



OBL:HO:SEC:00:

New Delhi : 22.05.2025

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, 2025

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 results/performance of the Company during the quarter and year ended on 31st March, 2025.

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 Q4FY25/12MFY25



100%
TILES
0% CELEBS

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.



48

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 - 15.5 MSM#



42.4

Million sqmt Annual Capacity (including AE*)



2000+

Business Partners



381

Tile Boutiques (Experience Centres)



Healthy Balance Sheet

0.3x

Debt-Equity

26 days

Healthy Cash Conversion Ratio



4,000+ SKUs



Ceramic



Vitrified



Double Charge



Cool Tile



Pavers



Germ Free Tile



Anti Static



Big Slabs



Scratch Free

*AE = Associate entities ; #New GVT line of 5.5 MSM p.a. capacity commissioned at Proton during Q2FY25



Financial & Operational Highlights



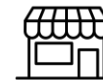
People

L&D >10000 Hrs



0 Accidents

Safety Top Priority
NIL accidents



45% of Sales

From OBTX,
Active Count 381



59% of Sales

From Vitrified Mix
(+9% y-o-y)



41% of Sales

From GVT Salience
(+12% y-o-y)



3.7% of Sales

Marketing Investments



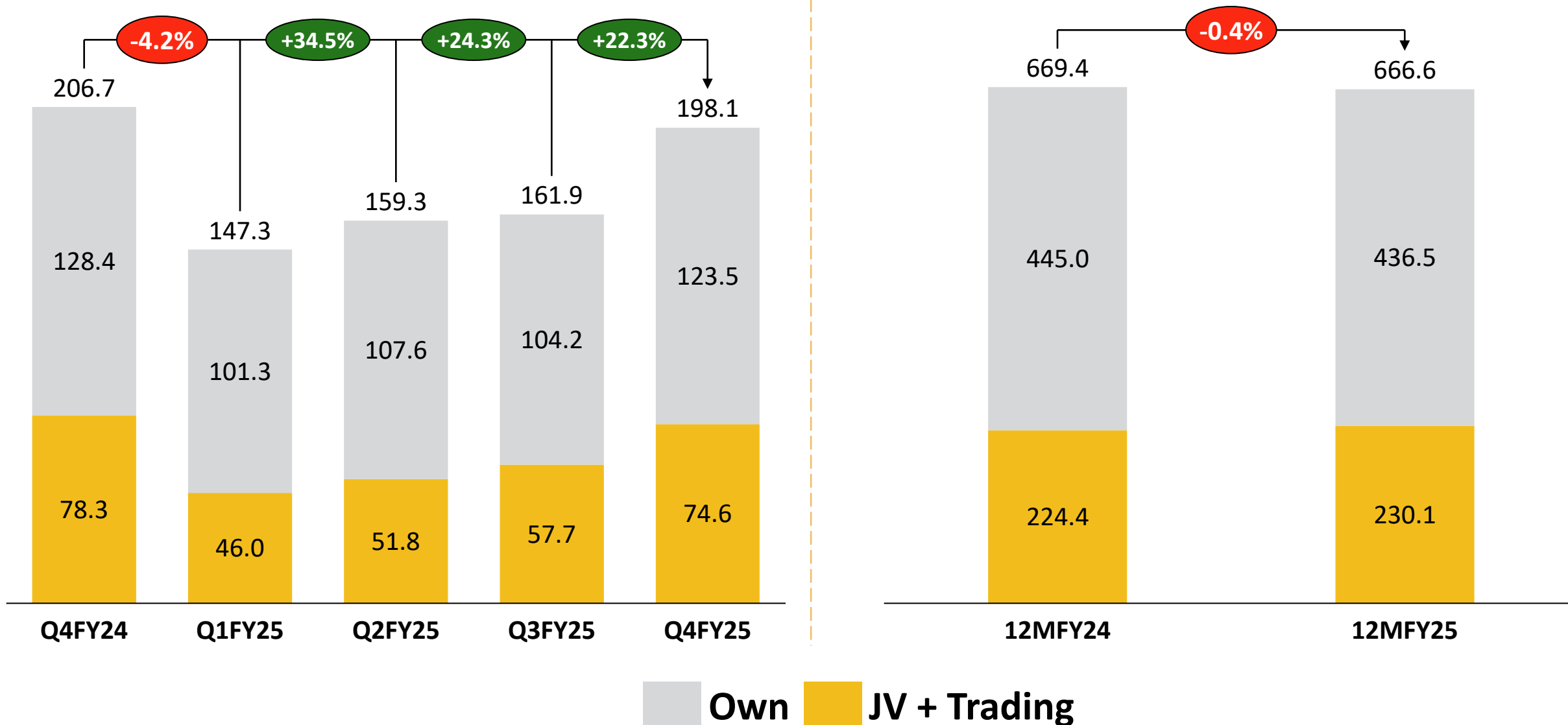
COP lower by 3.3% y-o-y

*(#L-f-L basis at constant Product Mix and Energy costs)
Focus on efficiency to lower the Cost of Production*

Highlights – Revenues

