



Consumer Centric Digitally **Empowered**

Consumer Centric Digitally Empowered

Forward Looking Statement

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.

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Corporate Information

Board of Directors

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

Key Managerial Personnels

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, India

Corporate Office

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

Corporate Identification Number

L31100OR2016PLC025892

ISIN

INE142Z01019

Scrip Code

1. BSE – 541301
2. NSE – ORIENTELEC

Website

www.orientelectric.com

Manufacturing Plants

1. II, Industrial Estate, Sector 6, Faridabad – 121 006, Haryana, India
2. C-130, Sector 63, Noida 201 301, Uttar Pradesh, India
3. D-209, Sector 63, Noida 201 301, Uttar Pradesh, India
4. 6, Ghore Bibi Lane, Kolkata – 700 054, West Bengal, India

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

Internal Auditors

Deloitte Touch Tomatsu, LLP
 7th Floor, Building No. 10, Tower B, DLF Cyber City,
 Phase – II, Gurugram – 122 002, Haryana, India

Cost Auditors

Somnath Mukherjee, Cost Accountant
 14E/5, Rajmohan Road, Uttarpara,
 Hooghly, Kolkata – 712 258, West Bengal, India

Secretarial Auditors

A.K Labh & Co., Company Secretaries
 40, Weston Street, 3rd Floor,
 Kolkata-700 013, West Bengal, India

Bankers

1. State Bank of India.
2. HDFC Bank Ltd.
3. ICICI Bank Ltd.
4. IndusInd Bank Ltd.

Registrar and Share Transfer Agent

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



Our Corporate Ethos

Our Vision, Mission and Values



Vision

Spreading Happiness by Smart Application of Technology



Mission

We are a leading Indian electrical brand with significant global presence. We are focused on making customers happy by consistently providing smart electrical solutions through innovation, world-class manufacturing practices, knowledgeable and customer-oriented distribution network, highly responsive after sales service 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, 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 up openly without fear



THE COMPANY'S CORE STRENGTHS ARE UNIFIED AND BUILT ON THE FOUNDATIONS OF CONSUMER NEEDS AND EXPECTATIONS. THESE ARE THE LEVERS THAT HAVE BEEN ASSISTING ORIENT ELECTRIC IN ACHIEVING ITS GOALS AND OBJECTIVES.

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 work and that of others

Trust

- We foster a culture of belief and trust
- We are open and transparent in sharing relevant information with 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 practising empathy in all our acts
- We respect each and value everyone's contribution across the value chain
- We care about individual and professional development
- We partner in creating a caring environment



