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New Delhi: 30.01.2020

BSE Limited
Corporate Relation Department
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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 UPDATE FOR THE QUARTER AND NINE MONTHS ENDED 31.12.2019.

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter and nine months ended on 31st December, 2019.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited

Yogesh Mendiratta

Company Secretary & Head - Legal

Encl: as above



Investor Presentation Q3/9M – FY20

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1

Business Environment – Q3 FY20

Indian Macro-economic situation

- Festive demand uptick missing during Q3FY20 while liquidity remained a concern.
- Real Estate and Construction Sector yet to recover.

Indian Tile Industry

- No significant capacity addition in the sector after Q2FY20
- Shutdowns becoming a norm at Morbi, larger consensus that NGT ban on coal gasifiers will not be lifted
- Channel Partners destocking continued amidst low demand and pricing drops.
- Prolonged ban on construction in some parts of the country also impacted offtake during
 Q3FY20
- Fuel Costs spiked in between due to global factors but relatively stable for now



2

OBL's Key Highlights – 9M FY20

Focus investments on marketing continues – ~2.5X over last year

New Products Launched –

- Valencica, Multiplica & Duazzle 1 HFY20
- Full Body & 40X40 Pavers at SKD Q3FY20

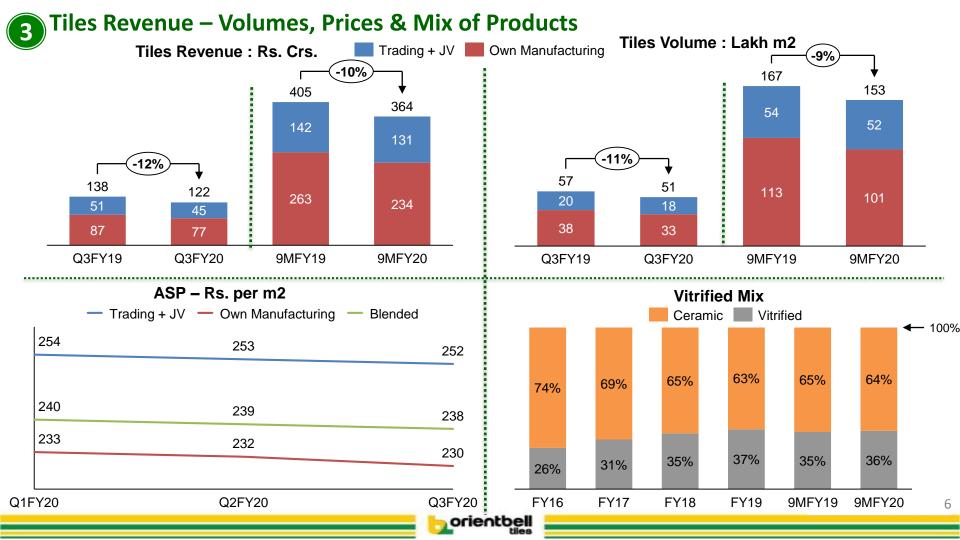
Vitrified Ratio improved further to 36% vs. 35% during 1HFY19

Sale from HVP products ~40%

Excluding impact of increased marketing investments, on a L-f-L* basis EBITDA almost similar to last year due to concerted efforts on manufacturing and G&A costs

- Working Capital cycle gains intact improved by +17 days vs. March 2019
- Net Debt/EBITDA <2

Credit Rating reaffirmed by CRISIL as A-/Negative.

