

OBL:HO:SEC:00:

New Delhi : 28.01.2021

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: Media release**

Dear Sir/Madam,

Please note that, today i.e on 28th January, 2021, the company has made a media release on the Unaudited financial results for the quarter and nine months ended 31st December, 2020. In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the same for your perusal and records.

Yours faithfully,
for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head -Legal



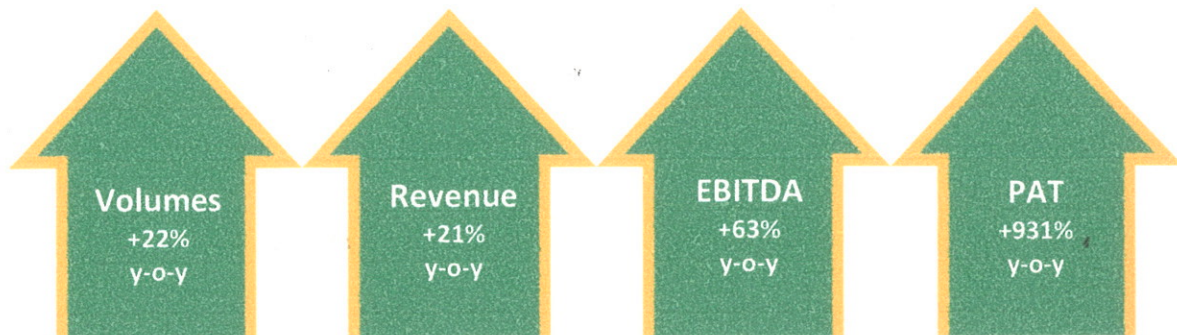
Orient Bell Limited

Orient Bell Limited grows by +21% in Q3

Invests to add +0.7 MSM p.a. capacity at Sikandrabad

New Delhi, 28th January 2021: Orient Bell Limited (BSE: 530365; NSE: ORIENTBELL), hereinafter referred to as OBL, a leading manufacturer of ceramic and vitrified tiles with a capacity of ~30 million square meters per annum, has reported results for quarter and nine month ended December 31, 2020.

Key Financial Highlights:



- ✓ Topline growth +21% y-o-y in Q3FY21 led by Channel Expansion, New Products, Displays & Digital tools
- ✓ EBITDA margin improved further to 10.7% in Q3FY21 aided by higher volumes, lower fuel costs & cost control.
- ✓ *Excluding the impact of one-time adoption of IND AS 116 "Lease Accounting" in Q3FY20, on a L-f-L basis EBITDA margin improved by 4% - from 6.7% in Q3FY20 to 10.7% in Q3FY21.*
- ✓ On a consolidated basis (including OBL's share of profit from Associates), PAT for Q3FY21 at Rs. 7.5 Crores vs Rs. 0.7 Crore in Q3FY20.
- ✓ Strong focus on working capital management continues – Cash Conversion Cycle reduced to 13 days on 31-Dec-2020 from 53 days on 31-Mar-2020.
- ✓ Net debt below ZERO at Rs (-) 2.5 crore as on 31st December 2020

Consolidated Financial highlights:

(Rs in Crores)

Consolidated	Q3FY21	Q3FY20	YoY	9MFY21	9MFY20	YoY
Operating income	146.9	121.5	20.9%	319.6	364.5	-12.3%
EBITDA	15.7	9.6	63.5%	17.5	24.3	-27.9%
EBITDA %	10.7%	7.9%	2.8%	5.5%	6.7%	-1.2%
Reported PAT	7.5	0.7	931.0%	-0.6	2.0	-129.1%
PAT %	5.1%	0.6%	4.5%	-0.2%	0.5%	-0.7%



Orient Bell Limited

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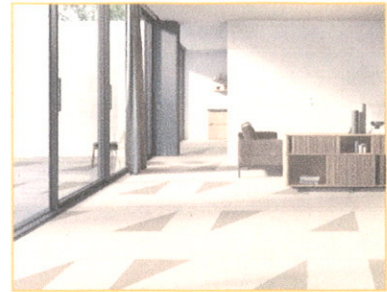
E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546



Operational highlights:

- ✓ 29 Orientbell Tile Boutiques (OBTBs) added during Q3FY21, total number of active OBTB's as on 31-Dec-20 increased to 217
- ✓ Marketing investments increased further during Q3FY21 : +2% of topline (~1.8X of Q2FY21 spend)
- ✓ Revenue from vitrified tiles too improved to 41% vs. 40% LY
- ✓ Innovative Social media campaigns with high reach - #KaroRishtonKoRenovate AND #ByeBye2020
(<https://www.youtube.com/watch?v=YODVWuKqeDY>)
(<https://www.youtube.com/watch?v=cwkziNFbRas>)
- ✓ More than 350 SKUs launched YDFY21 across existing & New Product categories.



Invests in modernizing Sikandrabad Wall Tile plant adding capacity of +0.7 MSM p.a.

OBL's Board has approved modernization of an existing wall tile plant at Sikandrabad (Bulandshahr district, UP). The current capacity of this plant is 2.1 MSM p.a. and post modernization the capacity will increase to 2.8 MSM p.a. The modernization will also reduce fuel consumption.

The modernization will involve a capex of under Rs. 10 Crores and the process will be completed by mid FY22.

"We continue to witness growing demand across all our key markets. The renewed focus on home improvement and project completion is driving consumption. We expect further improvement in construction activities aided by softer home loan rates and government policies.

Our investments in Channel Expansion, Branding and New Products over the last 2 years has strengthened our competitiveness to meet this demand.

To cater to the growing demand, we restarted operations of the floor plant (MF-2, at Sikandrabad) in Dec-20 and are now coming up with a second capex for the Wall plant (MP-1).

The CAPEX will be financed from internal cash accruals." **Aditya Gupta**, CEO, Orientbell Tiles commented on the occasion.



Orient Bell Limited



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 30 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

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:

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