



OBL:HO:SEC:00:

New Delhi : 07.12.2017

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/HALF YEAR ENDED 30<sup>th</sup> SEPTEMBER, 2017.**

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the Quarter/half year ended 30<sup>th</sup> September, 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

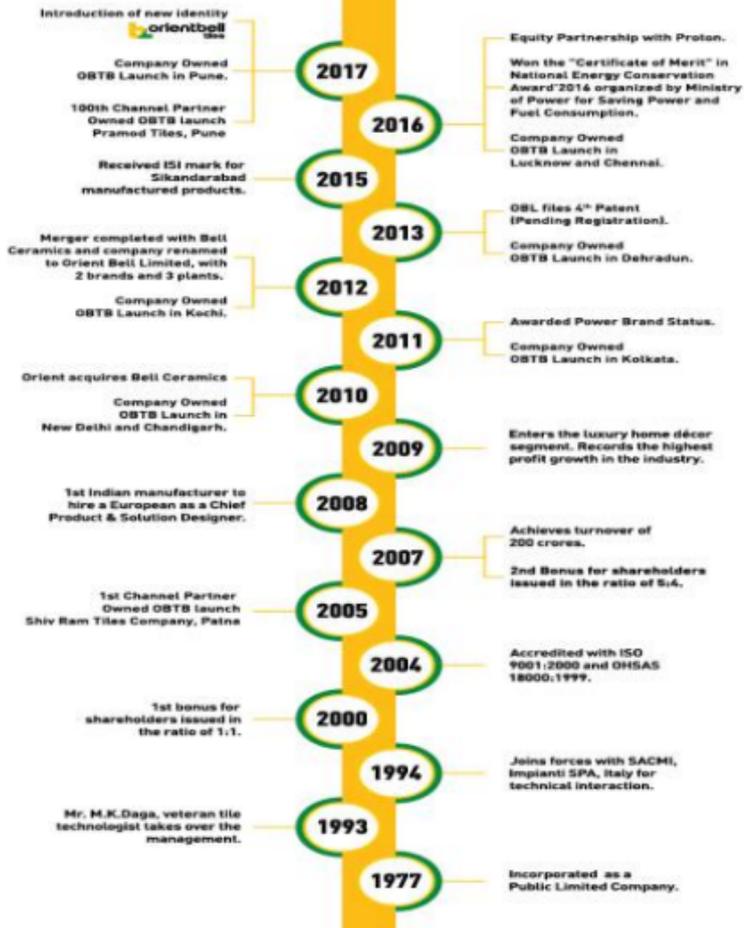
CORPORATE OFFICE: Iris House, 16 Business Centre, Nangal Raya, New Delhi – 110 046, India. Tel.: +91 11 4711 9100, Fax: +91 11 28521273  
REGD. OFFICE : 8 Industrial Area, Sikandrabad – 203 205 (U.P.) India. Tel.: +91 5735 222 203 / 222 / 424, +91 81910 04575 / 76, Fax: +91 5735 222 642

E-mail: [customercare@orientbell.com](mailto:customercare@orientbell.com), Website: [www.orientbell.com](http://www.orientbell.com)

CIN: L14101UP1977PLC021546



## 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 5 Degrees 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

## OBL Digital Media Presence



4,06,440 Likes



381 Followers



321 Subscribers



962 Followers



1257 Followers



# Capacity

Own Plants	Ownership	Location	Capacity MSM pa
Sikandrabad	OBL	Uttar Pradesh	12.7
Hoskote	OBL	Karnataka	5.2
Dora	OBL	Gujarat	2.1
Proton Granito Pvt Ltd (19.5% Stake)	Equity Partnership	Gujarat	4.0
<b>Total</b>			<b>24.0</b>

