



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

Orient Electric Limited



One-stop-shop for lifestyle electrical solutions including fans, home appliances, lighting and switchgear

Board of Directors



**Rakesh Khanna, K Pradeep Chandra, Alka Marezban Bharucha,
Chandra Kant Birla, Desh Deepak Khetrapal and TCA Ranganathan (L-R)**

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

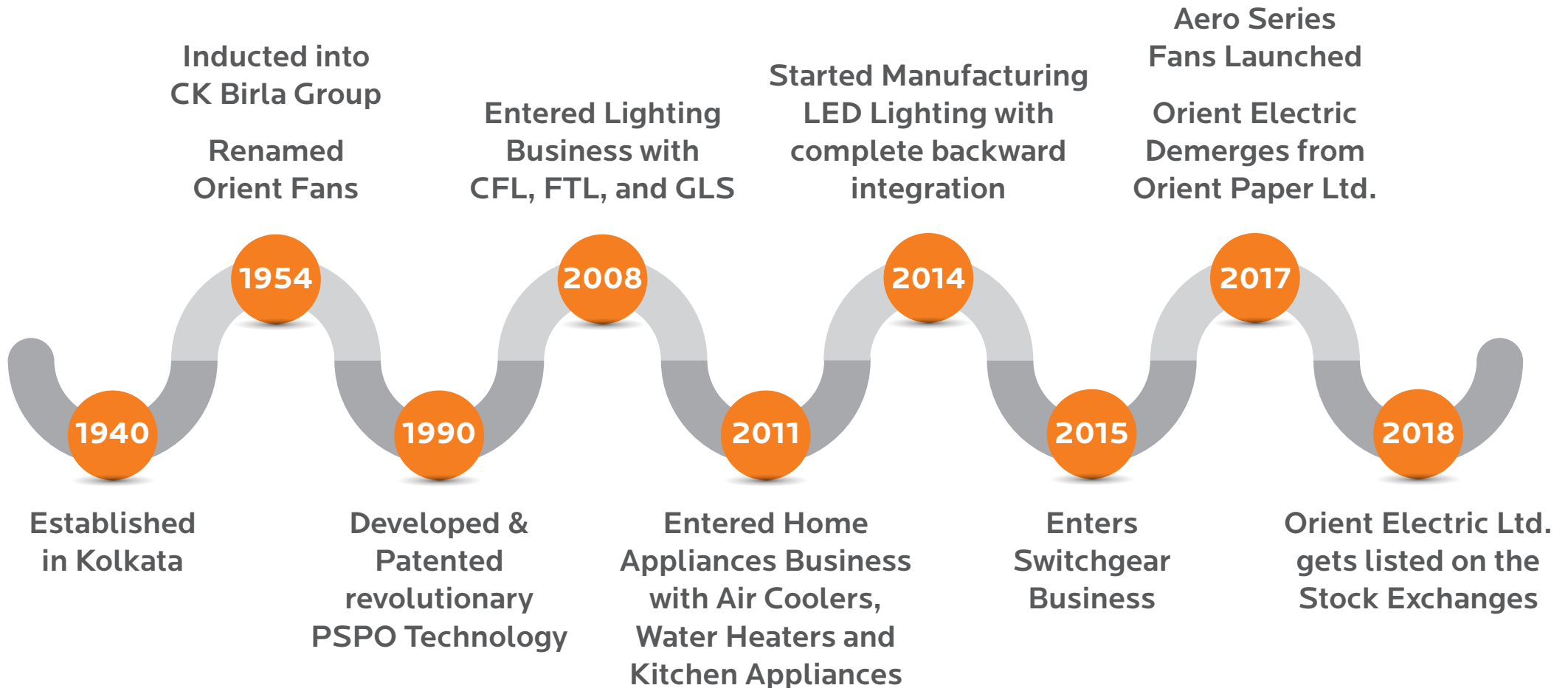


Benzon John
Head Supply Chain
Management

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

Integrity 


Collaboration

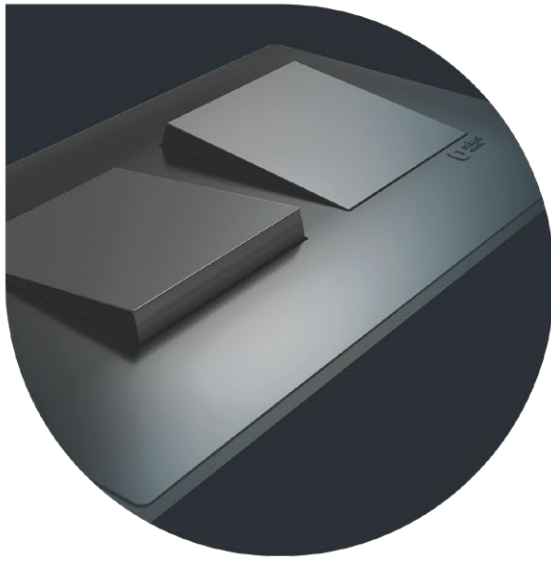
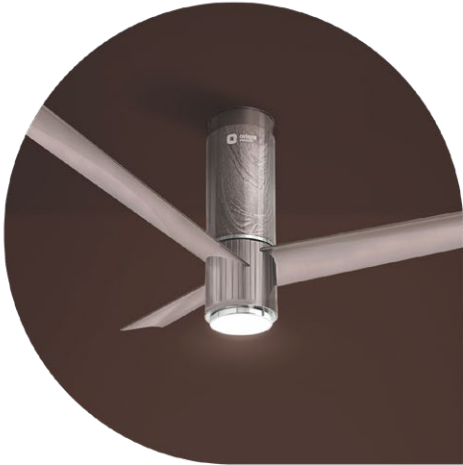

