



OBL:HO:SEC:00:

New Delhi : 28.10.2024

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 half year ended on 30th September, 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 results/performance of the Company during the quarter and half year ended on 30th September, 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 Q2FY25/1HFY25



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.

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47

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, GU - 15.5 MSM#



42.4

Million sqmt Annual Capacity (including AE*)



2000+

Business Partners



380

Tile Boutiques (Experience Centre)



Healthy Balance Sheet

0.1x
Debt-Equity

33 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



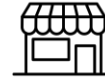
People

L&D >2000 Hrs



0 Accidents

Safety Top Priority
NIL accidents



46% of Sales

From OBTX,
Active Count 380



57% of Sales

From Vitrified Mix
(+10% y-o-y)



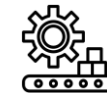
40% of Sales

From GVT Salience
(+14% y-o-y)



4.1% of Sales

Marketing Investments
(vs 3.4% LY)

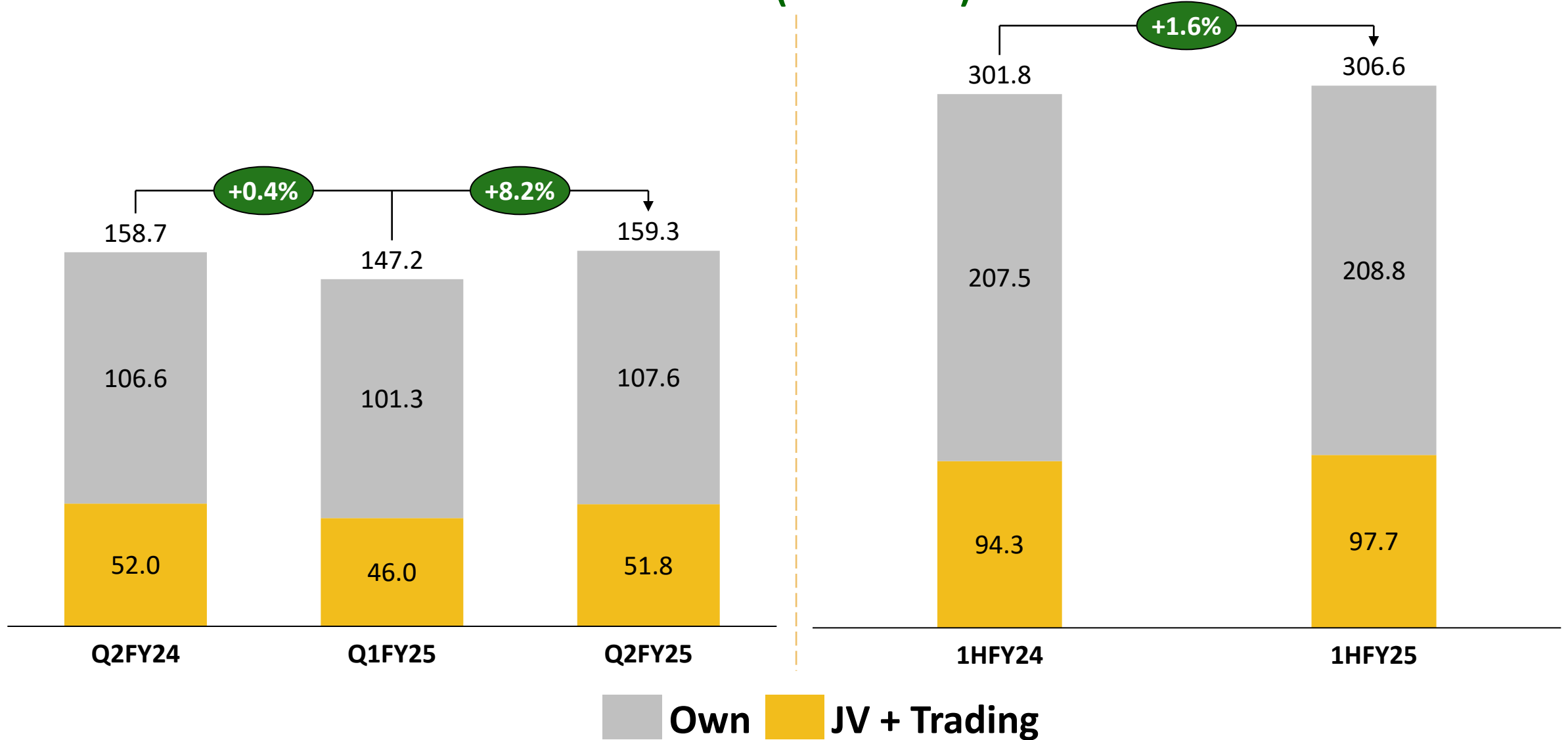


COP lower by 5.3% y-o-y

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

Standalone OBL

Revenues (Rs. Crores)



Consolidated Abridged Income Statement

(Rs. Crores)	Quarter Ended					Half Year Ended		
	Q2 FY24	Q1 FY25	Q2 FY25	Y-o-Y	Q-o-Q	H1FY24	H1FY25	Y-o-Y
Income from Operation	158.7	147.3	159.3	0.4%	8.2%	301.8	306.6	1.6%
Other Operating Income	1.1	0.9	1.0	-5.1%	8.5%	2.0	1.9	-3.3%
Revenue from Operation	159.7	148.1	160.3	0.4%	8.2%	303.8	308.5	1.5%
