

ORIENT Bell
WALL & FLOOR TILES

Key Industry Highlights

Revision in Gas Prices under Long Term Contract

Renegotiation of RAS gas contract by Petronet is a welcome step and would result in operational efficiencies for players with long term Gas contracts.

Industry Witnessed slower growth during the Quarter

During the Quarter Industry witnessed slower growth compared to previous quarters. Expected to improve with various government initiatives and projects underway in the short term.

Enhanced focus on Infrastructure and Favorable Regulatory Framework

Clearances of large infrastructure projects, execution of **Swachh Bharat Abhiyan**, and implementation of favorable regulatory policies aimed to promote indigenous production and increased investments in India would provide significant impetus to the industry, especially to organized tile players.

Anti-Dumping Initiative

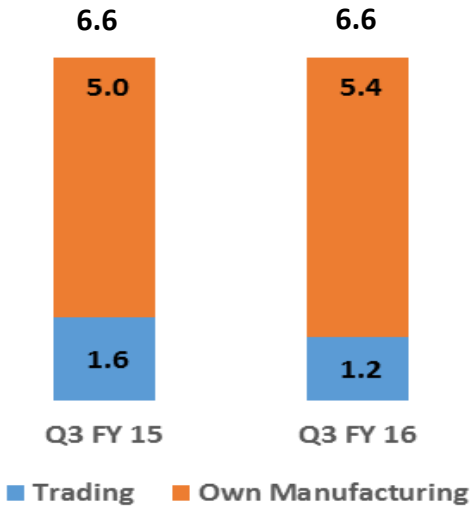
Recently, Ministry of Commerce initiated an Anti-dumping investigation regarding imports of Vitrified tiles, originating in or exported from China PR. This was a much awaited step by the Indian tile industry and is expected to improve the competitiveness of domestic players

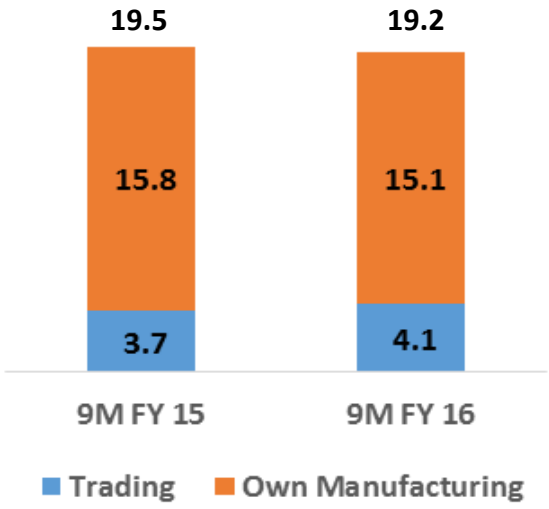
Quarterly/9M'FY16 Overview

Own Manufacturing	Operational Performance	Financial Performance
Q3'FY16 - Produced 5.44 msm , up 0.9% as compared to Q3'FY 15.	*In Q3'FY16 – Net Sales increased by 2% over Q3 FY15.* *Net sales increased by 0.3% in 9M'FY16 vs 9M'FY15.*	*In Q3'FY16 – PAT increased 30.7% compared to same period last year* *PAT increased by 38.9% in 9M'FY16 vs 9M'FY15,*

