

OBL:HO:SEC:00:

New Delhi : 13.08.2020

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 30.06.2020.**

Dear Sir/ Madam,

Please find enclosed herewith Investor Presentation of Orient Bell Ltd. highlighting the performance of the Company during the quarter ended on 30<sup>th</sup> June, 2020.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited



Yogesh Mendiratta  
Company Secretary & Head - Legal



Encl: as above

Orient Bell Limited

# Investor Presentation

## Q1– FY21



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- 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.
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# Contents

<b>1</b>	<b>Business Environment – Q1FY21</b>
<b>2</b>	<b>Back to Business – Q1FY21</b>
<b>3</b>	<b>Tiles Revenue – Volumes, Prices &amp; Mix of Products</b>
<b>4</b>	<b>Abridged Income Statement and EBITDA Bridge</b>
<b>5</b>	<b>Debt - development</b>
<b>6</b>	<b>Marketing Initiatives</b>
<b>7</b>	<b>OBL Network and Facilities</b>

# 1 Business Environment – Q1FY21

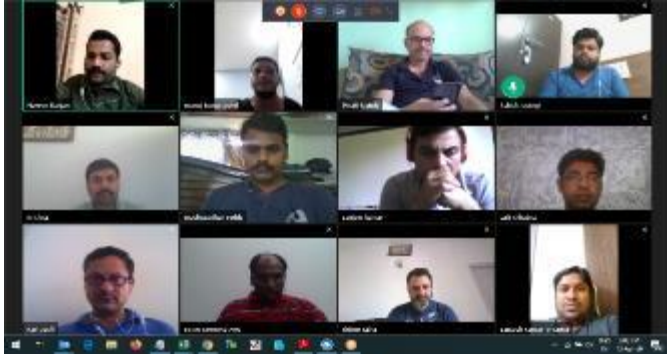
- **Lock down continued to persist for a significant portion of Q1 –**
  - Phased lifting of lockdown from May onwards helped in resumption of economic activities.
  - Construction activities still remained muted amidst challenges around liquidity, supply chain constraints and non-availability of labour
  - Dispatches gained momentum from June post Unlock 1.0, production too resumed at a few locations.
- **Economic Measures announced by the Government** to support stressed sectors including Real Estate and Construction – timely and successful execution remains key
- **Favorable fuel costs due to lower crude** – gas prices at significant discount at the moment compared to Mar-20, could help support margins hereon.
- **Anti Dumping Duties imposed by Gulf Co-operation Council (GCC) from June-2020** – impact may however be softened due to the opening of newer markets and general preference for Indian goods over those from other competing Asian countries.

## 2A Back to Business – Q1FY21

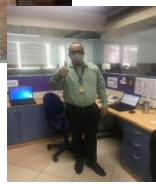
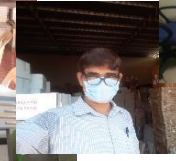
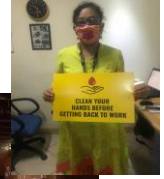
- Head office, Sales offices, Depots, Trading operations, Production facilities and OBTB's (display centers) – all locations made operational in a phased manner with strict enforcement of safety norms and work rosters.
- Key Areas acted upon –
  - ✓ *Ensuring Safe Working Conditions – Non-negotiable Priority #1*
  - ✓ *Continuous Engagements – Customers, vendors and employees*
  - ✓ *Focus on Learning & Development*
  - ✓ *Revival of dispatch and revenues post re-opening of markets*
  - ✓ *Cost Reduction – Saved +30% in Cash Fixed Costs vs. normalized baseline of Q4FY20*
  - ✓ *Cash Flow Management –*
    - ✓ *Sharp focus continued on collections and inventory management*
    - ✓ *Overall debt at June-20 lower than Mar-20*

# 2B A few glimpses of the action during Q1FY21

Work From Home - Virtual Office



& also  
"Work For Home"



