

ALFA MERCANTILE LIMITED

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

CIN: U51909DL1985PLC020474

AM:HO:SEC:00

Date: 01.04.2018

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

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

Dear Sir,

Enclosed please find discourse 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.

For ALFA MERCANTILE LTD.

Rajesh Bagri
Director
DIN: 00062377

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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.		
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, 2018, holding of: Shares:-			Not Applicable
i	Mahendra K. Daga	2,898,716	20.37	
ii	Good Team Investment & Trading Co. Pvt. Ltd.	2,378,914	16.72	
iii	Madhur Daga	1,273,264	8.95	
iv	Freesia Investment and Trading Co. Ltd.	536,479	3.77	
v	Sarla Daga	536,228	3.77	
vi	Mahendra K. Daga (HUF)	364,214	2.56	
vii	Morning Glory Leasing & Finance Ltd.	87,370	0.61	
viii	Roma Monisha Sakraney Daga	100,000	0.70	
ix	Alfa Mercantile Ltd.	2,370	0.02	
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		8,177,555	57.46	Not Applicable

For ALFA MERCANTILE LTD.

Director

(Signature)