

# Designing a Smart Tomorrow



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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

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## Board of Directors

Chandra Kant Birla, Chairman  
Desh Deepak Khetrapal, Vice Chairman  
Rakesh Khanna, Managing Director & CEO  
TCA Ranganathan, Independent Director  
K Pradeep Chandra, 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, Bhoinagar,  
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

1. BSE – 541301
2. NSE – ORIENTELEC

## Website

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

## Manufacturing Plants

### Kolkata

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

### 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

1. State Bank of India.
2. HDFC Bank Ltd.
3. ICICI Bank Ltd.
4. IndusInd Bank Ltd.
5. Tata Capital Financial Services Ltd.

## Registrar and Share Transfer Agent

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

## Key Milestones of FY 2019-20



Orient Electric is now a certified Great Place To Work®



Superbrand for Fans and Coolers



Orient Electric is ranked #1 in Consumer Durables (#33 overall) in Fortune Next 500 list.



One of the fastest SAP S/4 HANA technical migrations

## Corporate Snapshot

### Orient Electric. Designing a Smart tomorrow.

#### Legacy

Orient Electric, tracing its origins to the erstwhile Calcutta Electrical Company, became a part of the 150-year-old CK Birla Group in 1954. 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.

#### Manufacturing footprint

Orient Electric has manufacturing facilities in Kolkata, Faridabad and Noida. The Company is the largest manufacturer and exporter of fans in the country.

#### Retail presence

In addition to India, the Company enjoys a marketing presence across 32 countries. In the domestic market, the Company has a robust distribution network with more than 5,000 dealers, 125,000 retail outlets and a service network in over 450+ cities.

#### Awards and recognition

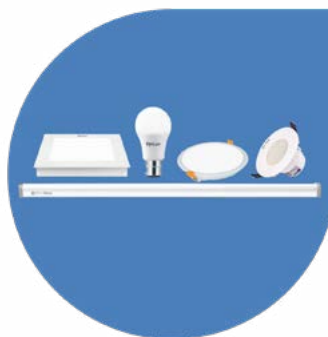
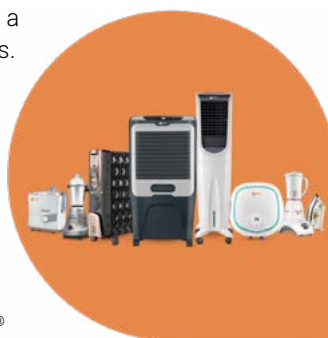
Over the years, Orient Electric has been widely recognized for its product innovation, state-of-the-art manufacturing facilities, branding and customer service. It has received Great Place to Work® certification in the year FY 2019-20 on the back of its inclusive workplace and people-centric culture.

#### Market Capitalization

The Company's equity shares are listed on the National Stock Exchange of India Limited (NSE) and the BSE Limited (BSE). The Company enjoyed a market capitalisation of ₹ 4167.3 crores as on March 31, 2020 and was one of the Top 500 Listed companies by market capitalization.

#### Strategic alliances

Orient Electric has a strong and continuing partnership with the De'Longhi group since 2018-19. 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.







## Chairman's Overview

In its third year as an independent entity, Orient Electric continued its journey of consumer delight and consistent performance backed by its value creation paradigm built on innovation and customer-centricity.

Over the 3 years, OEL has positioned itself to pursue consumer-centric innovation to create stakeholder value. This approach towards innovation extends beyond products into its culture and ways of working. It's credo of 'Switch to Smart' reflects this overarching adherence to delivering first-to-market products and compelling consumer experiences.

FY 2019-20 has been noteworthy on many fronts. The financials validate the strategic choices made in the last few years. The progress achieved towards manufacturing automation and digitization reached a critical momentum with some early gains. I am confident that the company will emerge agile and nimble in the coming years with these initiatives.

A testament to the inclusive workplace and People-first culture, it is heartening to state that OEL has been certified Great Place to Work® in FY 2019-20. The commitment to the belief that a high-performance team is a key pillar for long term performance of the company stands emboldened with this certification. Orient Electric will continue prioritizing on building a smart workplace that facilitates boundary-less thinking and collaborative innovation.

I am pleased to report that despite the challenges of the economy and sectors where we are present, our growth journey as a standalone company remained resilient to sectoral headwinds and continued to enhance overall value for our stakeholder family. I am confident that the strategic direction of the company will help us emerge smarter and stronger from the current business realities.

**CK BIRLA**  
CHAIRMAN

## Board of Directors

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**Chandra Kant Birla,**  
Chairman

Chandra Kant Birla, aged 65 years, is the Chairman and Non-Executive Director of the Company. He is the Chairman of several companies of the CK Birla Group. The Group has interests across industries such as automotive, technology, infrastructure, building products, healthcare and education. He is also a keen philanthropist and deeply committed to creating sustainable positive impact.



**Deepak Khetrpal,**  
Vice Chairman

Desh Deepak Khetrpal, aged 65 years, holds an Honours degree in Business Economics, a Master's degree in Marketing and Finance from Delhi University and is an alumni of Faculty of Management Studies, University of Delhi. He has a rich experience in industrial, consumer and retail businesses. He is a business leader with a track record of leading and transforming large and diversified organisations across various industries including services, industrials, consumer and retail businesses.



**Rakesh Khanna,**  
Managing Director & CEO

Rakesh Khanna, aged 57 years, holds a B.E. (Mechanical Engineering) degree from Thapar Institute of Engineering and Technology and a Master's degree in Management Studies from University of Mumbai. He has more than 31 years of work experience in India and abroad in the consumer durables, consumer electronics, electrical and lighting sectors.





**TCA Ranganathan,**  
Independent Director

TCA Ranganathan, aged 66 years, holds a graduate degree from St Stephen's College, Delhi and Post Graduate degree in Economics from Delhi, School of Economics. He was associated with State Bank of India and Export Import Bank of India. He is currently associated as an arbitrator on the panels of the various stock exchanges and the Indian Council of Arbitration. He is also associated with the United Nations Development Programme for promoting growth in Africa and Asia. He has more than 38 years of experience in Corporate finance, International banking and Investment banking.



**K Pradeep Chandra,**  
Independent Director

K. Pradeep Chandra, aged 63 years, is a retired IAS officer. He holds a Bachelor's Degree in Mechanical Engineering from Indian Institute of Technology, Madras, a Master's degree in Marketing from Indian Institute of Management, Calcutta, a Master's Degree in Finance from Atkinson Graduate School of Management, Willamette University, USA, and a Doctoral degree in Public Administration from University of South California, USA. He has headed a number of state public sector undertakings and has more than 35 years of experience in Education, Finance as well as the Industries and Commerce Departments of the Governments of Andhra Pradesh and Telangana.



**Alka Marezban Bharucha,**  
Independent Director

Alka Marezban Bharucha, aged 63 years, holds a Bachelor's degree in Arts with Honours from University of Mumbai, a law graduate from the University of Mumbai and Master's in law from University of London. She is the founding partner of Bharucha & Partners, is a solicitor of the Bombay High Court and an Advocate on record at the Supreme Court of India. She has more than 31 years of experience in mergers and acquisitions, private equity investments, joint ventures, foreign venture capital investors, brokers, merchant bankers, and other financial intermediaries and is engaged in representing trans-national corporations for investments in the retail, real estate, defence, power and banking sectors.

## Performance Metrics

### Op. Revenue (₹ Cr.)



### Op. EBITDA (₹ Cr.)



### PAT (₹ Cr.)



### RoCE



### Debt-Equity Ratio