Other Income	0.7	0.5	0.5	-34.2%	-10.3%	1.9	1.0	-44.8%
Cost of Goods sold*	106.3	95.4	102.4	-3.6%	7.4%	200.5	197.8	-1.3%
Gross Margin	52.4	51.9	56.9	8.6%	9.8%	101.4	108.8	7.3%
Gross Margin %	33.0%	35.2%	35.7%	2.7%	0.5%	33.6%	35.5%	1.9%
Operating Expenses	46.4	44.9	47.0	1.4%	4.7%	91.3	91.9	0.7%
EBITDA L-f-L[#]	6.0	6.9	9.9	63.6%	42.9%	10.1	16.8	66.8%
EBITDA Margin% L-f-L[#]	3.8%	4.7%	6.2%	2.4%	1.5%	3.3%	5.5%	2.1%
Additional branding investment	0.0	2.0	1.9	NA	-5.0%	0.0	3.9	NA
Reported EBITDA	6.0	4.9	8.0	32.2%	62.3%	10.1	12.9	28.2%
Reported EBITDA %	3.8%	3.3%	5.0%	1.2%	1.7%	3.3%	4.2%	0.9%
Depreciation	5.0	5.7	5.7	13.2%	0.4%	10.4	11.4	9.3%
EBIT	1.0	-0.8	2.3	127.7%	-399.6%	-0.3	1.6	577.3%
Financial Charges	0.4	1.3	1.4	205.5%	6.0%	0.9	2.6	184.6%
Share of profit/(loss) of Associates	0.4	0.1	-0.1	-139.8%	-303.5%	0.4	-0.1	-116.8%
Profit Before Tax (PBT)	0.9	-2.0	0.8	-14.4%	140.0%	-0.8	-1.2	-41.2%
PBT Margin %	0.6%	-1.3%	0.5%	-0.1%	1.8%	-0.3%	-0.4%	-0.1%
Tax Expenses	0.2	-0.1	-0.2	-178%	-80.0%	-0.2	-0.3	-47.4%
Profit After Tax (PAT)	0.7	-1.9	1.0	40.4%	151.7%	-0.6	-0.9	-39.4%
PAT Margin %	0.4%	-1.3%	0.6%	0.2%	1.9%	-0.2%	-0.3%	-0.1%

- Sluggish market conditions impacted sales growth during 1H – topline still grew by 1.6% y-o-y
- Improved Product Mix post Dora expansion (GVT Salience +14% y-o-y) supporting margin improvement – Gross Margin & EBITDA Margin on L-f-L basis +2% vs. LY
- Investments on Branding continue after the TVC launch in Dec-23 – 1HFY25 spends @4.1% of revenues vs. ~3.4% LY.
- 1HFY25 PBT Loss due to :
 - Higher spends on TVC
 - Higher Depreciation & Finance Cost post capitalization of Dora Line-2 GVT

