



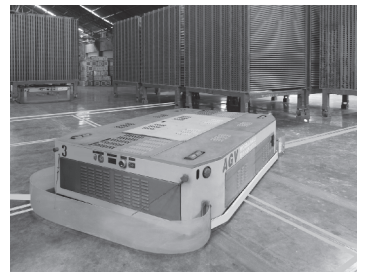
# europa

MODULAR TILES

455x305mm | 305x305mm | 155x305mm







## STATE OF THE ART MANUFACTURING FACILITIES

Orient Bell Limited (OBL) is one of the largest manufacturers of wall and floor tiles in India. Established in 1977, OBL has been a pioneer in the industry, with a strong focus on customer-centric innovation.

It was the first to manufacture ultra-vitrified tiles, and new product design and development continue to be an ongoing process at OBL. As a result, the company offers an extensive range of tiles in various finishes and textures.

OBL holds two patented technologies — Anti-Static Tiles and Anti-Viral Tiles — and three patent-pending technologies: Scratch-Free Forever Tiles, Germ-Free Tiles, and Cool Tiles.

To showcase its wide range of tiles, OBL operates a chain of signature showrooms. Privileged to be associated with leading architects and construction firms across the country, OBL also counts most of the top developers, government bodies, and public sector institutions among its valued customers.



## OBL Awards & Accolades

LISTED ON BSE (530365) FOR ~30+ YEARS. AND ALSO ON NSE (ORIENTBELL).



At OBL we believe in excellence. The ISO 9001:2015 accreditation for our quality control management systems reflects this quest for manufacturing products that meet international standards. In 2015 our Sikandarabad plant was awarded with prestigious ISI certification for its products.

As early as in May 2000, OBL was awarded the prestigious ISO 14001 certification by the internationally recognised BSI Management Systems, UK. Our manufacturing units are ISO 14001:2015 certified, the most complete and global expression for an environment friendly industrial company.

We believe in making great products in a safe, healthy and environment friendly way. We have been awarded OHSAS 18001 Certification for Health & Safety Standards. No waste water is ever discharged from our factory.

OBL won the "Certificate Of Merit" in National Energy Conservation Award' 2016 organised by Ministry of Power for saving on Power and Fuel consumption.



Realty+ recognizes the best of the best within the ranks of Indian Real Estate



**Brand of The Year 2025**  
(Flooring Idea-Tiles & Ceramic)



**Indian Digital Marketing 2023**  
Best use of social media



**e4m Pride of India Brands 2022**  
(The Best Of Bharat Conference & Awards)



**Website of The Year 2024**  
for [www.orientbell.com](http://www.orientbell.com)  
(India's construction & design industry)



**Customer Retail Journey Innovation**  
Winners Future of Retail Summit & Awards 2020



**CEO with HR Orientation**  
ZEE BUSINESS  
National Human Capital Leadership Congress & Awards

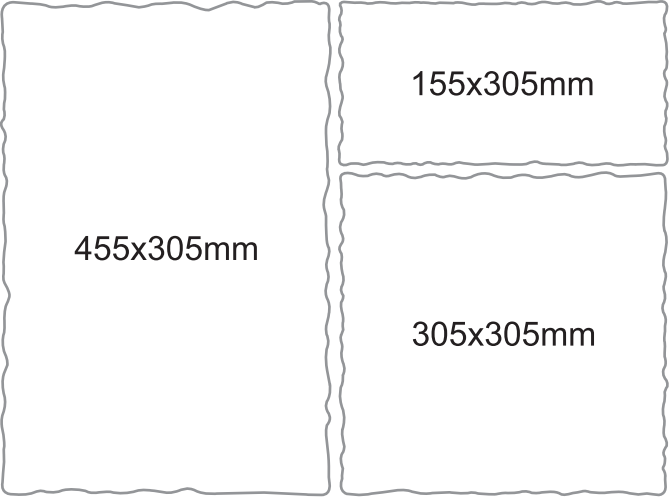




**europa**  
MODULAR TILES  
455x305mm | 305x305mm | 155x305mm

# INDEX

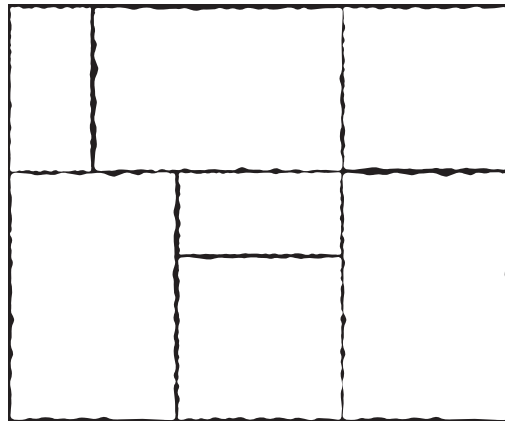
|                         |    |
|-------------------------|----|
| Beige Wavy Edge Modular | 23 |
| Brown Wavy Edge Modular | 25 |
| Cotto Wavy Edge Modular | 27 |
| Crema Wavy Edge Modular | 19 |
| Fog Wavy Edge Modular   | 13 |
| Grey Wavy Edge Modular  | 15 |
| Multi Wavy Edge Modular | 29 |
| Nero Wavy Edge Modular  | 17 |
| Steel Wavy Edge Modular | 11 |
| Tan Wavy Edge Modular   | 21 |