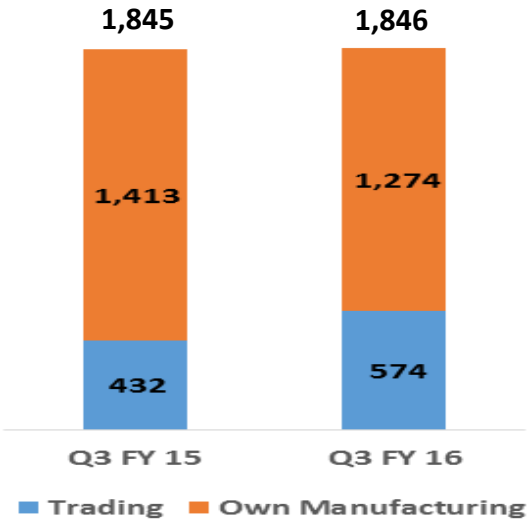
Sales Performance

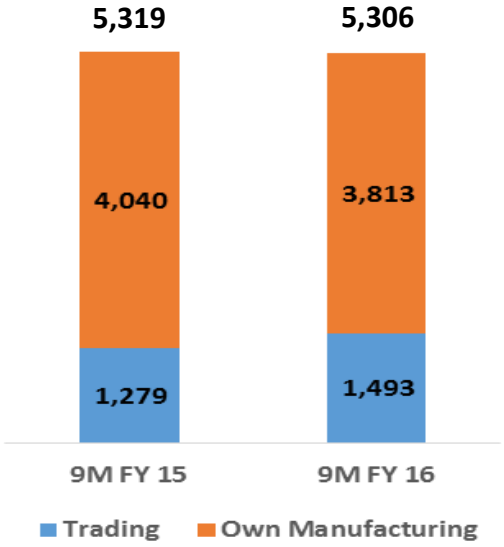
Sales Volume *(in Mn Sq. Mtrs)*



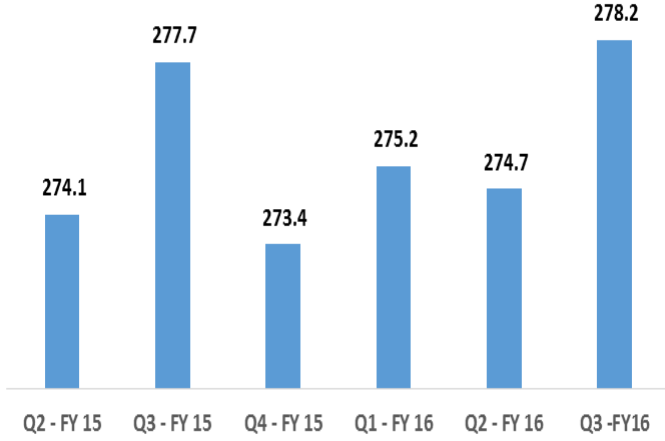


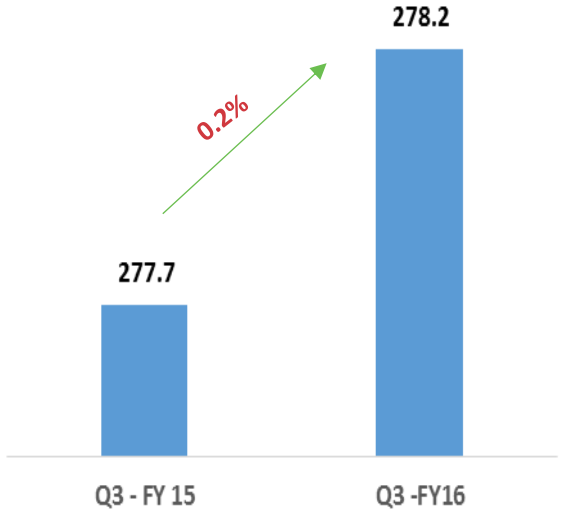
Sales Value *(INR Mn)*





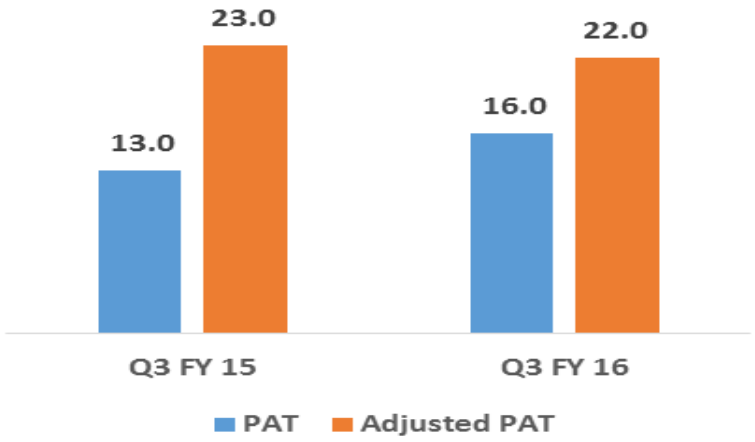
Average Sales Price (INR/m²)

