

**395x395mm**  
**CERAMIC**  
**FLOOR TILES**

## OBL Awards & Accolades

Realty+ recognizes the best of the best within the ranks of Indian Real Estate



**Website of the Year-Jan 2020**  
for www.orientbell.com  
(India's construction & design industry)



**Brand of the Year-Jan 2021**  
(Flooring Idea-Tiles & Ceramic)



**Best Infrastructure Brands**  
(2021)



**Best Omnichannel Retail Model**  
Winners Future of Retail Summit & Awards 2020



**Customer Retail Journey Innovation**  
Winners Future of Retail Summit & Awards 2020



**CEO with HR Orientation**  
ZEE BUSINESS  
National Human Capital Leadership Congress & Awards

## About OBL

Orient Bell Limited (OBL) is amongst the largest manufacturers of Wall and Floor Tiles. Established in 1977, OBL has been a pioneer in the Industry with a focus on customer-centric innovation.

First to manufacture ultra-vitrified tiles, new product designs & development is a continuous process at OBL. As a result it has an extensive range of tiles with various finishes & textures. It has 4 patent-pending technologies: Forever Tiles, GermFree Tiles, Cool Tiles & Life Tiles.

To display extensive range of tiles, we have a chain of signature showrooms. Privileged to be associated with premier architects and construction agencies of the country, it also counts most leading developers as well as government & public sector institutions as its customers.



- The ISO 9001:2015 accreditation for our quality control management systems reflects the quest for manufacturing international standard products.
- In 2015 our Sikandarabad plant was awarded with prestigious ISI certification for its products.
- In May 2000, OBL was awarded ISO 14001 certification by the internationally recognised BSI Management Systems, UK.
- Our manufacturing units are ISO 14001:2015 certified, the most complete and global expression for an environment friendly industrial company.
- We have been awarded OHSAS 18001 Certification for Health & Safety Standards. No waste water is ever discharged from our factory.
- We were also awarded with "Certificate Of Merit" in 'National Energy Conservation Award' 2016 organised by Ministry of Power for saving Power and Fuel consumption.

## Creating Solutions for Schools



Tile Mural-Periodic Table



Tile Mural-Suryanamaskar

There are 1.6+ million schools in India. The top 100 thousand schools benefit from the innovation trending in the education space.

However, for the 1 million schools at the bottom of the pyramid, the quality of basic education remains a challenge. Lack of textbooks, parent & student apathy compound the problem.

To make an impact on learning outcomes we designed tiles having educational content that is relevant for all classes. These tiles, applied as a mural on a classroom wall, create a positive learning environment as well as keep the walls looking clean with minimal maintenance requirements.

As a part of our CSR initiative, this unique range of educational tiles has revamped quite a few schools in Delhi, UP and Rajasthan. The impact makes the effort worthwhile.

## Impact on Learning Outcomes

**36%**

increase in enrolments  
in just 2 years

**31%**

reduction in absenteeism,  
reduced from 53% to 12%  
in 2 years



Increased performance  
in exams

- ✓ Creates an interactive learning experience
- ✓ Enables quick revision of topics
- ✓ Active visual learning while on the move.
- ✓ Increased retention of complex concepts
- ✓ Reduces violence & bullying in school premises.
- ✓ Scribble proof

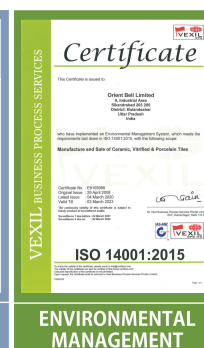
\* Data collected from schools revamped by Orientbell as part of their CSR initiative.

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395x395mm

06 -19

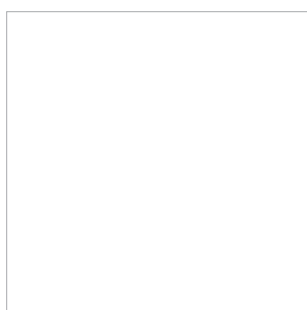
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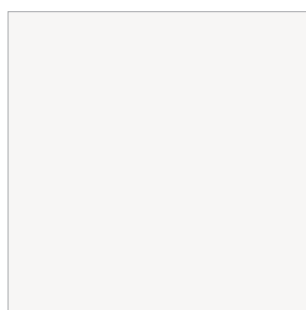
Listed on BSE (530365) for 20+ years.  
And also on NSE (ORIENTBELL).

