

April 25, 2025

**Listing Department**

**National Stock Exchange of India Limited**

Exchange Plaza, Plot no. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051  
Trading Symbol: ORIENTELEC

**Department of Corporate Services -Listing  
BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Fort, Mumbai – 400 001  
Scrip Code: 541301

**Sub.: Investors' Release – Audited Financial Results – March 31, 2025**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), please find enclosed herewith the copy of Investors' Release on the Audited Financial Results of the Company for the quarter and year ended March 31, 2025.

Investors' Release will also be available on the website of the Company, [www.orientelectric.com](http://www.orientelectric.com).

You are requested to take the enclosed document on your record.

Thanking you,

Yours Sincerely,

For **Orient Electric Limited**

Ravindra Singh Negi

**Managing Director & CEO**

Encl.: as above

CK BIRLA GROUP



# Earnings Presentation

Q4 FY25 & FY25

April 25, 2025





# Strategy in Action | Key Updates



## Premiumization Focus

*Pivot to Lifestyle needs, with thrust on Premium products*

### **Accelerating premiumization across categories to cater to evolving customer needs**

- **New Product Development (NPD):** Overall, NPDs contributing >20% of total fan sales, Premium mix - ambition to expand significantly from present ~30% levels
- New Launches strengthening consumer lighting portfolio, with focus on premium NPDs. 60% contribution of B2C sales from premium categories
- **Technology-driven Offerings:** BLDC & IoT-enabled fans, connected and decorative lighting innovations  
BLDC now contributing ~20% to ceiling fan sales
- **Enhancing Retail Visibility:** Emphasis on Touch and Feel through experiential retail, with Mission Orange Project Spotlight - enabling live fan demos at retail outlets to boost premium product adoption



## Portfolio Expansion

*Focus on expanding Lighting & other Emerging Businesses: Pillar to Long term Sustained Growth*

### **Lighting and Switchgear has emerged as the fastest growing segment**

- **Lighting B2C:** Focus on distribution expansion delivered double-digit volume growth with market share gains
- **Lighting B2B:** Successful execution of street lighting & façade projects, with double digit growth
- **Switchgears & Wires:** Grew by over 30% in Q4 & over 17% on a full year basis.



# Strategy in Action | Key Updates



## Customer Centric Initiatives

### *DTM for Fans: Redefining the GTM in fans business*

- Successful implementation in 11 states so far, with full transition of West Bengal in Q4
- ~4200 retailers added to the network in Q4; Revenue from DTM markets grew high double-digit

### *Direct Services: Faster redressal and enhanced customer experience*

- Completed Direct Service transition in 12 states, with addition of Delhi in Q4
- 19k+ pin codes covered via Authorized Service Centre network, covering >1k service centers



## Brand Strengthening

### *Youthful and Digital First approach*

- **Engaging Younger Audiences:** Innovative campaign featuring MS Dhoni, popular influencers like Kusha Kapila, and Madan Gowri
- **Digital and E-commerce:** Partnered with Zepto for 10-minute summer fan deliveries



## Operational Efficiency

- **'Spark Sanchay' programme:** Delivered cost savings of ₹75 Cr in FY25
- **Hyderabad facility ramp up:** With ramp-up, Hyderabad facility is now catering to about 50% of TPW production, resulting in enhanced manufacturing efficiency



# Financial Results | Snapshot

Building a stronger bottom line

## Q4FY25



### Sales

₹ 862 Cr

+9.4% YoY  
+5.5% QoQ



### Gross Profit Margin

₹ 271 Cr 31.4%

YoY +11.8% +67bps  
QoQ +4.6% -28bps



### EBITDA Margin

₹ 67 Cr 7.8%

YoY +117.4% +385bps  
QoQ +9.2% +26bps



### PAT Margin

₹ 32 Cr 3.7%

YoY +125.2% +188bps  
QoQ +15.9% +33bps

## FY25



### Sales

₹ 3,094 Cr

+10.0% YoY



### Gross Profit Margin

₹ 994 Cr 32.1%

YoY +16.2% +172bps



### EBITDA Margin

₹ 204 Cr 6.6%

YoY +41.1% +145bps



### PAT Margin

₹ 84 Cr 2.7%

YoY +9.4% -1bps





# Financial Results | Q4 FY25 Highlights

Lighting and Emerging Businesses leading revenue growth, focused investments yielding profitability



