

BSE Limited
Corporate Relation Department
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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 31.12.2019.

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the quarter and nine months ended on 31st December, 2019.

Kindly take the same on record.

Yours faithfully,

for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head - Legal



Encl: as above

Orient Bell Limited

Investor Presentation

Q3/9M – FY20



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1 Business Environment – Q3 FY20

Indian Macro-economic situation

- Festive demand uptick missing during Q3FY20 while liquidity remained a concern.
- Real Estate and Construction Sector yet to recover.

Indian Tile Industry

- No significant capacity addition in the sector after Q2FY20
- Shutdowns becoming a norm at Morbi, larger consensus that NGT ban on coal gasifiers will not be lifted
- Channel Partners destocking continued amidst low demand and pricing drops.
- Prolonged ban on construction in some parts of the country also impacted offtake during Q3FY20
- Fuel Costs spiked in between due to global factors but relatively stable for now

2 OBL's Key Highlights – 9M FY20

Focus investments on marketing continues –
~2.5X over last year

Vitrified Ratio improved further to 36% vs.
35% during 1HFY19

Sale from HVP products ~40%

- Working Capital cycle gains intact – improved by +17 days vs. March 2019
- Net Debt/EBITDA <2

New Products Launched –

- Valencica, Multiplica & Duazzle – 1 HFY20
- Full Body & 40X40 Pavers at SKD – Q3FY20

Excluding impact of increased marketing investments, on a L-f-L* basis EBITDA almost similar to last year due to concerted efforts on manufacturing and G&A costs

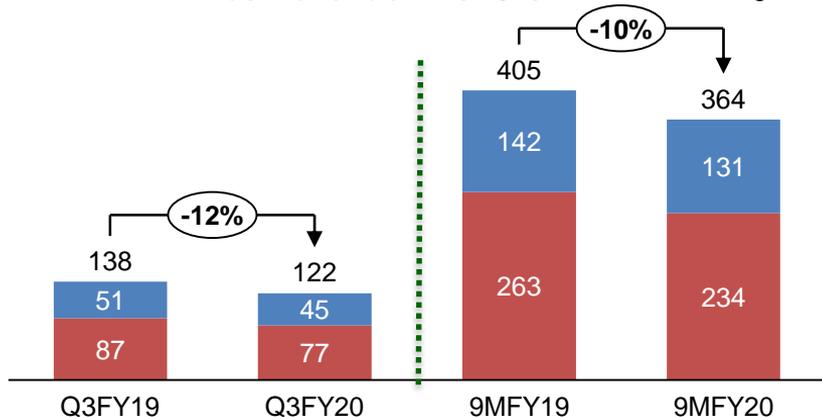
Credit Rating reaffirmed by CRISIL as A-/Negative.

*L-f-L = Like for Like

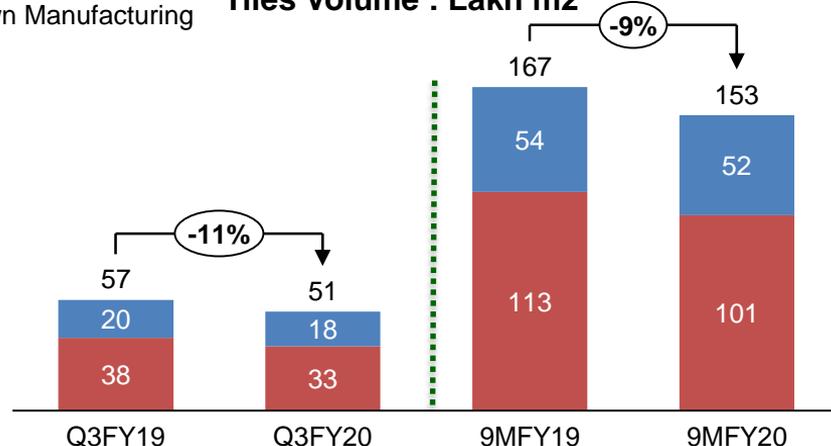
3 Tiles Revenue – Volumes, Prices & Mix of Products

Tiles Revenue : Rs. Crs.