Our Journey through 68 Years

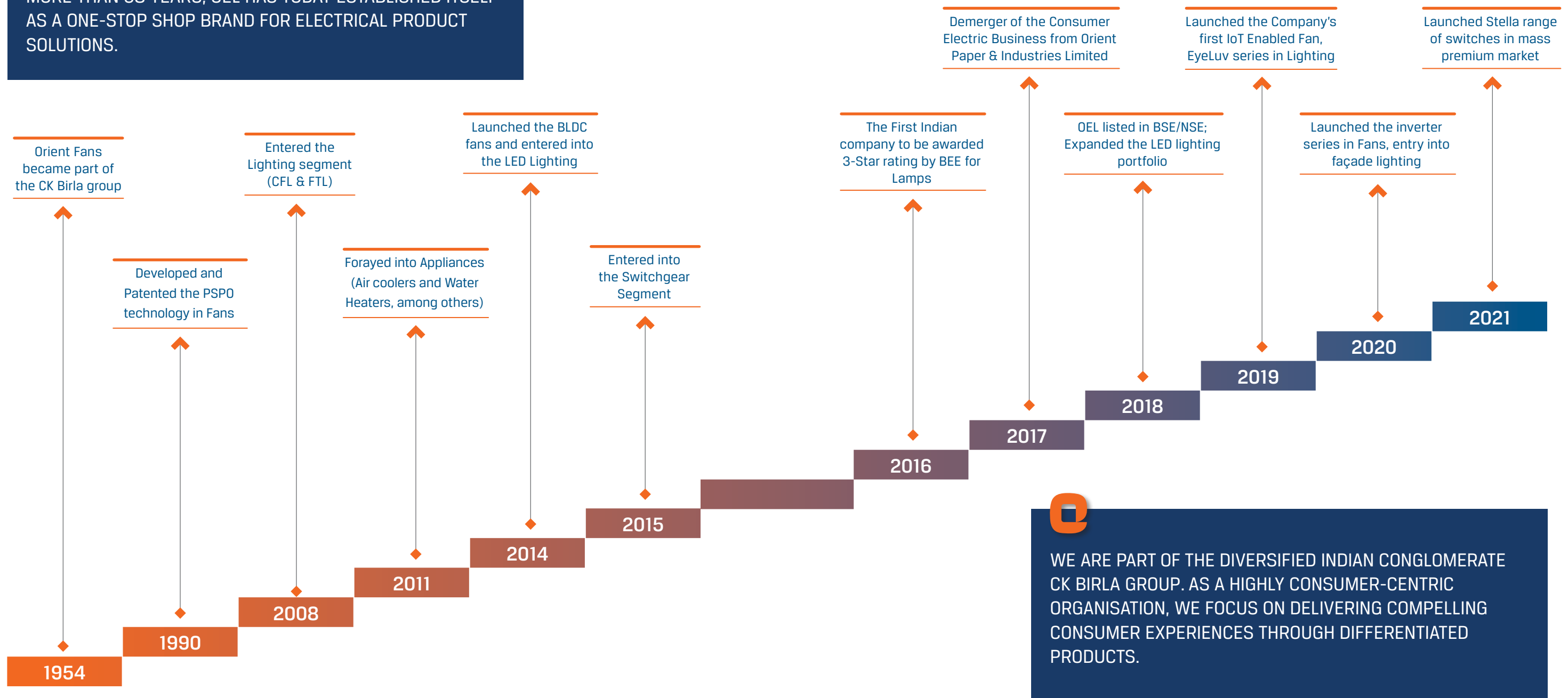
An Enduring Enterprise

Creating value consistently for more than six decades.

Consumer Centric
Digitally Empowered



A DISTINGUISHED NAME IN THE INDIAN FAN INDUSTRY FOR MORE THAN 68 YEARS, OEL HAS TODAY ESTABLISHED ITSELF AS A ONE-STOP SHOP BRAND FOR ELECTRICAL PRODUCT SOLUTIONS.





Corporate Snapshot

A Lifestyle Focused Electrical Goods Company

Leveraging the brand, Orient Electric has successfully expanded its product offerings across Fans, Appliances, Lighting, and Switchgear products.

Company Overview:

Orient Electric Limited became a part of the 150-year-old CK Birla Group in 1954. A distinguished name in the electrical consumer durables space for more than 68 years, Orient Electric, has established itself as a one-stop-shop provider of fans, lighting solutions, home appliances, switchgears, and other electrical solutions.

Manufacturing footprint:

Orient Electric operates modern manufacturing facilities in the Indian cities of Kolkata, Faridabad, and Noida.

Retail presence:

Orient Electric has an entrenched and extensive sales, distribution, and service network with pan-India coverage. In addition to India, the Company enjoys a market presence across 26 countries. It is the largest exporter of fans in the country.

Market Capitalization:

Orient Electric's equity shares are listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE). The Company enjoyed a market capitalisation of ₹ 6,816 Cr. as of March 31, 2022, and is among the Top 500 Listed companies by market capitalisation.

Strategic Alliances:

Orient Electric has a strong 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 all home appliances.



ORIENT ELECTRIC IS THE LEADING DOMESTIC PLAYER IN THE FANS SEGMENT WITH A MULTI-DECADE LEGACY AND STRONG BRAND RECALL. THE COMPANY CONTINUES TO BE ADJUDGED AS A CONSUMER-VALIDATED SUPERBRAND FOR THE 4TH CONSECUTIVE YEAR, VALIDATING THE CONSUMERS' LOYALTY THAT ORIENT ELECTRIC COMMANDS.



Financial

Market CAP as of 31st March 2022

₹ 6,816 crore

Net Worth

₹ 541.3 crore



Employees

Number of the workforce engaged

3,117

% of Female workforce

10%



Society

Focus Areas

Women empowerment & education, Healthcare, Hunger eradication, and Sustainability



Manufacturing

Number of Factories

4

Number of Warehouses

32





Board of Directors



Chandra Kant Birla
Chairman

Chandra Kant Birla, aged 67 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 a sustainable positive impact.



