



ANNUAL REPORT 2009-2010

ORIENT
CERAMICS

OUR NEW IDENTITY



The new Orient logo portrays strength and power brought out by our heritage.

The fresh colours represent the freshness of the company in terms of bringing new innovations in the tile industry and fresh opportunities for partners to benefit from.



Letters in lower case to represent our contemporary edge and convey our young and trendy design philosophy.

The graphic of the tile emanating from the centre represents the inspiration of designs from the heart of Europe.



Slender and stylized logo to represent our designer tiles that transform your home into a piece of art.

ABOUT US

The world is in a state of transformation. And the ever-changing design sensibilities are best mirrored in the home décor. Since its inception, Orient has been the frontrunner of this revolution, introducing breakthrough technology and original designs to India's thriving real-estate and home-décor industry.

Orient has created ripples in India's tile industry by being the first company to manufacture Ultra Vitrified tiles. It recently made waves in the imported tiles segment by being the first to have an in-house Spanish designer, thereby blending Orient's manufacturing excellence with Europe's best tile aesthetics.

It's not a co-incidence that Orient as a brand is only second in recall.* Orient's latest initiative of launching a chain of signature showrooms is to bring about a dramatic shift in the way tiles are currently retailed. Already its network of over 4000 retailers spread across the sub-continent serves as one of the best models for distribution and delivery.

In India, apart from decorating a million homes, Orient has lent its design expertise to the prestigious Rashtrapati Bhavan, the Delhi High Court and the new Kolkata Airport. Internationally, Orient has extended its décor solutions to Europe, SE Asia, the Middle East and SAARC nations.

*Based on an ICMR survey

OUR PORTFOLIO

Step into our progressive manufacturing hub at Sikandrabad, and you'll find yourself in the company of perfectionists. Quality control has earned us numerous global accreditations and the distinction of being 'Famous for Quality'.

But quality is only a consequence. Emerging from the collective passion of over 800 of us at Orient for whom customer is the only inspiration. It reflects on every product that bears our stamp. Our products categorized on a simple insight -
Varied needs. Distinct users

"OUR INNOVATIVE BUSINESS MODEL BLENDS CONTEMPORARY EUROPEAN TILE DESIGN WITH OVER 4 DECADES OF LOCAL MANUFACTURING EXCELLENCE. RESULTING IN A COLLECTION OF EXQUISITE HOME DÉCOR SOLUTIONS WHICH IS A DELIGHT FOR EVERY CUSTOMER."

MR. MADHUR DAGA
Executive Director

ORIENT TILES

Available at approximately 4000 retailers across the country, it's our most popular wall and floor offering in the mid-value segment. If you've spent enough time in India, chances are, you've spent it on Orient tiles.

EUROPA TILES

Ms. María José Castillo, Orient's designer of Spanish origin brings in the genius of European artists who've perfected the art of ceramics over centuries. Tiles for the truly fashionable, Europa Tiles designs in their myriad colours and textures transform walls and floors into modern day objet d'art.

STILER TILES

Never before have tiles flaunted such a distinct identity. With each piece handcrafted, the Stiler range of Premium Decorative Ceramics is rarity personified. Available as highlights, borders, mosaics, decors and listels, Stiler designs are embroidered using extraordinary materials like gold, silver and platinum.

A GREEN VENTURE

Not only an acclaimed authority in his field, our CMD, Mr. Mahendra K. Daga is also a renowned horticulturalist and environmentalist. Awarded the Delhi governments award for water harvesting in the year 2007, Mr. Daga has personally charted out Orient's environmental policies.

- Received carbon credits for more than 21000 tons of carbon equivalent through TUV Nord, Germany for our project "Fuel Switching & Other Measures & Utilization of Waste Heat in Industrial Complex Orient".
- Another project under VCS (Voluntary Carbon Standard) which is bigger in scope than the one above is under way and is likely to be completed soon.
- 2 large green houses maintained in the factory premises where plants are nurtured and grown.

