



OBL:HO:SEC:00:

New Delhi : 07.05.2024

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 and year ended on 31st March, 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 performance of the Company during the quarter and year ended on 31st March, 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 Q4FY24 & 12MFY24

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



46

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*)



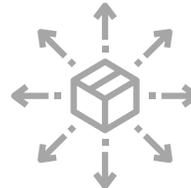
Strong Balance sheet



3,000+

SKUs

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



361

Tile Boutiques
(Experience Centre)



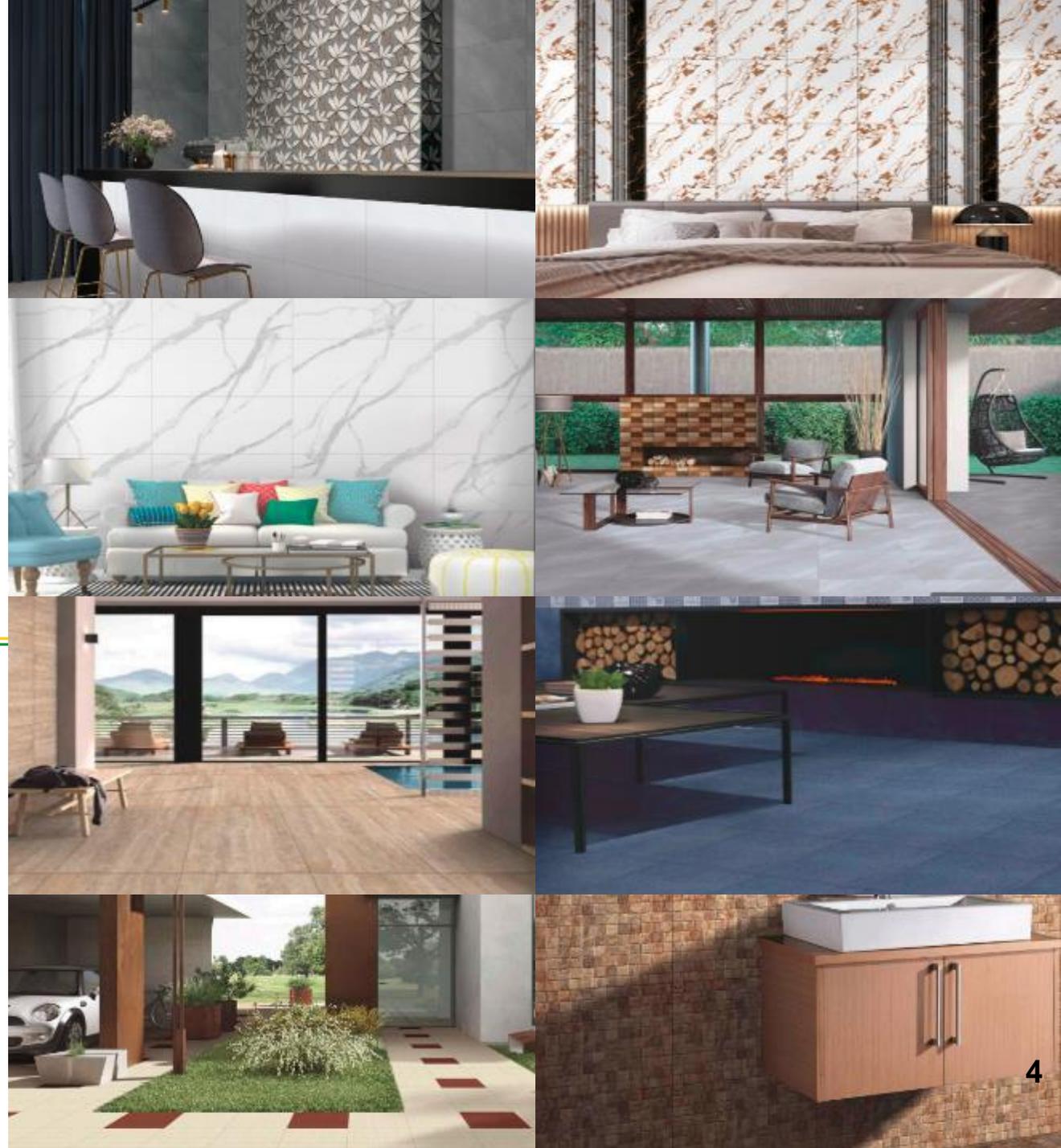
2000+

Business Partners

*AE = Associate entities

#Dora – Commercial production from New Line-2 GVT 3.3 MSM p.a. commenced end Sept-23

Financial & Operational Highlights



Operational Highlights of 12MFY24

People

T3R – 2.23:1
L&D >12000 Hrs

Safety

Top Priority
NIL accidents

Brand Investments

@4.6% of Revenues vs 3.2% LY

New TVC launch Dec-23

OBTX

Active Count 361
- 43% of total sales

Vitrified Mix

50.5% of total sales
(+6.0% y-o-y)