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

L-f-L : Like for like ; TVC – TV Campaign

Consolidated Abridged Income Statement

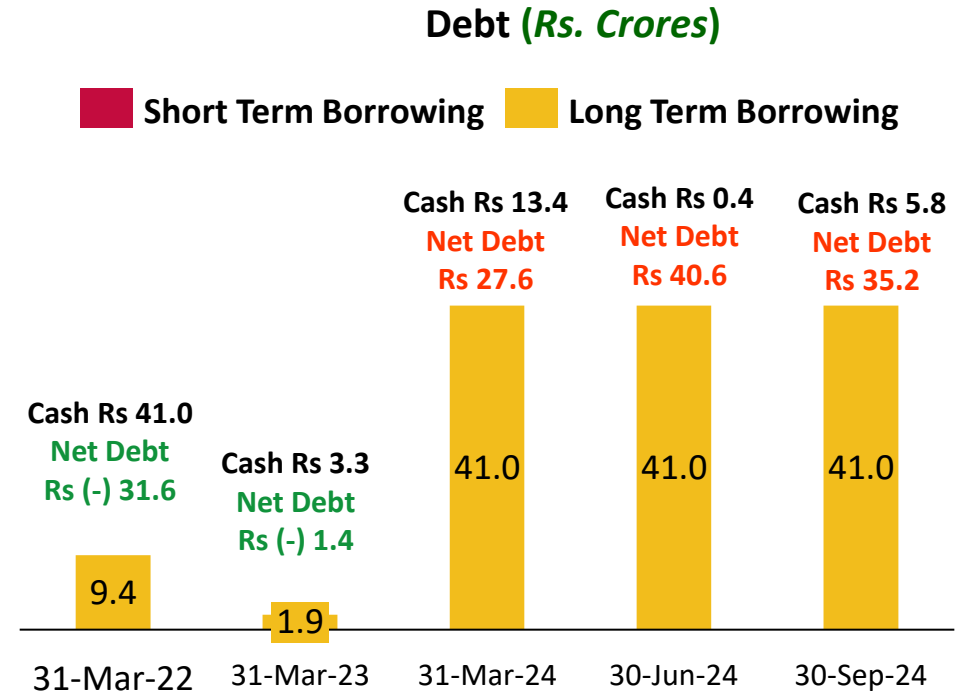
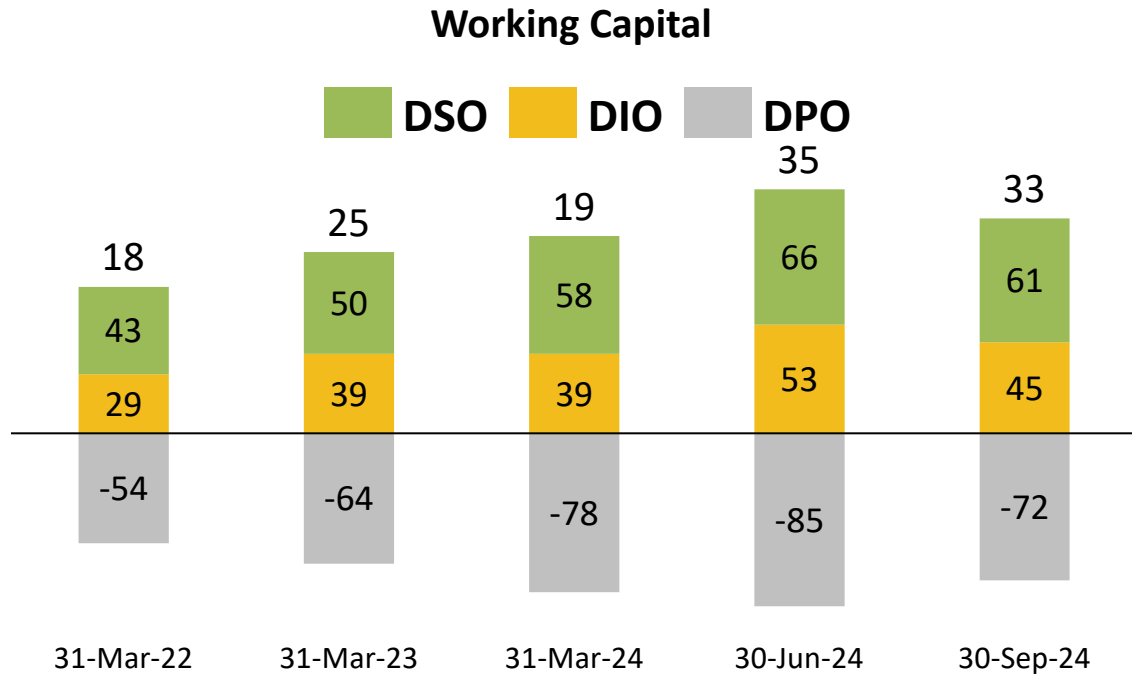
Liabilities	Year ended	
	Sep 30, 2024	March 31, 2024
Equity Share Capital	14.6	14.6
Other Equity	297.3	298.4
Net Worth	311.9	313.0
Borrowings	41.0	41.0
Trade Payables	101.0	147.7
Other Liabilities	46.8	48.2
Liability for Lease Assets	3.1	4.3
Total Liabilities	503.8	554.3

