

OBL:HO:SEC:00:

New Delhi : 29.03.2014

National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza, Plot no. C/1, 'G' Block,
Bandra Kurla Complex, Bandra East
Mumbai - 400 051

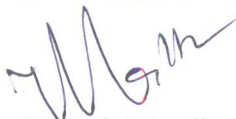
Ref: Stock Code - ORIENTBELL**Sub: Intimation u/r 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for sale of shares of the Company.**

Dear Sir,

This is to inform that the Company has received intimation under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 from 'Morning Glory Leasing and Finance Ltd.' - constituent of promoter and promoters group to have sold 1,22,449 (One Lakh Twenty Two Thousand Four Hundred Forty Nine) equity shares of the Company in open market.

The requisite disclosure in prescribed Form D for this purpose is enclosed. Kindly take it on record and acknowledge.

Yours faithfully,
for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head - Legal

Encl:

- 'Form D' as per Insider Trading regulations.

ORIENT BELL LIMITED

CORPORATE OFFICE: Iris House, 16 Business Centre
Nangal Raya, New Delhi - 110 046 (India)
Tel.: +91 11 4711 9100, Fax: +91 11 2852 1273
REGD. OFFICE & WORKS: 8 Industrial Area
Sikandrabad - 203 205 (U.P.), India
Tel.: +91 5735 222 203 / 222 424, Fax: +91 5735 222 642



FORM -D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulation 13(4), 13(4A) and 13(6)]

Regulation 13(6)- Details of change in shareholding or voting rights held by Director or Officer and his dependents or promoters or person who is part of promoter group of a listed Company.

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer.	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer	Date of receipt of allotment advice/ acquisition / sale of shares/ voting	Date of intimation to company	Mode of Acquisition (market purchase/ public/ right acquisition/ ts/ Preferential offer,	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Qty.	Buy Value Rs.	Sell Qty.	Sell Value Rs.
Morning Glory Leasing & Finance Ltd.	2,09,819	28-03-14	29-03-14	Sale of shares in open market 28-03-2014	87,370	DSE Financial Services Ltd.	BSE Limited	N.A	N.A	1,22,449	59,55,707.50
PAN AAACM0210D Iris House, 16, Business Centre, Nangal Raya, New Delhi 110046	1.55%				0.64%	SEBI Regn. No. INB011183036					

Place : New Delhi
Date: 29/03/2014

For Orient Bell Limited



Yogesh Mendiratta

Company Secretary & Head- Legal