

OBL:HO:SEC:00:

New Delhi : 26.07.2021

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 30.06.2021.**

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, 2021.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited



Yogesh Mendiratta

Company Secretary & Head - Legal

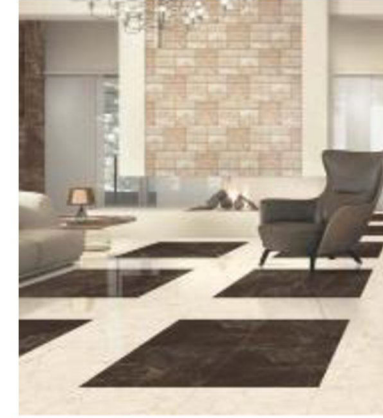
Encl: as above

Orient Bell Limited

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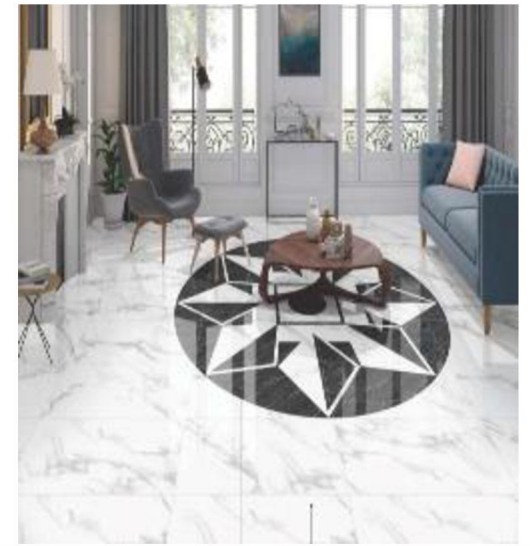
E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546



## Quarterly Update

Investor Presentation  
Q1FY22



# Disclaimer

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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



44

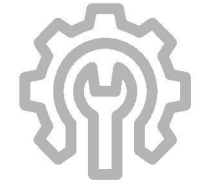
Years in  
Ceramics Industry



5

3 State-of-the-art own Facilities  
2 JV Facilities

- Sikandrabad, UP - 12.2 MSM
- Hoskote, KAR - 4.80 MSM
- Dora, GUJ - 2.40 MSM
- Morbi, GUJ - 10.0 MSM



30

Million sqmt Annual  
Capacity (including JV)



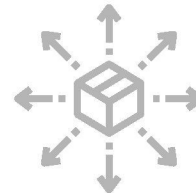
Strong Balance sheet with  
**Zero Net Debt**



3,000+

SKUs

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



238

Tile Boutiques  
(Experience Centre)



2000+

Business Partners

## Business Environment – Q1FY22

- Covid Resurgence in April impacted demand.
- Second Wave far more severe as numbers transitioned to names – employees and business partners impacted either directly or indirectly.
- Partial/Full Curfew and/or Lockdowns imposed by States added complexity – production and cost decisions were no longer binary.
- Safety, Continuous Engagements with Business Partners and Employees, Cost Control and Cash Flow management – again took the center stage.
- No respite to inflationary pressures on input costs front (primarily gas prices) during Q1.
- Demand gaining traction post Unlock.

