



OBL:HO:SEC:00:

New Delhi : 21.07.2022

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 FOR THE QUARTER ENDED JUNE 30, 2022.

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, 2022.

Kindly take the same on record.

Yours faithfully,

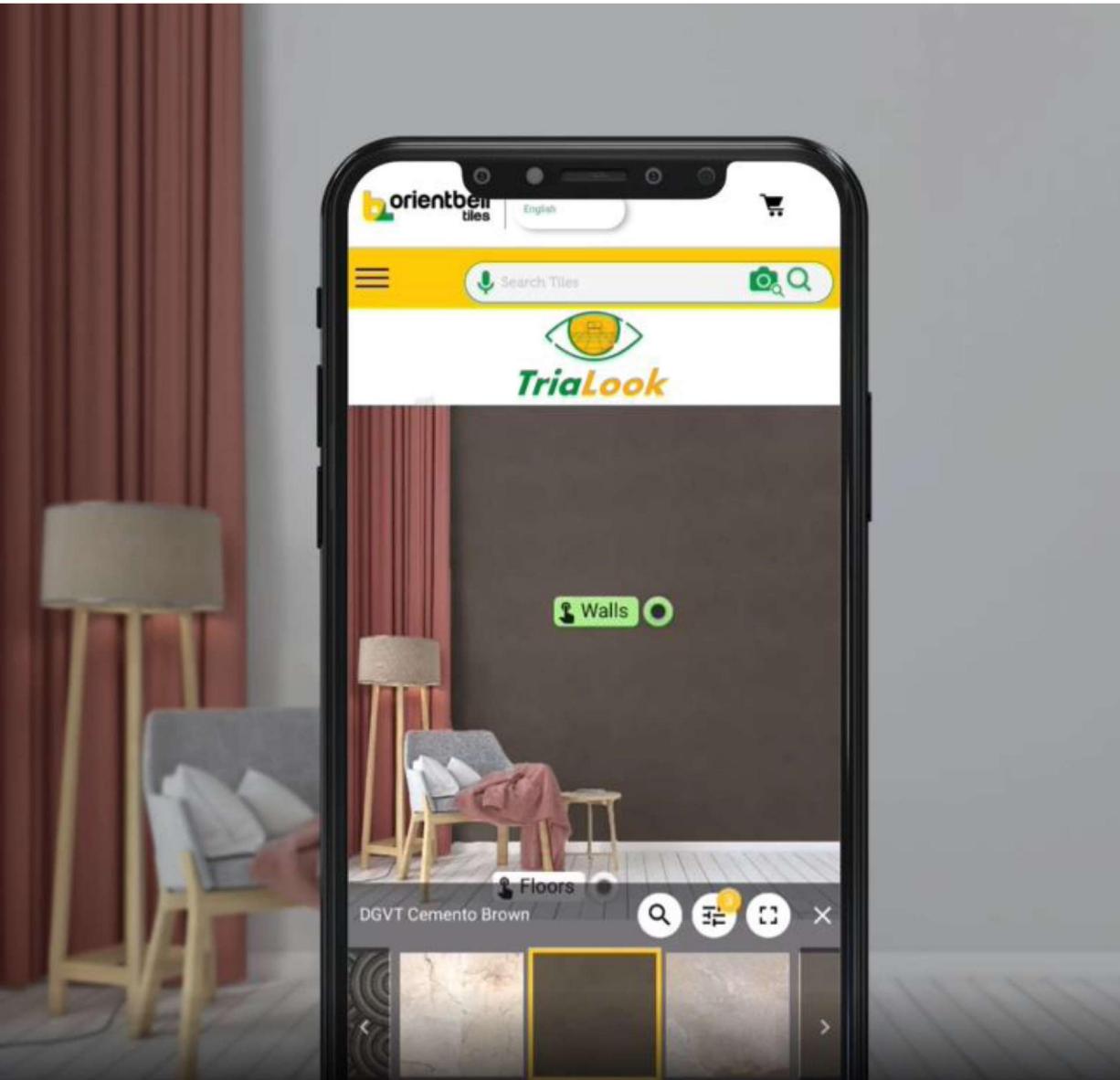
for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head - Legal

Encl: as above

Orient Bell Limited



Next Leg of Growth

**Investor Presentation
Q1FY23**

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.

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.

OrientBell Limited- a leading manufacturer of tiles



45

Years in
Ceramics Industry



5

3 State-of-the-art own Facilities
2 AE Facilities

- Sikandrabad, UP - 14.8 MSM*
- Hoskote, KAR - 4.8 MSM
- Dora, GUJ - 2.4 MSM#
- Morbi, GUJ - 10.0 MSM



+32#

Million sqmt Annual
Capacity (including JV)



Strong Balance sheet with

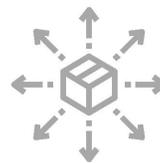
- Zero Net Debt
- Credit rating upgraded to 'A'



3,000+

SKUs

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



305

Tile Boutiques
(Experience Centre)



