

Eleganz

WALL COLLECTION 2021

300X600mm | 300X450mm |
300x450mm Elevation



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.



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

I N D E X

300x600mm Matte

SHM RUG MOSIAC HL	01	SHM GALERIE GEOMETRIX GREEN HL	04
SBM RUG GREY DK		SBM OLIVE GREEN DK	
SBM RUG GREY LT		SBM OLIVE GREEN LT	
SFM RUG GREY DK		SFM OLIVE GREEN DK	
SHM CEMENTUM CUBE 3D HL	02	SHM LEAVES BEIGE HL	05
SBM CEMENTUM BLUE DK		SBM CEMENTUM BEIGE	
SBM CEMENTUM BLUE LT		SBM CEMENTUM CREAMA	
SFM CEMENTUM BLUE DK		SFM CEMENTUM BEIGE	
SHM BRICK FLORAL HL	03	SHM 3D PYRAMID BEIGE HL	05
SBM RIVER SAND BROWN		SBM SAND BEIGE	
SBM RIVER SAND BEIGE		SBM SAND CREMA	
SFM RIVER SAND BROWN		SFM SAND BEIGE	
SHM GEOMETRIC NERO HL	03		
SBM SAND NERO			
SBM SAND CREMA			
SFM SAND NERO			

300x600mm Gloss

SHG GREEN APPLE STATUARIO HL	08	SHG SQUARE MOSAIC COFFEE HL	17
SHG FRUIT STATUARIO HL		SBG SQUARE MOSAIC CREMA	
SBG LINE STATUARIO		SFM SQUARE MOSAIC CREMA	
SFM LINE STATUARIO			
SHG ATLANTIC EYE HL	09	SHG FRAMES COFFEE CUP HL	17
SBG ATLANTIC GREY MARBLE DK		SBG FRAMES CREMA	
SBG ATLANTIC GREY MARBLE LT		SFM FRAMES CREMA	
SFM ATLANTIC GREY MARBLE DK			
SHG GEOMETRIC MAKSI DOT HL	09	SHG TRADITIONAL ART HL	18
SBG MAKSI DOT GREY DK		SBG TRAVERTINE CREMA DK	
SBG MAKSI DOT GREY LT		SBG TRAVERTINE CREMA LT	
SFM MAKSI DOT GREY DK		SFM TRAVERTINE CREMA DK	
SHG GEOMETRIC FLORAL HL	11	SHG LEAVES MULTI HL	18
SBG STONEMOOD GREY DK		SBG NATURAL MARBLE BEIGE	
SBG STONEMOOD GREY LT		SBG NATURAL MARBLE CREMA	
SFM STONEMOOD GREY DK		SFM NATURAL MARBLE BEIGE	
SHG MARMI GEOMETRIC HL	11	SHG GEOMETRIC CREMA HL	19
SBG MARMI GREY DK		SBG REALSTONE BEIGE	
SBG MARMI GREY LT		SBG REALSTONE CREMA	
SFM MARMI GREY DK		SFM REALSTONE BEIGE	
SHG DIAGONAL STRIPED HL	12	SHG BALBOA CUBE 3D HL	19
SBG SOAPSTONE SLATE		SBG BALBOA BEIGE DK	
SBG SOAPSTONE GREY		SBG BALBOA BEIGE LT	
SFM SOAPSTONE SLATE		SFM BALBOA BEIGE DK	
SHG DYNA CUBE 3D HL	13	SHG MOROCCAN ART HL	20
SBG DYNA GREY DK		SBG PIASENTINA STONE BROWN	
SBG DYNA GREY LT		SBG PIASENTINA STONE GREY	
SFM DYNA GREY DK		SFM PIASENTINA STONE BROWN	
SHG MODERN TEA CUP SET HL	14		
SBG MODERN STONE GRIS DK			
SBG MODERN STONE GRIS LT			
SFM MODERN STONE GRIS DK			
SHG 3D PICKET HL	14		
SBG NATURAL MARBLE GREY DK			
SBG NATURAL MARBLE GREY LT			
SFM NATURAL MARBLE GREY DK			
SBG SEA SKY GREY	16		
SHG SEA DOLPHIN HL			
SHG SEA FISH HL			
SBG SEA BEBBLE AQUA			
SFM SEA BEBBLE AQUA			

I N D E X

300x450mm Matte

SHM TRIANGLE MULTI HL	22	SHM GEOMETRIC FLORA HL	24
SBM CEMENT GREY DK		SBM CREMA MARFIL DK	
SBM CEMENT GREY LT		SBM CREMA MARFIL LT	
SFM CEMENT GREY DK		SFM CREMA MARFIL DK	
SHM STRIPED OLIVE GREEN MOSAIC HL	23	SHM SEDONA WINDOW HL	24
SBM STRIPED OLIVE GREEN DK		SBM SEDONA SAND BROWN	
SBM STRIPED OLIVE GREEN LT		SBM SEDONA SAND BEIGE	
SFM STRIPED OLIVE GREEN DK		SFM SEDONA SAND BROWN	

300x450mm Gloss

SHG LOTUS MULTI HL	26	SHG TRAVERTINE TRIANGLE MULTI HL	35
SBG N SLATE GREY DK		SBG TRAVERTINE BEIGE DK	
SBG N SLATE GREY LT		SBG TRAVERTINE BEIGE LT	
SFM N SLATE GREY DK		SFM TRAVERTINE BEIGE DK	
SHG AUTUMN STAR PETAL HL	27	SHG GRUNGE STAR PETAL HL	35
SBG TUNDRA GREY DK		SBG GRUNGE BEIGE DK	
SBG TUNDRA GREY LT		SBG GRUNGE BEIGE LT	
SFM TUNDRA GREY DK		SFM GRUNGE BEIGE DK	
SHG TRIANGLE MOSAIC HL	27	SHG LOTUS DOTTED GRID HL	36
SBG RIVER WOOD SLATE		SBG DOTTED GRID GRIS	
SBG RIVER WOOD GREY		SBG DOTTED GRID CREMA	
SFM RIVER WOOD SLATE		SFM DOTTED GRID GRIS	
SHG TRAVERTINE PETAL FAN HL	29	SHG STAR PETAL HL	36
SBG TRAVERTINE GREY DK		SBG CEMENTUM GREY DK	
SBG TRAVERTINE GREY LT		SBG CEMENTUM GREY LT	
SFM TRAVERTINE GREY DK		SFM CEMENTUM GREY DK	
SHG ECHO LAGOON HL	29	SHG TRAVERTINE BUNCHBERRY HL	37
SBG LAGOON MARBLE GREY DK		SBG TRAVERTINE CREMA DK	
SBG LAGOON MARBLE GREY LT		SBG TRAVERTINE CREMA LT	
SFM LAGOON MARBLE GREY DK		SFM TRAVERTINE CREMA	
SHG CEMENT CUBE FLORA HL	30	SHG GRID FRUIT JUICE HL	37
SBG CEMENT GRIS		SHG GRID ICE CREAM HL	
SBG CEMENT SILVER		SBG FLORAL GRID BEIGE	
SFM CEMENT GRIS		SBG FLORAL GRID CREMA	
SHG ECHO GREY HL	30	SHG FILTER COFFEE HL	38
SBG DYNA GREY DK		SBG RHOMBOID CREMA	
SBG DYNA GREY LT		SFM RHOMBOID CREMA	
SFM DYNA GREY DK		SHG FILTER COFFEE HL	39
SHG ECHO MULTI HL	31	SBG RHOMBOID CREMA	
SBG EMPERADOR BLACK MARBLE		SFM RHOMBOID CREMA	
SBG EMPERADOR SILVER MARBLE		SHG TRIANGLE BEIGE HL	40
SFM EMPERADOR BLACK MARBLE		SBG BEACH SAND BEIGE	
SHG FLORAL GREY HL	31	SBG BEACH SAND CREMA	
SBG STONEMOOD GREY DK		SFM BEACH SAND BEIGE DK	
SBG STONEMOOD GREY LT		SHG BRECCIA AURORA WINDOW HL	40
SFM STONEMOOD GREY DK		SBG BRECCIA AURORA CREMA	
SHG FLOWER LEAF NERO HL	32	SFM BRECCIA AURORA BEIGE	
SHG VINCA FLOWER WHITE HL		SHG EMPRADOR BUNCHBERRY HL	41
SBG SANDY NERO		SBG EMPRADOR BROWN	
SBG SANDY SILVER		SBG EMPRADOR CREMA	
SFM SANDY NERO		SFM EMPRADOR BROWN	
SBG ROSALIA CUBE HL	33	SHG FLOWER LEAF OAK WOOD HL	41
SBG ROSALIA MARBLE DARK		SBG VENEZIA OAK WOOD BROWN	
SBG ROSALIA MARBLE LIGHT		SBG VENEZIA OAK WOOD CREMA	
SFM ROSALIA MARBLE DARK		SFM VENEZIA OAK WOOD BROWN	
SHG LOTUS FABRIC HL	34	SHG RIVERSAND BUNCHBERRY HL	42
SBG FABRIC BROWN		SBG RIVERSAND BROWN	
SBG FABRIC CREMA		SBG RIVERSAND CREMA	
SFM FABRIC BROWN		SFM RIVERSAND CHOCO	

SHG SANDY CUBE HL SBG SANDY GREY DK SBG SANDY GREY LT SFM SANDY GREY DK	42	SHG FLOWER LEAF SANDUNE HL SBG SAND SANDUNE SBG SAND CREMA LT SFM SAND SANDUNE	50
SHG CUSHION PETAL HL SBG CUSHION CHOCO SBG CUSHION CREMA SFM CUSHION CHOCO	43	SHG ECHO ONYX HL SBG ONYX MULTI SBG ONYX CREMA SFM ONYX MULTI	51
SHG MAHOGANY CUBE HL SBG MAHOGANY WOOD BEIGE SBG MAHOGANY WOOD CREMA SFM MAHOGANY WOOD BEIGE	44	SHG LOTUS PINK HL SBG CEMENT PINK DK SBG CEMENT PINK LT SFM CEMENT PINK DK	52
SHG PETAL MULTI HL SBG BOTTOCINO CREMA DK SBG BOTTOCINO CREMA LT SFM BOTTOCINO CREMA DK	45	SHG FLOWER LEAF BLUE HL SDG ARADOR BLUE DK SDG ARADOR BLUE LT SDM ARADOR BLUE FL	53
SHG PULPIS CUBE MULTI HL SBG PULPIS CREMA DK SBG PULPIS CREMA LT SFM PULPIS CREMA DK	45	SHG TRIANGLE BLUE HL SBG FLORAL GRID BLUE DK SBG FLORAL GRID BLUE LT SFM FLORAL GRID BLUE DK	53
SHG ISTAN LINE FLORA HL SBG ISTAN BEIGE SFM ISTAN BEIGE	46	SHG SMALL FISH BOTTOM HL SHG SMALL FISH TOP HL SBG SEA WEAVE DK SBG SEA WEAVE LT SFM SEA WEAVE DK	54
SHG SHINY SQUARE MULTI HL SBG BOTTOCHINO BEIGE DK SBG BOTTOCHINO BEIGE LT SFM BOTTOCHINO BEIGE DK	46	SHG HIGH TEA SET HL 1 SHG HIGH TEA SET HL 2 SBG RHOMBOID WHITE SFM PLAIN WHITE	55
SHG LOTUS CREMA HL SBG TRAVERTINE BEIGE SBG TRAVERTINE CREMA SFM TRAVERTINE BEIGE	47	SHG TEA CUP LINE HL SHG GLASS WARE LINE HL SBG LINE WHITE SFM PLAIN WHITE	55
SHG STUCCO STAR PETAL HL SBG SPARY BEIGE DK SBG SPARY BEIGE LT SFM SPARY BEIGE DK	47	SHG KITCHEN CABINET HL 1 SHG KITCHEN CABINET HL 2 SBG CARRARA MARBLE SFM PLAIN WHITE	56
SHG LINE WOOD CUTLERY HL SBG LINE OAK WOOD BEIGE SFM LINE OAK WOOD BEIGE	48	SHG 3D CUDE MULTI HL SBG STATUARIO WHITE SFM STATUARIO WHITE	56
SHG FLOWER LEAF BEIGE HL SHG BUNCHBERRY BEIGE HL SBG CALIFORNIA BEIGE SBG CALIFORNIA CREMA SFM CALIFORNIA BEIGE	49	SHG 3D CHAIN MULTI HL SHG 3D PETAL MULTI HL SHG PETAL BLACK HL SHG 3D FLOWER BLUE HL SHG MOSAIC MULTI HL SHG MOSAIC YELLOW HL SHG 3D FLOWER PURPLE HL SBG PLAIN WHITE SFM PLAIN WHITE	57
SHG TRIANGLE STROKES BROWN HL SBG STROKES BROWN SBG STROKES CREMA SFM STROKES BROWN	49		

300x450mm Gloss

Ceramic Elevation Wall Tiles

300x450mm Matte

SEG SLUMP BLOCK BROWN MULTI SEG STACKED HEWN STONE CHOCO SEG BRICK WOOD MULTI SEG BRICK GREY	71	SEM CASTLE BROWN SEM CASTLE GREY SEM HILLOCK STONE MULTI SEM STACKED HEWN STONE BEIGE	73
		SEM SLUMP BLOCK STONE BROWN SEM ROCK MULTI	74

