

OBL:HO:SEC:00:

New Delhi : 17.05.2022

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 17th May, 2022, the company has made a media release on the Audited financial results for the quarter and year ended 31st March, 2022. 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

Orient Bell Limited grows by +19% in Q4; +30% in 12MFY22

New Delhi, 17th May 2022: Orient Bell Limited (BSE: 530365; NSE: ORIENTBELL), hereinafter referred to as OBL, a leading manufacturer of ceramic and vitrified tiles with a capacity of ~31 million square meters per annum, has reported results for the quarter and 12 months ended March 31, 2022.

Q4FY22 Key Financial Highlights:



- ✓ Topline growth +19% y-o-y in Q4FY22 led by Channel Expansion, New Products, Displays & Digital tools; 12MFY22 topline grew by +30% y-o-y.
- ✓ Despite rising energy and other costs, consistent improvement in consumption KPI's and operating leverage led to improved profitability margins vs. Last Year - 12.5% EBITDA margin achieved in Q4FY22.
- ✓ On a consolidated basis (including OBL's share of profit from Associates), PAT for Q4FY22 at Rs. 16.5 Crores vs Rs. 8.3 Crore in Q4FY21.
- ✓ Strong focus on working capital management continues – Cash Conversion Cycle continues to be <20 days on 31-March-2022.
- ✓ Net debt below ZERO at Rs (-) 31.6 crore as on 31st March 2022.

Consolidated Financial Highlights:-

(Rs in Crores)

Consolidated	Q4FY21	Q4FY22	YoY	12MFY21	12MFY22	YoY
Operating income	181.5	216.0	19.0%	502.5	654.3	30.2%
EBITDA	19.5	26.6	36.5%	37.0	58.7	58.7%
EBITDA %	10.8%	12.5%	1.6%	7.4%	9.0%	1.6%
Reported PAT	8.3	16.5	100.2%	7.7	32.2	319.9%
PAT %	4.6%	7.7%	3.2%	1.5%	5.0%	3.4%

Operational highlights 12MFY22:

- ✓ 55 **Orientbell Tile Boutiques (OBTBs)** net added during FY22; the total number of active OBTBs as on 31-March-22 increased to 285.



✓ Awards

- Brand of the Year- Reality +
- Website of the year- Reality +

- ✓ Revenue from **vitrified** tiles too improved to 43% vs. 41% LY.

- ✓ Innovative **Social media campaigns** with high reach
 - #ActuallyScratchFree (1.5 Million Views) https://www.youtube.com/watch?v=mM0-bQwB_tY
 - Continuation of #KaroRishtonKoRenovate campaign from last year (3.8 Lakhs Views) <https://www.youtube.com/watch?v=Zz8q0UZwz60>
 - #TechNoTension (2.8 million views in 3 months) <https://youtu.be/7fH6StdFe10>



- ✓ 617 **SKUs launched** YTFY22 across existing & New Product categories.



- ✓ Ongoing “Scale Up” CAPEX projects at MF-4 (GVT, Sikandrabad), Dora (Conversion from Ceramic to Vitrified Floor) and Hoskote (Floor) on track – expected to add incremental volume potential of 3.7 MSM in FY23.

About Orient Bell Ltd: Orientbell Tiles is a leading brand and manufacturer of ceramic & vitrified tiles with 45 years' experience of serving customers across India. The company has an annual capacity of ~31 mn. sq. meters, distributed across 3 plants, Sikandrabad, Hoskote and Dora and 2 trading JVs in Morbi. The company is ISO 9001, ISO 14001 and OHSAS 1800 certified with Zero Waste facilities. With over 3,000+ designs and a strong distribution channel of 2000+ channel partners, the company has a growing presence across major markets in India.

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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