Assets	Year ended	
	Sep 30, 2024	March 31, 2024
Property Plant and Equipment	284.6	293.4
Lease Assets	2.1	3.0
Investments	12.7	10.4
Inventories	77.5	89.0
Trade Receivables	105.4	131.5
Cash & Cash Equivalents	5.8	13.4
Other Assets	15.6	13.7
Total Assets	503.8	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



- Mild increase in working capital requirements to support ongoing sales initiatives.
- Net debt @ Rs 35 crores against the term loan for Dora GVT Line-2.
- 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.

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

We focused on building brand differentiators online



▶ 438K

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2 Try Tiles from 3000+ different designs with ease
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▶ 2.2M

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▶ 2.6M

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Along with TV to give aircover to our digital efforts

Hindi



Hindi



Bengali



Telugu



Kannada



Tamil



...celebrating our unique products



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Expanding distribution, focussing on larger sizes



orientbell Discover how large tiles can transform your rooms, into a luxury one! Here are our 4 recommendations for 800x1600mm large tiles to give your home a more spacious feel.

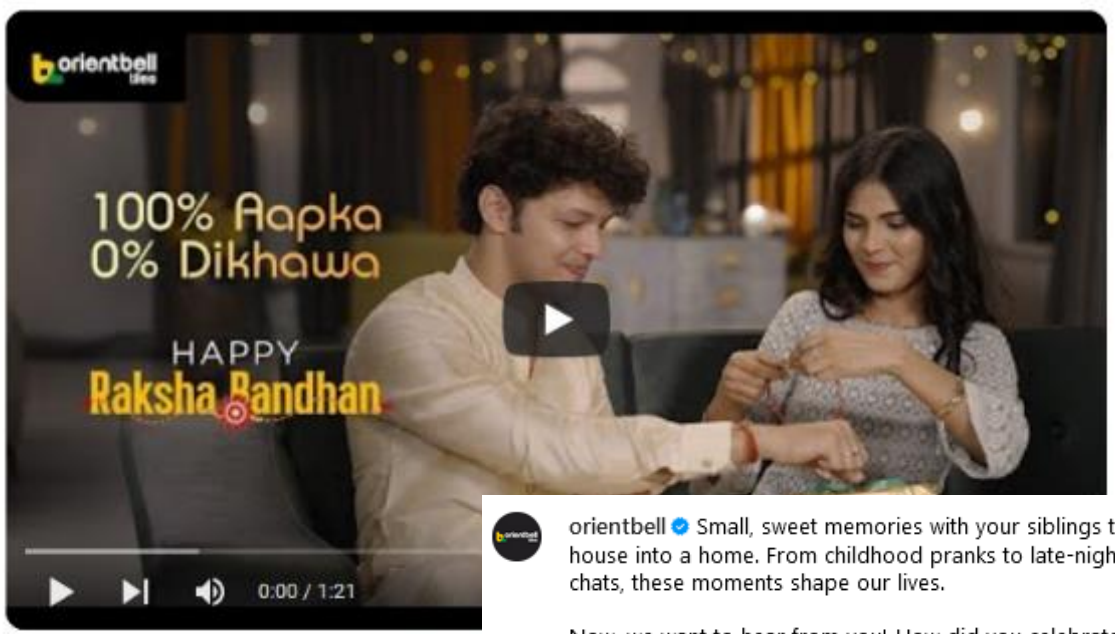
Explore these tiles today on www.orientbell.com