Consolidated OBL

Revenues (Rs. Crores)



Consolidated Abridged Income Statement

(Rs. Crores)	Quarter Ended					Year Ended		
	Q4 FY24	Q3 FY25	Q4FY25	Y-o-Y	Q-o-Q	12MFY24	12MFY25	Y-o-Y
Income from Operation	206.7	161.9	198.1	-4.1%	22.4%	669.5	666.6	-0.4%
Other Operating Income	1.6	1.1	0.1	-94.2%	-91.4%	5.0	3.1	-37.0%
Revenue from Operation	208.3	163.0	198.2	-4.8%	21.6%	674.5	669.7	-0.7%
Other Income	0.5	0.5	0.7	38.9%	33.2%	2.7	2.2	-18.5%
Cost of Goods sold*	140.1	105.0	130.5	-6.9%	24.3%	444.2	433.3	-2.5%
Gross Margin	66.6	56.9	67.6	1.6%	18.8%	225.3	233.3	3.6%
Gross Margin %	32.2%	35.2%	34.1%	1.9%	-1.0%	33.6%	35.0%	1.4%
Operating Expenses	49.9	47.3	57.8	15.8%	22.1%	195.1	198.7	1.8%
EBITDA	12.3	8.0	9.8	-19.8%	23.1%	23.6	30.8	30.2%
EBITDA %	5.9%	4.9%	5.0%	-1.0%	0.0%	3.5%	4.6%	1.1%
Depreciation	5.5	5.6	5.5	0.0%	-2.3%	21.4	22.5	5.1%
EBIT	6.8	2.4	4.3	-36.1%	83.7%	2.2	8.3	272.1%
Financial Charges	0.6	1.1	1.1	86.7%	-0.9%	1.9	4.8	146.4%
Share of profit/(loss) of Associates	0.3	0.1	0.3	-7.3%	196.3%	0.9	0.3	-65.6%
Profit Before Tax (PBT)	6.5	1.4	3.6	45.3%	157.1%	1.1	3.8	233.9%
PBT Margin %	3.1%	0.9%	1.8%	-1.3%	0.9%	0.2%	0.6%	0.4%
Tax Expenses	1.6	0.4	0.8	-49%	97.6%	0.2	0.9	322.7%
Profit After Tax (PAT)	4.9	1.0	2.7	-44.0%	182.2%	0.9	2.8	212.4%
PAT Margin %	2.4%	0.6%	1.4%	-1.0%	0.8%	0.1%	0.4%	0.3%

FY25 Vs. LY –

- Topline – almost flat vs LY
- Gross margins improved by 140 bps
- Marketing Investment @ 3.7% of sales.

EBITDA improved to 4.6% of revenues.