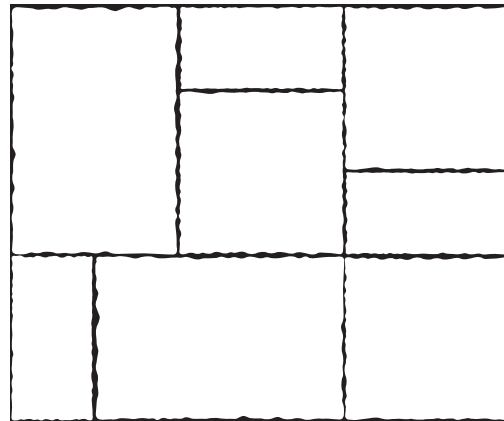


## Multiple Laying Pattern Options

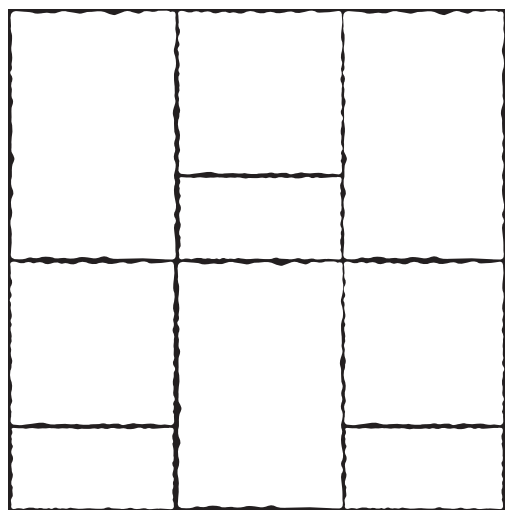
Laying Pattern -1



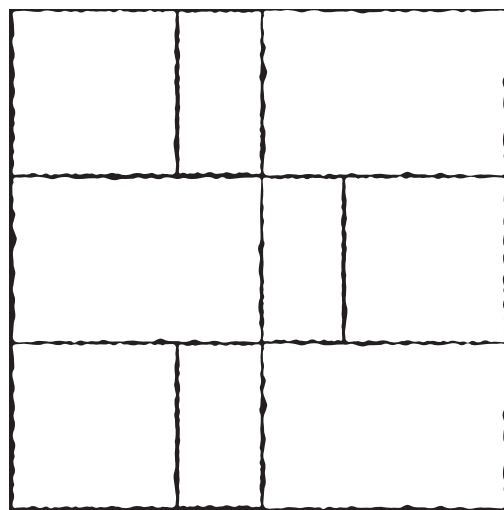
