

January 22, 2026

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 –December 31, 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 and nine months ended December 31, 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
Encl.: as above

EARNINGS PRESENTATION

Q3 & 9M FY26

January 22nd, 2026





Portfolio Expansion and Diversification

Strengthening Growth Engines

- **Switchgear & Wires**
 - **Wires >2X**, strong **double-digit growth** in **Switches**, backed by strong trade and influencer traction
 - Focus on electrician engagement programs and leveraging fans-lighting ecosystem to strengthen cross sell
- **Lighting**
 - **CLUM posted a single-digit volume & value growth**, supported by festive demand and expanding distribution, driving market share gains
- **ECD**
 - **Fans** recorded a **single digit** growth; firming up market share
 - **Appliances** achieved **high double-digit growth**, led by **heating category**, offsetting a seasonally soft quarter in cooling category



Premiumisation & Technology-Led Innovation

Expanding Consumer Value Across Categories

- **Premiumisation Momentum**
 - BLDC grew over **30% YoY**; premium mix contribution at **~30%** of domestic ceiling fan
 - Luminaires share at **~66%** (+500 bps) YoY, driven by strong traction of COB Downlights; supporting ASPs
- **Innovation and New Product Development**
 - NPD drove ~14% of fan sales, highlighting robust consumer uptake and innovation-driven growth
 - Strengthened seasonal relevance, with the launch of a fast **water heating** range featuring **Whirlflow technology**
- **Premium Retail Visibility Programs**
 - Mission Orange expanded with **>4,500 new** outlets, strengthening premium visibility and in-store product experiences



Customer Centricity and Market Reach

DTM for Fans: Redefining GTM in Fans

- DTM model continues to gain traction with Pune transition stabilizing
- Overall >2,500 new retailers added across all DTM markets

Direct Services: Elevating Experience

- **MP & Chhattisgarh** transitioned to direct service, **stabilised**
- **4 Hr service commitment** in Fans & Water Heaters implemented in 18 major cities
- **"Samvad"** platform continues to enable deeper consumer insights; faster resolution and enhanced interactions



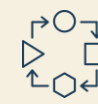
Youthful and Digital First

One Brand Voice: Premium and Young

- Promoting lighting category with MS Dhoni and Kusha Kapila through a new campaign **'Fans wale Orient, lights bhi banate hai !'**
- Extended **'Fatt se Garam'** campaign with MS Dhoni promoting new range of water heaters

E-Commerce: Accelerating Scale

- **E-Commerce** grew by **high double-digit**, **Q-Commerce** grew by **4X**, although on a smaller base
- **Products now available on** Amazon, Flipkart, Blinkit, Swiggy Instamart and Zepto



Operational Efficiency

'Spark Sanchay' programme

- Disciplined cost actions covering contract renegotiations, digital tools optimization, and overheads rationalisation
- Ongoing efforts toward cost efficiency yielded **₹43 Cr** in savings for YTD FY26



Financial Results | Q3 FY26 Highlights

One Orient: Accelerating our Multi-Engine Growth Portfolio



11.0% revenue growth despite headwinds, powered by secular growth across our categories



PBT* at **₹44 Cr, up 19.0% YoY**



Gross Margins reflects the temporary impact of elevated commodity prices



Working Capital Cycle at **31 days**



EBITDA margin remained steady at **7.5%**, supported by operating leverage and cost actions; **EBITDA** rose to ₹68 Cr **(+10.6%)**



Net Cash at **Rs 45 Cr**



Financial Results | Snapshot Q3 FY26

Q3 FY26					
SALES		ECD		LIGHTING & SWITCHGEAR	
₹906 Cr		₹647 Cr		₹260 Cr	
+11.0% YoY +29.0% QoQ		+12.6% YoY +46.7% QoQ		+7.1% YoY -0.8% QoQ	
GROSS PROFIT	MARGIN	EBITDA	MARGIN	PBT *	MARGIN
₹270 Cr	29.8%	₹68 Cr	7.5%	₹44 Cr	4.8%
YoY +4.3% QoQ +22.0%	-190 bps -170 bps	YoY +10.6% QoQ +78.4%	-2 bps +207 bps	YoY +19.0% QoQ +167.4%	+33 bps +249 bps