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

Consolidated Abridged Balance Sheet

Liabilities	Year ended	
	March 31, 2025	March 31, 2024
Equity Share Capital	14.7	14.6
Other Equity	301.5	298.4
Net Worth	316.1	313.0
Borrowings	44.0	41.0
Trade Payables	111.4	148.9
Other Liabilities	56.1	47.1
Liability for Lease Assets	1.9	4.3
Total Liabilities	529.5	554.3

Assets	Year ended	
	March 31, 2025	March 31, 2024
Property Plant and Equipment	277.7	293.4
Lease Assets	1.2	3.0
Investments	13.1	10.4
Inventories	61.6	89.0
Trade Receivables	130.6	131.5
Cash & Cash Equivalents	34.4	13.4
Others Assets	10.9	13.7
Total Assets	529.5	554.3

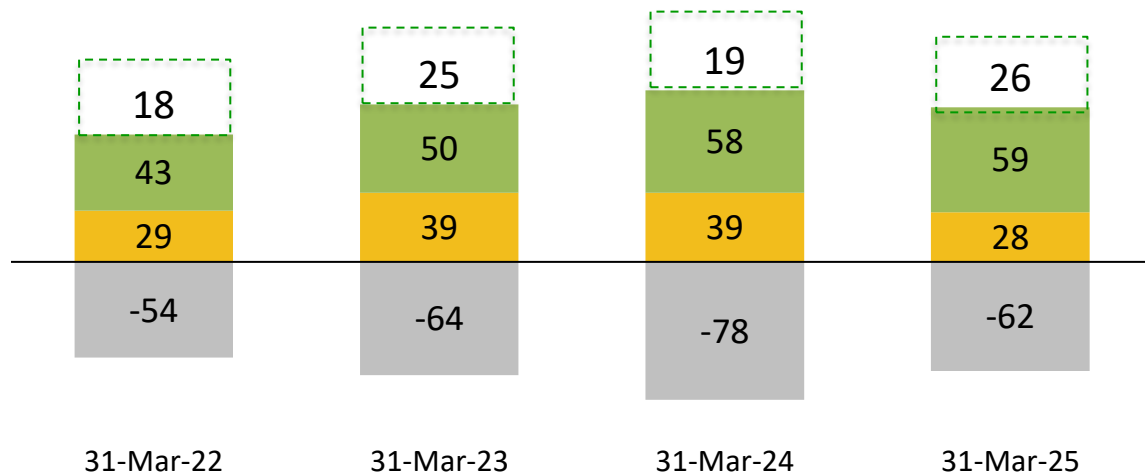
Note :

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

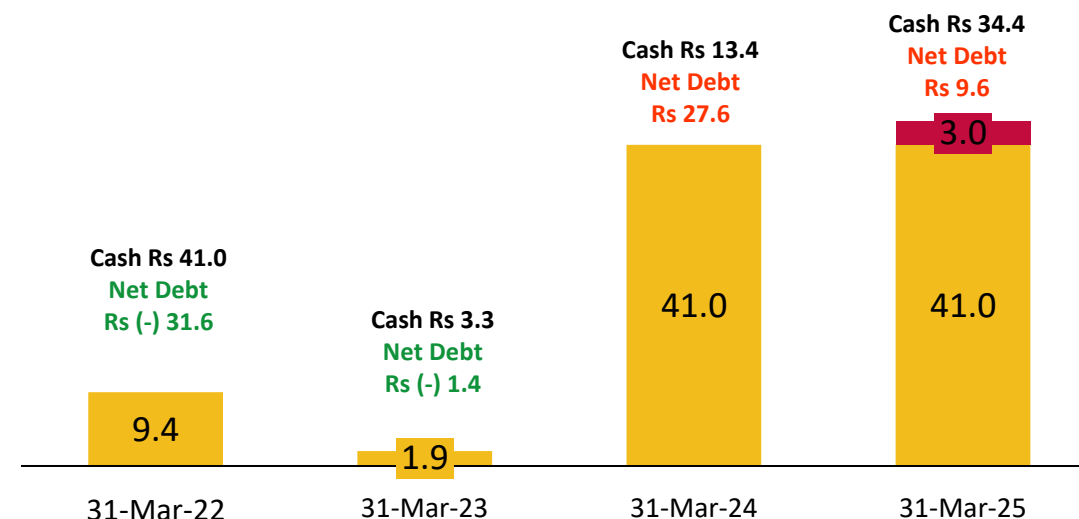
Working Capital

DSO DIO DPO



Debt (Rs. Crores)