Laying Pattern -2



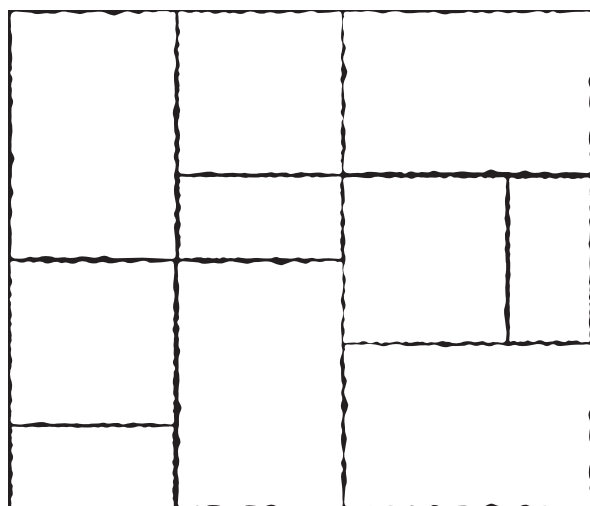
Laying Pattern -3



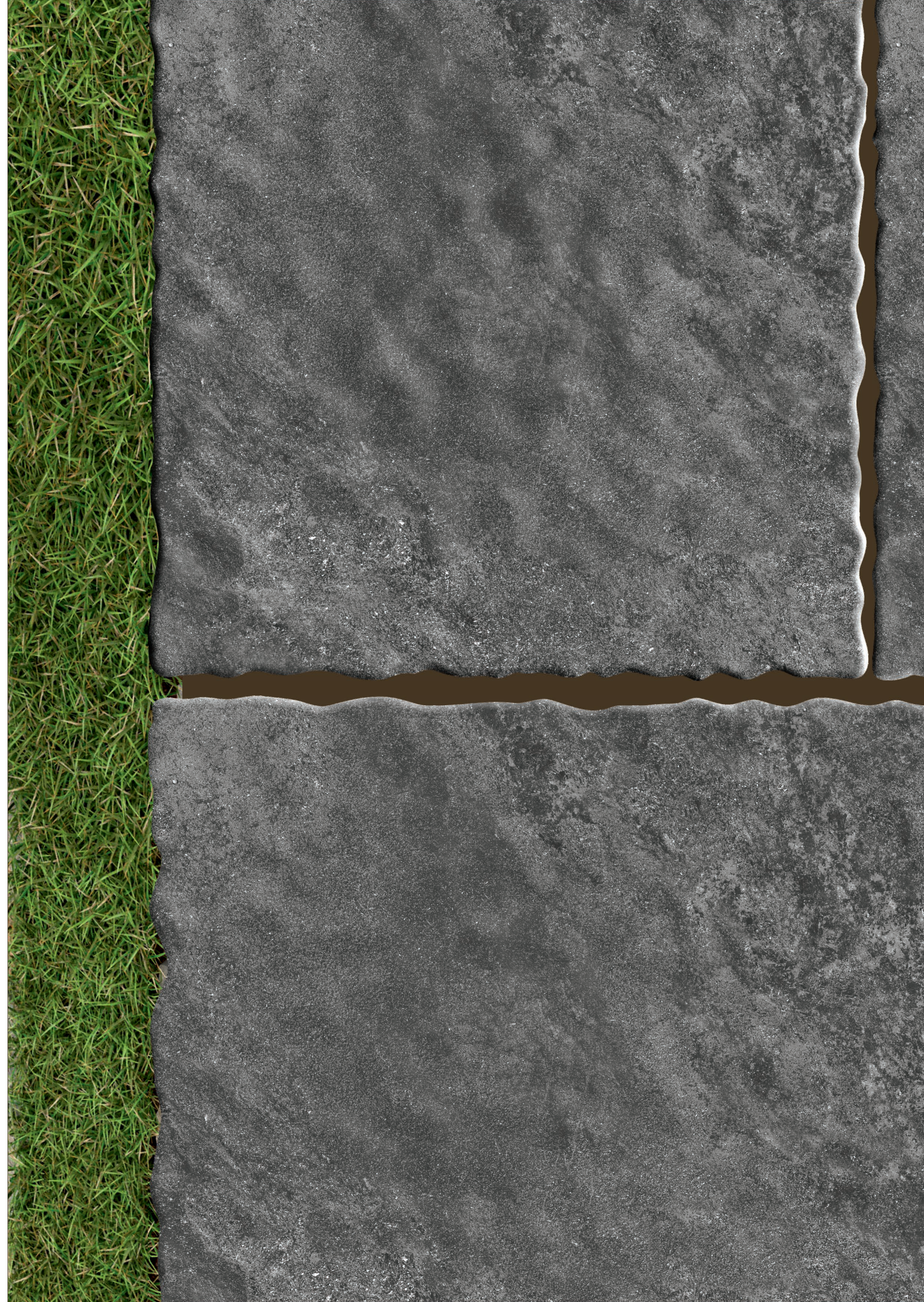
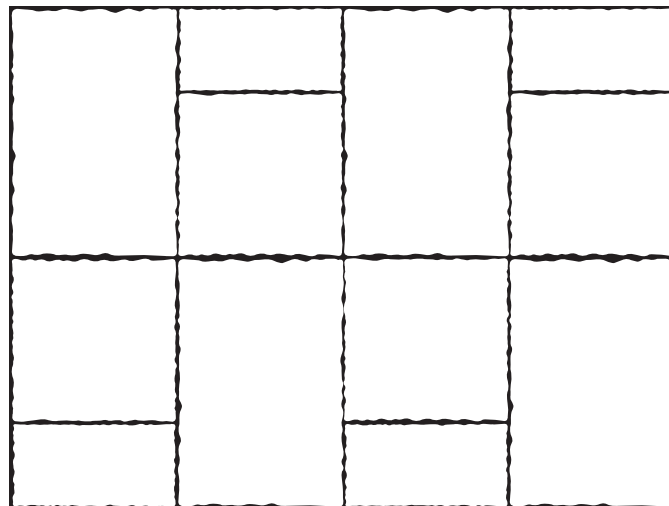
Laying Pattern -4