# Q1FY22 – Revenue Development

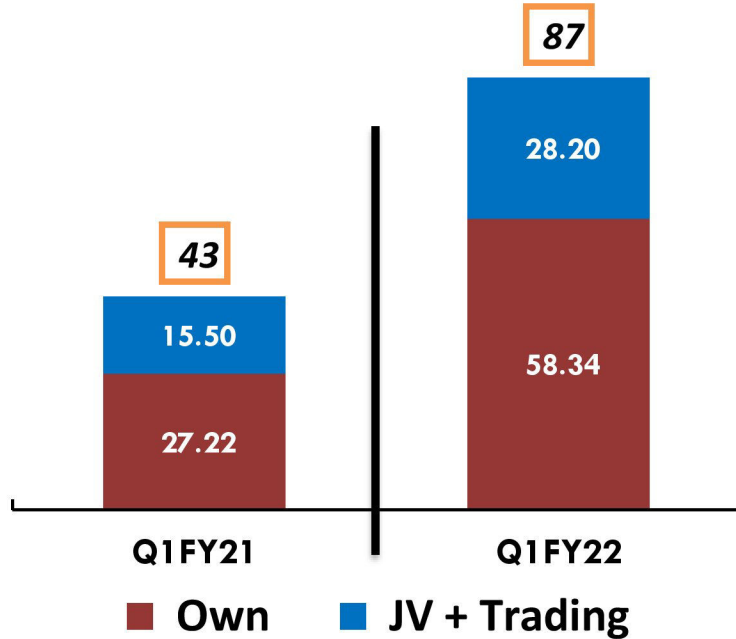
Revenue
<b>+103%</b> Y-o-Y

Volumes
<b>+92%</b> Y-o-Y

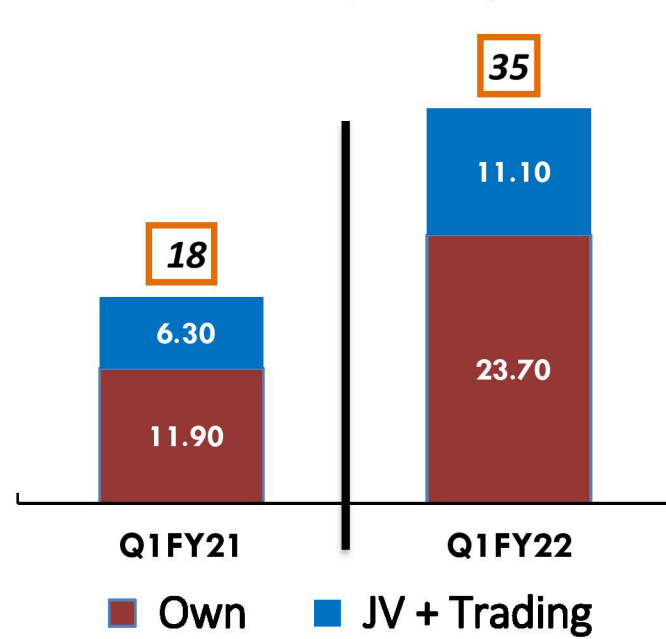
ASP
<b>+6%</b> Y-o-Y

Vitrified Mix
<b>+3%</b> Y-o-Y

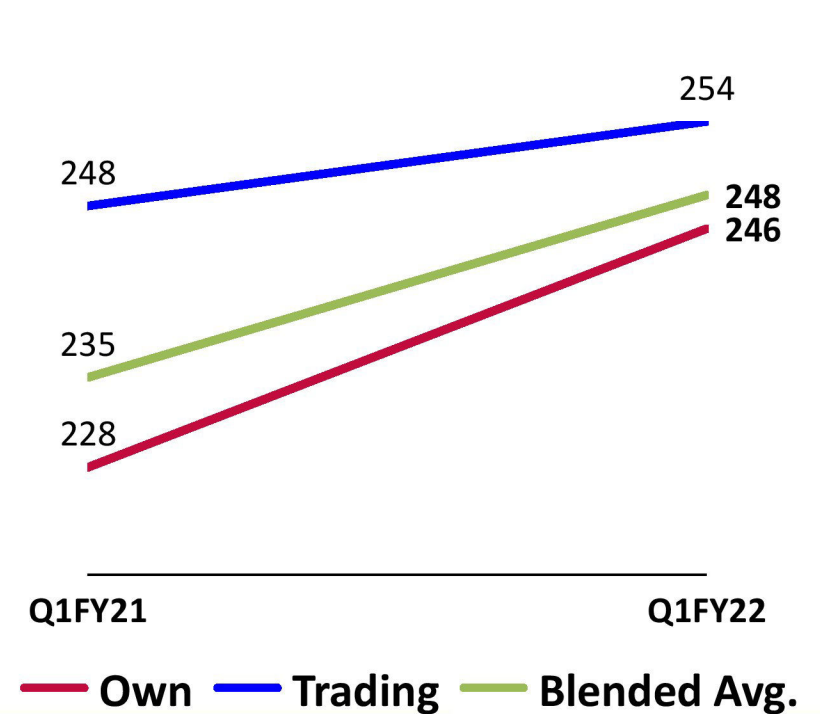
Revenue (Rs Cr.)



