

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, 2017.

Dear Sir/ Madam,

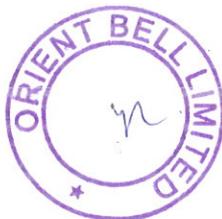
Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during quarter and nine months ended 31st December, 2017.

Kindly take the same on record.

Yours faithfully,
For Orient Bell Limited



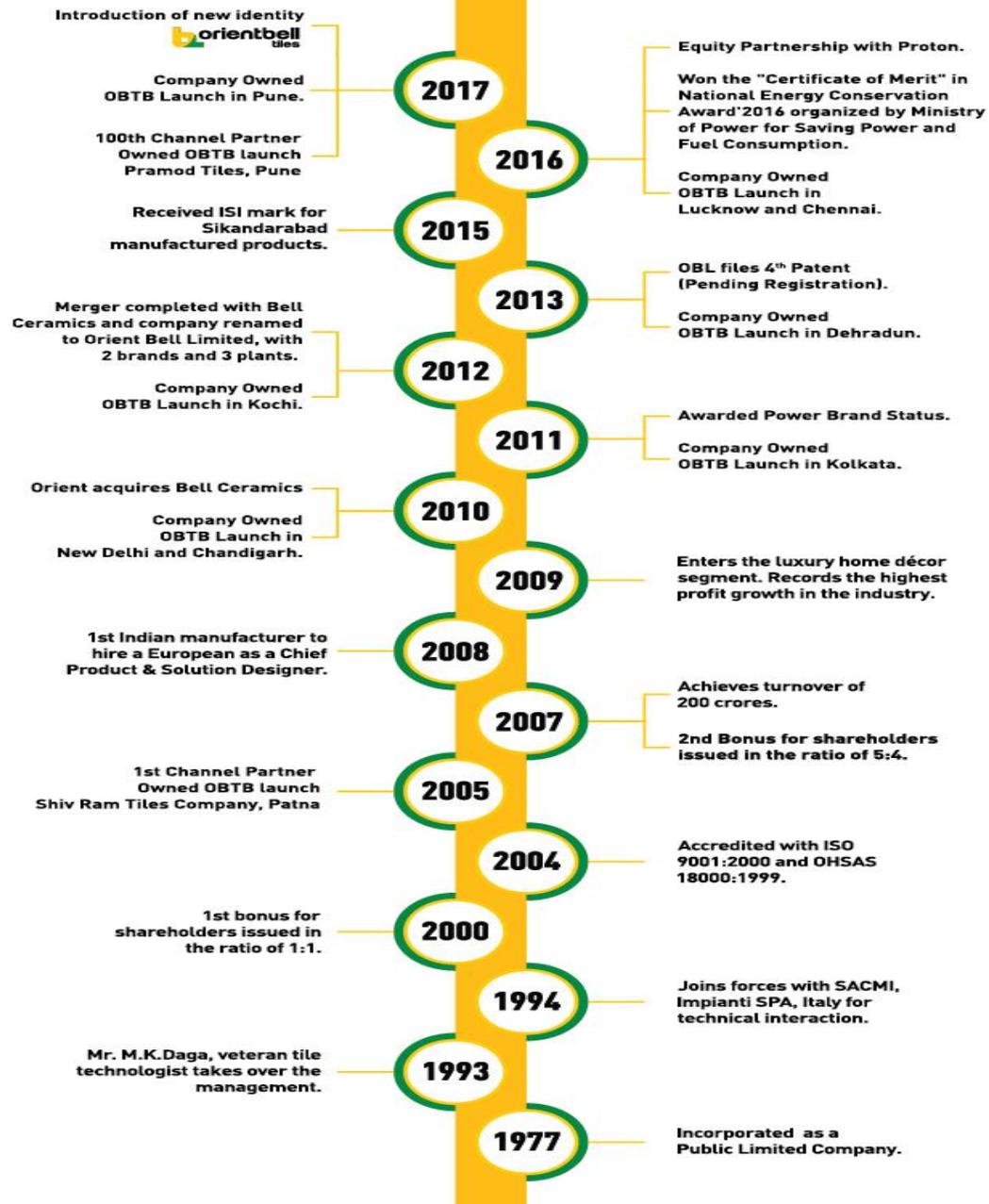
Yogesh Mendiratta
Company Secretary & Head-Legal