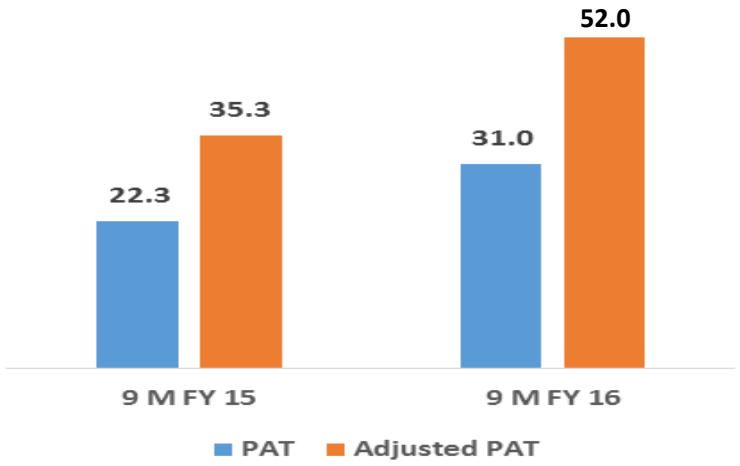




Profitability

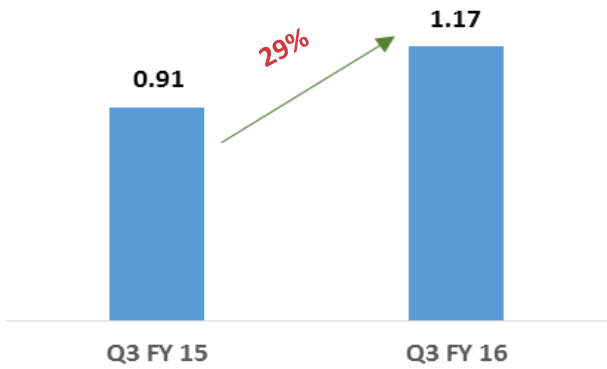
PAT and Adj. PAT*

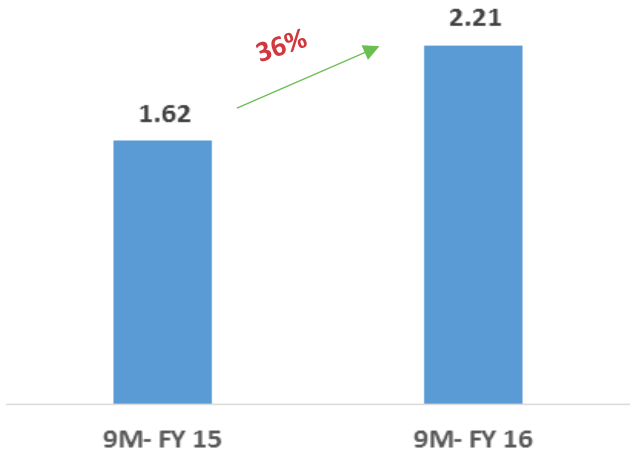




PAT Adjusted for actual tax paid on account of MAT credit available owing to carried forward losses of erstwhile Bell Ceramics

*EPS (INR/share)