Eleganz

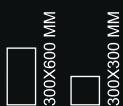


Digital Ceramic Tiles
300x600mm

Matte Finish

Code Description

SHM- SPECIAL HIGHLIGHTER MATTE
SBM - SPECIAL BASE MATTE
SFM - SPECIAL FLOOR MATTE

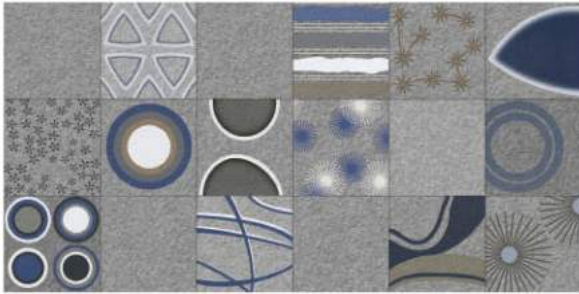




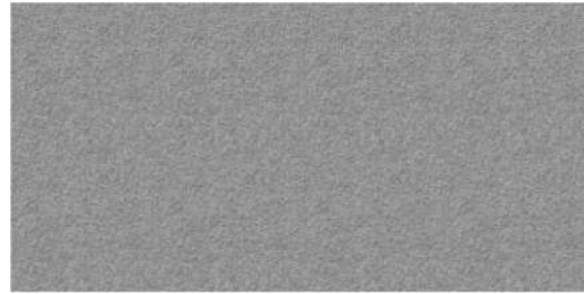
300x600mm

Matte

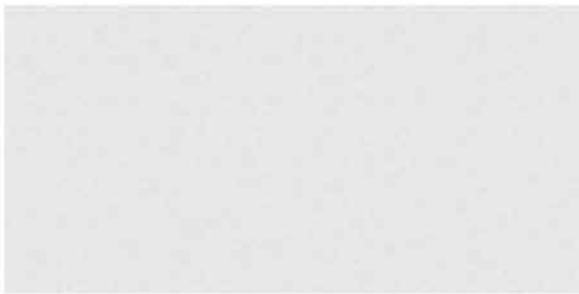
Ceramic Wall Tiles



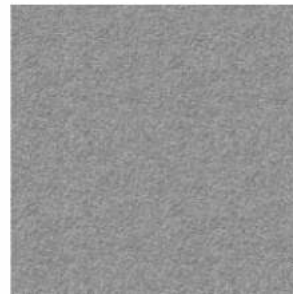
300x600mm |
SHM RUG MOSIAC HL



300x600mm |
SBM RUG GREY DK



300x600mm |
SBM RUG GREY LT



300x300mm |
SFM RUG GREY DK





300x600mm |
SHM CEMENTUM CUBE 3D HL



300x600mm |
SBM CEMENTUM BLUE DK



300x600mm |
SBM CEMENTUM BLUE LT



300x300mm |
SFM CEMENTUM BLUE DK





300x600mm

Matte

Ceramic Wall Tiles



300x600mm |
SHM BRICK FLORAL HL



300x600mm |
SBM RIVER SAND BROWN



300x600mm |
SBM RIVER SAND BEIGE



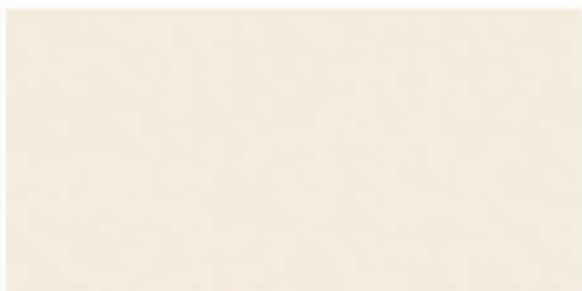
300x300mm |
SFM RIVER SAND BROWN



300x600mm |
SHM GEOMETRIC NERO HL



300x600mm |
SBM SAND NERO



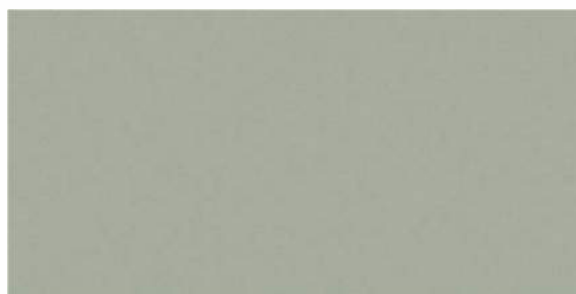
300x600mm |
SBM SAND CREMA



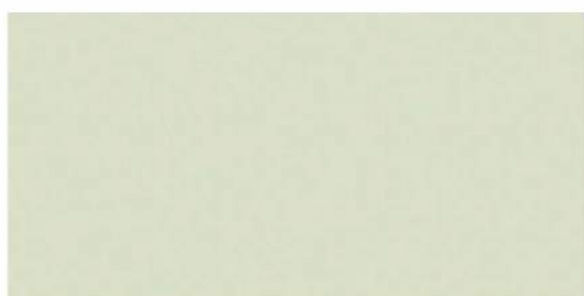
300x300mm |
SFM SAND NERO



300x600mm |
SHM GALERIE GEOMETRIX GREEN HL



300x600mm |
SBM OLIVE GREEN DK



300x600mm |
SBM OLIVE GREEN LT



300x300mm |
SFM OLIVE GREEN DK





300x600mm

Matte

Ceramic Wall Tiles



300x600mm |
SHM LEAVES BEIGE HL



300x600mm |
SBM CEMENTUM BEIGE



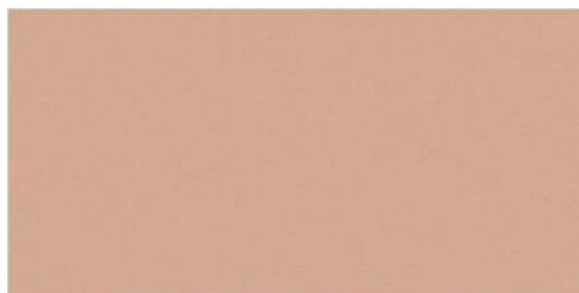
300x600mm |
SBM CEMENTUM CREMA



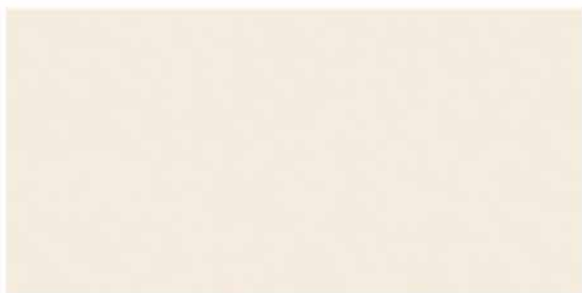
300x300mm |
SFM CEMENTUM BEIGE



300x600mm |
SHM 3D PYRAMID BEIGE HL



300x600mm |
SBM SAND BEIGE



300x600mm |
SBM SAND CREMA



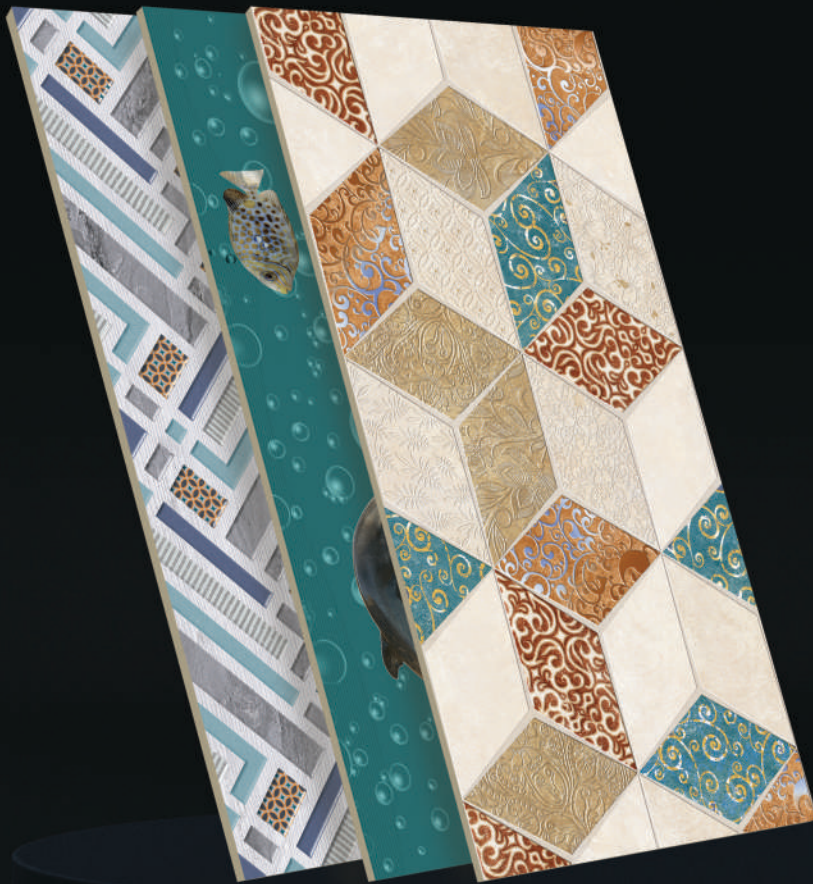
300x300mm |
SFM SAND BEIGE



Eleganz



Eleganz

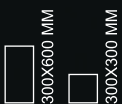


Digital Ceramic Tiles
300x600mm

Gloss Finish

Code Description

SHG- SPECIAL HIGHLIGHTER GLOSS
SBG - SPECIAL BASE GLOSS
SFM - SPECIAL FLOOR MATTE





Gloss
Digital Wall Tiles

300x600mm



300x600mm |
SHG GREEN APPLE STATUARIO HL



300x600mm |
SHG FRUIT STATUARIO HL



300x600mm |
SBG LINE STATUARIO



300x300mm |
SFM LINE STATUARIO





300x600mm

Gloss

Ceramic Wall Tiles



300x600mm |
SHG ATLANTIC EYE HL



300x600mm |
SBG ATLANTIC GREY MARBLE DK



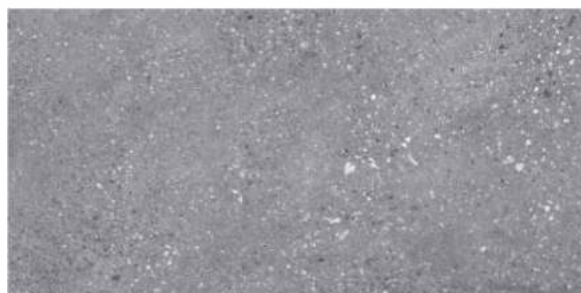
300x600mm |
SBG ATLANTIC GREY MARBLE LT



300x300mm |
SFM ATLANTIC GREY MARBLE DK



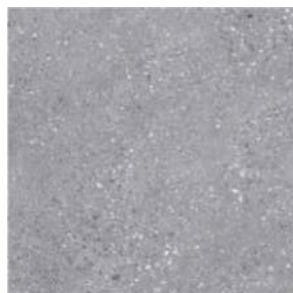
300x600mm |
SHG GEOMETRIC MAKSI DOT HL



300x600mm |
SBG MAKSI DOT GREY DK



300x600mm |
SBG MAKSI DOT GREY LT



300x300mm |
SFM MAKSI DOT GREY DK





300x600mm

Gloss

Ceramic Wall Tiles



300x600mm |
SHG GEOMETRIC FLORAL HL



300x600mm |
SBG STONEMOOD GREY DK



300x600mm |
SBG STONEMOOD GREY LT



300x300mm |
SFM STONEMOOD GREY DK



300x600mm |
SHG MARMI GEOMETRIC HL



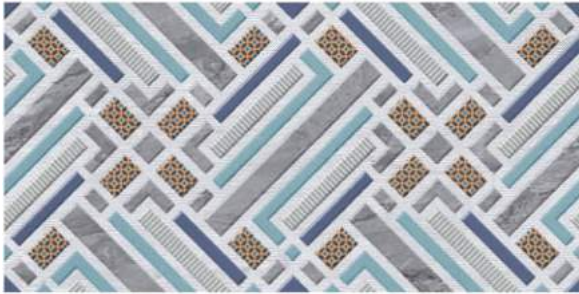
300x600mm |
SBG MARMI GREY DK



300x600mm |
SBG MARMI GREY LT



300x300mm |
SFM MARMI GREY DK



300x600mm |
SHG DIAGONAL STRIPED HL



300x600mm |
SBG SOAPSTONE SLATE



300x600mm |
SBG SOAPSTONE GREY



300x300mm |
SFM SOAPSTONE SLATE





300x600mm

Gloss

Ceramic Wall Tiles



300x600mm |
SHG DYNA CUBE 3D HL



300x600mm |
SBG DYNA GREY DK



300x600mm |
SBG DYNA GREY LT



300x300mm |
SFM DYNA GREY DK



300x600mm |
SHG MODERN TEA CUP SET HL



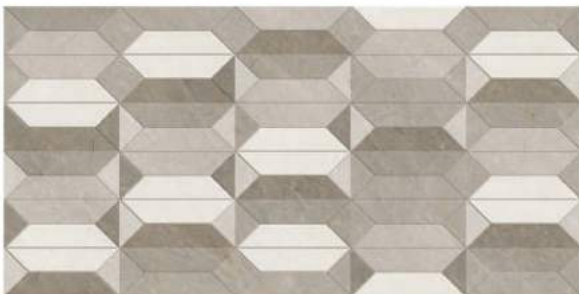
300x600mm |
SBG MODERN STONE GRIS DK



300x600mm |
SBG MODERN STONE GRIS LT



300x300mm |
SFM MODERN STONE GRIS DK



300x600mm |
SHG 3D PICKET HL



300x600mm |
SBG NATURAL MARBLE GREY DK



300x600mm |
SBG NATURAL MARBLE GREY LT



300x300mm |
SFM NATURAL MARBLE GREY DK



300x600mm

Gloss

Ceramic Wall Tiles





300x600mm |
SBG SEA SKY GREY



300x600mm |
SHG SEA DOLPHIN HL



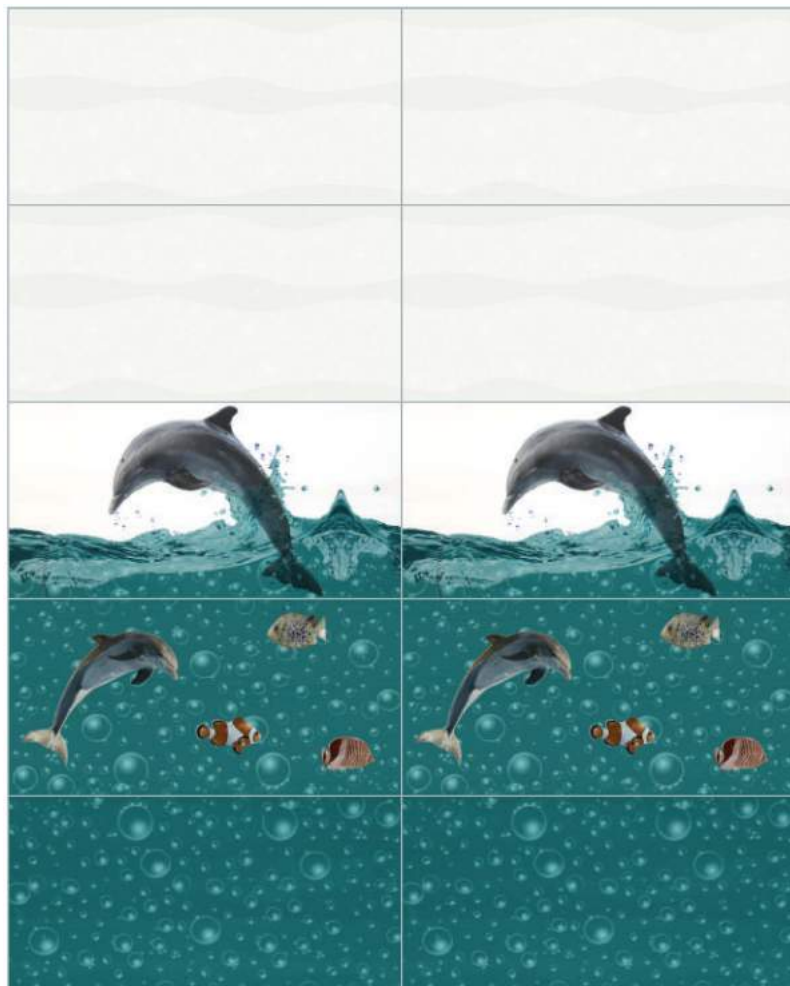
300x600mm |
SHG SEA FISH HL



300x600mm |
SBG SEA BEBBLE AQUA



300x300mm |
SFM SEA BEBBLE AQUA





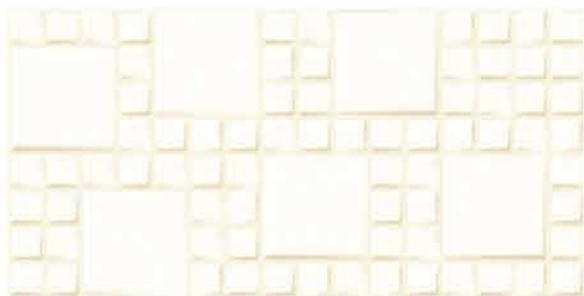
300x600mm

Gloss

Ceramic Wall Tiles



300x600mm |
SHG SQUARE MOSAIC COFFEE HL



300x600mm |
SBG SQUARE MOSAIC CREMA



300x300mm |
SFM SQUARE MOSAIC CREMA



300x600mm |
SHG FRAMES COFFEE CUP HL



300x600mm |
SBG FRAMES CREMA



300x300mm |
SFM FRAMES CREMA



300x600mm |
SHG TRADITIONAL ART HL



300x600mm |
