Virtual Office

& also "Work For Home "

Our Warriors – In action

Leading by example - Namaste

OBTB's – Ready to host again

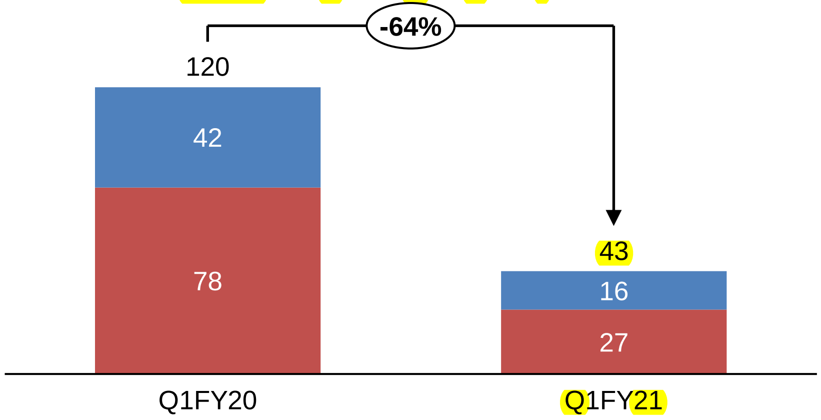
Resumption of production - HSK

Connect with AID

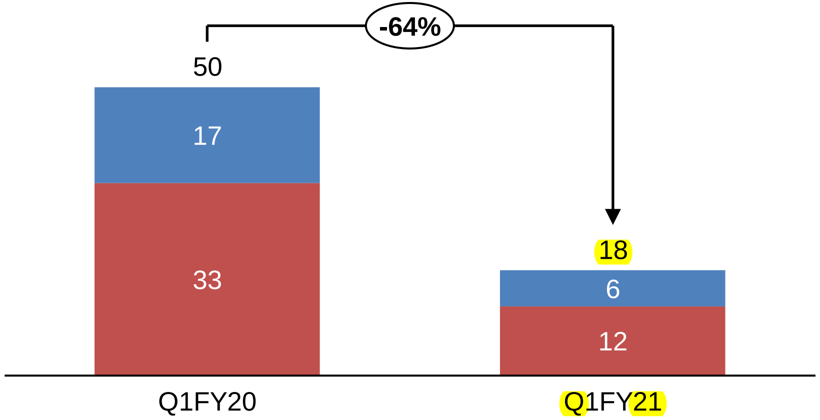
3 Tiles Revenue – Volumes, Prices & Mix of Products

Trading + JV | Own Manufacturing

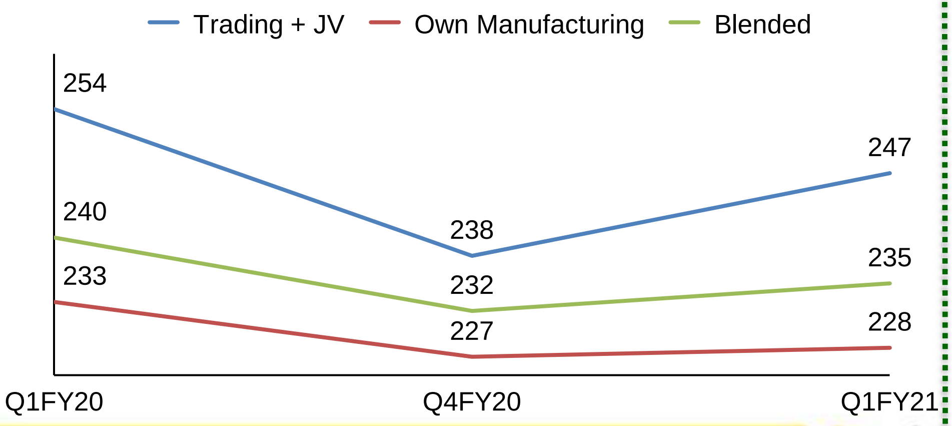
Tiles Revenue : Rs. Crs.