GVT Saliency

29.9% of total sales
(+7.0% y-o-y)

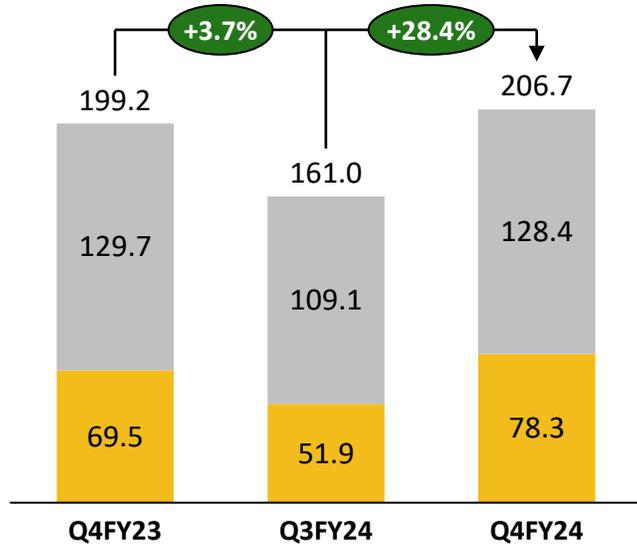
Cost of Production

Lower by + 3.6% y-o-y
*(*L-f-L basis at constant
product mix and energy costs)*

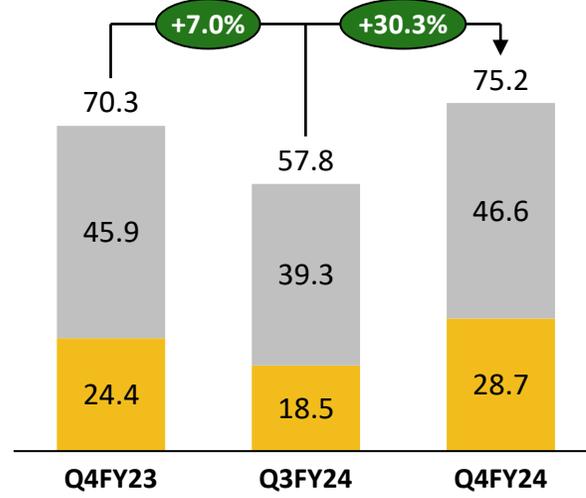
Highlights – Revenues

Revenue (Rs. crores)

