



www.orientbell.com

orientbell
tiles

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.



Introduction of new identity
 **orientbell**
tiles

Received ISI mark for
Sikandarabad
manufactured products.

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

Orient acquires Bell Ceramics

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

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

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

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

2018

New Production Line in Sikandarabad Plant
for big sizes of Glazed Vitrified Tiles

2017

Equity Partnership with Proton.

2016

Won the "Certificate of Merit" in
National Energy Conservation
Award'2016 organized by Ministry
of Power for Saving Power and
Fuel Consumption.

2015

2013

OBL files 4th Patent
(Pending Registration).

Company Owned
OBTB Launch in Dehradun.

2012

2011

Awarded Power Brand Status.

2010

2009

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

2008

2007

2nd Bonus for shareholders
issued in the ratio of 5:4.

2005

2004

Accredited with ISO
9001:2000 and OHSAS
18000:1999.

2000

1994

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

1993

1977

Incorporated as a
Public Limited Company.

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“Sanskriti range brings to life unique colors inspired by art and paintings from our heritage made with color pigments from natural minerals.”

Disclaimer: The complexity in manufacturing Sanskriti Tiles may replicate variations in shade and colour across various batches.

Minimum Order Qty. - 200 Boxes. Please plan a lead time of 45 days for delivery.



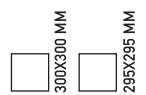


MAALEM DECOR



SANSKRITI CREMA

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



300X300 MM / 295X295 MM

Digital Ceramic Tiles

sanskriti



MEENAKARI ART



SANSKRITI CREMA

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



BATHROOM



OFFICE



OUTDOOR



TOILET



KITCHEN

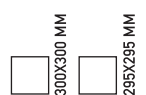


DASTKAR MULTI



SANSKRITI CREMA

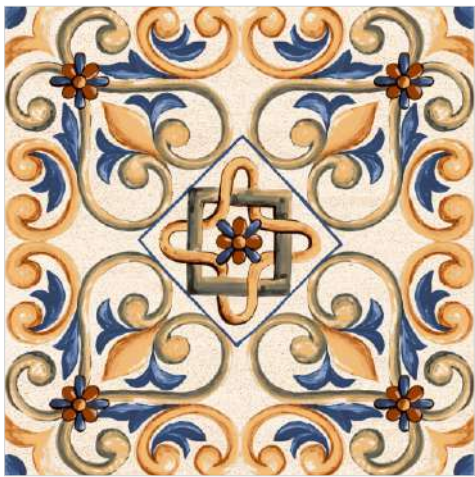
Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



300X300 MM / 295X295 MM

Digital Ceramic Tiles

sanskriti



KALAMKARI ART



SANSKRITI CREMA

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



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OFFICE



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TOILET



KITCHEN

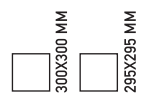


DASTKAR RUST



SANSKRITI CREMA

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



300X300 MM / 295X295 MM

Digital Ceramic Tiles

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SANKRANTI RANGOLI



SANSKRITI CREMA

Application
Areas



BEDROOM



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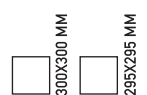


RANGVALLI ART



SANSKRITI CREMA

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



300X300 MM / 295X295 MM

Digital Ceramic Tiles

sanskriti



MANDALA BLISS ART



SANSKRITI CREMA

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



BATHROOM



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TOILET



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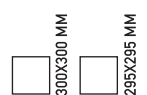