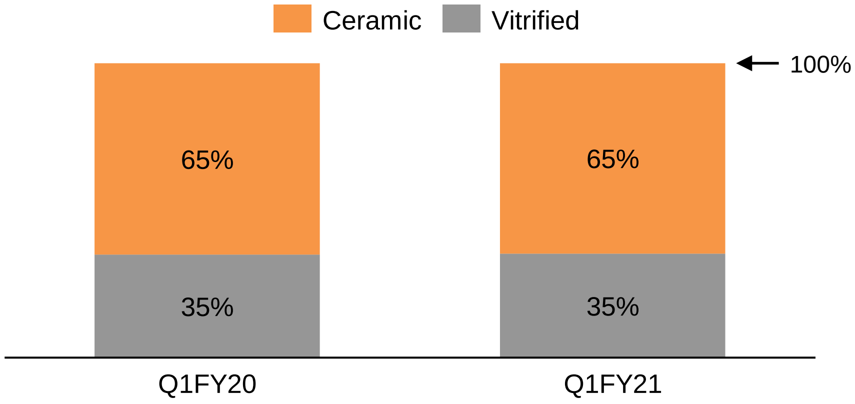
Tiles Volume : Lakh m2



ASP – Rs. per m2



Vitrified Mix



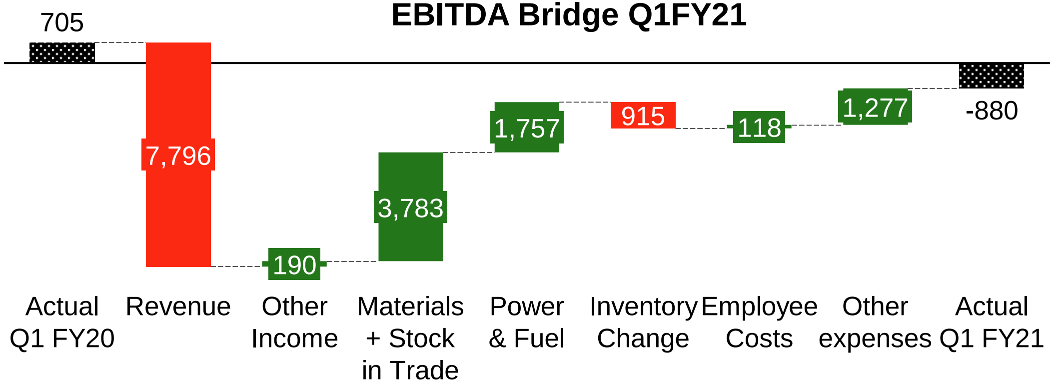
4 Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

Particulars	Quarter Ended		% Change
	Q1 FY20	Q1 FY21	
Revenue from Operations	12,068	4,273	-64.6%
Other Income	110	299	172.7%
Operating Expenses	11,473	5,452	-52.5%
EBITDA	**705**	**(880)**	**-224.8%**
EBITDA Margin%	5.8%	-20.6%	-26.4%
Depreciation and Amortisation	450	502	11.7%
EBIT	**256**	**(1,382)**	**-640.9%**
Interest and Financial Charges	206	174	-15.2%
Profit Before Tax (PBT)	**50**	**(1,557)**	**-3225.5%**
PBT Margin %	0.4%	-36.4%	-36.8%
Tax Expenses	16	(452)	-2925.0%
Profit After Tax (PAT)	**34**	**(1,105)**	**-3367.8%**
PAT Margin %	**0.3%**	**-25.8%**	**-26.1%**

- Considering the impact of Covid-19 and the unprecedented lockdown in the country during Q1FY21, the results in Q1FY21 are not strictly comparable with past periods.
- Topline recovery rate during May was ~33% while June disptaches were ~65% of last year.
- Cash Fixed Cost lower by +30% vs. normalized baseline of Q4FY20 also Q1FY20 led by concerted efforts.
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT loss for Q1FY21 was (-) Rs. 11.42 Crores against a profit of Rs. 0.50 Crores in Q1FY20.

