

OBL:HO:SEC:00:

New Delhi : 27.01.2022

BSE Limited  
Corporate Relation Department  
1st Floor, New Trading Ring  
Rotunga Building, Phiroze Jeejeebhoy  
Towers, Dalal Street,  
Mumbai - 400 001

**Stock Code - 530365**

**Sub: Media release**

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**

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed a copy of Media release on the financial and operational highlights of the company for the quarter & nine months ended 31<sup>st</sup> December, 2021.

Kindly take the same on records.

Yours faithfully,  
For Orient Bell Limited



Yogesh Mendiratta  
Company Secretary & Ilead - Legal

Encl: as above

**Orient Bell Limited**

# Orient Bell Limited

## Orientbell Tiles grows by +25% in Q3FY22

**New Delhi, 27<sup>th</sup> January 2022:** Orient Bell Limited (BSE: 530365; NSE: ORIENTBELL), hereinafter referred to as OBL, a leading manufacturer of ceramic and vitrified tiles with a capacity of ~31 million square meters per annum, has reported results for the quarter ended December 31, 2021.

### Summary

Q3 was a challenging quarter with a massive increase in manufacturing costs and a demand slow down post Diwali. The company stayed focused on its strategy and strengthened sales & distribution infrastructure. With a focus on fundamental benefits & improved execution we have been able to pass on 100% of the cost escalation to the customer.

As a result, the company continued to make rapid progress simultaneously on each of the 3 critical financial KPI's:

- 1) Topline growth
- 2) Margin improvement
- 3) Focus on cash flows.

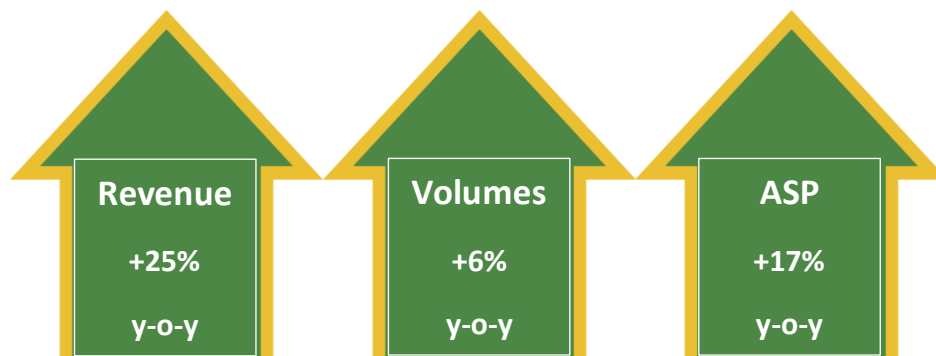
During Q3 we successfully completed expansion project at Sikandrabad, adding 0.7 MSM p.a. capacity. Two other projects (1 each at our existing facilities at Sikandrabad, Uttar Pradesh and Dora, Gujarat) are on track and expected to be completed in Q1FY23 – the combined incremental volume potential being ~1.9 MSM p.a..

Another “Scale Up” capex project aimed towards improving our footprint in South is underway at our existing facility at Hoskote, Karnataka (incremental capacity of 1.8 MSM p.a) and is expected to be completed by Q3FY23.

These projects are largely being financed via internal accruals as the company continues to focus on working capital to generate cash flows for future expansion.

The uptick in real estate sector is a positive sign for the industry and OBL is confident to stay on track to steadily improve all operational metrics.

### Q3FY22 Key Financial Highlights:



- ✓ Revenue increase led by New Products, Improved Product Mix, ASP increase, Channel Expansion and OBTB additions: Q3FY22 +25% y-o-y; 9MFY22 +37% y-o-y.
- ✓ Despite rising Energy and other Costs, consistent improvement in consumption KPI's and operating leverage led to improved profitability margins vs. last year.
- ✓ On a consolidated basis (including OBL's share of profit from Associates), PAT for Q3FY22 at Rs. 12.1 Crores vs Rs. 7.5 Crore in Q3FY21.
- ✓ Strong focus on working capital management continues – Cash Conversion Cycle continues to be under 20 days.
- ✓ Net debt continues to stay below ZERO at Rs (-) 21.4 crore as on 31-Dec-2021.

# Orient Bell Limited

## Consolidated Financial Highlights:

(Rs in Crores)

Consolidated	Q3FY21	Q3FY22	YoY	9MFY21	9MFY22	YoY
Operating income	147.9	184.0	24.4%	321.0	438.4	36.6%
EBITDA	15.7	19.9	26.8%	17.5	32.1	83.4%
EBITDA %	10.6%	10.8%	0.2%	5.5%	7.3%	1.9%
Reported PAT	7.5	12.1	60.7%	-0.6	15.7	2818.2%
PAT %	5.1%	6.6%	1.5%	-0.2%	3.6%	3.8%

## Operational highlights Q3FY22:

- ✓ 27 Orientbell Tile Boutiques (OBTBs) net added during Q3FY22; the total number of active OBTB's as on 31-Dec-21 increased to 276.
- ✓ Ashwamedha Project 3.0 – 112 CPs added/revived during Q3FY22.
- ✓ Revenue from vitrified tiles improved to 45% vs. 41% in Q3FY21.
- ✓ Marketing Investments increased further – +50% vs. Q3FY21 and also increased sequentially by ~30%.
- ✓ More than ~110 SKUs launched Q3FY22 across existing & New Product categories.



**About Orient Bell Ltd:** Orientbell Tiles is a leading brand and manufacturer of ceramic & vitrified tiles with over 4 decades of serving customers across India. The company has an annual capacity of 31 mn. sq. meters, distributed across 3 plants, Sikandrabad, Hoskote and Dora and 2 trading JVs in Morbi. The company is ISO 9001, ISO 14001 and OHSAS 1800 certified with Zero Waste facilities. With over 3,000+ designs and having a strong distribution channel of 2000+ channel partners, the company has a growing presence across major markets in India.

For more details please visit: [www.orientbell.com](http://www.orientbell.com)

**Safe Harbor:** Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Orient Bell Ltd will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information, please contact:

### Orient Bell Limited

Mr. Himanshu Jindal – CFO

Mr. Ashish Kapur – AGM Treasury,  
Investor Relations & Corporate Finance  
+91-11-4711-9100 (B)

[investor@orientbell.com](mailto:investor@orientbell.com); [www.orientbell.com](http://www.orientbell.com)

### Pareto Capital

Ms. Pooja Dokania - Co Founder & CEO

[pooja.dokania@paretocapital.in](mailto:pooja.dokania@paretocapital.in)

Mr. Rishav Das

[rishav.das@paretocapital.in](mailto:rishav.das@paretocapital.in)