October 17, 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

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 and half-year ended September 30, 2025.

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

You are requested to take the same on your record.

Yours Sincerely,

For **Orient Electric Limited**

DIKSHA SINGH
Digitally signed by DIKSHA SINGH
Date: 2025.10.17 17:58:59 +05'30'

Diksha Singh
Company Secretary
Encl.: as above

CKA Birla Group | orient electric

EARNINGS PRESENTATION

Q2 & H1 FY26

October 17th, 2025

Strategy in Action | Key Updates

Portfolio Expansion

Lighting, Switchgear and Wires: Leading the Growth Curve

- **Lighting B2C**
  - Growth driven by festive demand and selective price hikes
  - Continued expansion of distribution footprint and premium product focus led to market share gains
  - **Business mix**: LS&W increased to **37% vs 33%**
- **Lighting B2B**
  - Double-digit revenue growth, supported by successful execution of key projects in Street Lighting and Façade segment
  - Strong pipeline with increasing project enquiries to augment future growth
- **Switchgear & Wires**
  - **High double-digit** growth
  - **Wires** revenue **doubled YoY** on a low base, supported by rapid acceptance among trade partners and influencers
  - Leveraging fans-lighting ecosystem to cross leverage distribution

Premiumisation & Technology-Led Products

Accelerating Momentum Across Categories

- **Premiumisation Momentum**
  - **Value-added** categories contributes over **65%** in Consumer Lighting
  - Fans **premium mix** improves by 500 bps YoY, driven by BLDC, IoT-and feature-rich models
  - **BLDC** grew over **40%** YoY
- **Innovation and New Product Development**
  - **NPDs** contributed over **34%** to fan sales, highlighting strong consumer interest and innovation-led growth
- **Retail Visibility**
  - Visibility at **2400+** new outlets under Mission Orange, enhancing live product displays and immersive in-store experiences

Strategy in Action | Key Updates

Customer Centricity and Market Reach

DTM for Fans: Strengthening Growth Engine

- DTM model continues to gain traction, Pune transitioned from MD to DTM
- ~500 new retailers added
- Despite seasonal headwinds, fans grew by low single digit

Direct Services: Elevating Experience

- Service delivery continues to improve through faster resolution and enhanced customer interactions
- Expanded footprints, with successful rollout in Madhya Pradesh and Chhattisgarh
- "Samvad" enabling deeper connect and faster redressals

Youthful and Digital First

One Brand Voice: Premium and Young

- **Invest in building Lighting Category:** Continue podcast format with MS Dhoni and social media influencers Kusha Kapila and Madan Gowri

Contextual Presence: E-Commerce and Digital media

- **E-Commerce and QCom:** Significant growth in market share across categories building contextual presence
- **Media Strategy:** Presence on OTT, Meta and YouTube along with contextual platforms like MyGate. In show placement and sponsorship of popular OTT show-Rise and Fall

Operational Efficiency

'Spark Sanchay' programme

- Comprehensive cost assessments covering contract renegotiations, IT license optimization, and overhead rationalization
- Ongoing efforts toward cost efficiency yielded **₹24 Cr** in savings for H1 FY26

Financial Results | Q2 FY26 Highlights

Lighting, Switchgear and Wires, leading the growth curve with resilience

Resilient revenue growth, despite seasonal softness, **led by 18.6% YoY** growth in **Non - ECD categories**

PAT rose to ₹12 Cr**,** marking a **15.5% YoY increase**

Gross Margins stood at 31.5%, underscoring the impact of strategic investments in product mix optimization and agile channel management

Working Capital Cycle at **32 days**

EBITDA rose to ₹38 Cr**, up by 6.4% YoY**

Financial Results | Snapshot Q2 FY26

Q2 FY26					
SALES		ECD		LIGHTING & SWITCHGEAR	
₹703 Cr		₹441 Cr		₹262 Cr	
+6.4% YoY -8.6% QoQ		0.3% YoY -19.1% QoQ		+18.6% YoY +16.8% QoQ	
GROSS PROFIT	MARGIN	EBITDA	MARGIN	PAT	MARGIN
₹222 Cr	31.5%	₹38 Cr	5.4%	₹12 Cr	1.7%
YoY +3.6% QoQ -11.6%	-85 bps -105 bps	YoY +6.4% QoQ -17.7%	+0 bps -59 bps	YoY +15.5% QoQ -31.2%	+13 bps -56 bps

