

July 25, 2025

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

BSE Limited

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

Dear Sir / Madam,

Sub.: Investors' Release – Un-Audited Financial Results –June 30, 2025

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 Un- Audited Financial Results of the Company for the quarter ended June 30, 2025.

Investors' Release will also be available on the website of the Company, www.orientelectric.com.

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

Thanking you,

Yours Sincerely,

For **Orient Electric Limited**

Diksha Singh

Company Secretary

Investor email id: investor@orientelectric.com

Encl.: as above



EARNINGS PRESENTATION

Q1 FY26

July 25th, 2025





Strategy in Action | Key Updates



Premiumization Focus

Premiumization momentum across categories continues in Q1

- **Accelerating Premiumization:**
 - 55% contribution in consumer lighting portfolio from value-added product categories
 - Fans premium mix improves by ~250 bps YoY, driven by IoT, feature rich and BLDC models
- **New Product Development & Technology driven Offerings:**
 - NPDs contributed >20% to fan sales, reflecting strong consumer response to new launches
 - BLDC surged over 50% YoY (>20% contribution to domestic ceiling fans)
- **Enhancing Retail Visibility:**
 - Visibility at 1,200+ new outlets under Mission Orange
 - Premium displays at A+ counters



Portfolio Expansion

Lighting, Switchgear and Wires has emerged as the fastest growing segment

- **Lighting B2C:**
Gained market share with focus on distribution expansion
- **Lighting B2B:**
Successful execution of key projects in Street Lighting and Façade, with growing order book
- **Switchgear & Wires:**
High double-digit growth, with expansion of distribution network and scaling of electrician loyalty program



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 ~1,800 retailers added to the network in Q1
- DTM states witnessed marginal growth despite seasonal headwinds.

Direct Services: Faster redressal and enhanced customer experience

- Launched paperless E-Warranty, "Samvad" – A customer listening program for tracking firsthand feedback



Brand Strengthening

Contextual and Digital First approach

- Extensive use of social media influencers with both national and regional connect
- Presence on contextual platforms like Spotify, MyGate and Uber
- **E-Commerce:**
Scaled up product catalogue, visibility and high-quality content for in market consumers leading to double digit growth
- **Quick Commerce:**
Scaled up presence on Blinkit and Zepto with display campaigns and collaborations



Operational Efficiency

'Spark Sanchay' programme

- Aimed at structured ideation, rigorous implementation and collaborative synergy while instilling a culture of continuous improvement, frugality and ownership
- Progressively helping achieve cost efficiencies, delivered cost savings of ₹ 9 Cr in Q1 FY26



Financial Results | Snapshot

Q1 FY26

SALES		ECD		LIGHTING & SWITCHGEAR	
₹769 Cr		₹545 Cr		₹224 Cr	
+1.9% YoY -10.8% QoQ		0% YoY -11.3% QoQ		+6.7% YoY -9.5% QoQ	
GROSS PROFIT	MARGIN	EBITDA	MARGIN	PAT	MARGIN
₹251 Cr	32.6%	₹46 Cr	6.0%	₹18 Cr	2.3%
YoY +0.2% QoQ -7.5%	-56 bps +114 bps	YoY +15.0% QoQ -31.0%	+68 bps -176 bps	YoY +21.8% QoQ -44.4%	+37 bps -138 bps



Financial Results | Q1 FY26 Highlights

Navigated seasonal headwinds, with ongoing execution of strategic priorities



- **Sustained Revenues** despite seasonal headwinds, with **6.7% YoY** growth in emerging categories of **Lighting & Switchgears**



PAT stood at ₹18 Cr, **up by 21.8% YoY**



- **Gross margins maintained in the 32–34% range** reflecting the effectiveness of strategic investments in product mix enhancement, and channel agility



Working Capital Cycle at 25 days



- **EBITDA margin improves by 68 bps YoY to 6.0%**, driven by gross margin improvement; **EBITDA stood at ₹46 Cr, up by 15.0% YoY**



