

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**

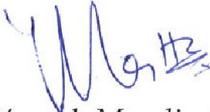
Sub: Investor update for the quarter and nine months ended 31st December, 2018.

Dear Sir/Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during quarter and nine months ended 31st December, 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

FY19 Q3/9M

INVESTORS PRESENTATION



Key Messages

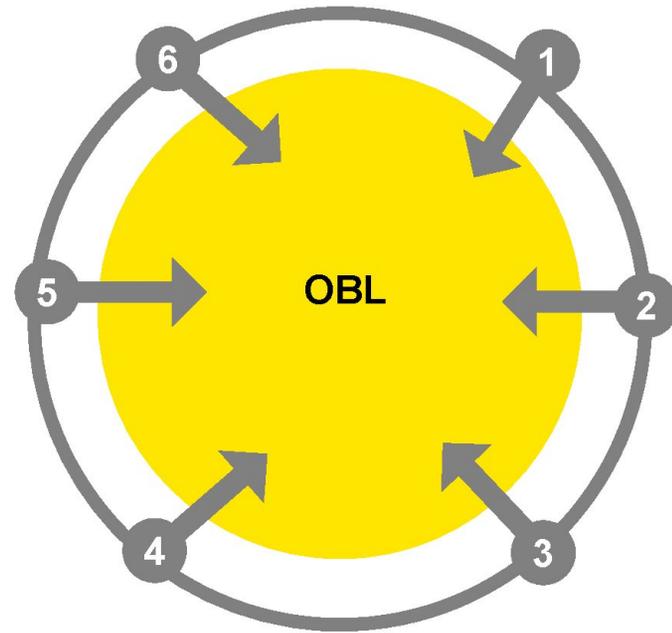
- Construction sector yet to recover, unsold real estate inventory continued to increase.
- Supply still higher than demand for tiles but pace of new capacity additions in the industry reducing
- Government's renewed focus on Construction Sector (PMAY & constitution of committee to review GST rates) should help propel demand for tiles.
- Input Costs on the decline as well – Gas price increase halted with crude and USD stabilizing for now, expect savings from Q4
- New Brand Campaign launched in Q3 – hoardings and digital marketing forms the core of the new campaign
- Focus on improving people capability continues – hiring of CFO and Area Managers for key sales territories completed
- EBITDA margin for 9MFY19 maintained at 7.1% led by improvement in products mix and concerted efforts on costs reduction