SBG TRAVERTINE CREMA DK



300x600mm |
SBG TRAVERTINE CREMA LT



300x300mm |
SFM TRAVERTINE CREMA DK



300x600mm |
SHG LEAVES MULTI HL



300x600mm |
SBG NATURAL MARBLE BEIGE



300x600mm |
SBG NATURAL MARBLE CREMA



300x300mm |
SFM NATURAL MARBLE BEIGE



300x600mm

Gloss

Ceramic Wall Tiles



300x600mm |
SHG GEOMETRIC CREMA HL



300x600mm |
SBG REALSTONE BEIGE



300x600mm |
SBG REALSTONE CREMA



300x300mm |
SFM REALSTONE BEIGE



300x600mm |
SHG BALBOA CUBE 3D HL



300x600mm |
SBG BALBOA BEIGE DK



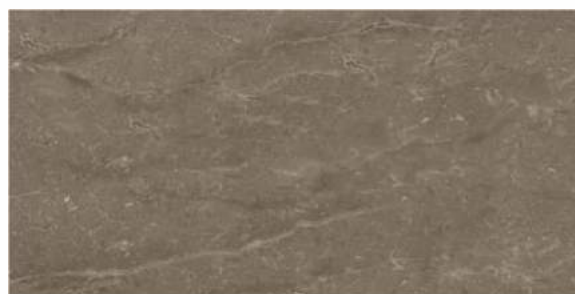
300x600mm |
SBG BALBOA BEIGE LT



300x300mm |
SFM BALBOA BEIGE DK



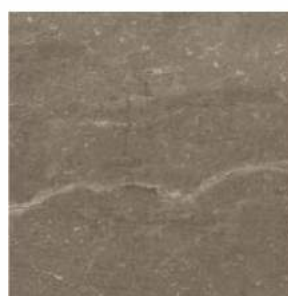
300x600mm |
SHG MOROCCAN ART HL



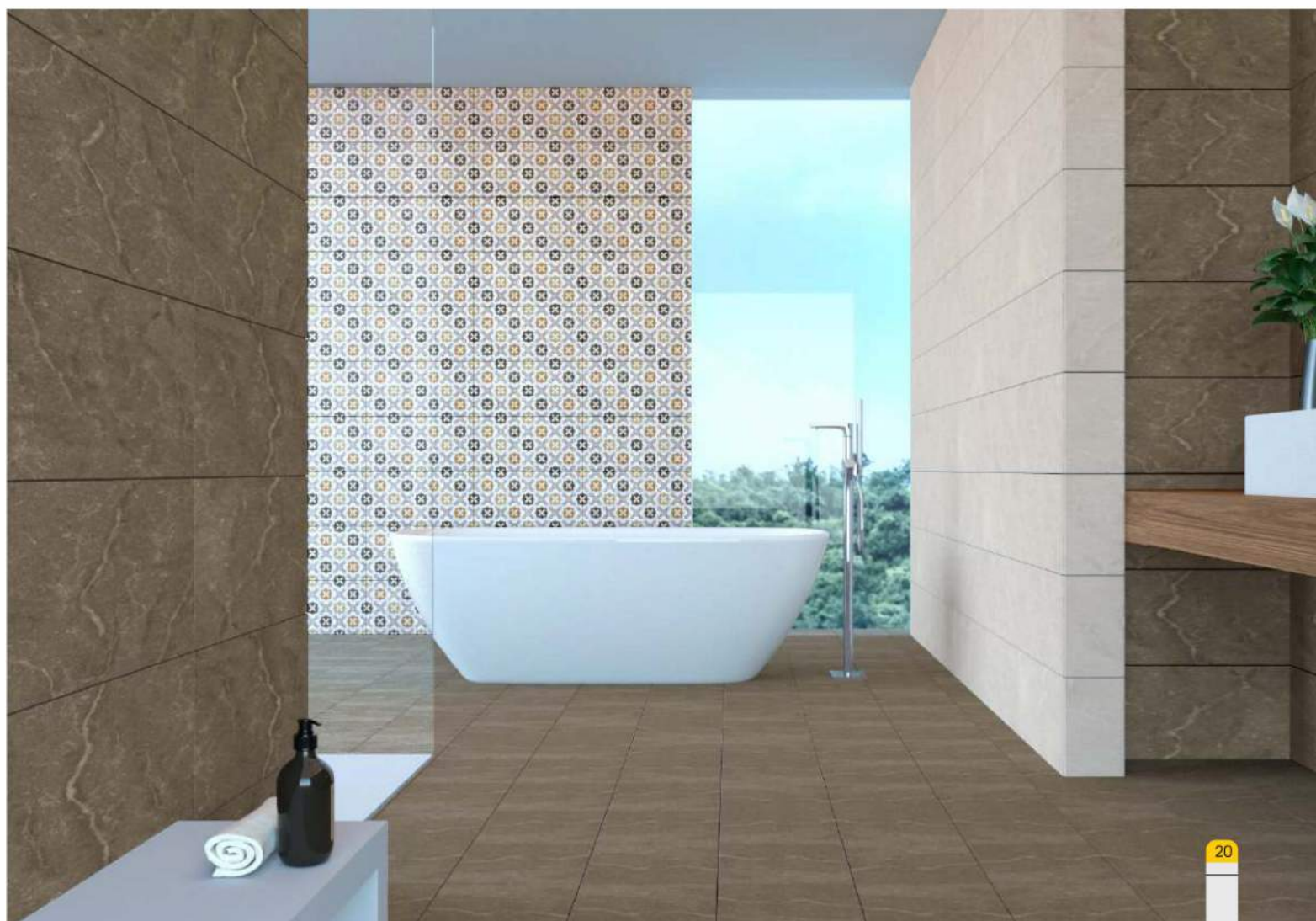
300x600mm |
SBG PIASENTINA STONE BROWN



300x600mm |
SBG PIASENTINA STONE GREY



300x300 mm |
SFM PIASENTINA STONE BROWN



Eleganz



Digital Ceramic Tiles
300x450mm

Matte Finish



Code Description

SHM - SPECIAL HIGHLIGHTER MATTE
SBM - SPECIAL BASE MATTE
SFM - SPECIAL FLOOR MATTE



Matte

300x450mm

Digital Wall Tiles



300x450mm |
SHM TRIANGLE MULTI HL



300x450mm |
SBM CEMENT GREY DK



300x450mm |
SBM CEMENT GREY LT



300x300mm |
SFM CEMENT GREY DK





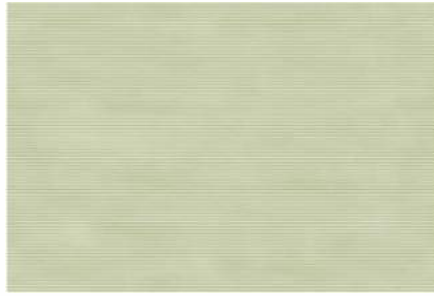
300x450mm

Matte

Ceramic Wall Tiles



300x450mm |
SHM STRIPED OLIVE GREEN MOSAIC HL



300x450mm |
SBM STRIPED OLIVE GREEN DK



300x450mm |
SBM STRIPED OLIVE GREEN LT



300x300mm |
SFM STRIPED OLIVE GREEN DK





300x450mm |
SHM GEOMETRIC FLORA HL



300x450mm |
SBM CREMA MARFIL DK



300x450mm |
SBM CREMA MARFIL LT



300x300mm |
SFM CREMA MARFIL DK



300x450mm |
SHM SEDONA WINDOW HL



300x450mm |
SBM SEDONA SAND BROWN



300x450mm |
SBM SEDONA SAND BEIGE



300x300mm |
SFM SEDONA SAND BROWN

Eleganz



Digital Ceramic Tiles
300x450mm

Gloss Finish

Code Description

SHG- SPECIAL HIGHLIGHTER GLOSS
SBG - SPECIAL BASE GLOSS
SFM - SPECIAL FLOOR MATTE





Gloss
Digital Wall Tiles

300x450mm



300x450mm |
SHG LOTUS MULTI HL



300x450mm |
SBG N SLATE GREY DK



300x450mm |
SBG N SLATE GREY LT



300x300mm |
SFM N SLATE GREY DK





300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG AUTUMN STAR PETAL HL



300x450mm |
SBG TUNDRA GREY DK



300x450mm |
SBG TUNDRA GREY LT



300x300mm |
SFM TUNDRA GREY DK



300x450mm |
SHG TRIANGLE MOSAIC HL



300x450mm |
SBG RIVER WOOD SLATE



300x450mm |
SBG RIVER WOOD GREY



300x300mm |
SFM RIVER WOOD SLATE



LU

Eleganz





300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG TRAVERTINE PETAL FAN HL



300x450mm |
SBG TRAVERTINE GREY DK



300x450mm |
SBG TRAVERTINE GREY LT



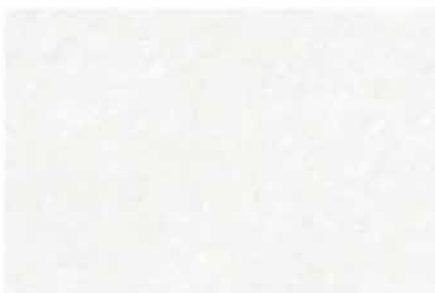
300x300mm |
SFM TRAVERTINE GREY DK



300x450mm |
SHG ECHO LAGOON HL



300x450mm |
SBG LAGOON MARBLE GREY DK



300x450mm |
SBG LAGOON MARBLE GREY LT



300x300mm |
SFM LAGOON MARBLE GREY DK



300x450mm |
SHG CEMENT CUBE FLORA HL



300x450mm |
SBG CEMENT GRIS



300x450mm |
SBG CEMENT SILVER



300x300mm |
SFM CEMENT GRIS



300x450mm |
SHG ECHO GREY HL



300x450mm |
SBG DYNA GREY DK



300x450mm |
SBG DYNA GREY LT



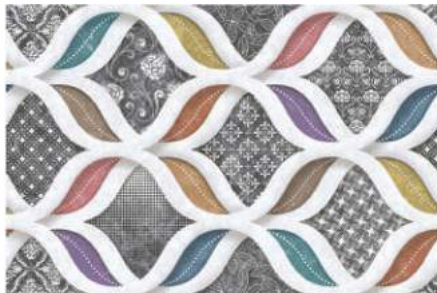
300x300mm |
SFM DYNA GREY DK



300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG ECHO MULTI HL



300x450mm |
SBG EMPERADOR BLACK MARBLE



300x450mm |
SBG EMPERADOR SILVER MARBLE



300x300mm |
SFM EMPERADOR BLACK MARBLE



300x450mm |
SHG FLORAL GREY HL



300x450mm |
SBG STONEMOOD GREY DK



300x450mm |
SBG STONEMOOD GREY LT



300x300mm |
SFM STONEMOOD GREY DK



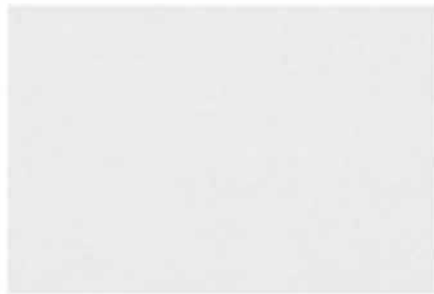
300x450mm |
SHG FLOWER LEAF NERO HL



300x450mm |
SHG VINCA FLOWER WHITE HL



300x450mm |
SBG SANDY NERO

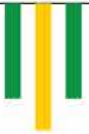


300x450mm |
SBG SANDY SILVER



300x300mm |
SFM SANDY NERO

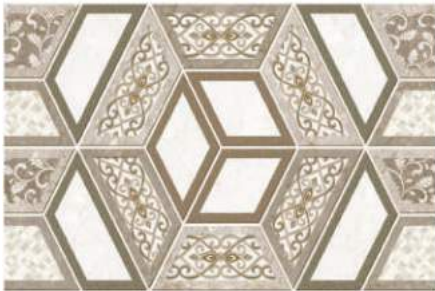




300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SBG ROSALIA CUBE HL



300x450mm |
SBG ROSALIA MARBLE DARK



300x450mm |
SBG ROSALIA MARBLE LIGHT



300x300mm |
SFM ROSALIA MARBLE DARK





300x450mm |
SHG LOTUS FABRIC HL



300x450mm |
SBG FABRIC BROWN



300x450mm |
SBG FABRIC CREMA



300x300mm |
SFM FABRIC BROWN





300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG TRAVERTINE TRIANGLE MULTI HL