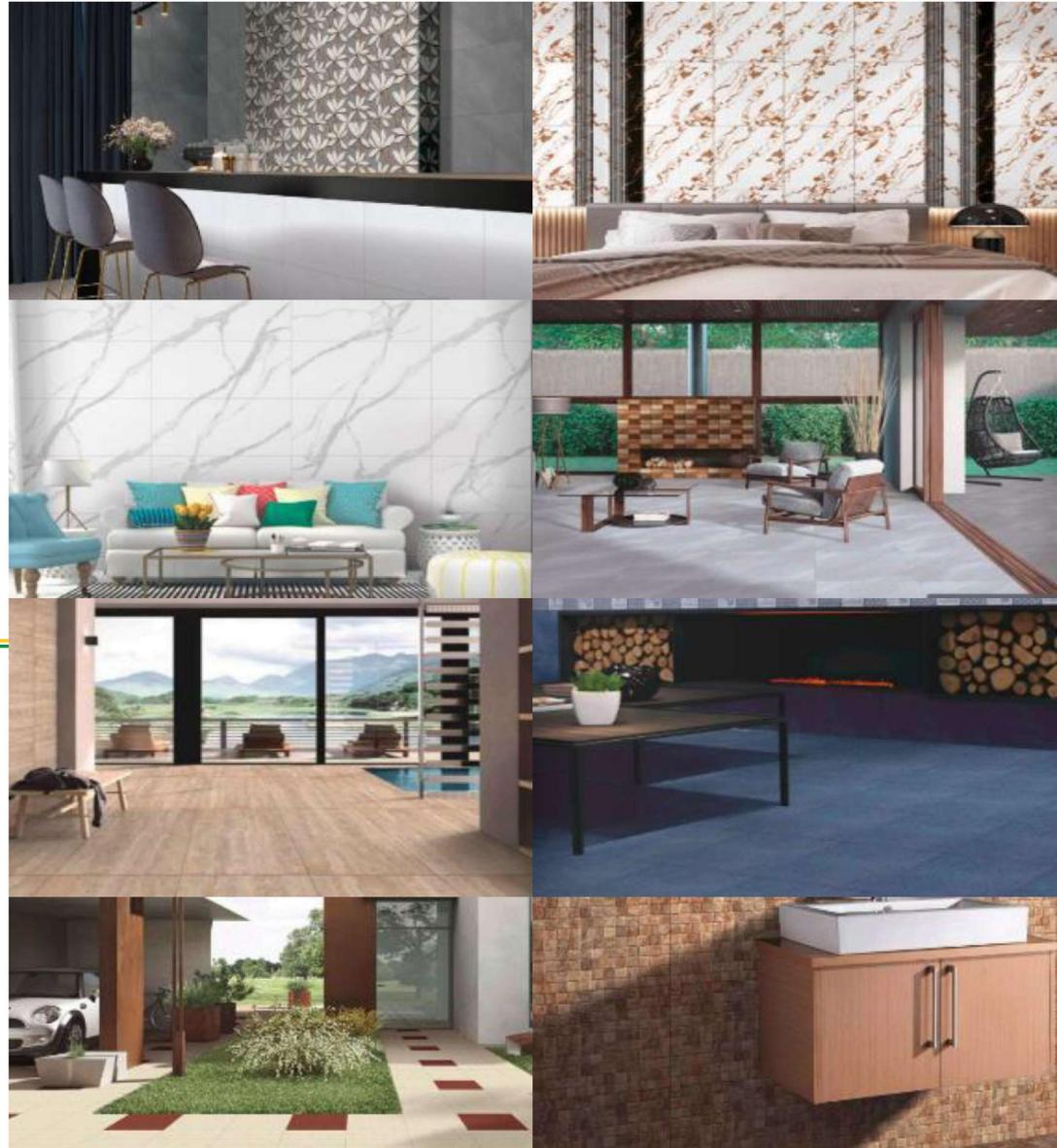
2000+

Business Partners

*Post completion of Expansion at SKD (0.7 MSM p.a.) in Q1FY23

Excludes impact of Dora Line Conversion to Vitrified completed in Q1FY23 – incremental volume potential 1.2 MSM p.a.

Company Journey & Outlook



Operational Highlights of Q1FY23

People	<ul style="list-style-type: none"> ▪ Continued to invest on people - 20 Net fresh hirings. ▪ Rewards & Recognitions events organized to felicitate outstanding performances – Sales/Marketing/Finance & other Support functions. ▪ Tooth to Tail Ratio (T3R) – 2.35:1 ▪ Learning & Development – Training Man Hours >1150.
Product	<ul style="list-style-type: none"> ▪ NPDs launched during Last 4 Qtrs. contributed to 17% of revenues in Q1FY23. ▪ Own Manufacturing Share +75%, lower dependency on Morbi.
Brand Building	<ul style="list-style-type: none"> ▪ Marketing Investments increased further : +62% y-o-y.
Sales	<ul style="list-style-type: none"> ▪ Annual Client Connect (Unstoppable Event) hosted across cities – Met >200 channel partners face to face. ▪ Nepal/Dubai trips for Channel partners. ▪ 20 net OBTB's added. Total Active Count is now 305. ▪ Vitrified Sales : 39%, drop in DC and Nano salience (price sensitive traded products).
Manufacturing	<ul style="list-style-type: none"> ▪ Capacity Utilization ~90%. ▪ Costs of Production on a L-f-L# basis lower by ~1.8% sequentially vs. Q4FY22.

*NPD (New Products): SKU's Launched during last 4 Qtrs.; # L-f-L- On Constant Product Mix & Energy Cost

Investments in Growth Ahead

Capex Value

Projects announced to cater to existing geographies (North & East)

- ✓ Restart of MF-2 (Ceramic Floor) – 1.1 MSM capacity – Completed in Q3FY21 **Rs 5 crores**
- ✓ Modernization of MP 1 (Ceramic Wall) – 0.7 MSM capacity, Completed in Q3FY22 **Rs <10 crores**
- ✓ Debottlenecking MF 4 (GVT Floor) – 0.7 MSM capacity – **Completed in Q1FY23** **Rs <11 crores**

Projects announced to cater to high growth geographies (South & West)

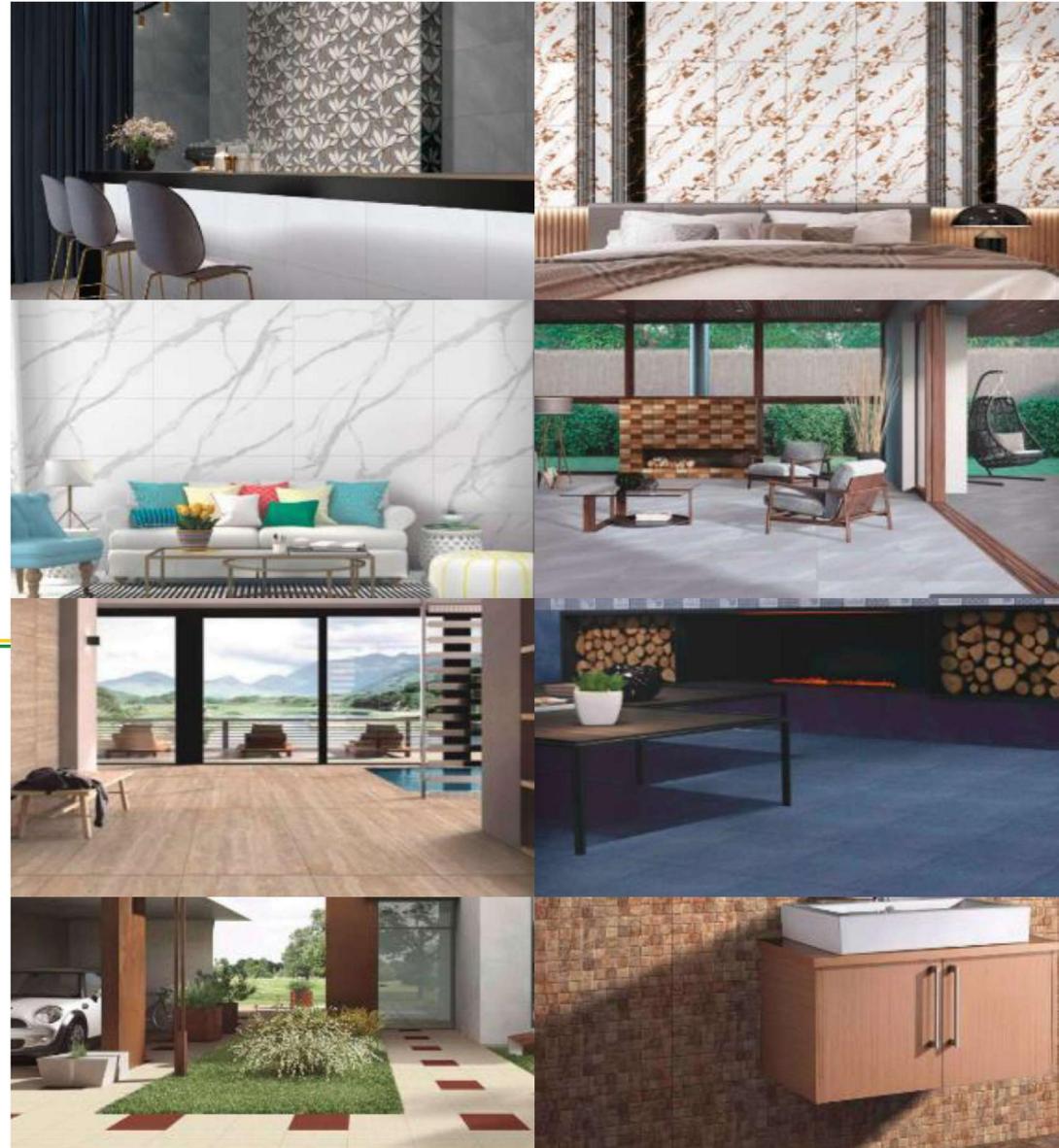
Projects with an incremental volume capacity of ~3 MSM p.a. focusing on geographies with a traditionally lower sales presence