Trust


Care

Key Thrust Areas



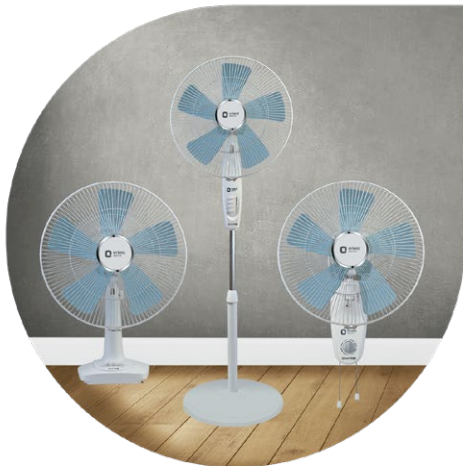
Innovation in Product Design



- ➔ 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

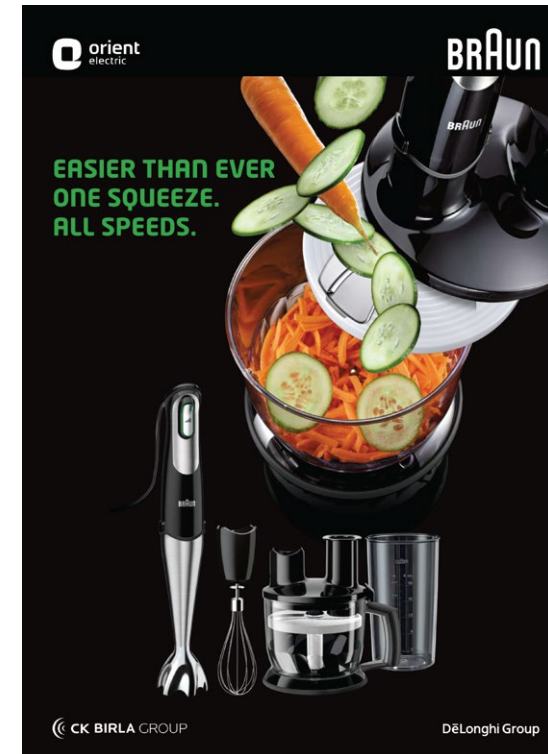
Partnering with the World's Best



KENWOOD



BRAUN



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

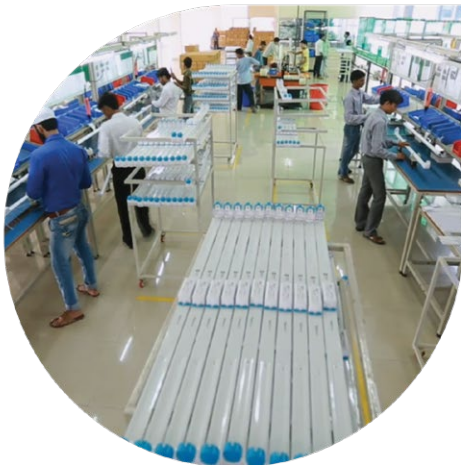


- ➔ Vast range of MCB & RCCB with the safest SDB technology
- ➔ Premium range of Switches with 3AB tech launched
- ➔ Introduced wide range of Distribution boards
- ➔ Wide range of electrical accessories to support the product basket

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

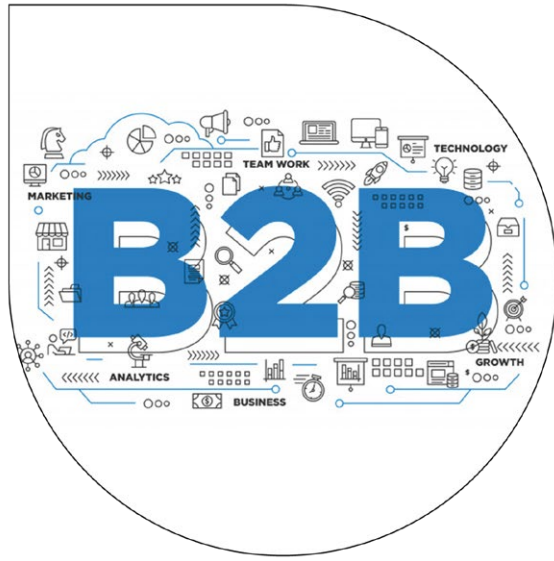
Manufacturing & Warehouse locations



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