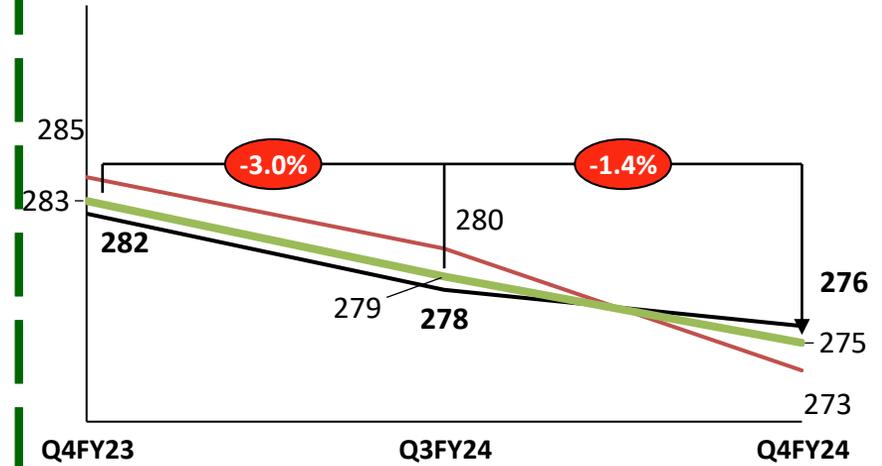
Q4FY24



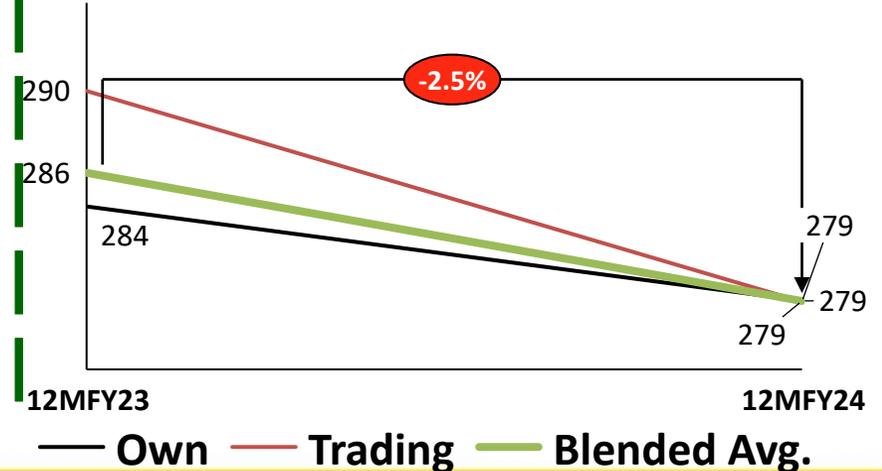
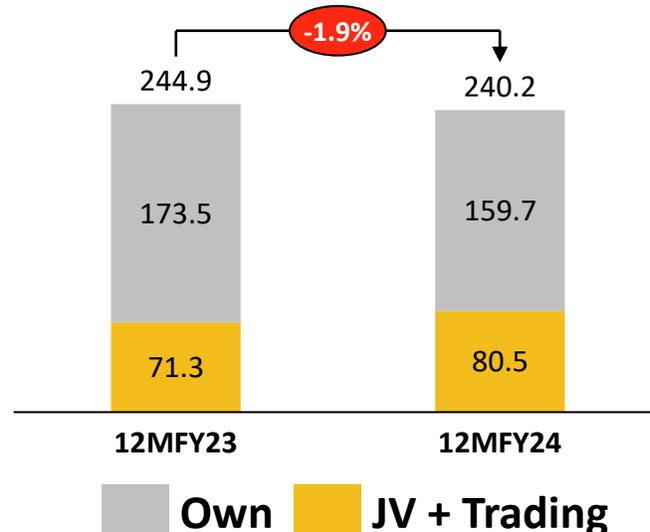
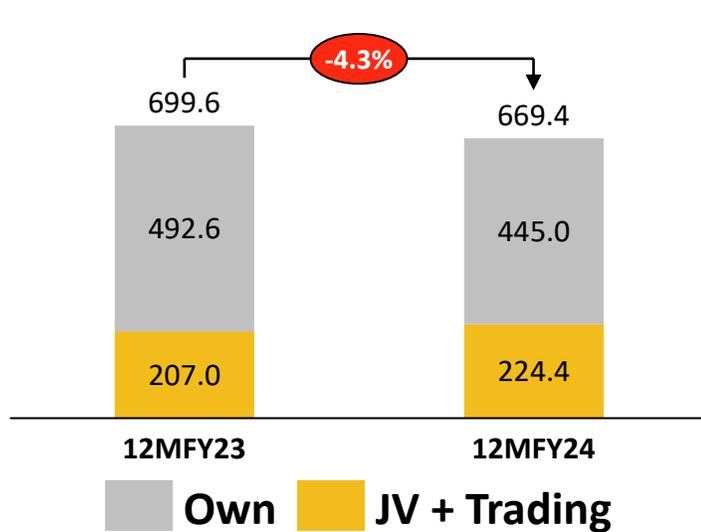
Volume (Lac m²)



ASP (Rs. per m²)



12MFY24



Consolidated Abridged Income Statement

(Rs. Crores)	Quarter Ended					Twelve Months Ended		
	Q4 FY23	Q3 FY24	Q4 FY24	Y-o-Y	Q-o-Q	PY FY23	CY FY24	Y-o-Y
Income from Operation	199.3	161.0	206.7	3.7%	28.4%	699.7	669.5	-4.3%
Other Operating Income	1.1	1.3	1.6	53.0%	23.0%	5.4	5.0	-8.4%
Revenue from Operation	200.3	162.3	208.3	4.0%	28.4%	705.1	674.4	-4.3%
Other Income	1.0	0.3	0.5	-49.9%	55.7%	5.4	2.7	-50.2%
Cost of Goods sold*	136.1	103.7	140.1	2.9%	35.1%	453.3	444.2	-2.0%
Gross Margin	63.1	57.3	66.6	5.5%	16.3%	246.4	225.2	-8.6%
Gross Margin %	31.7%	35.6%	32.2%	0.5%	-3.4%	35.2%	33.6%	-1.6%
Operating Expenses	49.0	49.5	49.9	1.9%	0.8%	193.8	190.7	-1.6%
EBITDA L-f-L*	14.1	7.8	16.7	18.0%	114.9%	52.6	34.5	-34.4%
EBITDA Margin% L-f-L#	7.1%	4.8%	8.1%	1.0%	3.2%	7.5%	5.2%	-2.4%
Additional brand investment	0.0	6.5	4.4	NA	-32.3%	0.0	10.9	NA
Reported EBITDA	14.1	1.3	12.3	-13.1%	875.2%	52.6	23.6	-55.1%
Reported EBITDA %	7.1%	0.8%	5.9%	-1.2%	5.2%	7.5%	3.5%	-4.0%
Depreciation and Amortisation	5.3	5.5	5.5	4.0%	0.1%	21.1	21.4	1.5%
EBIT	8.8	-4.2	6.8	-23.4%	-259.8%	31.5	2.2	-93.1%
Interest and Financial Charges	0.6	0.4	0.6	-9.3%	29.3%	2.4	1.9	-19.0%
Share of profit/(loss) of Associates	0.2	0.1	0.3	24.0%	142.2%	0.7	0.9	13.7%
Profit Before Tax(PBT)	8.4	-4.6	6.5	23.1%	-242.5%	29.9	1.1	-96.3%
PBT Margin %	4.2%	-2.8%	3.1%	-1.1%	6.0%	4.3%	0.2%	-4.1%
Tax Expenses	2.1	-1.2	1.6	-25%	-233.0%	7.4	0.2	97.3%
Profit After Tax(PAT)	6.3	-3.4	4.9	-22.6%	-245.9%	22.5	0.9	-96.0%
PAT Margin %	3.2%	-2.1%	2.4%	-0.8%	4.5%	3.2%	0.1%	-3.1%