300x450mm |
SBG TRAVERTINE BEIGE DK



300x450mm |
SBG TRAVERTINE BEIGE LT



300x300mm |
SFM TRAVERTINE BEIGE DK



300x450mm |
SHG GRUNGE STAR PETAL HL



300x450mm |
SBG GRUNGE BEIGE DK



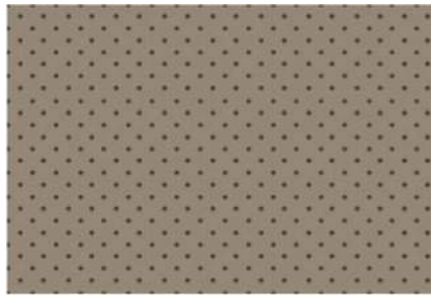
300x450mm |
SBG GRUNGE BEIGE LT



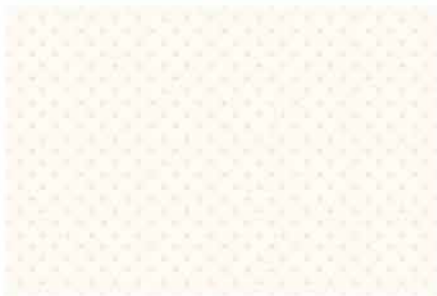
300x300mm |
SFM GRUNGE BEIGE DK



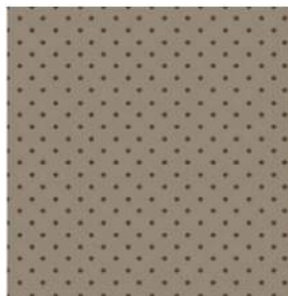
300x450mm |
SHG LOTUS DOTTED GRID HL



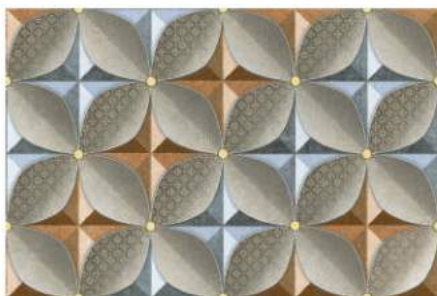
300x450mm |
SBG DOTTED GRID GRIS



300x450mm |
SBG DOTTED GRID CREMA



300x300mm |
SFM DOTTED GRID GRIS



300x450mm |
SHG STAR PETAL HL



300x450mm |
SBG CEMENTUM GREY DK



300x450mm |
SBG CEMENTUM GREY LT



300x300mm |
SFM CEMENTUM GREY DK



300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG TRAVERTINE BUNCHBERRY HL



300x450mm |
SBG TRAVERTINE CREMA DK



300x450mm |
SBG TRAVERTINE CREMA LT



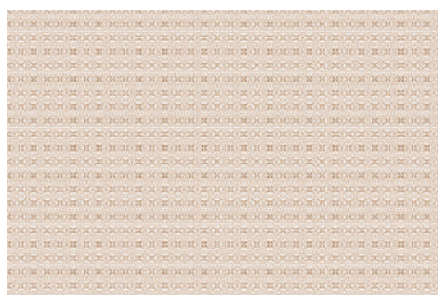
300x300mm |
SFM TRAVERTINE CREMA



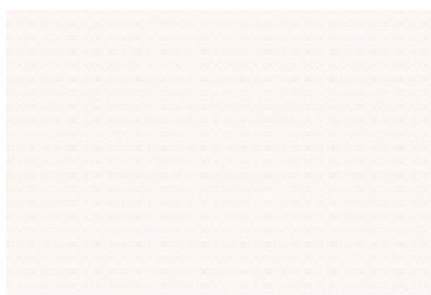
300x450mm |
SHG GRID FRUIT JUICE HL



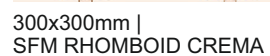
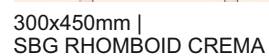
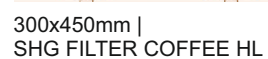
300x450mm |
SHG GRID ICE CREAM HL



