

Date: 01.04.2015

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 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 Mahendra K. Daga (HUF)**

  
**Mahendra K. Daga**  
**Karta**

D1/6, Vasant Vihar  
New Delhi- 110057

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

**PART A**

|              |                                                                                                                                     |                                                                                                                                                                                                                                                                                                                  |                                     |                                               |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------|
| 1            | Name of the Target Company (TC)                                                                                                     | <b>ORIENT BELL LIMITED</b>                                                                                                                                                                                                                                                                                       |                                     |                                               |
| 2            | Name(s) of the Stock Exchange(s) where the shares of the TC are listed                                                              | 1. National Stock Exchange of India Ltd.<br>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, Orient Bell Holding Trust, 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., Iris Designs Pvt. 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, 2015, holding of:<br>Shares:-                                                                                       |                                                                                                                                                                                                                                                                                                                  |                                     | Not Applicable                                |
| i            | Mahendra K. Daga                                                                                                                    | 28,78,079                                                                                                                                                                                                                                                                                                        | 20.83                               |                                               |
| ii           | Good Team Investment & Trading Co. Pvt. Ltd.                                                                                        | 23,62,914                                                                                                                                                                                                                                                                                                        | 17.10                               |                                               |
| iii          | Orient Bell Holding Trust                                                                                                           | 20,79,100                                                                                                                                                                                                                                                                                                        | 15.05                               |                                               |
| iv           | Madhur Daga                                                                                                                         | 12,73,264                                                                                                                                                                                                                                                                                                        | 9.22                                |                                               |
| v            | Freesia Investment and Trading Co. Ltd.                                                                                             | 5,36,479                                                                                                                                                                                                                                                                                                         | 3.88                                |                                               |
| vi           | Sarla Daga                                                                                                                          | 4,82,702                                                                                                                                                                                                                                                                                                         | 3.49                                |                                               |
| vii          | Mahendra K. Daga (HUF)                                                                                                              | 3,43,714                                                                                                                                                                                                                                                                                                         | 2.49                                |                                               |
| viii         | Morning Glory Leasing & Finance Ltd.                                                                                                | 87,370                                                                                                                                                                                                                                                                                                           | 0.63                                |                                               |
| ix           | Roma Monisha Sakraney Daga                                                                                                          | 1,00,000                                                                                                                                                                                                                                                                                                         | 0.72                                |                                               |
| x            | Iris Designs Pvt. Ltd.                                                                                                              | 19,665                                                                                                                                                                                                                                                                                                           | 0.14                                |                                               |
| xi           | Alfa Mercantile Ltd.                                                                                                                | -                                                                                                                                                                                                                                                                                                                | -                                   |                                               |
| 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.                                |                                               |
| <b>Total</b> |                                                                                                                                     | <b>1,01,63,287</b>                                                                                                                                                                                                                                                                                               | <b>73.56</b>                        | <b>Not Applicable</b>                         |

**For Mahendra K. Daga (HUF)**

**Mahendra K. Daga**  
**Karta**

**Place: New Delhi**  
**Date: 1-Apr-15**