Deepak Khetrpal
Non-executive Vice Chairman

Desh Deepak Khetrpal, aged 66 years, holds an Honours degree in Business and Economics from Shri Ram College of Commerce; an MBA degree from Faculty of Management Studies, Delhi University. 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, and consumer and retail businesses.



Rakesh Khanna
Managing Director & CEO

Rakesh Khanna, aged 59 years, holds a B.E. (Mechanical Engineering) degree from Thapar Institute of Engineering and Technology; a Master's degree in Management Studies from the University of Mumbai. He has more than 36 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 68 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 the State Bank of India and the Export-Import Bank of India. He was the non-executive chairman of Indian Overseas Bank. 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 40 years of experience in corporate finance, international banking, and investment banking.



K Pradeep Chandra
Independent Director

K. Pradeep Chandra, aged 65 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 several state public sector undertakings and has more than 37 years of experience in Education, Finance, and the Industries and Commerce Departments of the Governments of Andhra Pradesh and Telangana.



Alka Marezbhan Bharucha
Independent Director

Alka Marezbhan Bharucha, aged 65 years, holds a Bachelor's degree in Arts with Honours from the University of Mumbai, a law graduate from Mumbai, and a Master's in law from the University of London. She is the founding partner of Bharucha & Partners, a solicitor of the Bombay High Court, and an Advocate on record at the Supreme Court of India. She has over 33 years of experience in mergers and acquisitions, private equity investments, joint ventures, venture capital investments, and other financial transactions. She is engaged in representing transnational corporations for investments in the retail, real estate, defense, power, and banking sectors.





Business Performance Summary for FY2022

Orient Electric Limited is one of India's leading players in electrical consumer durables, lighting and switchgear products. OEL operates in two segments, Electrical Consumer Durables (ECD) and Lighting and Switchgear segments (L&S).

It offers ceiling, portable, wall, lifestyle, stand, table, exhaust, and multi-utility fans, as well as related components and accessories; and home appliances, such as air coolers, room and water heaters, oil-filled radiators, heat convectors, dry irons, mixer grinders, juicer mixer grinders, wet grinders, electric kettles and electric hand mixers.

The Company also provides lighting products comprising LED bulbs and luminaires, LED lamps and tubes, professional lighting products, conventional fittings; and switchgear, including miniature and residual current circuit breakers, distribution boards, isolators, and modular switches and plates, as well as wiring accessories.

Our ECD Business

73%

Share of our
Total Business

18.9%

YoY Revenue Growth
of the ECD business



Business Performance for FY2022

For the year ended 31st March 2022, the Electrical Consumer Durables segment posted revenues of ₹ 1,799 Cr, up by 18.9% YoY, and an EBIT of ₹ 201 Cr. Despite various obstacles, such as raw material inflationary pressures, depressed festivals, geopolitical concerns, and consumer setbacks due to COVID interruptions, the ECD segment delivered sustained results in FY2022.

FY2021 Business Highlights Fans

- The fans division benefited from several new product introductions based on OEL's consumer-centric approach for innovating these new products.

- During FY2022, OEL improved its market position and market share in the decorative and premium categories.
- The Company commenced making inroads into the Southern and Eastern Indian markets, adding to its strong presence in the North and the West.
- OEL's various grass-roots efforts, such as the use of "Orient Connect", "Sales Force Automation" and "Dealer Management System", strengthened the distribution channel, with a sharper focus on secondary markets and market share expansion.
- OEL conducted digital campaigns, especially focused schemes and new product launches, to capture market share across channels in the BLDC segment.

Home appliances

- Despite the Coolers and Heaters segment being hit by the third wave, which instigated uncertainty in dealers' minds, the water heaters business picked up pace in the recovery period during the second and third quarters of FY2022.
- OEL introduced new products such as the Glassline Water Heaters, Modular Metal Coolers, and the range expansion in Desert Coolers enabled

the Company to sustain moderate sales growth in Appliances.

- Steep raw materials inflation due to a sharp surge in commodity impacted OEL's margins for the entire year.
- OEL increased its prices for some of its products in line with industry trends towards the end of FY2022.
- Sales through the e-Commerce channels were softer than expected due to the lacklustre response in in-festive season sales.

