

# RISING BEYOND

Annual Report  
2020-21

## Contents

01	Corporate Information
02	Corporate Ethos
03	Corporate Snapshot
04	Milestones of FY 2020-21
05	Chairman's overview
06	Board of Directors
08	Performance Metrics
10	MD & CEO review
13	Rising beyond...
19	Designing today. Defining Tomorrow.
28	Management Discussion & analysis
38	Report of Board of Directors
61	Business Responsibility Report
72	Corporate Governance Report
100	Financial Statements
169	Notice
183	Shareholders' Feedback Form



In this Annual Report, we have disclosed 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, 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 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  
Desh Deepak Khetrapal, Non-Executive Vice Chairman  
Rakesh Khanna, Managing Director & CEO  
K Pradeep Chandra, Independent Director  
TCA Ranganathan, Independent Director  
Alka Marezban 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

### Faridabad

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

### Kolkata

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

### 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.  
IndusInd Bank Ltd.

## Registrar and Share Transfer Agent

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

# Corporate 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

## Corporate Snapshot



### 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 35 countries. In the domestic market, the Company has robust sales/distribution network and service network with pan-India coverage.

### Awards and recognitions

Over the years, Orient Electric has received recognition for its product innovation, state-of-the-art manufacturing facilities, branding and customer service. Orient Electric is a consumer-validated **Superbrand** for Fans, Lighting & Coolers. Further, it has received Great Place to Work™ certification in the year FY 2020-21 for the second time in a row 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 (NSE) and the Bombay Stock Exchange (BSE). The Company enjoyed a market capitalisation of ₹6,608.5 crores as on March 31, 2021 and is among the Top 500 Listed companies by market capitalization.

### Strategic alliances

Orient Electric has a strong & 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 and growth potential in premium kitchen appliances.



## Key milestones of FY 2020-21



Great Place To Work® certification for the second time in a row



Entered **Fortune India 500** list for the first time



**Superbrand** status for Fans (4th time), Coolers (2nd time) & Lighting (1st time)



ET Best Brands 2020

## Chairman's Overview



**'Rising Beyond...'**  
is more than just  
a statement; it  
is a philosophy  
that we have  
consistently lived  
at Orient Electric.

---

**CK BIRLA**  
Chairman

'Rising Beyond...' is more than just a statement; it is a philosophy that we have consistently lived at Orient Electric. This inspiring statement has two connotations at Orient Electric.

One, it applies to India as a country, the Company's largest market. The country capitalized on its intrinsic resilience to emerge from the pandemic and finish the year under review with an improved economic outlook. Further, the structural reforms in the areas of housing, agriculture and core sectors are set to propel the country forward in coming years providing a sturdy tailwind for all the participants in the economy.

Two, the motto 'Rising Beyond...' was lived by Orient Electric during the last financial year in various ways. The Company retained its Great Place to Work® certification validating its People-first philosophy. Further, the Company entered the coveted Fortune India 500 list for the first time in FY 2020-21. Facing the economic and social turbulence with courage, while keeping customer centricity as the bedrock, the Company emerged stronger, with deeper competitiveness than ever.

The term 'Rising Beyond...' is not a commitment that applied only to our performance in 2020-21;

it is something that will extend into the current financial year and the foreseeable future through a complement of empathy, safety and business outperformance. The commitment will continue to remain central to our existence across every idea, opportunity and initiative. In doing so, we expect to enhance value for every stakeholder who is part of our Orient Electric ecosystem in a secure and sustainable way.

## Board of Directors



**Left to right:** Rakesh Khanna, K Pradeep Chandra, Alka Marezbhan Bharucha, Chandra Kant Birla, Deepak Khetrpal, and TCA Ranganathan



## Chandra Kant Birla

Chairman

Chandra Kant Birla, aged 66 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 Khetrapal

Non-executive Vice Chairman

Desh Deepak Khetrapal, 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 58 years, holds a B.E. (Mechanical Engineering) degree from Thapar Institute of Engineering and Technology; a Master's degree in Management Studies from University of Mumbai. He has more than 32 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 67 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 39 years of experience in Corporate finance, International banking and Investment banking.