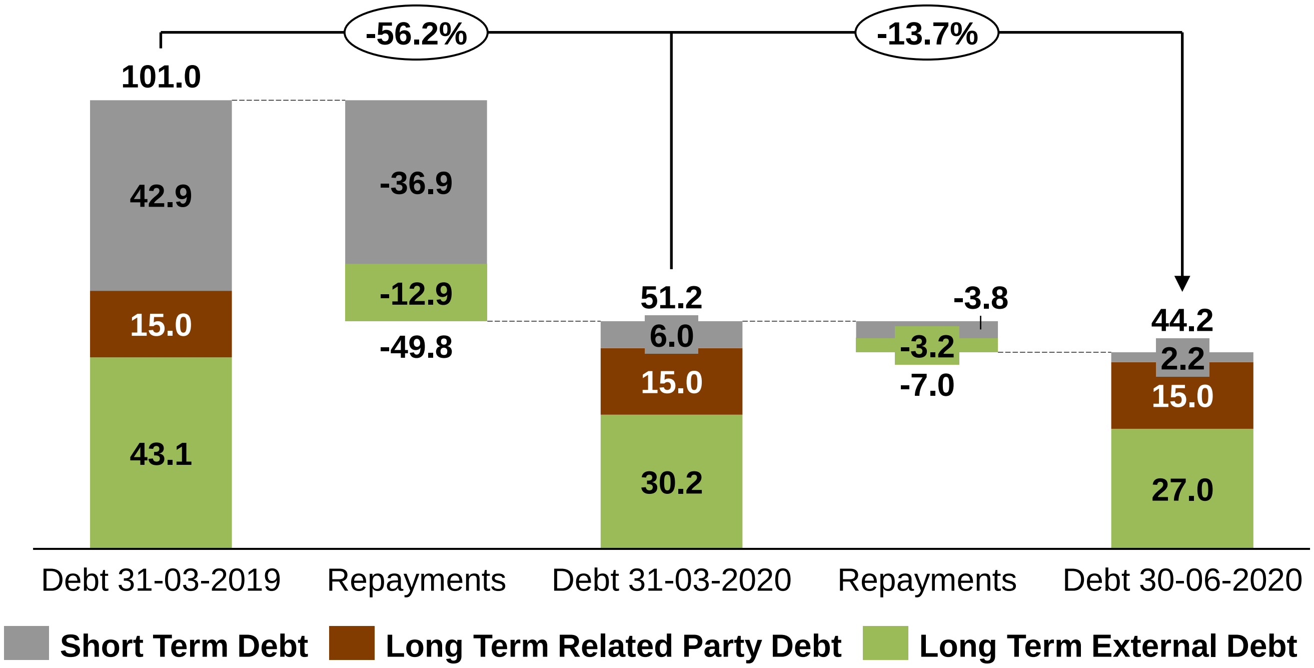
EBITDA Bridge Q1FY21



Ind AS 116 "Lease Accounting" implemented from Q3FY20

5 Debt - Development

Rs. Crores



- **Sharp focus on Cash Flow Management continued – discipline on collections and production planning helped in reducing debt further vs. Mar-20 despite timely release of payments to vendors.**
- **Moratorium on principal and interest – not availed.**

6A Lockdown 1.0, 2.0 & 3.0

6B Lockdown 1.0 : Engaging Employees & Customers

Orient Bell Tiles
April 9 ·

It's still a working day, but we're doing our bit. We're doing it for those who can't. We ask you to do the same. Stay at home and let's flatten the curve together.

#OrientbellTiles #SocialDistancing #StayIndoor #StaySafe

Vinodini Venugopal, Vikash Gunjan and 45 others 7 Shares

Orient Bell Tiles
March 31 ·

#ContestAlert
While we are spending all our time indoors, let's #TakeTheFloor and do all the things that we haven't done in a long time. Send in a video or a selfie of you doing one of your hobbies or something you haven't done in a long time and get a chance to win exciting prizes! Let's #TakeTheFloor while we stay indoors!

