



2020-21
ANNUAL REPORT

SHAPE UP SCALE UP

Contents

Corporate Overview



01-13

Introduction	01
Our Pillars of Foundation	02
Our Product Portfolio – A Structured Approach	03
Revamped Manufacturing Infra to Improve Competitive Advantage	04
Enhanced Distribution Reach & Effectiveness	05
Building Brand Awareness and Preference by Leading the Digital Revolution in the Tile Industry	06
Strong Leadership team with Diverse Experience	08
Our Long Term Cultural Strategy	10
Our Social Responsibilities and Efforts	11
Strong Foundation for Steady Performance Ahead	12
Corporate Information	13

Statutory Reports



14-50

Management Discussion & Analysis	14
Board's Report	19
Corporate Governance Report	38



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Forward-looking statements / Cautionary statement

In this annual report, we have disclosed forward looking information to enable investors comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically produce/publish, may contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements would be fully realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties, and even inaccurate assumptions. If known or unknown risks or uncertainties materialise, or if underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Financial Statements



51-192

Standalone Independent Auditor's Report	51
Standalone Balance Sheet	62
Standalone Statement of Profit and Loss	63
Standalone Statement of Cash Flows	64
Standalone Statement of Changes in Equity	66
Notes to the Standalone Financial Statements	67
Consolidated Independent Auditor's Report	112
Consolidated Balance Sheet	120
Consolidated Statement of Profit and Loss	121
Consolidated Statement of Cash Flows	122
Consolidated Statement of Changes in Equity	124
Notes to the Consolidated Financial Statements	125
Notice of AGM	173



The goal of reshaping our business and deepening our presence in the market has been our continuing focus.

At Orient Bell Limited ("Orientbell Tiles") our endeavour to shape up the business has seen us lay the groundwork, set new benchmarks and rightly position ourselves to scale up and fulfil our aspirations. With a strong focus on our People, Distribution, Product and Digital, we show an unrelenting pursuit for steady growth.

In our bid to maximise efficiencies we have heavily invested in cutting-edge technologies in all aspects of business and will continue to prioritize this culture to grow in a competitive environment.

We are confident that we have set the stage and we are well placed to capitalize on the growth opportunities that lie ahead.



44

Years in Ceramics Industry



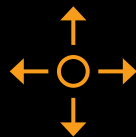
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3 State-of-the-art own
Facilities & 2 AE Facilities



3,000+

SKUs



30

Million Sq.mt.
Annual Capacity (including AE)



230+

Tile Boutiques
(Experience Centers)

*AE refers to Associated Entities

OUR PILLARS OF FOUNDATION

At Orientbell Tiles, 6 key values define the way we function.



Integrity

- We have the highest level of integrity of character
- We display transparency in communication and feedback



Quality

- We provide highest quality products and services and seek regular feedback for improvement
- We set high level of benchmarks to judge self and subordinates on quality on an ongoing basis



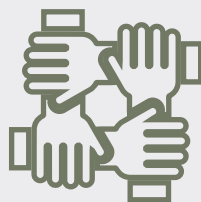
Customers

- We treat our internal and external customers with respect
- We constantly work to delight customers



Agility

- We execute all plans as per agreed timeline
- We believe in getting more done in similar or lesser time
- We show a sense of urgency in conducting a collective



Partners

- We believe in maintaining excellent relationship with our business partners
- We seek active engagement and delight of business partners



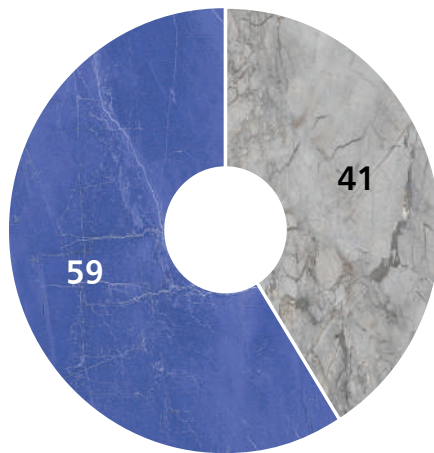
Performance

- We take ownership and deliver expected business performance
- We are aware of the business goals and constantly strive to achieve them