**Strong overall performance** with 9.4% y-o-y growth led by **Lighting & Switchgears**  
Premiumization in fans yielding results with thrust towards NPDs, Channel optimization driving the expansion



**Gross Margin expansion by 67 bps YoY**  
Premiumization across categories, mix improvement



**EBITDA Margin improves to 7.8% (+385 bps YoY, +26 bps QoQ).** Investments in GTM and organizational capability building continues



**EBITDA at ₹67 Cr**, grown by 117% YoY and 9% QoQ, while **PAT at ₹32 Cr**, grown by 125% YoY and 16% QoQ



**Working Capital Cycle at 26 days** in Q4 FY25



# Financial Results | FY25 Highlights

Improved Profitability led by secular growth across segments, premiumization and NPD focus



**Revenue grows 10% YoY**, with secular growth coming from all segments  
Consecutive year of double-digit growth; Direct to Market delivering channel optimization and consumer connect



**Gross Margin expansion by 172 bps YoY to 32.1%**, with strategic measures undertaken for **premiumization** across categories, improvement in product mix



**EBITDA Margin improves to 6.6% (+145 bps YoY)**  
Poised to improve further with efficiency and operating leverage in the coming years



**EBITDA at ₹204 Cr**, growth of 41% YoY



**Project Sanchay** delivering savings of **Rs 75 Cr**; navigating headwinds of **pricing and commodity cost fluctuations**