- Factories
- Warehouses
- Branches

Widening Business Channels

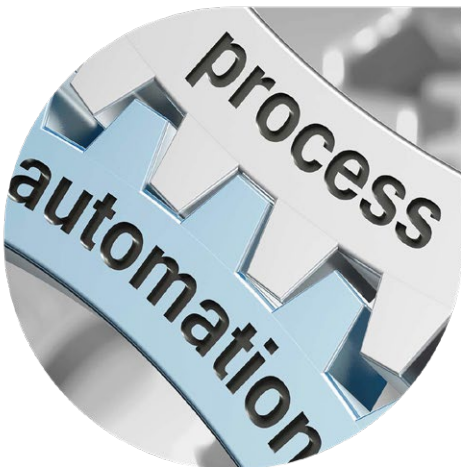


- ➔ Over 1,25,000 Retail touch points across India
- ➔ Over 30,000 retailers enrolled in last 2 years
- ➔ Leading brand in E-Commerce
- ➔ Strong B2B teams in Lighting & Switchgears



- ➔ 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)



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



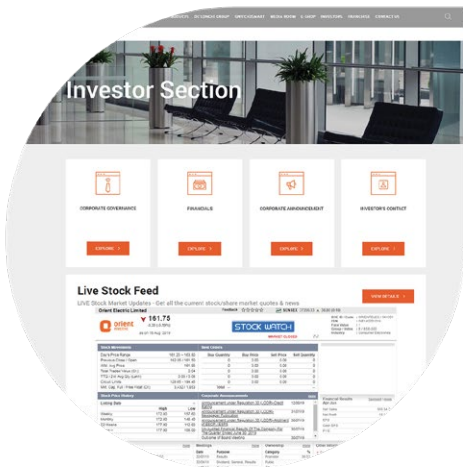
“Penny saved is a penny earned”, Sanchay program over the years has institutionalized the process of continuous thinking and ideation on how we can save more. In 2019 Sanchay 2.0 has been re-launched to focus on new & more areas from where efficiencies can be built and saving can be achieved.