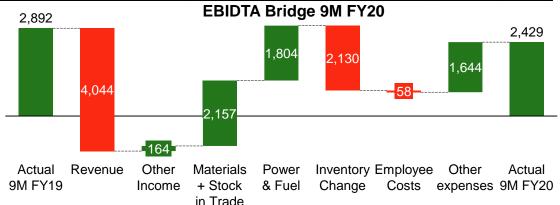




Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

	Quarter	Quarter Ended		Nine Month Ended		0/
Particulars	Q3 FY19	Q3 FY20	% Change	FY19	FY20	% Change
	Unau	Unaudited		Unaudited		Change
Revenue from Operations	13,806	12,203	-11.6%	40,597	36,552	-10.0%
Other Income	11	112	907.0%	133	296	123.5%
Operating Expenses	12,900	11,353	-12.0%	37,838	34,420	-9.0%
EBITDA	917	962	4.9%	2,892	2,429	-16.0%
EBITDA Margin%	6.6%	7.9%	1.2%	7.1%	6.6%	-0.5%
Depreciation and Amortisation	444	625	40.7%	1,221	1,535	25.7%
EBIT	473	337	-28.8%	1,671	894	-46.5%
Interest and Financial Charges	250	258	3.1%	655	657	0.3%
Profit Before Tax(PBT)	223	79	-64.4%	1,016	236	-76.7%
PBT Margin %	1.6%	0.7%	-1.0%	2.5%	0.6%	-1.9%
Tax Expenses	70	41	-41.4%	357	95	-73.4%
Profit After Tax(PAT)	153	38	-75.0%	659	141	-78.6%
PAT Margin %	1.1%	0.3%	-0.8%	1.6%	0.4%	-1.2%



- Concerted efforts continue on the costs front – Manufacturing KPI's improved and G&A costs optimized further during 9MFY20.
- On a like for like (L-f-L) basis excluding the impact of additional marketing investments and that of first time adoption of lease accounting during 9MFY20 – EBITDA margin actually improved to 7.5 % versus 7.1 % during 9M FY19.
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for 9MFY20 was Rs. 2 Crores as against Rs. 6.5 Crores in 9MFY19.

^{*}The Reported Results for Q3FY20 includes the first time adoption impact of IND AS 116 "Lease Accounting" – net impact on PBT is (-) Rs. 20 lakhs





5A Marketing Initiatives – Bringing Strengths Alive in front of stakeholders

Can a 60-ton truck go over Orientbell Tiles?



Why does Lucknow Metro use Orientbell Tiles?



Demonised between brands & designs? At Orientbell we help you select designs





(5B) Marketing Initiatives – Continue brand-building on digital

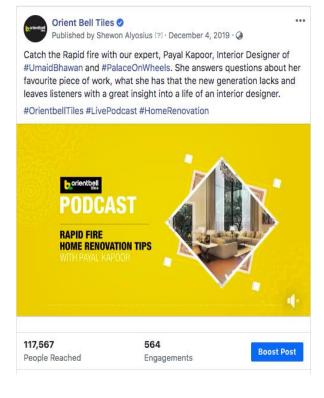


Looking For Premium Designs That Are Affordable?

> Look No Further!

VISIT STORE







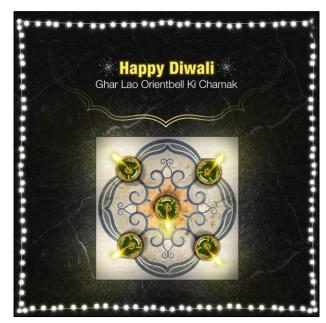






50 A few examples of driving reach & impact

Riding the wave of topical conversations to highlight the advantages of Orientbell Tiles







Chamak of GVT range was built during Diwali

We love our tea & tiles strong

Strength of the newly launched range of Timeless 40x40 tiles



5D Building brand with Social Media Using organic reach & impact

Celebrating our professional successes to become an attractive employer brand





Catch the moments from our New Year's celebrations and Long Service & Best Performer Award function at the Sikandrabad plant!

The awards were given by our M.D. Mr. Madhur Daga. our CEO Mr. Aditva Gupta & our COO, Mr. Anil Agarwal to the employees who completed 15 years of service and to those who performed remarkably in 2019! Congratulations to all the winners!