Laying Pattern -5



Laying Pattern -6







europa

MODULAR TILES

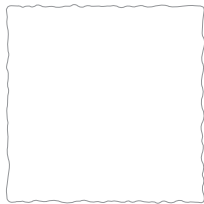
455x305mm | 305x305mm | 155x305mm

# STEEL WAVY EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



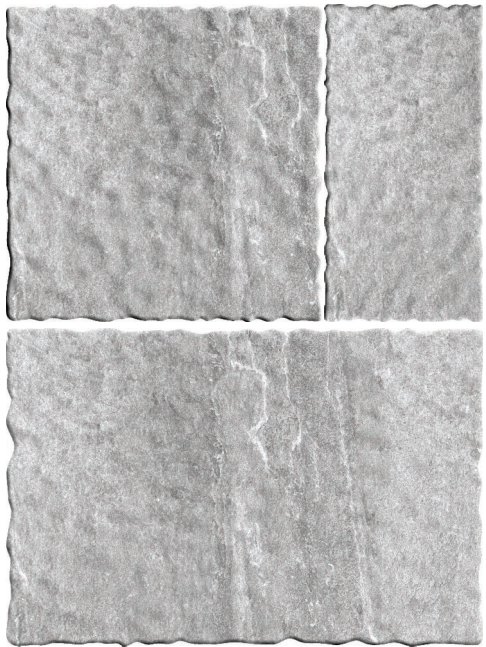
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

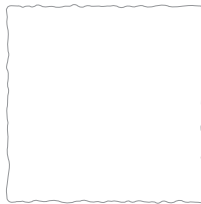
455x305mm | 305x305mm | 155x305mm

FOG WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



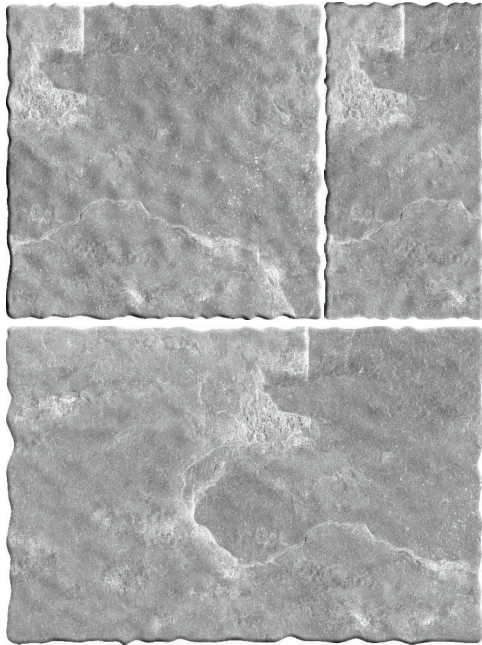
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

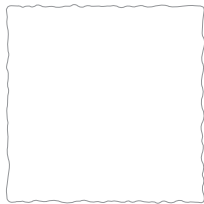
455x305mm | 305x305mm | 155x305mm

GREY WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



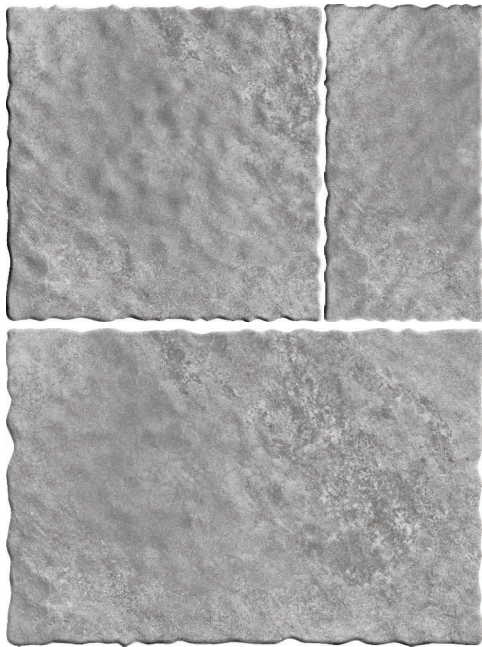
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

