

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 30.06.2018.


Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter ended on 30th June, 2018.

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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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, Website: www.orientbell.com

CIN: L14101UP1977PLC021546



www.orientbell.com

2017

Introduction of new identity


100th Channel Partner owned OBTB Launch
Pramod Tiles, Nagpur.

Company Owned OBTB Launch in Pune.

Our Milestones

2016

Equity Partnership with Proton.

Won the "Certificate of Merit" in National Energy Conservation Award'2016 organized by Ministry of Power for saving Power and Fuel Consumption.
Company owned OBTB Launch in Lucknow and Chennai.

2015

Received ISI mark for Sikandarabad manufactured products.

2013

OBL files 4th patent (pending regn.)
Company owned OBTB Launch in Dehradun

2012

Merger completed with Bell Ceramics and company renamed to Orient Bell Limited, with 2 brands and 3 plants.
Company owned OBTB Launch in Kochi

2011

Awarded Power Brand Status
Company owned OBTB Launch in Kolkata

2010

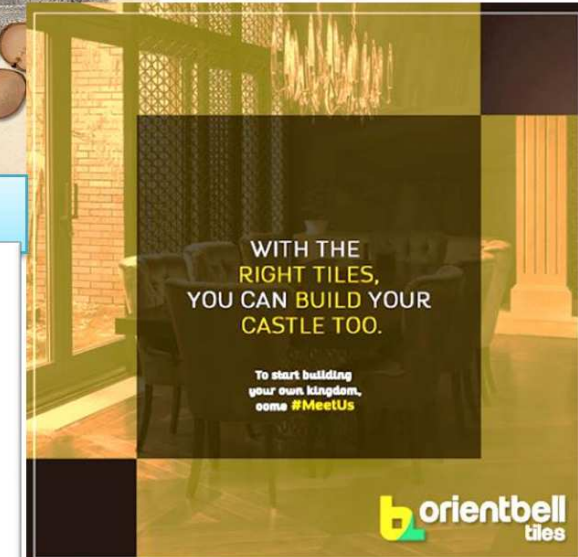
Orient acquires Bell Ceramics
Company owned OBTB Launch in New Delhi & Chandigarh.

Digital Campaign Created Positive Buzz

Video on YT, FB



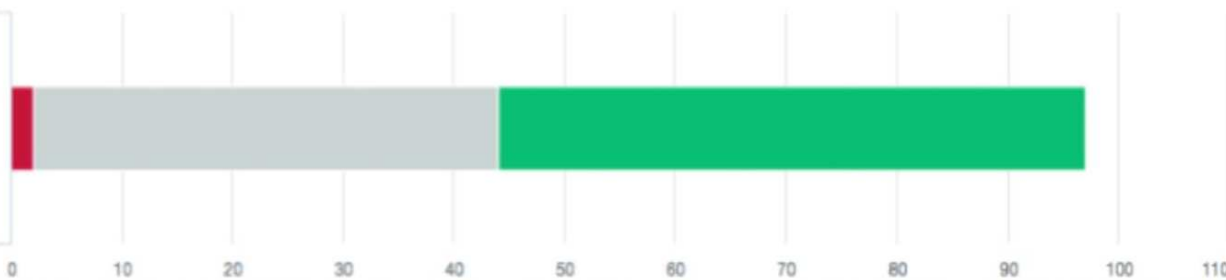
Images on FB & Twitter



Brand Sentiment: 96.4% Positive

Positive Engagements Neutral Engagements Negative Engagements

Export



Investment in Capacity Augmentation --Commissioning of new JV plant in Morbi - 26% Stake.



In FY19 Q1 we commenced commercial production in a Green Field Project –Corial Ceramic Pvt Limited situated in Morbi (Gujarat) with an annual capacity of 4.2 mn m2 to manufacture wall tiles for our south and west market.