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palakshahinteriors Looking to add a touch of luxury to your home? Try the latest trend - Large Tiles especially from @orientbell! Not only do they enhance your home's aesthetics, but they also reduce joints, giving your space a cleaner, more spacious look.

And beginning the festive season in the right tone...



orientbell Small, sweet memories with your siblings turn a house into a home. From childhood pranks to late-night chats, these moments shape our lives.

Now, we want to hear from you! How did you celebrate Rakhi this year?

Share your cherished Rakhi moments in the comments below and let's celebrate the joy of sibling bonds together. 🌟🌟

100% Aapka 0% Dikhawa

[#OrientbellTiles](#) [#Tiles](#) [#RakshaBandhan](#)



orientbell Celebrating our daughters who fill our lives with love, strength, and inspiration. Let's empower their future and cherish their journey.

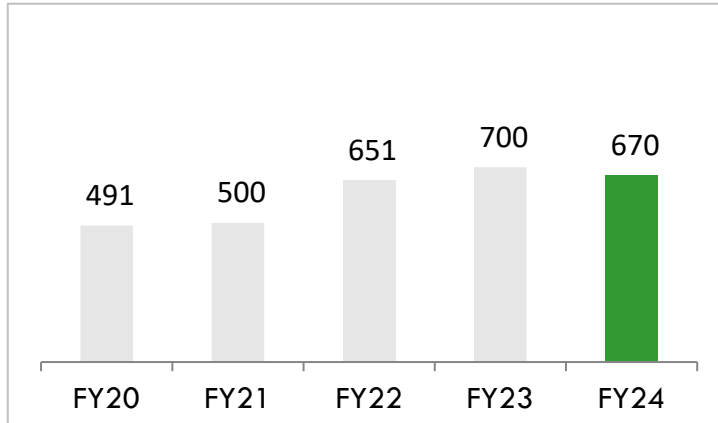
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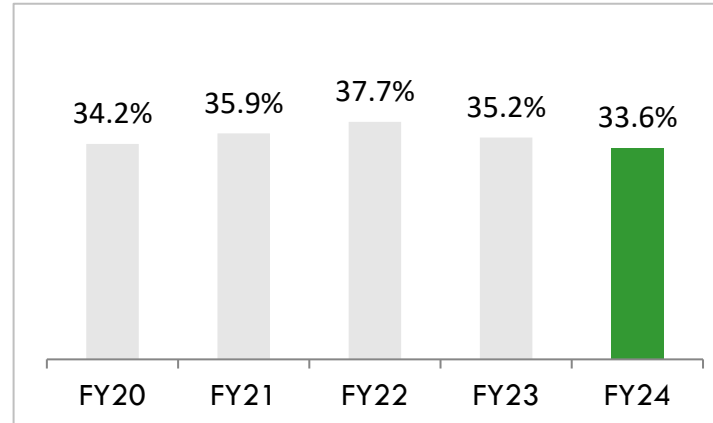
Historical Financials