Short Term Borrowing Long Term Borrowing



- Net debt @ Rs 9.6 crores.
- Comfortable Loan Maturity Profile : Repayments to commence from June-2025 – Rs. 11.3 Crs in FY26; Rs. 13.7 Crs each in FY27 and FY28, followed by the balance in FY29
- *India Rating (Fitch) reaffirmed our short-term working capital credit rating @ IND A1. CRISIL also reaffirmed the long-term credit rating @ “A” & short-term credit rating @ A1.*

Notes :

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 (WC) Cycle or Cash Conversion Cycle (CCC) Days = DSO + DIO - DPO
3. *Calculated based on last 3 Trailing Months



Company Initiatives

Special Occasions are a good time to rekindle relationships

The year started with a unique CGI wish

and Valentine's day got a Trialook twist



orientbell 🌊 Cheers to a New Year! 🥰🎉
Team Orientbell Tiles wishes you a year filled with beautiful spaces, endless possibilities, and success. Thank you for being a part of our journey.

#OrientbellTiles #HappyNewYear #2025 #SeasonsGreetings
#NewYearWishes



orientbell 🌊 Know someone who double-checks everything before saying yes? 🤔

With Orientbell.com, you can see your selected tiles before you buy, so you never have to second-guess your choice. Because some decisions, just like love, are meant to last forever. ❤️🔥

#ChooseWisely #ValentinesDay #OrientbellTiles

Reels built reach for the brand driving awareness



orientbell 🌊 Wooden tiles, the perfect alternative that gives you the warmth of wood without the stress! Unlike real wood, these tiles are:

- ✓ Get the same elegant look at a fraction of the cost.
- ✓ No polishing, no special cleaning—just wipe and shine!
- ✓ No fear of scratches, cracks, or wear and tear.
- ✓ Termite-proof & water-resistant. No damage, no extra expenses!

Enjoy the beauty of wooden floors, minus the worries!

Discover our collection of wooden tiles only on www.orientbell.com

#WoodenTiles#TimelessElegance #OrientbellTiles

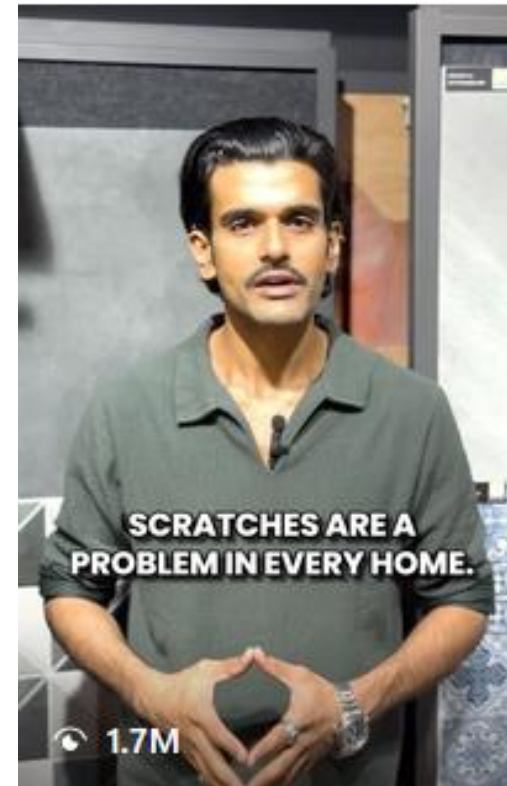


orientbell 🌊 Go big on style and practicality! ✨

Large tiles not only elevate your floors with a seamless, luxurious look but also mean fewer joints, less cutting, and easy maintenance. Upgrade your interiors with the perfect blend of aesthetics and functionality! 💖

Explore our collection of large tiles only at www.orientbell.com

#LargeTiles #SeamlessLuxury #OrientbellTiles



orientbell 🌊 With Scratch Free Forever Tiles, scratches are a thing of the past! 🙌 ✨
These beauties can take on heels, furniture, pet claws, and all the oops-moments life throws at them, without a single scratch to show for it. 🙌

Live your life scratch-free and worry-free!