- **STRONGER Q4** – volumes, topline & profitability better than LY.
- Higher Trading Mix impacted blended gross margins though in Q4.
- Marketing investments continued in Q4 after the TVC launch in Dec-23. Full year spends @4.6% of revenues – increase of ~1.5% vs. LY.

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

L-f-L : Like for like

Consolidated Abridged Balance Sheet

Liabilities	Year ended	
	March 31, 2024	March 31, 2023
Equity Share Capital	14.6	14.5
Other Equity	298.4	295.8
Net Worth	313.0	310.2
Borrowings	41.0	1.9
Trade Payables	147.7	115.3
Other Liabilities	48.2	46.9
Liability for Lease Assets	4.3	6.8
Total Liabilities	554.3	481.1

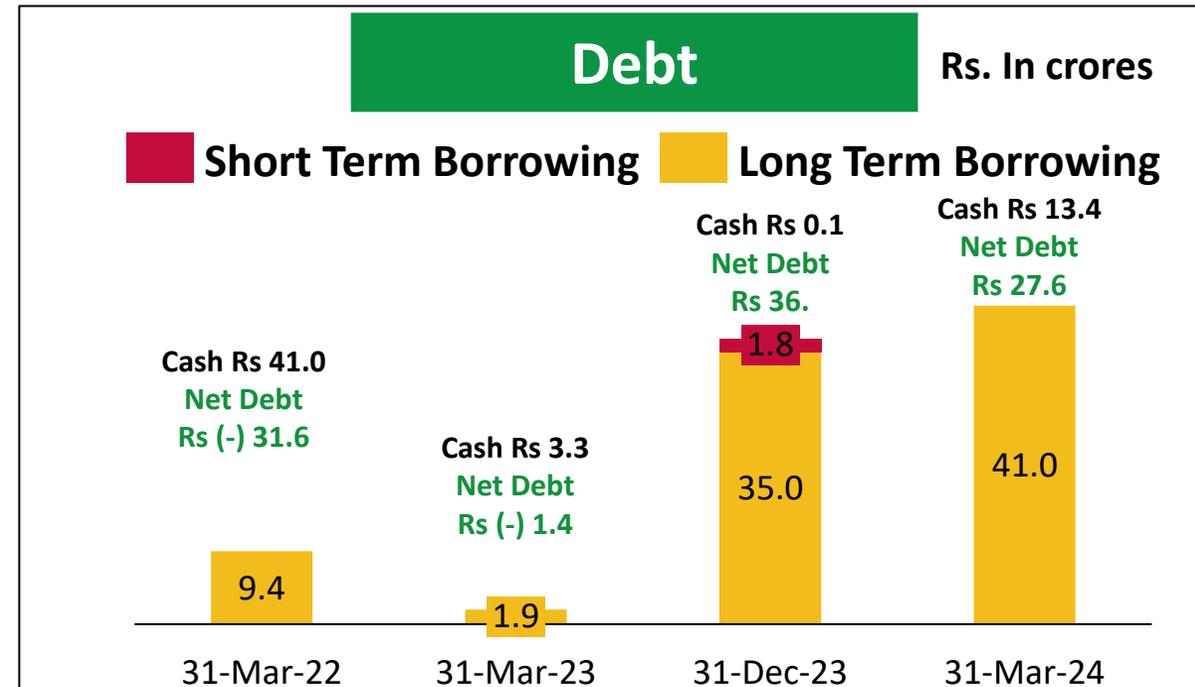
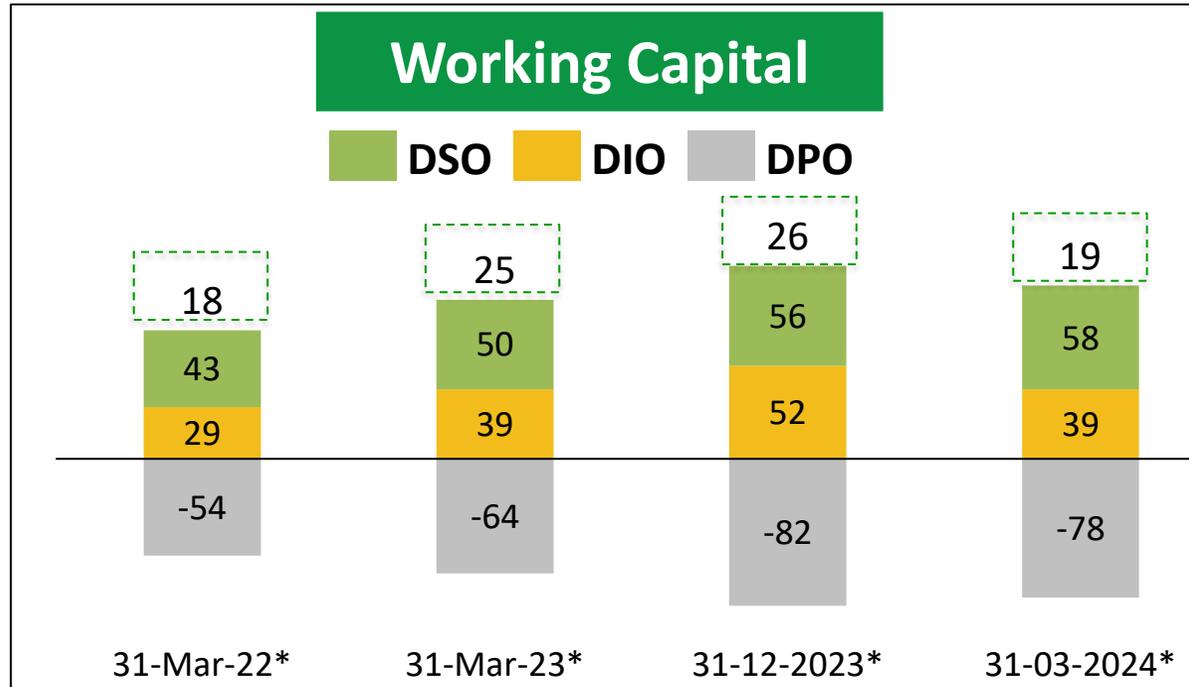
(Rs. Crores)