Financial Results | Snapshot 9M FY26

9M FY26					
SALES		ECD		LIGHTING & SWITCHGEAR	
₹2,378 Cr		₹1,633 Cr		₹746 Cr	
+6.6% YoY		+4.7% YoY		+10.8% YoY	
GROSS PROFIT		EBITDA		PBT *	
MARGIN		MARGIN		MARGIN	
₹742 Cr		₹152 Cr		₹84 Cr	
31.2%		6.4%		3.5%	
YoY +2.7%		YoY +10.8%		YoY +19.2%	
-118 bps		+25 bps		37 bps	



Electrical Consumer Durables



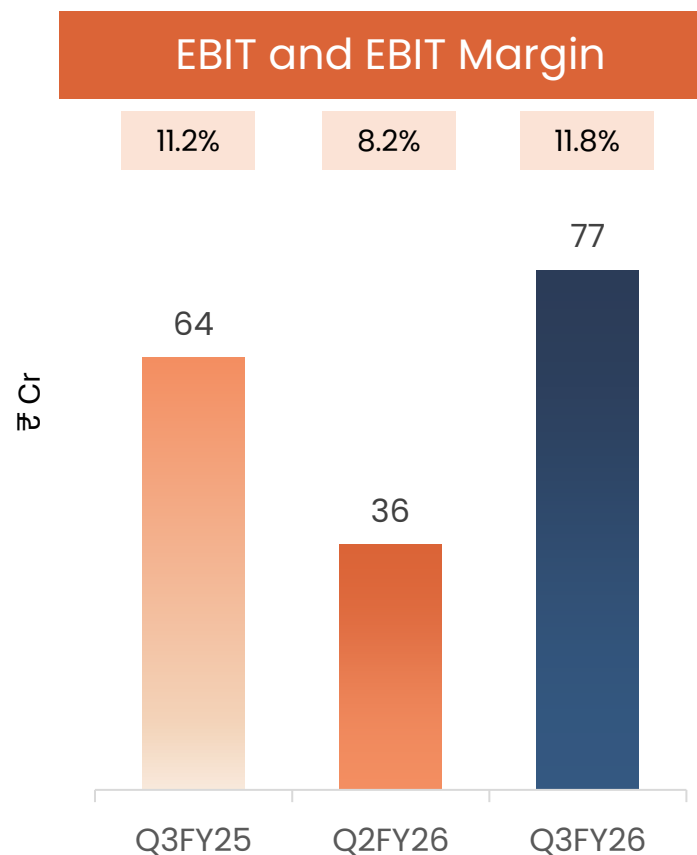
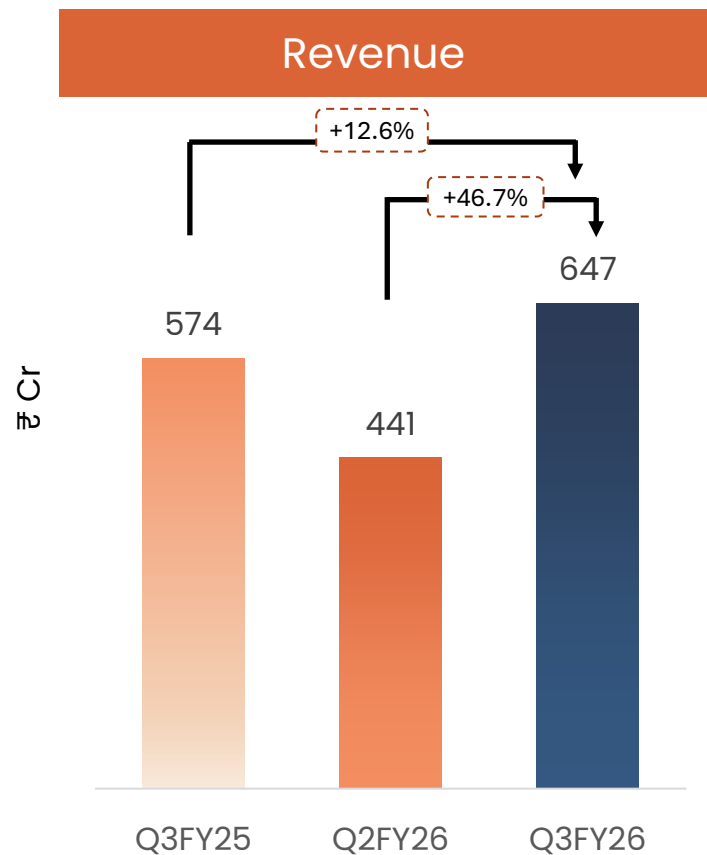
CKA Birla Group