Volume (Lac m<sup>2</sup>)



ASP (In Rs. Per SQMT)



# Operational Highlights of Q1FY22 ... 1 of 2

## People

- Continued to invest on the people front, 43 Joining in Q1.
- 1<sup>st</sup> Ever Digital Sales Conference attended by 200+ employees across 19 locations.
- Strengthen L&D, 26 new modules added to the e-learning platform.
- 6 Quick Look training sessions, including one each in Tamil & Malayalam.
- Zero major accidents.

## Product

- Identifying and filling up profitable portfolio gaps – 800x2400 Big Slab Size Launched in Q1FY22.
- ~135 new SKUs launched in Q1FY22, found increasing acceptance with CPs, and improved product availability.
- 2 New Product Category Heads added to the team to strengthen the NPD drive.
- Front-line sales force incentives, Display efforts, Marketing Efforts ensured wide distribution.

## Brand Building

- Allocations towards Marketing Investments increased – from 1.6% of topline last year to 2.2% in Q1FY22

# Operational Highlights of Q1FY22 ... 2 of 2

## Sales

- Prices increased by 6% y-o-y and also sequentially by 2% to support margins.
- Vitrified ratio improved from 40% to 43% in Q1FY22 over last Q1FY21
- High Value Product (HVP) Mix also at 43% vs. 41% last year.
- Building focus on Architect & Influencer segments with 8 new OBTB's additions during Q1FY22, Total Count as on 30<sup>th</sup> June - 238; Displays in existing OBTB refreshed as well.
- Ashwamedha# Project 3.0 – 68 CP's added/revived during Q1FY22.

## Manufacturing

- Production increased by 5X during Q1FY22 Vs Q1FY21 – FG inventory on 30-June-21 at the same level as 31-Mar-21.
- While temporary shutdowns were taken during Q1 to re-align Production with Sales, most of the lines are operational now and running at ~100% Capacity Utilization at OBL.
- **Update on the On-Going Capex Projects :**
  - Phase 2 of MF-2 Floor Plant at Sikandrabad (1 MSM Capacity) completed within timelines.
  - Modernization of MP-1 Wall plant (additional 0.7 MSM capacity) underway and is expected to be completed by mid-FY22.
- **New Capex Project Approved :** Debottlenecking of MF-4 GVT Floor plant at Sikandrabad approved by Board on 26-July-21 - *total capex <Rs. 11 Crores increasing capacity from 3.3 MSM to 4.0 MSM (additional 0.7 MSM Capacity) from Q1FY23.*



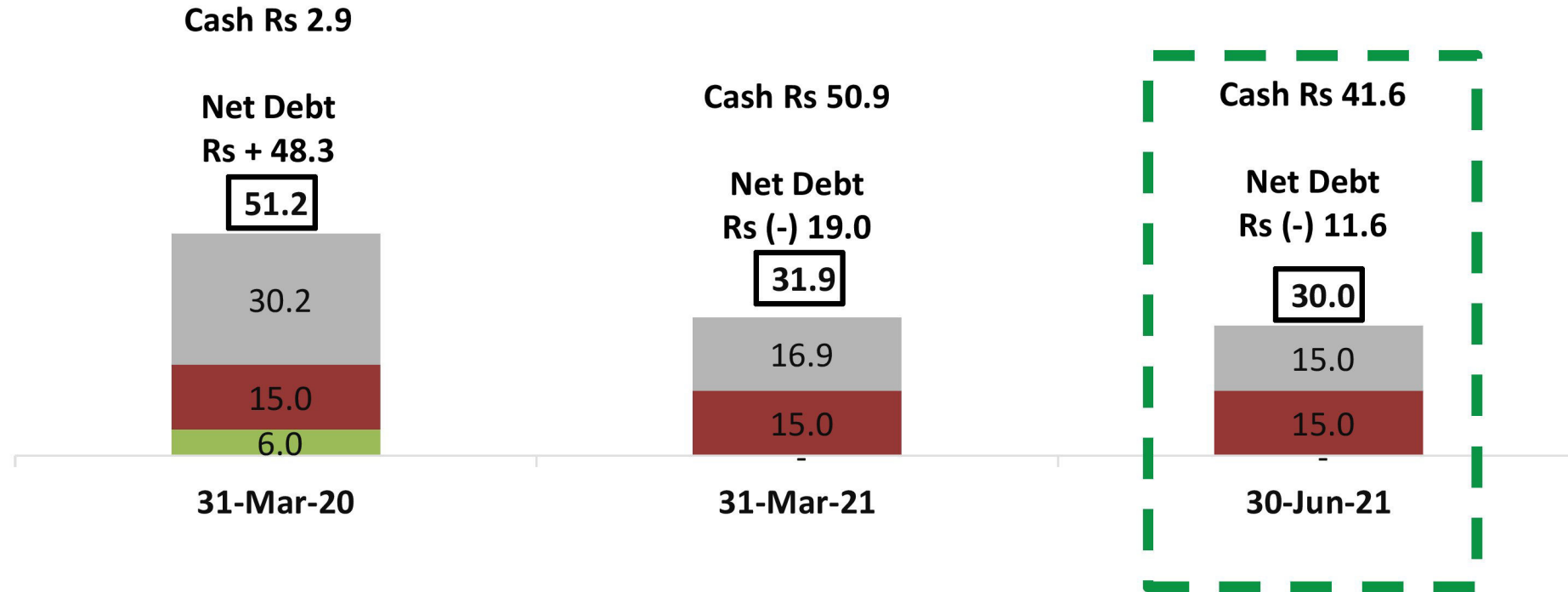
# Consolidated Abridged Income statement

