

**Freesia Investment
&
Trading Co. Limited**

FI:HO:SEC:00:

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.

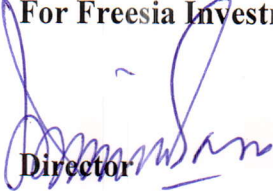
Dear Sir,

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 Freesia Investment & Trading Co. Ltd

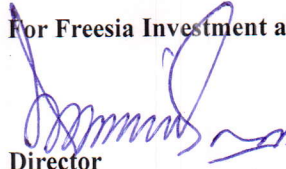

Director

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, 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:			
	Shares:-			
i	Mahendra K. Daga	28,78,079	20.83	Not Applicable
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.	
Total		1,01,63,287	73.56	Not Applicable

For Freesia Investment and Trading Co. Ltd.


Director

Place: New Delhi

Date: 1-Apr-15