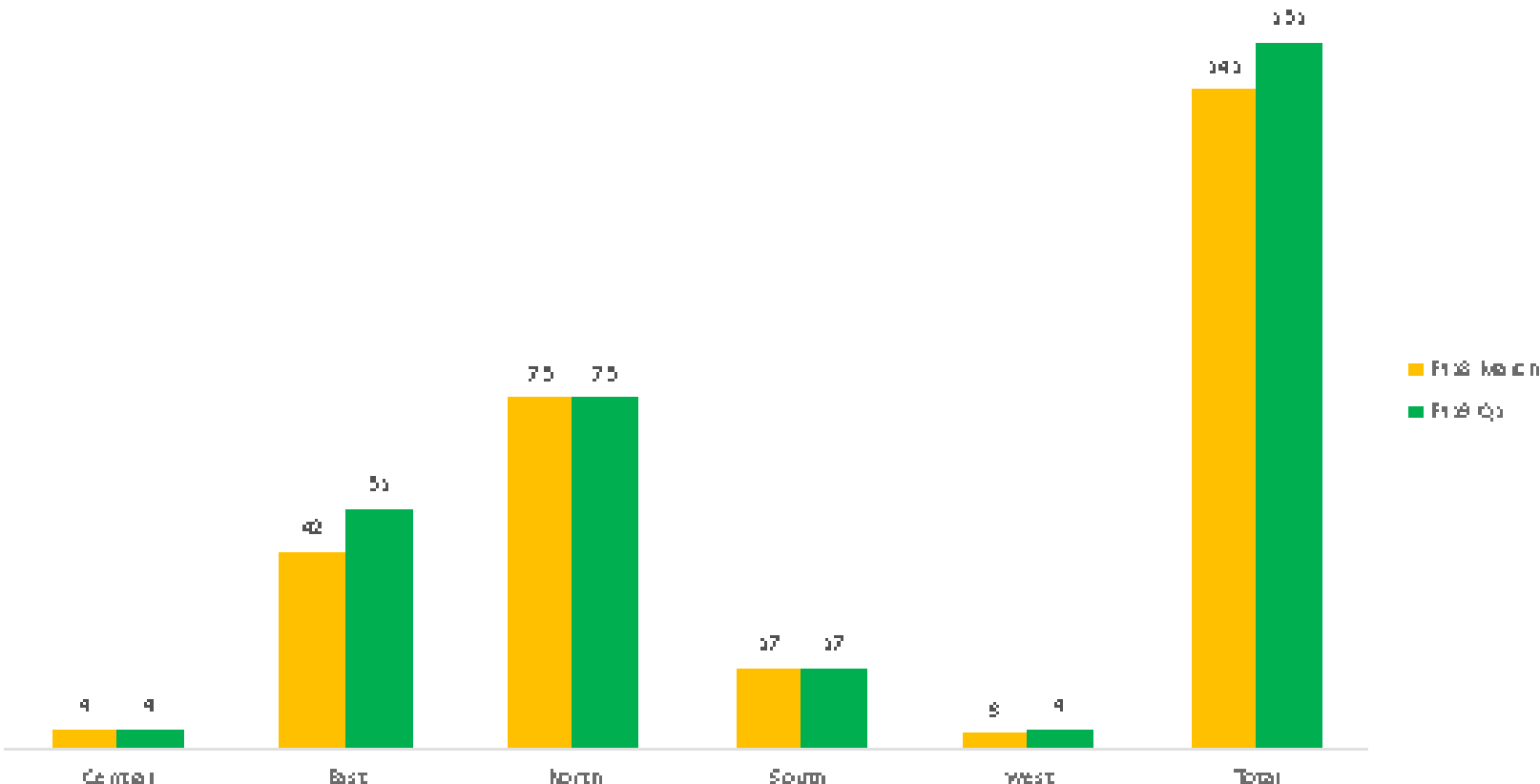
Investment in Capacity Augmentation --Expansion in Sikandrabad plant



In FY19 Q1 we have funded ₹28 crores(a major part) towards augmenting GVT capacity in Sikandrabad plant ,the project is likely to start commercial production in FY19 Q3.

In the last three years cumulatively before this OBL had invested ₹ 23 Crores in plant and Machinery.