# Lighting & Switchgear



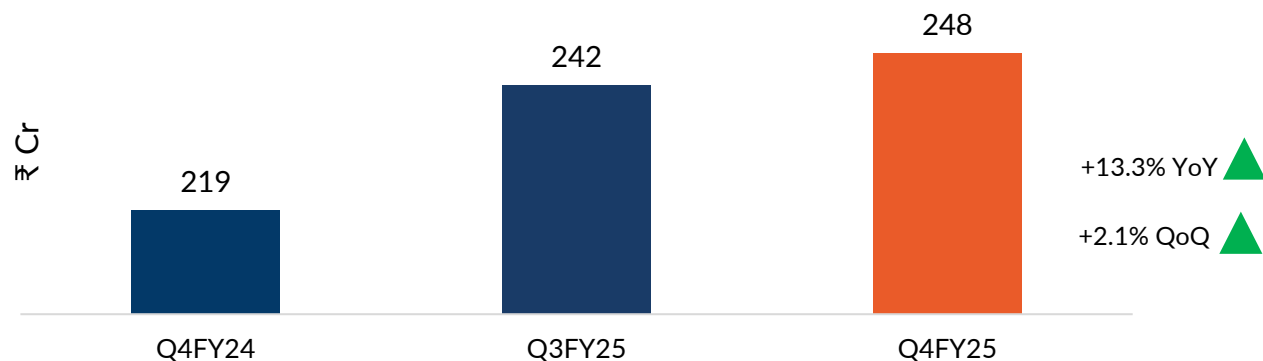




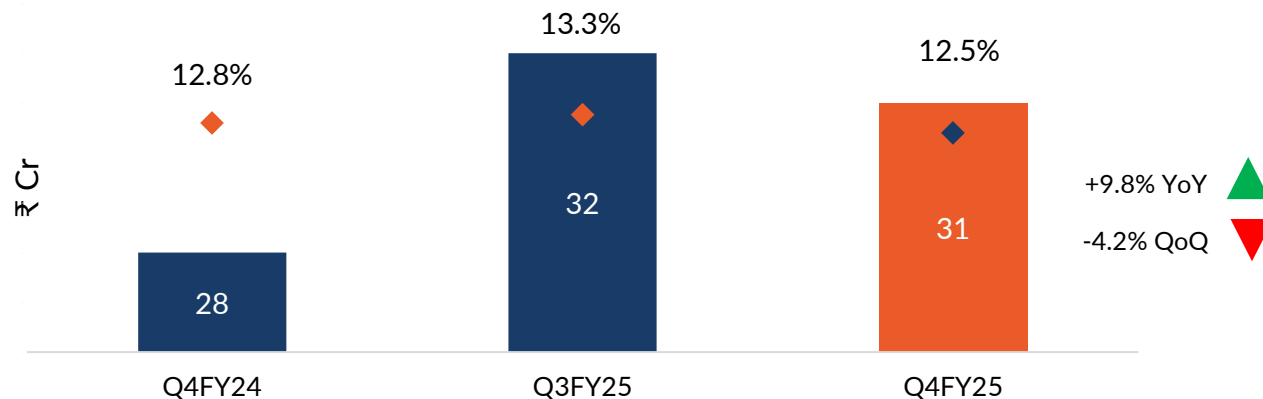
# Q4FY25 Segment Highlights | Lighting & Switchgear

Lighting & Switchgears: Emerging growth engine

## Revenue



## EBIT and EBIT Margin



- **L&S** registers **industry leading growth**, at ~13.3% YoY
- **Consumer Lighting** registers **high double-digit volume growth**. Pricing pressure continues for the industry
- **NPDs and distributor partnerships** aided the growth in Consumer Lighting. Mix improvement & premiumization thrust resulting in an **increase in share of Luminaries**
- **Strong momentum in B2B lighting**, with mid-teens growth, with execution of key projects in Street Lighting & Façade and **growing project enquiries**
- **Switchgears** registers robust **high double-digit growth**, supported by NPDs, focus on electrician meets, and retail network expansion
- **Wires** registers **high double-digit growth**, with channel restocking and infra-led pick up

