

# Adding Smart to Life

**Orient Electric Limited**  
Annual Report 2018-19



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### Forward-looking statement

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make 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 will be realised, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind.

We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

# Corporate Information

## Board of Directors

Chandra Kant Birla, (Chairman)  
Rakesh Khanna, (Managing Director & CEO)  
Desh Deepak Khetrapal, (Non-Executive Director)  
K Pradeep Chandra, (Independent Director)  
TCA Ranganathan, (Independent Director)  
Alka Marezbhan Bharucha, (Independent Director)

## Key Managerial Person

Rakesh Khanna, (Managing Director & CEO)  
Saibal Sengupta, (Chief Financial Officer)  
Hitesh Kumar Jain, (Company Secretary)

## Registered Office

Unit VIII, Plot No. 7, Bhionagar,  
Bhubaneswar – 751 012, Odisha

## Corporate Office

240, Okhla Industrial Estate  
Phase III, Okhla, New Delhi – 110 020

## Corporate Identification Number

L31100OR2016PLC025892

## ISIN

INE142Z01019

## Scrip Code

BSE – 541301  
NSE – ORIENTELEC

## Website

[www.orientelectric.com](http://www.orientelectric.com)

## Manufacturing Plants

### Kolkata

6, Ghore Bibi Lane, Kolkata – 700 054, West Bengal

### Guwahati

Plot No. 96, Brahmaputra Industrial Park, Amingaon,  
North, Guwahati – 781031, Assam

### Faridabad

11, Industrial Estate, Sector 6, Faridabad – 121006,  
Haryana

### Noida

C-130, Sector 63, Noida 201301, Uttar Pradesh  
D-209, Sector 63, Noida 201301, Uttar Pradesh

## Statutory Auditors

### M/s S. R. Batliboi & Co. LLP

Chartered Accountants,

2nd & 3rd Floor, Golf View Corporate Tower -B  
Sector 42, Gurugram – 122 002, Haryana, India

## Bankers

State Bank of India.  
HDFC Bank Ltd.  
ICICI Bank Ltd.  
Standard Chartered Bank Ltd.  
Indusind Bank Ltd.  
Tata Capital Financial Services Ltd.

## Registrar and Share Transfer Agent

### M/s Karvy Fintech Private Limited

(Unit: Orient Electric Limited)  
Karvy Selenium Tower B,  
Plot No. 31 & 32, Gachibowli,  
Financial District, Nanakramguda,  
Hyderabad – 500 032





A **'Smart'**  
beginning

The Company's shares got listed on the Indian bourses on May 14, 2018



## Adding **'Smart'** to life

At Orient Electric, 'Smart' is about delighting consumers and we have reinvented our business around this calling.

Extending the application of 'Smart' from a functional attribute.

To a driver of pride, trust and convenience.

The result is that we are not just a company that provides products plugging marketplace gaps.

We are a brand that inspires exciting possibilities and provides a glimpse into the future.

## Chairman's overview



Orient Electric Limited continued to reinforce its positioning as a company delighting consumers and outperforming the sectoral growth trend.

The Company plays a distinctive role in India's large, growing and exciting consumer electrical space, and the Company's innovation-driven approach is neatly encapsulated in 'Switch to Smart'.

This idea is increasingly becoming relevant as more and more consumers seek futuristic conveniences and experiences. As a market-responsive company, Orient Electric has positioned itself around innovation. This is not only reflected in its new generation of products, but also in differentiated processes, practices and mindsets.

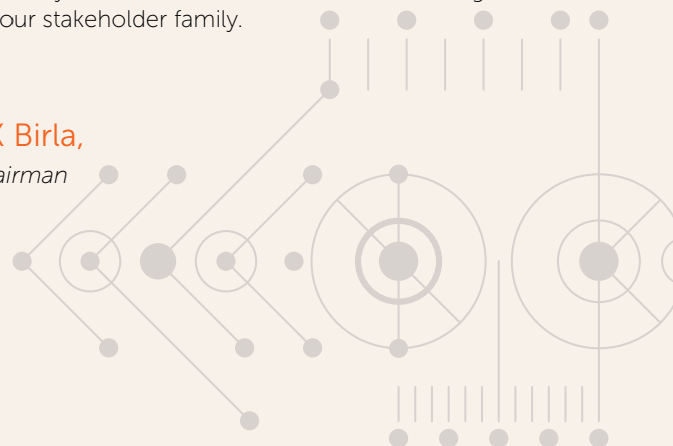
The way to our future will not just be about the incremental but increasingly about the radical. We believe that the best way to protect our prospects would be through introduction of disruptive products. These products will not be as much about capturing market share as they would be about creating new markets.

At Orient Electric, we are seized with the passion to transform our business spaces – literally and metaphorically. Our various office spaces, starting with our corporate office in the National Capital Region showcase the 'Smart' workplace of the future. The cabin-less environment stands for a boundary-less way of thinking that makes it possible to outperform consistently.

We believe we have created our company as a platform for smarter growth. This platform complements our quest for innovation, strengthening the brand, enhancing knowledge capital, stakeholder relationships and financial integrity.

