OBL Awards & Accolades

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

- **Website of the Year**
  - for [www.orientbell.com](http://www.orientbell.com)
  - (India’s construction & design industry)

- **Integrated Brand Campaign of the Year**
  - for “Chote Bathroom ke Bade Upay”
  - (India’s construction & design industry)

- **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.
1977: Incorporated as a Public Limited Company.

1993: Mr. M.K. Daga, veteran tile technologist takes over the management.

1994: Joins forces with SACMI, Impianti SPA, Italy for technical interaction.

2000: 1st bonus for shareholders issued in the ratio of 1:1.


2005: 1st Channel Partner Owned OBTB launch Shiv Ram Tiles Company, Patna


2008: 1st Indian manufacturer to hire a European as a Chief Product & Solution Designer.

2009: Enters the luxury home décor segment. Records the highest profit growth in the industry.

2010: Orient acquires Bell Ceramics


2012: Merger completed with Bell Ceramics and company renamed to Orient Bell Limited, with 2 brands and 3 plants.

2013: Company Owned OBTB Launch in Dehradun.

2015: Received ISI mark for Sikandarabad manufactured products.


2017: Equity Partnership with Proton.

2018: New Production Line in Sikandarabad Plant for big sizes of Glazed Vitrified Tiles
Advantages of Rhino Paver

**HIGH MOR**
- Max 392 kg / cm²

**LATEST PUNCHES**
- Delight for Customers

**QUICK DELIVERY**
- Smaller Truck Possible / Quicker Delivery
- Less Freight Cost
- Assured Delivery from Hoskote

As Compared to Gujarat Supplies
### 400X400 mm

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRP COBBLE STONE SLATE</td>
<td>01</td>
</tr>
<tr>
<td>HRP COBBLE STONE NATURAL</td>
<td>02</td>
</tr>
<tr>
<td>HRP COBBLE STONE MULTI</td>
<td>03</td>
</tr>
<tr>
<td>HRP COBBLE SPANISH MOSAIC</td>
<td>04</td>
</tr>
<tr>
<td>HRP COBBLE STONE RAKED GREY</td>
<td>05</td>
</tr>
<tr>
<td>HRP ARCH STONE MULTI</td>
<td>06</td>
</tr>
<tr>
<td>HRP ARCH STONE COFFEE</td>
<td>07</td>
</tr>
<tr>
<td>HRP ROCK NATURAL</td>
<td>08</td>
</tr>
<tr>
<td>HRP ROCK RIVER</td>
<td>09</td>
</tr>
<tr>
<td>HRP SQUARES GEOMETRIC SLATE</td>
<td>10</td>
</tr>
<tr>
<td>HRP SQUARES INDUS SEAL</td>
<td>11</td>
</tr>
<tr>
<td>HRP SQUARES GEOMETRIC WOOD</td>
<td>12</td>
</tr>
<tr>
<td>HRP PLANK MULTI</td>
<td>13</td>
</tr>
<tr>
<td>HRP PLANK WOOD WENGE</td>
<td>14</td>
</tr>
<tr>
<td>HRP PLANK RUSTIC BEIGE</td>
<td>15</td>
</tr>
<tr>
<td>HRP WAVELOCK GRIGIO CREMA</td>
<td>16</td>
</tr>
<tr>
<td>HRP WAVELOCK COTTO</td>
<td>17</td>
</tr>
<tr>
<td>HRP WAVELOCK MULTI</td>
<td>18</td>
</tr>
<tr>
<td>HRP CUBE MULTI</td>
<td>19</td>
</tr>
<tr>
<td>HRP SHELL STONE MULTI</td>
<td>20</td>
</tr>
<tr>
<td>HRP SHELL STONE GREY</td>
<td>21</td>
</tr>
<tr>
<td>HRP STONE HEXAGON BROWN MULTI</td>
<td>22</td>
</tr>
<tr>
<td>HRP STONE HEXAGON SLATE DK</td>
<td>23</td>
</tr>
<tr>
<td>HRP STONE SLATE DK</td>
<td>24</td>
</tr>
<tr>
<td>HRP TRIANGLE STRIP BROWN</td>
<td>25</td>
</tr>
<tr>
<td>TILE LAYING CONCEPTS</td>
<td>26-27</td>
</tr>
</tbody>
</table>
HRP COBBLE STONE SLATE
HRP COBBLE STONE MULTI
HRP COBBLE SPANISH MOSAIC
HRP COBBLE STONE RAKED GREY
HRP ARCH STONE MULTI
HRP ARCH STONE COFFEE
HRP ROCK NATURAL
HRP ROCK RIVER
HRP SQUARES GEOMETRIC SLATE
HRP SQUARES GEOMETRIC WOOD
HRP PLANK MULTI
HRP PLANK RUSTIC BEIGE
HRP WAVELOCK GRIGIO CREMA

SHOWN IN: Matte
HRP WAVELOCK COTTO
HRP WAVELOCK MULTI

Shown: Wet
Finish: Matte
HRP SHELL STONE MULTI
HRP SHELL STONE GREY
HRP STONE HEXAGON BROWN MULTI
HRP STONE HEXAGON SLATE DK
HRP STONE SLATE DK
Bookmatch: Halls, Featured Wall

