

Edge<sup>cut</sup>



**300x300mm**

**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](http://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.

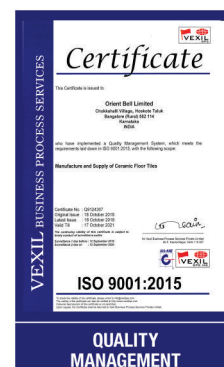


- The ISO 9001:2015 accreditation for our quality control management systems reflects the quest for manufacturing international standard products.
- In 2015 our Sikandarabad plant was awarded with prestigious ISI certification for its products.
- In May 2000, OBL was awarded ISO 14001 certification by 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.

# INDEX

## 300x300mm EC 01-13

BDM EC BRAZIL BRICK	09
BDM EC BRAZIL WOOD	09
BDM EC CARPETO GRIS	02
BFM EC CLOUDY COPPER	10
BDM EC CRUZE IVORY	06
BDM EC CURIO MULTI	06
BFM EC DENIME CAFE	07
BFM EC DENIME NERO	03
BDM EC FUJI NATURAL	08
BFM EC GAQARD MAGENTA	12
BDM EC GLITTER BEIGE	05
BDM EC GLITTER BLUE	04
BDM EC GLITTER BROWN	07
BDM EC GOLDEN TEAK	08
BDM EC HOGGAR BROWN	07
BDM EC MOSAIC BLUE	11
BDM EC MOSAIC BROWN	11
BDM EC NATA IVORY	11
BFM EC NERO BLACK	03
BFM EC PLAIN GREY	02
BFM EC PLAIN IVORY	06
BFM EC PLAIN WHITE	01
BFM EC PORTICO TAN	10
BFM EC QTZ BRIGHT BLUE	04
BFM EC QUARTZO CREAM	05
BFM EC QUARTZO GREEN	13
BFM EC QUARTZO GREY	02
BFM EC QUARTZO IVORY	05
BFM EC QUARTZO PINK	12
BDM EC RIVER PEBBLE MULTI	09
BFM EC SAND BROWN	08
BFM EC SORRENTO BLUE	04
BFM EC TERRA BROWN	10



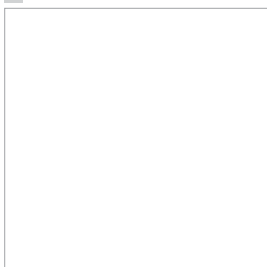
Listed on BSE (530365) for 20+ years.  
And also on NSE (ORIENTBELL).