Financial Results | Snapshot H1 FY26

H1 FY26		
SALES	**ECD**	**LIGHTING & SWITCHGEAR**
₹1,472 Cr	**₹986 Cr**	**₹486 Cr**
+4.0% YoY	0.2% YoY	+12.8% YoY

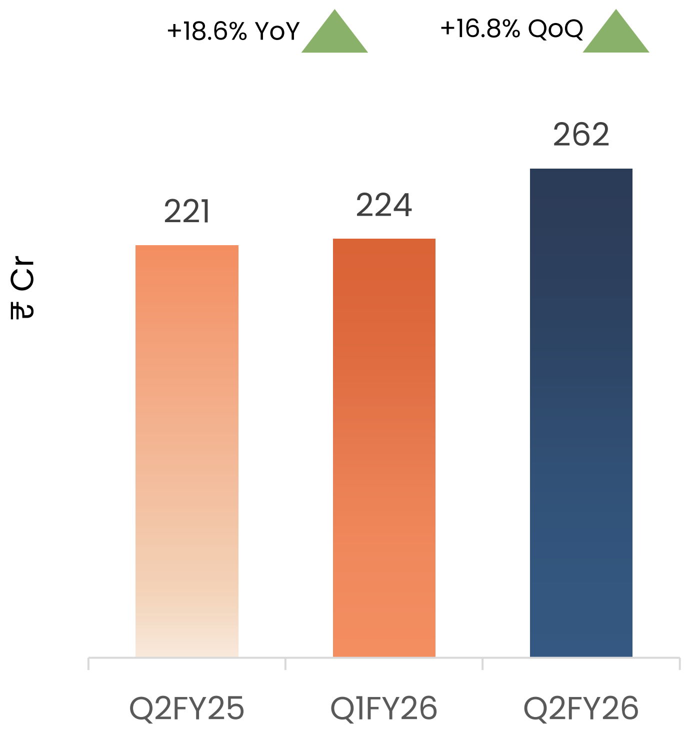
GROSS PROFIT	MARGIN	EBITDA	MARGIN	PAT	MARGIN
₹472 Cr	**32.1%**	**₹84 Cr**	**5.7%**	**₹30 Cr**	**2.0%**
YoY +1.8%	-71 bps	YoY +11.0%	+36 bps	YoY +19.4%	+26 bps

Lighting & Switchgear

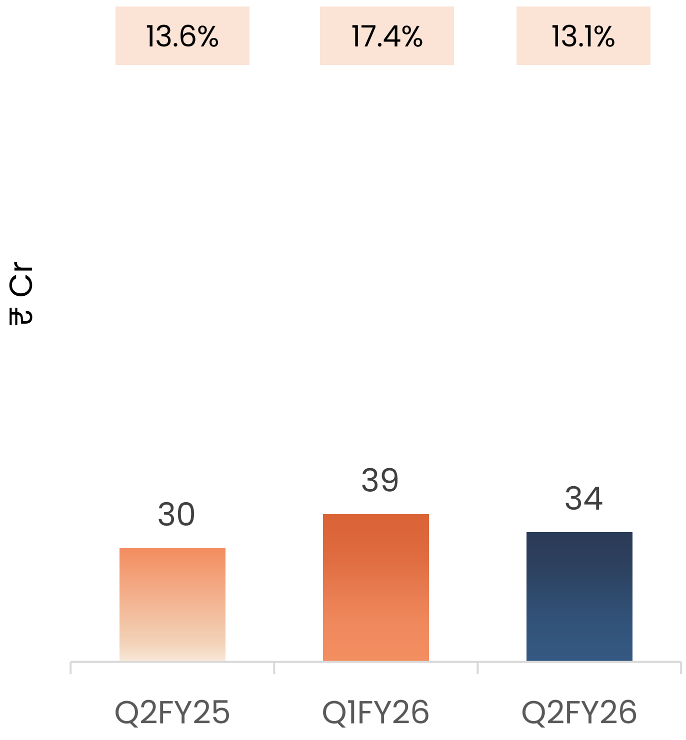
Q2 FY26 Segment Highlights | Lighting & Switchgear