- ✓ Conversion of Dora plant from Ceramic to Vitrified floor – **Completed in Q1FY23**
- ⌚ Upgradation of Line 1 at Hoskote plant (Ceramic) – By Q3FY23

Combined
Rs ~42 crores

- **Total investments announced over the last 2 years ~Rs. 68 crores, set to unlock incremental ~5.5 MSM p.a. volume potential from own manufacturing**
- **Projects for Debottlenecking of MF-4 and Conversion of Dora to Vitrified – completed well within indicated timelines and budget.**

Financial & Operational Highlights



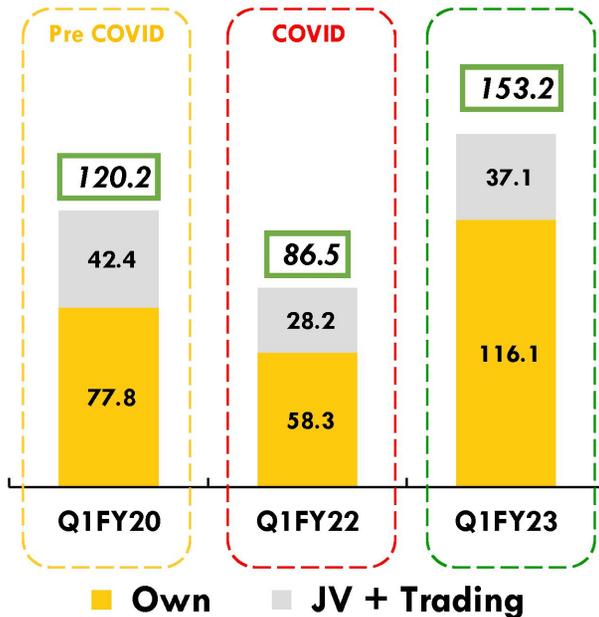
Business Environment- Q1FY23

- Seasonality returns after a strong Q4 – liquidity and domestic demand still better than pre-covid Q1FY20.
- Exports – almost flat vs. Q1 last year, situation expected to improve in 2HFY23.
- Temporary shutdowns becoming a norm at Morbi – only 55-60% of the factories running presently, more expected to shutdown in August for a month.
- No respite in gas price. Q1FY23 : Dora +110%, SKD +27% and HSK +12% vs. Q4FY22.
- Volatility continues to be a key watch for Q2FY23.

Quarter Financial Highlights- Revenues

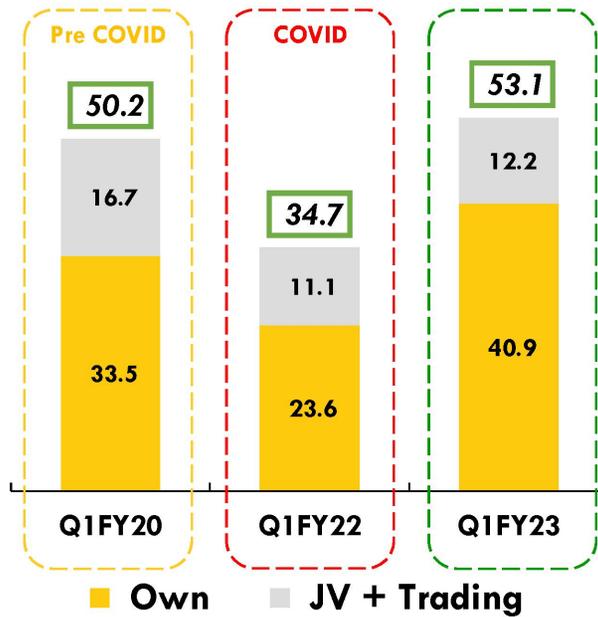
Revenue	
+27% vs Q1FY20	+77% vs Q1FY22

Revenue (Rs Cr)



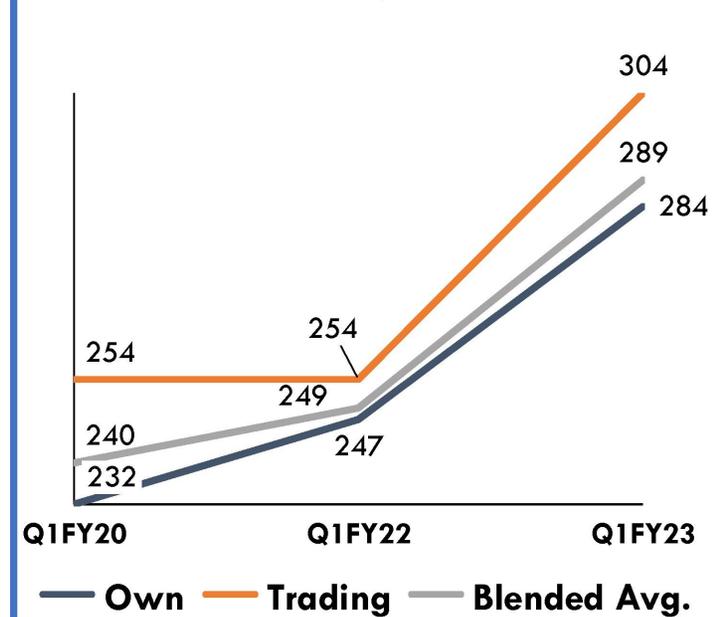
Volume	
+6% vs Q1FY20	+53% vs Q1FY22

Volume (Lac m2)