- The withdrawal of many unorganised players from the market fueled the demand for the entry-level segment, where OEL saw volumes surge and market share gain.
- For OEL's Exports Business, the Company made steady inroads for its Air Coolers in certain target markets.
- OEL gets recognised as a 'Superbrand' in air coolers during FY2022.

Our L&S Business



27%

Share of our Total Business

25.1%

YoY Revenue Growth of the
L&S business

37.0%

YoY EBIT Growth of the L&S business

Business Performance for FY2022

For FY2022, OEL's Lighting & Switchgear business posted revenues of ₹ 649 Cr, up by 25.1% YoY, and generating an EBIT of ₹ 95 Cr, up by 37.0% YoY.

FY2021 Business Highlights Lighting & Switchgear

- Increased demand for Consumer Luminaires, enabled by distribution expansion and new product introductions, led to high double-digit growth for OEL, despite the headwinds in LED Lamps and pricing.
- OEL was able to largely circumvent component shortages primarily by

using alternative integrated circuits and other components from new suppliers.

- For OEL's projects business, the enquiry bank swelled in the Tender & B2G segments, making the future prospects for the tender business look promising.
- OEL won the prestigious project for the Dwarkadhish highway bridge project (NHAI), along with other large façade lighting projects.
- OEL's new line of "Stella" Switches garnered a positive response from the market, which was helped by the high interest generated through its aggressive engagement programmes with the electrician community.

- OEL's B2G segment witnessed significant momentum through the GeM Platform.
- The Smart Street Lighting on the highways started gaining traction towards the latter part of the year.
- For OEL's Exports Business, the Company made steady inroads for its Switchgear and Lighting products, which is expected to grow over time.
- OEL got recognised as a 'Superbrand' in lighting in FY2022
- OEL was awarded the prestigious National Energy & Conservation Award 2021 under the category "Most Energy Efficient Appliance of the Year - LED Bulb" for its 9W Self-Ballasted LED Bulb.