Leading the Growth Curve

Revenue



EBIT and EBIT Margin



- Lighting, Switchgear & Wires led the growth curve, with a **18.6% YoY** surge in revenues
- NPDs and distribution expansion led to **double-digit volume** growth in Consumer Lighting
- **Value-added** categories contributed over **65%** in Consumer Lighting
- **Professional Luminaries** registered **double-digit growth**, supported by successful execution of key projects in Street Lighting and Façade
- **Wires revenue** more than **doubled, switches** maintained **double-digit** momentum
- Rapid acceptance among trade partners and influencers and continued focus on the **electrician program** for deeper market engagement

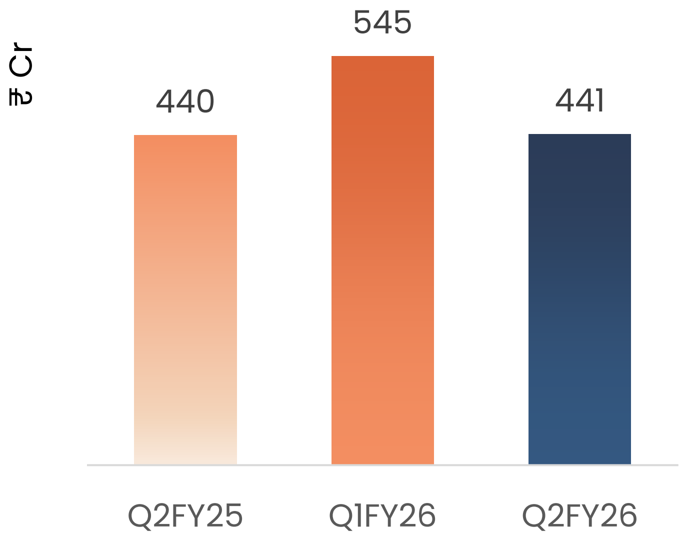
Electrical Consumer Durables

Q2 FY26 Segment Highlights | ECD

Resilient Performance, despite Seasonal Softness

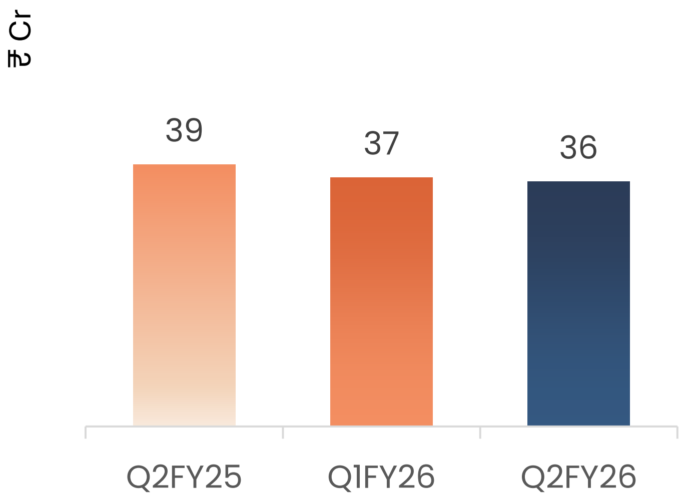
Revenue

0.3% YoY ▲ -19.1% QoQ ▼



EBIT and EBIT Margin

8.8% 6.8% 8.2%



- ECD demonstrated **resilient performance**, despite seasonal softness
- Fans **market share** continued to **improve**, underpinned by expanded DTM reach, strong momentum in digital channels
- **NPDs contributed** over **34%** to fan sales
- **BLDC** fan sales surged **40% YoY**, improvement in **Premium category** by 500 bps
- **E-commerce** channel delivered **high double-digit** growth
- **Water Heaters** posted high **single-digit** growth, supported by seasonal demand and portfolio enhancements