ASP	
+20% vs Q1FY20	+16% vs Q1FY22

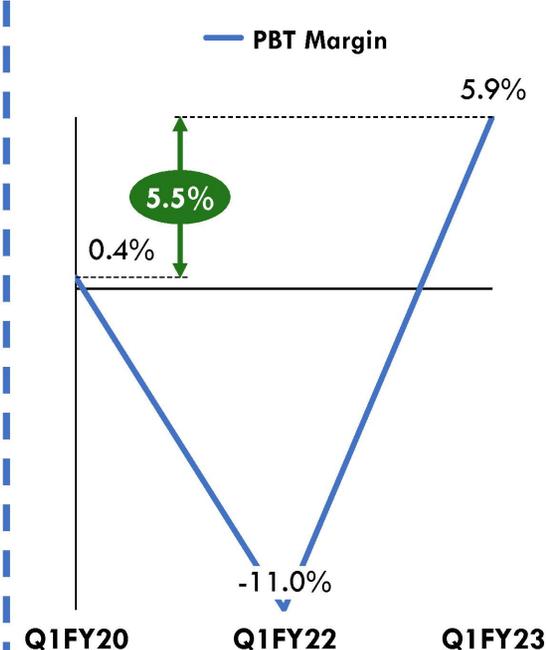
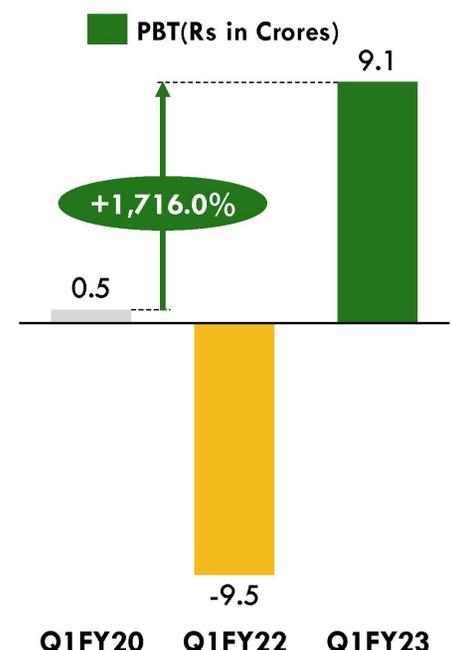
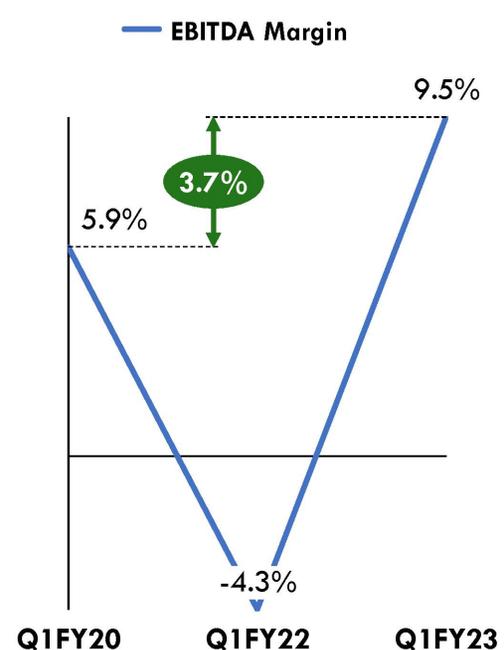
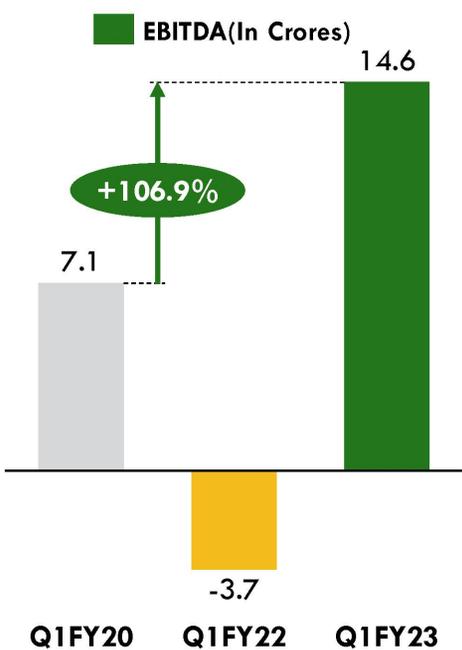
ASP (Rs per m2)



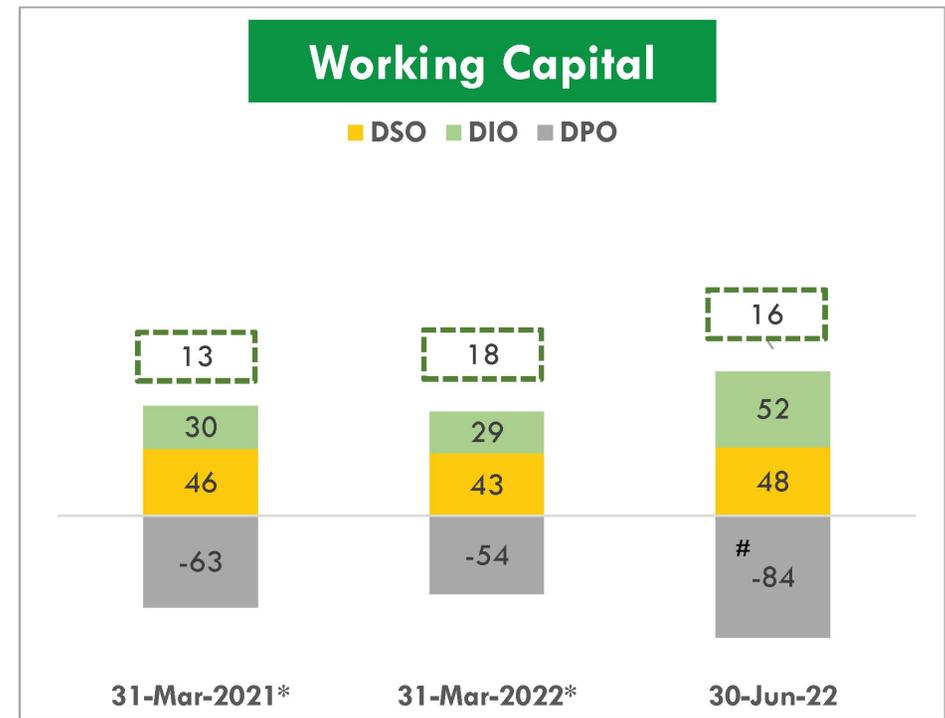
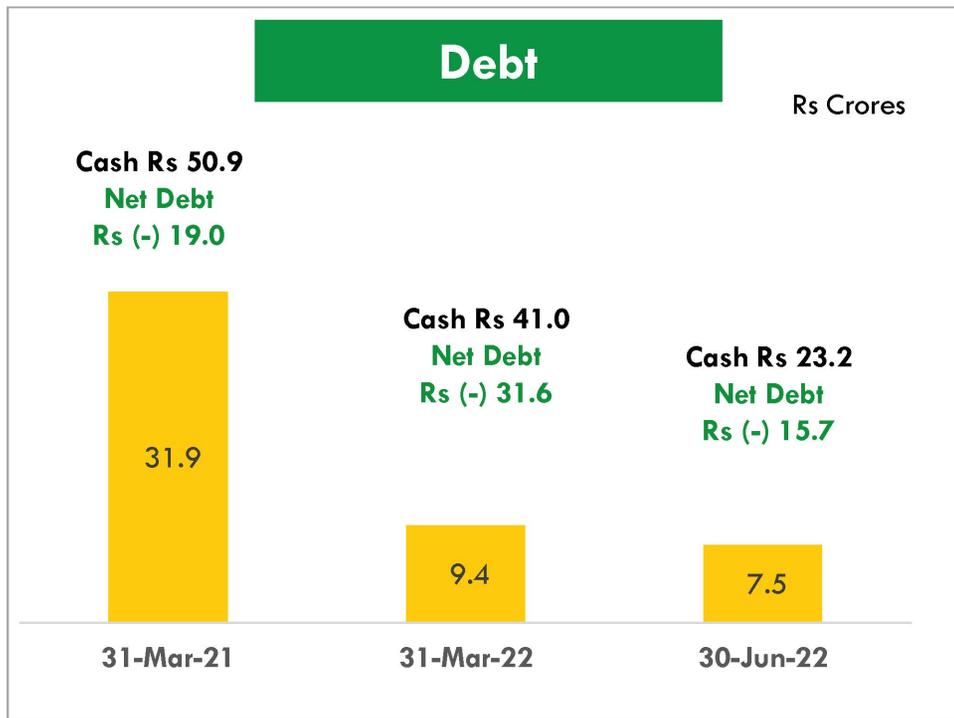
Quarter Financial Highlights- Profitability