#OrienthellTiles #NewYearCelebration

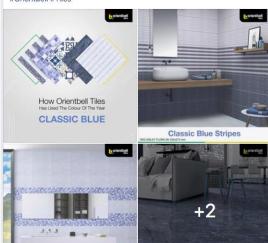


Riding on the "color of the year" announcement we shared the tiles that were designed to mirror it.





#Orientbell #Tiles



We gifted tile calendars with key decision makers in the **Bldg & Construction industry**









Leveraging Online & Print to create awareness about Orientbell

Interiors and Decor





Orient Bell Limited launched their latest series of wall tiles called Duazzle, from their Hoskote plant. The name cues the two vital characteristics of their tiles, i.e. Durability and Dazzling Appeal.

The Duazzle range of wall tiles has been curated and designed, keeping in mind the preferences of their consumers in South India. The color shades and hues of the tiles have been specially selected to appeal to their tastes. The double firing process used while manufacturing each tile lends a dazzling finish to this range. The Duazzle range comes with higher specifications, staying true to its superior visual impact. Vital parameters such as strength are more than double, in comparison to other leading players.

OBL touts their signature 'Multiplica Effect' in this range as well. With multiple options to choose from, customers can also match their highlighter tiles, with their preferred color in base tiles, leaving them spoilt for choices. Accompanying these impeccably designed wall tilesin 10"x15" size, are the matching floor tiles in 12"x12" size.

This is a landmark launch for GRI, and their channel partners, as it is the first time that wall tiles have been produced in their Hoskote plant. It is a great proposition for the customers in South India, reducing transportation time and costs involved, in comparison to supply locations of wall tiles in Gujarat, It also allows more flexibility, in terms of selections and order sizes of these remarkable Duazzl.

OBL endeavers to provide superlative tiling solutions and products to their customers, and continues to do so with each new launch. Prepare to get Duazzled with their latest collection



SOUTHERN MAI

Orient Bell Limited brings the best in tilin solutions with their Latest Duazzle Collection and Magnifica Tile Range

CORRESPONDENT

Creative and consumer-centric innovation lies at the heart of the latest offerings by Orient Bell Limited, manufacturers of ceramic and vitrified tiles or 40+ years. OBL launches uperior range of tiles with heir latest collections Thrazzle nd Magnifica. The Duazzle ollection consists of stunning vall tiles while the Magnifica ollection brings art to your floors.

he Duazzle name cues the two vital haracteristics of their tiles, i.e. Durability nd Dazzling Appeal. On the other hand, ach floor tile from the Magnifica Range s a work of art, showcasing mesmerising inishes and textures.

The Duazzle and Magnifica Collections ave been curated and designed, keeping in nind the preferences of their consumers in outh India. The colour shades and bues of ach collection have been specially selected o appeal to their tastes. The Duazzle range s for wall. It comes with high specifications,

taying true to its superior visual impact. The double firing process used while nanufacturing each wall tile lends a dazzling inish to this range. Vital quality parameter uch as strength is more than double, in omparison to other leading players. OBL outs their signature 'Multiplica Effect' in

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eaving them spoilt for choices. Accompanying these impeccably designed wall tiles in 10"x15" size, are the matching floor tiles in 12"x12" size. The Magnifica range is for Floor. With each floor tile as versatile as a piece of art, the Magnifica Collection has something for everyone. The designs have been



relevance to the new partners. This range launched in South India of 56 beautiful designs, with 37 tiles in 4X2: and 19 tiles in 2X2 size, respectively. W the remarkable Magnificacollection breat new life through its creative designs, Duazzle Collection is a special launch OBL and their channel partners, beca of its varied finishes and durability.

The launch of these two collects are a great proposition for the custom in South India, as it reduces transportat time and costs involved, in comparisor the usual supply locations of tiles in Guia

It also allows more flexibility in ter of selections and order sizes of these v and floor tiles. OBL endeavors to prov superlative tiling solutions and product their customers, and continues to do so v each new launch including the Magnit range. Prepare to get duazzled with b their latest collections!

