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New Delhi : 17.08.2012

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: Stoc Code - ORIENTBELL
Sub: Press release

Dear Sir,

We would like to inform that the company has issued a press release. A copy of the same is enclosed for your information and uploading on your website.

Kindly acknowledge the receipt.

Yours faithfully,
for Orient Bell Limited
(formerly: Orient Ceramics And Industries Limited)



Yogesh Mendiratta
Company Secretary & Head -Legal

Encl: a/a

ORIENT BELL LIMITED
(formerly: Orient Ceramics And Industries Ltd.)

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, Email: customer@orientbell.com
SMS: TILE to 53636 | Toll Free: 1800 118 453 (Mon - Sat 10.30 to 18.30 hrs from BSNL & MTNL lines)
www.OrientBell.com

PRESS RELEASE

ORIENT BELL LIMITED ANNOUNCES FIRST QUARTER FISCAL YEAR 2013 FINANCIAL RESULTS

Results Highlights Vs Q1 2011-12

As reported Orient Bell Limited without acquired Company Bell Ceramics Ltd results in Q1 2011-12

- Revenue Growth 74.06%
- EBITDA Growth 113.08%
- EBITDA Margin Growth 181 Basis points
- PBT Growth 9.03%

Including Bell Ceramics Limited for Q1 2011-12

- Revenue Growth 11.26%
- EBITDA Growth 19.97%
- EBITDA margin Growth 72 basis points
- PBT growth 15.92%

Despite slowdown in the economy and reduced Government spending, the Company grew well in Q1 by increasing retail sales and private projects. Digital and other value added products launched by the Company in the recent past have done well, improving the sales of traded products and Margins.

On a standalone basis, Bell Brand has reported profits in Q1 after having turned around in the previous quarter.

The Company is preparing for higher sales of Digitally printed tiles in various sizes for wall and floor for both our Brands "Orient" and "Bell" during the current year and improving the top line and margins significantly.



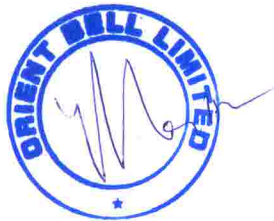
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About Orient Bell Limited :

- Orient Bell Limited is one of the largest manufacturers of tiles in India. With annual manufacturing capacity of approximately 30 million sq. meters. The Company possesses state of the art environment friendly manufacturing units in North, West and South India. The strategic locations of the units have given the added benefit of product availability in all the parts of the country.
- The company has added a new product range **germfree ♦ tiles™** which is a patent pending technology. Orient Bell Limited had already filed a patent for Forever Tiles technology, which was a path breaking step in the history of tiles.
- The company has two valuable brands 'Orient' and 'Bell' for selling own manufactured and domestically outsourced tiles and 'Orient International' to sell its premium imported tiles.



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