New Product Development

New Product Launches

ECD

Ceiling Fans

Premium

Decorative

Artis/Artis UL

Luna

BLDC

Proton

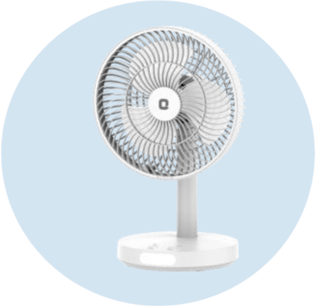
Ecotech Neu G

TPWE

Personal Fans

Orbis

Elfie



Vento

Exhaust Series

Smart Air
Ceiling Exhaust

Ventro

Hill Air Oil Shield

Appliances

Instaflo 3L Instant WH

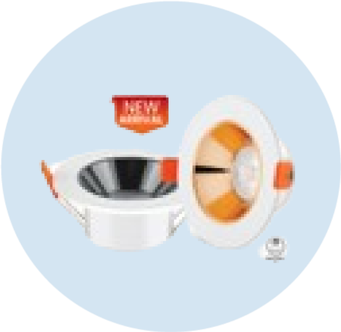
Instaflo Neo 3L Instant WH

New Product Launches

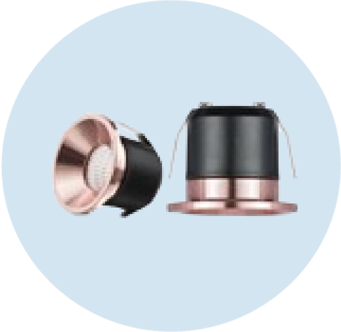
Lighting

COB Deep DL
3W/6W/9W/15W/18W

Aura COB DL
3W



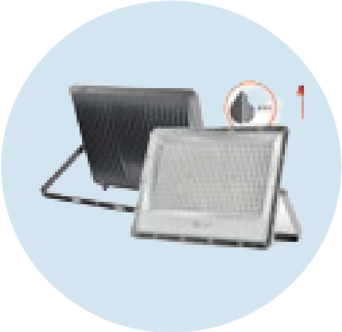
Blaze Nova Spot
light 7W



Prism Spot 1W

Rainbow Surface Panel
6W/12W

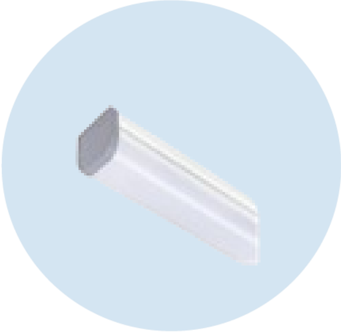
Eyeluv Panel
10W/15W/20W



Razor Plus FL
200W

Deco Wall light
5W/10W

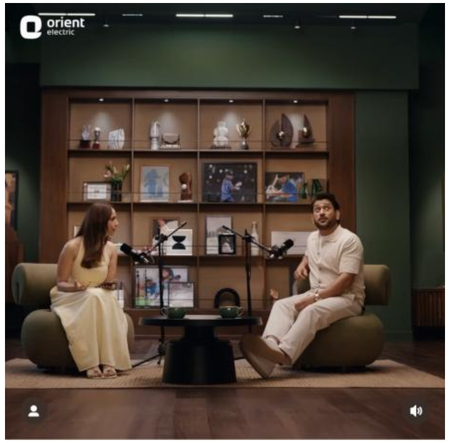
Rope light
144 LEDs/meter



Grace Delite Plus
70W

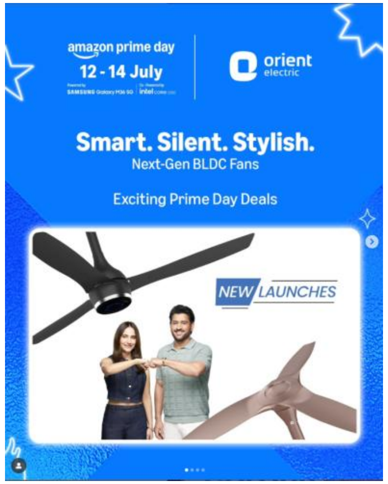
Marketing Initiatives

Q2 FY26 Key Marketing Initiatives



Lighting Season Campaign

- Engaging Podcast format carried forward with MS Dhoni, Kusha Kapila and Madan Gowri
- Built high impact visibility with deep product integration in top 5 OTT show- Rise and Fall
- High frequency digital campaign on YouTube, Meta and other native platforms



