ORIENT Bell
WALL & FLOOR TILES

OBL:HO:SEC:00:

New Delhi : 13.08.2015

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga BuildingPhiroze 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 ENDED 30.06.2015.

Dear Sir/ Madam,

Please find enclosed herewith Investor update of Orient Bell Ltd. highlighting the performance of the Company during the first quarter (Q1) of F.Y.2015-16.

Kindly take the same on record.

Yours faithfully,
For Orient Bell Limited

ORIENT BELL LTD.

Yogesh Mendiratta
Company Secretary & Head-Legal

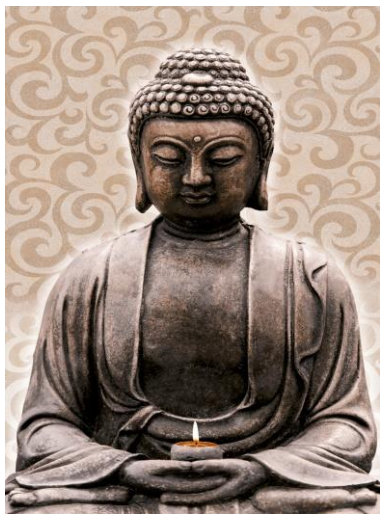
Encl: as above

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Orient Bell Limited

Q1 FY16/Q1 FY15 – Investor Update







Aug, 2015

Key Industry Highlights – Significant Opportunities Ahead…

Stable Costs

Stability in Raw material costs and softening of fuel prices in the short term to contribute positively towards the sector.

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.

Positive Outlook of Housing Sector

Positive sentiment towards the housing sector and launch of smart cities on the back of cheaper home loans is expected to cascade strong demand for tiles in the coming years.

Dedicated Freight Corridor

Lead to creation of Smart cities and lower the input cost and Working Capital requirements.

Orient and Bell Brands Integrated…

Orient and Bell ---Are now United and are OBL

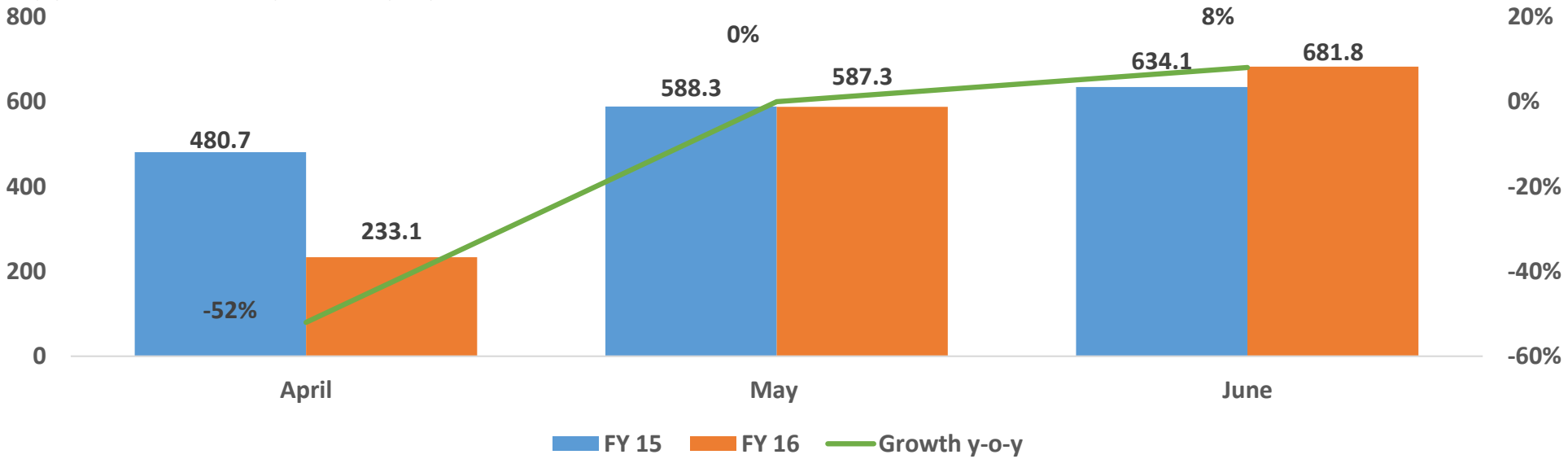


Effective 1st April,2015 ORIENT and BELL brands merged into one brand ORIENT BELL *. This involved merging of two ERP databases, merger of dealers and depots and recreation of Customer Masters ,reallocation of territories and remapping of Sales Persons..* ***The sales operations were suspended for ten days.*** *Integration into a single brand would help us to effectively leverage our brand spend and increase the efficiency of manpower and administration spends.*