Q3 FY26 Segment Highlights | ECD

Consistent Fan growth while strengthening heating category, helped counter seasonal headwinds



- **Fans** recorded a **single digit growth**, in spite of the seasonal softness across key markets
- **BLDC** grew over **30% YoY**; premium mix now contribute **~30% of domestic ceiling fan**
- **Seamless migration to star ratcheting**
- **Appliances** delivered **high double-digit** revenue growth, led by strong performance in **heating segment**
- **E-commerce** revenue **at high double-digit**, accelerating digital scale-up and expanding consumer reach
- **Exports** grew **~40% YoY**, strengthening international presence



Lighting & Switchgear

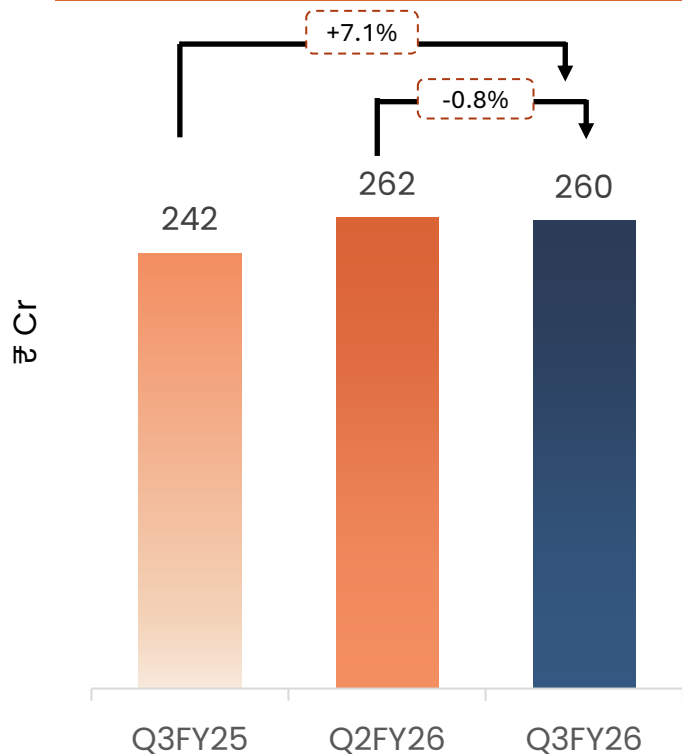




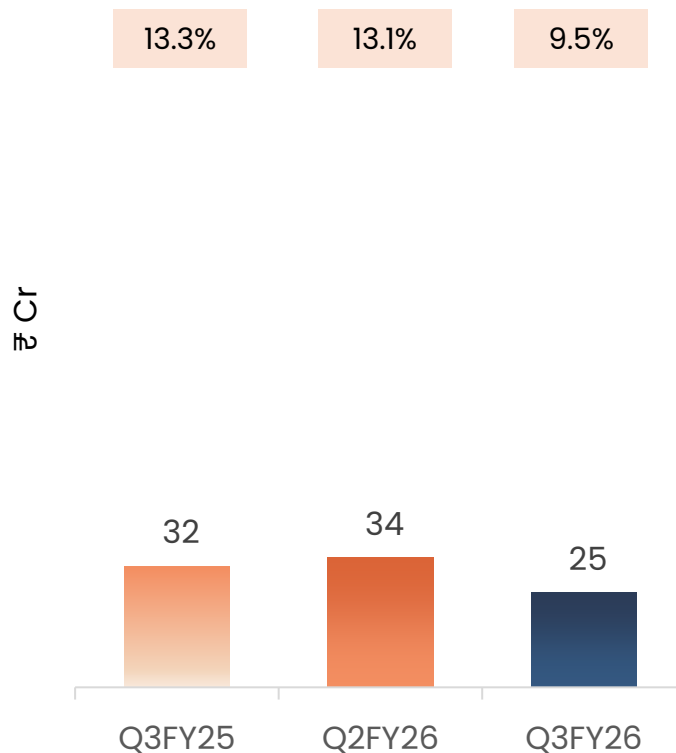
Q3 FY26 Segment Highlights | Lighting & Switchgear