These pillars have helped us tide over one of worst economic scenarios in recent times with our company standing stronger than ever and ready to make the most of the coming opportunities

OUR PRODUCT PORTFOLIO – A STRUCTURED APPROACH

Product Mix FY21(%)

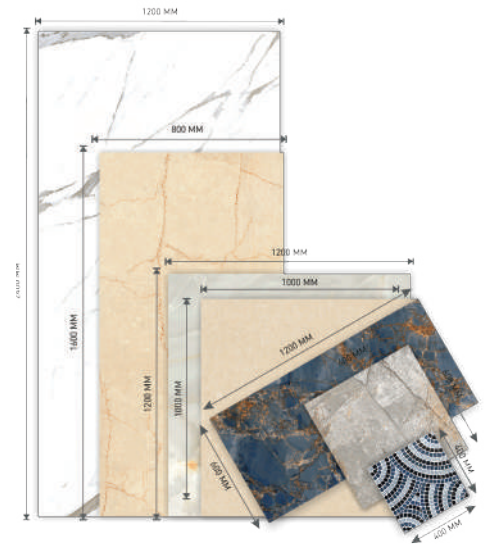


● Ceramics

Wall Tiles
Floor Tiles

● Vitrified

Glazed Vitrified (GVT)
Full Body Vitrified
Double Charge
Polished Vitrified (PVT)



More than 3000 SKUs



8 New product categories
launched in FY21 with
different designs



Continuing shift to high value
products while improving
market share

Our Innovative Tile Offerings (patent pending)

- **Anti-viral Tiles:** These tiles restrict the spread of viruses on the surface and kill more than 99% of the viruses in 2 hours*
- **Anti-Static Conductive Tiles:** Specifically designed for hospitals, data centres and other places with sensitive electronic equipment, these tiles conduct static electricity preventing potentially dangerous electric sparks
- **Germfree Forever Tiles:** High abrasion, scratch and stain resistant tiles that kill more than 99% of bacteria in 24 hours.*
- **Cool Tiles:** Lowers building temperature

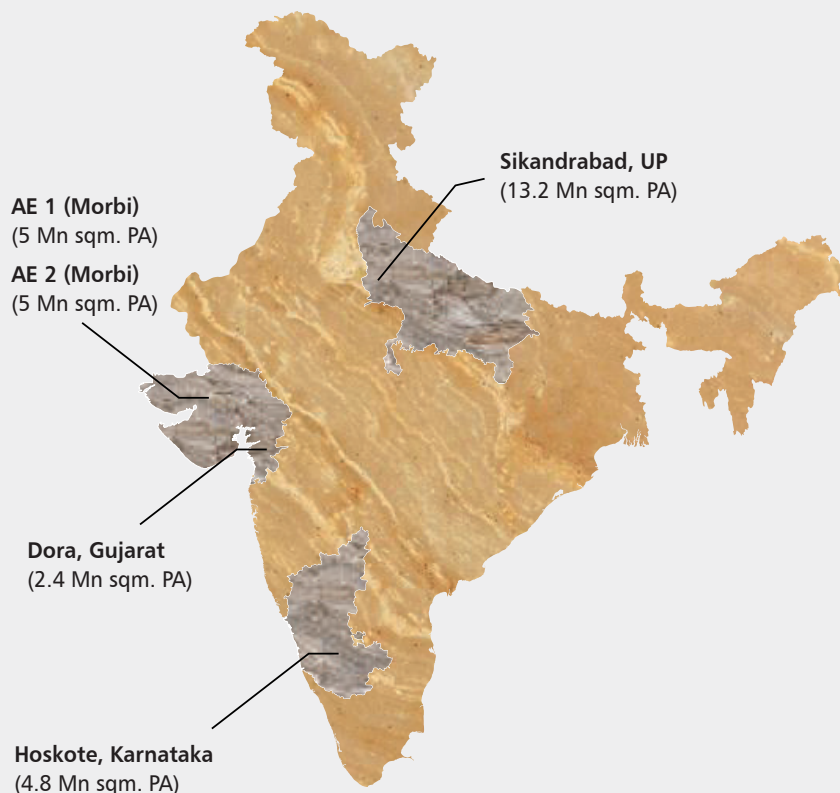


* Based on external Lab test results

REVAMPED MANUFACTURING INFRA TO IMPROVE COMPETITIVE ADVANTAGE

Orientbell Tiles has an annual capacity of 30 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 Water Discharge.