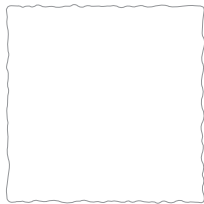
455x305mm | 305x305mm | 155x305mm

NERO WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



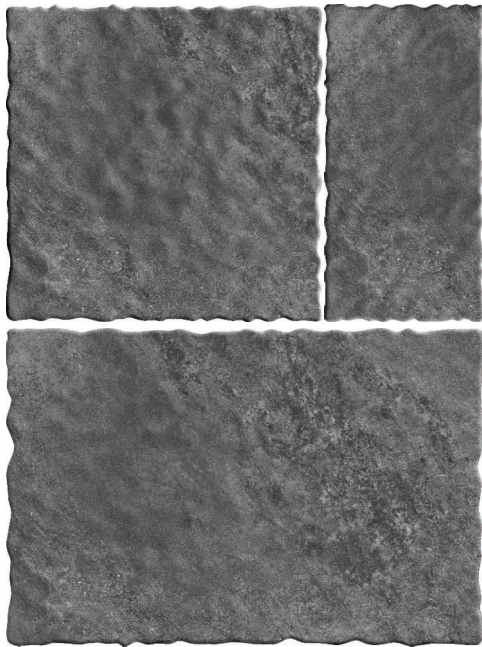
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

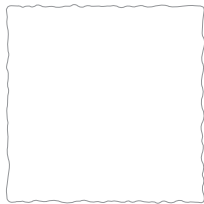
455x305mm | 305x305mm | 155x305mm

CREMA WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



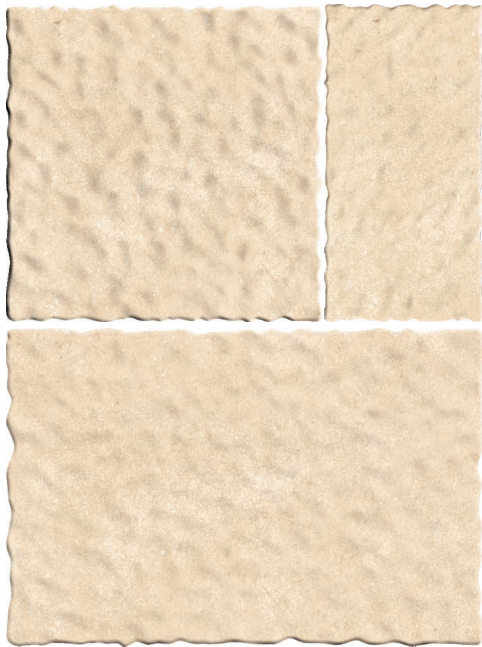
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

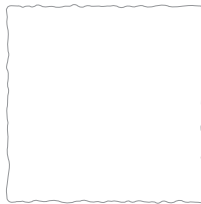
455x305mm | 305x305mm | 155x305mm

# TAN WAVY EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



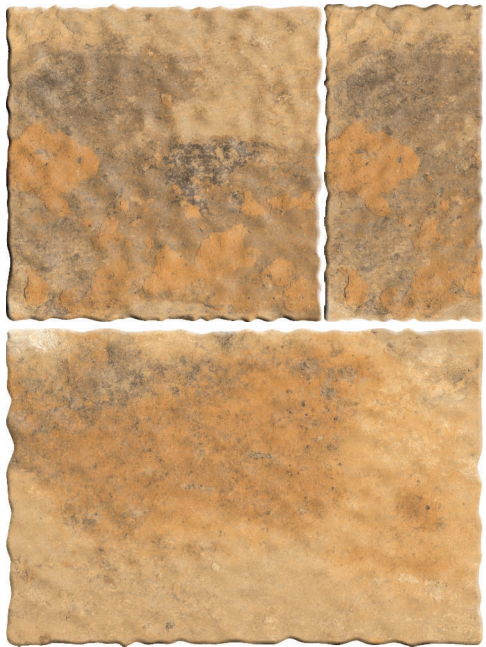
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

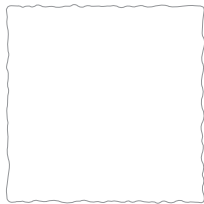
455x305mm | 305x305mm | 155x305mm

BEIGE WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



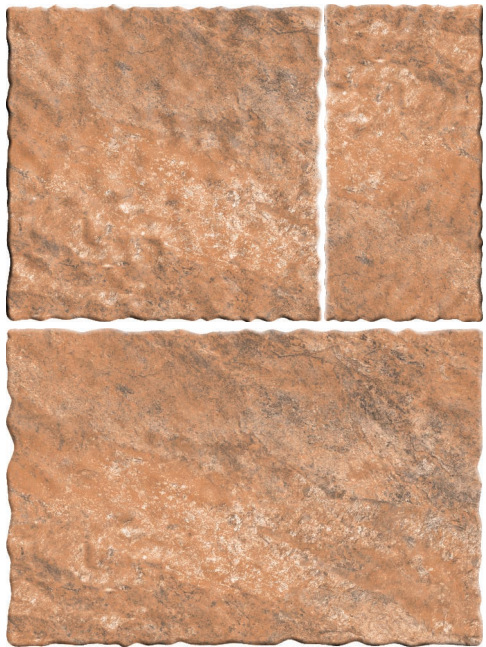
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