Because Forever Tiles don't just last long... they stay flawless forever. 🙌

Explore the collection only on www.orientbell.com

#ForeverTiles #ScratchFreeTiles #OrientbellTiles



orientbell 🌊 Daily life can be tough on your floors, but not on these tiles! 🙌 Watch as we put them to the test, scraping with a knife and a screwdriver, yet not a single scratch in sight!

Designed to withstand everyday wear and tear, our Scratch Free Forever Tiles keep your rooms looking flawless for years to come. Whether it's heavy foot traffic, accidental drops, or daily mishaps, these tiles are built to last.

Explore our range of Forever Tiles only on www.orientbell.com

#ScratchFreeForever #TimelessDurability #OrientbellTiles
#ShopTilesOnline

Making product stories more accessible too



orientbell When it comes to choosing the right tiles for your space, understanding their unique features can make all the difference.

If you're looking for tiles that are as tough as they are timeless, Full Body Vitrified Tiles are the way to go! The colour and texture run uniformly through the entire tile. Chipping and scratches are not a problem for this tile. 🧡🌟

Explore premium Full Body Vitrified Tiles only on www.orientbell.com

#OrientbellTiles #FullBodyVitrifiedTiles #PremiumTiles #ShopTilesOnline



orientbell When it comes to choosing the right tiles for your space, understanding their unique features can make all the difference. Here's a closer look at premium Glazed Vitrified Tiles from Orientbell Tiles.

Want to experiment with designs and patterns? GVT tiles are a versatile option with their glazed surface and stunning prints. Perfect for both walls and floors, these tiles can help you create artistic and visually appealing interiors. 🎨🌟

Explore the category only on www.orientbell.com

#OrientbellTiles #GVT #ShopTilesOnline #TileEducation #TileGuide

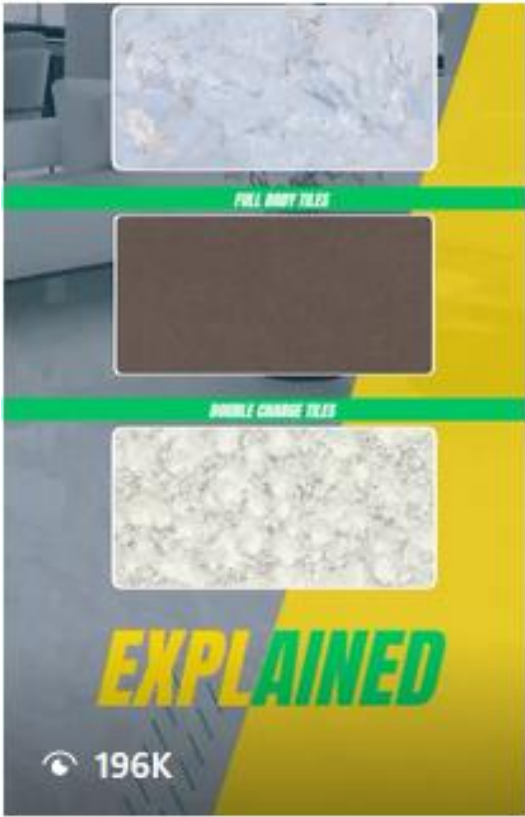


orientbell When it comes to choosing the right tiles for your space, understanding their unique features can make all the difference. Here's a closer look at the premium tile type, Double Charge Tiles from Orientbell Tiles

These tiles are built for durability and style. Made with a double layer of pigment, they are perfect for high-traffic areas like living rooms, offices, and commercial spaces. 🏡🌟

Explore the Double Charge Collection only on www.orientbell.com

#OrientbellTiles #DoubleChargeTiles #PremiumTiles #ShopTilesOnline



orientbell Choosing the right tile depends on your style and durability needs. Let's break it down:

- ♦ Full Body Vitrified Tiles (FBT) – Designed for extreme durability! These tiles are the same through and through, ensuring long-lasting performance with a consistent look. 🧡🌟
- ♦ Double Charge Vitrified Tiles – Built for high-traffic areas! Their dual-layered surface enhances strength while maintaining a polished finish. 🏡
- ♦ Glazed Vitrified Tiles (GVT) – Endless design possibilities! With a glazed surface, they come in various textures, patterns, and finishes. 🌟

From durability to aesthetics, there's a tile for every preference. Which one suits your project best?

#OrientbellTiles #TileComparison #FullBodyTiles #DoubleChargeTiles #GlazedVitrifiedTiles #SmartChoices

And architects demystified their usage



orientbell At Orientbell Tiles Boutique, New Delhi, design meets innovation! ✨
Renowned interior designer Chhaya (@design.artec.by.chhaya) stopped by to explore our latest collection and try out our AI-tools to bring her creative ideas to life.

With a stunning range of large tiles and 3000+ designs to choose from, our store is the go-to destination for designers and homeowners alike.

Visit us and see how your rooms/project can transform with just the right tile! 🏡
📍 M47, M Block Market, Greater Kailash II, New Delhi 110048

📞 8373914459

#OrientbellTiles #VisualizeWithAI #StoreVisit #OBTB #NewDelhi #TileStore



orientbell Think picking design elements is tough? Try doing it on the spot! 🎯 ✨

@design.artec.by.chhaya is in the hot seat, choosing between options. Watch the reel and let us know, do you agree or would you pick differently? 🗣️ 🙋

#OrientbellTiles #ArchitectRapidFire



orientbell Looking to give your home a luxurious and grand makeover in 2025? ✨
Interior designer @design.artec.by.chhaya shares why large tiles are the ultimate game-changer for modern interiors!

Creates a Seamless Look – Large tiles minimize grout lines, making your floors and walls appear uninterrupted, sleek, and spacious. The result? A clean, high-end aesthetic that instantly elevates any room.

Adds a Grand & Luxurious Feel– The bigger the tile, the more expansive and opulent your room looks! Whether it's a living room, bedroom, or bathroom, large tiles bring in an airy and sophisticated vibe.

Explore an array of large tiles collection only on www.orientbell.com

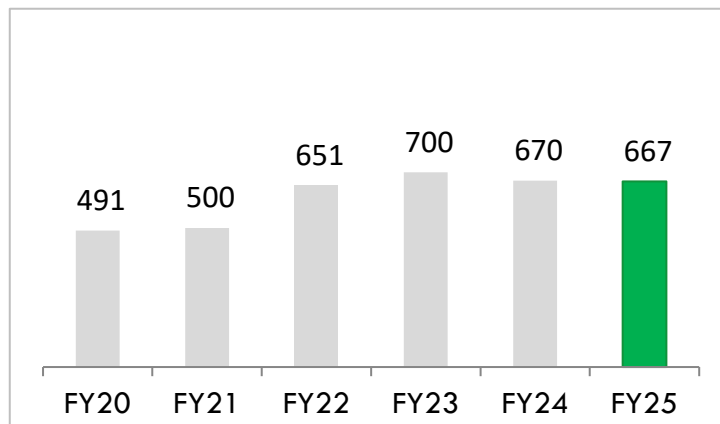
#OrientbellTiles #LuxuryInteriors #GoBigWithTiles #GrandInteriors