Monthly Gross Sales - Q1 FY 15 Vs Q1 FY 16

Month	Q1 FY15	Q1 FY16	Growth y-o-y
April	480.7	233.1	(52%)
May	588.3	587.3	0%
June	634.1	681.8	8%
Total	**1,703.1**	**1,502.3**	**(12%)**

All figures in INR mn except Growth y-o-y data



Monthly Sales Performance – Q1 FY 16

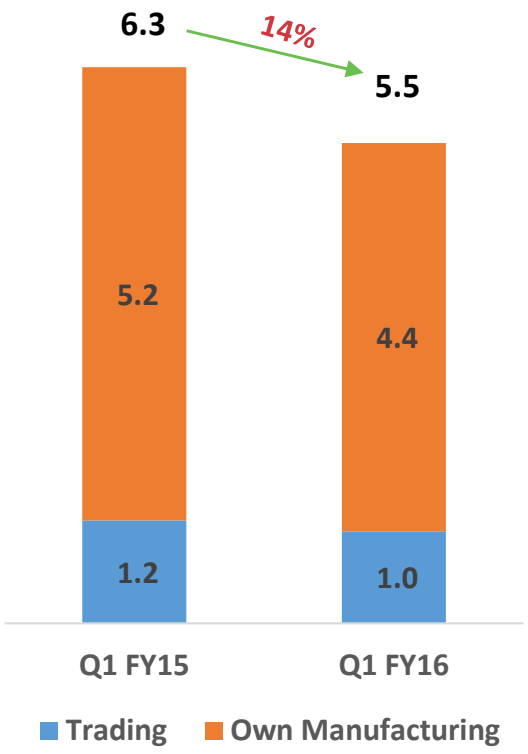
- The sales operations in April were suspended for **ten days** to complete the integration process of Orient and Bell brands resulting in significant drop in sales **(52% y-o-y)** to **INR 233.1 million. This is a one time exercise.**
- Sales in May were flat y-o-y while June witnessed **8% growth** compared to last year. The return to growth in June marks successful integration, and the company, which is seamlessly operating as one unified brand now expects the full benefits of integration going forward.

Quarterly Overviews

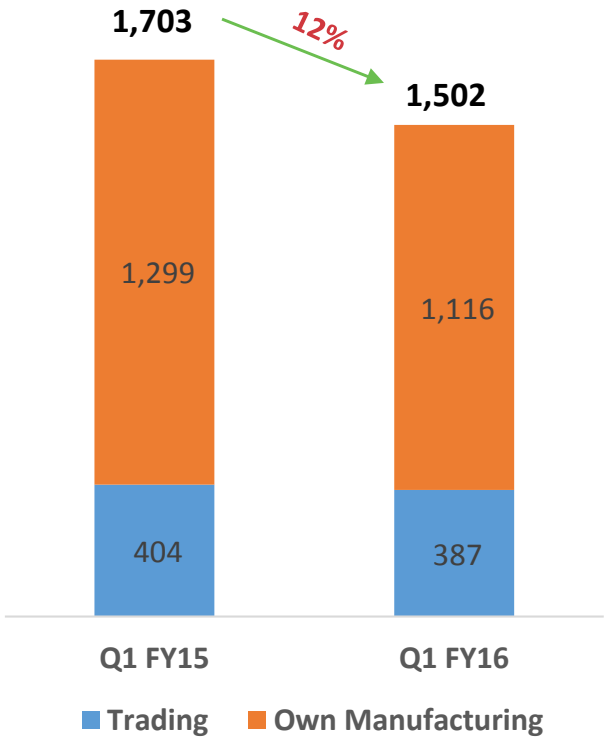
Own Manufacturing	Operational Performance	Financial Performance
Q1 FY 16 - 5.04 msm produced equating 84% of capacity	*In FY16 - Sales volume decreased 13.7% y/y to 5.4 msm, primarily due to suspension of sales process on account of integration of Orient and Bell Brands in Apr'2015* *ASP increased to INR; up 2.3% y/y*	*FY 16 - EBITDA Margin improved 50 bps y/y to reach 7.1%*