## K Pradeep Chandra

Independent Director

K. Pradeep Chandra, aged 64 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 36 years of experience in Education, Finance as well as the Industries and Commerce Departments of the Governments of Andhra Pradesh and Telangana.

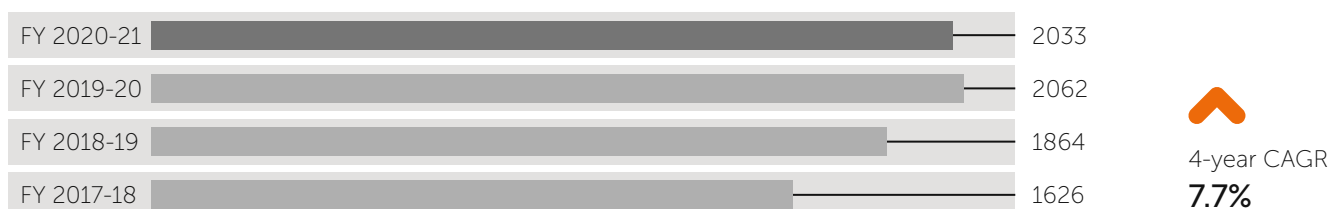
## Alka Marezbhan Bharucha

Independent Director

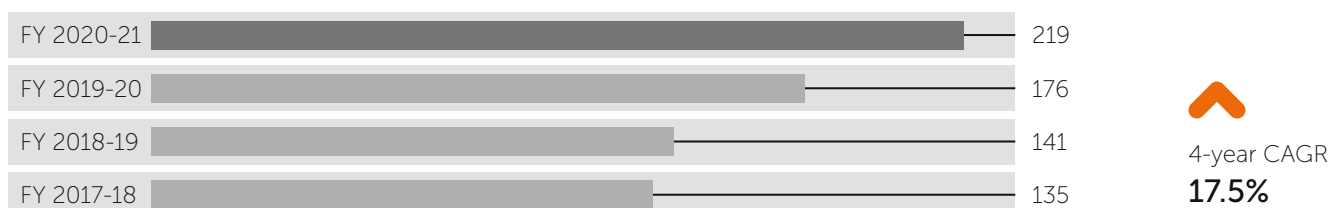
Alka Marezbhan Bharucha, aged 64 years, holds a Bachelor's degree in Arts with Honours from University of Mumbai; a law graduate from the University of Mumbai and Master's in law from University of London. She is the founding partner of Bharucha & Partners; is a solicitor of the Bombay High Court and an Advocate on record, at the Supreme Court of India. She has more than 32 years of experience in mergers and acquisitions, private equity investments, joint ventures, venture capital investments, and other financial transactions and is engaged in representing trans-national corporations for investments in the retail, real estate, defence, power and banking sectors.

## Our performance over the past four years

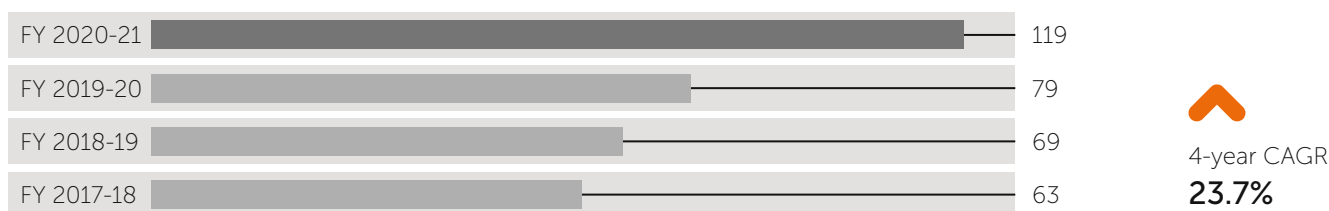
### Revenues from Operations (₹ Cr.)



### Operating EBITDA (₹ Cr.)



### PAT (₹ Cr.)



### RoCE (%)



### Debt-Equity Ratio