OBL Focus Areas - FY 19

Process Simplification & automation

Build Organizational Capability

Build a performance oriented organization

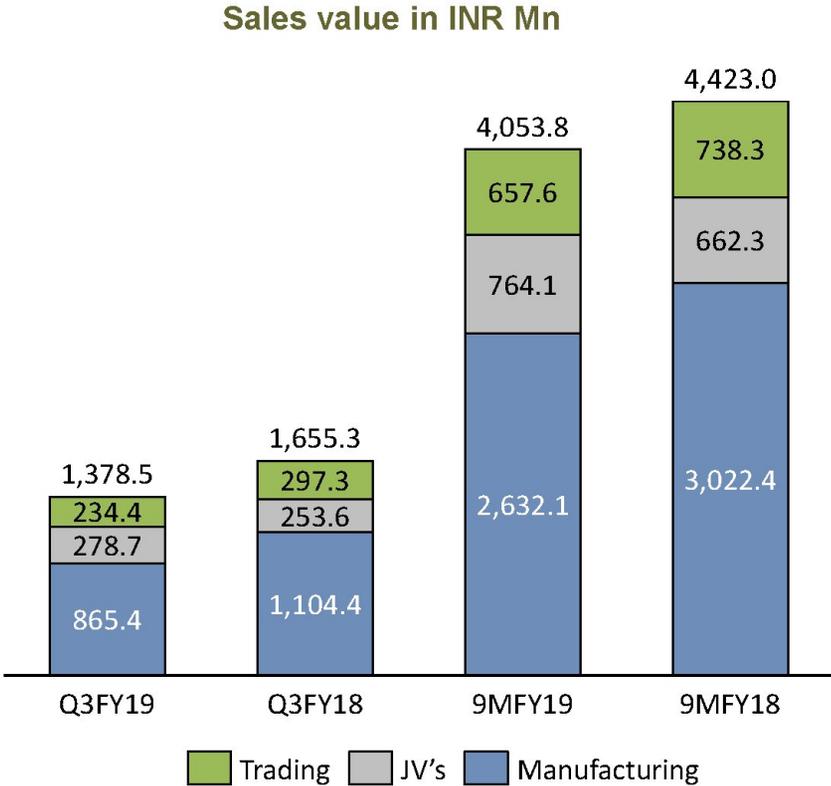
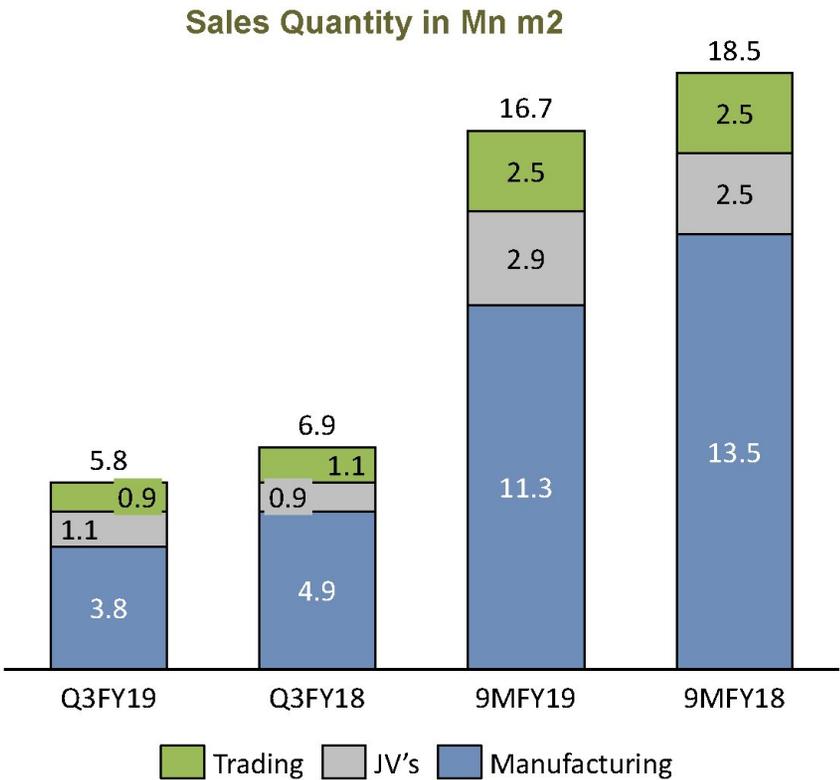


Improve revenue with a disproportionate focus on High value products

Improve Profitability & Working Capital Management.

Build Brand Salience

Sales in Quantity and Value –FY19 Q3/9M vs FY18 Q3/9M



Increase in ASP - Prices higher on a y-o-y basis driven by improved product mix

- Q3 vs Q3 : + 0.6%
- 9M vs. 9M : + 2.0%

Financials FY19 Q2/H1 vs FY18 Q2/H1

Rs. Million

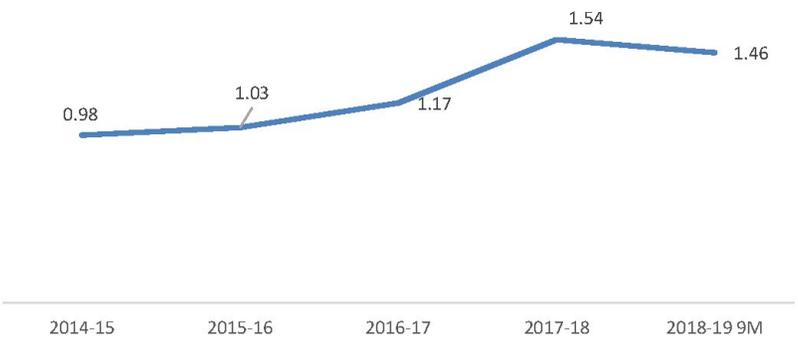
Particulars	FY19 Q3	FY18 Q3	FY19 Q3 vs FY18 Q3	FY19 9M	FY18 9M	FY19 9M vs FY18 9M
Sales	1,379	1,655	-16.7%	4,054	4,423	-8.4%
EBITDA	92	120	-23.9%	289	337	-14.2%
EBITDA Margin on Net sales	6.7%	7.3%	-0.6%	7.1%	7.6%	-0.5%
PBT before Exceptional Items	22	68	-67.1%	102	172	-40.8%
Exceptional Item	-	-	0%	-	203	N/A
Profit after Tax	15	42	-64.1%	66	318	-79.3%
PAT Margin on Sales	1.1%	2.6%	-1.5%	1.6%	7.2%	-5.6%
Profit after Tax (without OCI) without Exception	15	42	-64.1%	66	115	-42.7%
PAT Margin on Sales	1.1%	2.6%	-1.5%	1.6%	2.6%	-1.0%