Our journey in an independent avatar commenced creditably and should translate into sustainable growth for our stakeholder family.

CK Birla,  
Chairman





# Orient Electric. Driven by the passion to bring **'Smart' into people's** lives

## Background

Orient Electric is a part of the diversified CK Birla Group. A distinguished name in the consumer electrical space for more than 60 years, Orient Electric has established itself as a one-stop provider of fans, lighting, home appliances, switchgears and other electrical solutions.

## Facilities

Orient Electric has fully-integrated manufacturing facilities in Kolkata, Faridabad, Noida and Guwahati. It is also the second-largest manufacturer of LED bulbs in the non-OEM Segment in India.

## Footprint

With a marketing footprint across India and in more than 40 countries, Orient Electric has earned the trust of millions of customers by providing cutting-edge lifestyle products. Orient Electric is the largest manufacturer and exporter of fans from India. Within India, the Company has an organised distribution network catering to more than 5,000 dealers, 125,000 retail outlets and a 450-city service network.

## Awards and accolades

Orient Electric has received many prestigious awards and accolades on the back of its ability to manufacture electrical solutions benchmarked with the best standards in the industry. It has also been recognised globally for its state-of-the-art manufacturing facilities, innovative marketing practices and unique customer-servicing initiatives.

## Listing

Orient Electric Limited's equity shares got listed on BSE and NSE on May 14, 2018. The Company enjoyed a market capitalisation of ₹3238 Cr. as on March 31, 2019.

## Alliances

During 2018-19, Orient Electric expanded its presence in the small appliance business by entering into a strategic tie-up with De'Longhi group. This tie-up enabled the entry of the premium brands of De'Longhi, Kenwood & Braun into India. Each of these brands is an international market leader in its core product category, providing the Company with a strategic market placement advantage.



## Ethos

### Vision

Spreading happiness by smart application of technology.

### Mission

We are a leading Indian electrical brand with a significant global presence. We are focused on making customers happy by consistently providing smart electrical solutions through innovation, world-class manufacturing practices and a knowledgeable and customer-oriented distribution network, highly-responsive after-sales service team and engaged employees.



## Values

### Excellence

- We consistently aim to achieve and exceed global benchmarks in quality and best practices
- We always strive for fresher ideas and newer ways of doing things
- We are most responsive to changing modern lifestyles and consumer needs
- We demonstrate drive and commitment for performance

### Integrity

- We are committed to the highest standards of professional ethics and honesty
- We are credible in the sense that we do what we say
- We act in accordance to our roles and responsibilities
- We are accountable for both our successes and failures and do not allocate blame
- We speak openly and without fear

### Collaboration

- We collaborate across functions and businesses to drive organisational goals
- We build mutually-rewarding long-term relationships based on trust and credibility
- We respect diversity and believe in consulting, engaging and empowering people
- We celebrate collaboration and take pride in our own work and that of others

### Trust

- We foster a culture of belief and trust
- We are open and transparent in sharing relevant information to all stakeholders
- We are an open organisation that values everyone's point-of-view regardless of one's position in the hierarchy
- We provide enough freedom and space for people to deliver on their commitments

### Care

- We encourage practicing empathy in all our acts
- We respect each individual and value everyone's contribution across the value chain
- We care about individual and professional development
- We partner in creating a caring environment

# Our performance over the past two years

## Company Performance

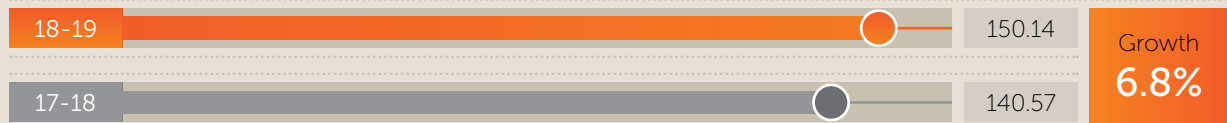
### Revenue

(₹ Cr.)



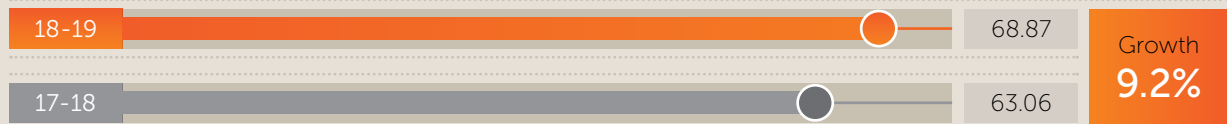
### EBITDA

(₹ Cr.)



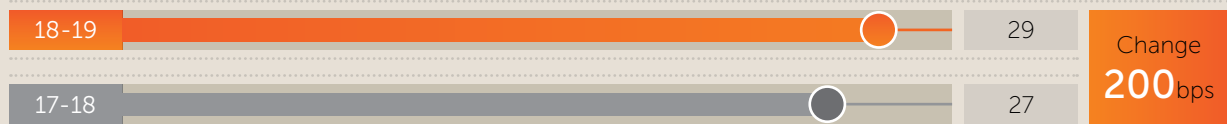
### Net Profit

(₹ Cr.)



### ROCE

(%)



### Debt-Equity Ratio

(X)