Leading by example - Namaste



Resumption of production - HSK



OBTB's - Ready to host again



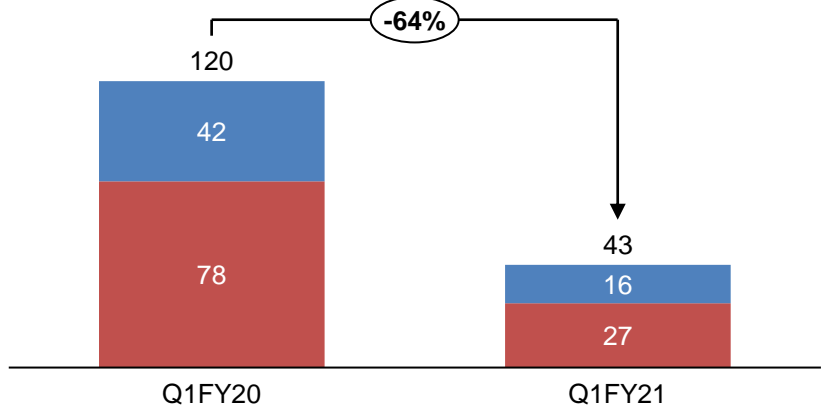
Connect with AID



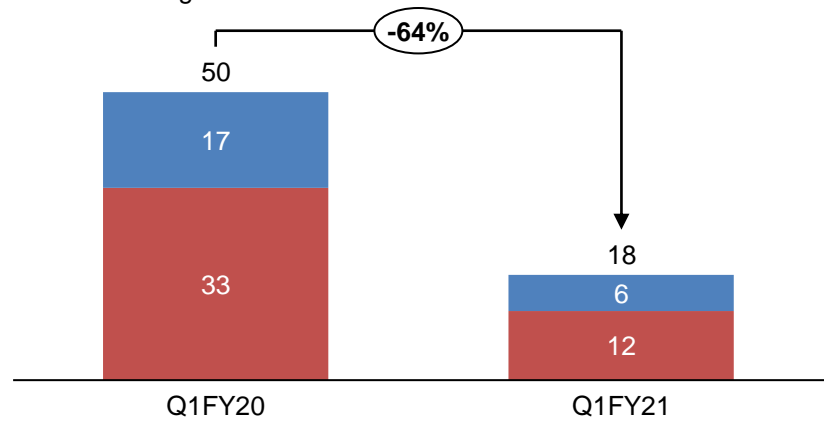
# 3 Tiles Revenue – Volumes, Prices & Mix of Products

Tiles Revenue : Rs. Crs.