Trading + JV Own Manufacturing

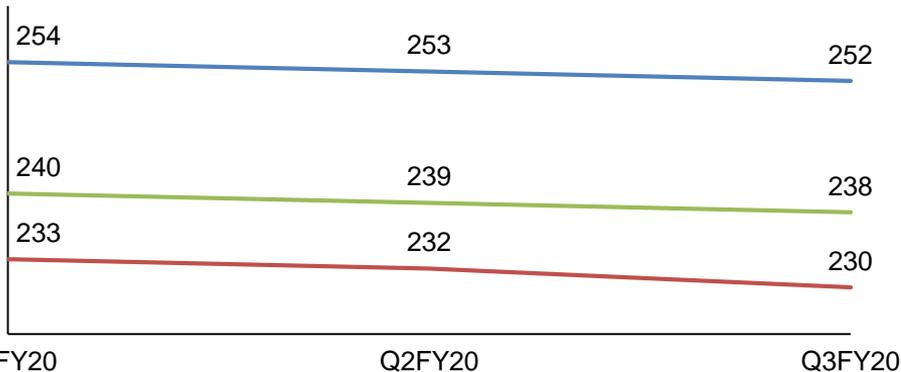


Tiles Volume : Lakh m2



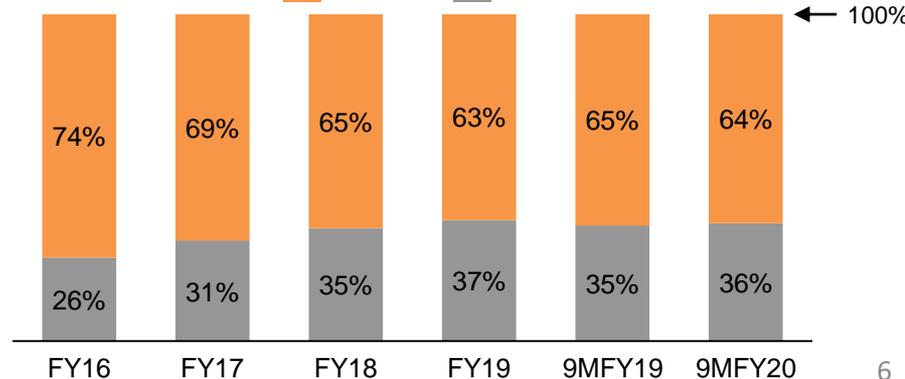
ASP – Rs. per m2

Trading + JV Own Manufacturing Blended



Vitrified Mix

Ceramic Vitrified

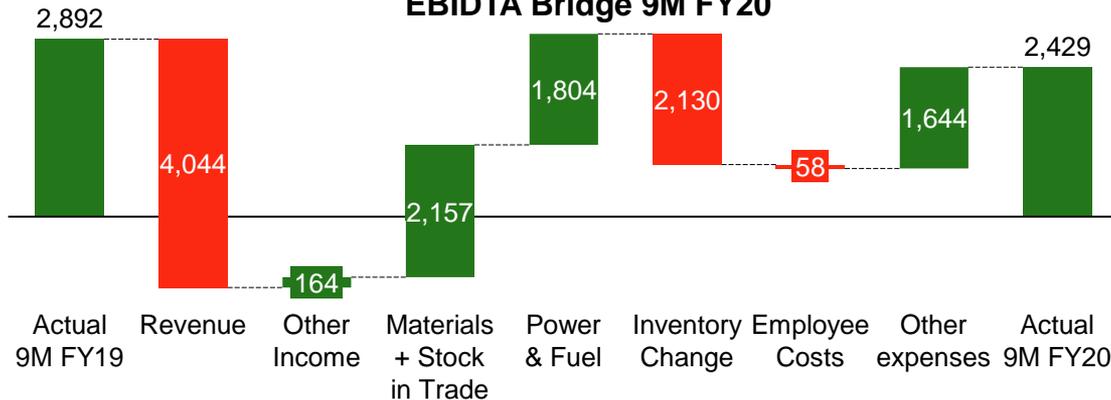


4 Abridged Income Statement & EBIDTA Bridge - Standalone

Rs. Lakhs

Particulars	Quarter Ended		% Change	Nine Month Ended		% Change
	Q3 FY19	Q3 FY20		FY19	FY20	
	Unaudited			Unaudited		
Revenue from Operations	13,806	12,203	-11.6%	40,597	36,552	-10.0%
Other Income	11	112	907.0%	133	296	123.5%
Operating Expenses	12,900	11,353	-12.0%	37,838	34,420	-9.0%
EBITDA	917	962	4.9%	2,892	2,429	-16.0%
EBITDA Margin%	6.6%	7.9%	1.2%	7.1%	6.6%	-0.5%
Depreciation and Amortisation	444	625	40.7%	1,221	1,535	25.7%
EBIT	473	337	-28.8%	1,671	894	-46.5%
Interest and Financial Charges	250	258	3.1%	655	657	0.3%
Profit Before Tax(PBT)	223	79	-64.4%	1,016	236	-76.7%
PBT Margin %	1.6%	0.7%	-1.0%	2.5%	0.6%	-1.9%
Tax Expenses	70	41	-41.4%	357	95	-73.4%
Profit After Tax(PAT)	153	38	-75.0%	659	141	-78.6%
PAT Margin %	1.1%	0.3%	-0.8%	1.6%	0.4%	-1.2%

EBIDTA Bridge 9M FY20



- Concerted efforts continue on the costs front – Manufacturing KPI's improved and G&A costs optimized further during 9MFY20.
