



OBL:HO:SEC:00:

New Delhi : 28<sup>th</sup> June, 2024

BSE Limited  
Corporate Relation Department  
1st Floor, New Trading Ring  
Rotunga Building  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai - 400 001

National Stock Exchange of India Ltd.  
Exchange Plaza,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (E)  
Mumbai-400 051

**Stock Code - 530365**

**Stock Code: ORIENTBELL**

**Sub. : Disclosure pursuant to the provisions of Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), we hereby inform you that Orient Bell Limited has incorporated a Wholly-Owned Subsidiary Company named as Cestrum Enterprises Private Limited on June 27, 2024.

The details pursuant to Regulation 30 read with Schedule III of the Listing Regulations and SEBI circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are appended as **Annexure-A**.

Kindly take the same on your records.

Yours faithfully,  
for Orient Bell Limited

Yogesh Mendiratta  
Company Secretary & Head-Legal  
Encl.: as above

Orient Bell Limited

CORPORATE OFFICE: Iris House, 16 Business Centre, Nangal Raya, New Delhi - 110 046, India. Tel.: +91 11 4711 9100  
REGD. OFFICE : 8 Industrial Area, Sikandrabad - 203 205 (U.P.) India. Tel.: +91 5735 222 203 / 222 / 424, +91 81910 04575 / 76. Fax: +91 5735 222 642

E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546

**Annexure-A**

SL. NO.	PARTICULARS	DETAILS
1.	Name of the target entity, details in brief such as size, turnover etc.	<p>Orient Bell Limited has incorporated a Wholly Owned Subsidiary on 27<sup>th</sup> June, 2024 named “Cestrum Enterprises Private Limited”.</p> <p>Authorized Capital: Rs. 10,00,000/- Subscribed Capital : Rs. 1,00,000/-</p> <p>Turnover: Not applicable (It is a newly incorporated Company and is yet to commence its business)</p>
2.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”.	<p>Cestrum Enterprises Private Limited being Wholly Owned Subsidiary of Orient Bell Limited falls within the purview of Related Party.</p> <p>Save and except what is mentioned above, the Promoters / promoter group / group companies are not interested in the transaction.</p>
3.	Industry to which the entity being acquired belongs.	Tiles, Sanitaryware and allied products
4.	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity).	To carry out the business of import export, trading of Tiles, Sanitaryware and allied products.
5.	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
6.	Indicative time period for completion of the acquisition.	Not Applicable
7.	Nature of consideration - whether cash consideration or share swap and details of the same.	Share subscription amount : Rs. 1,00,000/- (Rupees One Lakh only) i.e 10,000 equity shares of Rs. 10/- each.
8.	Cost of acquisition or the price at which the shares are acquired.	100% subscription to the equity share at face value
9.	Percentage of shareholding / control acquired and / or number of shares acquired.	100%

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10.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	<b>Date of incorporation of Cestrum Enterprises Private Limited:</b> 27-06-2024 <b>Country of Incorporation:</b> India Other information is not Applicable since it's a newly incorporated company.
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