Inverse Bookmatch: Halls, Featured Wall

Use of spacer is must for such patterns
Diagonal:
Corridor, High Traffic

Double Arrow:
High Traffic, Footpath

Use of spacer is must for such patterns
## Technical Specifications for 400x400 Tiles

### Packing Details

<table>
<thead>
<tr>
<th>Size</th>
<th>No. of Tiles Per Carton</th>
<th>Covered Area Per Carton</th>
</tr>
</thead>
<tbody>
<tr>
<td>400x400</td>
<td>5</td>
<td>0.8</td>
</tr>
</tbody>
</table>

### TECHNICAL SPECIFICATION for 400x400 Tiles

#### Characteristics

<table>
<thead>
<tr>
<th>Dimensions and Surface Quality:</th>
<th>Standard As Per IS 15622:2017 Group B IIA</th>
<th>OBL Actual Value</th>
<th>Test Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deviation in Size (Length &amp; Width)</td>
<td>± 0.1 %</td>
<td>± 0.1 %</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td>Deviation in Thickness</td>
<td>± 0.0 %</td>
<td>± 0.0 %</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td>Straightness of Sides</td>
<td>± 0.1 %</td>
<td>± 0.1 %</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td>Rectangularity</td>
<td>± 0.1 %</td>
<td>± 0.1 %</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td>Surface Flatness</td>
<td>± 0.5 %</td>
<td>± 0.4 %</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td>Surface Quality</td>
<td>Min 95% of the tiles shall be free from</td>
<td>Conforms</td>
<td>IS 15630 Part 1</td>
</tr>
<tr>
<td></td>
<td>visible defects that would impair the</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>appearance of a major area of the tile</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Physical Properties:

<table>
<thead>
<tr>
<th>Water absorption %</th>
<th>Average 3.0 &lt; E ≤6.0%, individual 6.2% Max.</th>
<th>4.5% Max</th>
<th>IS 15630 Part 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modulus of rupture N/mm²</td>
<td>Average 22, individual 20 Min.</td>
<td>40.0 Max</td>
<td>IS 15630 Part 6</td>
</tr>
<tr>
<td>Breaking Strength N</td>
<td>600 Min for thickness ≤7.5mm, 1000 Minimum for thickness &gt;7.5 mm</td>
<td>Avg 2350</td>
<td>IS 15630 Part 6</td>
</tr>
<tr>
<td>Moisture Expansion</td>
<td>0.02 Max</td>
<td>0.02 Max</td>
<td>IS 15630 Part 3</td>
</tr>
<tr>
<td>Scratch hardness (Moh’s Scale)</td>
<td>5 Min</td>
<td>7 - 8 depends upon Design/surface</td>
<td>IS 15630 Part 13</td>
</tr>
<tr>
<td>Resistance to surface abrasion of glazed tiles Class I to V (Applicable for floor applications only)</td>
<td>Class II Min</td>
<td>Class IV to V</td>
<td>IS 15630 Part 11</td>
</tr>
<tr>
<td>Linear thermal expansion Co-efficient</td>
<td>7×10⁻⁶ max</td>
<td>Conforms</td>
<td>IS 15630 Part 4</td>
</tr>
<tr>
<td>Thermal Shock Resistance</td>
<td>10 Cycle Min</td>
<td>Passed</td>
<td>IS 15630 Part 5</td>
</tr>
<tr>
<td>Cracking Resistance</td>
<td>4 Cycles at 7.5 Bar, Min</td>
<td>Passed</td>
<td>IS 15630 Part 9</td>
</tr>
<tr>
<td>Impact Resistance</td>
<td>0.55 , Min</td>
<td>&gt;0.55</td>
<td>IS 15630 Part 14</td>
</tr>
<tr>
<td>Coefficient of Friction</td>
<td>Manufacturer to declare value where required</td>
<td>R12</td>
<td>IS 15630 Part 10</td>
</tr>
<tr>
<td>Frost Resistance</td>
<td>Required if agreed to between manufacturer and purchaser</td>
<td>Conforms</td>
<td>IS 15630 Part 2</td>
</tr>
<tr>
<td>Bulk density g/cc</td>
<td>2.0 , Min</td>
<td>&gt;2.1</td>
<td>IS 15630 Part 2</td>
</tr>
</tbody>
</table>

#### Chemical Properties:

<table>
<thead>
<tr>
<th>Resistance to staining of glazed tiles</th>
<th>Class I, Min</th>
<th>Conforms</th>
<th>IS 15630 Part 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resistance to House hold chemical except (H₂O and its compounds)</td>
<td>Class AA, Min</td>
<td>Conforms</td>
<td>IS 15630 Part 8</td>
</tr>
<tr>
<td>Resistance to acids and alkalis except (H₂O and its compounds)</td>
<td>Required if agreed</td>
<td>Conforms</td>
<td>IS 15630 Part 8</td>
</tr>
</tbody>
</table>

**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.
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, Puthiyar 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 98799 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, Badhshah 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

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TrialLook
Try floor tiles selected by you in your room

QuickLook
Visualise selected tiles & get a quote

TruLook
Share layout for a personalised render*

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