Assets	Year ended	
	March 31, 2024	March 31, 2023
Property Plant and Equipment	293.4	247.8
Lease Assets	3.0	5.0
Investments	10.4	9.5
Inventories	89.0	86.1
Trade Receivables	131.5	111.2
Cash & Cash Equivalents	13.4	3.3
Others Assets	13.7	18.1
Total Assets	554.3	481.1

Note :

1. Other Liabilities : Deferred Tax Liabilities, Employee Cost Provisions, Unpaid Dividends, Statutory dues & provisions
2. Other Assets : Deposits with Government and others, Advance Tax (Net of Provisions), GST Receivable (Net of Payables) and advances.

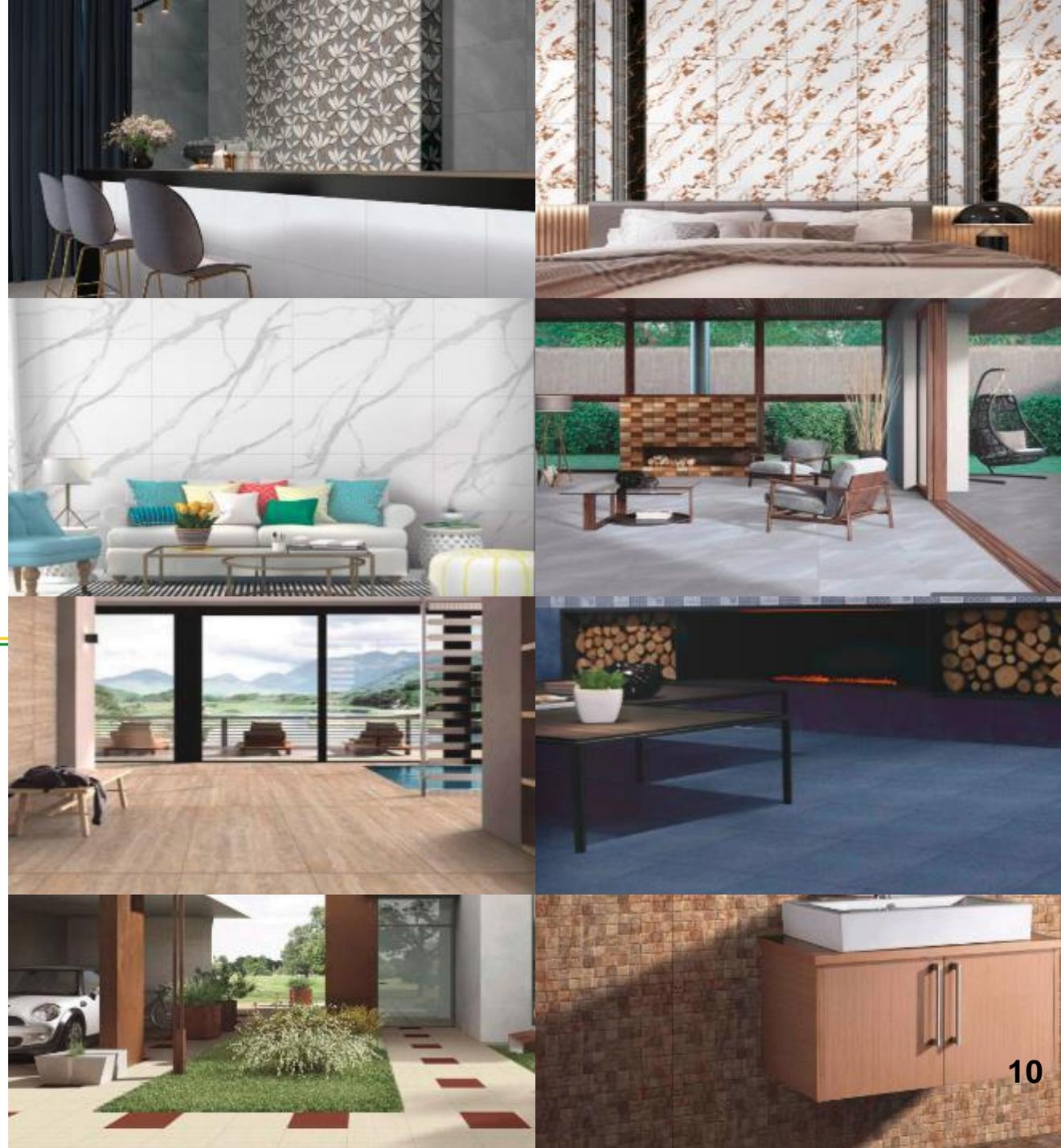
Strong Debt Profile & Working Capital Cycle