- On a like for like (L-f-L) basis excluding the impact of additional marketing investments and that of first time adoption of lease accounting during 9MFY20 – EBITDA margin actually improved to 7.5 % versus 7.1 % during 9M FY19.
- On a consolidated basis (including impact of OBL's share of profit/(loss) from Associates), PAT for 9MFY20 was Rs. 2 Crores as against Rs. 6.5 Crores in 9MFY19.

*The Reported Results for Q3FY20 includes the first time adoption impact of IND AS 116 "Lease Accounting" – net impact on PBT is (-) Rs. 20 lakhs

5A Marketing Initiatives – Bringing Strengths Alive in front of stakeholders

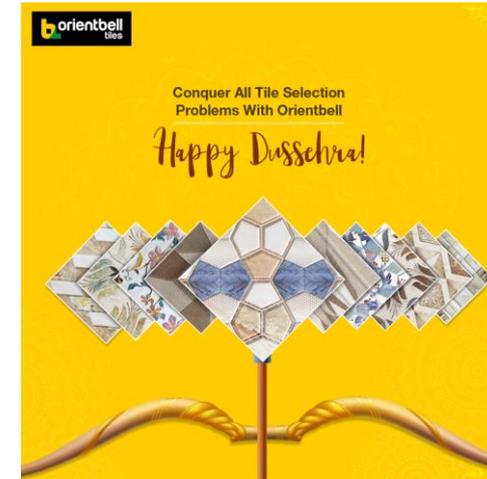
Can a 60-ton truck go over Orientbell Tiles?



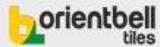
Why does Lucknow Metro use Orientbell Tiles?



Demonised between brands & designs? At Orientbell we help you select designs



5B Marketing Initiatives – Continue brand-building on digital



Looking For
**Premium
Designs**
That Are
Affordable?

Look No
Further!

[VISIT STORE](#)



Orient Bell Tiles

Published by Shewon Alyosius [?] · December 4, 2019 ·

Catch the Rapid fire with our expert, Payal Kapoor, Interior Designer of #UmaidBhawan and #PalaceOnWheels. She answers questions about her favourite piece of work, what she has that the new generation lacks and leaves listeners with a great insight into a life of an interior designer.