Encl: as above



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



4,08,040
Likes



578
Followers



320
Subscribers



1117
Followers



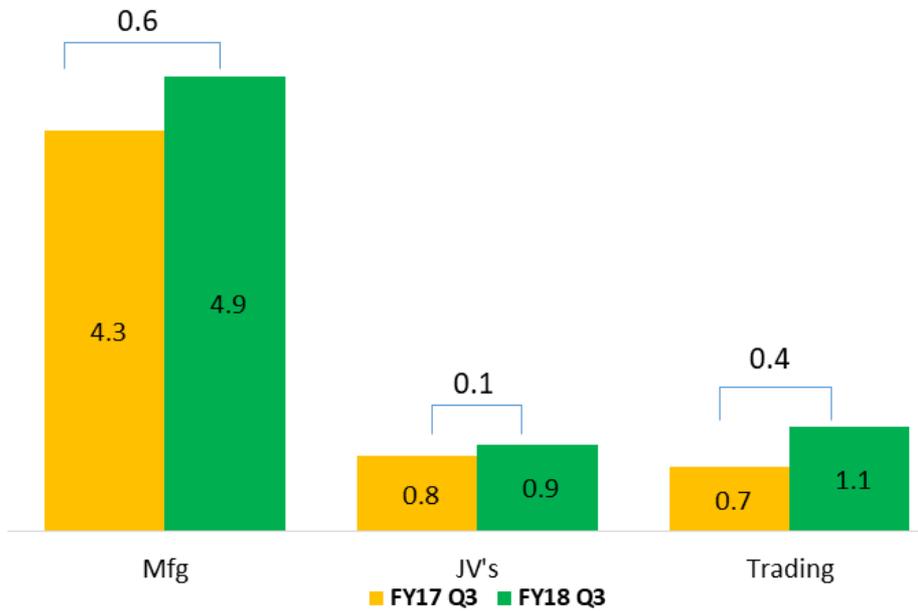
1507 Followers

Capacity

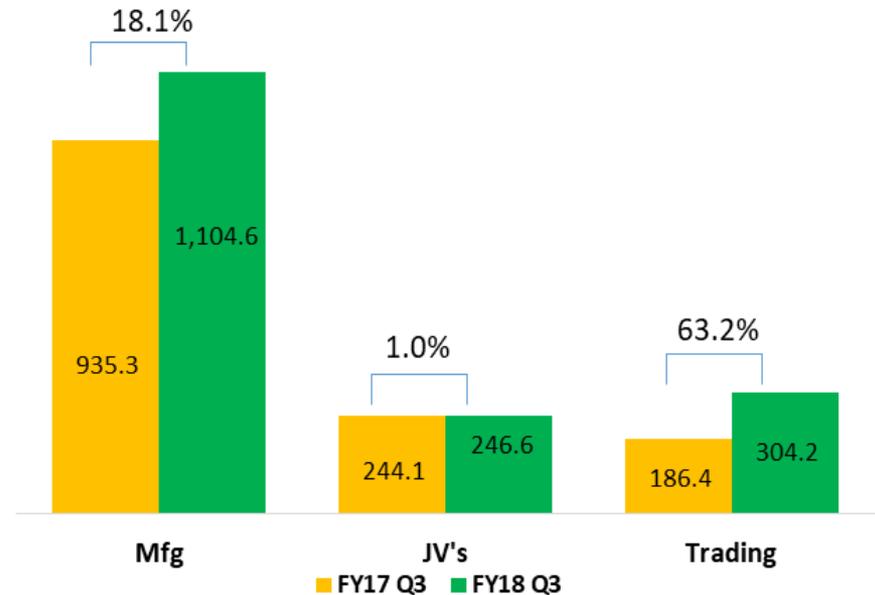
Own Plants	Ownership	Location	Capacity MSM pa
Sikandrabad	OBL	Uttar Pradesh	12.7
Hoskote	OBL	Karnataka	5.2
Dora	OBL	Gujarat	2.1
Proton Granito Pvt Ltd (19.5% Stake)	Equity Partnership	Gujarat	4.0
Total			24.0