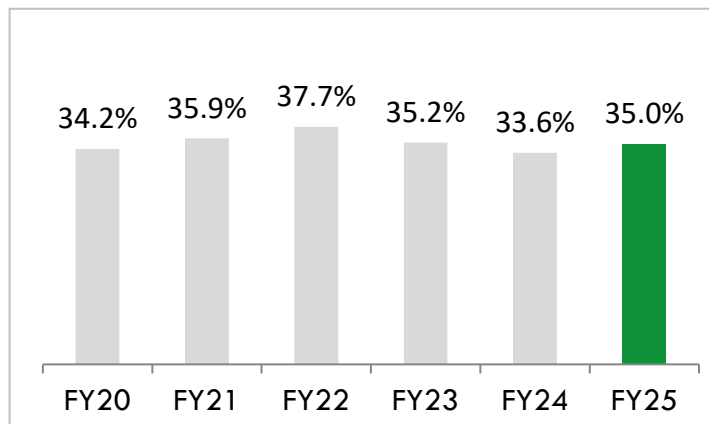
Historical Financials

Historical Annual Performance Trends

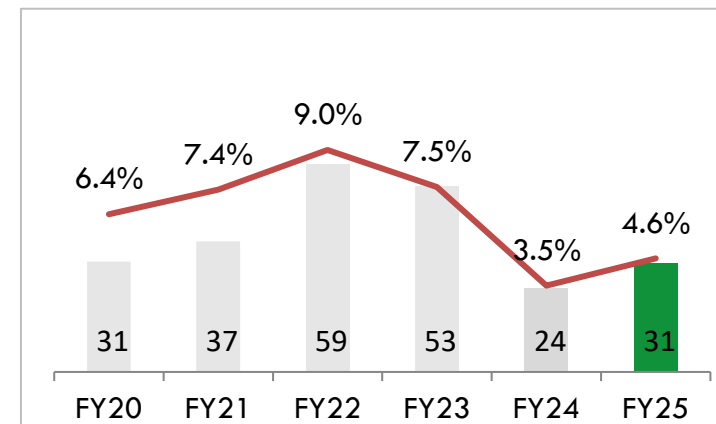
Revenue (Rs Crores)



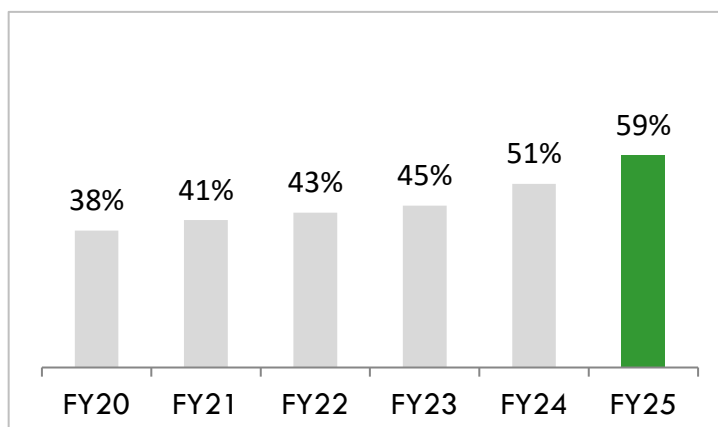
Gross Margin* (%)



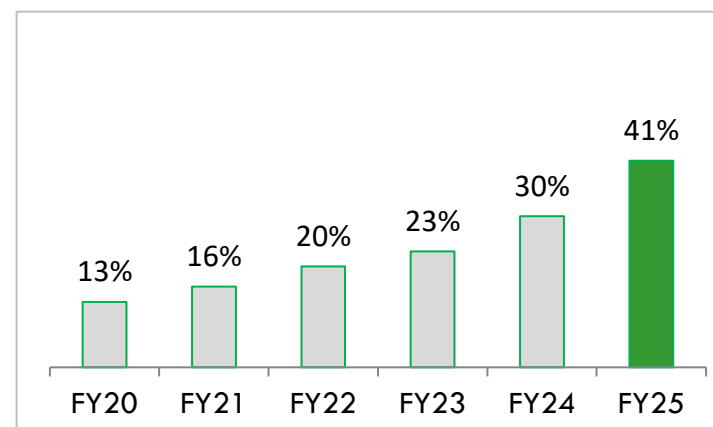
EBITDA (Rs Crores)



Vitrified Sales (%)



GVT Sales (%)



