ORIENT Bell
WALL & FLOOR TILES

OBL:HO:SEC:00: New Delhi : 28.07.2016

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 05

STOCK CODE: ORIENTBELL

Dear Sir/ Madam,

With reference to your email dated 28-7-16 we reply as under:

1. **Reason for change viz. appointment, resignation, removal, death or otherwise**

   Mr. Sameer Kamboj has been appointed as an additional director w.e.f. 27.07.2016. Therefore this is an "Appointment".

2. **Brief profile (in case of appointment)**

   Sameer Kamboj aged about 46 years, is a qualified Chartered Accountant and excelled in the corporate world for over 8 years since 1992. Mr Kamboj has expert knowledge in the fields of Finance, General Management, and Business Processes and has a deep understanding of the "Human Capital with the Emotional Quotient".

   He is a Professional and has raised more than 500 crores from both capital and debt markets for projects in various industries and then moving on to setting up and running a Treasury that became India's largest private treasury in a matter of 2 years. He also worked hands on to set up projects in the textile, auto components, and Information technology Industry and has achieved milestones.

   Since 1999, Sameer has been helping Business Owners and Senior Leaders accomplish their potential in both their personal and professional lives. He is a Strategy and Management Coach. Mr. Kamboj is a Leadership Coach and is a partner of Leadership Management International Inc., USA (LMI) which is the world's oldest and Largest professional development company. He is an active speaker at various seminars. He deliberates on the topics related to "Leadership", Management, Productivity, Indian Business models, and Human Capital.

3. **Term of appointment**

   Mr. Sameer Kamboj has been appointed as Additional Director in terms of Section 161 of the Companies Act, 2013 i.e. from 27.07.2016 till the forthcoming AGM. In the forthcoming AGM he has been proposed to be appointed as a regular Independent Director till 26.07.2021.

ORIENT BELL LIMITED

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Kindly take the above reply on records.

Yours faithfully,
for Orient Bell Limited

ORIENT BELL LIMITED

Yogesh Mendiratta
Company Secretary & Head - Legal