#OrientbellTiles #LivePodcast #HomeRenovation



PODCAST

**RAPID FIRE
HOME RENOVATION TIPS**
WITH PAYAL KAPOOR



117,567

People Reached

564

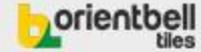
Engagements

[Boost Post](#)



Latest
**Super
Glossy Tile**
From
Europe

[VISIT STORE](#)



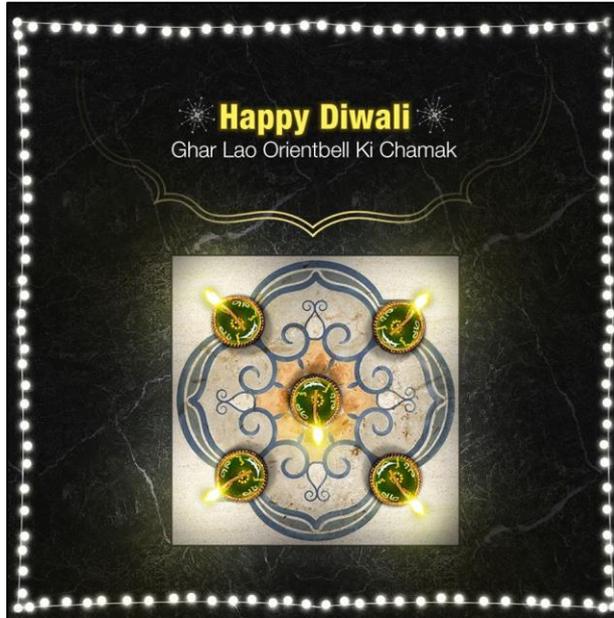
**Industry Expertise
Of Over 40 Years**
To Help You Make Your
Customers Happy

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5C A few examples of driving reach & impact

Riding the wave of topical conversations to highlight the advantages of Orientbell Tiles



Chamak of GVT range was built during Diwali



We love our tea & tiles strong



Strength of the newly launched range of Timeless 40x40 tiles

5D Building brand with Social Media Using organic reach & impact

Celebrating our professional successes to become an attractive employer brand



Orient Bell
3,937 followers
6d · 🌐

Catch the moments from our New Year's celebrations and Long Service & Best Performer Award function at the Sikandrabad plant!

The awards were given by our M.D, Mr. Madhur Daga, our CEO Mr. **Aditya Gupta** & our COO, Mr. **Anil Agarwal** to the employees who completed 15 years of service and to those who performed remarkably in 2019! Congratulations to all the winners!

#OrientbellTiles #NewYearCelebration



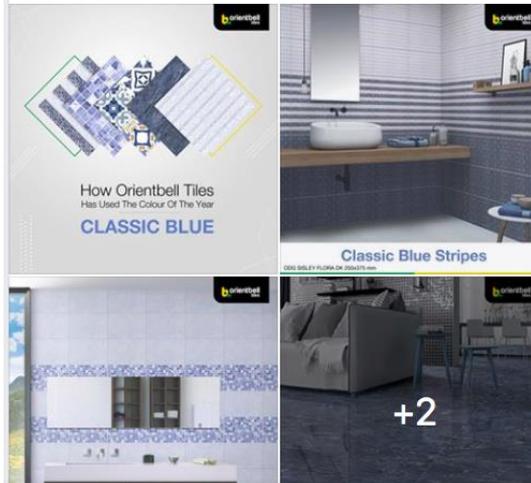
Riding on the “color of the year” announcement we shared the tiles that were designed to mirror it.



Orient Bell Tiles ✓
Published by Nitesh Thakur [?] · December 29, 2019 at 1:06 PM · 🌐

Design your space in the outstanding #ColourOfTheYear Classic Blue by Pantone with our variety of tiles in different designs and styles. See the various ways you can use the #ColourOfTheYear and create a #HappyNewDecade for yourself!

#Orientbell #Tiles



We gifted tile calendars with key decision makers in the Bldg & Construction industry



5F Focus on High Value Products (HVP), New Product Designs (NPD) & Displays

- HVP contribution to total sales improved to 40% during 9MFY20 vs. 39% in 9MFY19.
- NPD launches continue upgrading the range for our channel partners. In Q3FY20 the Company consolidated on earlier H1 launches of Multiplica/Valencica/DC/Duazzle and launched ~100 new SKUs across :
 - Full Body Tiles: 600x600 Full Body Tiles for high strength, great consistency & low maintenance
 - Timeless: 400x400 tiles were launched for use in outdoor spaces
 - Inspire: 600X1200 GVT tiles that are inspired by the best marbles from across the world
- 12 new Orient Bell Tiles Boutiques (OBTBs) were added during 9MFY20 in focus towns.



