

**ALFA MERCANTILE LIMITED**

**Iris House, 16 Business Centre, Nangal Raya, New Delhi-110046  
CIN: U51909DL1985PLC020474**

Date: 23.03.2020

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

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.**

Dear Sir/Madam,

Enclosed please find disclosure under regulation 29(2) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 in prescribed format regarding our 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 Alfa Mercantile Limited



Rajesh Bagri  
Director  
DIN: 00062377

**Phone No. : 011- 28523375  
Email : alfamercantile@gmail.com**

**Format for 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	Alfa Mercantile Ltd.		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1. National Stock Exchange of India Ltd. 2. BSE Ltd.		
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 (**)
<b>Before the acquisition under consideration, holding of :</b>	5,814	0.04	N.A.
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)			
<b>Details of acquisition/sale</b>	6,159	0.04	N.A.
a) Shares carrying voting rights acquired/sold			
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			
e) Total (a+b+c+/-d)			

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<b>After the acquisition/sale, holding of:</b>	11,973	0.08	N.A.
a) Shares carrying voting rights			
b) Shares encumbered with the acquirer			
c) VRs otherwise than by 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			
e) Total (a+b+c+d)			
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	20.03.2020		
Equity share capital / total voting capital of the TC before the said acquisition / sale	14,28,40,760		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	14,28,40,760		
Total diluted share/voting capital of the TC after the said acquisition	14,28,40,760		

(\* Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**Signature of the acquirer**

For Alfa Mercantile Ltd.

  
Rajesh Bagri  
Director  
DIN: 00062377  
Place: New Delhi  
Date: 23/03/2020

**Format for 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	Alfa Mercantile Ltd.		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	1. National Stock Exchange of India Ltd. 2. BSE Ltd.		
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 (**)
<b>Before the acquisition under consideration, holding of :</b>	11,973	0.08	N.A.
<ul style="list-style-type: none"> <li>a) Shares carrying voting rights</li> <li>b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)</li> <li>c) Voting rights (VR) otherwise than by shares</li> <li>d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)</li> <li>e) Total (a+b+c+d)</li> </ul>			
<b>Details of acquisition/sale</b>	21890	0.15	N.A.
<ul style="list-style-type: none"> <li>a) Shares carrying voting rights acquired/sold</li> <li>b) VRs acquired /sold otherwise than by shares</li> <li>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</li> <li>d) Shares encumbered / invoked/released by the acquirer</li> <li>e) Total (a+b+c+/-d)</li> </ul>			



<b>After the acquisition/sale, holding of:</b>	33,863	0.24	N.A.
a) Shares carrying voting rights			
b) Shares encumbered with the acquirer			
c) VRs otherwise than by 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			
e) Total (a+b+c+d)			
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	23.03.2020		
Equity share capital / total voting capital of the TC before the said acquisition / sale	14,28,40,760		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	14,28,40,760		
Total diluted share/voting capital of the TC after the said acquisition	14,28,40,760		

(\* Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**Signature of the acquirer**

For Alfa Mercantile Ltd.

  
Rajesh Bagri  
Director  
DIN: 00062377  
Place: New Delhi  
Date: 23/03/2020