

IRIS DESIGNS LTD.



IRIS HOUSE

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ID:HO:SEC:00

Date: 01.04.2015

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

Fax # 26598237 / 38
26598347 / 48

Sub: Disclosure under Regulation 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

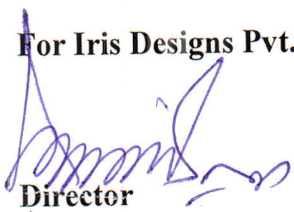
Dear Sir,

Enclosed please find disclosure under regulation 30(2) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 in prescribed format regarding my 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 Iris Designs Pvt. Ltd.


Director

Disclosures under Regulation 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

PART-A

1	Name of the Target Company (TC)	ORIENT BELL LIMITED		
2	Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. National Stock Exchange of India Ltd. 2. BSE Ltd.		
3	Particulars of the shareholder(s):			
a.	Name of person(s) with person acting in concert (PAC) whose total holding is more than 25% of the share or voting rights of the TC.	N.A.		
	Or			
b.	Name(s) of promoter(s), member of the promoter group and PAC with him.	Mr. Mahendra K. Daga, Orient Bell Holding Trust, Mr. Madhur Daga, Mrs. Sarla Daga, Mrs. Roma Monisha Sakraney Daga, Mahendra K. Daga (HUF), Good Team Invest. & Trading Co. Pvt. Ltd., Freesia Investment & Trading Co. Ltd., Morning Glory Leasing & Finance Ltd., Iris Designs Pvt. Ltd., Alfa Mercantile Ltd.		
4	Particulars of the shareholding of person(s) mentioned at (3) above	Number	% w.r.t total share /voting capital	% of total diluted share/voting capital of TC
a)	As on March 31, 2015, holding of:			
i	Shares:-			
ii	Mahendra K. Daga	28,78,079	20.83	Not Applicable
iii	Good Team Investment & Trading Co. Pvt. Ltd.	23,62,914	17.10	
iv	Orient Bell Holding Trust	20,79,100	15.05	
v	Madhur Daga	12,73,264	9.22	
vi	Freesia Investment and Trading Co. Ltd.	5,36,479	3.88	
vii	Sarla Daga	4,82,702	3.49	
viii	Mahendra K. Daga (HUF)	3,43,714	2.49	
ix	Morning Glory Leasing & Finance Ltd.	87,370	0.63	
x	Roma Monisha Sakraney Daga	1,00,000	0.72	
xi	Iris Designs Pvt. Ltd.	19,665	0.14	
	Alfa Mercantile Ltd.	-	-	
b)	Voting Rights (otherwise than by shares)	N.A.	N.A.	
c)	Warrants,	N.A.	N.A.	
d)	Convertible Securities	N.A.	N.A.	
e)	Any other instrument that would entitle the holder to receive shares in the TC.	N.A.	N.A.	
Total		1,01,63,287	73.56	Not Applicable

For Iris Designs Pvt. Ltd.


Director

Place: New Delhi

Date: 1-Apr-15

PART-B		
Name of the Target Company (TC)	ORIENT BELL LIMITED	
Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Mahendra K. Daga	Yes	ADQPD9198R
Good Team Investment & Trading Co. Pvt. Ltd.	Yes	AACCG1550E
Orient Bell Holding Trust	Yes	AAATO3371L
Madhur Daga	Yes	AAFPD0855K
Freesia Investment and Trading Co. Ltd.	Yes	AAACF0352K
Sarla Daga	Yes	ACUPD8181H
Mahendra K. Daga (HUF)	Yes	AAAHM2212E
Morning Glory Leasing & Finance Ltd.	Yes	AAACM0210D
Roma Monisha Sakraney Daga	Yes	AGTPD5627P
Iris Designs Pvt. Ltd.	Yes	AAACI0183M
Alfa Mercantile Ltd.	Yes	AAACA0098F

Place: New Delhi

Date: 01-04-2015