Awards & Accolades

- Established in 1977 - One of the pioneers in Indian Tile Industry.
- One of the largest tile manufacturers and first to launch ultra-vitrified tiles in India.
- GRIHA Certified and a member of Indian Green Building Council.
- ISO 9001:2015 accredited for Quality Control Management System
- ISO 14001:2015 certified for efficient manufacturing units.
- ISI certified products from select plants.
- Owns maximum number of Patent Pending Technologies in the industry.
- More than 150 signature showrooms - Orient Bell Tiles Boutiques in India & Nepal.
Our Milestones

1977
- Incorporated as a Public Limited Company.

1993
- First sensus for shareholders issued in the ratio of 1:1.
- Joint forces with SACML, Implant PFA, Italy for technical interations.
- Mr. K.C. Jogia, veteran the technological takes over the management.

1994

2000
- 1st Channel Partner owned OBTB Launch at Ram "B" Company, Palma.

2004
- 1st Channel Partner owned OBTB Launch at Ram "B" Company, Palma.

2005
- 2nd Bonus for shareholders issued in the ratio of 1:4.

2007
- Achieves turnover of 200 crores.

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

2009
- Enters the luxury home decor segment. Records the highest profit growth in the industry.

2010
- Orient acquires Bell Ceramics
  - Company owned OBTB Launch in New Delhi & Guwahati.

2011
- Awarded Power Brand Status,
  - Company owned OBTB Launch in Kolkata.

2012
- Merges completed with Bell Ceramics and company renamed to Orient Bell Limited, with 2 brands and 3 plants.
  - Company owned OBTB Launch in Kochi.

2013
- Received ISI mark for Sikkim-based manufactured products.

2014
- OBL files 4th patent (pending reg.)
  - Company owned OBTB Launch in Dehradun.

2015
- Equity Partnership with Proton.
  - Company owned OBTB Launch in Ludhiana and Chennai.

2016
- Introduction of new facility to oriented tiles

2017
- 100th Channel Partner
  - Orient OBTB Launch at Ram "B" Company, Nagpur.

2018
- New Production Line in Sikkim-based Plant for big sizes of glazed vitrified tiles.
Artline 300x600mm

- OTF BREEZE MOSAIC ........................................... 01-02
- OTF CHARMY MULTI ........................................... 03-04
- OTF LOB worm SPot ........................................... 05-06
- OTF SAKURA FLORAL MULTI ......................... 07-08
- OTF FRUIT MULTI ........................................... 09-10
- OTF LONDON TOWER ART ................................. 11-12
- OTF TOWER BRIDGE ART ................................. 11-12
- OTF TRIANGLE ROYAL FLORA ......................... 13-14
- OTF CIRCULAR WINGS ..................................... 15-16
- OTF ARTISAN BRIC .......................................... 17-18
- OTF TRIANGLE LINE FLORA .............................. 19-20
- OTF TED BAKER MOSAIC ................................ 21-22
- OTF BRASS POTTERY AQUA .............................. 23-24
- OTF BRASS POTTERY GOLD ............................ 25-26

Artline 300x600mm

- OTF ROYAL CUP SET ........................................ 27-28
- OTF MULTI FLOWERS ...................................... 29-30
- OTF TRADITIONAL WAVE ................................. 31-32
- OTF ROMBICA PATTERN .................................. 33-34
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<td>OTF MODERN MOSAIC BROWN</td>
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<td>OTF ATLANTIS MIX MOSAIC</td>
<td>77-78</td>
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<td>OTF ASTORIA GRAND</td>
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### Midline

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<td>SDH ATELI FLORA HL</td>
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<tr>
<td>SDH PLUMERIA FLOWER HL</td>
<td>87-88</td>
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<td>SDH BLUE W MOSAIC HL</td>
<td>89-90</td>
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<tr>
<td>SDH URO CHECKER FLORAL HL</td>
<td>91-92</td>
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<td>SDH MORVIA ROYAL FLORAL HL</td>
<td>93-94</td>
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<td>SDH TABLEAU VINTAGE FLORAL HL</td>
<td>95-96</td>
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<tr>
<td>SDH PAISLY FLORA HL</td>
<td>97-98</td>
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<td>SDH FLORAL PATTERN HL</td>
<td>99-100</td>
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<td>SDH TULIPS FLORA HL</td>
<td>101-102</td>
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<td>SDH GOLDEN FLOWERS HL</td>
<td>103-104</td>
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<tr>
<td>SDH PROLIX LINE MULTI HL1/2</td>
<td>105-106</td>
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<tr>
<td>SDH FAMOUS MOSAIC HL</td>
<td>107-108</td>
</tr>
<tr>
<td>SDH DRY LEAF HL 1/2/3</td>
<td>109-110</td>
</tr>
</tbody>
</table>
A Royal Touch to your surroundings with these elegant prints & gold trimmings
Code Description