Fully Diluted EPS

Income Statement – Key Highlights

Period	Q3 FY16	Q2 FY16	Q3 FY15	9M FY16	9M FY15	Q3'FY16 vs Q2'FY16	Q3'FY16 vs Q3'FY15	9M'FY16 vs 9MFY15
Sales (Gross)	1,848	1,956	1,845	5,306	5,319	(5.5%)	0.2%	(0.2%)
Sales (Net)	1,733	1,814	1,698	4,920	4,903	(4.5%)	2.1%	0.3%
EBITDA	109	106	127	313	344	2.8%	(14.5%)	(9.0%)
EBITDA Margin (%)	6.3%	5.8%	7.5%	6.4%	7.0%	7.6%	(16.2%)	(9.3%)
PBT	25	27	30	60	57	(7.4%)	(16.7%)	5.3%
PBT Margin (%)	1.4%	1.5%	1.8%	1.2%	1.2%	(3.1%)	(18.3%)	4.9%
PAT	16	14	13	31	22	14.3%	23.1%	40.9%
PAT Margin (%)	0.9%	0.8%	0.8%	0.6%	0.4%	19.6%	20.6%	40.4%
Adjusted PAT*	22	24	23	52	35	(8.3%)	(4.3%)	47.3%
Adjusted PAT Margin (%)	1.3%	1.3%	1.4%	1.1%	0.7%	(4.0%)	(6.3%)	46.8%

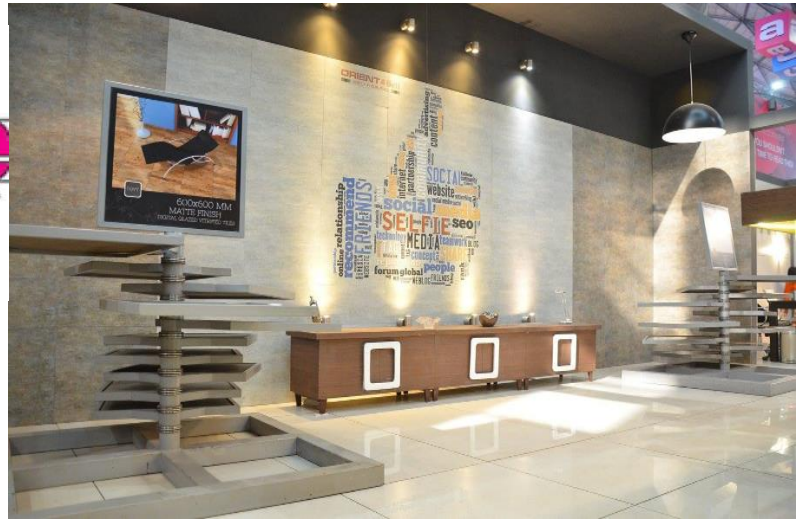
All figures in INR mn except Margin and Growth y-o-y data.

***Adjusted for Actual Tax paid; on account of MAT credit available due to carried forward losses of erstwhile Bell Ceramics Ltd.**

Notes: During the 9M'FY16, Adj. PAT increased 47.3% y/y. and Adj. PAT Margin expanded 46.8% y/y.

ACETECH





During the period, OBL participated at **Acetech Exhibition** held at **Bengaluru, Mumbai, and Delhi**. Launched **new designs across products categories with innovative display .** We received an overwhelming response at our stall, visitors included leading **influencers, architects, interior designers, and Civil Engineers spellbound by our display and new product range**

Select Testimonials



"OBL's stall in New Delhi Acetech mesmerized me this time. Product range and the display were superb. Rather I would say competitive. This presentation is making OBL a presence to be reckoned with in the Indian tiles industry".
-Mr. Sandeep Goyal, Bath Selection & Tile, Jagatpuri, New Delhi



"Construction Industry must use only reliable, long lasting, sustainable & green products. Proud to OBL for the bag of good products."
-Ar. Sanjay Goel, Chairman of the Indian Institute of Architects Chandigarh Punjab Chapter and Principal Architect at Desinex Architects, Ludhiana