# Electrical Consumer Durables

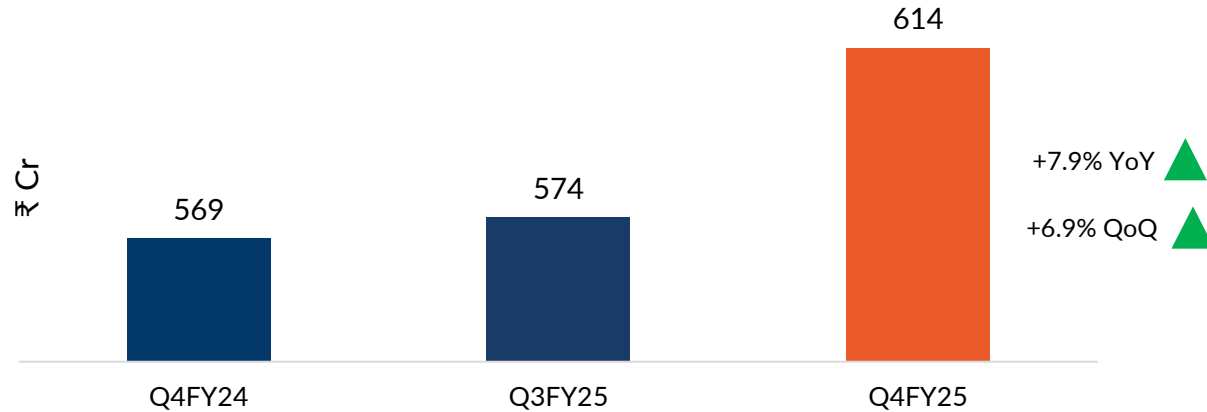




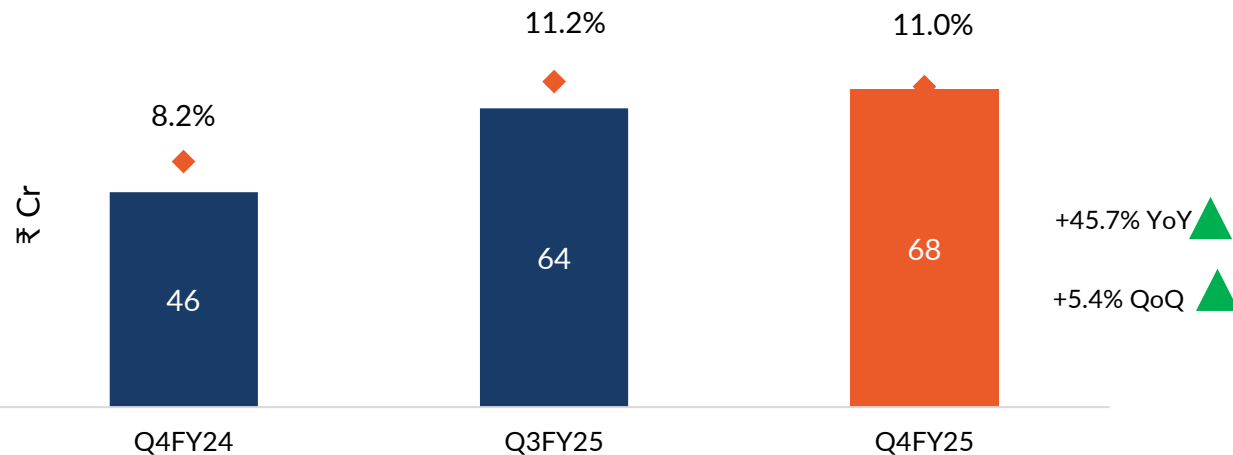
# Q4FY25 Segment Highlights | ECD

NPDs driving growth with focus on premiumization

## Revenue



## EBIT and EBIT Margin



- ECD revenue grows at 7.9% YoY
- Fans witnessed **high single-digit growth**, with muted start of the quarter
- NPDs contributed > 20%, with **innovation and premiumization**, led by lifestyle & decorative fans driving growth in the segment; **BLDC** showed **over 50% growth** YoY
- DTM markets experienced **high double-digit growth**
- **Air Coolers** saw a **robust growth** (over 30% YoY), with pre-season build up in both online and offline channel
- **EBIT margins** stood at 11.0%, despite commodity fluctuations



# New Product Development





# New Product launches in Lighting – FY'25

## Lighting

### COB Downlighters



Crystal Recess COB Downlighter



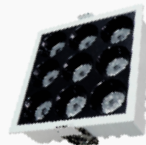
Prism Neo



Prism Fold



Prism Spot



Laser Linear



Blaze

### Spotlights



Spotlight 15W



Vivid Step

### Magnetic Track Lights



Magnetlite Fold



Magnetlite Grille



Magnetlite Track



Magnetlite Linear

### Panels



Rainbow Recess Panel



Eternal Recess Panel



Moodlight Recess Panel



Razor 3CCT panel

### Outdoor Lights



Razor Street Light



Razor Plus FL



Sensor Street light

### Others



CV Driver



Rainbow Orbit DL



Eternal Shine 70W



LED Bulb 20-25W



Emergency Bulb



# New Product launches in ECD and SWG – FY'25

## Fans

### BLDC



Aeon BLDC Pro



Aerosense Non-UL  
BLDC Pro



Aerosense UL BLDC  
Pro



Aeroslim – Dune Gold



Ecotech Neu

### Deco



Fiona



Arena



Blitz+



Subaris Royal



Blanco

## Appliances



Kitchen Klassic  
MG – 500W



Crysta 25L  
Water Heater



Steam Iron 1300W



Steam Iron 1400W



Optimo 50/90L Air  
Cooler

## SWG



Stella Neo MCB

TECH **X** DESIGN

Youthful &  
Digital First





# Q4 Key Marketing Initiatives



## Fans – Season Campaign Launch

- Influencer Collaborations- **Kusha Kapila** (North India) and **Madan Gowri** (South India)
- Platform-Native Storytelling- podcast style format