Note : Sales is net of excise duty for past periods

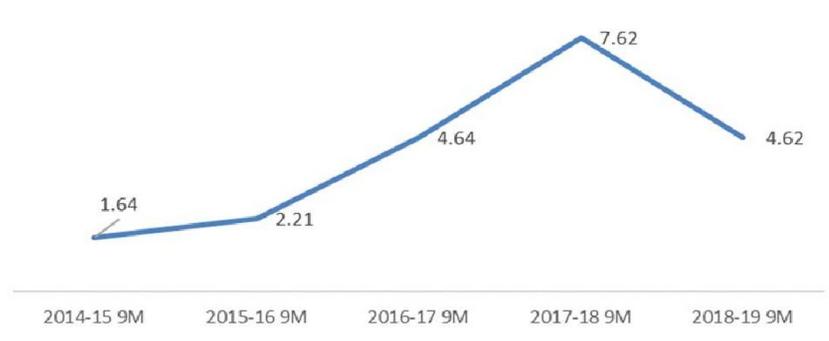
Company Confidential

OBL – Key Ratios

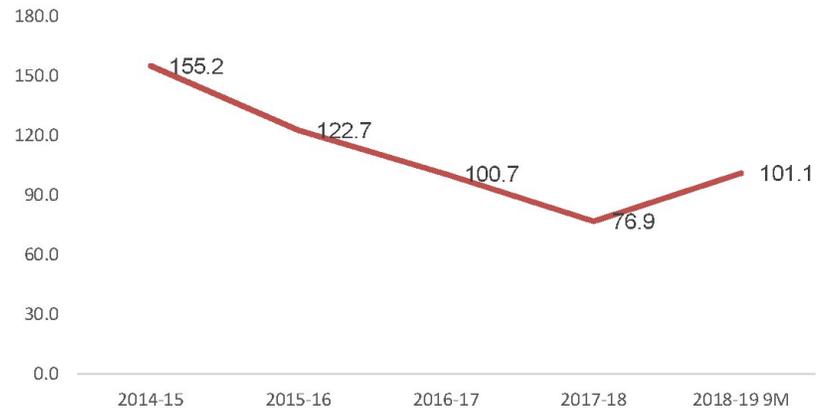
Current Ratio



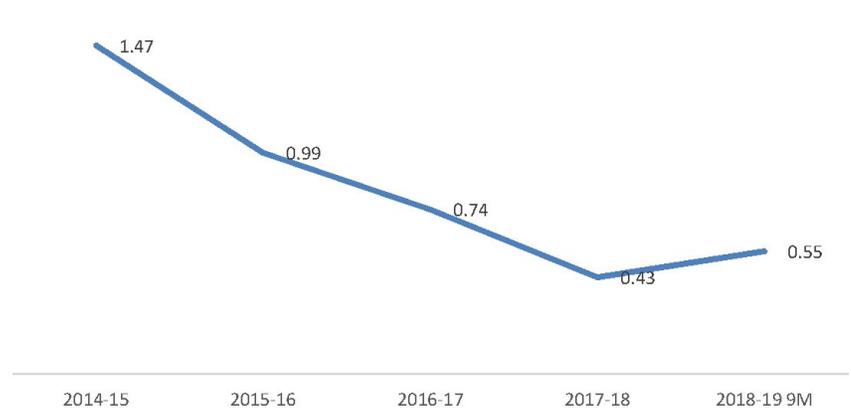
EPS without Exception



Borrowings in Crores



Debt to Equity Ratio



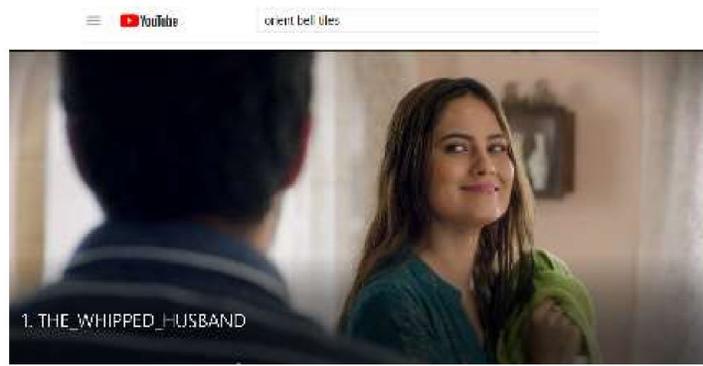
New Marketing Campaign Launched



OUTDOOR



DIGITAL



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Hoarding Creative:

**Make small spaces
look bigger
with Orientbell tiles**

Big solutions for small bathrooms

**orientbell
tiles**

 **87507 33333** | SAI MARBLE | RAJ PRATISTHAN | PREM MARBLE & SANITATION

छोटे बाथरूम के बड़े उपाय

Orientbelltiles की मदद से
छोटे स्थानों को बड़ा दिखाएं



orientbell
tiles

 **87507 33333** | KAUSHIKI MARBLE & SANITARY, BYPASS ROAD

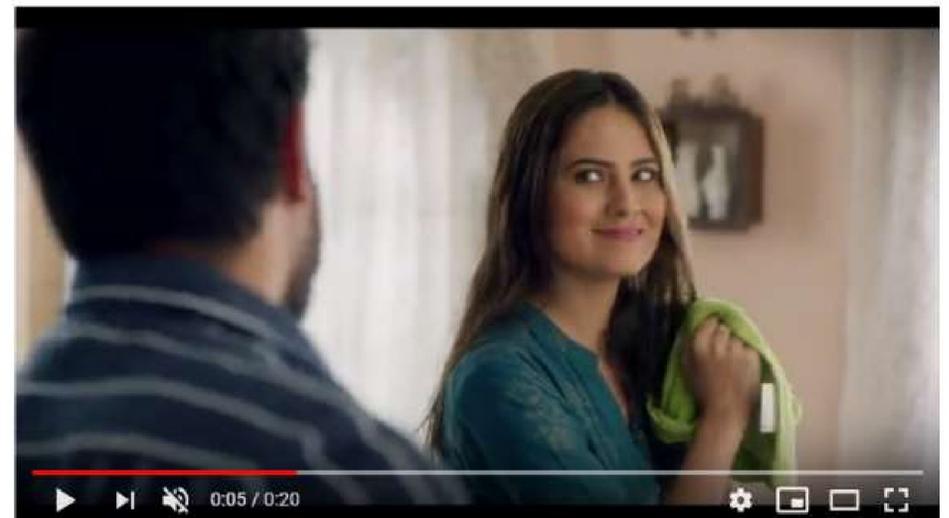
Digital Marketing Campaign

4 Videos LIVE on YouTube!

Choti jagah mei bada bathroom banane ka solution milega kya??



Chote bathrooms, bade solutions | Tile selection se pareshaan pati



Chote bathrooms, bade solutions | Natkhat Biwi

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Digital Marketing Campaign

Presence across Digital Platforms

Choti jagah mei bada bathroom banane ka solution milega kya??



PROMOTED STORIES



Blood pressure, sleep, anxiety – classical music's surprising health benefits
IDAGIO



With Orientbell Tiles, your bathrooms can look much bigger!
www.orientbell.com

Rustomjee Urbania
2BHK in Thane(W) at ₹ 1.05Cr+ Taxes. Pay just 20% a year, for valid till 27th Jan. Rustomjee Spaces. **GET QUOTE**



Company Confidential



Catalogues to aid conversion



Floor Master Catalogue

Decorative Tile Catalogue



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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:

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CIN Number - L14101UP1977PLC021546

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Thank you