EBITDA Margin	
+ 3.7% vs Q1FY20	+ 13.8% vs Q1FY22

PBT Margin	
+ 5.5% vs Q1FY20	+ 16.9% vs Q1FY22



Strong Debt Profile & Working Capital Cycle



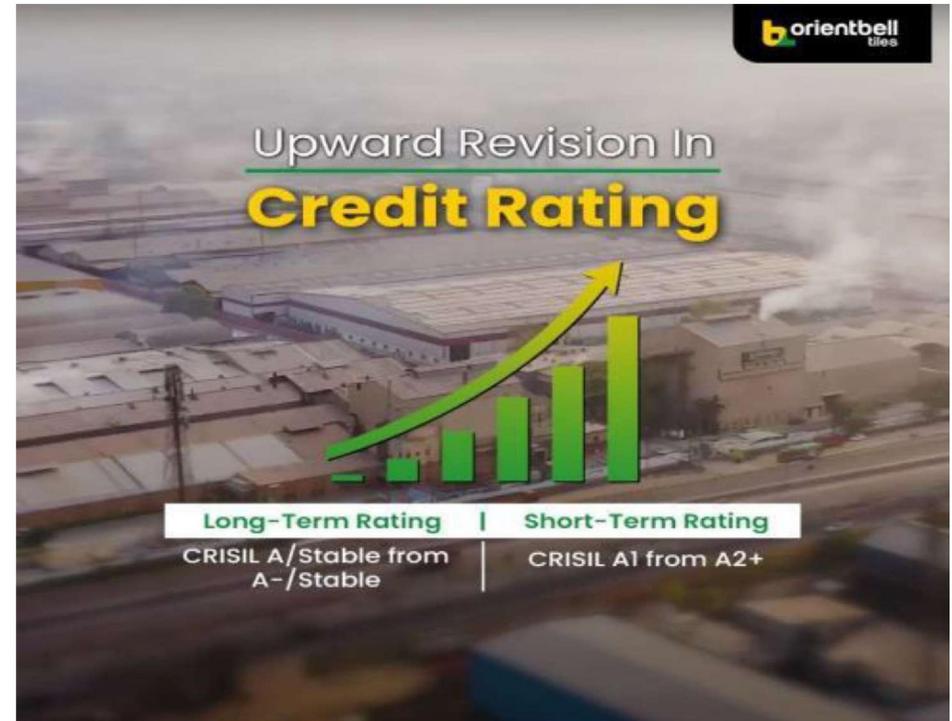
- Conscious call to build FG and RM inventory to safeguard against inflation + to support sales in the balance 9MFY23.
- We also continued to stay **CASH POSITIVE** despite increased outflow on capex.

*Calculated on the basis of Q4

Includes impact of capex creditors outstanding as on 30-June-22 against ongoing projects

Credit Rating- UPGRADED

Period/Year	Long Term	Outlook	Short Term
Jun-22	Crisil A	Stable	Crisil A1
Sep-21	Crisil A-	Stable	Crisil A2+
Sep-20	Crisil A-	Negative	Crisil A2+
Nov-19	Crisil A-	Negative	Crisil A2+
Aug-18	Crisil A-	Stable	Crisil A2+
Jul-17	Crisil A-	Stable	Crisil A2+
Sep-16	Crisil BBB+	Positive	Crisil A2
Apr-15	Crisil BBB+	Stable	Crisil A2
Jan-14	Crisil BBB+	Negative	Crisil A2
Nov-12	Crisil BBB+	Stable	Crisil A2
Oct-12	ICRA BBB	Stable	ICRA A2
Sep-11	ICRA BBB	Negative	ICRA A2