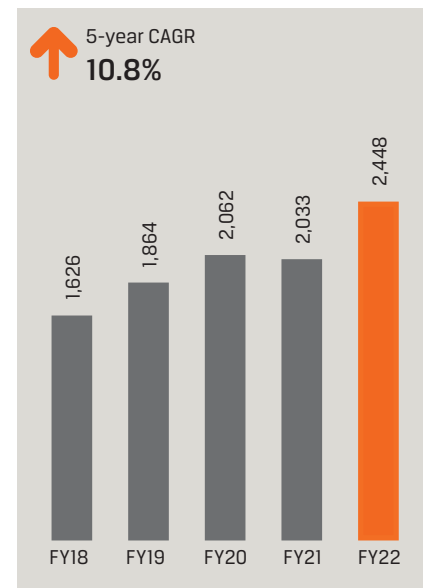




Performance Highlights

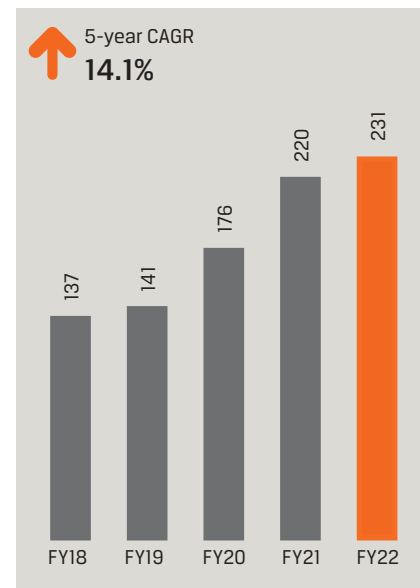
Revenue from Operations

₹ crore



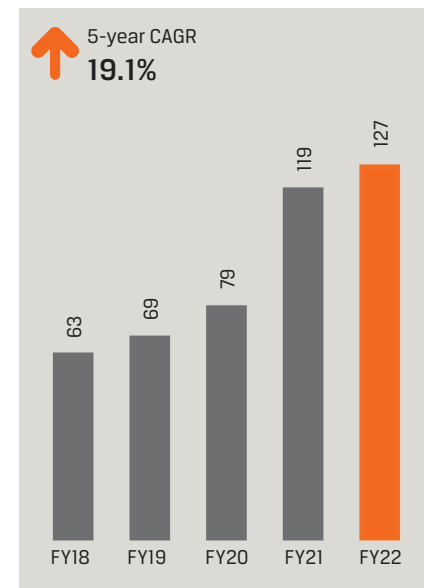
Operating EBITDA

₹ crore



PAT

₹ crore



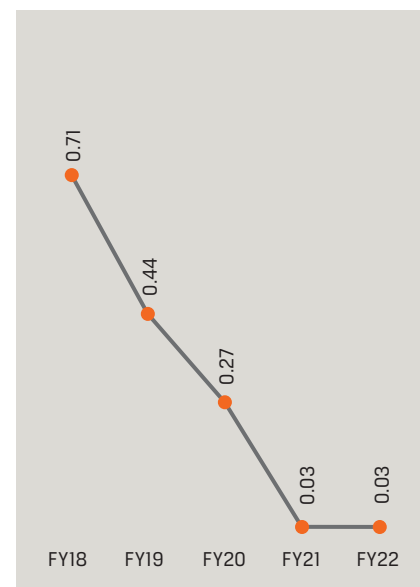
ROCE (Pre-Tax)*

in %



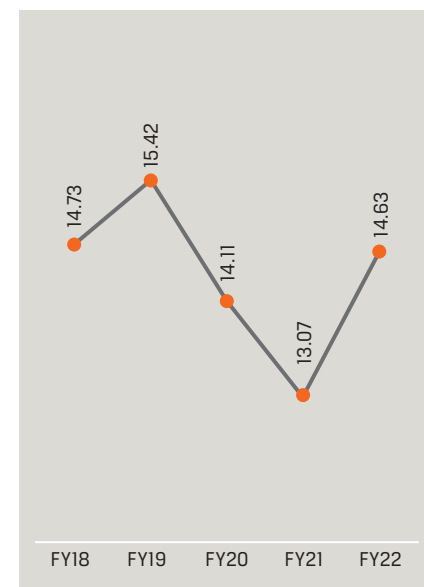
Debt-Equity Ratio*

in Times



Asset Turnover Ratio#

in Times



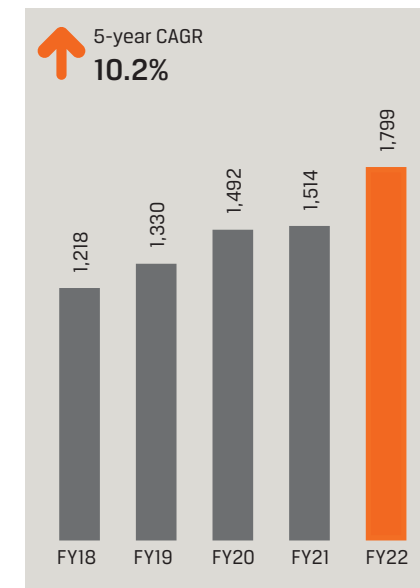
* Ratios aligned as per latest guidance note issued by ICAI
Based on Net Fixed Assets (including CWIP)

Segment wise performance:

Electrical Consumer Durables (ECD)