- ➔ 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



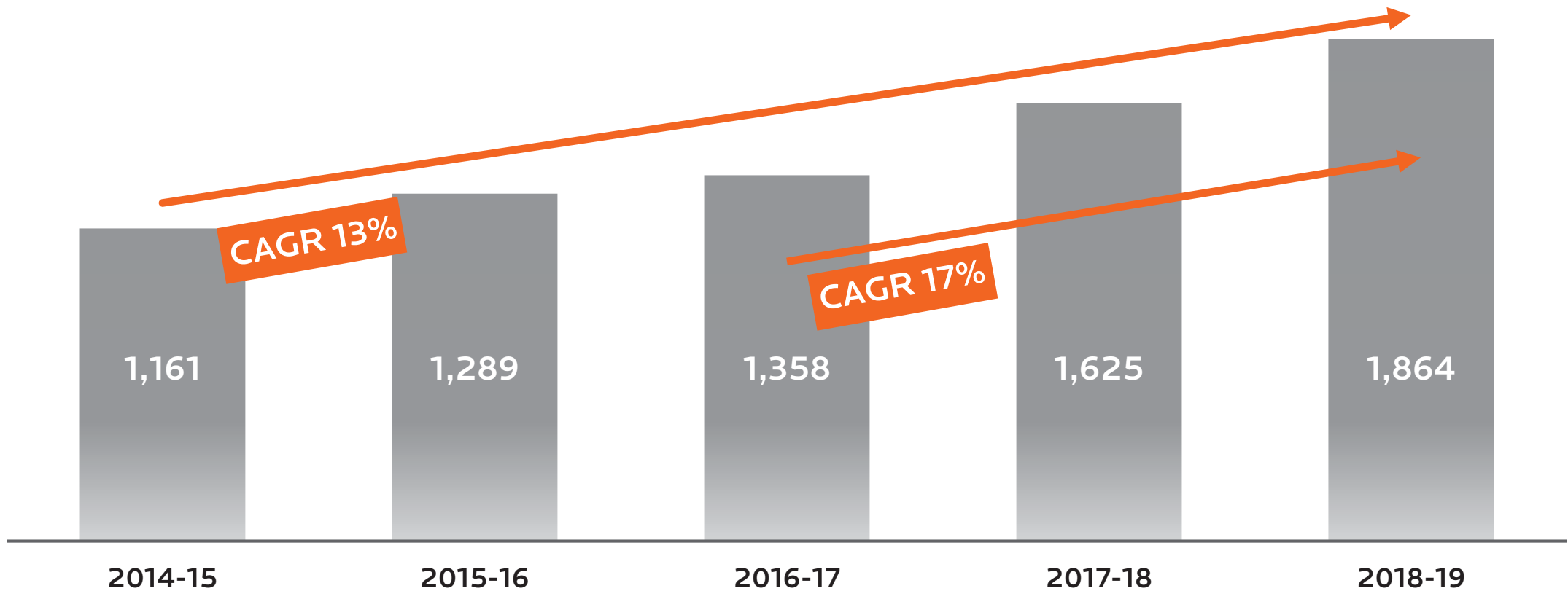
Enhancing Transparency & Controls



- ➔ 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 (₹ Cr.)



*₹ 703 Cr added in the last 4 years

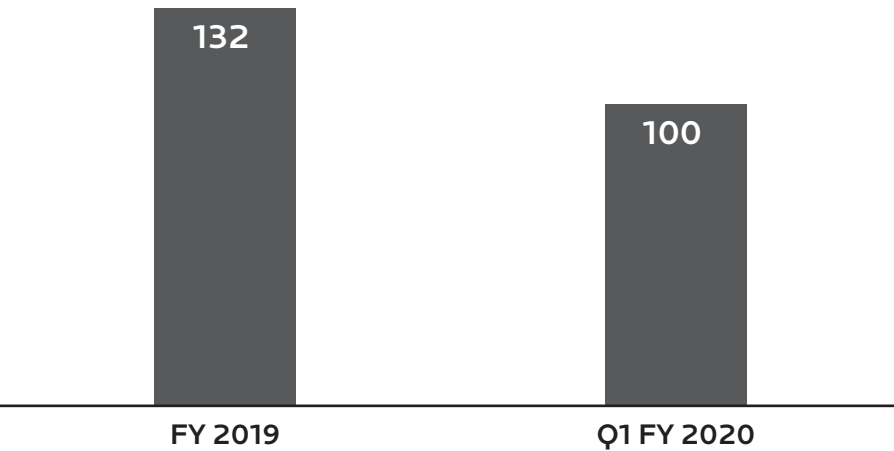
Financial Highlights: Statement of Profit & Loss

(In ₹ Cr.)