(Rs. Crore)	Quarter Ended		
	Q1 FY21	Q1 FY22	Y-o-Y
Revenue from Operations	42.7	86.7	102.9%
Other Income	0.3	0.7	140.0%
Operating Expenses	51.8	91.1	75.9%
<b>EBITDA</b>	<b>-8.8</b>	<b>-3.7</b>	<b>57.7%</b>
<b>EBITDA Margin%</b>	<b>-20.6%</b>	<b>-4.3%</b>	<b>16.3%</b>
Depreciation and Amortisation	5.0	4.6	-7.5%
<b>EBIT</b>	<b>-13.8</b>	<b>-8.4</b>	<b>-39.5%</b>
Interest and Financial Charges	1.7	1.2	-33.7%
Share of profit/(loss) of Associates	-0.4	-0.1	75.9%
<b>Profit Before Tax(PBT)</b>	<b>-15.9</b>	<b>-9.6</b>	<b>39.7%</b>
PBT Margin %	-37.3%	-11.1%	26.2%
Tax Expenses	-4.5	-4.5	-1%
<b>Profit After Tax(PAT)</b>	<b>-11.4</b>	<b>-5.1</b>	<b>-55.1%</b>
<b>PAT Margin %</b>	<b>-26.7%</b>	<b>-5.9%</b>	<b>20.8%</b>

- Covid resurgence impacted volume offtake in Q1FY22.
- ASP increased not only a y-o-y basis by 6% but also sequentially over Q4FY21 by 2% supporting sustenance of gross margins despite increase in gas costs.
- Cash Fixed Costs optimized sequentially too – however the larger medium to long term goals for Manufacturing, Marketing & People front were not compromised for short term gains.