OTF- Orient Bell Third Fire
ODM- Orient Bell Digital Matte | ODG- Orient Bell Digital Glossy | *P- Punch | *R- Rustic
R1 - No Variation | R2 - Slight Variation | R3 - More Variation | R4 - Most Variation
F1 - 1 Face | F2 - 2 Faces | F3 - 3 Faces | F4 - 4 Faces
Q1, Q2, Q3, Q4, Q5 (Grouping) are as per technical parameters

Reactive Matte Satin Matte Ceramic Polished Non Repetitive Patterns
An abstract design like an artsy stroke
Psychedelic patterns in multi-colors to create an edge
MATCHING BASE 1

DCF CHARMY MULTI 300X600MM

DCF JORDY GREY DARK 300X600MM  
DCF JORDY GREY LIGHT 300X600MM

MATCHING BASE 2

NEVADA BIANCO OE 2122 300X600MM

GLACIER (EC) WHITE 300X600MM

* Non-Digital Tile
Design that reflects the artistic vision
A stunning combination of red & black

OTF SAKURA FLORAL MULTI
CTF SAKURA FLORAL MULTI 300X600MM

MATCHING BASE 1
R1 LP1
CCG NORDIC WHITE 300X600MM

MATCHING BASE 2
R1 LF1
ODG LOOK BIANCO 300X600MM

* Non Digital Tile
Delectable designs with mouthwatering fruits
Sepia toned prints with the love for finer things
The triangular patterns to add a new dimension
Beautiful winged patterns in angelic soft colors
Classic brick texture for an archetypal charm

OTF ARTISAN BRIC
A unique mélange of abstract & traditional pattern
Geometric patterns create a striking statement
Showcase of the eclectic pottery
An inspiration right from terracotta art
A design that emulates royalness
MATCHING BASE 1

NEVADA BIANCO CE 2122
300X600MM

MATCHING BASE 2

DCG STATUARIO BIANCO
300X600MM

DCM STATUARIO (E) BIANCO FL
300X600MM

* Non Digital Tile
An array of colourful flowers
MATCHING BASE 1

OTF MULTI FLOWERS 300X600MM

R1 | R1
OCG JUNO MULTI DK 300X600MM

R1 | R1
OCG JUNO MULTI LT 300X600MM

MATCHING BASE 2

R1 F1
OCG SILVIA GREY LT 300X600MM

R1 F1
GLACIER BEIGE WHITE 300X600MM

* Non Digital Tile
Pattern of waves and colors of the beach
MATCHING BASE 1

OTF TRADITIONAL WAVE 300X600MM

MATCHING BASE 2

ODM ESPC DARK 300X600MM
ODM ESPC LIGHT 300X600MM
ODM ESPC LIGHT FL 300X600MM

ODM MARCO BEIGE DK 300X600MM
ODM MARCO BEIGE LT 300X600MM
ODM MARCO BEIGE LT FL 300X600MM
State of the art design
Offbeat patterns with refreshing pop of colors

OTF EXOTIC PATTERN
MATCHING BASE 1

R1 F1

GDM PASTO GREY DK 300X600MM

R1 F1

GDM PASTO GREY LT 300X600MM

MATCHING BASE 2

R2 F4

GDM LEON GREY DARK 300X600MM

R2 F4

GDM LEON GREY LIGHT 300X600MM

R2 F4

GDM LEON (EC) GREY LIGHT FL 300X600MM
Understated florals and soothing shades
MATCHING BASE 1