Enhanced capacity

- Restarted manufacturing floor line (MF2) at Sikandrabad that was closed for a couple of years – 1MSM capacity
- CAPEX announced for Modernization of wall line at Sikandrabad (MP1) increasing capacity from 2.1 MSM to 2.8 MSM p.a. for a total estimated expenditure of <Rs. 10 Crores
- One Unit Many Product Categories made possible facilitating small lot purchases and improved material availability

Improved efficiency

- Continuous process improvement, reduced wastage, quality checks & automation for enhanced productivity - Quality and Breakage Complaints reduced by +30% y-o-y
- Energy savings through efficient energy management and captive solar consumption
- Own manufacturing capacity utilization of 87% (based on production) and 95% (based on sales) achieved in Q4FY21

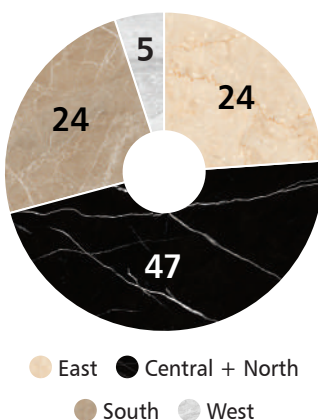
*AE refers to Associated Entities

ENHANCED DISTRIBUTION REACH & EFFECTIVENESS

At Orientbell Tiles, we endeavour to deepen our distribution through channel partner collaborations, focus on displays and unique engagements with customers.



Sales breakup region wise FY21(%)



2,000+
Channel Partners

230
Orient Bell Tile Boutiques

69
OBTBs added in FY21

- CXO led meetings with channel partners to establish connect
- Project to add new Channel Partners – 10% of sales in FY21
- Empowered channel partners with digital tools to track SKU wise stock, order status & Invoice details for ease of business
- Working on connect with architects & Interior designers with a unique solution-based approach
- Launched 3 partnership models to strengthen the chain of signature showrooms (OBTB)
- Refreshed existing OBTB displays with new category & HVP focus
- Increased depth in the market, including tier 2 & 3 cities
- Digital Tools for both Salesforce and Channel Partners to enable connecting with our customers 24/7 physically or virtually

BUILDING BRAND AWARENESS AND PREFERENCE BY LEADING THE DIGITAL REVOLUTION IN THE TILE INDUSTRY

Our brand-building approach is to meet consumers where they are, with content that they can engage with.

- Aggressive brand building investments with focus on digital to track ROI of efforts
- Engage customers with an award-winning website that enables tile discovery & selection
- Integrate online lead generation with offline sales channel to build secondary sales
- Project tracking tools to ensure systematic follow ups
- Strengthen adoption of tools for tile visualization & presentation



#KaroRishtonkoRenovate



#PapaJaisiProtection



BUILDING BRAND AWARENESS AND PREFERENCE BY LEADING THE DIGITAL REVOLUTION IN THE TILE INDUSTRY

To bring customer convenience to the forefront of the buying experience we have pioneered multiple digital tools to make buying a tile easier.

- Website Filters for shortlisting tiles by color, finish or any other specification from a wide range of 3000+ tiles
- Developed various tools to address typical friction-points and challenges faced by customers and specifiers



Brand of the Year
2021



Website of the Year
2020



Best Infrastructure Brands ET
2021

New way to shop tiles



Find the right match



Try before you buy



Picture your dream



Experts show how it's done

STRONG LEADERSHIP TEAM WITH DIVERSE EXPERIENCE

Since 2018, Orientbell Tiles has made comprehensive efforts to rehaul the organization's employees and management.

Reorganization of top-level management is poised to lead the company into a new phase of sustainable growth. Engaging leaders with a mix of strategic focus, deep customer understanding and ability to execute.



(Left to Right - Mr. Anil Agarwal, Mr. Ajay Srivastava, Mr. Pinaki Nandy, Mr. Himanshu Jindal, Mr. Madhur Daga, Mr. Aditya Gupta & Mr. Alok Agarwal)