Net Cash at ₹ 72 Cr



Lighting & Switchgear





Q1 FY26 Segment Highlights | Lighting & Switchgear

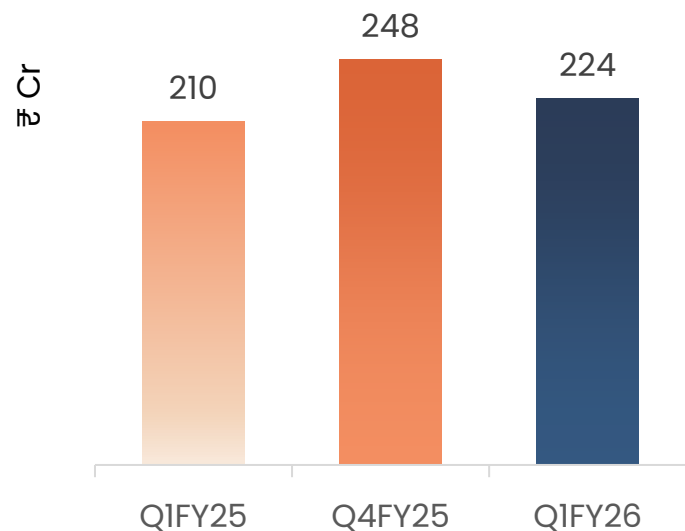
Portfolio Play | Emerging Growth Engine

Revenue

+6.7% YoY



-9.5% QoQ

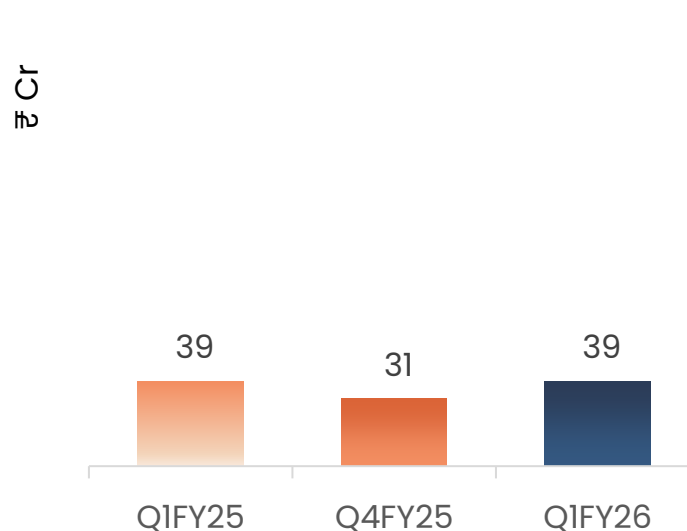


EBIT and EBIT Margin

18.6%

12.5%

17.4%



- NPDs and distribution expansion aided volume growth in Consumer Lighting, leading to market share gains
- Improving share of Luminaries driven by product mix improvement & continuous premiumization thrust
- Emerging Categories – Switchgears and Wires accelerated performance, with high double-digit growth, driving the overall segment performance
- Scaled electrician loyalty program enabling enhanced market reach