SATHIYA ART



SANSKRITI CREMA

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



300X300 MM / 295X295 MM

Digital Ceramic Tiles | **sanskriti**



MANDALA ART



SANSKRITI BLUE

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



BATHROOM



OFFICE



OUTDOOR



TOILET



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KOLAM ART



SANSKRITI BLUE

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295

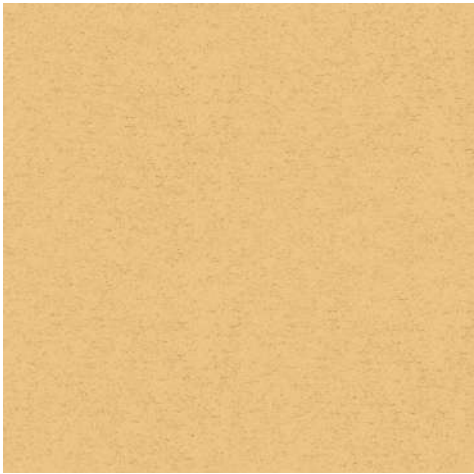


300X300 MM / 295X295 MM

Digital Ceramic Tiles | *sanskriti*



RAJPUTANA BROWN



SANSKRITI BEIGE

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



BATHROOM



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OUTDOOR



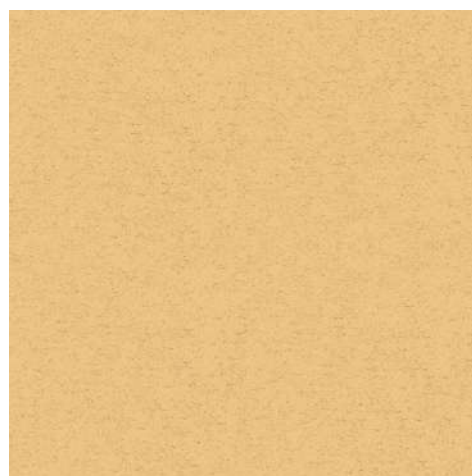
TOILET



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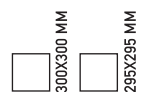


MUGGU ART



SANSKRITI BEIGE

Size from Sikandrabad Plant: 300x300
Size from Hoskote Plant: 295x295



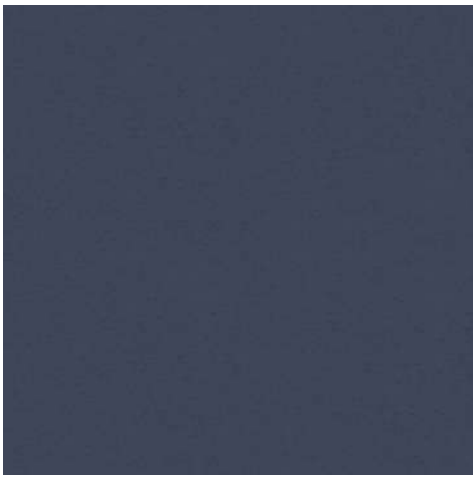
300X300 MM / 295X295 MM

Digital Ceramic Tiles

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RANGOLI ART



SANSKRITI BLUE

Application
Areas



BEDROOM



LIVING ROOM



DINING ROOM



BATHROOM



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AJRAK ART



SANSKRITI CREMA

300X300 MM / 295X295 MM

Digital Ceramic Tiles

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KHATAMKARI ART



SANSKRITI CREMA

Application
Areas



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TECHNICAL SPECIFICATIONS

Digital Ceramic Tiles

Packing Details		
Size	No. of Tiles Per Carton	Covered Area Per Carton
(In mm.)		(In Sq. Mtr.)
300X300 (SKD Floor)	12	1.08

(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	± 0.4%	± 0.1 %	± 0.1 %
Deviation in Thickness		± 5.0 %		± 4.00 %
Straightness of Sides		± 0.2 %	± 0.15 %	± 0.1 %
Rectangularity		± 0.3 %	± 0.2 %	± 0.1 %
Surface Flatness		± 0.5 %		± 0.2 % 😊 😊
Surface Quality		Min 95% of the tiles shall be free from visible defects that would impair the appearance of a major area of the tile		Conforms
Physical Properties				
Water Absorption (%)	IS 13630 Part 2	Average 3 < E ≤6 %, Individual 6.2% Max.		3-6%
Modulus of Rupture in [N/mm ²]	IS 13630 Part 6	Average 22, individual 20, Min.		Min 30 N/mm2
Breaking Strength in N	IS 13630 Part 6	600 Min for thickness <7.5mm, 1000 Minimum for Thickness ≥7.5 mm		Min 700 N
Moisture Expansion in mm/m	IS 13630 Part 3	0.03, Max		Conforms
Scratch Hardness of Surface (Moh's Scale)	IS 13630 Part 13	4, Min		Min 4
Resistance to Surface Abrasion of Glazed Tiles (Class I to V) (Applicable for floor applications a only)	IS 13630 Part 11	Class II, Min		Class II to IV (Depending on surface)
Linear thermal expansion Co-efficient	IS 13630 Part 4	9x10 ⁻⁶ , Max		Conforms
Thermal Shock Resistance	IS 13630 Part 5	10 cycles, Min		Passed
Crazing Resistance	IS 13630 Part 9	4 Cycles@7.5 bar, Min		Passed
Impact Resistance	IS 13630 Part 14	0.55, Min		>0.60
Frost Resistance	IS 13630 Part 10	Required if agreed to between manufacturer and purchaser		Passed
Chemical Properties				
Resistance to Staining of Glazed Tiles	IS 13630 Part 8	Class I, Min		Min class 1
Resistance to Household Chemicals		Class AA, Min		Min class AA
Resistance to acid and alkalis (Except HF)		Required, if agreed		Min 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.