- **Cash Conversion Cycle remains comfortable @19 days**
- **Overall Liquidity comfortable as well – drawdown of term loan to fund Dora GVT Line-2 Capex completed within Q4FY24.**
- **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.**

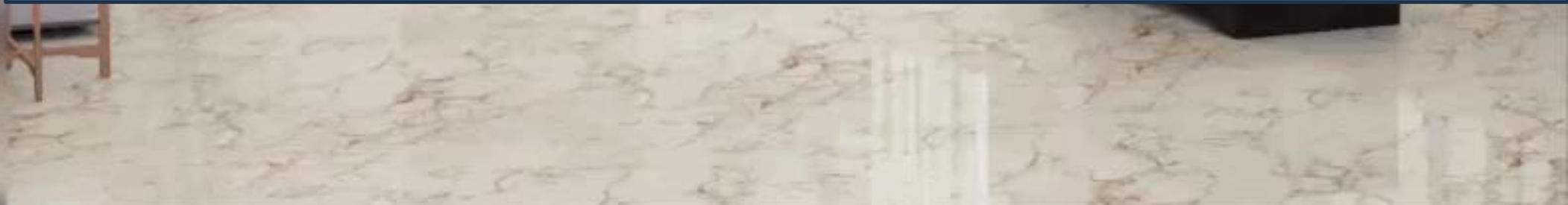
1. Day Sales Outstanding (DSO) and Days Inventory Outstanding (DIO) computed on the basis of sales while Days Payable Outstanding (DPO) derived using Cost of Goods Sold.
 2. Working Capital Cycle or Cash Conversion Cycle (CCC) Days = DSO + DIO-DPO.;
 3. *Calculated on the basis of Q4

Company Initiatives





Marketing



Highlights Of TV Media Investments



Hindi GEC



Hindi News



Hind Movies



- 4000+ spots spread across for 3 months
- 60% Prime Time exposure

Investments In High Impact TV Shows, Movies Launches, & OTT Too



Across Regional Channels



Aston Bands & L Bands Across Channels



Company Confidential

100% **TILES** 0% **CELEBS**



We Continued Talking To Consumers On Social Media



Orient Bell Tiles ✓

25 Jan · 🌐

Look at what India is talking about! 100% Tiles, 0% Celebs. Creating waves across various parts and regions of the country, making tile shopping easy.

Now, shop for tiles online at the correct prices in your city. Only on www.orientbell.com

#OrientbellTiles #Tiles #ShopTilesOnline #NoAddedCelebrities



Orient Bell Tiles ✓

26 Jan · 🌐

Let's celebrate the vibrant spirit of our nation and the values that unite us.

