

OBL:HO:SEC:00:

New Delhi : 06-03-2018

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga Building Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001

Stock Code - 530365

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 051

Stock Code: **ORIENTBELL**

Sub: Intimation pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations).

Dear Sir/ Madam,

This letter is in pursuance of Regulation 30(6) of the Listing Regulations read with Para A of Part A of Schedule III of the said Regulations. We are delighted to inform that the Board of Directors of Orient Bell Limited has in its meeting held on Tuesday, 06th March, 2018 approved the appointment of Mr. Aditya Gupta as Chief Executive Officer (CEO) of the Company. As per the provisions of Section 203 of the Companies Act, 2013 read with relevant applicable rules, Mr. Aditya Gupta will be the Whole Time Key Managerial Personnel of the Company with effect from 06th March, 2018.

As per the requirements of Regulation 30 of the Listing Regulations read with SEBI Circular CIR/CFD/CMD/4/2015 dated 9th Sept., 2015 the relevant information is as under:

Sl. No.	Particulars	Information
1	Reason for Change	Appointment
2	Date of Appointment	06 th March, 2018
3	Brief Profile	Mr. Aditya Gupta is a Bachelor of Technology from IIT, Mumbai and a Post Graduate Diploma holder in Marketing & Finance from IIM Bangalore with around 27 years of multi- functional experience in industry leading companies. Throughout his career, he has been recognized & awarded for delivering consistent revenue growth and boosting margins through innovative marketing programs and executional excellence. He is a business leader with strong operational experience in Sales and Marketing, having led new product development, brand initiatives and building large distribution channels across India. For the last decade, he has been responsible for delivering significant revenue (in excess of 4,500CR) and EBITDA targets for business geographies under his control.



Orient Bell Limited

		<p>Mr. Aditya Gupta started his career with United Spirits Ltd (now Diageo) and also worked at Bharti Airtel Ltd. Mr. Aditya would put immense focus on Purpose, Values, Ethics and Institution Building after spending the last nine years with the TATA group, where he worked in their Telecom and Power businesses at various senior positions. His last role was asset monetization and developing new businesses in the upcoming field of Electric Vehicles, Smart Cities and Distributed Generation for TATA Power. His trademark has been a consistent ability to build and lead cross-functional teams with a relentless focus on execution.</p>
4	Disclosure of Relationship between Directors (in case of appointment of Director)	N.A.

This is for your information and record.

Yours faithfully,
 For Orient Bell Limited



Yogesh Mendiratta
 Company Secretary & Head-Legal



Orient Bell Limited

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