Trading + JV Own Manufacturing

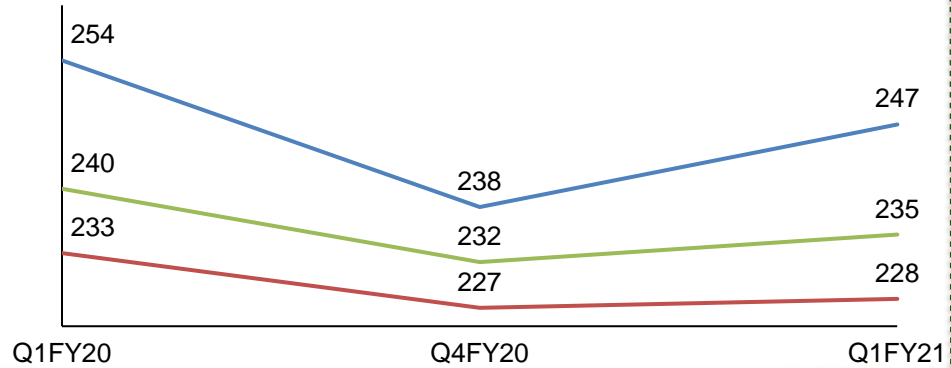


Tiles Volume : Lakh m2



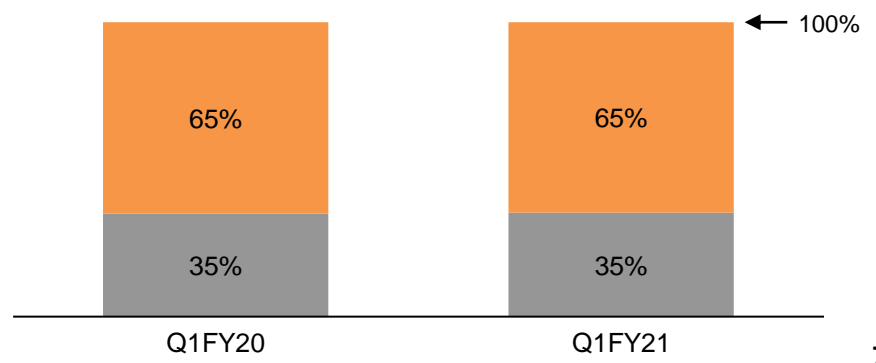
ASP – Rs. per m2

Trading + JV Own Manufacturing Blended



Vitrified Mix

Ceramic Vitrified

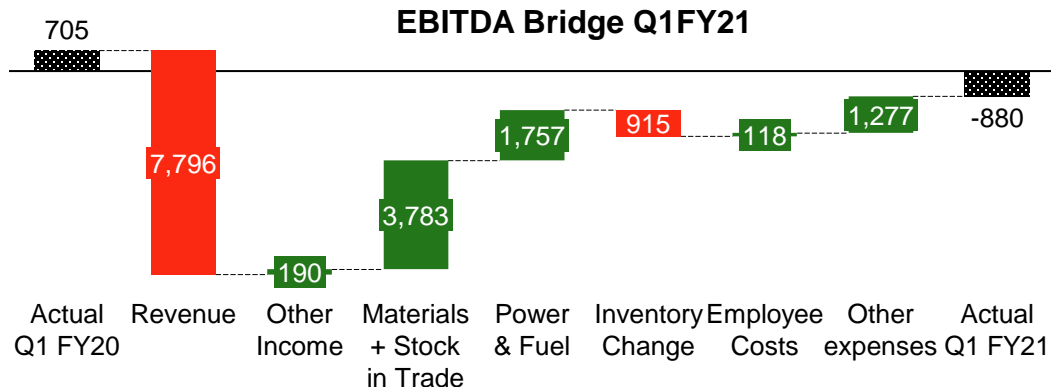




## 4 Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

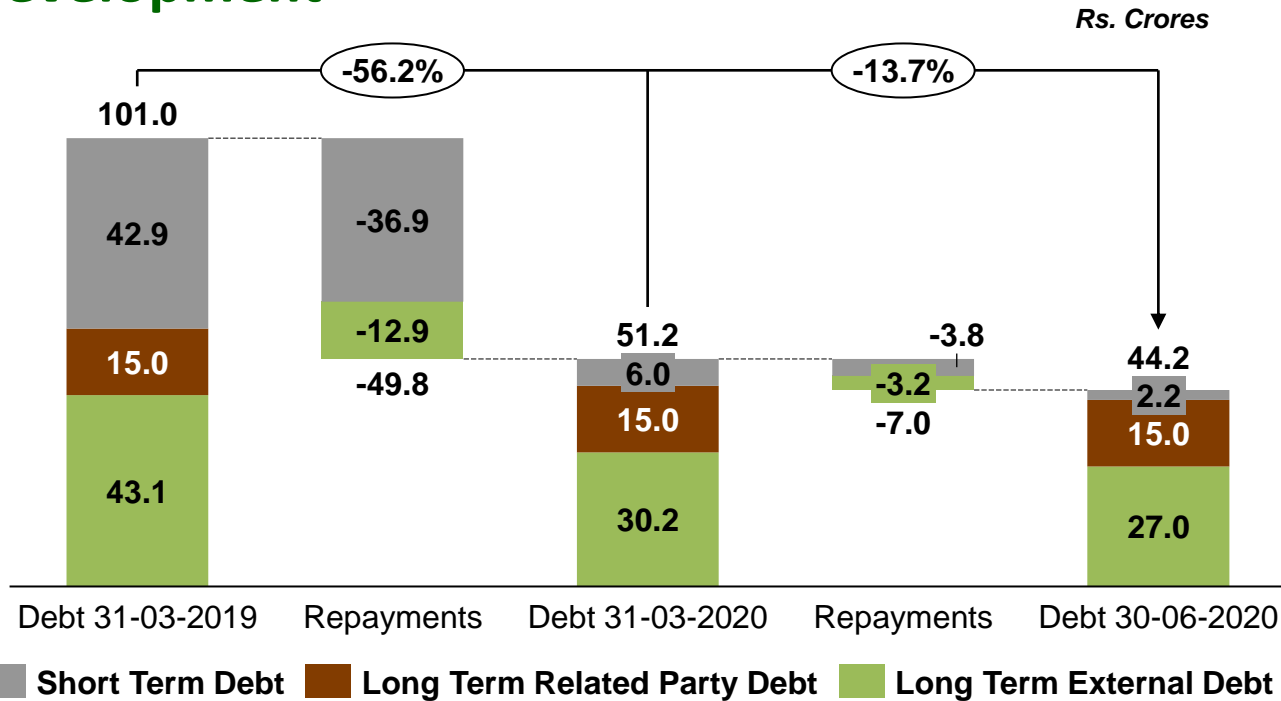
Particulars	Quarter Ended		% Change
	Q1 FY20	Q1 FY21	
Revenue from Operations	12,068	4,273	-64.6%
Other Income	110	299	172.7%
Operating Expenses	11,473	5,452	-52.5%
<b>EBITDA</b>	<b>705</b>	<b>(880)</b>	<b>-224.8%</b>
EBITDA Margin%	5.8%	-20.6%	-26.4%
Depreciation and Amortisation	450	502	11.7%
<b>EBIT</b>	<b>256</b>	<b>(1,382)</b>	<b>-640.9%</b>
Interest and Financial Charges	206	174	-15.2%
<b>Profit Before Tax (PBT)</b>	<b>50</b>	<b>(1,557)</b>	<b>-3225.5%</b>
PBT Margin %	0.4%	-36.4%	-36.8%
Tax Expenses	16	(452)	-2925.0%
<b>Profit After Tax (PAT)</b>	<b>34</b>	<b>(1,105)</b>	<b>-3367.8%</b>
<b>PAT Margin %</b>	<b>0.3%</b>	<b>-25.8%</b>	<b>-26.1%</b>