#OrientbellTiles #HobbiesOnTheFloor

12K 99 Comments 56 Shares

Orient Bell Tiles
March 30 ·

Everyone's looking for new ways to spend their time while staying indoors. How about we #TakeTheFloor and start creating art pieces that represent us?

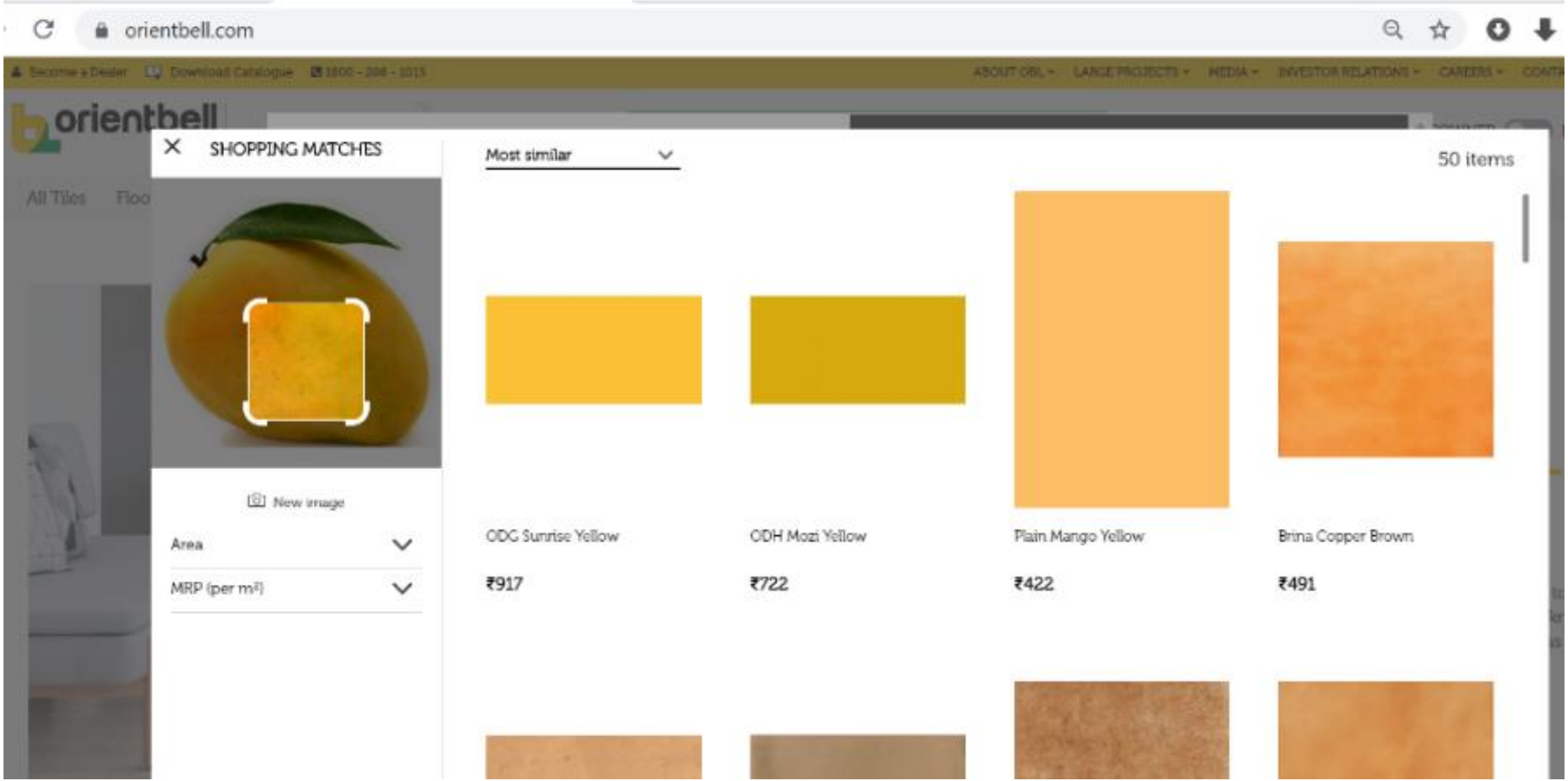
#OrientbellTiles #SocialDistancing

1.8K 4 Comments 2 Shares

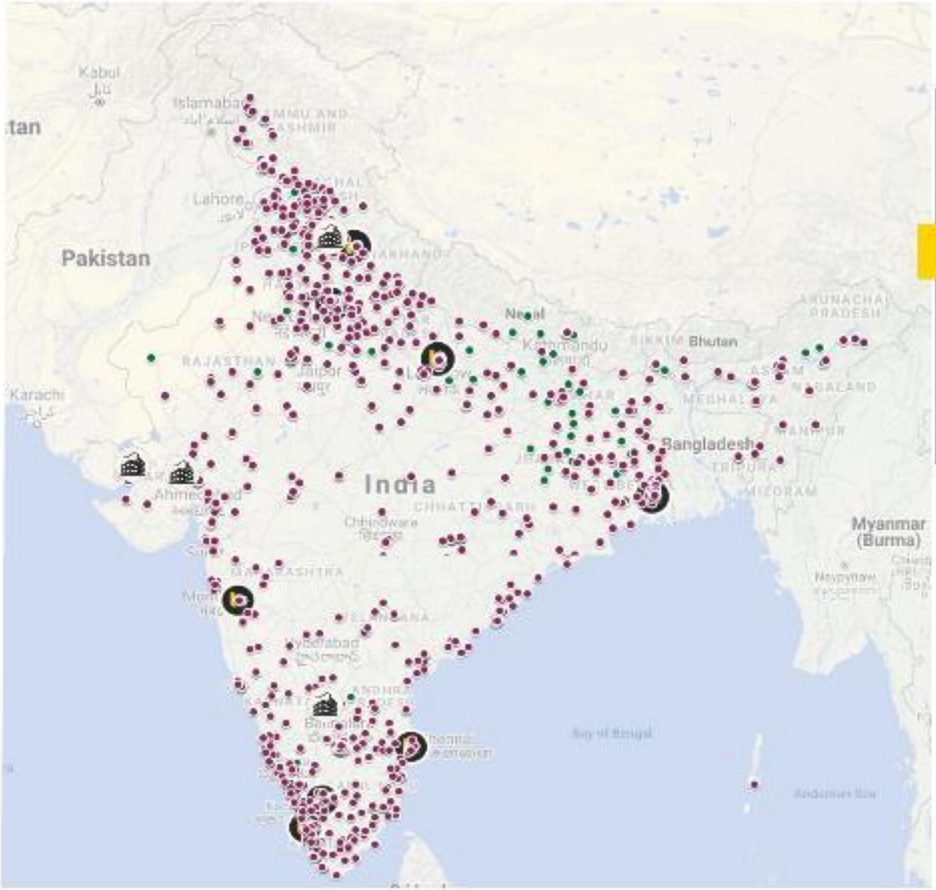
6C Lockdown 2.0: Building Capabilities

- 400+ responses
- 110+ participants

6D Website Continues To Evolve. Eg. Samelook



7 OBL Network and Facilities



A Network of

2500+

Channel Partners

- Franchise Owned Boutiques
- Channel Partners
- Company Owned Boutiques
- Plants

Orient Bell Limited – Investor Relations Contact

Himanshu Jindal
Chief Financial Officer
Email: himanshu.jindal@orientbell.com
Tel: +91-11-4711-9100 (B)

Address:
Iris House, 16 Business Centre,
Nangal Raya,
New Delhi 110046,
India

Website: www.orientbell.com

Thank you