395x395mm

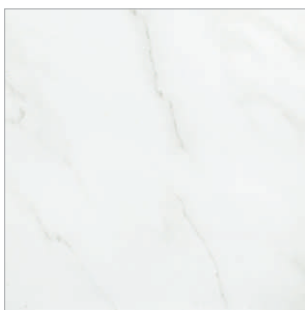
WHITE



395x395mm | SMART WHITE



395x395mm | GLACIER WHITE



G4  
F1  
R1

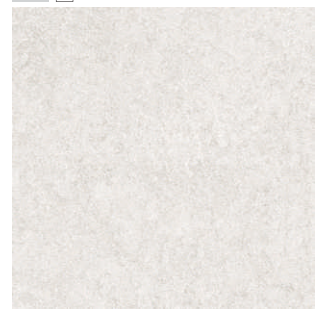
395x395mm |  
MYRA GREY



G4  
R1

395x395mm |  
GALICIA GREY

EXL P



G4  
F4  
R4

395x395mm |  
ODM VESTA GREY



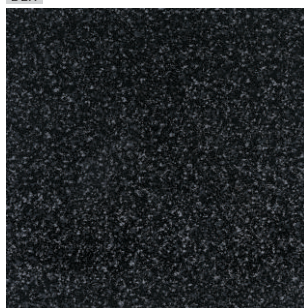
EXL P



G4  
F4  
R4

395x395mm |  
ODM VESTA SLATE

DLX

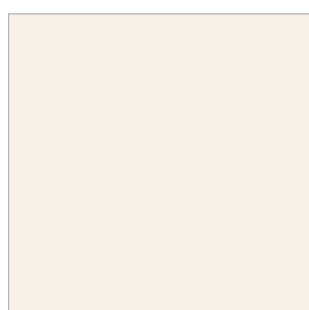


G4  
F2  
R2

395x395mm |  
ODM GALAXY BLACK

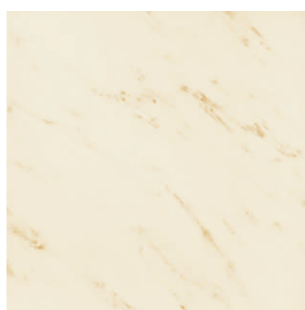


Preview Shown: PANAMA IVORY



G3  
R1

395x395mm |  
SMART IVORY



G3  
F1  
R1

395x395mm |  
EROS



G4  
F1  
R1

395x395mm |  
PANAMA IVORY



Preview Shown: ODM MADURA IVORY & ODM DENMARK COFFEE



395x395mm |  
MOON IVORY

G4  
R1



395x395mm |  
ODM MADURA IVORY

G4  
F1  
R1



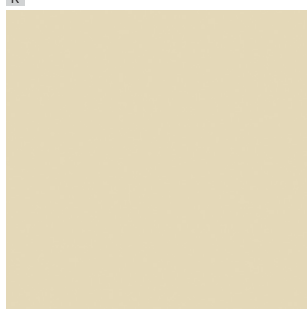
395x395mm |  
ODM PAVONA BEIGE

G4  
F1  
R1



Preview Shown: ODM SAVONA LIGHT BROWN

R



G4  
F1  
R1

395x395mm |  
ODM PLAIN IVORY



G4  
R1

395x395mm |  
GALAXY CREAMA

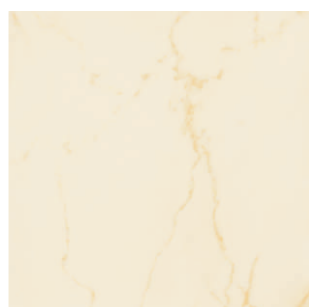


F1  
R1

395x395mm |  
ODM SAVONA LIGHT BROWN



Preview Shown: GALICIA SANDUNE



G3  
F1  
R1

395x395mm |  
FEMINA



G4  
R1

395x395mm |  
GALICIA SANDUNE



G4  
F4  
R4

395x395mm |  
ODM DENMARK CREMA



Preview Shown: ARMOR BEIGE & ARMOR BROWN



G4  
R1

395x395mm |  
NICHE DROP IVORY



G4  
R1

395x395mm |  
DEWDROP BEIGE



G4  
R1

395x395mm |  
ARMOR BEIGE

395x395mm  
**BEIGE & BROWN**



Preview Shown: ODM DUNKEL DARK BROWN



G4  
R1

395x395mm |  
PLAZO BEIGE



F1  
R1

395x395mm |  
ODM DUNKEL DARK BROWN



G4  
R1

395x395mm |  
BRINA COPPER BROWN



Preview Shown: PLAZO BROWN



G4  
R1

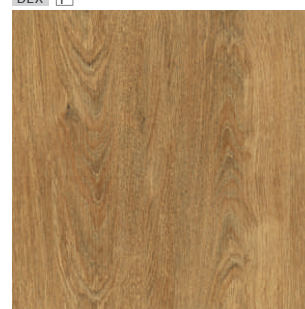
395x395mm |  
ARMOR BROWN



G4  
R1

395x395mm |  
PLAZO BROWN

DLX | P



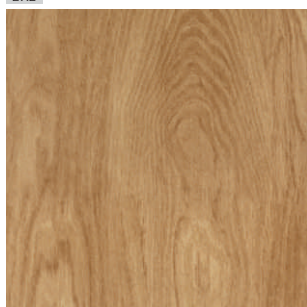
G4  
F4  
R4

395x395mm |  
ODM HOOVER BROWN



Preview Shown: ODM GENOVA BEIGE

EXL



395x395mm |  
ODM IROKO RW WOOD

G4  
F2  
R2

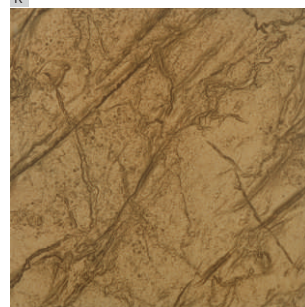
R



395x395mm |  
ODM GENOVA BEIGE

G4  
F1  
R1

R



395x395mm |  
ODM SPRING BROWN

G4  
F1  
R1



Preview Shown: ODM TANNER COTTO

EXL P



G4  
F4  
R4

395x395mm |  
ODM VESTA BROWN

R



G4  
F4  
R4

395x395mm |  
ODM DENMARK COFFEE

EXL P

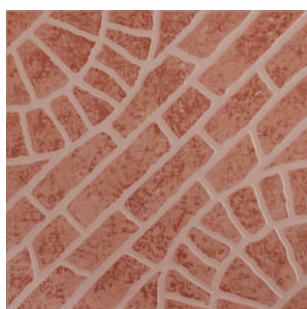


G4  
F4  
R4

395x395mm |  
ODM TANNER COTTO

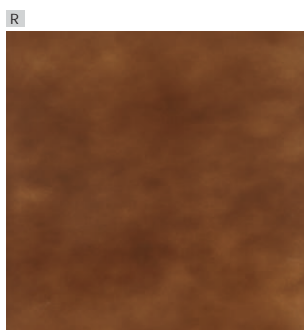