Ind AS 116 "Lease Accounting" implemented from Q3FY20

- Considering the impact of Covid-19 and the unprecedented lockdown in the country during Q1FY21, the results in Q1FY21 are not strictly comparable with past periods.
- Topline recovery rate during May was ~33% while June disptaches were ~65% of last year.
- Cash Fixed Cost lower by +30% vs. normalized baseline of Q4FY20 also Q1FY20 led by concerted efforts.
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT loss for Q1FY21 was (-) Rs. 11.42 Crores against a profit of Rs. 0.50 Crores in Q1FY20.

# 5 Debt - Development



- Sharp focus on Cash Flow Management continued – discipline on collections and production planning helped in reducing debt further vs. Mar-20 despite timely release of payments to vendors.
- Moratorium on principal and interest – not availed.

# 6A Lockdown 1.0, 2.0 & 3.0



**Namaste!**

**WE ARE NOW OPEN**

*We are Committed to Ensure You Have a Safe Tile Buying Experience*

1. Regular Health Checkups For all Store Staff & Status Check Using Arogya Setu App
2. Store-Staff Wear Mask & Gloves at all Times
3. Entire Store and all the Products are Disinfected Regularly
4. Hand Sanitisers & Mandatory Masks for Customer Entry
5. Contactless Digital Payment Options

*We Look Forward to Your Visit*

orientbell tiles

# 6B Lockdown 1.0 : Engaging Employees & Customers

**Orient Bell Tiles** April 9 · 🌐

It's still a working day, but we're doing our bit. We're doing it for those who can't. We ask you to do the same. Stay at home and let's flatten the curve together.

#OrientbellTiles #SocialDistancing #StayIndoor #StaySafe



👍👎👤 Vinodini Venugopal, Vikash Gunjan and 45 others · 7 Shares

**Orient Bell Tiles** March 31 · 🌐

**#ContestAlert**  
While we are spending all our time indoors, let's #TakeTheFloor and do all the things that we haven't done in a long time. Send in a video or a selfie of you doing one of your hobbies or something you haven't done in a long time and get a chance to win exciting prizes! Let's #TakeTheFloor while we stay indoors!