Historical Annual Performance Trends

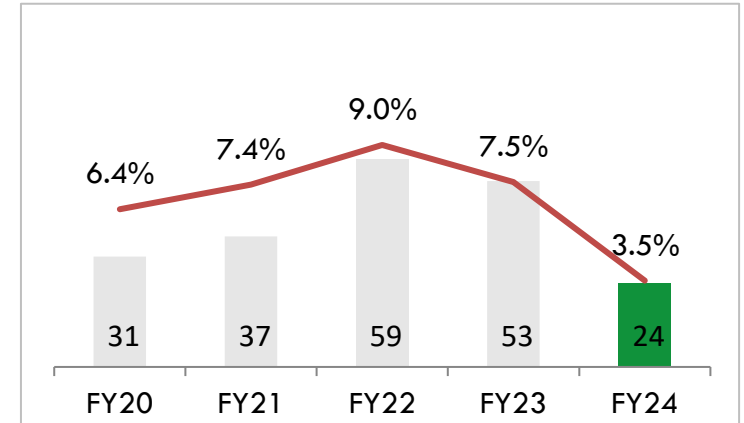
Revenue (Rs Crores)



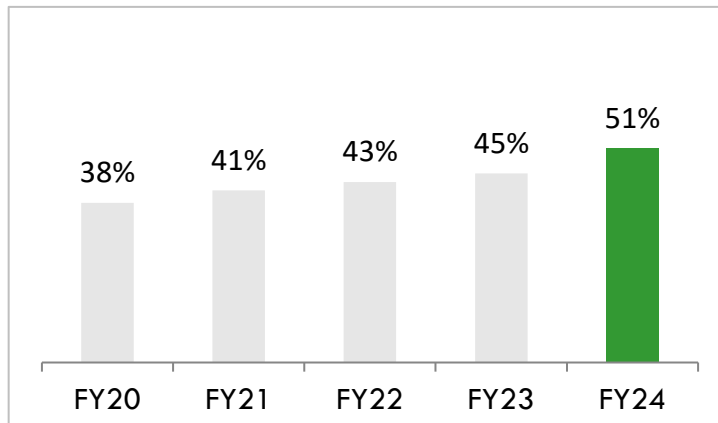
Gross Margin* (%)



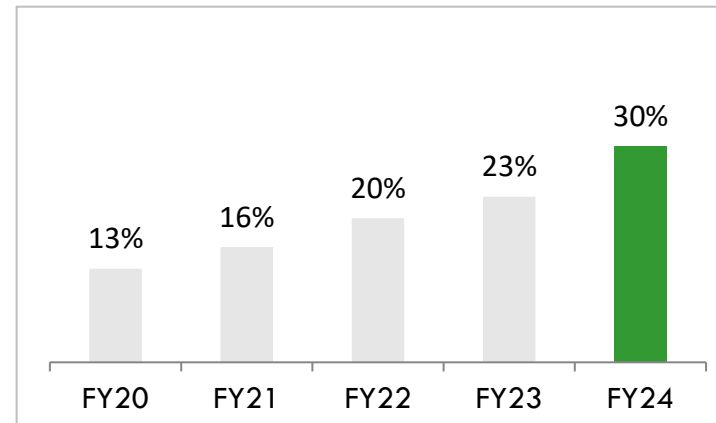
EBITDA (Rs Crores)



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
Revenue from operation	492.3	502.5	654.3	705.1	674.4
Other Income	5.3	1.9	3.0	5.4	2.7
Cost of Goods Sold	236.3	238.9	270.4	274.9	249.4
Employee Benefit Expense	73.6	79.2	92.5	100.9	99.2
Other Expenses	156.4	149.2	235.7	282.1	332.7
Total Operating Expenses	466.2	467.3	506.1	657.9	653.5
EBITDA	31.3	37.0	58.7	52.6	23.6
EBITDA Margin	6.4%	7.4%	9.0%	7.5%	3.5%
Interest	8.1	5.7	3.6	2.4	1.9
Depreciation	20.6	20.6	20.6	21.1	21.4
Share of Profit/(Loss) of Associates	0.3	0.7	1.2	0.7	0.9
PBT	2.9	11.4	35.1	29.9	1.1
Tax Expenses (Credits)	-4.2	3.8	2.9	7.4	0.2
PAT	7.1	7.7	32.2	22.5	0.9
PAT Margin	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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A large green circle containing a yellow banner with the text '100% TILES' in large, bold, white and green letters, and '0% CELEBS' in smaller, bold, white letters on a green background below it.

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