OFT LUMBER FLORAL
300X600MM

R1 LF1

DOG GUCCI IVORY
300X600MM

R1 LF1

CDM GUCCI (EC) IVORY FL

MATCHING BASE 2

R2 LF4

DOG UNISQUARE BROWN DK
300X600MM

R2 LF4

DOG UNISQUARE BROWN LT
300X600MM

R2 LF4

CDM UNISQUARE (EC) BROWN LT FL
A true symphony of enchanting floral impressions
A full circle of art and astute
OFF PAINT SPOT 300X300MM

ODG NESTOR WHITE 300X300MM

GLACIER ICE WHITE 300X300MM

* Non Digital Tile
Playful combination of colours & patterns
Floral patterns interspersed with liveliness.
MATCHING BASE 1

R2 1P4

CDG LAPDESK BEIGE 300X600MM

MATCHING BASE 2

R2 1P4

CDM LAPDESK BCI BEIGE FL

* Non Digital Tile

TRAVERTINO BEIGE DE 2128 300X600MM
Carved and molded designs to craft the oomph
A decor that emulates your spirit
Hexagon pattern with magical colors

OTF HEXAGON MAGIC
An assortment of classic patterns

OTF VINTAGE TEA CUP
MATCHING BASE 1

R2 | R4

C03 ROMANOVA MAUVE 300X450MM

MATCHING BASE 2

R2 | R4

C03 FLURRY BIANCO 300X450MM

* Note: Digital Tile
Authentic miniature craftsmanship
An antique artistry that emulates nature
Contemporary design with a royale touch
MATCHING BASE 1

SUNNY IVORY OT 4572
300X450MM

MATCHING BASE 2

SNOW WHITE OT 4571
300X450MM

GLACIER (EC) WHITE
300X450MM

* Non Digital Tile
An antique tea set in array of colours
A bed of embellishing flowers
Fine brocades in stunning colours

OTF BARGELLO PATTERN
OTF BARGELLO PATTERN 300X450MM

MATCHING BASE 1

OGG DUNA BROWN 300X450MM

OGG DUNA BEIGE 300X450MM

QUATRO BEIGE 300X450MM

MATCHING BASE 2

OGG TRAVERTINE BROWN DK 300X450MM

OGG TRAVERTINE BROWN LT 300X450MM

ODM TRAVERTINE BROWN DK PL

* Non Digital Tile
A perfect balance of unique pattern & colours
Exaggerated patterns in lively colours

OTF MODERN MOSAIC BLUE
MATCHING BASE 1

ODG DOLPHIN LT 300X450MM

GLACIER ECO WHITE

MATCHING BASE 2

ODG THUNDER BLUE 300X450MM

ODM THUNDER BLUE FL

* Note Digital Tile
A mix of chevron & geometric shapes in harmony
MATCHING BASE 1

OFF ATLANTIC MIX MOSAIC 300X450MM

MISSION LIGHT 300X450MM

MISSION LIGHT 300X450MM

MATCHING BASE 2

SNOW WHITE GT 4571 300X450MM

GLACIER (G) WHITE 300X450MM

* Non Digital Tile
Artline

Authentic miniature craftsmanship

OTF ASTORIA GRAND
A dash of gold imagery on dramatic surfaces. Completely mesmerizing.
**Code Description**

SDH - Special Digital Highlighter
SDM - Special Digital Matte | SDG - Special Digital Glossy
ODM - Orient Bell Digital Matte | ODG - Orient Bell Digital Glossy | *P - Punch | *R - Rustic
R1 - No Variation | R2 - Slight Variation | R3 - More Variation | R4 - Most Variation
F1 - 1 Face | F2 - 2 Faces | F3 - 3 Faces | F4 - 4 Faces
G1, G2, G3, G4, G5 (Grouping) are as per technical parameters

![Reactive Matte Satin Matte Ceramic Polished Non-Repetitive Patterns]
A beautiful sight with enchanting blossoms
Colorful array of flowers. Happy & beautiful interiors
An assortment of blooming flowers

SDH PLUMERIA FLOWER HL
An inspiration from nature. Blue & White Sky
SDH BLUE M1 MOSAIC HL 300X300MM

NEVADA BIANCO OE 2122 300X600MM

R1 F1

GLACIER ICE WHITE 300X600MM

* Non Digital Tile
A classic checkered pattern in bloom
Following the latest drift. Vintage and rugged.
Linear design with geometric shapes. The latest in.
SDH FLORAL PATTERN HL

