

A New Space...

Annual Report **2021-22**

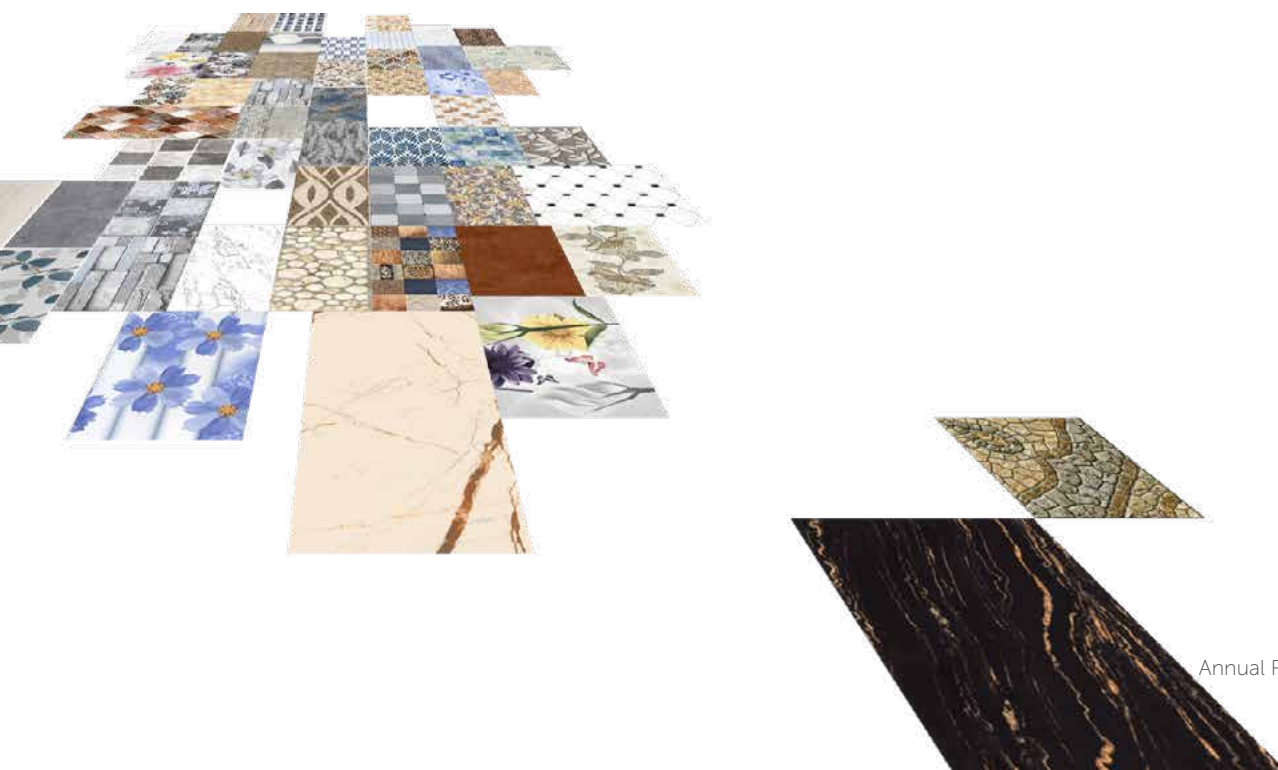
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We are one of India's leading tile brands and have been manufacturing & marketing tiles for the last 45 years, since 1977.

We have been running a profitable enterprise for decades.

**So just
what is new?**



**We have
initiated
our journey
towards**





‘Making Tile Buying Easier’.



Just why?

Tile buying, until today, has always been an arduous journey. And a rather anxious one. Most consumers buy tiles once or twice in their lifetime making it even more anxiety-provoking.

Even a project customer, as tiles are only a small portion of his purchase basket, is incredibly anxious given the dramatically high impact tiles have on value perceptions.

Anxiety 1

The journey to a tile showroom is a must.

How much would it cost me? Which showroom to visit? What should I look for? Who can help me select the best tile for me? Can I get wooden tiles for my bedroom? Why does information differ so much from one showroom to another? Whom do I trust?