## AISEA 2025

- 250+ top-performing dealers & MDs for Fans engaged
- Innovative Product Showcase
- Immersive experiences and cultural connect

## Participation in Mahakumbh

- Driven impact branding at biggest cultural gathering
- Key installations at strategic points- premium camps and Airport

## 100K+ Followers on social Subscribers on brand.com

- Amplified OEL digital voice, reaching out to young millennials
- First-Party Data Growth- Fuel for sharper CRM, remarketing strategies in the coming quarters

## Mission Orange Retail Visibility scale up

- Visibility at more than 4000 stores in the quarter





# Financial Summary



# Profit & Loss Statement

Particular (in Rs Crore )	Q4 FY25	Q4 FY24	YoY%	Q3 FY25	QoQ%	FY25	FY24	YoY%
Revenue from Operations	861.9	787.7	9.4%	816.8	5.5%	3093.7	2812.1	10.0%
COGS	590.9	545.3	8.4%	557.7	5.9%	2099.6	1957.0	7.3%
Gross Profit	271.0	242.4	11.8%	259.1	4.6%	994.1	855.1	16.2%
Gross Margin %	31.4%	30.8%	67 bps	31.7%	-28 bps	32.1%	30.4%	172 bps
Employee Expenses	75.9	69.9	8.6%	75.3	0.9%	306.1	258.9	18.2%
Other Expenses	128.3	141.8	-9.5%	122.7	4.5%	484.3	451.9	7.2%
EBITDA	66.8	30.7	117.4%	61.17	9.2%	203.7	144.3	41.1%
EBITDA Margin %	7.8%	3.9%	385 bps	7.5%	26 bps	6.6%	5.1%	145 bps
Depreciation	21.8	15.5	40.5%	20.2	7.9%	79.1	59.0	34.0%
Financial Cost	6.4	6.8	-5.7%	6.1	5.6%	24.2	23.3	4.2%
Other Income	3.5	5.0	-30.8%	1.7	106.5%	11.8	15.5	-23.8%
Exceptional Income	0.0	0.0		0.0		0.0	18.7	
Profit Before Tax (PBT)	42.1	13.5	212.4%	36.6	15.1%	112.3	96.3	16.6%
Other comprehensive income	0.4	1.6	-73.8%	0.1	330.0%	0.8	1.7	-56.6%
Tax	11.0	1.1	890.1%	9.5	16.1%	29.2	21.4	36.3%
Profit After Tax (PAT)	31.6	14.0	125.2%	27.2	15.9%	83.8	76.5	9.4%
PAT Margin %	3.7%	1.8%	188 bps	3.3%	33 bps	2.7%	2.7%	-1 bps
Earning Per Share in Rs.	1.46	0.60		1.27		3.90	3.53	



# Balance Sheet

Particular (in ₹ Crore)	Mar'25	Mar'24
<b>Equities &amp; Liabilities</b>		
Equity and Share Capital	21	21
Other Equity	673	618
<b>Total Equity</b>	<b>694</b>	<b>639</b>
<b>Non- Current Liabilities</b>		
Borrowings		-
Lease Liabilities	44	65
Long term provisions	26	21
Other Non-Current liabilities	5	9
<b>Total Non-Current Liabilities</b>	<b>75</b>	<b>94</b>
<b>Current Liabilities</b>		
Borrowings	17	21
Lease liabilities	25	26
Trade payables	600	521
Other Current Financial Liabilities	68	68
Short term provisions	32	30
Other Current liabilities	43	52
<b>Total Current liabilities</b>	<b>785</b>	<b>718</b>
<b>Total Equity &amp; Liabilities</b>	<b>1,555</b>	<b>1,451</b>