300x450mm |
SBG FLORAL GRID BEIGE



300x450mm |
SBG FLORAL GRID CREMA





300x450mm

Gloss

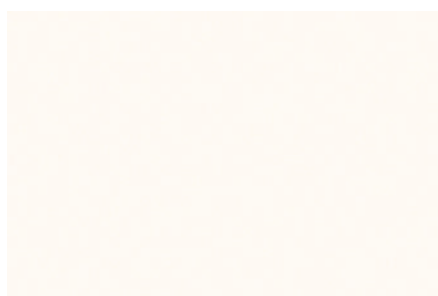
Ceramic Wall Tiles



300x450mm |
SHG TRIANGLE BEIGE HL



300x450mm |
SBG BEACH SAND BEIGE



300x450mm |
SBG BEACH SAND CREMA



300x300mm |
SFM BEACH SAND BEIGE DK





300x450mm |
SHG BRECCIA AURORA WINDOW HL



300x450mm |
SBG BRECCIA AURORA BEIGE



300x450mm |
SBG BRECCIA AURORA CREMA



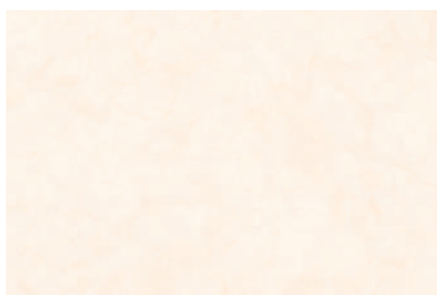
300x300mm |
SFM BRECCIA AURORA BEIGE



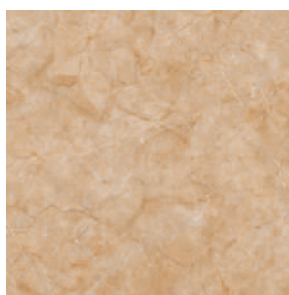
300x450mm |
SHG EMPRADOR BUNCHBERRY HL



300x450mm |
SBG EMPRADOR BROWN



300x450mm |
SBG EMPRADOR CREMA



300x300mm |
SFM EMPRADOR BROWN



300x450mm

Gloss

Ceramic Wall Tiles



300x450mm |
SHG FLOWER LEAF OAK WOOD HL



300x450mm |
SBG VENEZIA OAK WOOD BROWN



300x450mm |
SBG VENEZIA OAK WOOD CREMA



300x300mm |
SFM VENEZIA OAK WOOD BROWN



300x450mm |
SHG RIVERSAND BUNCHBERRY HL



300x450mm |
SBG RIVERSAND BROWN



300x450mm |
SBG RIVERSAND CREMA



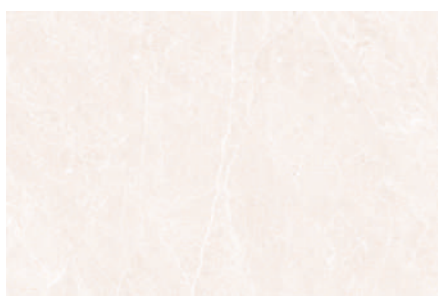
300x300mm |
SFM RIVERSAND CHOCO



300x450mm |
SHG ECHO BEIGE HL



300x450mm |
SBG EMPERADOR BEIGE



300x450mm |
SBG EMPERADOR GREY



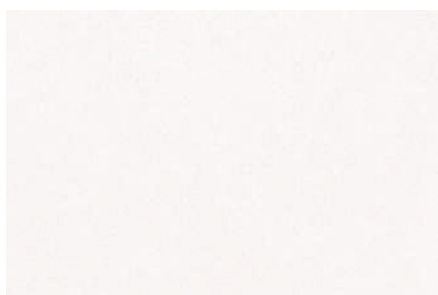
300x300mm |
SFM EMPERADOR BEIGE



300x450mm |
SHG SANDY CUBE HL



300x450mm |
SBG SANDY GREY DK



300x450mm |
SBG SANDY GREY LT



300x300mm |
SFM SANDY GREY DK



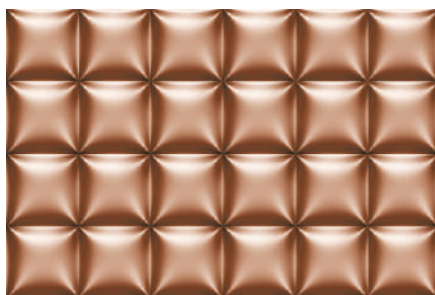
300x450mm

Gloss

Ceramic Wall Tiles



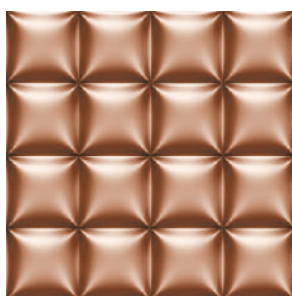
300x450mm |
SHG CUSHION PETAL HL



300x450mm |
SBG CUSHION CHOCO



300x450mm |
SBG CUSHION CREMA



300x300mm |
SFM CUSHION CHOCO





300x450mm |
SHG MAHOGANY CUBE HL



300x450mm |
SBG MAHOGANY WOOD BEIGE



300x450mm |
SBG MAHOGANY WOOD CREMA



300x300mm |
SFM MAHOGANY WOOD BEIGE





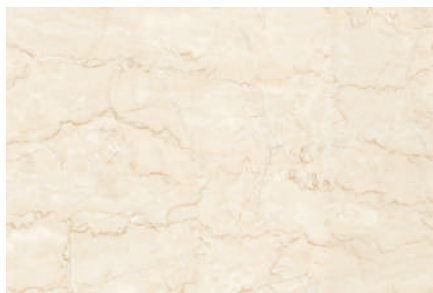
300x450mm

Gloss

Ceramic Wall Tiles



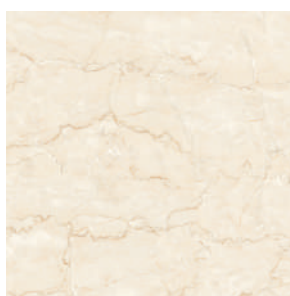
300x450mm |
SHG PETAL MULTI HL



300x450mm |
SBG BOTTOCINO CREMA DK



300x450mm |
SBG BOTTOCINO CREMA LT



300x300mm |
SFM BOTTOCINO CREMA DK



300x450mm |
SHG PULPIS CUBE MULTI HL



300x450mm |
SBG PULPIS CREMA DK



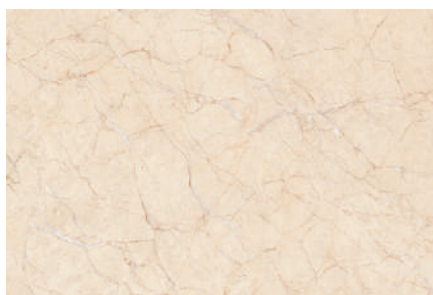
300x450mm |
SBG PULPIS CREMA LT



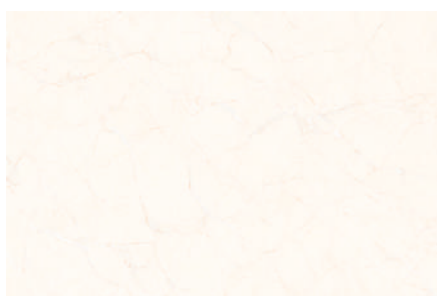
300x300mm |
SFM PULPIS CREMA DK



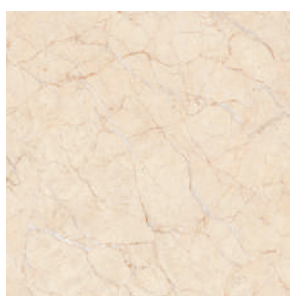
300x450mm |
SHG ISTAN LINE FLORA HL



300x450mm |
SBG ISTAN BEIGE



300x450mm |
SBG ISTAN CREMA



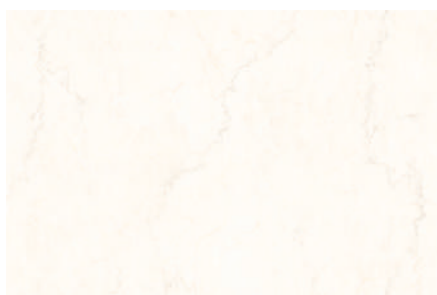
300x300mm |
SFM ISTAN BEIGE



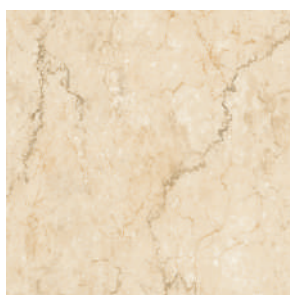
300x450mm |
SHG SHINY SQUARE MULTI HL



300x450mm |
SBG BOTTOCHINO BEIGE DK



300x450mm |
SBG BOTTOCHINO BEIGE LT



300x300mm |
SFM BOTTOCHINO BEIGE DK



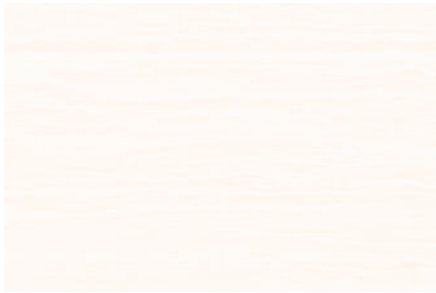
300x450mm	Gloss
	Ceramic Wall Tiles



300x450mm | SHG LOTUS CREMA HL



300x450mm | SBG TRAVERTINE BEIGE



300x450mm | SBG TRAVERTINE CREMA



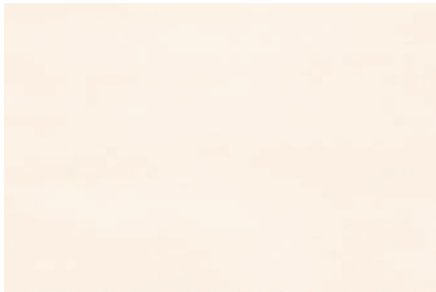
300x300mm | SFM TRAVERTINE BEIGE



300x450mm | SHG STUCCO STAR PETAL HL



300x450mm | SBG SPARY BEIGE DK



300x450mm | SBG SPARY BEIGE LT



300x300mm | SFM SPARY BEIGE DK



300x450mm |
SHG LINE WOOD CUTLERY HL



300x450mm |
SBG LINE OAK WOOD BEIGE



300x300mm |
SFM LINE OAK WOOD BEIGE





300x450mm

Gloss

Ceramic Wall Tiles



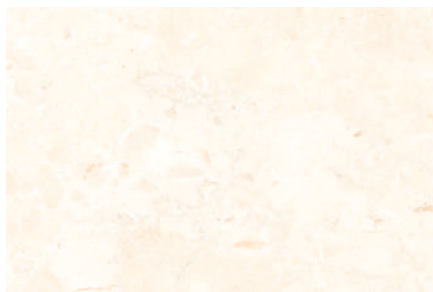
300x450mm |
SHG FLOWER LEAF BEIGE HL



300x450mm |
SHG BUNCHBERRY BEIGE HL



300x450mm |
SBG CALIFORNIA BEIGE



300x450mm |
SBG CALIFORNIA CREMA



300x300mm |
SFM CALIFORNIA BEIGE



300x450mm |
SHG TRIANGLE STROKES BROWN HL



300x450mm |
SBG STROKES BROWN



300x450mm |
SBG STROKES CREMA



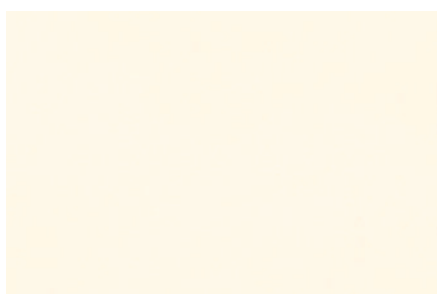
300x300mm |
SFM STROKES BROWN



300x450mm |
SHG FLOWER LEAF SANDUNE HL



300x450mm |
SBG SAND SANDUNE



300x450mm |
SBG SAND CREMA LT



300x300mm |
SFM SAND SANDUNE





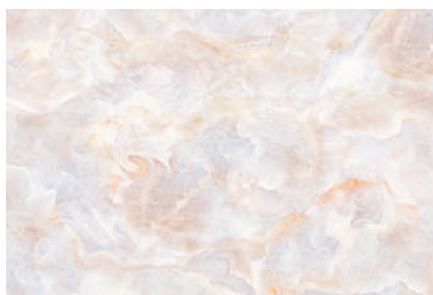
300x450mm

Gloss

Ceramic Wall Tiles



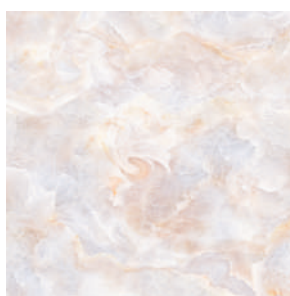
300x450mm |
SHG ECHO ONYX HL



300x450mm |
SBG ONYX MULTI



300x450mm |
SBG ONYX CREMA



300x300mm |
SFM ONYX MULTI





300x450mm |
SHG LOTUS PINK HL



300x450mm |
SBG CEMENT PINK DK



300x450mm |
SBG CEMENT PINK LT



300x300mm |
SFM CEMENT PINK DK





300x450mm	Gloss
	Ceramic Wall Tiles



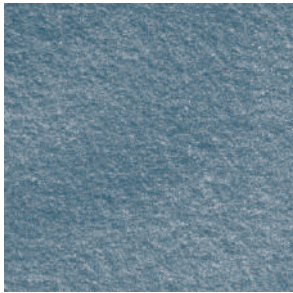
300x450mm |
SHG FLOWER LEAF BLUE HL



300x450mm |
SDG ARADOR BLUE DK



300x450mm |
SDG ARADOR BLUE LT



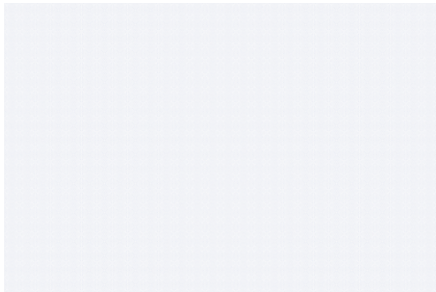
300x300mm |
SDM ARADOR BLUE FL



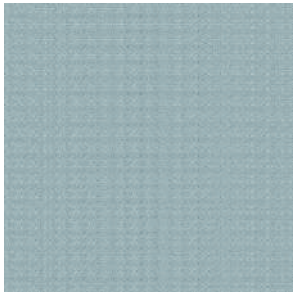
300x450mm |
SHG TRIANGLE BLUE HL



300x450mm |
SBG FLORAL GRID BLUE DK



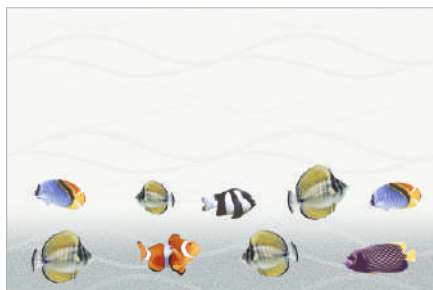
300x450mm |
SBG FLORAL GRID BLUE LT



300x300mm |
SFM FLORAL GRID BLUE DK



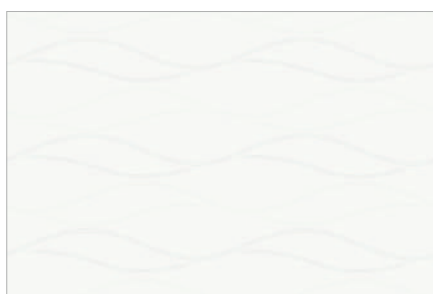
300x450mm |
SHG SMALL FISH BOTTOM HL



300x450mm |
SHG SMALL FISH TOP HL



300x450mm |
SBG SEA WEAVE DK



300x450mm |
SBG SEA WEAVE LT



300x300mm |
SFM SEA WEAVE DK





300x450mm	Gloss
	Ceramic Wall Tiles



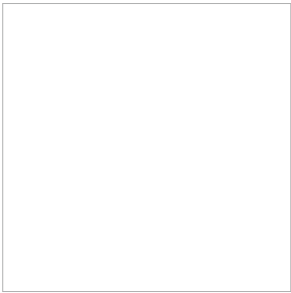
300x450mm |
SHG HIGH TEA SET HL 1



300x450mm |
SHG HIGH TEA SET HL 2



300x450mm |
SBG RHOMBOID WHITE



300x300mm |
SFM PLAIN WHITE



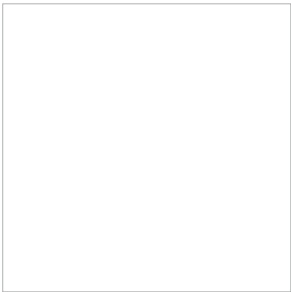
300x450mm |
SHG TEA CUP LINE HL



300x450mm |
SHG GLASS WARE LINE HL



300x450mm |
SBG LINE WHITE



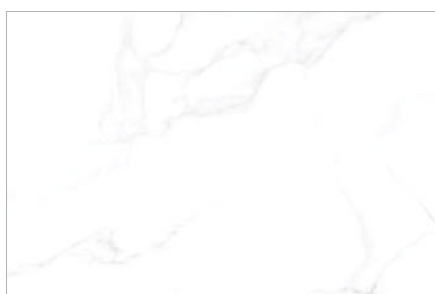
300x300mm |
SFM PLAIN WHITE



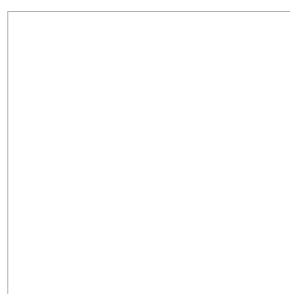
300x450mm |
SHG KITCHEN CABINET HL 1



300x450mm |
SHG KITCHEN CABINET HL 2



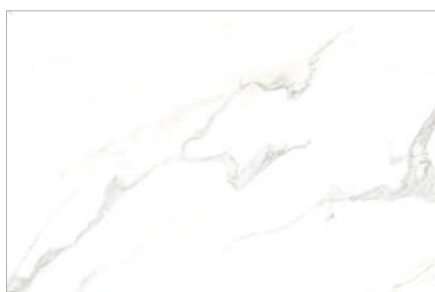
300x450mm |
SBG CARRARA MARBLE



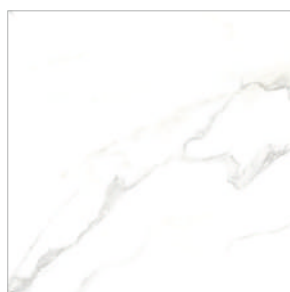
300x300mm |
SFM PLAIN WHITE



300x450mm |
SHG 3D CUDE MULTI HL



300x450mm |
SBG STATUARIO WHITE

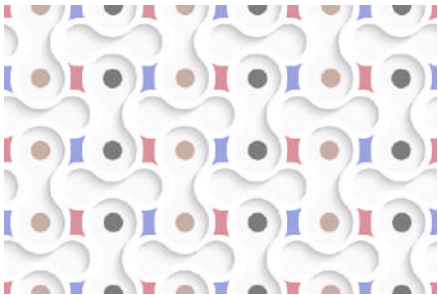


300x300mm |
SFM STATUARIO WHITE

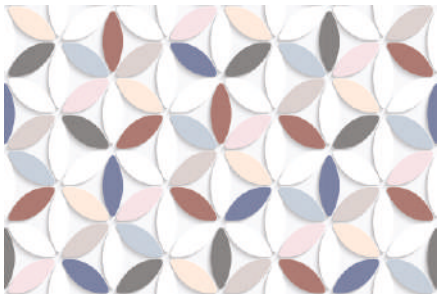


300x450mm

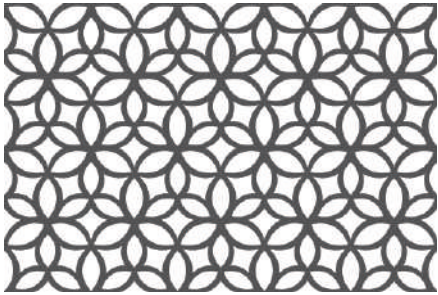
Gloss
Ceramic Wall Tiles



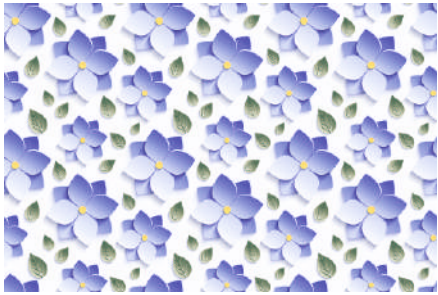
300x450mm |
SHG 3D CHAIN MULTI HL



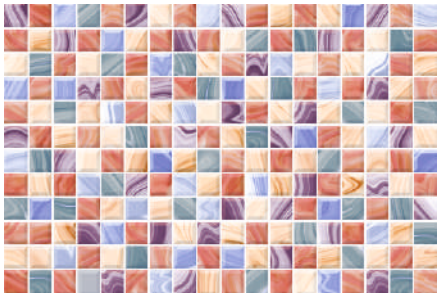
300x450mm |
SHG 3D PETAL MULTI HL



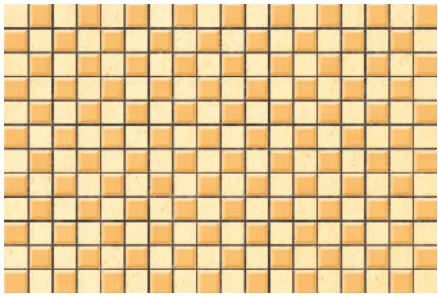
300x450mm |
SHG PETAL BLACK HL



300x450mm |
SHG 3D FLOWER BLUE HL



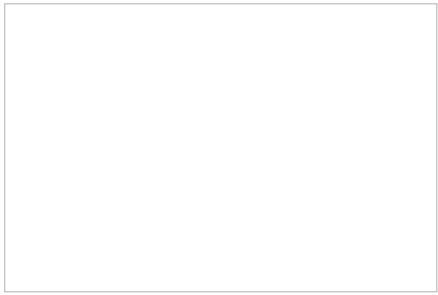
300x450mm |
SHG MOSAIC MULTI HL



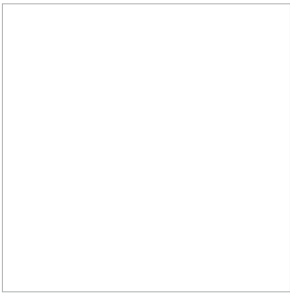
300x450mm |
SHG MOSAIC YELLOW HL



300x450mm |
SHG 3D FLOWER PURPLE HL



300x450mm |
SBG PLAIN WHITE



300x300mm |
SFM PLAIN WHITE

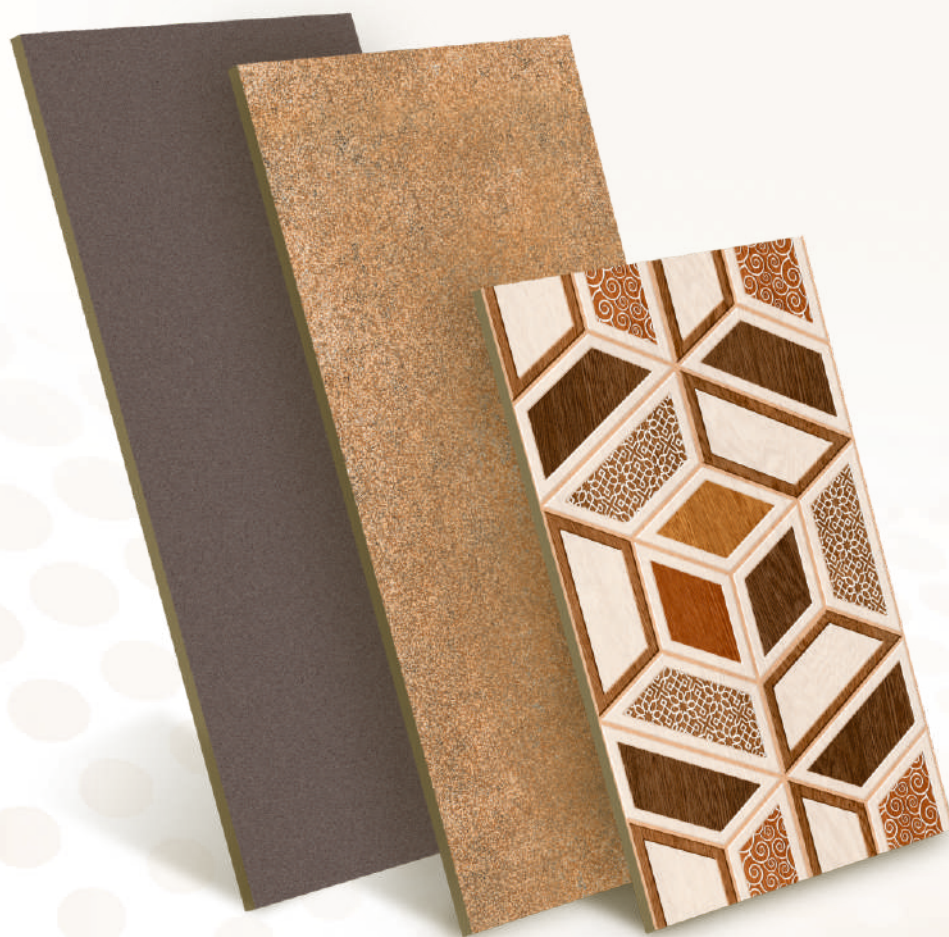
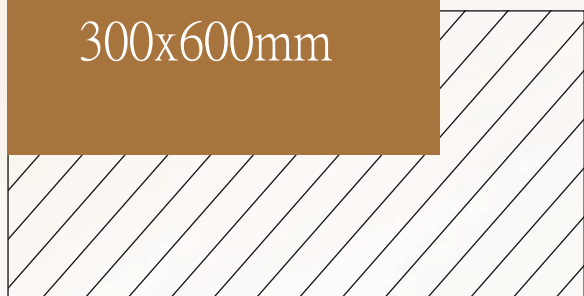