E-commerce and Q-commerce Presence

- Accelerated growth in Non-Fans Categories i.e. Water Heaters & Lighting in BAU , pre-festive and festive periods
- Collaborations with marketplace platforms on social to drive brand visibility
- Improved ASP through premiumization in Fans

Strengthened BTL Presence during Festive

- Premium display and dealer meets showcasing all categories
- Festive displays in key markets
- Premium A+ lighting displays and live fans at premium counters

Financial Summary

Profit & Loss Statement

Particulars (in ₹ Crore)	**Q2 FY26**	**Q2 FY25**	***YoY%***	**Q1 FY26**	***QoQ%***	**H1 FY26**	**H1 FY25**	***YoY%***
Revenue from Operations	**702.6**	**660.2**	***6.4%***	**769.1**	***-8.6%***	**1,471.7**	**1,415.0**	***4.0%***
COGS	481.1	446.4	*7.8%*	518.5	*-7.2%*	999.6	951.1	*5.1%*
Gross Profit	**221.5**	**213.8**	***3.6%***	**250.6**	***-11.6%***	**472.1**	**464.0**	***1.8%***
Gross Margin %	**31.5%**	**32.4%**	***-85 bps***	**32.6%**	***-105 bps***	**32.1%**	**32.8%**	***-71 bps***
Employee Expenses	75.8	77.9	*-2.8%*	76.3	*-0.7%*	152.0	154.9	*-1.8%*
Other Expenses	107.8	100.2	*7.6%*	128.2	*-15.9%*	236.1	233.4	*1.2%*
EBITDA	**37.9**	**35.7**	***6.4%***	**46.1**	***-17.7%***	**84.0**	**75.7**	***11.0%***
EBITDA Margin %	**5.4%**	**5.4%**	***0 bps***	**6.0%**	***-59 bps***	**5.7%**	**5.4%**	***36 bps***
Depreciation	19.1	19.6	*-2.6%*	19.5	*-1.8%*	38.6	37.2	*3.8%*
Financial Cost	5.0	6.0	*-16.2%*	5.5	*-7.7%*	10.5	11.7	*-10.7%*
Other Income	2.5	4.2	*-40.3%*	2.5	*0.8%*	5.0	6.7	*-25.2%*
Profit Before Tax (PBT)	**16.3**	**14.2**	***14.5%***	**23.7**	***-31.1%***	**40.0**	**33.5**	***19.3%***
Tax	4.2	3.8	11.9%	6.1	-30.9%	10.4	8.7	19.2%
Profit After Tax (PAT)	**12.1**	**10.4**	***15.5%***	**17.5**	***-31.2%***	**29.6**	**24.8**	***19.4%***
PAT Margin %	**1.7%**	**1.6%**	***13 bps***	**2.3%**	***-56 bps***	**2.0%**	**1.8%**	***26 bps***
Earning Per Share in Rs.	**0.57**	**0.49**	***15.5%***	**0.82**	***-31.2%***	**1.39**	**1.16**	***19.4%***

(PAT is excluding OCI)

Balance Sheet

Particulars (in ₹ Crore)	**As at Sep 30, 2025**	**As at Mar 31, 2025**
Assets		
Non-Current Assets		
Property, Plant and Equipment	354	366
Capital Work in Progress	3	5
Intangible Assets	10	13
Right of Use Asset	58	61
Trade Receivables	4	6
Other Financial Assets	17	17
Deferred Tax Assets (net)	37	34
Non-Current Tax Assets	8	4
Other Non-Current Assets	5	4
Total Non-Current Assets	**496**	**509**
Current Assets		
Inventories	450	430
Investments	-	14
Trade Receivables	438	513
Cash & Bank Balance	20	55
Other Financial Assets	5	5
Other Current Assets	45	29
Total Current Assets	**958**	**1,046**
Asset Held for Sale	**1**	**-**
Total Assets	**1,455**	**1,555**