Particular (in ₹ Crore)	Mar'25	Mar'24
<b>Assets</b>		
<b>Non-Current Assets</b>		
Property, Plant and Equipment	366	140
Capital work in progress	5	223
Intangible Assets	13	17
Right of use asset	61	82
Trade Receivables	6	10
Other Financial Assets	17	18
Deferred Tax assets (net)	34	30
Non-current tax assets	4	0
Other non-current assets	4	13
<b>Total non-current assets</b>	<b>509</b>	<b>532</b>
<b>Current Assets</b>		
Inventories	430	315
Investments	14	37
Trade Receivables	513	462
Cash & Bank Balance	55	66
Other Financial Assets	5	3
Current Tax Assets	0	2
Other current assets	29	34
<b>Total current assets</b>	<b>1,046</b>	<b>919</b>
<b>Total Assets</b>	<b>1,555</b>	<b>1,451</b>



## Key Ratios

Financial ratios	FY23	FY24	FY25
ROCE (pre-tax)	20.9%	15.4%	19.2%
Current Ratio	1.46x	1.28x	1.33x
Net Working Capital Days	24	16	26
Debt-Equity ratio	0.02x	0.03x	0.02x

Position as on Mar-end (₹ Cr)	FY23	FY24	FY25
Cash and bank balance	164	104	69
Borrowings*	10	21	17
Net Cash	154	83	52

\*Borrowings include short-term borrowings

Note: Cash and Bank balance includes liquid investments





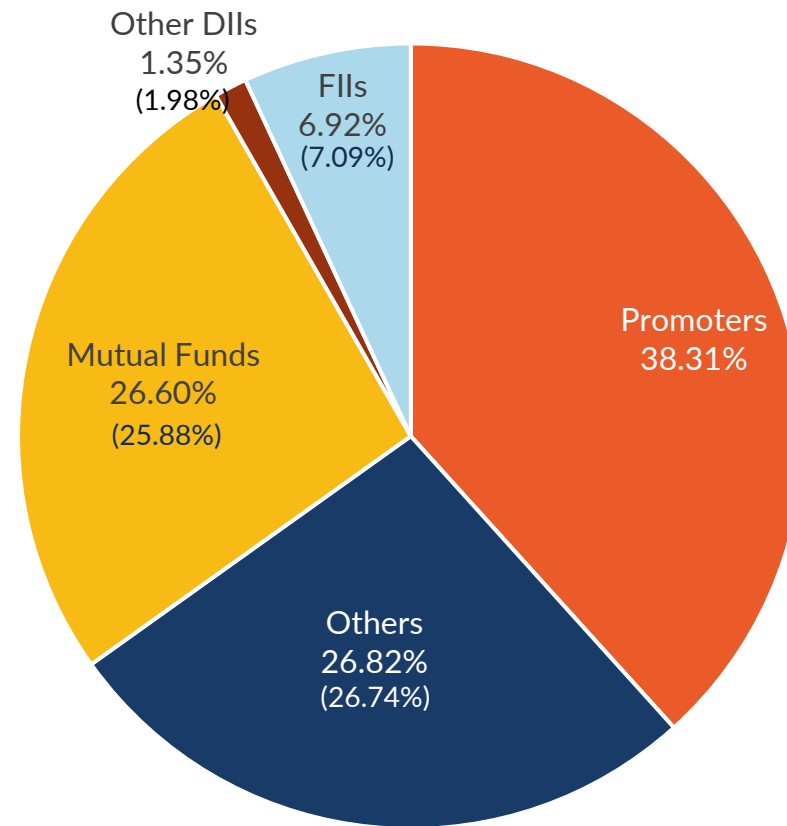
# Shareholder Information

## Stock Data

Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (₹ Cr.) - Mar 28, 2025	4,464
No. of Shares Outstanding (Cr.)	21.34

Source: BSE

## Shareholding Pattern – Mar 28, 2025



Figures in bracket represent corresponding details as on Dec 31, 2024

# THANK YOU



Orient Electric Limited

CIN : L31100OR2016PLC025892



Regd. Office: Unit VIII, Plot No.7,  
Bhoinagar, Bhubaneswar, Odisha 751012



[investor@orientelectric.com](mailto:investor@orientelectric.com)



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

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