

OC:HO:SECT:00: 11

Dated: 03.08.2011

Bombay Stock Exchange Limited  
 Corporate Relationship Department, 1<sup>st</sup> Floor  
 New Trading Ring, Rotunga Building  
 P J Towers, Dalal Street  
**Mumbai-400 001**

Dear Sir/ Madam,

**Sub. : Disclosure under Regulation 7 of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 1997**

Format for disclosure of details of acquisition to target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 7 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

Name of the Target Company	Bell Ceramics Ltd.	
Date of Reporting	03.08.2011	
Name of Stock Exchange where shares of the target company are listed	1. Bombay Stock Exchange Limited 2. National Stock Exchange Limited	
<b>Disclosure under regulation 7 of SEBI (Prohibition of Insider Trading) Regulations, 1992</b>		
Name of the acquirer and PAC's with the acquirer	Orient Ceramics And Industries Ltd.	
Details of the Acquisition as follows	Number	% w.r.t. total paid up capital of target company
a) Shares/ Voting Rights (VR) before acquisition under consideration	82,72,567	67.95%
b) Shares/ Voting Rights acquired	43,833*	0.36%*
c) Shares/ VR after acquisition	83,16,400	68.31%
Mode of acquisition (e.g. open market/ public issue/ rights issue/ preferential allotment/ interse transfer etc.)	Off Market	
Date of receipt of intimation	03.08.2011	
Paid up capital / total voting capital of the target company before the said acquisition	Rs. 12,17,38,070/-	
Paid up capital / total voting capital of the target company after the said acquisition	Rs. 12,17,38,070/-	

\*Orient Ceramics And Industries Ltd. (OCIL) has entered into a Share Purchase Agreement (SPA) dated 20/09/2010 with Mr. Shiv K. Jatia, erstwhile promoter of Bell Ceramics Ltd. Under the terms of SPA, it was agreed that Mr. Shiv K. Jatia will sell his 76,59,925 equity shares (62.92%) to OCIL. Out of 76,59,925 equity shares (62.92%), 72,216 equity shares (0.59%) were pledged with IDBI Bank and were to be transferred to OCIL on their release. Accordingly, out of the total 76,59,925 equity shares (62.92%), 75,87,709 equity shares (62.33%) were transferred to OCIL on 29/12/2010. These 72,216 equity shares have been released by the IDBI Bank. Out of the pledged 72,216 equity shares (0.59%), 28,383 equity shares (0.23%) were transferred to Orient Ceramics And Industries Ltd. on 23.07.2011 (intimation received on 26.07.2011). The balance 43,833 shares have been transferred on 29.07.2011 (intimation received on 03.08.2011).

Yours faithfully,  
 For Orient Ceramics And Industries Ltd.

  
 Yogesh Mendiratta  
 Company Secretary

**ORIENT CERAMICS AND INDUSTRIES LTD.**

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