JV Status and Upgradation of Product Line

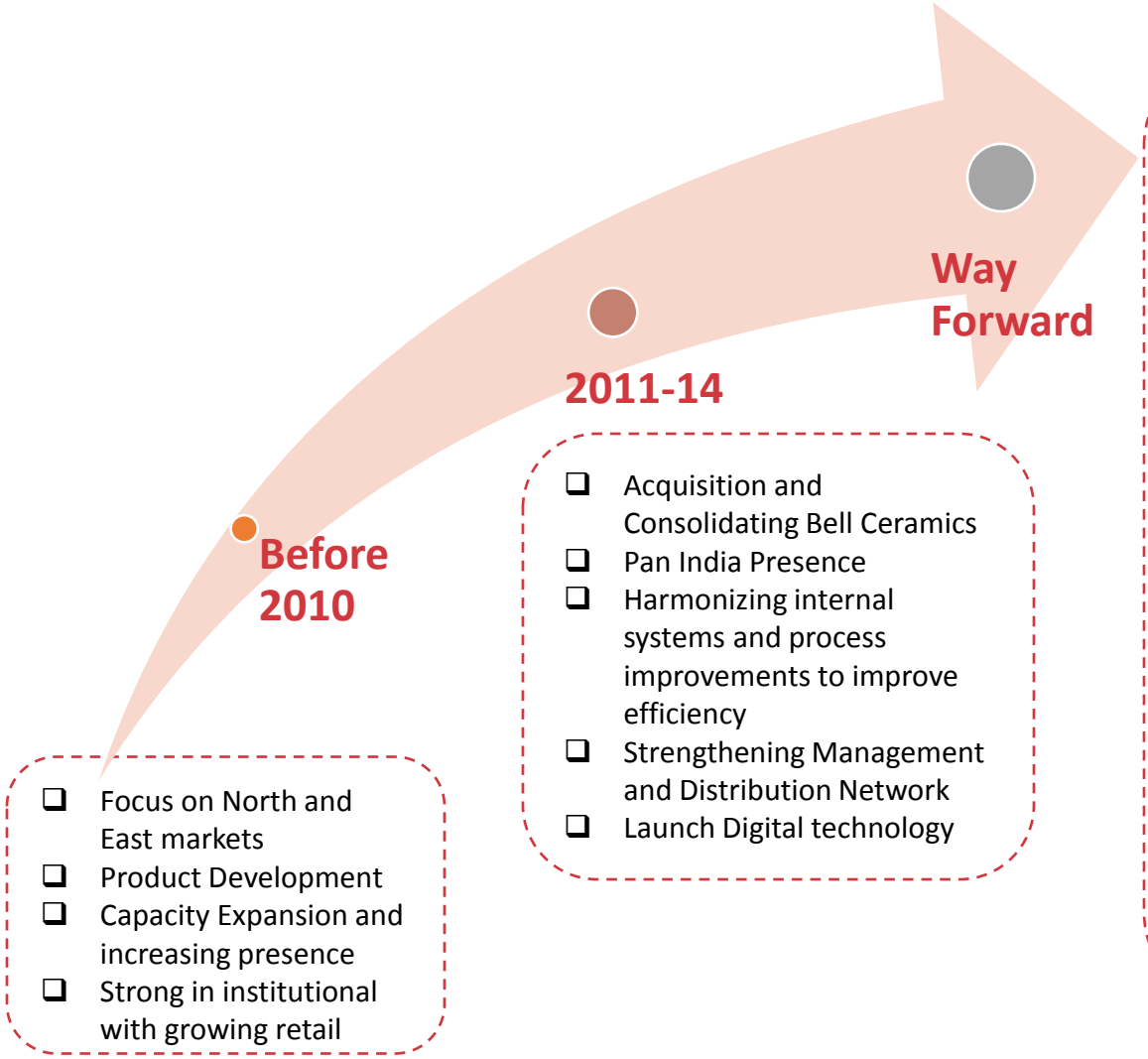
Our JV Site – Actual Pictures





- OBL inked its first JV with a Ceramic Tile manufacturer at Morbi (Gujarat) in Apr'2015. Acquired **19.5% stake** in the Greenfield Project
- Capacity of **4.0 mn sq mts** for polished and glazed vitrified product categories.
- Commercial production to start in last week of **February '16**.

Strategy for Growth and Margin improvements



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.

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