# Debt Development

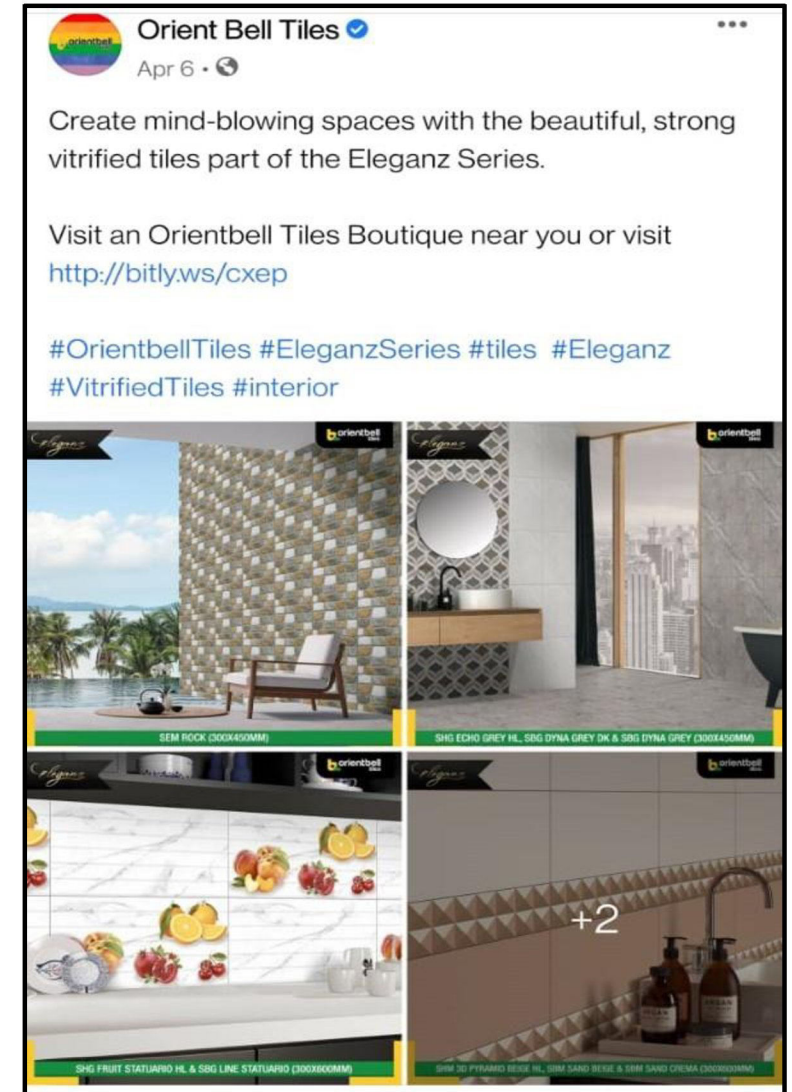
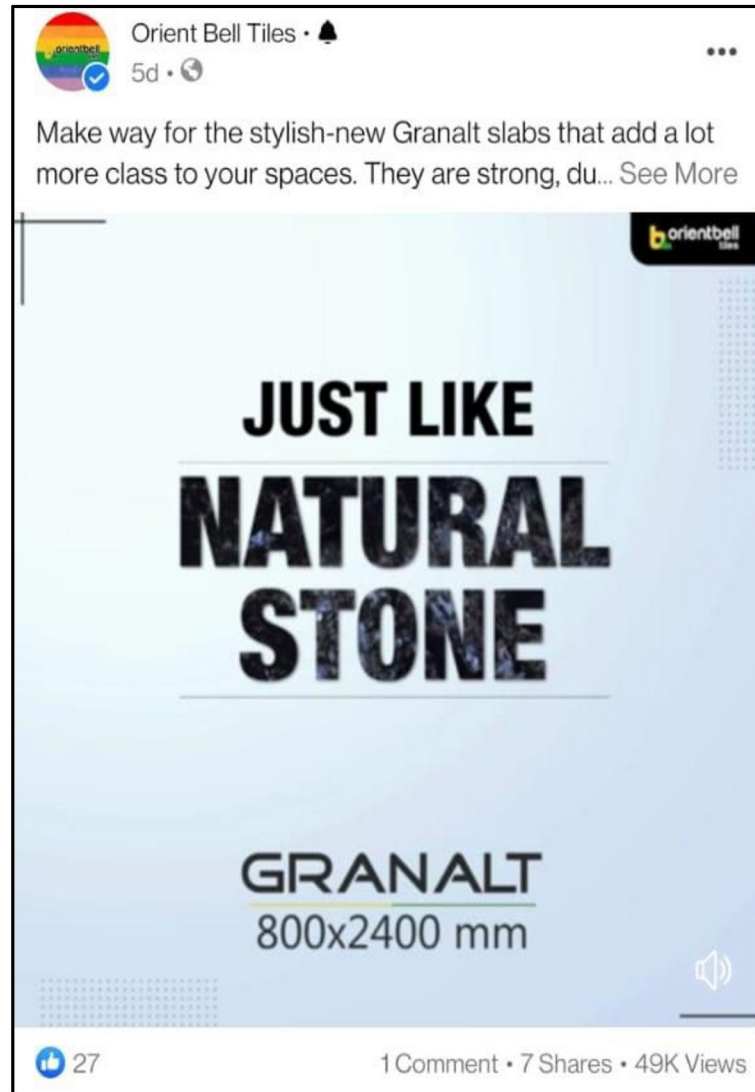
Rs. Crores