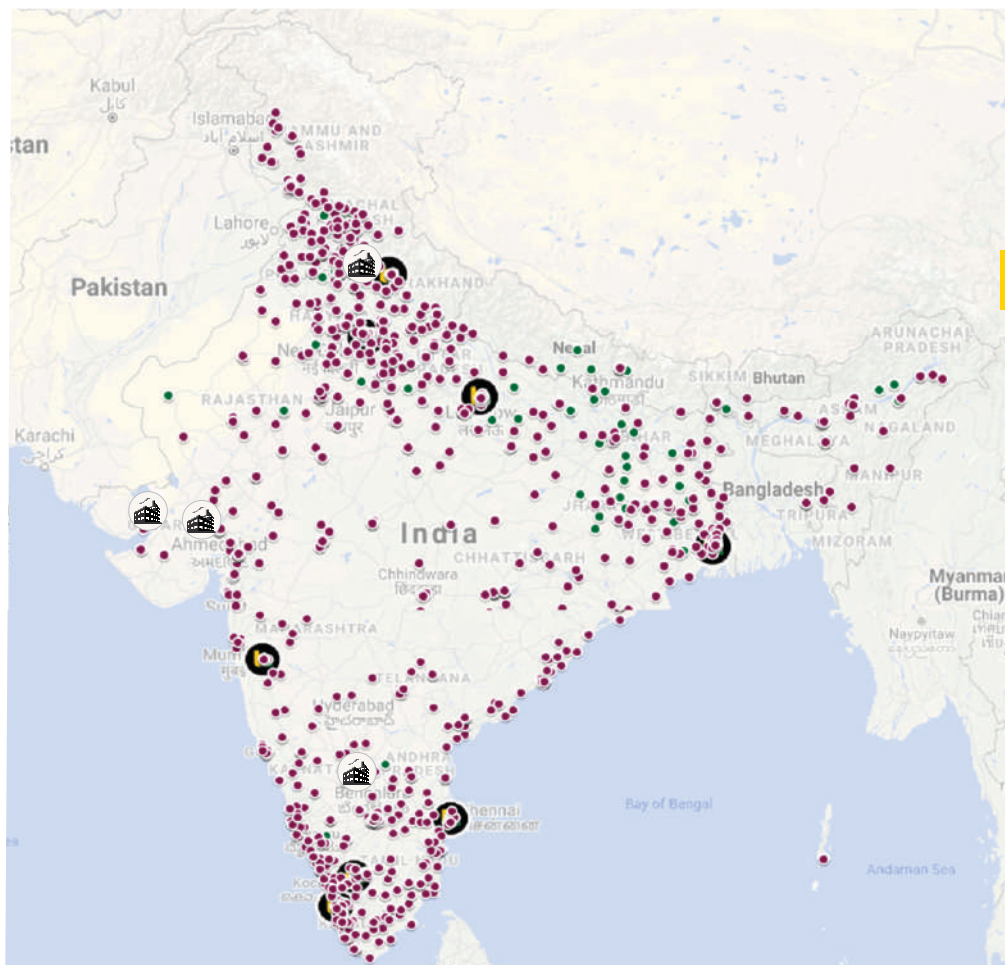
TECHNICAL SPECIFICATIONS

Ceramic Tiles





Packing Details		
Size	No. of Tiles Per Carton	Covered Area Per Carton
(In mm.)		(In Sq. Mtr.)
295X295 (Floor Tiles) (HSK)	10	0.87

As Per Indian Standards (IS 15622:2017) Group B IIa			
Characteristics	Testing Methods	Required as per IS 15622:2017 3 < E ≤ 6 % (Group B II a)	OBL Norms
Dimension & Surface Quality	IS 13630 Part 1/ ISO 10545-2	Rectified	
Deviation in Length & Width		± 0.1 %	Conforms
Deviation in Thickness		± 5.0 %	±4.0%
Straightness of Sides		± 0.1 %	Conforms
Rectangularity		± 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 ²]	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	Class IV
Co-efficient of Linear Thermal Expansion from ambient temperature to 100°C	IS 13630 Part 4/ ISO 10545-8	9x10 ⁻⁶ K ⁻¹ ,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- Coefficient of restitution	IS 13630 Part 14	0.55, Min	Conforms
Chemical Properties	IS 13630 Part 8/ ISO 10545-13 and ISO 10545-14		
Stain Resistance		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. 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



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 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

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 Tel.: +91 11 4068 7468/69

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Visualise selected tiles & get a quote



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