Grey floral background.
An added design element.
A spectacular blend of beige, white and gold
Rich, golden flowers for a royal look

SDH GOLDEN FLOWERS HL
Rugged effect with a touch of colour
Amalgamation of patchwork & marble effect
Art of making impressions, now on your wall
## TECHNICAL SPECIFICATIONS

**Digital & Non Digital Tiles**

<table>
<thead>
<tr>
<th>Size</th>
<th>No. of Tiles Per Carton</th>
<th>Covered Area Per Carton (in Sq. Mtr.)</th>
<th>Thickness (in mm.)</th>
<th>Avg. Weight (in Kg./Carton)</th>
</tr>
</thead>
<tbody>
<tr>
<td>300X600 (Midline Wall Tiles)</td>
<td>5</td>
<td>0.90</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>300X600 (Artline Wall Tiles)</td>
<td>5</td>
<td>0.90</td>
<td>9.7</td>
<td>15</td>
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<tr>
<td>300X450 (Artline Wall Tiles)</td>
<td>8</td>
<td>1.08</td>
<td>8.7</td>
<td>16</td>
</tr>
<tr>
<td>300X600 (Digital Wall Tiles)</td>
<td>6</td>
<td>1.08</td>
<td>9.5</td>
<td>18.50</td>
</tr>
<tr>
<td>300X450 (Digital Wall Tiles)</td>
<td>6</td>
<td>0.81</td>
<td>8.3</td>
<td>12.30</td>
</tr>
<tr>
<td>300X600 (Non Digital)</td>
<td>6</td>
<td>1.08</td>
<td>9.5</td>
<td>18.50</td>
</tr>
<tr>
<td>300X450 (Non Digital)</td>
<td>6</td>
<td>0.81</td>
<td>8.3</td>
<td>12.50</td>
</tr>
<tr>
<td>300X300 Rectified</td>
<td>12</td>
<td>1.08</td>
<td>8.5</td>
<td>16.20</td>
</tr>
</tbody>
</table>

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

### Characteristics

**Dimension & Surface Quality**

- Deviation in Length & Width
  - Unrectified: ± 0.3%
  - Rectified: ± 0.2%
  - Conforms
- Deviation in Thickness
  - ± 0.5%
  - ± 0.3%
  - Conforms
- Uniformity of Size
  - ± 0.2%
  - ± 0.15%
  - Conforms
- Rectangularity
  - ± 0.3%
  - ± 0.2%
  - Conforms
- Surface Roughness
  - ± 0.3%
  - ± 0.2%
  - Conforms
- Surface Quality
  - Min. 95% tiles should be free from visible defects

**Physical Properties**

- Water Absorption (%)
  - IS 15630 (Part 2):2006
  - Average > 10%
  - ± 1.2%
- Modulus of Rupture (N/mm²)
  - IS 15630 (Part 6):2006
  - Min 15, for thickness < 7.5 mm
  - Min 12, for thickness ≥ 7.5 mm
  - > 15
- Bending Strength in N
  - IS 15630 (Part 11):2006
  - Class B, Min
  - Conforms
- Moisture Expansion in mm/m
  - IS 15630 (Part 3):2006
  - 0.04, Max
  - Conforms
- Scratch Hardness of Surface (Moh’s Scale)
  - IS 15630 (Part 13):2006
  - 3, Min
  - > 3
- Resistance to Surface Abrasion of glazed tiles (Class I to V)
  - IS 15630 (Part 11):2006
  - 9x10^{-8} K, Max
  - Conforms
- Co-efficient of Linear Thermal Expansion from ambient temperature to 100°C
  - IS 15630 (Part 4):2006
  - 10 cycles, Min
  - 4 Cycles@70 bar, Min
  - Passed 10 Cycle
- Thermal Shock Resistance
  - IS 15630 (Part 5):2006
  - 4 Cycles@70 bar, Min
  - 4 Cycle Passed
- Impact Resistance - Coefficient of Fracture
  - IS 15630 (Part 14):2006
  - 0.55, Min
  - > 0.55

**Chemical Properties**

- Resistance to staining of glazed tiles
  - IS 15630 (Part 8):2006
  - 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
  - Resistant

**Note:** Certain shrinkage of tiles and shade variation is inherent in all ceramic products. Colors 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 slip being inherent in 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.