#HappyRepublicDay #RepublicDay2024 #OrientbellTiles #NoAddedCelebrities



Orient Bell Tiles ✓

2 Feb · 🌐

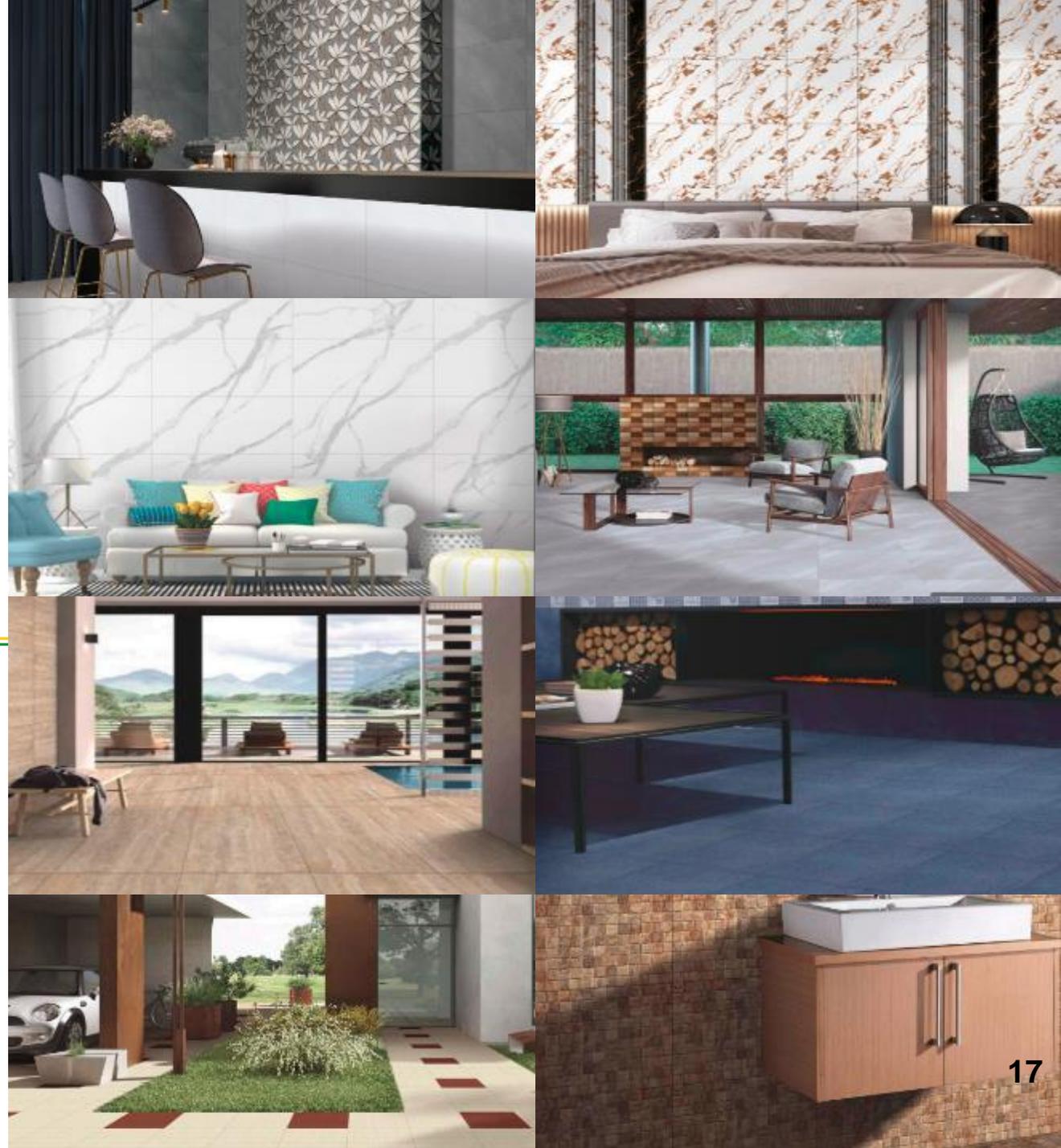
Transform your home with the 3000+ captivating designs and create the perfect backdrop to savor every moment of Killer Soup.

Visit www.orientbell.com

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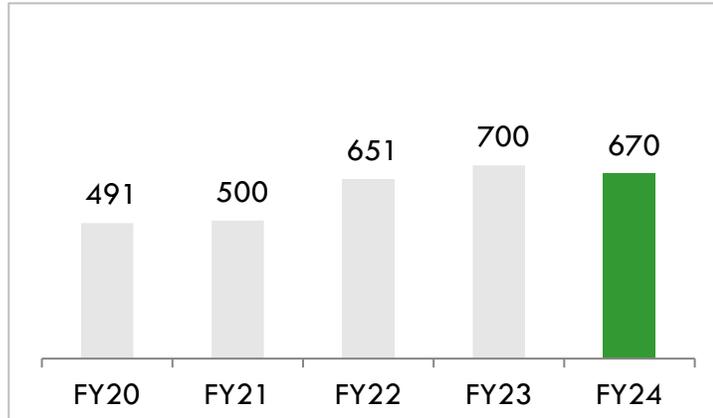
Historical Financials