Particulars (in ₹ Crore)	**As at Sep 30, 2025**	**As at Mar 31, 2025**
Equities & Liabilities		
Equity and Share Capital	21	21
Other Equity	688	673
Total Equity	**709**	**694**
Non-Current Liabilities		
Lease Liabilities	42	44
Long Term Provisions	30	26
Other Non-Current Liabilities	5	5
Total Non-Current Liabilities	**77**	**75**
Current Liabilities		
Borrowings	55	17
Lease Liabilities	24	25
Trade Payables	476	600
Other Current Financial Liabilities	55	68
Short Term Provisions	33	32
Other Current Liabilities	27	43
Total Current Liabilities	**669**	**785**
Total Equity & Liabilities	**1,455**	**1,555**

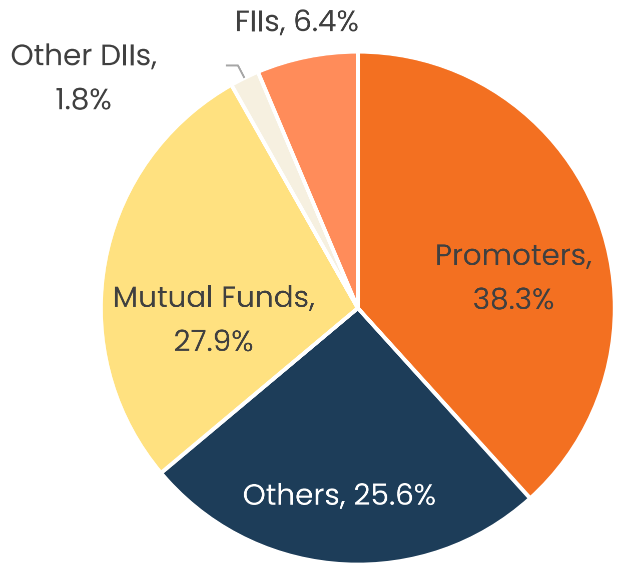
Key Ratios

Financial Ratios	H1 FY25	H1 FY26
ROCE (pre-tax)	15.4%	18.6%
Current Ratio	1.3	1.4
Net Working Capital Days	19	32
Debt-Equity ratio	0.03	0.08

Shareholder Information

Stock Data	
Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (₹ Crore) – Sep 30, 2025	4,183
No. of Shares Outstanding (In Crores)	**21.34**

Shareholding Pattern Sep 30, 2025



Thank You

DISCLAIMER: Cautionary statement regarding forward-looking statements This presentation may contain certain forward-looking statements relating to Orient Electric Limited. ("OEL", or "Company") and its future business, development and economic performance. These statements include descriptions regarding the intent, belief or current expectations of the Company, its subsidiaries and associates and their respective directors and officers with respect to the results of operations and financial condition of the Company, subsidiary or associate, as the case may be. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to: (1) competitive pressures; (2) legislative and regulatory developments; (3) global, macroeconomic and political trends; (4) fluctuations in currency exchange rates and general financial market conditions; (5) delay or inability in obtaining approvals from authorities; (6) technical developments; (7) litigation; (8) adverse publicity and news coverage, which could cause actual development and results to differ materially from the statements made in this presentation. Company assumes no obligation to update or alter forward-looking statements whether as a result of new information, future events or otherwise. Any forward-looking statements and projections made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections. This presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this presentation. This presentation may not be all inclusive and may not contain all the information that you may consider material. Any liability in respect of the contents of, or any omission from, this presentation is expressly excluded. This presentation and its contents are confidential and should not be distributed, published or reproduced, in whole or in part, or disclosed by recipients directly or indirectly to any other person.