OBL:HO:SEC:00: New Delhi : 15.07.2026

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga Building, Phiroze Jeejeebhoy
Towers, Dalal Street,
Mumbai - 400 001

Stock Code - 530365

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

Stock Code: ORIENTBELL

Sub: Intimation under Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Extension of Tenure of Chief Executive Officer

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Board of Directors of the Company has, at its meeting held on 15th July, 2026 considering the recommendation of Nomination and Remuneration Committee, approved the extension of the tenure of employment of Mr. Aditya Gupta as the Chief Executive Officer (CEO) of the Company for a period of five (5) years, from 01st August, 2026 to 31st July, 2031.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the applicable SEBI Circular are enclosed as **Annexure A.**

Further the above said Board Meeting commenced at 03:50 p.m. and concluded at 04:18 p.m.

This is for your kind information and record.

Yours faithfully,
for Orient Bell Limited

YOGESH MENDIRATTA Digitally signed by YOGESH MENDIRATTA Date: 2026.07.15 16:37:49 +05'30'

Yogesh Mendiratta
Company Secretary & Head - Legal
Encl.: as above

Annexure A

Details for the extension of the tenure of Mr. Aditya Gupta as the Chief Executive Officer (CEO) of the Company.

Particulars	**Details**
Reason for change	Mr. Aditya Gupta shall attain the retirement on 31st July, 2026. The Board of Directors has, in its meeting held on 15th July, 2026 considering the recommendation of Nomination and Remuneration Committee, approved the extension of his employment as Chief Executive Officer of the Company for a period of five (5) years from 01st August, 2026 to 31st July, 2031.
Date of appointment/re-appointment	01st August, 2026 (start date of extension period)
Term of appointment/ re-appointment and Effective date	Extension of tenure of employment as Chief Executive Officer for a period of five (5) years with effect from 01st August, 2026 to 31st July, 2031.
Brief profile	Mr. Aditya Gupta is a Bachelor of Technology from IIT, Mumbai and a Post Graduate Diploma holder in Marketing & Finance from IIM Bangalore with around 35 years of multi- functional experience in industry leading companies. Throughout his career, he has been recognized & awarded for delivering consistent revenue growth and boosting margins through innovative marketing programs and executional excellence. Mr. Aditya Gupta has been Company's CEO for 8+ years since 6th March, 2018. Under his stewardship, the Company has gained financial, operational and brand strength over the last few years.
Disclosure of relationships between directors	Not Applicable