Sales Performance

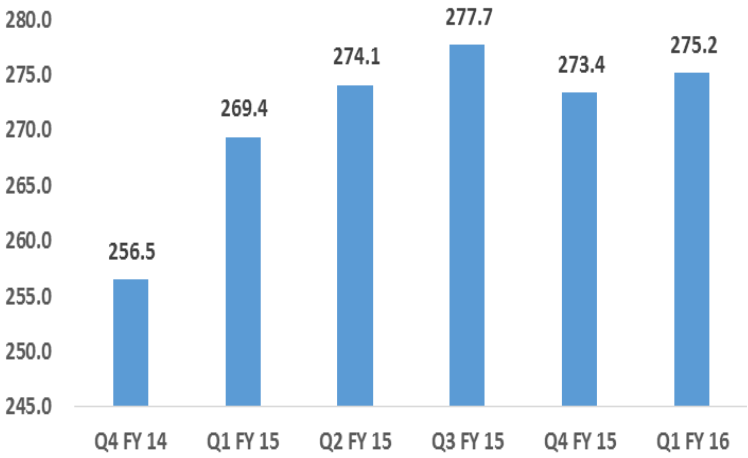
Sales Volume *(in Mn Sq Mtrs)*

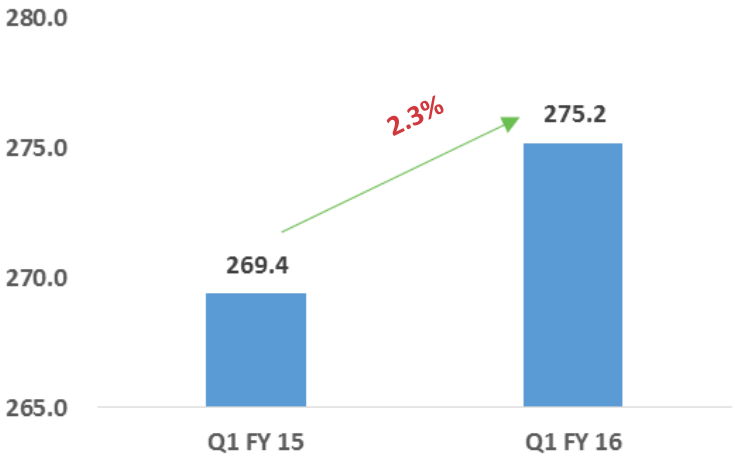


Sales Value *(INR Mn)*



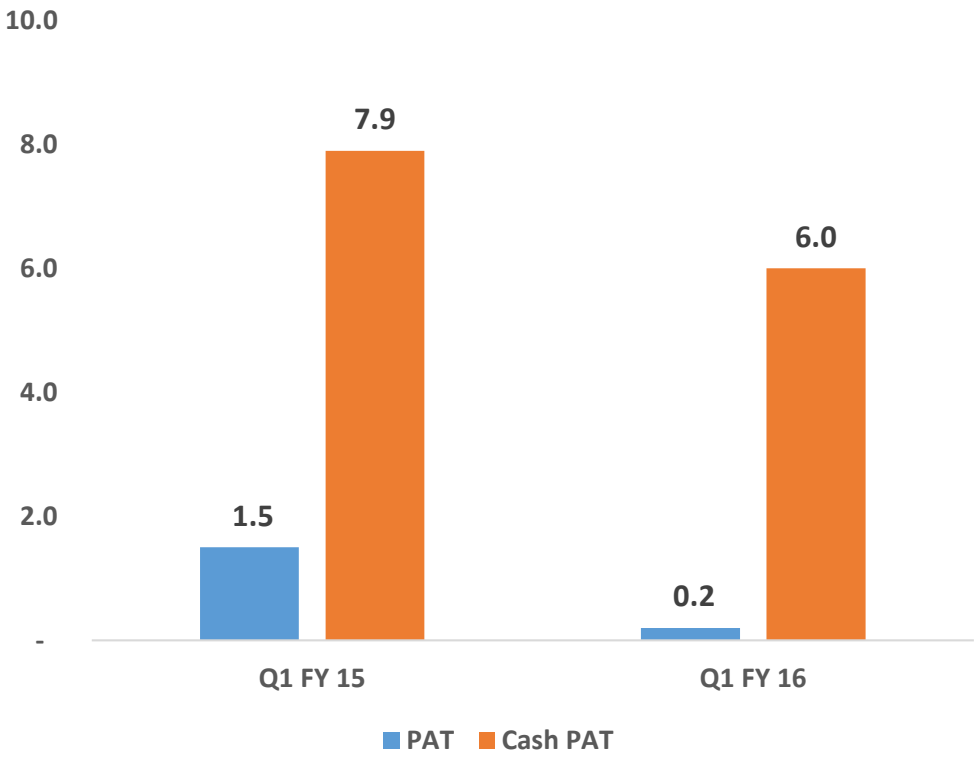
Average Sales Price (INR/m²)