Continued Growth Momentum, driven by Premiumization & Distribution Expansion

Revenue



EBIT & EBIT Margins



- **Single-digit volume and value growth** in Consumer Lighting; new launches and distribution expansion, resulted in market share gains
- **Premium category contributed ~ 66%** (+500bps) of the portfolio, strengthening ASPs
- **Selective approach on the tender side**, impacted overall B2B growth
- **Emerging Categories** – Switchgears and Wires **accelerated sharply**, with **Wires revenue doubling**
- **Switches posted double-digit growth**, supported by rising acceptance among trade partners
- **Enhanced electrician** connect and sharper channel engagement, enabling **higher cross sell velocity**



New Product Development

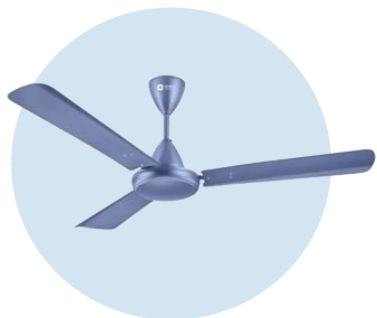




New Product Launches

ECD

Induction



Arina H

TPW



Farata Oscillation

Appliances



Instaflo 5.9L Instant WH



Aquator Edge

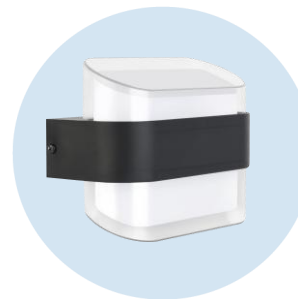


Instaflo Neo 5.9L Instant WH



Fabrisleek 1000W

Lighting



Décor Wall Light
15W



Razor Neo Street Light
50W



Orismart Panel
15W



Prism Topaz
7W / 12W / 18W



Prism Bloom
7W / 12W / 18W



Prism Surface Cylinder
3W / 6W / 12W / 18W

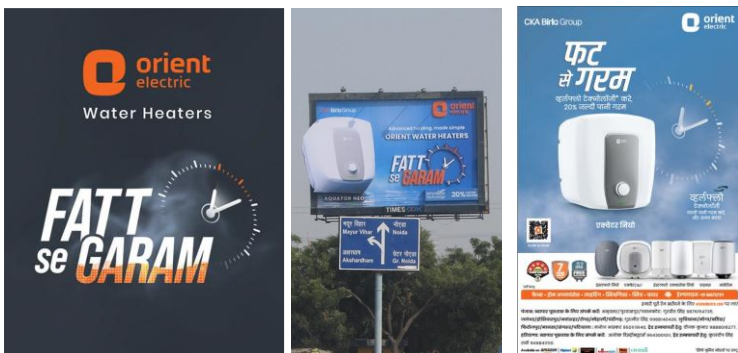


Marketing Initiatives





Key Highlights



Fatt Se Garam – Water Heater Campaign

- Digital-led YouTube/Meta campaign with DVC featuring MS Dhoni on instant heating
- High impact visibility driven through OOH in 8 cities and print ads in key markets
- National + regional influencer collaborations amplifying the faster-heating promise in a quirky, memorable way