Electrical Consumer Durables



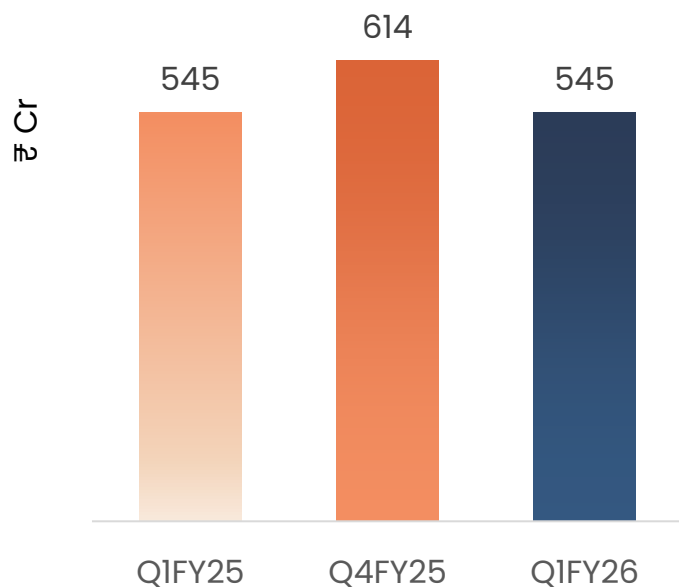


Q1 FY26 Segment Highlights | ECD

Premiumization and Innovation driving growth despite seasonal headwinds

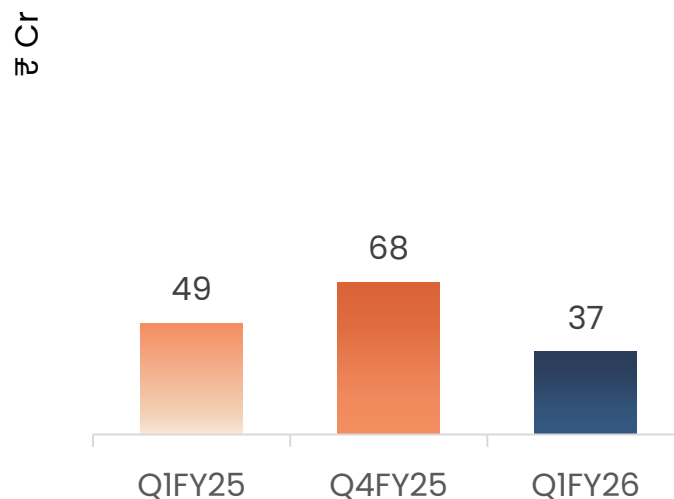
Revenue

0.0% YoY ▲ -11.3% QoQ ▼

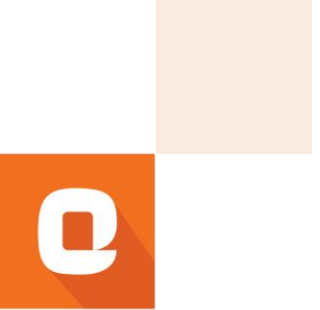


EBIT and EBIT Margin

9.1% 11.0% 6.8%



- ECD revenue remained flat, despite an industry wide seasonal disruption from early rains
- Fans posted low single digit revenue growth
- Consistent market share gains in Fans supported by:
 - Direct-to-Market initiatives
 - Premiumization & NPD thrust
 - Alternate Channels with double-digit growth
- BLDC sales surged over 50% YoY, highlighting increased consumer preference for energy-efficient solutions
- Water Heaters registered a double-digit growth, driven by new launches, while coolers witnessed a degrowth impacted by weak summers



New Product Development





New Product Launches in Q1 FY26

Fans

Ceiling Fans



Aeon (Voice Control BLDC)



Aerosleek (BLDC)



Aeroquiet Neu (BLDC)



Aeroquiet Neu



Aerostorm



Ecotech Prime (BLDC)