Anxiety 2

When you finally reach the showroom, it's even more confusing.

What size is right? What should I choose between vitrified or ceramic? What's the right price? How will this look in my room? How many boxes of tiles should I buy?

Anxiety 3

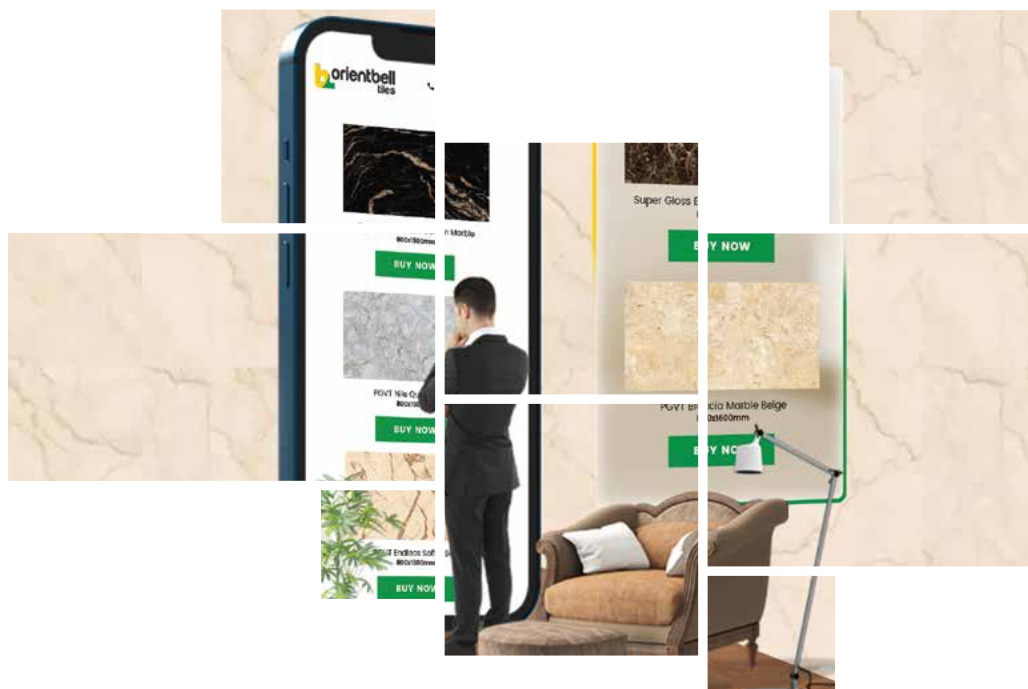
After you finish buying the tile...

How do I supervise the mason or contractor? How do I know he is doing a good job? What if there is breakage or wastage? Can I drill a hole in the tile?

In today's day and age, when everything can be seen, and bought from the comfort of one's mobile phone...

...why can't I have the same experience for selecting and buying tiles?





At Orient Bell Ltd. (OBL),

we have started addressing some of these concerns.

We are addressing a whole lot of questions on our website.

Now rather than using your feet & elbow grease for buying a tile, you can now use your fingers.

Try it!

You just need to visit our website, www.orientbell.com

You can even upload the picture of the room and try tiles on the wall or floor. You can select from the thousands of tiles available on the website to see the exact look of your room and decide on your favourite one.

Moreover, each tile can be combined with other tiles in multiple ways. You can actually have a lot of fun designing your room with your near & dear.

Now, you can also order your tile samples on our website.

Or as an architect download a high-res image for modelling.

All from the comfort of your chair!

Even those visiting our Tile stores will find a cool software, Quicklook - that any Channel partner can use to visualise, tiles in various combinations & situations.

Silently, we have been simplifying tile buying and making it easier.

Our effort in developing this unique solution has drawn the spotlight on OBL.

Orient Bell's website www.orientbell.com has been awarded as the website of the year.



**We have
begun
making our
business
both**





Solid & liquid.





A liquid business makes for a solid enterprise. Because it gives the muscle to transform aspirations into reality and estimates into performance.

Hence, staying rooted to the basics, is key to sustaining success.