Consolidated Figures

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

Consolidated Historical Income Statement

(Rs Crore)	FY20	FY21	FY22	FY23	FY24	FY25
Revenue from operation	492.3	502.5	654.3	705.1	674.4	669.7
Other Income	5.3	1.9	3.0	5.4	2.7	2.2
Cost of Goods Sold	236.3	241.4	269.7	274.9	295.7	316.1
Employee Benefit Expense	73.6	79.2	92.5	100.9	99.2	100.2
Other Expenses	156.4	149.4	236.5	281.9	258.6	224.8
Total Operating Expenses	466.23	467.3	598.6	657.7	653.5	641.2
EBITDA	31.4	37.1	58.7	52.8	23.6	30.8
EBITDA Margin	6.4%	7.4%	9.0%	7.5%	3.5%	4.6%
Interest	8.1	5.7	4.1	2.4	1.9	4.8
Depreciation	20.6	20.6	20.6	21.1	21.4	22.5
Share of Profit/(Loss) of Associates	0.3	0.7	1.2	0.7	0.9	0.3
PBT	3.0	11.5	35.2	30.0	1.2	3.8
Tax Expenses (Credits)	-4.2	3.8	3.0	7.4	0.2	0.9
PAT	7.2	7.7	32.2	22.6	0.9	2.8
PAT Margin	1.5%	1.5%	4.9%	3.2%	0.1%	0.4%

Consolidated Historical Balance Sheet

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24	Mar'25
Share Capital	14.3	14.4	14.4	14.5	14.6	14.7
Reserves	225.3	234.9	270.3	295.8	298.4	301.5
Shareholders' Funds	239.6	249.3	284.8	310.3	313.0	316.1
Long Term Borrowings	33.4	24.4	1.9	0.0	41.0	29.7
Lease Liabilities	7.9	6.1	4.7	4.4	2.0	0.7
Other Long Term Financial liabilities	10.5	11.2	12.6	13.0	13.1	13.5
Deferred Tax Liabilities	22.0	21.3	14.1	15.3	15.9	16.9
Long Term Provisions	1.5	1.8	1.9	1.9	1.9	1.9
Total Non-Current Liabilities	75.2	64.8	35.1	34.6	73.9	62.7
Trade Payables	77.3	97.2	99.7	115.2	148.9	111.4
Lease Liabilities	2.2	1.9	1.6	2.4	2.4	1.3
Other Current Liabilities	19.4	20.2	21.1	15.2	12.6	20.3
Short Term Provisions	0.4	1.1	2.5	1.5	3.6	3.6
Short Term Borrowings	6.0	-	7.5	1.9	0.0	14.3
Total Current Liabilities	105.3	120.3	132.3	136.21	167.4	150.7
Total Liabilities	420.2	434.4	452.2	481.1	554.3	529.5

(Rs Crore)	Mar'20	Mar'21	Mar'22	Mar'23	Mar'24	Mar'25
Fixed Assets incl. CWIP	225.5	201.1	203.6	247.8	293.4	277.7
Right-of-use assets	7.9	6.0	4.3	5.0	3.0	1.2
Non-Current Investments	7.0	7.6	8.8	9.5	10.4	13.1
Other Non-Current Assets	4.0	6.0	9.6	7.0	4.6	3.5
Total Non-Current Assets	244.4	220.7	226.5	269.3	311.4	295.6
Inventories	80.6	60.2	68.8	86.1	89.0	61.6
Trade Receivables	86.9	92.6	103.3	111.2	131.5	130.6
Cash and Bank	3.0	51.0	41.1	3.3	13.4	34.4
Other Current Assets	5.3	9.9	12.7	11.1	9.0	7.3
Total Current Assets	175.8	213.7	225.6	211.8	242.9	233.9
Total Assets	420.2	434.4	452.2	481.1	554.3	529.5

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



Stellar IR Advisors Pvt. Ltd.

Pooja Sharma | Suyash Samant

pooja.sharma@stellar-ir.com | suyash@stellar-ir.com



A-405, Kanakia Wall Street, Andheri Kurla Road , Andheri (East), Mumbai -400093