Preview Shown: BFM EC PLAIN WHITE

A



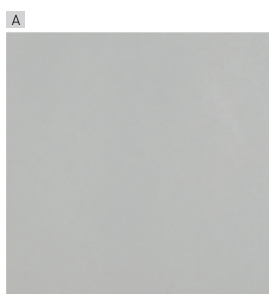
G4  
F1  
R1

300x300mm |  
BFM EC PLAIN WHITE





Preview Shown: BFM EC QUARTZO GREY



G4  
F1  
R1

300x300mm |  
 BFM EC PLAIN GREY



G4  
F2  
R2

300x300mm |  
 BFM EC QUARTZO GREY



G4  
F4  
R4

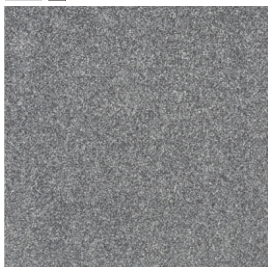
300x300mm |  
 BDM EC CARPETO GRIS





Preview Shown: BFM EC DENIM NERO

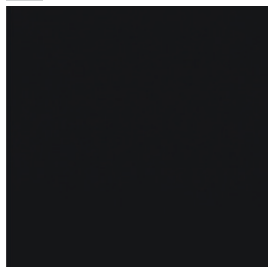
DLX | P



G4  
F4  
R4

300x300mm |  
 BFM EC DENIM NERO

DLX



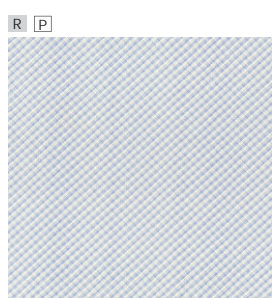
G4  
F1  
R1

300x300mm |  
 BFM EC NERO BLACK



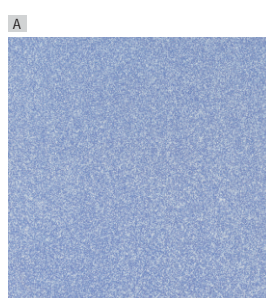


Preview Shown: BFM EC QTZ BRIGHT BLUE



300x300mm |  
 BDM EC GLITTER BLUE

G5  
 F4  
 R4



300x300mm |  
 BFM EC QTZ BRIGHT BLUE

G4  
 F2  
 R2



300x300mm |  
 BFM EC SORRENTO BLUE

G4  
 F1  
 R1

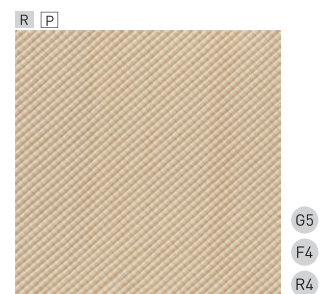




300X300 MM |  
 BFM EC QUARTZO CREAM



300X300 MM |  
 BFM EC QUARTZO IVORY

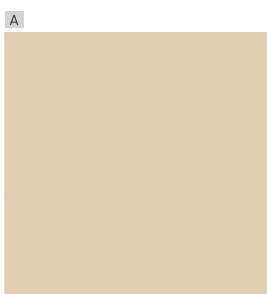


300X300 MM |  
 BDM EC GLITTER BEIGE





Preview Shown: BDM EC CURIO MULTI



300X300 MM |  
 BFM EC PLAIN IVORY

G4  
 F1  
 R1



300X300 MM |  
 BDM EC CRUZE IVORY

G4  
 F4  
 R4



300X300 MM |  
 BDM EC CURIO MULTI

G4  
 F4  
 R4





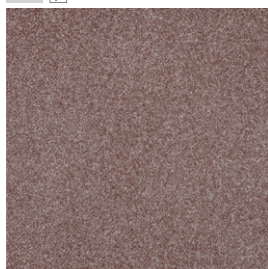
EXL [P]



G4  
F4  
R4

300X300 MM |  
 BDM EC HOGGAR BROWN

DLX [P]



G4  
F4  
R4

300X300 MM |  
 BFM EC DENIM CAFE

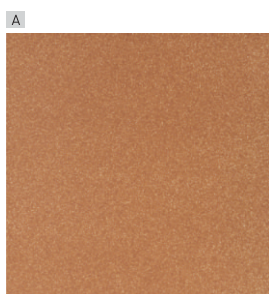
R [P]