Try Out Something New in

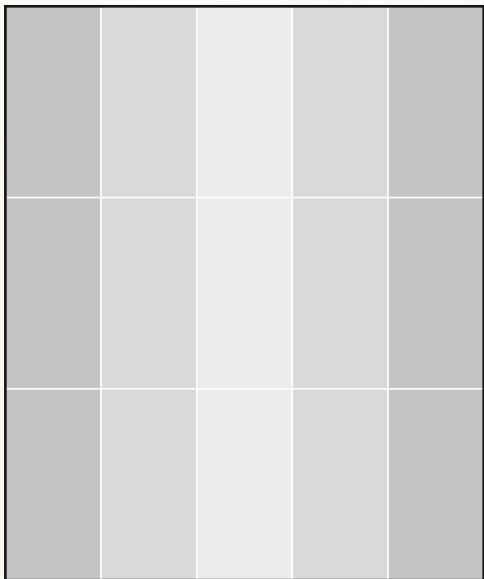
DIGITAL *WALL TILES*

300x450mm

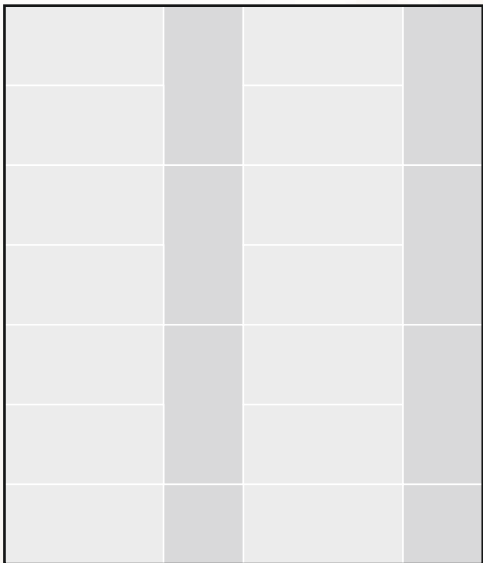
300x600mm



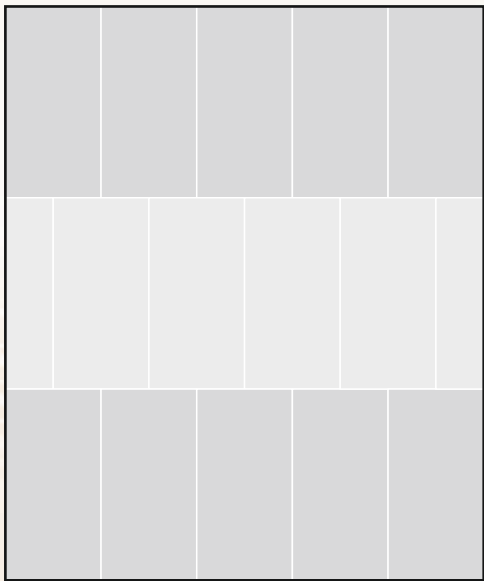
This New Year, lay the tiles in new patterns!