ACETECH Delhi Participation

- Established strategic presence within the architect and specifier ecosystem at ACETECH
- Showcased the full portfolio of unique PLUM products, generating a strong inquiry pipeline
- 'One Orient' presence across lighting, fans, appliances, switches and wires



AISEA Annual Trade Event

- Conducted annual trade conference with combined category awards for Fans, Appliances and Lighting
- Strong presentation of the 'One Orient' philosophy and the entire product portfolio



Financial Summary





Profit & Loss Statement

Particulars (in ₹ Crore)	Q3 FY26	Q3 FY25	YoY%	Q2 FY26	QoQ%	9M FY26	9M FY25	YoY%
Revenue from Operations	906.5	816.8	11.0%	702.6	29.0%	2,378.1	2,231.8	6.6%
COGS	636.1	557.7	14.1%	481.1	32.2%	1,635.7	1,508.8	8.4%
Gross Profit	270.4	259.1	4.3%	221.5	22.0%	742.5	723.1	2.7%
Gross Margin %	29.8%	31.7%	-190 bps	31.5%	-170 bps	31.2%	32.4%	-118 bps
Employee Expenses	77.0	75.3	2.3%	75.8	1.7%	229.1	230.1	-0.5%
Other Expenses	125.7	122.7	2.4%	107.8	16.5%	361.7	356.1	1.6%
EBITDA	67.7	61.2	10.6%	37.9	78.4%	151.7	136.9	10.8%
EBITDA Margin %	7.5%	7.5%	-2 bps	5.4%	207 bps	6.4%	6.1%	25 bps
Depreciation	18.9	20.2	-6.3%	19.1	-1.1%	57.4	57.3	0.2%
Financial Cost	6.8	6.1	11.0%	5.0	34.2%	17.2	17.8	-3.3%
Other Income	1.6	1.7	-7.7%	2.5	-37.6%	6.5	8.4	-21.7%
PBT before Exceptional Item	43.6	36.6	19.0%	16.3	167.4%	83.6	70.1	19.2%
Exceptional Item*	8.7	0.0	-	0.0	-	8.7	0.0	-
PBT	34.9	36.6	-4.6%	16.3	114.4%	74.9	70.1	6.8%
Tax	9.0	9.5	-5.2%	4.2	111.3%	19.3	18.2	6.5%
Profit After Tax (PAT)	26.0	27.2	-4.4%	12.1	115.4%	55.6	52.0	6.9%
PAT Margin %	2.9%	3.3%	-46 bps	1.7%	115 bps	2.3%	2.3%	1 bps
Earning Per Share in ₹	1.22	1.27	-4.4%	0.57	115.4%	2.60	2.43	6.9%

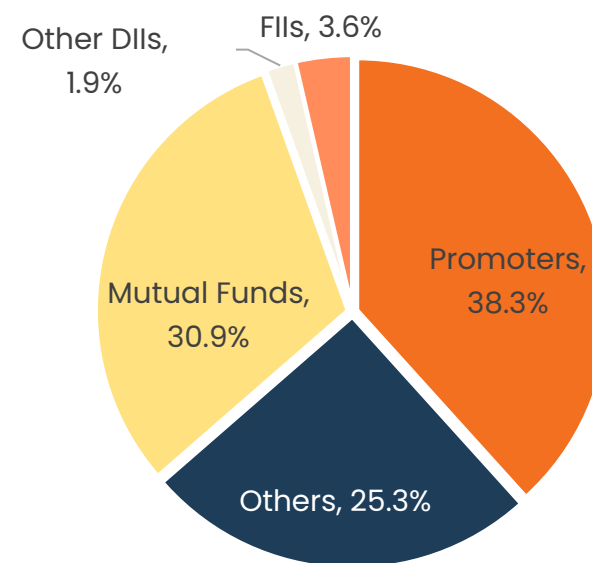


Shareholder Information

Stock Data

Bloomberg Ticker	ORIENTEL IN
BSE Ticker	541301
NSE Ticker	ORIENTELEC
Market Capitalization (₹ Crore) – Dec 31, 2025	3,759
No. of Shares Outstanding (In Crores)	21.34

Shareholding Pattern Dec 31, 2025



Thank You

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