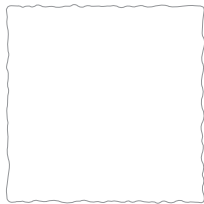
455x305mm | 305x305mm | 155x305mm

**BROWN WAVY**  
**EDGE MODULAR**

FINISH: MATTE  
THICKNESS : 15 mm



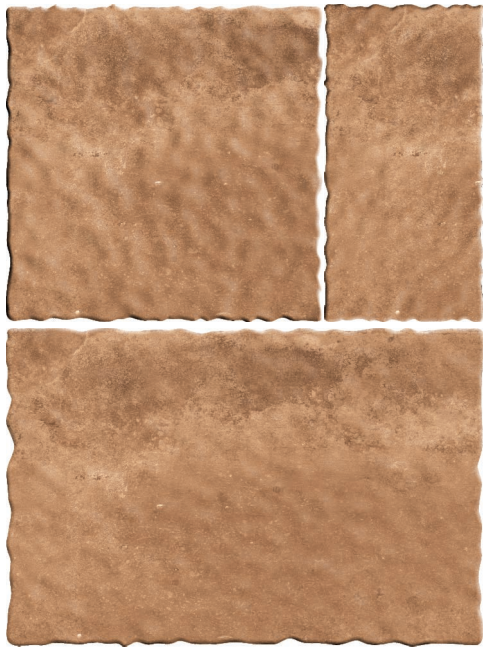
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