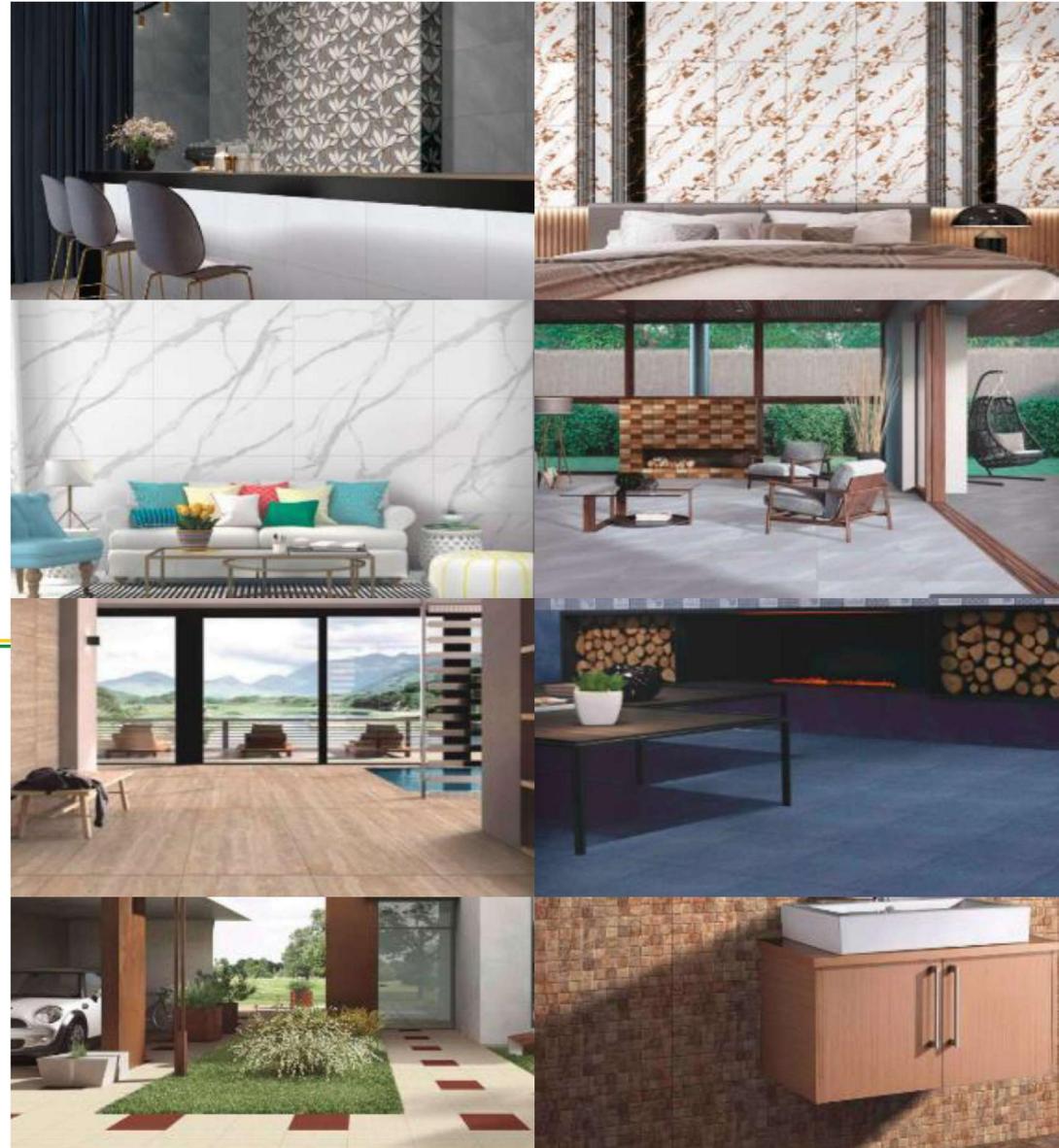
Consistent improvement in Credit Ratings over the years – reflects the strong operational & financial progress

Consolidated Abridged Income Statement

(Rs. Crore)	Quarter Ended		
	Q1FY22	Q1FY23	Y-o-Y
Revenue from Operations	86.7	154.5	78.2%
Other Income	0.7	2.1	210.2%
Operating Expenses	91.1	142.0	55.9%
EBITDA	-3.7	14.6	492.1%
EBITDA Margin%	-4.3%	9.5%	13.8%
Depreciation and Amortisation	4.6	4.9	4.6%
EBIT	-8.4	9.7	216.3%
Interest and Financial Charges	1.2	0.7	-43.7%
Share of profit/(loss) of Associates	-0.1	0.2	355.4%
Profit Before Tax(PBT)	-9.6	9.3	196.9%
PBT Margin %	-11.1%	6.0%	17.1%
Tax Expenses	-4.5	2.3	151.6%
Profit After Tax(PAT)	-5.1	7.0	236.6%
PAT Margin %	-5.9%	4.5%	10.4%

- Higher revenue supported by New Products, Improved Product Mix, ASP increase, Channel Expansion and OBTB additions – we also grew vs. the pre-Covid RR for Q1.
- Albeit lower vs. Q4 last year, on a relative basis against the normal pre-Covid Q1 performance, our margins have been significantly better driven by timely execution of ASP increases + consistent improvement in consumption KPI's/switch to alternate economical sources to counter the steep escalation in Energy and other costs.

Company Initiatives



We Continued Building momentum with NPDs ...(1/2)

Inspire Select in 600x1200, 600x600



DGVT Cipollino Marble Rock

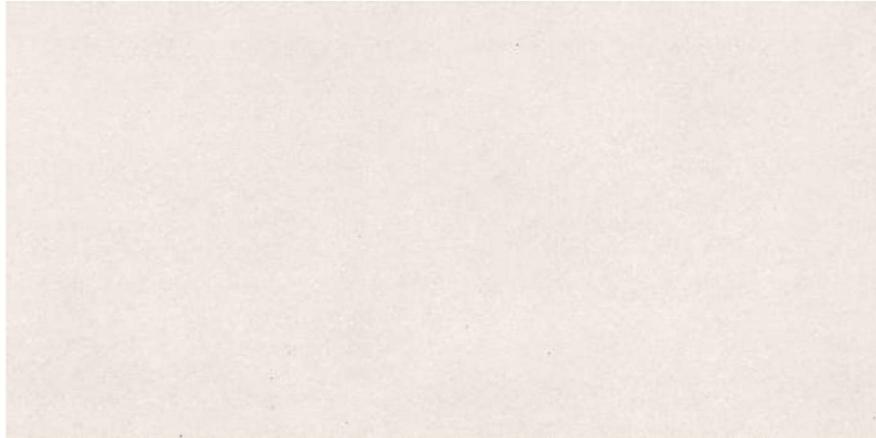


PGVT Dramatic Calacatta Marble

Inspire Steps

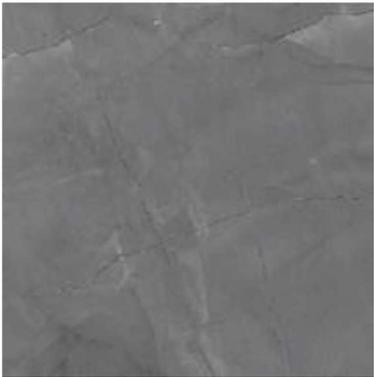


We Continued Building momentum with NPDs ... (2/2)

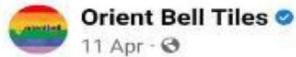


600x1200 & 800x1600 DC

600x600 GVT from Dora



Celebrating our Unique Tiles & Key Customers



Do you know why top Architects of Delhi - NCR prefer buying tiles from Orientbell Tiles? Check out this video made at our newest 3600 sqft Orientbell Tiles Arena in Gurugram.

In this video, Mr. Sanjay Kalra - Owner, OBTA, Gurugram; Mr. Aayush Chaudhary - Principal Architect, ACAD Studio and Mr. Hashim Ahmed Khan - Principal Architect, Hashu Associates share their experience of how the Orientbell Tiles Arena acts as one stop tile solution for all of their projects.

#HomeDecorStyle #IndianDecorIdeas #IndianHomeDecor #IndianInteriors #InteriorInspiration



971 63 comments • 106 shares • 228k Views



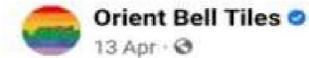
Heatwave outside, but cool wave inside your home? It's possible with cool tiles. Don't believe it? Hear the experience of resident living on the top floor in Model Town, Delhi. He loves the difference in temperature after the installation of cool tiles while he was not confident while purchasing cool tiles.