"ENERGY CONSERVATION IS NOT ONLY ENVIRONMENT FRIENDLY BUT ALSO MAKES GOOD BUSINESS SENSE."

MR. MAHENDRA K. DAGA
Chairman & Managing Director



TEAM

Sitting – Mr. Mahendra K. Daga - Chairman & Managing Director

Standing Left to Right -

Mr. Sanjay Monga - Vice President - Sales & Marketing

Ms. María José Castillo - Chief Product and Solution Designer

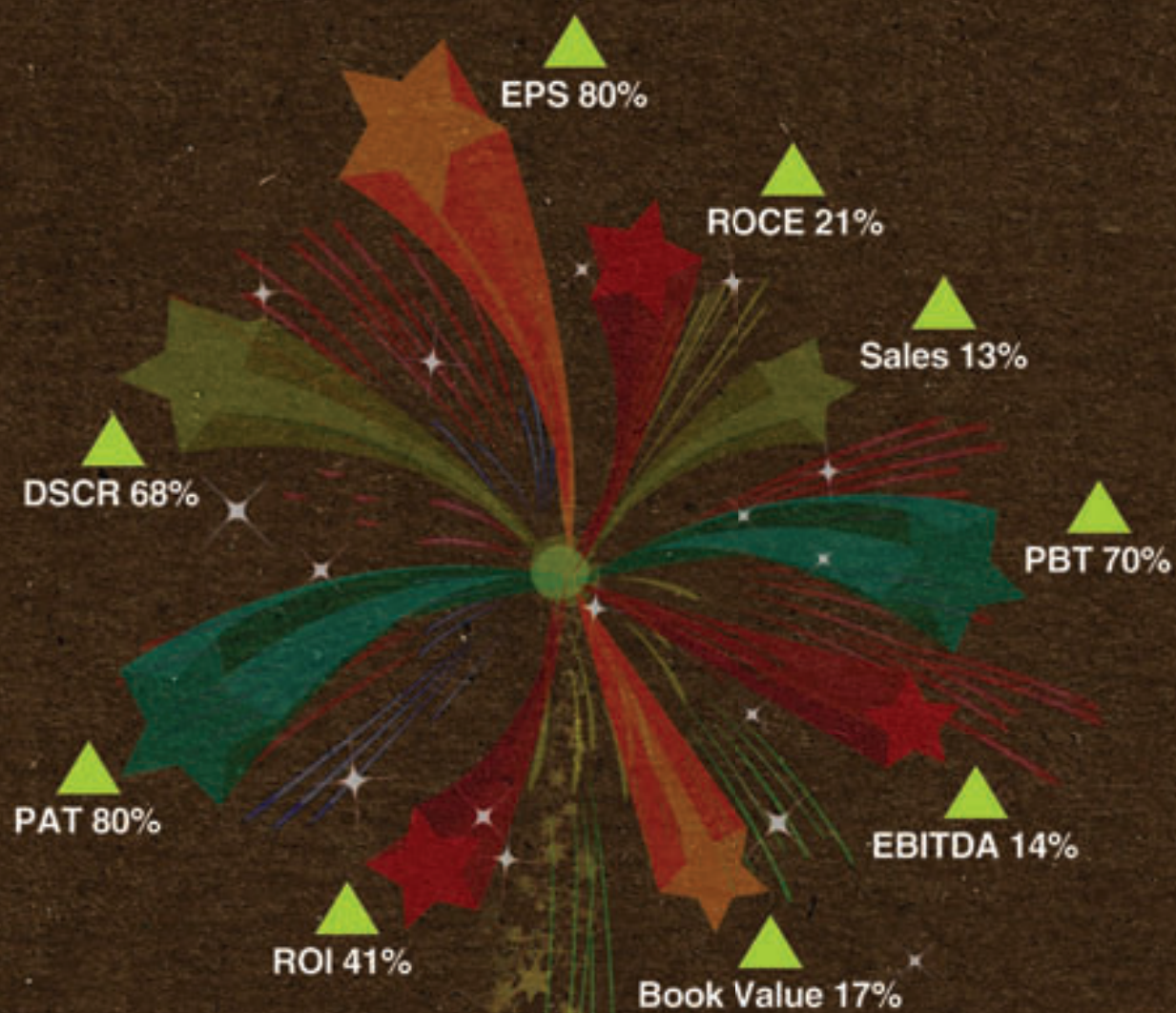
Mr. Madhur Daga - Executive Director

Mr. Vijay Shankar Sharma - Chief Financial Officer

Mr. Anil Agarwal - President Operations - Manufacturing

Mr. Manoj Singh - General Manager - Human Resources

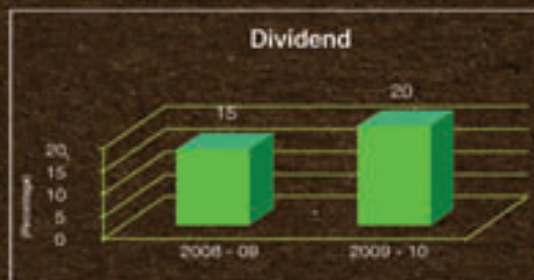
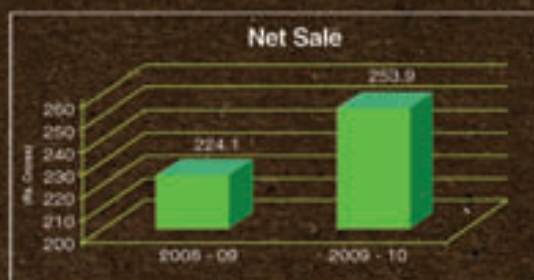
PERFORMANCE HIGHLIGHTS



PERFORMANCE HIGHLIGHTS

	(Rs Crores)		
	2008-09	2009-10	Growth
Net Sale	224.1	253.9	13%
Profit before tax	10.3	17.5	70%
Profit After Tax	6.4	11.5	80%
EBITDA	30.7	35.1	14%
Book Value per share(Rs.)	49.9	58.4	17%
Dividend*	15%	20%	33%
Earning per share (Rs.)	6.1	10.9	80%
Return on Capital Employed	12.1%	14.6%	21%
Return on Investment (ROI)	13.3%	18.7%	41%
Debt Service Coverage Ratio	3.1	5.2	68%
Net Profit Ratio	4.5%	6.8%	51%

