

**CORRIGENDUM TO THE PUBLIC ANNOUNCEMENT FOR THE ATTENTION OF THE
SHAREHOLDERS OF**

BELL CERAMICS LIMITED

Having Registered Office: Dora Village, Amod Taluka, Bharuch - 392230, Gujarat.

This corrigendum to the Public Announcement is being issued by Centrum Capital Limited ("Centrum" or the "Manager to the Offer") on behalf of Orient Ceramics And Industries Limited (the "Acquirer" or "OCIL") along with Mr. Mahendra K. Daga, Ms. Sarla Daga, Freesia Investment And Trading Company Limited and Morning Glory Leasing And Finance Limited, the Persons Acting in Concert, to the equity shareholders of Bell Ceramics Limited pursuant to and in compliance with, regulation 10 and 12 and other applicable provisions of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto ("SEBI (SAST) Regulations"). The shareholders of Bell Ceramics Limited ("BCL"/"Target Company") are requested to note the following developments/amendments with respect to and in connection with the Public Announcement issued on September 22, 2010 ("PA").

1. OFFER SCHEDULE

The clause 10.16 of PA should be revised to read as follows:

Activity	Original Schedule	Revised Schedule
Specified Date	Friday, September 24, 2010	Friday, September 24, 2010
Last Date for Competitive Bid, if any	Wednesday, October 13, 2010	Wednesday, October 13, 2010
Last date by which Letter of Offer will be dispatched to shareholders of the Target Company	Wednesday, November 03, 2010	Friday, November 19, 2010
Date of opening of the Offer	Wednesday, November 10, 2010	Wednesday, November 24, 2010
Last date for revising the Offer Price/ No. of equity Shares	Friday, November 19, 2010	Thursday, December 02, 2010
Last date of withdrawal of tendered application by the shareholders of BCL	Thursday, November 25, 2010	Wednesday, December 08, 2010
Date of closing of the Offer	Monday, November 29, 2010	Monday, December 13, 2010
Date by which acceptance / rejection under the Offer would be intimated and the corresponding payment for the acquired Equity Shares and/or the unaccepted Equity Shares / Share Certificate(s) will be dispatched.	Wednesday, December 15, 2010	Tuesday, December 28, 2010

2. OTHER TERMS OF THE OFFER:

- In para 2.1, para 3.2 and para 9.1 of the PA, the Offer Price of ₹24.95 (Rupees Twenty Four and Ninety Five paise only) is revised to ₹25.00/- (Rupees Twenty Five only).
- With the revision of the Offer Price, the maximum fund requirement for the acquisition of 24,34,762 equity shares has increased by ₹1,21,738 and therefore in para 9.1 of the PA, the amount of ' ₹6,07,47,312' be read as ' ₹6,08,69,050'.
- With the revision of the Offer Price, the Acquirer has deposited an additional amount of ₹1,21,738 in the escrow account and therefore in para 9.2 of the PA, the amount of ' ₹6,07,47,312' be read as ' ₹6,08,69,050'.

This corrigendum to the Public Announcement should be read in conjunction with the PA. Terms not defined herein will have the same meanings as defined in the PA. All other terms and conditions of the Open Offer remain unchanged. For more details please refer to the Letter of Offer dated November 18, 2010.

If Shareholders have any queries with regard to the Offer, they should consult the Manager to the Offer or Registrar to the Offer.

This corrigendum to the Public Announcement will also be available on the SEBI's website (www.sebi.gov.in).

The Acquirers and the respective Directors accept full responsibility for the information contained in this corrigendum and also for their obligations as laid down in terms of the SEBI (SAST) Regulations.

**Issued by the Manager to the Offer
For and on behalf of the Acquirer**

CENTRUM

Centrum Capital Limited

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Date : 18 November, 2010

Place: Mumbai

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