



# *Mini Diamonds (India) Ltd.*

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October 09, 2024

To,

**BSE Limited**

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001

**Company Code: 523373**

**Opening of Company's First Ever Retail Designer Lab Grown Diamond Jewellery Store on Saturday 12<sup>th</sup> October, 2024- Dusshera.**

Dear Sir/Madam,

With reference to the above captioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are excited to announce to our shareholders the grand opening of its flagship retail jewellery store by Mini Diamonds (India) Limited, through its wholly owned subsidiary Namra Jewels Pvt Ltd at Atria Mall, Dr. Annie Besant Road, Worli, Mumbai, on the auspicious occasion of Dusshera the 12<sup>th</sup> of October 2024, Saturday by the name of "*Namra Jewels- Opulence Redefined A DIVISION OF MINI DIAMONDS INDIA LTD (SINCE 1987)*".

This flagship store will offer an exclusive collection of exquisitely crafted lab-grown diamond jewellery, setting a new standard in elegance and sustainability. With a focus on 14KT gold and lab-grown diamonds, Namra Jewels aims to cater to the discerning

tastes of modern consumers who seek ethical luxury without compromising on style or quality.

The Dussehra launch symbolizes a significant step in Namra Jewels' journey to becoming a leading name in the lab-grown diamond jewellery market. The store promises to deliver an immersive shopping experience, combining traditional craftsmanship with cutting-edge innovation. Customers can look forward to timeless pieces that are not only beautiful but also eco-conscious.

To mark this special occasion, the flagship store will offer exclusive launch promotions and a curated selection of its finest collections, making it the perfect destination for festive shopping.

With this launch, we aspire to open 25 such stores in future as we continue to aim to pave the way for the future of luxury lab grown diamond jewellery, where sustainability and sophistication go hand in hand.

**USP of Namra Jewels- Opulence Redefined (A Division of Mini Diamonds India Ltd (Since 1987))**

1. HALLMARKED (BIS) 14KT GOLD.
2. IGI CERTIFIED LAB GROWN DIAMOND JEWELLERY.
3. 100% LIFETIME EXCHANGE POLICY\*.
4. FREE CLEANUP AND POLISHING FOR 3 YEARS FROM DATE OF PURCHASE.

**Management's Comment:**

Shri Upendra N. Shah, Chairman and Managing Director, Mini Diamonds (India) Limited, had to say the following with regards to the Store Opening on Saturday:

*"We are thrilled to open our flagship store on such an auspicious day as Dussehra. This store represents our commitment to offering innovative, sustainable luxury to our customers. We*

*look forward to redefining the jewellery experience with our exclusive lab-grown diamond collections."*

We request you to kindly take the above information on record.

### **About Us**

Mini Diamonds (India) Limited ('Mini Diamonds') 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.

Mini Diamonds 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 Bruting Machines, Semi-Automatic Polishing Mills, and Sawing Machines, among others.

Under the meticulous supervision of Mini Diamonds' 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, Mini Diamonds 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, Mini Diamonds 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 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.

Thanking you.

Yours faithfully,

**For Mini Diamonds (India) Limited**

**Upendra N. Shah**  
**Managing Director**  
**DIN: 00748451**