



OBL:HO:SEC:00:

New Delhi : 13.05.2021

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

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 051

Stock Code - 530365

Stock Code: ORIENTBELL

Sub: Media release

Dear Sir/Madam,

Please note that, today i.e on 13th May, 2021, the company has made a media release on the Audited financial results for the quarter and year ended 31st March, 2021. 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

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
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

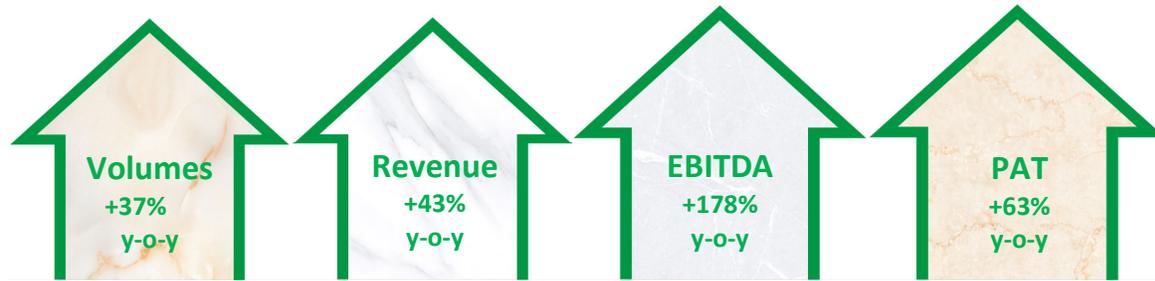
E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546

Orientbell Tiles grows by + 43% in Q4

New Delhi, 13th May 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 12 month ended March 31, 2021.

Q4FY21 Key Financial Highlights:



- ✓ Topline growth +43% y-o-y in Q4FY21 led by Channel Expansion, New Products, Displays & Digital tools
- ✓ EBITDA margin improved further to 10.8% in Q4FY21 aided by higher volumes, lower fuel costs & cost control.
- ✓ On a consolidated basis (including OBL's share of profit from Associates), PAT for Q4FY21 at Rs. 8.3 Crores vs Rs. 5.1 Crore in Q4FY20.
- ✓ Strong focus on working capital management continues – Cash Conversion Cycle continues to be 13 days on 31-March-2021 vs. 53 days on 31-Mar-2020.
- ✓ Net debt below ZERO at Rs (-) 19.0 crore as on 31st March 2021.

Consolidated Financial highlights:

(Rs in Crores)

Consolidated	Q4FY21	Q4FY20	YoY	12MFY21	12MFY20	YoY
Operating income	180.4	126.1	43.1%	500.0	490.6	1.9%
EBITDA	19.5	7.0	177.6%	37.0	31.3	18.2%
EBITDA %	10.8%	5.6%	5.2%	7.4%	6.4%	1.0%
Reported PAT	8.3	5.1	63.4%	7.7	7.1	8.0%
PAT %	4.6%	4.0%	0.6%	1.5%	1.4%	0.1%



Orient Bell Limited

Operational highlights 12MFY21:

- ✓ 69 Orientbell Tile Boutiques (OBTBs) net added during FY21, highest so far in a single year; total number of active OBTB's as on 31-March-21 increased to 230.
- ✓ Awards
 - a. Brand of the Year- Realty +
 - b. Mobile App of the year- Realty +
 - c. Best Infrastructure Brand- From the Economics Times
- ✓ Revenue from vitrified tiles too improved to 41% vs. 40% LY
- ✓ Innovative brand campaigns that connected with our customers & had high reach - #KaroRishtonKoRenovate AND #ByeBye2020
 (<https://www.youtube.com/watch?v=Y0DVWuKqeDY>)
 (<https://www.youtube.com/watch?v=cwkziNFbRas>)
- ✓ More than ~500 SKUs launched YTFY21 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 30 mn. sq. meters, distributed across 3 plants, Sikandrabad, Hoskote and Dora and 2 JVs in Morbi. The company is ISO 9001, ISO 14001 and OHSAS 18001 certified with Zero Waste Water Discharge. With over 3,000+ designs and a strong distribution network of 2000+ channel partners, the company is disrupting the buying & selling of tiles with its digital tools.

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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