



Mini Diamonds (India) Ltd.

DW-9020 Bharat Diamond Bourse, Bandra Kurla Complex, Bandra- East, Mumbai – 400051.
Email: accounts@minidiamonds.net Phone: 022 4964 1850, CIN: L36912MH1987PLC042515

August 22, 2025

To,

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001

Company Code: 523373

Subject: Business update: Mini Diamonds (India) Limited Expands Jewellery Portfolio with 3,750 New Designs

Dear Sir/Madam,

Mini Diamonds (India) Limited (MDIL) has announced the addition of **3,750 new jewellery designs**, spanning **gold and silver lab-grown diamonds jewellery**. These designs will be introduced through **Namra Jewels**, through its flagship store and online platform, and through B2B partnerships, providing wider access to customers and trade partners. The expansion comes ahead of the festive season, when demand traditionally strengthens, and is expected to **contribute positively to sales both in India and overseas**. Recent **tariff changes in lab-grown diamonds** are also creating a supportive backdrop for exports, offering MDIL a timely advantage.

With the enlarged design bank, MDIL is now better placed to meet diverse consumer tastes and trade requirements, from everyday silver lab-grown diamond jewellery to high-value gold and certified lab-grown diamond collections. The wider assortment, deployed across retail stores & e-commerce of Namra Jewels, and B2B channels, is expected to **resonate with festive season demand** and translate into stronger domestic sales.

In parallel, the evolving tariff environment in lab-grown diamonds is easing competitive pressures globally. For MDIL, this development is expected to smoothen market access and improve export opportunities, particularly during the upcoming holiday season overseas.

Website: www.minidiamonds.net



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Taken together, the design-led expansion and tariff-driven advantage are anticipated to support higher sales momentum and revenue contribution across both domestic and international markets.

This is for your information and record.

Management's Comment:

Shri Upendra N. Shah, Chairman and Managing Director, Mini Diamonds (India) Limited, had to say the following with regards to this business update:

“The introduction of 3,750 new designs across our portfolio strengthens our ability to serve customers through Namra Jewels’ online and offline platforms, and B2B channels. With festive demand approaching, we see this as an opportunity to deepen our market presence and generate stronger sales. At the same time, the tariff environment in lab-grown diamonds is working in our favour, providing us with an added edge in exports. Together, these factors place MDIL on a solid footing for the season ahead.”

Thanking you.

Yours faithfully,

For Mini Diamonds (India) Limited

Upendra Shah

Managing Director

DIN: 00748451



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About Us:

Mini Diamonds (India) Limited (“MDIL”) is a public limited company listed on BSE Limited, was established in the year 1987 with a clear intention to cater diamond import and export business, with its clear track records. Today Mini Diamonds is an internationally well-known company for its cut and polished diamonds and jewellery manufacturing.

MDIL has established a sophisticated manufacturing facility in Mumbai, strategically equipped with cutting-edge technology and state-of the-art machinery tailored specifically for processing rough diamonds. Within this facility, every facet of the diamond cutting and polishing process is meticulously handled using modern equipment, including Sarin Technology, Auto Bruiting Machines, Semi-Automatic Polishing Mills, and Sawing Machines, among others.

Under the meticulous supervision of MDIL’s seasoned experts and their own dedicated staff, the factory ensures the highest standards of precision and quality at every stage of production. This commitment to excellence extends beyond mere technology; it encompasses the fusion of craftsmanship and innovation to elevate the diamond processing industry to new heights.

Moreover, MDIL doesn't limit its expertise solely to diamond processing. The Mumbai facility also serves as a hub for jewellery manufacturing, where professional artisans harness the cutting-edge machinery Available on-site. By integrating their expertise in diamond processing with jewellery manufacturing, MDIL creates a seamless synergy, resulting in exquisite, meticulously crafted pieces that embody both luxury and elegance.

Our company excels in the manufacturing, marketing, and sales of exquisite lab-grown diamond jewellery. We cater to both the Indian and international markets, offering our products through B2B and B2C channels. With a focus on cutting-edge production



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technology, we strive to deliver high-quality, cost effective lab-grown diamonds that appeal to a wide range of customers.

By combining innovative technology, meticulous craftsmanship, and strategic marketing, we aim to set new standards in the lab-grown diamond industry, providing unparalleled value and beauty to our customers globally.

For Mini Diamonds (India) Limited

Upendra Shah

Managing Director

DIN: 00748451