Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	ORIENT BELL LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Alfa Mercantile Ltd.		
Whether the acquirer belongs to Promoter/Promoter group	YES		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1. BSE Limited		
Details of the ~~acquisition~~ / disposal as follows	**Number**	**% w.r.t. total share/voting capital wherever applicable (*)**	**% w.r.t. total diluted share/voting capital of the TC (**)**
Before the ~~acquisition~~/disposal under consideration, holding of :			
a) Shares carrying voting rights	1,27,551	0.94	-
b) Shares in the nature of encumbrance	-	-	-
c) Voting rights (VR) otherwise than by equity shares	-	-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	-	-	-
Total (a+b+c+d)	**1,27,551**	**0.94**	**-**
Details of acquisition/sale:			
a) Shares carrying voting rights ~~acquired~~/sold	1,27,551	0.94	-
b) VRs acquired /sold otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	-	-	-
d) Shares encumbered / invoked/released by the acquirer.	-	-	-
Total (a+b+c+/-d)	**1,27,551**	**0.94**	**-**
After the ~~acquisition~~/sale, holding of:			
a) Shares carrying voting rights	-	-	-
b) Shares encumbered with the acquirer	-	-	-
c) VRs otherwise than by equity shares	-	-	-
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	-	-	-
Total (a+b+c+d)	-	-	-
Mode of ~~acquisition~~/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Open Market		
Date of ~~acquisition~~ / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	28-03-14		
Equity share capital / total voting capital of the TC before the said acquisition/sale (No. of Shares)	1,35,73,451		
Equity share capital/ total voting capital of the TC after the said acquisition/sale (No. of Shares)	[illegible]		
Total diluted share/voting capital of the TC after the said acquisition/sale (No. of shares)	1,35,73,451		

For Alfa Mercantile Ltd.

Director

Place: New Delhi
Date : 29/03/2014

FROM : BARGUJAR FAX NO. : Mar. 29 2014 02:07PM P2