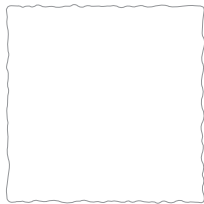
455x305mm | 305x305mm | 155x305mm

# COTTO WAVY EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



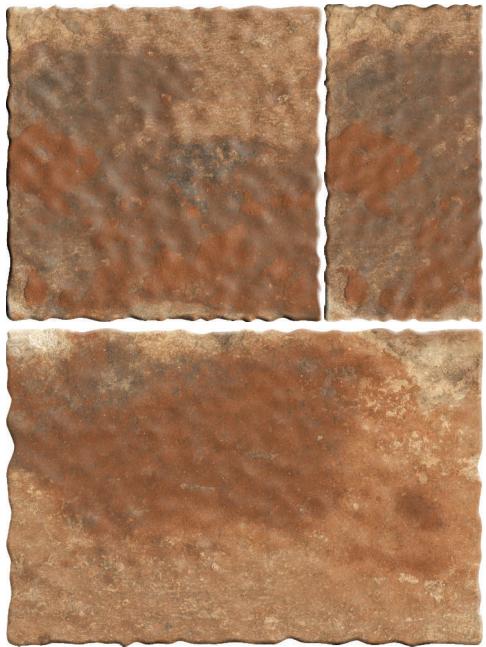
155x305 mm



305x305 mm



455x305 mm







europa

MODULAR TILES

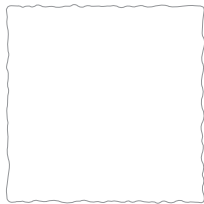
455x305mm | 305x305mm | 155x305mm

MULTI WAVY  
EDGE MODULAR

FINISH: MATTE  
THICKNESS : 15 mm



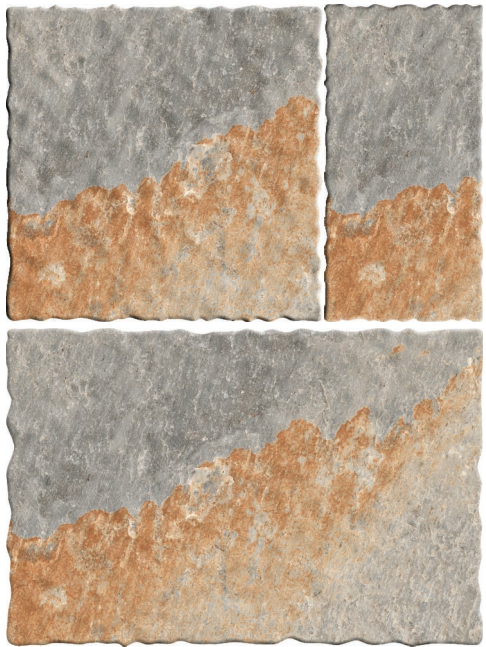
155x305 mm



305x305 mm



455x305 mm





TECHNICAL SPECIFICATION

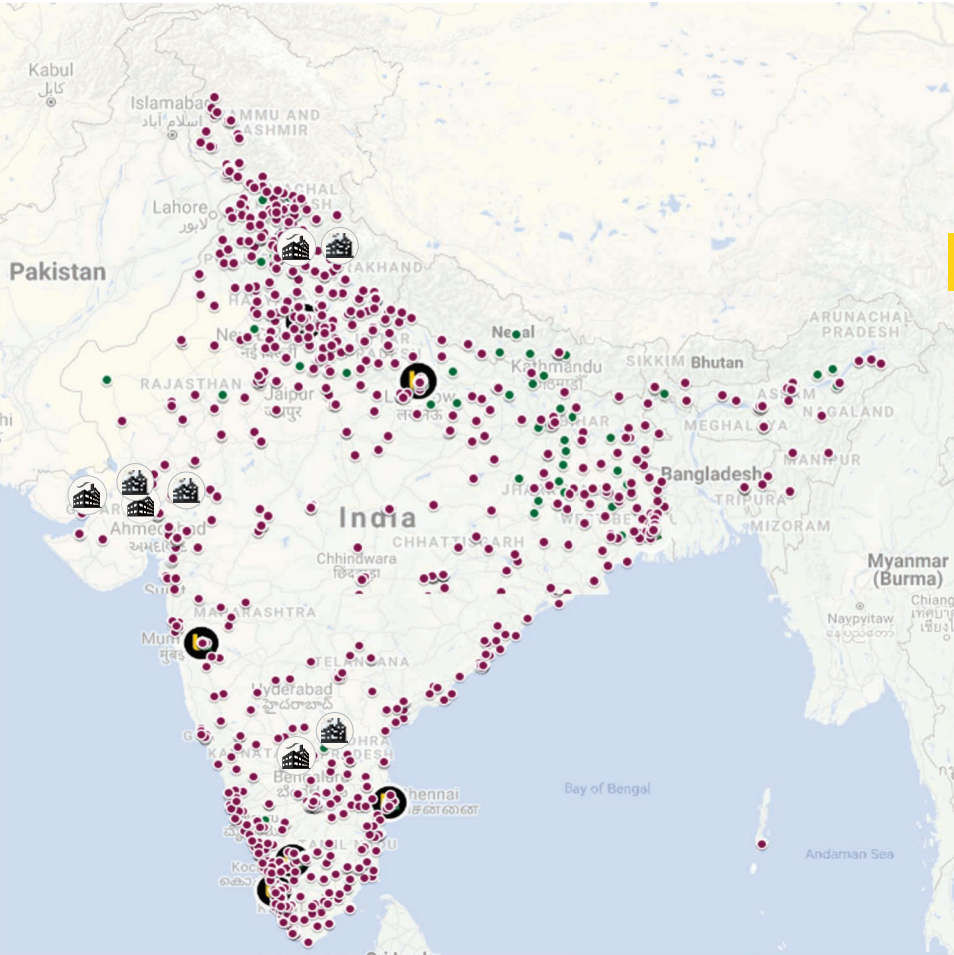
| Packing Details (Unrectified Tiles) |                |           |          |          |
|-------------------------------------|----------------|-----------|----------|----------|
| Sizes                               | Pieces per Box | Thickness | Sqm/Box  | Sqft/Box |
| 455X305 mm - 2 Pcs                  | 6 Pcs          | 15 mm     | 0.56 sqm | 6 sqft   |
| 305X305 mm - 2 Pcs                  |                |           |          |          |
| 155X305 mm - 2 Pcs                  |                |           |          |          |