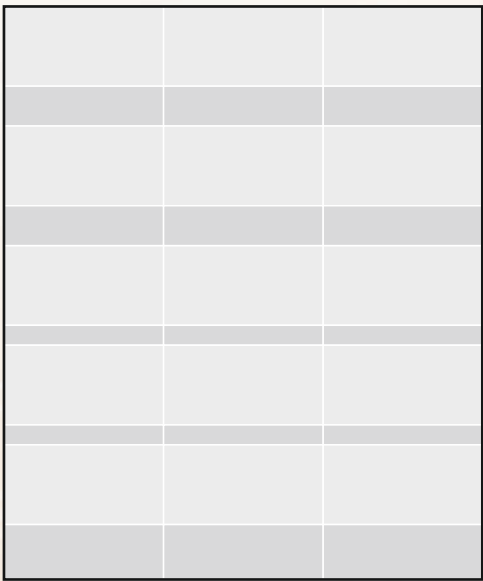
300x600mm_Stacked Vertical



300x600mm_Corridor Horizontal



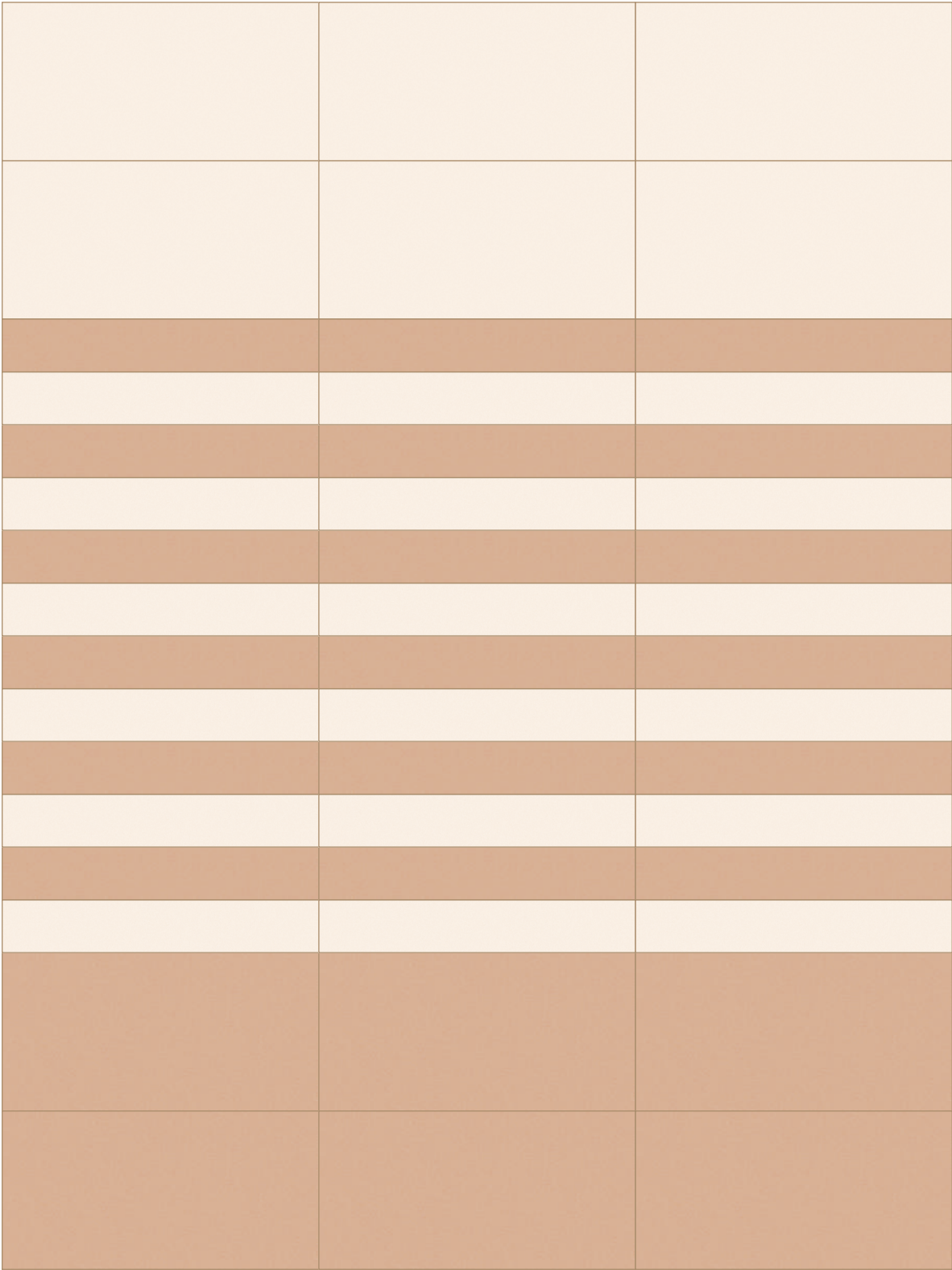
300x600mm_Brickwork Vertical Narrow



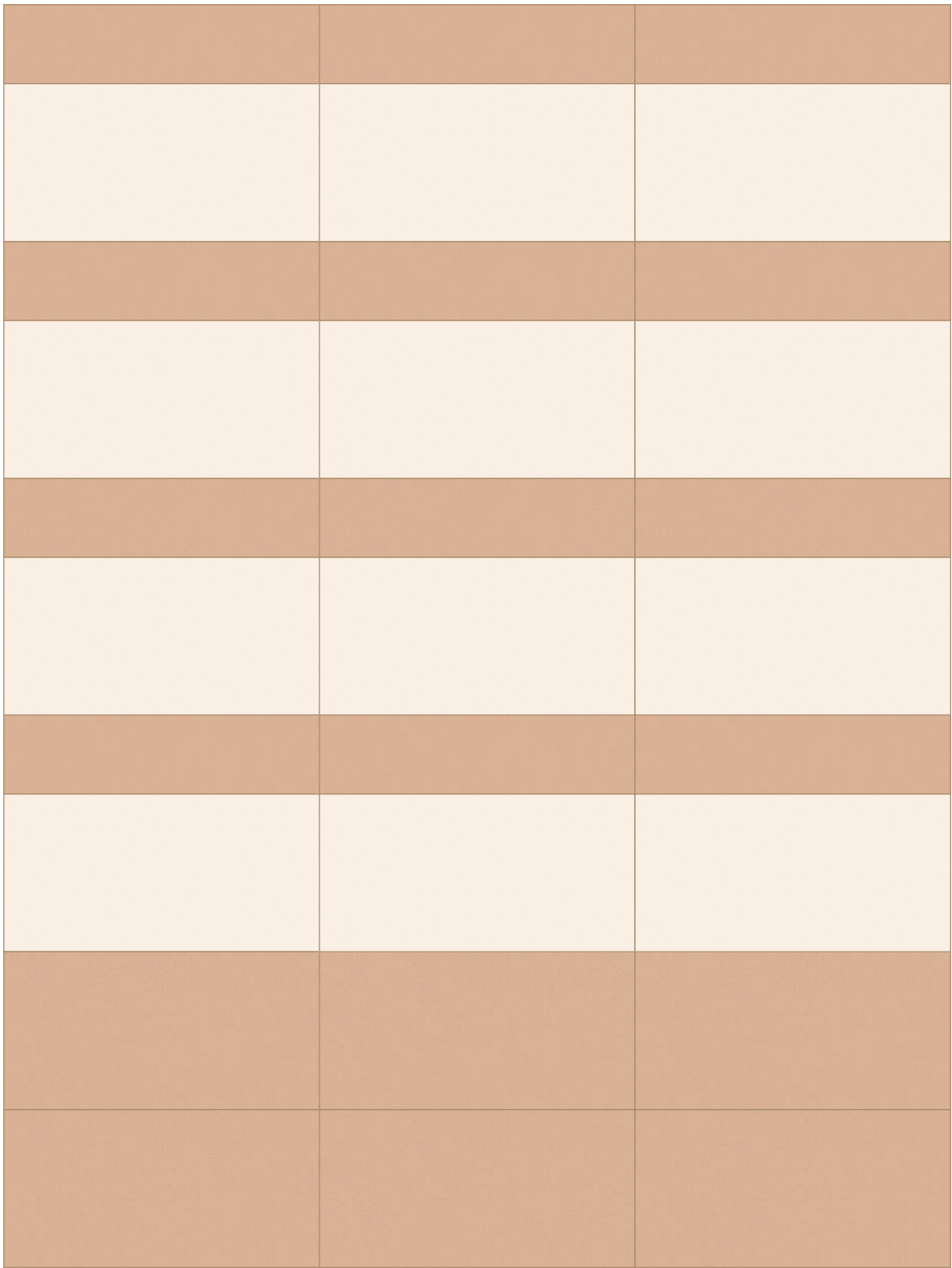
300x600mm_Custom Design



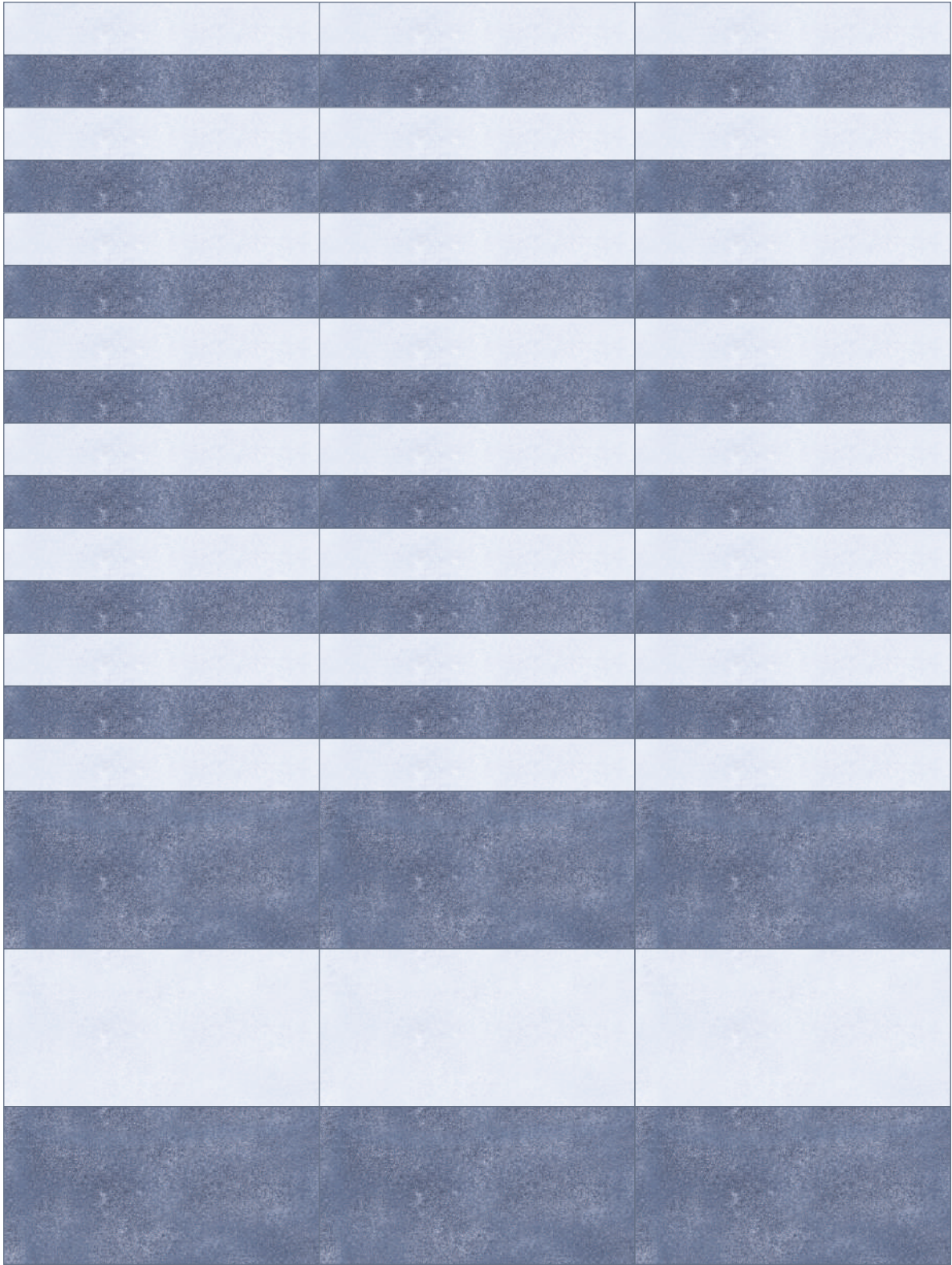
Tile Laying Concepts



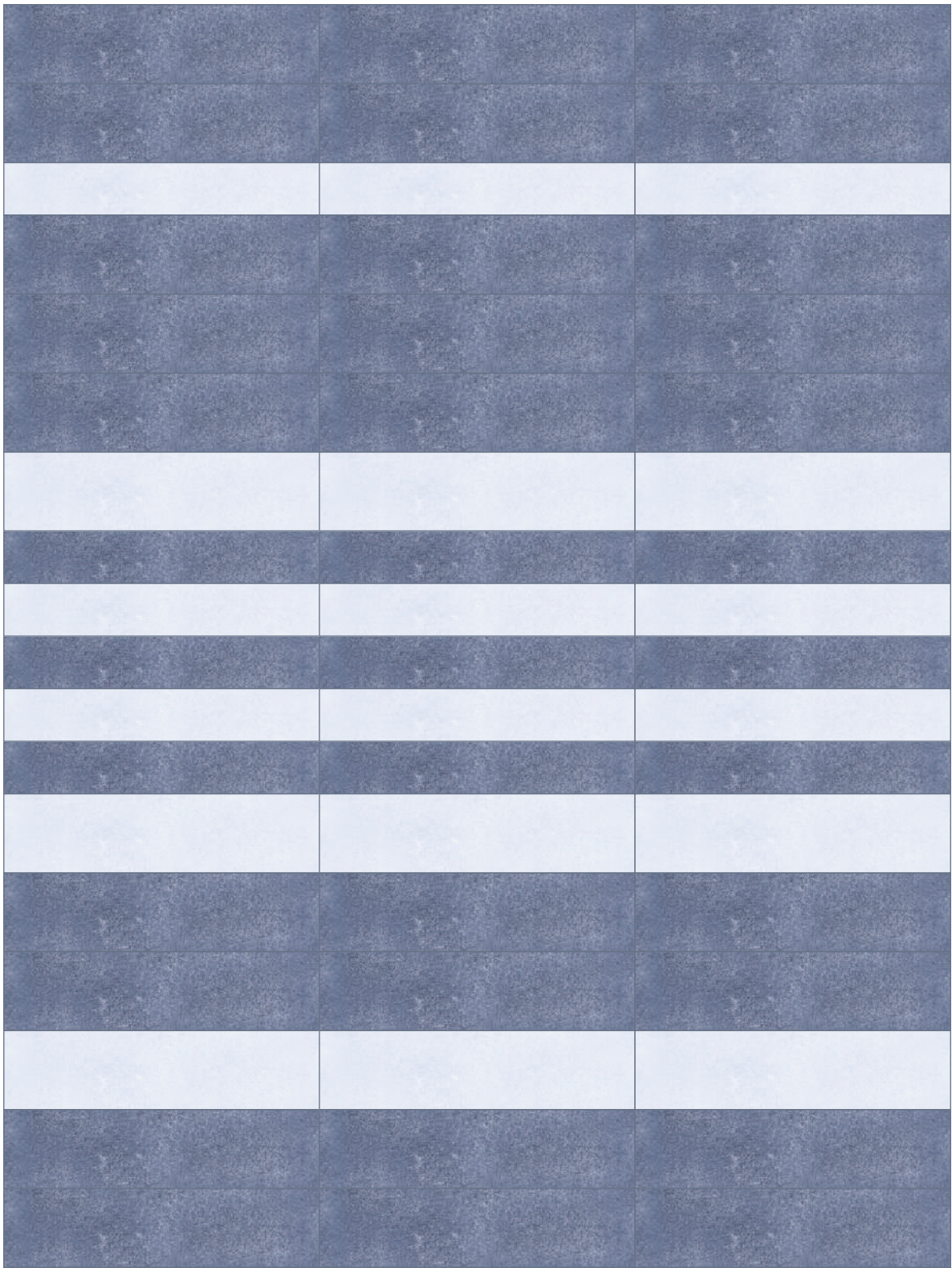
300x600mm |
SBM SAND BEIGE & SBM SAND CREAMA



300x600mm |
SBM SAND BEIGE & SBM SAND CREAMA



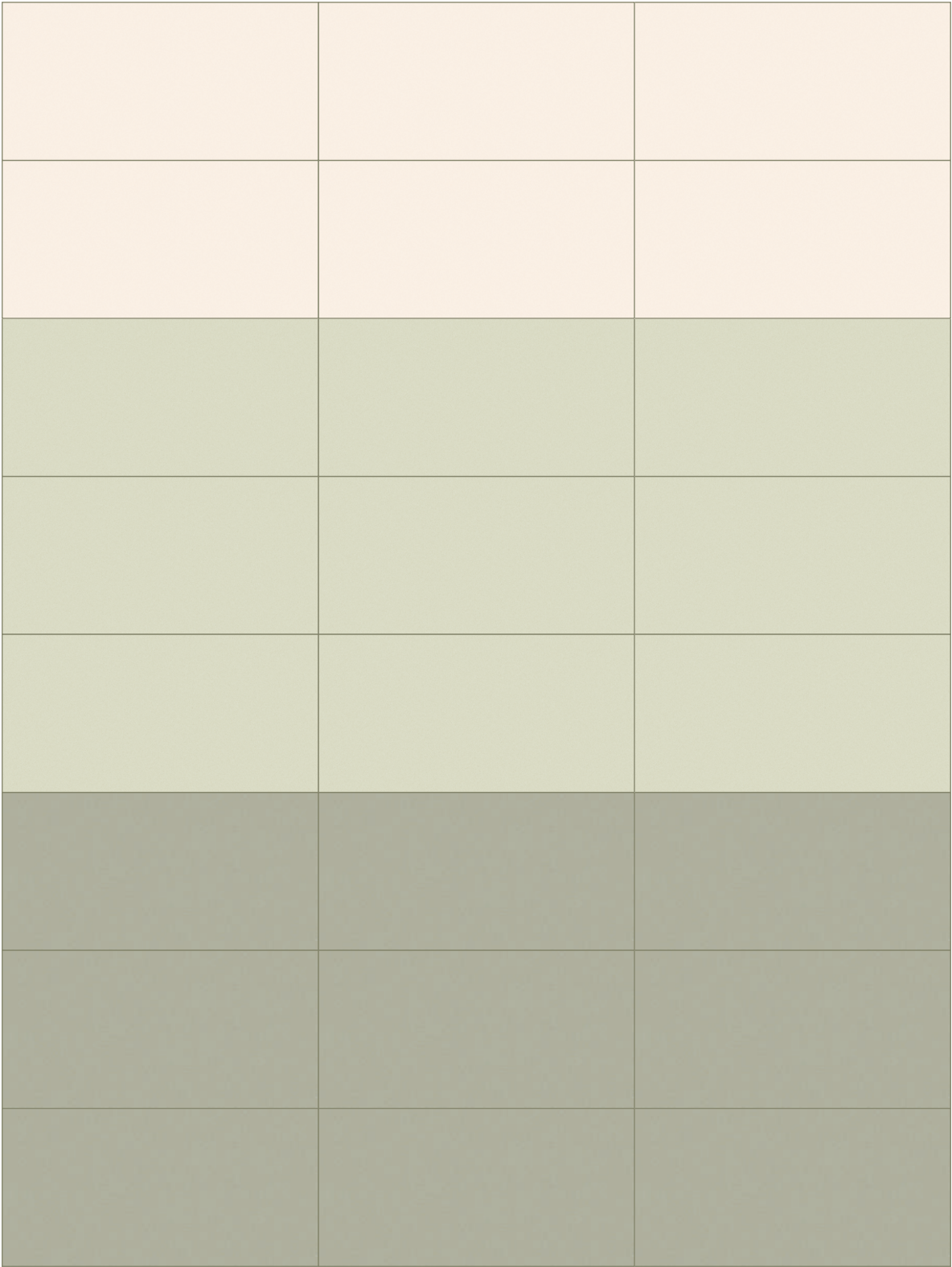
300x600mm |
SBM CEMENTUM BLUE DK & SBM CEMENTUM BLUE LT



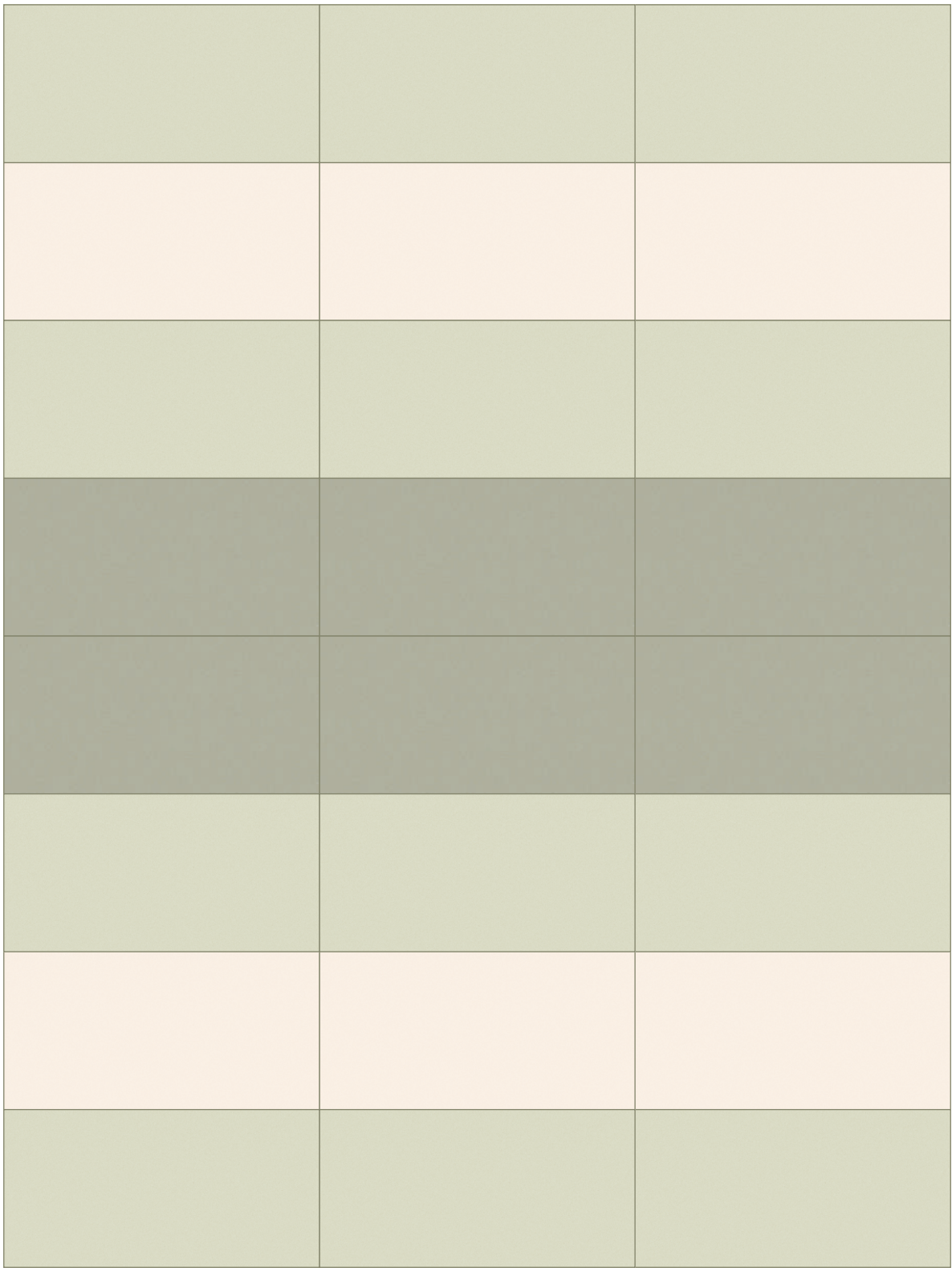
300x600mm |
SBM CEMENTUM BLUE DK & SBM CEMENTUM BLUE LT