Preview Shown: TERRAIN COTTO



395x395mm |  
TERRAIN COTTO

G4  
F1  
R1



395x395mm |  
ODM CLOUDY COPPER

G4  
F4  
R4



395x395mm |  
ODM NAPOLI BROWN

G4  
F1  
R1

395x395mm

MULTI



Preview Shown: ODM TIZAR AZUL



G4  
F4  
R2

395x395mm |  
ODM TIZAR AZUL



G4  
F1  
R1

395x395mm |  
ODM COBBLE STONE

# TECHNICAL SPECIFICATIONS

## Ceramic Tiles

### Packing Details

Size	No. of Tiles	Covered Area Per Carton	
( In mm. )	Per Carton	( In Sq. Mtr. )	( In Sq. Ft. )
395x395	6	0.94	10.08

### As Per Indian Standard (IS 15622:2017) Group B II a

As Per Indian Standard (IS 15622:2017) Group B II a				
Characteristics	Testing Methods	Standard as Per IS 15622:2017 3 < E ≤ 6%(Group B II a)		OBL Norms
Dimension & Surface Quality				
Deviation in Length & Width	IS 13630 Part 1/ ISO 10545-2	Unrectified	Rectified	Conforms
		± 0.4 %	± 0.1 %	
Deviation in Thickness		± 5.0 %		±4.0%
Straightness of Sides		± 0.3 %	± 0.1 %	Conforms
Rectangularity		± 0.3 %	± 0.1 %	Conforms
Surface Flatness		± 0.5 %		± 0.3 % 😊😊
Surface Quality		Min. 95 % tiles should be free from visible defects		Conforms
Physical Properties				
Water Absorption	IS 13630 Part 2/ ISO 10545-3	Avg 3 < E ≤ 6, Individual Max, 6.2		5-6%
Modulus of Rupture in N/mm <sup>2</sup>	IS 13630 Part 6/ ISO 10545-4	Avg 22, Individual 20, Min		>28 😊😊
Breaking Strength in N		< 7.5 mm thickness: 600 Min, ≥ 7.5 mm thickness: 1000 Min		>1000 😊
Moisture Expansion in mm/m	IS 13630 Part 3	0.03, Max		0.02
Scratch Hardness of Surface (Mohs)	IS 13630 Part 13	4, Min		Min 5
Resistance to Surface Abrasion of glazed tiles (Class I to V)	IS 13630 Part 11/ ISO 10545-7	Class II, Min		PEI Class 3-5 (depending on surface)
Co efficient of Linear thermal expansion from ambient temperature to 100°C	IS 13630 Part 4/ ISO 10545-8	9x10 <sup>-6</sup> K <sup>-1</sup> ,Max		Conforms
Thermal Shock Resistance	IS 13630 Part 5	10 Cycles, Min		Passed 😊
Crazing Resistance	IS 13630 Part 9/ ISO 10545-9	4 Cycles @ 7.5 Bar, Min		Passed 😊
Frost Resistance	IS 13630 Part 10	Required, if agreed		NA
Impact Resistance-co efficient of restitution	IS 13630 Part 14	0.55, Min		Conforms
Chemical Properties				
Stain Resistance	IS 13630 Part 8/ ISO 10545-13 and ISO 10545-14	Class I, Min		Conforms
Resistance to household chemicals		Class AA, Min		Conforms
Resistance to acids and alkalis (with exception of hydrofluoric acid and its compounds)		Required, If agreed		Min Class AA