G5  
F4  
R4

300X300 MM |  
 BDM EC GLITTER BROWN





300X300 MM |  
 BFM EC SAND BROWN

G4  
 F2  
 R2



300X300 MM |  
 BDM EC FUJI NATURAL

G4  
 F4  
 R4



300X300 MM |  
 BDM EC GOLDEN TEAK

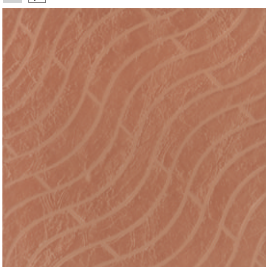
G4  
 F1  
 R1





Preview Shown: BDM EC BRAZIL WOOD

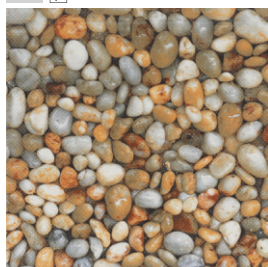
R P



G4  
F1  
R1

300X300 MM |  
 BDM EC BRAZIL BRICK

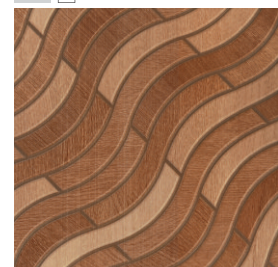
EXL P



G4  
F1  
R1

300X300 MM |  
 BDM EC RIVER PEBBLE MULTI

DLX P



G4  
F1  
R1

300X300 MM |  
 BDM EC BRAZIL WOOD



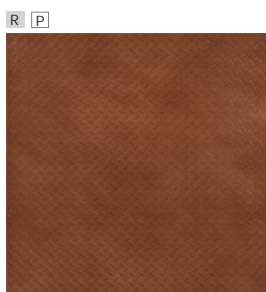


Preview Shown: BFM EC CLOUDY COPPER



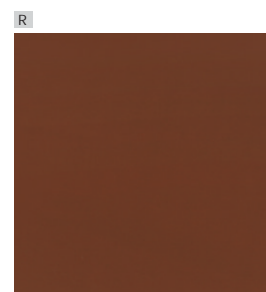
300x300mm |  
 BFM EC CLOUDY COPPER

G4  
 F4  
 R4



300x300mm |  
 BFM EC PORTICO TAN

G4  
 F2  
 R2



300x300mm |  
 BFM EC TERRA BROWN

G4  
 F1  
 R1

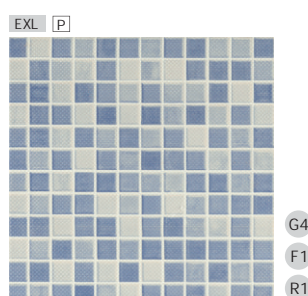




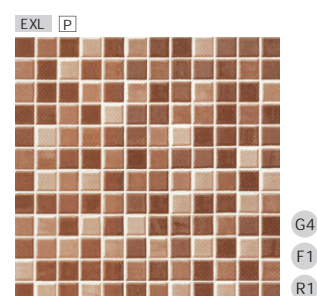
Preview Shown: BDM EC NATA IVORY



300x300mm |  
 BDM EC NATA IVORY



300x300mm |  
 BDM EC MOSAIC BLUE



300x300mm |  
 BDM EC MOSAIC BROWN



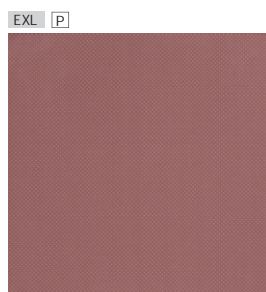


Preview Shown: BFM EC GAQARD MAGENTA



G4  
F2  
R2

300x300mm |  
BFM EC QUARTZO PINK



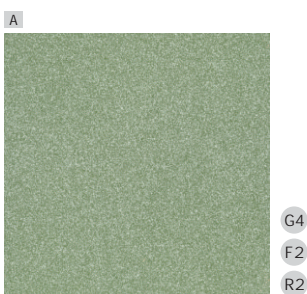
G4  
F2  
R2

300x300mm |  
BFM EC GAQARD MAGENTA





Preview Shown: BFM EC QUARTZO GREEN



300x300mm |  
BFM EC QUARTZO GREEN



# TECHNICAL SPECIFICATIONS

## Ceramic Tiles

### Packing Details

Size	No. of Tiles	Covered Area Per Carton	
( In mm. )	Per Carton	( In Sq. Mtr. )	( In Sq. Ft. )
300x300 Edge Cut	10	0.87	9.36

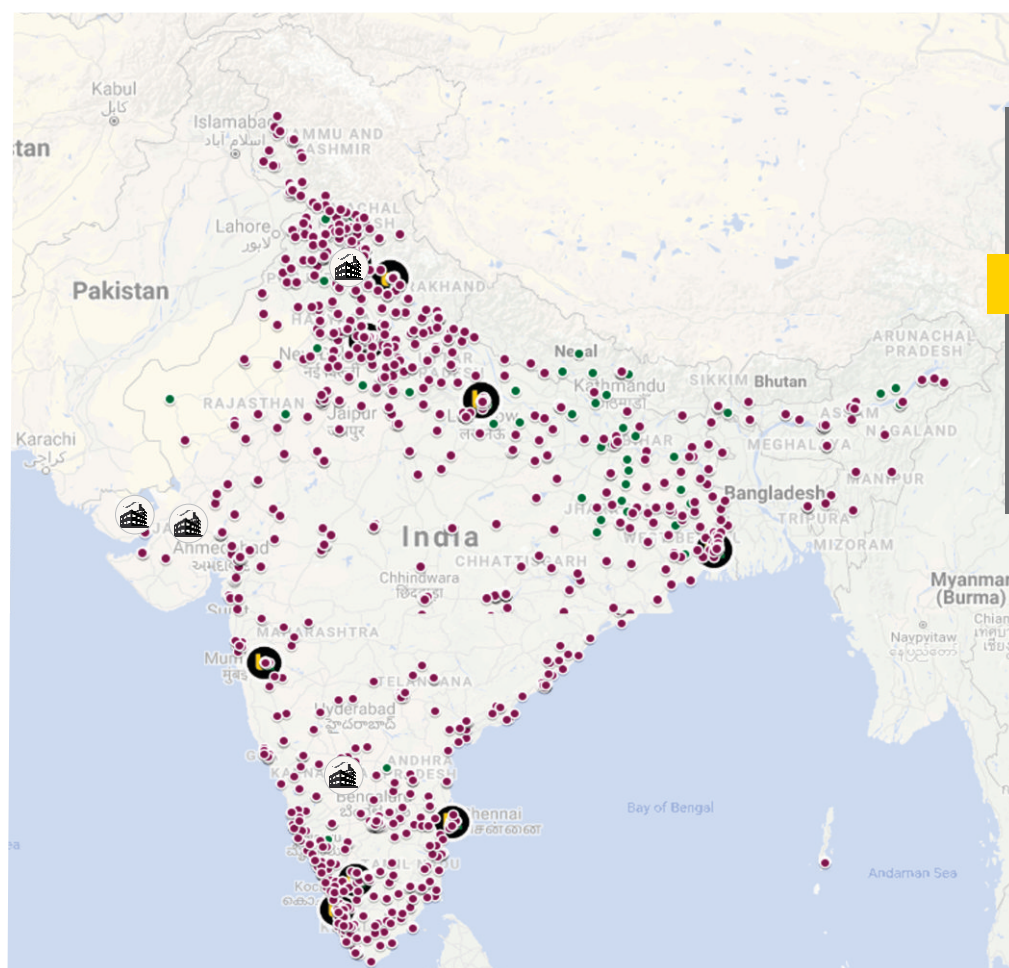
### As Per Indian Standard (IS 15622:2017) Group B II a

