

ALFA MERCANTILE LIMITED

Iris House, 16 Business Centre, Nangal Raya, New Delhi-110046

CIN: U51909DL1985PLC020474

AM:HO:SEC:00

Date: 08.04.2021

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

Sub: Disclosure under Regulation 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

Dear Sir,

Please find enclosed disclosure under regulation 30(2) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 in prescribed format regarding my shareholding in the Orient Bell Ltd. where we fall in the promoter & promoter's group or PAC(s) category.

Kindly take note of the same.

Yours faithfully,

For Alfa Mercantile Ltd.



Rajesh Bagri
Director



DIN: 00062377

Disclosures under Regulation 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

Part -A

1	Name of the Target Company (TC)	ORIENT BELL LIMITED		
2	Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. National Stock Exchange of India Ltd. 2. BSE Ltd.		
3	Particulars of the shareholder(s):			
a.	Name of person(s) with person acting in concert (PAC) whose total holding is more than 25% of the share or voting rights of the TC.	N.A.		
	Or			
b.	Name(s) of promoter(s), member of the promoter group and PAC with him.	Mr. Mahendra K. Daga, Mr. Madhur Daga, Mrs. Sarla Daga, Mrs. Roma Monisha Sakraney Daga, Mahendra K. Daga (HUF), Good Team Invest. & Trading Co. Pvt. Ltd., Freesia Investment & Trading Co. Ltd., Morning Glory Leasing & Finance Ltd., Alfa Mercantile Ltd., Iris Designs Pvt Ltd.		
4	Particulars of the shareholding of person(s) mentioned at (3) above	Number	% w.r.t total share /voting capital	% of total diluted share/voting capital of TC
a)	As on March 31, 2021, holding of: Shares:-			
i	Mahendra K. Daga	32,40,062	22.57	Not Applicable
ii	Good Team Investment & Trading Co. Pvt. Ltd.	24,07,499	16.77	
iii	Madhur Daga	13,17,933	9.18	
iv	Freesia Investment and Trading Co. Ltd.	6,31,492	4.40	
v	Sarla Daga	7,45,867	5.20	
vi	Mahendra K. Daga (HUF)	4,64,804	3.24	
vii	Morning Glory Leasing & Finance Ltd.	88,820	0.62	
viii	Roma Monisha Sakraney Daga	1,24,929	0.87	
ix	Alfa Mercantile Ltd.	1,08,780	0.76	
x	Iris Designs Pvt Ltd	46,588	0.32	
b)	Voting Rights (otherwise than by shares)	N.A.	N.A.	
c)	Warrants,	N.A.	N.A.	
d)	Convertible Securities	N.A.	N.A.	
e)	Any other instrument that would entitle the holder to receive shares in the TC.	N.A.	N.A.	
Total		91,76,774	63.93	Not Applicable

For Alfa Mercantile Ltd.

Rajesh Bagri

Director

DIN: 00062377

Place: New Delhi

Date: 08.04.2021

PART-B	
Name of the Target Company (TC)	ORIENT BELL LIMITED
Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group
Mahendra K. Daga	Yes
Good Team Investment & Trading Co. Pvt. Ltd.	Yes
Madhur Daga	Yes
Freesia Investment and Trading Co. Ltd.	Yes
Sarla Daga	Yes
Mahendra K. Daga (HUF)	Yes
Morning Glory Leasing & Finance Ltd.	Yes
Roma Monisha Sakraney Daga	Yes
Iris Designs Pvt Ltd.	Yes
Alfa Mercantile Ltd.	Yes

For Alfa Mercantile Limited

Rajesh Bagri
Director

DIN : 00062377

Place: New Delhi

Date: 08-04-2021