## Sales and Volume -FY18 Q2 v/s FY17 Q2

Sales Quantity in Mn m2



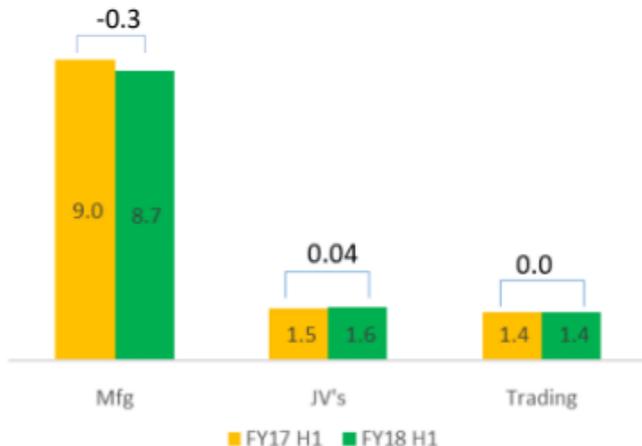
Sales Value in ₹ Mn



Post applicability of Goods and Service Tax (GST) w.e.f. July 01, 2017, Revenue from Operations are required to be disclosed net of GST in accordance with the requirement of Ind AS. Accordingly, the Revenue from Operations for the quarter and half year ended September 30, 2017 are not comparable with the immediately preceding quarter ended June 30, 2017 and September 30, 2016 and corresponding previous periods presented in the financial results which are reported inclusive of Excise Duty and hence the sales are reported in the above table after such adjustments.

# Sales and Volume – FY18 H1 v/s FY17 H1

Sales Quantity in Mn m2



Sales Value in ₹ Mn



Post applicability of Goods and Service Tax (GST) w.e.f. July 01, 2017, Revenue from Operations are required to be disclosed net of GST in accordance with the requirement of Ind AS. Accordingly, the Revenue from Operations for the quarter and half year ended September 30, 2017 are not comparable with the immediately preceding quarter ended June 30, 2017 and September 30, 2016 and corresponding previous periods presented in the financial results which are reported inclusive of Excise Duty and hence the sales are reported in the above table after such adjustments.

	Q2 FY 18	Q2 FY 17	FY 18 Q2 vs FY 17 Q2	H1 FY 18	H1 FY17	FY 18 H1 vs FY 17 H1
Sales	1,504	1,489	1.0%	2,768	2,814	-1.6%
EBITDA	115	131	-12.0%	217	235	-7.7%
EBITDA Margin on Net sales	7.7%	8.8%	-12.9%	7.8%	8.3%	-6.2%
Depreciation	36	35	0.5%	70	70	0.0%
Finance Cost	20	36	-43.8%	43	76	-43.4%
PBT before Exceptional Items	59	61	-2.9%	104	89	16.8%
Exceptional Item	3			203		
Other Comprehensive	-3	-3	0.5%	-7	-6	9.3%
Tax including Def Tax	24	26	-7.1%	34	46	-26.8%
Profit after Tax	35	32	10.2%	271	41	561.3%
PAT Margin on Sales	2%	2%	9.2%	10%	1%	572.3%

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## Balance Sheet Extract

₹ million

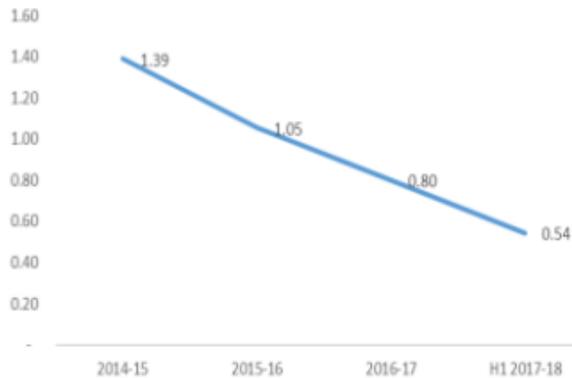
	Sep-17	Mar-17	Sep-16
Equity Share Capital	142	142	140
Reserves and Surplus	1,812	1,600*	1,533*
Net Worth	1,955	1,742	1,673
Total Long Term Debt	497	584	531
Net Block	1,931	1,972*	2,010*
Investments	36	234	234
Net Current Assets	714	298	158
Others Assets/(Liabilities)	-230	-177	-198

The above is not as per the prescribed Schedule.

\*As per Ind AS ( Company adopted it during the year 2017-18) the cost of assets as on 1<sup>st</sup> April 2016 is considered as deemed cost, and hence the revaluation reserve ( net of deferred tax ) that the Company had reduced from the value of assets has been reinstated. Accordingly , the reserves and surplus and Net Block as on 30thSept 2016 and 31<sup>st</sup> March 2017 are suitably revised.

# Ratios

### Debt to Equity Ratio



### Return on Equity



The above is on profits without considering exceptional items

Thank You !