Construction Week Online

Silicon India



Airestals, Torol York.

Andrea Printeshatel

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चंडीगढ ओरिएंट बेल लिमिटेड ने भी शामिल किया गया है। इस रेंज में अपनी नई इंस्पायर टाइट सीरीज को 4 बाई 2 फट साइज की स्लैब्स हैं। लॉन्च किया है। ओबीएल के सीएमओ कंपनी प्रवक्ता ने बताया कि ओबीएल आलोक अग्रवाल ने बताया कि पारंपरिक मार्बल की अपनी लगातार ओबीएल की नई सीरीज 'इंस्पायर' प्रकृति के बेस्ट एलीमेंट्स से प्रेरित है। कर रहा है। इंस्पायर सीरीज नैचरल इसमें 35 डिजाइन शामिल किए गए स्टोन बाजार के सबसे लोकप्रिय एवं हैं। इस सीरीज में कई नए कलर्स को पसंदीदा डिजाइन प्रदर्शित करती है।

विस्तृत होनी जानकारी का प्रदर्शन



Focu

Focus on High Value Products (HVP), New Product Designs (NPD) & Displays

- HVP contribution to total sales improved to 40% during 9MFY20 vs. 39% in 9MFY19.
- NPD launches continue upgrading the range for our channel partners. In Q3FY20 the Company consolidated on earlier H1 launches of Multiplica/Valencica/DC/Duazzle and launched ~100 new SKUs across:
 - Full Body Tiles: 600x600 Full Body Tiles for high strength, great consistency & low maintenance
 - Timeless: 400x400 tiles were launched for use in outdoor spaces
 - Inspire: 600X1200 GVT tiles that are inspired by the best marbles from across the world
- 12 new Orient Bell Tiles Boutiques (OBTBs) were added during 9MFY20 in focus towns.



6 People Connect at OBL

Rewards & Recognition



Foreign Travel with Channel Partners



Christmas Celebrations













7 OBL's Social Connect

Our School Tiles Collection continue to make an impact as preferred Educational Tools



Bonding with School Children at Sikandrabad

OBL employees connecting with school students in Karnataka





Awards & Accolades - Moment of pride for OBL - 2 in a row





Integrated Brand Campaign of the Year – Building & Construction

INTERIOR SEXTERIOR AWARDS 2020

Realty+

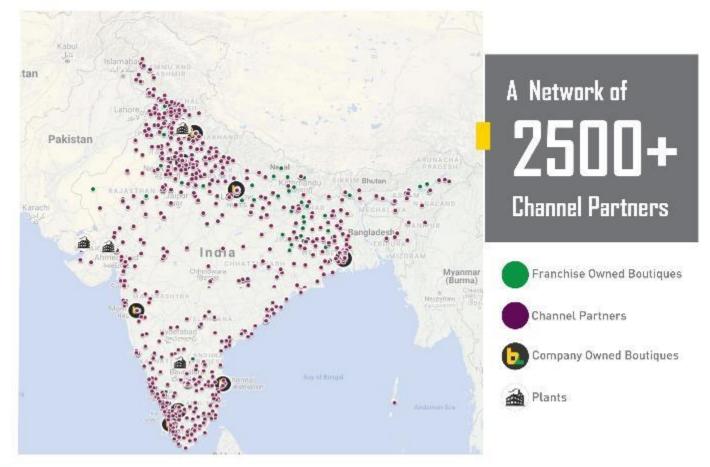
Using TV/Print/Radio/digital/Retail all channels to create a truly integrated brand campaign than impacts the consumer at numerous touch-points

Website of the Year – Building & Construction

For designing a website that shapes consumer perceptions & decision making behaviour.



9 OBL Network and Facilities



Orient Bell Limited – Investor Relations Contact

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Thank you