Still don't believe Orientbell cool tiles can keep your home cool. Why don't you try it yourself? WhatsApp us on 8750733333 to get the sample of cool tile. #CoolTilesCoolRooms

#OrientbellTiles #CoolTiles #CoolTilesCoolRooms #CustomerTestimonial #Testimonial #Cool #coolforthesummer #RoofTiles



254 18 comments • 72 shares • 50k Views



Which floor tiles would you pick for your room? 😊

#DidYouKnow that Inspire 800*1600mm offers 4 Armani Shades Floor Tiles that are available in both Light & Dark shade? You didn't, right? Check out on our website.



Orient Bell Tiles Home improvement

Learn More

4.3k 9 comments • 9 shares

Celebrating Occasions

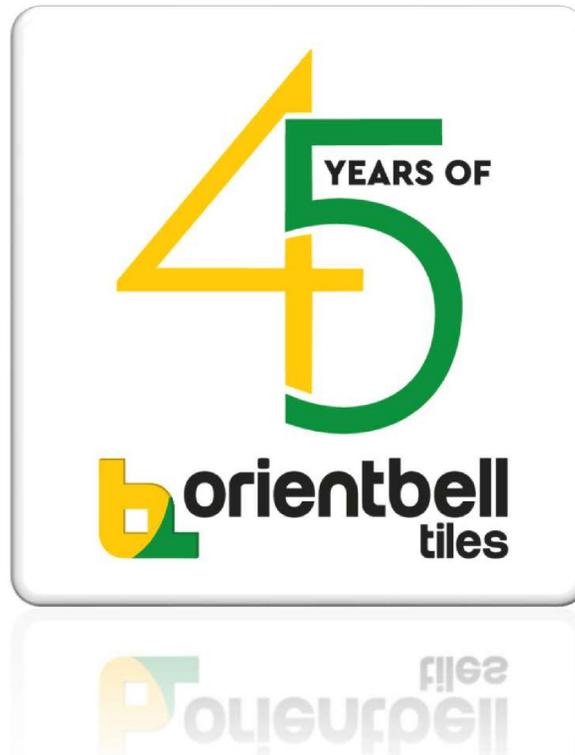
Orient Bell Tiles 18 May · 🌐

45 years and counting... ✨
 As we began our journey on 18th May 1977, we promised to deliver only the best. We have come a long way since then.
 This legacy of 45 years is paired with new-age technology and innovation at every step. With www.orientbell.com & tools like TriaLook, we are bringing a revolution in the tile industry and helped us become the new-age brand that everyone relates with.
 We strive to continue to revolutionise the industry and make tile buying a pleasure.

#OrientbellTiles #45Years #Tiles #wishes #Celebration #TileDesign #Innovation #Legacy #tilestyle

orientbell.com
Orientbell Tiles - 45 Years! [Learn More](#)

👍 156 10 comments · 130 shares · 52k Views



Orient Bell Tiles 26 Apr · 🌐

Our premium tiles are a "Musk" try if you want to enhance your interiors. With a wide array of floor and wall tiles to choose from, you'll be spoilt for choice!

Visit www.orientbell.com to order today!

#OrientbellTiles #ElonMuskBuyTwitter #elonbuystwitter #ElonMusk #TwitterTakeover #Tiles #OrderOnline #BuyTilesOnline #MomentMarketing

Orient Bell Tiles Home improvement [Learn More](#)

👍 Jatin Agarwal and 2,4k others 7 comments · 4 shares

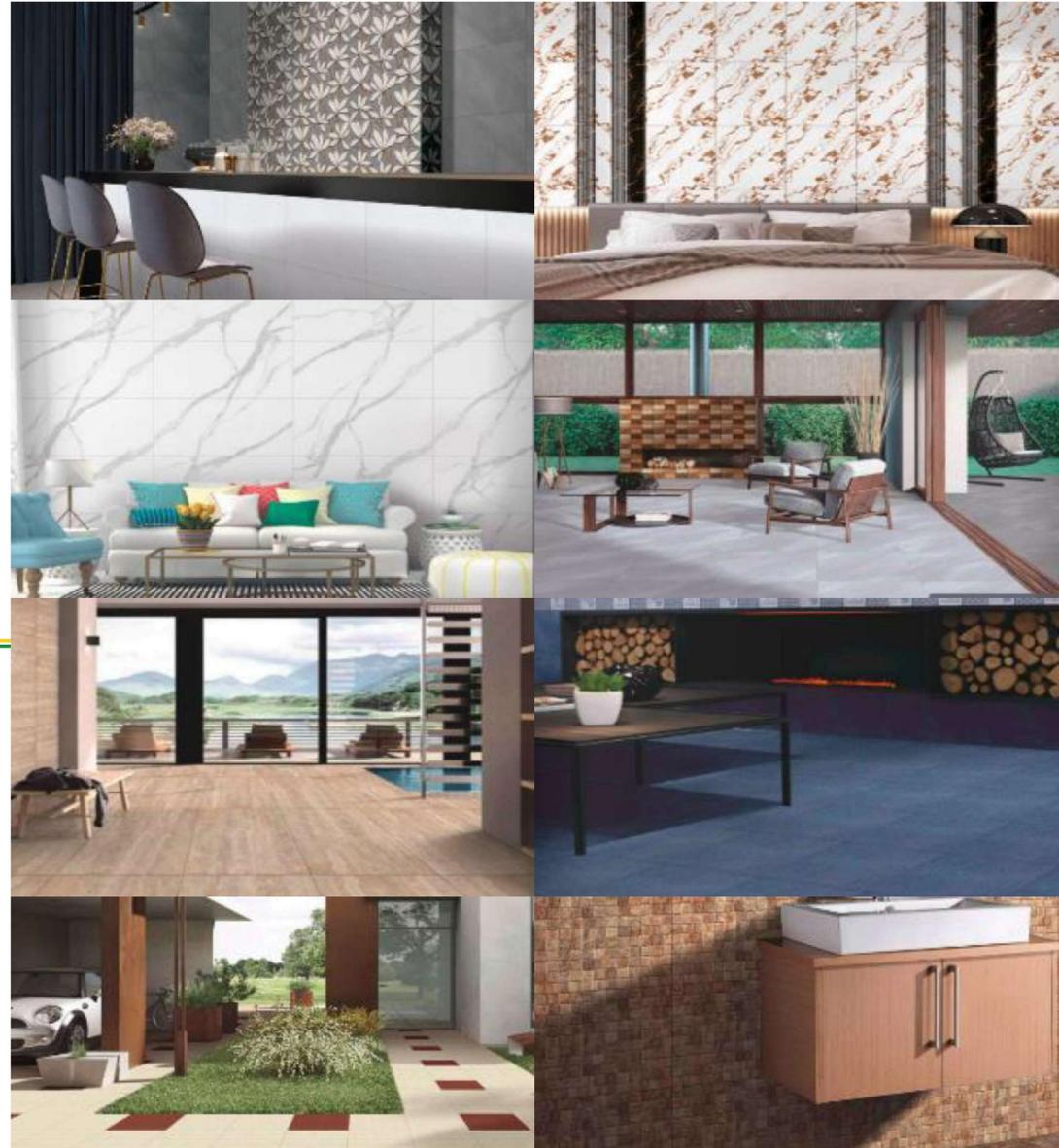
Winning Awards....