6 People Connect at OBL



Rewards & Recognition



Meditation Session at Hoskote



MD's address at SKD



Rewards & Recognition



Christmas Celebrations



Lohri Celebrations



Foreign Travel with Channel Partners



Channel Partner Felicitation



Long Service Awards

7 OBL's Social Connect

Our School Tiles Collection continue to make an impact as preferred Educational Tools



Bonding with School Children at Sikandrabad



OBL employees connecting with school students in Karnataka



Awards & Accolades - Moment of pride for OBL – 2 in a row



Integrated Brand Campaign of the Year – Building & Construction



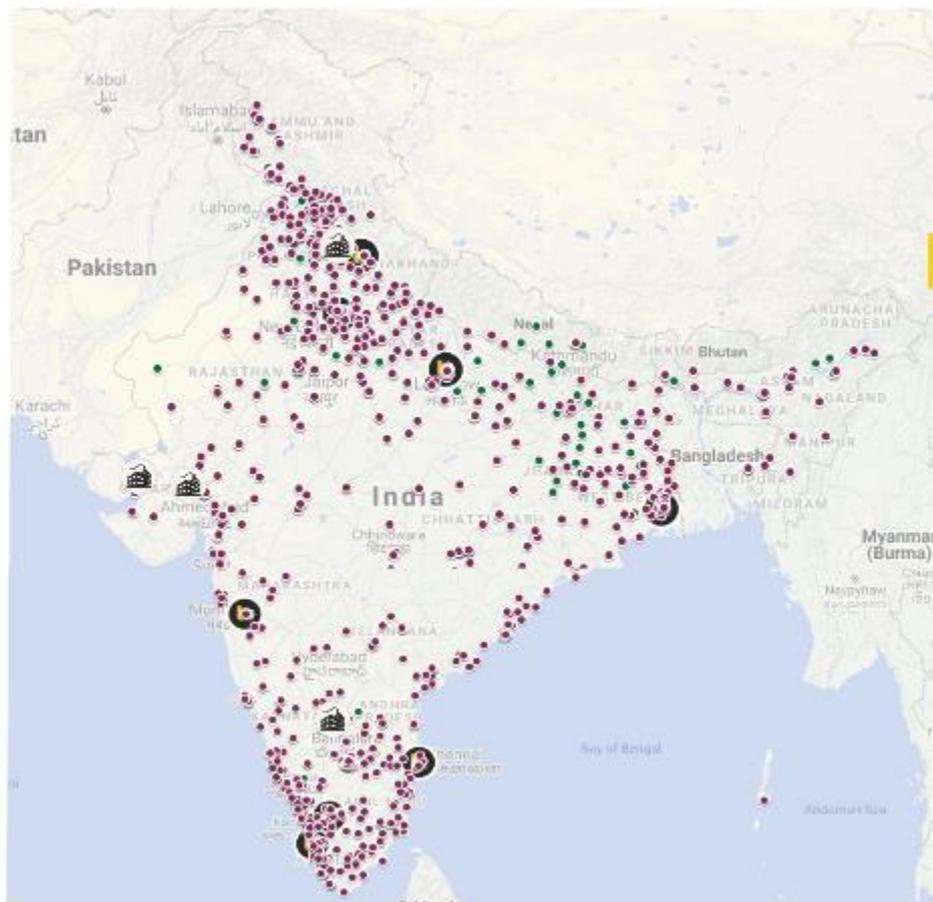
Using TV/Print/Radio/digital/Retail all channels to create a truly integrated brand campaign than impacts the consumer at numerous touch-points



Website of the Year – Building & Construction

For designing a website that shapes consumer perceptions & decision making behaviour.

9 OBL Network and Facilities



A Network of

2500+

Channel Partners

-  Franchise Owned Boutiques
-  Channel Partners
-  Company Owned Boutiques
-  Plants

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Thank you