

**Press Release date 12<sup>th</sup> May, 2017**

Earlier today, Orient Bell Holding Trust sold 20,79,100 shares of Orient Bell Limited ("OBL"/ "the Company") at an average price of INR 210 per share for an aggregate gross consideration of approx. INR 43.7 crores to multiple investors.

These shares vested with Orient Bell Holding Trust due to the erstwhile amalgamation of Bell Ceramics Limited with Orient Ceramics and Industries Limited (now Orient Bell Limited).

The proceeds of such share sale will flow directly to the Company and will fuel its on-going long term strategic growth initiatives. The funds would be used for enhancing manufacturing capacity, increasing network presence and brand building.

Post the above share sale, the shareholding of the promoters will be approx. 57.6%.

The Company and the Promoters have retained Ambit as their exclusive financial advisors towards this transaction.

For Orient Bell Limited

  
(K.M. Pai)  
Executive Director and CEO



**About Orient Bell Limited**

Established in 1977, Orient Bell is one of India's leading manufacturers of ceramic and vitrified tiles. The Company has a manufacturing capacity of 20 mn sq. meters in-house and an additional third-party manufacturing capacity (through its JVs) of 4 mn sq. meters. The Company currently operates 3 state-of-the-art manufacturing facilities located in Sikandrabad (Uttar Pradesh), Dora (Gujarat) and Hoskote (Karnataka).

**ORIENT BELL LIMITED**

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