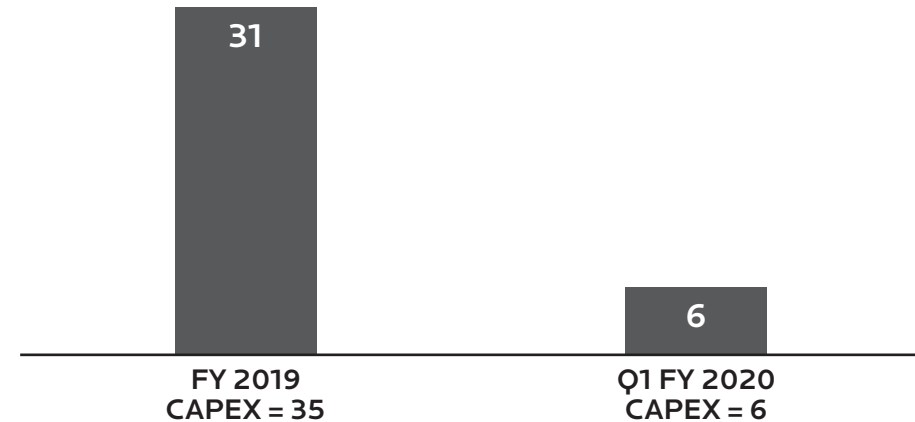
PARTICULARS	QTD- Q1 2019	QTD- Q1 2018	Growth
INCOME			
Revenue from operations	568	433	31%
Other income	1	2	-73%
Total Income	569	435	31%
EXPENSES			
Cost of Goods Sold	382	286	33%
Employee benefits expense	49	42	17%
Finance costs	7	5	29%
Depreciation and amortisation expense	9	5	82%
Other expenses	94	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

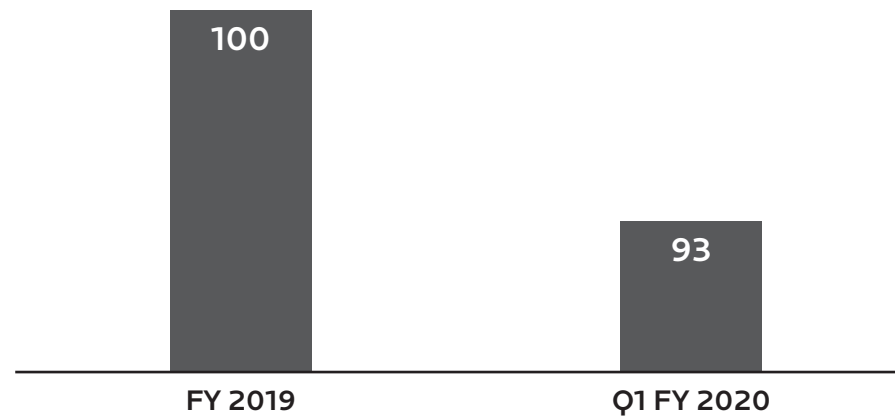
Net cash flow from Operating Activities (₹ Cr.)



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

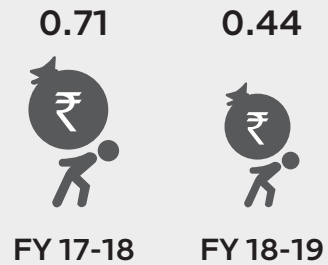


Net Cash flow used in Financing Activities (₹ Cr.)