*proposed for the year 2009-10



BOARD OF DIRECTORS

Mr. Mahendra K. Daga, Chairman & Managing Director

Mr. R. N. Bansal

Mr. Madhur Daga, Executive Director

Mr. Dhruv M. Sawhney

Mr. N. R. Srinivasan

AUDIT COMMITTEE

Mr. R. N. Bansal, Chairman

Mr. N. R. Srinivasan

Mr. Mahendra K. Daga

SHAREHOLDERS / INVESTORS GRIEVANCE AND SHARE TRANSFER COMMITTEE

Mr. N. R. Srinivasan, Chairman

Mr. Mahendra K. Daga

Mr. Madhur Daga

REMUNERATION COMMITTEE

Mr. N. R. Srinivasan, Chairman

Mr. Dhruv M. Sawhney

Mr. R. N. Bansal

COMPANY SECRETARY

Mr. Yogesh Mendiratta

STATUTORY AUDITORS

M/s. S.R. Dinodia & Co. , New Delhi

BANKERS

State Bank of India

Punjab National Bank

Standard Chartered Bank

Barclays Bank PLC

CORPORATE OFFICE & SHOWROOM

Iris House

16, Business Centre, Nangal Raya

New Delhi-110 046

REGD. OFFICE & SHOWROOM

8, Industrial Area Sikandrabad-203 205

Distt. Bulandshahr (U.P.)

PLANTS

8, A-75 to A-80 & A-84 Industrial Area

Sikandrabad-203 205, Distt. Bulandshahr (U.P.)

REGISTRAR & SHARE TRANSFER AGENT

M/s. MCS Limited

F-65, Okhla Industrial Area, Phase-I,

New Delhi-110 020