



OBL:HO:SEC:00:

New Delhi : 12.09.2017

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 UPDATE FOR THE QUARTER ENDED 30.06.2017.

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter ended 30th June, 2017.

Kindly take the same on record.

Yours faithfully,
for Orient Bell Limited


Yogesh Mendiratta
Company Secretary & Head - Legal

Encl: as above

Orient Bell Limited

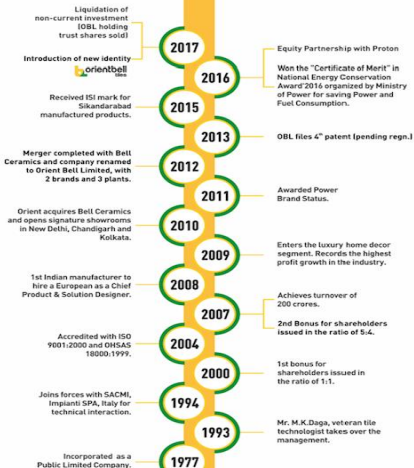
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tiles



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OBL MILESTONES



Patent Pending Products

Key Features

Forever Tile



- These Tiles have self-cleaning property as tested by Queens IPS lab, UK
- Rated 8 on Moh's scale of hardness (Diamond rating = 10)
- High scratch and impact resistance
- Low water absorption

Germ Free Tiles



- These Tiles kill > 99.5 % disease causing bacteria (Staphylococcus Aureus & Escherichia Coli) while also inhibiting growth of bacteria and fungi
- Reduces possibilities of infections and diseases
- Reduces malodor
- 10 Times Safer for humans than ceramic cookware
- Maintenance free and easy to clean

Cool Tiles



- Reduces internal building temperature by upto 50 C by reflecting solar heat
- Provides enhanced indoor comfort
- Helps in reducing emission of greenhouse and CDC gases

Life Tiles



- Helps in removing smog and poisonous NOx and CO2 gases, which improves the air inside and outside living spaces
- Kills 99.2% disease causing bacteria

Our Digital Media Presence



407,674 Likes



197 Followers



125 Subscribers



783 Followers



938 Followers

Orient Bell Trust

Orient Bell Holding Trust sold 20,79,100 shares of Orient Bell Limited (“OBL”/ “the Company”) at an average price of INR 210 per share for an aggregate gross consideration of approx. INR 43.7 crores to multiple investors.

These shares vested with Orient Bell Holding Trust due to the erstwhile amalgamation of Bell Ceramics Limited with Orient Ceramics and Industries Limited (now Orient Bell Limited).

The proceeds of such share sale will flow directly to the Company and will fuel its on-going long term strategic growth initiatives. The funds would be used for enhancing manufacturing capacity, increasing network presence and brand building.

Post the above share sale, the shareholding of the promoters will be approx. 57.6%.

Rating

The Company's Rating for 2017 -18 got upgraded from BBB+ to A -

Long Term Rating	CRISIL A-/Stable (Upgraded from 'CRISIL BBB+/Positive')
Short Term Rating	CRISIL A2+ (Upgraded from 'CRISIL A2')

<https://www.crisil.com/Ratings/RatingList/RatingDocs/Orient Bell Limited July 24 2017 RR.html>

Capacity

Own Plants	Location	Capacity MSM pa
Sikanderabad	Uttar Pradesh	12.7
Hoskote	Karnataka	5.2
Dora	Gujarat	2.1
Equity Participation		
Proton Granito (19.5% Stake)	Gujarat	4
Total		24

A portrait of Madhur Daga, a man with glasses and a beard, wearing a dark suit jacket over a light blue shirt. He is standing with his hands clasped in front of him. The background is a plain, light-colored wall.

NEW IDENTITY. STRONGER COMMITMENT.

“Change brings opportunity, with opportunity comes challenge and challenge demands teamwork. As we give ourselves a changed identity, let's work together towards a better tomorrow.”

Madhur Daga
Managing Director

“The art. The science. The identity.”

Presenting the new visual identity of Orient Bell Limited - a design that incorporates many different stories. The square at the centre signifies our core business of tiles. Around it, the letters O, B & L are represented in a manner that's artistic and seamless. In the process, the visual identity takes the shape of a building. Isn't that where most of our tiles are used? That's not all; the visual identity also resembles a rising graph to represent the growth journey of OBL. The 3D form talks about our various dimensions, including social responsibility and dedication to the country's growth.