TPWE



Stand 31 Neo



Farata Oz



Smart Air Nova

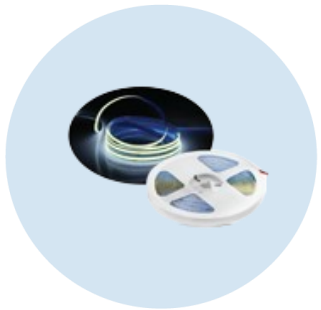


Cabin Star



New Product Launches in Q1 FY26

Lighting



COB Strip



Moonlight Nova DL



Emergency Panel 15W



Razor Neo



Grace Pro Batten
24W



Mood Light Surface Panel,
3 CCT

Appliances



AquaNova Neo



Aquator Neo



Heat Prime



Aquaslim



Kratos Plus



Steam Iron 1440W



Band Initiatives

TECH X DESIGN

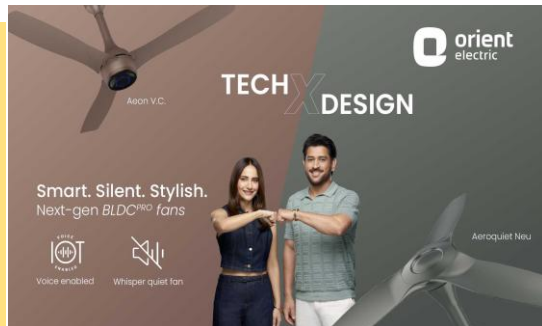


CKA Birla Group





Q1 FY26 Key Marketing Initiatives



Fans Season Campaign

- Refreshed, youthful imagery with leading social media influencers
- High Impact media properties - IPL on TV and digital platforms
- Presence on native platforms like Spotify, Uber, Inshorts, MyGate, and programmatic display



Promotion of 40+ colors options

- Expanded color portfolio in BLDC and premium fans - 40+ stylish new colors from Crème Latte to Ice Blue
- Promoted on digital and high impact print



Influencers Outreach

Quirky and engaging content with Category A+, and premium interior designers



B2B Website Launch

Launched a refreshed B2B interface with enhanced features to strengthen sales enablement and accelerate lead generation



Financial Summary





Profit & Loss Statement

Particular (in Rs Crore)	Q1 FY26	Q1 FY25	YoY%	Q4 FY25	QoQ%
Revenue from Operations	769.1	754.9	1.9%	861.9	-10.8%
COGS	518.5	504.7	2.7%	590.9	-12.2%
Gross Profit	250.6	250.2	0.2%	271.0	-7.5%
Gross Margin %	32.6%	33.1%	-56 bps	31.4%	114 bps
Employee Expenses	76.3	77.0	-0.9%	75.9	0.5%
Other Expenses	128.2	133.2	-3.7%	128.3	0.0%
EBITDA	46.1	40.1	15.0%	66.8	-31.0%
EBITDA Margin %	6.0%	5.3%	68 bps	7.8%	-176 bps
Depreciation	19.5	17.5	10.9%	21.8	-10.6%
Financial Cost	5.5	5.7	-4.9%	6.4	-15.1%
Other Income	2.5	2.5	0.4%	3.5	-28.9%
Profit Before Tax (PBT)	23.7	19.3	22.8%	42.1	-43.9%
Other comprehensive income	0.0	0.1	-50.0%	0.3	-87.5%
Tax	6.1	4.9	24.8%	10.9	-43.6%
Profit After Tax (PAT)	17.6	14.4	21.8%	31.6	-44.4%
PAT Margin %	2.3%	1.9%	37 bps	3.7%	-138 bps
Earning Per Share in Rs.	0.82	0.67	22.2%	1.46	-44.0%

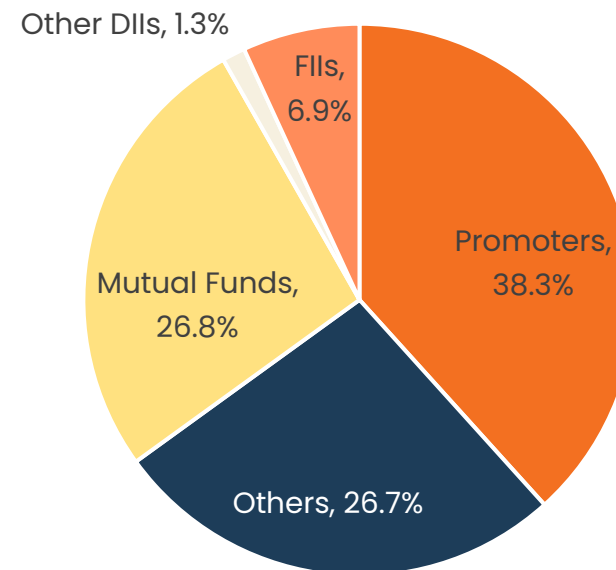


Shareholder Information

Stock Data

Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (₹ Cr.) – June 27, 2025	4,772
No. of Shares Outstanding (Cr.)	21.34

Shareholding Pattern June 27, 2025



Thank You

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