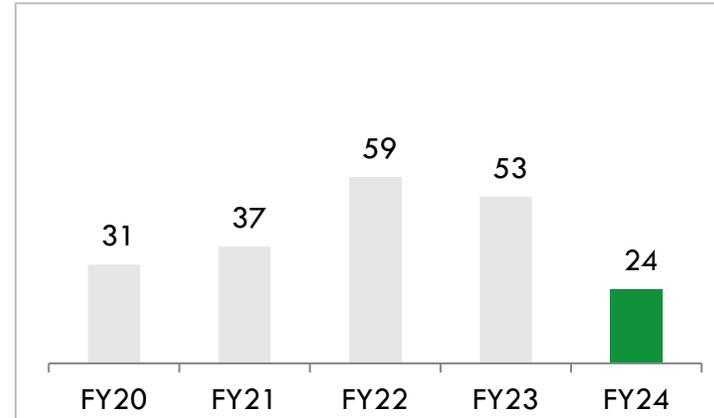
Historical Annual Performance Trends

Consolidated Figures

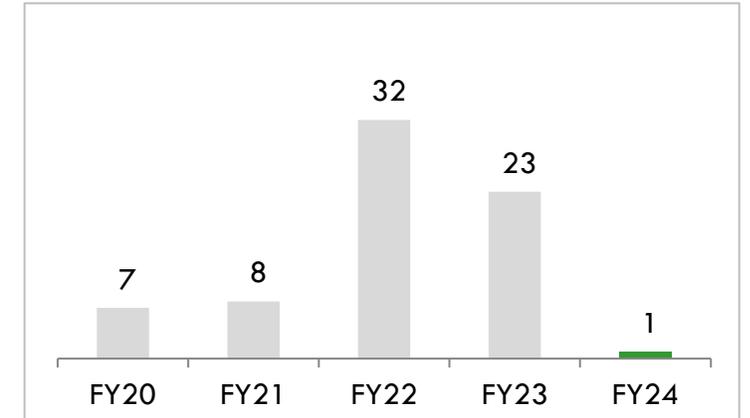
Revenue (Rs Cr)



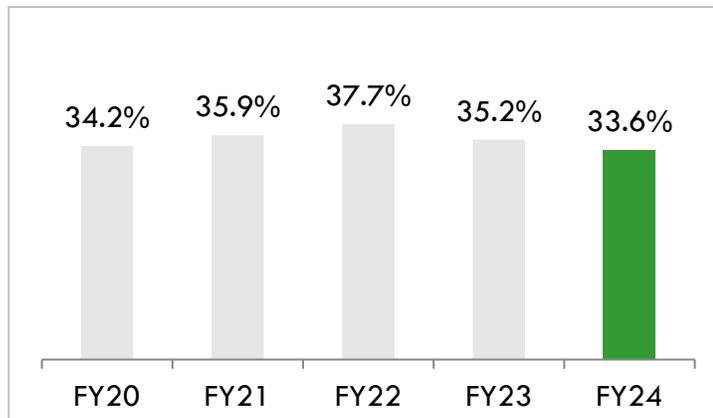
EBITDA (Rs Cr)



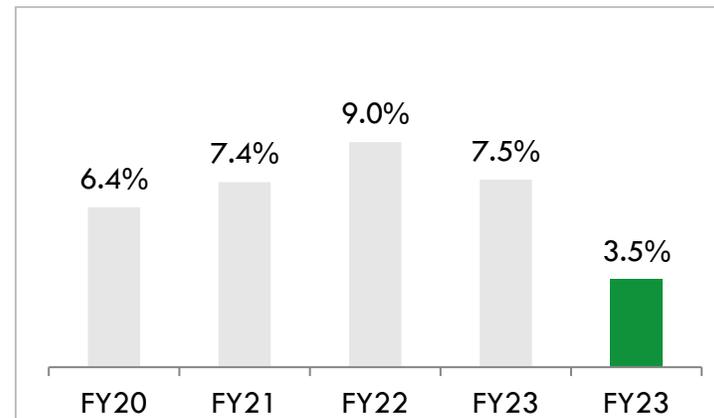
PAT (Rs Cr)



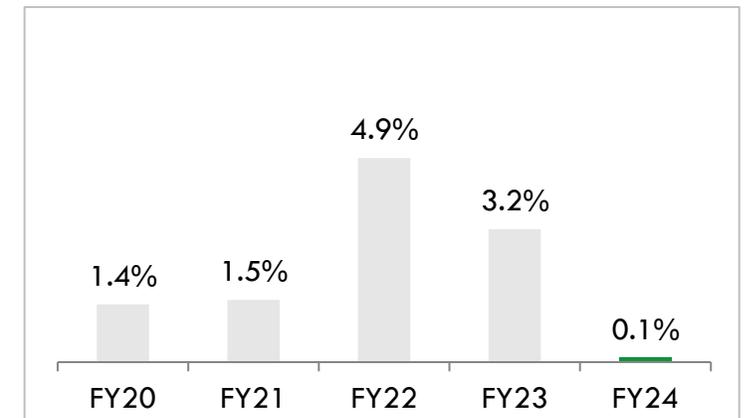
Gross Margin* (%)



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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