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New Delhi : 13-05-2013

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

Fax # 26598237 / 38
26598347 / 48

Ref : Stock Code ORIENTBELL**Sub: Press release**

Dear Sir,

We would like to inform that the company has issued a press release dated 13-05-2013. A copy of the same is enclosed for your information and doing the needful.

Kindly acknowledge the receipt.

Yours faithfully,
for Orient Bell Limited



Yogesh Mendiratta
Company Secretary & Head- Legal

Encl: a/a

ORIENT BELL LIMITED

CORPORATE OFFICE: Iris House, 16 Business Centre
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Tel.: +91 11 4711 9100, Fax: +91 11 2852 1273
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OrientService@OrientBell.com Toll Free : 1800 208 1015 (Mon - Sat 9.30 to 18.30 hrs.) SMS: TILE to 53636 www.OrientBell.com/Orient	BellService@OrientBell.com Toll Free : 1800 208 5055 (Mon - Sat 9.30 to 18.30 hrs.) SMS: TILE to 53636 www.OrientBell.com/Bell

Launch of first Tile Education Service "TilesTalk" on Phone, Web, Apple App Store and Google Play by Orient Bell Limited

India's largest digital tile company makes efforts to directly connect with consumers

Editor's synopsis

- Orient Bell Limited is one of the largest tile manufacturing and the largest digital printing company in India.
- Orient Bell Limited offers the widest range of digital Ceramic and Vitrified Digital and Decorative Tiles for walls, floors and elevation for all living and working spaces.
- Along with two established brands and three manufacturing plants in North, West and South India, Orient Bell Limited now owns four amazing patent pending technologies for exclusive solutions. These patented technologies are names 'Forever Tiles', 'GermFree Tiles', 'Cool Tiles' and 'Life Tiles'.
- Orient Bell provides free tile education service on toll free phone, web as well as on Apple and Android mobile devices.
- Orient and Bell brands have thousands of retailers several exclusive and non exclusive Tile Boutiques spread across the country and are in the process of opening over 100 more Orient and Bell Tile Boutiques by September 2013.

Launch of Tile Education Service Tiles Talk by Orient Bell Limited, New Delhi May 2, 2013.

Orient Bell has launched the first Tile Education Service 'Tiles Talk' on Phone, Web, Apple Store and Google Play. It can be accessed at toll free 1800 208 1015 or 1800 208 5055, on web at www.TilesTalk.com and by searching for 'TilesTalk' or 'Orient Bell' on Apple Store or Google Play.



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Orient Bell is the first company to have a professionally managed customer service call center to handle customer queries, sales lead as well as to provide free tile education on toll free calls.

The service is branded 'Tiles Talk' and is available on Orient brands toll free number 1800 208 1015 and Bell brand toll free number 1800 208 5055. Anyone in the country can call toll free and ask anything relating to buying, using, installation or maintenance of tiles. If they are not satisfied with the answers or want more information, an expert will call back.

Now the company has also launched www.TilesTalk.com to provide the same tile education service as well as to become a hub for architects, dealers, masons and others who are connected with tiles, to form their groups or start their own blogs etc.

TilesTalk application is also available on apple stores and Google play. This 360 degree approach to provide education to prospective consumers is the first of its kind in the industry. It will help general consumers and experts alike. All possible questions on tiling are listed on the website and mobile apps with answers. Visitors can search for answers they need or ask their specific questions.

Orient Bell Limited also has a catalog application called TileStyles on App Store and several branded games on Google play. The facebook page of the company www.facebook.com/wecocerupbeautifully has over 4.25 lakh likes and millions of page view per month making it one of the top facebook pages in the country.

Orient Bell Limited is not only the most online savvy company and customer friendly company in the tile industry by far; but is also one of the most prominent ones in India.

About Orient Bell Limited: Orient Bell Limited was formed by the coming together of Orient and Bell Brands. The company has three modern and integrated plants spread across three different parts of India – North (Sikandarabad), South (Hoskote – Bangalore) and West (Dora – Vadodra) and a largest deployment of digital printing technology in the country, Orient and Bell brands offer unique designs and service from the largest network of over 40 warehouses spread across the country are fast becoming the brands of choice. Orient and Bell Tiles are available across thousands of retailers spread all across the country. The company is the first in the industry to provide an integrated customer service and a free branded tile education service called TilesTalk on its toll free numbers, on web and through mobile application. Orient Bell Limited has



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also become the company to hold the maximum number of patent pending technologies in the world tile industry.

Contact Us	Brand Orient  Har ghar khoobsurat hai.	Brand Bell  Your house made sweet home.
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