While the form is an art, the colours are based on science. We have chosen yellow as the primary colour. After all, it is the most luminous of all colours and the human eye processes yellow first. Also, with a high reflectance value, yellow acts as a secondary light source and has one of the longest wavelengths. This is the reason why, as a colour it's uplifting & illuminating - offering hope, happiness, and fun. This is but a reflection of who we are!

We have chosen green as a secondary colour, reflecting the company's inherent philosophy of being eco-friendly. As a colour it represents youthfulness and fresh growth, which is the path ahead. It also is the symbol of prosperity & progress.

An all lower case font introduces us as a company that is friendly, warm and approachable.

Our visual identity has changed. However, as a company we have always symbolised commitment towards quality, best practices and care for the environment. That continues, unchanged!

Advertisements under the new logo

b orientbell tiles | boutique

ಶಿವ ರಾಮ ಟೈಲ್ಸ್ ಕಂಪನಿ ಲಿಮಿಟೆಡ್. SHIV R.A.M. TILES CO.

DO NOT BURN WOOD

DO YOU KNOW WOOD LOOK PLANKS HELP PROTECT THE ENVIRONMENT?

Wood look planks give premium wooden floors a look that is better for the environment and your wallet.

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COOL TILE SERIES

DO YOU KNOW COOL TILES HELP CUT DOWN ON AC BILLS?

Cool Tiles reduce interior temperature by 2-3 degrees, ensuring better indoor comfort and lower AC usage.

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Cool

DO YOU KNOW THAT COOL TILES HELP GIVE CHILDREN AN EDUCATION?

Cool Tiles reduce interior temperature by 2-3 degrees, ensuring better indoor comfort and lower AC usage.

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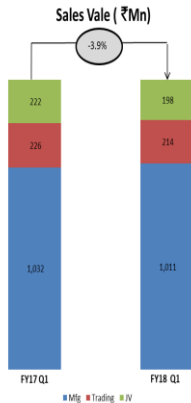
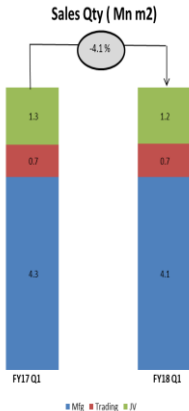
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Dealer Boards under new Logo



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Sales in Quantity and Value



Financials

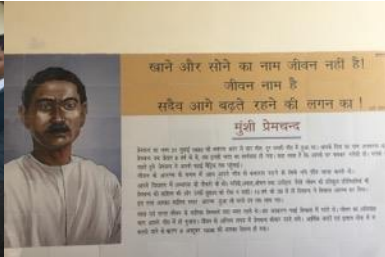
	Q1 FY 18	Q1 FY 17	FY 18 Q1 vs FY 17 Q1
Gross Sales	1,423	1,480	-3.9%
Net Sales	1,307	1,371	-4.7%
EBITDA	101	104	-2.9%
EBITDA Margin on Net sales	7.7%	7.6%	1.9%
Depreciation	34	35	-2.9%
Finance Cost	23	41	-43.9%
PBT before Exceptional Items	45	28	60.7%
Exceptional Item	199		
Other Comprehensive	(4)	(3)	33.3%
Tax including Def Tax	8	18	-55.6%
Profit after Tax	235	9	2511.1%
PAT Margin on Net Sales	18%	1%	2639.0%

The Company has adopted Ind AS from April 1, 2017 and accordingly, these standalone financial results together with the results of the comparative previous period have been prepared in accordance with the recognition and measurement principles laid down in Ind AS 34 on Interim Financial Reporting prescribed under section 133 of the Companies Act 2013, read with relevant rules issued thereunder and the other accounting principles generally accepted in India. The date of transition to Ind AS is April 1, 2016. The Impact of transition has been accounted for in the opening reserves and the comparative period results have been restated accordingly.

Figures in Mn

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Varanasi School – Corporate Social Responsibility.





VITRIFIED | DIGITAL | DECORATIVE



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obllcorp.com | orientbell.com

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Disclaimer

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire.

This Information may include certain statements and estimates provided by the Company with respect to the projected future performance of the Company. Such statements, estimates and projections reflect various assumptions by management concerning possible anticipated results, which assumptions may or may not be correct.

Prospective investors will be expected to have conducted their own due diligence investigation regarding these and all other matters pertinent to investment in the Company.

This presentation may contain statements that are “forward looking statements.” The company’s actual future results may differ materially from those suggested by such statements, depending on various factors for which the company and its management does not take any responsibility

For further information, please contact:

Investor Relations:

Orient Bell Limited

CIN Number - L14101UP1977PLC021546

Mr. Jaywant Puri

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www.oblcorp.com

Thank you!