| S No.                           | CHARACTERISTICS  | STANDARD AS PER IS 15622:2017 GROUP B Ib   | OBL VALUE   | Test Method      |
|---------------------------------|--|--|---|------------------|
| Dimensions and Surface Quality: |  |  |   |                  |
| a)                              | Deviation in Size (length & Width) Unrectified Tiles                         | ± 0.4 %  | ± 0.4 %   | IS 13630 Part 1  |
| b)                              | Deviation in thickness   | ± 5.0 %  | ± 4.0 %   | IS 13630 Part 1  |
| c)                              | Straightness of sides  | ± 0.3 %  | ± 0.3 %   | IS 13630 Part 1  |
| d)                              | Rectangularity   | ± 0.3 %  | ± 0.3 %   | IS 13630 Part 1  |
| e)                              | Surface Flatness (Centre curvature, Edge Curvature & warpage)                | ± 0.5 %  | ± 0.2 %   | IS 13630 Part 1  |
| f)                              | Surface Quality  | Min 95% of the tiles shall be free from visible defects that would impair the appearance of a major area of the tile | Min 95% of the tiles shall be free from visible defects that would impair the appearance of a major area of the tile. | IS 13630 Part 1  |
| Physical Properties:            |  |  |   |                  |
| a)                              | Water absorption %   | Average 0.08 <E≤3  | Average <2%   | IS 13630 Part 2  |
| b)                              | Modulus of rupture N/mm²   | Average 30, individual 27 Min.   | Min 30 N/mm²  | IS 13630 Part 6  |
| c)                              | Breaking Strength N  | 700 Min for thickness <7.5mm, 1100 Minimum for Thickness ≥7.5 mm   | 3500 N  | IS 13630 Part 6  |
| d)                              | Moisture Expansion in mm/m   | 0.02 Max   | Conform   | IS 13630 Part 3  |
| e)                              | Scratch hardness (Moh's Scale)   | 5 Min  | 5 Min   | IS 13630 Part 13 |
| g)                              | Linear thermal expansion Co-efficient  | 7x10 <sup>-6</sup> max   | 7x10 <sup>-6</sup> max  | IS 13630 Part 4  |
| h)                              | Thermal Shock Resistance   | 10 Cycle Min   | Passed  | IS 13630 Part 5  |
| i)                              | Impact Resistance  | 0.55 , Min   | 0.75  | IS 13630 Part 14 |
| j)                              | Bulk density, in g/cc  | 2.0, Min   | Confirm   | IS 13630 Part 2  |
| k)                              | Frost Resistance   | Required if agreed   | Confirm   | IS 13630 Part 10 |
| l)                              | Resistance to Surface abrasion of glazed tiles                               | Min II   | Conform   | IS 13630 Part 11 |
| m)                              | Crazing Resistance   | 4 Cycle @ 7.5 bar Min.   | Pass  | IS 13630 Part 9  |
| Chemical Properties:            |  |  |   |                  |
| 1.a)                            | Stain resistant glazed tiles   | Class I Min  | Conform   | IS 13630 Part 8  |
| 2.a)                            | Resistance to Household chemicals, Resistance to acids & alkalis (Except HF) | Class AA   | Class AA  | IS:13630 Part 8  |

NOTE: Certain amount of Size and Shade Variation is inherent in all products. Within the limits of printed material, the colors and aesthetics of the products correspond closely to those of illustrated products. Prospective customers are advised to inspect a sample of the tile before ordering and laying. At all points of time, the company liability is restricted to the purchase value of tiles.

Every effort has been made to ensure the accuracy of the information given. However, the company reserves the right to delete & change, any of the items, colors, sizes & technical specifications without any prior notice.

\*Tiles are un-rectified and they retain natural edges with permissible dimensional variations as per industry standards.



A Network of  
**2500+**  
Channel Partners

- Franchise Owned Boutiques
- Channel Partners
- Company Owned Boutiques
- Plants

ORIENTBELL TILE BOUTIQUE

**CHENNAI**  
New No: 85, Old No: 30, Maharaja Tower, 2nd Floor, 1st Avenue, Ashok Nagar, (Above Kotak Mahindra Bank), Chennai-600 083, Tel.: +91 44 4213 8687

**LUCKNOW**  
Raj Rani Apartment, Ground Floor, Near Beej Nigam, Badshah Nagar Railway Station, Lucknow-226 006, Tel.: +91 99847 86404

**COCHIN**  
“SURYA GAYATRI”, Building No. 32/8, B3, Puthiya Road, New Junction, (Opposite Holiday Inn Hotel) Ernakulam By Pass Road, Cochin-682 031 Tel.: +91 97457 68058

**PUNE**  
Shop No. 3 and 4, A Tower Vega Centre, C.T.S No. 710, Final Plot No. 401/1, Shankarasheth Road, Gultekdi, Swargate, Pune-411 037 Tel.: +91 73910 72247

**DEHRADUN**  
Duggal Complex (Near Kamla Palace Hotel), GMS Road, Dehradun-248 001, Tel.: +91 97197 01064

**VADODRA DISPLAY CENTRE**  
78-79, 2nd Floor, Surya Kiran Complex, Beside Banker Heart Institute, Old Padra Road, Vadodara-390007, Gujarat Tel.: +91 98254 14113





## Making Tile Selection Easier



Visualise selected tiles & get a quote



Tiles selected by you in your room



Share layout for a personalised render\*

[www.orientbell.com](http://www.orientbell.com)

### CORPORATE OFFICE:

Iris House, 16 Business Centre,  
Nangal Raya, New Delhi-110046, India  
Tel: +91-11-47119100

### REGISTERED OFFICE:

8 Industrial Area, Sikandrabad-203 205 (UP), India  
Tel: +91-8191004575/ 76

### CUSTOMER CARE:

[customercare@orientbell.com](mailto:customercare@orientbell.com)  
Call : 87507 11111  
Whatsapp : 87507 33333

CIN: L14101UP1977PLC021546

Please join us on social media



[www.orientbell.com](http://www.orientbell.com)