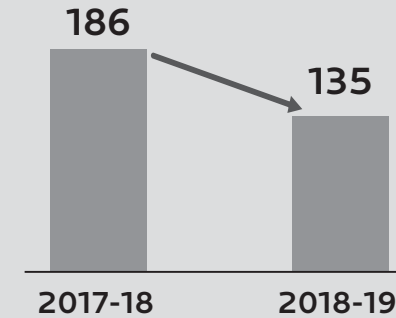


Key Performance Indicators

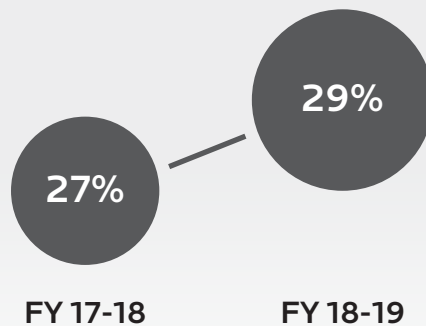
Debt Equity Ratio



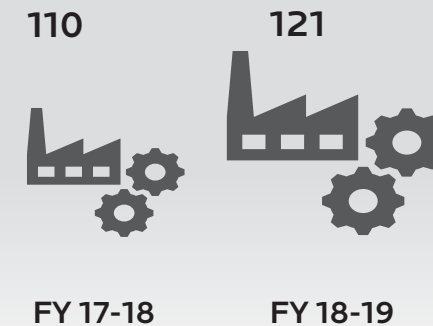
Debt (₹ Cr.)



ROCE %

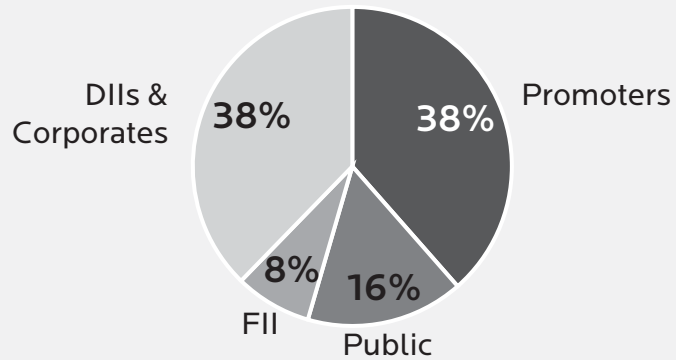


Net Block (₹ Cr.)

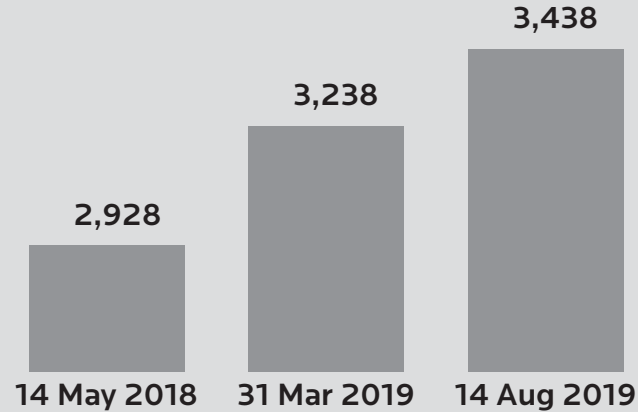


Enhancing Shareholder Value

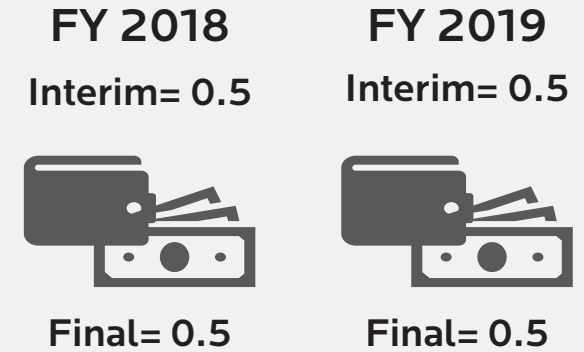
Shareholding Pattern



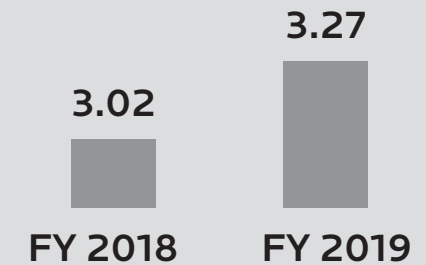
Market Capitalisation (₹ Cr.)



Dividend (₹)



EPS (₹)



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Thank you