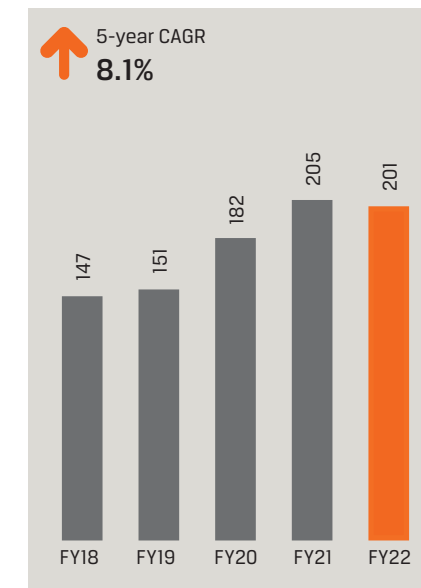
Revenue

₹ crore



PBIT

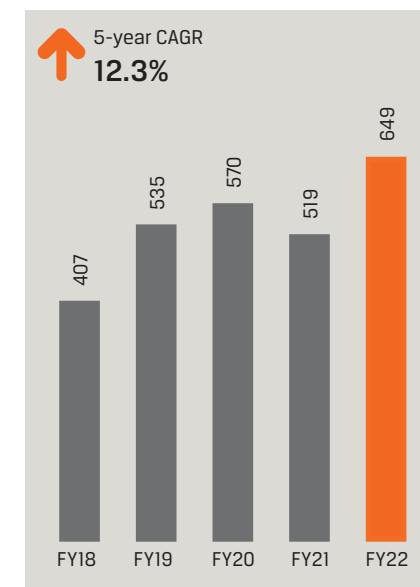
₹ crore



Lighting & Switchgear

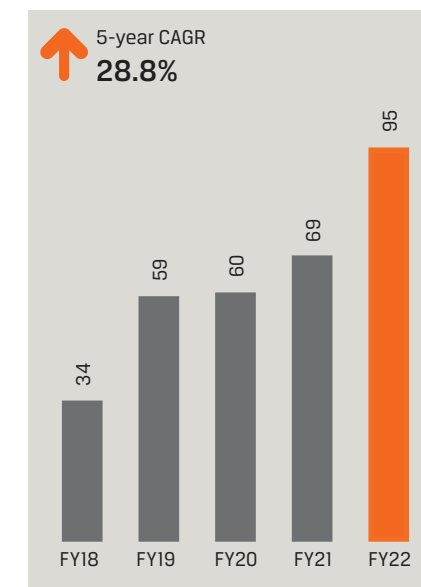
Revenue

₹ crore



PBIT

₹ crore





Recognitions & Accolades

Striving Towards Excellence

Recognised for its state-of-the-art manufacturing capabilities, innovative marketing practices, and product design excellence.



Over the years, Orient Electric has received many prestigious awards and accolades for its commitment to manufacturing quality lifestyle electrical solutions that benchmark against the best in the industry. It has also been recognised globally for its state-of-the-art manufacturing capabilities, innovative marketing practices, excellent customer service initiatives, and for having a highly conducive working environment.

Orient Electric received the "The Economic Times Best Brand 2021" and under SuperBrand 2021, Orient Electric retained the prestigious

consumer-validated SuperBrand status for Fans and Air Coolers for the fourth time and second time respectively, we also received the SuperBrand status for Lighting for the first time in this financial year. Additionally, Orient Electric received the 'Great Place to Work'™ certification for the period March 2022–March 2023 for the third consecutive year.

Orient Electric received the **National Energy and Conservation Award 2021** under the category "Most Energy Efficient Appliance of the Year - LED Bulb" for its 9W Self Ballasted LED Bulb.

Awards and accolades for **OEL's** commitment to manufacturing quality **lifestyle electrical solutions**.



The Economic Times Best Brand 2021 - India's Best Brands for the year 2021 by ET Edge



Most Energy Efficient Appliance of the Year - LED Bulb for its 9W Self Ballasted LED Bulb



India's Best Leader in Times of Crisis 2021 - for demonstrating exemplary leadership during the COVID-19 crisis



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



Mr. Rakesh Khanna, MD & CEO, Orient Electric has been recognised as 'Inspiring CEO 2021' by The Economic Times.



SuperBrand 2021- status for Fans, Air Coolers, and Lightings



Consumer Centric Digitally Empowered

"Consumer Centricity" is embedded in our Company's philosophy and way of doing business. At Orient Electric Limited, we believe in putting our consumers first and at the core of our business to provide a positive experience and build a long-term relationship with them. Our innovation strategy across verticals is based on consumer needs and expectations. Therefore we create products, processes, policies, and a culture that is designed to support consumers with great experience from the initial discovery of the brand to point of purchase and beyond. Becoming a consumer centric business allows us to anticipate consumers' needs and delight them with our products and services. Getting a holistic understanding of consumer sentiment towards the brand helps create communication strategies across touchpoints and evaluate the effectiveness of our consumer centric strategy.

At the same time, we are continuously empowering ourselves digitally to drive productivity in our operations through seamless communication and collaboration using digital workplaces; to build personalised experiences and connected sales processes; to serve the marketplace through physical and digital channels, to anticipate market needs, imagine new offerings, and stand out in the marketplace. We are also analysing data on our customers more discerningly to enable finance and sales to further transform our level of service to both our customers and consumers.

By being highly consumer centric and digitally empowered, we're better aligned to our business goals for building stakeholder value reliably.



So, what does Consumer Centricity mean to Orient Electric?