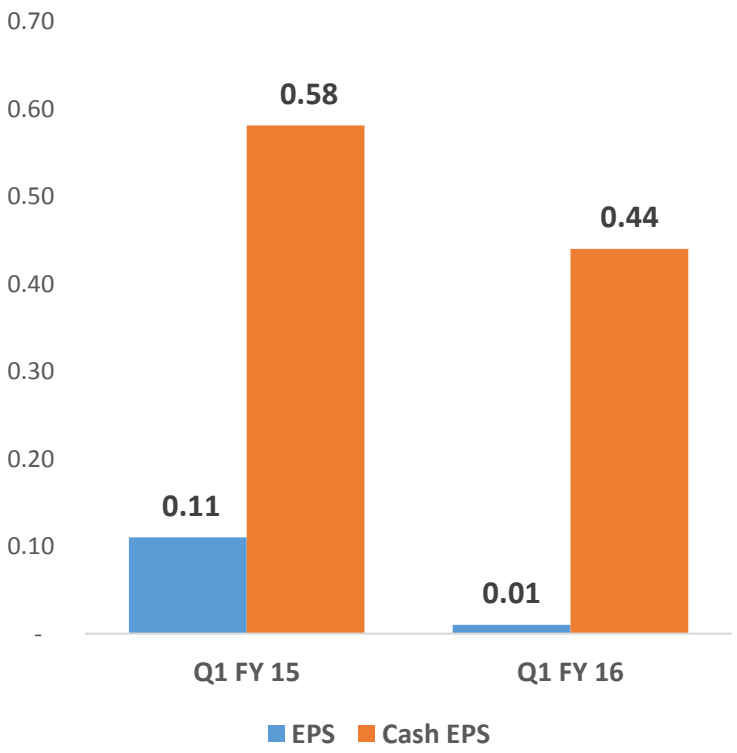


Profitability

PAT & Cash PAT (INR mn)



EPS and Cash EPS* (INR/share)



*Fully Diluted EPS

Q1 FY15 vs Q1 FY16 Profit & Loss

Period	Q1FY15	Q1FY16	Growth y-o-y
Gross Sales	1,703.1	1,502.3	(11.8%)
Net Sales	1,569.4	1,373.3	(12.5%)
EBITDA	103.6	98.0	(5.4%)
Margin on Net Sales	6.6%	7.1%	50 bps
PBT	10.0	7.6	(24%)
Margin on Net Sales	0.6%	0.6%	(10bps)
PAT	1.5	0.2	(89.8%)
Margin on Net Sales	0.1%	0.0%	(10bps)
Cash PAT*	7.9	6.0	(24.1%)
Margin on Net Sales	0.50%	0.43%	(7bps)

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

Cash PAT* calculated on *Actual Tax burden; tax burden in Q1 FY 16 **INR 1.0 million against a provision of INR 6.8 million on account of MAT credit available due to carried forward losses of erstwhile Bell Ceramics*

Key Developments – Q1 FY 16

- During the quarter, we added 7 OBTBs across 5 states.
- At end of Q1 FY 16, Total number of **OBTBs pan India stood at 94,** of which eight are company owned.

Note: OBTBs are exclusive display centers for OBL to display its high end and patent pending products

