

OBL:HO:SEC:00:

New Delhi : 02.04.2014

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

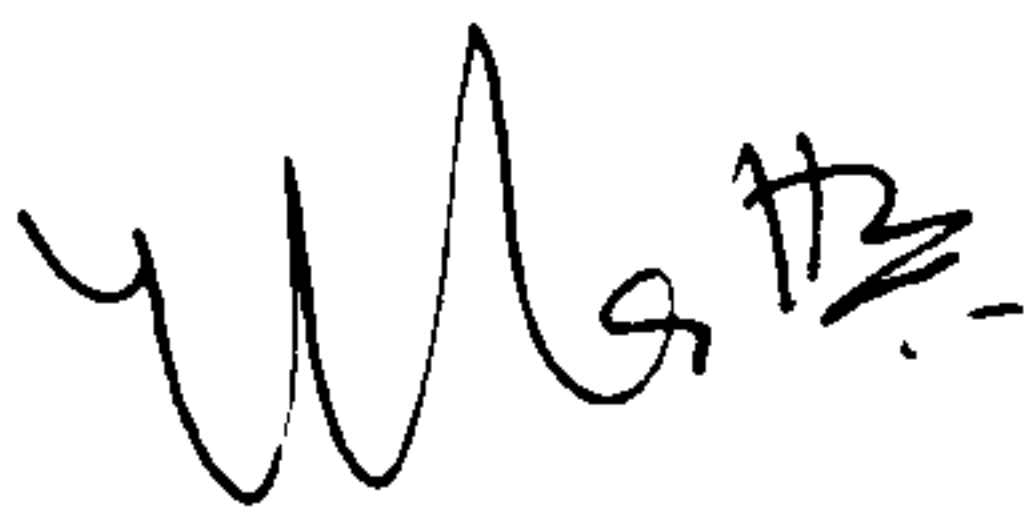
Ref: Stock Code - ORIENTBELL**Sub: Intimation u/r 13(6) of SEBI (Prohibition of Insider Trading) Regulations, 1992.**

Dear Sir,

This is to inform that the Company has received intimation under Regulation 13(4) of SEBI (Prohibition of Insider Trading) Regulations, 1992 from Mr. Vijay Shankar Sharma to have sold 2,50,000 (Two Lakh Fifty Thousand) equity shares of the Company through off market based on which 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
(CIN: L14101UP1977PLC021546)



Yogesh Mendiratta
Company Secretary & Head -Legal

Encl:

- 'Form D' as per Insider Trading regulations.

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 rights	Date of intimation to company	Mode of Acquisition (market purchase/ public/rights/ Preferential offer, etc.)/sale	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration	Exchange on which the trade was executed	Buy Qnty.	Buy Value Rs.	Sell Qnty.	Sell Value Rs.
Mr. Vijay Shankar Sharma PAN ABAPS1012M DLF Belaire Tower D-234 DLF City, Phase 5 Golf course Road, sector 53 Gurgaon 122002	2,50,000 1.84%	31-03-14	01-04-14	Off Market	- 0.00%	Off Market	N.A	N.A	N.A	2,50,000	4,52,00,000

Place : New Delhi
Date:02/04/2014

For Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head- Legal