

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	Madhur Daga		
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 2. National Stock Exchange of India 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	10,23,164	7.54	-
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)	10,23,164	7.54	-
Details of acquisition/sale:			
a) Shares carrying voting rights acquired/sold	2,50,000	1.84	-
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)	2,50,000	1.84	-
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	12,73,164	9.38	-
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)	12,73,164	9.38	-
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Off Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	02-04-14		
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)	1,35,73,451		
Total diluted share/voting capital of the TC after the said acquisition/sale (No. of shares)	1,35,73,451		

Madhur Daga

Place: New Delhi
Date : 02/04/2014