State	Additions
Uttar Pradesh	2
Delhi	2
Goa	1
Assam	1
Chandigarh	1
Total	**7**

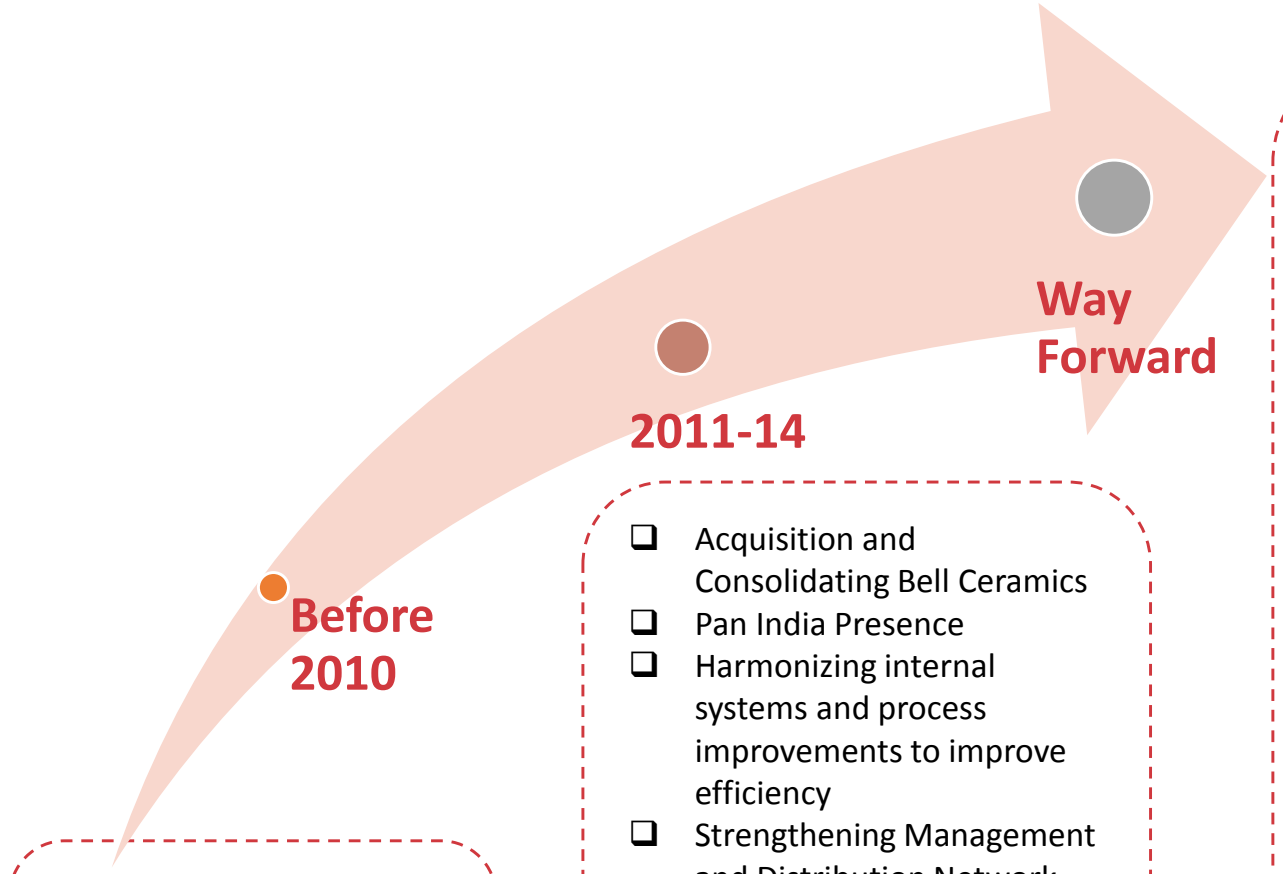
Approvals from Govt. Organizations, PSUs, and Universities

- **State - OBL** received approvals from **PWDs of Andhra Pradesh and Telangana** states and will now eye for securing business from these authorities; Budgets are approximately **INR 15,000 million.**
- **Defense**- There are **six Commands and control the 39 CE's** and we have been accorded approval by **03 i.e Central/Eastern and Southern.**
- **Public Sector Undertakings (PSUs)** - Accorded approvals by **AAI, EIL, HLL Life Care, ESIC, Prasar Bharti**
- **Universities**- Approvals received from **Delhi University, IIT Patna, Jamia University.**

JV Status

- Signed JV progressing on track for **commercial production in Feb'2016** and OBL actively engaging with select players **to sign additional JVs.**

Strategy for Growth and Margin improvements



Before 2010

- Focus on North and East markets
- Product Development
- Capacity Expansion and increasing presence
- Strong in institutional with growing retail

2011-14

- Acquisition and Consolidating Bell Ceramics
- Pan India Presence
- Harmonizing internal systems and process improvements to improve efficiency
- Strengthening Management and Distribution Network
- Launch Digital technology

Way Forward

Growth+

- Build Capacities through Outsourcing/JV route for Vitrified
- Enhancing dedicated retail space with continued momentum of adding OTBTB's in key consumption markets
- Deeper penetration in the Interior Designer and Architect market
- Enhanced focus on Western India

Margins+

- Refining existing lines to improve mix of floor and digital tiles
- Enhanced focus on digital and vitrified floor tiles and thereby profitability
- Orient Bell presence and product awareness to be enhanced with both BTL and ATL advertising

Focus Areas

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:

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