Chosen by the editorial board of Realty+ and exchange4media as a winner of the E4M Pride of India Brands - The Best of Bharat Conference and Awards 2022.

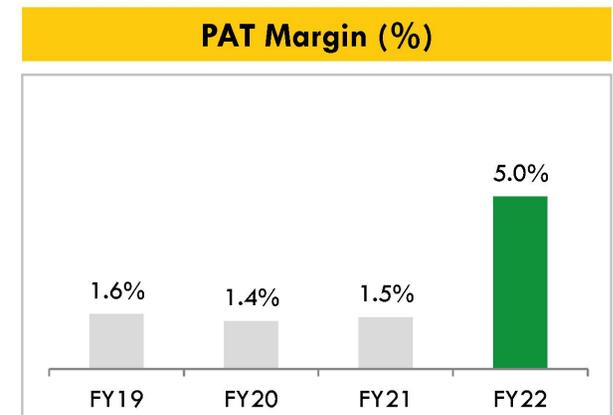
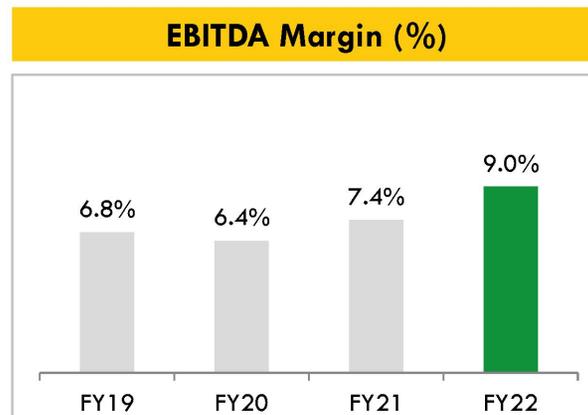
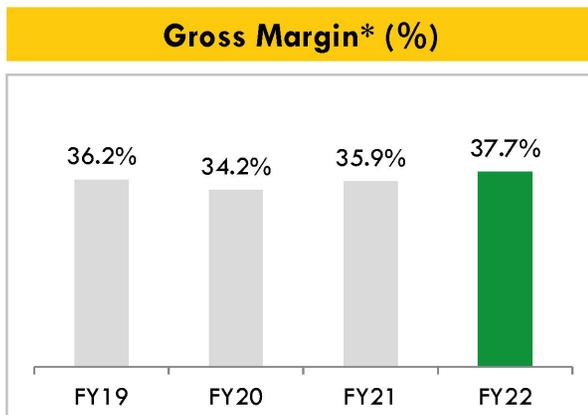
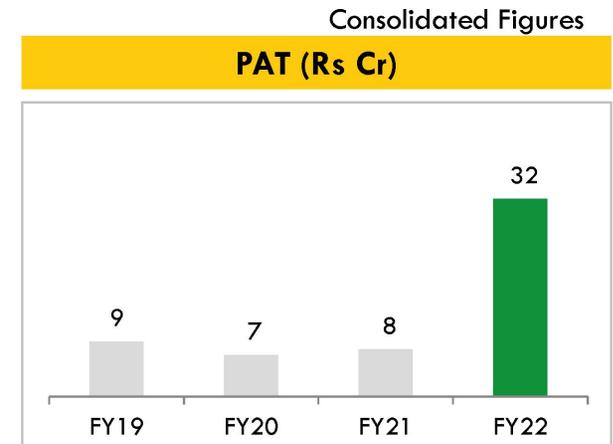
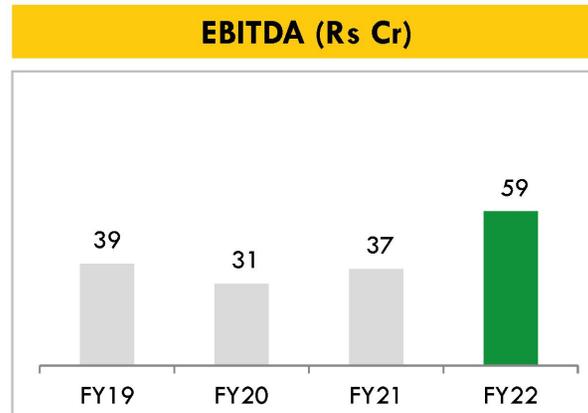
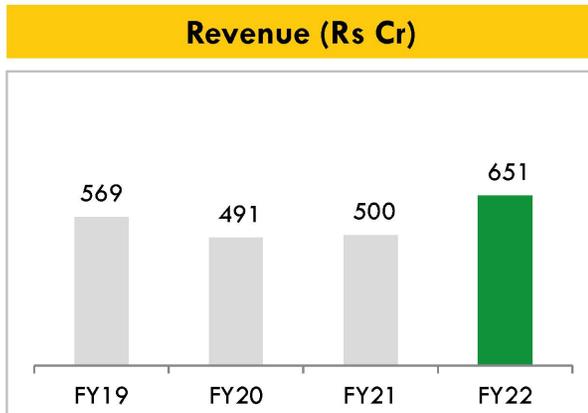


The award honors the leadership, strategic accomplishments, creativity and constant innovation in the products, processes, and marketing practices of Orientbell Tiles.

Historical Financials



Historical Annual Performance Trends



*Gross Margins: Sales-COGS(Material consumed+ inventory change+ purchases+ power & Fuel)

Consolidated Historical Income Statement

(Rs Crore)	FY19	FY20	FY21	FY22
Revenue from operation	571.1	492.3	502.5	654.3
Other Income	1.9	5.3	1.9	3.0
Cost of Goods Sold	256.7	236.3	238.9	270.4
Employee Benefit Expense	75.7	73.6	79.2	92.5
Other Expenses	201.8	156.4	149.2	235.7
Total Operating Expenses	534.1	466.2	467.3	506.1
EBITDA	39.0	31.3	37.0	58.7
EBITDA margin	6.8%	6.4%	7.4%	9.0%
Interest	8.7	8.1	5.7	3.6
Depreciation	16.5	20.6	20.6	20.6
Share of profit/(loss) of Associates	0.4	0.3	0.7	1.2
PBT	14.1	2.9	11.4	35.1
Tax Expenses (Credits)	4.8	-4.2	3.8	2.9
PAT	9.3	7.1	7.7	32.2
PAT Margin	1.6%	1.4%	1.5%	5.0%

Consolidated Historical Balance Sheet

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

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

Thank You

Orient Bell Limited

Mr. Himanshu Jindal – CFO

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

+91-11-4711-9100 (B)

investor@orientbell.com

www.orientbell.com



Pareto Capital (Investor Relations)

Ms. Pooja Dokania

pooja.dokania@paretocapital.in

Mr. Smit Shah

smit.shah@paretocapital.in