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/>600 😊
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.





A Network of  
**2500+**  
Channel Partners

- Franchise Owned Boutiques
- Channel Partners
- b Company Owned Boutiques
-  Plants

## ORIENT BELL TILE BOUTIQUE

### CHANDIGARH

SCO - 6, First Floor, Sector 7-C, Madhya Marg, Chandigarh-160 019,  
Tel.: +91 172 4624 342

### CHENNAI

New No: 85, Old No: 30, Maharaja Tower, 2nd Floor, 1st Avenue,  
Ashok Nagar, (Above Kotak Mahindra Bank), Chennai-600 083,  
Tel.: +91 44 4213 8687

### COCHIN

"SURYA GAYATRI", Building No. 32/8, B3, Puthiya Road, New Junction,  
(Opposite Holiday Inn Hotel) Ernakulam By Pass Road, Cochin-682 031  
Tel.: +91 97457 68058

### COIMBATORE

11, 1st Floor, Venkata Samy Road (East), R.S. Puram,  
Coimbatore-641 002,  
Tel.: +91 89799 41666

### DEHRADUN

Duggal Complex (Near Kamla Palace Hotel), GMS Road,  
Dehradun-248 001,  
Tel.: +91 97197 01064

### KOLKATA

8/1, Burdwan Road, Alipore, Kolkata-700 027,  
Tel.: +91 33 4068 4046/7

### LUCKNOW

Raj Rani Apartment, Ground Floor, Near Beej Nigam, Badshah Nagar Railway  
Station, Lucknow-226 006,  
Tel.: +91 99847 86404

### NEW DELHI

M-47, GK-II, M Block, New Delhi-110 048,  
Tel.: +91 11 4068 7468/69

### PUNE

Shop No. 3 and 4, A Tower Vega Centre, C.T.S No. 710, Final Plot No. 401/1,  
Shankarasheth Road, Gultekdi, Swargate, Pune-411 037  
Tel.: +91 73910 72247

### VADODRA DISPLAY CENTRE

78-79, 2nd Floor, Surya Kiran Complex, Beside Banker Heart Institute,  
Old Padra Road, Vadodara-390007, Gujarat  
Tel.: +91 98254 14113





## Making Tile Selection Easier



Find tiles similar to a reference image



Try floor 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)

### CORPORATE OFFICE:

Iris House, 16 Business Centre,  
Nangal Raya, New Delhi-110046, India  
Tel: +91-11-47119100, Fax: +91 -11-2852 1273

### REGISTERED OFFICE:

8 Industrial Area, Sikandrabad-203 205 (UP), India  
Tel: +91-5735-222-203 / 24, +91-8191004575/ 76  
Fax: +91 -5735 222 642

### CUSTOMER CARE:

[customercare@orientbell.com](mailto:customercare@orientbell.com)  
Missed Call : 87507 11111  
Whatsapp : 87507 33333

CIN: L14101UP1977PLC021546

Please join us on social media