FY17 Q3 v/s FY18 Q3

Sales Quantity in Mn m2

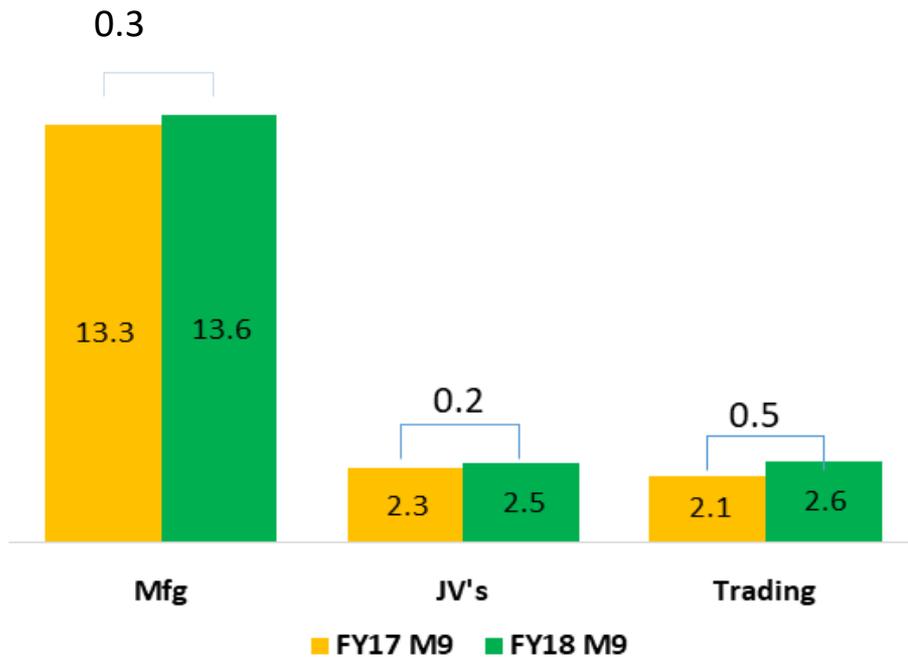


Sales Value in ₹ Mn

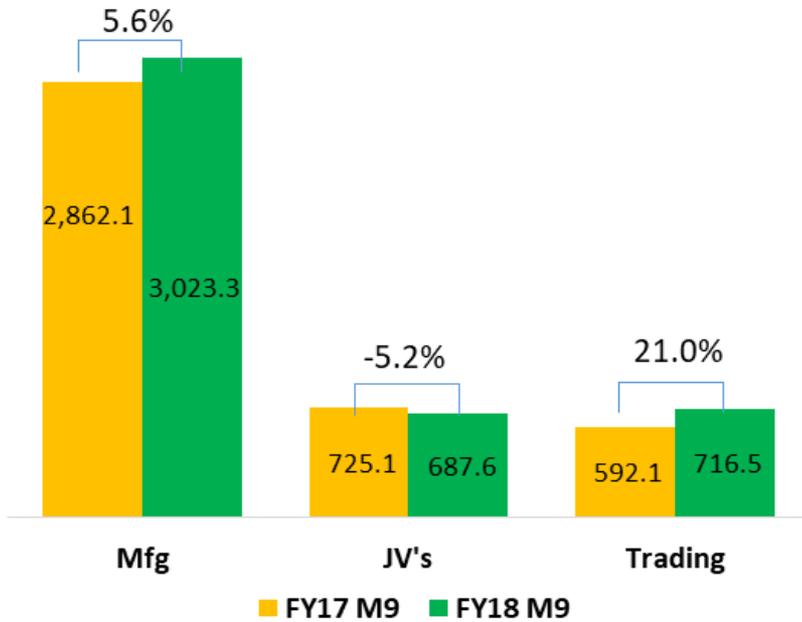


FY 17 M9 v/s FY18 M9

Sales Quantity in Mn m2



Sales Value in ₹ Mn



	Q3 FY 18	Q3 FY 17	FY 18 Q3 vs FY 17 Q3	9M FY 18	9M FY17	FY 18 9M vs FY 17 9M
Sales	1,655	1,366	21.2%	4,423	4,179	5.8%
EBITDA	120	115	5.2%	337	349	-3.5%
EBITDA Margin on Net sales	7.3%	8.4%	-13.2%	7.6%	8.4%	-8.9%
Depreciation	35	35	0.0%	105	70	50.0%
Finance Cost	18	32	-44.0%	43	105	-58.8%
PBT before Exceptional Items	68	48	42.0%	171	136	25.6%
Exceptional Item				203		
Other Comprehensive	-3	-3	0.0%	-10	-9	6.7%
Tax including Def Tax	26	26	1.7%	60	68	-11.4%
Profit after Tax	40	35	14.6%	311	66	372.9%
PAT Margin on Sales	2%	3%	-5.5%	7%	2%	346.8%

“ During Q3 FY18 ,the Company has spent ₹2.6 crores on refurbishing the In-shop and Display/Dealer Boards with the new logo and total spend in this category is ₹5.5 crores in the nine month ending 31st December,2017”

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 Nine Months ended December 31, 2017 are not comparable with the preceding previous year quarter and Nine Months ended December 31, 2016 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.



VITRIFIED | DIGITAL | DECORATIVE



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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:

Orient Bell Limited

CIN Number - L14101UP1977PLC021546

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