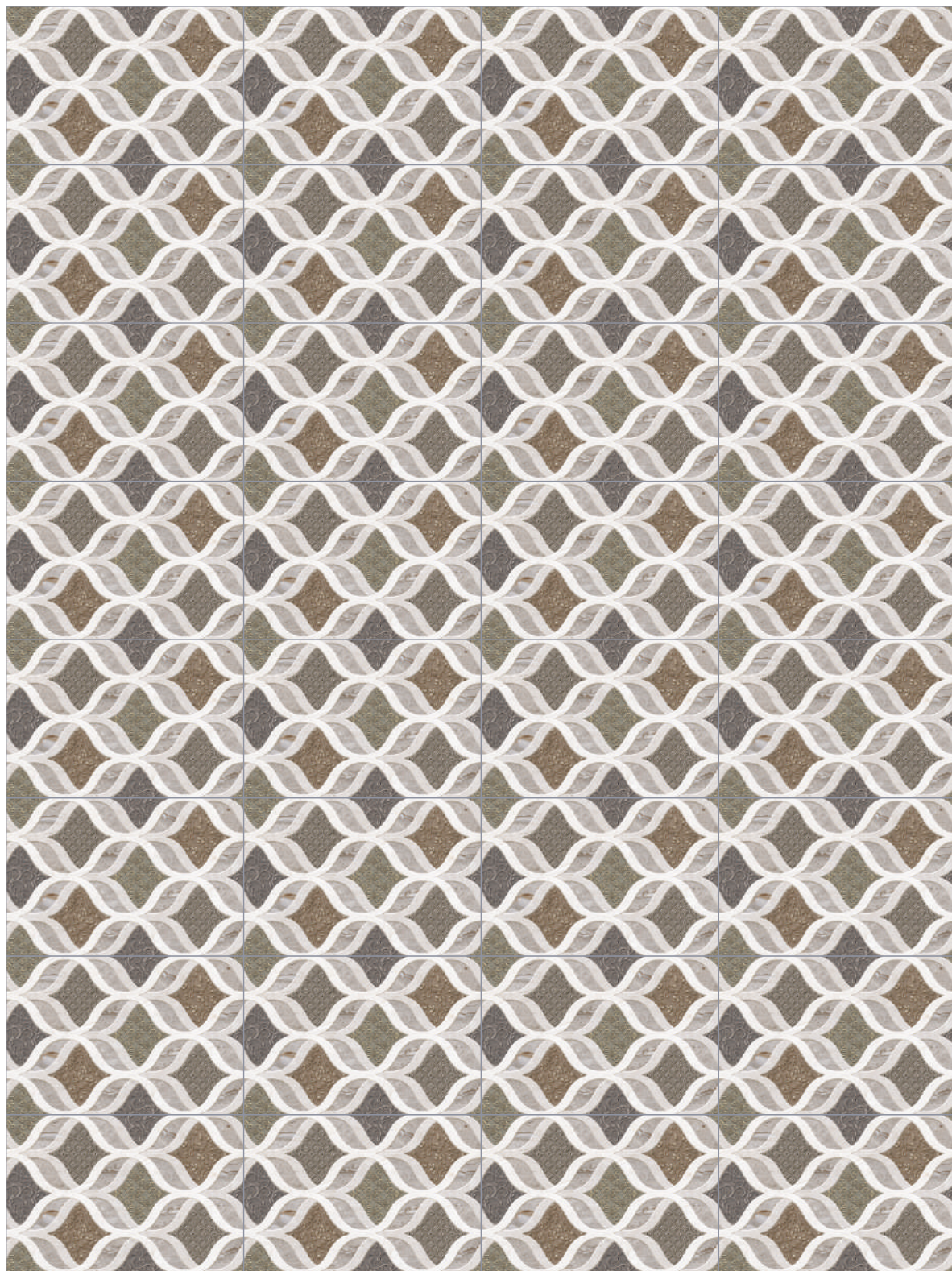
Tile Laying Concepts



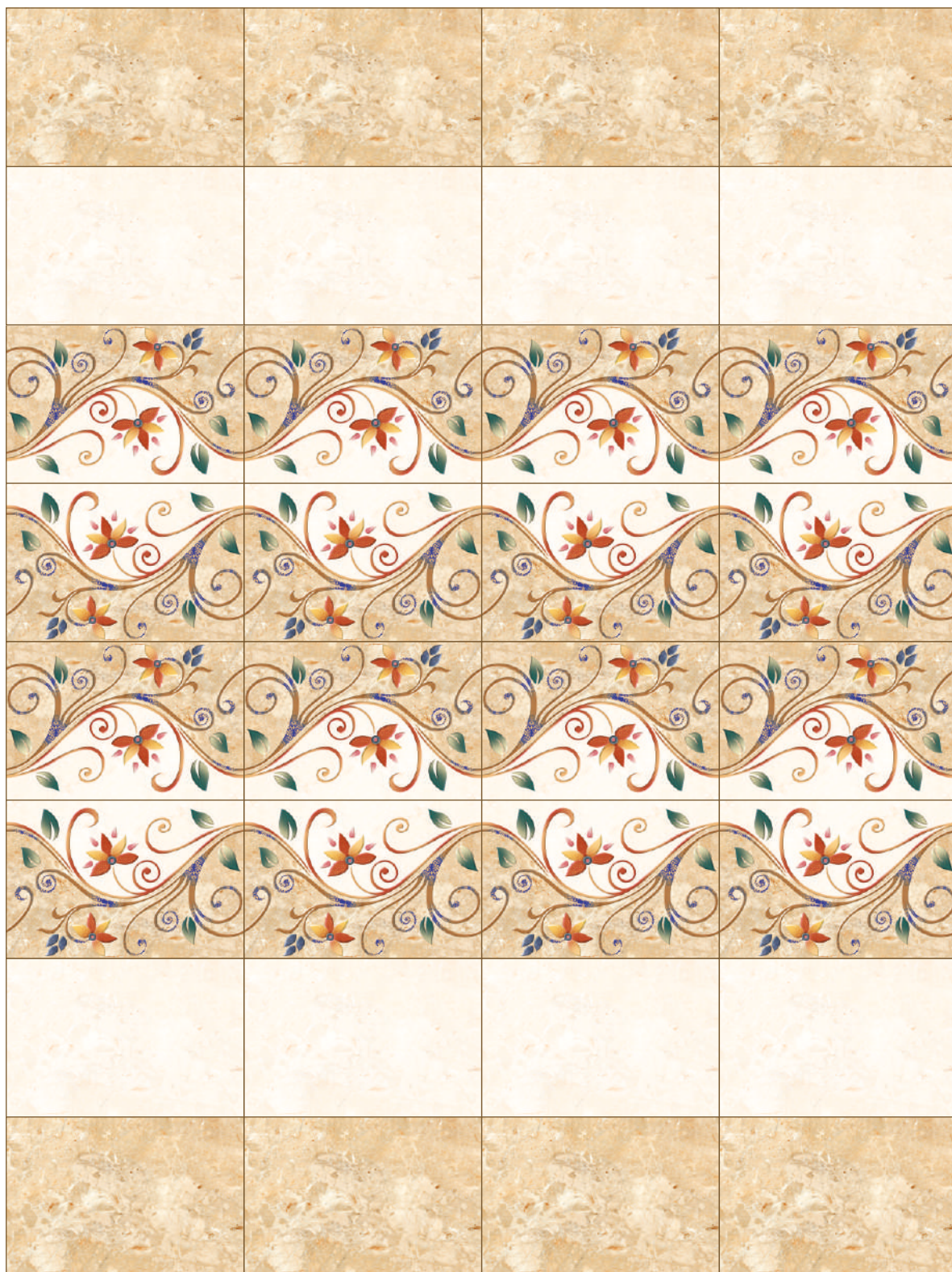
300x600mm |
SBM OLIVE GREEN DK & SBM OLIVE GREEN LT



300x600mm |
SBM OLIVE GREEN DK & SBM OLIVE GREEN LT



300x450mm |
SHG ECHO GREY HL



300x450mm |
SHG FLOWER LEAF BEIGE HL, SBG CALIFORNIA BEIGE & SBG CALIFORNIA CREMA

Eleganz

Digital Ceramic Tiles
300x600mm

Matte & Gloss Finish



Code Description

SEG- SPECIAL ELEVATION GLOSSY
SEM - SPECIAL ELEVATION MATTE

300x450mm





300x450mm

Gloss

Ceramic Elevation Wall Tiles



300x450mm |
SEG SLUMP BLOCK BROWN MULTI



300x450mm |
SEG STACKED HEWN STONE CHOCO



300x450mm |
SEG BRICK WOOD MULTI



300x450mm |
SEG BRICK GREY







300x450mm

Matte

Ceramic Elevation Wall Tiles



300x450mm |
SEM CASTLE BROWN



300x450mm |
SEM CASTLE GREY



300x450mm |
SEM HILLOCK STONE MULTI



300x450mm |
SEM STACKED HEWN STONE BEIGE



300x450mm |
SEM SLUMP BLOCK STONE BROWN



300x450mm |
SEM ROCK MULTI



TECHNICAL SPECIFICATIONS

Ceramic Tiles

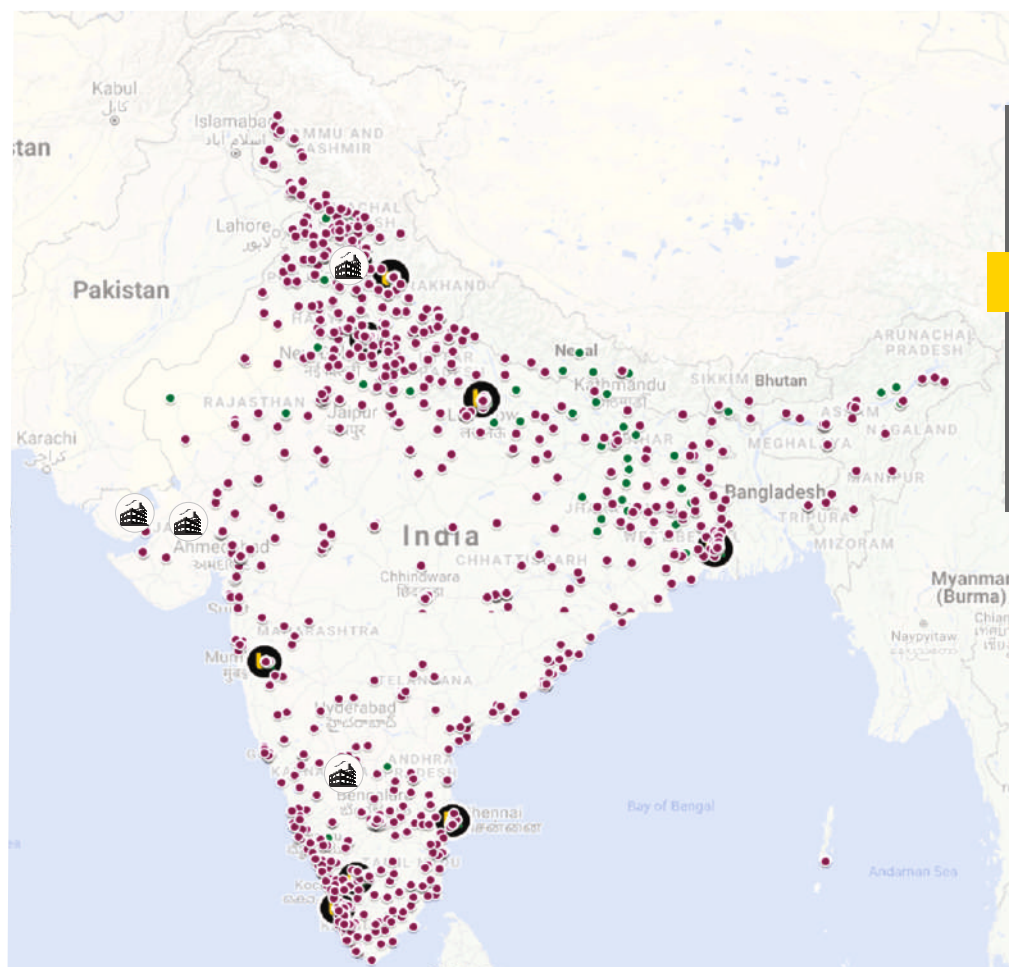
Packing Details

Size	No. of Tiles Per Carton	Covered Area Per Carton
(In mm.)		(In Sq. Mtr.)
300X600 (Wall Tiles)	5	0.90
300X450 (Wall Tiles)	6	0.81
300X300 (Floor Tiles)	9	0.81

(E > 10 % Group B III) as per IS 15622:2017

Characteristics	Standard Test Method	IS 15622:2017 E > 10 % (Group B III)		OBL Norms
Dimension & Surface Quality		Unrectified	Rectified	
Deviation in Length & Width	IS 13630 (Part 1):2017	± 0.4%	± 0.2 %	Conforms
Deviation in Thickness		± 5.0 %		± 4.00 %
Straightness of Sides		± 0.2 %	± 0.15 %	Conforms
Rectangularity		± 0.3 %	± 0.2 %	Conforms
Surface Flatness		± 0.3 %		± 0.20 % 😊😊
Surface Quality		Min. 95 % tiles should be free from visible defects		Min. 95 % tiles should be free from visible defects 😊
Physical Properties				
Water Absorption (%)	IS 13630 (Part 2):2017	Average > 10 %		17±2 % 😊
Modulus of Rupture in [N/mm ²]	IS 13630 (Part 6):2017	Min 15, for thickness < 7.5 mm Min 12, for thickness ≥ 7.5 mm		>15 😊
Breaking Strength in N		< 7.5 mm thickness: 200, Min ≥ 7.5 mm thickness: 600, Min		Conforms 😊
Moisture Expansion in mm/m	IS 13630 (Part 3):2017	0.04, Max		Conforms
Scratch Hardness of Surface (Moh's Scale)	IS 13630 (Part 13):2017	3, Min		3
Resistance to Surface Abrasion of glazed tiles (Class I to V)	IS 13630 (Part 11):2017	Class II, Min		Conforms
Co-efficient of Linear Thermal Expansion from ambient temperature to 100°C	IS 13630 (Part 4):2017	9x10 ⁻⁴ K ⁻¹ , Max		Conforms
Thermal Shock Resistance	IS 13630 (Part 5):2017	10 cycles, Min		Passed 10 Cycle
Crazing Resistance Glazed Tiles	IS 13630 (Part 9):2017	4 Cycles@7.5 bar, Min		4 Cycle Passed 😊😊
Impact Resistance- Coefficient of Restitution	IS 13630 (Part 14):2017	0.55, Min		>0.55
Chemical Properties				
Resistance to staining of glazed tiles	IS 13630 (Part 8):2017	Class I, Min		Conforms
Resistance to household chemicals		Class AA, Min		Conforms
Resistance to acids and alkalis (with exception of hydrofluoric acid and its compound)		Required, if agreed		Class AA

NOTE: Certain amount of Size and Shade variation is inherent in all ceramic products. Colours shown in this catalog are as accurate as the limitations of the printing process will allow. Prospective customers are advised to inspect a sample of the tile before ordering. Every effort has been made to ensure the accuracy of the information given. However, the company reserves the right to change the specification before prior notice. Sometimes variations in shade or size being inherent to ceramic industry may occur. It is suggested to check the tiles before purchasing and laying as the company does not accept the responsibility once the tiles are laid.



A Network of
2500+
Channel Partners

-  Franchise Owned Boutiques
-  Channel Partners
-  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, 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-



Making Tile Selection Easier



SameLook

Find tiles similar to a reference image



TriaLook

Tiles selected by you in your room



QuickLook

Visualise selected tiles & get a quote



TruLook

Share layout for a personalised render*

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
Missed Call : 87507 11111
Whatsapp : 87507 33333

CIN: L14101UP1977PLC021546

Please join us on social media