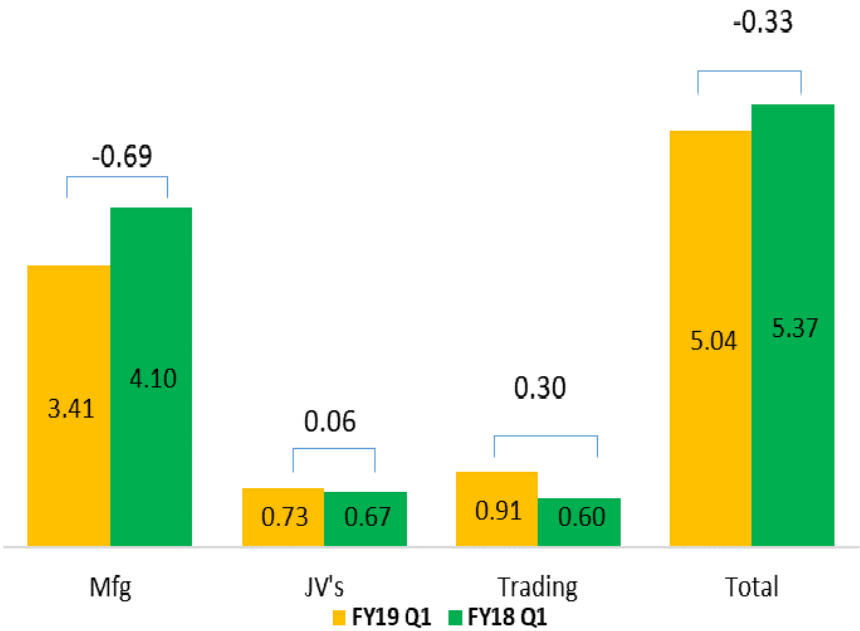
Orient Tile Boutiques



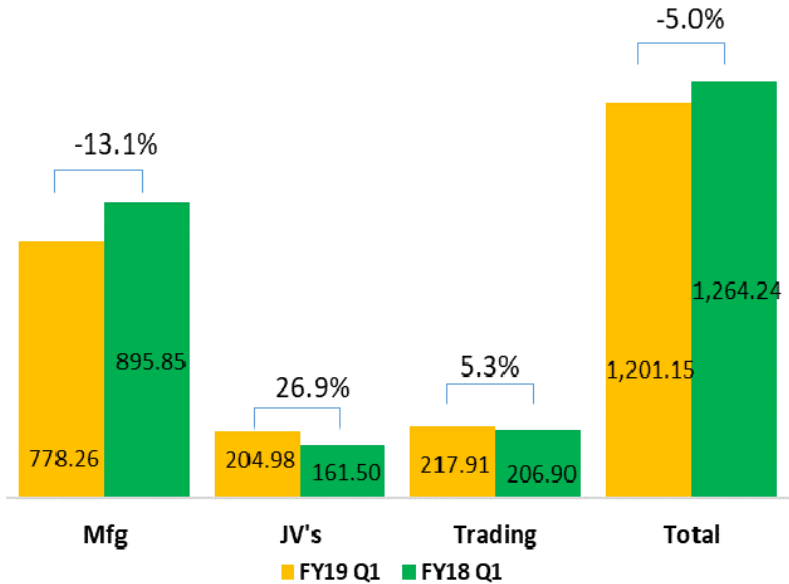
- Increased foot print by 10 OBTB during the quarter

FY19 Q1 v/s FY18 Q1

Sales Quantity in Mn m2



Sales Value in ₹ Mn



Financials FY19 Q1 vs FY18 Q1

In INR Mn

	FY19 Q1	FY18 Q1	FY19 Q1 vs FY18 Q1
Sales	1201	1264	-5.0%
EBITDA	68	101	-32.7%
EBITDA Margin on Net sales	5.7%	8.0%	
Depreciation	38	34	1.4%
Finance Cost	19	23	-17.5%
PBT before Exceptional Items	11	45	-75.5%
Exceptional Item		199	
Tax including Def Tax	4	6	-43.0%
Profit after Tax (without OCI)	7	238	-96.9%
PAT Margin on Sales	0.6%	18.8%	
Profit after Tax (without OCI) without Exception	7	38	-80.9%
PAT Margin on Sales	0.6%	3.0%	
OCI net of Tax	2	-2	-189.3%
PAT after OCI	9	235	-96.0%

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 ended June 30, 2018 are not comparable with the preceding previous year quarter ended June 30, 2017 and corresponding previous periods presented in the financial results which are reported inclusive of Excise Duty, hence the sales are reported in the above table after such adjustments.

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

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