NOTE: Certain amount of Size and Shade Variation is inherent in all ceramic products. Within the limits of printed material, the colors and aesthetics of the products correspond closely to those of illustrated products. Prospective customers are advised to inspect a sample of the tile before ordering and laying. At all points of time, the company liability is restricted to the purchase value of tiles.

Every effort has been made to ensure the accuracy of the information given. However, the company reserves the right to delete & change, any of the items, colors, sizes & technical specifications without any prior notice.



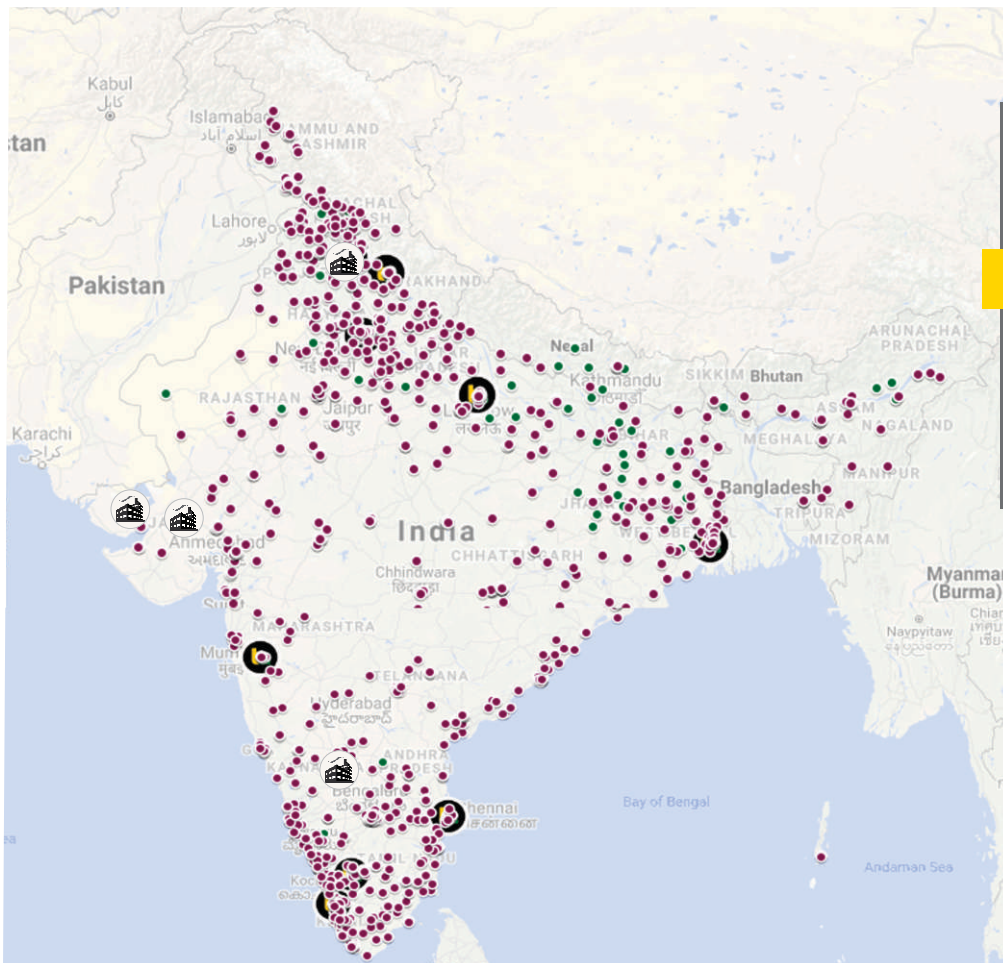
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Use My GPS

Or

Enter Pin Code



A Network of

**2500+**

Channel Partners



Franchise Owned Boutiques



Channel Partners



Company Owned Boutiques



Plants



## Making Tile Selection Easier



Find tiles similar to a reference image



Tiles selected by you in your room



Visualise selected tiles & get a quote



Share layout for a personalised render\*

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

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Whatsapp : 87507 33333

CIN: L14101UP1977PLC021546

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