

ORIENT BELL LIMITED

PRESS RELEASE DATED: 08th NOVEMBER, 2013

Bell Tiles launches company owned Bell Tile Boutique (BTB) in Bangalore

Editor's synopsis

- Orient Bell Limited is one of the largest tile manufacturing and the largest digital printing company in India.
- Orient Bell Limited offers the widest range of Digital Ceramic and Vitrified Digital and Decorative Tiles for walls, floors and elevation for all living and working spaces.
- Along with two established brands, cross border design studios and three manufacturing plants in North, West and South India, Orient Bell Limited now owns four amazing patent pending technologies for exclusive solutions. These patented technologies are names 'Forever Tiles', 'GermFree Tiles', 'Cool Tiles' and 'Life Tiles'.
- Orient Bell provides free tile education service on toll free phone, web as well as on Apple and Android mobile devices.
- Orient and Bell brands have thousands of retailers several exclusive and non exclusive Tile Boutiques spread across the country and are in the process of opening over 150 more Orient and Bell Tile Boutiques by March 2014.

Bangalore 8th Nov'13 - Orient Bell Ltd., the largest manufacturer of Digital, Ceramic, Vitrified, Polished Vitrified, Double Charged, Vitrified and Decorative Tiles for walls, floors, facades, elevation, kitchens, bathrooms and every kind of living and working spaces, brings the premium range of 'Digital Tiles to Bangalore with the opening of Bell Tile Boutique in Bangalore today. This Bell Tile Boutique is managed and operated by the company. In the last few months of the current financial year the company has opened 12 Bell Tile Boutiques in South India and 4 in Karnataka owned and operated by its dealers. This new Bell tile boutique is in line with the rapid expansion of the company's retail plans and is dedicated to provide architects, dealers and consumers alike an unparalleled selection of world-class products. The Tile Boutique also showcases patent pending products like Forever Tiles, GermFree Tiles, Cool Tiles and Life Tiles.

Bell Tile Boutique is situated on Shrivaru Arcade, 1341/33, 2nd floor, 32nd E Cross Road, 4th T Block Jayanagar, Bangalore, a premium location spread over 1700 sq ft, with ample parking space. It will enable customers to touch, feel and experience the entire product portfolio of Bell Tiles.

Mr. Madhur Daga, Joint Managing Director, Orient Bell Limited inaugurated the tile boutique in Bangalore in the presence of Mr. Vijay Shankar Sharma, Chief Executive Officer, Ashish Mehta, President sales and Marketing and. Mr Sasindran Nair, Head of Sales for South India.



	
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Speaking on the occasion Mr. Madhur Daga, Joint Managing Director said,

"It is really a matter of pride for us to have our first company owned Tile Boutique in Bangalore, the city of vibrant culture and rich history. Orient Bell Limited looks forward to consolidate its presence in the Southern Region market and to enhance its already prominent market share. Bangalore Tile Boutique will set the display and customer service benchmarks for the many more planned franchisee Bell Tile Boutiques that will open soon."

Mr. Vijay Shankar Sharma, CEO added "Bell Tile Boutique will help consumers and dealers alike to experience our digital product range in particular which are now manufactured in our world class plant at Bangalore. Being so close to Bangalore and Karnataka market, were able to provide easy availability of the products displayed at the boutique."

About Orient Bell Limited: Orient Bell Limited was formed by the coming together of Orient and Bell Brands. The company has three modern and integrated plants spread across three different parts of India – North (Sikandarabad), South (Hoskote – Bangalore) and West (Dora – Vadodra) and the largest deployment of digital printing technology in the country. Orient and Bell brands offer unique designs from international & local design studios as well as service from the largest network of over 40 warehouses spread across the country & are fast becoming the brands of choice. Orient and Bell Tiles are available across thousands of retailers spread all across the country. The company is the first in the industry to provide an integrated customer service and a free branded tile education service called TilesTalk on its toll free numbers, on web and through mobile application. Orient Bell Limited has also become the company to hold the maximum number of patent pending technologies in the global tile industry.

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