#OrientbellTiles #HobbiesOnTheFloor



👍👎👤 12K · 99 Comments · 56 Shares

**Orient Bell Tiles** March 30 · 🌐

Everyone's looking for new ways to spend their time while staying indoors. How about we #TakeTheFloor and start creating art pieces that represent us?

#OrientbellTiles #SocialDistancing



PGVT Travertine Grey (800x1200mm)

👍👎👤 1.8K · 4 Comments · 2 Shares

# 6C Lockdown 2.0: Building Capabilities



- 400+ responses
- 110+ participants

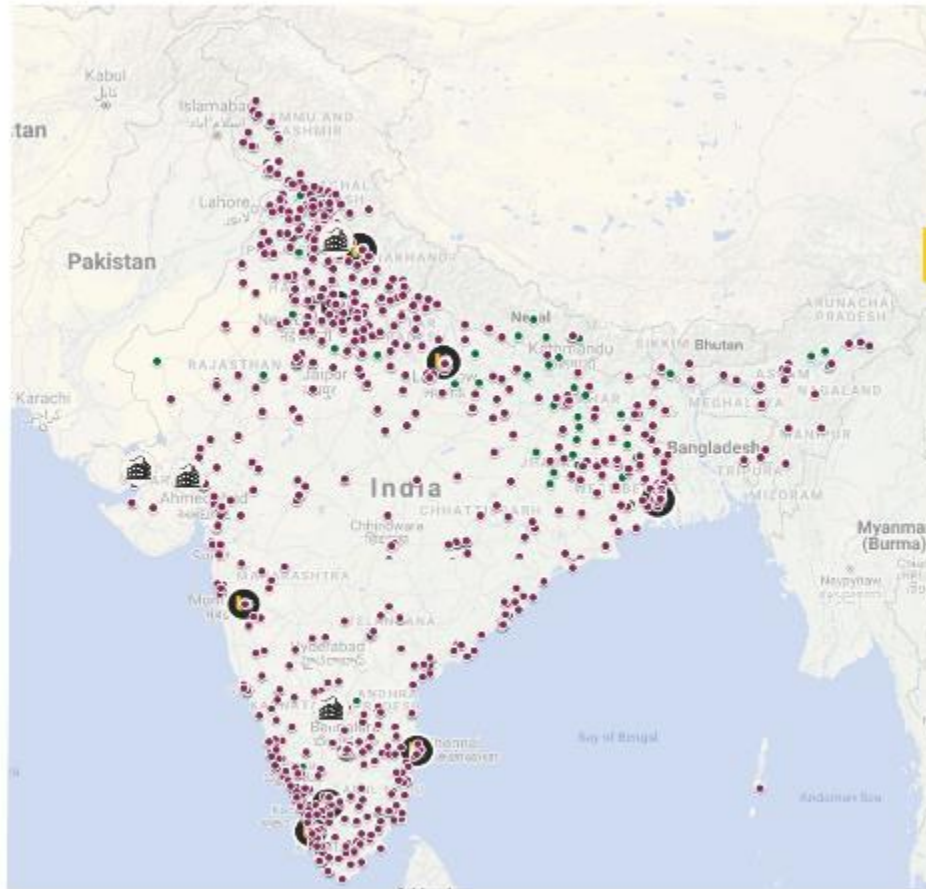


# 6D Website Continues To Evolve. Eg. Samelook

The screenshot shows the orientbell.com website with a 'SHOPPING MATCHES' modal open. The modal displays a reference image of a mango with a color swatch overlaid. Below the image, there are options for 'New image', 'Area', and 'MRP (per m<sup>2</sup>)'. The modal also shows a list of 'Most similar' items with their names and prices.

Item Name	Price (₹)
ODG Sunrise Yellow	₹917
ODH Mozi Yellow	₹722
Plain Mango Yellow	₹422
Brina Copper Brown	₹491

## 7 OBL Network and Facilities



A Network of

2500+

Channel Partners

-  Franchise Owned Boutiques
-  Channel Partners
-  Company Owned Boutiques
-  Plants

# Orient Bell Limited – Investor Relations Contact

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**Thank you**