■ Long Term External Debt ■ Long Term Related Party Debt ■ Short Term Debt

*OBL Continues "NET CASH POSITIVE" despite Covid resurgence*

# Build Brand Awareness and Preference



*Consumers today spend more time on their mobiles than on TV. Our brand-building approach is to meet consumers where they are with content that they can engage with.*

# NPD's: Granalt 800x2400

A convenient & affordable alternative to Granite & Marble slabs



# Driving Excellence Across Functions

## 1<sup>st</sup> Runner-Up: Best Innovative Kaizen in Quality (Manufacturing\_Large)



## Our CHRO Awarded by World HRD Congress as “HR Super Achiever”



# Historical Financial performance

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# Historical consolidated profit & loss statement

(Rs. Crores)	FY19	FY20	FY21
<b>Revenue from operation</b>	<b>571.1</b>	<b>492.3</b>	<b>502.5</b>
Other Income	1.9	5.3	1.9
Cost of Goods Sold	256.7	236.3	238.9
Employee Benefit Expense	75.7	73.6	79.2
Other Expenses	201.8	156.4	149.2
<b>Total Operating Expenses</b>	<b>534.1</b>	<b>466.2</b>	<b>467.3</b>
<b>EBITDA</b>	<b>39.0</b>	<b>31.3</b>	<b>37.0</b>
<b>EBITDA margin</b>	<b>6.8%</b>	<b>6.4%</b>	<b>7.4%</b>
Interest	8.7	8.1	5.7
Depreciation	16.5	20.6	20.6
Share of profit/(loss) of Associates	0.4	0.3	0.7
Exceptional Item	-	-	-
<b>PBT</b>	<b>14.1</b>	<b>2.9</b>	<b>11.4</b>
Tax Expenses (Credits)	4.8	-4.2	3.8
<b>PAT</b>	<b>9.3</b>	<b>7.1</b>	<b>7.7</b>
<b>PAT Margin</b>	<b>1.6%</b>	<b>1.4%</b>	<b>1.5%</b>

# Consolidated balance sheet

(Rs. Crores)	Mar'19	Mar'20	Mar'21
Share Capital	14.2	14.3	14.4
Reserves	218.3	225.3	234.9
<b>Shareholders' Funds</b>	<b>232.6</b>	<b>239.6</b>	<b>249.3</b>
Long Term Borrowings	45.1	33.4	24.4
Lease Liabilities	-	7.9	6.1
Other Long Term Financial liabilities	10.4	10.5	11.2
Deferred Tax Liabilities	27.2	22.0	21.3
Long Term Provisions	2.4	1.5	1.8
<b>Total Non-Current Liabilities</b>	<b>85.1</b>	<b>75.2</b>	<b>64.8</b>
Trade Payables	70.9	77.3	97.2
Lease Liabilities	-	2.2	1.9
Other Current Liabilities	26.6	19.4	20.2
Short Term Provisions	0.6	0.4	1.1
Short Term Borrowings	43.0	6.0	-
<b>Total Current Liabilities</b>	<b>141.0</b>	<b>105.3</b>	<b>120.3</b>
<b>Total Liabilities</b>	<b>458.7</b>	<b>420.2</b>	<b>434.4</b>

(Rs. Crores)	Mar'19	Mar'20	Mar'21
Fixed Assets incl. CWIP	239.8	225.5	201.1
Right-of-use assets	-	7.9	6.0
Non-Current Investments	6.7	7.0	7.6
Other Non Current Assets	4.1	4.0	6.0
<b>Total Non-Current Assets</b>	<b>250.6</b>	<b>244.4</b>	<b>220.7</b>
Inventories	85.5	80.6	60.2
Trade Receivables	116.2	86.9	92.6
Cash and Bank	3.5	3.0	51.0
Other Current Assets	2.9	5.3	9.9
<b>Total Current Assets</b>	<b>208.1</b>	<b>175.8</b>	<b>213.7</b>
<b>Total Assets</b>	<b>458.7</b>	<b>420.2</b>	<b>434.4</b>



# Thank You

## **Orient Bell Limited**

Mr. Himanshu Jindal – CFO

Mr. Ashish Kapur – AGM Treasury, Investor Relations & Corporate Finance

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